

# GAMING POLICY ADVISORY COMMITTEE

## NOTICE OF MEETING AND AGENDA

Pursuant to the Massachusetts Open Meeting Law, G.L. c. 30A, §§ 18-25, and Chapter 22 of the Acts of 2022, notice is hereby given of a meeting of the Gaming Policy Advisory Committee, formed under G.L. c. 23K, s. 68(c). The meeting will take place:

**Monday, April 4, 2022 | 2:30 PM – 4:00 PM**

via Video Conference

**Call-in Number:** 1-646-741-5292

**Meeting ID:** 112 869 5958

Please note that the Massachusetts Gaming Commission will conduct this public meeting remotely utilizing remote collaboration technology. Use of this technology is intended to ensure an adequate, alternative means of public access to the committee's deliberations for any interested member of the public. If there is any technical problem with the remote connection, an alternative conference line will be noticed immediately on [www.MassGaming.com](http://www.MassGaming.com).

All documents and presentations related to this agenda will be available for your review on the morning of the meeting date by visiting our website and clicking on the News header, under the Meeting Archives drop-down.

---

1) **Call to Order**

Meg Mainzer-Cohen- Chair, Gaming Policy Advisory Committee

2) **Approval of Minutes – VOTE**

a) **November 1, 2021**

3) **Casino Employment, Diversity and Salary Reporting**

Crystal Howard- Chief Administrative Officer to the Chair/Special Projects Manager, Massachusetts Gaming Commission

4) **Research and Responsible Gaming**

Mark Vander Linden – Director of Research and Responsible Gaming, Massachusetts Gaming Commission

a) **Research Agenda**

b) **Gambling Advertising White Paper**

5) **Committee Member Update**

a) **All committee member updates and community announcements welcome**

6) **Next Meeting Date/Topics**

a) **Potential Subcommittee Updates**

i) **Addiction Services, Public Safety, Community Mitigation**

b) **Suggestions**

7) **Other Business - Reserved for matters not reasonably anticipated at the time of posting.**



---

(date)

---

**Meg Mainzer- Cohen**  
Chair, GPAC

I certify that on this date, this notice was posted as "GPAC meeting" at [www.massgaming.com](http://www.massgaming.com) on 3/29/2022 12:00 p.m. and emailed to: [regs@sec.state.ma.us](mailto:regs@sec.state.ma.us).



Massachusetts Gaming Commission

101 Federal Street, 12<sup>th</sup> Floor, Boston, Massachusetts 02110 | TEL 617.979.8400 | FAX 617.725.0258 | [www.massgaming.com](http://www.massgaming.com)



---

## Gaming Policy Advisory Committee Meeting Minutes

**November 1, 2021**

---

**Present:**

Meg Mainzer-Cohen, Chair  
Cathy Judd-Stein  
Senator Ryan Fattman  
Rep. Ann-Margaret Ferrante

Senator Eric Lesser  
Victor Ortiz  
Helen Caulton Harris

**2:05 p.m. Call to Order**

Meg Mainzer-Cohen, Gaming Policy Advisory Committee (GPAC) Chair, called the meeting to order. A quorum was not immediately established, but was later available upon an addition committee member joining. Ms. Mainzer-Cohen provided an overview of the meeting agenda and introduced Cathy Judd-Stein, chair of the Massachusetts Gaming Commission.

**2:10 p.m. Opening Comments**

Ms. Judd-Stein remarked that this was the third meeting of the GPAC during this calendar year. She provided a brief update regarding the Massachusetts Gaming Commission and introduced its newest Commissioner, Brad Hill, noting that he has taken on the role of the designated MGC representative for the subcommittee on community mitigation.

Ms. Judd-Stein continued with a brief update on the Gaming Commission, including horse racing, casino revenues.

**2:12 p.m. Approval of Minutes**

Awaiting quorum, Ms. Mainzer-Cohen opted to delay review and approval of the minutes until later in the meeting.

**2:12 p.m. Gaming Policy Advisory Committee Statute**

Ms. Mainzer-Cohen reviewed the statutory framework for the GPAC as governed by statute, Chapter 23K of the Expanded Gaming Act, section 68. She specified the purpose is “discussing matters of gaming policy. The recommendations of the committee concerning gaming policy made under this section shall be advisory and shall not be binding on the commission.” The subcommittee on Community Mitigation is one of several subcommittees of the Gaming Policy Advisory Committee required by statute. The other subcommittees include addiction services and public safety. The Chair noted that two of those subcommittees were on the agenda for this meeting to report up on their recent activity. To kick off those reports, she turned the meeting over to MA Gaming Commissioner Brad Hill.

**2:16 p.m. Report on the Subcommittee of Community Mitigation**

Mr. Hill noted that this committee generally meets four times per year, having met first on May 11, 2021 in a joint meeting with Region A and B representative and the LCMACs to discuss applications and awards, as well as impediments and potential ways to improve utilization. Their most recent meeting in September discussed policy questions which arose during the year. He stated that the main policy questions revolved around raising or eliminating grant category spending targets and caps as well as expanding program

eligibility. At that time, they were developing draft CMF guidelines based on the subs and LCMACs input we would like to talk about those. He also noted there are currently several vacancies on the subcommittee, and no representatives for Region C.

Joe Delaney, the Commission's Chief of Community Affairs, offered additional comments. He stated that some of the more substantive changes included adding the new category of public safety grants, noting they'd always been eligible, but were a subset of the special impact grants. They also raised or eliminated target spending amounts in many categories, explaining that when funds were eliminated, caps had been placed on the grants but this year \$21 million are available (up from \$12.5 million last year).

Specific to the community planning grant guidelines, he stated that updates were made regarding the identification of the impact, focusing less on quantification of the impact and more so on how the casino's existence has created the need.

Additionally, Mr. Delaney stated that they're looking for future statements of interest from various communities about potential projects or categories the subcommittee could possibly consider.

Mr. Picknelly inquired further about the open positions and the process. Mr. Delaney explained that three were gubernatorial appointments, and another was related to region C so it couldn't currently be filled. Additionally, Mr. Picknelly requested that Mr. Delaney provide an understanding of the breakdown for funding. Mr. Delaney explained that the funds are derived from the gaming revenues and are designated to the region they were generated from. For Category 2 applicants, they take \$250,000 from each region. Funding continues to roll over in the designated region for three years, and if any were to remain would then be rolled over for either region's availability (though that hasn't yet occurred.)

Ms. Judd-Stein encouraged all GPAC committee members to offer public comment on the applications if there was interest.

#### **2:42p.m. Research and Responsible Gaming Update**

Mark Vander Linden, the Director of Research and Responsible Gaming provided an update on recent research activities saying three reports had been released in October, including a 6-year looking at gambling behavior over time, a commercial real estate report and the release of the Chinatown Neighborhood Center's Asian CARES report (to be presented at an MGC public meeting in November.) He stated that several research activities were currently underway as part of the mandate and research agenda.

He then transitioned to a discussion regarding the ad-hoc research topic, explaining that MGC has a contract with UMass Amherst to carry out a range of research and the research agenda, and beginning last fiscal year, it was decided to include one or two ad-hoc reports as deliverables under the contract. In FY21, there were two ad-hoc research projects directed, one looked at the impact of Covid-19 on the gambling industry, and another on gambling harms and the prevention paradox.

Mr. Vander Linden expressed that since the role of the GPAC is to advise the Commission's research agenda, he intended to put forth a few ideas about what might be considered in the coming fiscal year. His five considerations were 1) Update and revise the probable problem gambling measure, 2) A deeper analysis of problem gambling 3) An economic analysis of local community agreements. 4) An examination of legalization of sports betting in US. And 5) Research using mobile phone location data.

Committee members weighed in with support for sports betting, stating it was a timely matter to take up, but also expressed interest in the geolocation and mobile phone data and its many uses.

### **3:02 p.m. Approval of Minutes**

As another committee member had joined the meeting, quorum was now reached. Ms. Mainzer-Cohen requested review of the minutes from June 14, 2021 which were included in the packet. A motion to approve the minutes was made and seconded. All committee members were in favor. In addition, she reminded everyone of the ethics and conflict of interest law and annual acknowledgement.

### **3:05p.m. Committee Member Update**

The committee heard a presentation titled, *Engagement, Equity and Empowerment* from Victor Ortiz, Director of the Office of Problem Gambling Services, introducing the Office of Problem Gambling's mission, framework, its work and services; as well as the intersect with the MGC and the research agenda.

Ms. Judd-Stein mentioned that Mr. Ortiz had highlighted the need of data and its necessity in achieving the research objectives and asked for clarification about the data mandate and whether it involves other entities. Mr. Vander Linden said that section 97 requires casino licensees provide all player card data, which largely informs their marketing strategies, as this data can also be used to inform prevention strategies. He notes its anonymized data, but the partnership with the Department of Public Health (DPH) is to house the data set, curate and develop which is invaluable. He said it's taken a lot of time and collaboration, but they're very close to finally having it pulled in. The MGC website has a data request form allowing for recommendations to what data variables they are interested in and allows for data share available across various entities. Mr. Ortiz added that for years, they've had to borrow from other entities to try to make decisions about strategies related to problem gambling so this is the first time they had a partnership for direct data which is extremely beneficial.

Chair Mainzer-Cohen thanked Mr. Ortiz for the presentation and turned the meeting back over to Mr. Vander Linder for another subcommittee update.

### **3:32p.m. Subcommittee on Addiction Services Update**

Mark Vander Linden stated that addiction services is one of the GPAC subcommittees, and had just been formed with final appointees. The subcommittee consists of five members representing MGC, DPH, two appointees by Governor Baker, and the MA Council on Gaming and Health. The committee met for the first time on Oct. 14, kicked off by Chair Mainzer-Cohen and reviewing ethics, the statute, they began governance discussions, and voted Mr. Vander Linen is as Chair. He stated that when they meet for the second time in December, they would start developing recommendations to address issues related to addiction services.

### **3:36p.m. Next Steps/Other Business**

Chair Mainzer-Cohen inquired about the frequency of meetings. It was agreed that three seemed about right, with the ability to call others as warranted.

3:40 Meeting adjourned

With no other comments, a motion to adjourn was made and seconded, with all in favor.

### **List of Documents and Other Items Used**

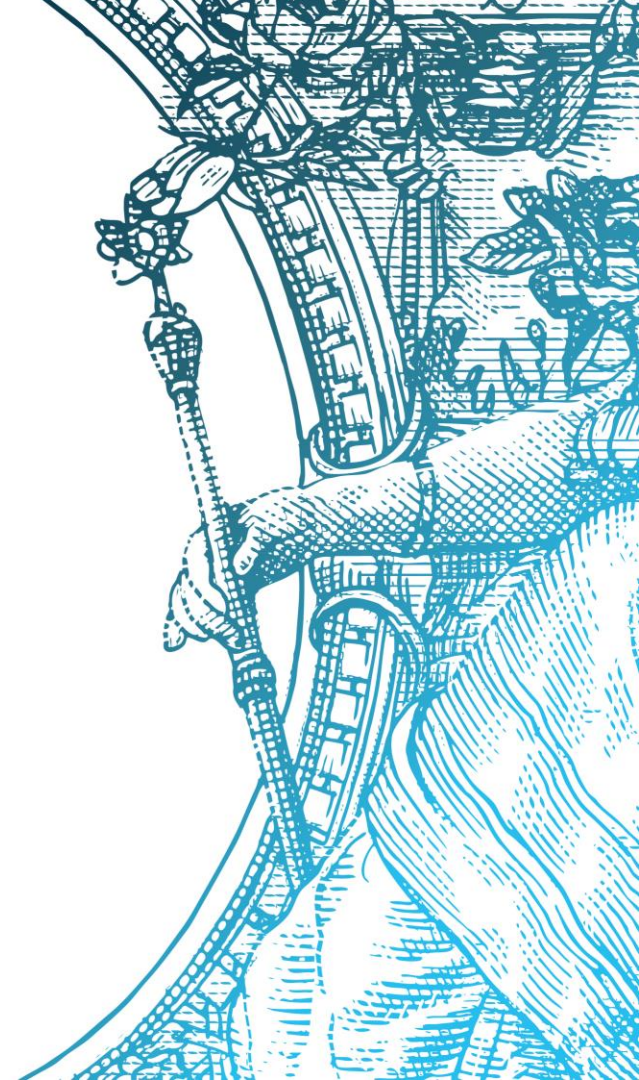
1. Notice of Meeting and Agenda
2. Meeting Minutes from June 14, 2021
3. Memo from Joe Delaney on Subcommittee of Community Mitigation Update
4. List of LCMAC and Subcommittee on Community Mitigation members
5. MGC Research Update
6. Memo from Mark Vander Linden regarding Ad-Hoc Topics
7. Memo from Mark Vander Linden regarding GPAC Subcommittee Update
8. PPT Presentation from Victor Ortiz, Engagement, Equity and Empowerment

DRAFT

# Q4 2021 Report

Massachusetts Gaming Commission

March 3, 2022



# REVENUE, TAXES, LOTTERY & COMPLIANCE



# Q4 2021 Gaming Revenue & Taxes

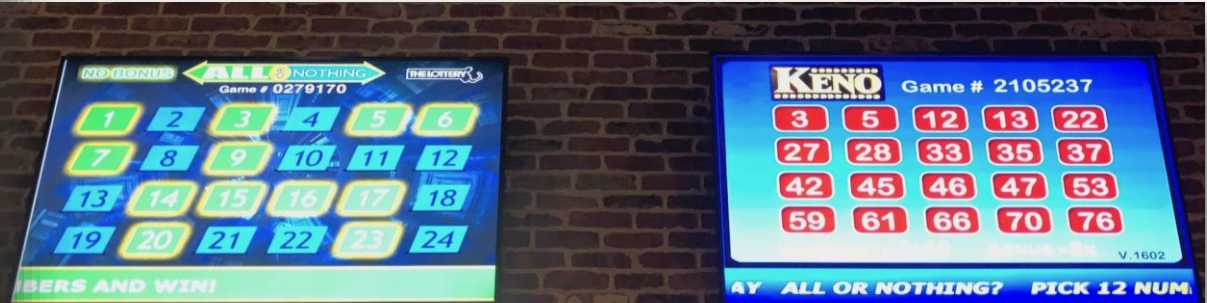
Month	Gaming Revenue	MA Taxes
October	\$21,440,565	\$5,360,141
November	\$21,668,924	\$5,417,231
December	\$22,200,822	\$5,550,205
<b>TOTAL</b>	<b>\$65,310,311</b>	<b>\$16,327,578</b>



# Lottery



Month	Lottery Sales at MGM Springfield
October	\$111,655
November	\$98,995
December	\$124,567



