

- Entertainment boards – change out with generic property boards until fall concert series
  - Hotel
  - RV park
  - Branding
- Creative review
  - See attached
  - Changes to Nee Spa ad
    - Add Casino
  - Changes to Eagle Creek
    - Remove bald eagle course
    - Remove mature trees change to tree lined
- Bussing review
  - Discussed current promos and upcoming promos
- Acquiring new players
  - Hotel occupancy
    - Buying list of 50-100 mile radius (\$70K plus) – 214K on list
- Website
  - [www.downstreamcasino.com](http://www.downstreamcasino.com) (demo)
  - Add pics
    - Casino floor
    - Spa
    - Hotel
    - Restaurants
    - Q Store
    - Golf course
    - Banquet space
    - Venue
    - Pavilion
  - Needs more color
  - Allows in house changes
- Plan for extended market
  - Little Rock
  - Wichita
  - OKC

Adjourn 11:24 am



## Outdoor August 2013

## 2 Joplin

## Pittsburg

**Lamar**

# Joplin

## Carthage

## Mt. Vernon

## Springfield

## Miami

## Seneca

**20 Neosho**

## Grove

## Bella Vista

## Bentonville

## Rogers

## W. Siloam Springs

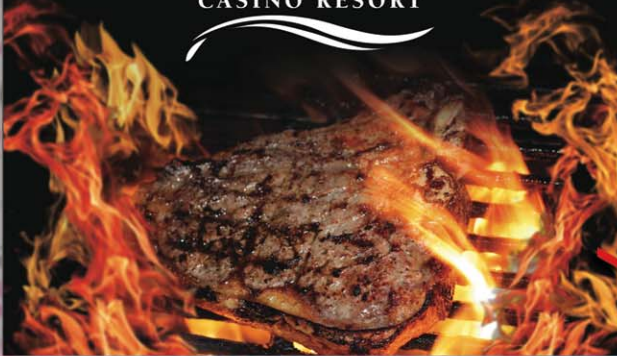
## Springdale

## Fayetteville



**STEAK YOUR CLAIM**

**DOWNSTREAM**  
CASINO RESORT



**GRIP IT**

*John Daly*



**& RIP IT**

**DOWNSTREAM**  
CASINO RESORT



EAGLE CREEK  
GOLF CLUB

**DOWNSTREAM**  
CASINO RESORT

NW Arkansas

**A Brand  
New Style**

**DOWNSTREAM**  
CASINO RESORT



**ALWAYS ENTERTAINING**

**DOWNSTREAM**  
CASINO RESORT



**THE  
BAND  
PERRY**

SEPTEMBER 1

**DOWNSTREAM**



**THE BAND PERRY**  
SEPTEMBER 1  
**DOWNSTREAM**

1 **Bella Vista**

2

**Bentonville**

3

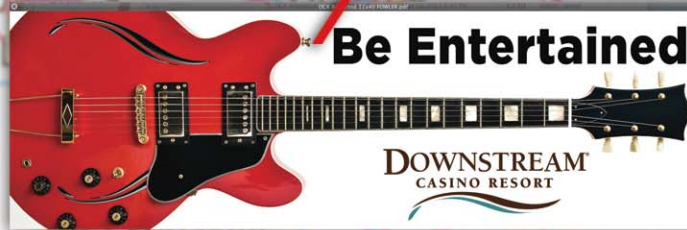
