



BALLY'S BRONX
COMMUNITY ADVISORY COMMITTEE

Bally's
BRONX

A nighttime photograph of the Bally's Bronx casino building, a large, modern structure with a distinctive circular design, illuminated and reflected in the water. In the foreground, a ferry labeled "EAST RIVER FERRY" is visible. The sky is dark with some clouds, and a bridge is partially visible on the left. The overall scene is set against a backdrop of a city at night.

COMPANY OVERVIEW

Bally's
BRONX

BOARD OF DIRECTORS – **BALLY'S CORPORATION**

Highly Diverse Board of Directors



SOOHYUNG KIM
CHAIRMAN OF THE BOARD



JAYMIN B. PATEL
VICE CHAIRMAN OF THE BOARD



ROBESON REEVES
CHIEF EXECUTIVE OFFICER



GEORGE T. PAPANIER
PRESIDENT, CASINOS & RESORTS



JEFFREY W. ROLLINS
DIRECTOR



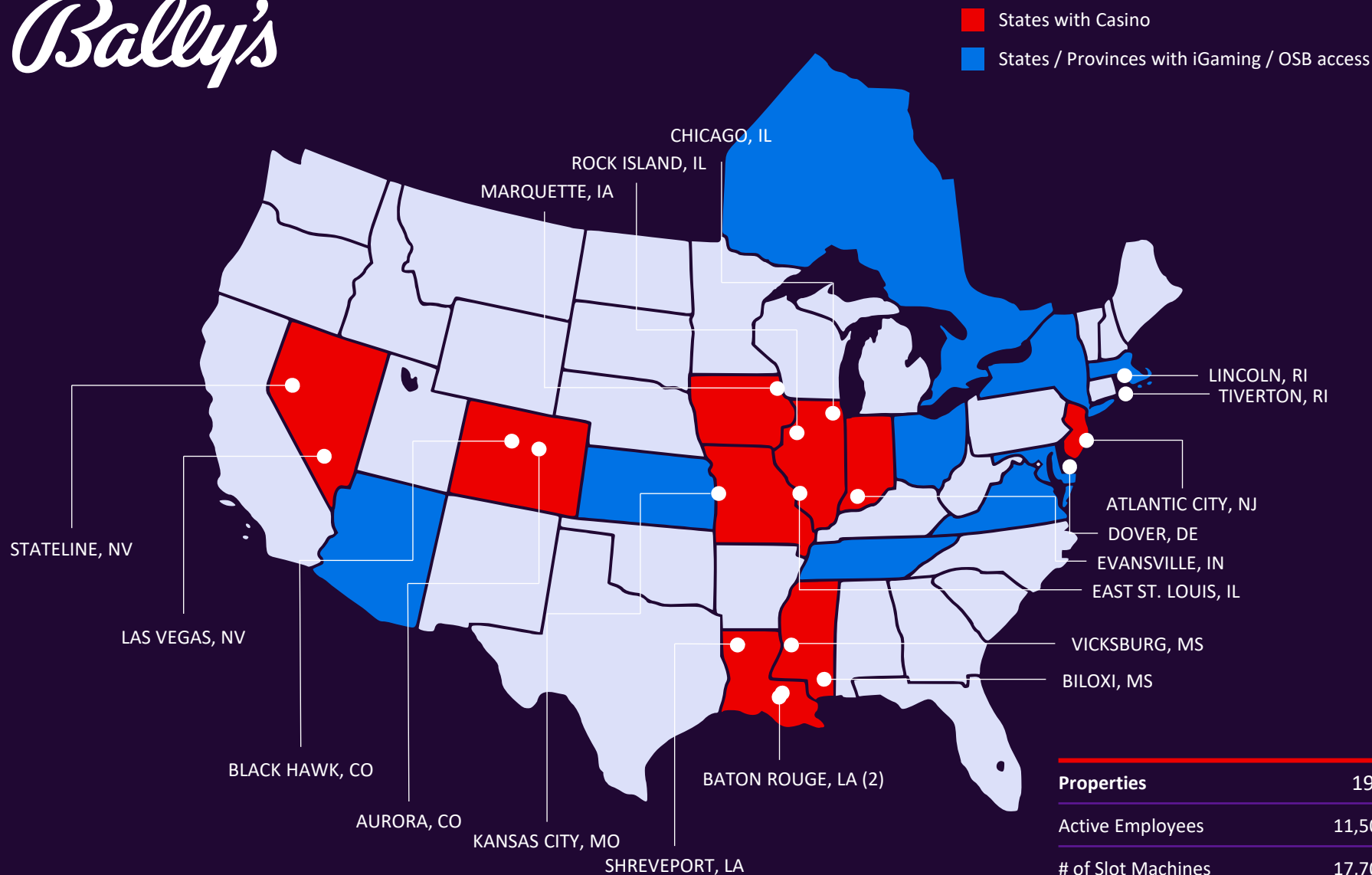
WANDA Y. WILSON
DIRECTOR



TRACY HARRIS
DIRECTOR



TERRENCE DOWNEY
DIRECTOR



Properties	19 ⁽¹⁾
Active Employees	11,500
# of Slot Machines	17,700
# of Gaming Tables	630
# of Hotel Rooms	3,950

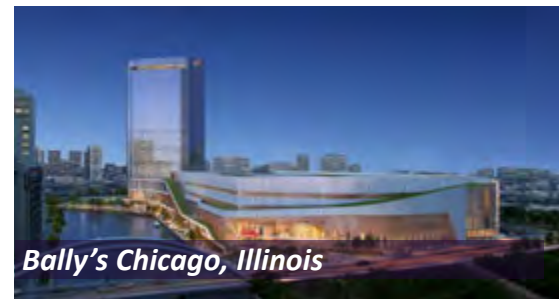
(1) Property count includes 3 Blackhawk, CO properties and excludes Arapahoe Park Racetrack in Aurora, CO and the Trop in Las Vegas, NV which was closed in April 2024

