

Agenda Item #9



2020 COMMUNITY GIVING REPORT

Harrah's Hoosier Park Racing & Casino
Indiana Grand Racing & Casino

Updated September 22, 2020



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Overview

Harrah's Hoosier Park and Indiana Grand are currently underway with 2020 community relations efforts, with a budgeted spend of \$300,000 at Harrah's Hoosier Park and \$400,000 at Indiana Grand.

Caesars Entertainment, Inc. (Eldorado) added an additional \$250,000 cooperatively between the two properties. Final 2020 spends are \$428,344 for Harrah's Hoosier Park and \$525,000 for Indiana Grand. This deck provides an overview of each property's spend, percentages of spend to host communities, equine-related efforts and other initiatives, and quarterly breakdowns.

These spends do not include sports partnerships or HERO volunteer hours, and are all community relations-specific.

Harrah's Hoosier Park	2019	2020	Var	Var %
Madison County	\$121,535	\$274,244	\$152,709	125.65%
Equine	\$57,217	\$119,537	\$62,320	108.92%
Other	\$43,088	\$34,563	-\$8,525	-19.79%
Total	\$221,840	\$428,344	\$206,504	93.09%
Madison County Breakdown	2019	2020	Var	Var %
Anderson	\$105,885	\$270,494	\$164,609	155.46%
Rest of County	\$15,650	\$3,750	-\$11,900	-76.04%
Total	\$121,535	\$274,244	\$152,709	125.65%
Indiana Grand	2019	2020	Var	Var %
Shelby County	\$196,163	\$299,700	\$103,537	52.78%
Equine	\$5,900	\$70,000	\$64,100	1086.44%
Other	\$132,277	\$155,300	\$23,023	17.41%
Total	\$334,340	\$525,000	\$190,660	57.03%
Shelby County Breakdown	2019	2020	Var	Var %
Shelbyville	\$135,830	\$269,000	\$133,170	98.04%
Rest of County	\$60,333	\$30,700	-\$29,633	-49.12%
Total	\$196,163	\$299,700	\$103,537	52.78%
HHP UIN Combined	2019	2020	Var	Var %
Host Counties	\$317,698	\$573,944	\$256,246	80.66%
Equine	\$63,117	\$189,537	\$126,420	200.29%
Other	\$175,365	\$189,863	\$14,498	8.27%
Total	\$556,180	\$953,344	\$397,164	71.41%
Anderson/Shebyville Only	\$241,715	\$539,494	\$297,779	123.19%



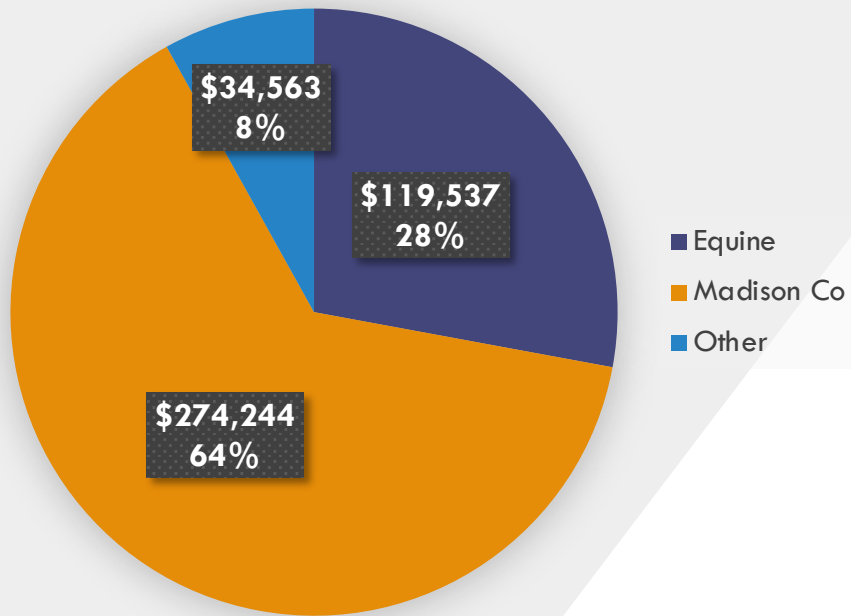
2020 Budgeted Community Relations Spend – Harrah's Hoosier Park

Harrah's Hoosier Park supports numerous worthy causes in Madison County and surrounding communities throughout Indiana. With more than 1,000 team members, our team maintain continuous involvement in various community-related endeavors, primarily through giving, volunteerism and service on local boards and organizations. In 2019, the property had more than 11,300 volunteer hours. By contributing time, energy, and monetary support to the efforts of many worthy causes, Harrah's Hoosier Park reinforces its strong commitment to its host community.

