

March 14, 2025

Volume 31, Issue 6

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The _____ MICHIGAN GAMING _____ Newsletter



March Madness Brings Excitement and Responsible Betting

As the 2025 NCAA men's and women's basketball tournaments tip off, the American Gaming Association ("AGA") [projects](#) Americans will legally wager a record \$3.1 billion on the games, a notable increase from the \$2.7 billion in 2024. This rise highlights the growing trust in legal sports betting and the expansion of the market across the U.S.

"March Madness is one of the most exciting times in American sports, with fans fired up for both the men's and women's NCAA tournaments," said Joe Maloney, Senior Vice President of Strategic Communications at the AGA. "As legal wagering expands, more fans than ever have the opportunity to bet legally and responsibly."

In celebration of this, the *Have A Game Plan.® Bet Responsibly.™* campaign returns this March with its key message: bet responsibly. The initiative encourages fans to follow five core principles for a safe and enjoyable betting experience:

1. Set a Budget: Decide how much to spend and stick to it.
2. Keep it Social: Share the experience with others.
3. Know the Odds: Understand the games and your chances of winning.
4. Play Legally: Use regulated, legal betting platforms.
5. Keep Your Cool: Whether you win or lose, respect the game and everyone involved.

“‘Keep Your Cool,’ our newest principle, is all about respecting the game no matter how unpredictable March Madness becomes,” Maloney added.

Legal sports betting has surged in the U.S. since the Supreme Court’s decision to overturn PASPA in 2018, now available in 38 states and Washington, D.C. According to the AGA’s 2024 American Attitudes Survey, 75% of Americans support legal sports betting in their state, and 90% view it as an acceptable form of entertainment.

For more information on responsible sports betting, visit: [Haveagameplan.org](https://haveagameplan.org).

Detroit Casinos Report \$98.8 Million in February Revenue

Monthly Table Games, Slot Revenue, and Taxes

According to the February [revenues](#) released by the Michigan Gaming Control Board (“MGCB”), the three Detroit casinos reported \$98.8 million in monthly aggregate revenue in February. Table games and slots generated \$98.0 million, and retail sports betting generated \$815,561.

The December market shares were:

- MGM, 47%
- MotorCity, 29%
- Hollywood Casino at Greektown, 24%

The casinos’ revenue for table games and slots decreased 6.4% when compared to February 2024. From Jan. 1 through Feb. 28, the Detroit casino’s table games and slots revenue increased by 0.8% compared to the same period last year.

The Detroit casinos paid \$7.9 million in gaming taxes to the State of Michigan, and \$11.7 million to the City of Detroit for February 2025, based on their retail sports betting revenue.

Monthly Retail Sports Betting Revenue, and Taxes

The three Detroit casinos reported \$8.2 million in total retail sports betting handle, and total gross receipts of \$820,450 for the month of February. Retail sports betting qualified adjusted gross receipts (“QAGR”) were up by \$940,414 when compared to February 2024.

February QAGR by casino was:

- MGM: \$202,085
- MotorCity: \$566,313
- Hollywood Casino at Greektown: \$47,163

During February 2025, the casinos paid \$30,828 in gaming taxes to the state and reported submitting \$37,679 in wagering taxes to the City of Detroit based on their retail sports betting revenue.

Fantasy Contests

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 \$13 million and paid taxes of \$109,531 during January 2025.

Top revenue generators were:

- DraftKings, \$623,333.43
- Underdog Sports LLC, \$258,027.79

The Nottawaseppi Huron Band of the Potawatomi to Distribute Funds to State of Michigan and FireKeepers Local Revenue Sharing Board

The Nottawaseppi Huron Band of the Potawatomi (“NHBP”) will hold a [special event](#) on Tuesday, March 18, at 11 a.m. to distribute its annual revenue-sharing payments to the FireKeepers Local Revenue Sharing Board (“FLRSB”) and the State of Michigan. The event, taking place at the FireKeepers Casino Hotel Event Center – Ballroom D in Battle Creek, MI, will feature remarks from key representatives, a ceremonial check presentation, and a photo opportunity. Guests are encouraged to park in the Hotel Parking Lot and enter through the Hotel Entrance.

Key participants will include members of the NHBP Tribal Council, Derek King from the FLRSB, and Emerson Silvernail, Chief of Staff for State Representative Sarah Lightner, who will accept the check for Michigan. This distribution is part of NHBP's ongoing commitment to share a portion of its gaming revenue with local governments and the State of Michigan to support community projects and essential services.

NHBP, a federally recognized Tribe with over 1,600 enrolled members, provides various services to its members and operates the FireKeepers Casino Hotel. The Tribe also invests in non-gaming economic opportunities through its Waséyabek Development Company to ensure continued growth and community support.

"Seeking Understanding" an AGEM Problem Gambling Awareness Month (“PGAM”) Webinar

“Seeking Understanding” webinar will be held on March 18th at 9:00 AM PDT. This 30-minute session will feature Dr. Brett Abarbanel, Executive Director of the International Gaming Institute at the University of Nevada, Las Vegas, and Charmaine Hogan, Head of Regulatory Affairs at Playtech. Both are leading experts in the fields of responsible gambling and gambling regulation, and they will provide actionable insights to help attendees address this critical issue within their organizations and the broader industry.

The webinar will seek to answer key questions that are central to understanding problem gambling:

- How can we increase public awareness that gambling addiction is a legitimate mental health issue?
- How can we ensure people are aware of the safeguards in place to prevent harm?
- What can businesses do to foster positive and informed conversations around problem gambling?

Association of Gaming Equipment Manufacturers (“AGEM”) President and CEO Daron Dorsey stated, “AGEM companies have embraced responsible gaming by providing information and safety features on games, as well as working closely with the problem gambling community to expand understanding and reduce the stigma surrounding addiction. We are proud to host this webinar to raise and answer questions that are central to understanding problem gambling.”

Connie Jones, AGEM Director of Responsible Gaming, emphasized, “As we advance into the digital era, there are increased opportunities through social media and other online channels to expand understanding around problem gambling. We salute the NCPG for their tireless efforts to raise public awareness through this important month-long event.”

Dr. Brett Abarbanel’s research explores the intersection of gambling with esports, video games, and traditional sports. She also has extensive experience in gaming operations, responsible gambling, and community relations. Charmaine Hogan, with a background in gaming policy, regulation, and safer gambling standards, has contributed her expertise, including a six-year engagement with the European Commission as a gaming policy expert.

The 2025 PGAM theme, “Seeking Understanding,” aims to highlight the need to recognize problem gambling as a serious but often misunderstood mental health condition. Despite the prevalence of gambling and gaming, public awareness about responsible gaming (RG) and problem gambling (PG) remains alarmingly low. This lack of understanding can lead to stigma, misinformation, and even non-evidence-based regulations.

This webinar will help raise awareness, answer critical questions, and provide valuable tools for both individuals and businesses working to address problem gambling.

Click [here](#) to register now and join the conversation on March 18th.