

# Strathcona County New Resort Entertainment Complex

Revitalizing and Building Tourism and Entertainment in  
Strathcona County

# Quick History of Stagewest Hospitality

- Stagewest Hospitality and its main affiliated company, Mayfield Investments Ltd., have a long and successful history in the hotel, entertainment, food and beverage and casino businesses. The company is a third generation, family owned business that opened its first hotel property in 1942. As a hospitality company that continues to reinvent and grow into symbiotic markets, the company began Canada's largest dinner theater chain in the 1970's, working with another Alberta family founded Canadian Western Bank in the 1980's, began working with AGLC and casino development in the 1990's with one of the first Charity Casinos in Edmonton, and purchased, managed and built Casinos and entertainment complexes throughout the last decade. Over the last 75 years Stagewest and its affiliate companies have built, owned and operated 28 hotels, 7 dinner theaters, 2 multipurpose theaters, 3 casinos, a winery, a travel agency, multi and single family development projects and numerous restaurants and other properties.

# What is a Resort Entertainment Complex?



- A Resort Entertainment Complex is a facility that brings together multiple different amenities to appeal to numerous demographic and tourist customers.
- These facilities look to appeal to families, corporate travelers, conferences, leisure tourists, sports and family activities, entertainment enthusiasts, single and multi-night hotel stays.
- This is not a single purpose gaming center, but a complex that promotes entertainment, social interaction and major events within a community that bring people together.
- Amenities such as, Entertainment Lounge, Dinner Theater, Sports Bar, Restaurants, Banquets, Conventions. Currently both local residents and potential tourists are going to different jurisdictions to access these facilities

# Uplifting the Hospitality Sector

- Strathcona County's tourism and hotel sector will be facing multiple challenges coming out of Covid, however a casino as an economic engine placed in a hotel property would revitalize the facility and allow for redevelopment and growth.
- Re-imagining a current hotel property into an Resort Entertainment Center, would not only maintain and stabilize the jobs currently under pressure at the property, but stimulate job creation in gaming, food & beverage, entertainment, banquets and convention.
- A renovated Resort Entertainment Center would also increase projected occupancy rates throughout the county with the center driving tours, conventions, banquets and special events currently being lost to other jurisdictions.



# Jobs and Economic Development

- The revitalized center will re-employ in excess of 100 jobs currently in limbo at one of the distressed hotel properties
- A gaming center would require over 150 gaming sector employees, that would need to be trained and deployed in the casino
- Re-imaging the food and beverage offerings would create and maintain an additional 50 full time employees
- Theater and live musical performances would provide, not only entertainment, but jobs and economic development for the community
- With the draw of the new Resort Entertainment Complex, banquets and conventions would once again look to book at the property, requiring 100 part time and full time employees
- A large Resort Entertainment Complex, as envisioned in Strathcona County would employ upward of 400 full and part time employees
- Renovation and construction at the property would injected several million of dollars into the economy