Bally's

SELECT PROPERTIES



Bally's Lincoln, Rhode Island



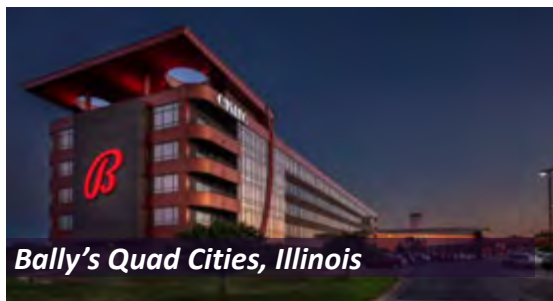
Bally's Chicago, Illinois



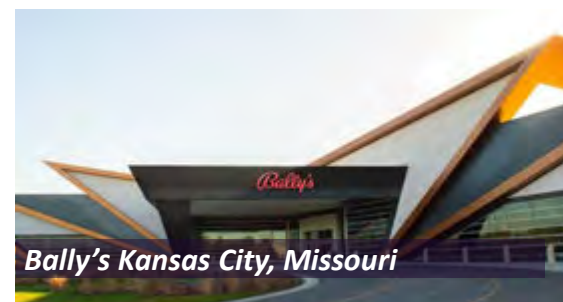
Bally's Evansville, Indiana



Bally's Shreveport, Louisiana



Bally's Quad Cities, Illinois



Bally's Kansas City, Missouri



Bally's Dover, Delaware



Bally's Lake Tahoe, Nevada

INTEGRATED RESORT OPERATIONS



An aerial photograph of the Bronx, New York, taken at sunset. The Hudson River is in the foreground, reflecting the orange and yellow light of the setting sun. A suspension bridge is visible on the left. In the background, the Manhattan skyline is silhouetted against the sky. The Bally's logo is overlaid in the bottom right corner.

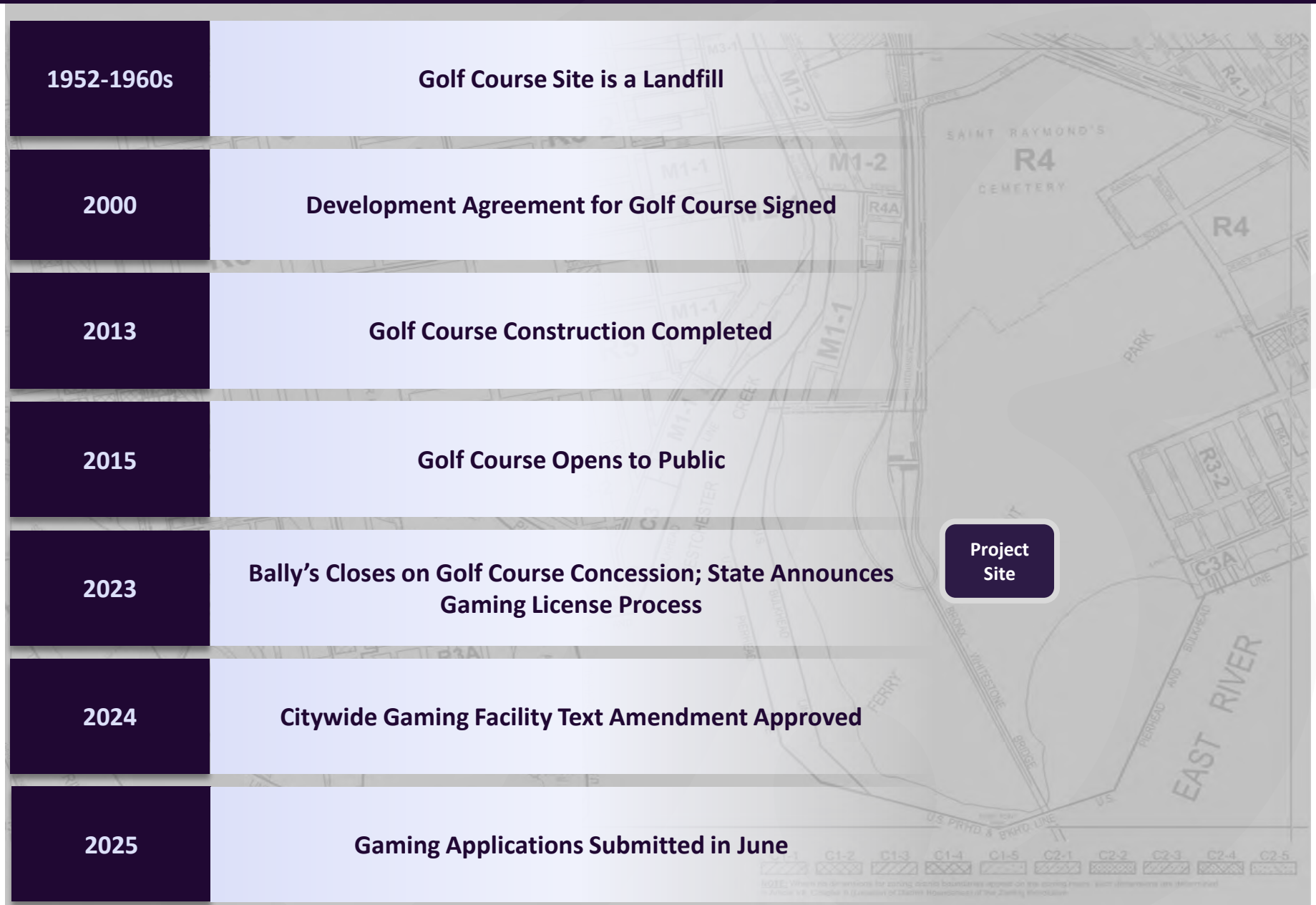
PROJECT OVERVIEW

Bally's
BRONX

KEY PROJECT HIGHLIGHTS

- 1 LARGEST PRIVATELY FUNDED PROJECT IN BRONX HISTORY**
- 2 2ND LARGEST PRIVATE EMPLOYER IN THE BRONX**
- 3 FULLY UNIONIZED LABOR FORCE**
- 4 ~15,000 CONSTRUCTION & ~4,000 PERMANENT JOBS**
- 5 SIGNIFICANT TRANSPORTATION UPGRADES**
- 6 NEW PARKLAND & PARKLAND IMPROVEMENTS**
- 7 BALLY'S – FUNDED NYPD SUBSTATION(S)**



