

# THE TUNICA MISSISSIPPI MIRACLE

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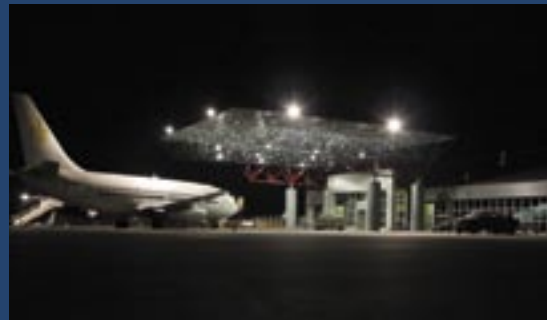
Gaming



Interstate 69



Tunica Metro Mega Site



Tunica Airport



Tunica RiverPark



Championship Golf

# Tunica County: *The Miracle Continues*

Tunica County has now created a diversified economy that lives up to its reputation for being one of America's great economic success stories. New developments, new recreational facilities and new transportation are keeping Tunica County on the move and at the top.



## Interstate Highways

- Tunica is only minutes away from I-55, I-40 and the new I-69 providing interstate access to the resorts of Tunica, making it one of the most accessible travel destinations in the U.S.
- Approximately \$53.4 million was spent from 1992-2006 to upgrade Tunica's four-lane roads and highways, building them to resort standards.

## Tunica Airport

- Major expansions at Tunica Airport including a runway extension to 7,000 feet, a passenger terminal and construction of a 20,000-square-foot airport hangar now enable Tunica to grow our transportation offerings.



## Metro Mega Site

- The 2,221-acre flexible and certified Metro Mega Site is ready to provide fast-track approval and operations for a major industrial or distribution company.

### In addition:

- 225 acres surrounding Tunica National Golf & Tennis Club have been sold for a Planned Unit Development and will soon consist of retail, commercial and residential properties.

## Recreational Facilities

- The Tunica RiverPark allows visitors to better see and understand the Mississippi River with a museum and interpretive center, observation deck and nature trails.



- The 400-passenger Tunica Queen riverboat provides visitors a chance to experience the Mighty Mississippi up close on a relaxing river cruise.

- The 48,000-square-foot Tunica Arena & Expo Center is designed to accommodate a wide variety of events including equine and trade shows.

## 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 the river and costal areas. Tunica's civic and



business leaders adopted gaming as part of an economic development strategy and the "Tunica Miracle" began.

In 1992, Splash casino landed in Tunica, creating jobs and world class casino resorts almost overnight. More than \$3 billion has since been invested in Tunica and more than 16,000 new jobs have been created. Subsequently, Tunica County's budget grew from \$3.5 million in 1992 to \$56.6 million in 2006.



**Tunica RiverPark**

The Tunica RiverPark has welcomed more than 150,000 visitors in three years and received many awards and accolades. Docked there is the Tunica Queen riverboat, offering Mississippi River cruises.



**Tunica National Golf & Tennis Club**

The Mark McCumber-designed championship golf course hosted more than 30,000 rounds of golf in 2006; the Club's indoor tennis courts were awarded the USTA's Outstanding Facility Award.



**Tunica Airport**

More than 30,000 commercial, charter and private passengers were welcomed in 2006 at the Tunica Airport which recently completed a runway expansion to 7,000 feet.

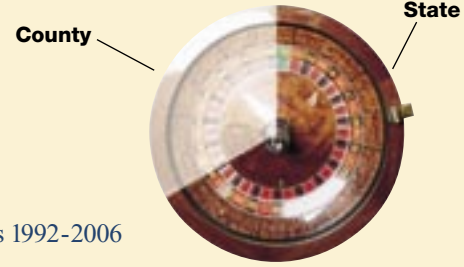


**Tunica Arena & Exposition Center**

The Tunica Arena holds more than 180 show days each year bringing approximately 43,000 event attendees to Tunica annually.

