



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

GILA RIVER CASINOS

WILD HORSE PASS HOTEL & CASINO, CHANDLER, AZ; LONE BUTTE CASINO, CHANDLER, AZ AND VEE QUIVA HOTEL & CASINO LAVEEN, AZ

Challenge

The mission of the Gila River Gaming Enterprises (GRGE) is to generate income for the Gila River Indian Community, to provide employment opportunities for the community members and participate in the overall economic growth. This is largely accomplished through their three casinos, the Wild Horse Pass Hotel & Casino, Lone Butte Casino and the Vee Quiva Hotel & Casino. As in most casinos, the food and beverage operation is an amenity operated at a loss. GRGE hired Spectra Food Services & Hospitality to service each new replacement casino as they were built between 2008 and 2013.

Solution

- Delivered signature branded concepts such as Ditka's, named after former NFL Coach Mike Ditka, Shula's Great American Steak House after Coach Don Shula, Fatburger, Dunkin Donuts and Panda Express.
- Developed signature concepts to supplement the national brands to ensure menu variety such as Classics with a Twist and Café 2/47.
- Hired a Business Development Manager to boost awareness and activities in both traditional catered events and restaurant events.
- Developed a mentorship program to provide a structure and path for Spectra tribal employees who desire career advancement.
- Became actively involved in the local communities.

Result

- Sales in all three casinos have grown more than 300% since Spectra has been providing services at Gila River Casinos
- Market Metrix recognized the Wild Horse Pass Casino as the top Indian Gaming Brand of 2011 among approximately 400 other Indian Gaming Casinos in the US
- The Wild Horse Pass Hotel & Casino's Shula's Great American Steakhouse was named one of the 2014 Best Steakhouses in America by Open Table and received Wine Spectator's 2012, 2013, and 2014 Best of Excellence Award
- Classics with a Twist ranked as one of the top 50 Bars in Phoenix, according to Phoenix Magazine.
- Per Gila River's request, the prestigious annual Chairman's Reception for the National Indian Gaming Association (NIGA) conference is now hosted and catered at the Wild Horse Pass Hotel & Casino when the convention is in Phoenix
- Workforce began with 26% tribal employees and has grown to 38% tribal employees
- Awarded "Business Diversity Program of the Year" in 2012 by The American Indian Chamber of Commerce of Arizona for the personalized mentorship program
- Have given back \$15,000 in scholarships and raised \$2,000 for the local Boys & Girls Club within the Gila River Indian Community