

North Carolina



Caesars Entertainment and its affiliates are committed to helping build strong Cherokee and Murphy communities.

By empowering our team members, supporting local businesses and nonprofit organizations, and respecting the environment, Harrah's Cherokee and Harrah's Cherokee Valley River work hard so that you can play responsibly!



HARRAH'S CHEROKEE
777 Casino Drive
Cherokee, NC 28719
Tel: (828) 497-7777
www.harrahscherokee.com

**HARRAH'S CHEROKEE
VALLEY RIVER**
777 Casino Parkway
Murphy, NC 28906
Tel: (828) 422-7777
www.caesars.com/harrahs-cherokee-valley-river



Our Footprint



7,014,832
customer visits¹



241,800
square feet of
casino space



13
food & beverage
outlets



8
retail outlets



4,370
gaming machines



220
table games



1,410
hotel rooms



20,000
square feet
of meeting space

Our Team Members:

3,503 Total team members working in the state

\$183,285,559 Total combined wages and benefits²

32% of our managers are women

21% our managers represent minority groups

Our Community Engagement:

122,794 Reported volunteer hours

\$2,970,387 Value of reported volunteer hours

\$1,503,084 Property giving in the state

\$7,500,000 Cherokee Preservation Fund giving

Our Economic Impact:

\$10,800,000 State Revenue Sharing

\$4,986,552 Total vendor spending in NC³

Our Societal Contributions:

\$192,922,860 Total societal contributions⁴

Caesars Entertainment and its affiliates in NC generate 1.4x more societal contributions per \$10 million in revenue than the average NC company.⁵



PEOPLE
PLANET
PLAY®



¹ Includes repeat visits by guests; calculated using tracked and estimated untracked visits.

² Includes tips and gratuities.

³ Spend by state of remittance, rounded to the nearest million; excludes employee, government, guest refund, race and sports book, management fee, other state driven fees, independent representative, employee assistance fund, donation, and garnishment vendors; also excludes additional slot revenue sharing.

⁴ Societal contributions include giving to nonprofit community groups, employee volunteering, taxes and employee salaries and benefits.

⁵ Benchmark societal contributions sources: Committee Encouraging Corporate Philanthropy (CECP), CSIMarket.com, Independent Sector, US Social Security Association, Civic 50: Points of Light, US Bureau of Labor Statistics (BLS), and US Congressional Budget Office (CBO).