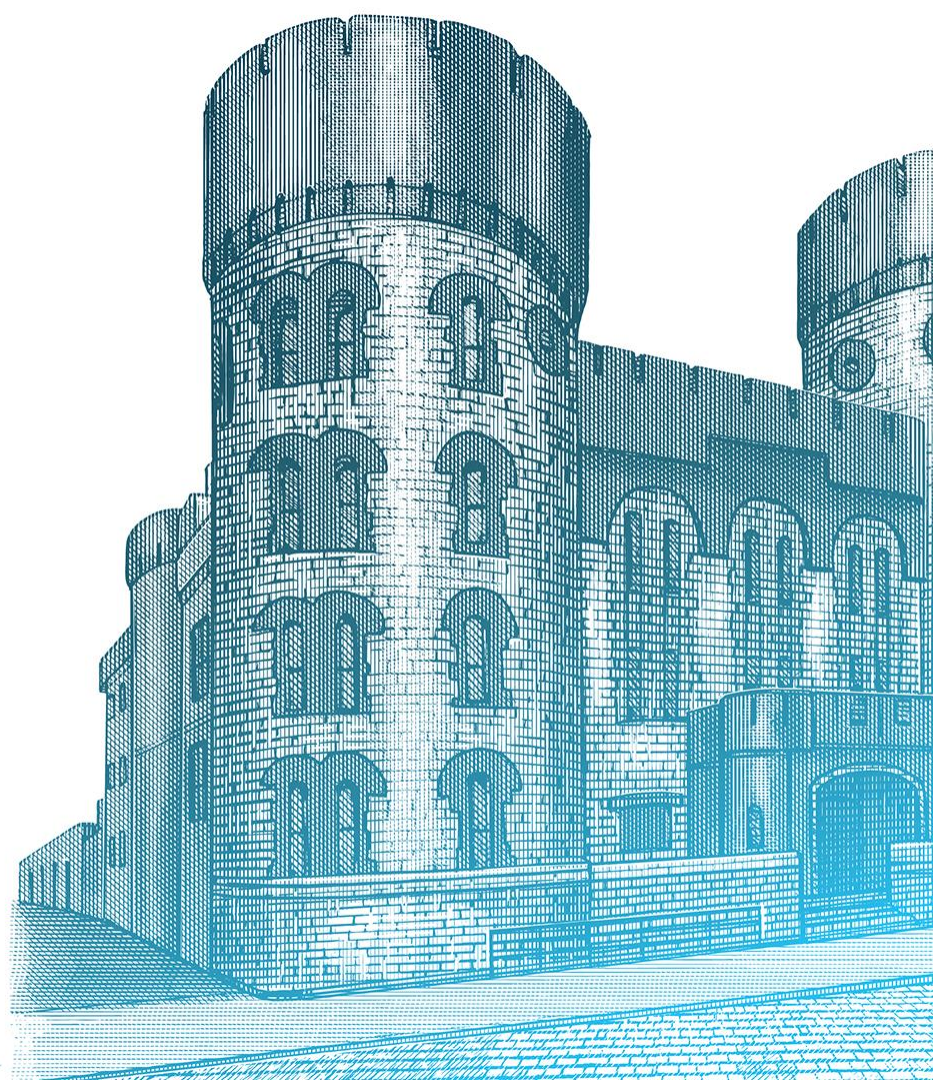
# Compliance



Month	Minors intercepted in Gaming Area and prevented from Gaming	Minors intercepted gaming	Minors intercepted consuming alcohol	Minors prevented from accessing the Gaming Area
Oct	2	0	0	36
Nov	12	0	1	18
Dec	10	2	0	19

- Average time in Gaming Area – 18.5 minutes.
- Longest time in the Gaming Area – 1 hour 5 minutes.
- All underage found gaming, were between the ages of 18-21. Others intercepted in the gaming area without gaming were different ages up to 20 and mainly with parents.

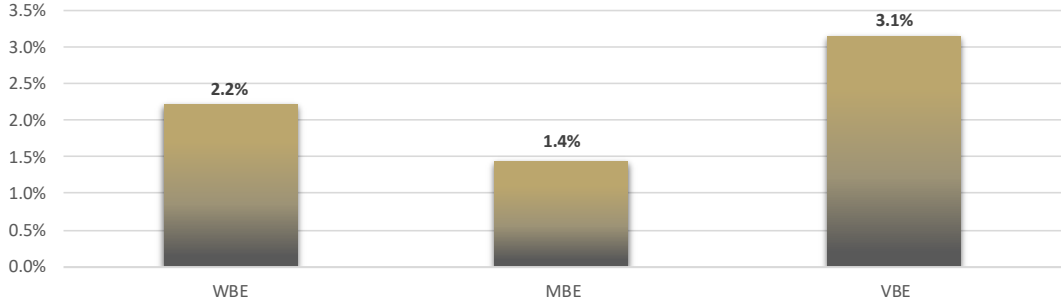
# SPEND UPDATE



# Q4 2021 Operating Spend

Diversity

Q4 Operating Spend

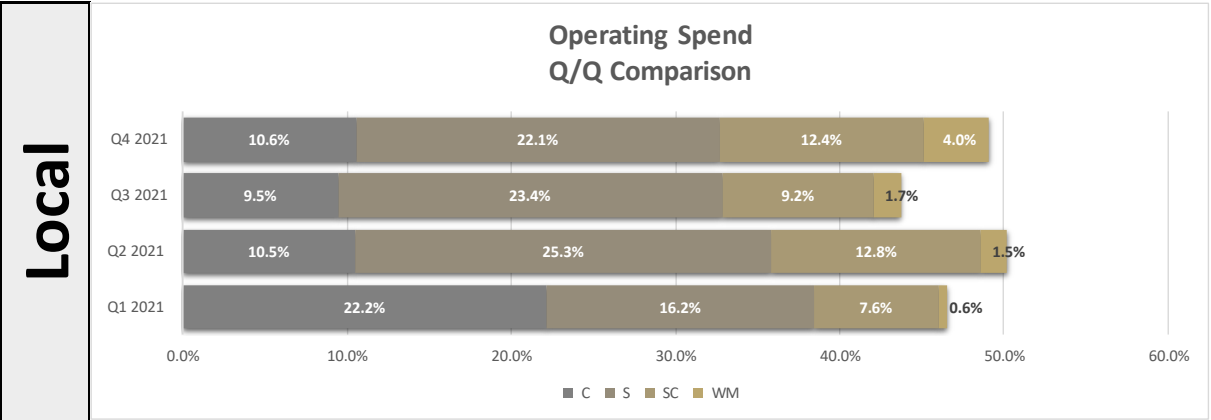


**\$9.3M** identified in Biddable Spend  
**\$0.6M** in payments to Diversity Suppliers (7%)

Notes:

- Total Biddable Spend for Q4 2021 was \$9.3M and total payments to Diversity Suppliers were \$.6M or 7%.
- Diversity spend goals defined as:
  - WBE – 15% of Biddable Spend
  - MBE – 10% of Biddable Spend
  - VBE – 2% of Biddable Spend

# Q4 2021 Operating Spend



**Local**

**\$6.1M** in payments to Mass. Suppliers (49.0%)  
**\$4.8M** in payments to Western Mass (38.5%)

- Notes:
- Total Spend for the Q4 2021 was \$12.4M
  - Spend segments defined as:  
Commonwealth (C)  
Springfield (S)  
Surrounding Communities (SC)  
Western Massachusetts (WM)

# EMPLOYMENT



# Employment Numbers

	Employees	Full-Time	Part-Time
Totals	1,189	823	366
% of Total	100%	69%	31%

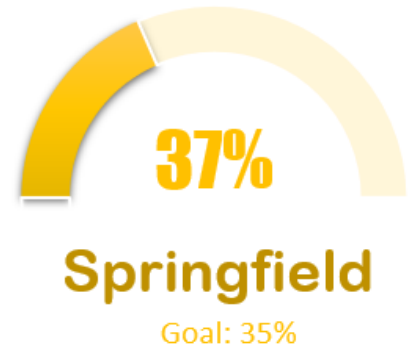
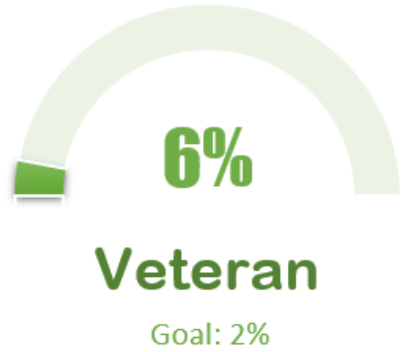
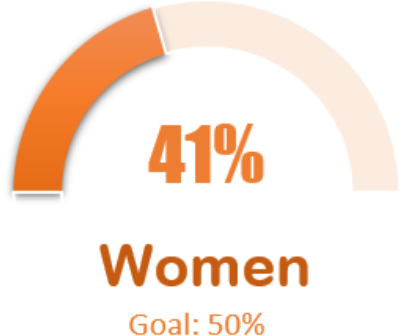
2021/Q4	Goals	Q1 2021 %	Q1 2021 Total # of Employees	Q2 2021 %	Q2 2021 Total # of Employees	Q3 2021 %	Q3 2021 Total # of Employees	Q4 2021 %	Q4 2021 Total # of Employees
Minority	50%	53%	480	52%	517	51%	571	49%	588
Veteran	2%	7%	67	7%	64	6%	64	6%	70
Women	50%	41%	373	42%	402	43%	483	41%	490
Springfield Residents	35%	37%	335	37%	360	37%	414	37%	437
Western MA Residents	-	74%	661	75%	723	75%	847	74%	885
MA Residents	-	76%	677	77%	737	77%	863	77%	911
Total # Of Gaming Establishment Employees*			973		1,034		1,124		1,189
Full Time			777		774		802		823
Part Time			115		128		172		214
On Call			81		132		150		152

\*Includes MGM Springfield team members employed at the MassMutual Center.



# Progress on Hiring Goals

## HCA Minimum Requirements



Represents 1,189 active employees as of 12/31/2021 (Does not include Campus Tenants, Vendors)

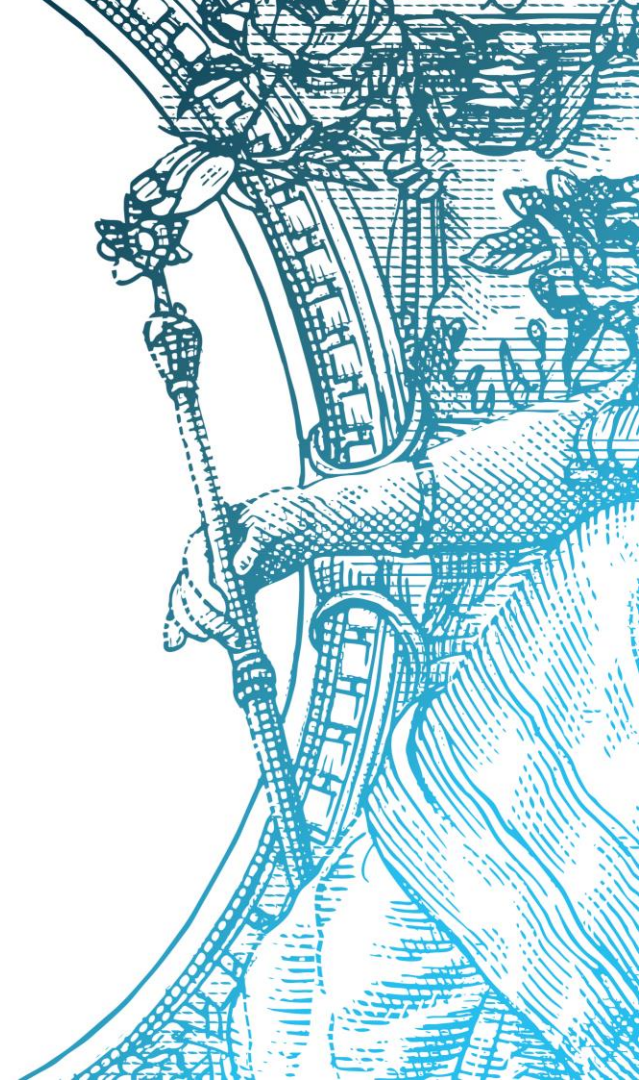


# Workforce Development

- Veteran's Inc Military & Veteran's Career Fair
- HCC Culinary School Trainings
- HCC Hospitality Training Launch
- UMass Leadership Class Tour & Panel



# COMMUNITY OUTREACH, SPECIAL EVENTS & DEVELOPMENT



# Community Outreach



**Toys For Tots  
Toy Drive**  
**Two semi-tractor trailers full!**



# Special Events



**Poker Reopening!  
1st in State!**



**Bright Nights Ball**



**Winter Wonderland on the Plaza**



# Development Update



**MassMutual Center Garage** Scheduled for Demolition, MA Convention Center Authority \$40 Million Investment by State



**31 Elm – Work Has Begun!**

**ON TAP:** Top Golf Swing Suite & TAP Bowling



# Return of Entertainment



# Return of Entertainment



Free Music Friday Inside Edition!



Roar Roars Back!



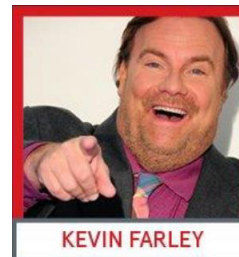
Commonwealth: Live Music!



CHRIS ZITO



AMIR K



KEVIN FARLEY

# Upcoming Shows



MORE TO COME!



# PlayMyWay



COMING  
SOON!!!

- 3/4/2022 – Beginning of marketing program, starting with Social Media posting.
- 3/31/2022 – Anticipated Go-Live date of PlayMyWay to coincide with last week of PGAM.

THANK YOU





# Quarterly Report Q4 2021

February 10, 2022

Massachusetts Gaming Commission

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

# Gaming Revenue, Taxes & Lottery Sales

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

# Gaming Revenue & Taxes: Q4 2021

Year	Month	Table Games GGR	Slots GGR	Total GGR	State Taxes Collected
<b>2021</b>	October	\$30,580,470.32	\$32,219,250.76	\$62,799,721.08	\$15,699,930.27
	November	\$25,117,609.88	\$30,051,293.01	\$55,168,902.89	\$13,792,225.72
	December	\$30,624,241.04	\$31,794,238.74	\$62,418,479.78	\$15,604,619.95
	<b>Total</b>	<b>\$86,322,321.24</b>	<b>\$94,064,782.51</b>	<b>\$180,387,103.75</b>	<b>\$45,096,775.94</b>

# Gaming Revenue & Taxes: Year-Over-Year

Year	Quarter	Table Games GGR	Slots GGR	Total GGR	State Taxes Collected
2020	<b>Q1 (through March 15)</b>	\$63,346,567.80	\$58,267,912.37	\$121,614,480.17	\$30,403,620.05
	<b>Q2</b>	\$0.00	\$0.00	\$0.00	\$0.00
	<b>Q3 (from July 10)</b>	\$49,310,059.97	\$63,032,899.39	\$112,342,959.36	\$28,085,739.84
	<b>Q4</b>	\$42,507,448.88	\$55,251,981.49	\$97,759,430.37	\$24,439,857.59
	<b>Total</b>	<b>\$155,164,076.65</b>	<b>\$176,552,793.25</b>	<b>\$331,716,869.90</b>	<b>\$82,929,217.48</b>
2021	<b>Q1</b>	\$51,147,252.30	\$72,828,463.99	\$123,975,716.29	\$30,993,929.07
	<b>Q2</b>	\$66,827,652.69	\$88,842,261.01	\$155,669,913.70	\$38,917,478.42
	<b>Q3</b>	\$76,480,254.77	\$97,903,798.73	\$174,384,053.50	\$43,596,013.38
	<b>Q4</b>	<b>\$86,322,321.24</b>	<b>\$94,064,782.51</b>	<b>\$180,387,103.75</b>	<b>\$45,096,775.94</b>
	<b>Total</b>	<b>\$280,777,481.00</b>	<b>\$353,639,306.24</b>	<b>\$634,416,787.24</b>	<b>\$158,604,196.81</b>

# Lottery Sales: Q4 2021\*

Year	Month	Lottery Sales	% Change 2020
2021	October	\$277,011.00	32.7%
	November	\$239,476.00	96.5%
	December	\$391,678.00	29.6%
	<b>Total</b>	<b>\$908,165.00</b>	<b>43.5%</b>

\*The periods for which relevant sales are reported are based upon week-end totals, and may not correspond precisely to calendar month periods.