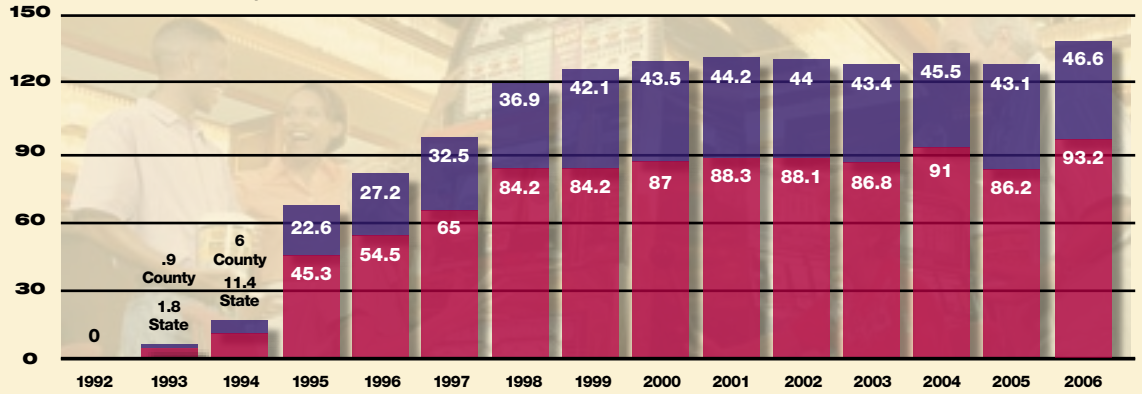
# TUNICA COUNTY ECONOMIC DEVELOPMENT

Gaming Revenue Tax Distribution  
12% tax = 4% Local + 8% State



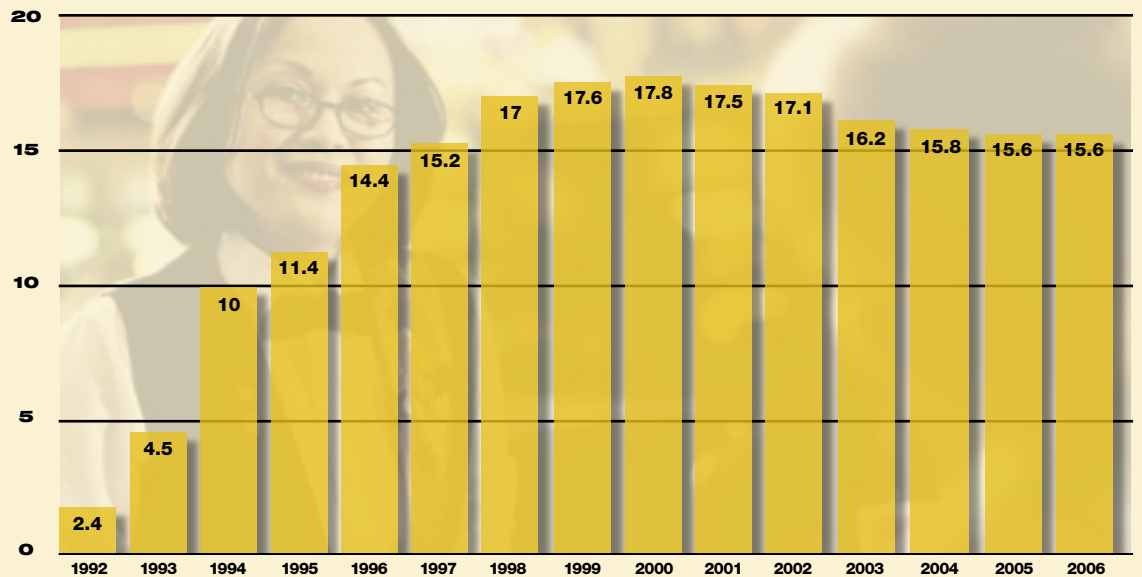
COUNTY/STATE GAMING REVENUE GROWTH in Millions 1992-2006

Source: Tunica County Administrator's Office



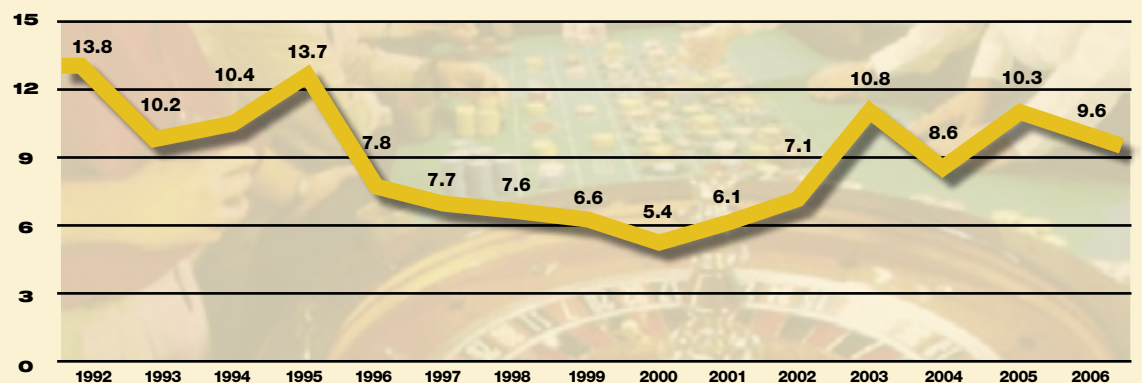
TUNICA COUNTY JOB GROWTH in Thousands 1992-2006

