The Outlets at Turning Stone

Exit 33, The New York State Thruway, Verona, New York

For Leasing contact THE WAS GROUP LLC (862) 203-4352

Who Are The Gordon Group?

Since 1983, The Gordon Group has specialized in creating and developing unique entertainment-oriented retail properties with a specialty in hotel/gaming related retail projects. They are responsible for developing the, The Forum Shops at Caesars in Vegas, the Shops at Mohegan Sun in Connecticut and The Outlets at Foxwoods in Connecticut to name a few. To this day, the Forum Shops in Las Vegas is one of the most successful retail projects ever developed in the United States.

A leader in commercial development with a long track record of retail success stories, The Gordon Group is proud to bring to you The Outlets at Turning Stone which will capitalize on the upper New York state region's lack of retail outlet shopping and leverage the embedded traffic base of 4 million visitors annually at Turning Stone.

Who Are The Oneida Nation?

Owned and operated by the Oneida Indian Nation, the 3,400-acre Turning Stone Resort Casino has become one of the top five tourist destinations in New York State, hosting more than 4.5 million guests each year. Since its opening in 1993, more than $1 billion has been invested in property growth and expansion, with more than $4.2 billion spent on goods and services.

Known as the fledgling United States' first allies, the Oneida Indian Nation played a key role in the birth of this Nation, and has overcome numerous challenges and hardships to become a driving force for economic development, stability and prosperity in the Central New York region.

The Oneida Nation's economic success has allowed it to dramatically improve the quality of life for its Members by investing its own financial resources in programs and services, including a comprehensive health clinic, educational scholarships and tuition assistance programs, Elders enrichment programs and an Early Childhood Learning Center, residential housing and community recreational programs, and the full-time, CALEA-accredited Oneida Nation Police Department.

ONEIDA INDIAN NATION

Turning Stone®
RESORT | CASINO

Turning Stone Casino Resort

Turning Stone Resort Casino is situated approximately 30 minutes to the East of Syracuse, NY on 3400 acres of breathtaking land in the town of Verona and is also home to the Oneida Indian Nation. Easily accessible by I81 to from the South and North and located directly off I90 from the East and West, The Resort is within 500 Miles of 13 of the top 50 markets in the US, a total universe of more than 60 million people. The more immediate trade area within 2 hours encompasses Albany, Syracuse, the Adirondacks, the Catskills, the Finger Lake region, the Berkshires, Rochester and northern Pennsylvania.

More than 844,000 (41%) of the 2.0 million households within a 2.5-hour drive from Turning Stone belong to market segments that could potentially be attracted by a high-end, premium outlet mall combined with existing gaming and entertainment offerings at Turning Stone Casino Resort. (Oxford Economics, March 2014)

ONEIDA INDIAN NATION

Turning Stone®
RESORT | CASINO

Location, Location, Location

Turning Stone is located directly at the Exit 33 off-ramp of the New York State Thruway (I-90), easily accessible and within 500 miles of 13 of the Top 50 markets in the United States, an area with a population of more than 60 million people.

Award-Winning Resort

As the region's leading casino resort destination, nobody can match the breadth of amenities including gaming, lodging, dining, entertainment, spas, 5 signature golf courses and so much more. Turning Stone Resort Casino continues to establish its presence among the premier hospitality brands throughout the world. Select awards and accolades are detailed below.

Property Overview

- **Full Casino Gaming**
  - 122,000 square feet of gaming space
  - 2,150 slot machines, 83 table games, 1,300-seat bingo hall, 32-table poker room
- **Deluxe Resort Accommodations**
  - Four lodging options offering 700+ total rooms, including the AAA Four Diamond award-winning Lodge and Tower hotels
- **Five Golf Courses**
  - Three 18-hole championship courses (including Atunyote, host site for the PGA TOUR) and an indoor golf and tennis facility
- **Destination Spas**
  - Full-service space including a wide range of treatments, in addition to a day spa
- **Unrivaled Entertainment & Nightlife**
  - 5,000-seat Event Center
  - 800-seat Showroom
  - Four (4) nightlife venues at the Exit 33 Entertainment complex
- **Award-Winning Dining**
  - More than twenty outlets offering everything from quick-casual to the finest restaurants Central New York has to offer, including the AAA Four Diamond *Wildflowers* and *TS Steakhouse*

The Lodge at Turning Stone

The Lodge at Turning Stone at sunset.

