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COMPASSION * INTEGRITY * COURAGE

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police.appletonwi.gov

TO: Safety and Licensing Committee
Common Council

FROM: Lt. Ben Goodin

DATE: 10/3/2025

RE: Supplemental Letter from the Police Department pertaining to Recommendation for Denial of the Taste of Thai Appleton LLC's (dba Mad Elephant) Mechanical Amusement Device License Application

Committee Members:

The purpose of this letter is to add supplemental information and evidence gathered related to the Appleton Police Department's recommendation to deny the Mechanical Amusement Device License Application submitted by the Taste of Thai Appleton (dba Mad Elephant).

Wis. Stat. **§945.01(3)(a)** defines a gambling machine as *"a contrivance which for a consideration affords the player an opportunity to obtain something of value, the award of which is determined by chance, even though accompanied by some skill and whether or not the prize is automatically paid by the machine."*

Wis. Stat. **§945.01(3)(b)** states a gambling machine does not include any of the following:

1. A device used in conducting a bingo occasion or raffle under ch. [563](#), used in conducting a lottery under ch. [565](#), or used in conducting a race under ch. [562](#).
2. Any amusement device if it rewards the player exclusively with one or more nonredeemable free replays for achieving certain scores and does not change the ratio or record the number of the free replays so awarded.
3. An amusement device involving skill, if it rewards the player exclusively with merchandise contained within the amusement device proper and limited to prizes, toys and novelties, each having a wholesale value which is not more than 7 times the cost



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charged to play the amusement device once or \$5, whichever is less. In this subdivision, "skill" means, within an opportunity provided for all players fairly to obtain prizes or rewards of merchandise, a player's precision, dexterity or ability to use his or her knowledge which enables him or her to obtain more frequent rewards or prizes than does another less precise, dextrous or knowledgeable player.

Wis. Stat. **§945.02** states "Whoever does any of the following is guilty of a Class B misdemeanor:

- (1) Makes a bet; or*
- (2) Enters or remains in a gambling place with intent to make a bet, to participate in a lottery, or to play a gambling machine; or*
- (3) Conducts a lottery, or with intent to conduct a lottery, possesses facilities to do so.*

Wis. Stat. **§945.03** states:

(1m) Whoever intentionally does any of the following is engaged in commercial gambling and, except as provided in sub. [\(2m\)](#), is guilty of a Class I felony:

- (a) Participates in the earnings of or for gain operates or permits the operation of a gambling place; or*
- (b) For gain, receives, records or forwards a bet or offer to bet or, with intent to receive, record or forward a bet or offer to bet, possesses facilities to do so; or*
- (c) For gain, becomes a custodian of anything of value bet or offered to be bet; or*
- (d) Conducts a lottery where both the consideration and the prize are money, or with intent to conduct such a lottery, possesses facilities to do so; or*
- (e) Sets up for use for the purpose of gambling or collects the proceeds of any gambling machine; or*
- (f) For gain, maintains in this state any record, paraphernalia, tickets, certificates, bills, slip, token, paper, writing or other device used, or to be used, or adapted, devised or designed for use in gambling; or*



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(g) For gain, uses a wire communication facility for the transmission or receipt of information assisting in the placing of a bet or offer to bet on any sporting event or contest, or for the transmission of a wire communication which entitles the recipient to receive money or credit as a result of a bet or offer to bet.

(2m) If the violation of sub. [\(1m\)](#) involves the possession, operation, setup, collection of proceeds, participation in earnings or maintenance of, or involves acting as the custodian of anything of value bet or offered to be bet on, not more than 5 video gambling machines on premises for which a Class “B” or “Class B” license or permit has been issued under ch. [125](#), the person may be penalized as follows:

(a) If the violation involves one video gambling machine, the person may be required to forfeit not more than \$500.

(b) If the violation involves 2 video gambling machines, the person may be required to forfeit not more than \$1,000.

(c) If the violation involves 3 video gambling machines, the person may be required to forfeit not more than \$1,500.

(d) If the violation involves 4 video gambling machines, the person may be required to forfeit not more than \$2,000.

(e) If the violation involves 5 video gambling machines, the person may be required to forfeit not more than \$2,500.

Wis. Stat. **§945.04** states

(1m) Except as provided in sub. [\(2m\)](#), whoever intentionally does any of the following is guilty of a Class A misdemeanor:

(a) Permits any real estate owned or occupied by him or her or under his or her control to be used as a gambling place; or

(b) Permits a gambling machine to be set up for use for the purpose of gambling in a place under his or her control.