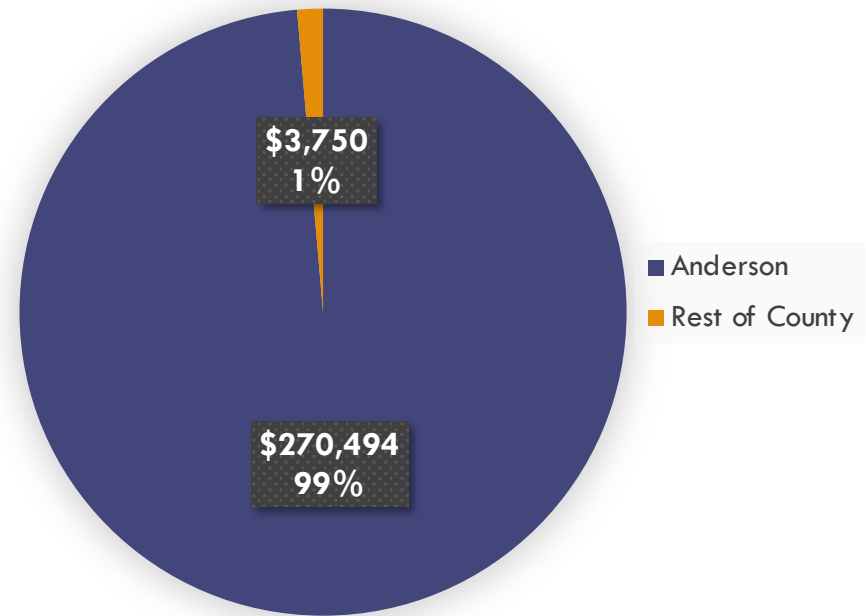
With a proactive approach, the community relations team at Harrah's Hoosier Park frequently meets with organizations to learn their needs and areas of development. Annual plans are created with those organizations identifying strategy with funding, auction items, boardmanships and HERO hours. The property's primary community giving spend is to Madison County organizations and equine health.



Total Harrah's Hoosier Park 2020 Giving \$428,344



Madison County Breakout



*Some Madison County organizations outside of Anderson benefit Anderson residents. Additionally, these organizations benefit the communities where our team members and guests live and work.

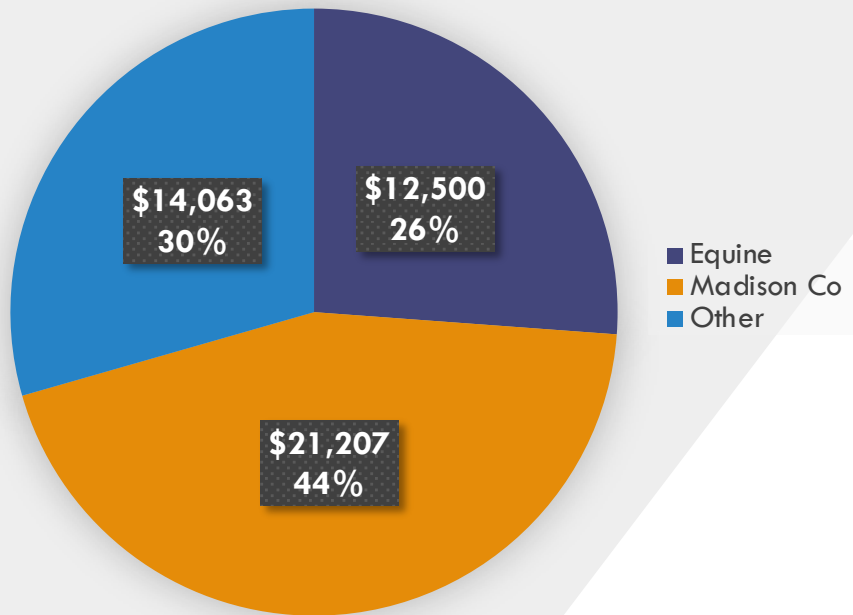


Quarterly Snapshot

HHP	County	Equine	Other	Total
Q1	\$21,207	\$12,500	\$14,063	\$47,770
Q2	\$7,250	\$30,250	\$0	\$37,500
Q3	\$117,830	\$22,343	\$16,850	\$157,023
Q4	\$127,957	\$54,444	\$3,650	\$186,051
Total	\$274,244	\$119,537	\$34,563	\$428,344