**Rogers**

**Springdale**

**Fayetteville**

5

6



**Be Entertained**

**DOWNSTREAM**  
CASINO RESORT



**DOWNSTREAM**  
CASINO RESORT

Grove/Grand Lake Area

# GRIP IT & RIP IT

*John Daly*



**DOWNSTREAM**  
CASINO RESORT



**THE  
BAND  
PERRY**

SEPTEMBER 1

**DOWNSTREAM**

Downstream

Grove

8

7



**STEAK YOUR CLAIM**

DOWNSTREAM  
CASINO RESORT



**EXIT NOW**

DOWNSTREAM  
CASINO RESORT



DOWNSTREAM  
CASINO RESORT

Tulsa to DCR



**THE  
BAND  
PERRY**

SEPTEMBER 1

DOWNSTREAM

**NEXT EXIT**

DOWNSTREAM  
CASINO RESORT



Downstream

Miami

**ARE YOU IN?**

DOWNSTREAM  
CASINO RESORT



**ALWAYS  
ENTERTAINING**

DOWNSTREAM  
CASINO RESORT



**374 ROOMS  
JUST AHEAD**

DOWNSTREAM  
CASINO RESORT





**Joplin**

**Downstream**

# MEET NEW FRIENDS



**DOWNSTREAM**  
CASINO RESORT



**DOWNSTREAM**  
CASINO RESORT

Seneca & Neosho

**New Card = Free Buffet**

**DOWNSTREAM**  
CASINO RESORT



**Seneca**

**Neosho**

**A Brand New Style**

**DOWNSTREAM**  
CASINO RESORT



**THE  
BAND  
PERRY**

**SEPTEMBER 1**

**DOWNSTREAM**







A Brand New Style



DOWNSTREAM  
CASINO RESORT



Joplin



Joplin

Digital



Joplin

STEAK  
YOUR CLAIM

DOWNSTREAM  
CASINO RESORT



Digital



THE BAND  
PERRY  
SEPTEMBER 1  
DOWNSTREAM



DOWNSTREAM  
CASINO RESORT  
Southeast Kansas

MEET NEW FRIENDS

DOWNSTREAM  
CASINO RESORT



Digital



THE BAND  
PERRY  
SEPTEMBER 1  
DOWNSTREAM



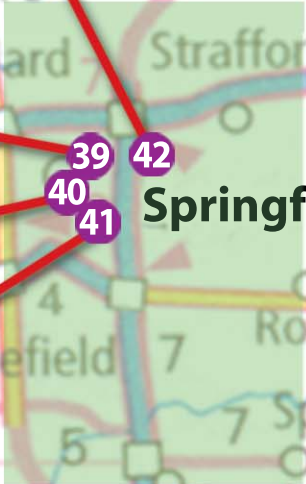
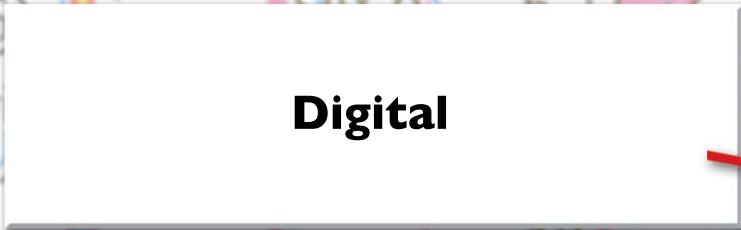
Joplin

New Card = Free Buffet

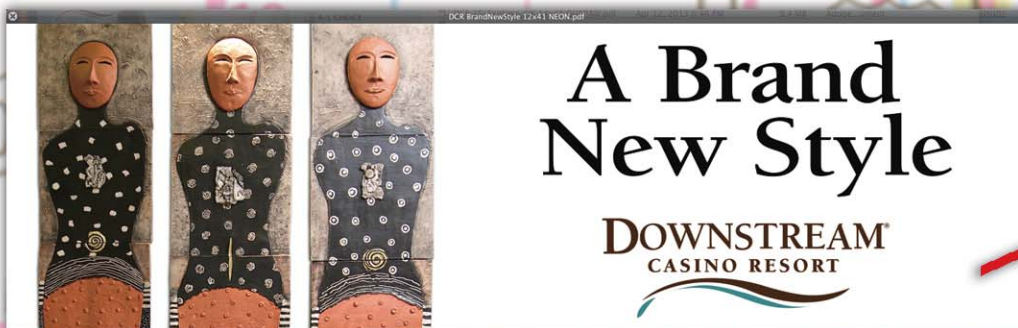
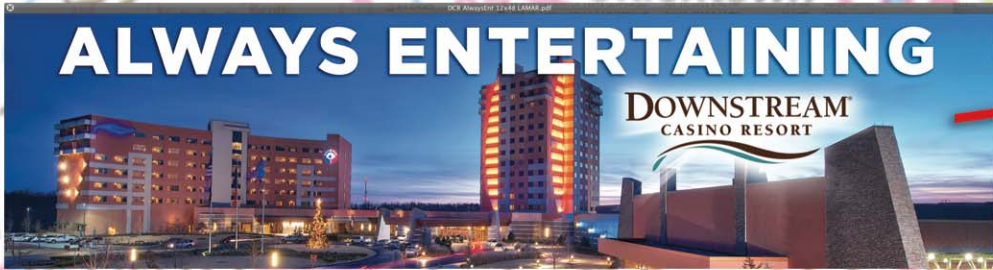
DOWNSTREAM  
CASINO RESORT











