



## ECONOMIC DEVELOPMENT

The Tunica County Economic Development Foundation has been actively recruiting new businesses and industries to the county. In 2009, through interest in the 2,221-acre Metro Mega Site, five potential major industries are considering Tunica County. These projects represent a potential capital investment of \$3.5 billion as well as 6,300 new jobs and range from manufacturing and warehousing/distribution to aerospace and green energy.

In early 2010, it was announced that Schulz Xtruded Products, a stainless steel pipe manufacturing company would locate its first U.S. plant in Tunica. Investment is expected to be nearly \$300 million and will employ up to 500. Ground broke in March 2010 and construction is currently underway.

Because of the great interest in the area, as well as the February 2010 announcement of scheduled air service to Tunica, a multi-modal Industrial Park is under development near the Tunica Airport.

Tunica County New Construction Projects during calendar year 2009, as reported by the Tunica Planning Commission, total 134 commercial permits for \$8.4 million and 71 residential permits for \$2.1 million.



## TUNICA ARENA & EXPO CENTER



The Tunica Arena holds more than 152 show days each year, bringing approximately 23,000 event attendees to Tunica annually.

## THE TUNICA AIRPORT



TUNICA AIRPORT



The Tunica Airport has continued to grow and expand to Mississippi's third largest airfield since opening in September 2003. The first Boeing 737 aircraft landed here in 2005, beginning a charter flight program that continued to be successful in 2009 with 568 large aircraft arrivals and almost 62,000 passengers, a 4% increase year over year.

In early 2010, Tunica Airport, in conjunction with AirTran Airlines and Harrah's Entertainment, announced non-stop service between Atlanta and Tunica to begin on May 6, 2010. With this announcement, development of a commercial terminal was expedited and construction of Phase I was set to begin immediately.

## GATEWAY TO THE BLUES

Located on Highway 61, Tunica is the Gateway to the Blues. The Tunica Convention & Visitors Bureau has been working on the financing and development of the Gateway to the Blues Visitor Center and Museum. The museum will hold a collection of memorabilia telling the story of the Blues in the Delta.



## TUNICA RIVERPARK

The Tunica RiverPark has welcomed more than 200,000 visitors in five years and received many awards and accolades. The *Tunica Queen* riverboat, offering Mississippi River cruises, is docked there.



## TUNICA NATIONAL GOLF & TENNIS CLUB

The Mark McCumber-designed championship golf course hosted an estimated 25,000 rounds of golf in 2009. The Club's indoor tennis courts were awarded the USTA's Outstanding Facility Award.



## TUNICA VISITOR PROFILE

### FINANCIAL\*

<b>\$58,700</b>	<b>Average Annual Income</b>
<b>\$484</b>	<b>Average Spent Per Trip</b>

### VISITOR SATISFACTION\*\*

<b>32%</b>	<b>Completely satisfied</b>
<b>39%</b>	<b>Mostly satisfied</b>
<b>22%</b>	<b>Somewhat satisfied</b>
<b>5%</b>	<b>Mostly dissatisfied</b>
<b>2%</b>	<b>Completely dissatisfied</b>

ESTIMATED ANNUAL VISITORS: 10+ MILLION

**VISITOR\***  
Average Age: 54

<b>64%</b>	<b>Age 50+</b>
<b>65%</b>	<b>Female</b>
<b>35%</b>	<b>Male</b>

**PURPOSE OF TRIP\*\***

<b>Gambling</b>
<b>Dining</b>
<b>Entertainment</b>

### AVERAGE TRIP TO TUNICA\*\*

<b>2.6</b>	<b>Average number of visits in the last year</b>
<b>3.2</b>	<b>Average number of casinos visited per trip</b>
<b>2.2</b>	<b>Average number of nights spent in Tunica</b>
<b>2.9</b>	<b>Average group size per trip</b>

\*This demographic information was the result of a visitor profile study that was conducted in 2007.  
\*\*These results were obtained through an awareness and perception study among Tunica visitors in 2008 in the key markets of Little Rock, AR, Nashville, TN, and Huntsville, AL.