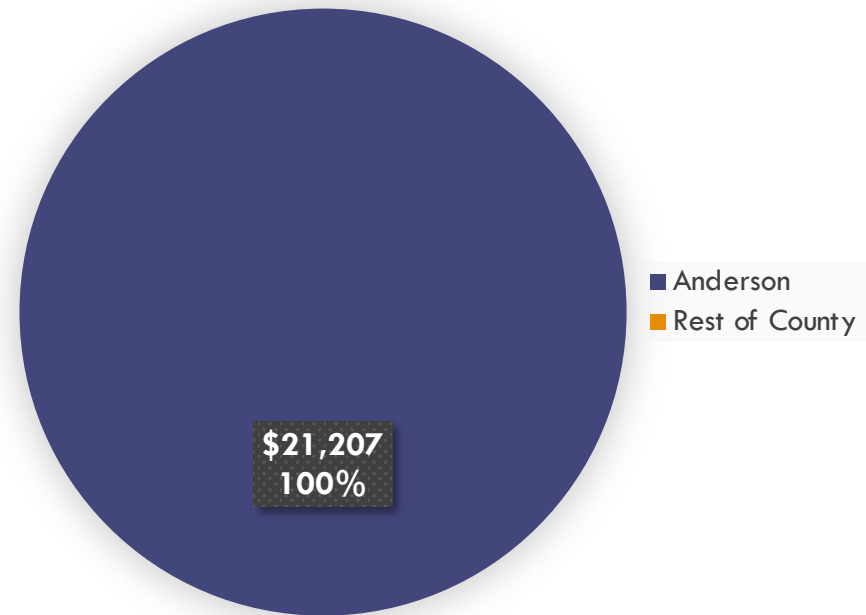


Quarter One Harrah's Hoosier Park 2020 Giving



***Total Q1 Spend = \$47,770**

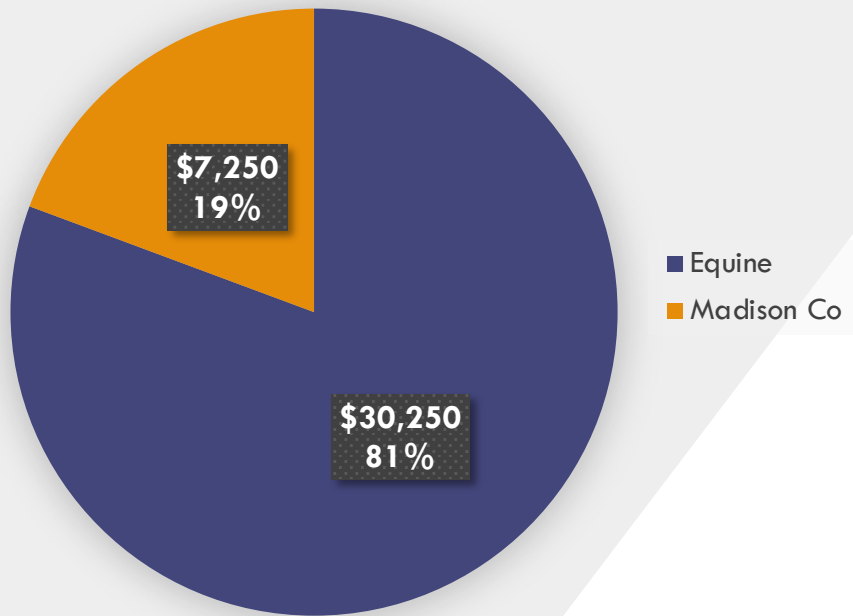
Madison County Breakout



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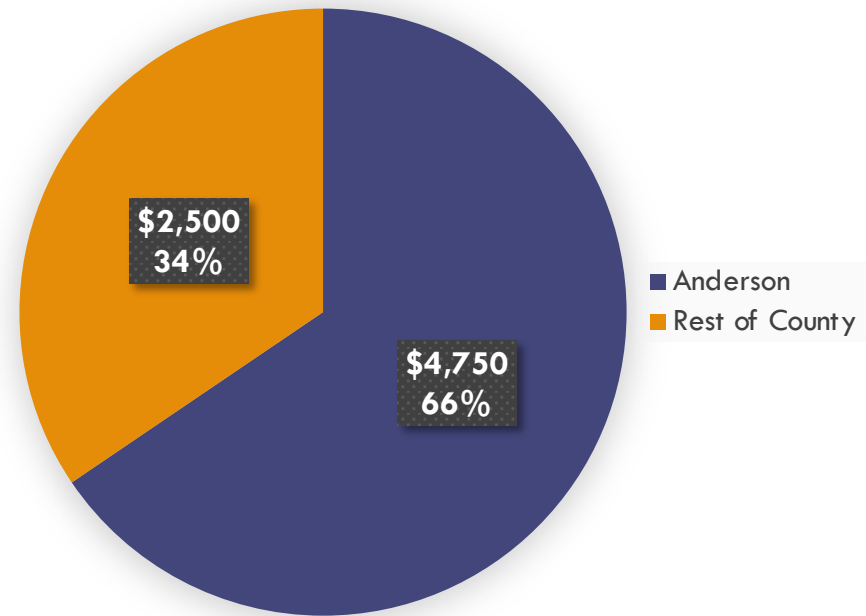


