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For more information on Michigan's gaming industry, please visit www.michigangaming.com

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The _____ MICHIGAN GAMING _____ Newsletter



GUN LAKE CASINO OPENS IN WAYLAND TOWNSHIP

Today, Friday, February 11, 2011, the Match-E-Be-Nash-She-Wish Band of Potawatomi ("Tribe") opened the doors to its Gun Lake Casino to the public. The casino is the 23rd tribal casino to open in the state.

The Tribe has designed the casino with a focus on patron comfort and local involvement. The casino offers table games, slot machines, a 40-seat lounge, and multiple dining options. The Tribe has placed an emphasis on providing modern, video-display slot machines and comfortable seating options to its patrons. In addition, the Tribe plans to seek out local music acts to perform at the facility. The Tribe has claimed that the project has resulted in the creation of more than 700 local jobs and 1000 indirect jobs through contracts and hiring of local vendors.

Carter Pavey, the casino's director of marketing told the *Kalamazoo Gazette* "[w]e wanted to keep it in character with a neighborhood feel, for lack of a better word, kind of like 'Cheers,' where there's a homey, warm feeling in which you can walk in and instantly feel comfortable." "Our mantra is: Something for everybody," said David Frankhouser, assistant general manager of the casino.

The opening of the casino comes despite a federal lawsuit claiming that the land that the casino is located on was not properly placed into trust for the Tribe, a requirement of federal law. The lawsuit, originally dismissed in 2009 on a finding that the plaintiff lacked standing, was remanded for further consideration by the D.C. Circuit Court of Appeals in January of this year. The case is currently pending in the U.S. District Court for the District of Columbia.

"All we are doing is fighting for the right to take care of our people," Tribal Gaming Authority CEO John Shagonaby told *WZZM 13*, in regards to the

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lawsuit. "They delayed us for many years. We are here now. We are done."

The Gun Lake Casino is located off of U.S. 131 in Wayland Township between Kalamazoo and Grand Rapids. The 76,000 square-foot facility offers 28 table games and 1,450 slot machines. For more information on the casino, please visit the link below:

<http://www.gunlakecasino.com/>

GROUPS SEEK BALLOT INITIATIVES TO ALLOW FOR ADDITIONAL CASINOS

Last week, the group 'Michigan Is Yours' received permission from the Board of State Canvassers to collect signatures for a petition to expand commercial casino gaming in the state. Currently, the group is proposing to add privately-run casinos in the cities of Lansing, Benton Harbor, Detroit, Mount Clemens, Romulus, Grand Rapids, and Saginaw. Though state records do not indicate that Michigan Is Yours is a registered corporate entity in Michigan, Michigan Secretary of State documents list a Rochester, Michigan address for the group.

In order to have the petition language placed on the November, 2011 ballot, Michigan Is Yours must collect 322,609 valid signatures before July 9, 2012. The petition language would amend the Michigan constitution.

Grand Rapids mayor George Hartwell has shown support for the idea, stating to the *Detroit News* that if casinos are opening across the state, then Grand Rapids should have one located in the city. Similar to the language from its 2010 petition efforts, the current petition would appoint C-My Casino, Inc., based in Warren, Michigan, to coordinate the development of each individual casino site.

Last year, Michigan Is Yours also received approval from the Board of State Canvassers for similar petition language. The initiative sought to amend the Michigan constitution in order to allow for expanded casino gaming in the state.

Specifically, the group sought to add seven casinos, one each in the following areas: Muskegon, Flint, Lansing, Port Huron, Detroit, Benton Harbor, and the Detroit/Wayne County Metropolitan Airport. The group, however, failed to submit enough valid signatures to be placed on the November 2010 ballot.

