



## ONE OF AMERICA'S GREAT ECONOMIC SUCCESS STORIES

**Selected as one of the U.S.'s 10 up-and-coming destinations, Tunica is "...well on its way to becoming one of the nation's premier destinations."**

— Travel Weekly

• In 1990, the Mississippi Legislature legalized gaming as a job and tax creation strategy. Tunica's leaders saw the opportunity for a new industry and badly needed job creation. The new law authorized gaming on a local county option basis for counties along the Mississippi River and the Gulf Coast. Tunica's civic and business leaders put together an economic development strategy, and the "Tunica Miracle" began.

- In 1992, Tunica County's unemployment rate was the highest in Mississippi and Tunica was one of America's poorest counties.
- In October 1992, Tunica's first casino, Splash, opened its doors – and soon more gaming and tourism industries arrived. Almost overnight, jobs were created, world-class casinos were built, and an entire resort destination was created. More than \$3 billion has since been invested in Tunica by the casino gaming industry.
- The Tunica County budget grew from \$3.5 million in fiscal year 1992 to \$69.9 million for 2004.
- More than 16,000 new jobs have been created since 1992.

### A FUTURE OF OPPORTUNITY AND ECONOMIC GROWTH

Opportunities for continued progress abound in Tunica County. A major new \$26 million attraction, the Tunica RiverPark & Museum has opened, offering a unique and spectacular experience unlike any other on the Mississippi River. Tunica National Golf & Tennis Club, a tournament-level public golf and tennis facility that promises to become a premier attraction for amateurs and professionals, has also opened. Plus, a major expansion of the airport now enables Tunica to land commercial aircraft. New recreational facilities, school improvements, medical and public safety facilities, new housing, new roads, and more are in progress. Tunica continues building an infrastructure that provides improvements in the quality of life for its residents as well as a tourism destination that will attract more and more visitors for years to come.

## TUNICA VISITOR PROFILE

Estimated Annual Visitors: 10+ Million

Visitor		Purpose of Trip	
Average Age	57	68%	To Gamble
74%	Age 50+	27%	To "Get Away"
50%	Female	10%	To Visit Friends & Relatives
50%	Male		
Financial		Added Activities	
\$57,000	Average Annual Income	27%	Casino Factory Shoppes
\$686	Average Spent Per Trip	24%	Memphis
2.6	Nights Stayed in Tunica	14%	Tunica RiverPark
		10%	Downtown Tunica
Visitor Satisfaction		9%	Tunica Queen
92%	Very Satisfied	8%	Tunica Museum
6%	Somewhat Satisfied	8%	Graceland
2%	Dissatisfied		

Source: TNS/Tunica Visitor Study



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Tunica National Golf & Tennis



Tunica RiverPark



Tunica Arena & Exposition Center



Tunica Airport

# THE TUNICA MISSISSIPPI MIRACLE

2004 ANNUAL REPORT



## 2004 TOURISM UPDATES

### Tunica RiverPark

Since its Spring 2004 opening, the Tunica RiverPark has had over 100,000 visitors. The RiverPark was also named the Travel Attraction of the Year at the 2005 Mississippi Governor's Conference on Tourism.

### Tunica National Golf & Tennis Club

Tunica National's public golf course hosted more than 28,000 rounds of golf in 2004. Designed by Mark McCumber, it's an 18-hole championship course. The indoor year-round tennis courts at Tunica National were awarded the United States Tennis Association's (USTA) Outstanding Facility Award.

### Tunica Airport

The Tunica Airport has welcomed almost 15,000 passengers comprising 3,187 flight operations. Charter flights have been successful in bringing 40 different planes with an average of 30 tourists aboard each flight. A runway extension to 7,000 feet has also been completed.

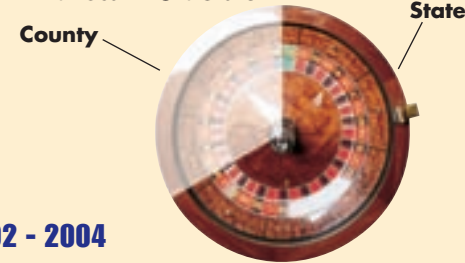
### Tunica Arena & Exposition Center

The Tunica Arena holds over 120 event dates each year that bring over 175,000 people to Tunica annually. The Arena was home to the 2004 United States Olympic Boxing Trials.

