

PROPOSED KENOSHA CASINO AND DESTINATION ENTERTAINMENT CENTER PACKS MAJOR ECONOMIC BOOST



As part of its effort to develop a new casino and destination entertainment center in Kenosha, the Menominee Indian Tribe of Wisconsin and Hard Rock International asked KlasRobinson Q.E.D., a business advisory company from Minneapolis, to study the economic impact of the project. KlasRobinson has worked for many tribes in Wisconsin and is familiar with Native American gaming. Highlights of the study include:

*The proposed project will have a significant, local economic impact, with early estimates indicating total new development cost of around \$360 million, including approximately \$104 million in construction payroll with almost 1,000 construction jobs for 18 months.

*The planned casino and destination entertainment center is estimated to employ more than 1,000 people once the project is fully built out. The average annual earnings for full-time equivalent employees is projected to be about \$54,000. The study also projects that another nearly \$10 million in annual employee benefits will be invested in the community. The project will generate nearly \$21 million in annual payroll taxes.

*More than half of the nearly \$51 million in annual purchases for goods and services for on-going operations will come from in-state vendors. The project is estimated to generate more than 2.4 million annual visits to the casino and entertainment center, with nearly 1.6 million of those visits coming from outside the state of Wisconsin.

*Total direct, induced, and indirect annual impact on the economic output is estimated at over \$352 million for Kenosha County and almost \$492 million for the State of Wisconsin as a whole.

*The Menominee/Hard Rock Casino and destination entertainment center will include a Hard Rock Hotel with 150 rooms, a Hard Rock Cafe, and a Hard Rock Live venue with 2,000 seats. In addition, the project includes a gaming area with about 1,500 slot machines and an estimated 50 table games. There will also be seven restaurants, three bars, a retail gift shop, an outdoor pool, a fitness center, and an 8,500 sq. ft. ballroom.

*The proposed project design will be consistent with other Hard Rock casinos and resorts in the U.S. in terms of decor, memorabilia, service standards, gifts, retail, entertainment events, and promotions.

*The investment in the local community will help make Kenosha even more appealing to visitors and residents alike. It will provide another local option for entertainment and dining as well and generate new consumer spending outside the casino.

*The Menominee Indian Tribe of Wisconsin is one of the largest and one of the poorest tribes in the state. On an annual and regular basis, Menominee County, the site of the tribe's reservation, is ranked at the bottom for health outcomes in Wisconsin. Its needs range from challenges in the areas of health care and education to elderly services and addiction prevention and treatment.