

# Northwestern Louisiana



**Caesars Entertainment and its affiliates are committed to helping build a strong Northwest Louisiana community.**

By empowering our team members, supporting local businesses and nonprofit organizations, and respecting the environment, Horseshoe Bossier City and Harrah's Louisiana Downs work hard so that you can play responsibly!



## **HARRAH'S LOUISIANA DOWNS**

8000 East Texas Street  
Bossier City, LA 71111  
Tel: (318) 742-5555

[www.harrahslouisianadowns.com](http://www.harrahslouisianadowns.com)

## **HORSESHOE BOSSIER CITY**

711 Horseshoe Boulevard  
Bossier City, LA 71111  
Tel: (800) 895-0711

[www.horseshoebossiercity.com](http://www.horseshoebossiercity.com)



# Northwestern Louisiana

2018

## Our Footprint



**2,117,951**  
customer visits<sup>1</sup>



**40,100**  
square feet of  
casino space



**16**  
food & beverage  
outlets



**6**  
retail outlets



**2,000**  
gaming machines



**70**  
table games



**610**  
hotel rooms



**45,466**  
square feet of meeting  
space

## Our Team Members:

**1,386** Total team members

**\$52,473,596** Total combined wages and benefits<sup>2</sup>

**48%** of our managers are women

**33%** of our managers represent minority groups

## Our Community Engagement:

**29,348** Reported volunteer hours

**\$667,949** Value of reported volunteer hours

**\$333,728** Property giving in Northwestern Louisiana

**\$25,000** Caesars Foundation giving in area

## Our Economic Impact:

**\$56,863,334** Total gaming taxes paid

**\$4,992,025** Other state & local taxes and licensing fees

**\$223,018,076** Net revenue generated

**\$5,722,305** Average Capital Expenditure (3-year average)

**\$53,000,000** Total vendor spending in LA<sup>3</sup>

## Our Societal Contributions:

**\$115,355,632** Total societal contributions<sup>4</sup>

Caesars Entertainment and its affiliates in Northwest Louisiana generate **3x** more societal contributions per \$10 million in revenue than the average LA company.<sup>5</sup>

<sup>1</sup> Includes repeat visits by guests; calculated using tracked and estimated untracked visits.

<sup>2</sup> Includes tips and gratuities.

<sup>3</sup> 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.

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

<sup>5</sup> 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).



PEOPLE  
PLANET  
PLAY®



FSC logo  
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