Quarter Two Harrah's Hoosier Park 2020 Giving



***Total Q2 Spend = \$37,500**

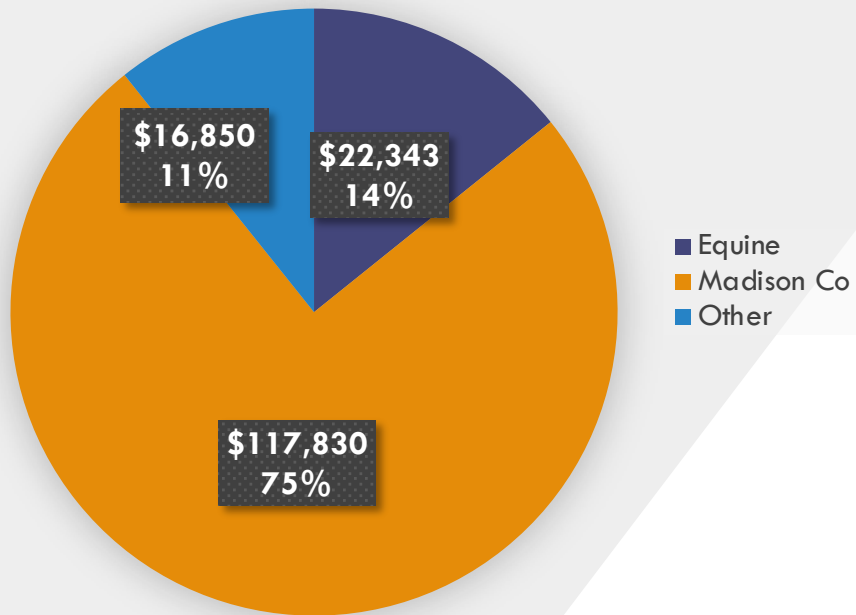
Madison County Breakout



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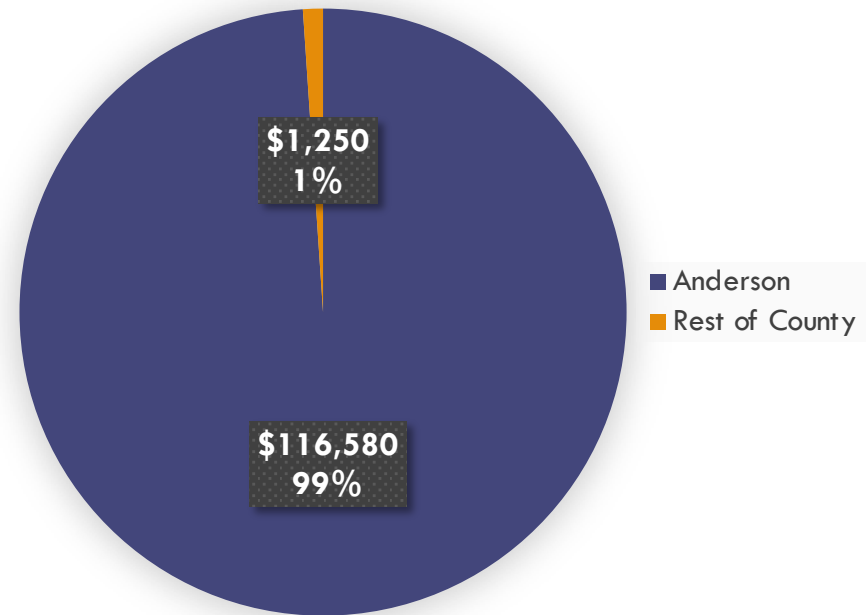


