

Written by Administrator
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WAYLAND TOWNSHIP — Walk through the doors of the Gun Lake Casino, and, if you've ever been to a casino before, it will seem instantly familiar.

Rows of

one-arm bandits create a maze-like effect around the bulk of the facility perimeter, which rings the table games "pit" and center bar. Large screens flash jackpot amounts as the sound system plays radio favorites.

But the casino management is quick to point out that the tiny details are what make Gun Lake a premier facility that is expected to draw thousands of gamblers from all over West Michigan when they open at 12:01 a.m. on Friday.

Details like the multi-layer touchscreen displays on about 80 of the 1,400 slot/video poker machines, which give a 3D effect and which allow a player to change betting games and denominations.

Details like ergonomic seats at every machine that are height adjustable.

Details like the Jumbo Jackpot floor-wide bonus system that pays out \$25 to every player with their Passport Card in a machine when it hits.

"Our mantra is: Something for everybody," said David Frankhouser, assistant general manager of the casino.

Frankhouser designed the casino floor. The layout and finer touches represent about six months of market research; time spent traveling to casinos around Michigan and picking out which elements to incorporate at Gun Lake.

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Unlike many casinos, the gaming floor is ground-level. The color scheme is earth tones. The facility is bookended by the Stage 131 entertainment area and a shopping mall-style food court.

The 40-seat lounge stage-area is small and meant to showcase local acts, said Carter Pavey, marketing director.

“There are so many great bands in the area,” he said. While national acts may come once a concert hall is constructed as part of a second phase of planned expansion, right now, local bands “are all we need.”

Live entertainment will be offered Thursday through Sunday from 8 p.m. to midnight.

E-mail the author of this story: localnews@grpress.com

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