

February 9, 2018

Volume 24, Issue 5

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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 and Associate Editor

J.J. Burchman, Esq.
Phone: 517.999.5414
burchman@rmclegal.com

Distribution Coordinator

Julie Williams
Phone: 517.507.3861
jwilliams@rmclegal.com

Subscription information:
info@michigangaming.com

A publication of
RMC Ventures, LLC

Asher Court
321 W. Lake Lansing Rd.
East Lansing, MI 48823
Phone: 517.507.3860
Fax: 517.908.0235
www.rmclegal.com

The _____ MICHIGAN GAMING _____ Newsletter



MICHIGAN GAMING CONTROL BOARD RELEASES PROPOSED CHANGES TO ITS RULES

Last week the MGCBC publicly released its proposed revisions and modifications to its administrative rules. The rules were last modified in 2000. Many of the changes incorporate practices that were instituted by MGCBC board resolutions and prior MGCBC practice.

In general, the rule changes remove in several places specific requirements for processes, applications and other requirements in favor of simply stating that the forms and applications must contain information required by the board. They also revise requirements for electronic gaming devices and modify the appeal process for license applications and renewals, including the effective date of certain adverse decisions by the MGCBC. Finally, the MGCBC revisions contain several changes to the regulations governing transfers of ownership of casino and supplier licensees.

The MGCBC has indicated a willingness to receive both informal and formal comments on the rule changes. Under Michigan administrative rule-making procedures, the MGCBC must schedule a public meeting to discuss and approve the proposed rule changes. To date, a public hearing has not been scheduled.

GUN LAKE CASINO MANAGEMENT CONTRACT WITH STATION CASINOS LLC EXPIRES

The Gun Lake Tribe announced that its contract with Station Casinos LLC to manage the Gun Lake Casino in Wayland, Michigan expired on February 6, 2018. The contract expired pursuant to federal Indian gaming law which limits the term of management contracts to seven years. The Tribe prepared to assume casino management responsibility for many years. A transition plan had been developed dating back to the 2011 opening of the Casino.

“This is a significant milestone because we are taking another step toward complete self-sufficiency as a tribal government,” said Scott Sprague, Tribal Chairman. “We appreciate the relationship with Station Casinos as it enabled us to open a professional gaming operation from day one. We also gained valuable knowledge and experience that we will use to continue our success.”

A key step in the transition occurred in October 2017 when Sal Semola stepped in as President & Chief Operating Officer of Gun Lake Casino. President Semola brings over 40 years of experience in the gaming and hospitality industry working throughout the United States at numerous successful tribal and commercial properties. Semola assumed operational control by providing a seamless transition in all areas of management of the Casino and working on the master plan.

The Gun Lake Casino currently has over 1,000 valued team members. The Gun Lake Tribe has shared over \$100 million with state and local governments over 14 separate distributions since the Casino opened.

DETROIT METRO CONVENTION & VISITORS BUREAU ANNOUNCES NEW ADVERTISING CAMPAIGN

MotorCity Casino’s Sound Board hosted the annual membership meeting of the Detroit Metro Convention & Visitor’s Bureau (“Bureau”) this week. At the meeting the Bureau announced a new advertising campaign with the theme, “Detroit: It’s Go Time”.

“The new campaign is action-oriented and speaks to the region today and in the future,” said Larry Alexander, President & CEO. “The region is retooled, revved and ready to show off.”

According to the Bureau, the campaign will appear in a variety of offline and online media in key markets. The campaign was developed and

executed by the advertising agency SMZ. The campaign launch video can be viewed at the following website:

<https://youtu.be/Yugc7hyO9IQ>.

The Bureau is also launching a 10 episode YouTube show titled “Eats in The D,” this spring, with each episode consisting of two video clips focused on one of the region’s dining establishments. A preview of this show is available on YouTube at the following site:

<https://youtu.be/UrMxg8PZAvg>.

The annual membership meeting also featured an update on Little Caesars Arena and The District Detroit by Tom Wilson, President & CEO of Olympia Entertainment. Internationally recognized speaker Phil Gwoke also presented about engaging generations in today’s workplace. For more information visit www.visitdetroit.com.

GUN LAKE CASINO IS AWARDED “NEWSMAKER OF THE YEAR” BY GRAND RAPIDS BUSINESS JOURNAL

On January 31, 2018, Gun Lake Casino was recognized by the Grand Rapids Business Journal as the 2017 “Newsmaker of the Year,” in Arts & Entertainment.

The catalyst for the award was the Casino’s recent \$76 million expansion that opened in May 2017. The expansion doubled square footage at the casino and increased electronic gaming machines. Other expansion amenities include the 300-seat Harvest Buffet, the new Stage 131 entertainment lounge, a high limit gaming room, and the Chill bar.

Tribal Chairman Scott Sprague accepted the award on behalf of the Tribal Council, casino management staff and valued team members.

“We thank the Business Journal for recognizing the Gun Lake Casino expansion as a noteworthy event in West Michigan,” said Scott Sprague,

Chairman of the Tribe. "This award is possible because we value great guest service, offering revenue with the local community."

The Business Journal noted that the Tribe has shared over \$100 million with state and local governments over 14 separate distributions. The fall 2017 revenue sharing distribution saw an increase of 24% due to the expanded number of electronic gaming machines.

GLOBAL GAMING BUSINESS NAMED ORGANIZER OF SOUTHERN GAMING SUMMIT

On January 30, the Mississippi Gaming & Hospitality Association (MGHA) announced that it appointed Casino Connection International (CCI), the parent company of *Global Gaming Business* (GGB) magazine, to organize the Southern Gaming Summit. This year, The Summit will be held from May 2-3 along the Mississippi Gulf Coast.

In 2017, MGHA acquired 100% ownership of the Southern Gaming Summit (SGS). MGHA is working to revitalize this annual event to give both sponsors and exhibitors more industry exposure to the dynamic southern market.

GGB Publisher Roger Gros was one of the original co-producers of SGS in 1994 when the show began. For the past 15 years Gros has served as the conference consultant to the Global Gaming Expo.

"I've always held Southern Gaming Summit close to my heart as the first conference and trade show I helped to produce," says Gros. "Returning to SGS is very important to me, and along with the talented team we've assembled, we will help restore it to the prominence it once held."

SGS 2018 will begin on May 2 with a golf tournament at the Grand Bear Golf Club (a Jack Nicholas design). A Welcome Reception will follow at the Golden Nugget Hotel & Casino.

On May 3, the conference will kick off at the Beau Rivage Casino Resort with a keynote address by American Gaming Association President & CEO Geoff Freeman. Several conference sessions will be held during the day leading up to a luncheon produced by Global Gaming Women. In the afternoon, additional cutting-edge sessions will be held. The event will conclude with a closing reception and Gala Dinner featuring the inaugural induction of the Mississippi Gaming Hall of Fame.