

At Harrah's Gulf Coast, we view guests as friends and family. Exceeding your expectations during your visit is a top priority. We also value your opinions and take your feedback seriously. So seriously, in fact, that it drives action on our part – sometimes in unique ways. Back in 2017, the Mississippi Gulf Coast braced itself as Hurricane Nate descended on our shores. Although we collectively emerged from Hurricane Nate mostly unscathed, our resort's flag pole that carried the American flag could not say the same. After suffering serious injury, we were forced to remove the flag pole and temporarily retire the American flag later that month. While some may not have noticed the American flag's absence from our resort and casino, a handful of team members noticed, along with one very special guest – Mr. Edmund T.

Mr. Edmund T. is a loyal guest at Harrah's Gulf Coast. Over the years he has come to feel like family, building valued relationships with many of our team members. The American flag's absence from our building was a reoccurring topic when he visited our resort, reminding our executive leaders the importance of its presence – and he was persistent! But Edmund wasn't alone in his persistence. Many of our team members felt just as passionately about erecting a new flag pole to proudly carry our country's flag; and their persistence worked! By showcasing their collective passion, our team was able to secure funding for a new 60 foot flag pole. Last October, just shy of one year since its remove, we proudly installed a new pole. To celebrate, we invited Edmund to join our team members as we raised the American flag. As it rose to the top, our talented Hotel Manager, Tonecia Kirby, sang the National Anthem as we all turned our eyes to the sky to watch the flag wave like a beacon in the setting sun. It was a special moment that we were privileged to share with Edmund.

I look forward to welcoming you back to our resort and casino this May; a special month in which we honor the brave men and women who have dedicated themselves to serving our great nation. During your visit, I hope you will take a pause from the action and excitement to cast your eyes up to the top of the building to admire the American flag and everything it represents.

Sincerely,  
Kennedy Smith  
Vice President of Marketing and Hospitality