Nevada



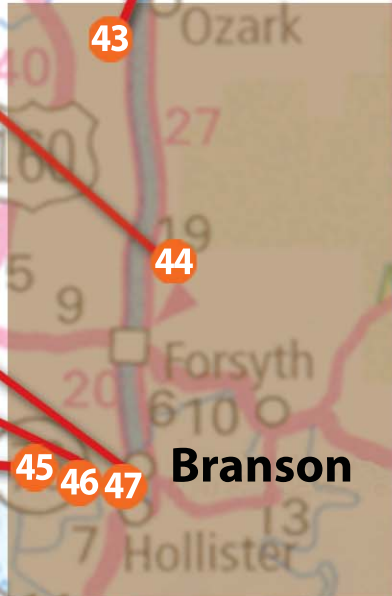
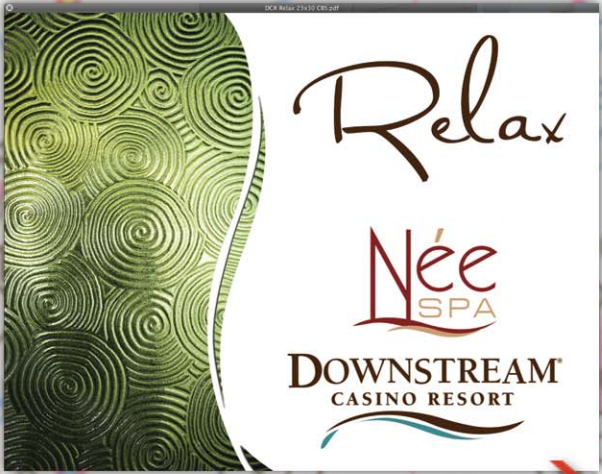
32

33

34 Carthage

Downstream







**STEAK  
YOUR CLAIM**

DOWNSTREAM  
CASINO RESORT




**DOWNSTREAM**  
CASINO RESORT

Springfield to DCR


**ALWAYS ENTERTAINING**

DOWNSTREAM  
CASINO RESORT



**ALWAYS ENTERTAINING**

DOWNSTREAM  
CASINO RESORT




**EXIT  
NOW**

DOWNSTREAM  
CASINO RESORT



**A Brand  
New Style**

DOWNSTREAM  
CASINO RESORT



**ARE YOU IN?**

DOWNSTREAM  
CASINO RESORT



**GRIP IT & RIP IT**

John Daly

DOWNSTREAM  
CASINO RESORT

EAGLE CREEK  
GOLF CLUB



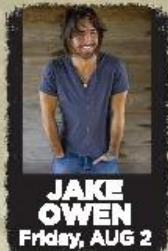
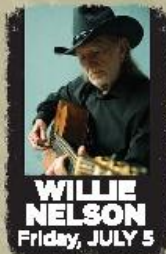


# Creative Layouts



# DOWNSTREAM CASINO RESORT

**LIVE IN CONCERT at THE VENUE**



Receive \$10 in Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Heckaton Gift Shop | The Q Store | 918-919-6099

