



Mohegan Sun

AT THE CONCORD

DESIGN OVERVIEW

JUNE 30, 2014

Catskills Cool



MARNELL ARCHITECTURE
ARCHITECTURE • PLANNING • DESIGN

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CURRENT STATUS

- Approximately \$100 million has been spent to date on feasibility and marketing studies, engineers, planners, architects and other professional services
- Pre-construction work already begun on site, Casino and Hotel.
- All Hotel and Casino Foundations are in place. Hotel Foundations sized for expansion to 750 rooms.
- Concord Project phase I development will be approximately 18 months
- Construction Drawings are 50% complete
- GMP's are in place for all project components
- 100% Payment and Performance Bond available to project.
- Developer/Owner Completion Guarantee available to project.
- All environmental, building and development permits have been received and are in place through 2014.



All Steel is Fabricated and Ready for Delivery



All Curtain Wall Fabricated and in Storage

All Concrete Foundations are in the Ground

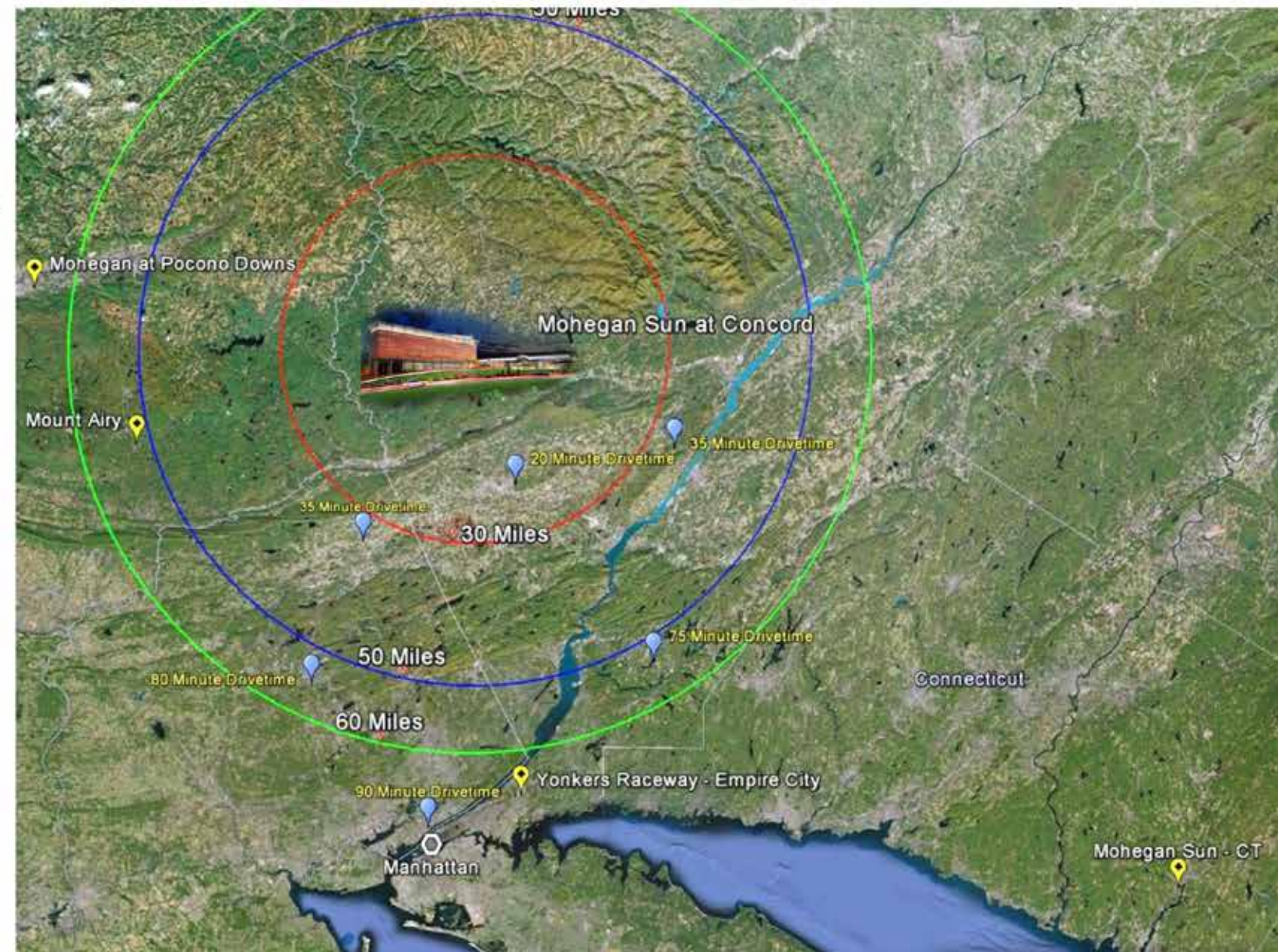


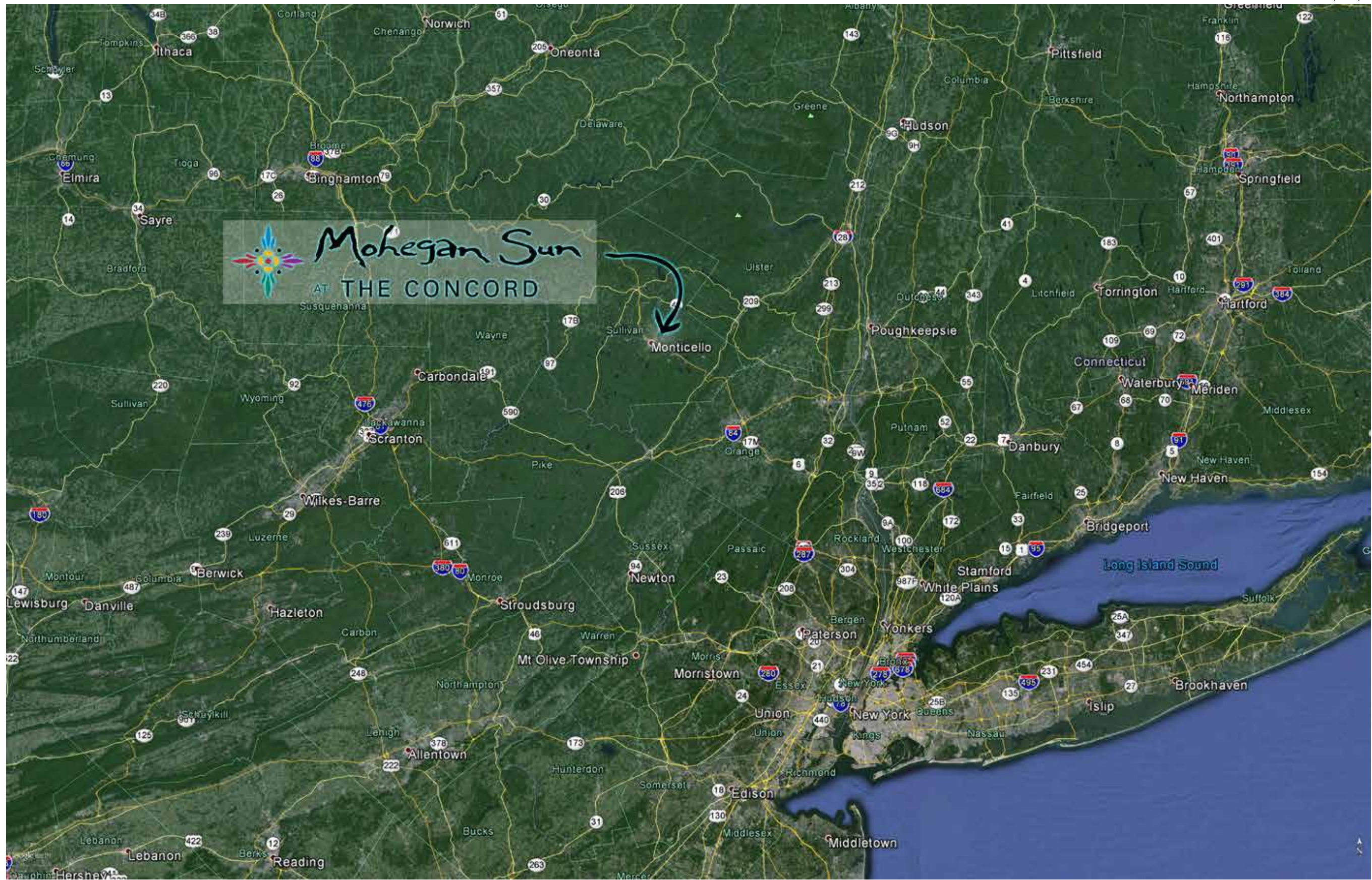
Significant Site Work Underway

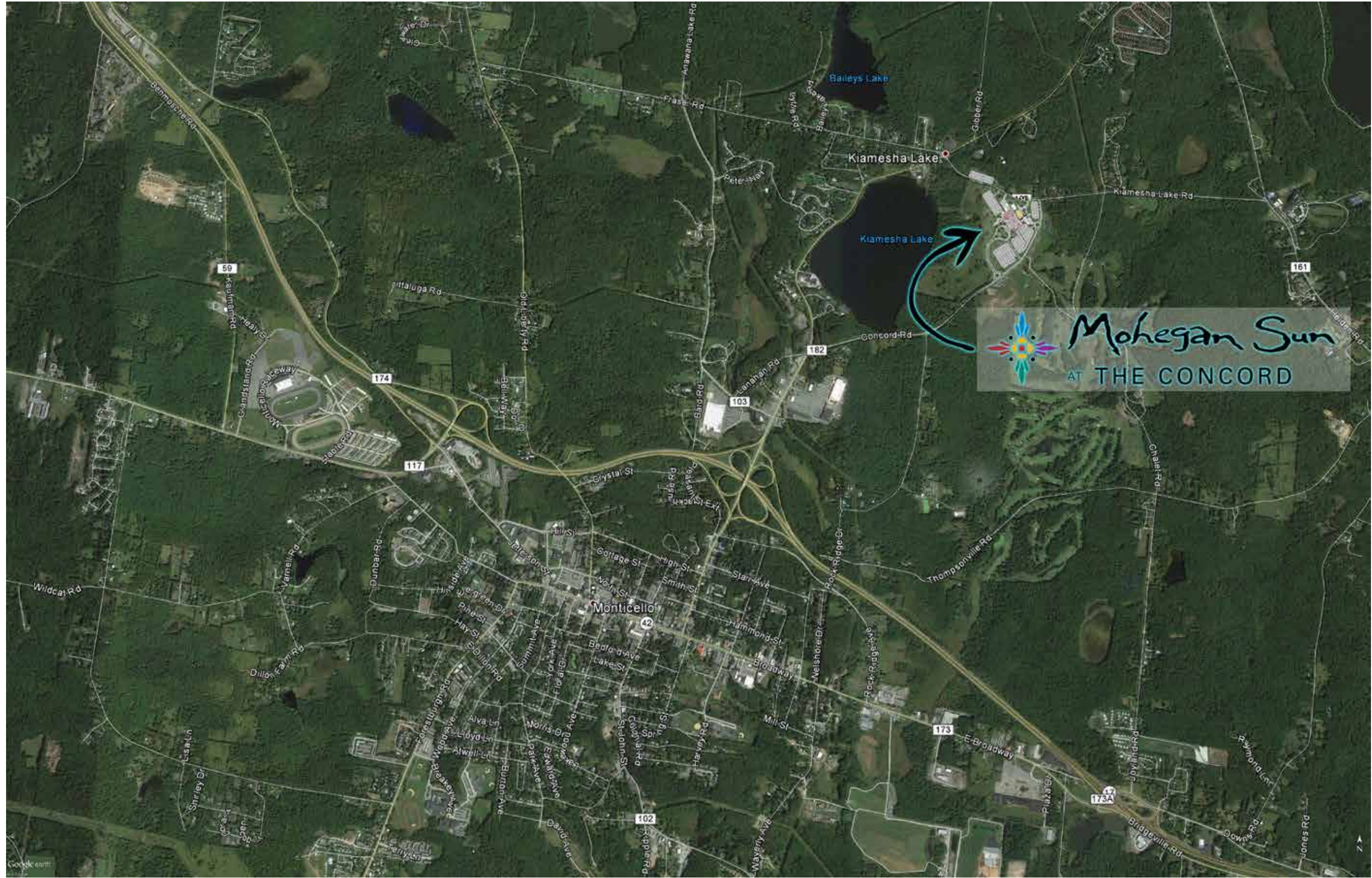


Attractive New York Location

- Easily accessible from the New York Metropolitan Area, as well as outer regional cities in Upstate NY, Western CT, Northern NJ and Northeastern PA, via several major thoroughfares, including I-87, I-84 and Route 17 / I-86
- Over 24 million people live within 100 miles, and over 37 million live within 150 miles, providing a deep, addressable and proximate market
- Over 12mm vehicles drive by the Resort on Route 17 annually
- Accessible via four airports, including Stewart International Airport (40 miles), Newark Liberty Airport (95 miles), LaGuardia Airport (95 miles), and John F. Kennedy Airport (105 miles)
- Proposed NY gaming regulations will not permit any additional casinos within our catchment area nor between us and New York City. Additionally, the regulations stipulate a moratorium on ANY additional NY casinos for 7 years after the first casino opens







 **Mohegan Sun**
AT THE CONCORD

Phase 1 - Infrastructure and Support Facilities:

Surface Parking	2,220 spaces total
Employee	417 spaces
Guest	1,523 spaces
Bus	8 spaces
Valet Garage	280 spaces

Phase 1 - Hotel Resort Components:

Total Guestrooms & Suites	252 keys
Typical Guestroom	231 keys
• 380 sf	
• 3-fixture bath	
2-Bay Suites (8.33%)	21 keys
• 760 sf	
Fitness Center	2,900 sf

Phase 1 - Casino Components:

Casino	52,000 sf
• Slots	1,725 positions
• High Limit Slots	75 positions
• Table Games	50 tables
VIP Lounge	57 seats

Phase 1 - Lowrise Public Space - Food & Beverage, Retail Components:

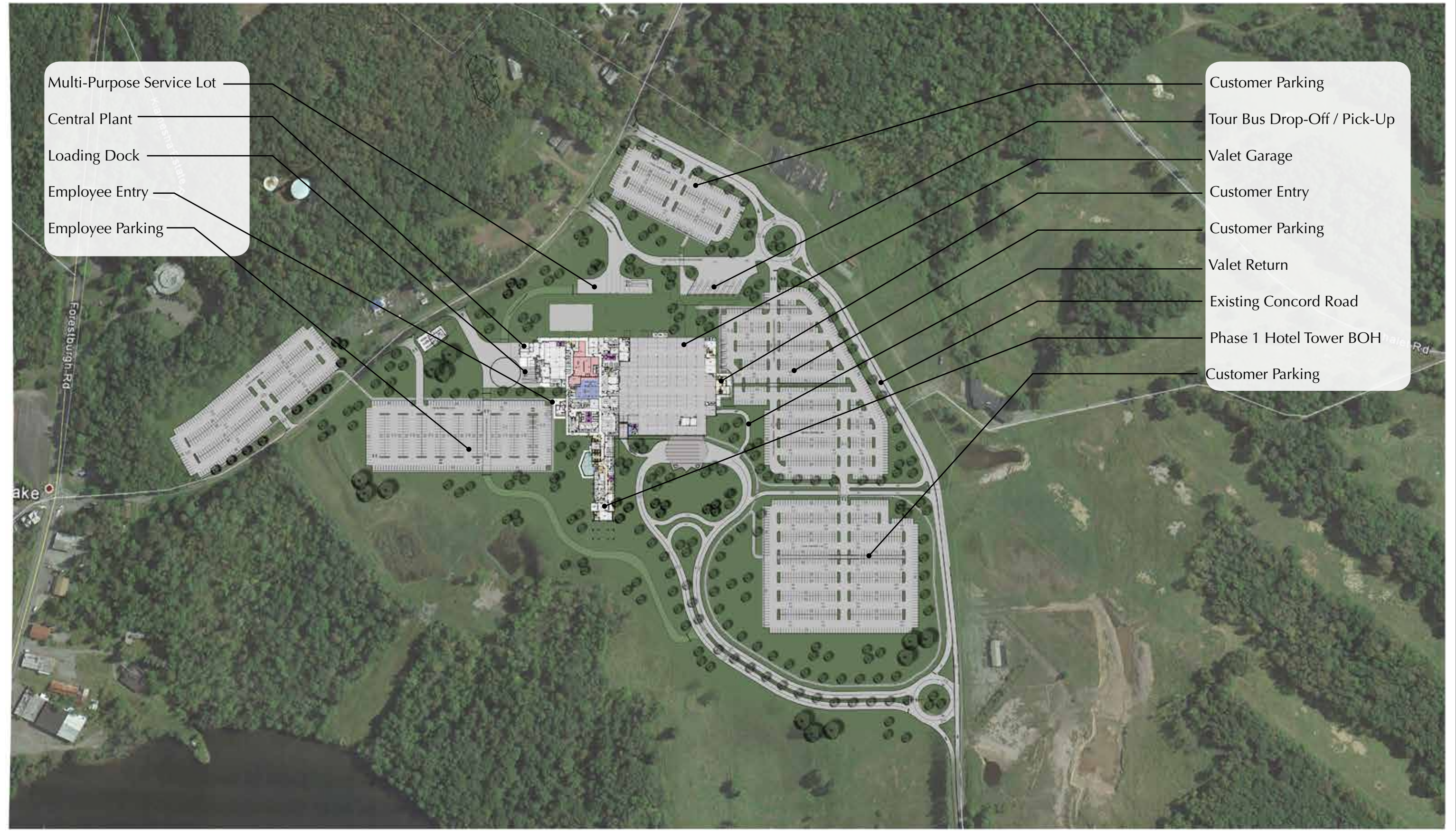
Sundries Retail	600 sf
Retail Shell Space	860 sf
Restaurants	288 seats total
• Café / 24-hour	188 seats
• Food Court	100 seats
• Includes 4 venues	
Restaurant Shell Space	370 seats total
• Steakhouse	170 seats
• Mid-Level	200 seats

Phase 1 - Lowrise Public Space - Entertainment & Convention Components:

Entertainment / Casino Lounge	94 seats total
Convention / Meeting Space	29,800 sf
• Multi Purpose	25,000 sf
• Meeting Rooms (5)	4,600 sf

Potential Future Phase Expansion

- Guest Parking Garage
- Casino Expansion
- Hotel Tower 1 Expansion
- Hotel Tower 2
- Theater
- Convention / Meeting Room Expansion
- Retail Shops
- Night Club / Lounge





- Multi-Purpose Facility
- BOH Offices
- Central Plant Below
- Loading Dock Below

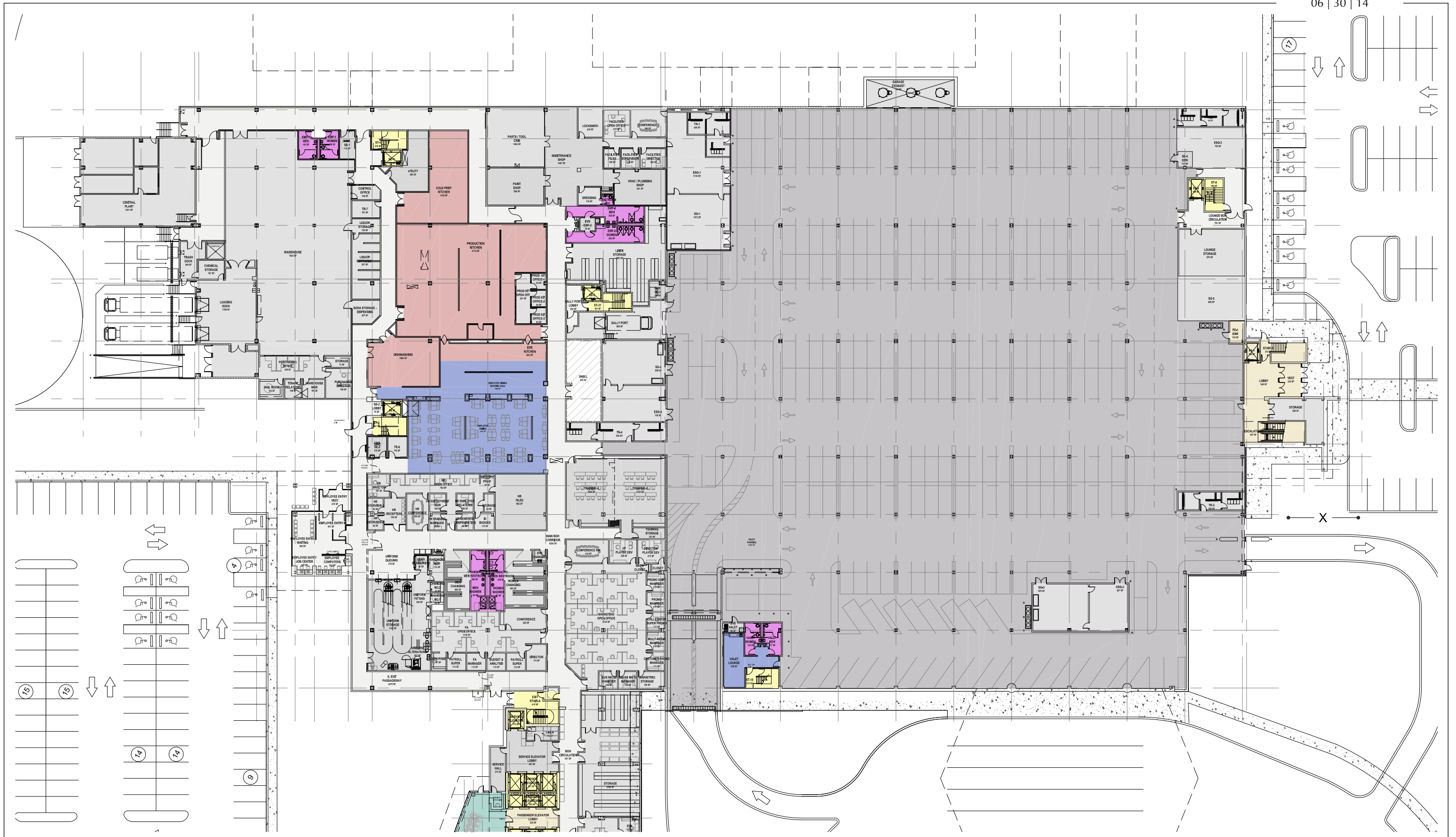
- Customer Parking
- Tour Bus Drop-Off / Pick-Up Canopy
- Tour Bus Customer Entry
- Customer Entry
- Retail
- Main Entry
- Porte Cochere
- Meeting Rooms

