

TRUMP STREETSM

CASINO & ENTERTAINMENT COMPLEX





CASINO & ENTERTAINMENT COMPLEX

THE TRUMP DIFFERENCE

ROBERT M. PICKUS

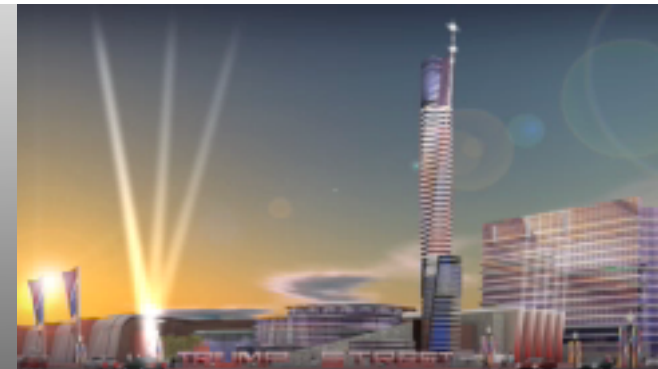
**EXECUTIVE VICE PRESIDENT,
GENERAL COUNSEL**

TRUMP ENTERTAINMENT RESORTS





THE TRUMP DIFFERENCE. REVENUE. REVITALIZATION. CERTAINTY.



T H E T R U M P D I F F E R E N C E



HOW WILL TRUMP STREET BENEFIT PENNSYLVANIA?

Maximize Revenue

Community Revitalization

More Certainty

REVENUE. REVITALIZATION. CERTAINTY.





CASINO & ENTERTAINMENT COMPLEX

REVENUE PROJECTIONS

DR. ANTHONY MUMPHREY

PRESIDENT

TMG CONSULTING



THE TRUMP DIFFERENCE



DR. ANTHONY MUMPHREY BIOGRAPHY

PhD in Regional Science from the University of Pennsylvania

Over 30 years of experience in Revenue Analysis
and Urban Planning

Founded TMG Consulting in 1984



REVENUE. REVITALIZATION. CERTAINTY.



THE TRUMP DIFFERENCE



TMG CONSULTING

Urban planning

Financial consulting

Feasibility studies

Performed gaming market assessments for projects in NM, PA, MS, WI and Singapore



REVENUE. REVITALIZATION. CERTAINTY.



THE TRUMP DIFFERENCE



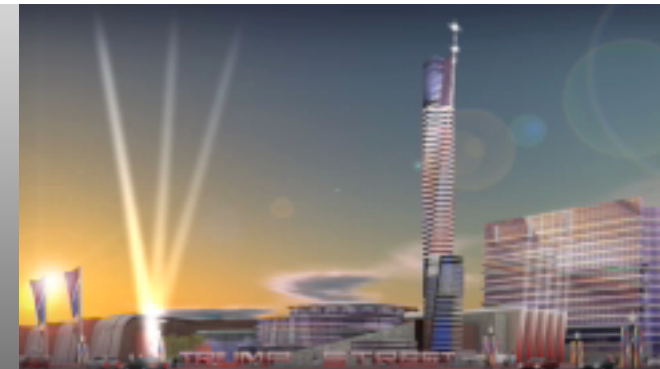
GAMING MARKET ASSESSMENT

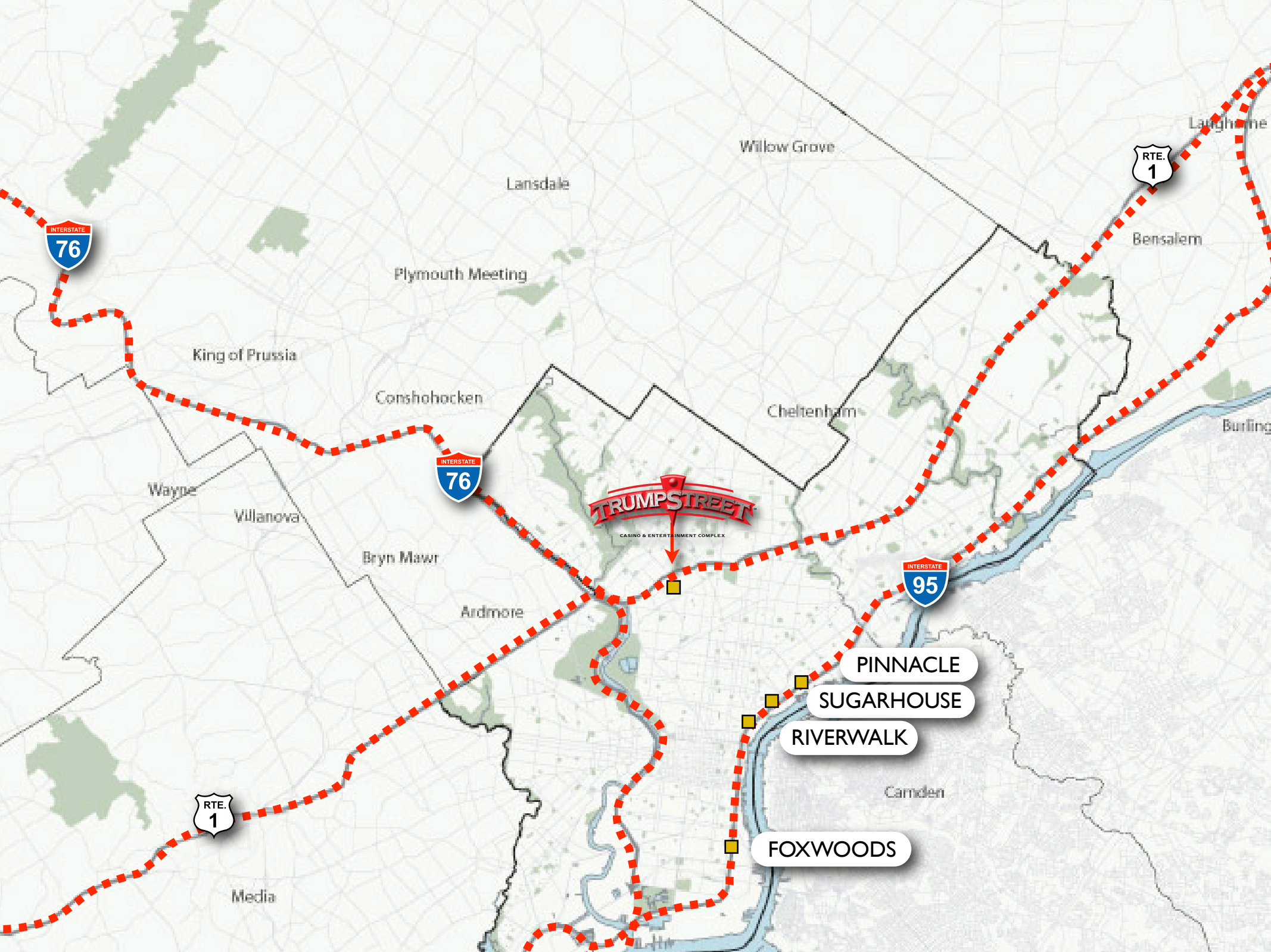
Conducted Summer 2005

Evaluated Site Selection and Market Size



REVENUE. REVITALIZATION. CERTAINTY.

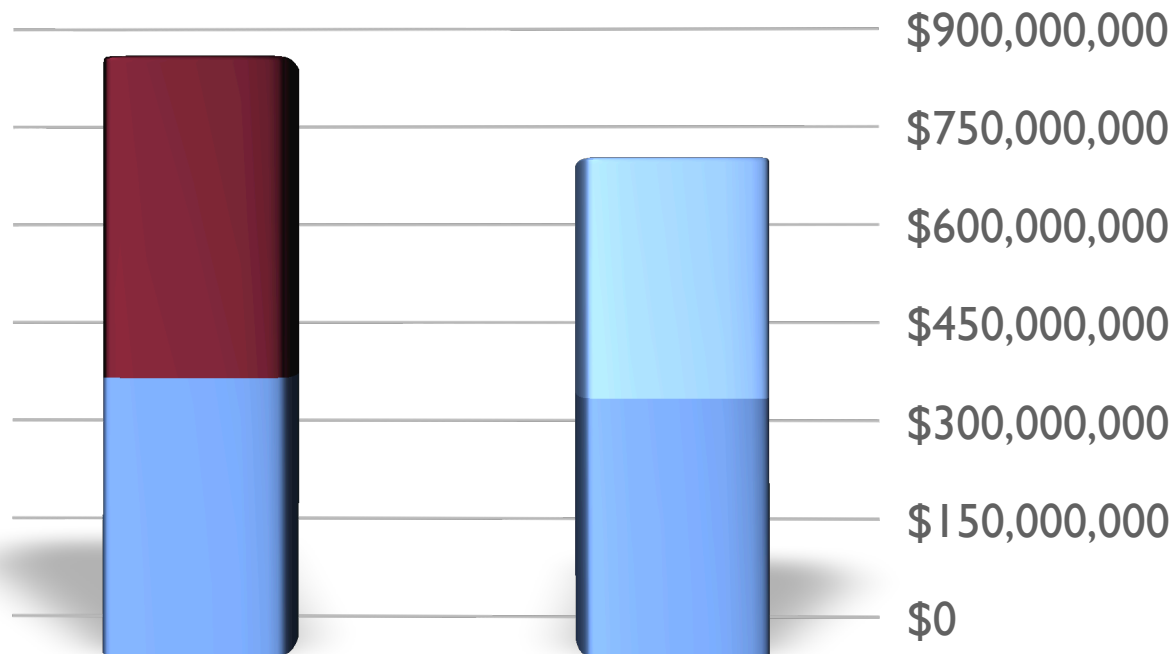




COMPARATIVE ANNUAL REVENUE

3,000 SLOTS

~~\$170 MILLION~~
MORE REVENUE



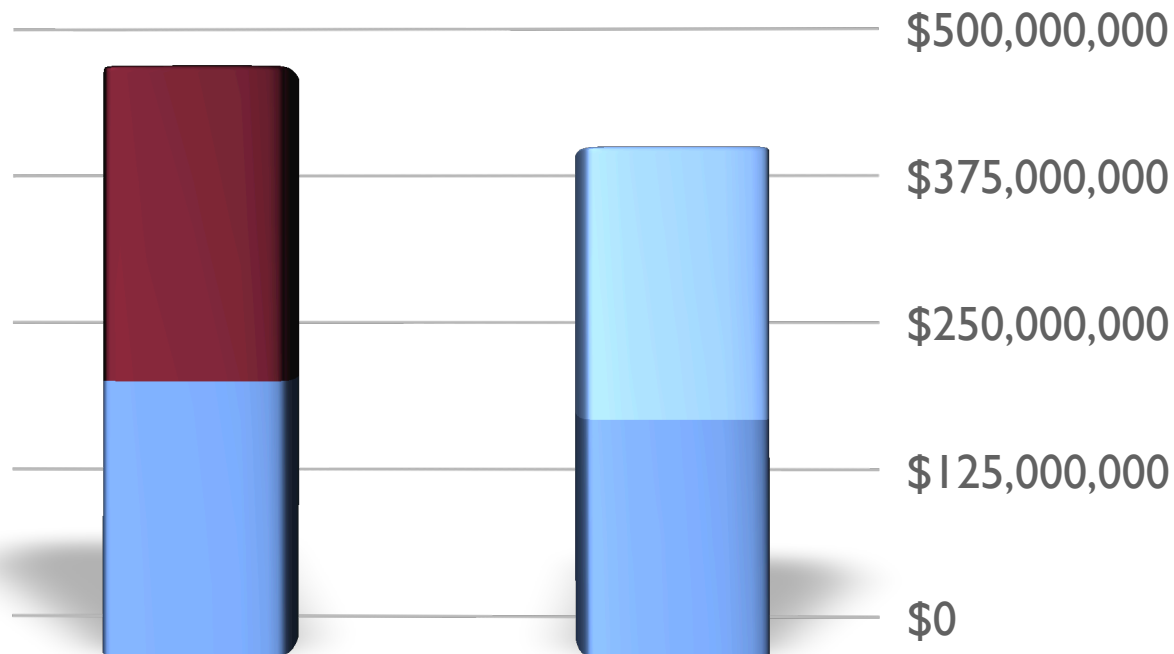
TRUMP & WATERFRONT
\$813,827,023

TWO ON WATERFRONT
\$673,336,277

COMPARATIVE ANNUAL REVENUE

1,500 SLOTS

~~\$32~~ **\$32 MILLION**
~~MONTHLY REVENUE~~



TRUMP & WATERFRONT
\$444,582,409

TWO ON WATERFRONT
\$382,155,445



FINDINGS

In just the first two years of operation, licensing two casinos on the waterfront would result in:

\$203 million less revenue

\$110 million less taxes



REVENUE. REVITALIZATION. CERTAINTY.



