



# MISSOURI GAMING ASSOCIATION



## ANNUAL REPORT 2023

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STATE OF THE INDUSTRY

# IMPACT OF MISSOURI CASINOS IN 2023



In 2023, Casinos contributed **\$391.95 million** in taxes and admission fees to the State of Missouri.

## 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 25.2% 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

The St. Louis/Illinois region is the **9th** largest casino market in the U.S. and the Kansas City region is the **16th** largest (based on 2022 year AGR).

According to the Missouri Gaming Commission (MGC), Missouri ranks **11th** in the country in total state gaming tax revenue and **13th** in consumer spending on commercial casino gaming.

## ECONOMIC IMPACT SINCE 1994

**\$3.37 billion**

Missouri Capital Investments

**\$1.04 billion**

To All Causes supported by admission

**\$5.40 million**

Compulsive Gamblers Funds

**\$395.1 million**

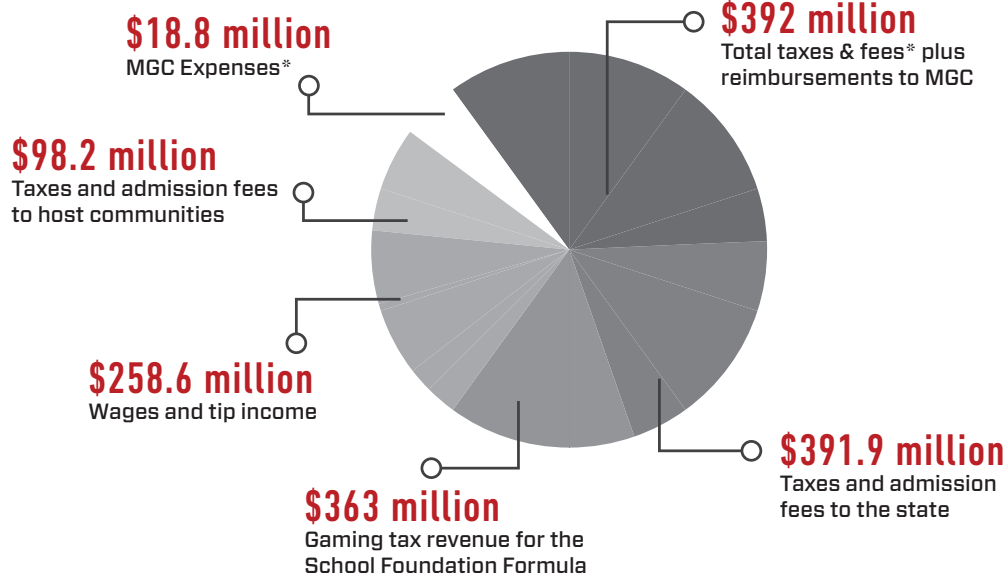
Veterans Programs

# ECONOMIC IMPACT FY 2023



**\$1.9 billion**

Total Adjusted Gross Revenue



\* Includes real estate & sales tax

**6,081 Employees**



**42% Minority**



**49% Female**

**2024  
OFFICERS**

**CHAIR**  
Brian Marsh of Horseshoe St. Louis

**VICE CHAIR**  
Keith Henson Ameristar Kansas City

**SECRETARY**  
Don Wren from St. Jo Frontier Casino

**TREASURER**  
Lyle Randolph Century Casinos Cape Girardeau



# CASINOS SUPPORT LOCAL COMMUNITIES



**\$771,052**

2023 Charitable Contributions

Missouri casinos contributed **\$771,052 in cash and in-kind donations to charitable organizations in 2023**, and casino employees volunteered thousands of hours to help community organizations.

## 2023 Charitable Work & Giving



### **Bally's Kansas City**

**Bally's Kansas City** contributed \$48,900 through donations and sponsorships to local charities including **Newhouse KC, Veterans Community Project, Toys for Tots, and KC Pet Project.**

But the contributions didn't stop there. Team members actively made a difference in the community through a range of volunteer and donation collection events. Items were collected and resources organized for residents currently taking shelter at **Newhouse KC.**





### Ameristar Casino Kansas City

Ameristar Casino Kansas City team members volunteered 840 hours of their time and \$138,535 was donated by the casino to such organizations as Children's Mercy Hospital, Gilda's Club KC, Lead to Read, HappyBottoms, and Wayside Waifs. The largest recipient was Children's Mercy to which Ameristar donated \$50,000.

### Isle of Capri Casino Hotel Boonville

So many local deserving organizations were supported by Isle of Capri Casino Hotel Boonville, including Men Wear Pink American Cancer Society, Boonslick Regional Library, MoDOT Highway Cleanup, and Neighbors Helping Neighbors Food Pantry. Team members even braved the cold to support the Special Olympics Polar Plunge.



### Argosy Casino, Hotel & Spa

Argosy Casino, Hotel & Spa supported a range of local organizations through \$100,000 in cash donations in addition to in-kind donations. Last year, the charities supported included Working Families Friend, Northland Health Care Access, Synergy Services, FPAL, Platte County Economic Development, LevelUp Kids, Inc., Riverside Area Chamber of Commerce and the Northland Regional Chamber of Commerce. All team member also participate in a corporate-wide diversity program.

### Century Casino Caruthersville

So many deserving charities in the Caruthersville area were the beneficiary of monetary and volunteer contributions by Century Casino Caruthersville and it's team members including: Caruthersville Humane Society, Southeast Missouri Food Bank, Wreaths Across America, Kenny Rogers Children's Center, Mississippi County Rescue Squad, Caruthersville Fire Department, Caruthersville Police Department, Pemiscot County Sheriff, Three Rivers Endowment Trust, Caruthersville Public Library, Missouri Bootheel Regional Consortium, the Delta Center University of Missouri and more.







### Hollywood Casino

**Hollywood Casino** is a major supporter of the **Kaufman Fund**, which serves local veterans and their families in St. Louis. Team members volunteered at seven local events for the Kaufman Fund last year, including providing food and Christmas trees to veterans.

Many other organizations also were served, including the **Special Olympics Missouri, National Children's Cancer Society, Provident Behavioral Health** and various local animal shelters. In total last year, cash donations, in-kind donations and proceeds from our donation boxes exceeded \$117,000. Team members donated 191 hours of their time to volunteering efforts.

### Ameristar Casino Resort Spa,

**Ameristar Casino Resort Spa**, In November and December of 2023, Ameristar St. Charles presented two donations in the amount of \$20,000 to long-time partners, **Disabled Athlete Sports Association** and **Youth In Need**. Team members also raised more than \$50,000 for local and national non-profit organizations during their annual **Giving The Boyd Way** campaign. Throughout the year, team members volunteered their time volunteering at the **Ronald McDonald House, Operation Food Search** and even cared for a local park through the **Missouri State Parks' Adopt-A-Park** program.



### Harrah's Kansas City

**Harrah's Kansas City** donated \$133,073 to local charities in addition to contributions from the **Caesars Foundation**. Nearly 30 organization were supported by the casino and its team members in 2023 including **American Heart Association, Clay County 4-H Council, Feed Northland Kids, Fisher House Kansas City, LevelUp Kids, Inc., North Kansas City School District, Society of St. Vincent DePaul, The Northland Christmas Store, Transitions Family Visitation Center, YMCA** and numerous local churches.

### River City Casino

**River City Casino** has a strong commitment to local non-profit organizations that serve veterans and those in need including **Angels Arms, Feed My People, the Jefferson Barracks Pow-Mia Museum, JB Blast, and The Housing Partnership**. Team members donated 110 volunteer hours. Donations last year exceeded \$125,000 including cash donations, in-kind donations, and proceeds from donation boxes.







# CASINO CAPITAL INVESTMENTS

In 2023, **Missouri casinos made significant capital investments** aimed at enhancing facilities and improving the patron experience.

## 2023 Casino Capital Improvement Projects

Charging stations were installed to accommodate electric vehicles, new restaurant and patio experiences were debuted, conference centers and other key spaces were remodeled, new slot machines were installed and hotel suites were updated. Facilities were enhanced and maintained through projects to replace roofing, enhance the audiovisual experience, resurface parking lots, and upgrade infrastructure, security and technology systems and equipment.

These projects represent just a portion of the impactful improvements made by the Missouri casinos last year.

### **Century Casino Caruthersville**

In 2023, Missouri casinos made significant capital investments aimed at enhancing facilities and improving the patron experience. Multiple casinos started or complete

multi-year major expansion or remodeling projects to transform the casino and enhance amenities.

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### Bally's Kansas City

In September 2023, Bally's Kansas City celebrated the ribbon cutting of a major land-based property expansion more than two years in the making.

The \$40M project added over 35,000 square feet of new gaming and retail space, including 200 new gaming products and a dedicated high-limit slot area. The second floor has additional games in a more relaxed, comfortable gaming experience. Also, patrons can now enjoy the new Chickie's & Pete's Crabhouse and Sports Bar.

### Argosy Casino, Hotel & Spa

One of Argosy Casino, Hotel & Spa's seven major projects in 2023 including a \$678K basin that resulted in the casino floor now being dry docked instead of floating on water. On the exterior of the property, the casino invested more than \$1M to replace the parking lot and many sections of roofing. \$1.2M in interior improvement projects enhanced the banquet area, remodeled bathrooms, and added a currency/ticket sorter in the count room



**Hollywood Casino St. Louis** completed an exciting \$3M project to add a new Asian gaming area, named after Phat Tai, which means "to come into riches or wealth" in Vietnamese. The gaming room features ten Asian games, including Dragon Baccarat, EZ Baccarat, and various other Baccarat squeeze games. The casino now has the most Baccarat games in the St. Louis area.

With architecture inspired by bamboo, the new Phat Tai restaurant serves authentic Asian cuisine and is conveniently located adjacent to the Baccarat pit.

### Ameristar Casino Kansas City

Ameristar Casino Kansas City invested over \$12.5M on capital improvements in 2023. The most exciting was the opening of a new steakhouse, KC Chop House serves an elevated selection of steaks, seafood, wine, and cocktails. The restaurant comfortably seats over 200 guests in the main dining room and on the patio, and features a private dining room, The Prohibition Room contracts and expands to accommodate a variety of dinner party sizes up to 50 guests.







### Harrah's Kansas City

Harrah's Kansas City's 2023 capital spend totaled \$9.6M. The most significant projects include the LV Tower Renovation of 200 rooms, which is expected to complete in the first quarter of 2024, an expansive audio/video upgrade, new slot machines, replacement of equipment used in operations and various infrastructure improvements.

### Isle of Capri Casino Hotel Boonville

Last year, Isle of Capri Casino Hotel Boonville made enhancements to the patio of The Brew Brothers restaurant and replaced casino lobby flooring.



### Ameristar Casino Resort Spa

Ameristar St. Charles opened the area's first Amazon powered gift shop which offers a fast, contactless checkout where patrons use their palm to enter, identify, and pay. The casino also began a major renovation of its all-suite, 4-diamond hotel, which will complete in 2024. Additionally, 129 new slot machines were installed on the casino floor to enhance patron gaming options.

## GAMING REVENUE BENEFITS MISSOURI

# \$395.8 million FY 2023

**\$57.9 million**  
Veterans Commission  
Trust Fund

**\$18.8 million**  
MGC Expenses\*

**\$363 million**  
School Foundation  
Formula

**\$98.2 million**  
Host Cities

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

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

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

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



# SCHOLARSHIP INSPIRES YOUTH TO EDUCATE PEERS

**“With advances in technology, the access to gambling for youths whether through apps, video games or the internet is easier than ever before.”**

**– Malachi Joseph Antle**

**\$2500 scholarship winner from Licking, Missouri**



Now in its 28th year, the Project 21 Scholarship program has awarded more than \$186,000 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.

Malachi Joseph Antle of Licking, Missouri and a graduate of Licking High School was awarded the \$2,500 Project 21 scholarship by writing an essay and making a poster titled “Effects of Under-Age Gambling.” It discusses how many people are not aware of the legal age to gamble, what constitutes gambling, and the rise in underage gambling.

“With advances in technology, the access to gambling for youths whether through apps, video games or the internet is easier than ever before,” said Antle. “These different platforms also directly target young audiences often in a covert manner, leading to a variety of social and behavioral impacts.”

Other \$1,500 Project 21 Scholarship winners were Azariah Smith from Central High School and Ahna Sinclair from Montgomery County R-II High School. For more information about the Project 21 Scholarship program, visit [www.missouricasinos.org](http://www.missouricasinos.org).

**“It was really surprising to me how students and faculty at my school weren’t aware of the prevalence of underage gambling in Missouri and across the country. I was glad to be able to help educate my greater community about the impacts of underage gambling,”**

**– Cailey Cooke**

**\$1500 scholarship winner from Smithton, Missouri**

**\$186,000 Awarded  
in Project 21 Scholarships  
cumulatively**





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





