

WINDSOR-ESSEX REGIONAL Chamber of Commerce

MEDIA RELEASE

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Windsor-Essex Regional and Niagara Falls Chambers Urge Passage of Single Sports Betting Bill in Senate, Citing Missing Opportunity of Super Bowl

Windsor, ON/Niagara Falls, ON – The Windsor-Essex Regional and Niagara Falls Chambers of Commerce, Canada, and Niagara Falls Tourism urge the Senate to pass Bill C-290, the Single Sports Bill. Bill C-290 has been in the Senate for nearly two years.

“It’s a missed opportunity to showcase Fallsview Casino Resort and Casino Niagara and create a position of advantage within a highly competitive market,” said Dolores Fabiano, Executive Director of the Niagara Falls Chamber. “It’s hard to believe this has been on the Senate agenda for nearly two years with little or no action when it has received strong all-party support in the House,” added Fabiano.

“Having single-sports betting at Fallsview Casino and Casino Niagara for Super Bowl weekend would deliver a definite economic boost to Niagara Falls,” said Toni Williams, Director of Niagara Falls Tourism. “The passage of Bill C-290 would give people a reason to cross the border into Canada and consequently stimulate job growth and an increase in tourism in our Region.”

A recent case study prepared by HLT Advisory for the Canadian Gaming Association estimates that a competitive legal sports book that offered single-event wagering could potentially generate - primarily from the US market - about \$35.0 million (or about \$1.7 million in win) in Niagara and another \$70 million (or about \$3.6 million in win) in Windsor.

Furthermore, HLT estimates that between \$9.0 and \$12.0 million in gaming win and about \$3.0 million in ancillary revenue could be generated at Niagara Casinos. In total, a sports book offering single-event sports wagering could potentially generate between \$13.0 and \$17.0 million in Niagara, the majority of which would be earned from US customers. Utilizing the results of the 2010 Economic Impact of the Canadian Gaming Industry Study, this incremental business could support up to 100 jobs (full-time equivalent) in Niagara.

Taking a closer look at the significant impact single-event sports wagering could potentially have in Windsor, HLT estimates that between \$18.0 and \$24.0 million in gaming win and another \$5.0 and \$7.0 million in ancillary revenue could be generated at Caesars Windsor – with a strong majority of these dollars also coming from the US. In addition to providing Caesars Windsor a strong competitive advantage versus the Detroit casinos, this could potentially result in a positive influx of up to 150 jobs (full-time

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equivalent) in Windsor, according to the 2010 Economic Impact of the Canadian Gaming Industry Study.

"This is yet again another missed opportunity to showcase Caesars Windsor and enhance our competitive position in a tough marketplace," said Matt Marchand, President & CEO, Windsor-Essex Regional Chamber of Commerce. "Allowing the province to decide and having single sports betting at Caesars Windsor for Super Bowl weekend would unquestionably add significant economic activity and excitement to our region," added Marchand.

Bill C-290 has the support of nine provinces in addition to provincial and regional chambers of commerce, plus numerous economic development committees, mayors, provincial gaming regulators from across Canada, the Ontario Chamber of Commerce and the Canadian Labour Congress. At its most recent annual general meeting, the Canadian Chamber of Commerce, joining chambers in Windsor-Essex and Quebec/Atlantic Canada, unanimously passed a resolution urging the Senate to pass Bill C-290.

The Bill would contribute to the creation of additional jobs at provincially-operated/regulated casinos, attracting U.S. citizens to Canadian casinos, and reducing organized crime associated with single event betting.

The Single Sports Betting Bill has already passed the House of Commons with all party support including support from Rob Nicholson, MP – Niagara Falls, Minister of National Defence.

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