



MISSOURI GAMING ASSOCIATION



ANNUAL REPORT 2024

STATE OF THE INDUSTRY



CASINO CAPITAL INVESTMENTS

In 2024, **Missouri casinos made significant capital investments** aimed at enhancing facilities and improving the patron experience.

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

Ameristar Casino Resort Spa - St. Charles

Ameristar began a property-wide renovation including its 397 all-suite hotel rooms and a conference center expansion that will make Ameristar the largest hotel convention center in the county at 65,000 sf — triple the current size.

The spacious suites were transformed to feel like upscale high-rise apartments through upgrades like custom headboards with charging stations/reading lights and contemporary vanities and black-lit mirrors in bathrooms.

"Through these investments, our goal is to ensure that Ameristar remains a unique and appealing destination for existing and new guests alike, and continues to draw more visitors to the St. Charles community." - Ward Shaw, Executive VP of Operations for Boyd Gaming.

To elevate the destination experience, the **Amerisports Bar & Grill** is being converted into a modern gastropub and sports bar experience. In total, the property will have seven restaurants and lounges.

Mark Twain Casino - Kansas City - La Grange

Mark Twain Casino completed an exterior refresh in 2024. The project is part of Affinity Gaming's nearly \$7.3 million investment since 2021 to upgrade and improve the casino.

Century Casino & Hotel - Cape Girardeau

2024 was an exciting year at **Century Casino**! A new \$31.5 million hotel, The Riverview and a Starbucks opened. More than \$10 was invested in upgrading Century Casino.

Argosy Hotel & Spa - Riverside

Argosy invested more than \$1.7 million in property maintenance, property upgrades and equipment. A Speakeasy was added for events with **Parkville Area Chamber and EDC's** 19th Annual Gala as one of the first to be held in the space.

Ameristar Casino & Hotel - Kansas City

Ameristar's \$8.7 million in capital improvements included escalator modernization, restroom and employee dining room remodels, parking upgrades, and a new weapons detection system. Security officers who operate the system at each entrance immediately observe potential threats. The the system can also be monitored remotely.



IMPACT OF MISSOURI CASINOS IN 2023



In 2024, Casinos contributed **\$435.86 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 24% 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 **11th** largest casino market in the U.S. and the Kansas City region is the **13th** largest (based on 2023 year AGR).

According to the Missouri Gaming Commission (MGC), Missouri ranks **9th** in the country in total state gaming tax revenue and **16th** in consumer spending on commercial casino gaming.

