

# The Indiana Casino Gaming News

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## Caesars Foundation awards grants

The Caesars Foundation of Floyd County gave away its biggest pot of grants yet this month, with \$349,197 going to 32 organizations.

The number was up from this spring's \$330,000 to 31 groups, and the fall's \$318,247 to 30 groups. Part of the increase can be attributed to the Foundation increasing its maximum gift – from \$20,000 per group to \$25,000.

Six groups – including the Family Health Care Center of Floyd County, YOUth Count, Hospice & Palliative Care of Southern Indiana, Ohio Valley Creative Energy, Our Place Drug & Alcohol Addiction Services, Inc., and Providence Jr./Sr. High School – received the maximum grant of \$25,000. Four of those six requested the money for social services.

Among other things, the grant money will subsidize medications (by the Family Health Care Center), bereavement counseling (by Hospice & Palliative Care), and provide laptop computers for students (by the Providence



Caesars GM Ed Garruto awards grants at this year's Caesars Foundation of Floyd County grant ceremony, held at Indiana University Southeast's new library.

Jr./Sr. High School).

Caesars Foundation of Floyd County was established in 1999 by Caesars Indiana, in partnership with Floyd County and New Albany officials, to provide an additional funding source for community organizations in Floyd County. It provides a funding resource to nonprofit organizations, educational institutions, and govern-

mental agencies for the benefit of residents in New Albany and Floyd County.

In the last 6.5 years, the Caesars Foundation of Floyd County has awarded \$12.26 million to local non-profit organizations in Floyd County. This year's grant winners were announced at a ceremony at Indiana University Southeast's new library.

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## Internet gambling proposal picking up more sponsors

A Congressional bill to legalize, regulate and license Internet gambling is collecting support, with 26 representatives currently signed on as co-sponsors.

The bill, originally introduced by Rep. Barney Frank, recently collected co-sponsorships from Rep. James McGovern of Massachusetts

and Rep. Alcee Hastings of Florida. Their sponsorships, along with the general uptick in interest in the bill, has been attributed to the public's calling and writing their representatives, asking that they take a serious look at the issue.

At the end of last year's 109<sup>th</sup> Congress, Senator Bill Frist attached a bill to ban

Internet gambling to a necessary national security bill, thus ensuring a ban on Internet gambling. The bill forbids credit card and other payment companies from collecting Internet gaming bills.

However, that bill – along with other anti-Internet gambling bills – has been challenged by the international

community as a violation of the World Trade Organization. Frank's bill would re-legalize Internet gambling, and help bring the U.S. toward compliance with the WTO.

According to *Casino Gambling Web*, the Frank bill "is not a cure-all" for the issue, but would help bring the U.S. into compliance.

# Casinos need best hand to topple competition

We talk a lot about competition in this newsletter.

These days, the threat of competition in the casino industry looms around every corner. It's in Ohio and Kentucky, which both continue debating expanded gaming. It's in Illinois, and here in Indiana, where slots are coming to our two racetracks.



Every year, hundreds of millions of dollars in casino taxes pour into Indiana's state coffers, helping pay for everything from education to social services to capital improvements. So competition isn't just a threat to our casinos - it's a threat to our state's financial well-being.

Which is why, when that competition comes, Indiana's casinos need to be in a position to win out.

By state law, there are only 11 gaming licenses plus 2 newly authorized slot parlors at racetracks; this helps ensure we don't saturate the market, thus keeping our market viable and drawing large casino companies to the table. Because, frankly there are only so many dollars and players to go around, and in order for our casinos to stay open (and, thus, keep generating tax revenue), they have to make money.

The more gaming we add in the region, the smaller each casino's slice of the pie. Add slots to the racetracks, and the slices shrink; bring casinos to Kentucky, or Ohio, or add on to Illinois, and the slices shrink.

So we have to keep getting better.

In the same way Vegas casinos are constantly upgrading, trying to outdo the competition, so are Indiana's casinos always trying to improve. Across the state, we're seeing new boats; we're seeing new restaurants, new entertainment venues, and newer, bigger gaming rooms. This is what we have to do to remain at the head of the class - and to keep the dollars flowing into our casinos (and, thus, our state coffers) instead of someone else's.

It's a competitive business, and it's only going to get more competitive. That's why Indiana's casinos (and the residents who depend on their tax dollars) need their legislators to deal us the best chance to win a stable tax and regulatory environment.

- Mike Smith, President

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## In Brief...

### Horseshoe celebrates its pastry chefs

"Oooh, aaah, mmmm ..."

Those are the words (or sounds) coming from patrons of Village Square Buffet or Jack Binion's Steakhouse after trying the new bread pudding at Horseshoe Casino Hammond's restaurants.

