

The Indiana Casino Gaming News

A Monthly Publication of the Casino Association of Indiana

Volume 4, Issue 11.....November 2007



French Lick gives back to community

The French Lick Resort and Casino in Orange County has been busy in the community this month, with employees giving food, jobs, and even their blood to make the French Lick community stronger.

This flurry of community activity kicked off Oct. 29, when employees at French Lick donated 23 usable units of blood to the River Valley Region Blood Service of the American Red Cross. The blood service unit set up a collection site in the French Lick Springs Hotel's Windsor Ballroom, and management allowed employees to leave their positions to give blood.

Blood collected will go to all those in need in central and southern Indiana, as well as parts of southeastern Illinois and northern Kentucky.

The blood drive joined food-collecting efforts that have been in effect since April, when the French Lick Resort and Casino began donating food to the Hoosier Hills Food Bank of Bloomington, Ind. Since that time, the casino has donated



Left: French Lick Chef de Cuisine Paul Owens and Project Food & Beverage Manager Joe Bauters prepare to deliver food.

Below: Sales Manager Dean Blackburn prepares to give blood.

food every Tuesday and Thursday; according to Joe Bauters, project and food manager for French Lick, that translates into more than 400,000 pounds of food donated.

And Bauters' department does more than just give food – it also gives opportunities. Every week, part-time employees from the First Chance Center – a center for disabled and disadvantaged people – are at work on the property. Several others often are volunteering as well.



"They do a great job, are really good people and I weekly use seven different part-time employees from First Chance," Bauters said.

INSIDE THIS ISSUE:

Letter from the President	2
In Brief...	2
Kentucky paper examines Indiana casinos	3
Casino Aztar helps Evansville with big bucks	3
Caesars Employee Honored	3
Shining Stars honored	4
Orange County thriving	4

Beshear's victory shows Kentucky may be ready for gaming

Maybe Kentucky voters ARE ready for casino gaming.

After several years of defeating ballot initiatives dealing with gaming, Kentuckians sent a clear message in this year's gubernatorial election. Democrat Steve Beshear, who has vocally favored gaming, won a landslide victory this month over incumbent Ernie Fletcher, who had even more vocally opposed the issue.

And while it should be noted that the scandals that plagued Fletcher's four years

in office likely played a role in the vote, many news outlets already are trumpeting casino gaming's future in Kentucky.

Of course, it cannot happen right away.

In Beshear's campaign speeches and ads discussing gaming, he has been adamant about the idea of limited gaming. As is done in Indiana, he has said he wants to limit the number of gaming licenses offered by the state, and he wants to give individual areas the right to decide whether a

casino comes to their neighborhood. He also wants voters and the legislature to adopt an amendment to the state Constitution – an amendment that clearly lays out the rules for casino gaming, as well as who will enforce them.

That amendment – which would include the number of gaming licenses, where casinos could be located, who would oversee enforcement, and all other details – would first have to pass the Kentucky legislature. Once that hap-

pened, it would go on the ballot for all voters; their approval then would bring gaming to Kentucky.

The timeframe for such an action – or even if it would happen at all – remains undetermined. But with their vote this month, Kentucky residents have made it appear likely that casino gaming, in some form, will soon be part of the Commonwealth.

And Indiana's casinos likely soon will have new competition.

It's Here!

I've talked a lot about the potential for casino competition from other states.

I've talked about the economic consequences of competition - both for our casinos and for our state, which relies heavily on casino revenue come budget time. I've talked about the need to expand - to widen the realm of services and entertainment options we offer at our casinos to beat back that competition.



And now, I'm talking about the competition itself. Because, folks, it is no longer a theory. Competition is here, and it may be coming from all sides.

It's in Michigan, where the Four Winds Casino opened this year with different rules compared with Indiana. Almost immediately, word came that this new casino was eating into revenue at Blue Chip Casino; now, the casino has announced plans to aggressively attack the Chicagoland market, which means potential hits to all of Indiana's northern casinos.

Further complicating things in Chicagoland is the Illinois legislature's appears close to a decision to allow expansion of its casinos, and to allow four new casinos - including at least one in the Chicagoland area. As the number of casinos in that area grows, slices of the revenue pie are shrinking.

Our southern casinos likely won't be left out of the competition game, either. An article on Page 1 talks about the election of Steve Beshear as governor of Kentucky. The race between Beshear and incumbent Ernie Fletcher was widely seen as a referendum on the casino gaming issue - with Beshear on the pro-gaming side. Based on the result, one has to wonder how long it will take for Kentuckians to start building casinos near Caesars Indiana, Belterra, Casino Aztar, and our other southern properties.

Which only leaves Ohio out of the game - and word is, they're looking to get back in, with a potential ballot initiative in 2008.

All of that means Indiana's casinos aren't the only game in town anymore. So if we want to keep the revenue rolling in, we have to be the best. It may be time for the state of Indiana to make sure we are not at a competitive disadvantage from other states.

