

## Up Close with Bruce McClure, General Manager of Sac & Fox Casino on the Opening of the Silver Fox Showroom & Bingo Entertainment Center



### What led to the opening of your new bingo facility?

The decision to bring bingo to Sac & Fox Casino was made 17 months ago when we announced plans to build a 240 seat state-of-the-art bingo facility and be open by the spring of 2019 in Powhattan, KS. When you achieve a certain level of success and face an increasingly competitive business environment, one of the best reasons for expansion of business is to reach out to a new group of customers and bingo will help bring new customers to Sac & Fox Casino. The construction plan was to build a 100 ft. wall and enclose the open style 600 seat Silver Fox Showroom into a 6,000 sq. ft. complex. Construction began in January of this year and the new Silver Fox Showroom and Bingo Entertainment Center was completed in just 2-1/2 months. The new Silver Fox Showroom & Bingo Entertainment Center opened April 7, 2019. The bingo grand opening ceremony began with a ribbon cutting by the distinguished Sac & Fox Tribal Council. A special Doo Wop Acapella Group, The Mighty Echoes from Los Angeles entertained the 240 bingo guests before the first bingo session – Doo Wop Bingo!

### How has Sac & Fox Casino raised the bar for bingo in Northwest Kansas?

Raising the bar means exceeding guest expectations and being different from the competition. The secret is to deliver exceptional guest service, know your players, and understand their wants and needs. Being prepared before you greet your guests is paramount; communication across the property and having the entire casino amenities open and on time is extremely important. Sac & Fox Casino has a reputation for great food, a clean, safe, friendly and fun environment. Adding bingo to our property will bring more players in to enjoy all that Sac & Fox Casino has to offer. Raising the bar also includes hiring the right staff to execute a smooth and flawless bingo operation. I was looking for more than just a bingo manager, a manager with passion, creativity, fun spirited, thinking outside of the box, excellent guest service skills and a leader to take our bingo operation to the next level. After an extensive search to bring on an experienced Bingo Manager, one candidate stood out among the others – Kathy Simon, a bingo veteran with many years of valuable experience. Kathy was brought in several months in advance to get the bingo operation ready for opening.

### What makes your bingo hall unique and different?

Sac & Fox Casino chose Video King to outfit the new bingo hall, featuring the latest in state-of-the-art, gaming technology. No one in Northeast Kansas has their newest equipment – all designed to maximize the player experience. Video King is among the world's largest provider of electronic gaming systems, game design and bingo games. Among the new equipment, our bingo features Video King's Freedom Play Flashboard, the Black Hawk II console and Champ-e gaming tablets. The next generation of digital flashboards, Video Kings Freedom Play features a dazzling display – vivid colors – using state-of-the-art wireless technology, complete with dynamic animation, high-definition graphics – all designed to captivate the crowd. The giant TV screens give the room a more dynamic look.

The variety of games are a mix of traditional bingo games, as well as jackpots for certain specials, and a unique spin on the Fox Cash Ball, which is a progressive jackpot. We offer sessions that are not as traditional, such as being under black lights, which can appeal to the bingo guests that want to have a night out with friends. Another special game will change what the payout is based on which "game show" style participation game they are playing at the time; a wheel spin, pick a pet, money machine and plinko.

The new Silver Fox Showroom and Bingo Entertainment Center looks spectacular. Our casino guests are excited and the anticipation coming from the bingo community has been overwhelming. Building a new bingo facility always creates interest and excitement. We definitely expect many new patrons coming to our property since we have so much to offer. Another great advantage for our casino guests is our easy access. Sac & Fox Casino is the only tribal casino in the state that lies directly along a major highway, U.S. Highway 75.

### What entertainment is happening at the renovated Silver Fox Showroom?

The Silver Fox Showroom will continue to host its popular complimentary shows. This month we feature Good Vibrations Tribute to the Beach Boys. Upcoming entertainment in 2019 includes El Chicano, a Tribute to the Music of Patsy Cline starring Joni Morris, with more to be announced. ♣