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(2m) *If the violation of sub. [\(1m\)](#) involves the setup or use of not more than 5 video gambling machines on premises for which a Class “B” or “Class B” license or permit has been issued under ch. [125](#), the person may be penalized as follows:*

(a) *If the violation involves one video gambling machine, the person may be required to forfeit not more than \$500.*

(b) *If the violation involves 2 video gambling machines, the person may be required to forfeit not more than \$1,000.*

(c) *If the violation involves 3 video gambling machines, the person may be required to forfeit not more than \$1,500.*

(d) *If the violation involves 4 video gambling machines, the person may be required to forfeit not more than \$2,000.*

(e) *If the violation involves 5 video gambling machines, the person may be required to forfeit not more than \$2,500.*

The amusement device application submitted by Mad Elephant listed the Brand/Name & Type of Devices as “Big Daddy Games Skill Plus” and indicated they would have two total devices.

On 09/27/25 I explored the Big Daddy Games website for an extended period of time looking at the three types of consoles Big Daddy Games uses, saving screenshots from the website for the “Skill Plus” games and reviewing user manuals for all three consoles. I saved the following screenshots from www.bigdaddygames.net:




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Image 1








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Big Daddy Games

The Ultimate in Function and Design

Home / Games / Skill Plus 1 & 2





Skill Plus 1 & 2

Fan favorite games in the SKILL + variety!

Skill + 1: Crown Jewels, Dinosaur, Reel Racing

Skill + 2: Zombie-U, Splat-O-Sphere, Super Bomber Penguins

Game Features:

- Nudge
- Reveal / BEST PLAY
- Tokens – ALWAYS A WIN!
- SKILL WHEEL

Available On:

- 28" Dual Upright Cabinet

Back to All Games



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Image 2



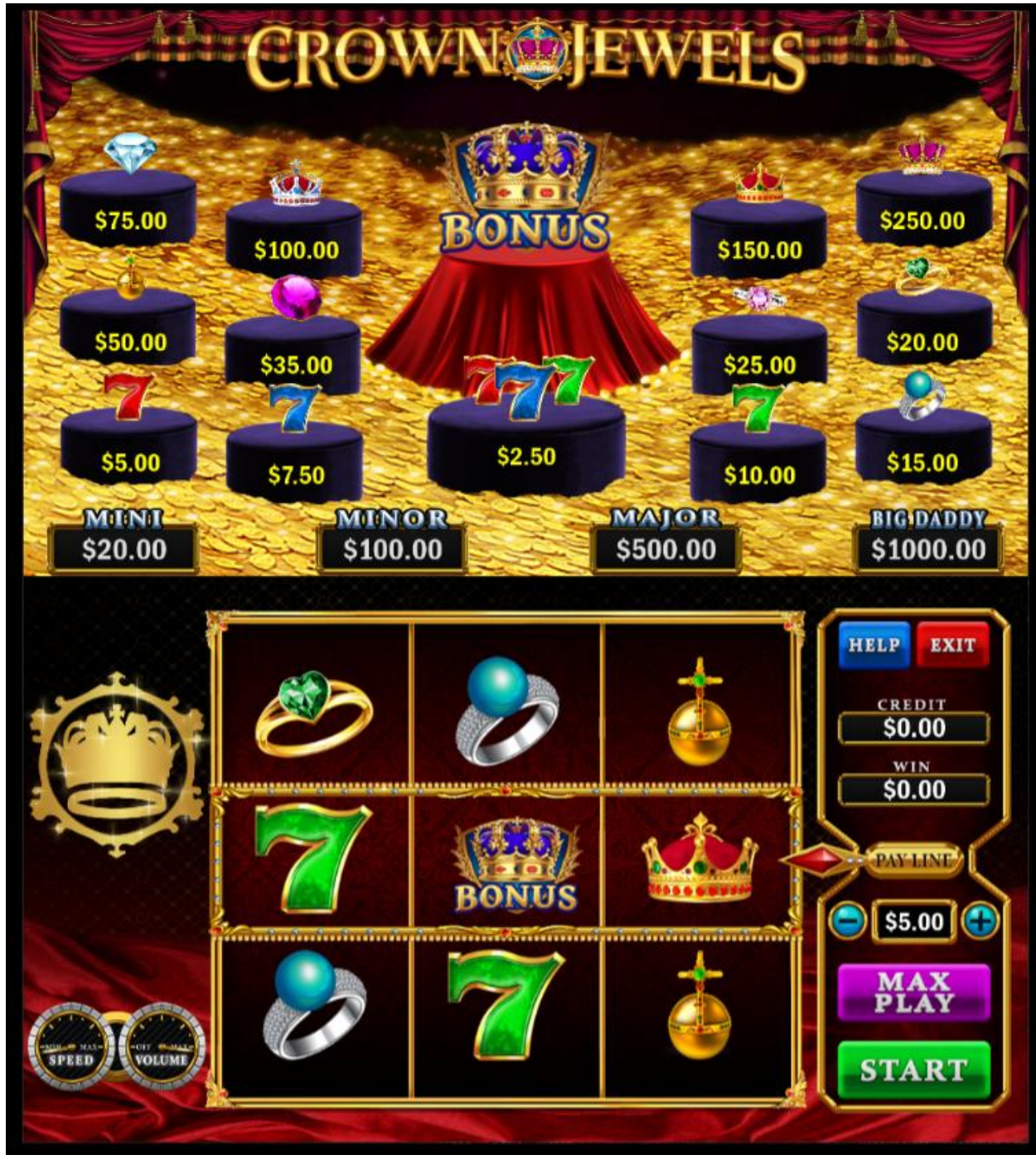


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Image 3



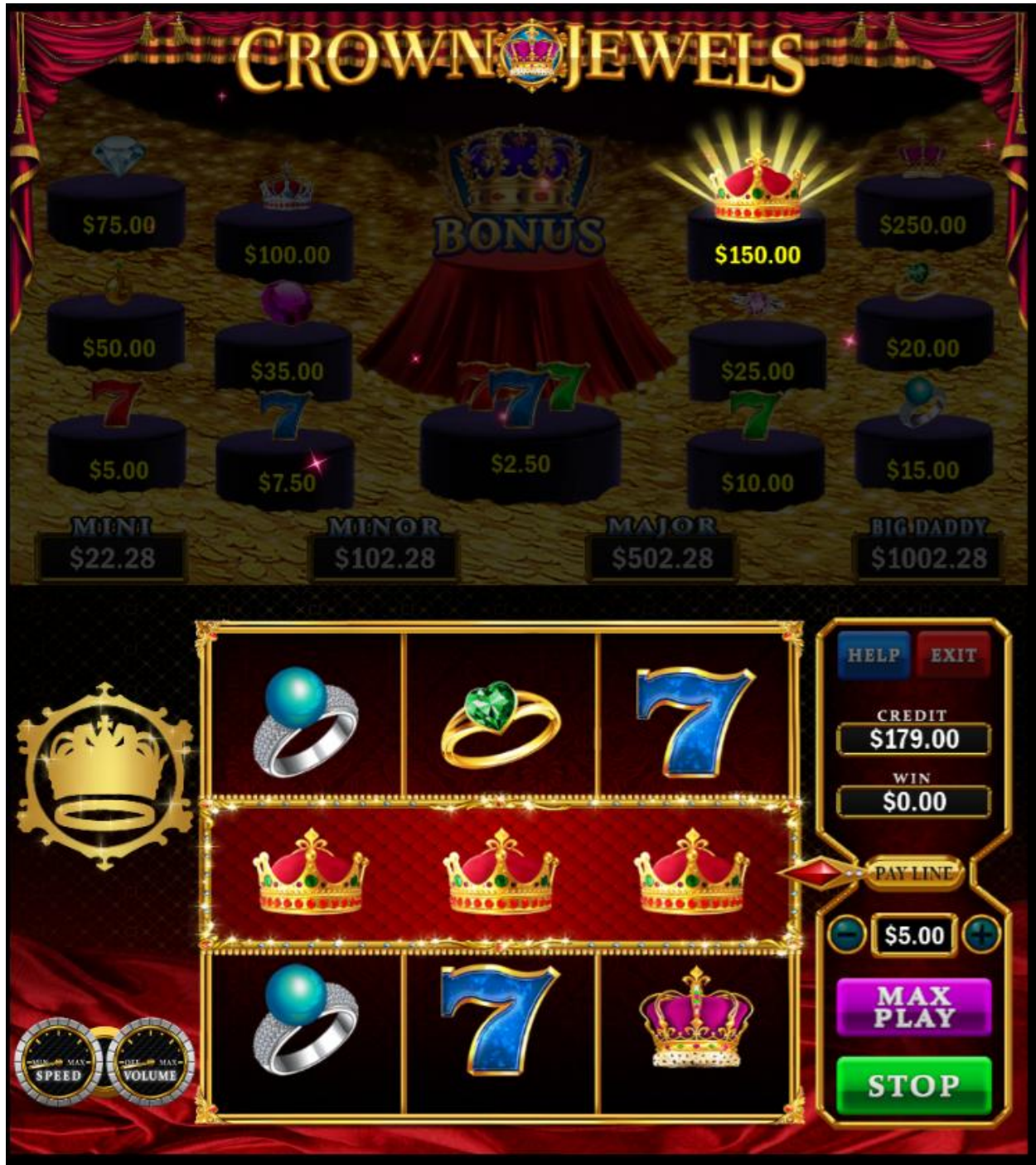


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Image 4





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Image 5





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Image 6





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Image 7





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Image 8





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Image 9



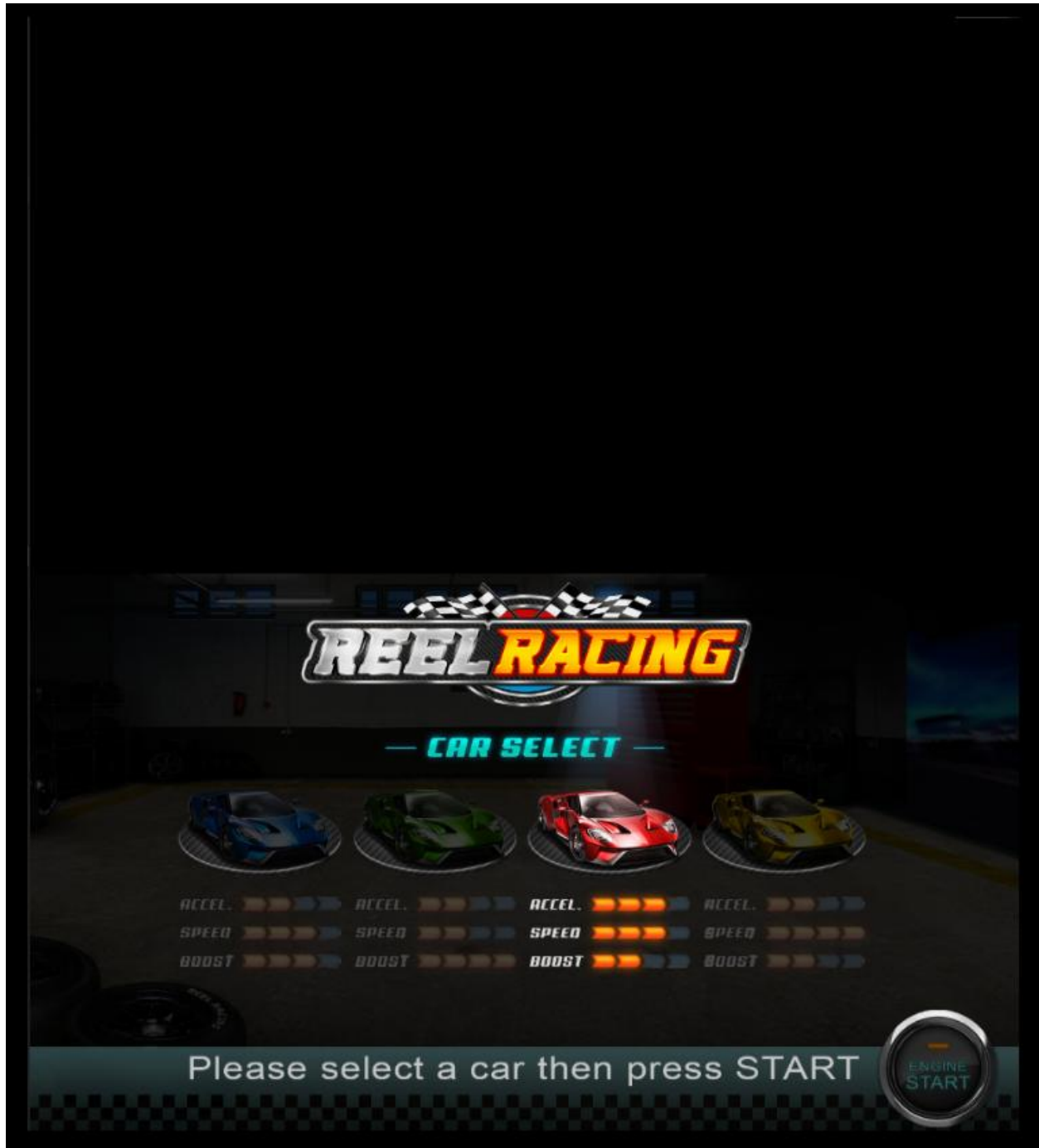


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Image 10