**FREE**

**LIVE IN CONCERT on LEGENDS STAGE | 8PM**



**NO JUSTICE** Wednesday, JUNE 26

**JON WOLFE** Tuesday, JULY 23

**BART CROW** Wednesday, AUG 28

**JT HODGES** Thursday, SEPT 12

**SUMMER CONCERT SERIES**



Enjoy

-6/14/13

-Concert Series Ad

-Full page

**DOWNSTREAM**  
CASINO RESORT

See Q Club for details

**I-44 MO EXIT 1**

**downstreamcasino.com**





ENJOY A NEW LEVEL OF *Fun!*

**\$218,000**  
**LOOTIN' THE BOOTY**  
SUNDAYS JUNE & JULY

2 winners every 30 minutes 3PM - 7PM  
**GRAND PRIZE DRAWINGS**  
every 2 weeks at 7:30PM  
for \$5,000 to \$30,000 cash  
Prize amount increases at each Grand Prize Drawing.  
EARN ENTRIES THROUGH JULY 28TH.  
ADDITIONAL ENTRIES FOR EVERY 100 POINTS EARNED.

Joplin Globe  
-6/14/13  
-Strip ad

**HUEY LEWIS & THE NEWS**  
**DOWNSTREAM CASINO RESORT**

Receive **\$10 in Q Play** after show with ticket (One Per Person)  
downstreamcasino.com  
Hickston Gift Shop  
The Q Store  
918-618-8088

TONIGHT

I-44 MO EXIT 1 | DOWNSTREAMCASINO.COM

*Pampered Parents*  
Hot Seats

**THIS SUNDAY**  
**10AM - 2:30PM**

Joplin Globe  
-6/14/13  
-Full page

Join us Father's Day for a chance at **\$100 in Q Play** and your choice of a **\$50 spa or golf voucher.**

**SUMMER CONCERT SERIES**

**LIVE IN CONCERT AT THE VENUE**

**HUEY LEWIS & THE NEWS TONIGHT!**  
FRAMPTON'S GUITAR CIRCUS  
FEATURING PETER FRAMPTON WITH STEVE LUKATHER AND SPECIAL GUEST RICK DERRINGER  
Friday, JULY 19

**JAKE OWEN** Friday, AUGUST 2  
**CHARLIE DANIELS BAND & 38 SPECIAL** Friday, AUGUST 23  
**THE BAND PERRY** Sunday, SEPTEMBER 1

Receives \$10 in Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Hickston Gift Shop | The Q Store | 918-618-8088

All new Q Club sign ups will receive **\$5 Q Play and a free buffet.**  
Valid photo ID is required.

See Q Club for details.

**DOWNSTREAM CASINO RESORT**

I-44 MO EXIT 1 | downstreamcasino.com

Joplin Globe- Tune In  
-6/16/13  
-Full page

ENJOY A NEW LEVEL OF *Fun!*

*Picture This* Hot Seats  
Mondays in June 3PM - 7PM

Hot Seat drawings every 30 minutes for your chance to win **\$500 cash** or up to **\$250 in Q Play**  
Must be actively playing a slot machine with Q Club card inserted

**SUNDAYS JUNE & JULY**  
**\$218,000**  
**LOOTIN' THE BOOTY**  
2 winners every 30 minutes 3PM - 7PM  
**GRAND PRIZE DRAWINGS** every 2 weeks at 7:30PM  
for \$5,000 to \$30,000 cash  
Prize amount increases at each Grand Prize Drawing. EARN ENTRIES THROUGH JULY 28TH.  
ADDITIONAL ENTRIES FOR EVERY 100 POINTS EARNED.

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See Q Club for details.

