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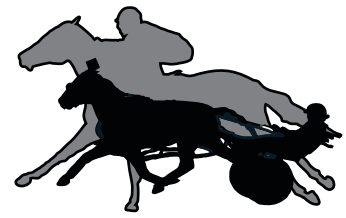
Lacombe, Alberta, Canada

**OFF TRACK BETTING  
ALBERTA NETWORK  
BUSINESS PLAN**

February 28, 2019



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Lacombe, Alberta, Canada

# ALBERTA DOWNS Off Track Betting and Electronic Online Account Wagering Plan

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Simulcast wagering can be a major contributor of revenue to the Alberta Racing Industry. The existing Alberta OTBs are not cost efficient and they have no attraction for new fans. All other professional sports have atmosphere with music, narration, information and promotions to keep the fans interest.

Alberta simulcast industry in the past has grossed over \$200,000,000 dollars per year and a smart business plan with new modern technology the gross handle should be BACK UP. The wagering is going down every year and almost all of the rural OTBs are losing money. In 2014 there are 40 OTBs and 4 tracks in Alberta Simulcasting. Each OTB has a rack of 7 decoders costing \$3750 per month. The rural OTBs average wager is \$1000 per day and at a 21% takeout commission it does not even come close to paying decoder rent, host tracks%, tote, staff and operators, etc.

The following is a SIMULCAST PLAN to reduce expenses, produce an entertaining show, add OTB sites to Alberta and increase handle.

Alberta Downs has developed a program for OTBs using less decoders per site and organizes the race schedule in a sensible manner. The equipment consists of three decoders ( 2 channels each), one computer, internet line, 3 Tvs, odds channel and self serve kiosk.

## Each kiosk can;

1. take cash, debit and credit cards
2. takes multiple bets
3. cancel tickets
4. print programs
5. open wagering accounts
6. results and changes
7. cash out to nearest dollar (pays vouchers on cents)
8. check account balance
9. odds on tracks

# How It Works    One TV Broadcasts Odds

1. name of tracks
2. race number
3. minutes to post
4. live odds
5. saddle cloth color
6. time of day in zone
7. results
8. scratches and changes

UPCOMING RACES			April 27 11:07 MST 12:07 CST 1:07 EST			HORSE NO. & ODDS											
TRACK NAME	RACE	MTP	1	2	3	4	5	6	7	8	9	10	11	12			
FLAMBORO	7	8	4	2	17	9/2	2	23	8	17	12	SCR					
BALMORAL EVE	1	12	5	7	9/5	8	5	8	SCR	6	49	17					
REMINGTON PARK	11	14	23	6/5	10	10	9/2	9	15	8	13	20					
HOLLYWOOD	9	15	SCR	SCR	27	13	3	5	9	51	59	11	9/2	99			
MOUNTAINEER	4	21	12	15	5/2	8/5	5	7/2	12								
HASTINGS	8	23	5/2	15	8	6	20	4	9/2	SCR	6						

RESULTS	PLACE	PGM	WIN	PLACE	SHOW	WAGER	PAYOUT	WAGER	PAYOUT	WAGER	PAYOUT
FLAMBORO RACE: 6	1	9	\$3.20	\$2.00	\$1.65	Exactor	\$13.45	Pick 3	\$0.00	Pick 10	\$0.00
	2	7		\$1.65	\$1.95	Quinella	\$0.00	Pick 4	\$0.00	Lotto 5	\$0.00
	3	2			\$2.10	Triactor	\$152.15	Pick 5	\$0.00		\$0.00
	4	8				Superfecta	\$1477.75	Pick 6	\$0.00		\$0.00

AlbertaDowns.com **Info** >> **Another Lotto 5 Winner at Vicky's Bar \$60,760**

Each track moves up automatically as they run and a new race appears on the bottom line

Second TV automatically switches channel to live races with sound two minutes before post time and stays live until payouts are official. If two races run at the same time, TV #1 will show one race and TV #2 will show the other race. More tracks can be shown by adding TV's

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# INTERNET & MOBILE WAGERING

Almost everything is done on the internet . If racing is to compete for the gambling dollar we must join the social media and install a modernized reasonable priced Alberta based internet wagering system.

Below is our one page wagering web channel. The services are; Opening accounts, Print programs, Live odds, Place bets and Watch live races (double click for full screen)

**ALBERTABET.COM**  LOG IN

UPCOMING RACES **April 27 11:07 MST 12:07 CST 1:07 EST** HORSE NO. & LIVE ODDS

TRACK NAME	RACE	MTP	1	2	3	4	5	6	7	8	9	10	11	12
FLAMBORO	7	8	4	2	17	9/2	2	23	8	17	12	SCR		
BALMORAL EVE	1	12	5	7	9/5	8	5	8	SCR	6	49	17		
REMINGTON PARK	11	14	23	6/5	10	10	9/2	9	15	8	13	20		
HOLLYWOOD	9	15	SCR	SCR	27	13	3	5	9	51	59	11	9/2	99
MOUNTAINEER	4	21	12	15	5/2	8/5	5	7/2	12					
HASTINGS	8	23	5/2	15	8	6	20	4	9/2	SCR	6			

RESULTS  REPLAYS  PROGRAMS

**ALBERTABET.COM**

1.Track: SUFFOLK, NORTHFIELD, MONTICELLO, Chubb's Downs, SUFFOLK, NORTHFIELD, MONTICELLO, More

2.Race: Race 4, Race 5, Race 6, Race 7, Race 8, Race 9, Race 10

3.Amount: \$1.00, \$2.00, \$5.00, \$1, \$2, \$3, \$4, \$5, \$10, \$15, \$20, \$25, \$50, Other

4.Bet Type: WN, PL, SH, EX, Tri, SUP, WPS, WP, WS, PS, Box, Key, All, With

5.Horse: 1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

Actions: Start Over, Repeat Bet, Back Space, Clear Horse's, Update Balance, Cashier, Help, Log Out

SUD R4 \$0.2 WN 1

OPEN ACCOUNT  ACCOUNT BALANCE

**WAGER & WATCH LIVE HORSE RACING WORLD WIDE**

Alberta Downs has secured some large savings.

1. Reducing decoders costs from \$3750 month to less half per OTB site
2. Cut all staff except service personal
3. Securing flat rate of 3% for host track commissions
4. Reduced tote costs
5. Automated settlement package
6. HD internet and TV information channel
7. With lower costs we can get operators at a reasonable rate.
8. This system takes less space and the capital cost is a fraction of present theatres. . (To view our live system working [Visit Post Time in Red Deer Alberta after Sept 10,2014.](#))
9. New Sites can be located in sports bars, corners stores, cafes, service stations, lottery ticket outlets, etc
10. Advertizing is a must.



*Alberta Downs*  
RACETRACK

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