

CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT

FOR IMMEDIATE RELEASE

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CENTRAL CITY HITS THE JACKPOT WITH CENTRAL CITY PARKWAY *One Year Anniversary Marks Growth, New Casinos and Expanded Parking for Gambling Town*

CENTRAL CITY, Colo., (November 18, 2005) – Central City celebrates the one year anniversary of The Central City Parkway, as the Parkway vehicle count tops three quarters of a million and revenues increase 47 percent from the previous year.

“Every day Central City realizes the value of the Parkway from a business development standpoint,” states Joe Behm, president of the Central City Business Improvement District.

Over the past year, a total of 836,039 vehicles drove The Central City Parkway from I-70’s Hidden Valley Interchange (Exit 243) directly to Central City, an average of 2,322 vehicles per day. In June, 2,633 cars traveled The Central City Parkway before the closing of highway 119. That number jumped to 4,314 during the time following the canyon road closing. “After the closing of highway 119 this summer, Black Hawk businesses, employees and gamblers also now realize the importance of having an alternative route to the historic gambling towns. Without it, casinos in both towns would have experienced a dismal summer,” said Behm.

More than just driving the Parkway, travelers are stopping in Central City as well.

From January through September 2005, Central City revenues increased 47 percent over the prior year and the number of casino devices (slots) rose 37 percent in the City. Since the Parkway opening, Central City revenues have increased from an average of \$4.2 million to \$6.2 million per month. The total number of gaming devices has increased from 1,600 to more than 2,100.

“It feels good to know that the 10 years hard work of the Central City Business Improvement District is paying off,” said Central City Mayor Buddy Schmalz. “Thanks to the increase in visitors and revenue, the City’s businesses are seeing more profits and additional casinos and businesses are opening in Central City.” Since the completion of the Parkway, one new casino has opened, and another casino project is currently under

way and scheduled for completion June 2006 that includes a 500 car public parking garage.

In response to the increased traffic, streetlights have been installed from the Hidden Valley Interchange for the first 2.5 miles, leading up the hill from I-70.

For more information on the Central City Parkway, visit: www.centralcityparkway.com

For more information on Central City, visit: www.centralcitycolorado.us

* Numbers do not reflect travel in December 2004 and August 2005, as the data was not available.

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