# Lottery Sales: Year-Over-Year

Year	Quarter	Lottery Sales	% Change from Previous Year
2020	Q1	\$707,443.25	-
	Q2	\$6,349.45	7.6%
	Q3	\$421,804.00	-15.5%
	Q4	\$632,811.50	-5.4%
	<b>Total</b>	<b>\$1,768,408.20</b>	<b>50.6%</b>
2021	Q1	\$613,578.00	-13.3%
	Q2	\$727,269.25	11354.1%
	Q3	\$777,725.00	84.4%
	Q4	\$908,165.00	43.5%
	<b>Total</b>	<b>\$3,026,737.25</b>	<b>71.2%</b>



# Workforce

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

# Employment: All Employees

Sector	Goal	Q1 % <sup>1</sup>	Q1 Total # of Employees	Q2 % <sup>2</sup>	Q2 Total # of Employees	Q3 % <sup>3</sup>	Q3 Total # of Employees	Q4 % <sup>4</sup>	Q4 Total # of Employees
Minority	40%	55%	1,816	55%	1,802	56%	1,902	56%	1,938
Veteran	3%	3%	93	3%	89	2%	83	2%	85
Women	50%	42%	1,402	43%	1,399	44%	1,496	44%	1,509
Local/Host/Surrounding Community Resident <sup>5</sup>	75%	86%	2,848	86%	2,802	86%	2,924	87%	2,989
MA Residents	-	89%	2,949	89%	2,901	89%	3,030	90%	3,104
<b>Total Number of Employees<sup>6</sup></b>			3,311		3,256		3,396		
Full-time			2,500		2,421		2,394		3,455
Part-time			811		835		1,002		2,451
On-call			0		0		0		1,004

1. All Q1 figures are as of March 23, 2021.
2. All Q2 figures are as of July 1, 2021.
3. All Q3 figures are as of September 22, 2021.
4. All Q4 figures are as of January 1, 2022.
5. "Local/Host/Surrounding Community Residents" include residents from communities within thirty (30) miles of Encore Boston Harbor.
6. Please note that an employee may fall into more than one sector (e.g.: minority and local) and, as such, totals may not be reflective of the sum of previous columns.

# Employment: Supervisory and Above

	Minority	Women	Veteran	Total Head Count (including non-minority employees)
<b>ALL EMPLOYEES</b>				
Number of Employees	1,938	1,509	85	3,455
% Actual	56%	44%	2%	-
<b>MANAGER AND ABOVE</b>				
Number of Employees	99	95	13	222
% Actual	45%	43%	6%	-
<b>SUPERVISORS AND ABOVE</b>				
Number of Employees	314	230	24	543
% Actual	58%	42%	4%	-

# Operating Spend

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

# Operating Spend<sup>1</sup>: Diversity

Diversity Category	Annual Goal	Q4 %	Q4 Spend
MBE Vendor Spend	8%	10%	\$2,084,014.95
VBE Vendor Spend	3%	4%	\$817,374.13
WBE Vendor Spend	14%	16%	\$3,396,952.55
<b>Total Diverse Spend</b>	<b>25%</b>	<b>30%</b>	<b>\$6,298,341.63</b>

1 All spend figures referenced herein are based upon Encore Boston Harbor's Q4 discretionary spend amount of **\$20,681,545.64**.

# Operating Spend<sup>1</sup>: Diversity (Year-Over-Year)

Quarter	2020	2021
1	\$6,067,011.13	\$3,583,335.02
2	\$885,174.05	\$4,147,123.36
3	\$3,010,463.56	\$4,394,841.18
4	\$4,457,171.70	\$6,298,341.63
<b>Total</b>	<b>\$14,419,820.44</b>	<b>\$18,423,641.19</b>

# Operating Spend: Local

Locality	Annual Goal	Q4 %	Q4 Spend
<b>Boston</b>	\$20,000,000.00	14%	\$2,988,335.61
<b>Chelsea</b>	\$2,500,000.00	2%	\$414,353.14
<b>Everett</b>	\$10,000,000.00	11%	\$2,376,079.19
<b>Malden</b>	\$10,000,000.00	1%	\$122,834.54
<b>Medford</b>	\$10,000,000.00	1%	\$136,138.55
<b>Somerville</b>	\$10,000,000.00	4%	\$866,229.60
<b>MA (Statewide)</b>	-	51%	\$10,540,893.06

# Operating Spend: Local\* (Year-Over-Year)

Quarter	2020	2021
1	\$8,728,040.15	\$5,334,934.01
2	\$1,254,108.65	\$5,150,850.62
3	\$3,791,267.66	\$4,908,981.21
4	\$6,272,107.67	\$6,903,970.63
<b>Total</b>	<b>\$20,045,524.13</b>	<b>\$22,005,029.84</b>

\*The local spend figures provided in this chart exclude the total spend for MA which is addressed in the next slide.



# Operating Spend: MA (Year-Over-Year)

Quarter	2020	2021
1	\$13,048,412.13	\$7,166,273.50
2	\$3,122,060.63	\$8,341,455.43
3	\$7,249,735.28	\$8,542,151.40
4	\$8,241,138.77	\$10,540,893.06
<b>Total</b>	<b>\$31,661,346.81</b>	<b>\$34,590,773.39</b>

# Compliance

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

# Compliance: Minors<sup>1</sup> Prevented from Gaming

Month	Minors Intercepted on Gaming Floor and Prevented from Gaming	Minors Intercepted Gaming	Minors Intercepted at Slot Machines	Minors Intercepted at Table Games	Minors Intercepted Consuming Alcohol	Number of IDs NOT Checked that Resulted in Minor on Gaming Floor	Number of Fake IDs Provided by Minors that Resulted in Minor on Gaming Floor	Numbers of Minors on Gaming Floor Under 18 Years of Age
October	4	0	0	0	1	2	2	0
November	4	0	0	0	1	4	0	0
December	9	0	0	0	0	6	1	5
<b>Total</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>12</b>	<b>3</b>	<b>5</b>

<sup>1</sup> A “minor” is defined as a person under 21 years of age, provided however, that the last column of the above specifically refers to persons under 18 years of age.

- The average length of time spent by a minor on the casino floor was 26 minutes.
- The longest length of time spent by a minor on the casino floor was 3 hours, 56 minutes.
- The shortest length of time spent by a minor on the casino floor was 2 minutes, 16 seconds.

# Promotions and Marketing Update

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

*Introducing:*  
*Glenda Swain, Vice  
President – Diversity  
and Inclusion*





Goal: To become a leader in the diversity & inclusion space and to create an inclusive environment for all

Core Behavior : Treat Everyone With Dignity and Respect

Wynn Resorts is committed to creating a diverse and inclusive culture and environment in which all people are valued, respected and welcome.

### Workplace

Wynn Resorts is committed to creating an inclusive workplace where every employee is valued, respected, and given the opportunity to reach their full potential

### Marketplace

Wynn Resorts is committed to ensuring that our business reflects the diversity of our guests.

### Community

Wynn Resorts is committed to supporting diverse organizations in the communities in which we do business

# 3 -Year Diversity & Inclusion Strategic Plan

The Diversity & Inclusion Strategic Plan is a 3-year plan that will be rolled out in 3 phases.

The following are the scheduled initiatives for each phase:

## **Phase I**

- Diversity & Inclusion Advisory Council
- Diversity & Inclusion Learning and Development Curriculum
- Diversity Talent Management Program
- Diverse Meetings and Conventions Strategy
- CEO Action for Diversity and Inclusion
- Diversity and Inclusion Community Outreach Program
- Cultural Commemorations and Diversity Events
- Diversity Week

## **Phase II**

- Diversity Recruitment Program
- Diversity Toolkit for Managers
- Chamber of Commerce Partnership
- Industry-Related Non-Profit Alliance

## **Phase III**

- Supplier Diversity Program
- Diversity Branding

# The Spa at Encore Boston Harbor Named One of Boston's Best by *Time Out Boston*





# Patriots Watch Party at WynnBET Sports Bar





# Special Events and Volunteerism

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

# Opening of *Wynn Gifts*



*Encore*  
BOSTON HARBOR  
A WYNN RESORT



# Re-Opening of *The Drugstore*



# DAV 5K

**DAV 5K BOSTON**  
 Presented by  
*Encore*  
 BOSTON HARBOR  
 A WYNN RESORT  
 Saturday, November 6, 2021  
 Veterans Day Weekend  
 DCR Fort Independence at Castle Island



# City of Everett Toy Drive

More than 500  
toys donated by  
EBH Employees



# Questions?

*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT

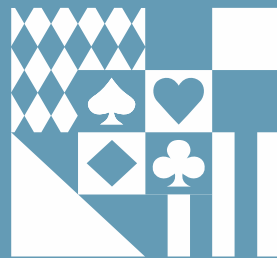


*Encore*<sup>®</sup>  
BOSTON HARBOR  
A WYNN RESORT



# Plainridge Park

Q4 2021 Report



BARSTOOL SPORTSBOOK

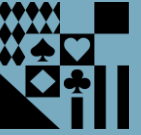


# Gaming Revenue and Taxes



Year	Quarter	Net Slot Revenue	State Taxes	Race Horse Taxes	Total Taxes
2020	Q1	\$27,540,704	\$11,016,281	\$2,478,663	\$13,494,944
	Q2	\$0	\$0	\$0	\$0
	Q3	\$27,857,923	\$11,143,169	\$2,507,213	\$13,650,382
	Q4	\$26,855,516	\$10,742,206	\$2,416,996	\$13,159,202
	<b>Total</b>	<b>\$82,254,143</b>	<b>\$32,901,656</b>	<b>\$7,402,872</b>	<b>\$40,304,528</b>
2021	Q1	\$31,572,862	\$12,629,145	\$2,841,558	\$15,470,703
	Q2	\$36,329,149	\$14,531,660	\$3,269,623	\$17,801,283
	Q3	\$37,682,927	\$15,073,171	\$3,391,463	\$18,464,634
	Q4	\$33,762,844	\$13,505,137	\$3,038,656	\$16,543,793
	<b>Total</b>	<b>\$139,347,782</b>	<b>\$55,739,113</b>	<b>\$12,541,300</b>	<b>\$68,280,413</b>

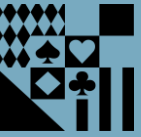
# Lottery Sales



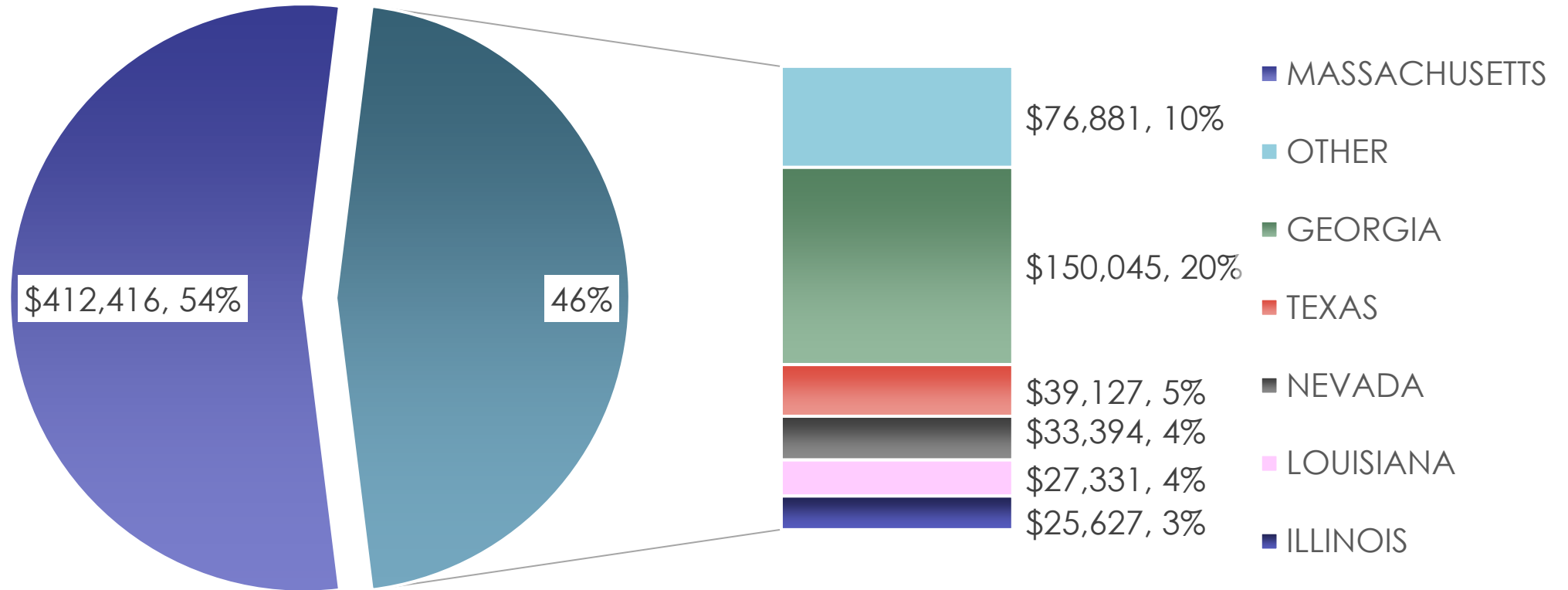
Quarter	2021	2020	\$ Difference	% Difference
Q1	\$458,540	\$715,250	(\$256,710)	-35.9%
Q2	\$578,739	\$0	\$578,739	100.0%
Q3	\$582,981	\$259,890	\$323,091	124.3%
Q4	\$503,875	\$354,201	\$149,674	42.3%
<b>Total</b>	<b>\$2,124,135</b>	<b>\$1,329,341</b>	<b>\$794,794</b>	<b>59.9%</b>

- PPC currently has five instant ticket machines and four online terminals
- Prior to the casino opening the property had one instant ticket machine and two online machines