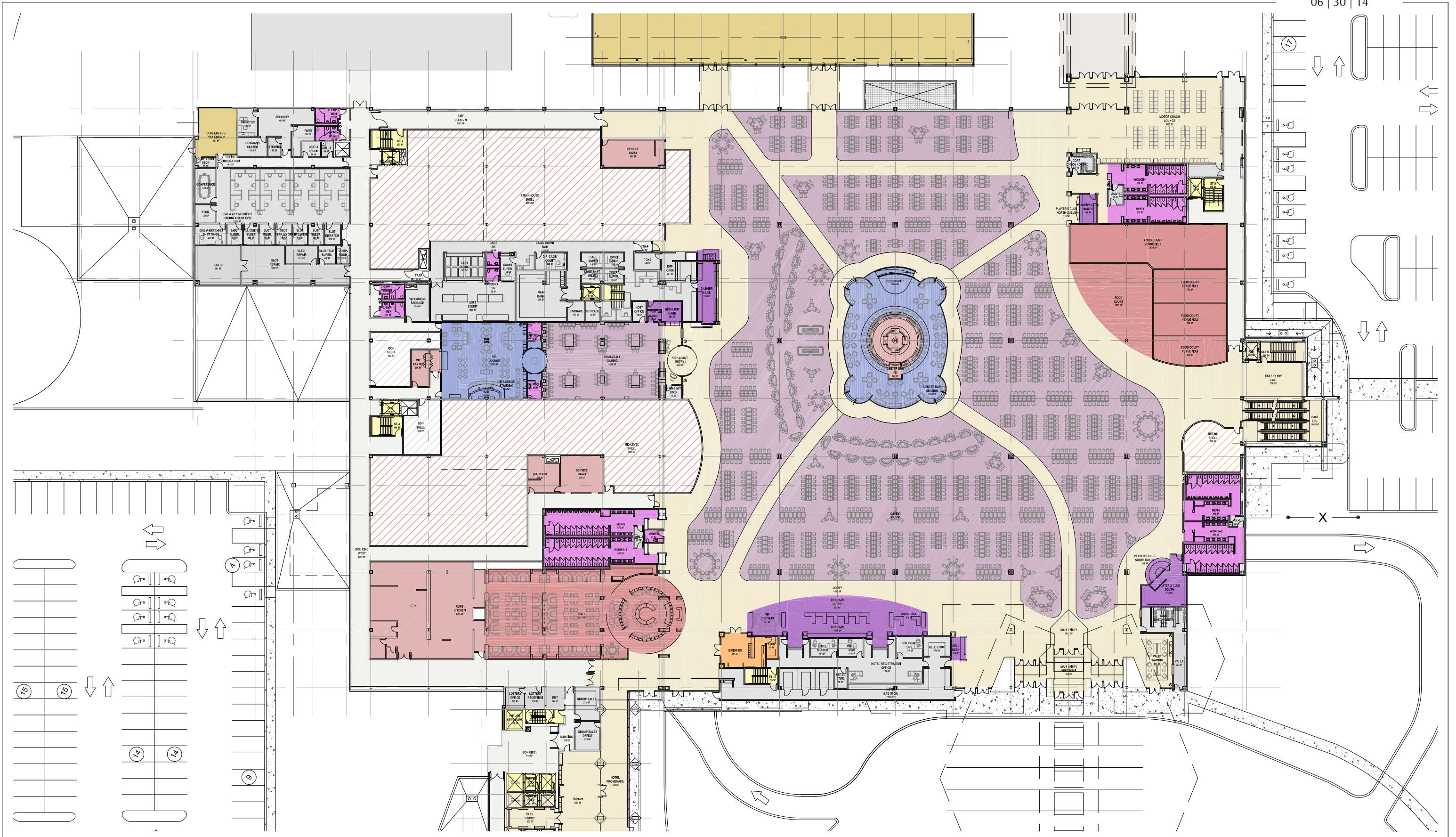


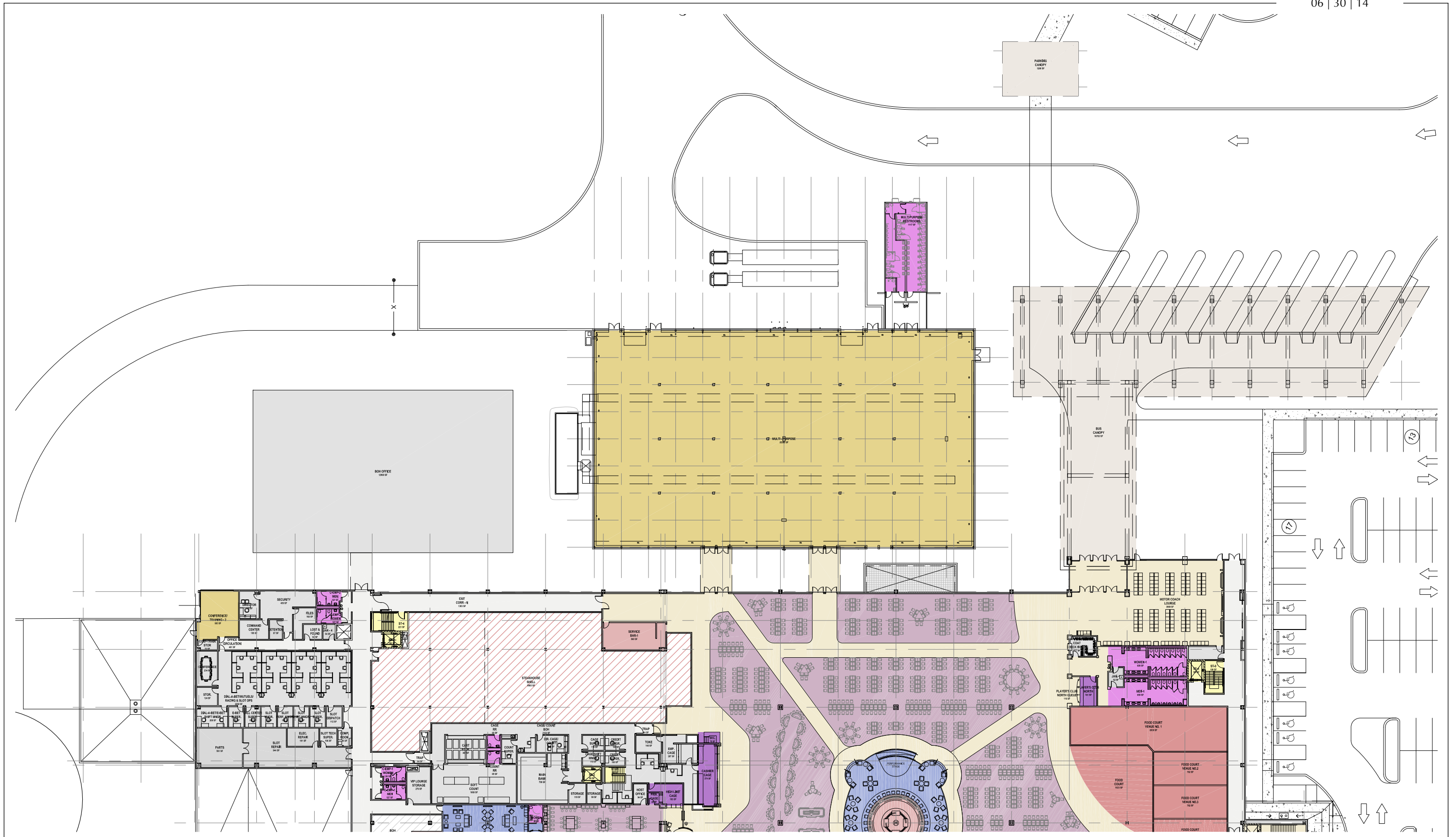


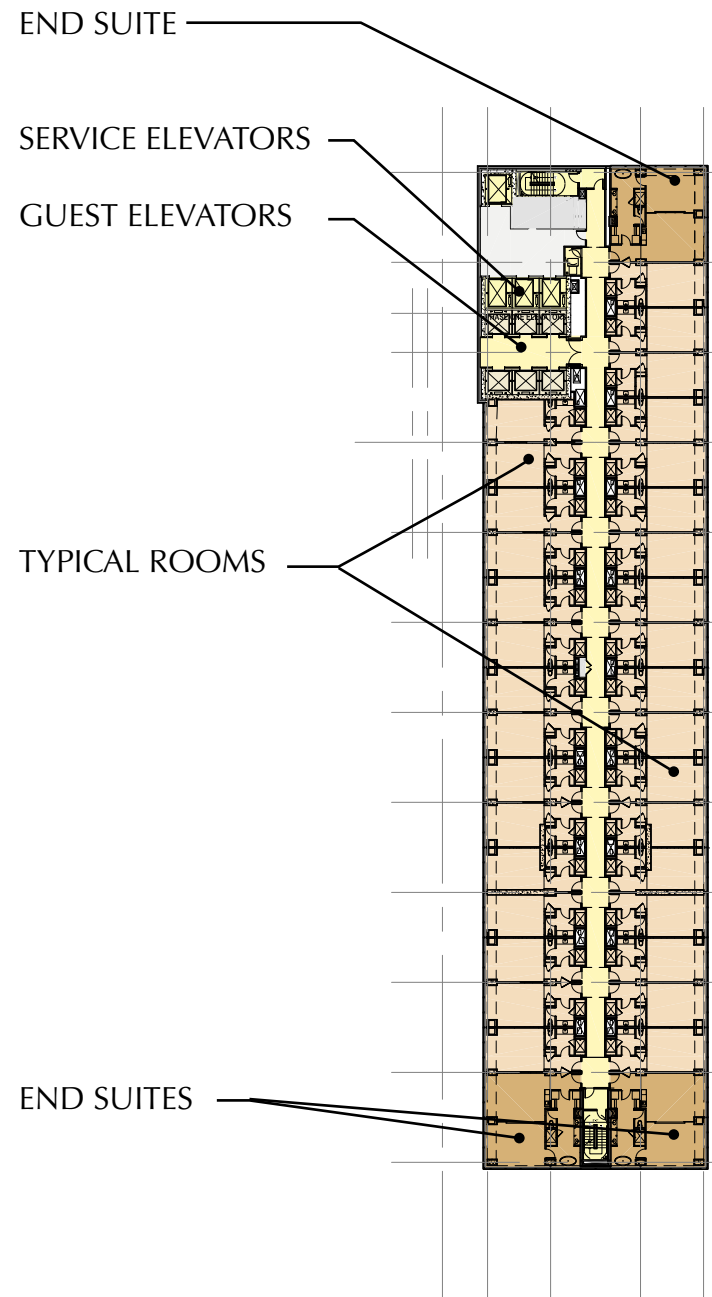
- Theater
- Buffet
- Convention / Meeting Rooms
- Hotel Tower 2
- Resort Pool

- Casino Expansion
- Retail Shops
- Guest Parking Garage
- Nightclub / Lounge

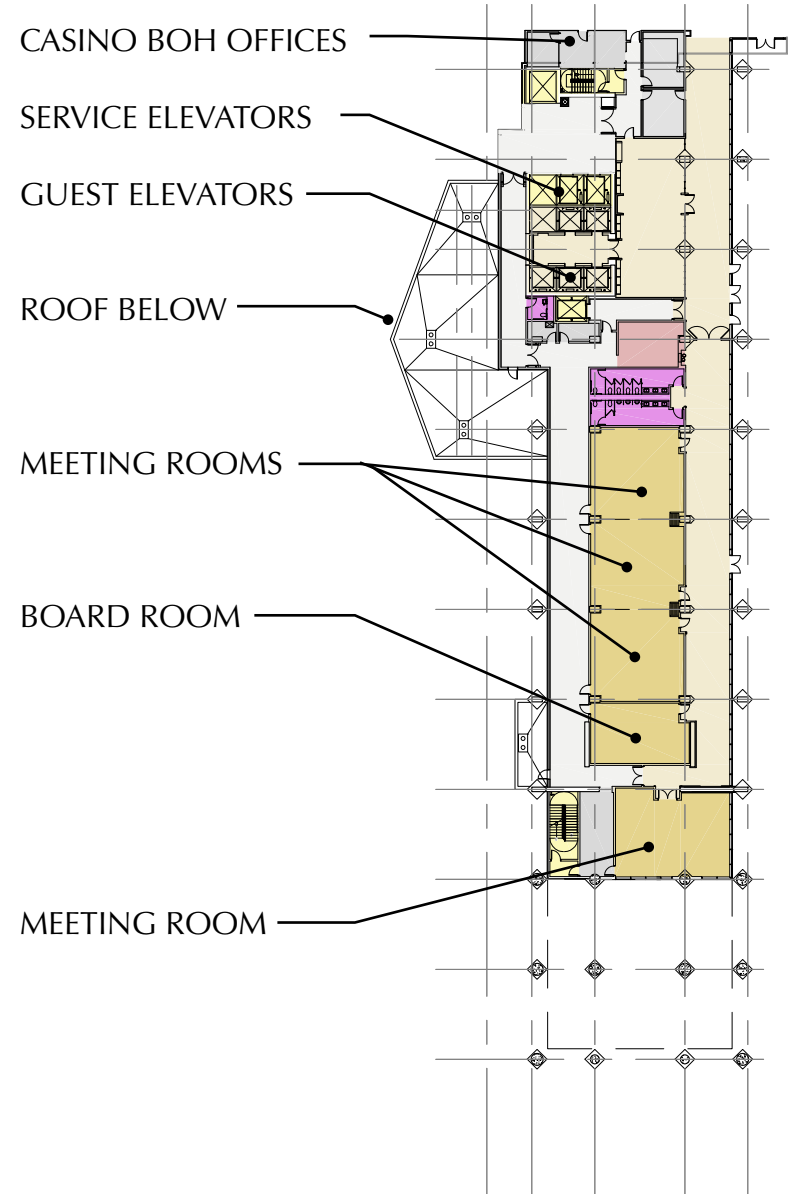




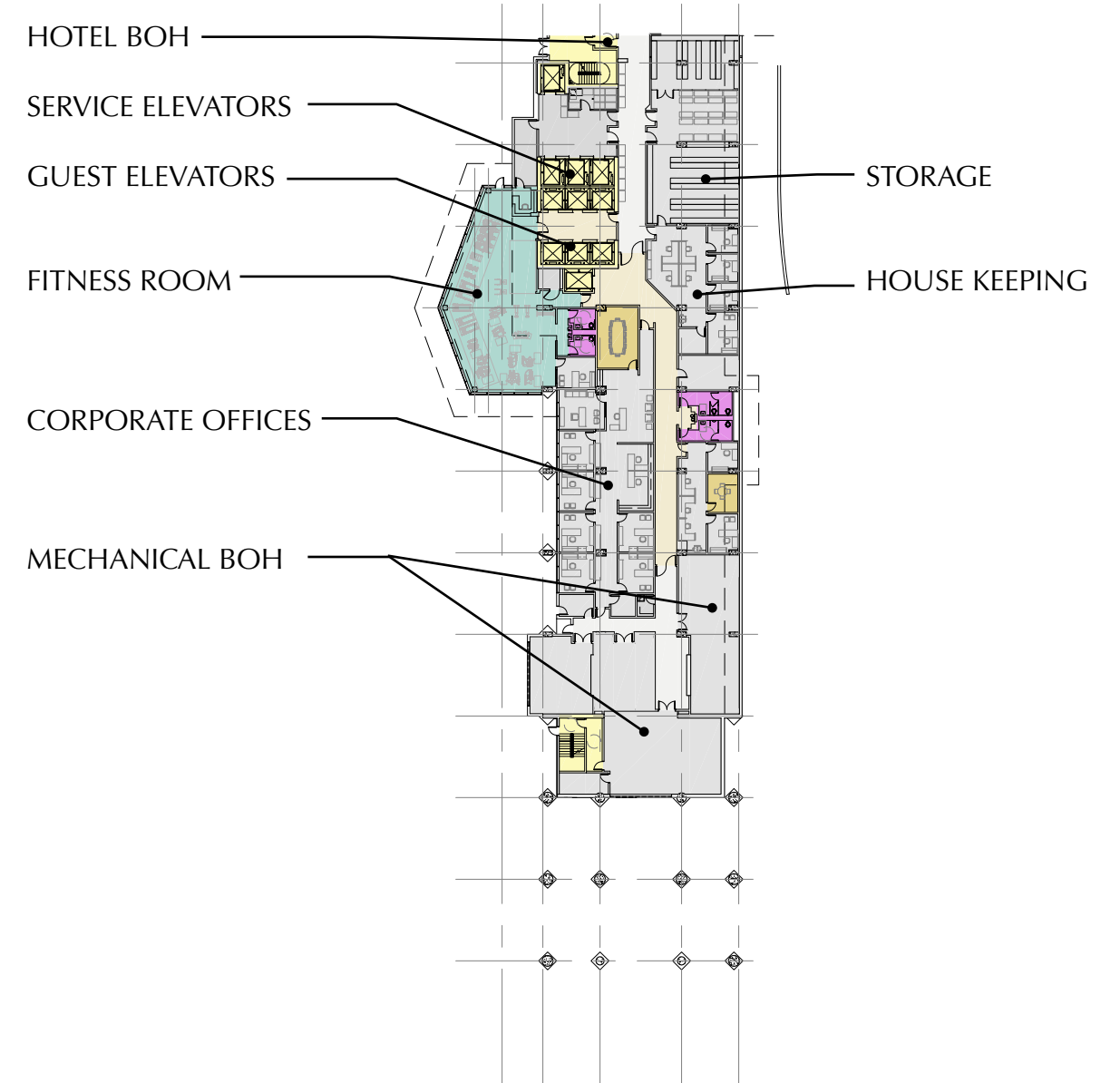




TYPICAL LEVEL



CASINO LEVEL



SERVICE LEVEL



6/30/2014 CONCORD PHASE 1 HOTEL

11 - Structural Bays

# Of Guest Rm Levels	Level Designation	Room Type												Floor To Floor	Total
		Typical Double Queen	Typical King	2 Module Suite	2 Module End Suite	Modules									
		380 sf	380 sf	760 sf	760 sf										
		ADA	ADA	ADA	ADA										
	Roof MECH LEVEL-9													N/A	N/A
7	8	13	20	1	2	39								15'-0"	36
6	7	13	20	1	2	39								9'-8"	36
5	6	13	20	1	2	39								9'-8"	36
4	5	13	20	1	2	39								9'-8"	36
3	4	13	20	1	2	39								9'-8"	36
2	3	13	20	1	2	39								9'-8"	36
1	2	13	20	1	2	39								9'-8"	36
	CATWALK LEVEL-1.5													8'-0"	N/A
	CASINO LEVEL-1													17'-0"	N/A
	VALET LEVEL-B1													17'-0"	N/A
	Total	91	0	140	0	7	0	14	0	273					252

Totals	
Typical Rooms =	231
Suite Rooms =	21
Typical Connectors =	
Suite/Typ Connectors =	
Typical ADA Rooms =	
Suite ADA Rooms =	

Percentages	
8.33%	of Total Key Count are Suites
	of the Typical Rooms are connector
	of the Suites are connectors
	of Total Key Count is a connector