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Image 11





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Image 12





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Image 13





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Image 14





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Image 15



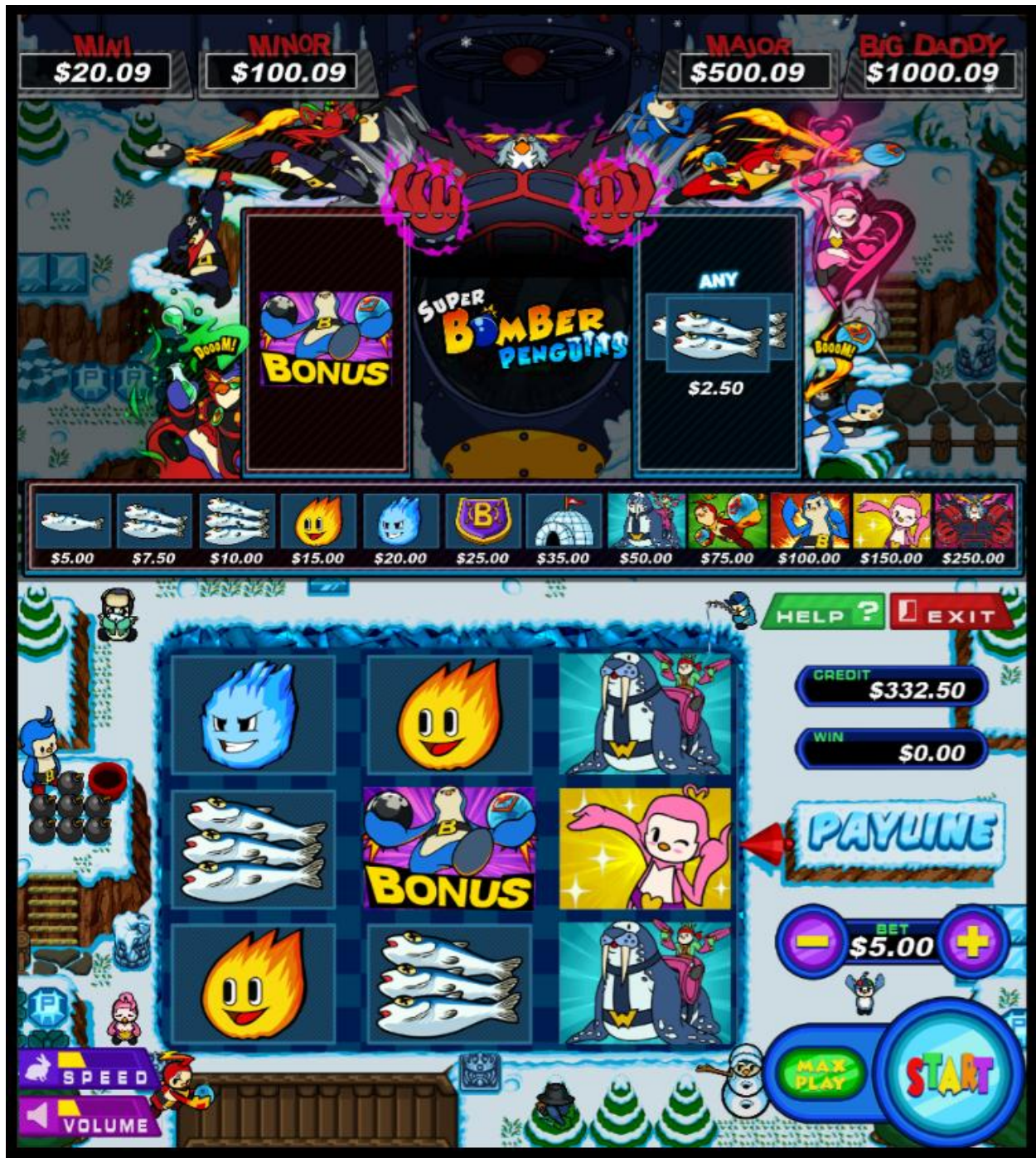


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Image 16



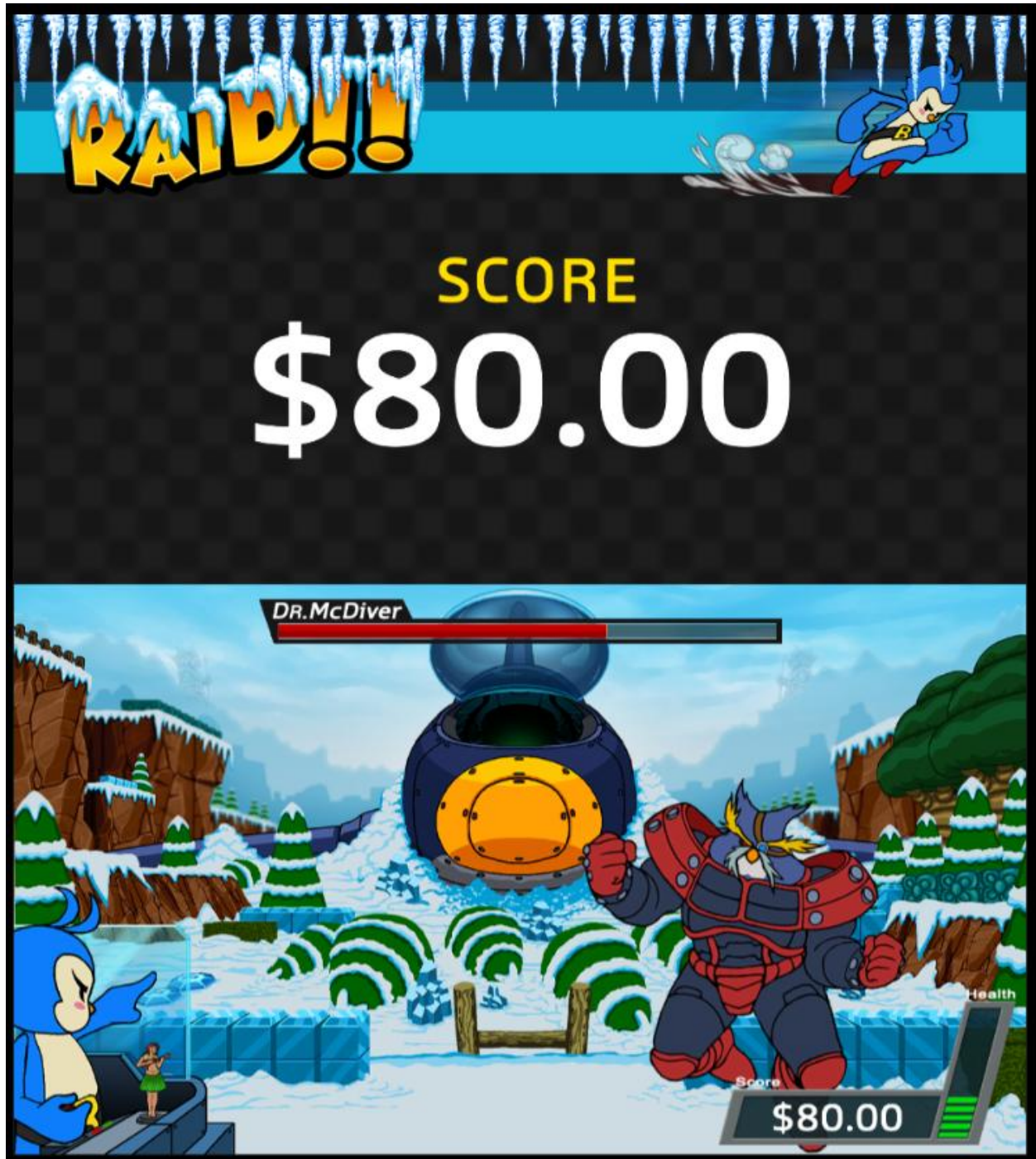


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Image 17



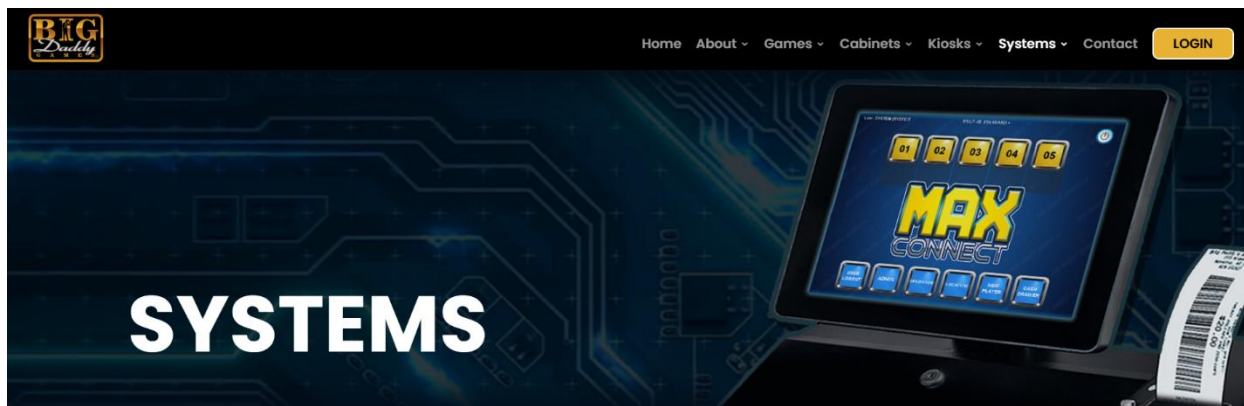


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Systems image 1



Supercharge your gaming experience with Big Daddy Games! Tailor games to maximize profits and player satisfaction. Promote and grow game play. Centralize money transactions. Control prize ticket printing. The possibilities are endless!

All Big Daddy Games systems come with step-by-step setup guides and excellent [tech support](#). Your Games...Our Business!

Systems image 2




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Big Daddy Games

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Home / Systems / Max Connect POS



Max Connect POS





POS System with full ticket history, game accounting reporting and remote dashboards included. See [link](#) to review the massive features of the Max Connect System!

CREDIT TRANSFER Option:

The Max Connect External POS is installed behind a counter is set to received credit pulses from an external Bill Validator, often housed in a BV "Box" (not included with the Max Connect System). The Attendant inserts Bills into the external BV, set in pulse mode, and credits of bill(s) inserted an accumulated and displayed as ESCROW \$XXXX.

Attendant then selects the on-screen game number for transfer of credits to be sent and confirms CREDIT. Credits pulses are then sent to that game's iConnect board, which are in turn credited on that game. Player plays game.

GAME TICKET Options:






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Systems image 3



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that game's iConnect board, which are in turn credited on that game. Player plays game.

