



# A New Anchor for Chicago's Southland



*Brent Pinkston  
Chief Operating Officer  
Wind Creek Hospitality*

Since opening in November 2024, Wind Creek Chicago Southland has established itself as a transformative presence in Chicago's south suburban region. This nearly \$530 million development was built by Wind Creek Hospitality, the gaming and resort enterprise for the only federally recognized tribe in Alabama, the Poarch Creek Indians. A true integrated resort destination, the property combines a state-of-the-art casino, full-service luxury hotel and spa, fine dining in partnership with Fabio Viviani Hospitality Group, entertainment, and so much more.

At the helm of this multi-million-dollar investment is Brent Pinkston, Wind Creek Hospitality's Chief Operating Officer. An Illinois native, Pinkston has emphasized the company's goals of delivering a

premier entertainment destination with a combined commitment to the people at the heart of Chicago's Southland.

"For us, this project was never about building just a casino," Pinkston said. "It's about investing in this area and bringing lasting value through opportunity, tourism, jobs, and a destination the community can call their own."

This investment began long before opening day. In 2022, Wind Creek announced a multi-year partnership with the Chicago Bulls—an early commitment that underscored the company's intentions to millions of fans well ahead of welcoming the property's first Guests.

"I grew up a Chicago sports kid," Pinkston remarked. "When you partner with the Bulls, you're talking about generations of fans who live and breathe this team. For us, it was the perfect way to tap into that energy, build excitement ahead of opening, and instantly connect with the people (and fandom) who love this area as much as we do."

From the outset, Wind Creek has prioritized this type of connection with real-world opportunity. Since opening, the resort has generated more than 1,100 jobs across gaming and hospitality



fields. Many of these positions have been filled by Illinois residents, offering stable employment and career pathways in a growing industry.

"Our Team Members are at the heart of everything we do," said Pinkston. "We want them to feel supported both professionally and personally, whether that's through healthcare, retirement plans, training opportunities, subsidized meals, or wellness programs. Every role here is an opportunity for someone to grow, learn, thrive, and contribute to something meaningful in their own backyard."

For the state of Illinois, that 'backyard' is being supported in more ways than one.

Under state law, a portion of casino revenue is shared with local municipalities. East Hazel Crest and Homewood receive a direct share (where Wind Creek is located), while over 40 other municipalities benefit from the remaining funds. These dollars support public

services, infrastructure, and local initiatives, ensuring the resort's success translates directly to tangible, regional benefits. To date, Wind Creek has contributed over \$11 million to these funds—alongside substantial state and federal taxes.

"I'm proud that what we're building here makes a real difference for our neighbors," remarked Pinkston. "Every dollar we generate supports local services and strengthens this incredible community. That's what makes this work meaningful."

That success is reflected in Wind Creek's impressive first-year performance. From November 2024 through October 2025, the resort generated over \$186 million in gross revenue, ranking second among Illinois' 16 casinos. Visitor numbers mirrored that success, with more than two million annual Guests, placing second overall in the state.

"This level of performance is a testament to the dedication of our Team Members, the enthusiasm of

the community, and the escape we're able to offer our Guests every day," said Pinkston. "Looking ahead, our focus is to keep this momentum going and make it a place that people are proud of today, tomorrow, and decades to come."

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*—Brent Pinkston  
COO, Wind Creek*