## TOURISM MARKETING EFFORTS

### 2009 SPRING KEY MARKET CAMPAIGN

**Name:** Ultimate Road Trip Giveaway

**Duration of Campaign:**  
March 2009 - June 2009

**Markets:** Huntsville, AL;  
Little Rock, AR; Nashville, TN

**Media:** Television, Radio, Newspaper Insert, Print Ads, Outdoor, Interactive/Online Marketing, Baseball Sponsorships



### 2009 FALL CO-OP KEY MARKET CAMPAIGN

**Name:** Memphis 'N' Tunica It's Rocking. Get Rolling.

**Duration of Campaign:**  
October 2009 - November 2009

**Markets:** Jackson, TN; Jonesboro, AR; Paducah, KY/Cape Girardeau, MO/Harrisburg, IL

**Media:** Television, Newspaper Insert, Interactive/Online Marketing



Because of Tunica's marketing efforts, the Tunica Convention & Visitors Bureau was awarded the 2009 Shining Example Award for CVB of the Year in the Southeastern US, as well as the Mississippi Tourism Association's 2009 CVB of the Year and MTA's 2009 Tourism Promotion of the Year.



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## 2009 ANNUAL REPORT

# THE TUNICA MIRACLE



GAMING · ECONOMIC DEVELOPMENT · TUNICA AIRPORT  
TUNICA RIVERPARK · CHAMPIONSHIP GOLF





# TUNICA COUNTY THE MIRACLE CONTINUES

As one of America's great economic success stories, Tunica County has created a diverse and growing economy from what was one of the country's most stagnant. New developments, recreational facilities and transportation are keeping Tunica County on the rise and on its way to an even brighter future.

## HOW THE TUNICA MIRACLE BEGAN

In 1990, the Mississippi Legislature legalized gaming as a way to create badly needed jobs and bring new industry to river and coastal areas. Civic and business leaders of Tunica County adopted gaming as part of an economic development strategy, which began what is known as the "Tunica Miracle."

In 1992, Splash Casino opened in Tunica, creating jobs and a revived economy almost overnight. Since then, more than \$3 billion has been invested in Tunica, more than 16,000 new jobs have been created and Tunica County has seen its budget grow from \$3.5 million in 1992 to \$56.7 million in 2009, making its turnaround a true economic miracle.



## GAMING INDUSTRY IMPROVEMENTS

The Tunica gaming industry continues to make property upgrades. Tunica has seen the following property renovations in 2009 totaling \$21 million:

- Fitz Casino and Hotel renovated their buffet, player's lounge, high limit room, stage bar and casino bathrooms.
- Harrah's Tunica added a food court to the casino floor that includes Quiznos, Uno Express and Fuddruckers, in addition to a Dunkin' Donuts that opened in early 2009.
- Resorts Casino opened Big Burgers eatery.
- Tunica Roadhouse, formerly Sheraton Casino & Hotel, opened in late 2009. The property, owned by Harrah's Entertainment, was closed for less than one week for the transformation that included renovations to the casino floor, restaurant, lobby and entry suites, in addition to the complete rebranding efforts.

