



**FOREST COUNTY
POTAWATOMI
GAMING
COMMISSION**

Publication A

**Vendor Licensing Instructions &
Application Guide**

1721 W Canal St
Milwaukee, WI 53233

Phone: (414) 847-8057 | Email: GCBackground@PaysBig.com



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Table of Contents

Quick Start Steps	3
Authority	3
Purpose & Burden of Proof.....	3
Disclosure Of Information	4
Privacy & Confidentiality Notification	4
Additional Information.....	4
Changes Must be Reported.....	4
Withdrawal Of An Application	4
State of Wisconsin Division of Gaming Certification	5
Vendor Categories	5
Exempt Vendors	6
Non-Gaming Vendor Registration	8
Non-Gaming Vendor Registration Duration and Renewal	8
Class II & Class III Vendors.....	8
Class II & Class III Duration and Renewal.....	9
Online Gaming Service Providers	9
Online Gaming Service Provider Duration and Renewal	10
Background Eligibility Requirements for Individual Applicants.....	10
Publication B: Non-Key Vendor Occupational License Holder Rules.....	11
Licensing Fees	12
Fee Schedule	12
Contact & Assistance.....	14
Address	14
Phone.....	14
Email.....	14
Hours of Operation	14
Vendor Flowchart Guide.....	15



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

These instructions and information apply to any vendor, supplier, or contractor seeking to provide goods, materials, services, or supplies to the Forest County Potawatomi Gaming Enterprises, in accordance with the Forest County Potawatomi Gaming Commission's Vendor Licensing Regulations.

Quick Start Steps

- Step 1 – Identify Your Vendor Type*
- Step 2 – Complete Application Online*
- Step 3 – Submit Fees Online*
- Step 4 – Await Review and Approval*

- See Vendor Flowchart on last page for a visual guide.

Important Notes:

- Incomplete applications may be denied.
- Additional information may be required.

Authority

This regulation operates under the Indian Gaming Regulatory Act, the State of Wisconsin & Forest County Potawatomi Community Gaming Compact, the Forest County Potawatomi Community Tribal Gaming Ordinance as Amended, and the Potawatomi Gaming Commission minimum Internal Controls Standards.

Purpose & Burden of Proof

The Gaming Commission ensures that all vendors meet established suitability standards and do not pose a risk to the integrity, security, or proper regulation of gaming operations. A vendor applicant is seeking the granting of a privilege; accordingly, the responsibility for demonstrating that all required qualifications are met rests with the applicant at all times.



FOREST COUNTY POTAWATOMI GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Disclosure Of Information

An applicant may be denied a Finding of Suitability for failing to provide all required information, documentation, and assurances in accordance with the Compact, IGRA, or the Forest County Potawatomi Gaming Commission (the “Gaming Commission”). Failure to disclose any material fact, or the submission of false, misleading, or incomplete information, may also result in denial.

Privacy & Confidentiality Notification

The Gaming Commission shall maintain a file for all applications for a Finding of Suitability, along with a record of all actions taken in connection with those applications. All information is maintained in strict confidence and is accessed solely for background investigations and licensing suitability determinations. Access to vendor license information is limited to the Gaming Commission and its authorized personnel, including, but not limited to, Gaming Commission legal counsel and the Licensing Division.

Additional Information

The Gaming Commission reserves the right to request additional information from an applicant as necessary to complete the background investigation and suitability determination. By signing and submitting an application, the applicant agrees to provide any such additional information. Failure to comply may result in the denial of a license. Vendors that present increased risk may be subject to enhanced review, additional conditions, or monitoring requirements. Vendors are required to maintain compliance throughout the duration of the license, not only at the time of application.

Changes Must be Reported

Vendors must notify the Gaming Commission of any material changes (ownership, operations, etc.) within a reasonable timeframe.

Withdrawal Of An Application

An application may not be withdrawn without the prior approval of the Gaming Commission.



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

State of Wisconsin Division of Gaming Certification

Vendors that meet the criteria for State of Wisconsin certification may be required to complete the State’s investigation, licensing, and certification process through the Wisconsin Division of Gaming. Such requirements are separate from, and may be in addition to, the licensing requirements of the Forest County Potawatomi Gaming Commission. Compliance with all applicable state requirements remains the responsibility of the vendor.