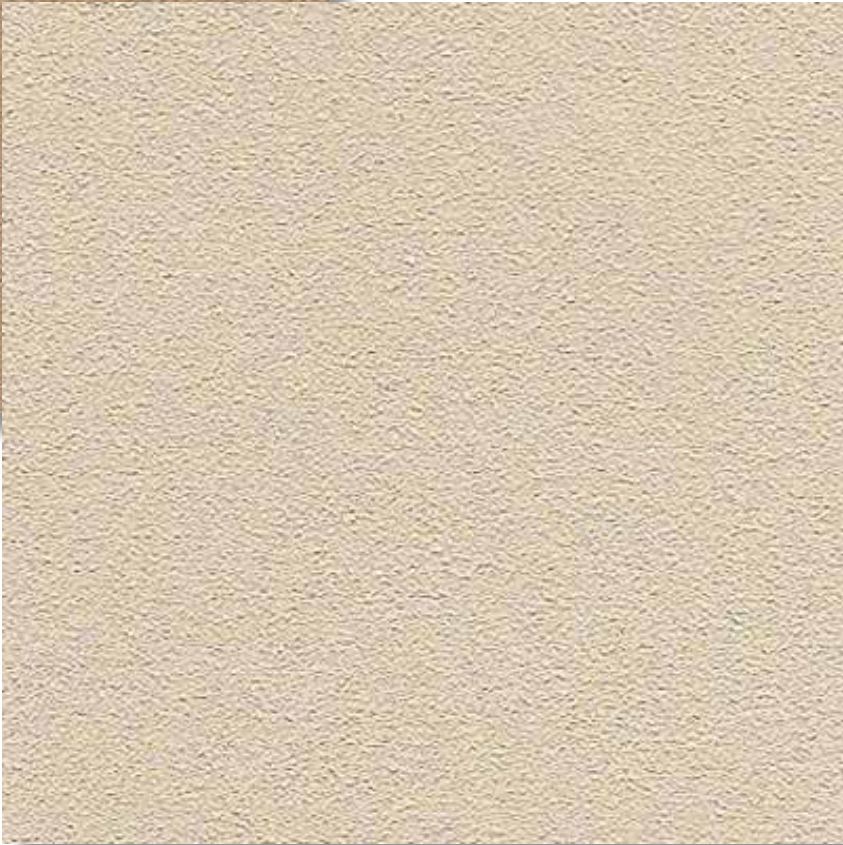
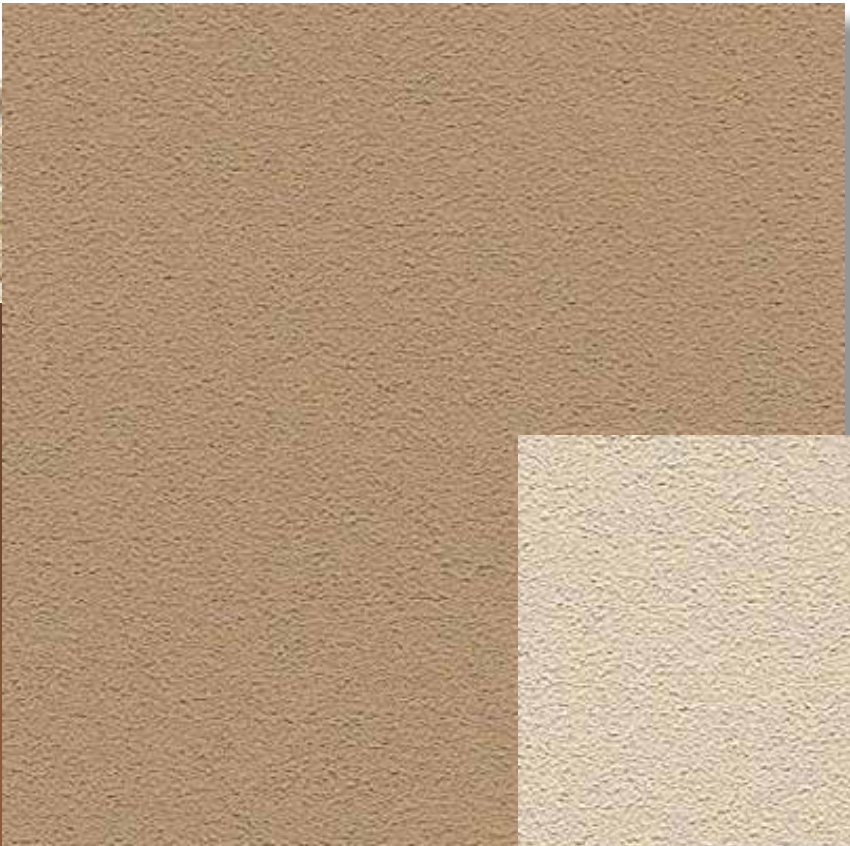
METAL FACADE BUILDING PANELS



LOCALLY SOURCED STACKED STONE



EXTERIOR INSULATION
FINISH SYSTEM



BRONZE GLASS

CONCEPTUAL BRAND STRATEGY

STATEMENT OF PURPOSE

Concord Mohegan SunCatskills Cool



“CONCORD MOHEGAN SUN” RESORT & CASINO

WHAT IS IT? ...WHAT DOES THE CONCORD & MOHEGAN SUN MEAN? ...WHAT IS THE STORY DRIVING THE EXPERIENCE?

...WHAT IS THE BRAND CONCEPT?

The Concord Mohegan Sun is a new evolution of the “Mohegan Sun Brand” ... a resort and casino unlike any other on the east coast. Driven by the current Mohegan Sun brand, with a new contemporary twist on the legacy of the classic Concord, this new “evolution” is translated within the architecture/interiors. Keying on a personal/hands-on service strategy, a selection of truly unique offerings, and embracing its natural surroundings to bring this inspiration indoors, it will be an experience that is in a class by itself.

The purpose of this document is to create a **Conceptual Brand Strategy** that will become the inspirational guideline, or “**Voice**”, from which the entire experience (“Brand”) can follow. The following pages will map out the process of analyzing and developing “**Who our target audience is?**”, “**Where do we want to be in the market?**”, “**What makes us unique?**”, “**What do we want to accomplish?**”, “**How do we want it to feel?**”, and finally, “**What do we want it to look like?**”. From this essential information we can establish a basic understanding of “**What is the question**” that needs to be answered to create a successful brand.

This “**Brand**” will intuitively communicate what “The Concord Mohegan Sun” stands for and guide every aspect of the experience... architecture, marketing, service strategy, technologies, and even the music you hear in the casino should be in-tune with this direction.

The key ingredients to establishing a brand strategy is starting with a basic foundational philosophy to give direction and order to the brand’s structure. This will create an underlying “**vernacular**”, or “**manifesto**”, from which you can build upon and develop into various characters within the brand.

These characters are established through the development of the overlying layer to the foundation... “**the personality.**”

This personality gives the brand attitude and style... its energy.

The brand can follow numerous paths within this structure... all following within the basic brand strategy... but, creating unique experiences within that branded “**umbrella.**”

...**think of the brand as a family with numerous children.** All of these children have different personalities, varied tastes, and levels of style... but, when you put them all together you can tell that they are all related and come together as a unified group

... that is the key to a successful brand.



CONCEPTUAL BRAND STRATEGY

DEMOGRAPHICS

Concord Mohegan SunCatskills Cool

GAMBLER

Primary purpose of visit is to gamble.

The Gambler Segment:

- ...is the largest
- ...is the oldest with an average age of mid 50's
- visits casinos more frequently than Tourists and Groups, but spend-per-trip is not as high
- ...spends more on gambling than Tourists or Groups
- ...is more likely to travel by junket/bus than Tourists or Groups
- ...is more likely to respond to players card promotions, casino coupons, drawings and tournaments than Tourists or Groups
- ...is likely to travel all days of the week
- ...is more likely to take day-trips than Tourists or Groups
- ...is more likely to have 2 or more players cards
- ...is more likely to be traveling with spouse than Tourists or Groups
- ...spends more hours per day gambling than Tourists or Groups
- ...spends less on entertainment and F&B than Tourists or Groups



TOURIST/RETAIL/ENTERTAINMENT

Primary purpose of visit is to combine gambling with non-gaming activities, such as golf, horse racing, spa, dining, theater/arena events, nightclubs, lounges and retail.

The Tourist/Retail/Entertainment Segment:

- ...is the second largest
- ...is the youngest with an average age of mid 30's
- ...spends the most per day on Entertainment and F&B
- ...is more likely to travel on weekends than Gamblers or Groups
- ...is more likely to travel with friends, spouses and in groups than the Gamblers or Groups segments
- ...is more likely to spend more on non-gaming than gaming, than Gamblers or Groups
- ...is more likely to travel for 1-2 nights
- ...is more likely to respond to a wide range of amenities and offerings
- ...spends more on entertainment/F&B than Gamblers and Groups
- ...spends the second highest on gambling



GROUPS

Primary purpose of visit is to participate in a convention, trade show or business meeting.

The Groups Segment:

- ...is the third largest
- ...is positioned between Gamblers & Tourists with an average age of mid 40's
- ...has higher income/education level than Tourists
- ...is more likely to travel mid week than Gamblers and Tourists
- ...is more likely to travel 2-3 nights
- ...is more likely to be traveling alone
- ...spends the least amount of hours gambling
- ...has the second highest Entertainment and F&B spend
- ...has the lowest gambling spend
- ...is sponsored and funded by business/corporate/government organizations





CONCEPTUAL BRAND STRATEGY

THE "VOICE"

Concord Mohegan SunCatskills Cool

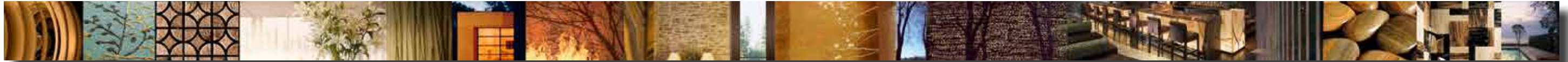
Who is our customer?

Where do we want to be in the market?

What makes us unique?

What do we want to accomplish?

How do we want it to feel?



TARGET DEMOGRAPHICS

- **Primary target: Older Gen X (30's to 40's) /Baby Boomers (40's to 60's years old)**
- Professionals/New-Retirees
- NYC/Resort-driven/Getaway focus ("driving in from the city to get away from things")
- Conservative/Mohegan Brand & Concord Legacy familiar
- Asian bus-junket groups/Gamers (convenience/value-driven)
- Extremely comfort and value-driven (style+quality+cost=value)
Will pay more for quality and service
- Gaming-enticed/Amenities-driven
- Low/Mid level income
- Seeking New/Youthful Pursuits, but also wants to maintain a comfort level when participating ("draws the line")
- Family-oriented/Very social as a group
- Seeks "rejuvenation and relaxation"
- Highly responsive to personal face-to-face service (Simplicity/Routine/Authenticity/"Trust" are key)

MARKET POSITIONING

- Best Value for an NYC getaway
- Unique/mid level experience... "stylish, but not pretentious"
- "Warm/Contemporary-style in the Catskills"
 - "Catskills Cool" - "Lush Lodge"
 - "Mohegan Sun"- "Culture Warm/Color/Nature"
- Comfort...comfort...comfort ("Cool Comfort")
- **"The Classic Concord Style"**
 - A reinterpretation of "all the great things that were the Concord legacy and bringing in new ideas for tomorrow"
- "Service is everything!" (The customer comes first... no matter what)
- Market Competition
 - MGM Grand/Foxwoods
 - Borgata
 - Mount Airy
 - Sands Casino & Resort/Bethlehem

CORE EQUITIES

- Mohegan Sun Brand
 - Food
 - Lodging
 - Amenities
 - Entertainment
- **"The Catskills"** Incredible views (forest/lakes/vistas) - Lake Kiamesha
- Change of Seasons (colors/nature)
- Secluded location (the ultimate NYC getaway)
- Legacy of the classic "Concord" this was "The Catskills" ... and will be again.
 - History of big name entertainment... everyone played "The Concord" ("Borscht Belt")
- Customer Service is Priority... Quality is key
 - Food
 - Lodging
 - Entertainment
 - Amenities
 - Entertainment
- Guests of the hotel and casino will have full access to the Big G golf course at Grossinger's which is a short 15 minute shuttle bus ride away. The Big G is an 18 Hole Championship Course of 7,000 yards that has hosted the New York State Open Championship numerous times prior to 1986. The course still maintains its excellence and will for the first time in a decade, host a PGA event, the Metropolitan Golf Association Amateur Championship, in July 2014.

OBJECTIVES

- Create/Maintain "Brand Loyalty" (trust)
- Create a unique experience that is inspired by the Mohegan culture and the context of the location. (nature)
- Become the ultimate in comfort, style, and value. (...and entertainment)
- Create a contemporary interpretation of what the Concord/Mohegan core equities were/are, while developing progressive new offerings
- **"Live up to the reputation"**
 - ...exceed their expectations... and kill them with kindness. (quality + service) ...make it worth the trip!
- Feed their "Aspirational Desires".
Make the customer feel better than they actually are. (feel smarter... younger... prettier... more stylish... a member of the family)

SCREENS

- Stylish, but not pretentious
- Catskills/Mohegan-inspired
- Nature-driven/Fresh/Colorful
- "Truth in materials" (simplicity/clean)
- Comfortable (physically/mentally)
- Tasteful... not gaudy or over ornamented
- "Wow Factor"/Dynamic
- Warm/Radiates/Glowing (autumn sunlight)
- Open/Spacious (Elbow Room)
- "Surprise and Delight" (Sense of Discovery)
- "Catskills Cool"
- "Lush Lodge"
- "Cottage Contemporary"
- Authentic without being "themey" (fun, but respectful of Mohegan culture)



CONCEPTUAL BRAND STRATEGY

THE "VOICE"

"What do we want it to look like?"

Concord Mohegan Sun Catskills Cool

DESIGN CONCEPTS

- **"Catskills Cool"** (Contemporary/Nature)
 - Natural stone in a linear random pattern
 - Limestone/Mankato/Stacked/Split-face
 - Granite
 - River rock
 - Indigenous stone (slate, sandstone, etc.)
- **"Outside comes inside"** (In-tune w/nature)
- **"Open Vistas"**...take advantage of forest and lake location...transparency...clear water...dense trees...sunlight through the leaves onto forest floor
- Design philosophy keying on **"verticality"**. Inspired by the tree canopy reaching up to the sky. Gives a sense of height and openness
- **Nature**
 - Spirit Animals (inspire decor/"voice")
 - o Wolf ("The Wolf People")
 - o Turtle ("Grandfather Turtle")
 - o Deer (hunting)
 - Trees
 - o Birch (pattern: white/blond/grey/black)
 - o Mahogany (light brown/red)
 - o Olivewood (light warm grey)
 - o Walnut/Pecan (medium warm brown)
 - o Indigenous species woods
 - Branded Colors
 - o Golden Leaf/Amber Harvest(fall)
 - o Burnt Umber/Evening Dusk(summer)
 - o Autumn Red/Maple Leaf(fall)
 - o Green Pastures/Apple Green(summer)
 - o Amethyst Sky/Stormy Dusk(summer)
 - o Crystal Blue Water(winter)
 - o Sandstone Beige/Harvest Field(fall)
 - o Oiled bronze (Authentic/Aged)

- Exterior Building Feature Elements to **"reflect the colors of the seasons changing"** ...the colors of autumn
 - 3-4 colors of leaves (gold/umber/brown) in linear glass element. Balance with large stone and/or wood elements in vertical tile patterns to accentuate the tower
- Use real or artificial trees/foliage throughout interior spaces to integrate with architecture (architecture not props)

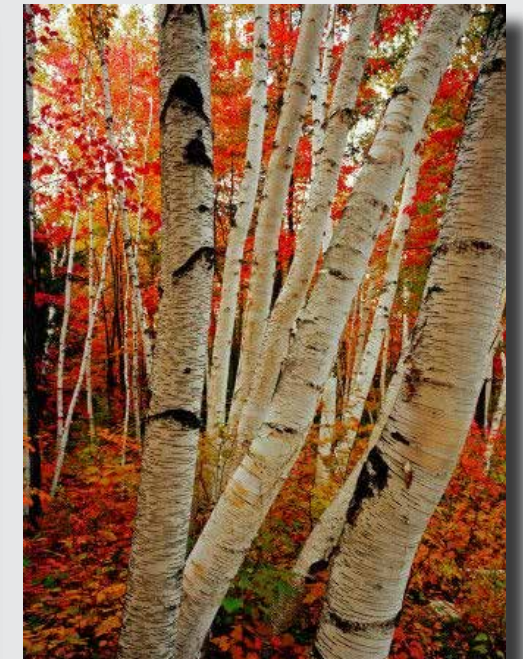
PLAN LAYOUT CONCEPT

Mohegan Culture ..."Life's Journey"

- **Round/Circular Path**
 - Mohegan 4 dome symbol
 - "Sun Paths"- time passing/the seasons/warmth
 - "Circle of Life"- recurring/spirit/creation
 - Change of Seasons- offerings/harvest/change/new
 - The Universe- center core/heart/fire
 - "Grandfather Turtle"- The world's islands were formed on his back.
 - Village- Fire in middle, surrounded by "wigwams" (round/domed huts)
- **Axis/Spine** (organizes space/gives direction)
 - Earth(mother) & Sky(father) in all directions
 - 4 Seasons are axial paths ...growing things of all kinds
 - 4 Ears of Corn/4 sacred directions (north/south/east/west)

- **Leaf Design** (plan/patterns) "The Woodland People"
 - Mohegan people (leaf/nature) engaging the Universe (circular areas)...nature/people/spirit world
 - In-tune with Nature/Universe/ 2 planes/walls as "Welcoming arms" (sweeping/open entry & dining area screens)
- **3 Sisters** (3 main "islands")
 - Integrated and working together towards a common goal
- **Center Core**- "Tree of Life" (Mundo Wigo) "Heart of the People"
 - All begins from here and spreads its arm/limbs out to embrace and grow the world ("The Creator is god")
- **Basketweaving/Textiles culture**
 - Woven pattern to the Casino ceiling concept is inspired by baskets and the **"Dreamcatcher"** woven art piece.
 - Baskets and other items made from the tree's bark (culture) ...strips are peeled off and woven.
 - "Basketweave" evolves from center and becomes the ceiling ...rich and colorful. (warm/glowing/color/pattern)
- **13 Moons**- (Seasons/Food/Activities)
 - Each moon inspires a season/activity (planting, hunting, fishing, etc.) and spiritual influences.

KEY BRAND IMAGES



“ THE VOICE ”



[ceiling panels]



[contemporary twist]



[catskills contextual]



[nature-inspired]



[warm wood]



[oiled-bronze details]



[inspired materials]



[branded]



[textured]



[cultural details]



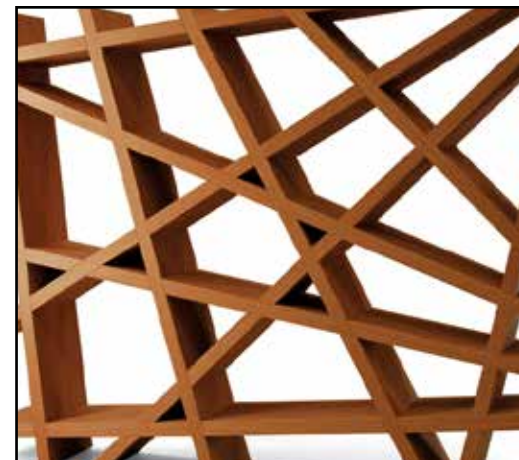
[Glowing]



[Colorful]



[homestyle]



["dreamcatcher"]



[verticality]

The following images are indicative of the quality level proposed for the Concord Resort.



MOHEGAN SUN
UNCASVILLE, CONNECTICUT



MOHEGAN SUN AT POCONO DOWNS
WILKES-BARRE, PENNSYLVANIA



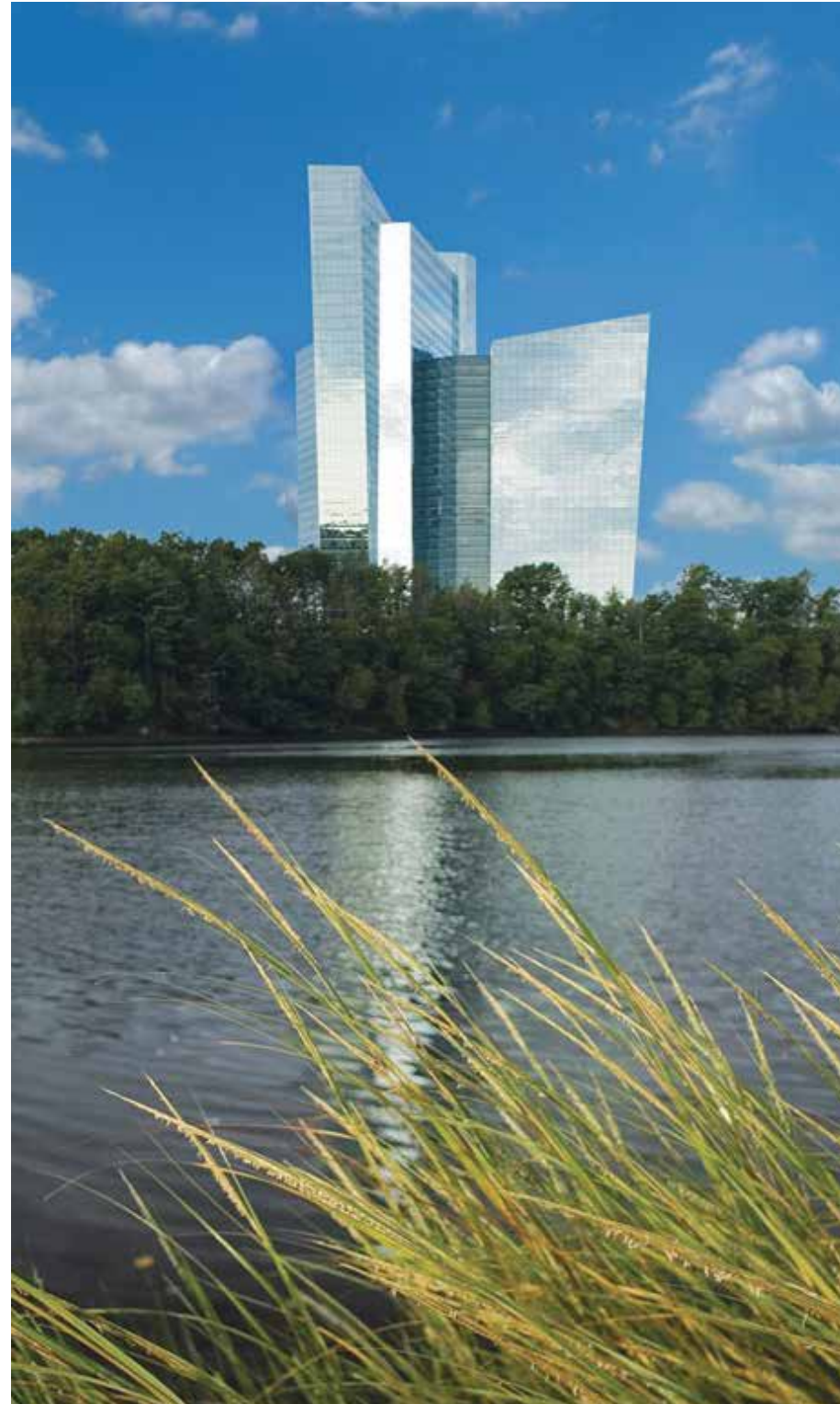
SANDS BETHLEHEM
BETHLEHEM, PENNSYLVANIA



RED ROCK,
LAS VEGAS, NEVADA



M RESORT
LAS VEGAS, NEVADA















CONCEPTUAL BRAND STRATEGY

CASINO

Classic Cool

MARKET POSITION

- A level of style that appeals to the Low/ High-mid level income (\$75k+)
- Targets Couples/Women/Older Boomer/ Silent Gen (primarily "Slots Player")
- Create a space that is open and simple, yet dynamic.
- Create a strong sense of "warm design"
- Create a "Player's Casino" that not only meets the expectations of the gamer, but it exceeds them in design and service.