**DOWNSTREAM CASINO RESORT**

I-44 MO EXIT 1 | downstreamcasino.com



ENJOY A NEW LEVEL OF *Fun!*

# Picture This Hot Seats

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Hot Seat drawings every  
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or up to \$250 in Q Play  
Must be actively playing a slot  
machine with Q Club card inserted



Miami News Record

-6/16/13

-3x10

**LIVE IN  
CONCERT  
AT THE  
VENUE**



**WILLIE NELSON**  
Friday, JULY 5



**FRAMPTON'S  
GUITAR CIRCUS**  
Friday, JULY 18  
FEATURING PETER FRAMPTON  
WITH STEVE LUKATHER AND  
SPECIAL GUEST ROCK DERRINGER

**JAKE OWEN** Friday, AUGUST 2

**CHARLIE DANIELS BAND  
& 38 SPECIAL** Friday, AUGUST 23

**THE BAND PERRY** Sunday, SEPTEMBER 1

Receive \$10 in Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Hecksaton Gift Shop | The Q Store | 918-918-6088

SUMMER CONCERT SERIES

All new Q Club sign ups will receive \$5 Q Play and a free buffet.  
Valid photo ID is required.

**DOWNSTREAM<sup>®</sup>**  
CASINO RESORT

See Q Club  
for details.



I-44 MO EXIT 1 | downstreamcasino.com

ENJOY A NEW LEVEL OF *Fun!*

**SUNDAYS  
JUNE & JULY**

**\$218,000**

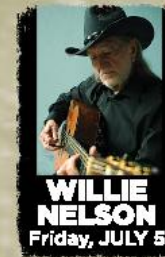
## LOOTIN' THE BOOTY

2 winners every 30 minutes 3PM - 7PM  
**GRAND PRIZE DRAWINGS every 2 weeks at 7:30PM**  
for \$5,000 to \$30,000 cash

Prize amount increases at each Grand Prize Drawing. EARN ENTRIES THROUGH JULY 31ST!  
ADDITIONAL ENTRIES FOR EVERY 100 POINTS EARNED.



**LIVE AT THE VENUE**



**WILLIE  
NELSON**  
Friday, JULY 5



**FRAMPTON'S  
GUITAR CIRCUS**  
Friday, JULY 19  
FEATURING PETER FRAMPTON  
WITH STEVE LUKATHER AND  
SPECIAL GUEST RICK DERRINGER

**JAKE OWEN** Friday, AUGUST 2

**CHARLIE DANIELS BAND  
& 38 SPECIAL** Friday, AUGUST 23

**THE BAND PERRY** Sunday, SEPTEMBER 1

Receive \$10 in Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Hecksaton Gift Shop | The Q Store | 918-918-6088

SUMMER CONCERT SERIES

All new Q Club sign ups will receive \$5 Q Play and a free buffet.  
Valid photo ID is required.

**DOWNSTREAM<sup>®</sup>**  
CASINO RESORT

See Q Club for details.



WHERE WINNING COMES NATURALLY

I-44 MO EXIT 1 | downstreamcasino.com



JOIN US FOR *Excitement!*

SUNDAYS IN JULY **\$218,000**

# LOOTIN' THE BOOTY

2 winners every 30 minutes 3PM - 7PM  
GRAND PRIZE DRAWINGS every 2 weeks at 7:30PM  
for \$5,000 to \$30,000 cash

Prize amount increases at each Grand Prize Drawing. EARN ENTRIES THROUGH JULY 26TH.  
ADDITIONAL ENTRIES FOR EVERY 100 POINTS EARNED.

**LIVE IN CONCERT AT THE VENUE**

**FRAMPTON'S GUITAR CIRCUS**  
Friday, JULY 19  
FEATURING PETER FRAMPTON WITH STEVE LUKATHER AND SPECIAL GUEST RICK DERRINGER

**JAKE OWEN**  
Friday, AUG 2

**CHARLIE DANIELS BAND & 38 SPECIAL** Friday, AUGUST 23

**THE BAND PERRY** Sunday, SEPTEMBER 1  
Receive \$10 In Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Heckaton Gift Shop | The Q Store | 918-919-6099

**SUMMER CONCERT SERIES**

All new Q Club sign ups will receive \$5 Q Play and a free buffet.  
Valid photo ID is required.

