



Bally's Corporation ("Bally's") proudly submits its application to the Gaming Facility Location Board ("Board") for consideration of its Bally's Bronx Gaming Facility, a once-in-a-generation investment that will redefine the borough's future. Bally's (NYSE: BALY) is a publicly-traded global casino-entertainment company. Led by its Chairman Soo Kim, a Queens native, Bally's Corporation is not only one of the largest and fastest growing U.S. gaming companies, but it's the only casino company whose Board and Management reflects the rich diversity and core values of the Bronx and New York City. Bally's owns and operates 19 casinos across 11 states and holds online sports betting licenses in 13 jurisdictions in North America. Notably, Bally's operates successfully in some of the highest-gaming tax jurisdictions in the U.S. and can bring this relevant experience to New York State.

### **ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT**

The vision for Bally's Bronx is a spectacular \$4 billion integrated resort spanning roughly 16 acres of parking lots and practice green area of Bally's Golf Links at Ferry Point. This development represents an audacious vision to develop a former landfill and transform it into an economic engine for the Bronx—the borough's single largest private development. It's an ideal location: Already a public space surrounded by a 222-acre golf course and a cemetery, bracketed by two major bridges that each carry more than 40 million cars annually, while accessible in less than 20 minutes by Public Ferry from Manhattan's Upper East Side.

This project will serve as a "place-maker" for the Bronx and give millions of patrons from Long Island, Connecticut, Westchester and Northern Jersey a reason to come to the city, and to do so much more than merely gamble but also to dine, shop, and stay in the Bronx. The integrated resort will directly create thousands of good-paying unions jobs as well as lead to hundreds of millions of dollars in Community Benefits. According to every governmental statistic and benchmark, the Bronx is the borough that suffers from a lack of economic opportunity. This is the opportunity to right these historic imbalances and award the Bronx this lucrative Public-Private partnership that it deserves.

Bally's Bronx will stand approximately 250 feet tall, include a 500,000-square-foot Gaming Facility structure and span more than 3 million square feet. The development includes a beautifully appointed, world-class 500-room upscale hotel, 3,500 cutting-edge gaming machines, 250 table games including a poker room, an array of dining and entertainment venues, a state-of-the-art 2,000-person event center, flexible meeting spaces, and convenient parking for 4,660 vehicles. Our resort also uniquely includes the Jack Nicklaus designed Bally's Golf Links at Ferry Point, with stunning views of the Manhattan skyline. We will transform an underutilized corner of the Bronx into a vibrant and lasting economic engine, a hub for tourism, and a destination landmark for generations. No other proposal better addresses the core purpose of a New York Gaming Facility – to fully capitalize on casino gaming as an economic engine. Bally's is betting big—because the Bronx deserves nothing less.

Based on independent analyses by respected gaming industry consultants Victor Strategies and Klas Robinson, the Bally's Bronx integrated resort is projected to attract nearly 9.3 million annual visitors at



stabilization, generating more than \$1.2 billion in net economic output each year. Remarkably, 8.2 million of these trips will originate from *outside the Bronx*, creating a powerful influx of new customers and revenue for local businesses, suppliers, and entrepreneurs. The total annual economic impact is expected to reach \$1.5 billion for the Bronx and \$1.9 billion for New York State. The facility will also deliver \$370 million in annual state and local tax revenue and drive over \$200 million in annual in-state purchases of goods and services.

As Bally's Bronx matures, the Bronx and surrounding communities will reap substantial rewards. The facility is projected to generate over \$1 billion in Gross Gaming Revenues, \$1.1 billion in total revenues, and more than \$100 million in direct gaming taxes annually, induced by a 10% and 15% tax rate on slot and table gaming revenues, respectively.<sup>1</sup> In addition, local municipalities and the State will benefit from increased property taxes, induced sales taxes, and hotel occupancy taxes.

Bally's comes to this project with significant financial wherewithal, including an approximately \$2.5 billion investment commitment from Gaming and Leisure Properties, Inc. (NASDAQ: GLPI) and highly confident letters from three of the nation's leading investment banks who invest in gaming businesses. In addition, since the affirmative CAC vote and recommendation, we have had significant outreach from other capital markets participants who have expressed interest in the project. Combined with our significant experience quotient and familiarity with gaming regulatory expectations, our Bally's Bronx proposal is formidable.

Our management team has extensive experience in large scale greenfield gaming developments including some of the largest casinos in the United States. This experience gives Bally's team a competitive edge in identifying and solving issues in a project of this magnitude and provides a leg up in speed to market comparisons.

### **LOCAL SITING IMPACT**

In collaboration with elected officials, community organizations, and local stakeholders, Bally's has pledged approximately \$765 million in net present value for an array of community benefits—in addition to the direct project scope and equity investment opportunities. This unprecedented commitment includes direct financial support for local schools, housing, mental health, public safety, transportation upgrades, parkland enhancements and community organizations.