GAME TICKET Options:

Pyramid Printer Ticket Print Redeem: System uses the Pyramid Phoenix Thermal Printer to print tickets at each game. The Pyramid Encryption Key fit in a kiosk validates tickets for redemption.

Max Connect Credit Transfer: The player continues play, and when finished presses the TICKET button on the game. Credits from that game are returned to the Max Connect POS unit, where Attendant offers the option to TRANSFER credits to another game, OR have the Attendant print a VOUCHER for Redemption at the POS or enabled TRT (Ticket Redemption Terminal).


Dimensions (L x W x H)
16 in x 10 in x 17.5 in

Supported Kiosks

- Gemini-D
- Universal Kiosk 1
- Universal Kiosk 2

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Systems image 4



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Supported Kiosks

**Gemini-D
Redemption Kiosk**
[Learn More](#)

**Universal Kiosk 1
Redemption Kiosk &
ATM**
[Learn More](#)

**Universal Kiosk 2
Redemption Kiosk &
ATM**
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Ready for the BEST Game Play Experience?

We create exciting software that has the right combination of "look and feel" and "play and win," which creates and maintains market domination with throngs of excited players asking for Big Daddy Games!

[Get Started](#)



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Systems image 5



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[Home](#) / [Systems](#) / [Global Progressive System](#)



- GLOBAL LINKED PROGRESSIVE**
- LINK YOUR BIG DADDY GAMES**
- ADD'S GRAND DADDY JACKPOT**
Display MINS, MINORS, MAJORS, BIG DADDY JACKPOTS for each linked game
- SETTABLE TICK-UP RATE**
FROM CASH-OUT PLAY TO 2.5%
- RANDOM PRIZES AWARDED**
Customize for Free Drinks & Merchandise
- FREE DRINKS**
- CUSTOMIZABLE AD BANNER**
Customize to fit your location and message
- ADVERTISING MESSAGE**
Display your messages on scrolling ad banner
- SETTABLE GRAND DADDY LEVELS & AMOUNTS**
Starting \$250, Max \$15,000
- ADD EXCITEMENT!**
- REWARD YOUR PLAYERS**

Global Progressive System

Elevate and infuse excitement into any location with a Big Daddy Progressive Server.

- Connect all your Big Daddy Games together to share growing the progressive prize pool.
- Maximize your earning potential with players competing to WIN the GRANDDADDY of them all!
- Randomly awarded prizes and fully adjustable play contribution percentages – customize to suit any location.
- The eye-catching display and location-specific prizes further enhance the fun!

[Back to All Systems](#)



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Systems image 6



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Home / Systems / Max Connect POS

MAX POS SYSTEM^Q
CONNECT CONTROLLER
ADVANCED PERFORMANCE / MAX CONNECTIVITY

- FULL TICKET HISTORY**
 - Date, Time, Game #, Amount
 - Paid / Unpaid
 - Reprint Option
 - One-Time Use Bar Code
- FULL ACCOUNT REPORTING**
 - IN / OUT / NET/ Split Operator and %
 - Each Game, Total for Collection
 - COLLECT LOCATION IN SECONDS!**
- CASSETTE SETTINGS**
 - Any Denom \$1 - \$100
 - Program ATM or Dispense
 - On-Screen Accounting
- REMOTE DASHBOARD**
 - On-Line Game Status
 - Set Users and Pins
 - Cassette Reports
- EMAIL SERVICES**
 - Collection Reports
 - Off-Line Alerts
 - Cash Out Alerts

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Gemini-D Kiosk



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Gemini-D Kiosk

Ticket Redemption Terminal (TRT)

Manufacturer: Genmega

TRT: Yes

Number of Cassettes: 3 or 4

ATM Capability: No

Pyramid Sentry Compatible: Yes


Max Connect Box Compatible: Yes

Max Connect Built-In Compatible: Yes

Redeem Pull Tab Feature: Yes

Dimensions (L x W x H)
15.75 in. x 25.25 in. x 65.5 in.



Universal Kiosk 1



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Big Daddy Games
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Universal Kiosk 1

Ticket Redemption Terminal (TRT) & ATM Kiosk

Manufacturer: Genmega

TRT: Yes

Number of Cassettes: 3

ATM Capability: Yes

Pyramid Sentry Compatible: Yes

Max Connect Box Compatible: Yes

Max Connect Built-In Compatible: Yes

Redeem Pull Tab Feature: Yes

Dimensions (L x W x H)
17.5 in. x 23.25 in. x 64.75 in.




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Universal Kiosk 2





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Universal Kiosk 2

Ticket Redemption Terminal (TRT) & ATM Kiosk

Manufacturer: Genmega
TRT: Yes
Number of Cassettes: 4
ATM Capability: Yes
Pyramid Sentry Compatible: Yes
Max Connect Box Compatible: Yes
Max Connect Built-In Compatible: Yes
Redeem Pull Tab Feature: Yes

Dimensions (L x W x H)
26 in. x 19.5 in. x 72.5 in.