**DOWNSTREAM CASINO RESORT**  
See Q Club for details.

WHERE WINNING COMES NATURALLY

I-44 MO EXIT 1 | downstreamcasino.com

← Pittsburgh Morning Sun  
-7/7/13  
-4x10

JOIN US FOR *Excitement!*

SUNDAYS IN JULY **\$218,000**

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ADDITIONAL ENTRIES FOR EVERY 100 POINTS EARNED.

**LIVE IN CONCERT AT THE VENUE**

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Friday, JULY 19  
FEATURING PETER FRAMPTON WITH STEVE LUKATHER AND SPECIAL GUEST RICK DERRINGER

**JAKE OWEN**  
Friday, AUG 2

**CHARLIE DANIELS BAND & 38 SPECIAL** Friday, AUGUST 23

**THE BAND PERRY** Sunday, SEPTEMBER 1  
Receive \$10 In Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Heckaton Gift Shop | The Q Store | 918-919-6099

**LIVE IN CONCERT on LEGENDS STAGE | 8PM**

**FREE DIRT LIVE ROAD**

**JON WOLFE** Tuesday, JULY 23  
**BART CROW** Wednesday, AUG 28  
**JT HODGES** Thursday, SEPT 12

**SUMMER CONCERT SERIES**

All new Q Club sign ups will receive \$5 Q Play and a free buffet.  
Valid photo ID is required.

**DOWNSTREAM CASINO RESORT**  
See Q Club for details.

I-44 MO EXIT 1 | downstreamcasino.com

← Grand Lake Chronicle  
-7/11/13  
-Full page



JOIN US FOR *Excitement!*

SUNDAYS IN JULY

**\$218,000**

**LOOTIN' THE BOOTY**

2 winners every 30 minutes 3PM - 7PM  
 GRAND PRIZE DRAWING July 21 for \$20,000  
 FINAL GRAND PRIZE DRAWING July 28  
 One lucky player will win \$10,000 - \$30,000

EARN ENTRIES THROUGH JULY 26TH • ADDITIONAL ENTRIES FOR EVERY 100 POINTS EARNED

---

**LIVE IN CONCERT at THE VENUE**

**FRAMPTON'S GUITAR CIRCUS**  
 Friday, JULY 19

FEATURING PETER FRAMPTON  
 WITH STEVE LUKATHER AND  
 SPECIAL GUEST RICK DERRINGER

**JAKE OWEN**  
 Friday, AUG 2

**CHARLIE DANIELS BAND & 38 SPECIAL** Friday, AUGUST 23  
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 downstreamcasino.com | Heckaton Gift Shop | The Q Store | 918-919-6099

**DOWNSTREAM CASINO RESORT**

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 Valid photo ID is required.

See Q Club for details.

I-44 MO EXIT 1 | downstreamcasino.com

Springfield News Leader  
 -7/14/13  
 -4x14

Current  
 -6/27/13  
 -Full page

JOIN US AS WE *Celebrate!*

**5th Anniversary Celebration**

FIREWORKS SPECTACULAR IMMEDIATELY FOLLOWING THE CONCERT!

FRIDAY, JULY 5 | 8PM  
**WILLIE NELSON**

**FLASHY 5TH ANNIVERSARY Q PLAY GIVEAWAY**

**MONDAYS IN JULY**  
 The first 500 players from 9AM - 4:59PM and also 5PM - 11PM to register at the Q Club will win \$10 or \$25 in Q Play

---

**LIVE IN CONCERT AT THE VENUE**

**WILLIE NELSON**  
 Friday, JULY 5

**FRAMPTON'S GUITAR CIRCUS**  
 Friday, JULY 19

FEATURING PETER FRAMPTON  
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Receive \$10 In Q Play after show with ticket (One Per Person)  
 downstreamcasino.com | Heckaton Gift Shop | The Q Store | 918-919-6099

**DOWNSTREAM CASINO RESORT**

All new Q Club sign ups will receive \$5 Q Play and a free buffet.  
 Valid photo ID is required.

See Q Club for details.