T H E T R U M P D I F F E R E N C E

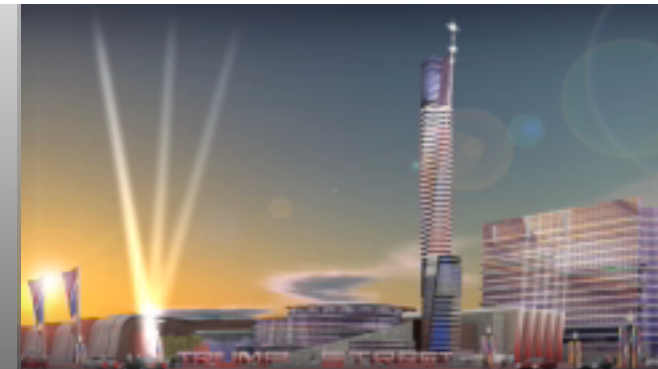


FINDINGS

Locating one casino at the Trump Street site and one casino on the waterfront maximizes revenue generation



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THE TRUMP DIFFERENCE



GAMING MARKET ASSESSMENT

Conducted Summer 2005

Evaluated Site Selection and Market Size

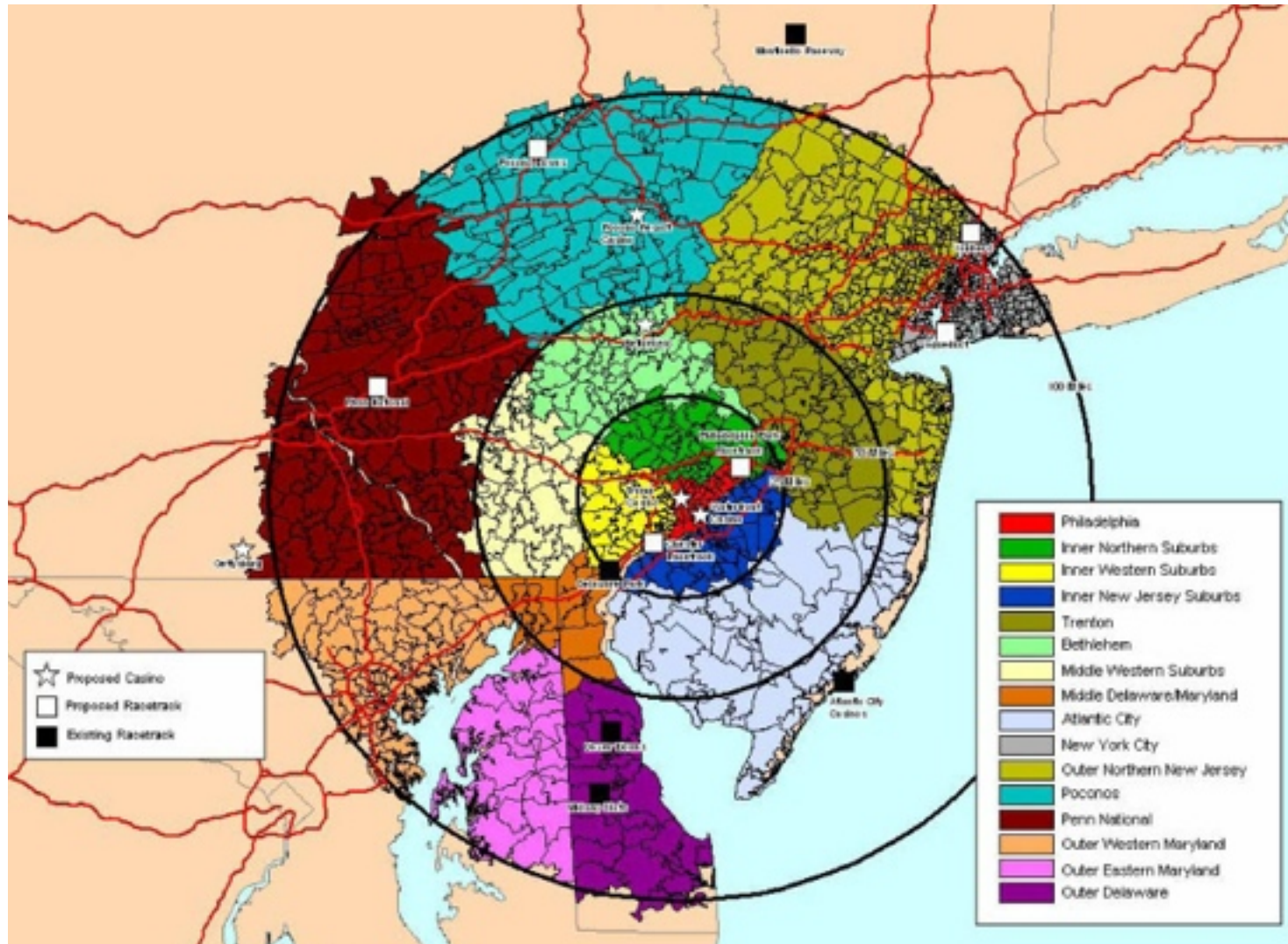
Methodology



REVENUE. REVITALIZATION. CERTAINTY.



SIXTEEN SUB-MARKETS



INNER SUB-MARKETS



COMPARATIVE ADMISSIONS

	TRUMP & WATERFRONT	TWO ON WATERFRONT	DIFFERENCE
PHILADELPHIA	5.1 M	4.0 M	+1.1 M
INNER NORTHERN SUBURBS	2.0 M	1.4 M	+0.6 M
INNER WESTERN SUBURBS	0.9 M	0.4 M	+0.5 M
OTHER	4.6 M	4.6 M	0 M
TOTAL	12.6 M	10.4 M	+2.2 MILLION

COMPARATIVE REVENUE

	TRUMP & WATERFRONT	TWO ON WATERFRONT	DIFFERENCE
PHILADELPHIA	\$306 M	\$242 M	+\$64 M
INNER NORTHERN SUBURBS	\$133 M	\$88 M	+\$45 M
INNER WESTERN SUBURBS	\$62 M	\$26 M	+\$36 M
OTHER	\$312 M	\$317 M	-\$5 M
TOTAL	\$813 M	\$673 M	+\$140 MILLION

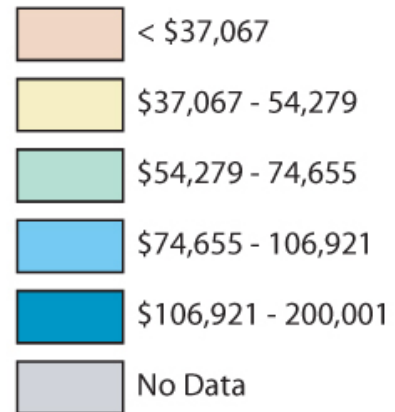
COMPARATIVE MARKET AREAS

TEN MILE RADIUS



- TRUMP STREET
- RIVERFRONT SITES

Median Income by Census Tract





FINDINGS

In just the first two years of operation, licensing TRUMPSTREET and one casino on the waterfront would result in:

\$203 million more revenue

\$110 million more taxes



REVENUE. REVITALIZATION. CERTAINTY.





Philadelphia Gaming Advisory Task Force

THE FINAL REPORT



Executive Summary

[HTTP://WWW.PHILA.GOV/GAMINGADVISORY/](http://www.phila.gov/gamingadvisory/)

PHILADELPHIA GAMING ADVISORY TASK FORCE

Summary
EXECUTIVE

“Gaming revenue was maximized by locating one casino near the interchange of I-76 and Route 1 and one casino on the Delaware River waterfront or in Center City.”



CASINO & ENTERTAINMENT COMPLEX

THE TRUMPSTREET COMPLEX

PAUL KELLER

**EXECUTIVE VICE PRESIDENT,
DESIGN AND CONSTRUCTION**

TRUMP ENTERTAINMENT RESORTS



T H E T R U M P D I F F E R E N C E



TRUMPSTREET

The Site

REVENUE. REVITALIZATION. CERTAINTY.





TASTYKAKE

PROJECT SITE



PROJECT SITE

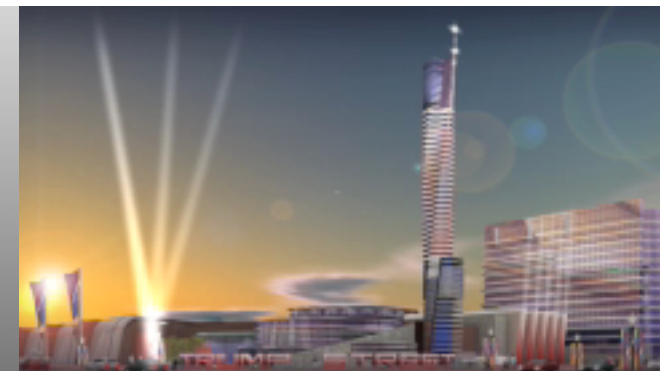
THE TRUMP DIFFERENCE



TRUMPSTREET

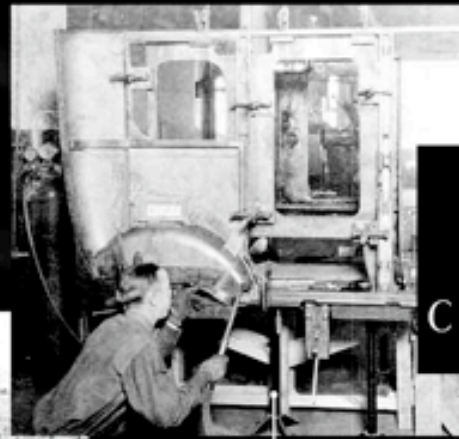
The Design Concept

REVENUE. REVITALIZATION. CERTAINTY.





EDWARD G. BUDD



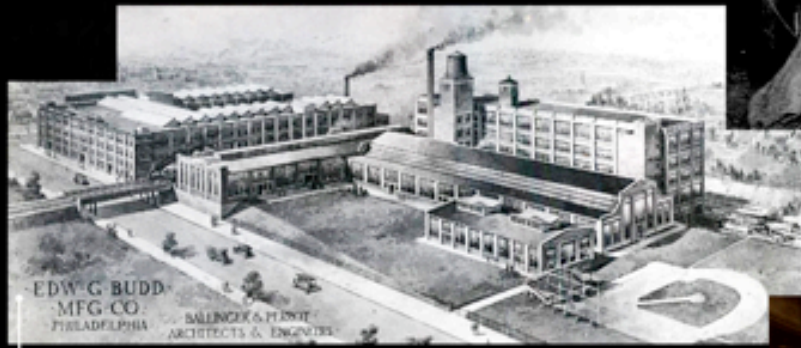
FIRST STEEL AUTOMOBILE BODY



CHRYSLER

Airflow

FIRST STREAMLINED AMERICAN AUTOMOBILE - 1934



EDW. G. BUDD MFG. CO. PHILADELPHIA
SALINGER & PLANT ARCHITECTS & ENGINEERS

25TH AND HUNTING PARK AVENUE PLANT - 1916



THE WORLD'S FIRST DIESEL POWERED STREAMLINED TRAIN - 1934

THE PIONEER ZEPHYR



BUDD FACTORY MANUFACTURING ZEPHYR RAIL CARS



SITE HISTORY

TRUMP ENTERTAINMENT RESORTS

TRUMP STREET CASINO & ENTERTAINMENT COMPLEX

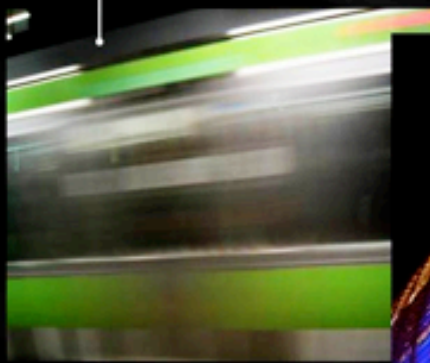




MODERNE ARCHITECTURE



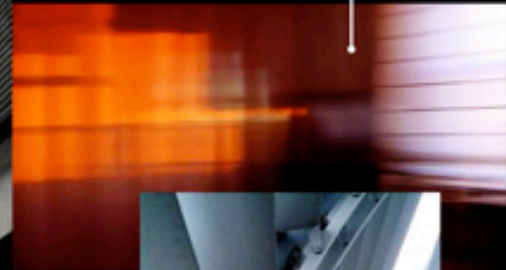
MOTION PATTERN OF PASSING TRAIN



FLOWING INTERIOR SURFACING



SOPHISTICATED MATERIAL INTERPRETATIONS



KINETIC LIGHT QUALITIES OF FLUTED STAINLESS



MULTI-LAYERED GARAGE EXTERIOR MEMBRANE



STAINLESS APPLICATIONS



INDUSTRIAL AESTHETIC

CLEAN CONTEMPORARY INTERIOR DESIGN



ILLUMINATED VERTICAL COMPOSITIONS CONVEYING MOTION



MULTI-DIMENSIONAL FAÇADE LAYERING



PEDESTRIAN ENTRANCE EVENING EXPERIENCE



BUDD COMPANY SCULPTURE
1939 WORLD'S FAIR, NEW YORK

TRUMP
ENTERTAINMENT RESORTS

TRUMP STREET
CASINO & ENTERTAINMENT COMPLEX

CONCEPT IMAGERY



WORTH
GROUP



The Philadelphia Inquirer

SEPTEMBER 25, 2006

CHANGING SKYLINE

SUPRISINGLY WORTHY WINNERS

“TrumpStreet’s industrial location alone is good grounds for picking it as the second casino. It won’t mar the waterfront, and it will provide jobs for the struggling Nicetown neighborhood next door. But it’s design is now a selling point...Pinnacle and TrumpStreet are no by-the-numbers design clones. They’re real buildings that promise to add something to Philadelphia.”

