

Brand Development at Menominee Casino Resort

Nestled in the North Woods amongst vast towering timber in Keshena, Wisconsin, the Menominee Casino Resort (MCR) has served as an entertainment destination since 1987. Owned and operated by the Menominee Indian Tribe of Wisconsin, a federally recognized sovereign nation, the Menominee Casino Resort became Wisconsin's first Las Vegas-style casino on June 5th, 1987.

Since then, the Menominee Casino Resort has undergone a significant transformation, both in the physical and brand sense. Phase one of three consisted of the renovation of the property's hotel and the construction and design of the Menominee Conference Center. The Menominee Tribal Legislature and the Menominee Indian Gaming Authority continue to seek funding for phase two of the expansion project. Phase two will eventually consist of a brand-new gaming floor, fine dining and an entertainment venue which will seat 1,100 individuals theatre style.

The most recent branding strategy and the design of the Menominee Conference Center incorporates much of the history and culture of the Menominee people. The elders within the community provided significant input in terms of cultural direction. In turn, the Menominee Casino Resort visually and stylistically differentiates itself from its competitors.

Brand Foundation

The branding foundation concentrates on the following primary core values: honesty, integrity and friendliness. Brand attributes were assigned human characteristics so that the audience could relate on a personal level. Concrete images play off of existing subconscious associations. With that, the resort offers fine dining, classy hotel accommodations, remarkable entertainment and the friendliest staff in the North woods.

The transitioning operation provides leisure and business-related groups with accessibility for business, pleasure, relaxation and excitement. The staff contributes and excels by providing an overall personalized experience based on cutting-edge customer service. The unique environment then reflects the heart and heritage of the Menominee Nation.

Prime Location

The majestic beauty of the Menominee Indian Reservation serves as the prime location linking tourism and Indian gaming. Natural watercourses such as rivers, pristine lakes and streams flow throughout 219,000 acres of the richest forests in the nation.



MENOMINEE
CASINO RESORT

Guests at the Menominee Casino Resort experience gaming at its best with their choice of: 850 reel and video slot machines, bingo, The Big 6 Wheel, poker games, roulette, blackjack, craps and Let-it-Ride table games. The 33,000 sq. ft. gaming floor encompasses progressive slots along with video and live poker. The venue houses a full-service lounge where free live entertainment is showcased. Guests enjoy a wide array of country, rock, R&B and big-name tribute performers. National acts also appear in the Five Clans Ballroom throughout the year. The growth of the

establishment and the dynamic team of employees at the Menominee Casino Resort continue to serve as a gateway for quality positioning in the marketplace.

Tiered Program

The Menominee Casino Resort plans to unveil a tiered program in July that is reflective of the Menominee clan structure. The five tiers and principle clans include: The Great Bear, Eagle, Wolf, Moose and Crane. Cultural integration is a prominent aspect. The tiered program could be the niche Menominee Casino Resort needs to sustain the current play and increase player development.

According to the Menominee Clans Story as provided by UW-Stevens Point, the Menominee culture developed the clan system as a means to address vital issues that the tribe faced. The origin story describes the clan placement and function within the society. It articulates the creation of five Brothers or principal clans as organs through which the culture flowed and life attained meaning. Each Brother assumed specific responsibilities within the tribal whole; the culture manifested itself through their considered actions. As each assisted the culture, the culture, in turn, sustained the individual.

The Bear assumed the duties of civil administration throughout the tribe. The Eagle took as its lot war, fire carrying, and camp laborers. The Wolf pursued hunting, and the Crane construction obligations. The Moose accepted as his duty camp security, overseeing of the wild rice beds, supervising rice harvest and distribution.

Logo

The appearance of the Menominee Casino Resort's logo underwent a gradual transformation to replicate the cultural characteristics of the Menominee history. The Menominees are recognized as "Omāēqnomenēwak - the Wild Rice People." Long ago, the Menominees relied on wild rice as it

served as a key food source for the hunters and gatherers. The latest logo reflects just that as a wisp of wild rice was added to the distinguished large “M.” The “M” also depicts the feel of earth, water and sky. These elements are a prominent component of Menominee Casino Resort’s image in which represents the traditions of Wisconsin’s first people. “MENOMINEE” is centered large beneath the “M” with an accent of water in the “O.” “CASINO RESORT” is centered smaller underneath “MENOMINEE.” Prior to this transformation, the logo consisted of a full head dress and flamboyant colors. The bold colors have been replaced by more natural and subdued tones which incorporate serenity and nature as found within the Menominee Nation.

Menominee Conference Center

The visually stunning 13,000 sq. ft. culturally inspired Menominee Conference Center represents the history, culture and traditions of the Menominee people. The subdued color scheme consists of natural earth tones which signify the representation of the trees, leaves, moss and grass. Throughout the entire facility, the carpet’s design represents: black ash and floating oak leaves, traditional Menominee basket weave designs, branches, wild grasses and long flowing wild rice stalks. The interior illumination located on the side walls, symbolizes glowing campfire embers, and the eye-catching woodwork was designed to represent Menominee weaving patterns.

The Five Clans Ballroom has the capability of hosting weddings and functions for up to 600 guests. Also located in the conference center are five large breakout rooms that can host meetings from 1-50 people. For small outdoor gatherings, the convention center offers a stone terrace in the vicinity of the meeting rooms and our beautifully landscaped courtyard area. Cozy enough for birthday parties and big enough for tradeshow, the conference center is what



sets Menominee Casino Resort apart from any other resort in the eastern North Woods.

Menominee Hotel

The Menominee Hotel is luxurious in all aspects. 103 lavishly furnished hotel rooms connect the Menominee Conference Center to the gaming floor. Each elegant hotel room includes: wireless Internet, a refrigerator, HD TV with cable, a hair dryer and an in-room safe. Additional hotel amenities include an attractive 121,000 gallon swimming pool, a steam and shower room, a fitness center, Cabana Bar and a 800 gallon spa. Menominee Casino Resort is an all-in-one destination featuring gaming, dining, entertainment, a conference center and lodging.

Future Forecast

The Menominee Casino Resort’s General Manager, Jim Reiter states, “The overall development of our phase one project could not have been completed without the blessing and input from our elders, community, tribal government and the Menominee Indian Gaming Authority Board. With the collaboration of our community and our project’s initial success, our marching orders are to continue to work feverishly to secure funding for phases two and three. Throughout our history our tribe has demonstrated its determination and perseverance to face and overcome difficult obstacles such as an attempt to remove us from our present reservation due to termination. With that, our present obstacle of facing a poor economy will not influence our goal to succeed. The Menominee Casino Resort has become a 24-hour entertainment destination committed to building memorable experiences for all of our guests.” ♣

For more information about Menominee Casino Resort, visit www.menomineecasinoresort.com. The property can also be found on Facebook at www.facebook.com/menomineecasinoresort.