

THE  
**OUTLETS**  
AT WIND CREEK



**WIND CREEK®**  
BETHLEHEM



# RICH WITH HISTORY

Before adopting the name officially in 1899, the legendary Bethlehem Steel Corporation first opened its doors in 1857 as the Saucona Iron Company. By installing blast furnace technology in 1863, Bethlehem Steel was able to produce much of the equipment used by the United States armed forces in World War I and World War II including 1,100 ships; more than any other builder during the war.

Major projects produced by Bethlehem Steel

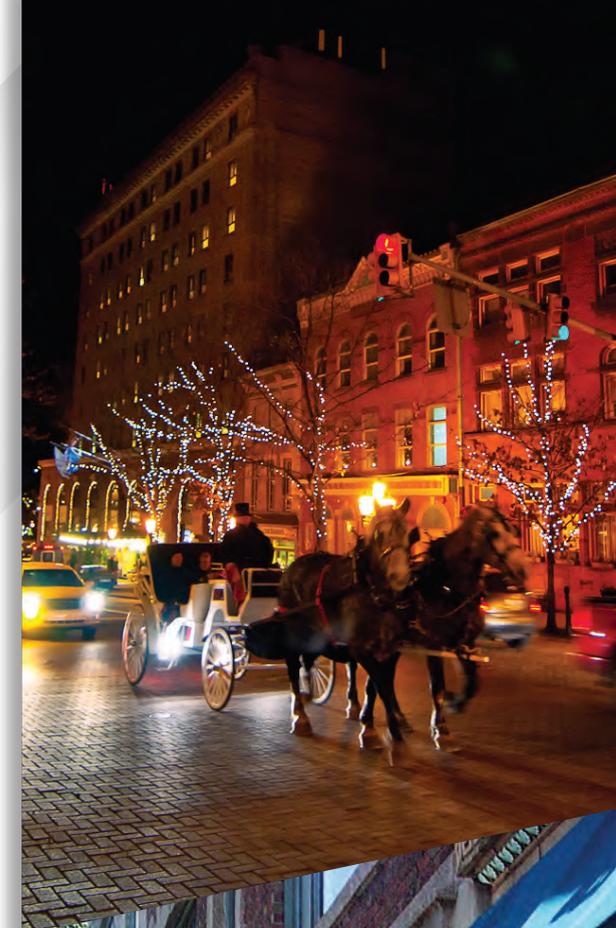
- Lincoln Tunnel
- Chrysler Building
- Waldorf Astoria Hotel
- Merchandise Mart
- U.S. Congress's Rayburn Building

Bethlehem Steel closed its doors in 1995.

In 2007, the 126-acre, former Bethlehem Steel plant, opened as a casino on May 22, 2009. The area was remediated in accordance with the site-specific environmental standard, which demonstrates our commitment to preservation.

Putting the historical Bethlehem Steel site back into use represents a re-birth for the city, and can be used as a model for other communities across the country.

For more information on Bethlehem and our property, visit [discoverlehighvalley.com](http://discoverlehighvalley.com)



# TRADE AREA PROFILE

Wind Creek Bethlehem is prominently located in the south side of Bethlehem on 3rd Street - less than 1.5 miles north of Interstate 78. With the potential to offer an exceptional mix of retail, gaming, residential, and cultural uses, Wind Creek Bethlehem is widely regarded as one of the premier redevelopment sites in all of Lehigh Valley and Eastern Pennsylvania.

The potential retailers at Wind Creek Bethlehem will be able to draw customers from both a densely populated and relatively affluent trade area.

## ATTRIBUTE

	5 MILE RADIUS	10 MILE RADIUS	25 MILE RADIUS	50 MILE RADIUS	75 MILE RADIUS
<b>POPULATION:</b>					
2022 Projected	157,729	526,418	1,220,556	7,599,863	19,934,913
2018	154,454	509,504	1,177,462	7,377,062	19,374,182
2011	152,380	497,200	1,151,193	7,184,891	18,879,421
<b>HOUSEHOLDS:</b>					
2022 Projected	61,245	200,399	463,083	2,874,276	7,666,042
2018	60,089	194,301	446,735	2,783,486	7,434,209
2011	59,237	190,247	436,716	2,705,040	7,216,339
<b>MEDIAN AGE:</b>					
2022 Projected	41	40	42	40	40
2018	40	40	42	40	39
2011	39	39	41	39	38
<b>PER CAPITA INCOME:</b>					
2021 Projected*	\$32,620	\$31,207	\$36,181	\$38,221	\$41,419
2018	\$26,069	\$25,353	\$29,326	\$30,732	\$32,288
2011	\$25,782	\$25,802	\$29,150	\$30,355	\$30,821
<b>AVG. HOUSEHOLD INCOME:</b>					
2021 Projected	\$97,838	\$95,512	\$111,871.5	\$118,777	\$128,013
2018	\$83,100	\$82,537	\$96,704	\$102,056	\$106,822
2011	\$63,978	\$64,891	\$75,504	\$79,570	\$80,541
<b>OCCUPATION:</b>					
% White Collar Workers	58%	56%	60%	65%	66%
% Blue Collar Workers	23%	26%	24%	19%	18%
% Service and Farm	19%	18%	16%	17%	17%

