

MGM National Harbor Project Overview



**City of Alexandria Waterfront Commission
June 21, 2016**

MGM National Harbor Stats:

- Opening 4th Quarter 2016
- \$1.3 billion construction cost
- 70% of projected revenue=gaming
- 25,000 patrons/day
- 12,000-15,000 patrons peak
- 3600 employees
- 4800 parking spaces
- 20% will arrive without car
- 308 hotel rooms (74 suites)
- 23 stories high
- 125,000 sq. feet casino
- 3000 slot machines
- 140 table games



Amenities:

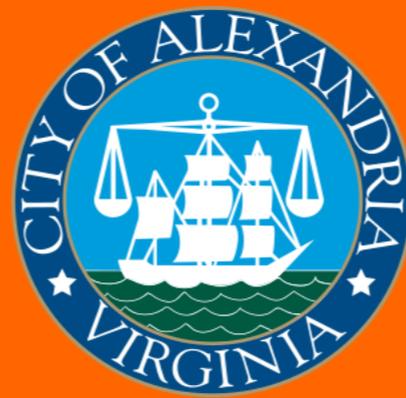
- 12 restaurants—partnering with celebrity chefs (Jose Andres--seafood with deck overlooking water, Voltaggio brothers—steak house, Marcus Samuelsson—Red Rooster
- Also “market style” food court, sports bar (no betting), no buffet
- Spa/salon---27,000 sq ft
- Upscale retail chains
- Ballroom that seats 800



Entertainment:

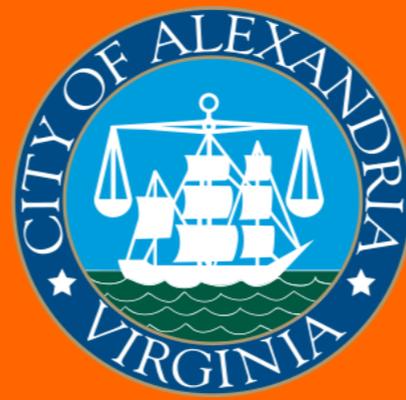
- Upscale—not a traditional eastern urban casino, more a Vegas-style resort dropped into the east coast
- 3000 seat theater (4000 if standing room). Can also convert to large meeting space/dining hall with rounds.
- 120-150 shows/year
- Conservatory (1/3 larger than Bellagio and on 2 levels). Will change out conservatory display 5 X per year. Each changeout costs \$2.5 million.
- No nightclub



