



MISSOURI GAMING  
ASSOCIATION

STATE OF THE INDUSTRY  
2017

## Missouri Gaming Ranks High

According to the Missouri Gaming Commission (MGC), Missouri ranks 9th in the country in total state gaming tax revenue and 8th in consumer spending on commercial casino gaming. The St. Louis/Illinois region is the 8th largest casino market in the U.S. and the Kansas City region is the 12th largest (based on 2016 AGR).

## Economic Impact Since 1994

- \$6.6 billion for educational programs (elementary, secondary and early childhood)
- \$3.2 billion in capital investments in Missouri
- \$33.1 million to all causes supported by admission fees including \$24.0 million for veterans programs

## Casinos – Missouri's Highest Taxed Industry

Missouri is one of the highest-taxed casino jurisdictions in the country, paying a *net effective tax rate of 26% off the top, in addition to other business taxes*. That effective rate includes a 21% gaming tax (90% goes to the state, 10% to home dock communities), \$2 per patron admission fee paid by casinos (split by the state and the communities), plus reimbursements to the state.

Casino tax revenue is one of Missouri's top sources of tax revenue. Missouri's 13 casinos contribute more to the state in *gaming tax revenue alone* than the corporate income tax paid by all Missouri businesses combined. Casinos also generate many millions more in annual corporate income, property and sales taxes.

## ECONOMIC IMPACT FY 2017



**\$524.3 million**  
Total taxes & fees\* plus  
reimbursements to MGC  
\* Includes real estate & sales tax



**\$325 million**  
Gaming tax revenue for the  
School Foundation Formula



**\$329 million**  
Wages and tip income

**9,413  
employees**



**48%**  
Female



**42%**  
Minority



**\$361 million**  
To the state in taxes  
and admission fees



**\$81.8 million**  
To the host communities in taxes  
and admission fees



**\$1.7 billion**  
Adjusted Gross Revenue



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

[www.missouricasinos.org](http://www.missouricasinos.org)



## CASINO CAPITAL INVESTMENTS

**Lumière Place Casino & Hotels – St. Louis** Lumière Place celebrated its 10th year in downtown St. Louis in 2017, adding a new high-limit table room, a dedicated poker room and a burger bar named after St. Louis baseball legend Ozzie Smith. Lumière Place also began construction on a 10,000-square-foot premiere Morton's The Steakhouse, set to open in early 2018.

In November, the casino opened a new state-of-the-art poker room with 10 dedicated poker tables. Just a month later, a few days before New Year's Eve, they cut the ribbon on a newly redesigned private high-limit table games room featuring six Blackjack tables, Craps, Roulette and Baccarat.



Lumière Place also partnered with St. Louis Cardinals baseball legend Ozzie Smith last fall to bring his Ozzie's Burger Bar to the casino, featuring signature burgers, sides and milkshakes. The Baseball Hall of Fame member has supported many St. Louis charities.

**Mark Twain Casino** Capital improvements at Mark Twain Casino included an \$850,000 HVAC system and a \$280,000 new roof.

## GAMING REVENUE BENEFITS MISSOURI \$476 million FY 2017



**\$325 million** School Foundation Formula



**\$81.7 million** Host Cities



**\$23.9 million** Veterans Commission Trust Fund



**\$17.2 million** MGC Expenses\*



**\$5 million** Access Missouri Financial Assistance Program



**\$4 million** Missouri National Guard Trust Fund



**\$100,000** Compulsive Gamblers Fund

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

## 2018 OFFICERS

PRESIDENT  
Chris Plant, River City Casino

VICE PRESIDENT  
Ward Shaw, Ameristar St. Charles

SECRETARY  
Brian Marsh, Lumière Place

TREASURER  
Ken Ostempowski, Isle of Capri Boonville

# CASINOS SUPPORT LOCAL COMMUNITIES

Missouri casinos contributed \$1,115,768 million in cash and in-kind donations to charitable organizations in 2017, and casino employees volunteered thousands of hours to help community organizations.

## Ameristar Casino Resort Spa St. Charles

Ameristar St. Charles team members donated more than 1,500 service hours in 2017. They cleaned up the Missouri River in St. Charles through **Missouri River Relief**, which removed **4.85 tons of waste from the banks of the river** including scrap metal and tires. They also sorted food donations at a local food pantry and served a Thanksgiving meal to veterans and their families at **Missouri Veterans Endeavor**. Ameristar also presented a workplace giving check for more than \$6,700 to the veterans group.



**Ameristar Casino Hotel Kansas City**  
For the 12th year, Ameristar Kansas City team members cooked and served a traditional Thanksgiving meal to 300 seniors at **Don Bosco Senior Center**. They provided

hamburgers and beer crafted in the Amerisports Brew Pub for the **Ronald McDonald Charities Pull-a-Plane** event at the Kansas City airport. For Wayside Waifs, a no-kill shelter that places 5,400 animals in forever homes each year, Ameristar donated animal bedding and sponsored the **Strutt with Your Mutt 5K** fundraiser.

