



## NEWS RELEASE

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# Southland Casino Hotel, Delaware North celebrate opening of expanded gaming space and amenities

*Destination casino's new 113,000-square-foot gaming space is part of ongoing \$320 million expansion project*

**BUFFALO, N.Y., and WEST MEMPHIS, Ark.** (May 5, 2022) – Southland Casino Hotel and its parent company Delaware North, a global hospitality and entertainment leader, on Tuesday, May 3, cut the ribbon on a new 113,000-square-foot casino complex, the latest milestone of the property's ongoing \$320 million expansion project that began in 2019.

The expanded casino space boasts 2,400 gaming machines, as many as 50 live table games, sports betting, a covered parking garage with more than 1,400 spaces and an array of new restaurant and dining options.

Construction is ongoing for the signature component of Southland's expansion, a 20-story high-rise hotel tower that will feature 300 rooms, including 216 standard rooms, 72 corner suites and 12 penthouse suites on the top floor.

"The newly expanded Southland Casino Hotel represents a transformative, new age in gaming and entertainment," said Lou Jacobs, CEO, Delaware North. "Today's event is a testament to our commitment to long-term, mutually beneficial partnership between Southland and the community and leaders of West Memphis, Memphis and Arkansas. We're confident that this will establish Southland as a destination for not only the Mid-South region, but for gaming enthusiasts from all across the country and around the world. I'm grateful to our Delaware North leaders and team members for their years of planning and effort to steward this incredible new venue."

New dining options at Southland include the Sports Bar & Grill, Ignite Steakhouse, The Fry House and The Grind coffee shop, while new bars include the Chairman's Bar and Ignite Steakhouse Bar.

The project has created an estimated 1,500 construction jobs and 400 additional permanent jobs for the new casino complex and hotel, bringing employment at Southland to about 1,200 jobs.

Delaware North is privately financing the project with no use of public funds. Arkansas Governor Asa Hutchinson and several other state and local elected leaders attended the ribbon-cutting ceremony.

“Today’s announcement by Southland Casino Hotel and Delaware North continues the extraordinary success story of this company,” Hutchinson said. “Southland has brought tourism, revenue, and jobs to Crittenden County and the state of Arkansas since 1956, and I wish them well as they continue to grow.”

The expansion project has allowed Delaware North to continue and enhance the positive impact that Southland has on the state’s economy and the support it provides to many worthwhile community organizations in the region, including Arkansas State University Mid-South in West Memphis, East Arkansas Family Health Center and Mid-South Food Bank.

Currently, Southland is estimated to have a total economic impact – via employment, operational spending, charitable giving and taxes paid to the state, Crittenden County and City of West Memphis – of \$311 million annually.

Southland opened in 1956 and became one of the most popular greyhound racetracks in the country. Delaware North completed its purchase of the property in 1976 when it was known as Southland Greyhound Park.

Under Delaware North’s ownership, major milestones at Southland have included the introduction of electronic games of skill in 2006; an \$11 million, 200-machine expansion in 2012; and a \$38 million expansion in 2015, which added 41,000 square feet and brought the number of gaming machines to 1,700.

In 2018, Arkansas passed an amendment allowing full casino operations in the state, and Southland added traditional live table games. With the introduction of the expanded casino and soon-to-open hotel, the iconic property rebranded as Southland Casino Hotel in 2022.

Through its parks and resorts business, as well as its gaming division, Delaware North operates more than 25 lodging properties, including internationally acclaimed luxury resorts and historic hotels.

### **About Southland Casino Hotel**

Southland Casino Hotel has been a major racing venue for more than 60 years and recently opened its newly expanded casino complex that boasts 2,400 total slot machines, as many as 50 live table games, sports betting and a new covered parking garage with over 1,400 spaces. Restaurants at Southland include the Sports Bar & Grill, Ignite Steakhouse, The Fry House and The Grind coffee chop, while new bars include the Chairman’s Bar and the Ignite Steakhouse Bar.

The property’s expansion continues with a gleaming, blue-glass high-rise hotel currently under construction that will feature 300 rooms, including more than 60 suites and 12 penthouse suites on the top floor.

Southland has long been a pivotal fixture of the West Memphis community, strongly supporting the community with jobs, business stability, and economic contributions. It has consistently won awards for its outstanding community service, including millions of dollars donated to neighborhood charities and educational institutions. Southland is owned and operated by Delaware North, a global leader in hospitality and entertainment. More information is available at [www.southlandcasino.com](http://www.southlandcasino.com).

### **About Delaware North**

Delaware North is a global leader in the hospitality and entertainment industry. The company annually serves more than a half-billion guests across four continents, including at high-profile sports venues, airports, national and state parks, restaurants, resorts, hotels and casinos. Building on more than a century of enduring partnerships and a commitment to local communities and sustainability, Delaware North’s vision is to delight guests by creating the world’s best experiences today while reimagining tomorrow. Learn more at [www.DelawareNorth.com](http://www.DelawareNorth.com) and connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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Left to Right:

*Ness Sechrest – Chairman Emeritus of Southland Casino Hotel Board of Directors*  
*Randy Sullivan – Southland Casino Hotel Board of Directors Member*  
*Dr. Debra West – Southland Casino Hotel Board of Directors Member*  
*Dr. Susan Ward-Jones – Southland Casino Hotel Board of Directors Member*  
*Fred Leonard – Southland Casino Hotel Board of Directors Member*  
*Reena Holmes – Southland Casino Hotel Board of Directors Member*  
*Tom Kennedy – Southland Casino Hotel Board of Directors Member*  
*Bill Bissett – Southland Casino Hotel Board of Directors Member*  
*Mayor Marco McClendon – West Memphis, AR Mayor*  
*Attorney General Leslie Rutledge – Arkansas Attorney General*  
*Jeremy Jacobs – Delaware North Chairman*  
*Governor Asa Hutchinson – Arkansas Governor*  
*Lou Jacobs – Delaware North CEO*  
*Senator Keith Ingram – Arkansas Senator District 24*  
*David Wolf – Southland Casino Hotel President and General Manager*