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Mark Evenson Appointed to Michigan Gaming Control Board

Gov. Gretchen Whitmer has [appointed](#) Mark Evenson, a seasoned financial executive and Chief Financial Officer at Diversified Members Credit Union, to the Michigan Gaming Control Board ("MGCB"). Evenson, representing the Republican Party, began his term on September 10, 2024, and will serve until December 31, 2026.



Evenson succeeds Robert (Bob) Anthony, who resigned from the board. With a strong background in corporate finance and community service, including roles on the Plymouth Chamber of Commerce and the Plymouth Canton Schools Educational Excellence Foundation, Evenson is expected to bring valuable expertise to the MGCB. "I am humbled by the opportunity to be appointed to serve in this capacity," Evenson said. "I'm looking forward to making an impact with the Board and our community as a whole."

"We are excited to welcome Mark Evenson to the Michigan Gaming Control Board," MGCB Executive Director Henry Williams said. "His extensive background in corporate finance and community service will be invaluable as we continue our mission of ensuring fair and honest gaming operations across Michigan. His leadership will further strengthen our efforts to protect the interests of Michigan's citizens and uphold the integrity of gaming within the state."

The MGCB regulates Detroit’s three casinos, fantasy contests, pari-mutuel horse racing, charitable gaming, and tribal gaming compact agreements. The board consists of five members appointed by the Governor, with the requirement that no more than three members be from the same political party. With this appointment all five board positions are filled.

The next MGCB public meeting is scheduled for October 15, 2024, at 9:30 a.m. at Cadillac Place in Detroit. For more information, visit Michigan.gov/MGCB.

Detroit Casinos Report \$112.5 Million in August Revenue

According to the August [revenues](#) released by the Michigan Gaming Control Board (“MGCB”), the three Detroit casinos reported \$112.5 million in monthly aggregate revenue in August. Table games and slots generated \$110.8 million, and retail sports betting generated \$1.7 million in revenue.

The August market shares were:

- MGM, 48%
- MotorCity, 28%
- Hollywood Casino at Greektown, 24%

The three Detroit casinos paid \$8.97 million in gaming taxes to the State of Michigan. The casinos also reported submitting \$17.3 million in wagering taxes and development agreement payments to the City of Detroit in August 2024.

The three Detroit casinos reported \$9.61 million in total sports betting handle and

total gross receipts were \$1.7 million for the month of August 2024.

August QAGR by property were:

- MGM, \$521,529
- MotorCity, \$930,952
- Hollywood Casino at Greektown, \$241,045

The three Detroit casinos submitted taxes on retail sports betting in the amounts of \$64,015 to the State of Michigan, and \$78,241 to the City of Detroit for August 2024, based on their retail sports betting revenue.

In addition to reporting revenue from the three Detroit casinos, the MGCB released revenue numbers from fantasy contest operators.

Fantasy contest operators [reported](#) total adjusted revenues of \$555,117 and paid taxes of \$46,630 during July 2024.

Top revenue generators were:

- DraftKings, \$322,345.23
- FFPC, LLC, \$144,509.64

AGA Launches New Responsible Gaming Intervention Effectiveness Scale

In celebration of Responsible Gaming Education Month, the American Gaming Association (“AGA”) has introduced the [Responsible Gaming Intervention Effectiveness Scale](#) (“RG-IES”), a groundbreaking, free-to-use tool developed by Drs. Jonathan Ross Gilbert and Marla

Stafford. This innovative scale is designed to evaluate the effectiveness of responsible gaming messages.

The RG-IES, made possible with support from AGA members Bally's, BetMGM, and FanDuel, provides a research-based method for assessing how well responsible gaming messages resonate with players. This new tool aims to enhance the impact of industry responsibility campaigns by offering academics, industry professionals, and other stakeholders a robust framework for measuring message effectiveness.

The AGA is committed to promoting responsible gaming as a core value within the U.S. gaming industry. The introduction of the RG-IES marks a significant step forward in ensuring that responsible gaming communications are both effective and impactful.

Michigan Gaming Control Board's "Don't Regret the Bet" Campaign Wins Emmy Award

The Michigan Gaming Control Board ('MGCB') has been [honored](#) with a Michigan Chapter Emmy Award® for its "Don't Regret the Bet" responsible gaming campaign. Recognized in the Graphic Arts – Motion Graphics category, the award highlights the campaign's outstanding design and creative storytelling.

This achievement celebrates the joint efforts of the MGCB, King Media, and Cutters Studios. King Media, led by Coleen King, and Cutters Studios in Detroit, directed by Bob Veasey and Keith Pzybyla-Kuchek, played pivotal roles in creating the campaign's engaging motion graphics. Keith Slawinski from Cutters Studios also contributed to

bringing the campaign's characters to life. "The Board's commitment to promoting responsible gaming and raising awareness about the potential risks associated with gambling is exemplified through this award-winning campaign, and I am so grateful for the partnership we have cultivated with King Media to help us get the word out about 'Don't Regret the Bet'. Through engaging and visually compelling motion graphics, the campaign continues to successfully convey its message of responsible gaming to a wide audience—and I thank the MGCB's Responsible Gaming Section, King Media, and their creative partners for their excellent work on this endeavor," MGCB Executive Director Henry Williams said.

"Receiving an Emmy Award for our work in partnership with the Michigan Gaming Control Board is a testament to the dedication and creativity of our collective team," said Coleen King, President and Founder of King Media. "It's an honor that reflects not only our talents, but the unwavering commitment to educate and inform citizens about responsible gaming in Michigan."

For more information about responsible gaming, visit DontRegretTheBet.org and the MGCB website. If you or someone you know is struggling with gambling, support is available through the National Problem Gambling Helpline at 1-800-GAMBLER or online at 1800gamblerchat.org.

Pokagon Band Donates over \$48K to Pokagon Potawatomi Veterans Society Military Emergency Relief Fund

supporting its veterans and ensuring their well-being.

The Pokagon Band of Potawatomi Indians has [donated](#) \$48,444.26 to the Pokagon Potawatomi Veterans Society Military Emergency Relief Fund, thanks to the proceeds from their 14th Annual Veterans Memorial Golf Tournament held on May 25.

The donation will aid Pokagon Citizen Veterans, or “Pokagon Bode’wadmik Ogitchedaw,” who are active or retired military personnel. The tournament, which featured a four-person scramble format, attracted 240 participants and 60 sponsors, and included food, drinks, and prize awards.

Chairman of the Pokagon Bode’wadmik Ogitchedaw Board Matthew Swisher said, “We are very pleased to have completed another successful Veterans Memorial Golf Tournament to help support our Pokagon Bode’wadmik Ogitchedaw. In total we had 240 participants as well as 60 sponsors for the pre-tournament dinner and golf tournament. Through their generous support, we are proud to make a donation of \$48,444.26 to the Pokagon Potawatomi Veterans Society Military Emergency Relief Fund. Currently the Pokagon Band has 83 Ogitchedaw and their needs can range from temporary financial assistance for things like healthcare and medical bills to utility bills, and vehicle and home repairs.”

Tribal Council Chairman Matthew Wesaw praised the collective efforts of donors, sponsors, and participants, highlighting that this year’s tournament was the most successful yet. He emphasized the importance of supporting veterans and honoring their sacrifices through the Relief Fund.

The Pokagon Band remains committed to