The luxurious AAA 4-diamond award-winning Lodge at Turning Stone is an elegant all-suite hotel that's perfected the art of pampering. Located adjacent to championship golf at its finest, and connected directly to the casino resort, it is home of a destination resort and entertainment complex that's second to none.

Recipient of the 2007 Condé Nast Johansens "Most Excellent Resort" in the United States and Canada, as well as Condé Nast's 2010 "Most Excellent Golf Resort" in the United States and Canada, the Lodge offers a 3,000-square foot Presidential suite, the AAA Four Diamond restaurant *Wildflowers* and Skana Spa, honored for the second consecutive year in the coveted SpaFinder Wellness 365 Readers' Choice Category Awards, naming it among the "Best Casino Hotel Spas" and "Best Spas for Golf."

The Tower at Turning Stone

Revel in a stunning panoramic view of the countryside from The Tower at Turning Stone, the tallest building in Central New York between Albany and Syracuse. Our 19-story magnificent hotel offers 287 rooms and suites and features well appointed guest rooms, junior suites, spacious elegant suites and the renowned *TS Steakhouse* on the very top floor. The Tower also offers a state-of-the-art Fitness Center, Infinity Lap Pool and a Business Center with corporate meeting rooms.

The Tower has won the AAA Four Diamond award every year since 2007.

The Tower at Turning Stone

The Hotel at Turning Stone

The Hotel at Turning Stone

Recipient of AAA's Three Diamond award, The Hotel at Turning Stone is one of the largest hotels in Central New York with unparalleled personalized service.

Each of its well appointed guest rooms and specialty suites (275 in total) features the classic furnishings and modern conveniences one can only expect from a first-class hotel. Specialty room choices include Jacuzzi Rooms, Patio Suites, Jacuzzi Suites and Luxury Suites.

Destination Spas

Skaná, The Spa at Turning Stone, is a 33,000 square-foot state-of-the-art spa and salon located adjacent to the Lodge. This relaxing retreat offers soothing treatments and modern amenities featuring 12 treatment rooms, a full-service salon, co-ed mineral pool, soaking tubs, steam room, sauna, a luxurious VIP suite with plush amenities including a couple's treatment room and boutique retail shop. Skaná is among the most honored spa in the entire United States and has received numerous awards and honors:

- "The Hot 100" - Spa Magazine
- "Top Ten Spas in the Best Casino Hotel" - SpaFinder Readers' Choice Awards
- "Best Spa for Adventure Seekers" - Self Magazine
- "Six spas worth the drive" - Hudson Valley Magazine
- "The spa is beautiful, the service is impeccable!" - Dr. Joy Browne, Dr. Joy's "Browne Buzz"
- "240 Best Spas" - Spa Magazine: 2007 Worldwide Guide
- "Reader's Choice Favorite" - Spa Magazine

Ashi Day Spa conveniently located within the main hotel also offers a soothing variety of affordably priced treatments and amenities including a full-service salon, skincare services, massage therapy and body treatments.

Championship Golf & Sportsplex

Turning Stone offers guests an unrivaled golf experience. Five courses in total, with 54 holes of championship golf and an indoor golf driving range at The Sportsplex to tune up on your game during the offseason.

- The Rick Smith-designed *Shenendoah Golf Club* was named among the "Top 50 Courses for Women" in 2013 by *Golf America,* and has been awarded annual honors by *Golf Digest* and *Golf Magazine* among the "Best Casino Courses" and "Best Courses in New York State."
- The Robert Trent Jones, Jr.-designed *Kaluhyat Golf Club* is a classic shot-maker's course, where accuracy and strategy are rewarded as much as length. Ranked as one of the "Top 100 Best Resort Courses" by Golfweek in 2010, Kaluhyat is marked by dramatic changes in elevation with plateau settings offering seemingly endless, spectacular views of the surrounding terrain. Six lakes throughout the course add to the picturesque setting.
- The Tom Fazio-designed *Atunyote Golf Club* is the longest of Turning Stone's championship courses, and played host to the PGA TOUR's Turning Stone Resort Championship from 2007 – 2010, and continues to be the site for the Notah Begay III Foundation Challenge, which since its inception in 2008, has included PGA and LPGA tour professionals Tiger Woods, Rickie Fowler, Lee Westwood, Annika Sorenstam, Lorena Ochoa, Christie Kerr, Henrik Stenson, and others.
- The *Sportsplex at Turning Stone* contains a 100-yard practice range with forty hitting stations, four indoor DecoTurf tennis courts (the same surface used at the U.S. Open) and two racquetball courts.