Vendor Categories

Vendor Category	Description
Gaming-Related Vendors (Class II & III)	Vendors that provide goods, services, or products directly related to gaming operations, including gaming equipment, systems, or services essential to gaming activities. These vendors require full licensing prior to conducting business.
Online Gaming Service Providers (OGSP)	Vendors that support or provide services related to online or event wagering, including software, payment processing, cybersecurity, marketing, and data analytics. These may be directly or indirectly tied to gaming operations.
Non-Gaming Related Vendors	Vendors that provide general business services or goods not directly tied to gaming operations. These vendors are typically subject to a registration or application process rather than full licensing.
Exempt Vendors	Vendors that may be exempt from licensing or registration due to factors such as minimal business volume, regulation by another public agency, or services not impacting gaming integrity. The Commission may still require cooperation or information as needed.
Vendor Principals / Key Persons	Individuals associated with a vendor (e.g., owners, officers, or key decision-makers) who may be subject to background investigations due to their level of control or influence over the business.
Non-Key Vendor Personnel	Employees or representatives of a vendor who require access to gaming facilities, systems, or sensitive areas but do not hold ownership or significant control. These individuals may be subject to occupational licensing requirements.



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Exempt Vendors

Non-gaming vendor registration or licensure is not required for organizations providing products or services to a gaming enterprise that fall within the activities listed below. However, the Gaming Commission reserves the right to require any exempt vendor to cooperate with the Commission and, upon request, to provide information in the same manner as a licensed vendor.

Category	Description
Professional Services	Legal or accounting services provided to the Gaming Enterprise.
Financial Institutions	State- or federally chartered institutions engaged in monetary transactions such as deposits, loans, investments, and currency exchange.
Government Agencies	Federal, state, and tribal government agencies, including law enforcement entities.
Insurance Providers	Agencies providing insurance-related services or products.
Business Travel Services	Vendors providing transportation, lodging, food, or fuel for Gaming Enterprise business travel.
Employee Training & Development	Training or professional development services for employees, excluding management consulting.
Small Revenue Vendors	Non-gaming vendors generating \$50,000 or less annually are exempt; exceeding this threshold requires application or registration within 30 days or cessation of business.
Work Performance Services	Conferences, seminars, publications, or memberships supporting employee skills and development, excluding management consulting.
Vendor Sales Representatives	Individuals representing vendors who influence product or service selection for compensation (e.g., commission or fees).
Utility Providers	Providers of essential utility services such as electric, water, or gas.
Telecommunications Providers	Providers of communication services including phone, internet, or data services.



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Alcohol Distributors	Beer, liquor, and wine distributors holding a valid state license or permit.
Tour & Travel Vendors	Vendors providing travel services, including group travel arrangements.
Off-Site Training Providers	Training services conducted outside Gaming Enterprise property.
Courier & Shipping Services	Delivery, mailing, and logistics providers.
Tribal Vendors	Providers that are federally recognized Tribes, subject to applicable Tribal laws and ordinances.
Publicly Traded Companies	Entities regulated by the SEC or FINRA, or wholly owned subsidiaries thereof, with proper documentation.
Marketing & Promotions	Vendors providing advertising, promotions, or marketing services.
Media Outlets	Television, radio, print, digital, social media, advertising, sponsorship, and other media services.
Retail & Gift Shop Goods	Vendors providing merchandise such as gifts, souvenirs, or retail products sold within Gaming Enterprise locations.
Entertainment Providers	Professional entertainers, athletes, or celebrities and their agents engaged for events.
Event Venues & Sponsors	Providers or hosts of venues or events promoting the Gaming Enterprise, including hotels, arenas, and recreational facilities.
Hospitality & Recreational Facilities	Facilities providing entertainment, lodging, or recreational services.
Educational & Medical Institutions	Accredited educational or healthcare organizations.
Regulated Betting Facilities	State-licensed or publicly regulated off-track betting or racetrack entities.
Non-Profit Organizations	Non-profits not involved in sports betting integrity monitoring (except responsible gaming organizations).
Charitable organizations	recognized charitable entities providing goods or services.



FOREST COUNTY POTAWATOMI GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Employees of Exempt Vendors	Employees or representatives of exempt vendors who may also qualify for occupational licensing exemptions under Tribal MICS 18-01.
-----------------------------	--

Non-Gaming Vendor Registration

Non-gaming related vendors are individuals or entities that provide goods or services to the Gaming Enterprise that are not directly related to gaming operations. These vendors are subject to a registration or application process with the Gaming Commission prior to conducting business and must comply with applicable requirements, but are generally not subject to full gaming vendor licensing unless otherwise determined by the Gaming Commission.

