

DanVegasNews Receives Notice of Trademark Approval From State Corporation Commission

By Michael Swanson (Editor DanVegasNews & President Timingwallstreet, Inc.)

In February, Timingwallstreet, Inc. received a letter from the State Corporation Commission of the Commonwealth of Virginia that its Trademark Application to register DanVegasNews, in File No. 14585, as a mark with the State Corporation Commission had been approved. Along with this letter was a certificate of registration. The letter said that in accordance with Virginia Administrative Code 21 VAC 5-120-70 that the registration may be renewed with a five-year period from the date of expiration. That date is January 20, 2029. whether that be job opportunities or new business ideas - and that's what this print publication is.

Timingwallstreet, Inc. is a publishing company that has operated the website WallStreetWindow.com since 2002. That site has dealt with primarily financial news and geopolitical news. Starting in 2022 it started to post occasional articles of local interest to Southside Virginia. At the end of last year we decided to shift that content to a new website with a local name and begin to production a print publication.

I believe there is an audience of people not only just in Danville, but outside of the area, who are now coming to visit, who want to know what is new. They want to know what new restaurants are opening up, what new recreational opportunities are coming, and how the area is growing. They want to know what new funs things there are to do, or things that have already been here and they just did not know about. That's what I believe "Dan Vegas" is now about. At the same time, people want to know what is going on. Danville and Pittsylvania County are connected together and people visit them and travel to them and go through them from Martinsville, Henry County, South Boston, Halifax County, and from Caswell and Rockingham counties across the North Carolina line.

If you go to the website DanVegasNews.com you can subscribe to my free weekly email newsletter. Each issues contains links to the top news stories of the week for these areas from various media outlets. The more media outlets in the area the better it is for everyone.

The business plan for this paper is simple. It's to start small. We plan on having more content and more frequent issues in the future. This is our second issue and is still essentially a mock up.

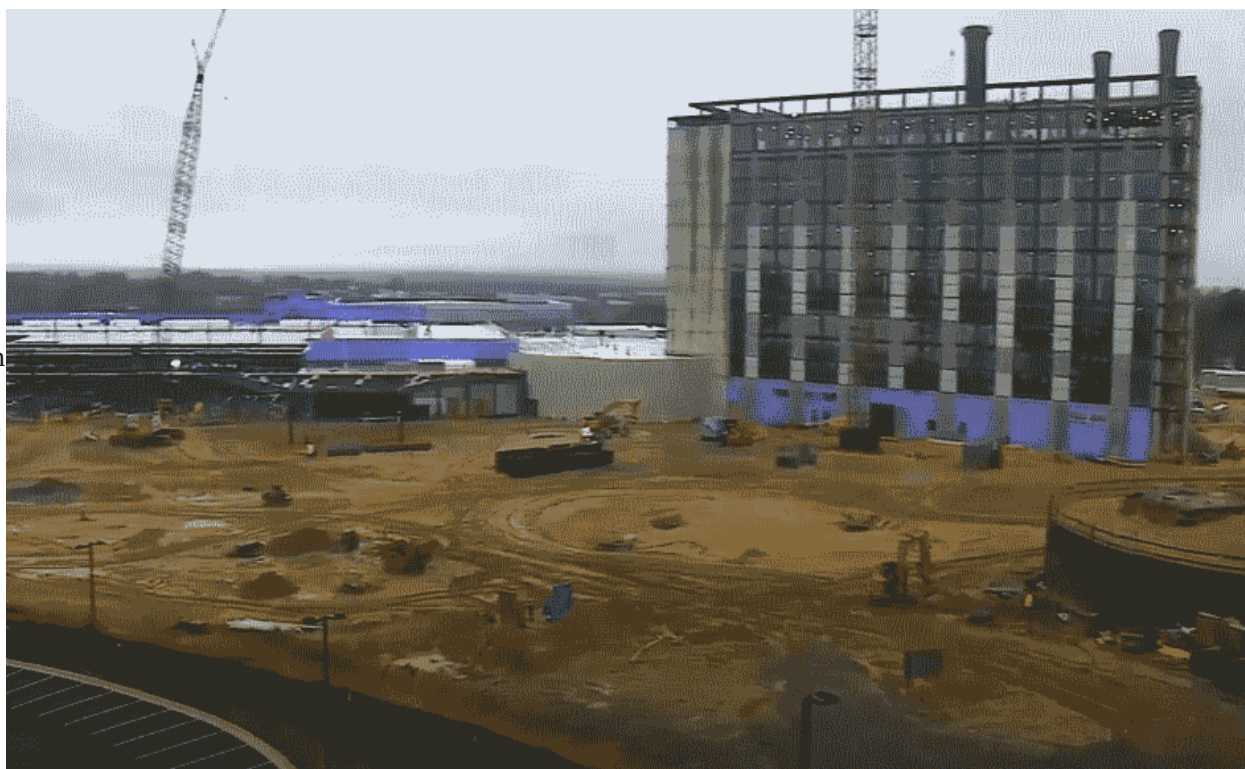
The certificate for the Trademark is for Class of goods or services 16.