In addition to Michigan Is Yours, the Lansing Jobs Coalition is seeking to place language on the August City of Lansing ballot that would direct the city to partner with a Native American tribe to bring a casino to Lansing. The *Lansing State Journal* reported that local resident Ted O'Dell is heading the ballot effort and hopes to encourage both Native American tribes and local residents to view Lansing as a viable site for a casino through the initiative. Mr. O'Dell is the registered agent of the Lansing Jobs Coalition. The entity filed its registration documents with the state on February 8, 2011. In order to place the language on the city's August ballot, the group must collect 4,178 signatures by early April.

BILL SEEKS TO INCREASE FUNDING FOR PURE MICHIGAN AD CAMPAIGN

On Tuesday, February 8, 2011, legislation was introduced in the state senate to increase the 2010-2011 Pure Michigan advertising campaign budget by allocating an additional \$10 million from the 21st Century Jobs Fund.

Senate Bill 0110, introduced by Geoffrey Hansen (R-Muskegon), would divert funding from the 21st Century Jobs Trust Fund to the Pure Michigan advertising campaign. The additional \$10 million dollars would double the amount of funding currently diverted from the fund for Pure Michigan to a total of \$20 million.

The legislation follows House Bill 4817, passed in December of 2010, which mandated the original \$10 million transfer from the jobs fund to the advertising campaign. The transfer was to supplement the initial \$5.4 million budgeted by the legislature for Pure Michigan in the fall of 2010. In addition, House Bill 4817 mandates that at least \$1.5 million of the funds be used for the support of

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the 2010-2011 winter advertisement campaign.

If passed, Senate Bill 0110 would bring the total amount of funding for the 2010-2011 Pure Michigan advertising campaign to \$25.4 million. By comparison, the Pure Michigan advertising campaign was allocated a total of \$10 million in 2010 and \$30 million in 2009.

On February 10, 2011, a Committee on Outdoor Recreation and Tourism summary was completed that analyses the fiscal impact of Senate Bill 0110. It may be found at: www.legislature.mi.gov/documents/2011-2012/billanalysis/Senate/pdf/2011-SFA-0110-S.pdf

GRAND TRAVERSE RESORT & SPA INTRODUCES MOBILE APP FOR SMART PHONES

On Monday, February 7, 2011, the Grand Traverse Resort & Spa announced the unveiling of a new mobile website and free mobile app for iPhones and Android phones. The new website and app are designed to give hotel guests and visitors services and special offers, including an array of resort recommendations and maps of activities in the Traverse City, Michigan area.

The interactive app offers such amenities as menus, directions, weather, tickets, special offers, and videos.

“We know the way our customers search for and book their vacation experiences and meeting venues is shifting. They’re relying more on their mobile devices to serve their needs,” states Donald M. Ponniah, President & General Manager for the Resort. “Our new mobile app enables us to provide convenient information for our guests and prospective visitors before, during and after their stays.”

The app is available to download for free and was developed by MacroView Labs. It allows guests access to real-time reservations and room accommodations, and provides information on the Resort’s golf courses, health club, kid’s activities and Resort shops.

In addition, the app allows meeting planners to create private, passkey-protected content only accessible to registered attendees, who can access event schedules, programs and materials, speaker bios, break-out room agendas, convention maps and more.

iPhone

The app can be downloaded free of charge under the Travel category of the iTunes App Store at: <http://itunes.apple.com/us/app/id415507382?mt=8>. Icon caption: GT Resort.

Android

The app is also available in the Android Marketplace at: <http://market.android.com/details?id=com.mvl.grandtraverse>.

An online version of the mobile Grand Traverse Resort & Spa app can be found at: <http://m.grandtraverseresort.com>.

DAILY AGA SMARTBRIEFS

Last year the American Gaming Association introduced the *AGA SmartBriefs*, a free daily e-newsletter which keeps the gaming industry up to date on the latest gaming news.

Sign up and stay ahead of the curve with updates on products, technologies, amenities, industry happenings and more. You can register to receive the free *AGA SmartBriefs* by visiting www.smartbrief.com/aga.