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**FOR IMMEDIATE RELEASE**

**HO-CHUNK NATION BREAKS GROUND ON BELOIT CASINO RESORT PROJECT**

BELOIT, Wis. – The largest economic development project in the history of Beloit is now officially underway. Ho-Chunk Nation representatives joined numerous Beloit representatives and residents on October 25, 2024 to ceremoniously begin the construction of Ho-Chunk Gaming Beloit; which includes a 76,413 square foot convention center, a 18-story hotel with 312 rooms, a casino, and four restaurants.

The convention center will feature numerous breakout spaces and flexible options that will make the facility attractive to a wide range of user groups. Visit Beloit will assist Ho-Chunk Gaming Beloit in promoting the facility for uses that will include conferences, concerts, special events, tradeshow, community events, cultural events, and more. “We are extremely excited about the opportunities the new convention space will bring to Beloit,” stated Matthew Bosen, Visit Beloit’s Director of Sales. Bosen noted, “In addition to the economic impact that will be created by visitors to Ho-Chunk Gaming Beloit, the facility will also fill the venue needs of numerous area organizations that have been seeking to bring larger meeting and events to Beloit.”

Collaboration on the project between the Ho-Chunk Nation, city of Beloit, state of Wisconsin, other government agencies, and Visit Beloit has been a work in progress for more than two decades. Once the Beloit project is complete, it will join the existing six Ho-Chunk Gaming facilities across Wisconsin. Visit Beloit is proud to partner with the Ho-Chunk Nation, the People of the Sacred Voice, on this project as it will positively change the trajectory of the local tourism industry.

Visit Beloit, the destination sales, marketing, and management organization for the Beloit region, has served as the official tourism entity locally since 1987. This casino resort will further propel the tourism industry’s growth in our city. The casino resort project will serve as a positive catalyst in its ability to bring visitors from throughout the Midwest and beyond. This project will creatively and energetically provide a plethora of new reasons to visit Beloit.

“Our partnership with the Ho-Chunk Nation has always been positive and forward-thinking. Our organization is thrilled about the opportunity to attractively market and sell our destination to visitors,” stated Celestino Ruffini, Visit Beloit’s CEO. He added, “This

generational project is of utmost importance to the Ho-Chunk Nation, and we are thrilled to promote the capabilities of this facility to a vast audience near and far.”

Photo Credit: Greater Beloit Chamber of Commerce

For more details on the impact of the tourism industry and the work of Visit Beloit, go to [www.visitbeloit.com](http://www.visitbeloit.com).

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*Visit Beloit is a 501(c)(6) organization whose mission is to be Greater Beloit's tourism champion using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors.*