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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



MGM GRAND DETROIT ANNOUNCES MANAGEMENT CHANGES

On September 20, 2010, MGM Resorts International announced that the position of President and Chief Operating Officer (COO) of Regional Operations for MGM Resorts International will be assigned to George P. Corchis, Jr. Most recently, Mr. Corchis has served as COO of MGM Resorts International's two Mississippi properties. He will now assume responsibility for managing the strategic direction of MGM Grand Detroit Casino while still overseeing operations for both Mississippi properties; Beau Rivage in Biloxi and Gold Strike in Tunica.

"George has done an outstanding job with both Beau Rivage and Gold Strike in Mississippi. His experience in operating and marketing regional casinos will work well in synergizing our Detroit property," acknowledged Chairman and Chief executive Officer of MGM Resorts International, Jim Murren.

MGM Resorts International promoted Steve Zanella to General Manager of MGM Grand Detroit. Formerly the Senior Vice President of Marketing at MGM Grand Las Vegas, Mr. Zanella, who has worked for the company for the past 19 years, will manage daily operations at MGM Grand Detroit. Mr. Zanella's promotion came following the resignation of Lorenzo Creighton on August 25th, to become CEO and part owner of Gateway Casinos,

"Steve has an extensive background in marketing, slot operations and has served in several leadership roles on various corporate committees," said Mr. Murren. "Steve is one of the best examples of the depth and talent we have nurtured in our management ranks."

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After obtaining a bachelor's degree in Hotel Administration from the University of Nevada, Las Vegas with high honors, Mr. Zanella entered the company in 1991 as a part of the corporate Management Associates Program. Following two years of work with this training course for college graduates, he was promoted to Domestic Marketing Administrator of Table Games Marketing for The Mirage. He then served as Director of Slot Marketing and Player Development, traveling to Beau Rivage in 1998. Two years later he was again promoted to Vice President of Slots, prior to landing his first position in 2001 with MGM Grand Las Vegas.

GUN LAKE TRIBE AND SKANSKA USA PROVIDE PROGRESS UPDATE

Last week, the Gun Lake Tribe of Pottawatomí Indians ("Gun Lake Tribe") and Skanska USA held Skanska's sixth annual Safety Week. In addition, the Gun Lake Tribe gave a progress update on the casino construction project. The Tribe expects an opening in mid-February, 2011. Skanska USA is the construction manager for the Gun Lake Casino, which is being constructed in Bradley, Michigan.

The safety event hosted daily safety demonstrations and training exercises at the casino construction site, which are designed to promote an injury-free environment. According to Skanska USA Senior Vice President Jason Kopp, construction of the casino has been going very well with the recent paving of the future parking lots, installation of exterior finish, placement of roof and interior framing recently being completed. He further stated that there have been no complaints from the local community regarding the casino's construction development.

"Since breaking ground in September of 2009, one of our main goals was to further the Tribe by not only creating an estimated 750 temporary construction and 600 direct casino jobs, but to also develop a workforce with skills that can be applied outside of the Gun Lake Casino project," Vice Chairman Edmund Pigeon told *The Michigan Gaming Newsletter*. "Thus far, we have had a very positive reaction from the local community and have had a great dialogue with them regarding

the casino's development."

Phase I plans call for a 83,000 square foot facility that will feature 1,400 slot machines, 36 table games, an entertainment lounge, and a casino bar. Its will be operated by the Tribe's management partner, MPM Enterprises, LLC, owned by an affiliate of Station Casinos, Inc., as well as private investors from Michigan.

For more information on the casino's construction progress, please visit www.gunlakecasino.com.

CASINO ATM BILL PASSES STATE SENATE

On Tuesday, September 21, 2010, the Michigan Senate unanimously passed Senate Bill 1432 that would block cash access from Michigan Bridge Cards at ATMs located on casino properties in Detroit.

The Michigan Bridge Card is a debit card used in lieu of foods stamps or other benefits provided to low income individuals. The cards can be used for services typical of a traditional debit card, including purchasing items through a point-of-sale terminal, withdrawing cash from ATM's, or receiving cash back with a purchase.

The bill requires the Department of Health and Human Services to work with the Department of Technology, Management, and Budget and ATM providers to develop software or other means to block Michigan Bridge Card users from using the card for ATM cash withdrawals at ATMs located on casino properties in Detroit. The Senate report notes that the cost of implementation would be minimal provided the ATM providers are willing to participate. However, if there are ATM providers that are unwilling to participate, the Department of Health and Human Services would unlikely to be able to block cash dispensed to card holders at casino facilities.

The bill has now been referred to the House Committee on Family and Children's Services for action in the House of Representatives.

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PURE MICHIGAN ADVERTISING CAMPAIGN FUNDING CUT

Last Friday, September 17, 2010, Travel Michigan announced that the 2010 Pure Michigan fall advertising campaign has been cancelled. This is the first time since 2005 that Michigan tourism will not have a public advertising campaign in the fall and is a result of efforts to maintain a second year of national cable television advertising for spring and summer of 2011.

“Cancelling the fall campaign was not something we wanted to do, but there was no other choice. It is a major blow to Michigan’s tourism-related business and will result in the loss of revenue at tourism businesses as well as reduced state tax collections,” stated George Zimmermann, Vice President of Travel Michigan, a business unit of the Michigan Economic Development Corporation.

The Pure Michigan promotion budget for 2010 is \$17 million, down 37% from \$28 million in 2009. Travel Michigan spent \$1.7 million on fall advertising in 2009.

According to a study conducted by Longwoods International, a research firm specializing in tourism advertising return on investment, the first-ever Pure Michigan advertising campaign motivated an estimated 680,000 new trips to Michigan from outside the Great Lakes region. These visitors spent \$250 million at Michigan businesses last summer. In addition, the report found that the new visitors paid \$17.5 million in state taxes while in Michigan, yielding a return of \$2.23 on investment for the tourism advertising.

The study also determined that the campaign was effective at the regional level. Longwoods International assessed the impact of the 2009 Pure Michigan summer advertising campaign on the residents of the Chicago, Cleveland, Indianapolis, Cincinnati, Dayton, Columbus, St. Louis, Milwaukee, and Ontario, Canada markets. According to the report, the regional campaign attracted 1.3 million out-of-state visitors to Michigan last summer, who spent an estimated \$338 million at Michigan businesses.

G2E EARLY BIRD DISCOUNTS EXPIRE OCTOBER 28

Early Bird Discounts for the 2010 Global Gaming Expo (G2E), to be held at the Las Vegas Convention Center in Las Vegas, Nevada, from November 15 through 18, expire on October 28.

Early Bird Discounts include group discounts, Native American Casino Registration packages and special hotel and travel deals which registrants may take advantage of at the G2E website.

Patrons will have the opportunity to apply for Express Badges for G2E 2010. Expo organizers say the new badges will expedite registration and check-in time, thus creating more ease and convenience.

Over 30,000 gaming professionals from around the world are scheduled to attend this year’s G2E from all gaming industry trades and sectors.

To register, or if you have any questions about G2E, please visit www.globalgamingexpo.com.

DAILY AGA SMARTBRIEFS

The American Gaming Association (AGA), which produces the Global Gaming Expo, has recently introduced *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/.