



MISSOURI GAMING ASSOCIATION



ANNUAL REPORT 2022

STATE OF THE INDUSTRY

IMPACT OF MISSOURI CASINOS IN 2022



In **2022**, casinos contributed **\$389.7 million** in taxes and admission fees to the State of Missouri, and host cities across **Missouri** received **\$69.75 million** in gaming tax revenue.

Casinos – Missouri’s Highest Taxed Industry

Casino tax revenue is one of Missouri’s top sources of tax revenue. Casinos also generate many millions in annual corporate income, property and sales taxes.

Missouri is one of the highest-taxed casino jurisdictions in the country, paying a net effective tax rate of 24.2% 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.

Missouri Gaming Ranks High

According to the Missouri Gaming Commission (MGC), Missouri ranks 10th in the country in total state gaming tax revenue and 11th in consumer spending on commercial casino gaming. The St. Louis/Illinois region is the 9th largest casino market in the U.S. and the Kansas City region is the 12th largest (based on 2021 year AGR).

**For information about projects funded by gaming tax revenue from other Missouri casinos, view the Missouri Gaming Commission 2022 annual report at www.mgc.dps.mo.gov.

GAMING REVENUE BENEFITS MISSOURI

\$11.8 million
Veterans Commission
Trust Fund

\$16.65 million
MGC Expenses*

\$359.9 million
School Foundation
Formula

\$69.75 million
Host Cities

\$4 million
Missouri National Guard
Trust Fund

\$5 million
Access Missouri Financial
Assistance Program

\$509.6 million FY 2022

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

ECONOMIC IMPACT FY 2022



\$1.9 billion

Total Adjusted Gross Revenue

\$16.65 million
MGC Expenses*

\$69.75 million
Taxes and admission fees
to host communities

\$250.7 million
Wages and tip income

\$359.9 million
Gaming tax revenue for the
School Foundation Formula

\$509.6 million
Total taxes & fees* plus
reimbursements to
MGC of \$16.65 million.

\$389.7 million
Taxes and admission
fees to the state

* Includes real estate & sales tax

5,891 Employees



40.4% Minority



47.6% Female

**2023
OFFICERS**

CHAIR
Brian Marsh of Horseshoe St. Louis

VICE CHAIR
Keith Henson Ameristar Kansas City

SECRETARY
Luke Keller Mark Twain Casino

TREASURER
Lyle Randolph Century Casinos Cape Girardeau

CASINOS SUPPORT LOCAL COMMUNITIES



\$759,000

2022 Charitable Contributions



In 2022, Missouri casinos contributed **\$759,000** in cash and in-kind donations to charitable organizations, and casino employees volunteered thousands of hours to help community organizations.

Here are some highlights of the good work Missouri casinos did in their local communities.

Ameristar Casino Kansas City 2022 community partners included Wayside Waifs, Gilda's Club Kansas City, HappyBottoms, Children's Mercy Hospital, Bags of Fun Kansas City, Veterans Community Project, NourishKC, and Hillcrest Transitional Housing.

Boyd Gaming Corporation, Ameristar Kansas City team members and guests all showed a lot of love to the local community last year. Team members donated more than \$41,000 on top of Boyd Gaming Corporation's contribution to Ameristar KC charities. In addition, more than \$14,000 from our guests were collected in (Ticket-In, Ticket-Out (TITO) boxes.

Ameristar Kansas City also sponsored the **Children's Mercy Dream Big Fest** one-mile walk to fight against childhood cancer and provide answers, hope, and care to patients and their families.





Through nearly 1,300 hours of volunteer work and \$46,000 in cash and in-kind donations, **Isle of Capri Casino Hotel Boonville** helped several local charities, including **Special Olympics Missouri**, **Neighbors Helping Neighbors**, **Boys and Girls Club of Columbia**, **Cooper County LGBTQ+ Alliance**, and **Boonslick Senior Center**.

Hollywood Casino St. Louis contributed to many special events and community organizations in 2022, including **St. Louis Crisis Nursery**, **The Kaufman Fund**, **Jefferson Barracks POW-MIA Museum**, **Pattonville Fire Protection District**, and various animal shelters. Total donations exceeded \$92,000.



Bally's Kansas City supported numerous local organizations last year with donations exceeding \$20,000, including **Assistance League of Kansas City**, **Big Brothers Big Sisters**, **Operation Breakthrough**, **Toys for Tots**, **Veterans Community Project**, **The Honor Flight Network**, and **The Farmer's House**. Bally's also is proud to invest in local businesses as a sponsor and/or member of **Greater Kansas City Chamber of Commerce**, **Hispanic Chamber of Commerce of Greater Kansas City**, **Heartland Black Chamber of Commerce**, **Asian American Chamber of Commerce Kansas City**, and the **Mid-America LGBT Chamber of Commerce**.