# TUNICA COUNTY ECONOMIC DEVELOPMENT

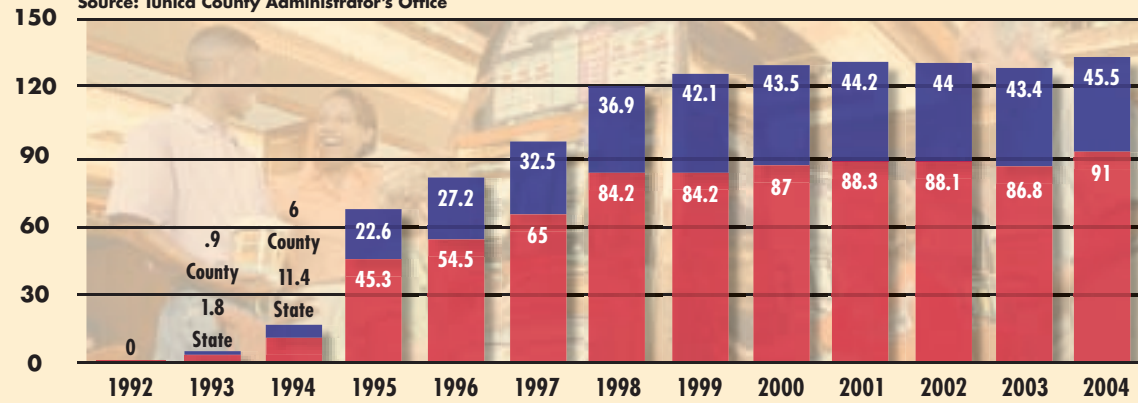
## Gaming Revenue Tax Distribution

12% tax = 4% Local + 8% State



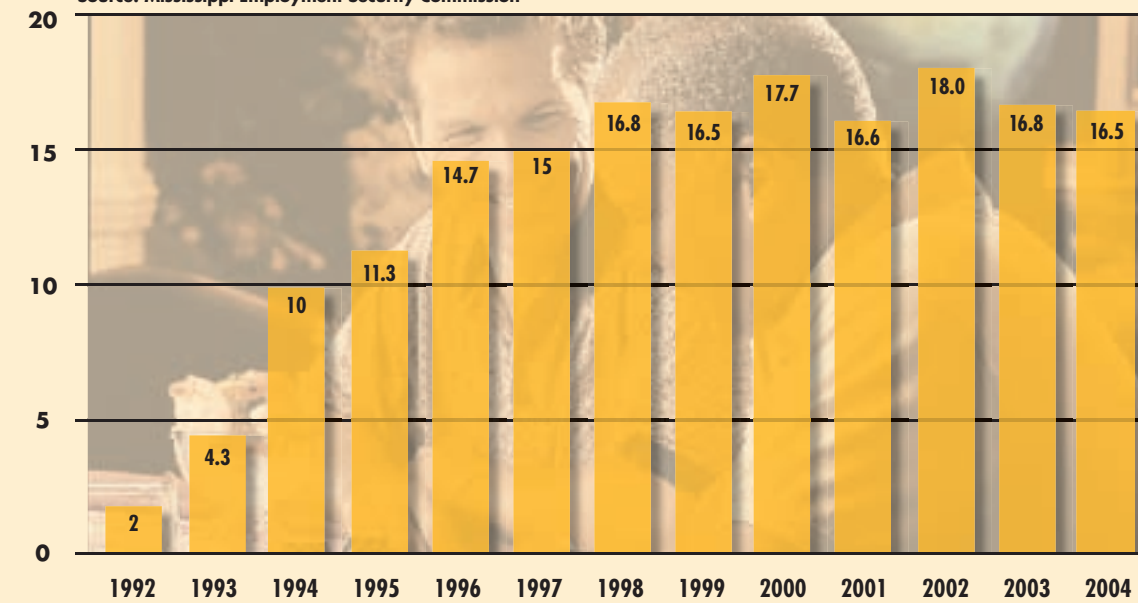
## COUNTY/STATE GAMING REVENUE GROWTH In Millions 1992 - 2004

