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The _____ MICHIGAN GAMING _____ Newsletter



DATE SET FOR HEARING ON ONLINE GAMING AND ONLINE SPORTS BETTING RULES

The Michigan Department of Treasury issued Notices of Public Hearing to receive public comments on the administrative rules for internet sports betting and internet gaming. The hearing will be held Wednesday, September 23 at 1:00 p.m. and can be accessed via Microsoft Teams or telephone.

The proposed rules “establish a framework for secure, responsible, fair, and legal system of internet gaming and internet sports betting” and are designed to protect players and raise tax revenue for the State.

“The Michigan Gaming Control Board appreciates the input on the rules provided by the commercial casinos and federally recognized tribes in Michigan and the firms that will support their internet offerings,” said Richard Kalm, MGCB Executive Director. “Agency staff worked very hard since early February to develop the two rule sets, and we look forward to hearing from the public on September 23.”

Some of the protections provided to the public in the proposed rules include:

- Setting forth responsible gaming measures;
- Providing for integrity monitoring;
- Providing the Michigan Gaming Control Board with oversight capabilities;
- Providing protections for authorized participants when setting up an account or placing an internet wager;
- Setting qualifications, standards, and procedures for approval and licensure of operators, suppliers, and occupational licensees;
- Setting technical and security standards; and
- Setting internal control standards for operators and platform providers.

Draft rules will be published in the Michigan Register on September 15. Comments may be made at the hearing, by mail, or by email until 5:00 p.m. on September 23.

After the public hearing, the agency must resubmit the rules as they read now or with any changes to the Michigan Office of Administrative Hearings and Rules and the Legislative Service Bureau for certification. Once certified, the MGCB expects to submit the rules to the Michigan Legislature's Joint Committee on Administrative Rules (JCAR) in October. The rules must be in committee for 15 session days, although JCAR can choose to hold a hearing on the rules or waive review. After the rules pass through JCAR, they become effective upon filing with the Office of the Great Seal.

The Notice of Public Hearing for internet sports betting may be found [here](#) and the Notice for internet gaming may be found [here](#).

SENATE REGULATORY REFORM COMMITTEE HEARING ON DISASSOCIATED PERSONS LIST REFORM

The Michigan Senate Regulatory Reform Committee held a hearing on Tuesday, during which testimony was offered on HB 4686. HB 4686 was introduced by Representative Ryan Berman in May 2019 to reform the disassociated persons list by modifying the current lifetime ban. Under current law, a person may voluntarily add himself to the disassociated persons list to ban himself from entry to the Detroit casinos for life. The casinos often share this list with other properties owned by the same parent corporation, effectively banning disassociated persons from entry to casino properties nationwide. While the lifetime ban can be a helpful tool for persons struggling with problem gambling, HB 4686 would offer those persons a second chance.

Under current Michigan law, there is no procedure to remove oneself from the list. HB

4686 allows a person to petition to have his name removed after 5 years have passed on the list. The petition process would be as simple as filling out a form created by the Michigan Gaming Control Board (MGCB), and would not require any additional showings of rehabilitation. Rep. Berman testified at the hearing that he believes removal from the list should be voluntary since addition to the list is voluntary.

Rep. Berman shared stories of some of his constituents at the hearing. He emphasized that people can change, become rehabilitated, and have different reasons for adding their names to the disassociated persons list in the first place. Current law not only prohibits disassociated persons from visiting the gaming floor, but from anywhere on casino "premises." Disassociated persons are banned for a lifetime from enjoying other casino amenities, such as dining, hotel, and spa services. Violations under current law bring criminal trespass penalties.

HB 4686 passed 91-1 in the House and has strong bipartisan support. Members of the Senate Regulatory Reform Committee from both sides of the aisle voiced their support of the bill during the hearing. The Michigan Association of Problem Gambling (MAPG) is also in support of the bill.

