

# Charitable Gaming **THE VIEW**



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## 1150 – First Year Anniversary of Launch of TapTix Units

On the 29<sup>th</sup> November 2014, the Charitable Gaming Sector [Ontario] celebrated the first anniversary of the introduction and launch of the TapTix Dispenser Units in the Sudbury marketplace. This has been a '*Game Changer*' and has become the foundation piece of the *Revitalization of Charitable Gaming*, which [the sector] has been under tremendous pressure for years. The introduction of this product platform gives an opportunity to seek a new consumer group.

The product itself, *Breakopen Ticket*, has (along with *Bingo*) been the cornerstone of Charitable Gaming in this province. The only thing new is the method of delivery, which has been brought up to date through the use of technology.



We have now successfully introduced this product to numerous municipalities throughout all corners of the province. It is beginning to have some traction and the first seeds of the '*Revitalization of the Sector*' are beginning to come through.

This is a moment to *Pause, Reflect and Review* what has been achieved, the partnerships that have been formed to make this transition happen and the unique fashion that each element of the partnerships has applied themselves. Everyone needs to be congratulated and acknowledged for their contribution to this success.

### **1151 – Gaming Centre – St. Thomas Completes Phase One of Conversion**

On Wednesday, the 4<sup>th</sup> December 2013, the former *Bingo Country Centre – St. Thomas* completed phase one of the conversion process and this rounds out a very active implementation program for 2013.

The St. Thomas location is a compact 15,000 sq.ft., but the Commercial Operator has effectively used the space to create three (3) unique areas and experiences. There is the traditional bingo lounge which has some interesting features and an 'interchange area' for the purchasing of tickets and general customer service support. Also, there is the gaming floor that will host the TapTix units and have some interesting lighting and sound features, Finally, the efficient use of the hospitality area that will provide a licenced bar and enhance food offering. Combined with this is a commitment to build a '*brand experience*' for the current and future consumers.

The Senior Vice President – Operations, *Mr. D'Arcy Stuart*, has announced that the Centre will be renamed & rebranded *Jackpot City – Gaming & Entertainment* and he is importing the correct resources to deploy his companies brand promise. This I believe is rather exciting and I fully support Mr. Stuart's approach and direction.

It has also been pointed out to me by Mr. Stuart that it is his intent to ensure there continues to be a *gradual and incremental approach* to ongoing improvements.

I would like to wish everyone at *Jackpot City Gaming & Entertainment every success* as they move forward to phase two in the conversion process.

### **1152 – AGCO – Registrar's Standards**

All Gaming Centres that have converted to 207:1:a are now operating under the *Registrar's Standards* and the *OLG's Policies & Procedures*. It is extremely important that all Gaming Managers and Centre employees understand and are aware of these two documents.

We must, and we are, embracing effective compliance of our Centres to ensure the smooth, effective and consistent delivery of our products to the consumers.

### **1153 – It's Entertainment – Rama Gaming (Mississauga)**

I want to congratulate *Team Rama* on their strategy of introducing a greater focus on *Entertainment and the use of the Bar Area* and the opportunities this brings forth to the sector at large.

Without question it is early days but you can see each week, as more *awareness* is gained in the marketplace, that the Centre is gaining strength on its planned strategy. The integration of an enhanced food offering is also taking shape within the Centre.

It is clear that Mr. Paul Micucci has a vision for his Company/Centres. He is driving forward with the implementation of that vision and I want to encourage and wish him well in doing so.

## 1154 – CGAO General Meeting

Please be advised that we are hosting our General Members Meeting on Thursday, the 12<sup>th</sup> December 2013. Details of the meeting are below.

<b>Date:</b>	12 <sup>th</sup> December 2013
<b>Time:</b>	10:00am to 2:00pm
<b>Location:</b>	Holiday Inn (Airport East) Toronto
<b>Room:</b>	Centennial B
<b>Refreshments:</b>	Light Snacks & Coffee

At the meeting we will be hosting the AGCO and directly *Mr. Jeff Longhurst – Director of Registration & Operations* who will update members of the latest development in the area of *registration* and more directly employee *registrations*. This will be very informative for all Commercial Operators and Managers.