Century Casino Cape Girardeau and team members volunteered to assist numerous community organizations through more than 1,200 hours, \$40,750 cash donations, and \$39,600 in-kind donations. Recipient organizations were **Southeast Missouri Food Bank**, **Safe House of Southeast Missouri**, **Cape Girardeau Veterans Home**, **SoutheastHealth**, **Alzheimer's Association**, **The National Stars and Stripes Museum/Library**, **Kenny Rogers Children's Center**, and many more.





Century Casino Caruthersville supported nearly 20 local charities last year, including numerous area fire and police departments, **Caruthersville Humane Society, Wreaths Across America, Pemiscot County Initiative Network, Mississippi County Rescue Squad, Three Rivers Endowment Trust, Caruthersville Area Arts Council, local nursing homes, and Adopt-A-Highway.**

Horseshoe St. Louis (formerly Lumière Place Casino & Hotels) donated more than \$47,000 as a property in 2022 to **Mathews-Dickey Boys and Girls Club and Family Forward through Caesars Foundation.** Volunteer hours, monetary or in-kind donations were provided to **St. Louis Area Food Bank, St. Patrick's Center, Communities First, GO! St. Louis Marathon, Susan Komen, Alzheimer's Association** and more.



Harrah's North Kansas City

Harrah's contributed more than \$162,000 and nearly 300 recorded team member volunteer hours to charities through volunteer and fundraising events. Team members donated more than \$37,000 of the total contribution through monthly Jeans Days. Another popular monthly event was working at the YMCA's mobile food pantry. Other supported charities included **Make-A-Wish, The Victory Project, Northland Career Center, Platte Senior Services Inc, Feed Northland Kids, Sleep in Heavenly Peace, Christian Okoye Foundation, and Fox4 Love Fund for Children.**

In 2022, **Argosy Casino Hotel & Spa** contributed approximately \$100,000 to support charitable organizations such as **Working Family Friends, Synergy Services, Northland Health Care Access, Riverside Fire/Police Athletic League (FPAL), Northland Regional Chamber of Commerce, Platte County Economic Development, Level Up Kids, and Riverside Chambers of Commerce.**





Mark Twain Casino employees volunteered many hours at Horizon's Soup Kitchen and Food Pantry, Lewis County Food Pantry and Quincy Area Chamber of Commerce community events. Employees also donated to Toys for Tots of Northeast Missouri.

River City Casino & Hotel donations totaled approximately \$55,000 raised through donation drives, volunteerism, and fundraising activities. Supported initiatives included **Angels Arms**, **JB Blast**, and **American Cancer Society**. On-property donation boxes collected more than \$16,000 for **Feed My People**, which provides food to 1,000 people in the area community each week.



**ECONOMIC IMPACT
SINCE 1994**

\$3.26 billion
Missouri Capital Investments

\$1.02 billion
To All Causes Supported By Admission

\$383.8 million
Veterans Programs

\$5.3 million
Compulsive Gamblers Program

CASINO CAPITAL INVESTMENTS



Missouri casinos were very busy in 2022 making impactful capital improvements to elevate the guest experience. Casinos added new restaurants and lounges, renovated key spaces, updated fixtures and finishes, added new slot machines, resurfaced parking areas, made infrastructure and equipment upgrades, updated security and technology equipment, and more. Below are just some of the projects.

Senate Bill 987 Allows Casinos to Move on Shore

Senate Bill 987 was signed in June, updating state casino regulations to give the Missouri Gaming Commission the discretion to allow floating gambling facilities to move on shore. With Missouri Gaming Commission's approval, **Century Casino Caruthersville** was able to move off of the river during the drought and relocate temporarily to the pavilion building. More than \$7 million in capital

improvements were invested in 2022 to relocate the casino, renovate the hotel, add new slot products and more.

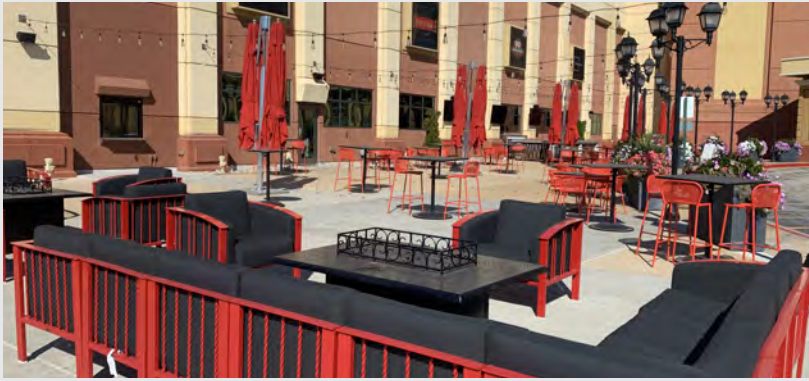
Century Casinos has committed \$52 million for a new casino and hotel to be located on the protected side of the flood wall. Construction began in November 2022 and is expected to complete in 2024.



Bally's Casino Kansas City's \$40 million renovation was under construction for all of 2022. When completed, the project will add a 40,000 sf commercial center, two restaurants, additional entrances and more surface parking. In addition, the new \$1 million Celebrity Casino & VIP Lounge was completed early 2022, offering a state-of-the-art VIP gaming experience. Guests can enjoy selections from Jerry Longo's Meatballs & Martinis, listen to live music and play on over 30 slot machines, a blackjack table, and a baccarat table.



Hollywood Casino St. Louis invested \$4.6 million in capital improvements last year, including adding a parking lot drainage system and carpet replacement.



To upgrade the experience for guests, **Ameristar Casino Kansas City** invested \$3.3 million to purchase new slot products. An additional \$6 million was spent on a range of capital improvement projects that included relocating the high-limit slot and table games rooms as well as upgrades to the Star Pavilion, Ameristar's 1,334-seat performance theatre.



Lumière Place Casino and Hotels celebrated their rebranding to **Horseshoe St. Louis** in May. Design renovations included new signage, updated carpeting and lighting, and new slot options. The design team incorporated a handcrafted feel with the new look of the casino by incorporating tooled leather, dramatic colors, and the brand's signature gold horseshoe iconography.



In September 2022, construction began on a \$30 million hotel that will connect to **Century Casino Cape Girardeau**. The hotel will feature 64 standard rooms, four suites and one presidential suite. The majority of the guest rooms will have scenic views of historic downtown Cape Girardeau and the Mississippi River.

Nearly \$800,000 was spent on other capital improvements, including renovation of a space for Southeast Missouri State University to hold classes for its culinary, nutrition and hospitality departments. The partnership is aimed to support workforce development to improve labor challenges and develop opportunities to identify potential team members.





Harrah's Kansas City Casino and Hotel spent more than \$3.7 million in capital improvements through projects to replace outdated equipment and improve technology, add a non-smoking room on the casino floor, and update hallways. Harrah's began a remodel of back-of-the-house areas to give team members new dining and break rooms.

In 2022, **Argosy Casino Hotel & Spa** transformed its coffee shop to newly branded Parisi Coffee. Other updates totaled nearly \$1.5 million and included renovated bathrooms, a new surveillance system, curb replacement, and repaving.



As part of a multi-million-dollar upgrade of its land-based facilities, **Mark Twain Casino - LaGrange** announced the grand re-opening of Fireside Sports Bar & Grill. Improvements included modern fixtures, a new bar area, and ten large-screen televisions.

River City Casino & Hotel's \$4.4 million in capital improvements for 2022 included the addition of a Smart Bar, cashless activation center, new VisualLimits Table Management, and a remodel of the table games pit.



SCHOLARSHIP INSPIRES YOUTH TO EDUCATE PEERS

“COVID-19 forced normal activities to go to a virtual environment that has caused a rise in online underage gambling.”



Now in its 27th year, the Project 21 Scholarship program has awarded more than \$179,000 in scholarships to Missouri high school seniors and educated hundreds of thousands of Missouri students about the issues and dangers of underage gambling. In Missouri, it's illegal for anyone under 21 to gamble in a casino.

Again last year, the Missouri Gaming Association awarded one \$2,500 scholarship and three \$1,500 scholarships through Project 21. Students created essays, posters or videos, and displayed or published them at their schools to educate peers about the illegality and dangers of underage gambling.

Blake Jesse of Eureka High School in Eureka was awarded the \$2,500 Project 21 scholarship by writing an essay titled “Could You Be Participating In Underage Gambling?” It discusses how many people are not aware of the legal age

to gamble, what constitutes gambling, and the rise in underage gambling. Jesse is using the scholarship towards tuition at University of Kansas, where he plans to earn a degree in computer science.

“There are many forms of gambling which can seem innocent yet are still under the umbrella of underage gambling, such as video games with loot boxes that can lead to participation in underage gambling,” said Blake.

The \$1,500 Project 21 Scholarship winners were Thomas McCauley of Blair Oaks High School, Eli Taulman of Windsor High School and Reno Hays of Bowling Green High School. For more information about the Project 21 Scholarship program, visit www.missouricasinos.org.

**\$179,000 Awarded
Cumulatively in Project 21
Scholarships**



www.missouricasinos.org



The Missouri Gaming Association is the statewide trade association of the Missouri casino entertainment industry and its related professionals. Formed in 1993, the Missouri Gaming Association works to increase awareness of the economic benefits the casino industry brings to the State of Missouri.