TIMELINE – HISTORY OF THE DEVELOPMENT SITE



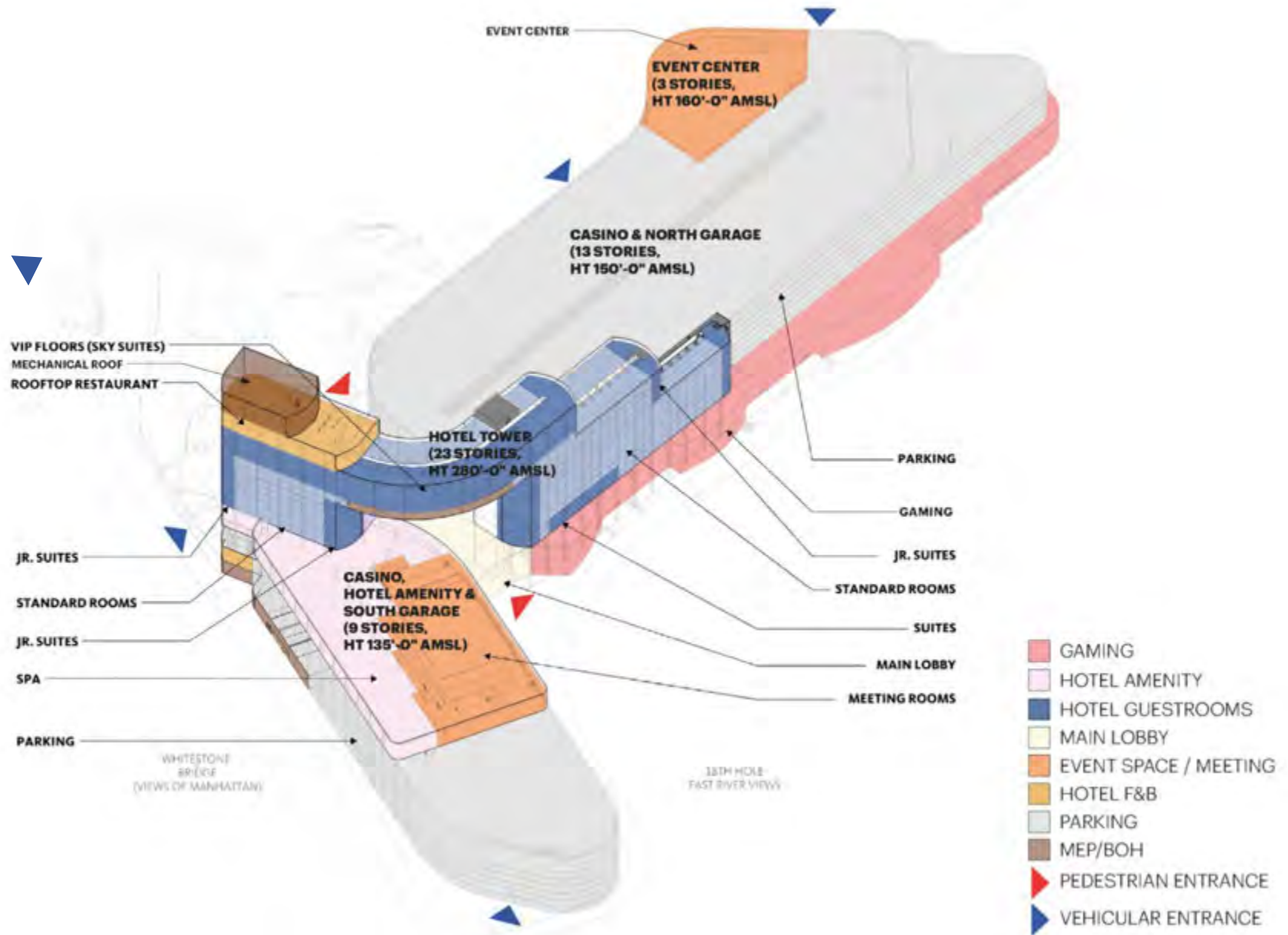
SATELLITE SITE VIEW



The Project Site will be located entirely within the Licensed Premises and has been designed to minimize the impacts to the local community

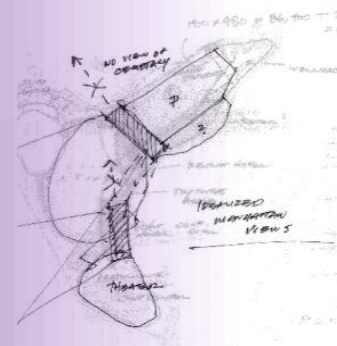
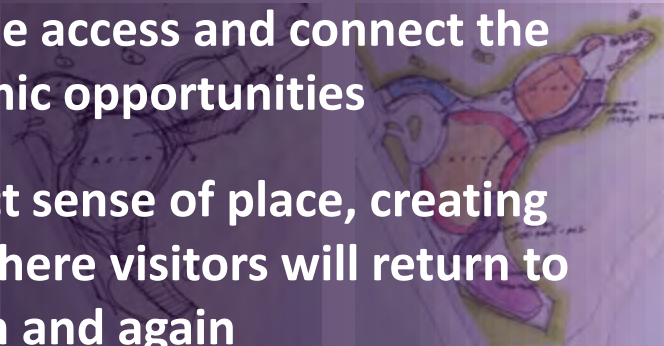
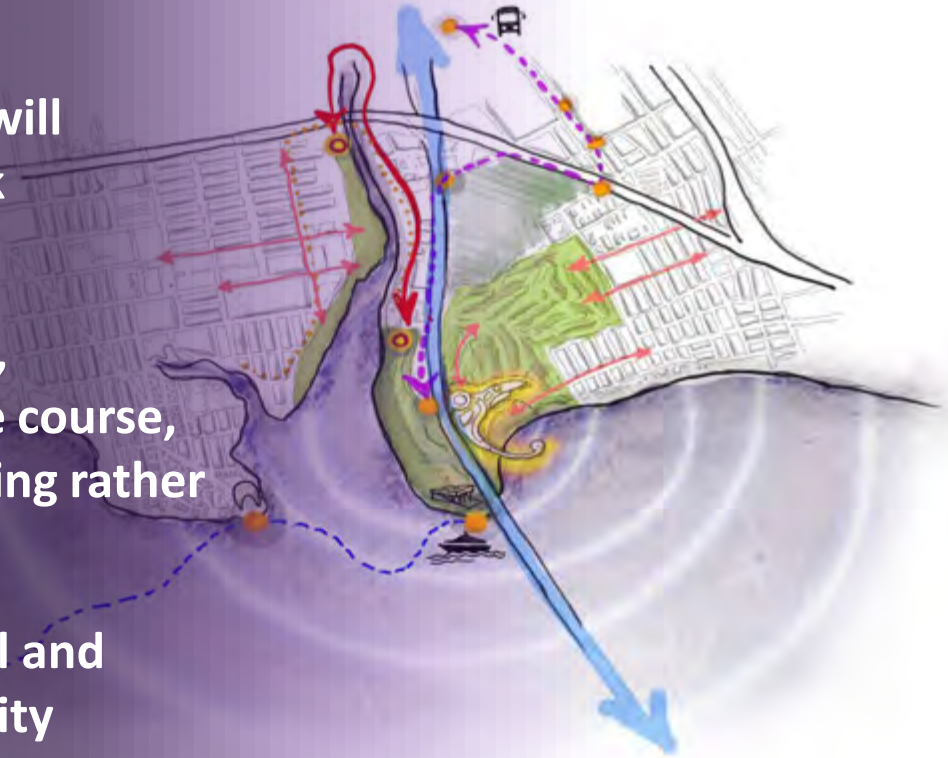
-  Outline denotes the approximate perimeter of Project Site
-  Outline denotes the perimeter of the Licensed Premises under agreement with NYC Parks