Non-Gaming Vendor Registration Duration and Renewal

- A non-gaming vendor registration shall be valid for a period of four (4) years from the date of registration by the Gaming Commission.
- Upon expiration of the registration, a vendor that continues to conduct business with the Gaming Enterprise shall be required to re-register with the Gaming Commission.

Class II & Class III Vendors

- Class II and Class III gaming related vendors as determined by the Gaming Commission.
 - Slots;
 - Table Games;
 - Bingo;
 - Sports betting.
- Class II and Class III vendor licenses are valid for two (2) years from the approval date of by the Gaming Commission.



Class II & Class III Duration and Renewal

- A Class II/Class III vendor license shall be valid for a period of two (2) years from the date of approval by the Gaming Commission.
- Upon expiration of the license, a vendor that continues to conduct business with the Gaming Enterprise shall be required to re-apply and renew with the Gaming Commission.

Online Gaming Service Providers

- Marketing and Advertising Services:
 - Companies specializing in online marketing strategies, social media campaigns, or search engine optimization (SEO) for tribal casinos;
 - Affiliate marketing networks connecting players with tribal online gaming platforms.
- Customer Relationship Management (CRM) and Loyalty Program Providers:
 - Companies offering software and services to manage customer data, track player activity, and implement loyalty programs for tribal online gaming platforms.
- Payment Processing Providers:
 - Companies facilitating online transactions, such as credit card processing, e-wallet services, or other digital payment solutions, for tribal online gaming platforms.
- Data Analytics and Business Intelligence Providers:
 - Companies offering tools and services to analyze player data, identify trends, and generate insights for tribal online gaming operations.
- Cybersecurity and IT Infrastructure Providers:
 - Companies providing security solutions, network infrastructure, and other IT services to ensure the smooth and secure operation of tribal online gaming platforms.
- Event Wagering Services and Products:
 - Event wagering systems;
 - Event wagering risk management services;
 - Betting line services;
 - Hardware and software used for purposes of placing event wagers;



FOREST COUNTY POTAWATOMI GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

- Geolocation, geotracking, or geofencing services for purposes of tracking the location of customers using remote wagering devices.
- Social Media Influencer:
 - Individual or entity that creates and distributes gaming-related content across digital platforms (e.g., YouTube, TikTok, Instagram, Facebook) and has a demonstrable impact on player engagement, brand awareness, or traffic to tribal gaming properties—either online or land-based.
- Other services or products as determined by the Gaming Commission as Online Gaming Service Provider.
- Online Gaming Service Provider Vendor Licenses are valid for two (2) years from the approval date by the Gaming Commission.

Online Gaming Service Provider Duration and Renewal

- An Online Gaming Service Provider vendor license shall be valid for a period of two (2) years from the date of approval by the Gaming Commission.
- Upon expiration of the license, a vendor that continues to conduct business with the Gaming Enterprise shall be required to re-apply and renew with the Gaming Commission.

Background Eligibility Requirements for Individual Applicants

An individual may not be eligible for a non-key occupational license if the applicant has any of the following:

1. Criminal Convictions

Has been convicted of, or entered a plea of guilty or no contest to:

- Any felony within the preceding ten (10) years; or
- Any felony at any time involving:
 - Theft or related offenses
 - Forgery or fraudulent practices
 - Bribery or corrupt influence
 - Perjury or falsification of official matters



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

- Misconduct or abuse of office
- Gambling-related offenses (including possession of a gambling device)
- Violations of Wisconsin Statutes (Ch. 562 or 565), State Gaming Regulations, or Tribal gaming ordinances

2. Pending Criminal Charges

Is currently the subject of prosecution or has pending charges for any disqualifying offense listed above.

- *Note:* The Gaming Commission may defer a determination upon request until resolution of such charges.