Source: IZON SM

\*Horizon Media Inc. calculation sourced with IZON SM



# DIRECTIONS

## FROM NEW YORK CITY:

Take I-78 West to Exit 67 in PA. Follow 412 North for 1.5 miles.

## FROM NORTH/CENTRAL NEW JERSEY:

Take I-78 West to Exit 67 in PA. Follow 412 North for 1.5 miles.

## FROM PHILADELPHIA:

Follow Northeast Extension / I-476 to Exit 56 for the Lehigh Valley.  
Follow signs for I-78 East, and take I-78 East to Exit 67. Follow 412 North for 1.5 miles.

## FROM HARRISBURG:

Take I-81 North to I-78 East to Exit 67. Follow 412 North for 1.5 miles.





# 272 LAVISH HOTEL ROOMS

Wind Creek Bethlehem Hotel was designed to set a new standard for luxury and style. Our 272 rooms include 14 Executive Suites, 3 Presidential Suites and 7 Chairman Suites – each of which have the latest in modern amenities. When you select Wind Creek you are assured an extraordinary experience.

Immerse yourself in the extraordinary and discover everything our rooms have to offer. Enjoy total comfort with incredible contemporary furnishings and custom designs. Take a break from all the action and treat yourself to much-needed rest and relaxation in your very own suite – fitted for a King or Queen.

Our beautiful Chairman’s Suites combine unsurpassed luxury with incomparable amenities for the ultimate guest experience. The accompanying Chairman’s Lounge is a private enclave serving light refreshments for Premium Guests. Full service Concierge and Butler service is available. It’s no wonder Wind Creek Bethlehem achieved AAA 4 Diamond status.

Our unique location, wide range of amenities and first-class service all come together to ensure that your next meeting will be anything but typical.

## GUEST ROOMS AND SUITES

- 282-Room Hotel
- In-Room Dining
- 16 Executive Suites
- 6 Presidential Suites
- 4 Chairman Suites
- Complimentary Parking
- Indoor Pool
- Fitness Room
- Complimentary Wi-Fi

# EXCITEMENT IS BUILDING

Three incredible ballrooms, beautifully outfitted guest rooms, a high-end lobby bar, custom art installations, spacious pool areas, a luxurious new spa and an impressive 35,000 square feet of additional meeting/events space will add dynamic new experiences in 2022. Once complete, Wind Creek Bethlehem’s integrated resort will boast 60,000 square feet of combined meeting space and over 500 hotel rooms.



# IT’S ALL GOOD

Wind Creek Bethlehem always brings so much more to the table. Indulge in a variety of delicious choices from classic to contemporary.

## BURGERS AND MORE BY EMERIL

Uses the freshest and finest ingredients to create the ultimate burger.

## CHOPSTICK

Is the place when you’re craving authentic Asian cuisine.

## EMERIL’S CHOP HOUSE

Has a variety of irresistible dishes featuring tender steak cuts, with the finest in steak preparations.

## STEELWORKS BUFFET AND GRILL

Specializes in live-action cooking, artisan pizza, a pasta station, sushi and more.

## CARLO’S BAKERY

Serves delicious pastries, desserts and cakes from this famous family-owned bakery.

## THE MARKET GOURMET EXPRESS

Is all about selection – Nathan’s Famous® hot dogs, burgers, pizza, salads, dessert and coffee.

## CROISSANTERIE

Delights with filled-to-order croissants, baguettes and more.





THE KILLERS



STEVE MARTIN & MARTIN SHORT

# ALL ABOUT ENTERTAINMENT



Our Event Center, featuring private suites on the mezzanine level, hosts the biggest and best names in the entertainment and sports world. Diana Ross, The Killers, Frank Caliendo, Rod Stewart, Stevie Nicks, Tony Bennett, Tiesto, Alan Jackson, Michael Bolton, Il Divo and legendary boxing greats just to name a few.