MAPG President Michael Burke testified during the House Regulatory Reform Committee in February that a lifetime ban is a deterrent to someone seeking treatment, while a 5-year period may provide motivation for a problem gambler to get help.

To read the bill as passed by the House, click [here](#).

KENTUCKY DERBY DAY AT NORTHVILLE DOWNS

Northville Downs will be hosting Kentucky Derby Day on Saturday, September 5, with entry by reservation only. The 146th Kentucky Derby will be broadcast from Churchill Downs without fans, after being rescheduled from its usual date in

May.

To comply with COVID-19 restrictions, reservations will be capped at 850 people. Reservations must be made in person at Customer Service during business hours prior to Saturday. Seating is available in groups of two, four, five, or larger, and a non-refundable charge of \$10 per seat will apply. Cash payment of the seat charge is required at the time of reservation. Reservations must arrive no later than 2:00 p.m. on Saturday.

There will not be live racing on Saturday due to the event, however open seating will be available for night simulcasts as usual after 7:30 p.m.

DETROIT LIONS PARTNER WITH BETMGM FOR SPORTS BETTING

Today the Detroit Lions announced that BetMGM is its first official sports betting partner. BetMGM will sponsor Lions Bingo and Lions Perks, in addition to team broadcast programming, digital marketing assets, and in-stadium promotions and signage. MGM and the Lions have had an existing partnership, including the MGM Grand Detroit Tunnel Club at Ford Field.

“The Detroit Lions’ historic relationship with BetMGM has been years in the making and we’re proud to announce details of our official partnership,” said Detroit Lions Team President Rod Wood. “We’re continuously seeking new ways to entertain and involve our fans which is especially important during such unusual times; this partnership with BetMGM will provide additional and exciting opportunities to engage our fans.”

Lions Bingo is a free play game that allows fans to play bingo while guessing what plays might happen or statistics achieved during Lions games for non-cash prizes. With BetMGM, fans will now be able to win cash prizes and all-expenses paid trips to various MGM Resorts properties.

“When we first opened the BetMGM Sports Lounge at MGM Grand Detroit in March, we

hoped to develop deep relationships with the state’s top teams. We are honored to be the first sports betting partner of the Lions and to offer their fans access to a variety of best-in-class promotions and perks only available on BetMGM,” said BetMGM’s Chief Marketing Officer Matt Prevost.

Lions Perks is available to all fans at Lions home games through the Lions team mobile app. BetMGM and the BetMGM Sports Lounge will offer exclusive Lions Perks rewards and offers. A portion of points earned can also be gifted to benefit Detroit Lions Charities. Guests can earn entries into gameday specific sweepstakes by using their Lions Perks Card for merchandise, food, and beverage purchases at Ford Field.

“All of us at MGM Grand Detroit are eager and ready to welcome the Detroit Lions and sports betting fans to our BetMGM Sports Lounge this football season,” said David Tsai, President, Midwest Group, MGM Resorts. “We know everyone is eager to get out of their homes and add some fun into their calendars. We are committed to raising the bar in delivering unique and entertaining experiences.”

Fans can download the Lions mobile app to access Lions Bingo and Lions Perks.

G2E VIRTUAL EXPERIENCE

Although the Global Gaming Expo (G2E) has been canceled this year, G2E has introduced a virtual experience to take the place of the expo typically held in Las Vegas. The virtual experience will include education, leadership, networking opportunities, business meetings, and product discovery, available on demand through a virtual platform. Events will be held October 27th and 28th, but the content will be available year-round.

A kickoff session will be held on October 14, 2020, and will feature discussions of reopening and strategies for success. After the kickoff, a two-week preview will be available where visitors can

explore sessions, search for vendors, and plan an agenda for G2E. The preview will allow for exploration of vendors and products and customized recommendations based on interests. Finally, the virtual G2E experience will take place October 27th and 28th, featuring keynotes, education sessions, pre-planned meetings, and networking.

Registration will open in mid-September. Those interested in attending G2E can pre-register [here](#). For more information, visit the virtual experience website [here](#).