PROJECT PROGRAM



Design Emphasis

- A context-sensitive design that will become an icon of the New York waterfront
- Creation of a fluid, organic form, mimicking the rolling, links-style course, complementing the natural setting rather than overpowering it
- Design a project that is beautiful and responsive to the local community
- Provide equitable access and connect the Bronx to economic opportunities
- Provide a distinct sense of place, creating a lasting draw where visitors will return to Ferry Point again and again



AERIAL VIEW FROM EAST



NORTHBOUND VIEW ON WHITESTONE BRIDGE



SOUTHBOUND VIEW ON WHITESTONE BRIDGE



VIEW FROM EAST RIVER



GAMING FLOOR VIEW



HOTEL LOBBY VIEW



ASIAN RESTAURANT VIEW



FOOD HALL VIEW



MEETING & CONVENTION VIEW



ROOFTOP BAR VIEW



HOTEL INTERIOR – *CITY VIEW SUITE*



LEED & SUSTAINABILITY INITIATIVES



An aerial photograph of the Bronx, New York, at sunset. The Hudson River is in the foreground, reflecting the orange and yellow sky. A suspension bridge is visible on the left. In the middle ground, there's a modern, multi-story building with a glass facade, illuminated from within. The background shows the dense urban landscape of the Bronx and the distant Manhattan skyline with its iconic skyscrapers.

PROJECT BENEFITS

Bally's
BRONX

PROJECT BENEFIT OVERVIEW



15,000
CONSTRUCTION JOBS



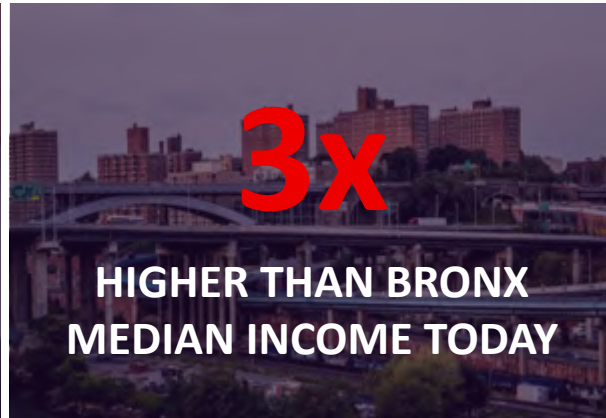
4,000
PERMANENT JOBS



70%+
BRONX
HIRING



\$96k
IN EARNINGS PER FTE



3x
HIGHER THAN BRONX
MEDIAN INCOME TODAY



75%+
DIVERSE
HIRING



9%
LOCAL EQUITY
OWNERSHIP



35%
LOCAL SOURCING
FLOOR



\$1.5BN
ANNUAL ECONOMIC
IMPACT

COMMUNITY BENEFITS AGREEMENT OVERVIEW

Community Benefits of more than \$625 million in net present value

Community Investment Program

- Bronx and New York City residents will have opportunity to purchase equity in Bally's Bronx

New Parkland & Improvements

- New Improved Access, Parking & Facilities at Ferry Point Park
- Pedestrian & Bicycle Safety Improvements
- Assume Certain Maintenance Obligations from NYC Parks
- Summer Concert Series

Bronx Benefit Fund

Directors Appointed by Local Elected Officials:

- Local Schools/PTA Funds
- NYCHA/Community Housing
- Bronx Community Organizations
- Mental Health & Substance Abuse Fund
- BronxNet Fund

Public Safety Enhancements

- Additional NYPD substations in neighboring communities
- Supplemental Funding for Public Safety

Transit Improvements

- New Lafayette Avenue Overpass
- Ferry Point Ring Road Rebuilt
- Added MTA Bus Stops
- Expanded Shuttle Services
- Parking Accommodations at Bally's

Workforce Development & Local Support

- Pre-Apprentice Programs & Youth Engagement
- Coordination with Bronx Educational Institutions
- Childcare Services
- Local Sourcing & Contracting Goals
- "Made in the Bronx" Store
- Create/Hire a local Community Engagement Office

COMMUNITY BENEFITS AGREEMENT OVERVIEW

BENEFIT	DESCRIPTION	ESTIMATED IMPACT
Project Scope	<ul style="list-style-type: none"> ▪ Largest Private Development in the History of the Borough ▪ 15,000+ Construction Jobs ▪ 4,000+ Permanent Jobs ▪ Unionized Benefits ▪ Property, Sales & Hotel Taxes 	<p>Approximately \$4 billion Capital Investment</p> <p>Massive Direct & Indirect Economic Impact to New York City</p>
Community Investment Program	<ul style="list-style-type: none"> ▪ Bronx Residents will have opportunity to purchase equity interest in the Bronx Integrated Resort ▪ Modelled after our Chicago Program including non-recourse financing 	<p>Up to 9% of project equity will be offered in this form, allowing for thousands of individual investors to participate</p> <p>Creating Generational Wealth Opportunities</p>
Bronx Benefit Fund	<p>Directors Appointed by Local Elected Officials to allocate amongst:</p> <ul style="list-style-type: none"> ▪ Local Schools/PTA Funds ▪ NYCHA/ Community Housing ▪ Bronx Community Organizations with an emphasis on youth sports – Throggs Neck Little League, Pelham Bay Little League, Co-Op City Little League, AFC Rapid Soccer, etc. ▪ Mental Health & Substance Abuse Fund ▪ BronxNet Fund 	<p>1% of Gross Gaming Revenues or 3% of Net Operating Profits</p> <p>\$10 million per annum Minimum Commitment</p> <p>\$200 million net present value</p>