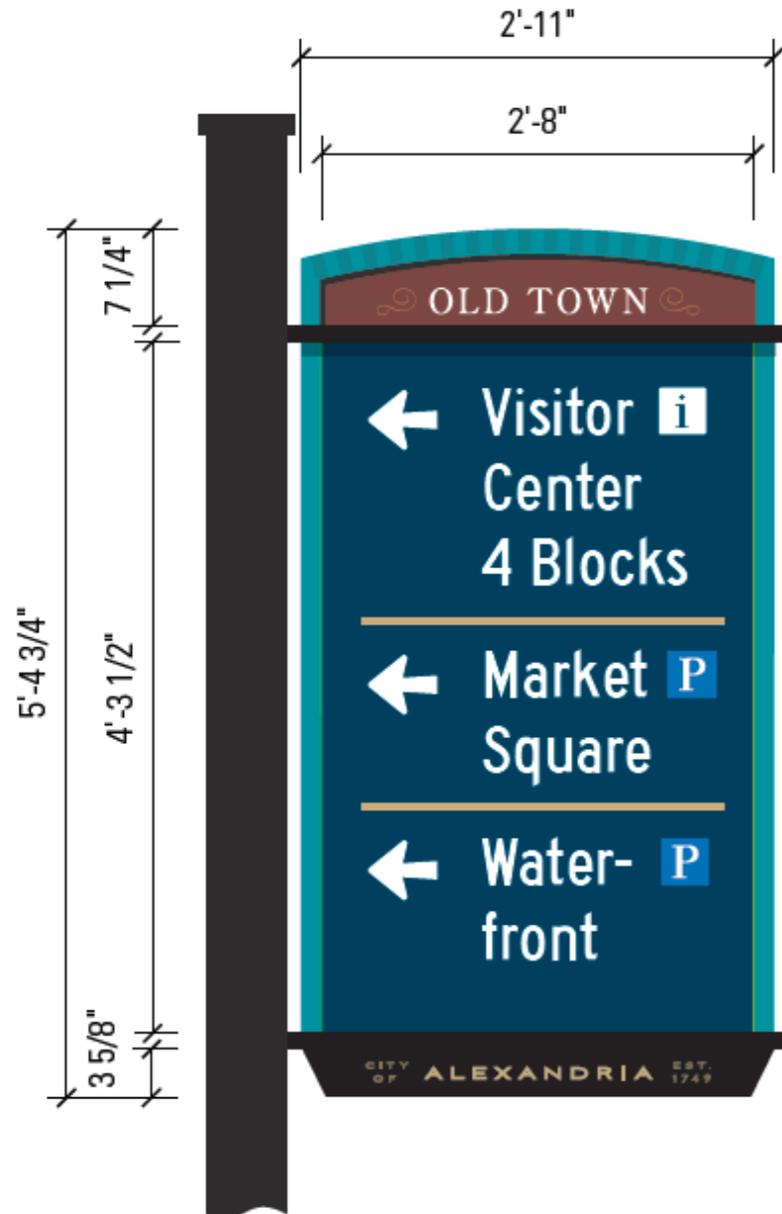


Convening a Task Force

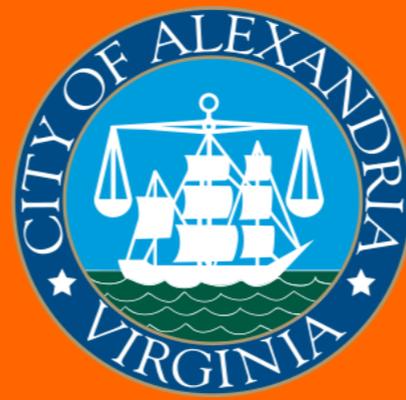
- **Modeled on 2007 National Harbor Task Force**
- **20 local leaders: City staff, economic development, business leaders and citizens**
- **Goals:**
 1. Communicate MGM scope to Alexandria community
 2. Develop productive working relationship with MGM leadership
 3. Identify collaboration opportunities that support Alexandria residents and businesses
 4. Identify risks that can be mitigated
 5. Assess our strengths/weaknesses—a catalyst for needed improvements in infrastructure and service
- **29 options considered, 14 recommended, 5 advanced to budget**



Wayfinding Signage



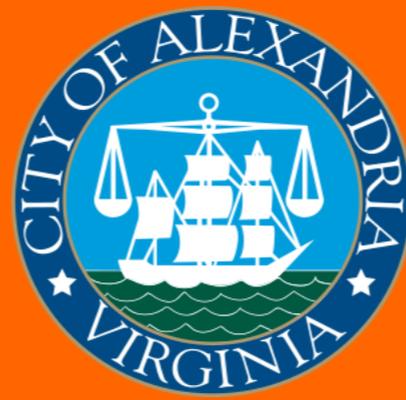
- **Purpose:** Assist visitors with identifying off-street parking options in Old Town
- **Cost:** \$200,000 (CIP)
- **Timing:** July 2016-June 2017



Retail Training



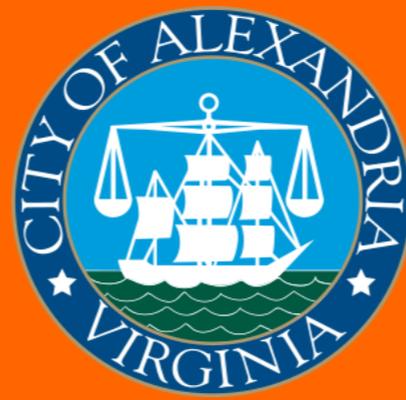
- **Purpose:** front-line staff training for retail, hotels, restaurants and attractions that promote extraordinary customer service, strategic business practice and local area knowledge
- **Cost:** \$10,000 (Operating Budget)
- **Timing:** October 2016



International Trade Shows



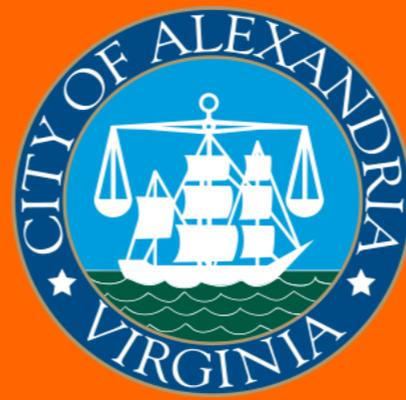
- **Purpose:** Coordinate with MGM sales team to attend international trade shows as part of Capital Region USA consortium to raise visibility of the Alexandria-National Harbor area
- **Cost:** \$5,000 (Operating Budget)
- **Timing:** Nov. 2016 & June 2017



Marina Refresh



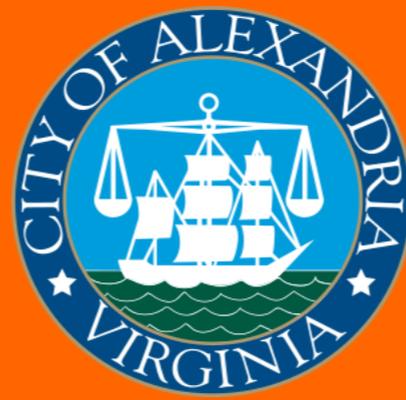
- **Purpose:** Critical first impression and highest aesthetic priority. New welcome signage, ongoing cleaning of waterfront garbage and debris, and enhanced seating.
- **Cost:** \$45,000 (Operating Budget)
- **Timing:** July 2016-June 2017



Public Programming

- **Purpose:** Coordinated program of performing arts for the waterfront: paid performers, pop-ups, historical tours and re-enactments
- **Cost:** \$30,000 (Operating Budget)
- **Timing:** April-June 2017





Recommendations Advanced:

	C.I.P.	Operating
Wayfinding Signage	\$ 200,000	
Retail Training		\$ 10,000
International Trade Shows		\$ 5,000
Marina Refresh		\$ 45,000
Public Programming		\$ 30,000
	\$ 200,000	\$ 90,000

Questions?



Tom Kaiden, Visit Alexandria
tkaiden@visitalexva.com