It states:

"Description of goods or services: Printed matter (newspaper to identify a print newspaper publication)."

The first print edition of DanVegasNews was printed on January 3, 2024 and the next issue is scheduled for July publication.

Danville Casino Revenues Projected To Grow Big Time After Caesars Virginia Construction Is Complete



By Michael Swanson (Editor)

In May of 2023, Caesars Entertainment opened a temporary tent casino facility in Danville, Virginia. It is on the former Dan River Mills Schoolfield property, on which they are constructing a permanent casino and hotel facility on, that will be called Caesars Virginia once it opens.

The Virginia Lottery Board reported that the temporary facility generated \$18,738,732.88, in revenue in the month of February, which resulted in \$1,124,323.97 in tax revenue for the city of Danville. There is also a casino under construction in Bristol, Virginia, which also has a temporary facility, that made about \$13 million in revenue, in February, and a permanent Rivers casino that opened in Portsmouth, Virginia, last year, which did around \$25 million in revenue that month too,

When the Caesars Virginia permanent casino opens, it is expected to generate more revenue than the temporary facility is, and to even surpass the revenues of the Rivers casino in Portsmouth is currently generating. When the city of Danville went through the process to approve the casino, it formed an advisory committee to get feedback from the community and plan on how to spend the tax revenue the city would receive from the casino.

In January, they released an updated report, in which they were able to analyze the results of the temporary casino facility and make some projections about the future. In this report, they estimated that the city will receive around \$15 million in tax revenue from the casino in 2024 and then \$26 million in 2025 and \$39 million the year after, at which

point the tax revenue would stabilize around that number.

In other words, the temporary casino has had a large impact on the tax revenue of the city budget, and really the overall growth in the community, and that trend is going to simply explode in the next few years after the opening of Caesars Virginia. The report does not try to project the revenues beyond 2028.

Estimates are that two million people will visit the casino every year. Of course, no one can predict the future and eventually there may be new casinos in North Carolina that create some competition. Last year, there was a failed draft bill to put three casinos in North Carolina, one of which would have been in Rockingham County. However, the bill got nowhere and had some serious flaws. For instance, it was crafted in such a way that it was designed so that one specific casino company would build and operate each of the three casinos, a fact that opponents of the bill said violated the "perpetuities and monopolies" clause of the state constitution. Masses of people came out at a Rockingham County meeting against the casino push, last year, and it has been the big issue in this year's county elections. The bad process put a bad taste in a lot of people's mouth. It was not like that in Danville, where a lot of careful planning and negotiating took place, with multiple casino companies, before the city's voters approved the Caesars casino deal with a 68.67% vote.

(continued next page....)

(Danville Casino Revenues Continued....)

(North Carolina passed a sports betting bill this year, but there are no plans to present another casino bill in the state legislature this year. The North Carolina House Speaker said the 2023 casino draft bill “just kind of went totally off the rails.”