COMMUNITY BENEFITS AGREEMENT OVERVIEW

BENEFIT	DESCRIPTION	ESTIMATED IMPACT
Traffic & Transit Improvements	<ul style="list-style-type: none">▪ New Lafayette Ave Overpass▪ Ferry Point Ring Road Rebuilt▪ Added MTA Bus Stops▪ Expanded Shuttle Services▪ Parking Accommodations at Bally's	<p>\$75 million Upfront Capital Improvements</p> <p>plus</p> <p>Ongoing Contributions of \$60 million net present value</p>
Parkland Improvements	<ul style="list-style-type: none">▪ Improved Access, Parking & Facilities at Ferry Point Park▪ Pedestrian & Bicycle Safety Improvements▪ Assume Certain Maintenance Obligations from NYC Parks▪ Summer Concert Series	<p>\$100 million Upfront Capital Improvements</p> <p>plus</p> <p>Ongoing Contributions of \$20 million net present value</p>
Public Safety Enhancements	<ul style="list-style-type: none">▪ Additional NYPD substations in neighboring communities▪ Supplemental Funding for Public Safety	<p>\$10 million Upfront Capital Improvements</p> <p>plus</p> <p>Ongoing Contributions of \$60 million net present value</p>

COMMUNITY BENEFITS AGREEMENT OVERVIEW

BENEFIT	DESCRIPTION	ESTIMATED IMPACT
Workforce Development	<ul style="list-style-type: none">Community Prioritized HiringPre-Apprentice ProgramsCoordination with Bronx Educational InstitutionsChildcare Services	Ongoing Contributions of \$60 million net present value
Local Support	<ul style="list-style-type: none">Local Sourcing & Contracting Goals“Made in the Bronx” StoreYouth Engagement ProgramsOpen Facilities for Local Non-ProfitsCreate / Hire a local Community Engagement Office who will actively participate with the Community Board Office & bring expertise to help solve local issues beyond just those that directly affect the Bronx Integrated Resort	Ongoing Contributions of \$40 million net present value
Total Enumerated Community Benefits	\$625 million net present value excluding Direct Project Scope Impact and excluding Community Investment Program	

PARKLAND IMPROVEMENTS

Illustrative Depiction – Soccer Field



Illustrative Depiction – Park Field Improvements



- Final package of park improvements will be developed in consultation with various stakeholders
- Potential example improvement projects include:
 - New trail/pathway connecting east and west sides of the park under the Whitestone Bridge
 - Reconstruction of soccer fields
 - New playground in Ferry Point West
 - New pathway from the 9/11 Living Memorial to the waterfront
 - Trail repair, park lighting, invasive plant control and new tree planting, including for Ferry Point Community Park
 - Ferry Point Community Park Sports Field Reconstruction

OTHER IMPROVEMENTS – GOLF CLUBHOUSE





WORKFORCE DEVELOPMENT & INCLUSION

Bally's
BRONX

EMPLOYMENT STRATEGY & OPPORTUNITIES

Key Workforce Development Goals & Commitments

- 1 15,000 UNION CONSTRUCTION JOBS**
Average Annual Payroll of ~\$400 million and average wages of more than \$55 / Hour
- 2 4,000 PERMANENT JOBS**
Average annual earnings of ~\$96,000 per FTE and total payroll of more than \$360 million
- 3 100% UNIONIZED PROJECT**
All non-management roles will be unionized under Hotel & Gaming Trades Council Agreement
- 4 75%+ MINIMUM TARGET OF DIVERSE EMPLOYEES**
Positions to be reflective of Bronx Demographics
- 5 70%+ MINIMUM TARGET BRONX-BASED EMPLOYEES**
Positions to be filled by Bronx residents within surrounding catchment area

WORKFORCE DEVELOPMENT INITIATIVES

CREATE ~15,000 CONSTRUCTION JOBS & 4,000 PERMANENT POSITIONS

Key Initiatives for Workforce Development

- Sponsorship of local career fairs and vendor opportunity programs
- Local hiring programs with local colleges and universities
- Develop and implement formal and informal trainings covering leadership and industry specific skills (Dealer Schools, Culinary Partnerships, Apprenticeships, etc.)
- Partnerships with community organizations and workforce development programs
 - Includes institutions such as Barrier Free Living, Bronx Vet Center, Acacia Network, South Bronx Job Corp Center
- Establishment of Community Engagement office in collaboration with our Executive Director of Diversity, Equity and Inclusion to identify specific workforce needs
- Collaborate with civic groups and other organizations to identify programs based on local needs



- **Upwards is a childcare network connecting parents to thousands of licensed providers for daycare, nannyng, babysitting, and tutoring for ages 6 weeks – 12 years**
- **Employee membership is fully employer paid, with extra financial help available**
- **Employees choose from 4,340 nearby providers, ensuring more options**
- **Proven diversity and affordability: 99% female-run, 72% people of color businesses; in-home care costs 40% less than traditional options**
- **Helps recruitment and retention by reducing absenteeism, supporting working parents, and providing valued benefit flexibility**

STRONG LABOR RELATIONS



**UNITE
HERE!**



LiUNA!



Diverse & Local Hiring Success

Goal	Actual
60% Minority Hiring	81% Minority Hiring
50% City Residents Hiring	71% City Residents Hiring
15.5% SEDA Hiring	23% SEDA Hiring
5% Hiring of Persons with Disabilities	10% Hiring of Persons with Disabilities



COMMUNITY REWARDS PROGRAM

*CUSTOMER REWARDS TO PROMOTE **BALLY'S BRONX** AND **LOCAL PARTNERSHIPS***



Dealer School & Hospitality Program Update

Key Milestones

- 1st class graduated November 2024 with 100% job offer rate
- 2nd class graduated February 2025 with 100% job offer rate
- 3rd class in planning between CCRI and Bally's
- Intro to Hospitality Management launched Spring 2025
- Job offer issued for Head Chef of new CCRI Culinary program
- Governor McKee requested press conference to launch CCRI Culinary Program in Newport



Hospitality & Tourism Management Certificate

Overview of Available Coursework

The certificate program includes the following courses, each worth 3 credits:

- **BUSN 1600** - Orientation to Hospitality Management
- **BUSN 1610** - Service Management Principles for Hospitality & Tourism
- **BUSN 2600** - Managing Service in Food and Beverage Operations
- **BUSN 2610** - Hospitality and Tourism Marketing
- **BUSN 2620** - Human Resource Management in Service Organizations
- **BUSN 2630** - Hospitality Law

These courses are designed to provide students with essential skills and knowledge

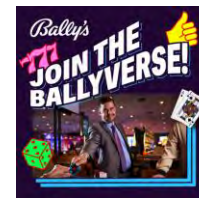
Apprenticeships & On-The-Job Learning

Apprenticeship Development

- As part of our ongoing partnership, we are developing **apprenticeships** that will provide students with practical experience in the hospitality field.