On a recent Friday afternoon, guests could be seen hoarding near the buffet's dessert bar, clutching handfuls of culinary creations. There were so many selections to choose from, some guests decide to hang out at the bar for several minutes before making a selection.

"Our pastry team produces a high-quality product in an area where literally two people can com-

fortably fit," said Executive Sous Chef Tom S. "They operate in a modest area."

The team serves 5,000 customers and employees daily. About 80 percent of Horseshoe's desserts and pastries are created in-house.

"The pastry is the last thing a guest receives as part of his/her meal," said Spoor, adding the culinary team makes it their priority to create a lasting impression.

"It's all about passion. Pastry chefs are passionate about what they do, and my team is innovative in that regard. I will put them up against any restaurant, venue or dining establishment."

### Indiana focuses on Responsible Gaming

From August 6-10, Indiana's casinos will join the American Gaming Association for the 10th annual Responsible Gaming Education Week.

The theme of this year's campaign, "Responsible Gaming: In Your Own Words," is attempting

to expand the level of employee participation, and to encourage all to think about responsible gaming all year long.

The Casino Association of Indiana is committed to Responsible Gaming, and encourages all properties to participate in RGEW.

## Admission and Wagering Taxes

Admission Tax, May '07	<b>\$ 7,016,794</b>
Wagering Tax, May '07	<b>\$ 74,568,614</b>
Admission Tax, Fiscal YTD	<b>\$ 83,617,133</b>
Wagering Tax, Fiscal YTD	<b>\$767,863,552</b>

Total Admission and Wagering Tax **\$851,480,685**

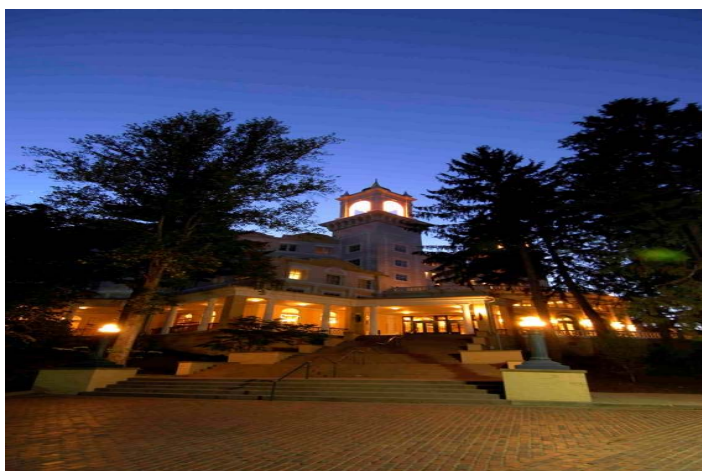
\*Fiscal Year Defined as July 1 to June 30

# French Lick gives students, parents a break

Members of the Orange County community are reaping the rewards of their new casino as their children prepare to begin another school year.

Money generated from the French Lick Resort & Casino now is being used to help cover the cost of textbook rentals to students in the area. According to Paoli Community Schools Superintendent Alva Sibbitt, each student will save the \$70 to \$100 they normally spend to rent their textbooks from the schools - all thanks to money generated from the French Lick Resort & Casino.

Money from the casino's adjusted gross receipts also will be used to offset book rental fees in the Orleans and Spring Valley school districts,



*The West Baden Hotel is part of the brand new French Lick Springs Resort & Casino, which is helping pay for student textbooks in its Orange County community.*

where books are every bit as expensive.

"I'm excited about it," Neva Stroud of Orleans, Indiana, told the Indianapolis *Star*. "I have two kids in

school, and usually, it would be about \$225 out of our pockets, and in August, we get to keep it in our pockets."

Using casino money to offset textbook costs has been

part of the plan since before the construction phase at French Lick. The idea first was announced in June 2004 - before construction even began on the French Lick Resort & Casino.

The funding is being overseen by the Orange County Community Foundation. That foundation's director, Imojean Dedrick, told the *Star* that she hopes the program will continue to fund textbooks for area students for years to come.

Meanwhile, parents in the local school districts are just happy to get a little help from their casino friends this year.

"It made my day," affected parent Julie Osborn told the *Star*. "I have four children. It's over \$300 for textbooks for me each year."

## Casino fate unknown in smoking ban plan

A plan to ban smoking from most enclosed public spaces is gaining momentum among Indiana legislators, even after its failure to pass last session.

The plan was introduced during the 2007 session, with Republican Rep. Eric Turner of Gas City pushing to prohibit smoking in restaurants, sports arenas, and most work places. The proposal also could have included casinos.

