



CASINO INDUSTRY ECONOMIC CONTRIBUTIONS (Since 1994)

- More than \$3.8 billion for educational programs (elementary, secondary and early childhood)
- \$155 million for veterans programs

FY 2010 SUMMARY

- \$342 million in 2010 wages and tip income
- 11,071 employees - 48 percent female, 37 percent minority
- \$1.7 billion in adjusted gross receipts
- \$384 million to the state in taxes and admission fees
- \$91 million to the host communities in taxes and admission fees
- \$30 million to early childhood programs

Casinos - Missouri's Highest Taxed Industry

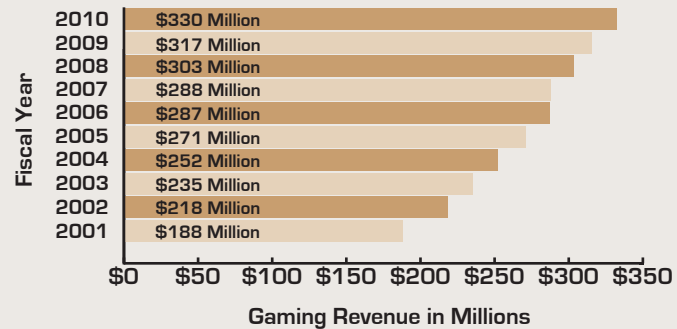
Missouri casinos operate in one of the highest-taxed casino jurisdictions in the country, paying an **effective tax rate of 31% off the top, in addition to other business taxes.** That effective rate includes a 21% gaming tax, admission fees paid by casinos for patrons visiting their properties, and other reimbursements to the state.

Missouri casinos contribute more revenue to the state than all of the approximately 60,000 corporations operating in Missouri. Casino taxes rank as the fifth largest source of revenue to the state.



FINANCIALS

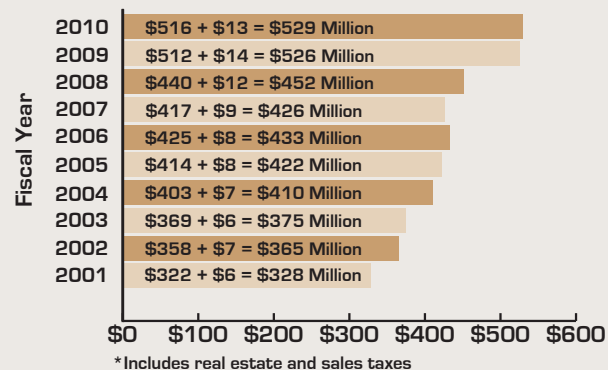
Gaming Revenue for the School Foundation Formula



Industry Results

Year	Adjusted Gross Revenues by Calendar Year	Admissions by Calendar Year
2010	\$1.79 billion	55 million
2009	\$1.70 billion	53 million
2008	\$1.68 billion	52 million
2007	\$1.59 billion	49 million
2006	\$1.59 billion	53 million
2005	\$1.53 billion	54 million
2004	\$1.47 billion	54 million
2003	\$1.33 billion	51 million
2002	\$1.28 billion	51 million
2001	\$1.14 billion	47 million

Total Taxes and Fees Plus Reimbursements*



The Missouri Gaming Association is the professional organization representing the Missouri casino industry.

www.missouricasinos.org

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- TREASURER**
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Gaming Revenues Benefit Missouri

- School Foundation Formula \$340,000,000
- Host Cities \$91,000,000
- Early Childhood Development \$30,200,000
- MGC Expenses* \$13,000,000
- Veterans Commission Capital Improvement \$6,000,000
- Missouri College Guarantee Trust Fund \$5,000,000
- Missouri National Guard Trust Fund \$4,000,000
- Compulsive Gamblers Fund \$450,000

*Direct Reimbursements to cover Missouri Gaming Commission expenses not covered by casino licensing fees and admission fees.

YEAR OF TRANSITIONS FOR MISSOURI GAMING INDUSTRY

Proposed Isle of Capri Cape Girardeau



2010 was a year of transitions for the Missouri gaming industry.

Although the recession impacted gaming revenues, the repeal of the loss limit helped level the playing field with other states. The combined result for 2010 was modest growth in gaming revenue and taxes, and Missouri casinos paid \$490 million in gaming taxes to our schools, the state and local communities last year.

