

THUNDER BAY CHARITY CASINO, CANADA



Owner: Ontario Casino Corporation
Architect: Moriyama & Teshima
Retail Consultants: Talbot Consultants International Inc.
Value: \$28.0 Million

THUNDER BAY CHARITY CASINO, CANADA

The Thunder Bay Charity Casino, built for the Ontario Lottery and Gaming Commission, is a joint venture management project, constructed in partnership with Tom Jones Corporation of Thunder Bay, Ontario. The project replaced the underutilized and deteriorating Keskus Mall in the heart of the City's north core, with a 50,000 square foot, \$28 million vibrant casino which will rejuvenate the economic life of the community.

After seeing the project through design, contract document preparation and the package tendering process, EllisDon Construction/Tom Jones Corporation, started construction with the demolition of Keskus Mall in September 1999 with completion taking place in August 2000. The structural steel frame is clad with insulated precast concrete panels, accentuated by architectural metal screens, site hewn local stone plinth, undulating entrance canopy, marquee accent lighting and signage. The stone clad tower with sandblasted glass panel top, forms a beacon which identifies the casino location and provides a visual anchor for the main entrance. The entire site spans three City blocks including parking lots,

all landscaped to create an inviting approach using natural local materials.

The interior finishes form a nautical theme depicting the romantic era of the Great Lakes when pleasure cruise ships piled the waters. Rich wood finishes and trim accentuate the use of natural stone walls and floor treatment. The nautical theme is emulated by the original tug boat prop resting on the glass mosaic mural of Lake Superior in the lobby floor, authentic laker anchor chains hung from above are flanked by antique finished stylized copper ships prows which frame the gaming floor entry. Interior public spaces consist of an entrance lobby, coat check/bus waiting, gaming floor, bar, bistro and washrooms.

The subcontract work was entirely conducted by local companies on a fast-track program. Artwork ranging from native murals to glass waterfalls was commissioned with a value of \$170,000 using local and First Nation artists.





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ONTARIO LOTTERY & GAMING CORPORATION

Talbot Consultants was retained by the Ontario Lottery Corporation to evaluate current and potential new locations based on current and potential best customer demographics, current customer draw and key site search.. Talbot Consultants reviewed the OLGC database and then integrated it with the latest proprietary demographic database, the latest proprietary mapping software and our own internal analytical software including our Neighbourhood Life Cycle™ demographic clustering system. We then conducted an analysis of OLGC's "best customer" demographics and then identified areas accordingly so as to assist OLGC in determining the optimum locations for Bingo Halls.

BIG LINK BINGO is a unique co-operative effort of OLGC, the Ontario Charitable Gaming Association, which distributes the charitable proceeds, and the province's commercial bingo operators. BIG LINK BINGO links participating bingo halls to OLGC's central computer system. BIG LINK BINGO proceeds help thousands of community charities and nonprofit organizations across Ontario through direct funding. To date over \$65.9 million has been distributed to community charities and non-profit organizations as a result of this collaborative effort.