## TUNICA COUNTY TAX & EMPLOYMENT UPDATES

### GAMING REVENUE TAX DISTRIBUTION

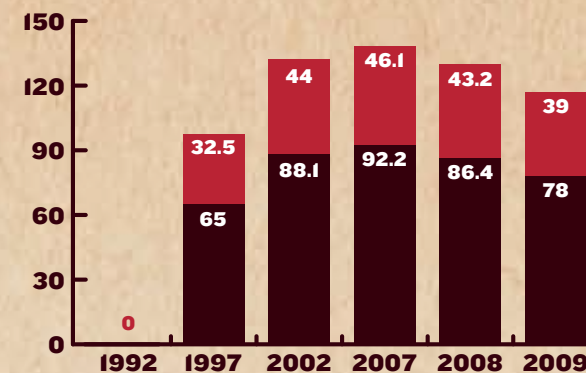
12% tax = 4% local + 8% state



Representing gaming revenue tax distribution from 1992-2009

### COUNTY/STATE GAMING REVENUE GROWTH

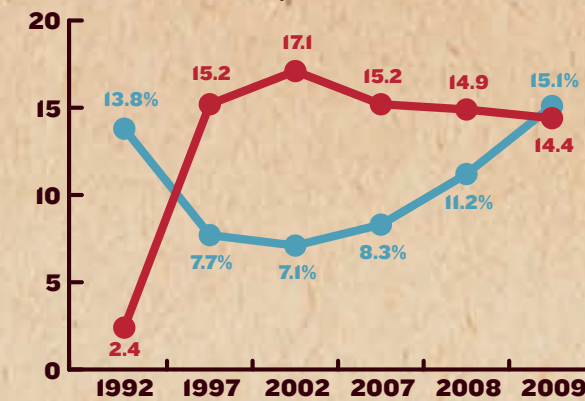
in millions 1992-2009



Source: Tunica County Administrator's Office

### TUNICA COUNTY JOB GROWTH & UNEMPLOYMENT ANNUAL AVERAGES

for years 1992-2009



● Job growth in thousands  
● Unemployment Averages in percentages  
Source: Mississippi Employment Security Commission

### TUNICA COUNTY ANNUAL AVERAGE WAGE

in thousands 1992-2008



Source: Mississippi Employment Security Commission

## TOURISM INDICATORS & UPDATES

### TUNICA GAMING STATISTICS

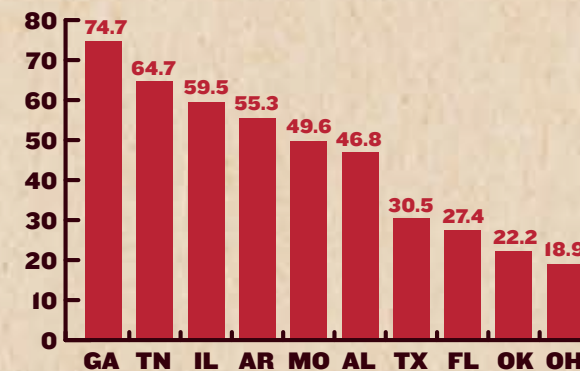
As of December 31, 2009

Casino Resorts	9
Employees	9,990
Gaming Square Footage	521,909
Other Square Footage	3,091,089
Slot Games	11,716
Table Games	400

Source: Mississippi Gaming Commission

### TOP TEN STATES FOR VISITOR INQUIRIES

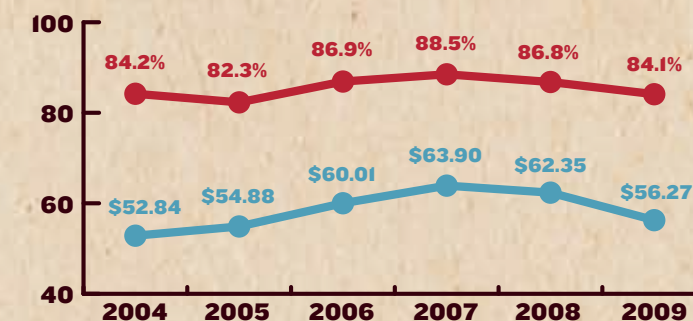
in thousands 1998-2009



Source: Tunica Convention & Visitors Bureau

### HOTEL OCCUPANCY RATES & AVERAGE DAILY RATE

for fiscal years 2004-2009



Total available rooms estimated: 6,300

● Hotel occupancy rates in percentages ● Averaged daily rate in dollars

Source: Tunica Convention & Visitors Bureau

### MEETINGS & CONVENTIONS SEASONAL STATISTICS

in hundreds for fiscal years 2004-2009



Source: Tunica Convention & Visitors Bureau

### TUNICA COUNTY GOLFING ROUNDS PLAYED

in thousands 2001-2009

2001	44,903	2004	72,800	2007	80,524
2002	39,137	2005	75,301	2008	69,149
2003	47,348	2006	85,353	2009	66,654

Source: The Links at Cottonwoods at Harrah's Tunica, River Bend Links at Casino Strip Resorts and Tunica National Golf & Tennis Club\*  
\*Tunica National opened for play in 2004. River Bend Links was closed during the winter months in 2008 and 2009.