



NATURE
Several species of swan swing by Fox Valley waters throughout the year; hunt possible / **C1**



NEWS/VIEWS
Mike Woods criticizes Syracuse coach Jim Boeheim's tantrum and the Winter Olympics legacy / **D1**



TODAY'S WEATHER
Partly sunny
High: 13 Low: -9

Complete weather report and forecast on **C7**

THE POST-CRESCENT

Appleton | Fox Cities, Wisconsin

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Tuesday, February 25, 2014

USA TODAY | PENTAGON SEEKS SMALLER ARMY, PAY CHANGES | **PAGE B1**



New logo promotes downtown Neenah

Study strives to help businesses with strategies

By Duke Behnke
Post-Crescent Media

NEENAH — Downtown Neenah boasts a daytime population of nearly 14,700, according to a market analysis and branding study commissioned by Future Neenah Inc. and the Neenah Central City Business Improvement District.

The total accounts for people living or working within a one-mile radius of the intersection of Wisconsin Avenue and Commercial Street. The circle encompasses major employers like Alta Resources Inc., Bemis Co., Plexus Corp. and Theda Clark Medical Center.

The daytime population rises to nearly 38,400 within a two-mile radius of the intersection.

Downtown Professionals Network, the Tennessee-based consultant that conducted the \$18,400 study, said the daytime population "represents a sizable, captive market for the downtown Neenah business community."

Sara Hanneman, assistant executive director of Future Neenah, said statistics and strategies identified in the study will be rolled out this year, starting with a series of workshops for downtown businesses.

The rollout will include the promotion of a new downtown Neenah logo in which the letter

See NEENAH, Page A4

ON THE WEB

Read the 2013 downtown Neenah market analysis and branding study at <http://post.cr/Study>.

MORE FOX CITIES

>> LOCAL AND STATE NEWS

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GOVERNOR DOCUMENTS | Walker deflects questions over emails; says they're "old news" / **A5**
GROCERY SHOPPING | Festival Foods adds special-needs cart / **Fox Cities Biz, C8**



DOUBLING DOWN | THE GREAT DIVIDE IN INDIAN GAMING

PAYOUT DISPUTES



The Menominee Indian tribe, which operates a casino in Keshena, reported the lowest per capita payments to members of its tribe in 2012. Tribal leaders for the Menominee contend that providing large per capita payouts would bring more harm than good.
LUKAS KEAPPROTH/GANNETT WISCONSIN MEDIA

WEALTHIEST TRIBES PAY THOUSANDS; SOME COMMUNITIES SCORN THEM

BY KATHLEEN FOODY | GANNETT WISCONSIN MEDIA INVESTIGATIVE TEAM

CRANDON — Mike Gruett's earliest memories of the Forest County Potawatomi community include "crackerbox" houses, built among the trees. The tribe's members were poor and kept to themselves. Fast forward 30 years.

See PAYOUTS, Page A6



ABOUT 'DOUBLING DOWN'

WE'RE TAKING YOUR QUESTIONS

Join us at 1 p.m. Wednesday when you can ask Gannett Wisconsin Media reporters Kathleen Foody and Andy Thompson your questions about how casinos have changed life in Wisconsin. We'll discuss the research that went into this series and how gaming has grown into a multimillion-dollar industry for the Dairy State.

New buildings and services on reservations in Wisconsin clearly demonstrate what the casino gaming industry has made possible for the state's 11 Indian tribes, which hold exclusive rights to Las Vegas-style gambling here. But a wide disparity in economic gain exists that prevents some of the tribes from overcoming poverty, subpar health care and unemployment. In an exclusive seven-part series called "Doubling Down: The Great Divide in Indian Gaming" that began Sunday, the Gannett Wisconsin Media Investigative Team measures this disparity as well as the off-reservation impact of casino gaming. The series, produced in partnership with The Wisconsin Center for Investigative Journalism in Madison, began Sunday.

SUNDAY: Casinos pull Wisconsin tribes out of despair, but gaming hasn't been a cash cow for all tribes.

MONDAY: Voters who approved a lottery in 1987 unwittingly paved the way for Indian casino gaming to become a dominant and powerful force.

TODAY: Individual payments to tribal members fuel debate in Indian Country.

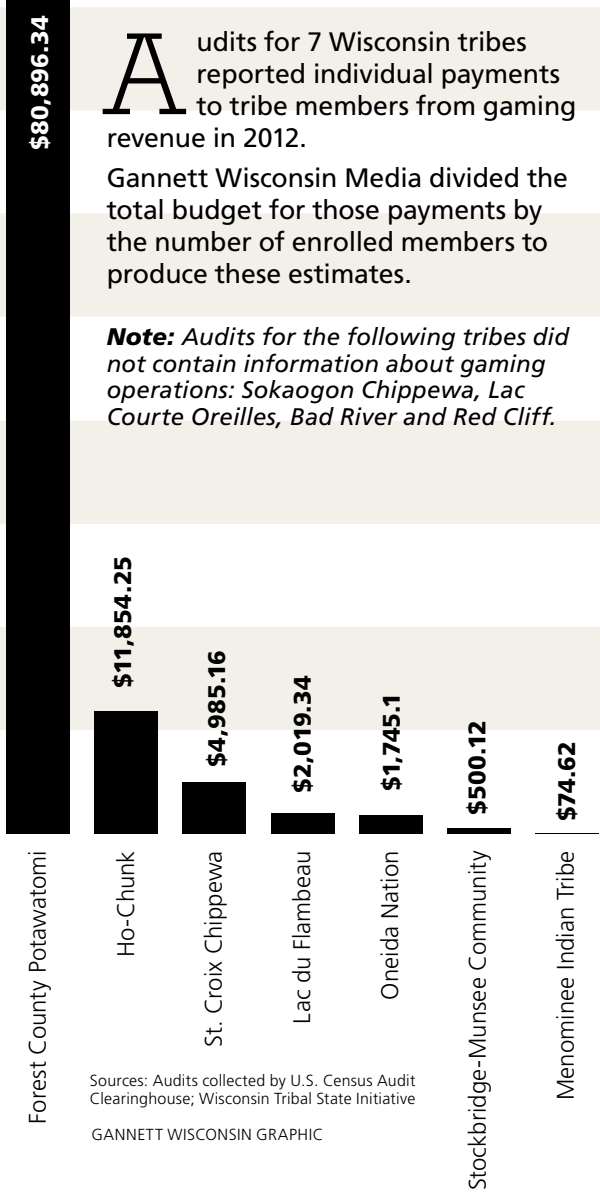
MARCH 2: For addicts, the gaming industry's expansion brought ruin, not profit.

MARCH 3: For scattered Ho-Chunk tribe, gaming operations have caused conflict, created opportunity.

MARCH 4: Improving health care was one of tribes' first priorities as gaming began.

MARCH 9: Gaming's most significant changes may be ahead, bringing uncertainty to Wisconsin tribes.

WISCONSIN TRIBAL GAMING OPERATIONS MEMBER PAYMENT ESTIMATES



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BREAKING NEWS

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