However, despite the support of at least 60 legislators, the provision was removed from a bill to help pay for health insurance for thousands of Hoosiers. Now, Turner's provision is again being discussed, with several legislators wanting to join 23 other states, Puerto Rico, and the District of Columbia in banning smoking from these public areas.

At least one representative, though, has told media outlets that he would only support the bill if casinos were taken out of the mix. The idea of a smoking ban in public places is good in concept, says Rep. Charlie Brown of Gary. But given the amount of revenue brought in through casino taxes, a smoking ban there could create a significant drop in the state's annual revenues. "A smoking ban could mean a 15% reduction in revenue" says Mike Smith, President & CEO of the Casino Association of Indiana.

The bill could be brought to the table again as soon as 2008.



*Employees of Resorts East Chicago celebrated diversity at this year's Puerto Rican Parade, for which Resorts was a corporate sponsor.*

## Resorts East Chicago celebrates diversity

Resorts East Chicago helped Northwest Indiana celebrate its diversity this month, serving as a corporate sponsor for the Puerto Rican Parade & Cultural Organization's 26<sup>th</sup> Annual Celebration.

The sponsorship included a table at the 2007 Miss Puerto Rico Pageant on Saturday, June 30, 2007, at the Radisson Hotel at Star Plaza in Merrillville, IN. Resorts employees attended to support the efforts of young Puerto Rican female contestants who displayed the love of their culture and heritage by way of academic excellence, community involvement, talent, and public speaking.

In addition, Resorts also will participate in the organization's upcoming Parade Celebration on Sunday, July 22.

The mission of the Puerto Rican Parade & Cultural Organization of Northwest Indiana is to promote, educate, and preserve the Puerto Rican Culture of their past and present history by means of civic, educational, and recreational venues that highlight the culture's heritage, history, music, arts, dance, and cuisine.

Their efforts go to support Northwest Indiana, the surrounding suburbs, and the Chicago Metropolitan area.

# Casino's H.E.R.O.s join fight against cancer

H.E.R.O.s at Horseshoe Casino in Hammond Relayed for Life this month, continuing their support of the American Cancer Society of Northwest Indiana.

The H.E.R.O.s (Harrah's Employees Reaching Out) joined forces to help with this year's Relay For Life overnight walk, held in June. Horseshoe was a corporate sponsor of the event, and employees banded together to raise almost \$7,000 for cancer research.

Volunteers from Horseshoe also signed up to be team captains and walkers during the overnight walk. The walk is a fun-filled event,

designed to bring together those who have been touched by cancer in the Northwest Indiana community. All night long, teams of walkers gathered at a local school to take turns walking and running around the school's track – and to reflect and remember those lost to cancer, and celebrate those who have survived.

In all, more than 1,300 luminaries lined the track at the high school, with more than 500 participants and 36 teams.

Relay For Life is yet another example of Horseshoe's ongoing support of cancer research. To date, the



Horseshoe employees and their families raised almost \$7,000 for this year's American Cancer Society Relay For Life.

H.E.R.O.s program at Horseshoe has raised \$81,800 for

cancer research, education, advocacy and service.

Casino Aztar GM Maureen Keenan (right) and Director of Human Resources Jean Crowe with General Colin Powell. The trio met April 17 at a diversity lecture in Evansville.



## Gaming terms

**Betting Right** – In craps, a wager that the shooter will win.

**Credit Slip** – Voucher or printed form that, when completed, accounts for the value of chips taken away from a table.

**George** – 1) A player who plays very well; 2) A player who gives the dealer cash; 3) Player who makes bets on behalf of the dealer.

**Off-Number Bet** – In craps, a bet that the shooter will or will not throw a specified number other than his point before throwing a seven.

**Press-A-Bet** – A gambling term referring to increasing a bet after a win.

**Sharper** - A card

## Casino magazine rewards Resorts East Chicago

Resorts East Chicago received 23 awards in this year's "Best of Gaming" Awards, an annual reader's survey conducted by *Casino Player* magazine. The awards, which represent the opinions of *Casino Player* readers across the country, handed Resorts East Chicago a total of seven first-place designations in the Chicagoland market, including Best Overall Casino & Hotel, Most Innovative Slot Floor, Best Video Slots, and Best Hotel Rooms.

Several of Resorts East Chicago's other amenities also received high recognition,

as they were also ranked in such respected categories as Best Service, Best Dealers, and Best Player's Club, among several others.

"We take great pride in these awards," said Joe DeRosa, senior vice president and general manager of Resorts East Chicago. "It lets us know that the hard work and dedication of our tremendous staff as well as our overall commitment to provide the best gaming experience in all of Chicagoland have been recognized and acknowledged by our customers."