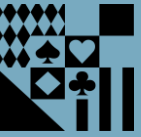
# Spend by State



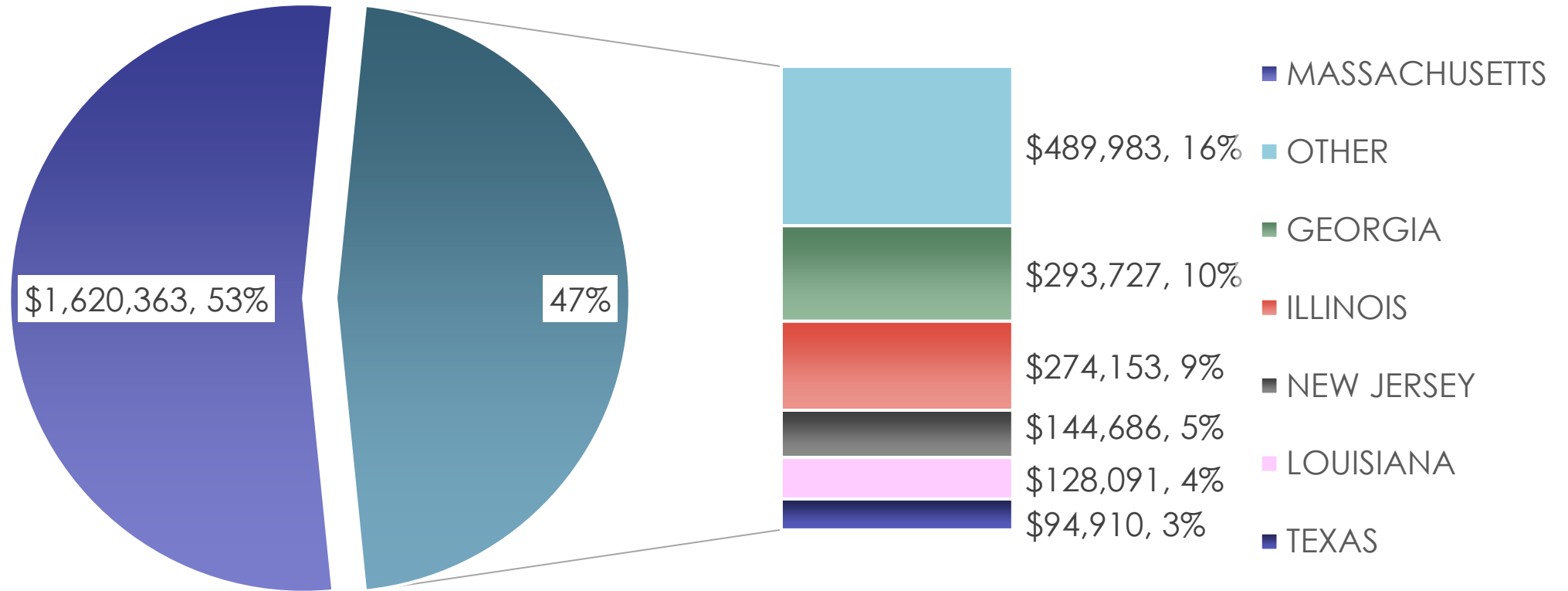
## Q4 2021 Total Qualified Spend By State



# Spend by State



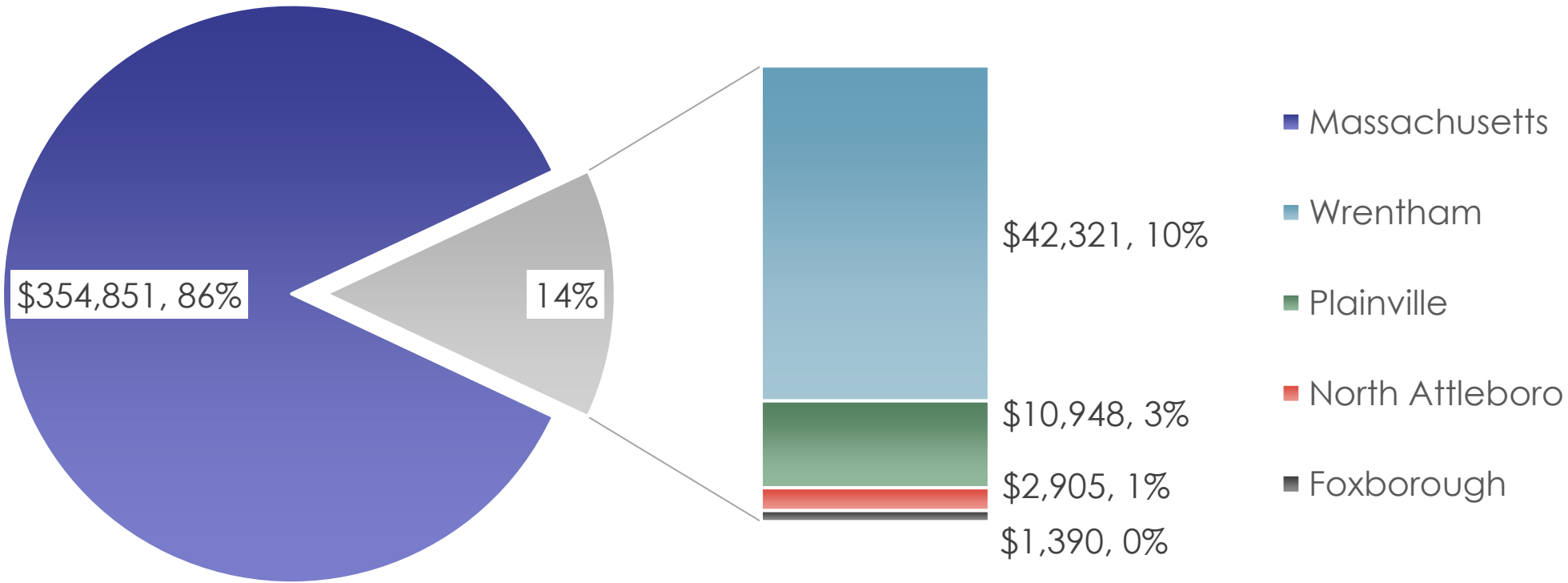
## 2021 Total Qualified Spend By State



# Local Spend



## Q4 2021 Massachusetts vs Host & Surrounding Community Qualified Spend



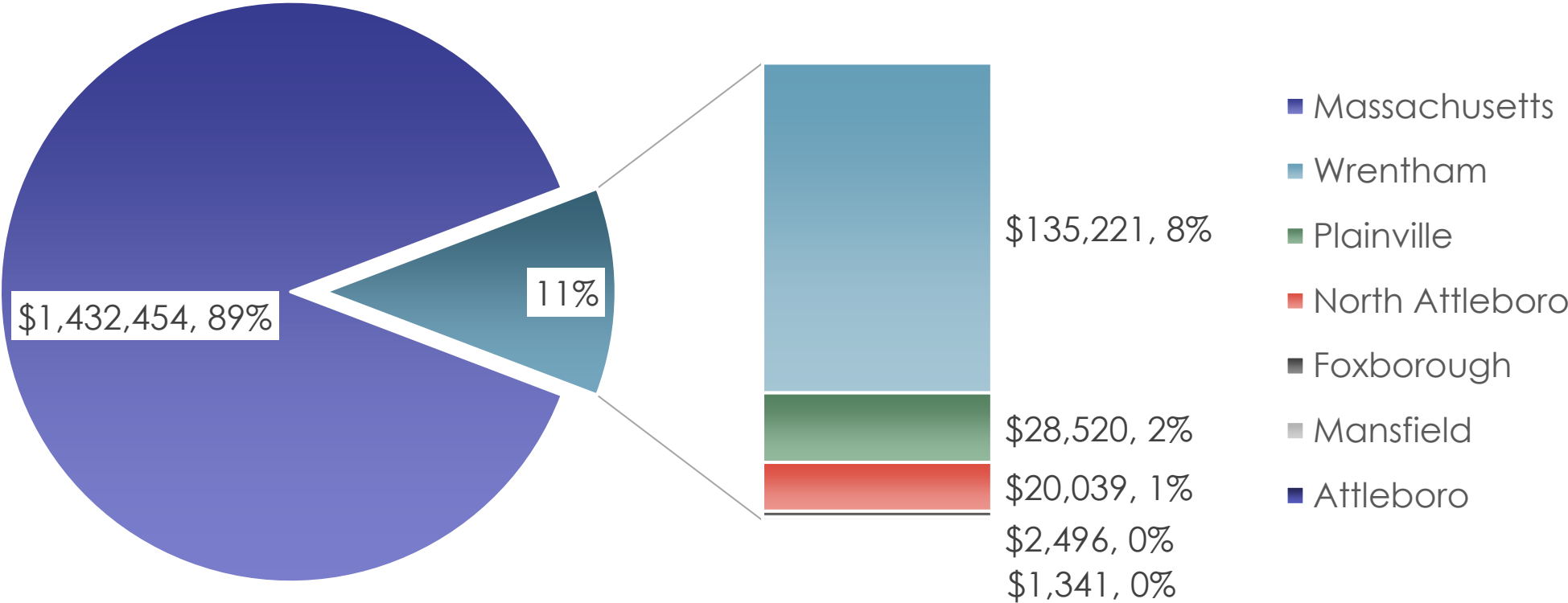
\$57,564 Total Community Spend



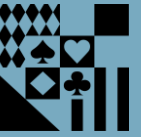
# Local Spend



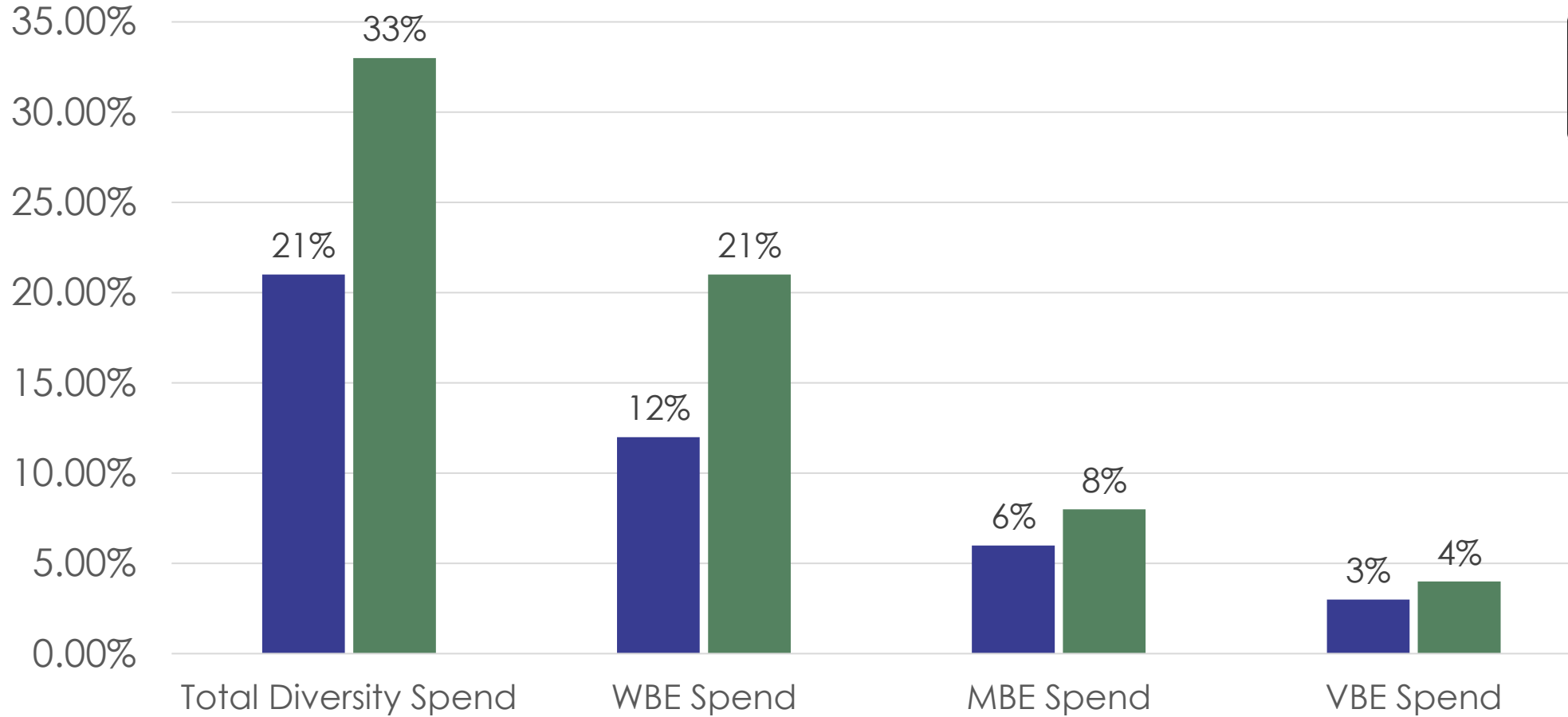
## 2021 Massachusetts vs Host & Surrounding Community Qualified Spend



# Vendor Diversity



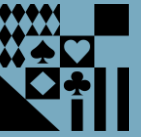
## Q4 2021 vs. Goal



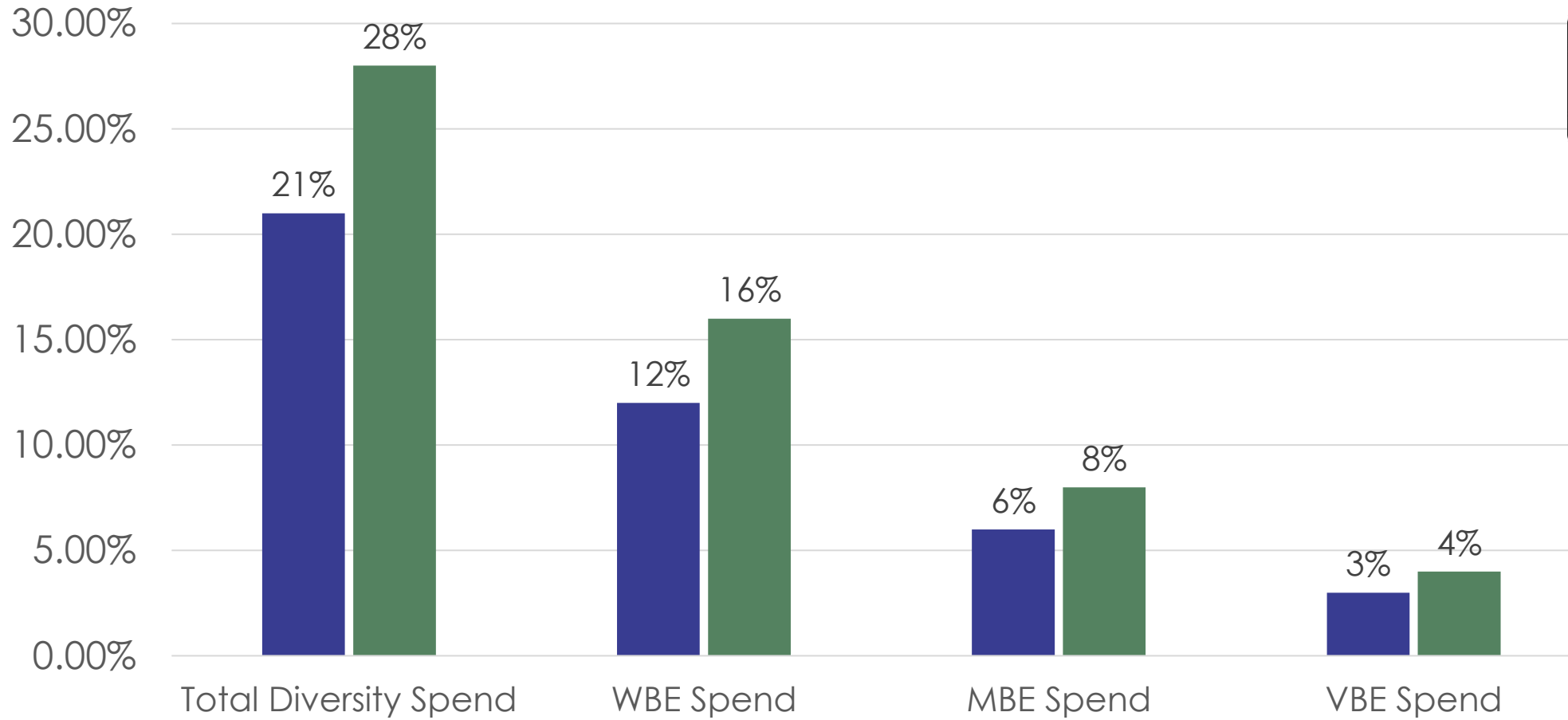
■ Goal ■ Q4 2021 Spend



# Vendor Diversity



## 2021 vs. Goal



■ Goal ■ 2021 Spend



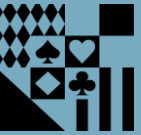
# Diverse Spend



Category <sup>1</sup>	Q4 2021	Q3 2021	\$ Difference	% Difference
<b>WBE</b>	\$163,514	\$120,157	\$43,357	36.1%
<b>MBE</b>	\$60,960	\$72,682	(\$11,722)	-16.1%
<b>VBE</b>	\$29,274	\$51,084	(\$21,810)	-42.7%
<b>Total Diverse Spend</b>	<b>\$253,748</b>	<b>\$243,923</b>	<b>\$9,825</b>	<b>4.0%</b>
<b>Qualified Spend</b>	<b>\$764,820</b>	<b>\$934,771</b>	<b>(\$169,951)</b>	<b>-18.2%</b>

<sup>1</sup> Includes vendors that are certified in multiple diversity categories. Spend is reported in all qualified categories.