- Mike Smith, President



In Brief...

Caesars helps build a home for the holidays

Caesars Indiana is partnering with Harrison County Habitat for Humanity to make sure local families can be home for this holiday season.

On October 20, the first-ever Habitat Christmas Boutique was held in Corydon, to raise funds for the next Habitat house in the area. With help from Caesars, the event raised about \$7,000.

The event featured a "free-will offering luncheon," where attendees were encouraged (but not mandated) to give whatever they saw fit to Habitat for Humanity. Caesars Indiana provided and served the delicious lunch for all attendees.

Above, Caesars employee Justin Scherer spent the afternoon serving lunch to the crowd of givers, helping raise money for the next home.

Harrah's officer takes a stake in the Celtics

The top executive at Harrah's has taken on a new job - and, as a result, patrons of his casinos can no longer bet on the Boston Celtics.

Gary Loveman, chairman, president and chief executive officer of Harrah's Entertainment (owner of Caesars Indiana and Horseshoe Casino in Indiana) has taken on a role as a minority owner in his hometown Boston Celtics, buying 2.4 percent of the team. And, while it's a very minor share, it was - at first - rejected by Commissioner David Stern due to Loveman's day job.

But the seven-man committee dealing with the possibility of locating an NBA team in Las Vegas overturned that decision, allowing Loveman to purchase the share as long as Celtics games go off the books at all Harrah's properties.

"We're trying to be welcoming on one hand," Stern told the *Las Vegas Review Journal*. "And on the other, we're trying to make sure that we eliminate, to the greatest extent, possible questions."

While the deal is not done, one insider has called it a "slam dunk."

Admission and Wagering Taxes

Admission Tax, October '07	\$ 6,649,684
Wagering Tax, October '07	\$ 53,105,332
Admission Tax, Fiscal YTD	\$ 28,701,501
Wagering Tax, Fiscal YTD	\$189,537,713
Total Admission and Wagering Tax	\$218,239,214

*Fiscal Year Defined as July 1 to June 30

One North Capitol, Suite 520
Indianapolis, IN 46204

Phone: 317-231-7030

Fax: 317-231-7035

Email info@CasinoAssociation.org

Problem Gambling Hotline: 1-800-994-8448

Caesars employee a “Woman of Achievement”

Antia Fields is passionate about diversity.

“It is very, very important,” Fields said. “In fact, I think it is vital, because casinos should want to mirror their customer base; by embracing diversity, casinos project their commitment to the entire community.”

Fields’ passion for the issue comes through in her job as Diversity Coordinator for Caesars Indiana - so well, in fact, that she recently was

named winner of a Woman of Achievement award by the Business and Professional Women in her region.

Fields’ award came for going above and beyond the call of duty in her job, which consists primarily of finding and executing procurement opportunities with minority- and women-owned businesses for Caesars. In order to find and develop relationships with those businesses, Fields gets

involved with numerous community projects, programs and outreach workshops “to get the message out about procurement opportunities here at Caesars.”

“I believe in going the extra mile for this, because it would not mean as much to



simply pick up the phone and call these businesses,” Fields said. “You have to have face-to-face contact with these businesses - you have to be out there where they are.”

And after winning this award, Fields feels even more passionate about her work.

“I’m extremely ecstatic about the award,” she said. “And it has given me extra fuel to continue what I do - to always go above and beyond.”

We already knew that!

Kentucky article analyzes casino benefits in Indiana

In examining the casino gaming issue for the Kentucky governor’s race, the Louisville *Courier-Journal* studied Indiana as a model. And in doing so, the newspaper came to one irrevocable conclusion:

Casinos have been a boon for Hoosiers.

“Indiana’s 11 riverboats have substantially bolstered the state treasury, generating more than \$4 billion in tax revenue,” stated the article, written by reporter Lesley Stedman Weinenbener. “In fact, casino tax money – most of it from out-of-state patrons – has been among Indiana’s most stable sources of revenue. And lawmakers have turned to gambling again and again when they’ve needed to balance the budget or cut taxes.”

Over the last 12 years, casino tax revenue has become “an intrinsic part of the budget,” former state Senator Larry Borst told the newspaper. Without those revenues, the state would have had to raise taxes several times in order to sustain education and other programs throughout the state.

The article notes that more than 16,000 people statewide are employed by casinos, while local communities have received hundreds of millions of dollars from the gaming industry. Specifically cited is Harrison County, Indiana, which neighbors Louisville; there, Caesars Indiana gives the community foundation about \$14 million

The article notes that more than 16,000 people statewide are employed by casinos, while local communities have received hundreds of millions of dollars from the gaming industry.

annually, on top of the \$27 million in annual tax revenue that goes to the county – revenue that has gone to provide endowments for libraries, college scholarships for local children, and construction costs for sports complexes, hospitals, and an animal shelter.

Caesars is not unique, either. Across the state, casinos give money to community foundations, pay millions in taxes to state and county coffers, and invest millions more into the local economy through economic development.