Entertainment & Events

The multi-use 5,000-seat Event Center and 800-seat cabaret-style Showroom have hosted world-class celebrity entertainment acts such as Stevie Wonder, Barry Manilow, Ringo Starr, Tony Bennett, Bill Cosby, Mariah Carey, Larry The Cable Guy, Terry Fator, Kelly Clarkson, Toby Keith, Huey Lewis & The News, Tim McGraw, Josh Groban, Alicia Keys, The Black Eyed Peas, Gwen Stefani, John Mellencamp, and Sugarland – just to name a few.

Beyond music, the Event Center hosts a variety of sporting events, including the 2011 National Lacrosse League All-Star Game, televised live on the Versus network; nationally-televised professional boxing events on ESPN, Showtime and HBO, including events promoted by Mike Tyson, Floyd Mayweather and Miguel Cotto; championship 9-ball billiard tournaments; an indoor tennis exhibition between legends John McEnroe, Jim Courier, Anna Kournikova, and Tracy Austin; and Sumo wrestling, an event rarely hosted in the U.S.

The versatile Event Center space also hosts numerous trade show and convention events, including the Big East Camping & Outdoor Sportsmen's Show, the MAINES Food Show, Home Shows, Health Expos and more.

“Exit 33” Nightlife District

- LAVA, the pulsating danceclub at Turning Stone, takes the club experience to a new level of glamour and sophistication. Sexy and gritty, intense and laid back, totally hot, yet incredibly cool, LAVA has it all.
- Saddle up! Tin Rooster BBQ features signature flavors that may start a finger lickin’ addiction. And we’ve got more than food – with ice cold beers, country girls dancing, and the best in country music, Tin Rooster is sure to get wild!
- Your neighborhood rock and roll joint, The Gig features local and regional bands that rock, along with savory NY-style pizza and cold craft beer on tap.
- Sip and savor at Turquoise Tiger, a sophisticated lounge and cocktail bar. Divulge in our signature craft cocktails, domestic and imported beers, and enticing wine selection as you arouse your senses with captivating entertainment.

Award-Winning Dining

Tantalizing guests taste buds with our sumptuous cuisine comes naturally here at Turning Stone, where exceptional flavor and variety leaves the choice of cuisine to the guest. With more than twenty distinct dining venues, every taste and budget can be accommodated.

From fine dining at Wildflowers (AAA Four Diamond award-winner), to superb Italian at Pino Bianco, to the finest choice beef and seafood at TS Steakhouse (AAA Four Diamond award-winner and recipient of OpenTable Diners' Choice accolades for "Best Food" and "Best Overall Restaurant"), gourmet Asian cuisine at Peach Blossom, a sumptuous buffet at Season's Harvest, or even just a quick snack, guests are guaranteed to find something to satisfy your appetite.

Signature Events

Turning Stone is home to the most prestigious events in Central New York.

- Notah Begay III Foundation Challenge featuring Tiger Woods
- Host of Syracuse University's Men's Basketball coach Jim Boeheim's "Coaches vs. Cancer" events
- Showcasing celebrity chef talents with Guy Fieri or"Cake Boss" Buddy Valastro
- Major convention events (like when 5,000+ firemen descend on Turning Stone for the annual New York State Fire Chief's Convention)
- The Turning Stone Races, featuring half marathon, 10k and 5k courses

"TS Rewards" Loyalty Program

Exciting rewards. Fantastic benefits. Unbelievable opportunities. TS Rewards Card members enjoy exclusive benefits including coupon offers, free entries in monthly promotions, invitations to members-only events and gaming tournaments, as well as room offers and discounts on resort spend at restaurants, retail outlets, spa, golf and entertainment.

TS Rewards is an enterprise-wide loyalty program, rewarding members for gaming and ***non-gaming activity***. It is a tiered program, with members striving to achieve one of five levels through their gaming activity: Topaz, Ruby, Onyx, Sapphire, or the highest level, Prestige.