ECONOMIC IMPACT SINCE 1994

\$3.5 billion
Missouri Capital Investments

\$1.04 billion
To All Causes supported by admission

\$357.5 million
Education Programs

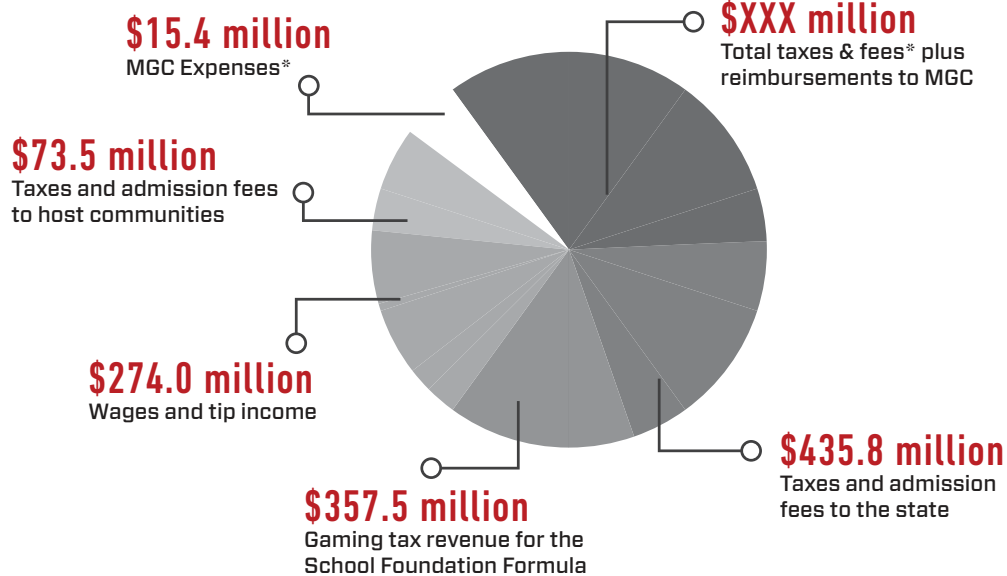
\$341.4 million
Veterans Programs



ECONOMIC IMPACT FY 2024

\$1.9 billion

Total Adjusted Gross Revenue



* Includes real estate & sales tax

6,079 Employees



42% Minority



47% Female

**2025
OFFICERS**

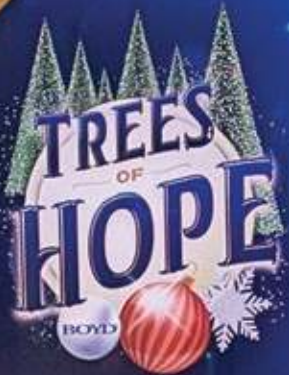
CHAIR
Brian Marsh — Horseshoe St. Louis

VICE CHAIR
Keith Henson — Ameristar Kansas City

SECRETARY
Don Wren — St. Jo Frontier Casino.

TREASURER
Lyle Randolph — Century Casinos Cape Girardeau

50TH
ANNIVERSARY
BOYD



TREES OF HOPE AMERISTAR KANSAS CITY CHARITABLE GIVING CAMPAIGN

Trees of Hope is a friendly tree decorating competition where everyone wins!

Ameristar will award a total of \$15,000; \$1,000 to each organization that participates as well as \$500 for third place, \$1,000 for second place and \$1,500 for first place.

We want YOU to be part of the competition!

VOTING DECEMBER 1 - 25, 2024

Pick your
favorite tree
and vote online



Ameristar Casino Resort Spa - St. Louis

AMERISTAR
CASINO • HOTEL

CASINOS SUPPORT LOCAL COMMUNITIES



\$677,641

2024 Charitable Contributions

Missouri casinos contributed \$677,641 in cash and in-kind donations to charitable organizations in 2024, and casino employees volunteered thousands of hours to help community organizations.

2024 Charitable Work & Giving



Harrah's Kansas City

In 2024, Harrah's Kansas City demonstrated its community commitment through more than \$157,000 in cash and in-kind contributions to 35 diverse, local organizations. The casino supported initiatives ranging from youth education and food security to healthcare access and community development.

More than 60 team members volunteered nearly 500 hours to community causes. Signature initiatives included the revival of the **Survivor Outreach Services Families of Fallen Soldiers Dinner** honoring families of those who died in service and monthly volunteering North Kansas City YMCA's mobile food pantry.



Century Casino - Cape Girardeau

Century Casino's team members raised over \$6,500 through employee events and dedicated 473 volunteer hours to various community initiatives. The casino also contributed nearly \$60,000 in cash and in-kind donations. Recipient organizations include: **Cape Girardeau Veteran's Home, Kenny Rogers Children's Center, Southeast Missouri Suicide Prevention, Inc., Special Olympics, Safe House for Women, Inc.,** and many more. Also, over 300 pounds of food was donated to **Student Santa** to provide Christmas Day meals to underprivileged individuals in the community.

Century Casino - Caruthersville

Century Casino supported numerous local charities last year, including to make the holiday season special for families of veterans and families in need through **Wreaths Across America** and **Shop with a Cop**.

Additionally, casino patrons donate unwanted Ticket-In, Ticket-Out (TITO) tickets and employees raised funds through Jeans Days for **St. Jude Children's Research Hospital**.