And the industry is still growing. “With several casinos either completing or planning expansions,” the article states, “the state predicts a 3.5 percent growth in gambling dollars in 2008, with another 4.7 percent jump in 2009.”

That kind of growth can fund a lot of education, build a lot of libraries, and create tremendous revenue for the people of Indiana.



Evansville benefits from Casino Aztar’s generosity

When the people of Evansville wanted to bring a real World War II Landing Ship Tank to their city, Casino Aztar was happy to help with a corporate sponsorship.

As one of the area’s leading corporate sponsors, Aztar knew the importance of such a ship to Evansville. These were, after all, the ships built in the Evansville shipyards during World War II.

“That has been one particularly gratifying experience for Casino Aztar – our continuing sponsorship of the USS LST Ship Memorial located along the Ohio riverfront in downtown Evansville,” said Stacey McNeill, vice-president of marketing for Casino Aztar. “Today, thousands of visitors (including WWII veterans) visit the LST-325 memorial and museum every year.”

That’s just one example of the corporate philanthropy that has made Casino Aztar one of Evansville’s greatest assets. In the first nine months of 2007, Casino Aztar has made contributions of \$171,858, representing more than 785 different nonprofit agencies. This philanthropy has spanned the Tri-State area with programs supporting education, arts, cultural diversity, community enrichment, historical preservation, environmental initiatives, sports, and helping those in need.

And that’s just this year!

Orange County thriving again

Casino, hotels help reverse region's economic decline

The last time the Orange County area in Indiana saw any major economic development, Dwight Eisenhower was president.

That was the 1950s – back when the golf courses in French Lick were among the world's greatest. Since then, the area has been in a period of economic decline.

Until now.

In the past 12 months, the people of French Lick have seen two major hotel openings and the unveiling of a brand new casino. They've seen a once-proud golf course restored to its former glory. And, more importantly, they've seen their flagging economy revitalized by the emergence of the French Lick Resort Casino.

"We have certainly accomplished a great deal over the past year," said Mark Bommarito, vice president of sales and marketing for the resort. "We are most proud of our contribution to the local economy."

More jobs and more business

Among those contributions are 1,686 jobs – most of them brand new. Almost 1,400 of those jobs were filled by Orange County residents; based on state figures, the resort's hiring initiatives were responsible for creating the greatest quarterly drop in unemployment in the state – only two months after opening.

And according to the Department of Workforce Development, an additional 400 jobs have been created in the county as an indirect result of the casino's opening – jobs that include local government, medical and retail positions, among others.

Add that to the boost local vendors have received, and the impact is staggering.

But the impact on jobs hasn't been the only financial boon.

The casino has given money to local schools, to help pay for student education. It has given to numerous local charities, including a recent, \$250,000 event that ended in donation to the Historic Landmarks Foun-



French Lick Casino at night

and since December 2006, the towns of French Lick Springs and West Baden Springs each have received \$2 million in local development money.

More life coming downtown

"Casino revenues to the town of French Lick have allowed us to purchase police vehicles and street department vehicles, acquire property considered blighted in an effort to beautify and develop those areas, and to start phase one of a repaving of streets and building of new curbs and sidewalks," said Dave Harner, treasurer for the Town of French Lick Springs. "We have also begun work on a \$15 million downtown development project that will include dining, retail, residential housing, civic building and town green space."

Be it a donation or a job, an organization or an employee, French Lick Resort Casino is committed to the local community.

"I don't think people realize the impact," employee Gayla Merry said. "The resort casino has changed a lot of people's lives."

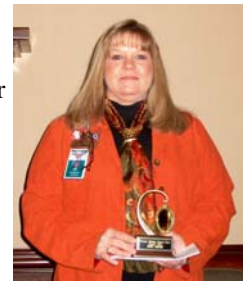
Casino honors its Shining Stars

The Grand Victoria Casino recently inducted eight employees into its Shining Star Award Program.

The employees, who have "consistently demonstrated superior performance skills and exceptional guest service protocols," were nominated by their respective co-workers, then selected by an independent employee committee charged to evaluate the merit of each nomination.



Amando Hernandez



Kim Smith

These eight employees each received a complimentary bottle of wine, a custom-crafted floral arrangement, an engraved personal award, and \$220. The honors were bestowed during a luncheon hosted by Grand Victoria General Manager Steven Jimenez, HR Director Endea Sizemore, and the Grand Victoria department directors. In addition, each of the eight recipients will be eligible for the property's manager, supervisor or employee of the year awards, which will be announced at a January gala.

The employees inducted this month were Penny Presley, Marine/EVS Supervisor; Amanda Markland, Hotel/Guest Services Manager; Kerri Dunaway, Hotel/House Attendant; Amando Hernandez, Golf/Tractor Operator; Brenda Gear, Finance/Main Banker; Kim Smith, Table Games/Dealer; Jesse Lambert; Marine/Deckhand; and Norma Henry, Marine/EVS.