PROGRAM/ELEMENTS

- Targets Gaming-connoisseur (experienced)/ Upper-Mid level
- FF+E that is design-driven/ Appeals to the Local-gamer and Well-traveled/ "Experience-focused" design.
- Open plan with central focal point to focus attention and create sense of "WOW".
 - Surrounded by table games
 - Main artery from hotel and elevator lobbies for intuitive way-finding.
- Design that creates a "Voice"
 - Simple/Clean/Warm
 - Stylish/Fashionable/Chic
 - Nature-inspired
 - Architectural/Modern

PRIMARY TARGET

NYC/Baby Boomer/Silent Gen (50's-80's)

- Primary Slot Player (Junkets)
- Seeking Uniqueness/Comfort is everything
- Low to mid-level/Conservative style /Affordable/Nostalgic

NYC/Gen X/Baby Boomer (30's-60's)

- Professionals/Experienced-Traveler
- Impulsive/Chic
- Experienced-Gamer

SECONDARY TARGET

Gen X (30-40's yrs. old)

- Stylish/Designer/Chic
- Impulse-gamer/WOW-enticed



DESIGN APPROACH

The Concord Casino is a showcase of the "Brand" in every sense. It is open, simple, intuitive in its layout, and creates an environment that is dynamic within its classic architectural thinking and contemporary nature-inspired styling.

It is a chic space in the creative uses of materials within a function-oriented, classic-coffered modular ceiling concept.

..truly a "form follows function" approach.

The Concord is a gracefully organized space that fills the guest with a sense of balance, style, and most importantly... Comfort! But, it takes special care in not being overdone or excessive and creating "sensory overload". It becomes a warm and inviting experience for not only the conservative elderly "gambling junket" guest, while providing a unique and stylish venue for the more progressive baby boomer /gen X on their "Urban getaway vacation".



[louvers & beams]



[coffered lay-in ceiling]



[residential-style chandeliers]



[wood & battens]



[sweeping modernism]



[cool]



[boomers & silent gen.]



[branded rhythm]



[gen x]



[classically clean]



[contemporary lodge]



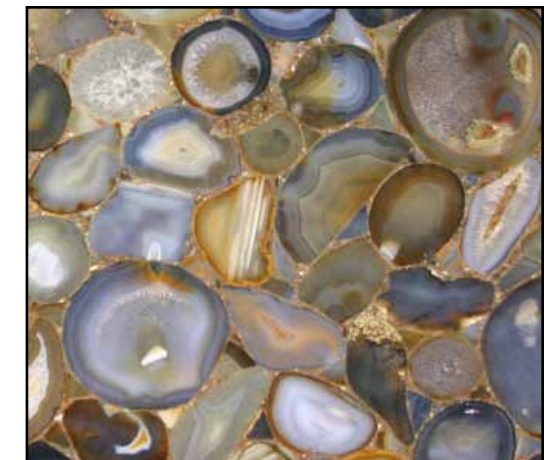
[carpet concept]



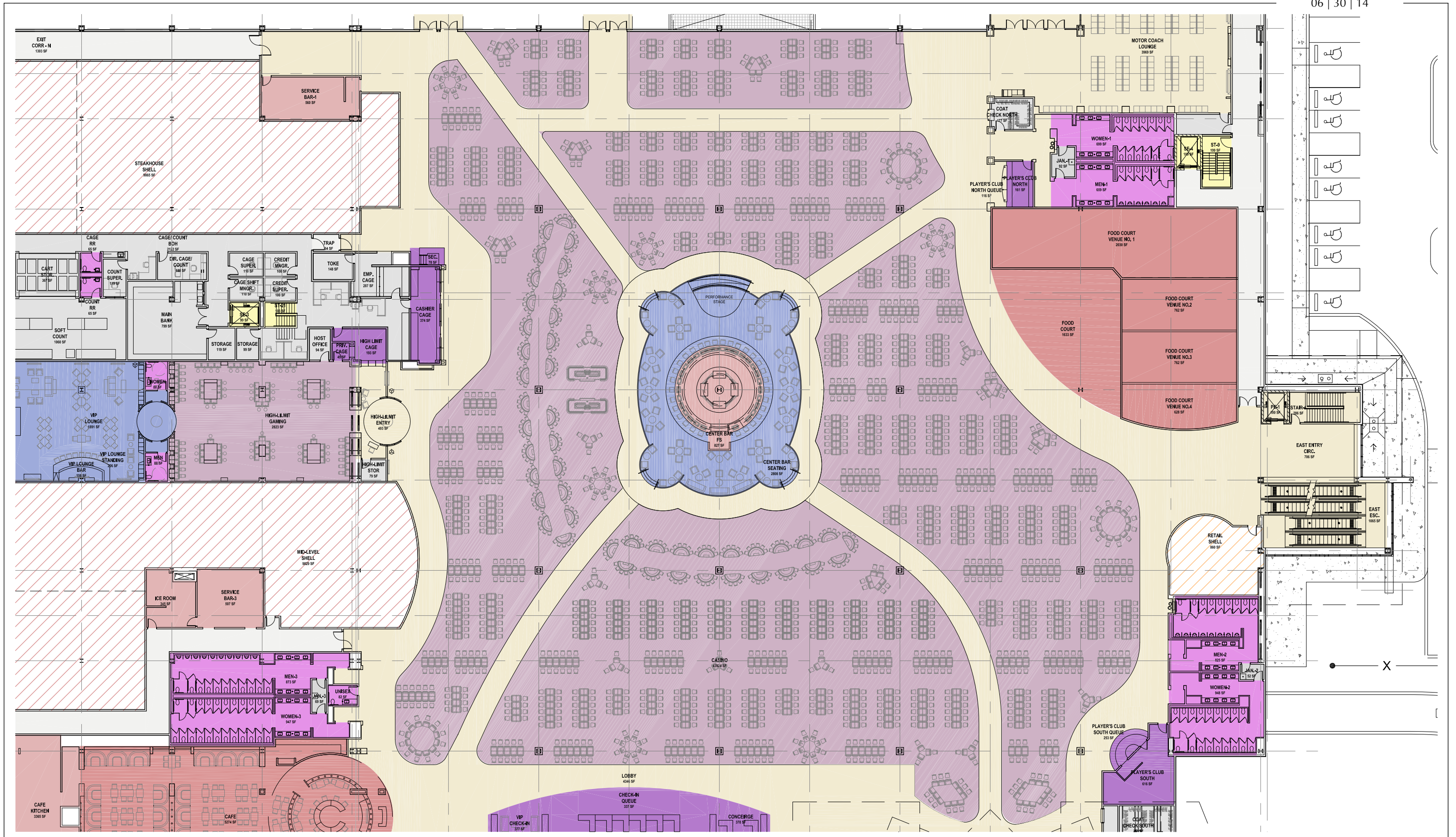
[gaming chair concept]

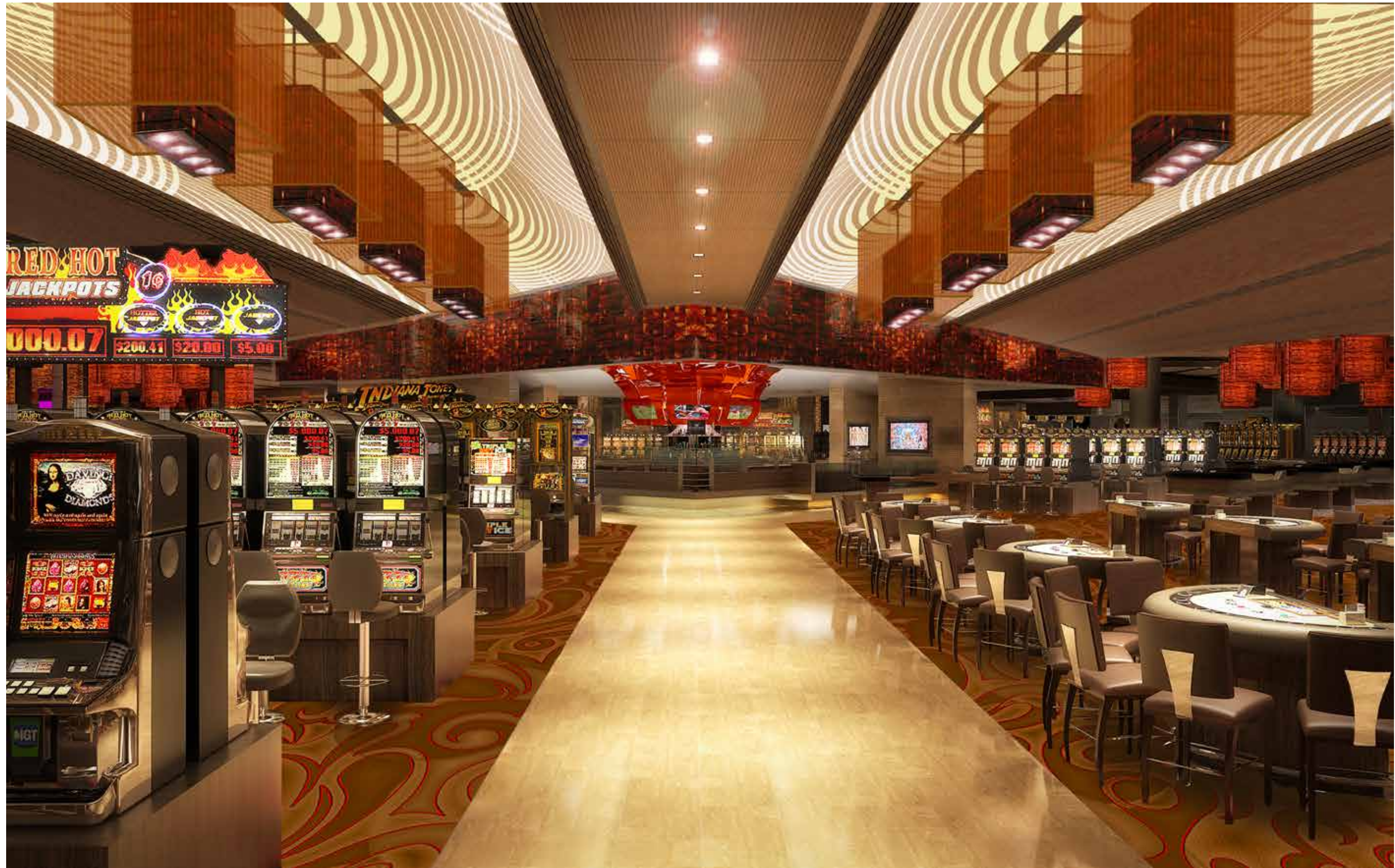


[column details]



[glowing materials]





CONCEPTUAL BRAND STRATEGY

CENTER BAR

“Solstice”... color therapy

MARKET POSITION

“Whether you’re having a casual mid-day drink or meeting your friends for a night of partying... the pulse of this lounge sets the mood.”

- Stylish Contemporary Lounge
- A cool place to meet & have a cocktail
- Focal Point/Reference Point/Beacon
- Modular/Flexible
- Adaptable to groups
- Center Feature Element/WOW
- Axis, Runway, & Levels
- Private, yet open with sense of personal space
- Aspirational Space/Nature-inspired
- Layering of Materials/Transparent/Open
- “The Place to see and be seen”

PROGRAM/ELEMENTS

Multiple views to Casino

- Lounge/Defined Seating (but movable)
- Relaxed/Comfortable/Sense of Intimacy
- Stylish/Hip, but classic-based (“voice”)
- Nature-Inspired/Color
- Dramatic Lighting/Glowing elements
- “WOW-Factor” with feature over bar/ “Beacon in the casino”
- Central Bar/Core of casino

PRIMARY TARGET

Gen X (30's - 40's)

- Status-focused
- Service-driven/Social interaction with service staff.
- Communal-driven by group interaction/ Energy/A fun place to get a drink and people watch
- Seeking “Celebrity Experience”
- Impulse Gamer/Feeds off energy

SECONDARY TARGET

Baby Boomer (40's - 60s)

- Experienced Gamer/Taking a break
- Comfort-driven/Service & Convenience-priority
- Enticed by youthful pursuits, enjoys being “within the action, but, from a comfortable position”.

Conventioneer/Business

- Seeking a new unique experience
- Media/Entertainment-driven
- Relationship-driven/ accommodating/flexibility.



DESIGN APPROACH

“SOLSTICE”

- The fall solstice... a change of the seasons.
 - A point of transition... a rebirth.
 - The colors of the forest changing ...autumn leaves.
 - Mood and atmosphere are created by the environment... lighting, colors, textures, and details are all components that create this experiential setting.
 - A time of rejuvenation and relaxation.
- “...It’s a joyous tour through the wonderment of nature’s experience.”



["face forward"]



[cosmopolitan]



[catskills chic]



[plush comfort]



["blooming"]



[architectural]



[baby boomers]



[naturally-inspired]



[gen x]



[rich fabrics]



[warm carpet]



[translucent screens]



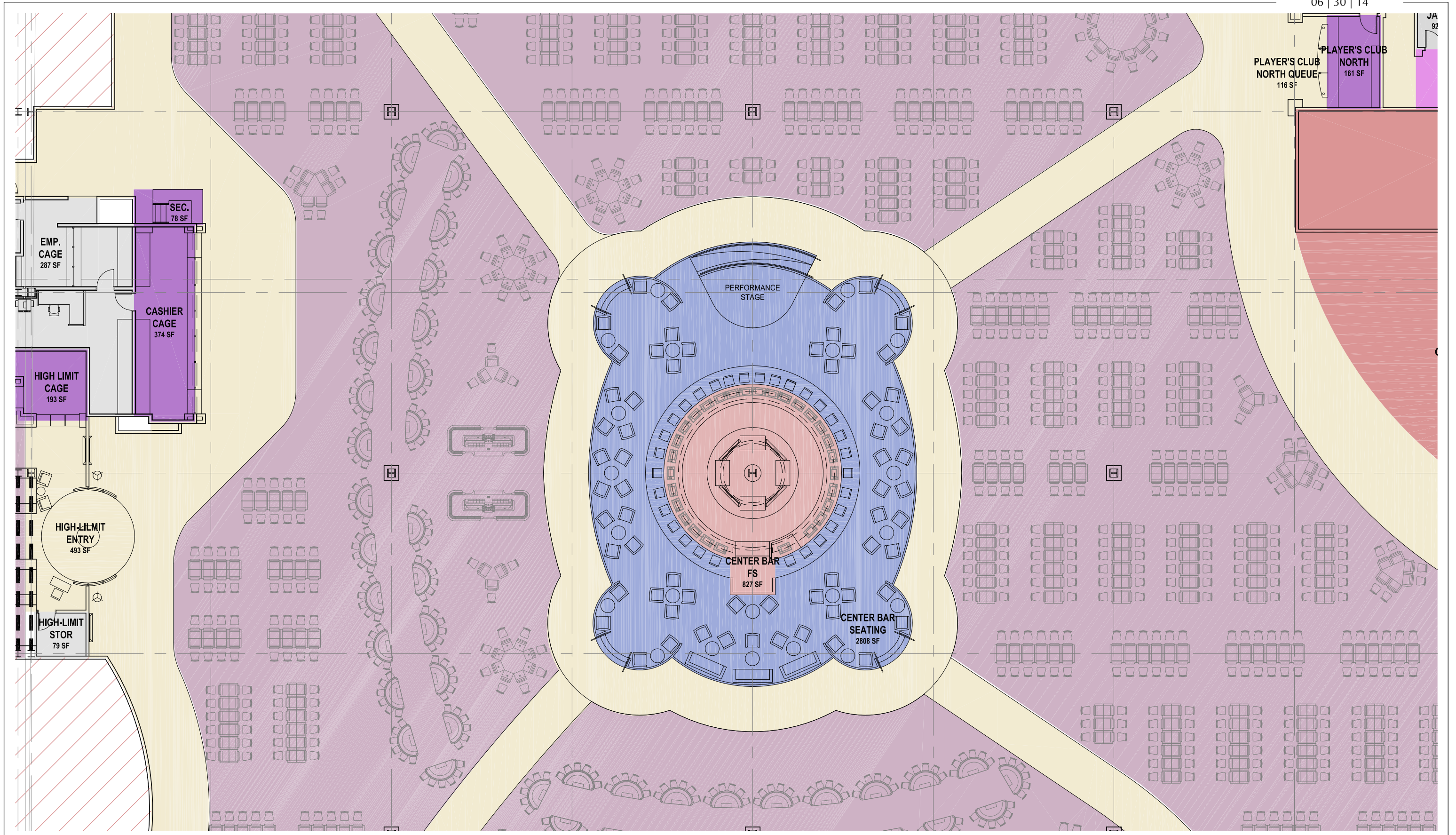
[tonal stone]



[color of the season]



[classic detailing]



CONCEPTUAL BRAND STRATEGY

LOBBY / REGISTRATION

Service first...lasting impression

MARKET POSITION

- High-mid level income/Well-traveled
- Targeted to out-of-town tourist/conventioneer/gamer with higher level of style and taste.
- Uniqueness, comfort, and design are key.
- Predominant focus on GenX / Women and Baby Boomers / Couples.

WHO IS OUR COMPETITION?

- MGM Grand Foxwoods
- Sands Bethlehem
- Mount Airy

PROGRAM/ELEMENTS

- Linear lines of wood/ceiling panels and other elements to support the overall brand's "Voice" in it's appearance.
- Symmetrical space with featured registration back wall, ceiling planes, seating area, and linear registration counter.
- Open and dynamic space in it's scale and simplicity of form and function.
- Registration area to accommodate large number of guests while maintaining a sense of openness, organization, and personal contact.
- Create a "sense of arrival" with transitional spaces from the hotel lobby to the casino experiences within the classical-thinking of the brand.

PRIMARY TARGET

Baby Boomer (40-60's yrs. old)

- In the stages of maintaining and developing their "Luxury-Level Lifestyle" (professional)
- Seeking the meaning of "luxury experience"
- Experienced traveler, diner, and hotel guest
- Moderate-level of hotel/casino experience through travel (work/personal)
- High/Moderate-level of style and taste, desire to be at a Connoisseur-level
- "Experience Enthusiast" / Show & Amenities-driven
- "Experienced-gamer"

SECONDARY TARGET

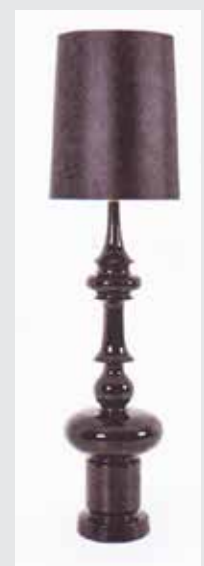
Gen-X (20's-40's yrs. old)

- Professional/Higher-Income
- Mid-life Crisis
- Comfort/Quality/Authenticity-driven
- Desires Unique/Stylish offerings (Aspirational)
- Quality driven/Impulse gamer



DESIGN APPROACH

Your "First Impression" of the Concord Brand is from the hotel lobby experience. Open, clean, simple... and dynamic! Strong linear thinking creates a space that flows upon entering the front doors and pulls you through to the casino. Endless vistas, linear environments, elegant materials, and a level of chic nature-inspired design that truly introduces the "Voice" of the Resort.