T H E T R U M P D I F F E R E N C E



TRUMPSTREET

The Design Team

Cagley & Harmon, Philadelphia, PA

Giovanetti-Schulman Associates, Philadelphia, PA

McKissack & McKissack, Philadelphia, PA

Pennoni Associates, Philadelphia, PA

Schoor DePalma, Philadelphia, PA

Vollmer Associates, Philadelphia, PA

Worth Group, Denver, CO

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T H E T R U M P D I F F E R E N C E



PHASE 1

135,000 sq. ft. Permanent Structure

1,500 Slots

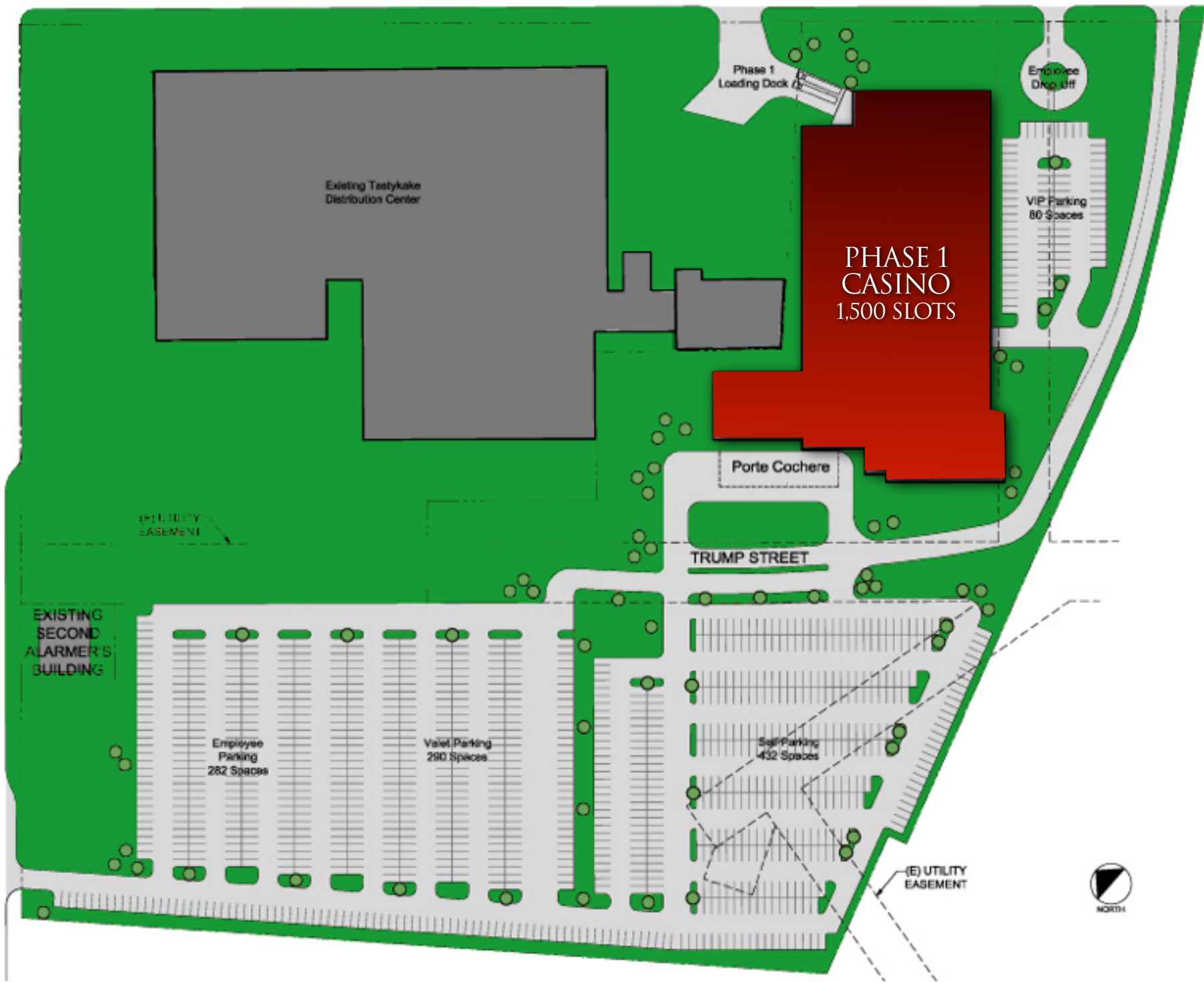
Full range of amenities

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FOX STREET

ROBERTS AVENUE





T H E T R U M P D I F F E R E N C E



PHASE 2

120,000 sq. ft. Expansion

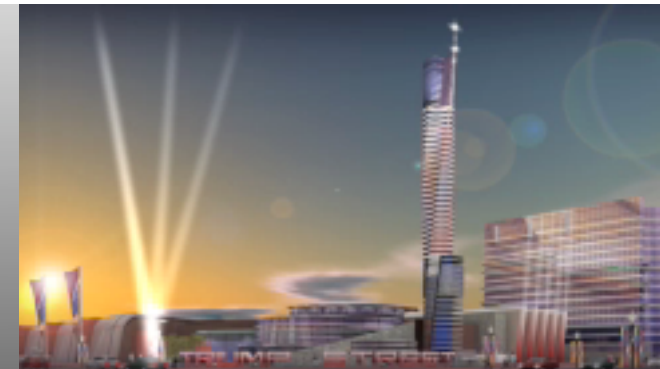
3,000 Slots

Additional Amenities

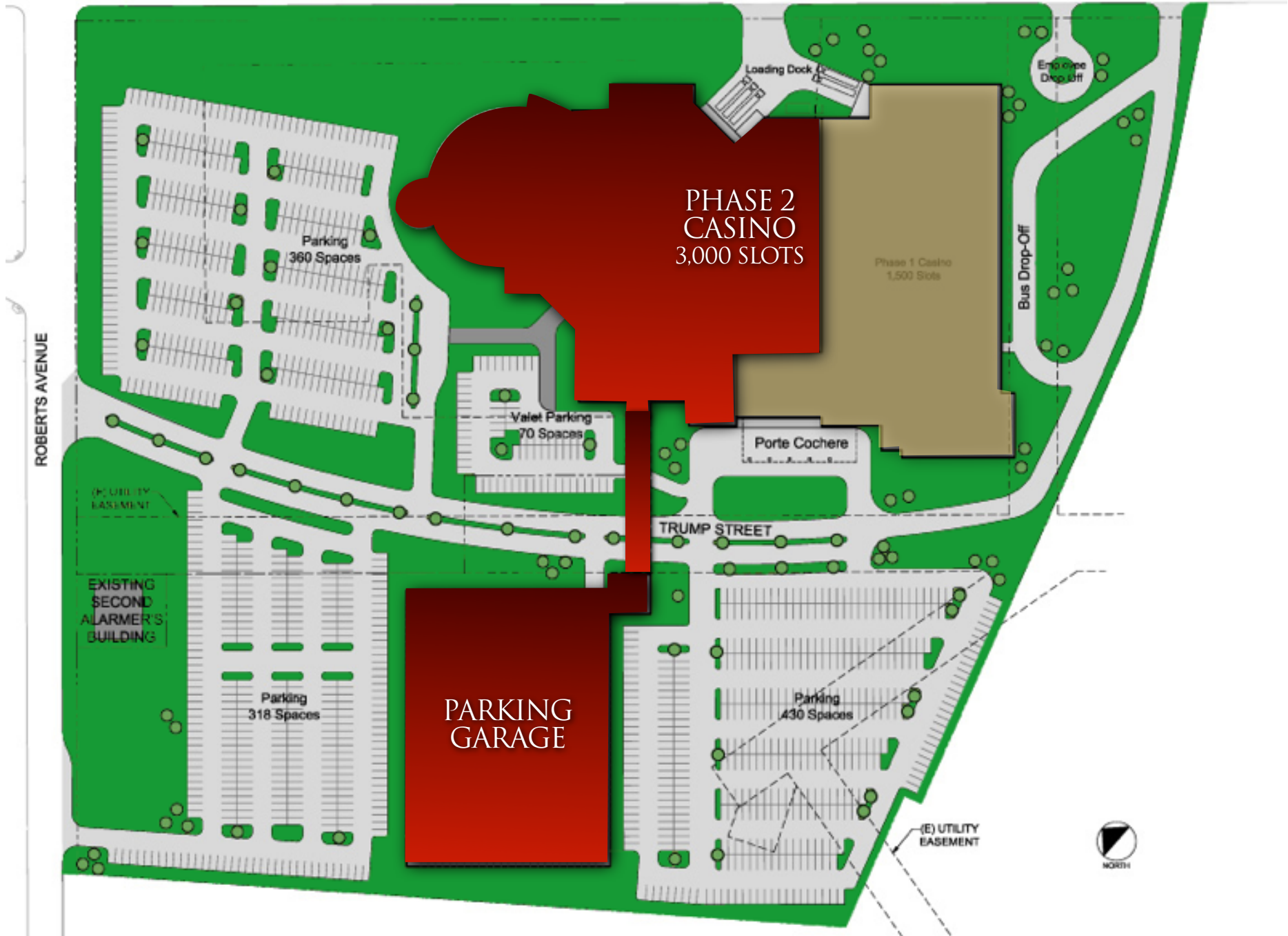
Parking Garage

Public Plaza & Sculpture Garden

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FOX STREET



CHICKIE'S & PETE'S

BUDD LOUNGE



TRUMP CLUB

MUMMERS BUFFET

TRUMP PRIME

BOYZ BAR

STAGE

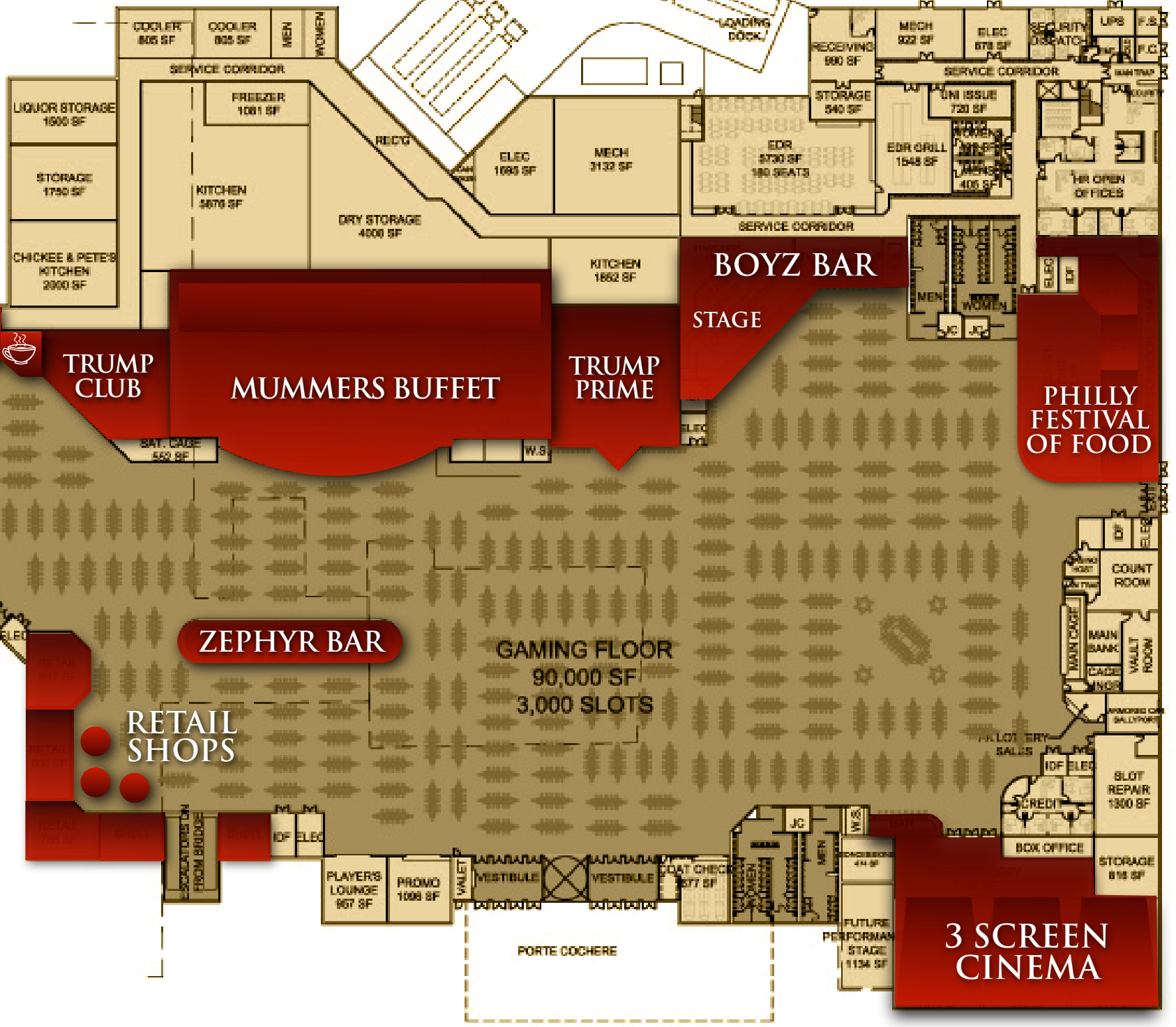
PHILLY FESTIVAL OF FOOD

ZEPHYR BAR

RETAIL SHOPS

GAMING FLOOR
90,000 SF
3,000 SLOTS

3 SCREEN CINEMA



T H E T R U M P D I F F E R E N C E



MASTER PLAN

Additional 2,000 Slots

Additional 2,100 Parking Spaces

Special Events & Performance Center

Hotel

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CONSTRUCTION SCHEDULE



REVENUE. REVITALIZATION. CERTAINTY.