## 1155 – Chances Haney (British Columbia) Successfully Launched

A few weeks ago the Chances Community Gaming Centre (Hanley – British Columbia) completed a successful launch of this newly built Gaming Centre. The response from the 'guests' has been excellent and the Centre has been achieving some highly attended events.

In speaking with the General Manager – Mr. Andrew LaCroix, he has seen a real change in the focus of the product offering and sees how *entertainment & hospitality* is now becoming a greater factor in the success of the overall Centre. This is how the Bingo Centres of the past are evolving and responding to the changing dynamics of the gaming landscape.



I feel that Andrew and his team are doing a tremendous job in deploying the company strategy and sense that there are some real lessons from British Columbia that could be deployed here in Ontario.

*Well Done and Congratulations* to Andrew and his whole team as they continue to drive this business and experience forward.

### 1156 – Responsible Gaming

As we continue to plough forward with the conversion process, we are now adding the *Responsible Gaming kiosks* within the Centres. This will support and be an anchor of the information and support for responsible gaming resources.

In partnership with the *Responsible Gambling Council*, the kiosks are now being deployed in our Centres. This is a critical piece in the overall *Revitalization of Charitable Gaming initiative*. I have enclosed a picture of how the new kiosk will look in the Centres.



### 1157 – Conferences

I wish to bring to your attention the Responsible Gaming Conference that is taking place in British Columbia in early January 2014. It is now in the second year and is quickly becoming a feature in the Canadian Gaming Conference cycle. I would encourage all Commercial Operators to look at the schedules and if you can make the conference please register.



## 1158 – Promotional Dates – 2104

As we begin to look forward to 2014, the promotional calendar takes up again. The view is that we need to plan further ahead. I thought there would be value in listing down some key dates that can be a foundation of any potential promotional activities.

In discussions with Mr. Michael Orser – President (Boardwalk Gaming & Entertainment) he feels, and I believe there is real merit in this view, that the business or Centres require to be driven by 'events', that is events that can *engage and entertain* the consumer base. This I think re-enforces the need for greater planning and execution of marketing/promotional plan.

<i>Promotional Dates – 2014</i>	
<b>Date</b>	<b>Event</b>
1 <sup>st</sup> January 2014	New Year's Day
31 <sup>st</sup> January 2014	Chinese New Year
2 <sup>nd</sup> February 2014	Groundhog Day
7 <sup>th</sup> February 2014	Opening Olympic Ceremonies
14 <sup>th</sup> February 2014	Valentine's Day
17 <sup>th</sup> February 2014	Family Day (ONT)
23 <sup>rd</sup> February 2014	Closing Olympic Ceremonies
3 <sup>rd</sup> March 2014	RRSP Deadline
9 <sup>th</sup> March 2014	Daylight Saving Begins
17 <sup>th</sup> March 2014	St. Patrick's Day
20 <sup>th</sup> April 2014	Easter Sunday
21 <sup>st</sup> April 2014	Easter Monday
11 <sup>th</sup> May 2014	Mother's Day
19 <sup>th</sup> May 2014	Victoria Day
15 <sup>th</sup> June 2014	Father's Day
21 <sup>st</sup> June 2014	Aboriginal Day / Summer Solstice
1 <sup>st</sup> July 2014	Canada Day
4 <sup>th</sup> August 2014	Civic Day
1 <sup>st</sup> September 2014	Labour Day
13 <sup>th</sup> October 2014	Thanksgiving Day
31 <sup>st</sup> October 2014	Halloween
2 <sup>nd</sup> November 2014	Daylight Savings End
11 <sup>th</sup> November 2014	Remembrance Day
21 <sup>st</sup> December 2014	Winter Solstice
24 <sup>th</sup> December 2014	Christmas Eve
25 <sup>th</sup> December 2014	Christmas Day
26 <sup>th</sup> December 2014	Boxing Day
31 <sup>st</sup> December 2014	New Year's Eve

I would encourage you to speak with our Suppliers who have a tremendous knowledge and experience of these promotional dates.

On-Line @ [www.cgao.ca](http://www.cgao.ca)

Information: Resources: Reference

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