[floral]



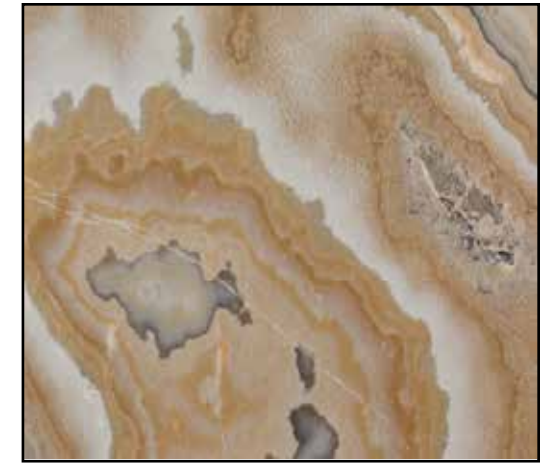
[romantic]



[younger boomers]



[modernist-influence]



[warm]



[pilasters & louvers]



[VIP treatment]



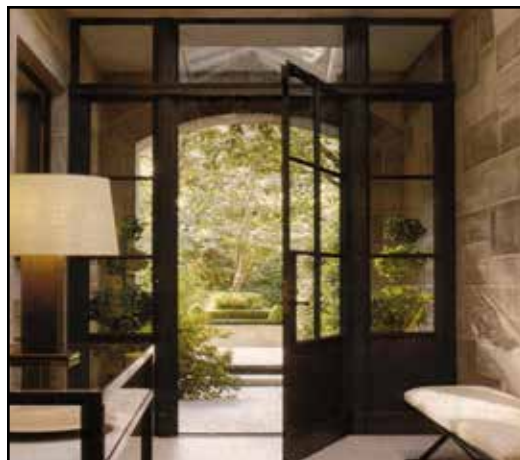
[classic-style registration]



[linear]



[simple & clean]



[hint of europe]



[retro details]



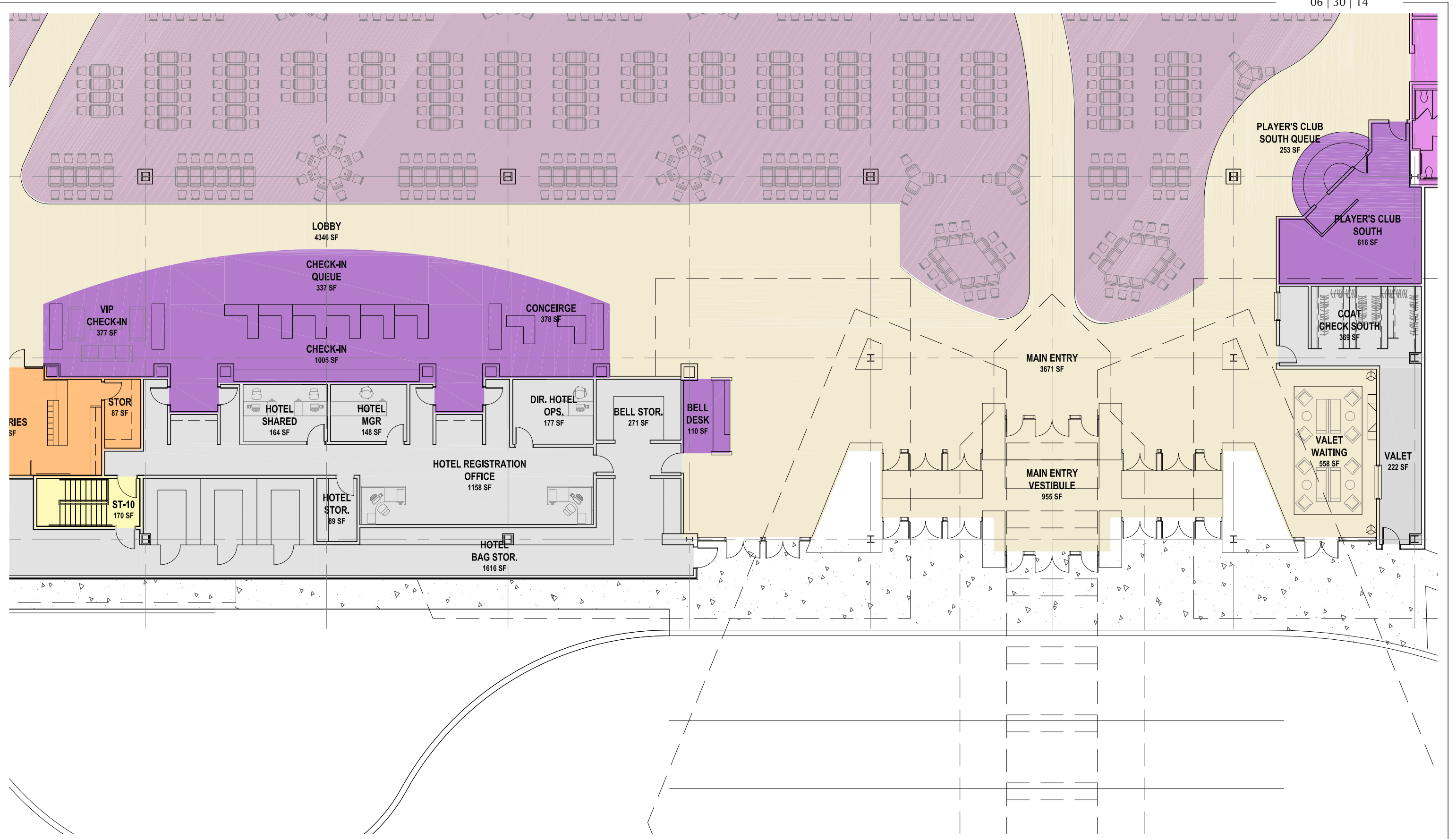
[bungalow comfort]



[fresh]



[nature-inspired]



CONCEPTUAL BRAND STRATEGY

CAFÉ

Anything . . . Anytime!

MARKET POSITION

- 24 hour/Brooklyn or SOHO-style Cafe
- Modern design/Stylish flare
- Mid-level
- Convenience-oriented
- Comfort/Functional (high traffic)
- Nature-inspired/Branded
- Value... good food... and a good price!
- Comfortable for the older boomers (primary target) and stylish enough for younger gen x.

PROGRAM/ELEMENTS

- Linear rhythm/Flows comfortably
- Well-tailored Interiors/Punch of color/Conservative/Classic yet stylish.
- Communal/Energy
- Authentic/Deli-quality
- Natural/Warm material
 - Beadboard
 - Stone
- Influenced by Nature
 - Features utilizing faux trees/landscaping
 - Metaphors for leaves and/or water.

PRIMARY TARGET

Baby Boomer (40's-60's)

- Primary slot player
- Comfort-driven
- Service-priority
- Seeking value for your money
- Enjoys being within the action, but, at a comfortable position
- Cost-conscious/"Early Bird Special"

SECONDARY TARGET

Gen X (30's-40's)

- Late night clubber/Afterhours snack
- Status-focused
- Service-driven/Social interaction with service staff
- "Communal-driven" by group interaction/energy
- Seeking "unique experiences" & tastes
- Seeking "Celebrity Experience"
- Conventioneer/"Quick bit"



DESIGN APPROACH

- Modern Design
- Stylish
- Linear
- Relaxed mood
- Experience-focused
- Open space. but with sense of personal space
- Comfortable/Approachable
- Convenient/Personal service
- Cafe setting/Adaptable to groups
- Quality food/Quality price

IT FITS MY MOOD...

- Morning Wake-up
- Brunch with friends
- Mid-Day Snack
- Business Quick Bite
- Afternoon Hangout
- People Watching
- Pool Pit Stop
- Family "Happy Medium"
- "Midnight Munchies"
- Post-Bar Salvation



[architectural]



[louvers]



[casual cool]



[contemporary lodge]



[rhythmic ceiling]



[warm wood]



[linear]



[24/7]



[forest-inspired]



[screened spaces]



[natural]



[earth tones]



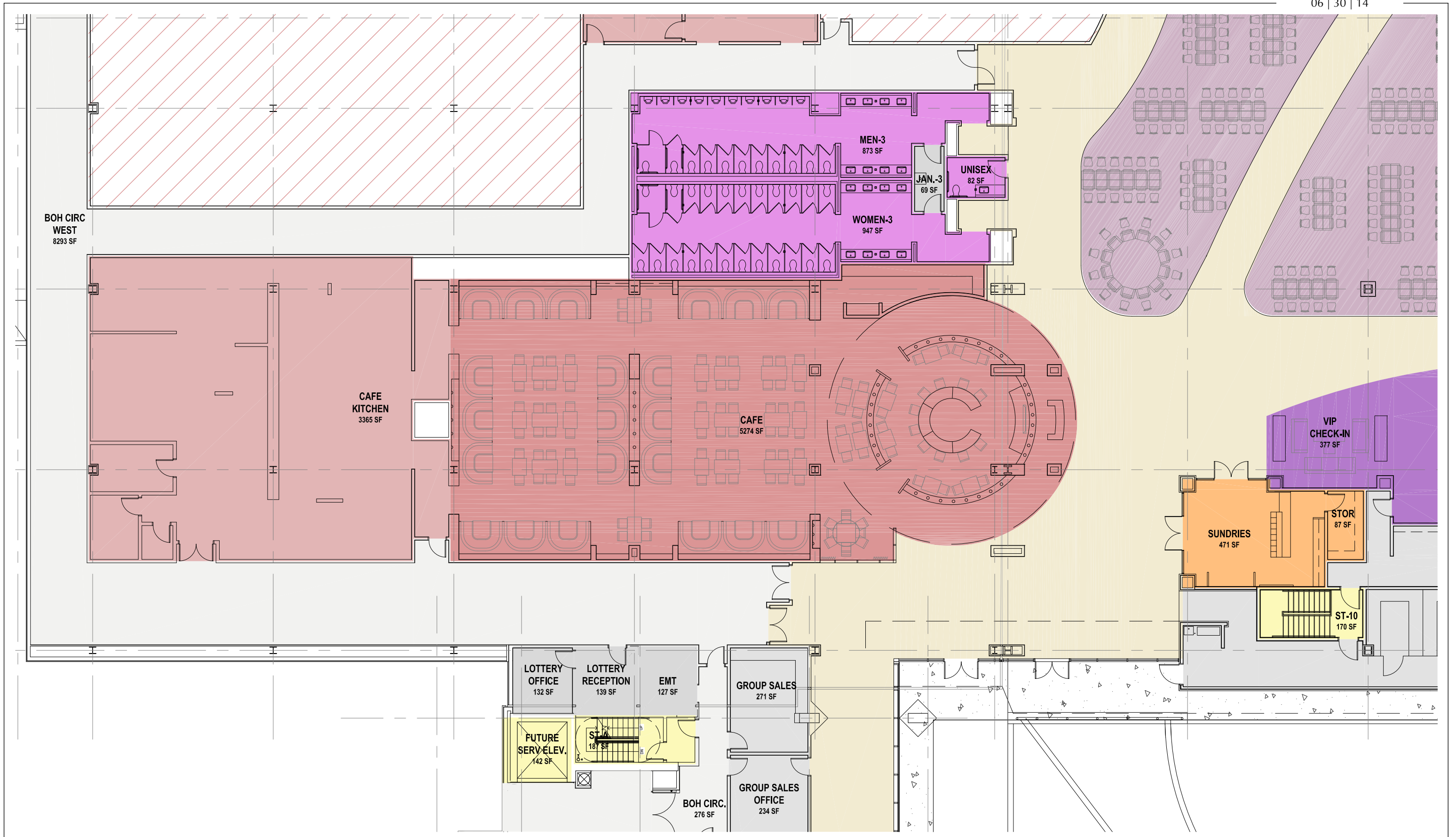
[bungalow-inspired]



[modern comforts]



[clean & fresh]



CONCEPTUAL BRAND STRATEGY

FOOD COURT

A Change of Season

MARKET POSITION

- Water and Light used to elevate the experience and the senses
- Modern, yet relaxing
- Service/Quality/Personal-touch
- Personal contact is key
- Warm/Inviting
- Unpretentious
- Efficient

PROGRAM/ELEMENTS

- State-of-the-art equipment & services
- Communal areas
- Open/Linear plan
- Simple/Clean/Intuitive
- Efficient/High Traffic
- Stylish, but not trendy
- Comfortable/Responsible-design

PRIMARY TARGET

Baby Boomer/Professionals (40-60's)

- Comfort-driven/Casual & Relaxed
- Service-priority/Personal-contact
- Cost-conscious/Value/Quality

SECONDARY TARGET

Gen-X/Professionals (30-40's)

- Status-focused
- Service-driven/Social interaction with service staff
- Group interaction/energy
- Seeking "Unique Experience"
- Seeking "Celebrity Experience"
- Seeking value, but will pay more if experience is better.

DESIGN APPROACH

- Nature-Inspired
 - Artificial Trees
 - Natural Stone
 - Seasonal Colors
- Modern/Open space, but with semi-private seating and senses of "your space"
- Dynamic/Stylish/Casual
- Inspired by Hip/Retro Catskills lounge. Fun to get a quick bite and take a break.





[service with a smile]



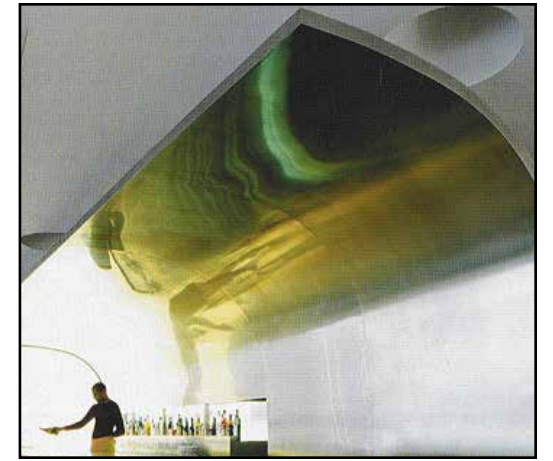
[communal energy]



[natural screening]



[bronze/black trellis]



[canopy]



[glowing accents]



[fall colors]



[Gen X style]



[classic clean]



[stone counters]



[heavy wood]



[warm textures]



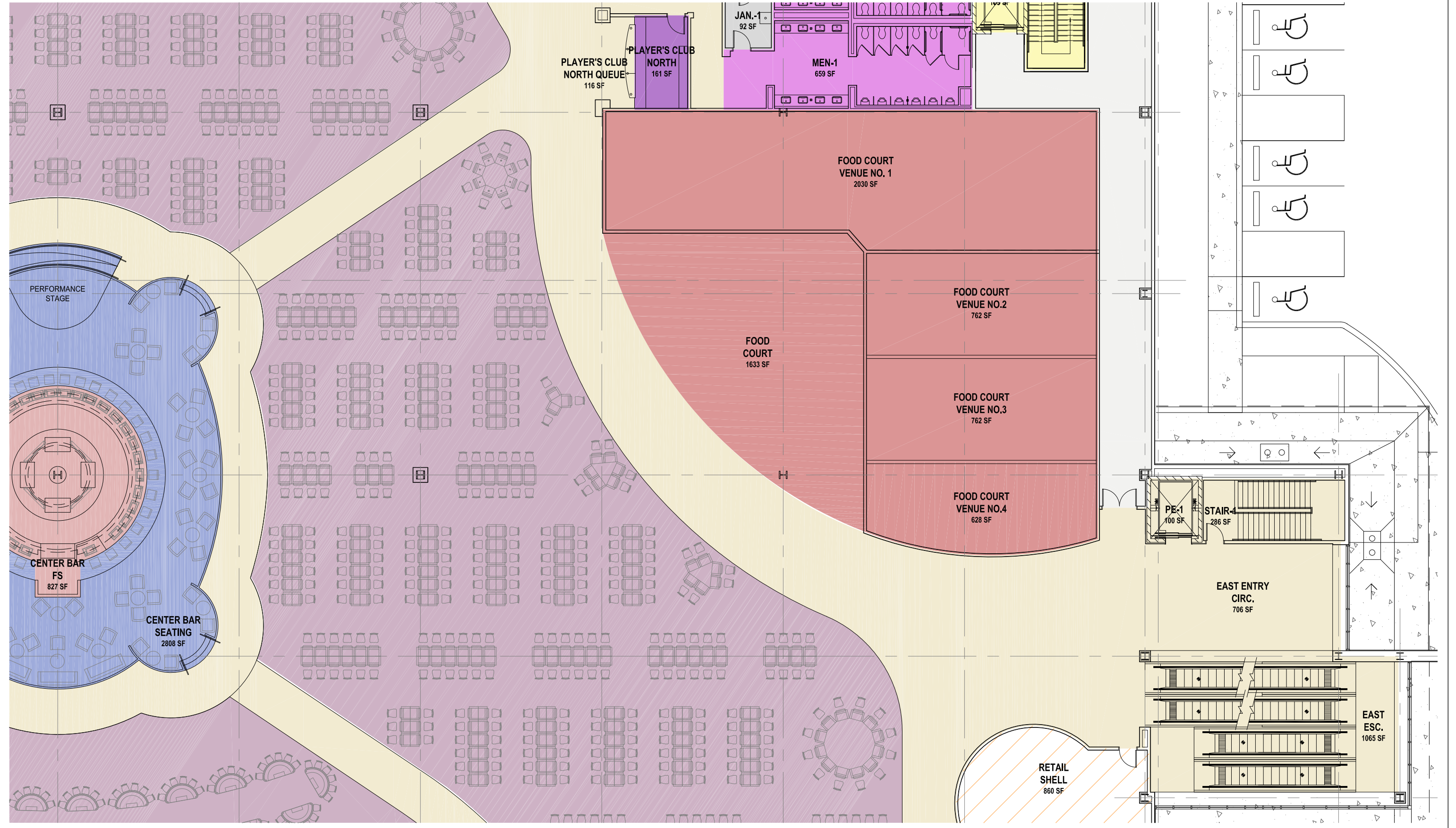
[portals]

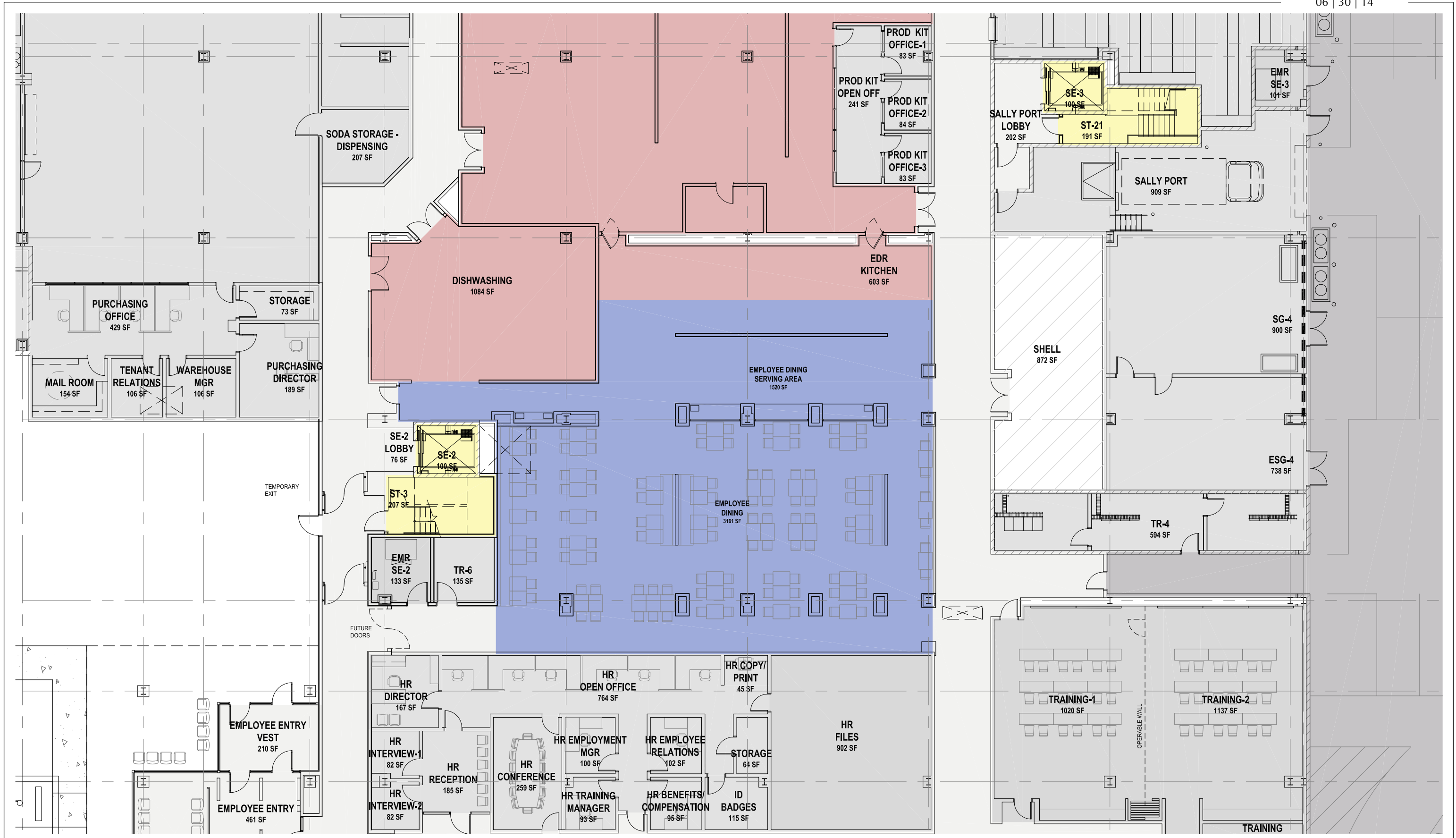


[comfort architecture]



[classic proportions]





CONCEPTUAL BRAND STRATEGY

HOTEL ROOMS

Cool Comfort

MARKET POSITION

- Catskills... Cool... Comfort... Concord!
- Mid-level rates/Valued luxury
- Similar to the M Resort brand, it will be a stylish room evoking comfort, simplicity and function.

WHO IS OUR COMPETITION?