PROJECT BUDGET

LICENSE	\$50 MILLION
LAND	\$20.6 MILLION
CONSTRUCTION	\$217.9 MILLION
EQUIPMENT & PRE-OPENING	\$105.8 MILLION
FINANCING	\$50.5 MILLION
TOTAL	\$444.8 MILLION

T H E T R U M P D I F F E R E N C E



CERTAINTY

Site Control

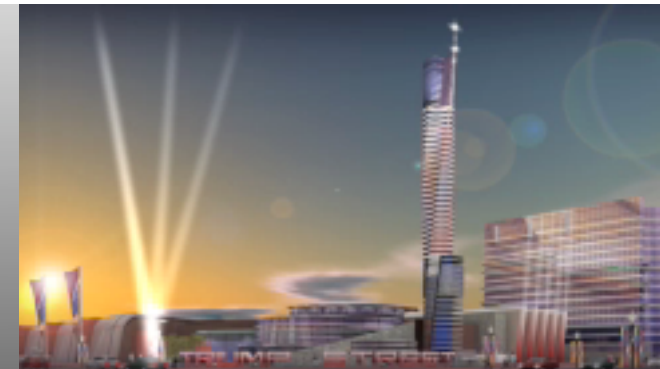
Environmental Condition

Construction Schedule

Utility Location

Traffic Improvement

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CASINO & ENTERTAINMENT COMPLEX

TRAFFIC IMPROVEMENTS

JEREMY ALVAREZ

DIRECTOR OF PLANNING

VOLLMER ASSOCIATES



T H E T R U M P D I F F E R E N C E



JEREMY ALVAREZ BIOGRAPHY

Architectural Degree from University of Pennsylvania

35 Years of Experience in Planning

7 Years at Philadelphia Planning Commission

Played a key role in major Philadelphia projects including the Vine Street Expressway & I-95 Completion Program



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THE TRUMP DIFFERENCE



SCOPE OF ENGAGEMENT

Research Traffic Conditions Around TRUMPSTREET Site

Determine Feasibility of TRUMPSTREET Site

Evaluate Traffic Impact of Waterfront Casinos



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T H E T R U M P D I F F E R E N C E



PROCESS

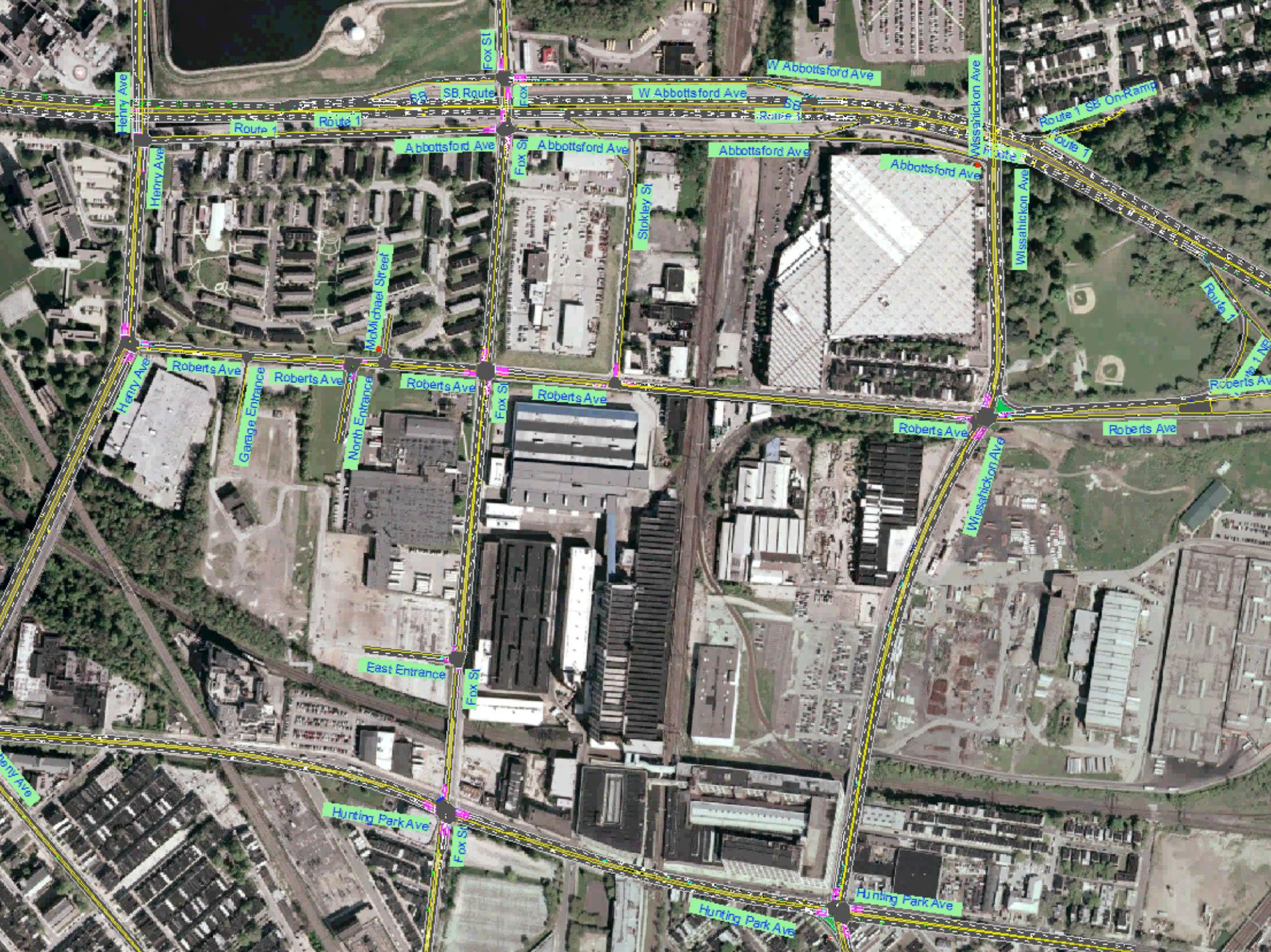
Analyzed Existing Traffic Conditions

Constructed Traffic Simulation Model



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T H E T R U M P D I F F E R E N C E