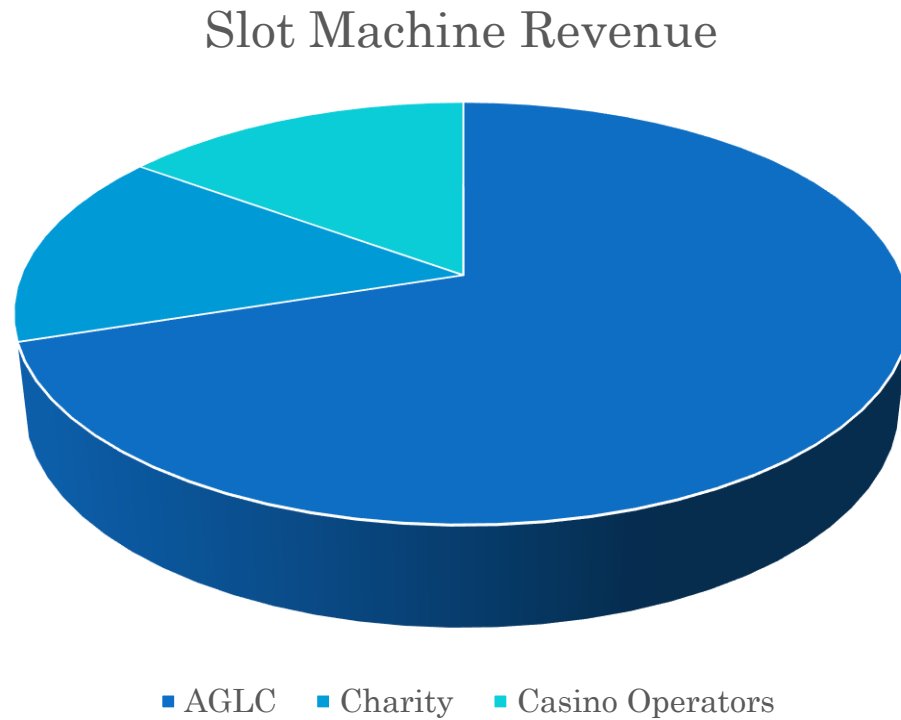
# An Entertainment Cluster

- A re-imagined Entertainment Gaming Center will help create an entertainment cluster within the community of Strathcona County.
- With the emergence of a diversified complex that doesn't currently exist in Strathcona County, there is a greater potential to draw local customers and tourists to the area.
- Other jurisdictions have shown that these centers encourage, promote and beget more businesses, more job growth and more development.
- As local, regional, Provincial, and Inter-Provincial travel is drawn to the area more businesses and economic centers develop in the area.
- Entertainment Gaming Centers promote longer stays, allowing for this development and economic surge.



# Charities and Community Support

The Alberta Charity Casino Model splits slot machine revenue between three parties.



- AGLC receives 70% of slot machine revenue
- Casino operators receives 15% of slot machine revenue
- The Designated Charity receives 15% of slot machine revenue

# Charities and Community Support

- Each Casino supports over 180 separate charities per year!
- With charities receiving the same revenue split as the casino operator but with almost no overhead, charities inside Strathcona County stand to receive millions of dollars annually with a new casino within the county.
- This revenue, while pooled over a 3 month period, goes directly to each qualifying charity and subsequently right back into the community and county.

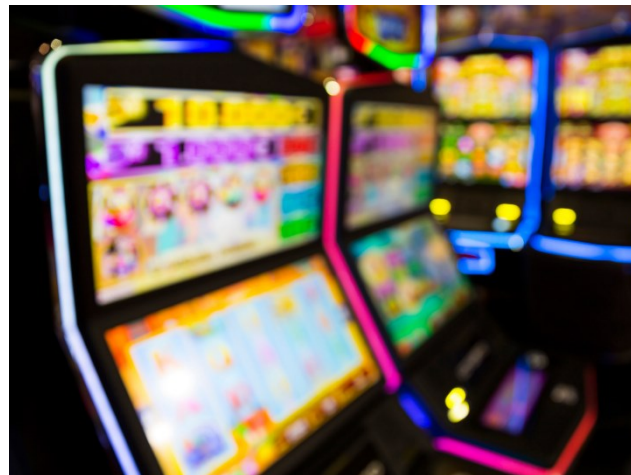




# A Holistic Approach to Tourism

By embracing a holistic, all encompassing approach to tourism, **the sum becomes greater than its parts.**

As people come for sporting events but stay for entertainment, as conventions look for space but book for gaming, as families come for a single night but extend their stay for concerts and pools, the extension and draw of multiple amenities allow for greater tourism.



# Community Entertainment VS Las Vegas

Community Entertainment Centers should not be equated to the Las Vegas Strip. These are facilities found around North America that become the **integrated hub** of the communities that they serve.

Dining, entertainment, banquets, weddings, funerals, family reunions, conventions, work and social meetings; gaming is just a component of a much larger offering.



· Dining - - Entertainment - - Banquets - -  
Family Reunions - - Funerals - - Weddings  
- - - - Conventions - - Gaming - - - -

# Social Responsibility and Gaming

**40 years** of gaming in Alberta and North America.

West Edmonton Mall and Rodgers Place Arena, both have gaming within the facilities and co-exist with Galaxy Land and children's events at the arena.

Responsible Gaming Centers include AGLC and Playing It Right.