Source: Mississippi Employment Security Commission



TUNICA COUNTY UNEMPLOYMENT ANNUAL AVERAGES in Percentages 1992-2006

Source: Mississippi Employment Security Commission



# QUALITY OF LIFE INDICATORS

## Tunica County Investment of Gaming Revenue in Millions 1992-2006

\$53.4	More than 30 miles of four-lane roads built to resort standards
\$46.3	Education: new schools, increased teacher salaries and per-pupil program support
\$29.3	Water, sewer and drainage improvements
\$29	Tunica Arena & Exposition Center
\$26.5	Tunica RiverPark Museum, Landing and Nature Trail
\$17.3	Airport expansion
\$14	Tunica National Golf & Tennis Club
\$13.2	Law enforcement and fire protection: improvements to facilities and equipment
\$8.4	Housing rehabilitation and support services for elderly and disabled
\$8.3	Youth and family recreation: new facilities, programs and additional construction
\$2	Tunica Museum
\$1.6	Tunica Lake restoration
\$1.5	Library expansion

Source: Tunica County Administrator's Office

## Tunica County New Construction Projects in 2006

**Commercial Construction Permits** 14

**Total Commercial Cost** \$3,397,822

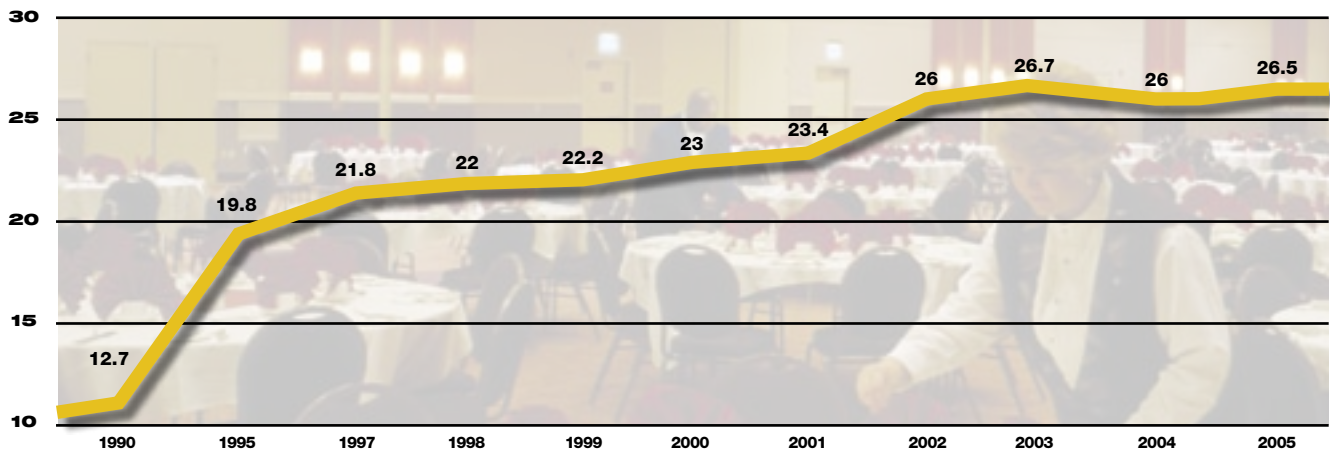
**Residential Construction Permits** 42

**Total Residential Cost** \$3,200,023

Source: Tunica Planning Commission

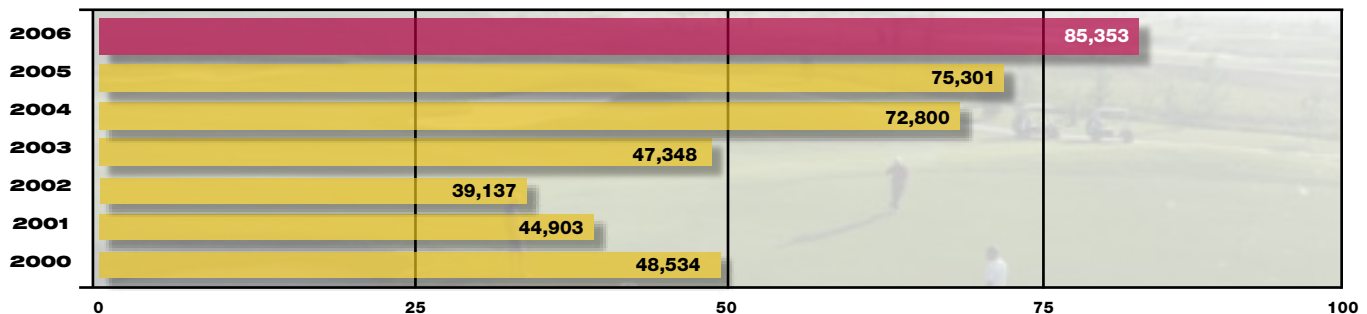
## TUNICA COUNTY ANNUAL AVERAGE WAGE in Thousands 1990-2005

Source: Mississippi Employment Security Commission



## TUNICA COUNTY GOLFING ROUNDS PLAYED in Thousands 2000-2006

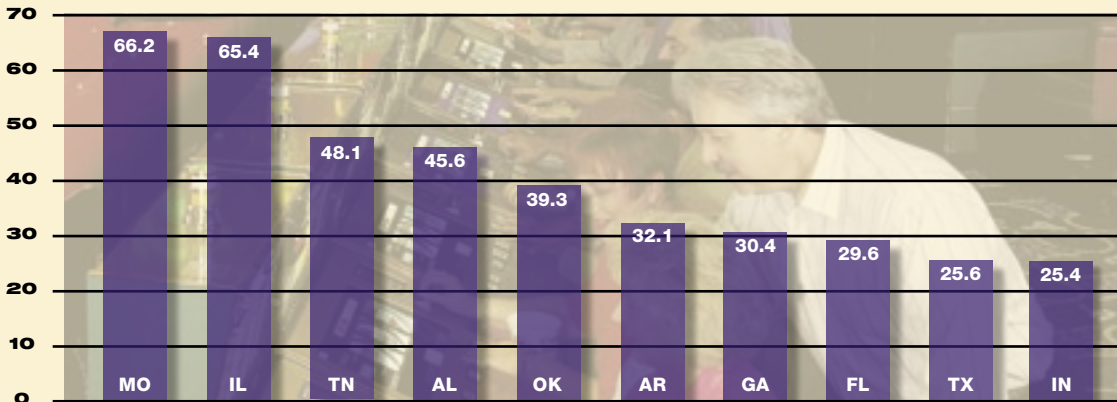
Source: Cottonwoods at Grand Casino, River Bend Links at Casino Strip Resorts, and Tunica National Golf & Tennis Club.\*



\*Tunica National opened for play in 2004.

# TOURISM INDICATORS

TOP 10 STATES FOR CVB VISITOR INQUIRIES in Thousands 1998-2006  
Source: Tunica Convention & Visitors Bureau

