



Casinos & Communities



AMERICAN
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Every segment of the community has benefited from the casinos being here.
Pete Tulipana
President and CEO,
Iowa West Foundation,
Council Bluffs

2017 Commercial Gaming in Iowa by the Numbers

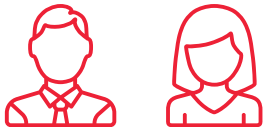
19 commercial gaming locations

\$336M in taxes

\$2.5B in total economic impact



Beyond The Casino Floor
Cedar Falls is home to a subsidiary of Scientific Games – one of America’s most well-known designers, manufacturers and distributors of mobile casino apps and authentic slot machines, which are found on casino floors across the country.



15,662 jobs supported

\$618M in supported wages

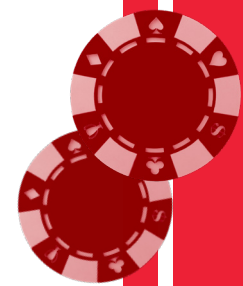


\$239M in goods from Iowa

\$62M in funding to community organizations across all 99 counties.



I believe that the economic development and the opportunity for growth and advancement of this community has certainly come to fruition, that’s a promise that was absolutely kept.
Donna Dostal
Chief Development Officer, Heartland Family Services, Council Bluffs



Nearly Three Decades of Gaming in Iowa

Iowans have benefited from gaming for more than a quarter-century. Until 2011, county voters were required to vote every eight years on a referendum to renew local gaming operations. **Not a single renewal referendum failed.**



1991

First riverboat casinos open

1994

Iowa becomes the first Midwestern state to legalize racinos

2004

Legislature votes to create the County Endowment Fund to **benefit counties without gaming locations**

2007

Legislature votes to allow land-based casinos and Iowa's first land-based casino opens

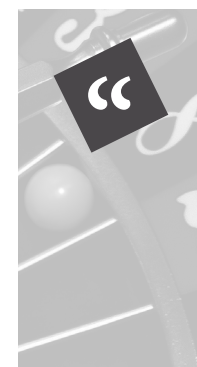
2011

Legislature removes county referendum requirement based on overwhelming support for gaming over two decades

2017

Casinos generate more than **\$2.5 billion for Iowa's economy**

As part of Iowa's unique licensing program, each of the state's 19 commercial casino licenses are tied to a "Qualified Sponsoring Organization." These nonprofit license holders receive a portion of casino revenue to reinvest in their local communities. Additionally, a separate program, the County Endowment Fund, provides industry-funded grants to local nonprofits in the 84 counties without a casino, ensuring that each of Iowa's 99 counties can share in the benefits of gaming. All told, in 2017, almost \$62 million was distributed from casinos to groups across Iowa.



We are responsible for recognizing that we're based out of Iowa, and we want to give back to Iowa and support Iowa.

Misty Wilburn,
Director of Operational Compliance, Ameristar Council Bluffs

Iowa in Depth: Dubuque

During the 1980s, there was a common refrain in Dubuque: "Would the last person out of town please turn out the lights." People and businesses were leaving the city because of a weak economy and dim prospects for the future.

The city's two casinos have played a major role in reversing that trend and today directly employ almost 700 Iowans; providing their workers with more than \$27 million in compensation, and contributing nearly \$25 million in tax revenue to state and local governments. Additionally, they spent more than \$54 million last year on Iowa-based products and services, which strengthens small businesses and helps to create jobs.

Local businesses and nonprofits – such as Herbst Upholstery, the Boys & Girls Clubs and the National Mississippi River Museum – are also reaping the benefits.

Linda Herbst's family business has worked for both local casinos and she has "a hard time even estimating" the financial impact the industry has had on her business. Linda and her husband David aren't alone. Across Iowa, an estimated **5,176 small business jobs** are supported by the gaming industry.

That commitment to the local community goes beyond taxes and jobs. "I realize they're there to make money, but I don't think that's at the top of their list. They're there to have an impact on our community in a positive way," said Brian Meyer, Executive Director of the Boys & Girls Clubs of Greater Dubuque. "I think that they do that, and I think that they see that as part of their charge."

Nearly two million people visited Dubuque's casinos in 2017. These visitors contribute tens of millions of dollars to the economy, ensuring that Dubuque and the wider area remain a great place to live and work. "Gaming has a tremendously positive impact on our community. When I say community I don't mean Dubuque, I mean 30 to 50 miles from Dubuque that people have been impacted," Meyer added.

The gaming industry is helping local communities retain their younger workforce, leading to healthier, more diverse and vibrant communities. "One of the issues in Dubuque in the old days was that parents would have their kids go to college and they couldn't find a job here, so they left," noted Kurt Strand, President and CEO of the National Mississippi River Museum. "Opportunities in casinos and some of these other companies that are thriving here gives them reasons to stay in Dubuque, and that's very important."

In 2017, Iowa casinos purchased \$239.3 million worth of products and services from fellow Iowa companies. In fact, 85 percent of all total casino expenditures were on products, supplies and services from Iowa-based vendors. Beyond supporting local businesses, Robert Jedinak, a Council Bluffs-based Regional Senior Buyer for Caesars Entertainment, says that part of his job is providing opportunities for minority-owned businesses.



In 1983 when we went in business, everybody was moving out of Dubuque. Now, if you go up and down the Main Street in Dubuque, you have a hard time finding an open store front. If people want to start a business here, they have a hard time finding an open place. That is a far cry from what it was before."

Linda Herbst,
Owner, Herbst Upholstery

Iowa in Depth: Council Bluffs

Among Council Bluffs’ historic sites and downtown art scene are three very successful casinos, which Iowa West Foundation President and CEO Pete Tulipana described as “transformational” for the community. For many of the 2,092 employees and 1,047 Iowans who work directly at these three facilities, it is more than just a job; it is a career they have built in a community that they love.

“If you’re going to come to work every day and put your best foot forward, there’s a job for you here,” said Kelley Kulesa, Director of Marketing at Ameristar Council Bluffs. “We have a lot of community involvement opportunity within the property” and employees at all three of the casinos participate in different volunteer events.

In 2017, the casinos in Council Bluffs were responsible for more than \$10 million in charitable contributions.

8 in 10 industry employees nationwide are proud to work in the casino industry and nearly three-quarters say their job is helping them achieve the American Dream.

The Iowa West Foundation is the grantmaking partner of all three Council Bluffs casinos and provides critical funding to local non-profits like MICAH House and Heartland Family Services. In turn, these charities are delivering important housing, education, counseling and support services for families across the region.

One Iowa West initiative, known as the Pottawattamie Promise, offers full-ride scholarships to Iowa Western Community College for Pell-grant eligible high school students with a 2.0 or higher GPA. Since 2015, more than 400 scholarships have been awarded.

MICAH House, an emergency family homeless shelter, served 857 individuals in 2017, all of whom “directly benefited” from the gaming industry’s commitment to Council Bluffs, said Executive Director Jaymes Sime. “I can’t even name the number of times throughout the year we pick up the phone and call when we have a need and the employees at those businesses rally around our mission.”

The gaming industry is committed to promoting responsible gaming education, programming and awareness. In Council Bluffs, that commitment is seen in a close partnership between casino properties and employees, and local service providers.

Lorelle Mueting, Prevention Program Director at Heartland Family Services put it this way: “Jeff Graber is the Head of Security and surveillance at Harrah’s and Horseshoe Casinos and he has been a great advocate for us since I’ve been here. ... I also do substance abuse prevention and we don’t have a relationship like this with the bar owners or the alcohol industry.”

Graber added that local casinos work together to share information on the issue. “I think that bodes well for the people on the treatment side because I feel like they’re more of a partner with me,” he said. The commitment to responsible gaming is not limited to Iowa. Across the industry, 86 percent of employees say their employers take the issue of responsible gaming seriously.

The casinos have really enabled us to serve more people and serve them better. I really feel that the casinos are instrumental in helping us fortify the services that we provide in our community both here in Iowa, and in Nebraska.

Donna Dostal,
Chief Development Officer
Heartland Family Services,
Council Bluffs

In Their Own Words: How casinos are benefiting communities and families all across Iowa.

“You don’t have to necessarily have a degree from a fancy college or something to become a director or a VP. They’ll promote you if you’re a hard worker. We have job security. With this job, we were able to purchase our first house and provide for ourselves and our daughter.” – *Robert Jedinak, Horseshoe Casino, Council Bluffs*

“The casinos have played a role in reviving the local economy because of their ability to attract people for entertainment, the jobs that they offer and how they share the money they bring in.” – *Kurt Strand, President and CEO, National Mississippi River Museum, Dubuque*

“The industry has given me an opportunity to grow personally and professionally, and has been very fulfilling for personal development and leadership. It has provided an opportunity for our family, a brighter future for our children and opened doors for them. It’s showed them that hard work and dedication can really pay off, and that if you do a good job people will notice and support you.” – *Kelley Kulesa, Ameristar, Council Bluffs*

“I do think there are huge economic development opportunities. There are a lot of economic advantages to having the casinos here. There’s no doubt about that.” – *Pete Tulipana, President and CEO, Iowa West Foundation*


“I would tell any executive director from a Boys & Girls Club that if you can get gaming in your community, they are good. I think that overall, they’re employing more people, and they’re providing more educated people with positions. They’re having a positive impact.” – *Brian Meyer, Executive Director, Boys & Girls Club, Dubuque*



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