3. Association with Criminal Activity

Has been determined by the Gaming Commission to be:

- A career offender
- A member of a career offender group or cartel
- Associated with individuals engaged in criminal enterprise

4. Threat to Gaming Integrity

Has been determined by the Gaming Commission to have:

- Prior activities
- Criminal history (if any)
- Reputation, habits, or associations that pose a threat to:
 - The public interest
 - The integrity and regulation of gaming operations
 - The prevention of unlawful, unfair, or improper gaming practices

Publication B: Non-Key Vendor Occupational License Holder Rules

By accepting a Non-Key Vendor Occupational License, the license holder agrees to comply with all applicable rules and requirements established by the Forest County Potawatomi Gaming Commission, including proper use of the license, adherence to access restrictions,



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

and conduct consistent with all federal, state, and Tribal laws and regulations. The license holder further acknowledges responsibility for maintaining the license, using it only for authorized business purposes, and understanding that any misuse or violation may result in disciplinary action, including suspension or revocation of the license. (See Appendix A)

Licensing Fees

The Gaming Commission assesses licensing fees to gaming-related vendors to recover the costs associated with licensing and background investigations of vendor applicants and license holders. The following reflects the current vendor licensing fee schedule, which is subject to change without prior notice.

Fee Schedule

GAMING-RELATED	
Initial Fee Description	Cost
Gaming Class II/III Vendor Initial Application Fee	\$500
Gaming Class II/III Vendor Initial Vendor License Fee	\$4,000
Gaming Class II/III Non-Key Vendor Employee Initial Fee	\$200
Gaming Class II/III Owner/Principal/Key Person Initial Fee	\$500
Renewal Fee Description	
Gaming Class II/III Vendor Renewal Application Fee (Every 2 Years)	\$500
Gaming Class II/III Vendor Renewal License Fee (Every 2 Years)	\$4,000
Gaming Class II/III Non-Key Vendor Renewal Fee (Every 2 Years)	\$200
Gaming Class II/III Owner/Principal/Key Person Renewal Fee	\$500
Late Renewal Fee	\$200
Other Fees	
Digital Mobile Proxi Card 1 Year	\$50
Digital Mobile Proxi Card 3 Year	\$100
Digital Mobile Gaming License/Flash Pass	\$25
Rush Vendor License Application Processing Fee	\$250



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
 P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Working with an expired license or no license on person	\$100
Online Gaming Service Provider	
Initial Fee Description	Cost
OGSP Initial Application Fee	\$50
OGSP Vendor Initial Vendor License Fee	\$450
OGSP Non-Key Vendor Employee Initial Fee	\$100
OGSP Owner/Principal/Key Person Initial Fee	\$0
Renewal Fee Description	
OGSP Vendor Renewal Application Fee (Every 2 Years)	\$50
OGSP Vendor Renewal License Fee (Every 2 Years)	\$450
OGSP Non-Key Vendor Renewal Fee (Every 2 Years)	\$100
OGSP Owner/Principal/Key Person Renewal Fee	\$0
Other Fees	
Digital Mobile Proxi Card 1 Year	\$50
Digital Mobile Proxi Card 3 Year	\$100
Digital Mobile Gaming License/Flash Pass	\$25
Rush Vendor License Application Processing Fee	\$250
Change Non-Key Vendor Employee License from one vendor to another	\$50
Working with an expired license or no license on person	\$100
PDS Late Fee: 1–30 days late	\$250
PDS Late Fee: 31–60 days late	\$500
PDS Late Fee: 61–90 days late	\$750
PDS Late Fee: Each additional 30-day period thereafter: \$1,000/month	\$1,000
Cap: The cumulative late fee shall not exceed \$5,000 per PDS instance.	\$5,000
Entity Name Change / Amendment	\$200
Application Re-Submission	\$100
Compliance Monitoring (Annual) Level 1 – Administrative	\$250
Compliance Monitoring (Annual) Level 1 – Enhanced	\$500
Compliance Monitoring (Annual) Level 1 – Intensive	\$750



FOREST COUNTY POTAWATOMI
GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

FEE WAIVERS	
If non-gaming vendor is exempt, no fees	\$0
If non-gaming vendor is a one-time purchase under \$50K, no fees	\$0
PDS late fee can be waived by department management for valid reason	-

Contact & Assistance

For questions regarding vendor licensing, application requirements, or compliance obligations, please contact the Forest County Potawatomi Gaming Commission Licensing Division:

Address

Investigations Department
Potawatomi Casino Hotel
1721 W Canal St
Milwaukee, WI 53233

Phone

(414) 847-8057

Email

GCBackground@PaysBig.com

Hours of Operation

Monday – Thursday
7:00 AM – 5:00 PM CST (excluding holidays and weekends)



FOREST COUNTY POTAWATOMI GAMING COMMISSION

1721 W CANAL ST, MILWAUKEE, WI 53233
P: (414) 847-8061 – E: GCBACKGROUND@PAYSBIG.COM

Vendor Flowchart Guide