- MGM Grand Foxwoods
- Sands Bethlehem
- Mount Airy

MARKET POSITION/LEVEL

- M Resort/Vegas
- Red Rock/Vegas

PROGRAM/ELEMENTS

- Linear thinking/follows brand's "voice"
- The view of the glorious Catskills
- Well-tailored/Punch of Color
- Comfortable/plush/simple
- Attention to the Details
- "Work+Play".
- Organized/Modular
- Decor has a classic/architectural/retro-flavor with strong nature-inspired FF+E.
 - Warm woods/batten trim(stained/paint)
 - Simple/clean stone patterns, such as limestone, travertine, and indigenous stones form the Catskill's area.
 - Wood louvered doors/bed headboard
- Design elements tied to overall casino's brand with a catskills/bungalow/modern influence inspired by the legacy of the "Old Concord".

PRIMARY TARGET

Gen-X/Professionals/Female (30's - 40's)

- "If she likes it, he will follow."
- Established married/family life, looking for outlets for fun and "Me Time"
- In the development stages of their new "Luxury Level Lifestyle", not necessarily knowing exactly what that is.
- Value/Quality is key
- Moderate Level of the "Finer Points" of style and taste. Desire to be at Connoisseur level, but yet to determine.

SECONDARY TARGET

Baby Boomer/Professionals/Female/Couples (40's - 60's+)

- Gaming Connoisseur at Premium-level
- Luxury-driven/Remembers "Old Concord"
- Fashion-Conscious; Brand driven / favors conservative side
- Enticed by youthful pursuits/ "Rejuvenation"- driven. Enjoys being "within the action," but from a comfortable position... may engage when properly enticed
- Highly responsive to personal "face-to-face" service. (simplicity/routine/authentic/trust are key)



DESIGN APPROACH

The Concord hotel experience invites rest and relaxation as well as being the "perfect fit" for the business person & conventioneer. The guest rooms are a showcase of textures to stimulate the senses within the Concord's Catskill's Cool "voice".

With all the pieces in place...
Catskills... Cool... Comfort... Concord

...This is a room to experience.





[light wood batten ceiling]



[oiled-bronze details]



[classic amenities]



[organized]



[classic accents]



[louvered panels]



[gen x professional]



[modern bungalow]



[baby boomer retreat]



[fresh]



[clean architecture]



[stylish]



[retro-influenced comfort]



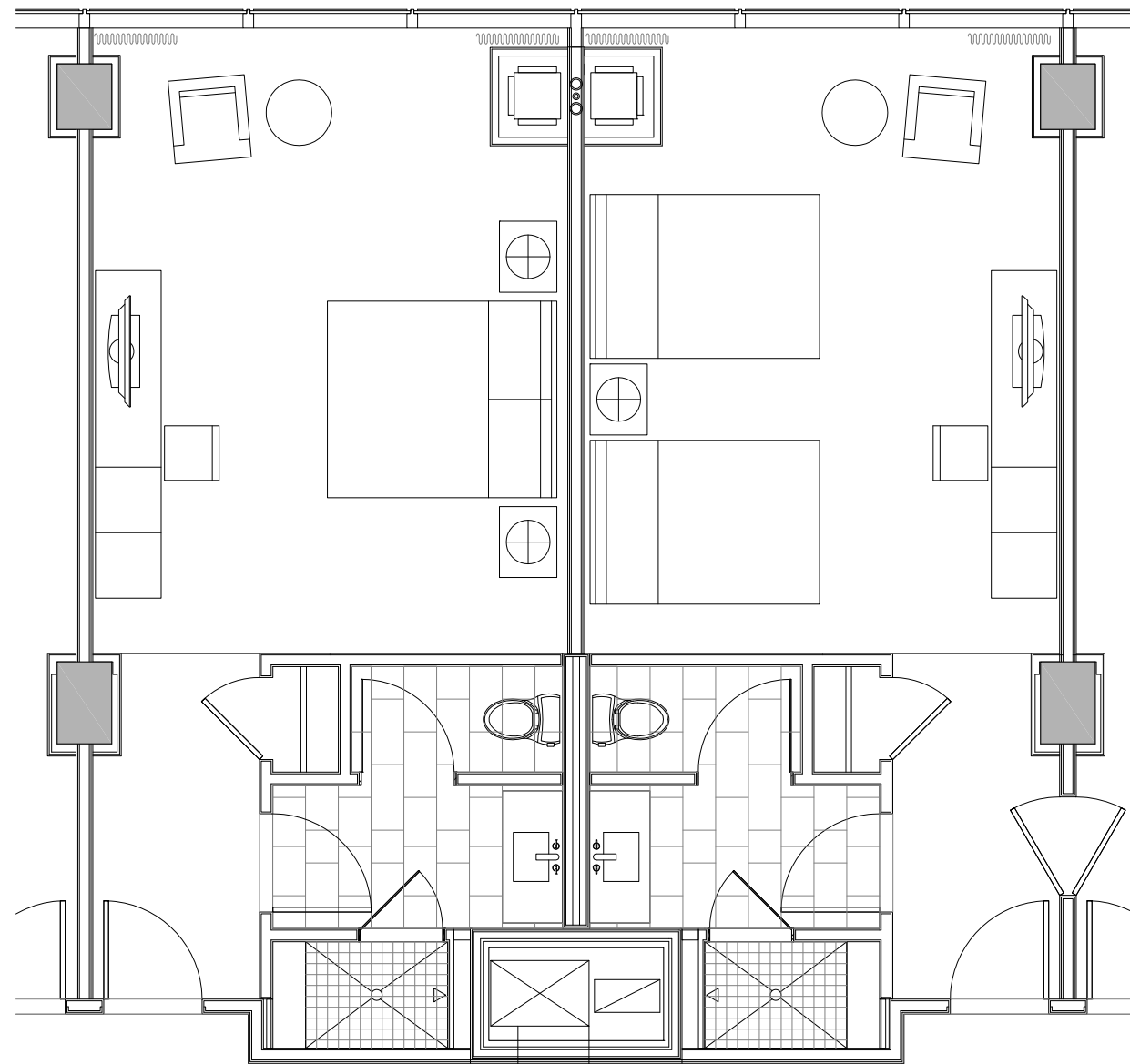
[nature-inspired carpet]



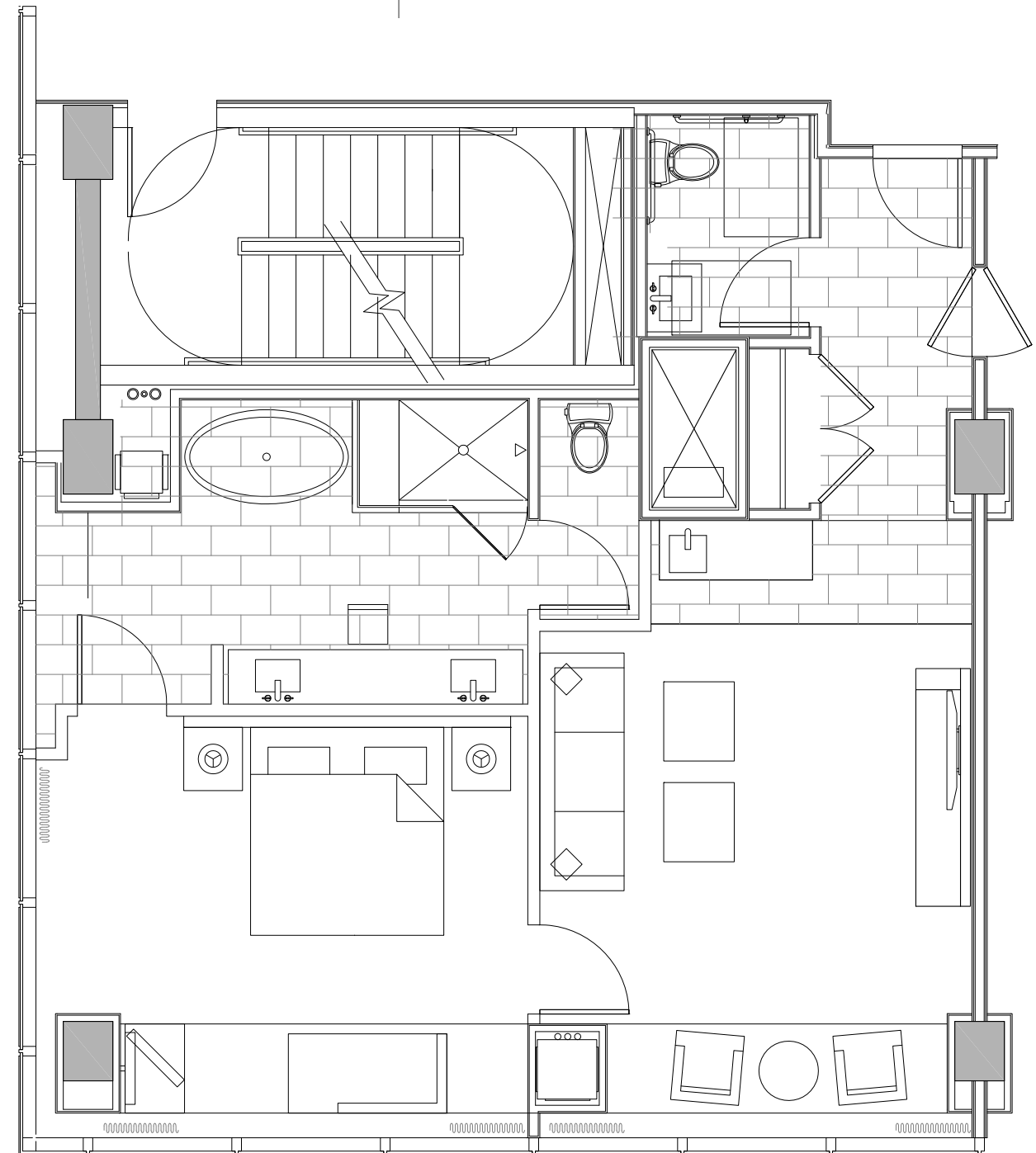
[limestone/tile]

CONCEPTUAL BRAND STRATEGY

HOTEL ROOMS



TYPICAL KING & DOUBLE QUEEN GUEST ROOMS



TYPICAL END SUITE GUEST ROOM





CONCEPTUAL BRAND STRATEGY

CONVENTION

The Retreat

MARKET POSITION

- Mid/High level Convention/Business
- Ideal corporate "Retreat" to get away
- Targeted to out-of-town conventioner with higher level of style and taste/ Uniqueness, comfort, and design are key.
- Stylish/NYC/Resort-driven ("driving in from the city to get away from things")
- Extremely comfort and value-driven (style+quality+cost=value) Will pay more for quality and service.

PROGRAM ELEMENTS

- Modular Layout
- Floating Planes to Maintain Brand's "Voice"
- Lounge-Style Pre-Function Area
- Adjustable / Flexible Space to Meet Targeted Demographic.

Rethinking how a convention space operates...

PRIMARY TARGET

Conventioner (30's-60's yrs. old)

- High/Mid-level Professionals Seeking "Unique" style and turn-key experience.
- Seeking a new "unique" experience (basic business necessities incl.) key: quality/price/unique = perceived value = status)
- Moderate-level of travel experience (work/personal)
- High/Moderate-level of style and taste/ Desire to be at a Connoisseur-level
- "Experience Enthusiast"/ Show & Amenities-driven/ Technology-enticed

SECONDARY TARGET

- Business Groups
- Weddings & Parties
- Media-Based Events



DESIGN APPROACH

The Convention and meeting rooms provides a welcoming atmosphere within a timeless modern interior design. The classically-inspired freshness to the materials palette compliments and supports the overall "voice" within the taste level of the business professional. Furniture is modern, comfortable and flexible. The walls are clean linear architectural forms that highlight sweeping planes of soft color and wood batten trim accentuated by the strong verticals of columns/pilasters. The overall design is open and dynamic in it's scale and simplicity of form and function

...It accommodates everyone with style.





[wood batten ceiling]



[chandeliers]



[linear fins]



[inviting]



[natural]



[architectural]



[pure]



[verticality]



[simple warmth]



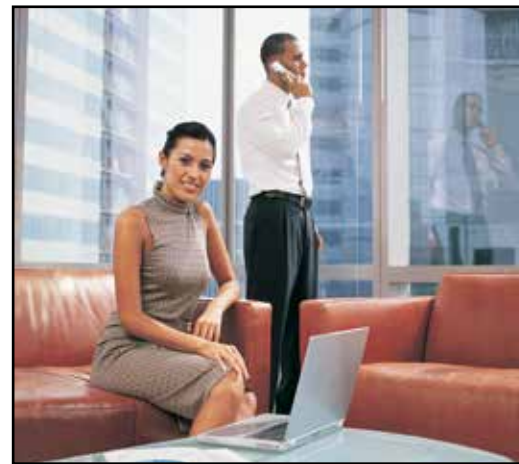
[modern]



[classic flow]



[clean texture]



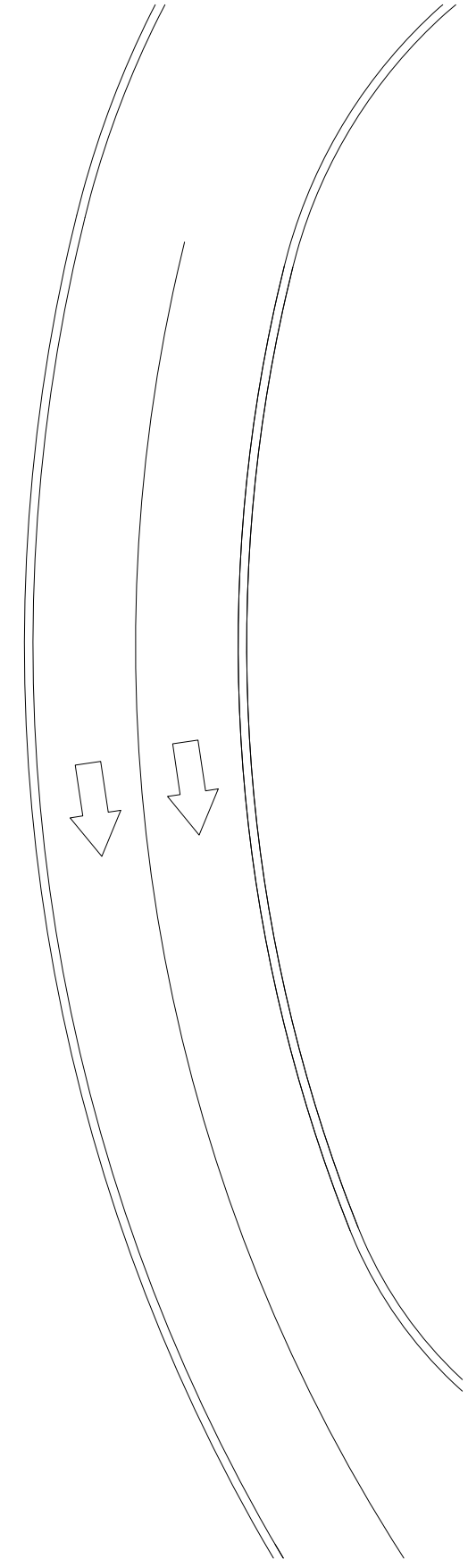
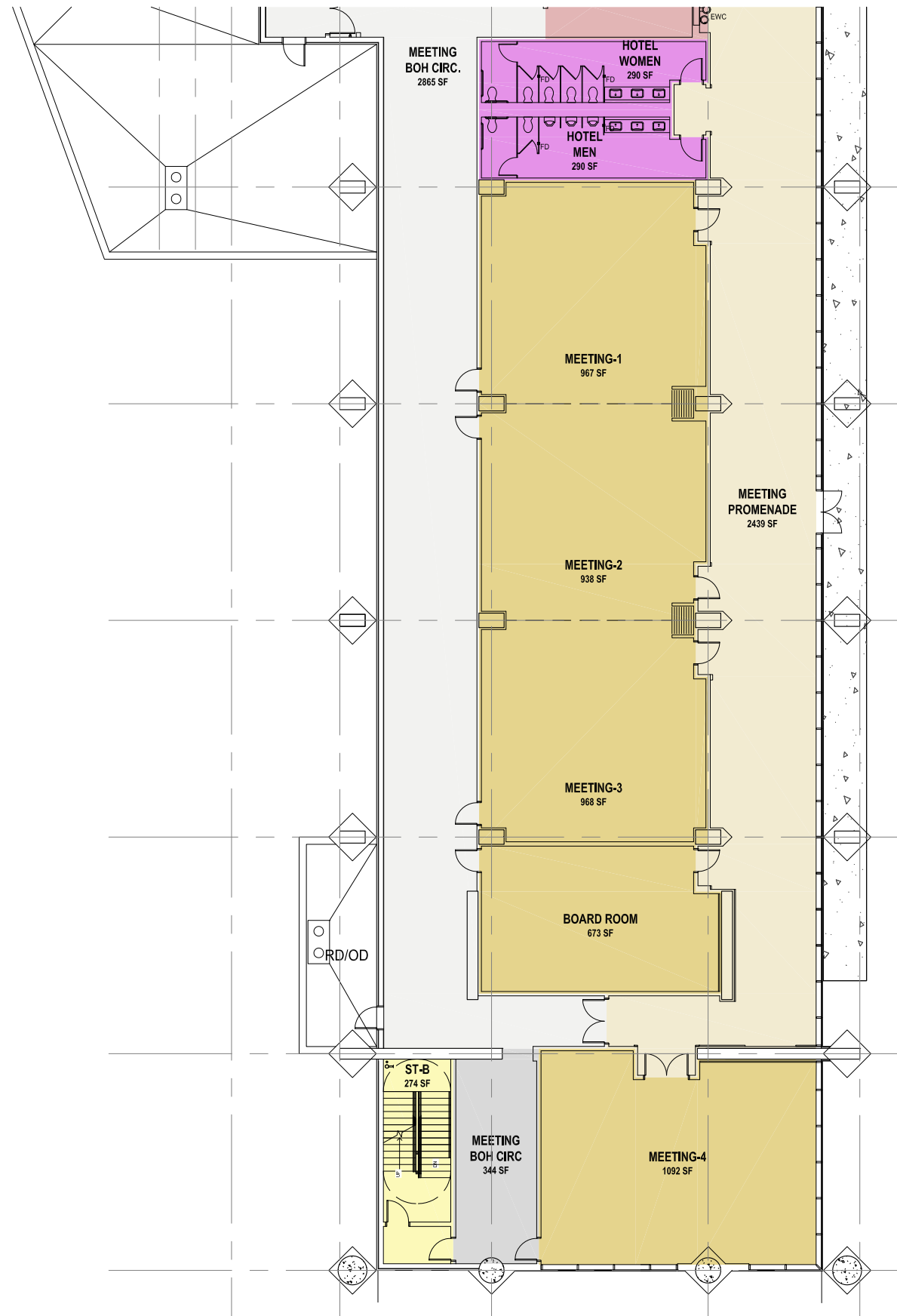
[professionals]



[stone]

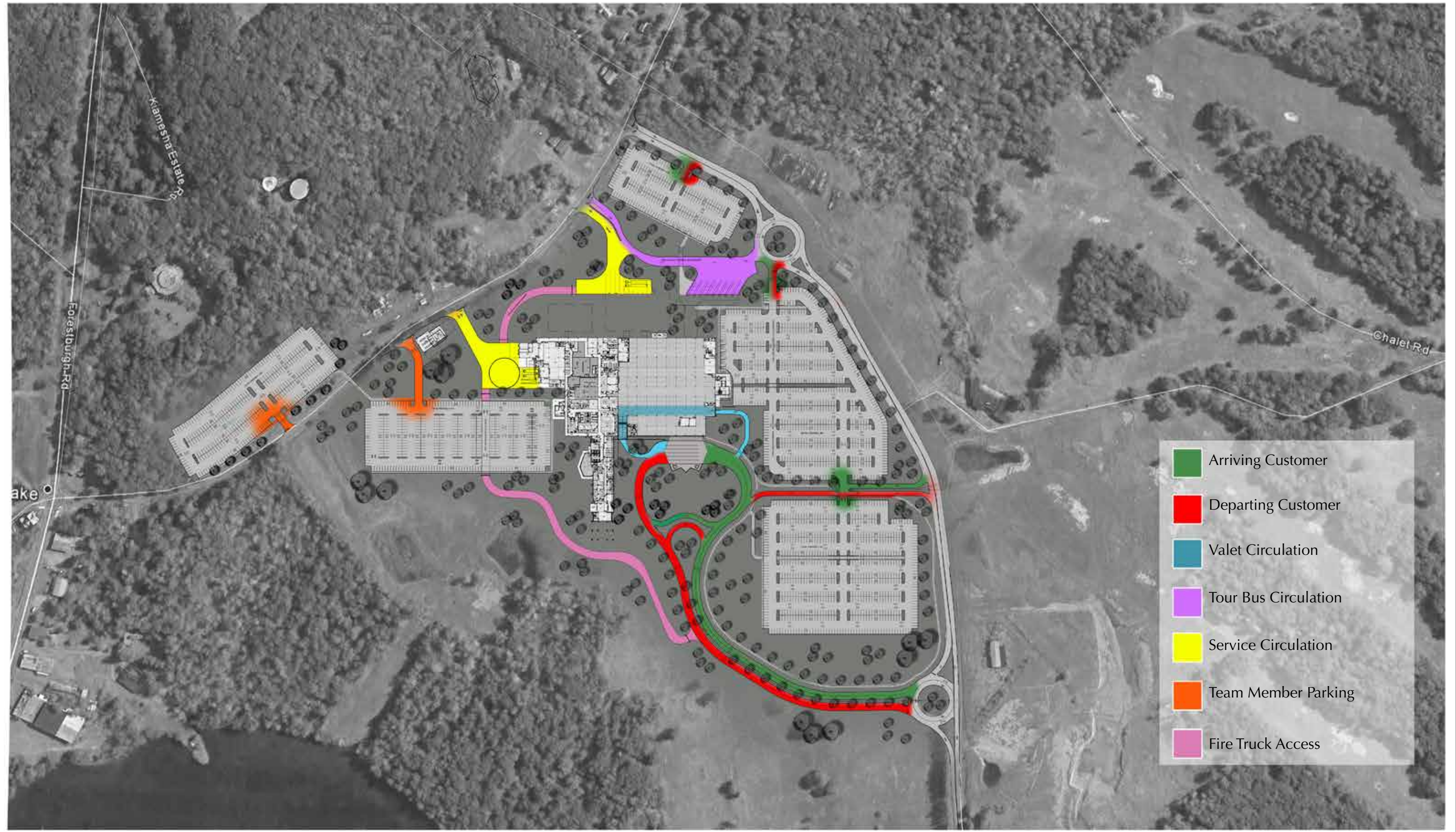


[comfortable]