# Compliance



Month	Prevented from Entering Gaming Establishment			Expired, Invalid, No ID	Fake ID	Minors and Underage Escorted from the Gaming Area	Minors and Underage Gambling at Slot Machines	Minors and Underage Consuming Alcoholic Beverages
	Total	Minors <sup>1</sup>	Underage <sup>2</sup>					
October	42	5	6	31	0	0	0	0
November	53	4	10	39	0	0	0	0
December	70	9	13	48	0	3	0	0
<b>Total</b>	<b>165</b>	<b>18</b>	<b>29</b>	<b>118</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>

<sup>1</sup> Person under 18 years of age

<sup>2</sup> Person 18-21 years of age

# Employment<sup>1</sup>: All Employees<sup>2</sup>



Employee Category	Percentage Goal	Total # of Employees in Category	Q4-21 Actual Percentage of Total Employees	Q3-21 Actual Percentage of Total Employees
Diversity	15%	73	23 %	25 %
Veterans	2%	18	6 %	6 %
Women	50%	123	40 %	40 %
Local <sup>3</sup>	35%	102	33 %	31 %
MA Employees		200	64%	64%

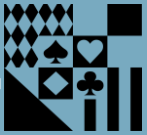
<sup>1</sup> All employees referenced in this slide were current as of Q4 2021

<sup>2</sup> Total number of employees Q4 2021: 311

<sup>3</sup> Local includes Attleboro, Foxboro, Mansfield, North Attleboro, Plainville & Wrentham

	Employees	Full-Time	Part-Time	Seasonal
Total	311	217	94	8
% of Total	100%	70%	28%	2%

# Employment<sup>1</sup>: Supervisor and Above<sup>2</sup>



Employee Category	Total # of Employees in Category	Actual Percentage of Total Employees
Diversity	16	25 %
Veterans	3	5 %
Women	21	33 %

<sup>1</sup> All employees referenced in this slide were current as of Q4 2021

<sup>2</sup> Total number of Supervisor and Above Q4 2021: 63

# PPC Cares: Community and Team



## Tito Boxes

- ACS Making Strides Against Breast Cancer Walk
- ACS Real Men Wear Pink
- Boston Pearl Foundation
- Lenore's Pantry



## Chowder for Charity



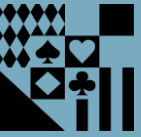
## Flutie's Foundation



## Toys For Tots



# PPC Cares: Community and Team



## Welcome! Joe Wenzell & Charlie Ordille

### PROPERTY UPDATES



We are happy to announce that **Joe Wenzell**, the Executive Director of Gaming Operations at Seneca Resorts & Casinos, will be assuming the role of VP Operations of Plainridge Park Casino. Joe is a competent and results-driven professional with over 25+ years of Casino Operations experience; 16 years of Upper and Executive Management, with emphasis on Slots and Technical Operations, as well as the opening of 10 casino properties throughout the United States. Joe has a proven background at multiple levels of Slots departmental operations, leadership, team building, planning, organizing and problem solving. He has maintained a strong record of achievement in utilizing the necessary skills and experience in Slots management and personnel motivation, to ensure streamlined operations, guest satisfaction, and increased profitability. We are excited to have Joe in this role.



Joe Wenzell

We are also pleased to announce **Charlie Ordille** will assume the new position of Operations Manager. In this role Charlie will be responsible for managing staff and the overall daily management of Casino Operations providing oversight for the overall operation of Slots operations. Charlie has 37 years' experience in the casino industry between Atlantic City and Connecticut, 27 of those years being in casino management. Charlie is a United States Marine Corps veteran and most recently a Senior GameSense Advisor here at Plainridge Park Casino. Charlie also enjoys playing golf in his spare time and is an avid Philadelphia sports fan. GO BIRDS!



Charlie Ordille

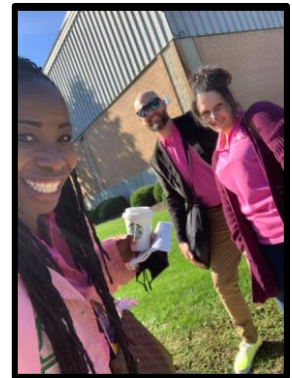
Please join us in welcoming Joe and Charlie into their new operations leadership roles at Plainridge Park Casino.



## Wellness! COVID-19 Vaccine Clinic, Flu Shots, Blood Drive, Vision Van & More...



## Johnson And Wales University



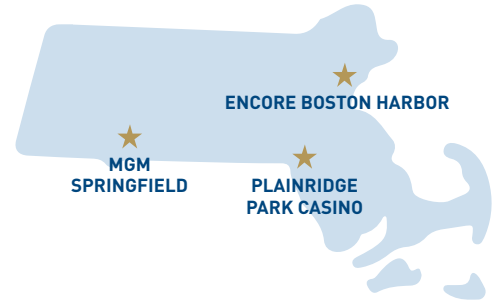


# CASINO INDUSTRY IMPACT REPORT 2017

WORKFORCE, BUSINESS, AND DIVERSITY IMPACTS

## OVERVIEW

In 2017, Plainridge Park Casino had been operating over a year, having opened June 2015. MGM Springfield and Encore Boston Harbor had both broken ground and were under construction. Both the operations and construction phases of the three casinos contributed significantly to the workforce opportunities and economic impacts for Massachusetts residents and business owners, as well as minority, veteran, and woman employees and business owners.



## INDUSTRY JOBS IMPACT

**JOB CREATION** The impact the casinos had on the workforce during 2017.



2017 Construction\*  
**6,329 JOBS**

+



2017 Operations\*  
**716 JOBS**

=

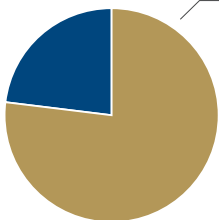
**OVER 7,000**

people found work within the industry

\* 2017 Construction: During 2017, both MGM Springfield and Encore Boston Harbor were under construction. \* 2017 Operations: Inclusive of all 3 licensees, although MGM and EBH had not yet opened.

## MA RESIDENT WAGES\*

**OVER \$18.7 MILLION**



That's over **77%** of the  
**\$24,380,083**  
total wages paid

## MA EMPLOYMENT

The total number of permanent employees (not including construction) who were living in MA upon hire.



**473**  
MA residents  
employed out of  
**716**  
Total jobs

\* MA Resident Wages reported for casino operations salaries/benefits only. Not inclusive of wages paid out to construction workforce.



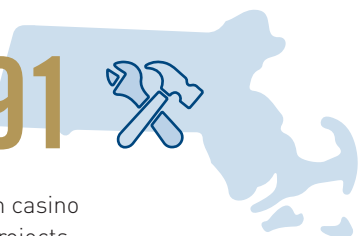
## INDUSTRY JOBS IMPACT CONT.

### CONSTRUCTION EMPLOYMENT

**4,891**



MA residents on casino construction projects



**OVER 2.6 MILLION**  
TOTAL PROJECT HOURS LOGGED IN 2017

That's over **51,000** hours per week!

**WORKFORCE DIVERSITY** With one casino operational and two under construction, 80% of permanent casino employees and 34% of the construction project workforce were composed of minorities, veterans and women.

#### Operations



**576**

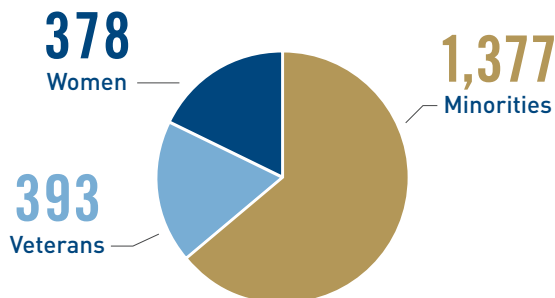
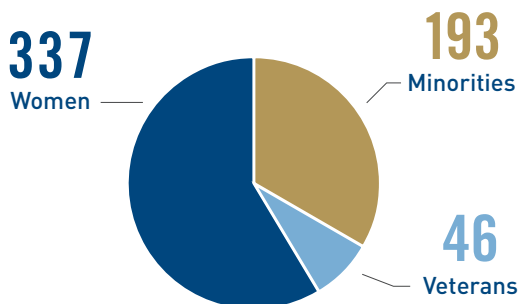
Minorities, Veterans and Women working in casinos

#### Construction



**2,148**

Minorities, Veterans and Women on construction projects



## INDUSTRY ECONOMIC IMPACT ON BUSINESS

**MA VENDOR/SUPPLIER SPEND** The impact on local businesses serving the casino industry.

**OVER \$617.7 MILLION**  
SPENT WITH MA BUSINESSES IN 2017

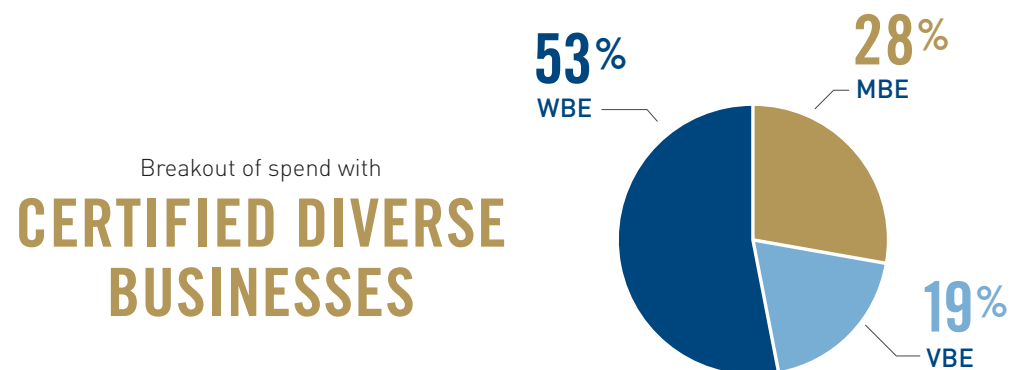


## INDUSTRY IMPACT ON DIVERSE-OWNED BUSINESS

**DIVERSE VENDOR SPEND** Casino spending with minority-owned (MBE), veteran-owned (VBE), and woman-owned (WBE) businesses.



# OVER \$174.8 MILLION SPENT WITH DIVERSE [MBE/VBE/WBE] VENDORS/SUPPLIERS IN 2017



## PROGRAMMING IMPACTS

### SUPPORT FOR WORKFORCE AND DIVERSITY INITIATIVES

MGC provides grants, sponsorships and other funding to organizations in support of diversity and workforce development.



# \$347,109 TOTAL FUNDING BY MGC IN 2017

Organizations  
Supported

**12**

Grants

**\$207,000**

Campaign for  
Women in Construction

**\$125,000+**

Diversity Programs and  
Event Sponsorships

**\$14,000+**

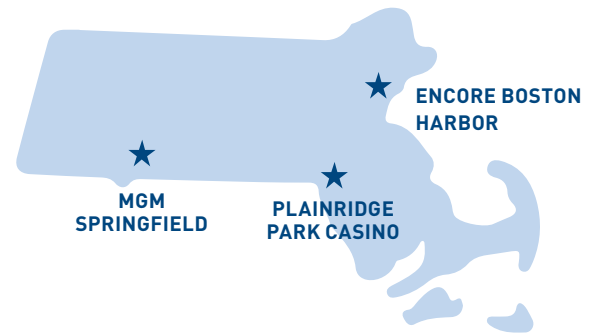


# CASINO INDUSTRY IMPACT REPORT 2018

## WORKFORCE, BUSINESS, AND DIVERSITY IMPACTS

### OVERVIEW

For most of the year, two casinos were still under construction. In August 2018, MGM Springfield (MGM) became the second casino to open its doors. Plainridge Park Casino (PPC) had been open for over two years. Encore Boston Harbor (EBH) remained under construction. Both the operations and construction phases of these three properties contributed significantly to the workforce opportunities and economic impacts for Massachusetts residents and business owners. Additionally, the industry's development had positive outcomes for minority individuals, women and veterans—both workers and business owners.



### INDUSTRY JOBS IMPACT

#### JOB CREATION

##### Total Employment

2018 Construction\*  
**7,733 JOBS**



##### MA Employment

2018 Construction\*  
**6,041 JOBS**

+ 2018 Operations\*  
**4,247 JOBS**



+ 2018 Operations\*  
**2,824 JOBS**

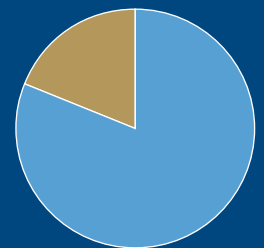
NEARLY  
**12,000**

individuals employed

**8,865**

MA RESIDENTS

working



**73%**

of construction and casino  
operations employees are  
MA residents

\*Construction: Both EBH and MGM were under construction (MGM for 8 months)

\*\*Operations: Inclusive of all 3 licensees, although EBH was not yet open

## INDUSTRY JOBS IMPACT (continued)

WAGES

2018 Construction\* + 2018 Operations\* = **\$385M+**

**\$308,003,692** + **\$77,090,218** =

MA WAGES

2018 Construction\* + 2018 Operations\* = **\$299M+**

**\$244,033,027** + **\$55,420,444** =

\*Construction: Both EBH and MGM were under construction (MGM for 8 months)

\*\*Operations: Inclusive of all 3 licensees, although EBH was not yet open

### CONSTRUCTION PROJECT HOURS

**4M+** 

**TOTAL HOURS WORKED IN 2018**



MA residents  
**3.4M HOURS**



minority, veterans and women  
**1.5M HOURS**

### TOTAL WORK HOURS PER PROJECT SITE



**ENCORE BOSTON HARBOR**  
3,202,131



**PLAINRIDGE PARK CASINO**  
4,615\*

**MGM SPRINGFIELD**  
1,164,269

\*Renovation/expansion project

## WORKFORCE DIVERSITY

**5,891** TOTAL MINORITIES, VETERANS AND WOMEN WORKING

	MINORITY	VETERANS	WOMEN	TOTALS
 CONSTRUCTION	1,866	387	490	<b>2,474</b>
 OPERATIONS	2,223	247	2,015	<b>3,417</b>

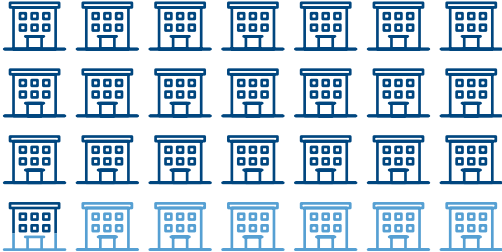
# INDUSTRY ECONOMIC IMPACT ON BUSINESS

## MA VENDOR/SUPPLIER SPEND

The impact on local businesses serving the casino industry.