Pinnacle's exciting new River City Casino in South St. Louis County opened in March, 2010, generating more than 1,000 permanent new jobs and drawing new casino visitors to the St. Louis area. Overall gaming revenue for the St. Louis region increased by more than six percent in 2010.

In July, President Casino closed, making one of the state's 13

licenses available for a new casino. After a lengthy review process, the Missouri Gaming Commission selected Isle of Capri's proposed \$125 million Cape Girardeau project for priority investigation to receive a casino license.

Finally, the Missouri Gaming Commission appointed Roger Stottlemire as its new executive director. Stottlemire was the Missouri Gaming Commission Director of Enforcement

for the past four years and is a former superintendent of the Missouri State Highway Patrol.

"The Missouri casino industry is maturing in a sustainable way," said Missouri Gaming Association Executive Director Mike Winter. "We're proud to provide 11,000+ jobs, hundreds of millions a year in tax dollars, and great entertainment options close to home, right here in Missouri."

Casinos Make a Difference Through Charitable Giving

Missouri casinos donated more than \$2 million to local charitable organizations in 2010, supporting groups that help those in need when times are tough. Despite the lingering economic downturn, Missouri casinos contributed a record \$2,114,958 to charitable

organizations, a 16.5 percent increase over 2009 contributions.

"Missouri casinos are always willing to help organizations in their communities," said Mike Winter, executive director of the Missouri Gaming Association. "Without exception, they are

very generous and reliable members of the community."

Each of the casinos supports a long list of nonprofit organizations with funds and volunteer hours. They donate cash, provide food and supplies,

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Charitable Giving Continued from Page 1

sponsor programs, serve on boards of directors, and volunteer at events around the state. These are just a few examples:

Mothers Against Drunk Driving is one of 150 organizations that **Harrah's St. Louis** supports. Harrah's sponsors the MADD "Heroes for Heroes" banquet to recognize volunteers, police officers, companies and other community organizations that help in MADD's mission to stop drunk driving, support victims and prevent underage drinking.

"Thanks to Harrah's, we can continue our work to keep our communities safe and support local law enforcement officials on the front lines of eliminating drunk driving," said Meghan Carter, Executive Director of the MADD Gateway Affiliate.

"Hearts & Hands" Charity Golf Classic and raised more than \$50,000 for the charity, which provides free dental services to low-income children.

More than 1,700 team members, family and friends from **Pinnacle Entertainment's Lumière Place** and **River City Casino** raised \$51,487 to fight breast cancer through the **Susan G. Komen Race for the Cure**. Pinnacle provided an additional \$10,000 corporate match and \$35,000 in sponsorships.

Harrah's Kansas City provided a \$15,900 in-kind donation and \$5,000 cash to support the **Leukemia & Lymphoma Society's Man & Woman of the Year** event at their property. Other big 2010 charitable events that Harrah's Kansas City hosted include the Big Slick Celebrity Charity Poker Tournament to benefit **Children's Mercy Hospital** and **Cars 4 Christmas**, which provided 20 cars for families in need.

Terrible's Casino supports many organizations including the **Arthritis Foundation**, **Hannibal Regional Hospital**, the **Alzheimer's Association**, the **Bikers for Babies/March of Dimes** ride and **Camp Callahan**.

Isle of Capri Casinos honors the legacy of its founder Bernie Goldstein by supporting such charitable events as the **American Cancer Society's Relay for Life** in St. Louis and Boonville, **Habitat for Humanity** in St. Louis, the **Don Boscoe Center** in Kansas City and the **Humane Society** in Caruthersville. Isle donated \$10,000 last year to the **American Red Cross** in Cape Girardeau to assist fire victims in Caruthersville. Internally, Isle's

Sunshine Fund assists employees in time of crisis or unexpected hardship.

In addition to funding numerous Kansas City organizations and donating more than 12,000 pounds of food, **Ameristar** volunteered more than 1,400 hours last year. For example, Ameristar team members scrubbed and polished wheelchairs for 43 clients of **The Rehabilitation Institute** during the Wheelchair Round-Up.

"This was a big deal, since they find it difficult to clean their own wheelchairs," said Dana Chatlin of The Rehabilitation Institute. "One man was preparing for a job interview with a new haircut and clothes, and the clean wheelchair was the final touch."

