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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 Resort Celebrates the Grand Opening of Phase 5 Expansion

Gun Lake Casino Resort (“GLCR”) issued a press release to announce the grand opening of its Phase 5 expansion on March 7, 2025. This \$300 million expansion includes a 16-story hotel with 252 rooms and 31 suites, the MnoYé Spa, Sandhill Café, and a new Lobby Bar. The expansion also features an expanded casino floor with new slot machines.

“Welcome to the all-new Gun Lake Casino Resort—this is where you want to be,” said Sal Semola, Chief Executive Officer of Gun Lake Casino Resort. “With Phase 5, we have evolved into a full-service, year-round casino resort, offering amenities and experiences that set a new standard for the Midwest and rival top-tier gaming destinations across the country.”

Grand Opening Events (March 7, 2025):

- **Drone Show (7:15 PM):** A mesmerizing display of synchronized drones lighting up the night sky.
- **Interactive Entertainment (7:30 PM):** Magicians, stilt walkers, and caricature artists roaming the casino floor to engage and entertain guests.
- **Live Entertainment – Brena (10:00 PM at 131 Sportsbar & Lounge):** A tribute to the women of rock history, celebrating iconic female rock stars.

Guests can now book hotel rooms to be among the first to experience the new luxury accommodations, offering modern comfort and stunning

views of West Michigan. GLC Rewards members can take advantage of exclusive rates when booking online. Don't miss out on this historic grand opening celebration! For additional information [click here](#).

YouTube Updates Gambling Content Rules in New Regulatory Measures

As first reported by CNN on March 4, 2025, YouTube is cracking down on content related to gambling as sports betting and iCasino markets have expanded across the United States.

YouTube announced Tuesday, March 4th it will no longer allow content that directs users to "unapproved" gambling websites through links, images, text, logos or verbal references. YouTube defines unapproved gambling sites as those that don't meet local legal requirements and haven't been reviewed by YouTube or parent company Google.

The update builds on YouTube's existing policy prohibiting linking to external sites that violate its rules, including unapproved gambling sites.

Boot Bullwinkle, a YouTube spokesperson, provided the following comment to the Michigan Gaming Newsletter "We've strengthened our policies that prohibit content directing viewers to unapproved gambling websites or applications. We will also begin age-restricting content that promotes online casinos".

Below is a summary of additional details provided by YouTube:

- YouTube Community Guidelines [prohibited](#) linking to external sites that violate our Community guidelines, or lead people to domains that are not approved

due to the risks they pose to our community. This includes gambling sites or applications that are not [certified by Google Ads](#).

- The YouTube updated guidelines won't allow any method of directing viewers to unapproved gambling websites or applications, including URLs, links embedded in images or text, or any visual display (including logos) or verbal reference.
- Additionally, depictions or promotions of online casinos or applications may be [age-restricted](#), meaning will not viewable to signed-out users or those under 18.
- YouTube has prohibited promises of guaranteed returns in gambling content and this has been recently updated:
 - *Guaranteed Returns - Content promising guaranteed returns may be removed regardless of whether the online gambling site or application has been approved by Google.*

Four Winds Casinos Supports Problem Gambling Awareness Month

In recognition of Problem Gambling Awareness Month ("PGAM") this March, Four Winds® Casinos, operated by the Pokagon Band of Potawatomi, is working with the [National Council on Problem Gambling](#) ("NCPG") to [highlight](#) the importance of responsible gaming. PGAM serves to raise awareness about problem gambling, encourage help-seeking behaviors, and educate the public about available resources for treatment and recovery.

Throughout March, Four Winds will boost awareness through social media campaigns, employee training, and the promotion of

responsible gaming practices. Mary Smith, COO of Four Winds Casinos said, “The Pokagon Gaming Authority and its Four Winds Casinos continue to be fully committed to promoting responsible gaming not only in March, but also year-round at our casino locations and online gaming site. We continue to evaluate and improve on our mandatory employee training programs aimed at educating our employees on the spectrum of gambling disorders, recognition of behaviors, and how to provide resources to our guests. A healthy and informed community should be everyone’s goal.”

Four Winds continues to offer self-exclusion options and helpline resources to those affected by gambling issues. More information is available at: fourwindscasino.com/responsible-gaming.