## Argosy Casino Hotel & Spa

Argosy supported more than 100 charities, chambers of commerce and city organizations, donating \$25,000 to **Northland Health Care Access**, \$15,000 to **Synergy Services**, \$30,000 to **Working Families' Friend**, \$7,500 to **Riverside Fire/Police Athletic League**, \$51,730 to **Miles of Smiles** and \$19,000 to **Relay For Life KC North**. Argosy also participated in monthly dinners with the kids at Synergy Services, and sponsors the **Ability KC** Groundhog Run and the **Children's Center for the Visually Impaired** Trolley Run.

## Harrah's North Kansas City

Harrah's and the **Caesars Foundation** donated more than \$140,000 to 40 local organizations, including **Cars for Heroes**, which provides reliable vehicles to needy people,

and **Giving the Basics**, which provides personal care products for those in need. Harrah's employees donated 3,000 pounds of food, threw pies at company executives for **Breast Cancer Awareness Month** and grew beards for **Men's Health Awareness Month**. They volunteered through **HERO** (Harrah's Employees Reaching Out) at **Rose Brooks, Northland Meals on Wheels, Kansas City Community Kitchen** and organizations of their choice such as **Boy Scouts of America, Lead to Read KC** and **church groups**.



## Isle of Capri Casino Boonville

Isle of Capri's **Community Aces Fund** contributed more than \$75,000 to mid-Missouri nonprofits including \$15,000 to the **Columbia Center for Urban Agriculture** for a permanent structure at the **Columbia Farmers Market** and their annual **Harvest Hootenanny**. Employees donated through Jeans Day, close parking and payroll deductions.

## Isle of Capri Casino Cape Girardeau

Isle of Capri donated, prepared and served Christmas Day meals to nearly 400 people through **Student Santa**, an organization that provides holiday toys and food to families in Cape Girardeau.

## Isle of Capri Casino Kansas City

Isle of Capri donated \$35,000 to **reStart**, which helps homeless people "reStart" their lives with resources such as meals, shelter and permanent housing for youths, families, adults and veterans. Isle also donated \$10,000 to **JVS**, which provides support, personal development, employment and training services to refugees. Isle has employed dozens of JVS clients over the past years.

## Lady Luck Casino Caruthersville

Lady Luck Casino provided financial and in-kind donations and volunteer time to **MoDOT Adopt-A-Highway, Caruthersville Humane Society, Operation Healthy Delta,**



and the **Kenny Rogers Children's Center Telethon & 5K Race**. Lady Luck team members also are involved with many local civic organizations including **Rotary, Lions Club** and the **Caruthersville Arts Council**.

## Lumiere Place Casino & Hotels – St. Louis

Lumiere Place provided dinner to guests of the **American Cancer Society Hope Lodge St. Louis**, a center for cancer patients and caregivers traveling to St. Louis for treatment. They served lunch to the homeless and those at risk of becoming homeless at **St. Patrick Center**. At **St. Louis Area Foodbank**, Lumiere Place employees sorted food for distribution to needy families and helped at **Lydia's House** for abused women and their children. Lumiere Place also provided funds to the **St. Louis Zoological Park** and the **St. Louis Sports Commission**, and new laptops and bicycles to **Communities First STL**.



## Mark Twain Casino

Mark Twain Casino donated \$23,000 last year to local charitable organizations.

## River City Casino & Hotel

Since 2010, River City's team members and the casino have pledged \$231,000 to charities in the South St. Louis community. River City Casino donated \$25,000 to the **Lemay Child & Family Center** for their new outdoor learning center and donated to the Society for the Blind, the **Leukemia & Lymphoma Society** and **Ronald McDonald House**. River City team members pledged \$10,000 to assist fellow employees displaced by flooding in Baton Rouge. They collected food and coats, delivered Thanksgiving turkeys and hosted an annual Giving Tree Campaign for **Feed My People**. Employees helped residents with household projects through **Lemay Housing Partnership**, and prepared the **YMCA of St. Louis Carondelet** pool for the summer season.

# STUDENTS LEARN ABOUT GAMBLING'S AFFECT ON YOUTH

**Pierce Simmons** from Washington High School, was surprised to learn how seemingly innocent games can affect small children. "Children are very observant and impressionable," said Simmons. "Even simple games on cell phones can introduce them to a subtle dose of gambling, with the same emotional responses."



"Even simple games on cell phones can introduce children to a subtle dose of gambling."

— Pierce Simmons

Another high school senior, **Reese Peyton Wood** from Tipton High School in Clarksburg, was fascinated to learn how underage gambling can change the developing adolescent brain. "If teenagers start gambling with early wins, they can stunt the part of the brain that decides how much effort they're willing to put forth to achieve a goal. Their brains may develop to expect great rewards for little effort," she said.

Wood and Simmons each won a \$1,500 college scholarship from the Missouri Gaming Association in 2017 through Project 21, a scholarship program that educates young people about the issues and dangers of underage gambling. Each year, the Missouri Gaming Association awards \$7,000 to students whose essays, articles, posters and videos educate their peers about the illegality and dangers of underage gambling.

Winners of \$1,000 scholarships included **Muhammad Alasgarli** of Liberty High School in O'Fallon, **Jillian Hackney** of Carl Junction High School, **Alexis Liszewski** of St. Dominic High School in St. Paul, and **Mikayla Cowan**, who is home schooled in Higginsville.

For more information on the Project 21 Scholarship program, now in its 22nd year, visit [www.missouricasinos.org](http://www.missouricasinos.org).