

# The Indiana Casino Gaming News

A regular update of issues regarding Indiana casinos

April 2005

Volume 2, Issue 4



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## Casino Quick News

- Discussions continue in the never-ending push for new casinos in Illinois. The Senate President, Emil Jones, has announced plans to renew an initiative to bring slot machines and blackjack tables to Chicago, Waukegan and other south-side suburbs. These proposed casinos could draw substantial customers from existing Northeast Indiana casinos.
- In similar news, Ohio state Representative Chris Redfern has announced his gaming expansion proposal for Ohio. Details suggest seven gaming licenses to develop locations with slot machines and table games.

## Argosy Announces Major Expansion Plan

Argosy Casino & Hotel has announced extensive plans for future development at the site of their existing casino complex. Plans include a new casino riverboat facility with 125,000 square feet of gaming space all on one level and 45,000 square feet of development space, a new parking garage and additional surface parking lots.

The project has been developed in conjunction with the City of Lawrenceburg which is offering its full support and backing to the plan. State revenue for the project is expected to net approximately \$50 million a year in incremental gaming tax and admission revenue.

Argosy officials are very excited about the plan and the potential growth it will bring for their company, the City of Lawrenceburg and the State of Indiana. "This project is the next level of casino development for Argosy and the

### The new development would include:

- A new casino boat designed to Coast Guard specifications with over 125,000 sq. ft. of gaming space and nearly 4000 gaming positions
- The new facility would eliminate stairs and ramps - assisting with ADA accessibility - high ceilings, and a state of the art indoor air quality system.
- A new parking garage facility for 1500 cars
- Additional surface parking for 500 vehicles

industry," said Larry Kinser, VP and General Manager of Argosy Casino & Hotel. "A stable tax rate is vitally necessary for this project to become a reality, but we believe it will usher in a new era of casino design."

The project is expected to be financed internally. Argosy believes that the Cincinnati area is underserved in gaming options and looks forward to the opportunity to expand growth and industry potential in the area.

## Casino Aztar Presented with ADDY Awards

The Advertising Club of Evansville announced at their February 19th Awards show that Casino Aztar's in-house Advertising Department captured five awards in the 2004-2005 ADDY Awards Competition. The event was the first of a three-tier national competition sponsored by the American Advertising Federation. Casino Aztar competed against many well-known local advertising agencies and corporations.

Nationally, over 60,000 entries will be judged this year for entry into 14 different district competitions. Two Gold ADDY Awards and three Silver ADDY

Award winners from the local competition will automatically advance to the District Competition level and District winners will be honored at the 6th District ADDY show in Southfield, Michigan on April 23rd. Winners of the District competition will go on to compete at the national level.

The ADDY Awards are judged by renowned experts in the field of advertising and are based on several areas of creativity. Gold Awards recognize the highest level of creative excellence while Silver Awards are considered outstanding and worthy of recognition.

## Trump Casino's New Slot Director Making Changes

Newly appointed Director of Slot Operations, Brian Marsh, is paving the way towards a new look for the Trump Casino in Gary. Marsh and his slot team have recently purchased \$1.5 million in new slot machines and estimate spending over \$3 million more in the next few months. The new games were expected to hit the casino floor in early April and will include several that are first to appear in the Northwest Indiana market.

Marsh is committed to continually bringing new, high demand games to the floor. "The games we are investing in are more interac-

tive and give the customer what they want, which is more chances to win," says Marsh. In his previous roles, Marsh has been exceptional at creating unique and exciting casino environments and has already put plans into motion, which will do the same for the Gary casino.

Improvements are not limited to the casino floors. Other physical changes are also on the horizon, which will enhance the comfort and ambiance of the casino. Hotel and other enhancements are also getting underway and will be completed this summer.



### AGE DIFFERENCES IN CASINO PARTICIPATION

The casino participation rate, the percentage of adults who gambled at least once in a casino in the last 12 months, peaks at the empty nester years. The median age of casino gamblers is 48 compared to 46 for the U.S. Population (21+)

21-35 years old	24%
36-50	24%
51-65	29%
66 and above	26%

- Profile of the American Casino Gambler 2004

### ADMISSION AND WAGERING TAXES...

**Admission Tax - Mar 05** **\$ 7,025,091**  
**Wagering Tax - Mar 05** **\$ 72,279,919**

**Admission Tax Fiscal YTD** **\$ 59,725,671**  
**Wagering Tax Fiscal YTD** **\$490,857,102**

**Total FY Admission and Wagering Tax** **\$550,582,773**

\*Fiscal Year Defined as July 1, 2004 to June 30, 2005\*

## Resorts casino opens in East Chicago

The newly named Resorts casino opened on Tuesday, April 26 at 6 p.m., its decks swabbed clean of any sign of former owner Harrah's.

Casino staff overseen by Indiana Gaming Commission auditors stripped the casino of everything Harrah's from the green felt material that covers gaming tables

to poker chips and tokens. The felts, like everything else in the casino, must reflect the name of the new owner, gaming commission spokesperson Jennifer Arnold said.

The riverboat parked on East Chicago's lakefront is being sold as part of a \$1.24 billion deal to Resorts owner Colony Capital LLC, a Los Angeles-based real es-

tate firm which also owns the Resorts Atlantic City casino.

Transfer of the casino license to Resorts from Harrah's Entertainment Inc. was approved last week by the Gaming Commission.

