

Ontario Bingo Development Fund Update

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OBDF Annual General Meeting Board Structure and Election Process

The Ontario Bingo Development Fund held its first Annual General Meeting on November 24th and had representation from the charities and private sector operators. The meeting provided a comprehensive update on all the activities of the Fund over the past year including, audited financial statements for the first fiscal year ending March 31, 2008, current financial statements to mid-November and expense details regarding the recent Bingo Night in Ontario game. All materials from the AGM are attached except for the by-laws (due to file size). These will be posted on the websites of the OCGA and CGAO. If you would like a copy emailed directly to you, please contact us and we will be happy to do so.

First Board of Directors Confirmed for OBDF

The first Board of Directors is now in place for the Ontario Bingo Development Fund and the Executive Committee has been elected by the Board.

President	Peter McMahon, Executive Director, CGAO
Vice President	Cam Johnstone, Vice President, Delta Bingo
Secretary/Treasurer	Lynn Cassidy, Executive Director, OCGA
Board Member	Diane Austen, President, Delta Oakville Charity Association
Board Member	Tracey Degruyter, President, Thunder Bay Community Bingo Association
Board Member	Ron Foster, President, Big D Charity Association, Windsor
Board Member	Jordan Gnat, CEO, Boardwalk Gaming & Entertainment
Board Member	Joe Meuleman, President, Valley Bingo Charity Association, Sudbury
Board Member	Paul Nitsopoulos, Owner, Dolphin Bingo, Toronto
Advisors:	Kathy Klas, Director, Sector Liaison Branch, Alcohol and Gaming Commission of Ontario (AGCO) Association of Municipal Clerks, Managers and Treasurers of Ontario (AMCTO) appointment TBD

Bingo Night in Ontario

By all accounts, this event held on November 8th was a tremendous success! We had participation from 61 bingo centres across the province. Many locations reported that they had *double* the normal attendance and, of course, there was huge excitement at Delta Bingo, Hamilton, with the \$200,000 winner and at Lucky Days, London, with the \$20,000 winner.

Charities and operators took the opportunity to build on the promotions provided by the Fund and hockey themed nights and local promotions made great impacts. Although this was a tremendous amount of work for the Interim Steering Committee and for the AGCO staff, we were gratified to see the high level of cooperation between charities and operators and across marketplaces to make this event a success. We also appreciated the strong leadership of Lorraine Doherty from Hill and Knowlton in executing this evening.

An evaluation of this event is underway and we will report the complete findings to you once they have been compiled. ***Please remember to send in your final game report to Hill & Knowlton in order to be able to deduct \$1,000 from your November payment to the OBDF.***

Consumer Research Begins

The OBDF has formally engaged Pollara, a professional, experienced research firm, to carry out comprehensive consumer research on bingo players and non- bingo players. The research will include, surveying current bingo players, lapsed bingo players, and those who have never played. Through the research, we hope to be able to find out everything about our players and also what it would take to attract people who have never played in our facilities. This research will be the first of numerous initiatives to provide comprehensive data to help us understand our players and our marketplaces. The research will form the foundation on which to build our work plan for the Fund for the next year. With facts and knowledge, we will be better able to make informed business decisions about how to best use the Fund to promote the charitable bingo industry. We look forward to preliminary findings in the New Year and will share the findings with you as they emerge.

Planning for 2009

The new Board will be moving quickly to begin planning the Fund initiatives for 2009. This planning will be done in the context of the comprehensive strategic

plan for the OBDF that was developed with the assistance of Deloitte and with the input from the consumer/market research as it emerges. The Board will also be determining what resources are needed to adequately carry out the activities of the Fund. This will include acquiring dedicated administrative support to replace the donated support from OCGA since start-up.

There is significant work ahead, but by the industry working together, there are major opportunities for all partners. We encourage you to continue working together as charities and operators, within and across marketplace, to maximize the millions of local dollars in the industry for advertising and promotion. The OBDF will do all it can to provide you with as many resources and tools as possible to support your local efforts.

Best wishes to everyone for the Holiday Season ahead!

If you have any questions or suggestion please direct any questions as follow:

from Charities

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