PROCESS

Analyzed Existing Traffic Conditions

Constructed Traffic Simulation Model

Developed Improvement Plan

Refined Plan with PennDOT & City of Philadelphia



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THE TRUMP DIFFERENCE



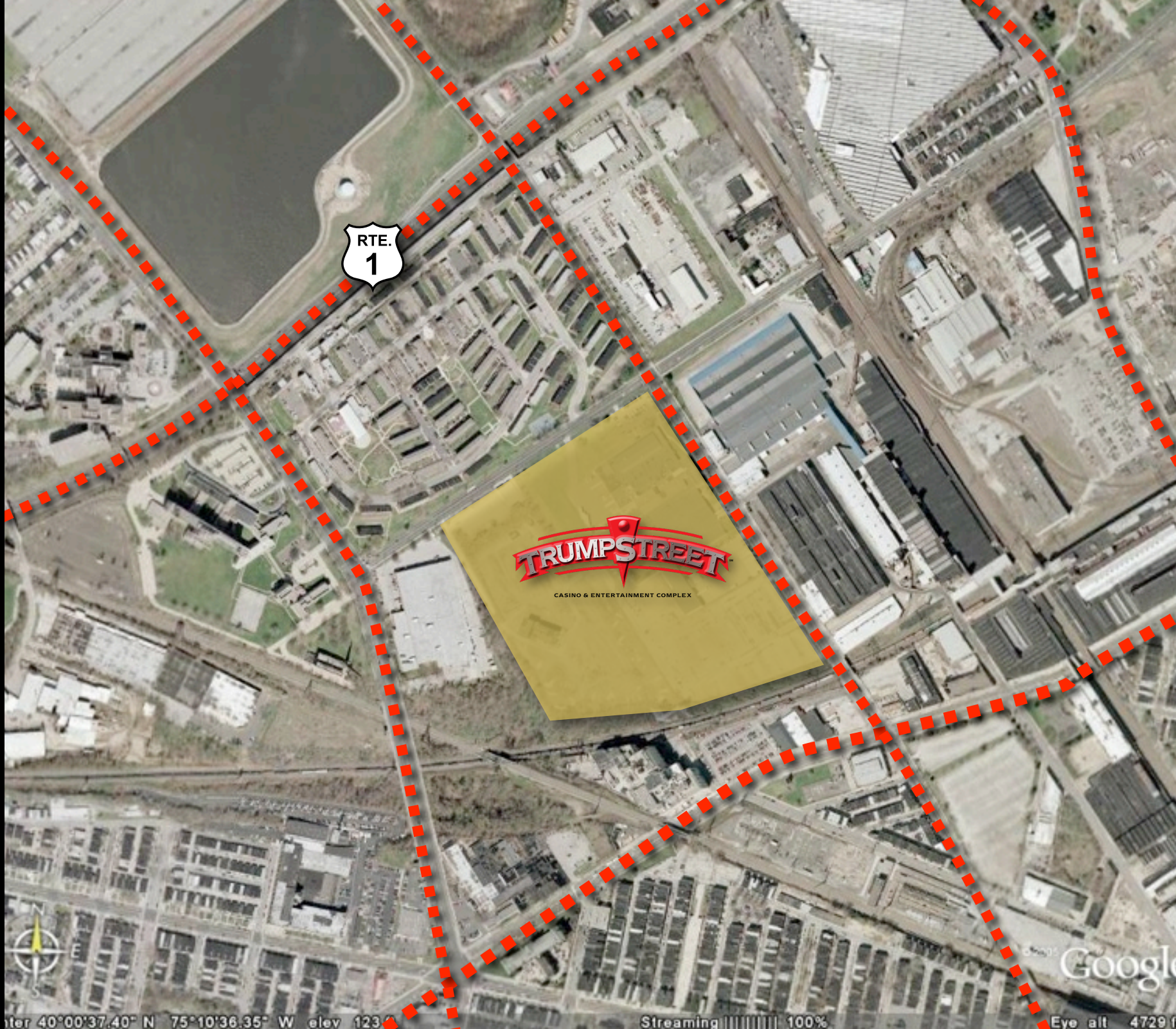
FINDINGS

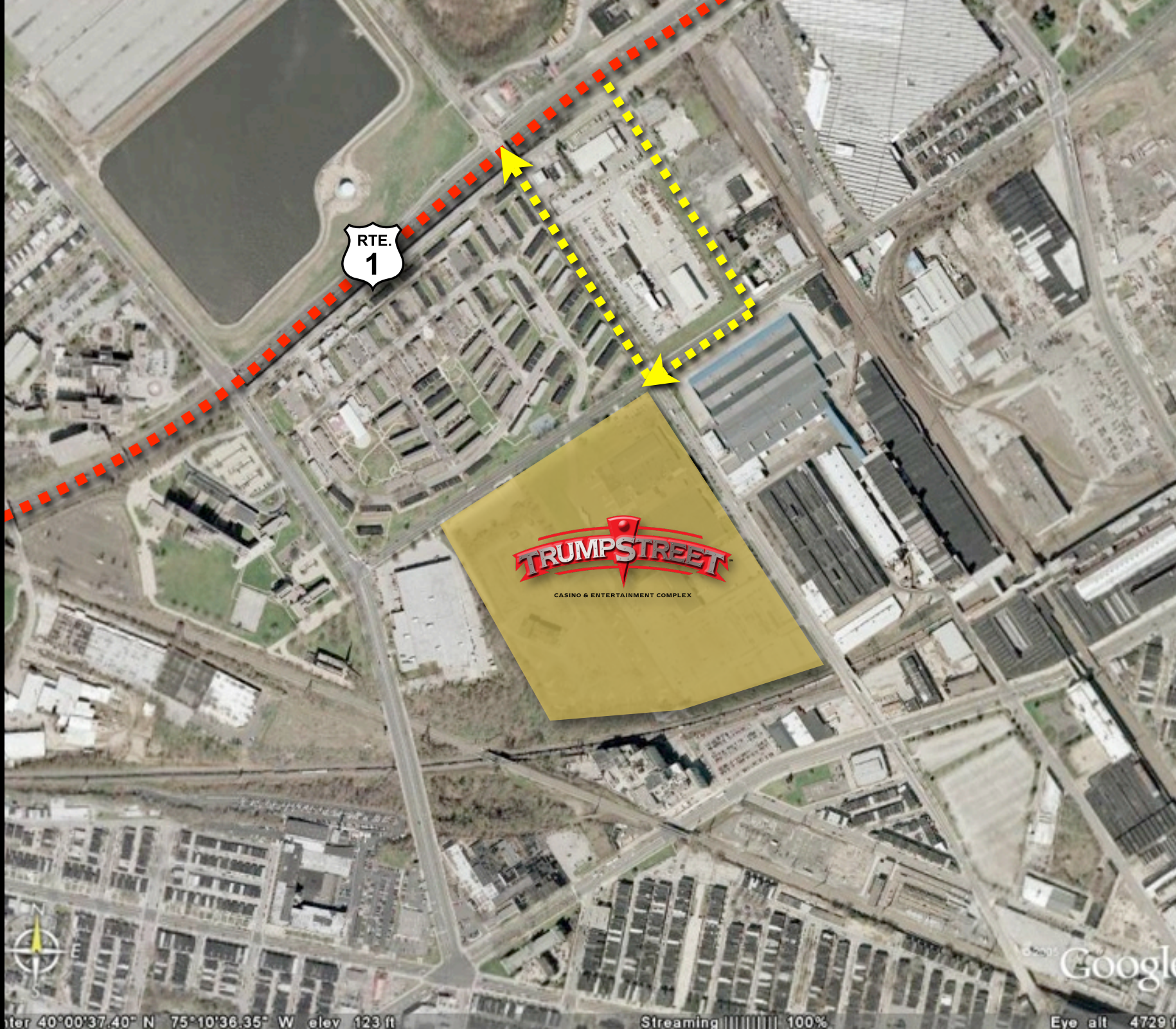
Most points of access



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RTE.
1

TRUMP STREET
CASINO & ENTERTAINMENT COMPLEX



Google

ter 40°00'37.40" N 75°10'36.35" W elev 123 ft

Streaming ||||| 100%

Eye all 4729 f

THE TRUMP DIFFERENCE



FINDINGS

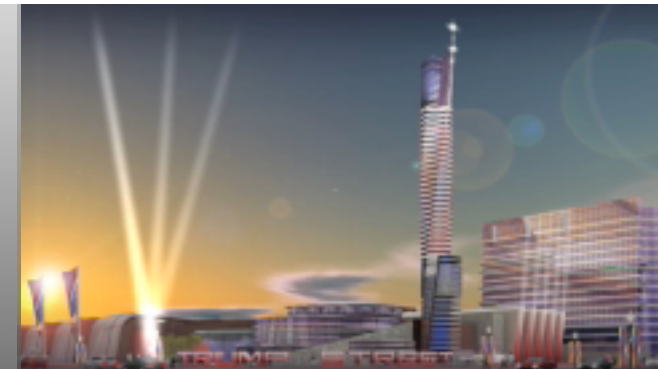
Most points of access

Best access to major highways

Existing infrastructure



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THE TRUMP DIFFERENCE



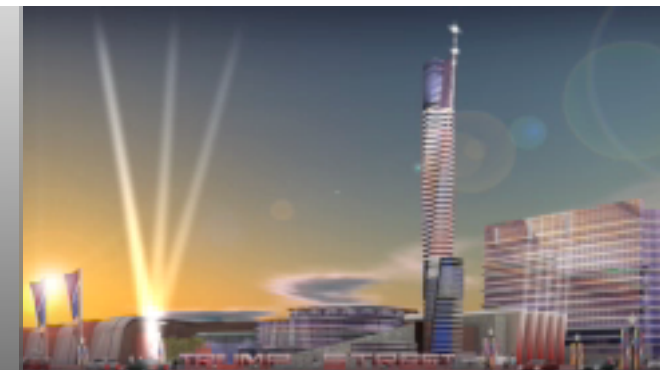
IMPROVEMENT PLAN

Proposed Improvements

Intersection Upgrades



REVENUE. REVITALIZATION. CERTAINTY.





THE TRUMP DIFFERENCE



IMPROVEMENT PLAN

Proposed Improvements

Intersection Upgrades

Ramp Modifications



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EXISTING RT. 1 ACCESS



PLANNED RT. 1 ACCESS



THE TRUMP DIFFERENCE



IMPROVEMENT PLAN

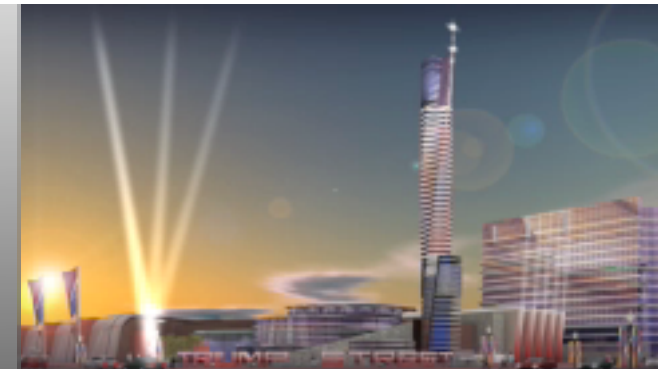
Fully Funded by TRUMPSTREET

Realistic Completion Schedule

PennDOT & City of Philadelphia Concurrence



REVENUE. REVITALIZATION. CERTAINTY.

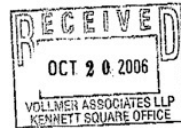


COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF TRANSPORTATION
www.dot.state.pa.us



Engineering District 6-0
7000 Geerdes Boulevard
King of Prussia, PA 19406

October 16, 2006



Joseph J. Viscuso, P.E., Partner
Vollmer Associates LLP
Longwood Corporate Center South
425 McFarlan Road
Suite 205
Kennett Square, PA 19348-2412

**RE: TrumpStreet Casino Site
Traffic Impact Analysis**

Dear Mr. Viscuso,

As you are aware, PennDOT District 6-0 has been working with the Vollmer staff on the conceptual improvements and Traffic Impact Study associated with the proposed Trump Casino site in the City of Philadelphia. By this letter, the Department offers its conceptual concurrence with the proposed improvements and Traffic Impact Study methodology. The concept and approach to addressing the traffic impacts resulting from this development appear feasible and prudent.

Should this site ultimately be selected for slot machines, a detailed review of the final design package will be required, most notably in regard to the proposed reconfiguration of the US 1 highway ramps. This letter does not give approval on a final design.

Please contact PennDOT District 6-0 Traffic Engineer Louis Belmonte P.E. at (610) 205-6550 if you have any questions on this matter.

Sincerely,

Rina Cutler
Deputy Secretary of Administration
Acting District 6-0 Executive

“The concept and approach to addressing the traffic impacts resulting from this development appear feasible and prudent.”

- Deputy Secretary, PennDOT

Acting District 6-0 Executive
Deputy Secretary of Administration
Rina Cutler



CITY OF PHILADELPHIA

STREETS DEPARTMENT
7th Floor - Municipal Services Building
1401 JFK Boulevard
Philadelphia, Pennsylvania 19102-1676

CLARENA I.W. TOLSON
Commissioner

October 12, 2006

Joseph J. Viscuso, P.E.
Partner
Vollmer Associates LLP
Longwood Corporate Center South
425 McFarlan Road
Suite 205
Kennett Square, PA 19348-2412

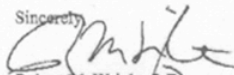
Subject: Trump Street Casino Site
Traffic Impact Analysis

Dear Mr. Viscuso,

As you are aware, we have been working with Vollmer staff in the development and review of the Traffic Impact Study and related conceptual improvement plans for the referenced site. There have been proposals to effect revisions at specific locations and intersections on the roadway network adjacent to the site that will no doubt be impactful to the surrounding community. The public process for the Gaming Commission's site selection review has clearly demonstrated this community concern.

Given this, we have been pleased with your staff's abilities to take this sensitivity into account in the development of the recommended roadway changes. The necessary mitigation measures are feasible and we are accordingly in agreement with the overall concept and design package as presented.

Please contact me (215-686-5538) if you need any additional information in this regard.

Sincerely,

Robert M. Wright, P.E.
Chief Engineer and Surveyor

RMW/les

cc: M. O'Donnell, Vollmer
RMW
CLEAN AND SAFE STREETS

“The necessary mitigation measures are feasible and we are accordingly in agreement with the overall concept and design package as presented.”

- Chief Engineer & Surveyor, City of Philadelphia

THE TRUMP DIFFERENCE



WATERFRONT TRAFFIC REVIEW

Evaluated Existing Traffic & Land Use Patterns

Analyzed Available Applicant Information

Reviewed PennDOT Project Status



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CONCLUSIONS

WATERFRONT SITES

Increases Existing Traffic Congestion

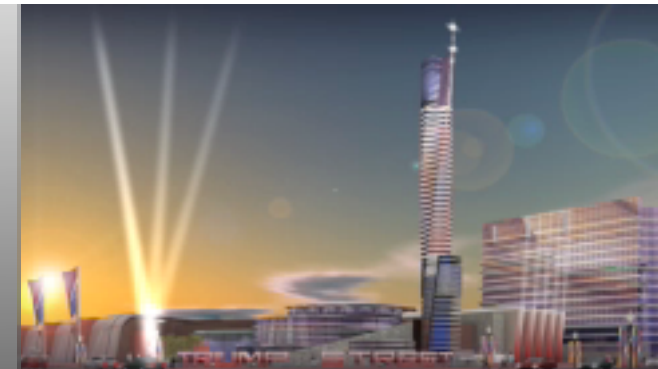
Substantial improvement needed

Requires Significant Government Funding

Uncertain Commencement/Completion Schedule



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CASINO & ENTERTAINMENT COMPLEX

TOURISM IMPACT

SAMUEL B. ROGERS

PRESIDENT

AMICUS INTERNATIONAL HOSPITALITY SERVICES, LLC



T H E T R U M P D I F F E R E N C E



SAMUEL B. ROGERS BIOGRAPHY

Former Vice President of
Philadelphia Convention & Visitors Bureau

Nearly 30 years of experience in
tourism, marketing and government



REVENUE. REVITALIZATION. CERTAINTY.



T H E T R U M P D I F F E R E N C E



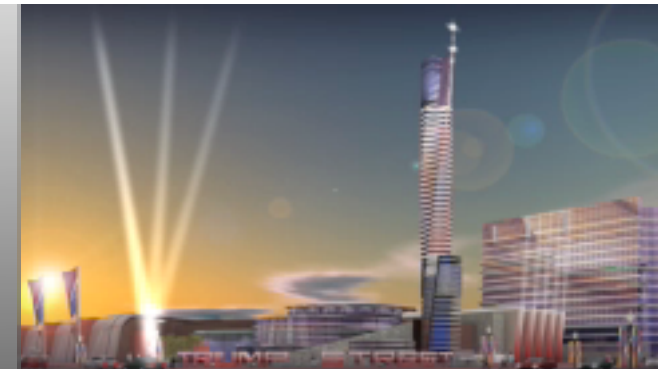
TOURISM

The Greater Philadelphia Tourism Market

The Trump Brand



REVENUE. REVITALIZATION. CERTAINTY.



