



c 8
Communication
SP CW: May 28/13
Item: 1

May 28, 2013

His Worship Maurizio Bevilacqua
Mayor
City of Vaughan
2141 Major Mackenzie Drive
Vaughan, Ontario
L6A 1T1

Dear Mayor Bevilacqua and Members of Vaughan City Council:

We are writing today on behalf of Caesars Entertainment and Rock Gaming LLC to encourage the City of Vaughan to declare itself a willing host for a potential new casino and integrated entertainment complex in your city. The Ontario Lottery and Gaming Corporation's Modernization strategy offers the City of Vaughan and the entire York Region a tremendous opportunity to welcome a first-class entertainment development into your community.

Last week, City staff provided you with a very balanced report based on facts and a well-reasoned analysis of the choices in front of you. We commend this report and its straight-forward approach to the opportunities a casino and entertainment complex present to the City of Vaughan. We particularly applaud City staff in realizing that a development of this type can be an important catalyst for economic development and the development of other necessary and desired infrastructure in your city.

Caesars and Rock Gaming understand that the vision for Vaughan goes beyond a casino. We know that a casino would be just one part of a larger plan and we welcome the opportunity to work with you and other property developers to achieve these goals. We have had an opportunity to tour the locations that were identified in the staff report, and have completed a preliminary due diligence of the project and the city. Based on this assessment, we are encouraged by the opportunity that exists in Vaughan.

The debate before Council today is an important one. Eight to ten thousand jobs, host fees of approximately \$32 million per year, property taxes ranging from \$16 to \$24 million, capital investment of more than \$1 billion and an anchor for the York Region's tourism sector are just a snap-shot and summary of the potential benefits a full-service gaming and entertainment facility could bring to your community.

Caesars Entertainment Corporation is the world's most diversified casino entertainment company. Since its beginning in Reno, Nevada, more than 70 years ago, Caesars has grown through development of new resorts, expansions and acquisitions, and now operates casinos on four continents and employs more than 70,000 people. We have been a proud partner of the OLG in Ontario, as the operator of Caesars Windsor, for more than 10 years and enjoy a productive and positive relationship with our host community in Windsor.

Rock Gaming LLC is a Midwest U.S.-based gaming partnership formed with an initial focus to develop full-service casinos in two of Ohio's largest cities. Through a partnership with Caesars Entertainment, the group has developed unique urban casinos under the Horseshoe brand in Cleveland, which opened in May 2012, and Cincinnati, which opened in March 2013. The companies are also developing an urban casino in downtown Baltimore, which is expected to open in 2014. The developments have been designed to engage, promote and encourage gaming patrons to visit and support existing cultural, nightlife and sports attractions in the downtown areas where they are located.

Additionally, a Rock Gaming affiliate company recently acquired a majority interest in Greektown Casino-Hotel located in the urban core of downtown Detroit. This purchase was made with the vision to better connect and activate the historic Greektown neighbourhood to the City's thriving Woodward corridor where many of Gilbert's \$1 billion in real estate investments made over the last three years are located. These purchases and investments are all part of his commitment to revitalizing Detroit's urban core. Including the Greektown Casino-Hotel properties, Rock Ventures, the umbrella entity for Gilbert's portfolio of companies, real estate and investments, now owns and manages nearly seven million square feet of commercial space.

Rock Gaming and Caesars Entertainment also co-own Cleveland-area thoroughbred racetrack Thistledown, which opened as a racino in April 2013, as well as Turfway Park, a thoroughbred horseracing track located in northern Kentucky.

Dan Gilbert, chairman of Rock Gaming, is also chairman and founder of Rock Ventures and Quicken Loans, Inc., the largest online mortgage lender in the U.S. and third largest

retail mortgage lender. He is also the majority owner of the NBA's Cleveland Cavaliers and the American Hockey League's Lake Erie Monsters; both teams play at the Quicken Loans Arena in downtown Cleveland.

Together, Rock Gaming and Caesars form a partnership of unmatched operational experience, financial strength and development creativity. Both partners are community minded, with a focus on urban development. We are both known for our focus on diversity, inclusion, environmental stewardship and as great places to work.

Caesars is also known in the gaming industry as a leader in the promotion of responsible gambling. In July 2012, Caesars Windsor was among the first casinos in the world to receive a responsible gambling accreditation through RG Check, a new voluntary program created by the Responsible Gambling Council (RGC) that offers gaming companies the opportunity to gain an independent assessment of the quality of their responsible gambling program.

Caesars and Rock Gaming have been actively following developments in the Greater Toronto Area – and across all of Ontario – for more than a year. We have closely studied the GTA market and believe strongly that an investment in a new gaming and entertainment complex can be very successful.

Our representatives are in the audience watching tonight's debate and decision closely. We respect the democratic process and the responsibility of Council to thoroughly examine the issues and to make an informed decision. We hope that at the end of the debate, Vaughan will choose to be a willing host and should it do so, we look forward to working with you and City staff on the next steps in our due diligence and as we get to know your community better.

Yours Sincerely,



Jan Jones
Executive Vice President
Government & Public Relations
Caesars Entertainment Corporation



Steve Rosenthal
Principal
Rock Gaming LLC

cc. Members of Vaughan City Council

Ms. Barb Cribbitt, Interim City Manager

Mr. Tim Simmonds, Executive Director, Office of the City Manager