On-the-Job Learning Opportunities

- In addition to apprenticeships, we are also creating on-the-job training opportunities to enhance students' employability. Stay tuned for more updates on these exciting developments!



An aerial photograph of the Bronx, New York, taken at sunset. The Hudson River is in the foreground, reflecting the orange and yellow light of the setting sun. In the middle ground, a bridge spans the river, and a large, modern building with a glass facade is visible on the right. The background shows the dense urban landscape of the Bronx, with the Manhattan skyline visible in the distance. The sky is filled with soft, wispy clouds. The overall mood is serene and scenic.

TRANSPORTATION IMPROVEMENTS

Bally's
BRONX

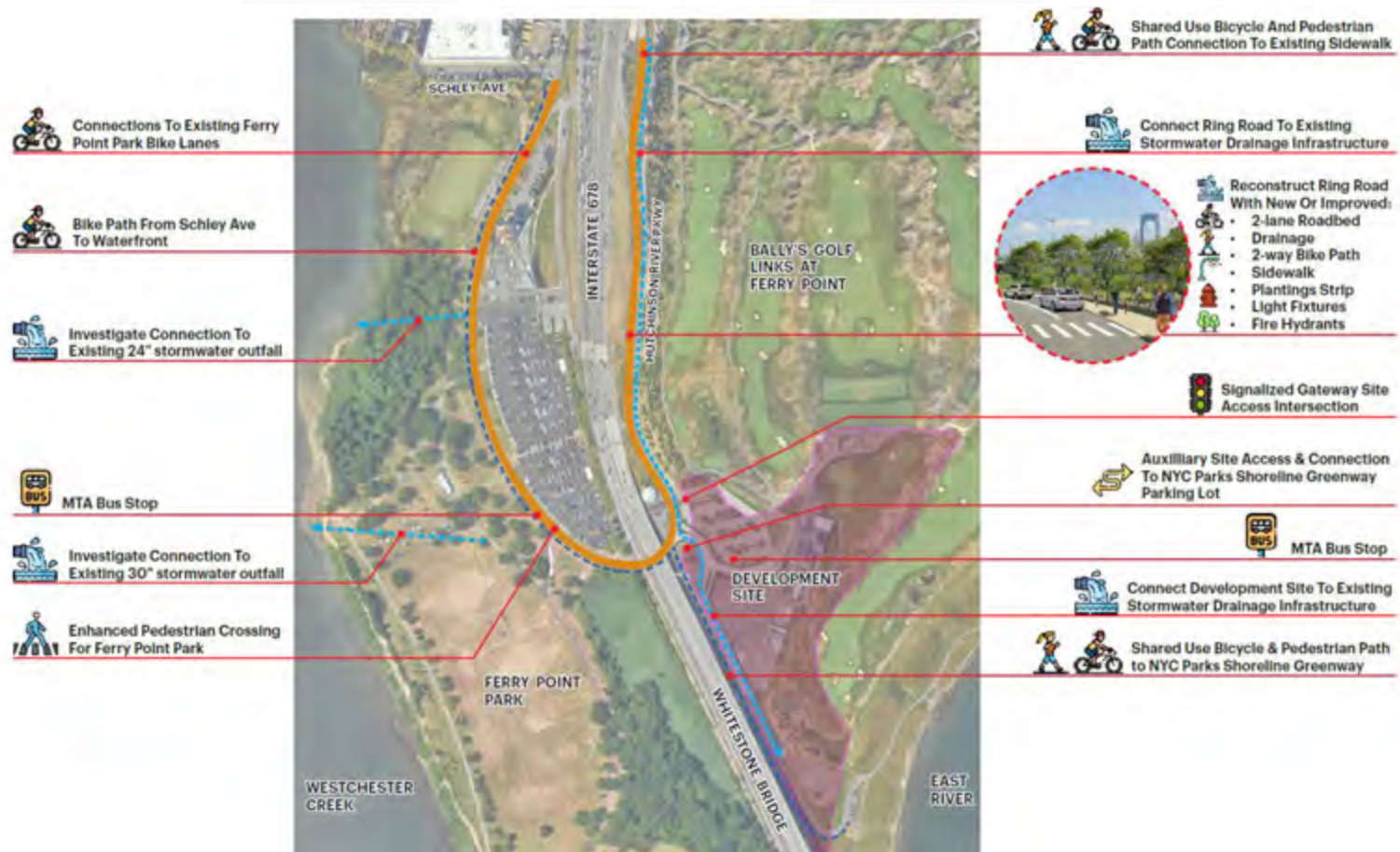
TRANSPORTATION DEMAND STUDY



TRANSPORTATION IMPROVEMENTS OVERVIEW

2015 City Planning Study

- Recommended reclassifying "Ring Road" as mapped city street under DOT's jurisdiction instead of park roadway
- Projected increased use of park areas and manufacturing to the north would increase volumes
- Concluded upgrades and transferring jurisdiction to DOT would ensure proper maintenance and accommodations
- ***Additional mitigation and improvement measures have been proposed as part of the project***



PROPOSED PARKLAND IMPROVEMENTS – ROADWAY WIDENING

Illustrative Depiction



• Reconstruction of Ring Road With New Or Improved:

- 2-lane Roadbed
- Curbside Parking lane
- 2-way Bike Path
- Sidewalk
- Plantings Strip
- Light Fixtures
- Fire Hydrants
- MTA Bus Station
- Enhanced Pedestrian Crossing