T H E T R U M P D I F F E R E N C E

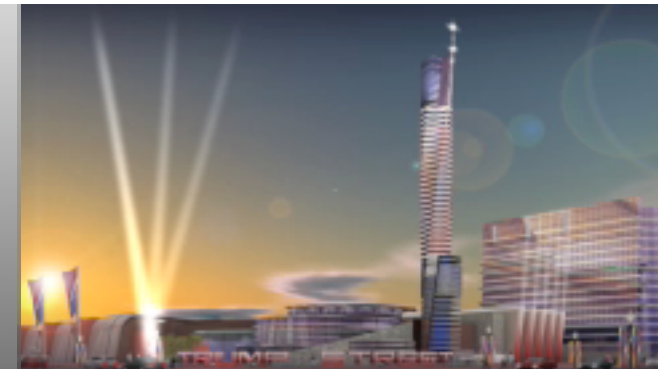


FACT

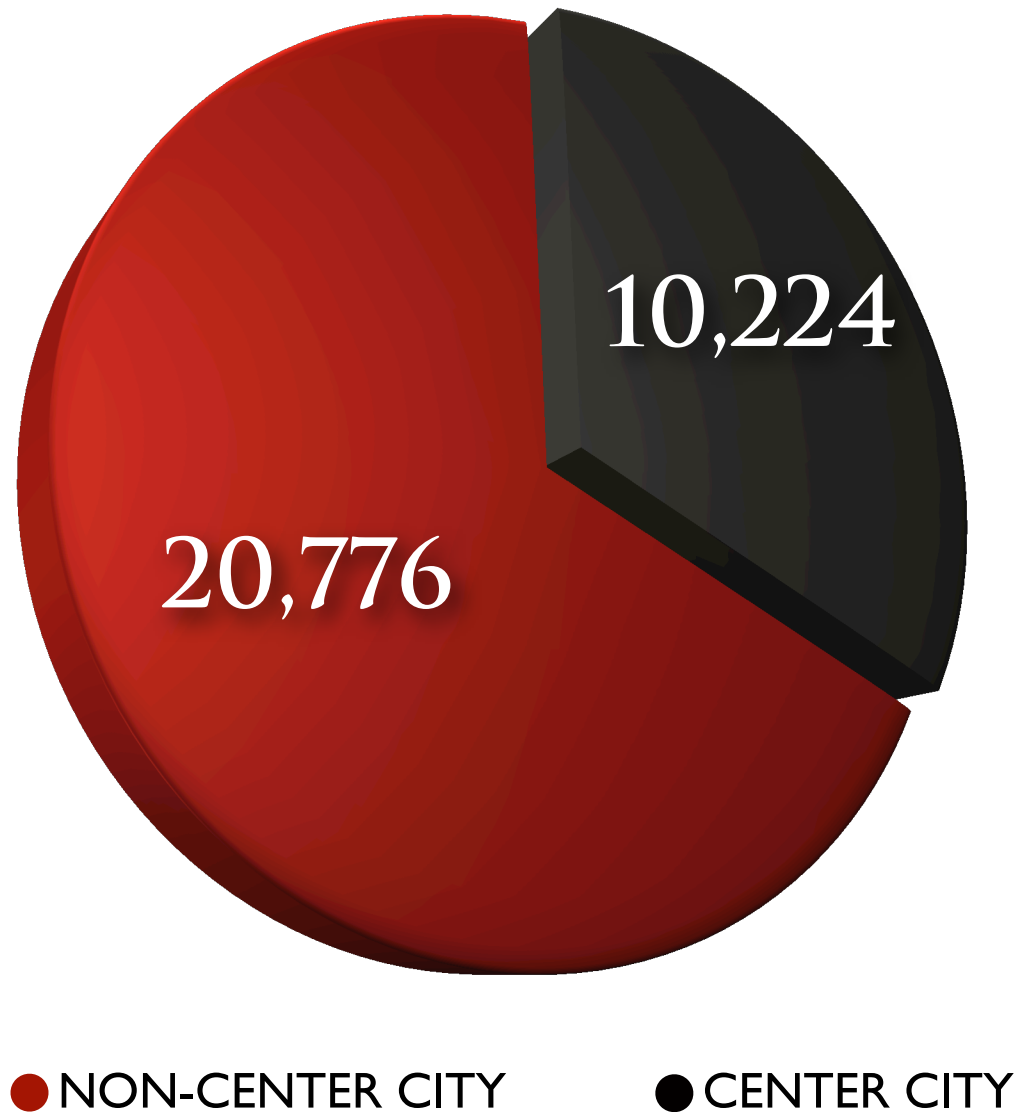
TrumpStreet is closer to and more accessible from the majority of Greater Philadelphia hotel rooms

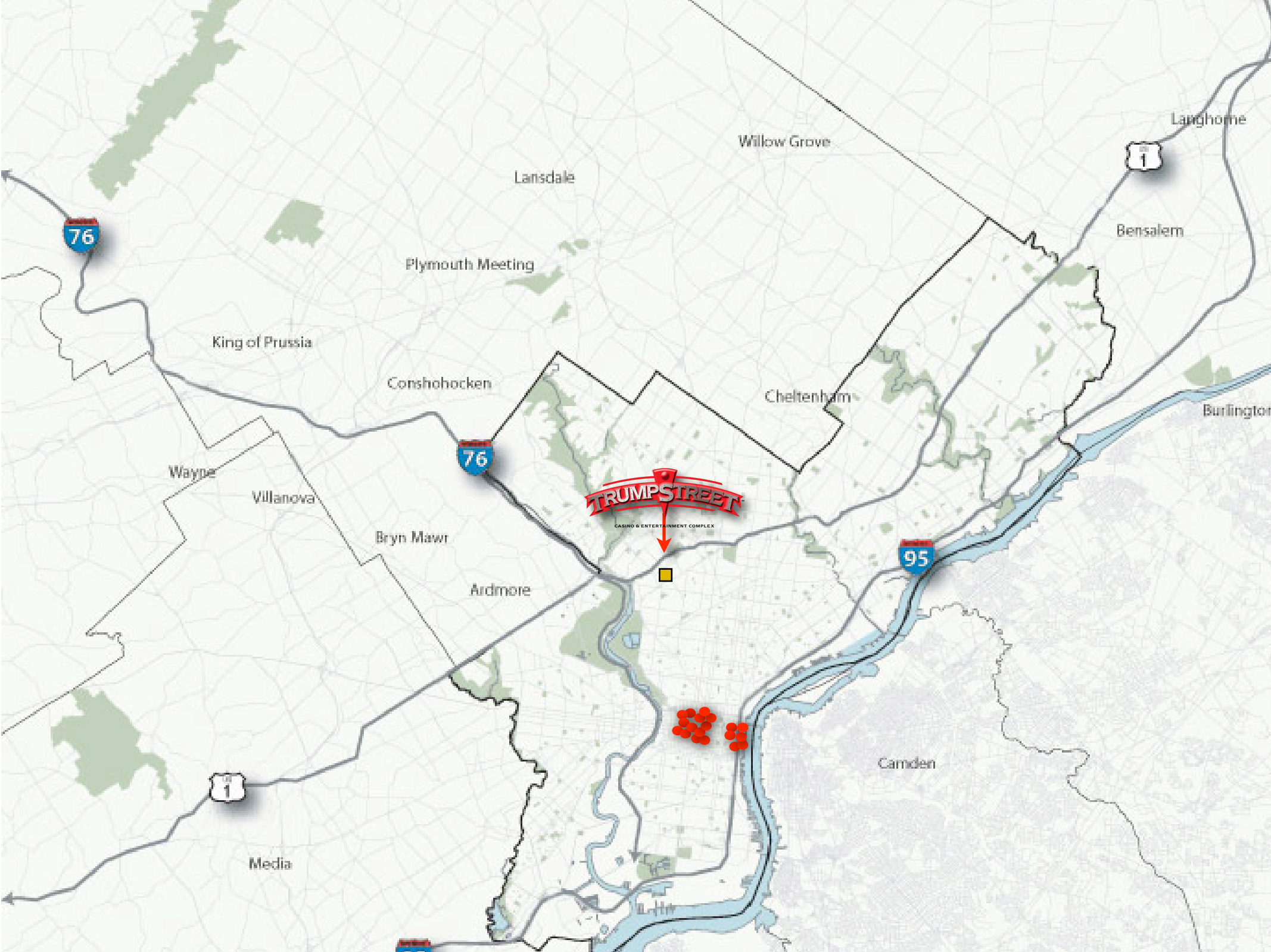


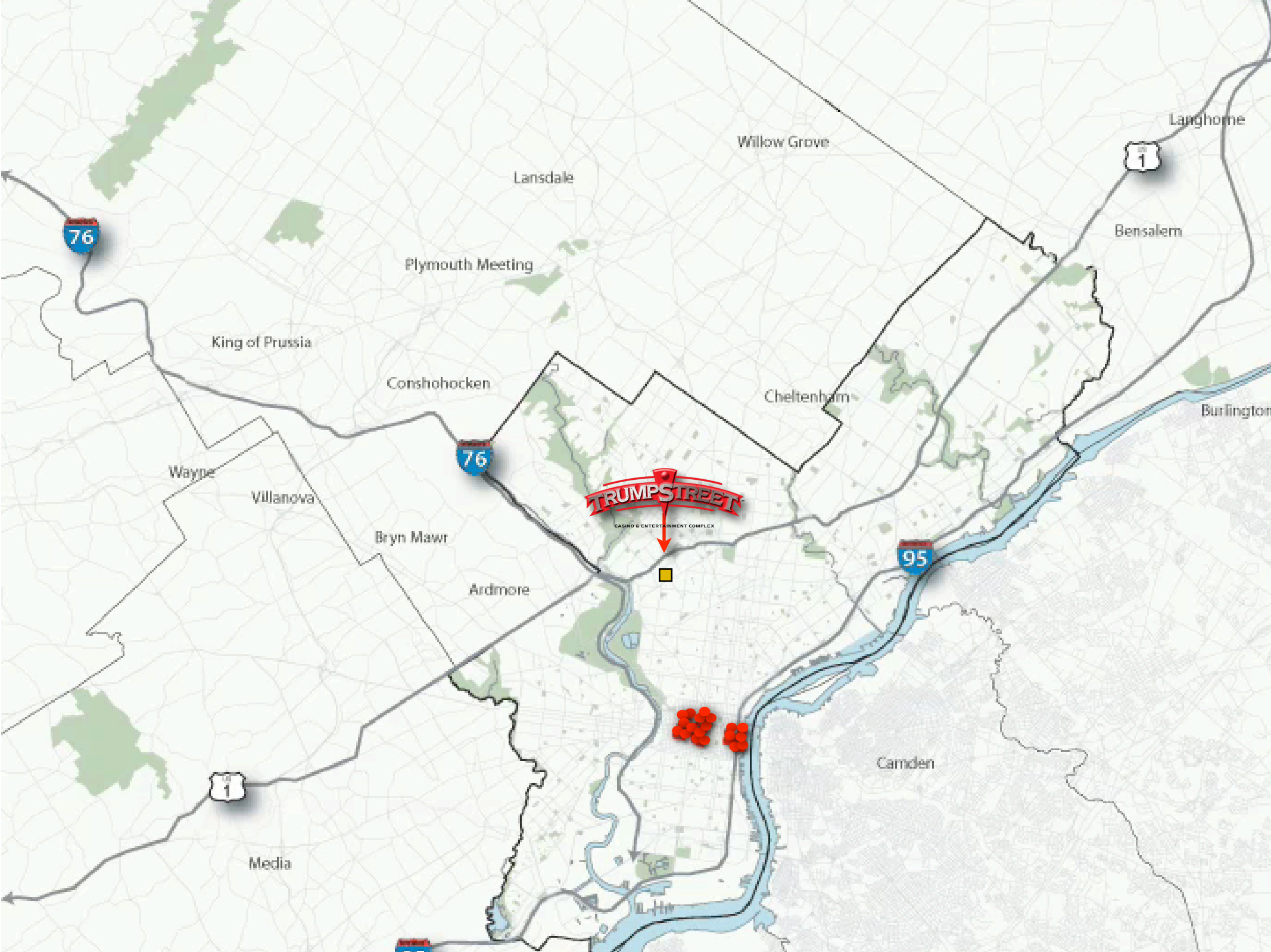
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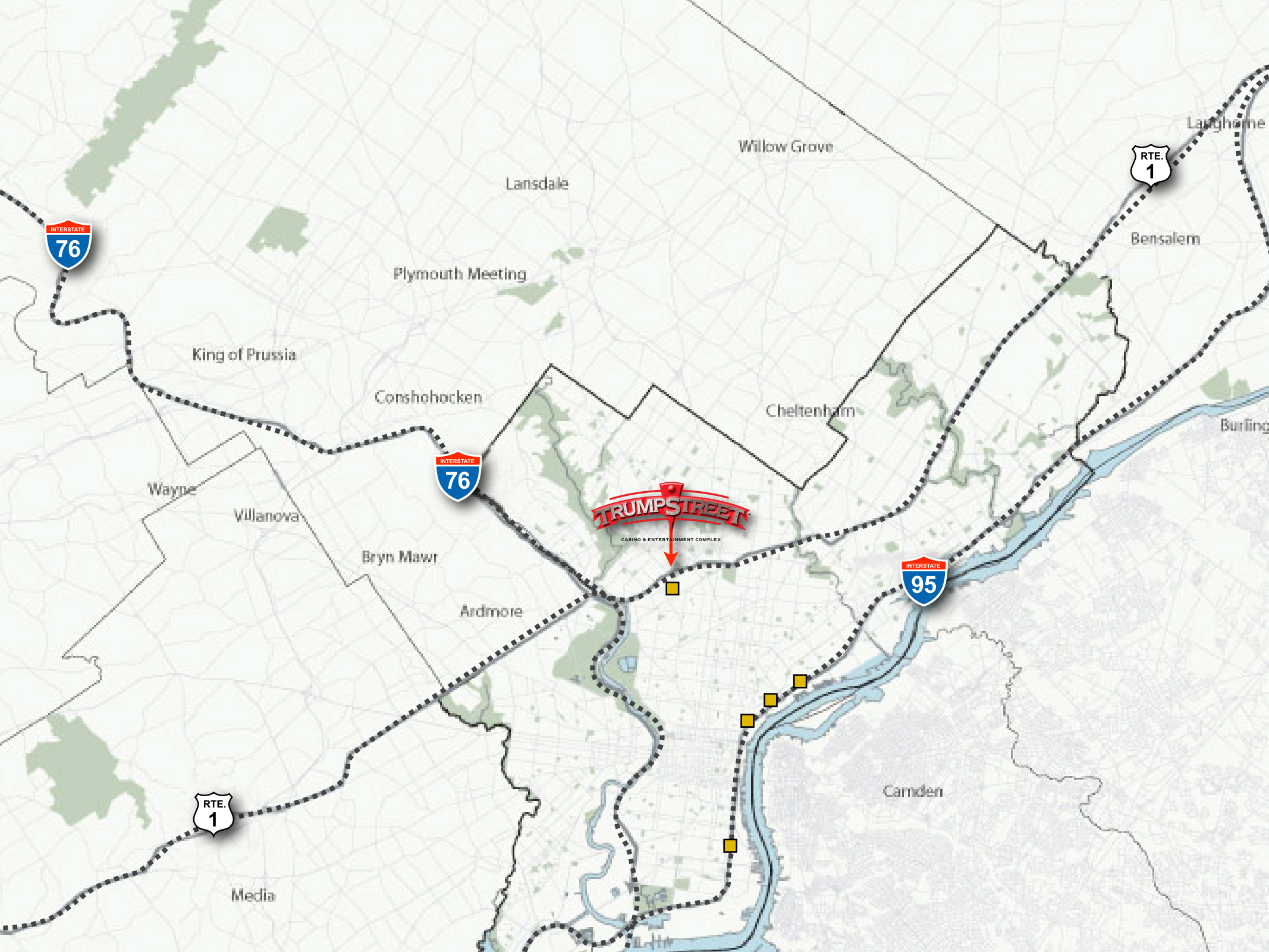