**OVER \$1.2 BILLION**  
**SPENT WITH MA BUSINESSES IN 2018**


**72%** of the construction and operations (goods/services) spend benefitted Massachusetts businesses




Construction spend locally

**72% / \$1.19B**

More than 72% of the contract dollars were awarded to MA businesses



Operations spend locally

**55% / \$17.8M**

Nearly 55% of operating dollars went to MA businesses

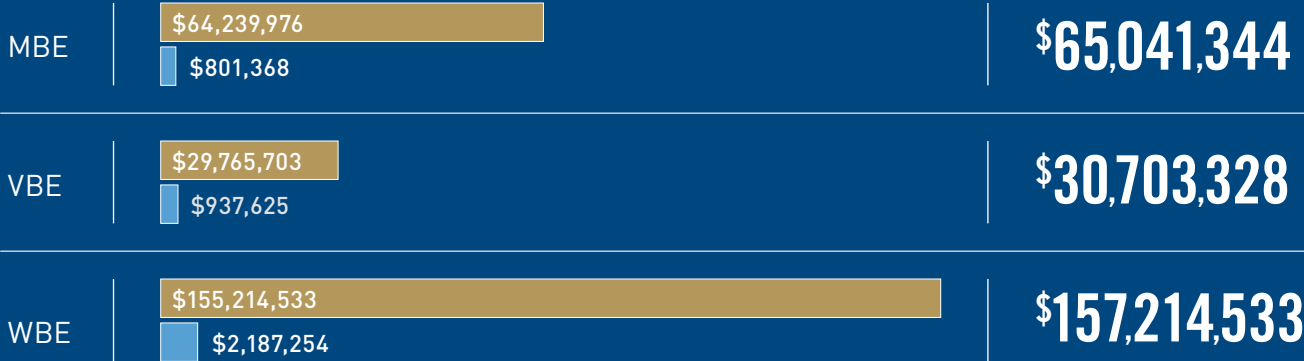
# INDUSTRY IMPACT ON DIVERSE-OWNED BUSINESS

## DIVERSE VENDOR SPEND

Casino spending with certified minority-owned [MBE], veteran-owned [VBE] and woman-owned [WBE] businesses.

**\$236.7M SPEND WITH DIVERSE VENDORS**

■ DESIGN/CONSTRUCTION ■ OPERATIONS



# PROGRAMMING IMPACTS

## SUPPORT FOR WORKFORCE AND DIVERSITY INITIATIVES

MGC provides grants and other financial support to organizations that aid in training, educating and connecting unemployed and underemployed individuals to the industry, and providing information and technical assistance to small business owners to assist them in becoming casino vendors. In 2018, that included the Build a Life That Works tradeswomen recruitment campaign, the Community Mitigation Fund workforce grants and other programming.



# OVER \$1 MILLION TOTAL FUNDING BY MGC IN 2018

Organizations  
Supported

12

Grants

\$961,982

Campaign for  
Women in Construction

\$25,000

Diversity Programs and  
Event Sponsorships

\$16,000



# CASINO INDUSTRY IMPACT REPORT 2019

## WORKFORCE, DIVERSITY, AND BUSINESS IMPACTS

### SUMMARY

In 2019, several notable milestones were reached. For the first time all three casinos were operational as the state's second resort casino, Encore Boston Harbor, opened its doors in June. Encore completed its \$2.6 billion dollar project with \$1.6 billion in direct construction spend,<sup>†</sup> and the largest number of tradeswomen on a single-phase project in statewide history (potentially nationwide). Meanwhile, MGM Springfield celebrated its first anniversary in August and Plainridge Park Casino, the Commonwealth's only Category 2 casino (slots-only), marked its fourth year of operations and prepared for its license renewal, a first for the Massachusetts Gaming Commission. All three properties contributed significantly to the workforce opportunities and economic impacts for Massachusetts residents, including minority individuals, women, and veterans; as well as business owners.

### EMPLOYMENT IMPACTS

#### JOB CREATION

MORE THAN  
**9,800**  
JOBS CREATED  
BY THE INDUSTRY  
IN 2019



**6,910** TOTAL  
CASINO  
JOBS\*



**84%** MASSACHUSETTS  
RESIDENTS\*



**2,900+** TOTAL  
CONSTRUCTION  
JOBS\*\*

#### WORKFORCE DIVERSITY

	MINORITY	VETERANS	WOMEN
CASINO	3,563	279	3,001
CONSTRUCTION	752	95	200
	<b>4,315</b>	<b>374</b>	<b>3,201</b>

AN INDIVIDUAL IS COUNTED IN ALL QUALIFYING CATEGORIES.

<sup>†</sup>The \$2.6 billion figure includes the land purchase, license application fee, real estate purchases and furnishing costs for hotel and casino, as well as other non-construction expenses.

<sup>\*</sup>Total for operations across all three licensees, with Encore Boston Harbor operating for five months.

<sup>\*\*</sup>Encore Boston Harbor was the sole casino under construction, culminating in June.

## BUSINESS IMPACTS

### DIVERSE VENDOR IMPACTS

Casino spending with certified minority-owned [MBE], veteran-owned [VBE] and woman-owned [WBE] businesses.



## MORE THAN \$64M SPENT WITH DIVERSE VENDORS AND SUPPLIERS



\$9.9M

MBE



\$9.2M

VBE



\$45.2M

WBE

### LOCAL IMPACT

The impact of casino contracts on businesses in the Commonwealth, related to spending on goods and services.



MORE THAN  
\$78.3M direct spending  
with Massachusetts  
businesses

INCLUDING  
\$34.2M with businesses in  
the host/surrounding  
communities

THIS IMPACT REPORT DATA REFLECTS ACTIVITY BETWEEN JAN. 1, 2019 - DEC. 31, 2019



MAGamingComm



MassGamingComm



MassGamingCommission





TO: Members of the Gaming Policy Advisory Committee

FROM: Mark Vander Linden, Director of Research and Responsible Gaming

CC: Karen Wells, Executive Director, Marie-Claire Flores-Pajot, Research Manager

DATE: April 4, 2022

RE: Proposed FY2023 Gaming Research Agenda

---

### **Background:**

The Expanded Gaming Act enshrines the role of research in understanding the social and economic effects and mitigating the negative consequences of casino gambling in Massachusetts. To this end, with the advice of the Gaming Policy Advisory Committee, the Commission is charged with carrying out an annual research agenda to comprehensively assess the impacts of casino gambling in Massachusetts. Specifically, [M.G.L. Chapter 23K §71](#) directs the research agenda to examine the social and economic effects of expanded gambling and to obtain scientific information relative to the neuroscience, psychology, sociology, epidemiology, and etiology of gambling.

To fulfill this statutory mandate, the Commission adopted a strategic research plan that outlines research in seven key focus areas, including:

#### **Economic Impact Research**

The Economic Impact component of the Social and Economic Impacts of Gambling in Massachusetts (SEIGMA) study, conducted by a team from the UMass Donahue Institute, analyzes the fiscal and economic effects of expanded gaming across the Commonwealth. The economic research is intended to provide 1) neutral information of decision-making, 2) early warning signs of changes connected with casino gambling, and 3) help reducing gambling-related harm. To explore more about the economic impact research including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=economic-impact>

#### **Social Impact Research**

The Social Impact component of the Social and Economic Impacts of Gambling in Massachusetts (SEIGMA) study, conducted by a team from UMass Amherst, analyzes the social and health effects of expanded gaming across the Commonwealth. To explore more about the social impact research, including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=social-impact-research>



Massachusetts Gaming Commission

## **Community-Engaged Research**

The objective of community-engaged research is to understand and address the impact of casino gambling in Massachusetts communities. The specific research topic or question is developed by the community through a community-driven process. To explore more about the community-engaged research, including completed reports:

<https://massgaming.com/about/research-agenda-search/?cat=community-engaged-research>

## **Public Safety Research**

Public safety research examines Massachusetts casino impacts on public safety, including crime, calls-for-service, collision, and driving under the influence data. This element of the Commission's research agenda has produced a baseline for each casino host and surrounding communities. Annual follow-up studies measure change in activity and highlight possible connections to the casino. To explore more about the public safety research, including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=public-safety>

## **Responsible Gaming Program Evaluation**

The Commission is committed to offering effective, evidence-based responsible gaming programs and initiatives. Currently, these initiatives include statewide Voluntary Self Exclusion, PlayMyWay Play Management System, and the GameSense program. Ongoing and independent evaluation informs the overall responsible gaming strategy and future direction of these programs. To explore more about the evaluation research, including completed reports:

<https://massgaming.com/about/research-agenda-search/?cat=responsible-gaming-program-evaluations>

## **Massachusetts Gaming Impact Cohort**

The Massachusetts Gambling Impact Cohort (MAGIC), the first major longitudinal cohort study of gambling behavior in the United States, identifies demographic groups particularly at risk of experiencing gambling-related harm and provides information on how gambling and problem gambling develop, progress and remit, and will identify demographic groups particularly at risk of experiencing gambling-related harm. To explore more about the Massachusetts Gaming Impact Cohort, including completed reports: <https://massgaming.com/about/research-agenda-search/?cat=massachusetts-gambling-impact-cohort>

## **Data Sharing**

To improve transparency and build upon the existing research body of research, the Commission has a robust research library and data sharing portal. The Massachusetts Open Data Exchange (MODE) invites researchers of all disciplines to use available gaming-related data to advance the empirical evidence and knowledge base about casinos' social and economic effects on individuals and communities. To explore more about the Massachusetts Open Data Exchange:

<https://massgaming.com/about/research-agenda/>

## Proposed FY23 Gaming Research Agenda

The proposed FY23 Gaming Research Agenda is \$1,438,000. This is roughly half the adopted FY22 budget of \$2,940,000. The major difference is that in FY22 the SEIGMA research team fielded the Follow-up General Population Survey and had a sub-contract with the National Opinion Research Center (NORC) at the University of Chicago to complete this work. The survey phase is near complete and attention in FY23 will turn to analysis and reporting led by Drs. Rachel Volberg and Robert Williams. A final report is expected in March, 2023.

Below, the proposed FY23 research agenda is shared with you in the following table and includes 1) general description of each project, 2) specific deliverables/activities, 3) a reference to the section of M.G.L. c. 23K, and significance.

Proposed FY2023 Gaming Research Agenda	
<b>Social and Economic Research</b>	
The Expanded Gaming Act (M.G.L. c. 23K § 71) required the MGC to engage research to understand the social and economic effects of casino gambling in Massachusetts. Since 2013 the MGC has contracted the University of Massachusetts Amherst, School of Public Health and Health Sciences to carry out this part of the research agenda.	
Task/deliverable	Statutory and Practical Significance
Follow-up General Population Study (FGPS) Report	Relates to: M.G.L. c. 23K, § 71 (1) and §71 (2)(iii)
	This report on the results of the Follow-up General Population Survey(n=8,000) will provide information about gambling behavior, gambling attitudes, and problem gambling prevalence in MA in 2021-2022. The report will also examine changes in gambling behavior, attitudes, and problem gambling prevalence since 2013-2014.
Task/deliverable	Statutory and Practical Significance
Follow-up Online Panel Technical Report	Relates to: M.G.L. c. 23K, § 71 (1) and §71 (2)(iii)
	This report will describe the methods used to calibrate the results of the FGPS and the Follow-up Online Panel Survey (FOPS) allows the results of future online panel surveys to be generalized to the MA population.
Task/deliverable	Statutory and Practical Significance
Administer new FOPS questions to ~200 FGPS respondents	Relates to: M.G.L. c. 23K, § 71 (1) and §71 (2)(iii)
	NORC will re-contact a small number of randomly selected FGPS participants and ask them to complete a brief additional questionnaire. This information will improve calibration of the FGPS and FOPS with the purpose of moving to online panel surveys in the future to monitor gambling behavior, gambling attitudes, and problem gambling.
Task/deliverable	Statutory and Practical Significance

Encore Boston Harbor Patron & License Plate Survey Report	<p>Relates to: M.G.L. c. 23K, § 71 (2)</p> <p>This report will focus on the results of the Encore Boston Harbor Patron &amp; License Plate Survey carried out in April 2022. Information about patron origin, expenditures, and behavior is important in understanding the social and economic impacts of casino gambling in MA.</p>
Task/deliverable	Statutory and Practical Significance
Encore Boston Harbor Operating Report	<p>Relates to: M.G.L. c. 23K, § 71 (2)(vii)</p> <p>This report will focus on the impacts of the operations of Encore Boston Harbor during its first full year of operations on the regional and state-wide economy.</p>
Task/deliverable	Statutory and Practical Significance
Gambling Advertising Study & Report	<p>Relates to: M.G.L. c. 23K, § 71 (2)(iv)</p> <p>This study will use an online panel to investigate the correlation between gambling advertising, gambling behavior and increased gambling-related harms among Massachusetts residents.</p>
Task/deliverable	Statutory and Practical Significance
Community comparisons methodology updates and analysis	<p>Relates to: M.G.L. c. 23K, § 71(2)(iii)(v)(vii)</p> <p>The Economic Team will update work conducted in 2014 to select communities in the Northeast matched to the MA casino host communities for purposes of counterfactual analysis of the economic impacts of casinos in MA.</p>
<b>Public Safety Research</b>	
<p>The MGC is examining changes in crime, calls for service, and collisions following the opening of casinos in Massachusetts. The intention is to demonstrate what changes in crime, disorder, and other public safety harms can be attributed directly or indirectly to the introduction of a casino and what strategies local communities need to implement to mitigate the harm.</p>	
Task/deliverable	Statutory and Practical Significance
<p>Assess the influence of gambling on public safety for <b>Plainville and five surrounding communities.</b> Produce a year-6 report. Provide crime analyst technical assistance as needed.</p>	<p>Relates to: M.G.L. c. § 71 (2)(ii)</p> <ul style="list-style-type: none"> <li>• Provides ongoing monitoring system of crime, calls for service, and traffic.</li> <li>• Allows for early detection and response to casino related problems that may arise.</li> <li>• Provides an opportunity for greater collaboration with local police chiefs and crime analysts.</li> </ul>
Task/deliverable	
<p>Assess the influence of gambling on public safety for <b>Springfield and eight surrounding communities.</b> Produce a year-4 report. Provide crime analyst technical assistance as needed.</p>	
Task/deliverable	

<p>Assess the influence of gambling on public safety for <b>Everett and seven surrounding communities</b>. Produce a year-3 report. Provide crime analyst technical assistance as needed.</p>	
<p><b>Community-Engaged Research</b></p>	
<p>Task/deliverable</p>	<p>Statutory and Practical Significance</p>
<p>Support an estimated two new community driven research projects</p>	<p>Relates to: M.G.L. c. 23K, § 71 (3)(ii)  The objective of community-engaged research is to more deeply understand and address the impact of casino gambling in Massachusetts's communities. The specific research topic or question is developed by the community through a community-participatory process.</p>
<p><b>Data Sharing</b></p>	
<p>Task/deliverable</p>	<p>Practical significance</p>
<p>Maintain existing datasets in the MODE repository and add additional datasets as they become available, including player card data as required.</p>	<p>Relates to: M.G.L. c. 23K, § 71 (2); Chapter 194, Section 97  The purpose of MODE is to provide access to data generated by research projects funded and overseen by the MGC. Datasets from existing and ongoing research projects and player card data are publicly available with certain parameters.</p>
<p><b>Responsible Gaming Evaluation</b></p>	
<p>The MGC is committed to offering effective, evidence-based responsible gaming programs and initiatives. MGC responsible gaming initiatives include; statewide Voluntary Self-Exclusion, the PlayMyWay play management system and the GameSense program. Ongoing and independent evaluation informs the overall responsible gaming strategy and future direction of these programs.</p>	
<p>Task/deliverable</p>	<p>Practical significance</p>
<p>Evaluation of PlayMyWay at MGM Springfield</p>	<p>This study will examine the effectiveness at achieving program goals; 1) Sustain recreational gambling by establishing feasible parameters, and 2) Eliminate the regret arising from loss of control   NOTE: This study will be funded entirely by the <b>International Center for Responsible Gaming</b></p>
<p>Evaluation of the GameSense program at Plainridge Park Casino, MGM Springfield and Encore Boston Harbor.</p>	<p>Continuation of a study that launched in April 2022. The study will measure the effectiveness of the GameSense Program at meeting the goals stated in the GameSense Logic Model; 1) Create a responsible gaming enabled casino workforce, 2) Promote positive play, 3) Reduce gambling related harm</p>

**Research Review**

To ensure the highest quality research, the MGC has assembled a research review committee. This committee is charged with providing the MGC and research teams with advice and feedback on gaming research design, methods, and analysis. Where additional expertise is needed, the MGC seeks advice from experts with specific subject matter expertise to review reports and advise on research matters.