The casino was one of four properties sold when Harrah's Entertainment Inc. acquired Caesars Entertainment this year in a \$9.4

## Grand Victoria Donates to Denver Siekman Environmental Park

Grand Victoria Casino & Resort instituted a Volunteer of the Year Award this year to reward employees who take a special interest in their community outside of the normal work hours. The first recipient of this award is Gerard Morano from Rising Sun, Indiana. Mr. Morano was given \$1,000 to present to the Denver Siekman Environmental Park, his organization of choice.

The Denver Siekman Environmental Park opened in 2002 and is located on 64 acres of land just south of the Rising Sun city limits. Their mission is to provide the community with life-long learning ex-

periences outside the traditional education setting by creating and operating an environmental park. The park is the home of Rising Sun High School's cross country course and will also be offering an environmental camp for children and an Arts in the Park program this summer. They are currently focusing on three major projects which will add a music theatre barn,

homestead area, (learning area) and an additional classroom.



## Horseshoe Casino Encouraging 10,000 Steps for Good Health

Horseshoe Casino team members have begun ditching the employee bus to trek from the parking lot to the casino and avoiding the elevator to take the stairs instead. They have also begun to take a quick stroll after lunch.

These extra steps are adding up to big health bonuses for team members at Horseshoe. Several months ago, employees expressed an interest in company-sponsored initiatives that promote health, physical, mental and spiritual wellness. Earlier this year, Horseshoe's first of a series of well-

ness programs began.

Employees are encouraged to take part in the 10 week fitness program called "10,000 Steps to Good Health." The program's goal is two-fold: to encourage employees to walk at least 10,000 steps per day and to promote a healthy lifestyle at work.

Walking has been documented to reverse the aging process and safeguard your heart. Studies show that walking, when done regularly, can improve the body's ability to consume oxygen

during exertion, lower the heart rate, reduce blood pressure and increase the efficiency of the heart and lungs. Walking also helps burn excess calories. 10,000 steps a day has been chosen based upon health studies that indicate 10,000 steps is ideal for maintaining a healthy, active lifestyle.

Employees who register for the program will receive a pedometer to track the number of steps taken each day. Participants will also receive a free 30-day trial membership to the Omni Health & Fitness Center in Schererville.

## Resorts casino opens in East Chicago

Continued from previous page... billion merger, creating the world's largest gaming company. Harrah's and Caesars agreed to sell casinos in Atlantic City and Tunica, Mississippi along with the East Chicago riverboat to comply with regulations against monopolizing a gaming jurisdiction.

The Harrah's/Caesars merger made Harrah's the owner of

three Indiana riverboats, including the Horseshoe in Hammond and a Caesars property in southern Indiana. State law limits a single owner to just two licenses.

Changes to the ambiance, including a rearrangement of the gaming floor and a new line up of restaurants, will come later, in time for a mid-June grand opening,

Resorts General Manager Joe DeRosa said. "We're going to start slow and make sure all our systems are working first," he said.

Staff of the former Harrah's are expected to stay on board under Resorts ownership, and many of the workers took part in the transition.



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### MESSAGE FROM THE DIRECTOR:

Governor Mitch Daniels has recently appointed three new individuals to serve on the Indiana Gaming Commission. The appointees served at their first public meeting on March 23rd.



The first of the appointees is Harold Calloway, an Evansville insurance businessman with State Farm Insurance. He was originally chosen as the state's Insurance Commissioner but had to resign that post after determining that the post would present extenuating financial difficulties to his business. At the March 23rd meeting, Mr. Calloway was also named as Chairman of the board.

Calloway is joined by Timothy Fesko of Dyer, and Bryan Robinson of Greenville. Mr. Fesko is a former legislator in the Indiana General Assembly and Mr. Robinson is a real estate agent and owner of Canaan development and auction groups.

Still serving on the board are Donald Vowels, Ann Marie Bochnowski and Marya Rose. One position on the board remains vacant at this time, but Governor Daniels has indicated that he expects to fill the vacancy in the near future.

The members of the Casino Association are happy to welcome these new members to the Commission and look forward to a good working relationship with each. Continued communication is essential and the Association's members have always appreciated the hard work and dedication of the Commission.

*Mike Smith*, Executive Director

## Europeans Place Bets Following Pope's Death

Two countries that are home to some of the largest populations of Roman Catholics are seeing large numbers of bets following the death of Pope John Paul II. Italians are using numbers based upon the death of the late pontiff to place bets in the Italian lottery.

The most popular numbers include 21 and 37, based upon the time of the Pope's death (21:37 local time). Other frequently used numbers include 2 (the Pope died on April 2nd) and 84 (based upon

his age that the time of his death). The numbers are believed to be lucky and many Italians are hoping for a windfall based upon the connection to the Pope.

The Irish have also gotten into a betting frenzy along with the Italians as they place bets for their guess on the next Pope to be elected. Bookmakers at Ireland's largest bookmaking chain, Paddy Power PLC, have taken over 5,000 bets on the matter.

Two choices have dominated the field - Dionigi Tettamanzi

of Italy and Francis Arinze of Nigeria. Each have been listed with 11-4 odds meaning that a winning \$4 bet would return \$15. Other favorites include Oscar Andres Rodriguez Maradiaga of Honduras with 9-2 odds and both Joseph Ratzinger of Germany and Claudio Hummes of Brazil show 7-1 odds.

The Paddy Power PLC firm halted betting on the day of the Pope's funeral to show respect for his death, but betting resumed quickly on the following day.