Website image 1



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ABOUT US


Big Daddy Games

Setting the Standard

Big Daddy Games is setting the standard in the video game industry. Our games are detail-oriented and performance-driven. Our onsite technical and support staff provides the ability to offer a quality and operator friendly video game solution for your business.

[EXPLORE GAMES](#)

[EXPLORE CABINETS](#)



LEGEND HAS IT...

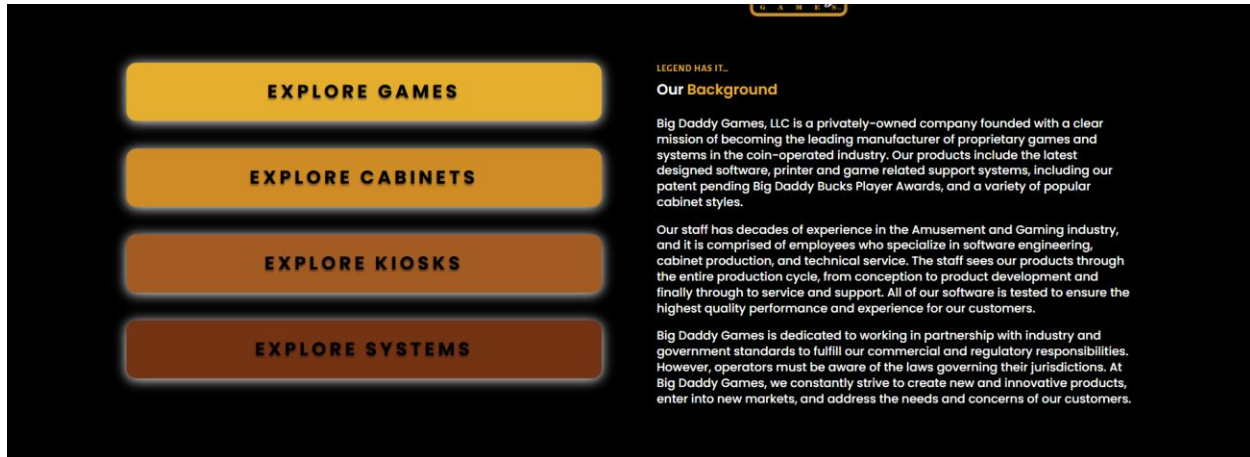
Our Background

Big Daddy Games, LLC is a privately-owned company founded with a clear mission of becoming the leading manufacturer of proprietary games and systems in the coin-operated industry. Our products include the latest designed software, printer and game related support systems, including our patent pending Big Daddy Bucks Player Awards, and a variety of popular cabinet styles.



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Website image 2



Many of these images from gameplay on the Skills Plus games show dollar signs, credits in the form of dollar signs, the word “win” with a dollar amount beneath it, varying jackpots labeled in dollar amounts titled “mini”, “minor”, “major”, and “big daddy”. Some of the images depict a traditional slot machine-style of play (images 3, 4, 5, 7, 9, 12, 14, and 16). Slot machine-style games have outcomes that are based purely on chance, thus qualifying them as a gambling machine per Wisconsin statute.

The picture labeled “Systems image 1” is a picture from the website depicting the computer system that runs these games. The site states **“Tailor games to maximize profits and player satisfaction. Promote and grow game play. Centralize money transactions. Control prize ticket printing. The possibilities are endless!”** The image labeled “Systems image 2” talks about the attendant inserting bills into the “external BV” which stands for Bill Validator. “Systems image 3” shows the player will hit the “Ticket” button once done playing and the attendant can either transfer credits to another game or print a voucher for redemption for the player. This language alone makes it clear that the operating system that runs Big Daddy Games machines involves the insertion of currency into the games in order to play them and the player can redeem their winnings in the form of a voucher. It appears this language makes these machines fit the Wisconsin statutory definition of gambling machines.

The user manuals for all three kiosks are being sent to the Appleton City Clerk’s Office along with this memo. Of note, all three manuals indicate the kiosks have a “cash dispensing unit”.

My assessment of the games listed on this application is based on information currently available to me. If new information is obtained that shows the devices listed on the application



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are not illegal gambling machines, then the Appleton Police Department's recommendation to deny may change. I am hoping to review some of these machines in person with the manufacturer to gain further understanding of them.

Based on the collective information obtained from Big Daddy Games' website, user manuals and review of applicable Wisconsin statutes pertaining to gambling machines, I believe the "Skills Plus" devices that the Mad Elephant wishes to install in their business qualify as illegal gambling machines. Therefore, the Appleton Police Department recommends denial of the Mechanical Amusement Device Application.

Respectfully submitted,

Lt. Ben Goodin

Appleton Police Department