

Business on the upswing at Red Hawk Casino

By Claudia Buck, Sacramento Bee

The company that manages Red Hawk Casino in Shingle Springs reported last week that its performance is improving, despite the bumpy economy.

“While the economy in Northern California continues to suffer, especially in the Sacramento market, the Red Hawk Casino showed improvements,” said Tim Cope, president and chief financial officer of Lakes Entertainment Inc., in a conference call to discuss the Minneapolis-based company’s year-end earnings report.

Without disclosing details on gaming revenues or customer visits, Cope said Red Hawk, owned by the Shingle Springs Band of Miwok Indians, has made operational improvements, boosted customer traffic and aggressively ramped up its marketing efforts in the last six to 10 months.

“It’s a positive year for Red Hawk, which is reassuring to see from the tribe’s perspective and ours,” Cope said.

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