

April 24, 2008

Volume 14, Issue 12

For more information on Michigan's gaming industry, please visit [www.michigangaming.com](http://www.michigangaming.com)

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A publication of  
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# The \_\_\_\_\_ MICHIGAN GAMING \_\_\_\_\_ Newsletter



## CAESARS WINDSOR TO OPEN NEW FACILITIES IN JUNE

The newly re-branded Caesars Windsor (formerly Casino Windsor) is scheduled to open its new facilities on Thursday, June 19, 2008. The new casino complex will feature four new restaurants, 100,000 square feet of convention space, a 5,000 seat coliseum theatre, and a newly-designed gaming floor featuring over 90 table games and 2,600 slot machines.

Additionally, Caesars Windsor will open its 27-story luxury "Augustus" Hotel Tower which will include 369 rooms to compliment the existing 389-room hotel tower.

In 2006, the former Casino Windsor announced that it would become Caesars by 2008. President and CEO of Windsor Casino Limited, Kevin Laforet told *The Detroit Free Press*, "[w]e are very excited about launching a new era for Windsor as a travel and entertainment hot-spot."

The Caesars Windsor grand opening celebration will feature Billy Joel, while the casino's summer acts will include Patti LaBelle, Michael Bolton, Ringo Starr and His All Starr Band, Reba McEntire and Donna Summer.

For more information about Caesars Windsor please visit:  
[www.caesarswindsor.com](http://www.caesarswindsor.com).

## \$41.6 MILLION EARMARKED FOR PINNACLE RACE COURSE

Michigan Governor Jennifer Granholm recently announced the approval of \$41.6 million in state and local tax capture to be used by the Wayne County Brownfield Redevelopment Authority for the construction and development of the new Pinnacle Race Course in Huron Township.

The approval of these funds will come directly from state and local tax revenue in  
*(Continued on page 2)*

an effort to develop Phase 1 of what will be Michigan's only thoroughbred race track. Ground breaking for Phase 1 of the project occurred on April 4, 2008.

Additional funding for the project will also come from the Michigan Economic Development Corporation (MEDC). According to MEDC's website, "[s]ince January 2005 the governor and MEDC have announced the creation or retention of more than 235,000 jobs as a result of targeted assistance provided by the MEDC."

Located on 240 acres of land in southwest Wayne County near the Detroit Metropolitan Airport, Pinnacle Race Course is expected to create over 1,000 jobs for the area and allow for a total patron occupancy of over 8,000 people.

"This project is exciting news for Michigan's sport, entertainment and tourism industries," Granholm said. "Not only will it create new jobs, it will serve as a catalyst to new growth as the Pinnacle Aeropark unfolds south of Detroit Metropolitan Airport."

## **MICHIGAN LOOKS FOR PERMANENT TOURISM FUNDING BOOST**

The recently acquired boost in funding to promote Michigan tourism over the next few years may continue if the investments prove to be a success.

According to a press release from Michigan Governor Jennifer Granholm, the governor is committed to asking lawmakers to sustain the funding increase to promote Michigan as a national travel destination.

"We've got a couple years to make this good case, and then we need a dedicated source of revenue to make sure that we have a permanent commitment to marketing Michigan," Gov. Granholm said last week during an address to the Michigan Tourism Conference in Grand Rapids.

Last week, Gov. Granholm signed a package of bills establishing the Michigan Promotion Program. The \$60 million marketing push which will serve to aggressively market Michigan and promote the state's business attraction efforts and tourism.

"We are putting into place the most aggressive marketing of Michigan we have ever seen, this unprecedented investment will allow us to promote our state in new markets and trumpet to a whole new audience what we already know that Michigan

is a great vacation destination and a great place to do business," said Gov. Granholm.

The program will receive funding from the state's 21<sup>st</sup> Century Fund Trust. Of the \$60 million, \$45 million will go to the state's Pure Michigan tourist campaign, and the remaining \$15 million to the state's Upper Hand business campaign.

"Michigan has unique advantages few states can match - natural beauty, world-class cities, a competitive business climate and dynamic workforce," said Michigan Economic Development Corporation President and CEO James C. Epolito. "This additional funding will allow us to sell our state to tourist and CEO alike."

## **MICHIGAN LOTTERY BRINGS BACK LUCKY DOG GAME**

The Michigan Lottery has announced that its popular "Lucky Dog" scratch-off ticket will return April 28, 2008 and will feature pictures of 10 "lucky" Michigan canines.

The Michigan Lottery generated total revenue in excess of \$2.3 Billion in fiscal year 2007, while paying out \$1.3 Billion in prizes to players, and distributing nearly \$750 million to the Michigan School Aid Fund.

Initially introduced by the Michigan Lottery two years ago, the \$1 ticket will feature photos of ten Michigan canines from across the state. The photos were chosen from over 2,000 pictures sent to the lottery which will be printed on 6-million scratch-off tickets.

The dogs featured on the tickets include a 2-year-old English bulldog named Princess Snicker Doodle, a 6-year-old Siberian husky named Shiloh and a 6-year-old Rottweiler-terrier mix named Mary.

The first Lucky Dog game scratch-off ticket sold over 5.3 million tickets in only seven weeks and proved to be a popular lottery game by becoming the best instant ticket of 2006, according to the North American Association of State and Provincial Lotteries, beating out 2,350 other entries.

"We had a terrific response from our players who entered pictures of their dogs for the contest, and we expect the ticket will sell as rapidly as the first Lucky Dog ticket," said lottery Commissioner M. Scott Bowen.