

HOLLYWOOD  
*Casino*<sup>®</sup>

CHEROKEE COUNTY, KS

*“Enveloping you is an inviting architectural expression recalling the Jazz Age sophistication of Art Deco design during Hollywood's Golden Era.”*

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## TOURISM

Nestled in the extreme southeast corner of Kansas, Hollywood Casino – Cherokee is positioned to derive most of its patrons from out of state residents hailing from Missouri, Oklahoma and Arkansas. Its location near I-44 will make for easy access by tourists from these states and beyond.

- **Out of State Patrons** - Our Cherokee County location will attract out of state tourists from Missouri, Arkansas and Oklahoma.
  - ◆ Joplin, MO (Metro population = 157,000) – 12 miles away; a 20 minute drive.
  - ◆ Bentonville/Fayetteville, AR (Metro population = 347,000) – 70 to 95 miles away; between a 1:10 and 1:45 hour drive.
  - ◆ Springfield, MO (Metro population = 368,000) – 80 miles away; an hour and 20 minute drive.
  - ◆ Tulsa, OK (Metro population = 800,000) – 110 miles away; an hour and 45 minute drive.
  - ◆ Our full offering of Las Vegas style table games will be an advantage we have over the formidable Native American casino competition in Oklahoma. Native American casinos in Oklahoma can only offer certain non-house banked games that do not have the same appeal as true Las Vegas Style table games. Hollywood Casino Cherokee will leverage this advantage to take market share from the Native American casinos operating in the region.
  - ◆ Penn National Gaming has submitted an application to open a casino in Sumner County, Kansas. If the applicant is awarded that license, it will allow the company to exploit the resultant marketing and advertising synergies to more strongly promote the state of Kansas as a tourist destination.
- **Route 66 Tourists** - The proposed casino is close to historical Route 66 which passes through both Galena and Baxter Springs, Kansas and is a popular car tour for leisure travelers. Billboards and other advertisement can be used to attract Route 66 tourists to spend a few hours at our facility.
- **Branson Tourists** – Hollywood Casino Cherokee County is located less than 125 miles from Branson, Missouri which is within an easy 2 hour drive. Branson hosts over seven million visitors annually. We believe we can attract a significant number of day-trippers from Branson who wish to add a day of casino entertainment to their Branson vacation experience.

## FUTURE TOURISM DEVELOPMENT

**Commitment to Expansion.** After its initial \$125 million investment in building phase one of the facility, Kansas Penn Gaming, LLC has committed to invest an additional \$100 million in capital development over its first 15 years of operation. Much of that investment will be used to enhance the facility to attract tourists and always keep it new. Such investments may include:

- ◆ Additional restaurants
- ◆ Hotel development – Including a spa, pool and fitness facility
- ◆ Convention/entertainment/meeting facilities
- ◆ Car museum
- ◆ Expanded gaming facilities
- ◆ Additional retail

*“Intricate reproductions of Hollywood movie sets and backlots, make every guest a star.”*

## FACILITY PROGRAM - PHASE 1

After an initial investment of \$125 million to build a Las Vegas style casino, Kansas Penn Gaming, LLC will be making multi-million dollar improvements to its Hollywood Casino Cherokee County resort every couple of years for the first twelve years of its operation. This means that there will always be something new and exciting to keep attracting new business, creating new jobs, generating more tax revenue.

### FULL SCALE GAMING, DINING AND MORE AT OPENING:

- 900 State of the Art Slots
  - ◆ Gaming Floor (34,500 square feet)
  - ◆ Denominations of 1¢ to \$100
  - ◆ Video Reel, Traditional Reel, Video Poker
- 30 of America's Favorite Table Games
  - ◆ Blackjack
  - ◆ Craps
  - ◆ Roulette
  - ◆ Baccarat
  - ◆ Many others
- Restaurants and Dining
  - ◆ Epic Buffet (225 Seats)
  - ◆ Coffee / Pastry Shop (30 Seats)
  - ◆ Sports Bar / Entertainment Lounge (75 Seats)
- Retail and Hollywood Memorabilia Museum (550 square feet)
- Parking
  - ◆ 1,100 Cars
  - ◆ 40 Trucks