One of the hottest nightspots in the area, Molten lounge offers an electrifying atmosphere featuring live music, along with your favorite cocktails including signature martinis.



STEVIE NICKS



KEVIN HART



ROD STEWART



TIESTO



MARIAH CAREY



BRETT YOUNG



BOXING



**Steel Magnolia Spa & Salon, Kids Quest and Cyber Quest are located in the Outlets**



Founded in 1992, Kids Quest is a family-owned, nationally recognized leader in supervised children's entertainment. For an hourly fee, children ages 6 weeks to 12 years can enjoy free play in a safe and secure environment under the watchful eyes of professionally trained staff members. While at Kids Quest, children can take part in a variety of activities including: a physically challenging play piece, a half court gym for physical fitness and group games, a rock climbing wall, an interactive karaoke stage, state-of-the-art video games, arts and crafts, free-play arcade games, an Apt Q. lounge and dramatic play area, puzzles, books, manipulative toys, building blocks, and flat screen TV monitors that feature classic and new release movies. In addition, little ones 6 weeks to 29 months have their own special place called the Tiny Tot Room. Inside this cozy and colorful space babies and young toddlers joyfully interact with other children and staff members while playing with developmentally appropriate toys and engaging in fun activities. Kids Quest is also an ideal location to celebrate a birthday, special occasion, or group event. Kid-friendly snacks and meals are available for an additional fee at the Quest Café located inside the center. Best of all, Kids Quest is open 365 days a year!



The very first of its kind, Cyber Quest features only non-violent, family-friendly arcade entertainment. Cyber Quest currently operates in 6 states with 8 locations, and provides entertainment 365 days a year in tandem with Kids Quest. Children under the age of 12 are required to be with an adult, and those over 12 can enjoy the arcade on their own. Cyber Quest employees are unique to the industry as they are trained to not only serve guests, but interact with them in order to provide a high level of customer service and game playing enjoyment. Guests purchase cards preloaded with credits and swipe them at the game of their choice to begin play, thus avoiding the use of tokens and carrying cash. Cyber Quest is a terrific destination for families, offering convenient hours. Clean, colorful and engaging, Cyber Quest boasts an incredibly wide variety of redemption prizes that will inspire everyone to keep playing! Snacks and meals are available for purchase at the café they share with Kids Quest.



# WIND CREEK BETHLEHEM FACT SHEET

## CASINO (OPENED MAY 2009)

- Casino is the size of almost 3 football fields (150,000 square feet)
- Over 3,000 slot machines
- Over 150 live table games
- 26 live Poker Tables
- Over 200 live dealer stadium games

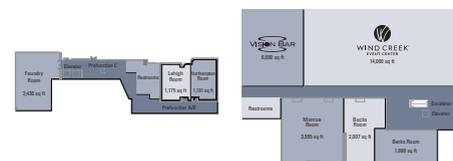
## HOTEL (OPENED MAY 2011)

- Largest full-service hotel in the Lehigh Valley
- 272 renovated rooms, including 14 Executive Suites, 3 Presidential Suites and 7 Chairman Suites
- All rooms include the latest in modern amenities, such as free Wi-Fi and In-Room Dining. (Temporarily Closed)
- Property includes indoor pool, fitness room. (Pool Temporarily Closed)
- Offers “In-Room Dining,” an exclusive in-room private dining service for hotel guests.
- Average occupancy rate 2020: 36.7%\*
- Average occupancy rate 2020: 51.8%\*
- Average occupancy rate 2021 (Projected): 87%

\*Covid restrictions

## MEETING SPACE

- Over 12,000 square feet of flexible meeting space room
- 3,000 square feet of pre-function and exhibit space
- On-site Audio Visual Team and Meeting Planners
- Catering services
- 14,000 square feet of Tradeshow Space
- Green Meeting options available
- Green Key Certified



	Reception	Rounds w/o AV	Rounds w/ AV	Classroom	U-Shape	Conference	Theater	Vendors
Foundry Room	160	120	100	90	45	50	120	15 (perimeter) / 27 (max)
Lehigh Room	75	70	60	50	34	38	80	12 (perimeter)
Northampton Room	75	70	60	50	34	38	80	12 (perimeter)
Lehigh/Northampton Room	150	110	100	100	45	50	150	14 (perimeter) / 25 (max)
Monroe Room	255	200	150	150	45	50	240	20 (perimeter) / 40 (max)
Bucks Room	140	100	80	60	39	45	115	18 (perimeter) / 24 (max)
Berks Room	140	100	80	60	30	45	115	15 (perimeter) / 25 (max)
Event Center	1,000	800	n/a	400	n/a	n/a	1,000	100
Vision Bar	600	n/a	n/a	n/a	n/a	n/a	n/a	n/a

## SPORTSBOOK

- Bet In-Person or Online
- Bar and Grill
- Customizable 21-Panel TV wall
- Lounge seating
- 8 self-service betting kiosks
- Ability to cash out winning tickets at casino cage when Sportsbook is closed
- Straight bets, parlays, round robins, prop bets, future wagers, etc. available
- All major U.S. sports including Football, Baseball, Basketball, Hockey, Soccer, Golf, Boxing, MMA, College Football, College Basketball and much more



## WIND CREEK BETHLEHEM EVENT CENTER

(OPENED MAY 16, 2012)

- 14,000 sq. ft. flexible multi-purpose facility
- Each Suite seats about 20-25 people and total occupancy is 300!

### Concert Capacity Standing:

- Main Floor: 2,800
- Wings: 700
- Total: 3,227

### Concert Capacity Seated:

- Main Floor: 1,556
- Wings: 484
- Total: 2,040

### Banquet Capacity: 600

- Average number of visitors in 2018: 275,000

## VISION BAR

- 6,000 sq. ft.
- 5,000 sq. ft. outdoor patio

## PARKING AND TRANSPORTATION

### Parking:

- Public parking garage that features 3,227 covered spaces
- Surface parking for 1,601 cars

### Valet parking

- Available at Hotel and Casino
- On average, 325 cars are parked per day

### Transportation:

- New York City: Trans-Bridge motor-coach operates out of Port Authority
- Bus service from Northern New Jersey, Philadelphia and other areas in Pennsylvania are offered
- Local Transit
- Average 80 buses per day and 4,000 people per day

## RESTAURANTS

### A variety of dining options including:

- Emeril's Chop House
- Burgers And More by Emeril
- Carlo's Bakery
- Chopstick Asian Cuisine
- The Market – Gourmet Express
- Croissanterie
- Steelworks Buffet and Grill

## BARS/LOUNGES

### COIL (OPENED MAY 2009)

- Casino lounge featuring table-top video poker
- Features specialty cocktails

### MOLTEN LOUNGE (OPENED MAY 2009)

- Live entertainment 7 nights a week
- Features specialty cocktails

## SHOPPING

### THE W STORE (OPENED MAY 2009)

- Upscale gift shop
- 1,750 sq. ft.
- Includes items such as: specialty décor items for the home, local and regional chocolatiers, handcrafted décor and jewelry offered from local and regional artisans, Bethlehem Steel memorabilia, apparel, spa and skin products and unique gifts featuring the Wind Creek Bethlehem logo
- Offers gift cards that can be redeemed for food, beverage, or merchandise at Wind Creek Bethlehem

### THE OUTLETS AT WIND CREEK BETHLEHEM (OPENED NOVEMBER 2011)

- Name-brand outlet stores just steps from the hotel and casino floor
- 143,000 sq. ft. of GLA



# WIND CREEK CASINO PROPERTY MAP

## DINING

- Burgers And More by Emeril
- Carlo's Bakery
- Chopstick
- Emeril's Chop House
- Steelworks Buffet and Grill
- The Market Gourmet Express
- Sportsbook

## GAMING AND ENTERTAINMENT

- Casino Floor
- Table Games Salon
- Sportsbook
- High Limit Slots
- Stadium Gaming
- Battle Challenge Arena
- Poker Room
- Coil
- Molten
- Wind Creek Event Center
- Wind Creek Event Center Ticket Box
- Kids Quest and Cyber Quest
- Angry Jack's Axe Throwing Club
- Trap Door Escape

## HOTEL AND MEETING ROOMS

- Fitness Room
- Hotel Lobby
- Hotel Elevators
- Berks
- Bucks
- Foundry
- Lehigh
- Monroe
- Northampton

## RETAIL AND SPA

- WStore
- The Outlets
- Steel Magnolia Spa & Salon
- iStore Kiosk
- MobileQubes Kiosk
- Wind Creek Bethlehem Employment Center
- Steelworkers' Archives

## GUEST SERVICES

- Smoking Area
- Bus Center
- Cashier
- Credit
- Casino Promotions Center
- Rewards Center
- Security
- Main Entrances
- Restrooms



## ATTRACTIONS ON WIND CREEK CAMPUS:

### ARTSQUEST

- Performing Arts Center
- 1.5 Million Annual Visitors
  - Musikfest (1 million visitors)
  - Celtic Classic (250,000 visitors)
  - Christkindmarkt (65,000 visitors)
- Bethlehem Visitor Center at the SteelStacks
- PBS39 Public Media and Education Center

## LEHIGH VALLEY AREA ATTRACTIONS:

- Allentown Art Museum (7 miles away)
- Banana Factory (1 mile away)
- Blue Mountain Resort (21 miles away)
- Bear Creek Mountain Resort and Conference Center (21 miles away)
- Crayola Experience (13 miles away)
- Da Vinci Science Center (13 miles away)
- Dorney Park & Wildwater Kingdom (13 miles away)
- Downtown Bethlehem/Christmas City (2 miles away)
- Hawk Mountain Sanctuary (39 miles away)
- Historic Bethlehem Museums & Sites (2 miles away)
- Lehigh Valley Zoo (19 miles away)
- PPL Center (7 miles away)
- Skirmish Paintball (36 miles away)
- State Theater Center for the Arts (13 miles away)
- Steel Ice Center (1 mile)
- Zoellner Arts Center at Lehigh University (4 miles away)

## SPORTS/RECREATION:

### LEHIGH VALLEY IRON PIGS

- Triple-A affiliate of the Philadelphia Phillies
- 5 miles away
- 2019 season attendance 585,110

### LEHIGH VALLEY PHANTOMS

- Affiliate of the NHL Philadelphia Flyers
- 7 miles away
- 2018 - 2019 season attendance 7,720

### LEHIGH VALLEY STEELHAWKS

- Professional Indoor Football Team (members of AIF)
- 7 miles away

## MAJOR AIRPORTS:

### LEHIGH VALLEY INTERNATIONAL AIRPORT

- 4th Largest in the Commonwealth
- .2 miles away
- 2019 No. of Passengers 911,970

### PHILADELPHIA INTERNATIONAL AIRPORT

- 65 miles away
- 2019 No. of Passengers 33,018,886

### NEWARK LIBERTY INTERNATIONAL AIRPORT

- 72 miles away
- 2019 No. of Passengers 46 million

## LEHIGH VALLEY ECONOMIC DEVELOPMENT FACTS:

- Fastest growing and third most populous region in state
- Over 840,000 residents
- Labor Force - 344,623
- Median Household Income - \$64,616
- GDP - \$43.3 Billion
- Export - \$3.8 Billion
- Population - 844,052
- Number of Households (as of January 2019) - 279,837

## LARGEST EMPLOYERS IN THE LEHIGH VALLEY:

- The Lehigh Valley is the home of more than 15,000 businesses, including three Fortune 500 companies and several nationally-recognized brands.

### CORPORATE HEADQUARTERS

- Air Products
- C.F. Martin & Company
- Crayola
- Just Born
- Olympus America
- PPL Corp.

### MANUFACTURING

- B. Braun Medical
- Bosch Rexroth
- Daiichi Sankyo
- Lutron Electronics
- Mack Trucks
- Victaulic

### MAJOR HEALTHCARE NETWORKS

- Coordinated Health
- Lehigh Valley Health Network
- St. Luke's University Health Network

### FINANCIAL SERVICES

- ADP
- Capital Blue Cross
- Cigna
- Dun & Bradstreet
- Guardian Life
- Hartford Insurance
- Wells Fargo

### TRANSPORTATION & LOGISTICS

- Amazon.com
- BMW
- DSC (Kellogg's)
- FedEx
- Nestle Logistics
- NFI
- Walmart (e-commerce)

### FOOD & BEVERAGE

- Boston Beer Company
- Coca-Cola
- Ice River Springs
- Nestle Waters
- Niagara Waters
- Ocean Spray

### EDUCATION

#### LEHIGH UNIVERSITY

- 1.6 miles away

#### MORAVIAN COLLEGE

- 2.8 miles away

#### DESALES UNIVERSITY

- 7.9 miles away

#### LAFAYETTE COLLEGE

- 13.6 miles away

#### MUHLENBERG COLLEGE

- 15.4 miles away



# THE OUTLETS AT WIND CREEK



For Leasing inquiries contact  
Fulesica Brown | Retail Operations Manager  
Wind Creek Bethlehem | P: (484) 777.7647 C: (484) 523.3681  
Fulesica.Brown@WindCreek.com

[OutletsAtWindCreekBethlehem.com](http://OutletsAtWindCreekBethlehem.com) | Follow Us   

77 Wind Creek Blvd., Bethlehem, PA 18015 • 877-726-3777

**GAMBLING PROBLEM? CALL 1-800-GAMBLER.**