Ameristar Kansas City also joined the fight against breast cancer as the presenting sponsor of the **Susan G. Komen Race for the Cure**. Team members participated in the run and helped distribute T-shirts and water.

The Ameristar Cares committee of **Ameristar Casino St. Charles** presented \$236,000 to the **V.A. Medical Center's Spinal Cord Injury Service** – the largest donation the organization ever received and possibly the largest donation to any V.A. spinal cord injury facility nationwide. The money will be used to purchase state-of-the-art rehabilitation equipment and expand rehab services for veterans from the greater St. Louis area and eight neighboring states. The V.A. is Ameristar St. Charles' spinal cord injury partner in the Cares workplace giving campaign. Ameristar raised the funds through team member pledges, a company match and a match from the Craig H. Neilsen Foundation.

"PROJECT 21" PROVIDES SCHOLARSHIPS, EDUCATES YOUTH

High school students across Missouri are finding creative new ways to educate their peers about the dangers of underage gambling through essays, posters and video entries in the Missouri Gaming Association's Project 21 Scholarship competition.

Conner White of Jefferson City won a \$1,500 scholarship last year for his four-minute video "In the Click of a Mouse" which tells the story of "Joe," a fictional teenager who lost family, friends and grades through underage gambling. The video was shown in Helias High School psychology classes to educate other students.

"I learned that underage gambling can be a gateway to other problems," said White. "Statistics show that a teenager who gambles is more likely to do drugs or steal to support his habit." White received a

\$1,500 scholarship toward tuition at Central Methodist University, where he majors in history with a second major in education. He hopes to someday return to his high school to teach and coach football.

Sierra Simmons, a senior at Washington High School, won a \$1,000 scholarship for her poster "Don't Gamble with your future" which depicted a pair of dice thrown across a table of possible losses – college, friends, car, career.

"I learned that underage gambling can be a gateway to other problems." Conner White

"Your brain doesn't fully mature until you're 21, so you can't make secure decisions," said Simmons. "I read about young people who lost everything because they thought they were making good



Winning poster by Sierra Simmons

decisions, but they weren't." Simmons received a \$1,000 scholarship towards tuition at East Central College in Union, Missouri.

Other 2010 Project 21 scholarship winners included Tanner Dicus of California, MO; Deborah Huebert of Boonville, Sheila Haskins of Marshfield, Carly Houts of Windsor and Nicholas Brueggeman of O' Fallon.

Submissions for the 2011 scholarship are due March 4. Applications are available at www.missouricasinos.org. Essays, posters or videos must be published or displayed in the school for at least a week between January 1 and February 28.



[above] - Ameristar St. Charles - V.A.

[right] - Harrah's St. Louis - MADD



Argosy Casino Hotel & Spa in Kansas City holds an annual charity golf tournament to benefit the **Miles for Smiles, Inc.** portable dental program. Last year, a record 40 teams played in the

Mayors Report Positive Assets of Casinos

Mayors from four towns with casinos endorsed the benefits of gaming in their communities at a forum organized last fall by Cape Girardeau Mayor Harry Rediger.

The mayors praised their local casinos as "an asset," "awesome" and "the savior of our community" for the economic, job and charitable benefits they bring, according to the *Southeast Missourian*.

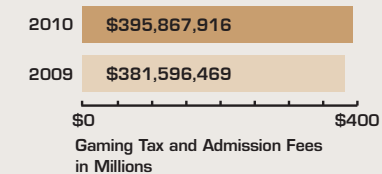
"I don't know what we'd do without these 500 jobs," said Boonville Mayor Julie Thatcher. "Isle of Capri employees buy groceries and gas, and spend their money in town."

When asked if crime had increased, all four mayors reported it had not. In some areas, the crime rate had dropped by as much as 40 percent because of increased casino security presence. Others said the highest number of calls to police from the casino was from people who had locked their keys in their cars.

Mayors said they use gaming revenues for community improvement projects such as new government buildings, police and fire equipment, roads, sewer and water projects, parks and downtown redevelopment.

Missouri Casino Taxes

Gaming Tax and Admission Fees Paid to the State



Gaming Tax and Admission Fees Paid to Local Host Communities