Source: Tunica County Administrator's Office



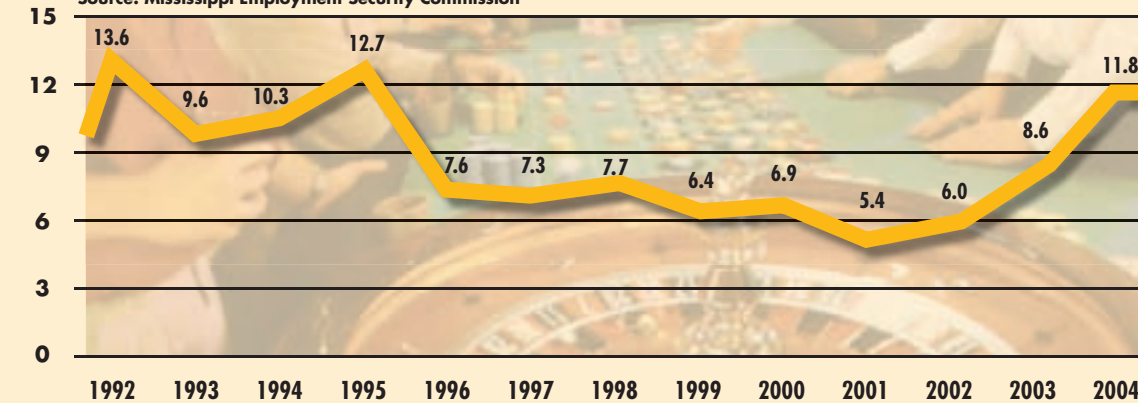
## TUNICA COUNTY JOB GROWTH In Thousands 1992 - 2004

Source: Mississippi Employment Security Commission



## TUNICA COUNTY UNEMPLOYMENT ANNUAL AVERAGES 1992 - 2004

Source: Mississippi Employment Security Commission



# QUALITY OF LIFE INDICATORS

## Tunica County Investment of Gaming Revenue 1992 - 2004

\$50 Million	30 miles of new four-lane roads built to resort standards
\$35.9 Million	Education: new schools, increased teacher salaries and per-pupil program support
\$29 Million	Tunica Arena & Exposition Center
\$26 Million	Tunica RiverPark Museum, Landing and Nature Trail
\$21.9 Million	Water and sewer improvements
\$14 Million	Tunica National Golf & Tennis Club
\$12 Million	Airport expansion
\$7.8 Million	Youth and family recreation: new facilities and programs
\$6 Million	Law enforcement and fire protection: improvements in facilities and equipment
\$4 Million	Housing rehabilitation and support services for elderly and disabled
\$2 Million	Tunica Museum
\$1.6 Million	Tunica Lake restoration
\$1.5 Million	Library expansion

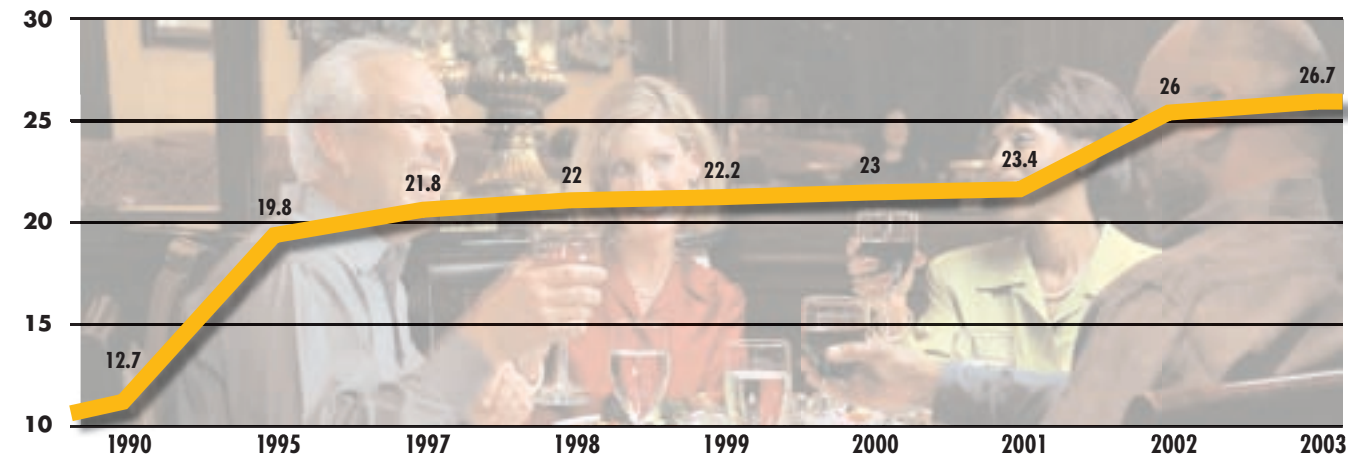
Source: Tunica County Administrator's Office

