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

Editor in Chief:

David D. Waddell, Esq.
Phone: 517.507.3859
waddell@rmclegal.com

*Senior Gaming Analyst
& Editor:*

Robert R. Russell, II
Phone: 517.507.3858
russell@rmclegal.com

Reporter

Douglas L. Minke
Phone: 313.221.9380
minke@rmclegal.com

Reporter

Blaine R. DeGracia
Phone: 517.507.3857
degracia@rmclegal.com

Subscription information:
info@michigangaming.com

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RMC Ventures, LLC

University Place Center
333 Albert Ave, Suite 450
East Lansing, MI 48823
Phone: 517.507.3860
Fax: 517.908.0235
www.rmclegal.com

The _____ MICHIGAN GAMING _____ Newsletter



PURE MICHIGAN AD CAMPAIGN BOOSTS MICHIGAN TOURISM

The Pure Michigan advertising campaign, now into its second year, has had a positive influence on Michigan's tourism industry, according to the Michigan Economic Development Corporation. The campaign has recently proved itself a success by helping make the state's website, www.michigan.org, the number one ranked state tourism website based on the total number of 'hits' it received for the month of June, 2008. Last month, the website had approximately 1.4 million 'hits', according to Hitwise United States.

Through the utilization of radio, television and the Internet, Pure Michigan's ad campaign has sought to bring tourism dollars to the state from all around the surrounding region. Pure Michigan advertises in such regional cities as Chicago, Cincinnati, Cleveland, Columbus, Dayton, St. Louis, Milwaukee and Ontario, Canada with hopes of attracting people to what Pure Michigan calls "one place that still feels magic, mythic, authentic, untamed, unspoiled, uncompromised, timeless and true."

According to George Zimmermann, Vice President of Travel Michigan, a business unit of the Michigan Economic Development Corporation, based on research done by a firm hired by the state, every dollar spent on the campaign generates \$40 in spending at Michigan businesses, which gives the state treasury \$2.82 for every dollar invested.

In a June 25 press release, Zimmerman stated, "[w]e know from independent research that 65 percent of consumers who use Michigan.org for tourism information, then travel to and within Michigan. More web traffic means more business at Michigan destinations."

Michigan.org notes: “[v]isitors spend \$18.1 billion annually traveling to Michigan, generating \$874 million in state taxes, and accounting for 192,000 jobs statewide.”

PINNACLE RACE COURSE OFF AND RUNNING

Last Friday, July 18, The Pinnacle Race Course opened in Huron Township, Michigan, just south of the Detroit Metropolitan Airport.

The opening of Pinnacle Race Course marks the return of thoroughbred horse racing in Metro Detroit after a 10-year absence following the closure of the Detroit Race Course in 1998.

The opening day was such a success that track officials were reportedly forced to turn cars away at the main entrance because they had reached capacity by 3:00 pm.

According to *The Detroit News*, Friday’s attendance was estimated at 9,500 with the track having a live handle of \$261,519.30. Saturday had an estimated attendance of 5,200 patrons with a live handle of \$166,294.30.

“The quality of Michigan-bred horses here is very, very good,” stated Racing Commissioner Christine C. White. “It shows Michigan’s breeding capabilities. This should kick-start the industry here. It’s an incredible day for racing.”

Recently, Michigan Governor Jennifer Granholm approved \$41.6 million in state and local tax capture which was used by the Wayne County Brownfield Redevelopment Authority for the construction and development of the new track in Huron Township.

Ground breaking for Phase 1 of the project occurred on April 4, 2008. Additional funding for the project also comes from the Michigan Economic Development Corporation (MEDC).

Located on 240 acres of land in southwest Wayne County near the Detroit Metropolitan Airport, Pinnacle Race Course is the only thoroughbred racetrack in Michigan. It is expected to create over 1,000 jobs for the area and allow for total

patron occupancy of over 8,000 people when completed.

SALE OF GREAT LAKES DOWNS CREATES POSSIBILITY OF NEW GAMING FACILITY

Great Lakes Downs horse track, located in Fruitport Township, Michigan, was recently acquired by the Little River Band of Ottawa Indians. According to the *Muskegon Chronicle*, the Little River Band is rumored to be planning for a Tribal casino at the track. The track has been closed since last fall when Magna Entertainment announced the closure.

“The tribe is standing firm on a \$100 million investment, in that ball park range,” said tribal Director of Commerce Mark Memberto.

According to Mr. Memberto, the project will create 800-1,000 permanent casino jobs and hundreds of temporary construction jobs for the area, with an annual payroll and benefits totaling around \$30 million.

Although the Muskegon County Board of Commissioners has shown strong backing for the casino idea, if and when the Little River Band officially decides to propose a casino for the Great Lakes Downs facility, the project must be approved by local, state and federal governments.