REGIONAL HOTEL ROOMS





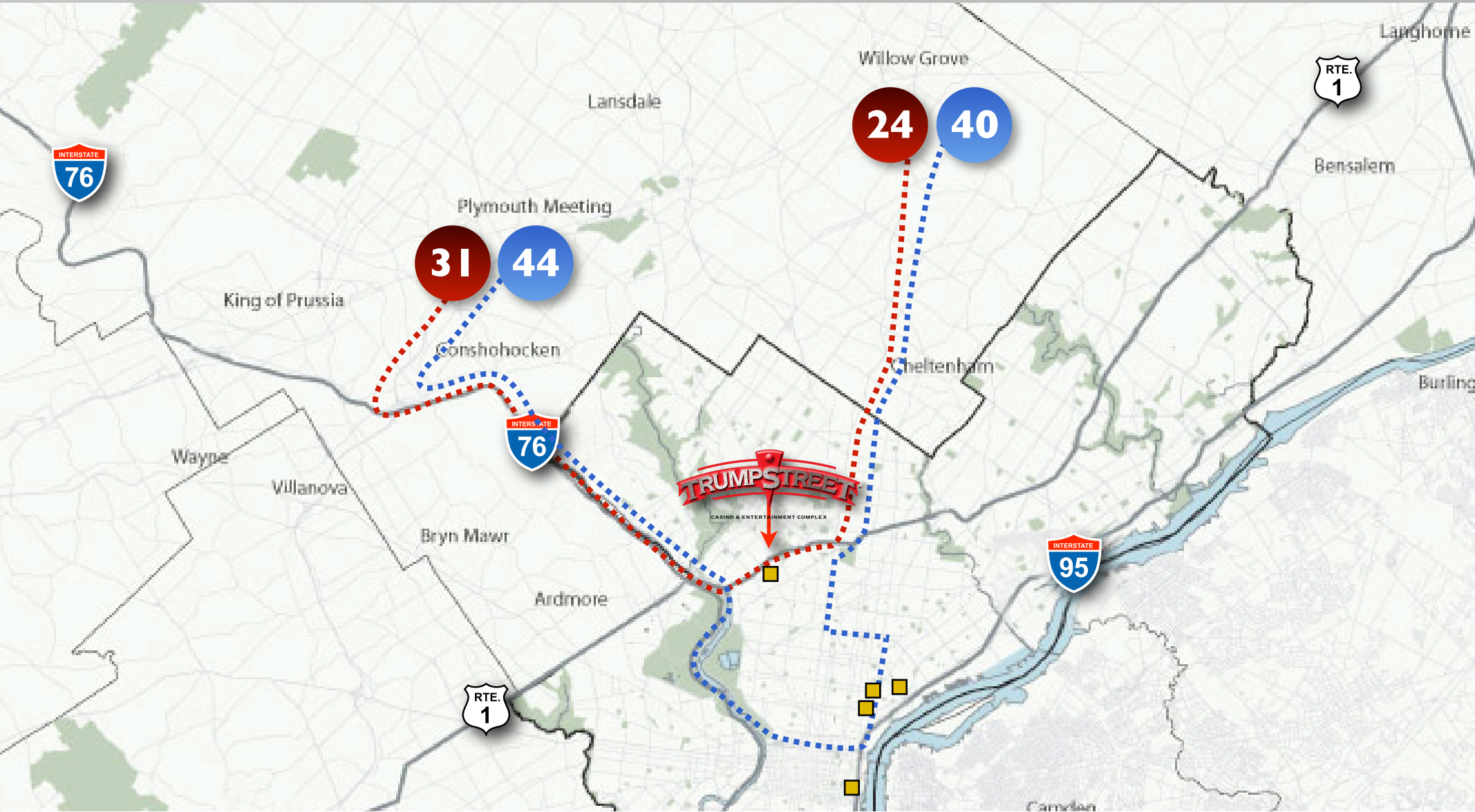




TRUMPSTREET

CASINO & ENTERTAINMENT COMPLEX

COMPARATIVE DRIVE TIMES IN MINUTES



● TRUMPSTREET ● WATERFRONT

T H E T R U M P D I F F E R E N C E



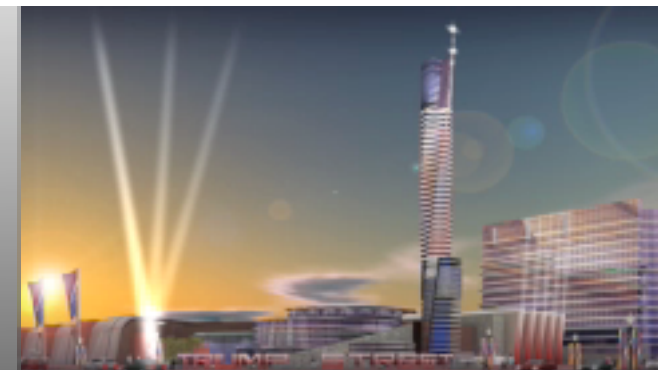
TOURISM

The Greater Philadelphia Tourism Market

The Trump Brand



REVENUE. REVITALIZATION. CERTAINTY.