### KEEPING IT FRESH:

Commitment to add new amenities every couple of years to keep the facility fresh and keep people coming back year after year. Such investments may include:

- Hotel (up to 250 rooms)
- Pool, Fitness and Spa Facilities
- Car Museum
- Expanded Gaming (up to 600 additional positions)
- Additional Food & Beverage Amenities
  - ◆ 125 seat mid-priced restaurant
  - ◆ Sports bar
  - ◆ Other restaurants
- Multi-function / Event Center (up to 1,750 seats)
- Additional Surface / Parking Garage
- Third Party Retail and Other Development as Market Warrants

*"There is always something for everyone within the ever-changing complete entertainment experience at Hollywood Casino - Cherokee County!"*

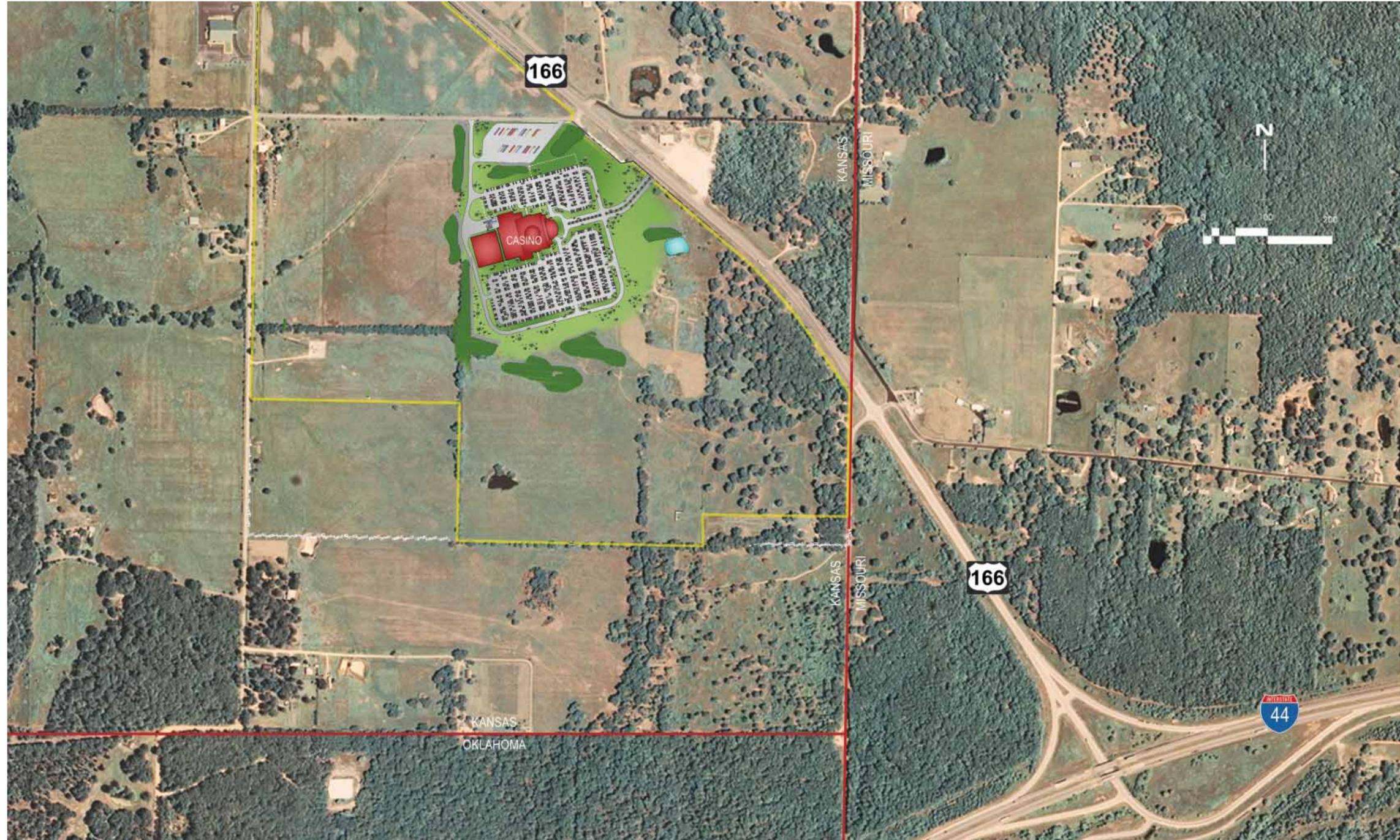
## DESIGN NARRATIVE

The Excitement, the Entertainment, the Experience, all await you at the new Hollywood Casino Cherokee County. Colorful geometric landscaping along the entry drive alludes to the overall architectural design and creates a memorable first impression. Arriving at the signature porte cochere, rich materials and elegant detailing greet you, as they are artistically accentuated by the warm glow of integrated illumination. Enveloping you is an inviting architectural expression recalling the Jazz Age sophistication of Art Deco design during Hollywood's Golden Era. Pass through the unique patterned glazing of the entry doorway and step into the articulated elegance of the Grand Lobby. This is just the first of many dynamic interior spaces you encounter throughout the entire casino's vibrant fusion of Hollywood's past, present, and future. Multiple

gaming destinations within atmospheric filming locales transport you instantly to Central Park, Gotham City, or Rodeo Drive to name a few. Dining is your choice too with a variety of restaurants, each with unique cuisine offerings and creative ambiance. Want to really see how it was done? View fantastic authentic pieces of movie history from Penn National Gaming's extensive Hollywood memorabilia collection showcased within the casino's Museum. You are always in the middle of all the action surrounded by your favorite motion picture stars and films. There is always something for everyone within the ever-changing complete entertainment experience at Hollywood Casino - Cherokee County!



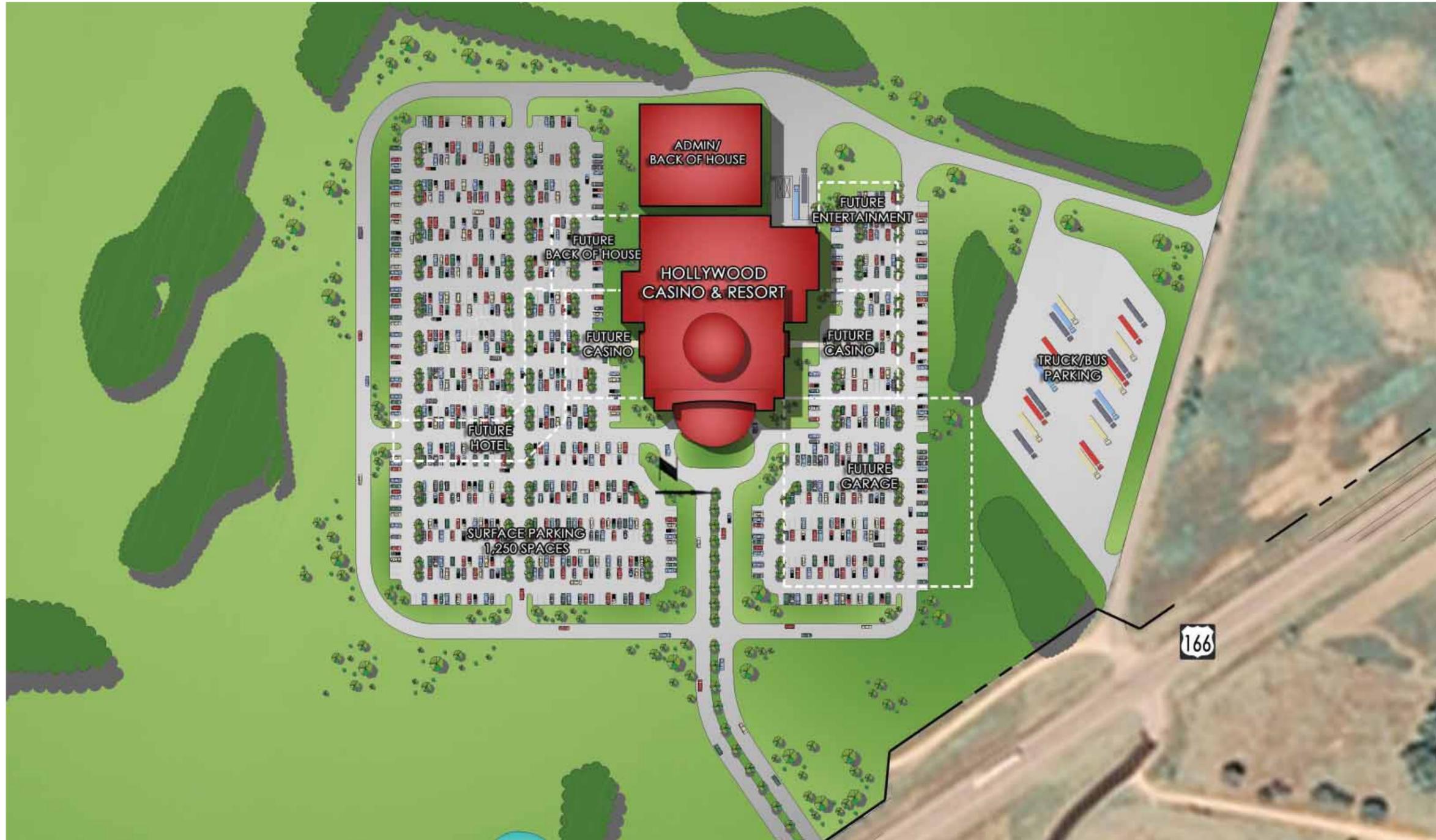
# VICINITY MAP



# LOCATION MAP



# SITE PLAN



# FLOOR PLAN



## ARCHITECTURAL RENDERINGS



*"Arriving at the signature porte cochere, rich materials and elegant detailing greet you."*

## ARCHITECTURAL RENDERINGS



*"Colorful geometric landscaping along the entry drive allude to the overall architectural design."*

INTERIOR IMAGERY - GRAND SPACES



**INTERIOR IMAGERY - FABULOUS DINING**



**INTERIOR IMAGERY - FANTASTIC BUFFET**



# PHASE ONE - BUDGET AND SCHEDULE

## ESTIMATED PROJECT BUDGET

	Phase 1 Cost
Architecture and Engineering	\$ 3,483,902
Land	20,000,000
Site Development	
Survey	included below
Soil and Sitework	4,641,379
Utilities	3,975,000
Parking	3,500,000
Transportation Access	2,000,000
Facility Construction Cost	
Gaming Facility	21,089,720
ANCILLARY OPERATIONS	
Hotel and Spa	
Food & Beverage and Retail	5,434,100
Entertainment / Meeting	
RV Park	
Security and Fire Equipment	2,946,325
Equipment Acquisition	
Gaming FF&E, IT, and OS&E	22,021,800
Non-Gaming FF&E, IT, and OS&E	9,591,818
Signage / Audio-Visual	2,100,000
Interim Financing	5,300,000
Org., Admin. & Legal	4,658,484
Permanent Financing	
Marketing	
Contingency	10,066,716
Cost Escalation	4,190,757
<b>Total</b>	<b>125,000,000</b>
License Privilege Fee	25,000,000
<b>TOTAL</b>	<b>\$150,000,000</b>

## PROPOSED SCHEDULE



## SITE APPROVALS - STATUS ON ALL MAJOR ISSUES

### SITE APPROVALS - POSITIVE STATUS ON ALL MAJOR ISSUES

- Site re-zoning is not required
- Phase 1 environmental report – no adverse findings
- Wetlands study and report – minor mitigation required but manageable on site
- Critical habitat study and report – critical habitat is present, but proposed mitigation has been coordinated with Kansas Dept. of Wildlife and Parks
- Drainage study – no adverse findings
- Utility sourcing and coordination with providers is established
- Preliminary traffic study complete and no major road improvements are anticipated for the Phase 1 project, other than frontage improvements.