PROPOSED PARKLAND IMPROVEMENTS – ENTRANCE TO FACILITY

Illustrative Depiction

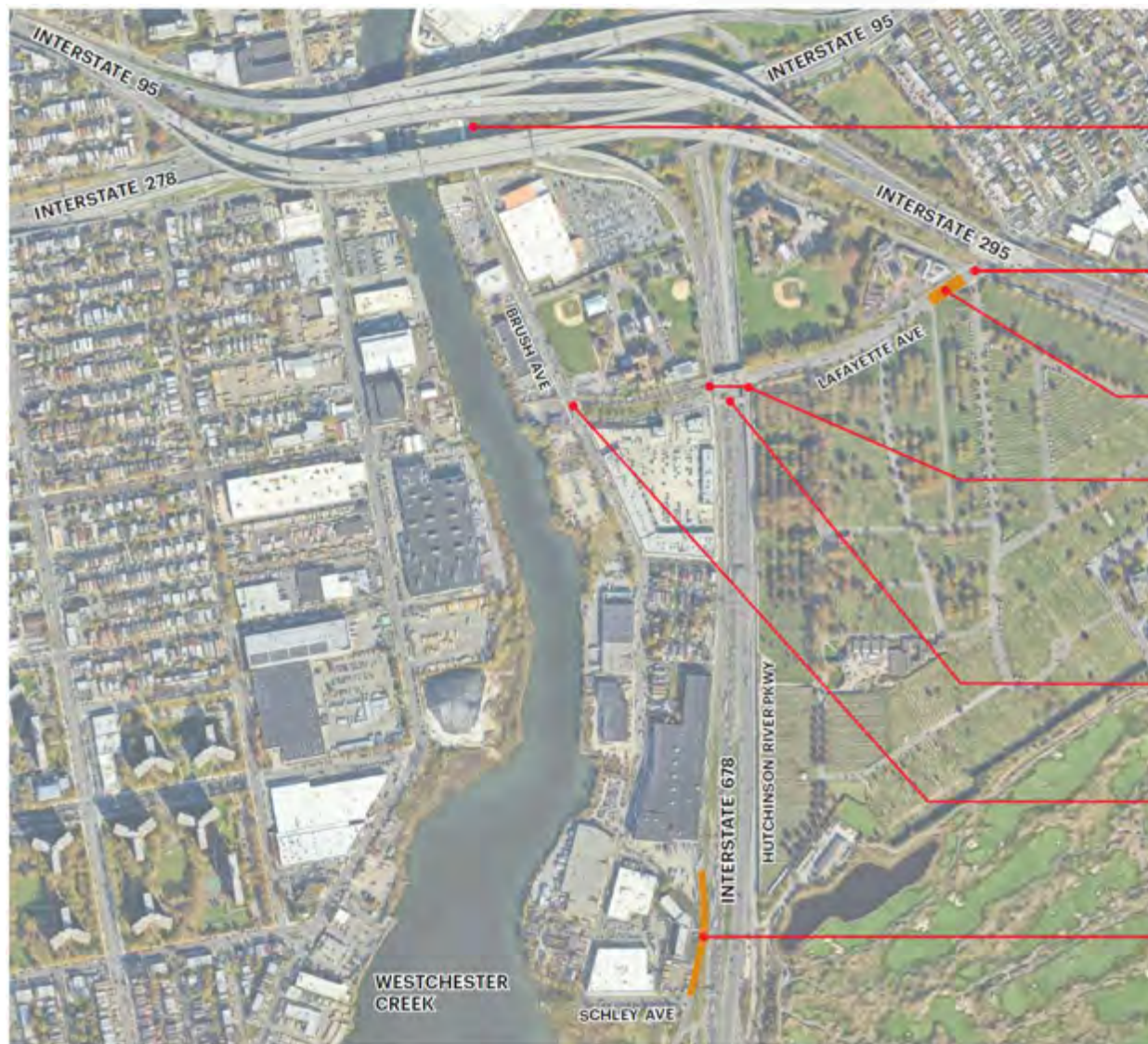


- Reconstruction of Ring Road Underpass With New Or Improved:

- 2-lane Roadbed
- 2-way Bike Path
- Sidewalk
- Light Fixtures
- Fire Hydrants
- Invasive Plant Control



TRANSPORTATION IMPROVEMENTS OVERVIEW (CONTINUED)



Traffic Signal Timing Improvements at
Bruckner Blvd



Traffic Signal Timing Improvements at
Lafayette Ave & Cross Bronx Expy Ext



Restripe Roadway And Restrict Curbside Parking
To Provide New Exclusive Turning Lane



Traffic Signal Timing Improvements at
Lafayette Ave & Hutchinson River Pkwy



Proposed East-West Overpass



Traffic Signal Timing Improvements at
Lafayette Ave & Brush Ave



Restripe Roadway And Restrict Curbside Parking
To Provide Additional Travel Lane (2-lane Roadway)

PROPOSED OVERPASS



Illustrative Depiction

Existing Overpass

New Overpass

TRANSPORTATION PLAN

Plan Summary

Vision for the project incorporates a sustainability-focused multi-modal transportation strategy that provides improved access to the Ferry Point site and reduces the impact on the surrounding Throggs Neck catchment area

Current Public Transportation Access



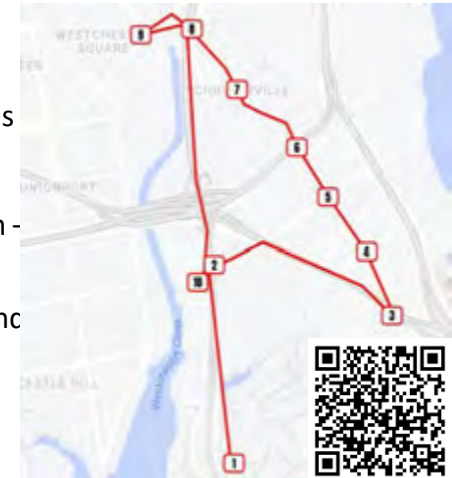
Contemplated Transportation Options



Shuttle Program Overview

Bally's heard the need from the community; and responded with action and a community-focused solution

- Bally's Bus formally launched in September 2023
- Transportation loop has 10 stops
- Standard operating schedule:
 - Monday to Friday from 10am - 7pm
- Program has benefitted thousands of residents and has growing ridership 30%+ per month