We will also create an equity ownership initiative with up to 9% of the equity in the Bally's Bronx project, offering local residents an unprecedented economic participation opportunity in New York and ensure that residents directly benefit from the project's success through both financial returns and their vested interest in the project. This provides an exponential economic impact.

---

<sup>1</sup> Pursuant to the Gaming Facility Board's guidance dated October 1, 2025, the limited redactions to the Executive Summary are only to those new portions of the document that include proprietary information. No redactions have been made to the original Executive Summary submitted June 27, 2025.



Bally's Bronx is also investing heavily in the area's infrastructure and quality of life. We are allocating \$100 million for parkland improvements, including new walking paths, playgrounds, and the revitalization of Ferry Point Park, as well as at least \$75 million for transportation upgrades such as a new Lafayette Avenue overpass, widened roads, and enhanced public transit access to the Project Site and Ferry Point Park via two new MTA bus stops.

Public safety will be strengthened through a \$10 million upfront investment in new NYPD substations and ongoing support for increased police presence in the direct catchment area of the project. Our facilities will be

open to local nonprofits and community organizations, providing meeting and event spaces at little or no cost, and will host an annual summer concert series to celebrate Bronx culture and talent.

Above all, Bally's is committed to transparency, accountability, and ongoing community engagement. We expect to be held accountable. We want to be held accountable. As such, an autonomous local board of directors will oversee the allocation of community benefit funds and hold Bally's accountable for meeting its commitments. With this comprehensive, community-first approach, Bally's Bronx will not only drive economic growth but also empower, uplift, and enrich the lives of Bronx residents for generations to come. Bally's is also eager to participate in the Commission's Responsible Play Partnership ("RPP") program to address any problem gambling issues.

We will develop cross-marketing strategies with the Bronx Tourism Council and with world-renowned local attractions, including the Bronx Zoo and the New York Botanical Gardens, as well as partnering with local artisans and performers by providing an on-site platform to showcase their talents.

### **WORKFORCE ENHANCEMENT**

Bally's will generate approximately 15,000 union construction jobs and nearly 4,000 permanent positions, with a strong focus on hiring Bronx residents and supporting workforce development. Bally's already has a Labor Peace Agreement with the union demonstrating its longstanding collaborative relationship with our union partners, something we pride ourselves on. We will be launching robust pre-apprenticeship programs, career fairs, and partnerships with local schools and colleges to prepare residents for long-term careers in hospitality, gaming, and entertainment. To further support working families, Bally's will offer innovative and free childcare services to employees ensuring that professional advancement is accessible and sustainable for all. Our commitment to local businesses is equally strong, with supplier fairs, technical assistance, and a vibrant "Made in the Bronx" retail store dedicated to showcasing and selling goods crafted by local artisans.

Bally's Bronx vendor partners offer yet another avenue to promote local businesses and create opportunities for the local workforce. Again, Bally's has significant experience in developing these



pipelines that translate to jobs and small business growth. Simply put, we have demonstrated experience in the area and proven success. We bring this strong and vital element to the table as part of our proposal.

Bally's acknowledges the many changes to our global climate. Our proposed Gaming Facility infrastructure is equipped with state-of-the-art environmental technology designed to protect the climate and ameliorate adverse impacts on the local area. We are proud that our Project Site offers natural outdoor beauty in both land and water surroundings. We understand that we have a responsibility to lead and take the necessary steps to protect our environment. Bally's Bronx will be a LEED Gold certified building, incorporate state-of-the-art environmentally friendly infrastructure elements, and use Energy Star appliances to minimize and eliminate adverse impacts on the environment.

### **DIVERSITY FRAMEWORK**

Bally's will set goals to exceed the 30% MWBE threshold in the RFA. Moreover, Bally's will create an internal business infrastructure including a project liaison position on staff, focusing on diversity and community

engagement and putting in place internal controls to ensure that every opportunity is afforded to MWBE businesses.

During construction, we will create 15,000 union jobs with a total payroll of \$379 million and average wages of \$55 per hour, supporting skilled workers and local families. Once operational, the Gaming Facility will employ nearly 4,000 permanent staff, making us the second-largest private employer in the Bronx. Average annual earnings reach \$96,200 per full-time position and total direct annual employee earnings of \$360 million. Median wages will reach \$62,400, with total compensation—including benefits—approaching \$80,000, nearly 40% higher than the current average salary in the Bronx. All non-management roles will be unionized under a collective bargaining agreement with the Hotel & Gaming Trades Council, with more than 75% of our workforce from the minority community and Bronx residents.

### **CONCLUSION**

Bally's is a gaming and hospitality company. This is what we do. We are not a company from another sector seeking to become involved in gaming as a second or third source of revenue. Bally's Bronx is more than a development—it is a once-in-a-generation transformational opportunity for the Bronx. If Bally's is awarded the opportunity to build Bally's Bronx, we will make the Bronx, New York City and the State of New York a very proud partner.