## Tunica County New Construction Projects in 2004

Commercial Construction Permits	77
Total Commercial Cost	\$17,437.50
Residential Construction Permits	159
Total Residential Cost	\$18,349.50

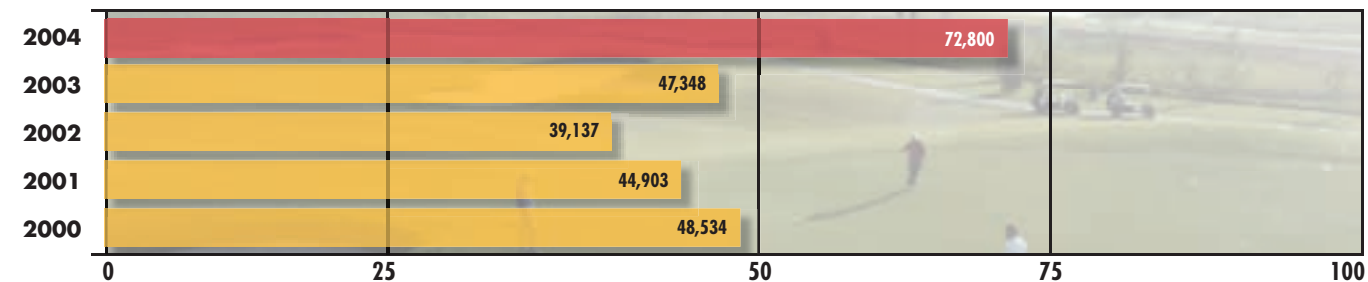
Source: Tunica Planning Commission

## TUNICA COUNTY ANNUAL AVERAGE WAGE In Thousands 1990 - 2003



## TUNICA COUNTY GOLFING ROUNDS PLAYED In Thousands 2000 - 2004

Tunica's three championship courses are: Cottonwoods at Grand Casino, River Bend Links at Casino Strip Resorts, and Tunica National Golf & Tennis Club.\*

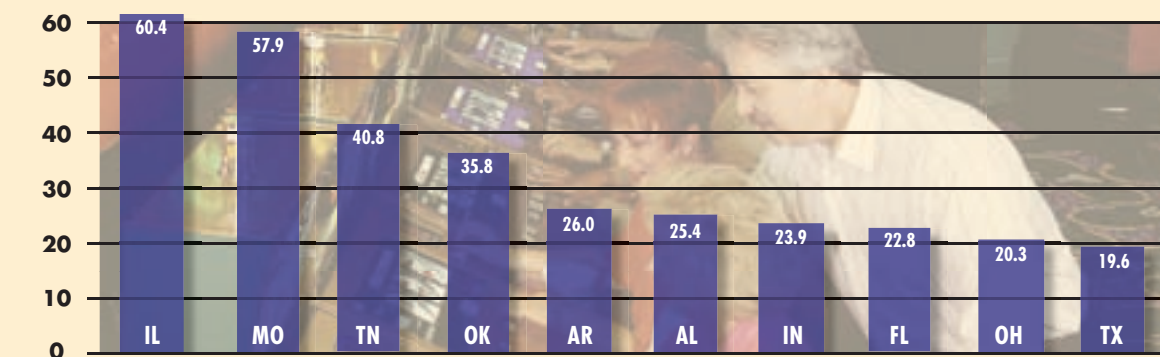


\*Tunica National opened for play in 2004.