1 BALLY'S GOLF LINKS

2 LAFAYETTE AVENUE & HUTCHINSON RIVER PARKWAY

3 CROSS BRONX EXPRESSWAY EXT & EAST TREMONT AVENUE

4 RANDALL AVENUE & EAST TREMONT AVENUE

5 LAFAYETTE AVENUE & EAST TREMONT AVENUE

6 BRUCKNER BOULEVARD & EAST TREMONT AVENUE

7 WATERBURY AVENUE & EAST TREMONT AVENUE

8 2995 EAST TREMONT AVENUE

9 WESTCHESTER SQUARE SUBWAY

10 815 HUTCHINSON RIVER PARKWAY



COMMUNITY ENGAGEMENT



BALLY'S GOLF LINKS ENGAGEMENT

Community Support:

- Hosted Senior Holiday Parties and Turkey Give-Aways
- Supported the Bronx Chamber, BronxWorks, and other local associations
- Staff comprises **70% Bronx residents** and **80% NYC residents**

Youth Programs:

- Career Days for PS6 West Farms, benefiting 70+ kids
- PGA Jr. League with NYC Parks, involving 14 kids
- APGA Tour event impacted 450+ Bronx kids, including Preston High School activities and a junior clinic
- Hosted the NYPD 45 Internship Program for 30+ youth
- Hosted the PSAL Golf Championships for 20 students
- Provided clinics for the Kips Bay Boys & Girls Club
- Offered practice access to teams like NYU, Fordham, Columbia, Regis, and Manhattan

Military Support:

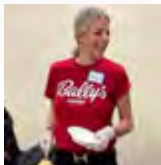
- Hosted adaptive training and H.O.P.E. Team sponsorship for 100+ veterans
- Hosted the MetPGA HOPE Graduation with 250+ veterans

Bally's golf operations are active in the Bronx community and committed to being a great neighbor.



COMMUNITY INVOLVEMENT

Volunteerism



Local Sponsors



Charitable Giving



COMMUNITY ENGAGEMENT & CANVAS RESULTS

150+

*Community
Groups Engaged*

11,000+

*Bronx Locals
Contacted*

85%+

*Bronx Locals
Support*

- Door-to-door campaign completed in early 2025 to educate and gauge local support in the catchment area
- Engaged **registered voters** collecting signatures on pledge cards from supporters in Council District 13, Assembly District 82 and Senate District 34
- Canvassed 11,200+ registered voters and collected 9,700+ signed pledge cards with the following takeaways
 - 85%+ of those canvassed supported the project

BALLY'S FOUNDATION

- Bally's Foundation is a Delaware nonprofit 501(c)(3) authorized to operate in New York
- The Foundation's mission is to address health, educational, social, and economic wellbeing of communities where Bally's employees, guests, and customers live
- Bally's Corporation exclusively funds the Foundation and emphasizes community impact through fundraisers, partnerships, tourism growth, and supporting nonprofits and education
 - Example: \$5 million, five-year commitment to the Community College of Rhode Island Foundation for workforce development, including a Table Games Dealer Training Academy
- Bally's Foundation operates independently with a Board of Directors made up of Bally's senior leadership team members
- Bally's supports NYC area communities, including quality programming at Bally's Golf Links at Ferry Point



PRESTON HIGH SCHOOL

“The Bally’s Foundation is proud to stand with Preston’s students, families, and educators in ensuring that legacy continues.

Our commitment to Preston is not about business—it’s about doing what’s right. Supporting institutions like this is central to our belief in being a trusted, long-term partner to the communities we serve.”



Throggs Neck

Preston High School saved from closure in \$8.5M deal with Bally's Foundation



By Emily Swanson

Posted on April 22, 2025

EDUCATION

Bronx Catholic high school saved from closure after Bally's Foundation purchases land from nuns

PRESTON HIGH SCHOOL SAVED FROM CLOSURE THANKS TO \$8.5M DEAL WITH BALLY'S FOUNDATION

Jennifer Lopez's Alma Mater to Stay Open as Nuns Sell to a Casino Firm

A charitable arm of the Bally's Corporation will buy Preston High School's buildings and lease them back to the Catholic school, a victory for foes of a plan to close the Bronx institution.

Bally's Foundation purchases Preston High School, preventing closure
As part of the deal, Bally's will lease the building back to the school for \$1 per year for 25 years.



PUBLIC HEALTH & SAFETY

Bally's
BRONX

RESPONSIBLE GAMING COMMITMENT

Promoting **Responsible Gaming** Culture Across Our Portfolio

International & National Partnerships



Local Partnerships

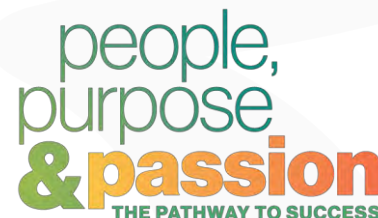


Promoting Responsible Gaming Culture Across Our Portfolio

Bally's Commitment to Responsible Gaming

- Promoting responsible gaming is our culture
- Enforce the standards as set forth by New York State Gaming Commission
- Participation in the Statewide Voluntary Self-Exclusion Program
- Required annual employee training on recognizing the signs and providing support to patrons
- Incorporate materials on-site and online
- Dedicated responsible gaming center on site
- Partnerships with local treatment partners
 - New York State Problem Gambling Resource Centers
 - New York Council on Problem Gambling

Select Responsible Gaming Initiatives





Surveillance

- State-of-the art 24/7 surveillance system with video retention for review
- Weapons detection technology with onboard cameras for image capture
- Seasoned professionals to lead surveillance initiatives

Operational Safety

Exterior Safety



Physical Security

- Controlled access to back-of-house areas and all exterior doors
- Constant security monitoring of guest activity and surveillance
- Actively designing Police substation in collaboration with 45th Precinct

- High-tech surveillance coverage around the entire site
- Thousands of security cameras covering the building and surrounding areas

- Site will have security officer presence with roving mobile patrol in all areas of guest circulation including parking garage
- Installation of additional light posts where required



Community Engagement

- Hiring of local security and surveillance professionals
- Ongoing communication with local community board

- Regular review of security initiatives with neighboring businesses
- Collaborate with local stakeholders on increasing security patrols
- On-going evaluation of park security and safety improvements



Government Stakeholder Engagement

- Security command center for first responder dispatch
- Regular review of security initiatives with law enforcement
- Partnership with local, county and state police forces

- Additional security coverage coordinated during peak volumes and community-wide event dates
- Coordination with city and state Department of Transportation to ensure daily management of pedestrian and vehicular traffic

Bally's

BRONX