I-44 MO EXIT 1 | downstreamcasino.com



Downstream Casino Resort  
now has 374 rooms!

Downstream offers 374 luxurious rooms, an indoor and outdoor pool, our premiere Née Spa, Eagle Creek Golf Course and 6 fabulous options to satisfy your taste buds! To add to the fun we have Las Vegas style gaming!

The ultimate memorable  
experience in one resort!

# DOWNSTREAM<sup>®</sup> CASINO RESORT

WHERE WINNING COMES NATURALLY

1-888-396-7876  
DOWNSTREAMCASINO.COM



Joplin Business Journal

-7/13/13

-1/2 page



# DOWNSTREAM CASINO RESORT

**LIVE IN  
CONCERT  
AT THE  
VENUE**



**CHARLIE DANIELS  
BAND & 38 SPECIAL**



Friday  
AUG 23



**THE BAND  
PERRY**  
Sunday, SEPT 1

Receive \$10 in Q Play after show with ticket (One Per Person)  
downstreamcasino.com | Heckaton Gift Shop | The Q Store | 918-919-6099

**SUMMER CONCERT SERIES**

**DOWNSTREAM**  
CASINO RESORT

See Q Club for details

**I-44 MO EXIT 1**  
**downstreamcasino.com**



Jmag

-7/25/13

-Full page



## New level of class

Downstream Resort just keeps getting better with the addition of a 152 room hotel wing that includes an indoor pool and our new Née Spa... the best spa in the four state area. Our new Buffalo Grille features an expanded dining area with an outdoor patio and private dining room. We have six fabulous options to satisfy your taste buds including our new coffee shop, Ma-Kó-Sha, with house made pastries and confectioneries.

Now taking reservations for the Kappa tower.

**DOWNSTREAM**  
CASINO RESORT

WHERE WINNING COMES NATURALLY

4 MILES WEST OF JOPLIN, MO ON I-44 MO EXIT 1  
1-888-396-7876 | DOWNSTREAMCASINO.COM

Magazine Ad:

OK Mag

Citiscapes

417

Vertical

Hawgs



# Eagle Creek Golf Club

The Bald Eagle Course at Eagle Creek Golf Club offers 18 challenging holes set amidst the rolling terrain of the foothills of the Ozark Mountains.

With Bermuda grass on its tees and fairways and bent grass greens, the Bald Eagle Course is a manicured track that is not without peril. Water comes into play on 11 of the 18 holes, with a creek meandering through the front nine. The second nine moves to higher ground, with mature trees lining each fairway.

To set up a tee time please call 417-623-5050.

**DOWNSTREAM<sup>®</sup>**  
CASINO RESORT



WHERE WINNING COMES NATURALLY

4 MILES WEST OF JOPLIN, MO ON I-44 MO EXIT 1  
1-888-396-7876 | DOWNSTREAMCASINO.COM

Magazine Ad:  
OK Mag  
Citiscapes  
417  
Vertical  
Hawgs  
Golf Oklahoma



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Now taking reservations for the Kappa tower.

**DOWNSTREAM**  
CASINO RESORT

WHERE WINNING COMES NATURALLY

4 MILES WEST OF JOPLIN, MO ON I-44 MO EXIT 1  
1-888-396-7876 | DOWNSTREAMCASINO.COM



Magazine Ad:

OK Mag

Citiscapes

417

Vertical

Hawgs



# Downstream Casino Resort now has 374 rooms!

Downstream now has 2 hotel towers, Kappa & Osotouy, an Indoor pool and a premiere spa, Née Spa... the best in the four state area. Our new Buffalo Grille features an expanded dining area with an outdoor patio and private dining room. We have six fabulous options to satisfy your taste buds including our new coffee shop, Ma-Kó-Sha, with house made pastries and confectioneries.



WHERE WINNING COMES NATURALLY

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1-888-396-7876 | DOWNSTREAMCASINO.COM



Magazine Ad:

OK Mag

Citiscapes

417

Vertical

Hawgs