Ameristar Casino Hotel - Kansas City

As part of Ameristar Kansas City's 2024 charitable giving, the casino donated more than \$105,000 in 2024 to local charities including **Bags of Fun, Veterans Community Project, HappyBottoms, Wayside Waifs, Children's Mercy, Mimi's Pantry, the American Cancer Society, and Lead to Read KC.** Also, the annual **Trees of Hope** campaign raised funds for numerous non-profit organizations in the community.

Isle of Capri - Boonville

Isle of Capri supported numerous area organizations in 2024 and its team members donated countless hours. Highlights include placing wreaths at **Mount Pleasant Cemetery** through **Wreaths Across America**, serving food at the **Neighbors Helping Neighbors** food pantry as well as cash and in-kind donations to **Arrow Rock Cemetery, Retrieving Freedom, inc., Howard County American Legion, and Missouri Veterans History Project.**



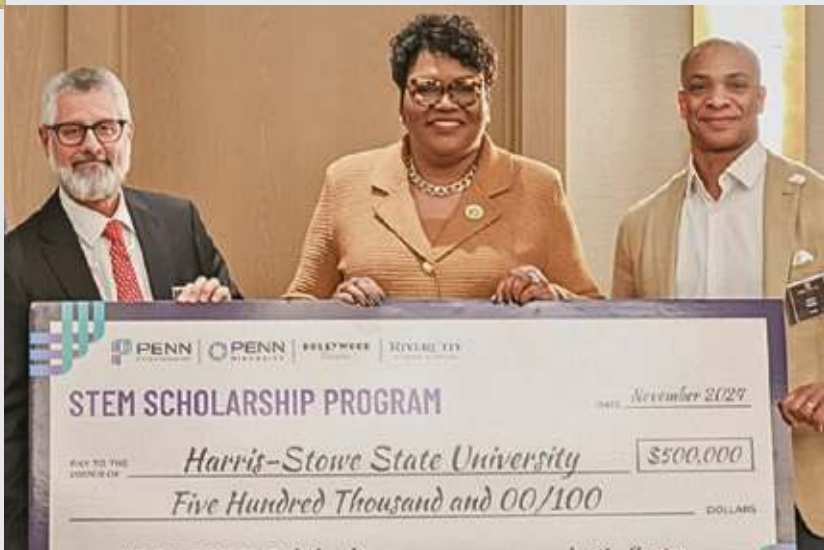


Mark Twain Casino

Mark Twain Casino encouraged guest participation in community giving through its innovative promotion to support The Youth Center in LaGrange. Guest monetary contributions were matched with free slot play, effectively doubling the impact. Team members also participated in Taste of Palmyra by selling casino menu items and donating all proceeds to Val's Pals, which provides support and resources to local residents in need.

Hollywood Casino St. Louis & River City Casino

PENN Entertainment, the operator of Hollywood Casino St. Louis and River City Casino, made a transformative \$500,000 contribution to Harris-Stowe State University's STEM Capital Campaign. The donation funds a state-of-the-art STEM building and scholarships for students pursuing science, technology, engineering, and mathematics degrees at the Historically Black University (HBCU). Also, through the PENN Heroes rewards program veterans, active-duty military, and first responders received special discounts, promotions and events.



Argosy Casino Hotel & Spa - Riverside

Argosy donated in excess of \$190,000 in cash, in-kind and Ticket-In, Ticket-Out (TITO) donations to numerous local organizations that work for important causes such as healthcare, economic development, animal welfare and supporting victims of domestic violence. Recipient organizations included Working Families' Friend, Northland Health Care Access, Synergy Services, KC Pet Project, Platte County Economic Development Council, LevelUp Kids, Inc., Riverside Area Chamber of Commerce, Northland Health Care Access, and Northland Regional Chamber of Commerce.

Ameristar Casino Resort Spa - St. Charles

Ameristar Casino Resort Spa continued its holiday traditions of community support by delivering 50 Thanksgiving meals to local veterans through Missouri Veterans Endeavor (MOVE), volunteering at the St. Charles Regional Chamber Santa Dash 5K, and the annual Trees of Hope Christmas tree decorating contest with cash prizes that were donated to diverse local causes. Ameristar also provided substantial support to area youth and families in need by awarding \$12,500 to the Boys and Girls Club and \$25,000 to United Services for Children.