# TOURISM INDICATORS

## TOP 10 STATES FOR CVB VISITOR INQUIRIES In Thousands 1998 - 2004

Source: Tunica Convention & Visitors Bureau

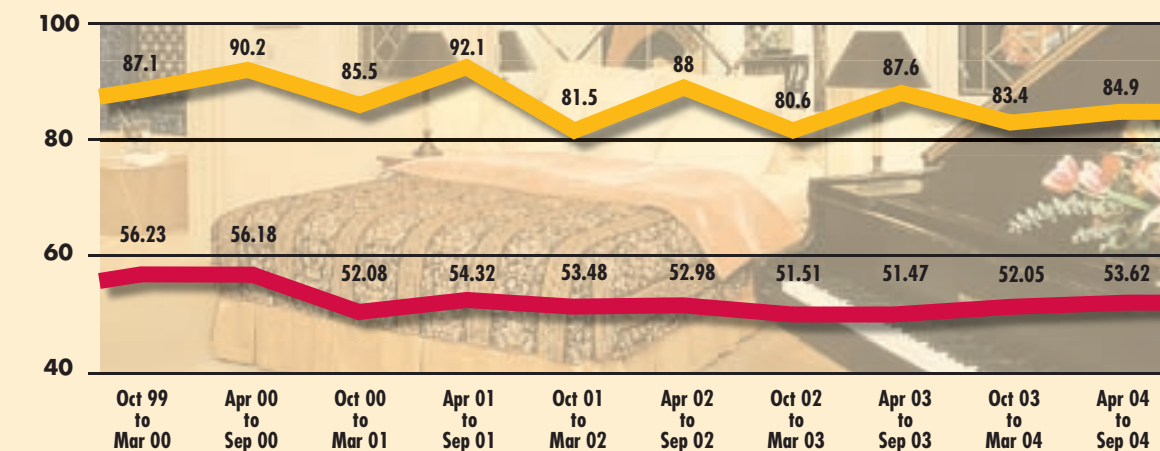


## HOTEL OCCUPANCY RATES & AVERAGE DAILY RATE 1999 - 2004

Hotel Occupancy Rates in Percentages  
Average Daily Rate in Dollars

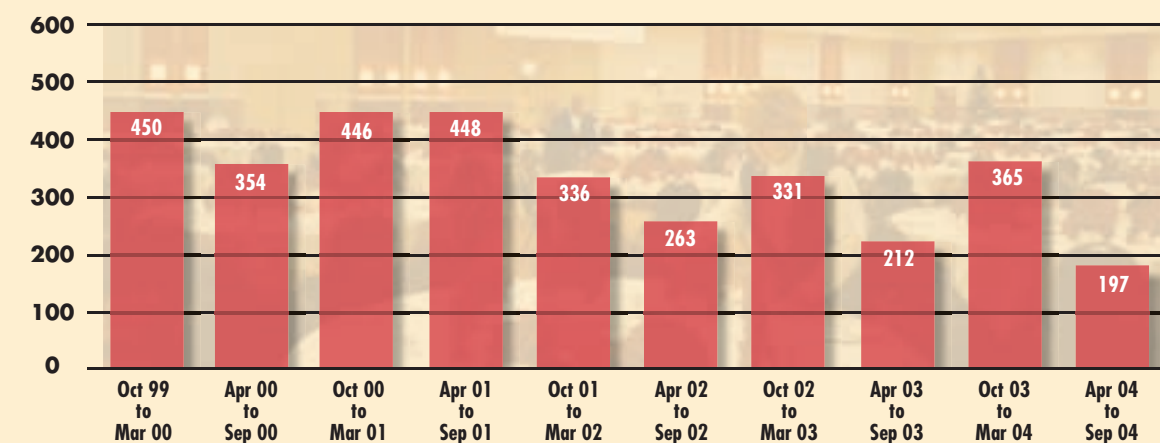
Source: Tunica Convention & Visitors Bureau

Total Available Rooms Estimated: 6,300



## MEETINGS & CONVENTIONS SEASONAL STATISTICS 1999 - 2004

Source: Tunica Convention & Visitors Bureau



## REGISTERED VISITORS AT THE TUNICA VISITORS CENTER

January through December

2001	51,672
2002	58,925
2003	59,335
2004	60,025

## TUNICA GAMING STATISTICS As of December 31, 2004

Casino Resorts	9
Employees	11,125
Gaming Square Footage	523,584
Other Square Footage	3,078,694
Slot Games	14,141
Table Games	454



## MOTORCOACH ARRIVALS July 2003 through June 2004

Total Motorcoach Arrivals	16,195
Total Passengers	609,596