With Caesars Entertainment, Danville has partnered with one of the nations top three gaming and hospitality industry leaders, and Caesars Virginia will not just be a casino, but a full blown entertainment resort, including multiple restaurants, bars, and a 50,000 square foot convention area. Currently over 400 people work in the temporary facility. That number is expected to more than double when Caesars Virginia opens its doors.

In January, Caesars held a “topping off ceremony” to celebrate the construction of the final floor of the hotel. At it, Chris Albrecht, the general manager of the casino property, said, of the construction, “We are opening this year. We are on target, and everything is moving along well.” The opening has been planned for the end of 2024. In a February conference call, for Wall Street analysts, the CEO of Caesars Entertainment said that it “is expected to open by year-end.” He told the analysts that doing the deal in Danville, and getting the Virginia state gaming license, “has been a home run out of the box.”

It’s been a home run for Danville too, because the deal was done in a smart way.

DANVILLE NAMED ‘ALL-AMERICA CITY’ FINALIST BY NATIONAL CIVIC LEAGUE

Danville is among 20 U.S. cities named today by the National Civic League as a finalist for the 2024 All-America City Award.

The National Civic League each year recognizes communities that demonstrate innovative, inclusive and effective efforts to tackle critical challenges. This year’s finalists focused specifically on strengthening local democracy by building the capacity of residents to actively participate in civic life and have a meaningful say in decisions.

“We are proud and honored to be named a finalist,” Mayor Alonzo Jones said. “Our city is undergoing a remarkable transformation. We are committed to creating a city where all citizens can find opportunity and a good quality of life. This award process allows us to demonstrate the merits of our work to the nation.”

City Manager Ken Larking added, “I am proud of the way multiple departments and Danville Public Schools have worked to more thoroughly engage the public in the services we provide. We are now a growing city, and it is important that we have a complete understanding of what the public wants to see in the future in their community and in their neighborhoods, so that we can make Danville the kind of place everyone is proud to call home.”

This year’s competition is the first entry submitted by the City of Danville since it was selected as an All-America City in 2020. Danville was also named an All-America City in 1977.

In this year’s entry, the City of Danville highlighted its efforts to develop a new comprehensive plan — PLAN-Danville — using a process unlike any employed in the past. The process included a series of community events, workshops conducted in a storefront space secured for PLAN-Danville, and direct outreach into neighborhoods by a team of six community ambassadors — local individuals who had the trust and respect of other community members. In addition, PLAN-Danville made a sincere, sustained effort to engage schoolchildren in the planning effort, encouraging them to develop a sense of pride and ownership in their city and its future.

The All-America City application also highlighted the Police Department’s nearly 40 community engagement programs, the Parks and Recreation Department’s “Heart The Park” campaign, and the Danville School Board’s engagement of youths by adding four student representatives to the board.

The 20 finalist communities will compete June 7-9 in Denver, Colo., for the award, which is given to 10 communities each year. Each community will bring a team of representatives to present the story of their work to a jury of nationally recognized civic leaders. The event will culminate with the closing ceremony where this year’s winners will be announced.

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The other finalists this year are:

Boulder, CO
Edinburg, TX
Henderson, KY
High Point, NC
Jacksonville, NC
La Marque, TX

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For more info on the National Civic League, visit <https://www.nationalcivicleague.org/>

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Next issue will be published
July 2024.

For more info contact us via email:

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Skill game backers ask Youngkin to deliver on vow to support their industry (Virginia-Mercury.com)

(by Graham Moomaw, VirginiaMercury.com)

Gov. Glenn Youngkin is still reviewing a bill that would legalize and tax the slot machine lookalikes known as skill games, but supporters of the gambling machines are asking the governor to stick to what he said he'd do when he was running for office.

In a radio appearance posted to Youngkin's campaign YouTube page in August of 2021, the then-candidate called himself a "big supporter of the skill games."

"I'm supportive of the skill games. I just think all businesses should be allowed to do business," Youngkin said on Hampton Roads area station WNIS. "Skill games actually do enable so many small businesses to not only grow their business but also simply to survive."