HOST COMMUNITY IMPACT

GAMING REVENUE BENEFITS MISSOURI

\$435.86 M FY 2024

\$363 million
School Foundation
Formula

\$18.8 million
MGC Expenses*

\$4 million
Missouri National Guard
Trust Fund

\$98.2 million
Host Cities

\$5 million
Access Missouri Financial
Assistance Program

\$6.3 million
Veterans Commission
Trust Fund**

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

**FY 2024, MGC shifted from pre-billing quarterly estimates to billing actual expenses after each quarter. As a result, fourth-quarter billings will be received in early FY 2025, making FY 2024 year-end totals lower than usual. Normal distribution should resume in FY 2025.

Casinos contributed \$435.86 million in admission fees and taxes to host communities. Funds were strategically allocated to local priorities.

St. Charles used revenue from **Ameristar Casino** for diverse infrastructure projects, including street rehabilitation, traffic signalization, and maintenance. The largest allocation was more than \$7 million towards police and fire department personnel. St. Charles also invested in major renovations at the Family Arena to support economic development.

Riverside allocated revenue from **Argosy Casino** to various community improvements and parks/recreation projects including a swimming pool/splash pad and trails. It also heavily invested in infrastructure, with thoroughfare improvements and annual pavement programs. Numerous grants were awarded to support the work of community organizations.

LaGrange took a balanced approach investing funds from **Mark Twain Casino** to address municipal needs such as public safety, parks, infrastructure, and economic development. The city also made surplus investments across several departments.

St. Louis County invested revenue from **River City Casino** towards two key infrastructure projects — a new 911 call center/police crime lab to provide state-of-the-art investigation services and also renovations and new purchases of business incubator facilities to provide affordable office/warehouse to businesses.

Cape Girardeau allocated its revenue from **Century Casino** for a balance of community investments, including public safety building improvements and repairs, city facility improvements and security, and Southeast Missouri State University support. The tax revenue also funded initiatives in the surrounding communities of Jackson, Scott City, and Cape Girardeau County.

St. Joseph and Buchanan County funded diverse economic development, health/welfare, community/historic preservation, and operations by allocating funds from **St. Jo Frontier Casino** to the airport, nature center, abandoned house clean-up, airshow, reading and school food programs.

SCHOLARSHIP INSPIRES YOUTH TO EDUCATE PEERS

“Underage gambling is not talked about enough...The personal impact is reflected on their relationships with other people.”

– Agnes Reel

\$2500 scholarship winner from Edina, Missouri



The **Project 21 Scholarship** program celebrated its 28th year in 2024 during which time the program awarded more than \$193,000 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.

Agnes Reel of Knox County R1 High School in Edina, Missouri was awarded the \$2,500 Project 21 scholarship by writing an essay titled “How Gambling Affects the Teens of Today.” It discusses how underage gambling impacts all people and communities involved, lack of awareness about underage gambling, how widespread it is and how similar it is to other addictions. She used her scholarship towards her education at Benedictine College in Atchison, Kansas.

\$2500 Project 21 Scholarship Winner:

Agnes Reel of Edina, MO — **Knox County R1 High School** graduate attending Benedictine College

Three \$1500 Project 21 Scholarship Winners:

Cade Carmen of Center, MO — **Mark Twain High School** graduate attending the University of Missouri in Columbia

Brianna Stith of Wildwood, MO — a **Lafayette High School** graduate attending Indiana University

McKinley Satterfield of Licking, MO — a **Licking High School** graduate attending the University of Missouri in Columbia

“Teens may start gambling because it is exciting or as a way to make money quickly, but they don’t have the maturity or the finances to deal with the consequences of losing.”

– Brianna Stith

\$193,000 Awarded
in Project 21 Scholarships
cumulatively

\$1500 scholarship winner from Wildwood, Missouri



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.