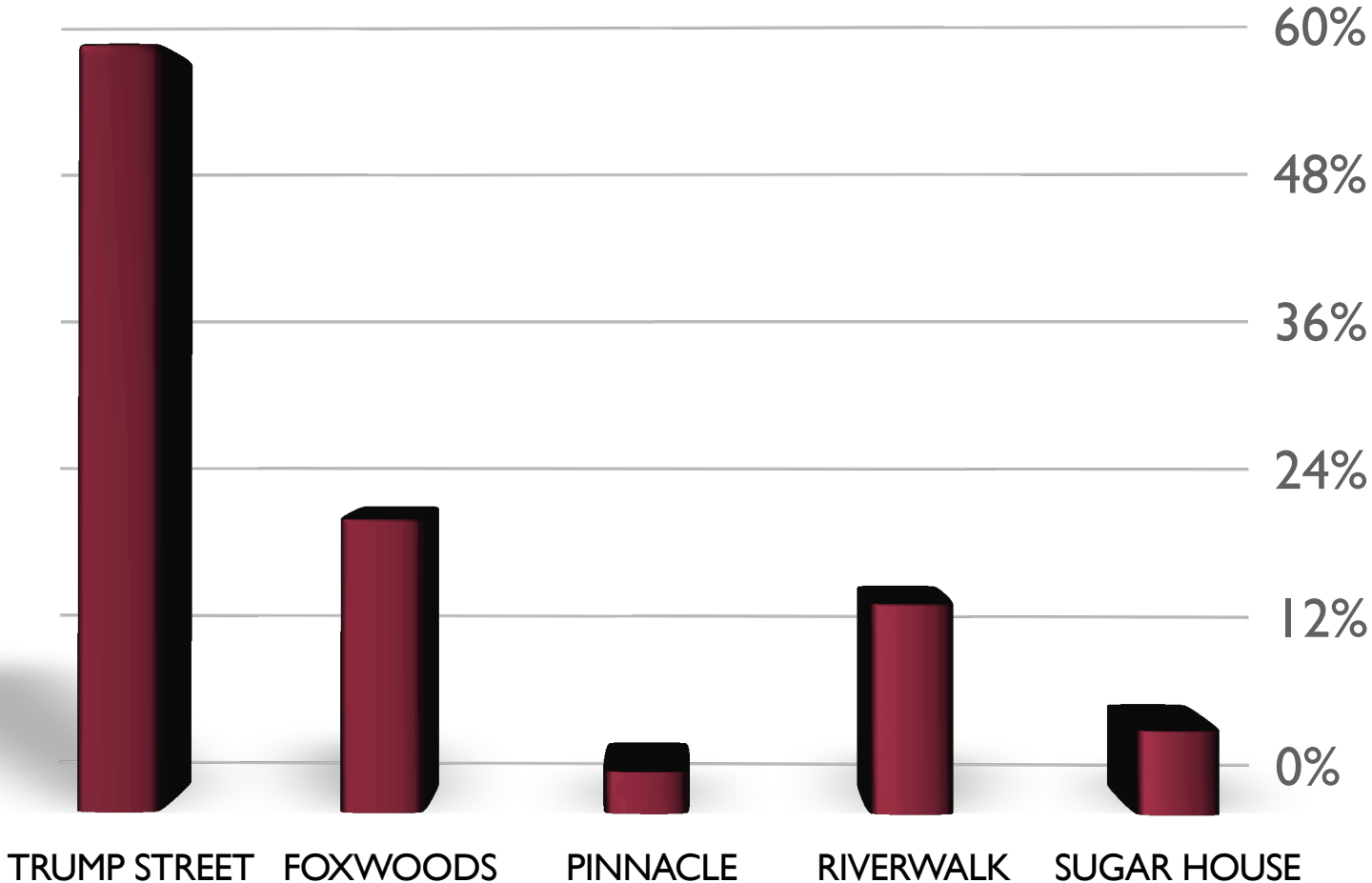






BEST CASINO FACILITY

RESPONDENTS WITH OPINION

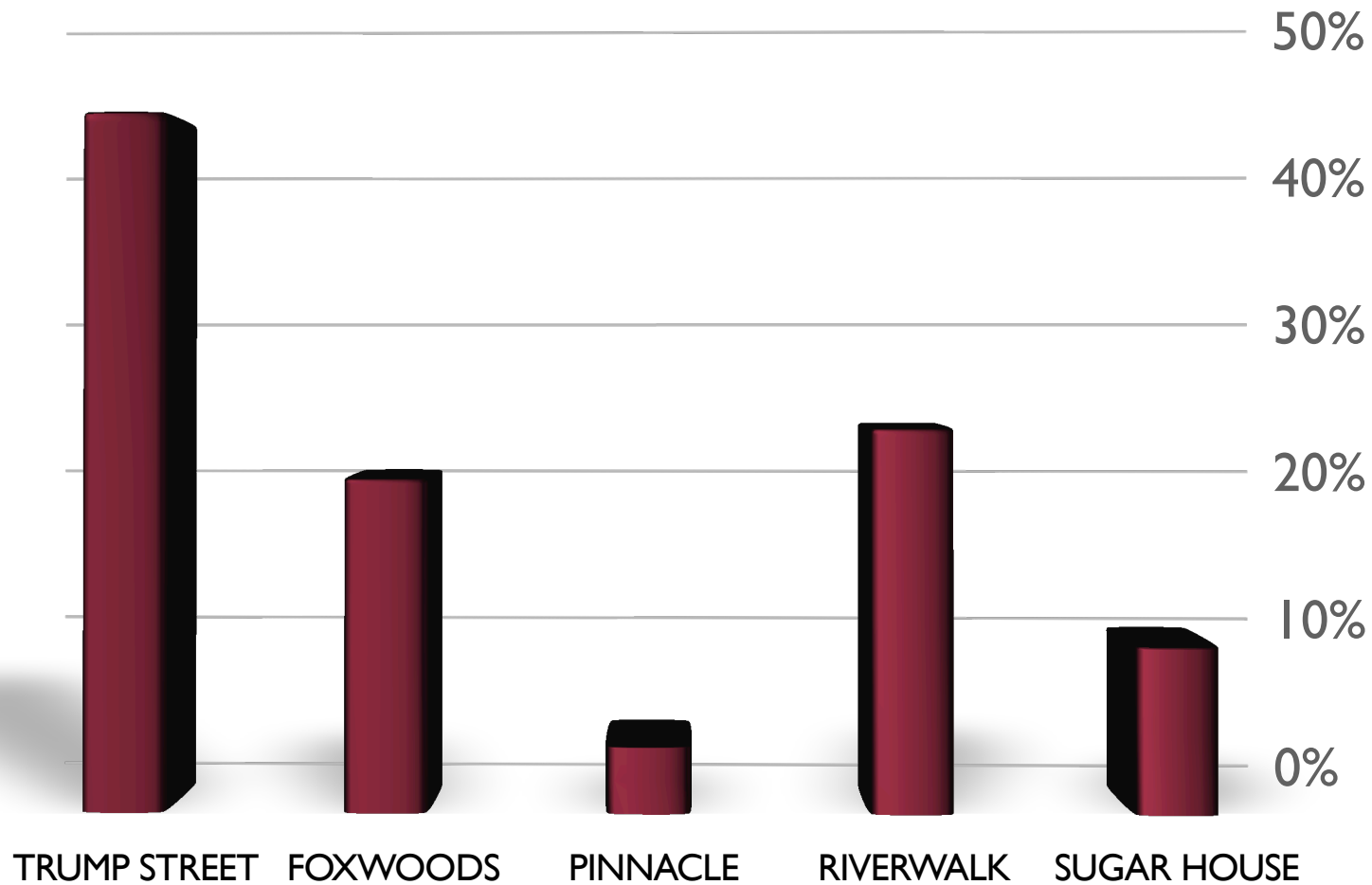


SURVEY COMPLETED BY:



A PLACE YOU WANT TO VISIT

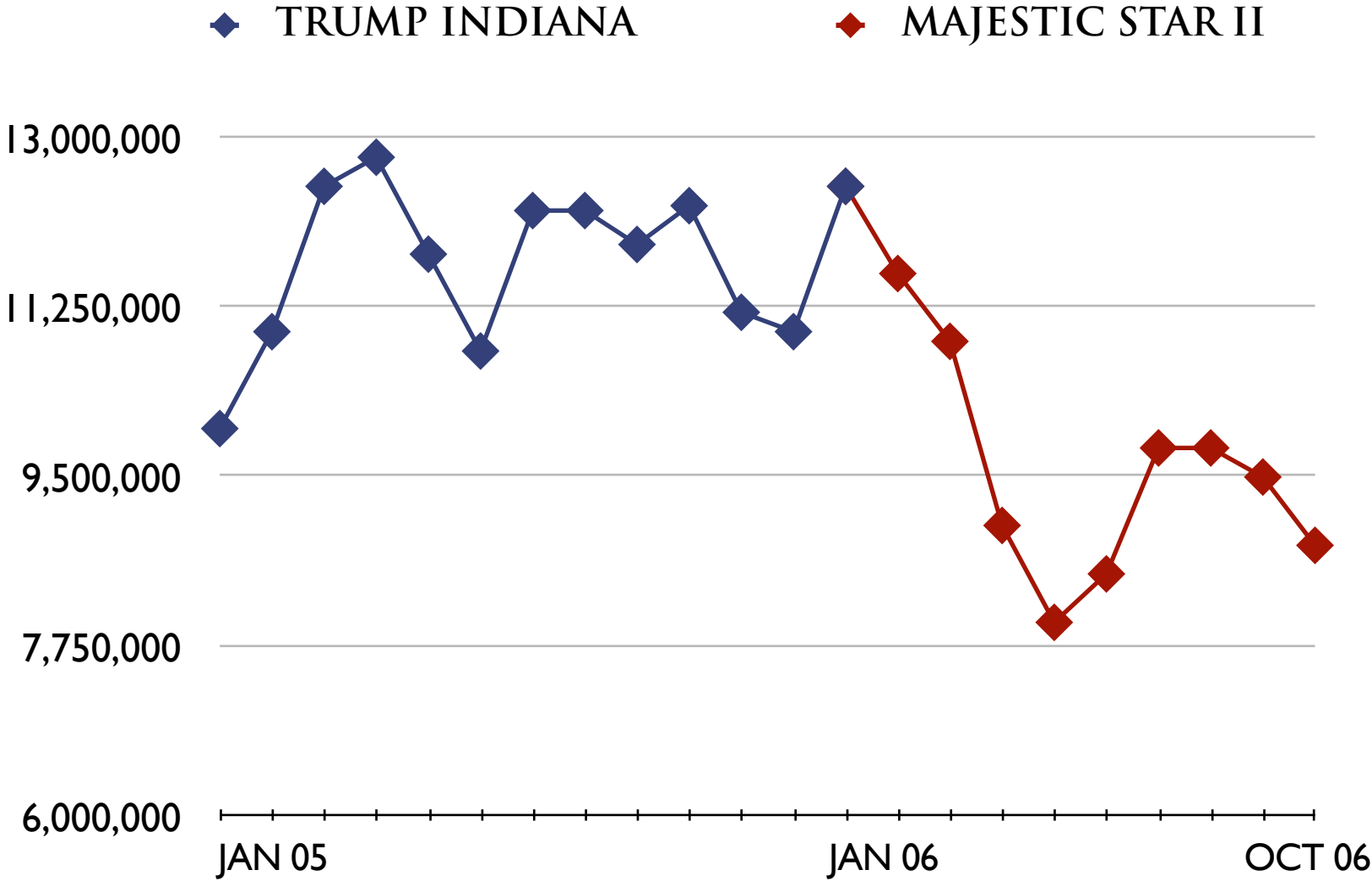
RESPONDENTS WITH OPINION



SURVEY COMPLETED BY:



GARY, INDIANA CASINO REVENUE



SOURCE: INDIANA GAMING COMMISSION

T H E T R U M P D I F F E R E N C E



CONCLUSION

Best access to Greater Philadelphia Tourism Market

Greatest Brand Recognition



REVENUE. REVITALIZATION. CERTAINTY.





CASINO & ENTERTAINMENT COMPLEX

URBAN PLANNING

DR. LORLENE HOYT

**ASSISTANT PROFESSOR OF TECHNOLOGY AND
PLANNING**

MASSACHUSETTS INSTITUTE OF TECHNOLOGY



T H E T R U M P D I F F E R E N C E



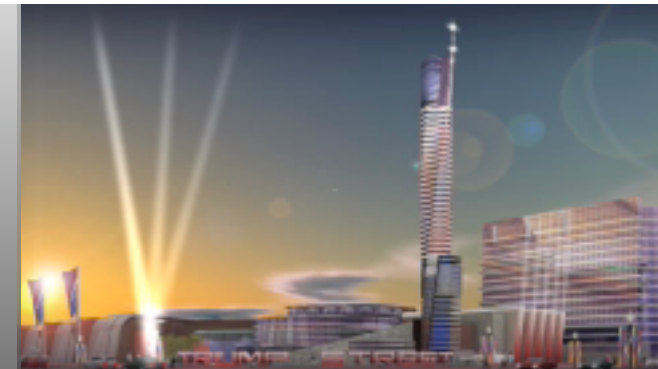
DR. LORLENE HOYT BIOGRAPHY

Doctoral Degree in City and Regional Planning
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REVENUE. REVITALIZATION. CERTAINTY.



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URBAN REVITALIZATION

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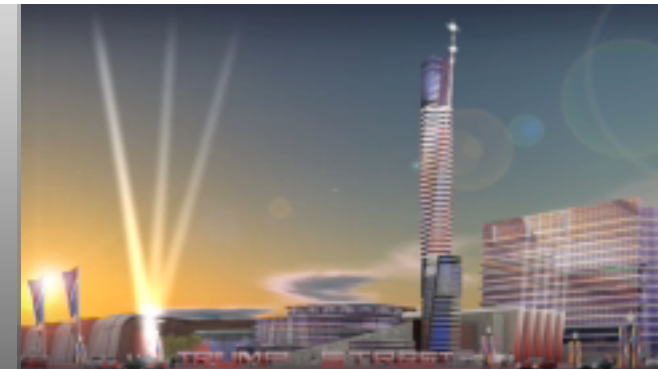
URBAN REVITALIZATION

Start with Downtown

Accentuate the Waterfront

The Problem of Urban Dualism

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TRUMPSTREET LOCATION

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THE TRUMP DIFFERENCE



TRUMPSTREET LOCATION

Spatial Mismatch

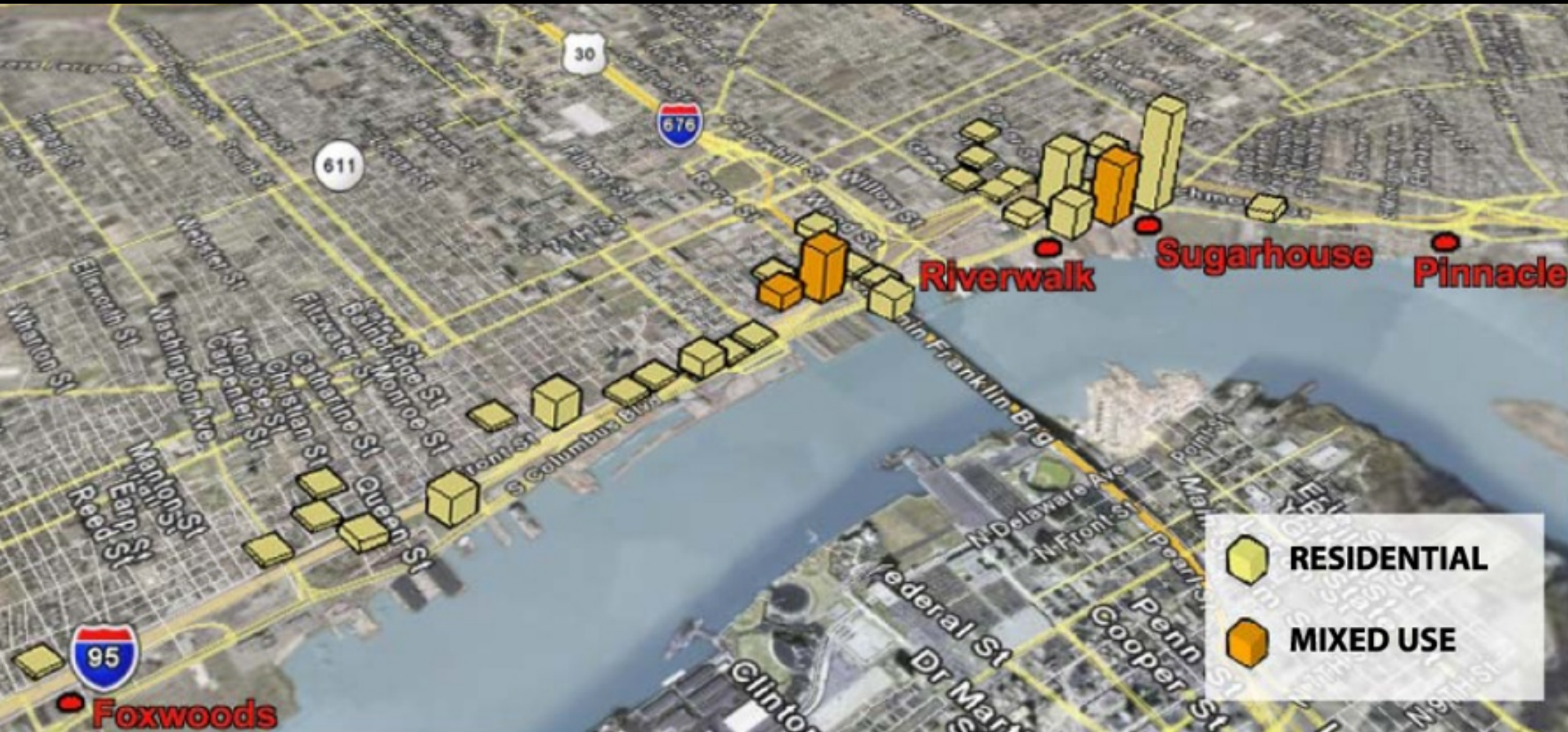
Economic Restructuring

A Catalyst for New Development

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RIVERFRONT DEVELOPMENT



BUDD AREA DEVELOPMENT



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TRUMPSTREET LOCATION

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Philadelphia Gaming Advisory Task Force

THE FINAL REPORT



Executive Summary

[HTTP://WWW.PHILA.GOV/GAMINGADVISORY/](http://www.phila.gov/gamingadvisory/)

Summary
EXECUTIVE

“Revitalization impacts stemming from casino development can be the greatest in distressed urban areas with vacant or under-utilized land.”