Youngkin's stance two years ago was closely aligned with sentiments on display Tuesday as skill game supporters held a rally on Capitol Square urging the governor to sign legislation to repeal a ban on the machines that's been in effect since late last year.

The legalization bill passed the General Assembly with bipartisan support earlier this month, but the skill game industry is scrutinizing whether the governor will sign it, veto it or recommend changes. Without the legislation, skill games will remain fully illegal in Virginia. If the governor signs a bill, the regulatory details could determine how profitable the machines will be for the companies that make skill games as well as the small businesses that agree to host the games in exchange for a cut of the profits.

Skill game skeptics, who have pushed to give local government or local voters a say in whether the machines should or shouldn't be allowed in their communities, are hoping the governor sends down a significantly tougher plan than the one that passed the legislature. The bill approved by lawmakers doesn't allow localities to opt out.

As they have for much of the 2024 session, gas station and restaurant owners showed up in numbers to

argue revenue from skill games was critical to their businesses during the COVID-19 pandemic and still badly needed today.

"As the debate around the regulation of skill games unfolds, I hope that Gov. Youngkin stands by what he said on the campaign," said Bhavin Patel with the Virginia Amusement Coalition, who said he has owned "a few mom and pop convenience store businesses."

Some skill game proponents insist the machines aren't a form of gambling because the outcome is dependent on the player's skill, not pure chance. However, current Virginia law treats them as a form of illegal gambling, a classification the Supreme Court of Virginia indicated it would uphold despite the skill game industry's efforts to challenge it.

The legislation sent to Youngkin would allow up to four skill games in convenience stores, restaurants and other retail businesses licensed by the Virginia Alcoholic Beverage and Control Authority. Truck stops could have up to 10 machines.

A 25% tax would apply to the machines' revenues. The bill also includes provisions meant to prevent anyone under 21 from playing the games and mitigate gambling addiction, but critics say those measures fall well short of similar rules applied to other forms of gambling like casinos and sports betting apps.

On Tuesday, Youngkin's office was more circumspect about where the governor stands on the specific bill before him.

"The governor is closely reviewing the legislation and budget language sent to his desk, but still has numerous issues to work through including the regulatory structure, tax rates, the number of machines, impact on the Virginia Lottery and broader public safety implications," Youngkin spokesman Christian Martinez said in a statement. "In 2021, when asked about this industry broadly, candidate Youngkin intimated interest in what expansion to these activities in convenience stores could potentially look like in Virginia, but now he has to look at

the legislation presented to him."

Virginians Against Neighborhood Slot Machines, a casino-funded group advocating against the skill game bill, said the governor should veto the bill, regardless of what he said in 2021.

"No one in 2021 could have conceived of a bill that was so lacking in public safety protections as what is on the governor's desk," said Nick Larson, a spokesman for the group.

At Tuesday's rally in support of the skill game bill, Kunal Kumar, an advocate with the Virginia Asian American Store Owners Association, said the legislation was "thoroughly vetted" by the General Assembly and worthy of Youngkin's support.

"It is a lifeline for businesses all over Virginia," he said.

AD SPOT HERE

Nestlé Purina PetCare Celebrates Official Grand Opening Of New Pet Food Factory in Eden, North Carolina



EDEN, N.C., March 26, 2024 — State officials, community partners and Nestlé Purina PetCare leaders gathered today to commemorate the official opening of the pet care company's newest pet food factory in Eden, North Carolina. The grand opening celebration is the culmination of more than three years of work to bring the more than \$450 million operation to life and establish the first Nestlé manufacturing facility in the state.

"Demand for our products continues to grow and opening this new facility – our first manufacturing operation in North Carolina – allows us to better serve our consumers, particularly in the eastern and southeastern parts of the country," Purina Chief Executive Officer Nina Leigh Krueger said. "Our new factory in Eden is a huge step to continue meeting that growing demand, and the latest example of the continued investment being made across our U.S. manufacturing network. We're grateful for the support and partnership across the region, and are confident we're building a facility, and a passionate team, that will represent this community proudly for generations to come."