**Knowledge Translation and Exchange**

To ensure findings from the MGC research program are accessed and used by key stakeholders, engage an organization with expertise in this area to help develop a strategic plan, provide on-going training, consultation, and support to build in-house capacity to improve current KTE strategies, practices, and skill sets.



*Responsible Gaming Considerations for  
Gambling Advertising*

*March 14, 2022*

**MASSACHUSETTS GAMING COMMISSION**

**Mark Vander Linden, Director of Research and Responsible Gaming**

**Long Banh, Responsible Gaming Manager**

**Marie-Claire Flores-Pajot, Research Manager**

## An overview of gambling advertising practices and considerations based on principles of the Massachusetts Responsible Gaming Framework

*This is intended to provide information to commissioners that will help inform decisions on policies and regulations related to gambling advertising in Massachusetts.*

### Introduction

Advertising to sell a product or service is nothing new. However, in recent years advertising practices have become especially pervasive. It's no longer television commercials, billboards and newspaper ads. Advertising today utilizes user specific data collected through social media and other means to push highly targeted ads through our smart phones and other screens. Like other businesses, the gambling industry uses this information to recruit and retain customers. The recent legalization and expansion of sports wagering has brought this issue into focus because the stiff competition for customers has resulted in increased advertising. On the surface, it appears this is the free market at play, but gambling is not a risk-free activity. Commissioners may wish to consider additional measures to limit and/or contain gambling advertising in Massachusetts by gaming licensees and their parent companies in order to minimize harm, particularly to youth and other vulnerable populations.

This white paper is organized into the following sections;

- 1) Current Massachusetts statute, regulations, and frameworks related to advertising and marketing;
- 2) An overview of some relevant research findings;
- 3) A review of select regulations in the US;
- 4) Considerations for additional strategies and measures regarding gambling advertising.

### 1. Current Massachusetts statute, regulations, and frameworks related to advertising and marketing

In drafting the expanded gaming laws contained in Chapter 194 of the Acts of 2011, and G.L. c. 23K ("the Gaming Act"), the Massachusetts Legislature and Governor Patrick laid out a vision for casino gaming that would create the greatest possible economic benefit to the Commonwealth balanced with the need to establish a comprehensive plan to mitigate gambling-related harm.

To fulfill the mandate of the expanded gaming law, the Massachusetts Gaming Commission (MGC) included as part of its mission a commitment to *"reduce to the maximum extent possible the potentially negative or unintended consequences of expanded gaming."* To effectuate the



mission, the MGC adopted a number of regulations and other measures with the goal of mitigating gambling harm to the maximum extent possible. As it relates to marketing, 205 CMR 150.3 states “No gaming licensee shall authorize or conduct marketing, advertising, and/or promotional communications or activity relative to gaming that specifically targets persons younger than 21 years old” and 205 CMR 133.06(3) prohibits gaming licensees from marketing to individuals on the Voluntary Self-exclusion list.

Pursuant to G.L. c. 23K, § 9(a)(8) requires the licensee to: “prominently display[] information on the signs of problem gambling and how to access assistance” and to describe “a process for individuals to exclude their names and contact information from a gaming licensee's database or any other list held by the gaming licensee for use in marketing or promotional communications . . . .” Further, section 21(a)(17) requires licensees to “keep conspicuously posted in the gaming area a notice containing the name and telephone number for problem gambling assistance.”

In addition, in 2014 (and revised in 2018) the MGC adopted a [Responsible Gaming Framework](#) (RGF) intended to inform gambling regulation and provide an overall orientation to responsible gaming practice and policy adopted by the MGC and gaming licensees. The RGF is based on the commitment by the MGC and its gaming licensees to the guiding value of ethical and responsible behavior. Within this commitment is an expectation that legalized gambling in the Commonwealth will be conducted in a manner to minimize harm. While the RGF provides a comprehensive approach to responsible gaming, Strategy 4 of the RGF addresses gambling marketing. Specifically, the RGF states that:

*Gaming licensees should develop and implement strategies to ensure advertising and promotions are delivered in a responsible manner. This includes advertising that is sensitive to concerns about youth exposure to gambling promotion, including casino marketing on non-age-restricted social casino apps or online free-play sites. An important aspect of responsible marketing is including messaging related to promoting positive play and advertising problem gambling help resources.*

The primary objectives of this strategy are to: 1) prevent underage gambling, 2) direct persons experiencing gambling-related harm to available resources, and 3) discourage people from playing beyond their means.

The American Gaming Association (AGA) has a [Responsible Gaming Code of Conduct](#) that was updated in 2018. The code applies to AGA member companies’ advertising and marketing of casino gambling, including sports betting with a specific message to members to “advertise responsibly”. The objectives of the advertising and marketing section of the code is in line with the Massachusetts RGF. In 2020 the AGA released a [Responsible Code for Sports Wagering](#). This version of the code provides additional details about location and placement of sports wagering advertising and messages, including controlling digital media and websites as well as a mechanism to monitor compliance.

## 2. An overview of relevant research findings

What is the effect of advertising on gambling behavior? Research on the effects gambling advertising has on gambling behavior is sparse, as opposed to comparable areas with more robust data, such as alcohol and tobacco (1, 2). Researchers have been challenged with determining the specific impact of gambling advertising on gambling-related harms, as advertising is only one of several environmental factors that may influence gambling behavior (3). Nonetheless, existing evidence suggests that exposure to gambling advertising is associated with more positive gambling related-attitudes, greater gambling intentions, and increases in gambling and problem gambling behavior (1). These patterns are consistent with those found in the fields of alcohol and tobacco, and electronic cigarettes (4-8).

While gambling in moderation may be thought of as not inherently harmful, it is an activity with a propensity for risks at higher frequency or amounts, and thus warrants regulation at the individual and the environmental level (9). Prior investigations on reducing harms associated with alcohol and tobacco use have found that restrictions on advertising, along with availability and pricing, is one of the most cost-effective measures (10) and might also be effective for gambling.

Gambling advertising should accurately represent gambling as an activity associated with risks, and not be overly enticing or glamorized so that people can make a fully informed decision. However, existing research indicates that gambling advertising usually presents gambling as a harmless, normal, and fun behavior (11-14). A study in Massachusetts looking at the impact of MGM Springfield found that the casino uses advertising and marketing strategies to offer hope combined with leisure and entertainment opportunities—offerings that could help release stress to some residents that are looking for an escape to cope with stress (15).

The overly positive framing of gambling in advertisements can reach and impact unintended vulnerable populations. For example, a German research study with young people (13–25-year-old) found a positive correlation between exposure to gambling advertising and gambling frequency, noting that part of the central message being extracted by young people from the advertisements is that gambling leads to winning money and having fun (11).

Evidence has found that an early age of initiation is strongly associated with the development of problem gambling later in life and with greater severity of problem gambling (16, 17). Even though Massachusetts prohibits people under the age of 21 from gambling, underage people still find ways to gamble (18) and exposure to advertising may increase this risk (19).

People experiencing gambling problems have also been identified as a population particularly vulnerable to gambling advertisements and promotions. Research has found that people with gambling problems were significantly more likely than non-problem gamblers to be influenced by gambling promotions and incentives (20), and that advertising was a catalyst for people with gambling problems' relapse (1, 13, 14).

Similarly, a recently released prospective study of gambling and problem gambling in Massachusetts found a significant increase in problem gambling relapse in 2018. That period saw an increased number of news stories related to the planned opening of one of the Massachusetts casinos. The increased publicity and media attention concerning gambling aligned with the elevated rates of problem gambling, indicating that the problem gambling relapses in Massachusetts was not likely due to the physical availability to gamble, but rather due to the increased publicity and media attention in advance of the opening of the casino (21).

The same study identified demographic groups at higher risk of experiencing gambling-related problems in Massachusetts, specifically males and lower income households (the latter is composed of mostly African Americans and Hispanics). One of the key recommendations in response to the study findings was to limit gambling advertising and availability, especially in lower socioeconomic neighborhoods, or to groups that may be at increased risk of experiencing gambling harms. (21).

Asian communities have also been identified as a population at greater risk of experiencing problems related to gambling (22, 23). As such, gambling advertising targeting Asian communities also deserves scrutiny. A recent study investigated the causes of problem gambling in the Asian Community in Boston's Chinatown and surrounding communities. This study found that people in the Asian community felt targeted by casinos to entice them into gambling through seductive marketing and advertising (24).

Gambling advertising can potentially reach many population groups, including young people and other vulnerable groups. There is a need to balance this overwhelmingly positive representation of gambling with more accurate information on the low probability of winning and the risk of harm associated with gambling (14). Research has shown that gambling advertising has a potential impact on gambling behavior, independent of physical gambling location. Careful consideration is needed in terms of the content, and distribution of gambling advertising.

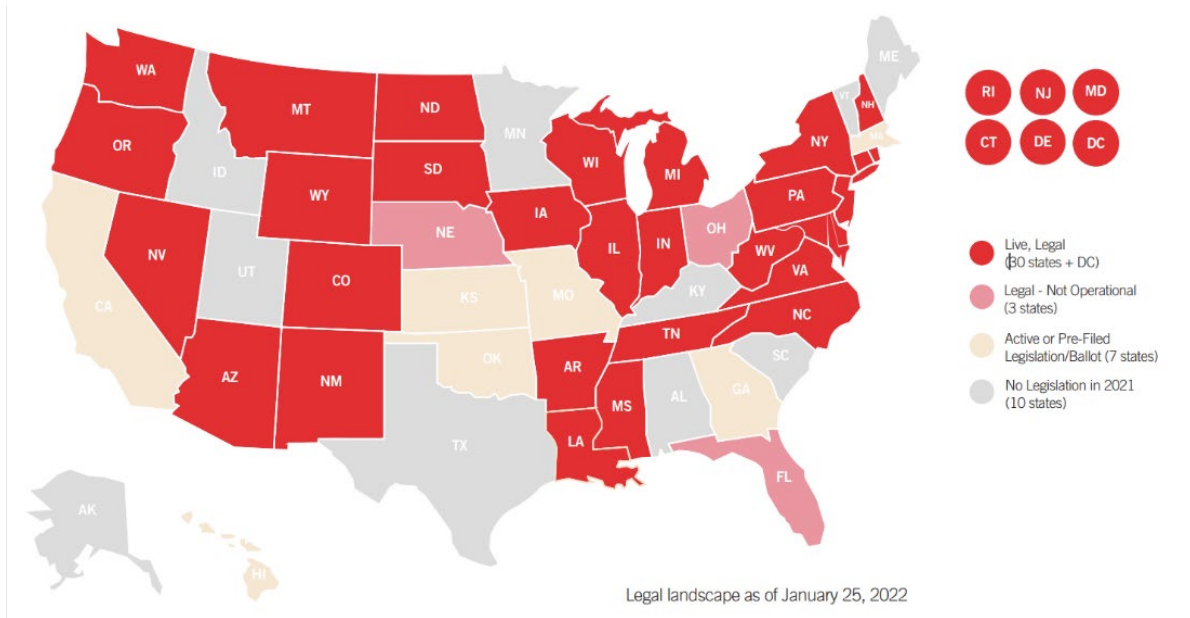
**Based on existing evidence in this area, future direction of the MGC Research Agenda should include:**

- Measuring the impact of gambling advertising on the Massachusetts population, with specific attention to persons under the legal gambling age and vulnerable groups.
- Conducting research to monitor the impact of the changes in gambling advertising regulation, gambling behavior and gambling harms.
- Exploring the reach and impact of newer modes of gambling advertising, such as via the internet and social networks.

### 3. A review of select regulations in the US and other jurisdictions

As of January 2022, in the United States, all the states but two, Utah and Hawaii, have legalized gambling. Of the 48 states that have legalized gambling, 33 states and the District of Columbia have legalized sports betting. Only three states out of the 33 that legalized sports betting, Florida, Ohio, and Nebraska have not operationalized sports betting (Fig. 1).

**Figure 1. American Gaming Association’s map of Legal Sports Betting in the US (25)**



In 2021, when *The Marketing Moment: Sports, Wagering, and Advertising in the United States* was published, there were only 13 states and District of Columbia that have legalized sports betting. This paper is specific to the general advertising regulations on gambling, however, with 20 states legalizing sports wagering within one year of publication and the limited body of research on gambling advertising, the paper reviews regulations pertaining to sports wagering (26).

Shatley, Ghararian, Benhard, Feldman, and Harris found that regulations for sport wagering advertising in the United States can be divided into three main categories: responsible gaming messaging, target audience, and content.

The first category of regulations in the United States, responsible gambling messaging, all 14 states require a toll-free problem gambling helpline be featured on all marketing materials (Table 1).

In the second category, target audience, all 14 states have regulations prohibiting marketing that targets individuals on self-exclusion lists and those below the legal age to gamble. However, District of Columbia extends advertising prohibitions to those who “*are considered moderate and high-risk groups for gambling addiction.*”

The final category, content, of the 14 states that legalized state-regulated sports betting, only eight states include advertising requirements prohibiting operators from engaging in false or misleading advertising and adhere to standards of good taste and decency.

However, there are some jurisdictions that extended requirements beyond the three main categories such as regulating the placement or frequency of sports wagering advertising and an approval process for sports wagering advertising.

There are two jurisdictions that extended requirements to include regulation around the placement or frequency of sports wagering advertising. District of Columbia prohibits the placement of advertising within *“two (2) blocks of any of the designated Class A Sports Wagering Facilities.”* Tennessee regulations stipulate *“advertisements shall not be placed with such intensity and frequency that they represent saturation of that medium or become excessive.”*

Finally, the two states that require advertising to be submitted to the regulatory agency in advance for approval prior to publication or dissemination are Tennessee and West Virginia.

**Table 1. States/Jurisdiction’s specific gaming advertising regulations (26)**

<b>Regulation Category</b>	<b>States/Jurisdictions</b>	<b>Regulation</b>
Responsible Gambling Messaging	NV, NJ, WV, PA, RI, IA, OR, IN, NH, IL, MI, CO, DC, TN, NY, OH, CT, LA, FL, MA*	Toll-free problem gambling hotline featured on marketing materials across variety of media
Target Audience	NV, NJ, WV, PA, RI, IA, OR, IN, NH, IL, MI, CO, DC, TN, WY, NC, CT, MA	Prohibits marketing that targets individuals on self-exclusion lists and those below the legal age to gamble
	DC	Prohibits marketing to “those considered moderate and high-risk groups for gambling addiction”
Content	CO, DC, IA, NV, NJ, PA, IL, TN, WY, MS, OH, CT, AR	Prohibits operators from engaging in false or misleading advertising and require to adherence to standards of good taste and decency
	DC, CT	Advertising content must not <i>“encourage players to chase their losses or re-invest their winnings”</i> or <i>“suggest that betting is a means of solving financial problems”</i> ; mandates advertising provide <i>“balance message with regard to winning and losing”</i>

	TN, CT	Requires advertising to avoid claims that gambling will <i>“guarantee an individual’s social, financial, or personal success”</i>
Placement	DC	Prohibits advertising within <i>“two (2) blocks of any of the designated Class A Sports Wagering Facilities”</i>
	TN	Prohibits advertising on any medium that is <i>“exclusively devoted to responsible gaming”</i>
Frequency	TN	<i>“Advertisements shall not be placed with such intensity and frequency that they represent saturation of that medium or become excessive”</i>
Approval Process	TN, WV, DE	Requires advertising be submitted to the regulatory agency in advance for approval prior to publication or dissemination

\*Massachusetts statute: 2011 Massachusetts Acts 194, Section 9(a)(8) and Section 21(a)(17).

Because regulations on gambling advertising tend to be general and brief, this paper will also draw on insights and experiences from the alcohol industry self-regulations on advertising (Table 2).

**Table 2. The Alcohol Industry’s Self-Regulatory Codes and practices in the US, from the 2014 Federal Trade Commission (27):**

	Practices
Online and Other Digital Marketing	<p>“Age-Gated”: consumer must enter date of birth showing legal age status or certify being 21+ before entry into site is permitted</p> <ul style="list-style-type: none"> <li>• Company websites are age-gated</li> <li>• Facebook age-gated; limiting alcohol company page viewing and “likes” to persons registered as 21+ and delivering alcohol ads only to persons registered</li> <li>• Twitter age-gating tool: customized pop-up age gate</li> <li>• Not all companies are taking advantage of age-gating technologies offered by YouTube</li> </ul>
	<p>Consumers are generally advised:</p> <ul style="list-style-type: none"> <li>• Online registration opportunities</li> <li>• How information will be used</li> <li>• Consumers opt-in to receive further communications</li> <li>• Have ability to readily opt-out when they want to stop receiving marketing information</li> </ul> <p>Company websites include privacy policies that are lengthy and difficult to understand</p>
	<p>Use of cookies and tracking tools on brand websites appears limited to permit re-entry of consumers who previously provided date of</p>

	birth or determine optimal site content and facilitate browsing within a site
External Review of Complaints	A procedure for external review of complaints regarding alcohol advertising

Finally, this paper will draw on advertising regulations from the Massachusetts’ Cannabis Control Commission, which regulates medical use and adult recreational use of marijuana (Table 3).

**Table 3: Massachusetts Cannabis Control Commission’s Prohibited Practices Regulations (28, 29):**

Regulations	Medical Use of Marijuana (935 CMR 501)	Adult Use of Marijuana (935 CMR 500)
Prohibits advertising in such a manner that is deemed to be is deceptive, misleading, false or fraudulent, or that tends to deceive or create a misleading impression, whether directly or by omission or ambiguity	✓	✓
Prohibit use of unsolicited pop-up advertisements on the internet or text message; unless advertisement is a mobile device application installed on the device by the owner of the device who is a Qualifying Patient or Caregiver or 21 years of age or older and includes a permanent and easy opt-out feature	✓	
Prohibit operation of any website of a Marijuana Establishment that fails to verify that the entrant is 21 years of age or older		✓
Prohibit advertising by means of television, radio, internet, mobile applications, social media, or other electronic communication, billboard or other outdoor Advertising, or print publication, unless at least 85% of the audience is reasonably expected to be 21 years of age or older or comprised of individuals with debilitating conditions, as determined by reliable and current audience composition data	✓	✓

**4. Considerations for additional strategies and measures regarding gambling advertising**

Existing MGC regulations provide protection for persons under the age of 21, and participants in the voluntary self-exclusion program. Though it doesn’t have the force of regulation, the *MGC Responsible Gaming Framework* and the *AGA Responsible Gaming Code of Conduct* add additional guidance to operators for target audiences and content. Based on evidence that supports the need for additional measures and the evolving advertising landscape discussed in this paper, we recommend the MGC consider the following additional measures where feasible

and consistent with statute. Certainly, the particulars of these recommendations would, if pursued, require refinement.

**1) Strengthen MGC regulations by adding the following requirements:**

- Restrict advertising and marketing campaigns which disproportionately target groups identified by empirical evidence to be considered at high-risk of experiencing gambling-related harm;
- Require a portion of the licensee's total marketing and advertising budget be exclusively dedicated to RG messaging;
- Require that MGC approved GameSense, Safer Gambling Education, and/or problem gambling helpline messaging be incorporated into all casino advertising and marketing materials;
- Prohibit advertising placed with such intensity and frequency that it saturates that communication medium, or in some cases, location;
- Ensure that any advertising restrictions include messages placed in digital media, including third-party internet and mobile sites, commercial marketing emails or text messages, social media sites and downloadable content;
- Prohibit advertising that is false, misleading or encourages risky gambling behavior, such as advertising which:
  - Encourages players to chase their loss or re-invest their winning;
  - Suggests that gambling is a means of solving financial problems or way to pay bills; or
  - Guarantees winning or social, financial, or personal success.
- Strengthen protections for persons under the legal gambling age such as:
  - Should not advertise by means of television, radio, internet, mobile applications, social media, or other electronic communications, billboard or other outdoor advertising, or print publication, unless at least 85% of the audience is reasonably expected to be 21 years of age or older as determined by reliable and current audience composition data;
  - Should not feature anyone who is, or appears to be, under the age of 21;
  - Should not contain images or likeness, symbols, or language designed to appeal specifically to those under the age of 21;
  - Should not be placed before any audience where the majority of the viewers or participants is presumed to be under the age of 21, including college sports venues and social media;
  - Should not use unsolicited pop-up advertisements on the internet or text message; unless the advertisement is a mobile device application installed on the device by the owner of the device who is 21 years of age or older and includes a permanent and easy opt-out feature;
  - Should verify that entrant on website is 21 years of age or older.



## **2) Establish a compliance process**

Following a model developed by the American Gaming Association, we recommend the MGC establish a complaint process for suspected violations of MGC advertising regulation.

The [MGC's Fair Deal](#) tip line could include a mechanism to file a complaint about licensee's advertising and marketing practices which potentially violate MGC regulations.

We further recommend that the MGC establish an Advertising Review Advisory Committee (ARAC) to review marketing and advertising complaints that are submitted to Fair Deal. The ARAC should include representation from the MGC, as well as external expertise, if appropriate.

The complaint review process should offer the licensee an opportunity to respond to the complaint, including the licensee's assessment of the claim's merit and any action taken in response.

If the ARAC determines there is sufficient evidence the licensee violated the MGC regulation, the matter should be elevated to an MGC adjudicatory hearing.

## **3) Require awareness and capacity building training**

To promote safe and healthy gaming messages and ensure advertising materials are culturally appropriate, we recommend mandatory training for casino hosts and key positions identified with involvement in advertising or marketing. The training would include;

- A review of up-to-date relevant regulations and policies.
- An emphasis towards communities considered at high risk of problem gambling. The Commission may wish to consider the Massachusetts' Culturally and Linguistically Appropriate Services (CLAS), for the purpose of ensuring diversity and inclusion including, but not limited to race, gender, age, sexual orientation, education, ethnicity, socio-economic status, and veteran status.

## **4) Update the MGC Responsible Gaming Framework**

To keep up with the evolving landscape, we suggest updating the *MGC Responsible Gaming Framework*, to strengthen the content and recommendations, especially regarding gambling advertising. The updated RGF would provide more accurate and timely recommendations for gaming practices and policies to the MGC and gaming licensees.

## **5) Conduct research to inform regulations, training, and problem gambling programs**

Finally, because there is ambiguity on the impact gambling advertising has on Massachusetts residents, we recommend the MGC add to the research agenda studies which investigate:

- The impact of gambling advertising on the Massachusetts population, with specific attention to vulnerable groups

- The impact of the changes in gambling advertising regulation, on gambling behavior and gambling harms
- The reach and impact of newer modes of gambling advertising, such as via the internet and social networks.
- The correlation between gambling advertising and increased gambling-related harms among Massachusetts residents and specifically high-risk populations.

## References

1. Bouguettaya, A., Lynott, D., Carter, A., Zerhouni, O., Meyer, S., Ladegaard, I., ... & O'Brien, K. S. (2020). The relationship between gambling advertising and gambling attitudes, intentions and behaviours: a critical and meta-analytic review. *Current Opinion in Behavioral Sciences*, 31, 89-101.
2. Williams, R. J., West, B. L., & Simpson, R. I. (2012). Prevention of problem gambling: A comprehensive review of the evidence and identified best practices.
3. Binde, P. (2014). Gambling advertising: A critical research review.
4. Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and alcoholism*, 44(3), 229-243.
5. Smith, L. A., & Foxcroft, D. R. (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC public health*, 9(1), 1-11.
6. Lovato, C., Watts, A., & Stead, L. F. (2011). Impact of tobacco advertising and promotion on increasing adolescent smoking behaviours. *Cochrane database of systematic reviews*, (10).
7. Hansen, J., Hanewinkel, R., & Morgenstern, M. (2020). Electronic cigarette advertising and teen smoking initiation. *Addictive behaviors*, 103, 106243.
8. Lee, H. S., Lemanski, J. L., & Jun, J. W. (2008). Role of gambling media exposure in influencing trajectories among college students. *Journal of Gambling Studies*, 24(1), 25-37.
9. Blaszczynski, A., Ladouceur, R., & Shaffer, H. J. (2004). A science-based framework for responsible gambling: The Reno model. *Journal of Gambling studies*, 20(3), 301-317.
10. Lancet, T. (2017). Problem gambling is a public health concern. *Lancet (London, England)*, 390(10098), 913.
11. Clemens, F., Hanewinkel, R., & Morgenstern, M. (2017). Exposure to gambling advertisements and gambling behavior in young people. *Journal of Gambling Studies*, 33(1), 1-13.
12. Monaghan, S., Derevensky, J., & Sklar, A. (2008). Impact of gambling advertisements and marketing on children and adolescents: Policy recommendations to minimise harm. *Journal of gambling issues*, (22), 252-274.
13. Planzer, S., & Wardle, H. (2011). The comparative effectiveness of regulatory approaches and the impact of advertising on propensity for problem gambling. *Responsible Gambling Fund*.
14. Parke, A., Harris, A., Parke, J., Rigbye, J., & Blaszczynski, A. (2014). Responsible marketing and advertising in gambling: A critical review. *The journal of gambling business and economics*, 8(3), 21-35.

15. Vega, R. R., Royo, A., Mahania, K., Rivera, Z., & Velez, J. (under review). *MGM Impact on Springfield: Community Based Participatory Research*. Boston, MA: Massachusetts Gaming Commission.
16. Burge, A. N., Pietrzak, R. H., Molina, C. A., & Petry, N. M. (2004). Age of gambling initiation and severity of gambling and health problems among older adult problem gamblers. *Psychiatric services*, 55(12), 1437-1439.
17. Jiménez-Murcia, S., Alvarez-Moya, E. M., Stinchfield, R., Fernández-Aranda, F., Granero, R., Aymamí, N., ... & Menchón, J. M. (2010). Age of onset in pathological gambling: clinical, therapeutic and personality correlates. *Journal of Gambling Studies*, 26(2), 235-248.
18. "Massachusetts Gaming Commission Issues \$100,000 Fine to MGM Springfield." *Massachusetts Gaming Commission*, 23 May 2019, <https://massgaming.com/blog-post/massachusetts-gaming-commission-issues-100000-fine-to-mgm-springfield/>.
19. Freund, M., Noble, N., Hill, D., White, V., Evans, T., Oldmeadow, C., ... & Sanson-Fisher, R. (2022). The Prevalence and Correlates of Gambling in Australian Secondary School Students. *Journal of Gambling Studies*, 1-22.
20. Gainsbury, S. M., Russell, A., Wood, R., Hing, N., & Blaszczynski, A. (2015). How risky is Internet gambling? A comparison of subgroups of Internet gamblers based on problem gambling status. *New media & society*, 17(6), 861-879.
21. MAGIC Research Team (2021). *MAGIC: A Six Year Longitudinal Study of Gambling and Problem Gambling in Massachusetts*. Amherst, MA: School of Public Health and Health Sciences, *UMass Amherst*. April 16, 2021
22. Fong, T. W., & Tsuang, J. (2007). Asian-Americans, addictions, and barriers to treatment. *Psychiatry (Edgmont)*, 4(11), 51.
23. Kong, G., Tsai, J., Pilver, C. E., Tan, H. S., Hoff, R. A., Cavallo, D. A., ... & Potenza, M. N. (2013). Differences in gambling problem severity and gambling and health/functioning characteristics among Asian-American and Caucasian high-school students. *Psychiatry research*, 210(3), 1071-1078.
24. Rubin, H. L., Colby M., Yau, Y., Hires, B. (2021). *Unpacking the Root Causes of Problem Gambling in the Asian Community*. Boston, MA: *Massachusetts Gaming Commission*.
25. American Gaming Association 2022, *Interactive Map: Sports Betting in the U.S.*, viewed February 15 2022, < <https://www.americangaming.org/research/state-gaming-map/>>
26. Shatley, J., Ghaharian, K., Bernhard, B., Feldman, A., Harris, B. (2021). *The Marketing Moment: Sports, Wagering, and Advertising in the United States* International Gaming Institute, UNLV
27. Ramirez, E., Brill, J., Ohlhausen, M.K., Wright, J.D. (2014). *Self-Regulation in the Alcohol Industry: Report of the Federal Trade Commission*. Federal Trade Commission, viewed February 15, 2022 <<https://www.ftc.gov/system/files/documents/reports/self-regulation-alcohol-industry-report-federal-trade-commission/140320alcoholreport.pdf>>
28. 935 CMR 500.105(4)b, viewed March 1, 2022 <<https://mass.gov/doc/935-cmr-500-adult-use-of-marijuana/download>>
29. 935 CMR 501.105(4)b, viewed March 1, 2022 <<https://mass.gov/doc/935-cmr-501-medical-use-of-marijuana/download>>

DRAFT