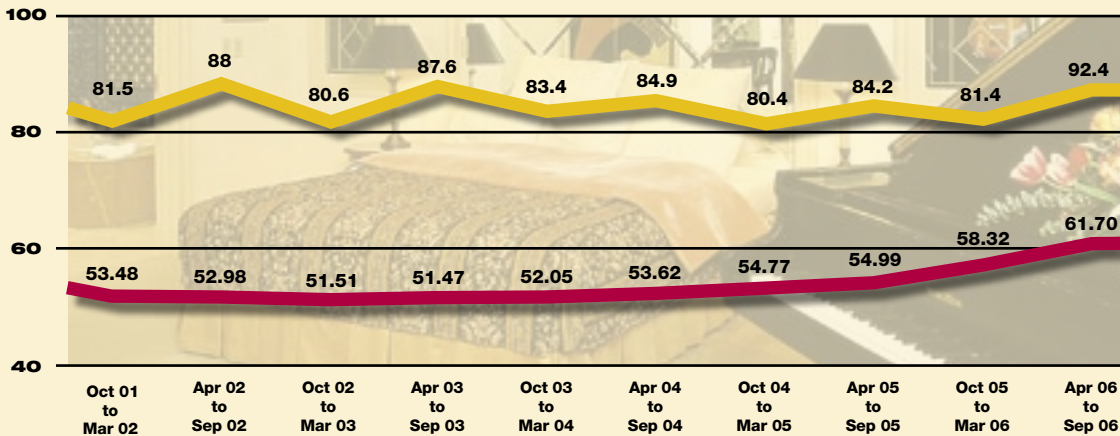


HOTEL OCCUPANCY RATES & AVERAGE DAILY RATE 2001-2006

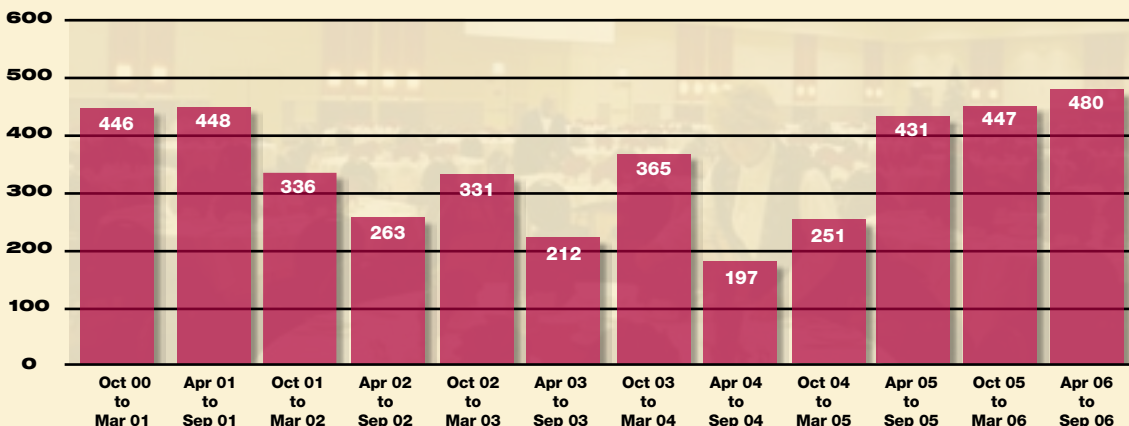
■ Hotel Occupancy Rates in Percentages ■ Average Daily Rate in Dollars

Source: Tunica Convention & Visitors Bureau

Total Available Rooms Estimated: 6,300



MEETINGS & CONVENTIONS SEASONAL STATISTICS in Hundreds 2000-2006  
Source: Tunica Convention & Visitors Bureau



## REGISTERED VISITORS AT THE TUNICA VISITORS CENTER

Source: Tunica Convention & Visitors Bureau

January through December

2001	51,672
2002	58,925
2003	59,335
2004	60,025
2005	54,631
2006	56,044

## TUNICA GAMING STATISTICS

Source: Mississippi Gaming Commission

As of December 31, 2006

Casino Resorts	9
Employees	12,783
Gaming Square Footage	530,119
Other Square Footage	3,082,879
Slot Games	12,847
Table Games	443



## MOTORCOACH ARRIVALS

Source: Tunica Convention & Visitors Bureau

July 2005 through June 2006

Total Motorcoach Arrivals	12,500
Total Passengers	376,193*

\*Totals based on reports from six of the nine casino properties.

# TUNICA VISITOR PROFILE

Estimated Annual Visitors: 10+ Million



Source: TNS/Tunica Visitor Study

## Visitor

**Average Age 54**  
**64%** Age 50+  
**67%** Female  
**33%** Male

## Financial

**\$54,300** Average Annual Income  
**\$465** Average Spent Per Trip  
**2.8** Nights Stayed in Tunica

## Visitor Satisfaction

**88%** Very Satisfied      **8%** Somewhat Satisfied      **4%** Dissatisfied

## Purpose of Trip

**59%** To Gamble  
**21%** To "Get Away"  
**5%** To Visit Friends & Relatives

## Added Activities

**33%** Casino Factory Shoppes  
**20%** Memphis  
**11%** Tunica RiverPark  
**7%** Tunica Queen



### TUNICA COUNTY

P.O. Box 639 • Tunica, MS 38676  
 (662) 363-1465

[www.TunicaCounty.com](http://www.TunicaCounty.com)

### CONVENTION & VISITORS BUREAU

P.O. Box 2739 • Tunica, MS 38676  
 (662) 363-3800

[www.TunicaMiss.com](http://www.TunicaMiss.com)

### CHAMBER OF COMMERCE

P.O. Box 1888 • Tunica, MS 38676  
 (662) 363-2865

[www.TunicaChamber.com](http://www.TunicaChamber.com)

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