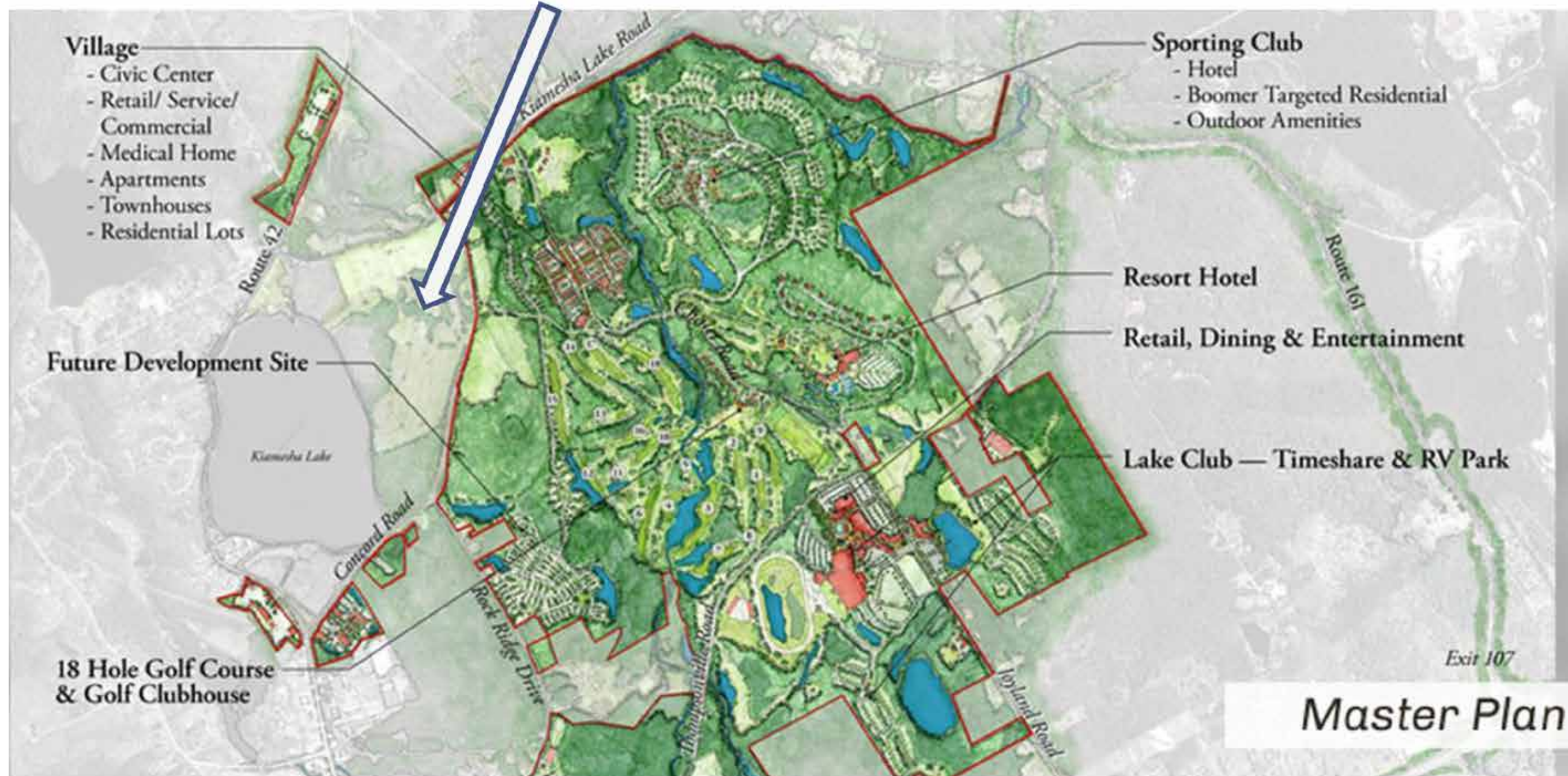
APPENDIX



- Arriving Customer
- Departing Customer
- Valet Circulation
- Tour Bus Circulation
- Service Circulation
- Team Member Parking
- Fire Truck Access

EPT MASTER PLAN AND CAPPELLI/MOHEGAN PROXIMITY

Mohegan Sun HOTEL and CASINO site





- Multi-Purpose Facility
- BOH Offices
- Central Plant
- Loading Dock

- Tour Bus Drop-Off / Pick-Up Canopy
- Casino Roof
- Customer Entry
- Porte Cochere
- Hotel Tower

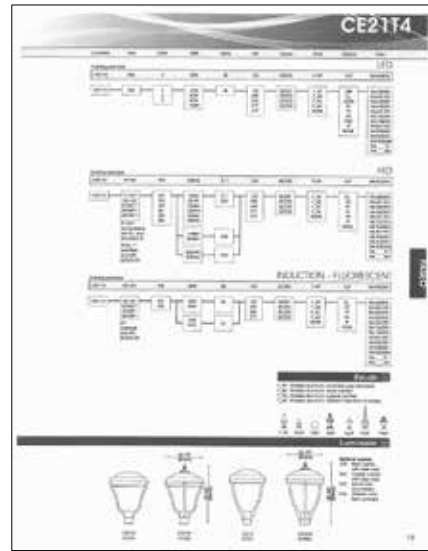
Deciduous Trees

- Red Maple
- Silver Maple
- Sugar Maple
- Yellow Birch
- Black Birch
- Paper Birch
- Gray Birch
- Shagbark Hickory
- American Beech
- Bigtooth Aspen
- Trembling Aspen
- Pin Oak
- Red Oak
- Black Oak
- Black Locust
- Weeping Willow
- Basswood
- Flowering Dogwood

Evergreen Trees

- Balsam Fir
- Red Cedar
- Norway Spruce
- White Pine
- Hemlock





LED AREA LIGHTS - STERLING® (LSB)

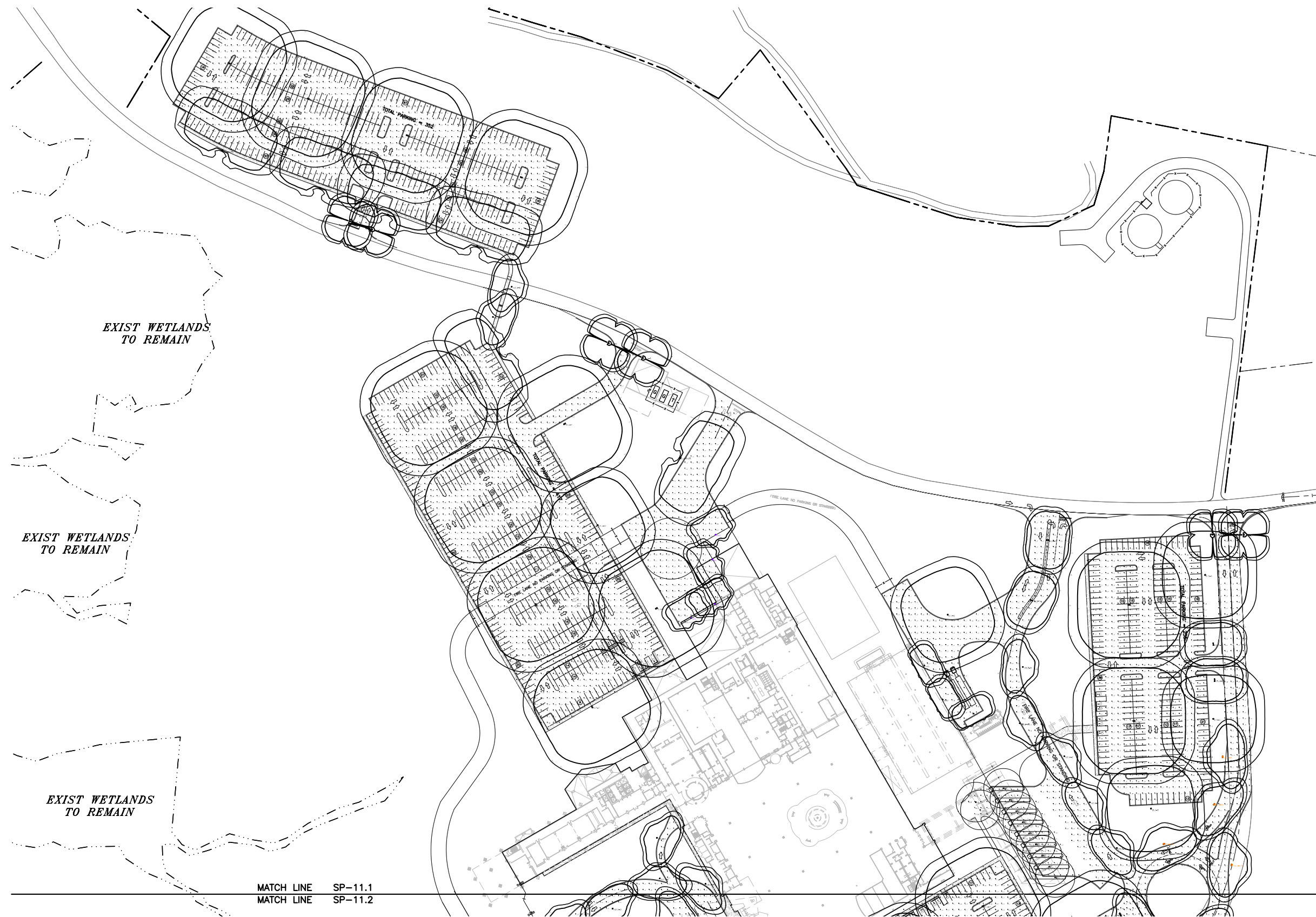
35W 77K LED 10' CW 14' HGT 100' WASH

Symbol	Qty	Label	Arrangement	Total Lamp Lumens	LLF	Description
LSB-1	18	LSB-1-S	SINGLE	N.A.	0.950	Cyclone Single Decorative Type 3 Luminaire Mounted on 16' Pole #FASCO-CE21T4-GAL-3
LSB-2	6	LSB-2-T	BACK-BACK	N.A.	0.950	Cyclone Single Decorative Type 3 Luminaire Mounted on 16' Pole #FASCO-CE21T4-GAL-3
LSB-3	5	LSB-3-S	SINGLE	N.A.	0.950	LSI Single Type 5 LED Area Light Mounted on 25' Pole #XRB-5X-LED-WH-NM-UR
LSB-4	30	LSB-4-T	BACK-BACK	N.A.	0.950	LSI Twin Type 5 LED Area Light Mounted on 25' Pole #XRB-5X-LED-WH-NM-UR
LSB-5	9	LSB-5-HSS	SINGLE	N.A.	0.950	LSI Single Type 5 LED Area Light Mounted on 25' Pole #XRB-5X-LED-WH-NM-UR-HSS
LSB-6	20	LSB-6-TR	TWIN	N.A.	0.950	Cyclone Twin Decorative Type 3 Luminaire Mounted on 16' Pole #FASCO-CE21T4-GAL-3
LSB-7	11	CPY	SINGLE	N.A.	0.950	Creo Canopy Luminaire CPY250-A-xx-F-B-IL-xx-40K Mounted at 16'
LSB-8	3	WFL	SINGLE	N.A.	0.950	LSI Wall Pack #XPR3-W-LED-11-115-WH-UR Mounted at 16'
LSB-9	4	WFL	SINGLE	N.A.	1.000	LSI Wall Pack #XPR3-FT-LED-11-115-WH-UR Mounted at 16'



Luminaire Schedule

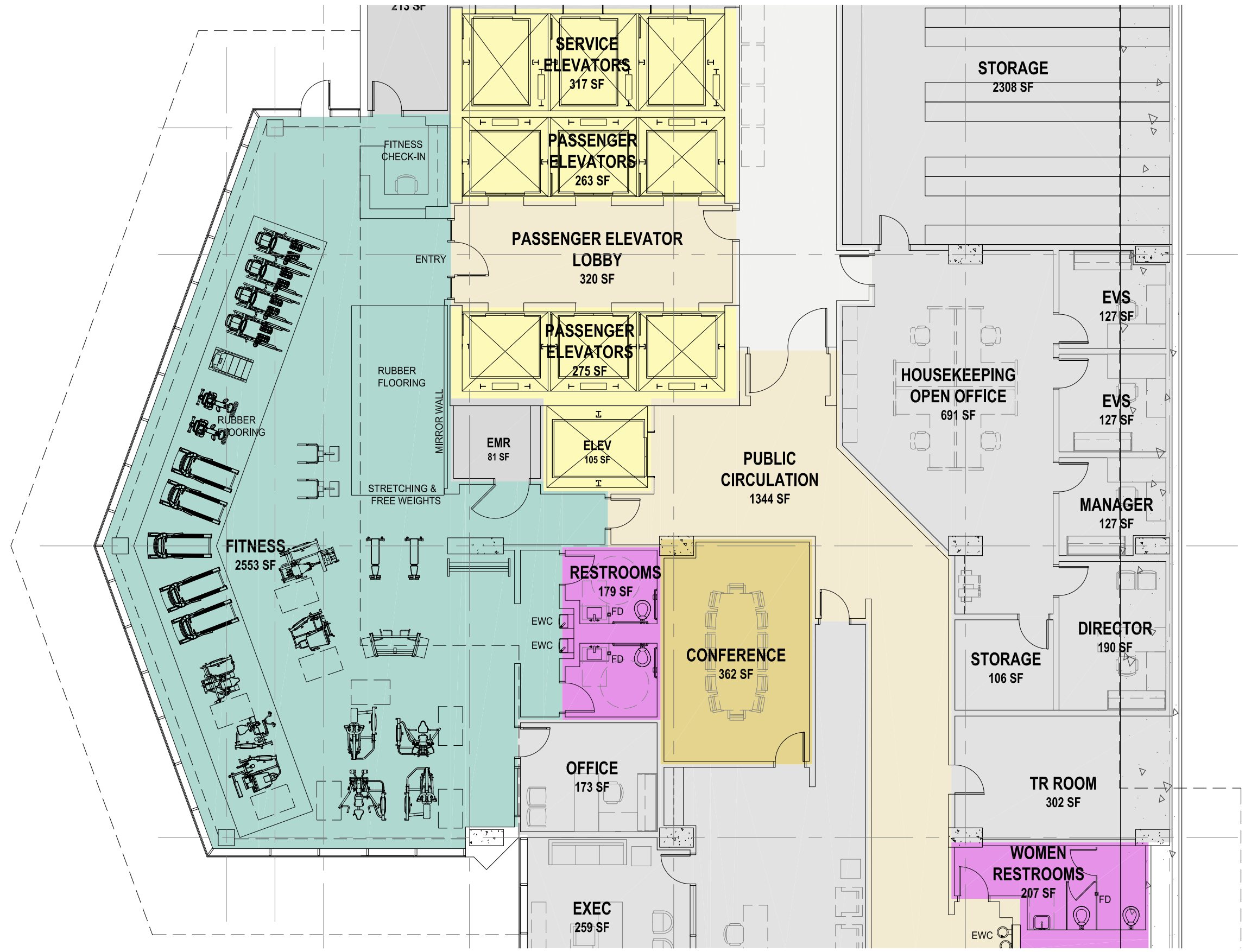
Symbol	Qty	Label	Arrangement	Total Lamp Lumens	LLF	Description
LSB-1	18	LSB-1-S	SINGLE	N.A.	0.950	Cyclone Single Decorative Type 3 Luminaire Mounted on 16' Pole #FASCO-CE21T4-GAL-3
LSB-2	6	LSB-2-T	BACK-BACK	N.A.	0.950	Cyclone Single Decorative Type 3 Luminaire Mounted on 16' Pole #FASCO-CE21T4-GAL-3
LSB-3	5	LSB-3-S	SINGLE	N.A.	0.950	LSI Single Type 5 LED Area Light Mounted on 25' Pole #XRB-5X-LED-WH-NM-UR
LSB-4	30	LSB-4-T	BACK-BACK	N.A.	0.950	LSI Twin Type 5 LED Area Light Mounted on 25' Pole #XRB-5X-LED-WH-NM-UR
LSB-5	9	LSB-5-HSS	SINGLE	N.A.	0.950	LSI Single Type 5 LED Area Light Mounted on 25' Pole #XRB-5X-LED-WH-NM-UR-HSS
LSB-6	20	LSB-6-TR	TWIN	N.A.	0.950	Cyclone Twin Decorative Type 3 Luminaire Mounted on 16' Pole #FASCO-CE21T4-GAL-3
LSB-7	11	CPY	SINGLE	N.A.	0.950	Creo Canopy Luminaire CPY250-A-xx-F-B-IL-xx-40K Mounted at 16'
LSB-8	3	WFL	SINGLE	N.A.	0.950	LSI Wall Pack #XPR3-W-LED-11-115-WH-UR Mounted at 16'
LSB-9	4	WFL	SINGLE	N.A.	1.000	LSI Wall Pack #XPR3-FT-LED-11-115-WH-UR Mounted at 16'

