



POTAWATOMI BINGO CASINO:

Making a sure bet helps patrons know their limit

Overview

The Forest County Potawatomi tribe in Wisconsin opened Potawatomi Bingo Casino in 1991. This entertainment and gaming center in Milwaukee attracts nearly six million visits a year and employs more than 2,500 team members. Its commitment to social responsibility, however, is based on Native American values and beliefs that can be traced back hundreds of years.

The casino has adopted the Business for Social Responsibility definition of SR—“operating in ways that honor ethical values and respect people, communities, and the natural environment in their efforts to strive for commercial success.”

Potawatomi Bingo Casino focuses on five key areas of SR, but its no. 1 social priority is responsible play, which addresses responsible gambling.

Social Responsibility Issue

Research has shown that the overwhelming majority of people who gamble do so responsibly and as a form of entertainment. Nonetheless, a small portion of the population can develop a serious, sometimes uncontrollable problem with gambling. Potawatomi Bingo Casino understands the potential impact this can have and is committed to making people aware of the risks as well as supporting resources for those who need help.

Solutions

The casino has taken numerous steps to increase awareness of problem gambling with both its guests and team members. It collaborates with agencies that address responsible gambling, including the National Council on Problem Gambling and National Center for Responsible Gaming. A casino representative serves on the Board of the Wisconsin Council on Problem Gambling (WCPG), and the casino is the largest private contributor to the organization. Funding from Potawatomi Bingo Casino provides training for counselors specific to gambling addiction and helps the WCPG offer a 24-hour helpline. Other ongoing efforts include:

- Training for Potawatomi Bingo Casino team members
- Supporting a self-restriction program
- Integrating safe gambling messages, “Make a sure bet; know your limit,” into marketing materials
- Providing helpline messages and materials within the casino and on its Web site

SOCIAL RESPONSIBILITY

Company name: Potawatomi Bingo Casino

Location: Milwaukee, Wisconsin

Web site: www.paysbig.com

Founded: 1991

Scope: Local/regional

Employees: Approximately 2,600

- Promoting National Problem Gambling Awareness Week
- Developing policies to address underage access to the casino and supporting educational efforts aimed at youth
- Maintaining a responsible gaming committee to continuously improve their efforts

“Potawatomi Bingo Casino is committed to investments that maintain our business as a leading entertainment destination. It absolutely means investing in addressing social issues that could hamper our business, including problem gambling. If our guests are enjoying themselves and the community sees us as a partner in both business and social issues, then we are successful,” said Mike Goodrich, general manager.

Measurement

Potawatomi Bingo Casino measures its success in a variety of ways including community perception research, monitoring the number of helpline cards picked up in the casino, tracking the number of individuals that self-restrict, and guest satisfaction surveys.

Other SR Involvement

Potawatomi Bingo Casino is building on its tradition of responsibility through sustainable business practices; donations to hundreds of charitable organizations; providing economic impact through employment, supporting vendor businesses, and by making payments to state, county, and city governments; attracting and retaining a diverse team by providing good working conditions, competitive wages, and opportunities for advancement; and preserving its culture by passing down traditions and values that help guide future generations. Find more information on its SR efforts at paysbig.com/social.



The casino adheres to its Social Responsibility Statement of Commitment: Manage all operations for the long-term benefit of the business and those we affect now and in the future.