Integration with the The Outlets at Turning Stone will mean your customers derive even great er value from your stores and serves as an embedded source of sales per square foot for you! There are currently over $40 million in unspent points in circulation with a total annual available universe of $80 million points.

Bringing Them In

- Annual visits
  - 4,500,000/year
- *Yankee Stadium:*
  - 3,700,000 million/year
- *Nascar (19 races):*
  - 3,600,000 million/year

Gender	Casino Visitor
Male	47.3%
Female	52.7%

Age	Casino Visitor
18-34	25.72%
35-49	23.65%
50-65	32.01%
66+	18.62%

- Marketing database of 1,000,000+ individuals
  - 400,000+ "Active" – gaming visits within the last six months

Entertainment Venues

- **147,000 tickets issued annually**
- **Showroom Shows:**
  - 60+ each year
- **Event Center Shows/Sporting Events:**
  - Average of (12) concerts and (4) nationally-televised boxing events
- **Free Performances at Turning Stone:**
  - 750+ talent acts each year across resort lounges, common areas
- **Exit 33 Nightlife guest count:**
  - 150,000 annually

Tee it Up

- 31,000 rounds of 18 holes played each year across five courses (avg. 6-mo. playing season)

Pampering

- Annual Spa Services for Guests
  - 32,000 visitors per year

Overnight at Turning Stone

- Annual Hotel Room Nights
  - 207,477

Casino Players	47%
Leisure Guests	22%
Group Sales	25%
Other	6%

Mostly Play, But Work, Too

- Corporate Meetings hosted each year
  - 450+
- Association Meetings hosted each year
  - 220+

Central New York's Wedding Mecca

- Weddings
  - 133/year

- Average booking
  - Shenendoah Clubhouse
    - 160 guests
  - Conference Center
    - 255 guests

Destination Groups

- Group Tour buses:
  - 4,057 per year
  - Most Buses in One Day
    - St. Patrick's Day: 48
- Group Tour guests
  - 225,000+ annually

EVENTS CENTER

RETAIL 105
906 S.F.

RETAIL 110
1,859 S.F.

120
CALVIN KLEIN
5,214 S.F.

RETAIL 130
1,650 S.F.

RETAIL 200
746 S.F.

RETAIL 205
746 S.F.

RETAIL 210
1,206 S.F.

RETAIL 215
1,832 S.F.

FOOD
& BEV 220
5,190 S.F.

LOADING

140
GUESS
6,352 S.F.

150
LOFT
3,369 S.F.

155
KID'S QUEST
10,909 S.F.

RETAIL 225
2,987 S.F.

230
MICHAEL KORS
6,276 S.F.

RETAIL 615
3,527 S.F

RETAIL 610
18,815 S.F.

LEASE AREA 1
221,371 SQ. FT.

FOOD & BEV. 160
6,207 S.F.

MALL
OFFICE

RETAIL 165
2,520 S.F.

170
BASS
5,134 S.F.

180
DRESS BARN
6,000 S.F.

RETAIL 185
9,219 S.F.

RETAIL 315
1,447 S.F.

RETAIL 320
1,789 S.F.

325
MAURICE'S
5,000 S.F.

300
TOMMY HILFIGER
6,934 S.F.

RETAIL 520
1,654 S.F.

RETAIL 515
1,524 S.F.

RETAIL 510
1,654 S.F.

RETAIL 500
1,315 S.F.

RETAIL 505
1,417 S.F.

400
VAN HEUSEN
3,537 S.F.

RETAIL 405
2,636 S.F.

605
FAMOUS FOOTWEAR
4,479 S.F.

600
WILSON'S LEATHER
3,742 S.F.

THEATER
25,934 S.F.

The Outlets at Turning Stone

Rendered aerial view with retail complex rendered lower right

The Outlets at Turning Stone

Southern elevation looking north

The Outlets at Turning Stone

Exterior valet entrance

The Outlets at Turning Stone

Main concourse interior view

The Outlets at Turning Stone

Interior view at oculus

The Outlets at Turning Stone

The Outlets at Turning Stone is now in leasing with an anticipated opening in autumn of 2016. For more information please contact:

Development Inquiries:
Matt Armstrong
The Gordon Group
MattA@gordonholdings.com
(203) 618-1000 direct
(203) 321-5999 cell

Leasing Inquiries:

THE WAS GROUP LLC

(862) 203-4352
jeff@was-group.com