The new Purina factory in Eden has already created more than 300 new positions, with plans to add more personnel in the future. Between 2020 and 2025, Nestlé is on track to invest \$2 billion in Purina's factory and capital expansion projects to enhance

its manufacturing footprint. A 24th factory is currently under construction in Williamsburg Township, Ohio, and is expected to be fully operational in the next 12 months. North Carolina Governor Roy Cooper recognized the significant investment and commitment from all parties to make the facility a reality.

"We continued to believe that the brewery in Eden could be used for a new manufacturer and we are excited that with this grand opening Nestlé Purina is ready to make a new home in North Carolina with 300 new employees," said Governor Cooper. "They will find here a well-trained, dedicated and diverse workforce along with support for their efforts to have this new plant embrace renewable energy and sustainability."

The grand opening celebration also featured North Carolina State Senator Phil Berger who spoke alongside several other Purina leaders including Chief Technical Officer Nolan Terry, Manufacturing Vice President Casey Hansen and Eden Factory Manager Will Steiner. Rockingham County Economic Development Director Leigh Cockram also spoke on behalf of the region.

"Factory of the future"

The new 1.3-million-square-foot Purina facility in Eden – which repurposes 80 percent of a former brewery's

existing structure – features several modern technologies which transform and enhance the overall production process, including the first-ever vertical dryer installed in a Purina U.S. factory as well as automated systems in warehousing and the freezer space. The new facility also features a first-of-its-kind Manufacturing Experience Center, designed to introduce modern manufacturing to the next generation of workforce.

"We have been looking forward to this day for a very long time and are so grateful for the contributions of so many incredible associates who've been working hard to bring this factory to life" said Will Steiner, factory manager of the new Purina factory in Eden. "So much amazing collaboration has gone into this project, but what's most exciting is we can now really get to work and produce many of our pet food brands that pets love and owners trust. We have a great team in place to bring Purina's quality and safety standards to life in Eden."

Nestled on 1,350 acres extending to the Virginia state line, the new Purina factory in Eden, North Carolina, marks the 23rd Purina manufacturing operation in the U.S. Eden will operate as a zero waste for disposal facility. Across its manufacturing network, Purina is working to conserve water and achieve 100 percent renewable electricity at its factories by 2025.

Community donations

The grand opening event featured donations from Purina to local organizations granted through its Trust Fund, which was established by company founder William H. Danforth and supports partners working to positively impact communities where Purina has operations.

Purina made a \$30,000 donation to expand industrial and applied technologies programs at Rockingham Community College. The funds support the opening of a new Center for Workforce Development building, enhancing the community's current and future workforces with training opportunities to better support high-technology employment opportunities. The 3D printing room inside the new structure will also be named in honor of Nestlé Purina. The check was presented to Mark Kinlaw, President of Rockingham Community College.

Purina's \$10,000 donation to Dan River Basin Association supports the organization's 'Tails on Trails' initiative, designed to encourage pets and people to explore nature together. The program will host bi-monthly guided hikes designed with pets in mind and provide printed maps of dog-friendly trails around Rockingham County; as well as an online map featuring dog-friendly trails across the entire 16-county Dan River Basin. The check was presented to Tiffany Haworth, Executive Director of Dan River Basin Association.

Purina also recently delivered a donation which helped renovate and reopen the Purina Bark Park inside Freedom Park in Eden; helped fund the installation of an electronic kiosk at the Rockingham County Veterans Park; and supported Help, Incorporated and the opening of a new facility, the SquareOne Family Justice Center, which provides crisis care to abuse victims in a centralized location. The local team regularly supports Rockingham County Animal Shelter and Friends of Eden Animal Rescue with donated product, and also helps feed the K9 officers of the Eden Police Force.

In 2023, Purina invested more than \$30 million to support programs that aim to bring and keep pets and people together and to forge partnerships that help communities and the environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness.