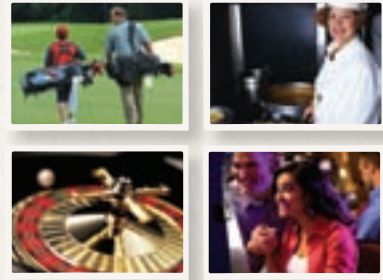


# The Iowa Gaming Industry Enriches Life in Iowa



**Since 1991, Iowa's commercial casinos have generated more than \$3.6 billion in gaming tax revenue for Iowa and its economy!**

## ***Invests in Iowa's Future***

Gaming tax revenue from Iowa's commercial casinos has helped fund many projects such as:

- **Supporting veterans, defense and public safety**
- **Improving buildings at the Iowa State Fairgrounds**
- **Biorenewable research and Iowa Flood Center buildings at universities**
- **Enhancing air, water and soil quality initiatives**
- **Refurbishing of the Capitol Complex**
- **Enriching Iowa's libraries and restoring Iowa's battle flags**
- **Funding of Vision Iowa and community attraction projects**

## ***Enhances Iowa's Workforce***

Iowa's commercial casinos provide steady, well-paying jobs that offer stability and many opportunities for advancement. Not only do families benefit from solid employment, their communities do too. A recent poll revealed:

- **80% report making as much or more than they would in another industry**
- **80% report receiving a pay raise or promotion within the last year**
- **65% of Iowa casino workers report higher job satisfaction than in their previous job**
- **58% earn more than their previous job paid**

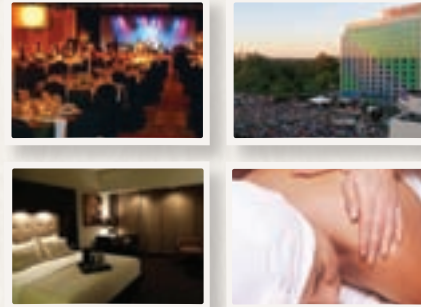
## ***Boosts Iowa's Tourism & Entertainment Offerings***

There's more than gaming going on at Iowa's casinos. In their effort to enhance Iowa's entertainment industry, our members have invested hundreds of millions of dollars in remodeling and new construction projects. This money has created additional non-gaming entertainment choices such as:

- **Bowling alleys**
- **Comedy clubs**
- **Concert and convention venues**
- **Golf courses**
- **Hotels and restaurants**
- **Spas/salons**

# The Iowa Gaming Industry

Enhancing the State's Economy  
from River to River



## Benefiting Iowa's Economy In Seven Ways

- 1** More than \$87 million of charitable contributions in 2010 funded thousands of requests including: laptops and educational materials for schools; lifesaving equipment for fire and ambulance services; numerous civic organizations; daycare and community centers; and much, much more.
- 2** Purchased nearly \$195 million of products and services in 2010 from Iowa-based businesses through the Buy Iowa First program.
- 3** Paid more than \$389 million in local, county, state and payroll taxes in 2010. State tax revenue funds a variety of significant projects, including Iowa's Capitol Complex renovation, Vision Iowa, state and county fairs, school infrastructure, technology upgrades, university improvements, flood relief and numerous environmental initiatives.
- 4** Employ nearly 9,500 people with an annual payroll of more than \$273 million.
- 5** Add value to our state's growing tourism and entertainment industries with exceptional convention and hotel facilities, hosting 22 million visitors each year.
- 6** In 2010, purchased more than 1.64 million pounds of beef, 1.17 million pounds of pork, 1.7 million pounds of poultry, 170,350 gallons of milk and 5.2 million eggs, showing strong support for Iowa's commodity ag producers.
- 7** Gaming tax revenue provides an annual allocation (\$123,000 in 2010) to fund the Endow Iowa's qualified community county foundations program in the 85 counties that do not have a casino. This significant catalyst for philanthropic partnership requires 75% of these annual funds be provided in grants each year; the other 25% placed in a permanent endowment.

## Buy Iowa First The Right Choice

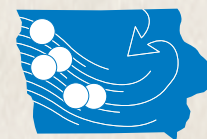
### Iowa Gaming Backs Iowa Business

Iowa's commercial casinos are committed to buying from Iowa businesses. In 2010, nearly \$195 million was spent on products, services, supplies and new construction by members of the Iowa Gaming Association. This equates to nearly 87% of total expenditures by the 17 casinos across the state. Whenever possible, we 'Buy Iowa First.'

### Interested in Doing Business?

Visit our website at [www.IowaGaming.org](http://www.IowaGaming.org) or [www.BuyIowaFirst.org](http://www.BuyIowaFirst.org).

You will find a link for the Buy Iowa First program that lists the contact responsible for purchasing at each member casino.



**Iowa Gaming Association**

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