Quarter Three Harrah's Hoosier Park 2020 Giving



***Total Q3 Spend = \$157,023**

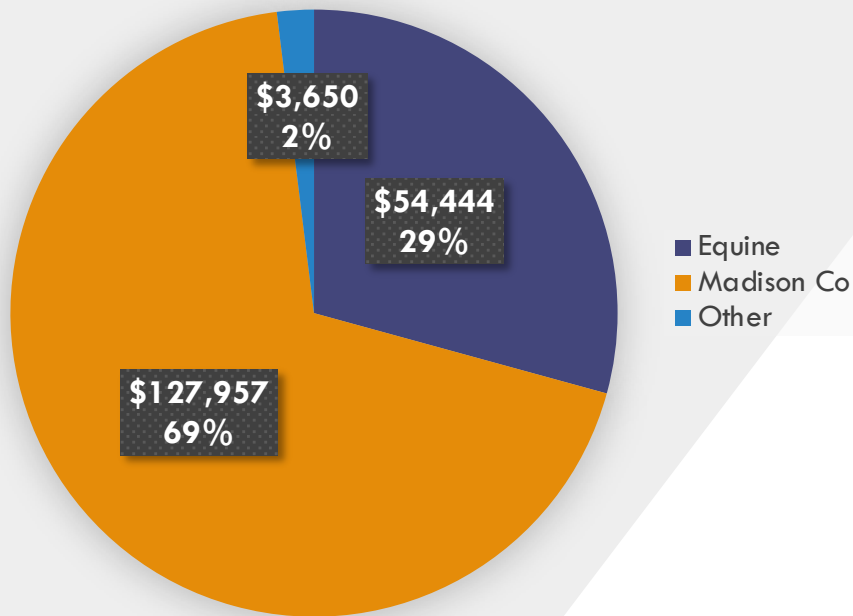
Madison County Breakout



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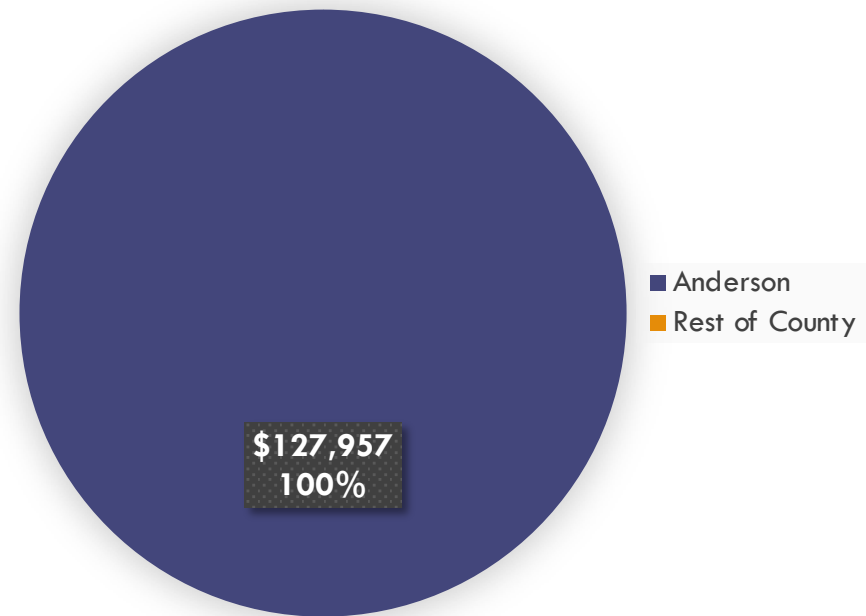


Quarter Four Harrah's Hoosier Park 2020 Giving



***Total Q4 Spend = \$186,051**

Madison County Breakout



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2020 Community Relations Beneficiaries - Harrah's Hoosier Park

100 Black Men of Indy
40&8 ~ Veteran Car Show
AGAPE
Alex Chamber
Alternatives
Alzheimer's Walk
American Cancer Society
Anderson Black Expo
Anderson Community Schools
Anderson Education Foundation
Anderson Mayors Ball
Anderson Museum of Art
Anderson Symphony Orchestra
Animal Protection League
Aspire
Athena Awards
City of Anderson
Community Hospital Foundation
Cotillion Beautillion

Court Appointed Special Advocate
Geater Center
Grace House
Habitat for Humanity
Harness Horse Youth Foundation
Hopewell Center
IMPD Mounted Patrol
Indiana Careers in Construction Assoc
Indiana Chamber
Indiana Coalition Against Domestic Violence
Indiana Horse Racing Association
Indiana Plan
Indiana Standardbred Assoc
Indianapolis Chamber
Indy Pride
Ivy Tech Foundation
Jessica & Lynsey Memorial Ride
Leadership Academy of Madison County
LifeStream

Mad Co 4-H Fair
Madison County Black Chamber
Madison County Chamber
Mad Co Community Health Center
Madison County Humane Society
Mentoring Warriors
Morning Dove
NAACP
Nappanee Raceway
New Vocations Racehorse
Noon Exchange Club
North American Harness Update
Paramount Theatre
Racing Medication & Testing
ROSE Awards
Second Harvest Food Bank
Spear Huff
St Vincent Anderson Foundation
St Vincent de Paul

Standardbred Transition Alliance
Stripped Love
Suicide Prevention
The Christian Center
Top Notch Service of Excellence
United in Christ
United States Harness Writers Assoc
United Way of Madison County
Visit Indy
Willow Place
Woodbine Invitational
YMCA of Madison County



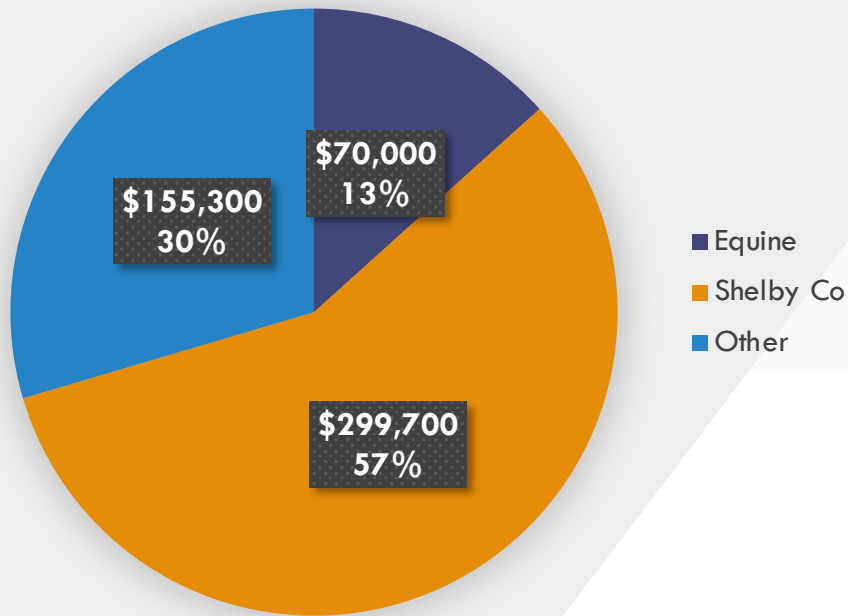
2020 Budgeted Community Relations Spend – Indiana Grand

Indiana Grand has a holistic approach in utilizing funds in support of our area communities. Our team members and patrons, live, work, and commute, not only from Shelby County, but the areas of Indianapolis and beyond. In being good stewards and to show care for the communities they call home, we work to understand, review and assess needs that are both apparent and those that come to light through specific request.

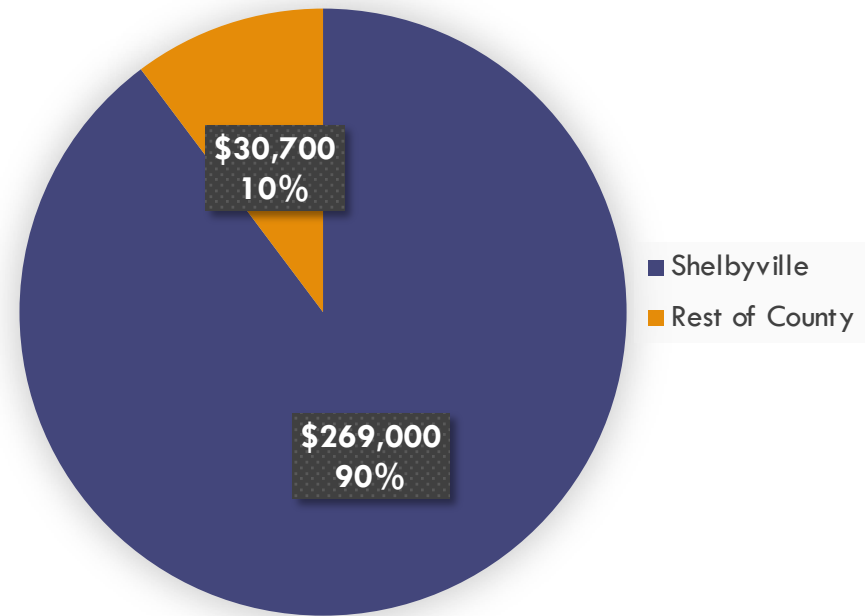
Research of the organization is done to see what type of support will best suit their needs and if it is proper and aligns with the mission of Caesars Entertainment philanthropy efforts. We work within our annual budget to offer aid through gift certificates, direct donations and support of events. We also encourage our team members to get actively involved in their communities through volunteerism. The more they immerse themselves in lending a helping hand, the better our relationship with our neighbors become.



Total Indiana Grand 2020 Giving \$525,000



Shelby County Breakout



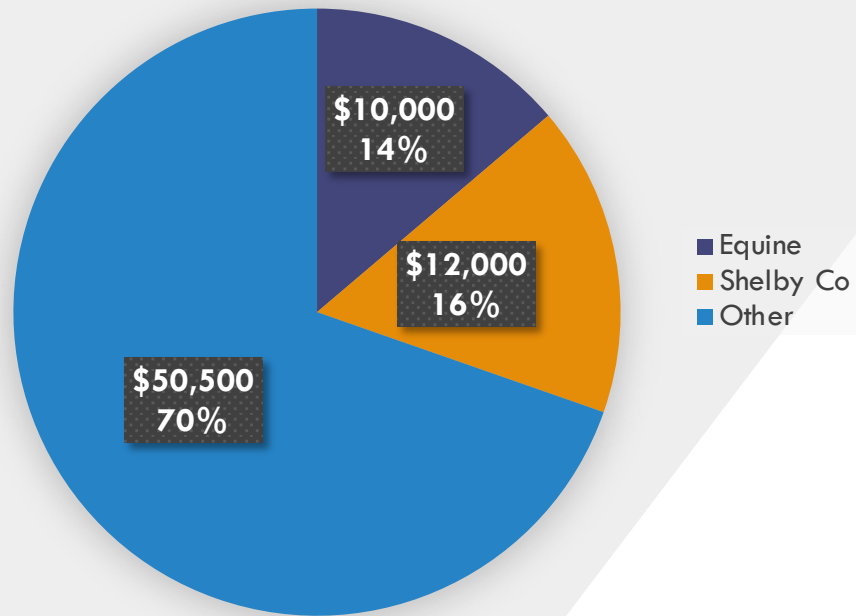
*Some Shelby County organizations outside of Shelbyville benefit Shelbyville residents. Additionally, these organizations benefit the communities where our team members and guests live and work.



Quarterly Snapshot

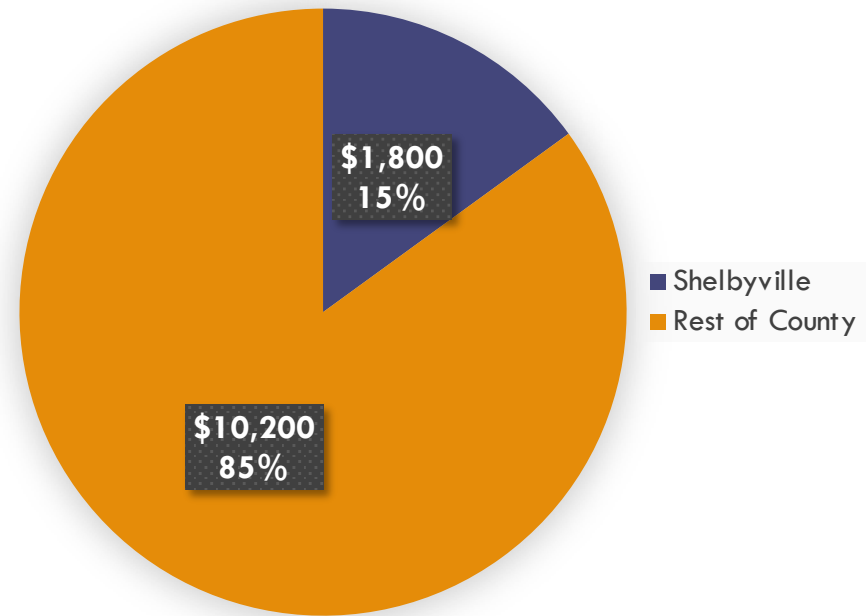
UIN	County	Equine	Other	Total
Q1	\$12,000	\$10,000	\$50,500	\$72,500
Q2	\$0	\$0	\$10,000	\$10,000
Q3	\$134,700	\$45,000	\$40,000	\$219,700
Q4	\$153,000	\$15,000	\$54,800	\$222,800
Total	\$299,700	\$70,000	\$155,300	\$525,000