Four Winds has long been a supporter of NCPG’s [National Conference](#) on Problem Gambling, the largest and longest running conference on problem gaming worldwide. Raquel Buari, Executive Vice President of Administration at Four Winds Casinos, holds a seat on the Board of Directors for the NCPG. For assistance with gambling problems, individuals can contact the National Problem Gambling Helpline at 1-800-GAMBLER or visit www.1800gamblerchat.org.

Michigan Gaming Control Board Cracks Down on Unlicensed Online Casinos with Cease-and-Desist Orders

The Michigan Gaming Control Board (“MGCB”) is intensifying its efforts to combat illegal online gambling, issuing cease-and-desist orders to five unlicensed offshore casinos.

According to a [press release](#) issued by the MGCB, These platforms, which offer a variety of casino games and sports betting, are now under investigation for violating state gaming laws. The affected operators include:

- BetWhale Casino (Curaçao)
- Black Lotus Casino (Belize)
- Coins Game Casino (Curaçao)
- Love2play Casino (Curaçao and Costa Rica)
- Orion Stars 777 Players (China)

“These illegal platforms not only violate Michigan’s gaming regulations but also put consumers at risk by offering unreliable withdrawal options and lacking essential consumer protections,” stated MGCB Executive Director Henry Williams. “Our top priority is safeguarding Michigan residents by ensuring that all online gaming activities are conducted legally and safely. These operators must stop their activities or face additional legal consequences.”

The MGCB has given these casinos 14 days to cease operations, or face further legal actions in collaboration with the Michigan Attorney General’s Office.

The MGCB urges Michigan residents to be cautious when engaging in online gaming and to verify the legality of any site before participating. A [list of licensed internet gaming providers](#) can be found on the agency’s website at Michigan.gov/MGCB. Anyone aware of unlicensed gambling operations is encouraged to report them to the MGCB for investigation, either by calling 1-888-314-2682 or emailing <mailto:MIGamblingTip@michigan.gov>.

Michigan Gaming Control Board Promotes Responsible Gaming During March Madness and Problem Gambling Awareness Month

As the excitement of March Madness and Problem Gambling Awareness Month kicks off, the Michigan Gaming Control Board (“MGCB”) is [reaffirming](#) its commitment to responsible gaming practices across the state. With millions of basketball fans engaged in sports betting during this time, the MGCB is reminding citizens to bet responsibly and stay informed about the potential risks associated with gambling.

"We encourage Michigan residents to enjoy March Madness, but it's vital that they do so in a way that keeps their well-being a priority," said Henry Williams, Executive Director of the MGCB. "Whether you're placing a bet on the game or participating in other forms of gaming, setting limits and being aware of the risks is crucial to ensuring a healthy experience."

In addition to its ongoing efforts, the MGCB continues to raise awareness through its [Double Down Michigan podcast](#), launched in 2023. Past episodes have focused on responsible gaming, providing listeners with valuable information and expert advice. One notable example is Episode 15, featuring Dan Trolaro, Co-Managing Director of Education and Training Services at IC360. In that episode, Trolaro shared his expertise on gambling addiction and prevention, and discussed the critical importance of recognizing the signs of problem gambling and seeking help when needed. The podcast serves as another accessible resource for Michigan residents to stay informed about responsible gaming practices. For additional information [click here](#).

IAGA Webinar Technology's Impact on Gaming Compliance Programs

Following the G2E panel on Technology's Impact on Gaming Compliance Programs and the review of audience polling responses received as part from that panel discussion, IAGA has developed a webinar that will focus on trending technology topics that respondents indicated as underutilized, areas for technology expansion, and future technologies to monitor. This webinar will delve into specific uses for integrating data analytics and AI, analyzing the benefits of new technology, and understanding the opportunities and skills needed to implement best practices.

Date: March 20 - 8 a.m. PST / 11 a.m. EST / 4 p.m. GMT

Moderated by Bob Boyle, Senior Manager | Assurance Services | Forensic & Integrity Services with Ernst & Young (EY), the speakers are:

- Greg Brower, Shareholder, Brownstein Hyatt Farber Schreck, LLP
- Derek Ramm, Global Head of Advisory Services, Kinectify Advisors
- Alfredo Lazcano, Partner, Lazcano Samano
- Patrick Bland, Chief Technology Officer, Acres

You can register [here](#)