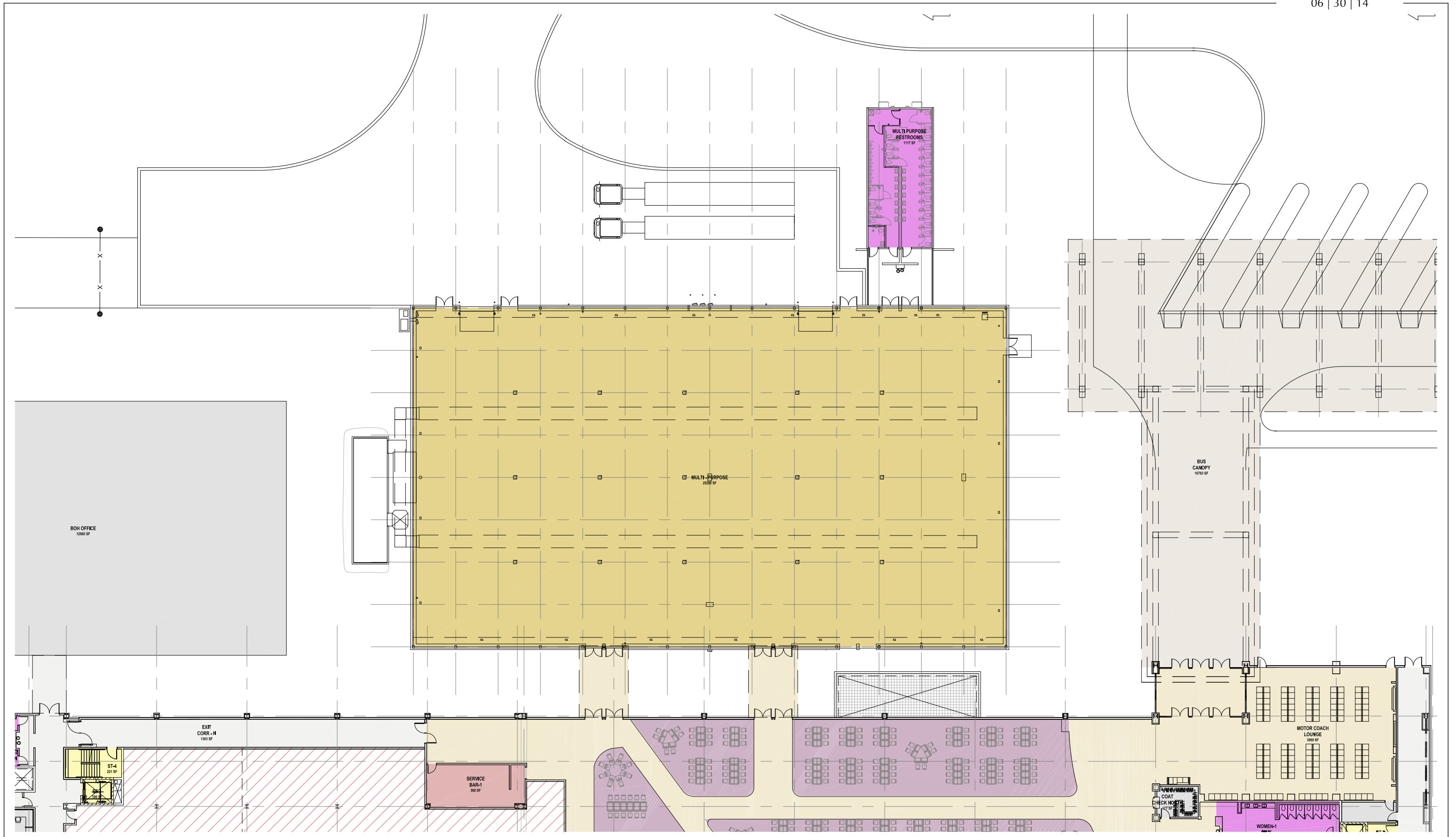


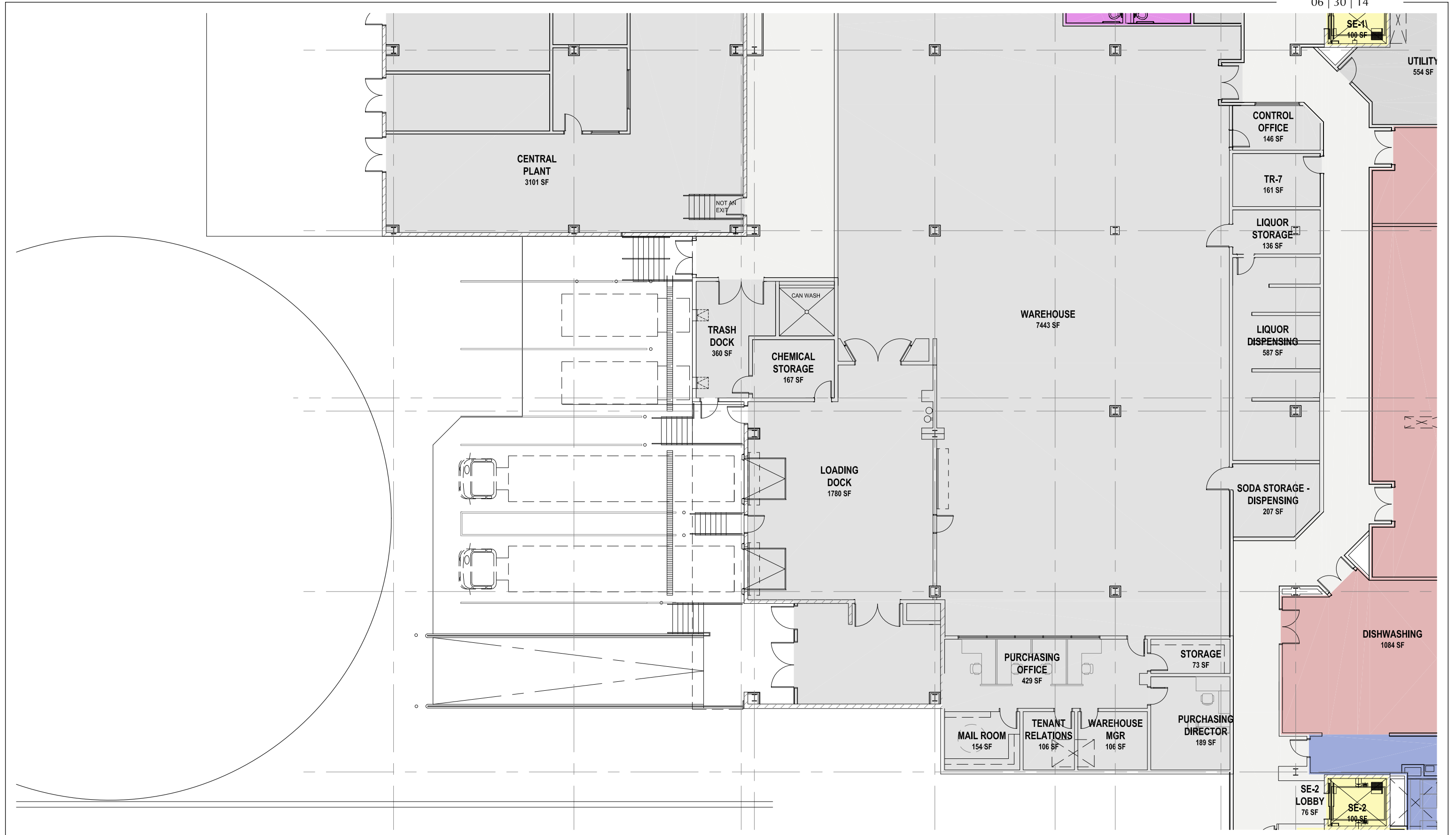
MATCH LINE SP-11.1
 MATCH LINE SP-11.2

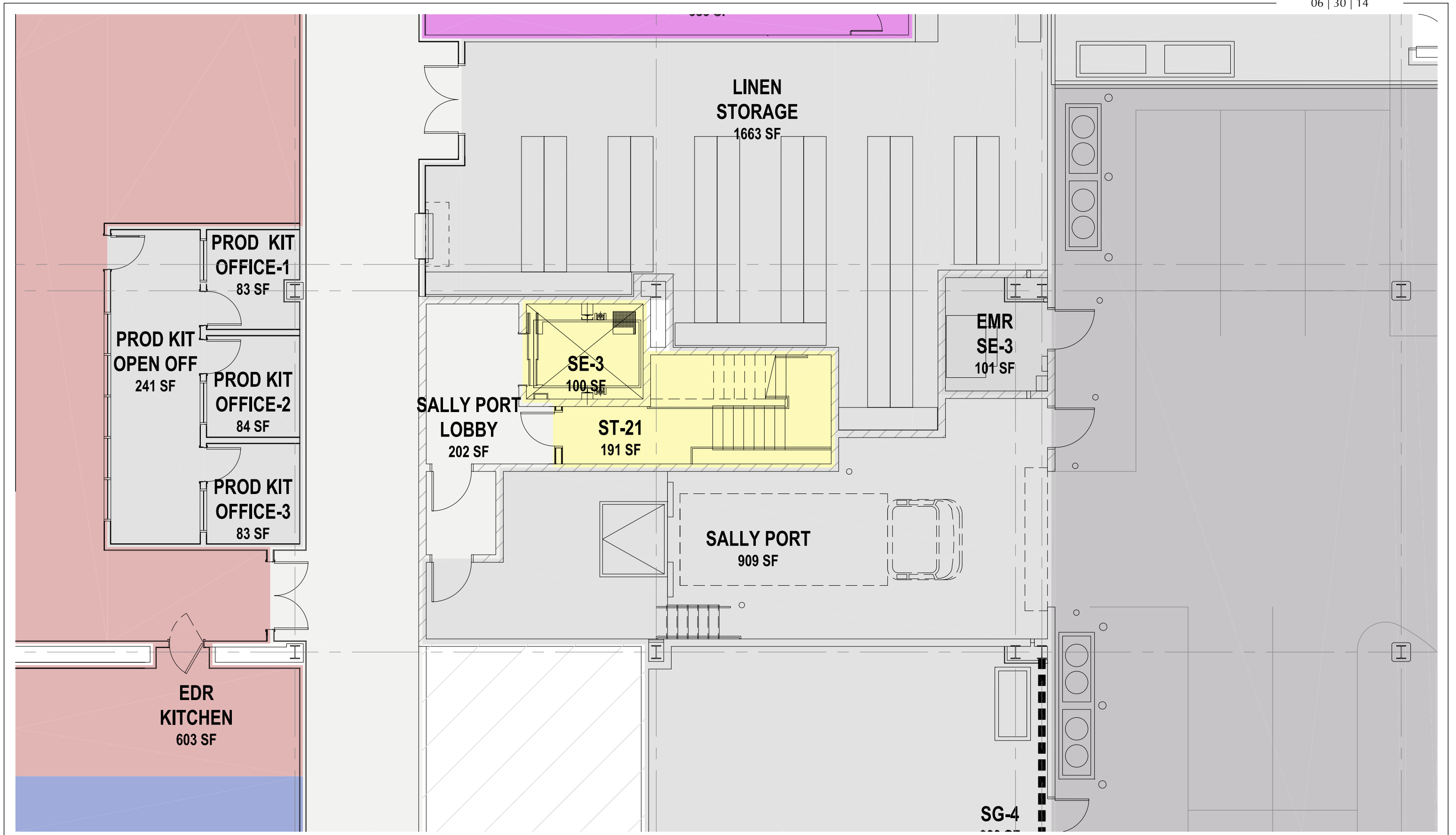




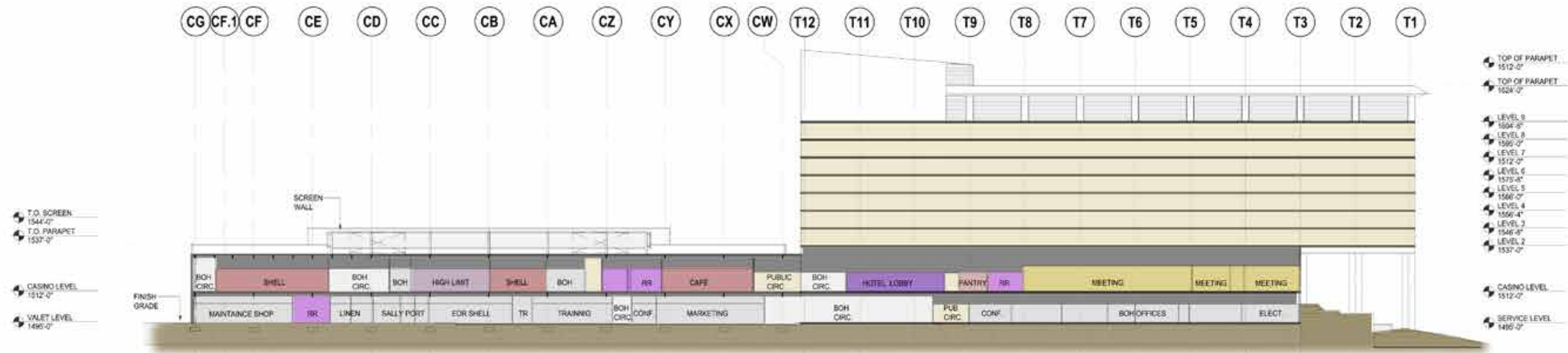


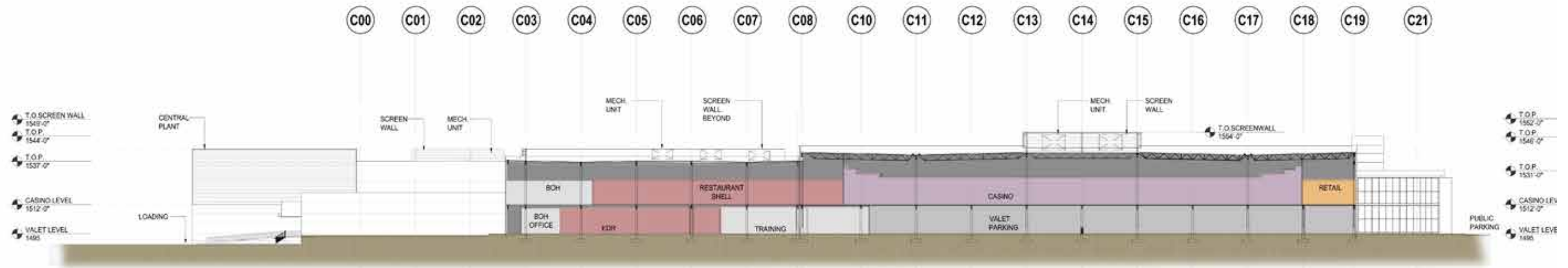




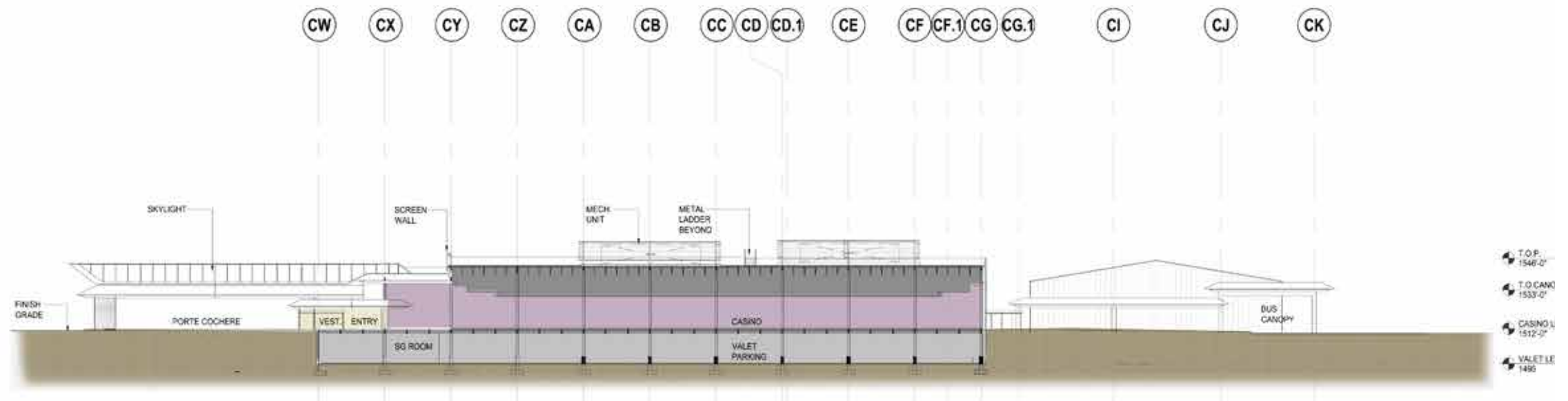




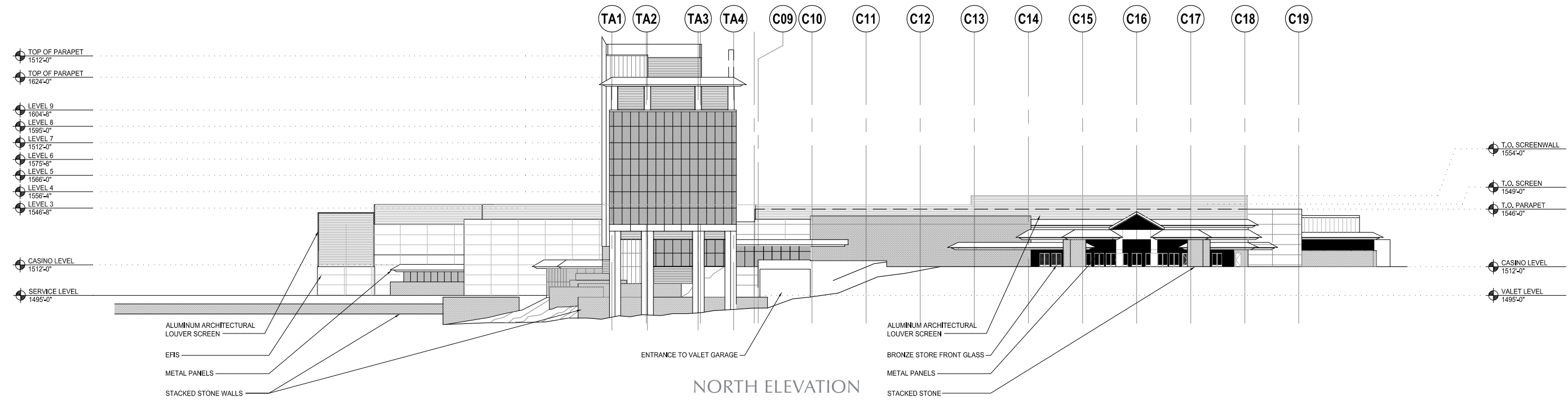




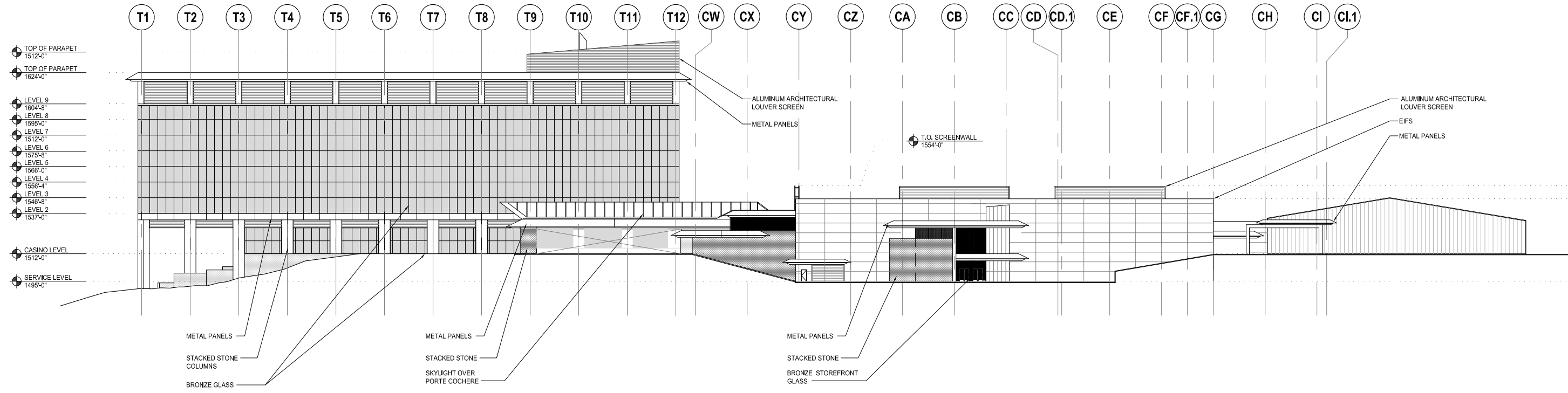
BUILDING SECTION B



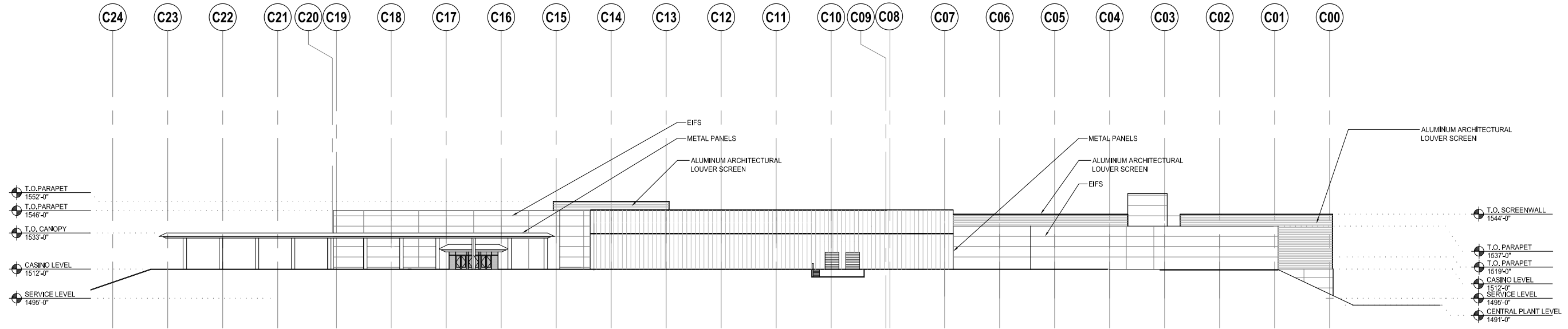
BUILDING SECTION C



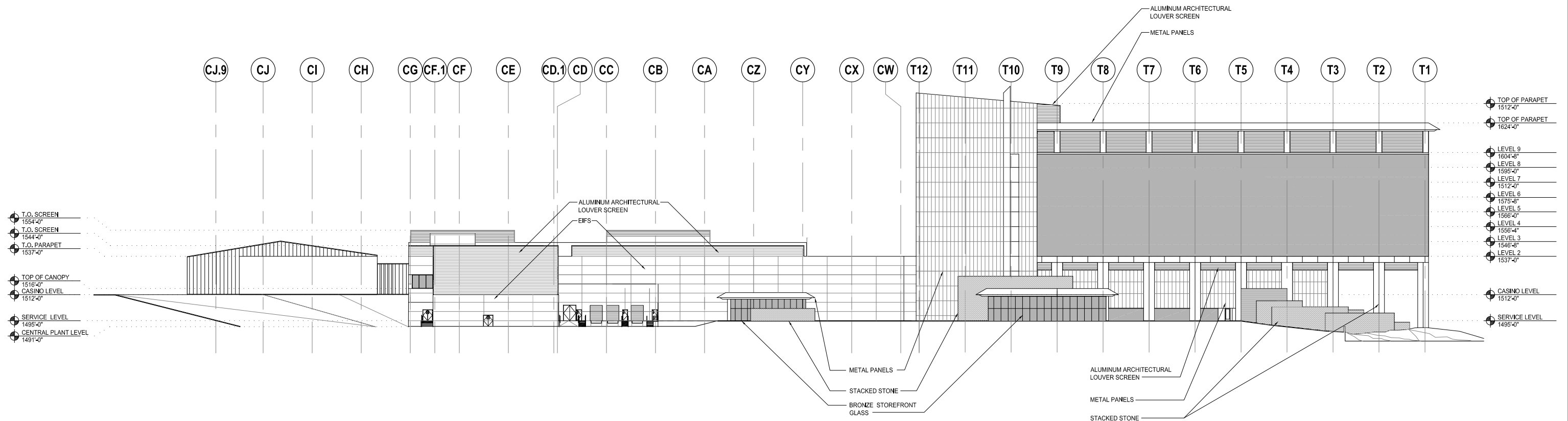
NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION