



IOWA



HARRAH'S COUNCIL BLUFFS

One Harrahs Blvd
Council Bluffs, IA 51501
Tel: (712) 329-6000
[www.caesars.com/
harrahs-council-bluffs](http://www.caesars.com/harrahs-council-bluffs)

HORSESHOE COUNCIL BLUFFS

2701 23rd Avenue
Council Bluffs, IA 51501
Tel: (712) 323-2500
[www.caesars.com/
horseshoe-council-bluffs](http://www.caesars.com/horseshoe-council-bluffs)

Caesars Entertainment is committed to helping build a strong Council Bluffs community.

By empowering our team members, supporting local businesses and non-profit organizations, and respecting the environment, Horseshoe and Harrah's Council Bluffs work hard so that you can play responsibly!



**PEOPLE
PLANET
PLAY**

**CAESARS
ENTERTAINMENT**

TEAM

OUR TEAM MEMBERS:

1,250 Total team members working in the state
\$58,415,300 Total combined wages and benefits¹
44% of our IA managers are women
15% of our IA managers represent minority groups

COMMUNITY

OUR COMMUNITY CITIZENSHIP:

1,070 Reported volunteer hours
\$24,490 Value of reported volunteer hours
\$2,174,390 Property giving in IA
\$30,000 Caesars Foundation giving in IA

ECONOMY

OUR ECONOMIC IMPACT:

\$58,898,790 Total gaming taxes paid
\$249,476,970 Net Revenues
\$7,856,360 Other state & local taxes and licensing fees
\$4,000,000 2016 Capital Investment²
\$9,800,000 Total vendor spending in IA³

SOCIETY

OUR SOCIETAL CONTRIBUTIONS:

\$127,399,420 Total IA societal contributions⁴
 Caesars Entertainment in IA generates **2.5x** more societal contributions per \$10 million in revenue than the average IA company.⁵

OUR FOOTPRINT



2,850,290
customer visits⁶



79,742
square feet of casino space



3
nightlife venues



6
restaurants



66,743
square feet of meeting space



83
table games



1,926
gaming machines



251
hotel rooms

¹ Includes tips and gratuities

² Rounded to the nearest million

³ Spend by state of remittance, rounded to the nearest million; excludes employee, government, guest refund, race and sports book, management fee, independent representative, employee assistance fund, donation, and garnishment vendors

⁴ Societal contributions are defined as the activities a business or its foundation undertake with the aim of supporting the local community, societal causes or the public good, and include mandated and discretionary giving to nonprofit community groups, employee volunteering, taxes and employee salaries and benefits.

⁵ Benchmark societal contributions sources: Committee Encouraging Corporate Philanthropy (CECP), Boston College Center for Corporate Citizenship, Independent Sector, General Accounting Office, Yahoo market data, US Census Bureau, US Congressional Office and CSImarket.com. Societal contributions include mandated and discretionary giving to nonprofit community groups, employee volunteering, taxes and employee salaries and benefits.

⁶ Includes repeat visits by guests; calculated using tracked and estimated untracked visits