Quarter One Indiana Grand 2020 Giving



***Total Q1 Spend = \$72,500**

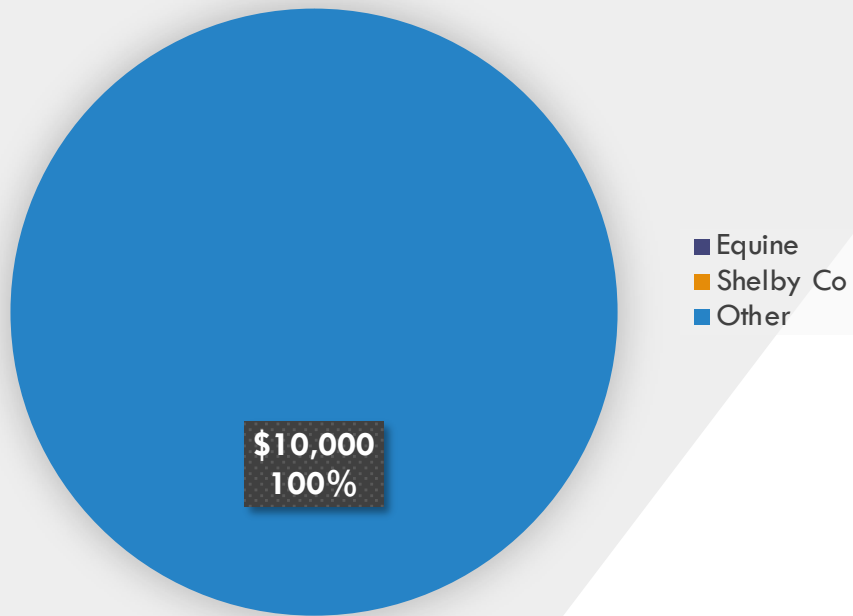
Shelby County Breakout



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Quarter Two Indiana Grand 2020 Giving

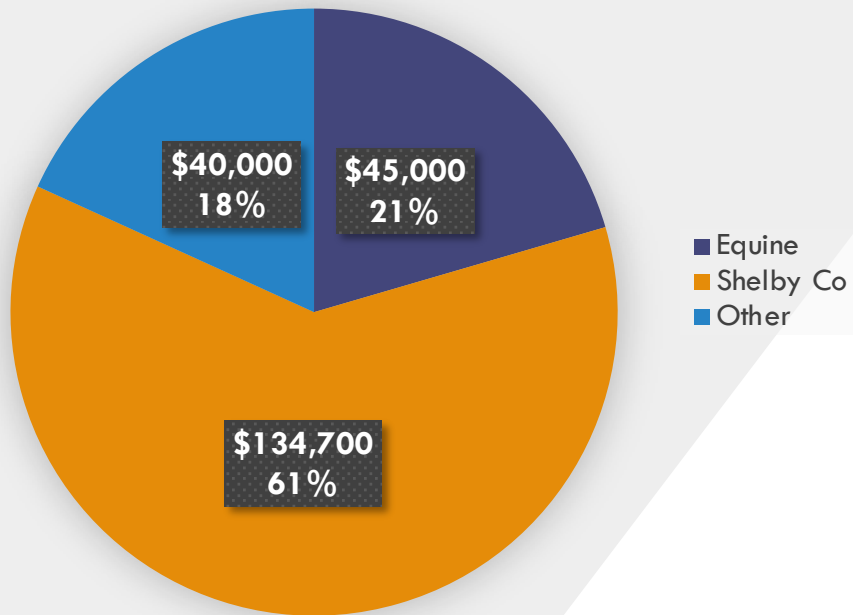


***Total Q2 Spend = \$10,000
(Q2 we were closed due to Covid-19)**

Shelby County Breakout

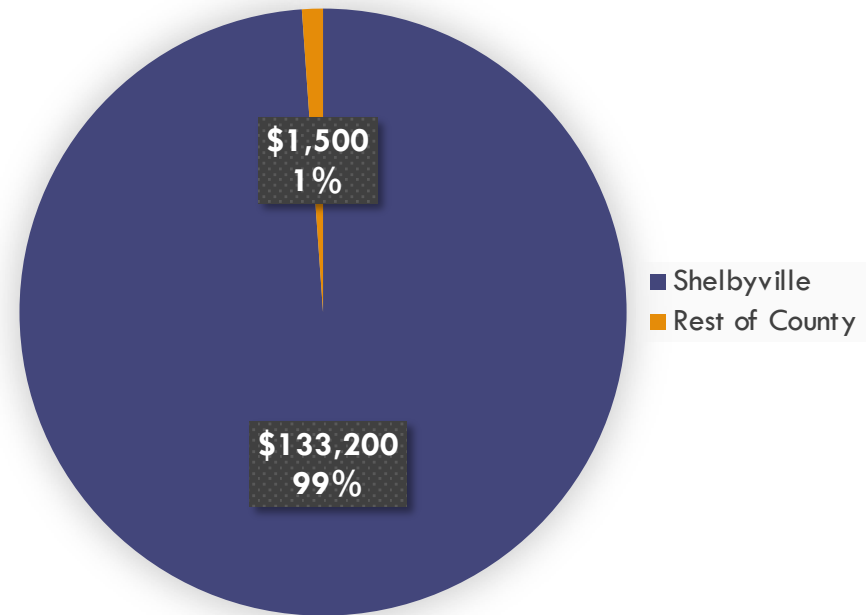


Quarter Three Indiana Grand 2020 Giving



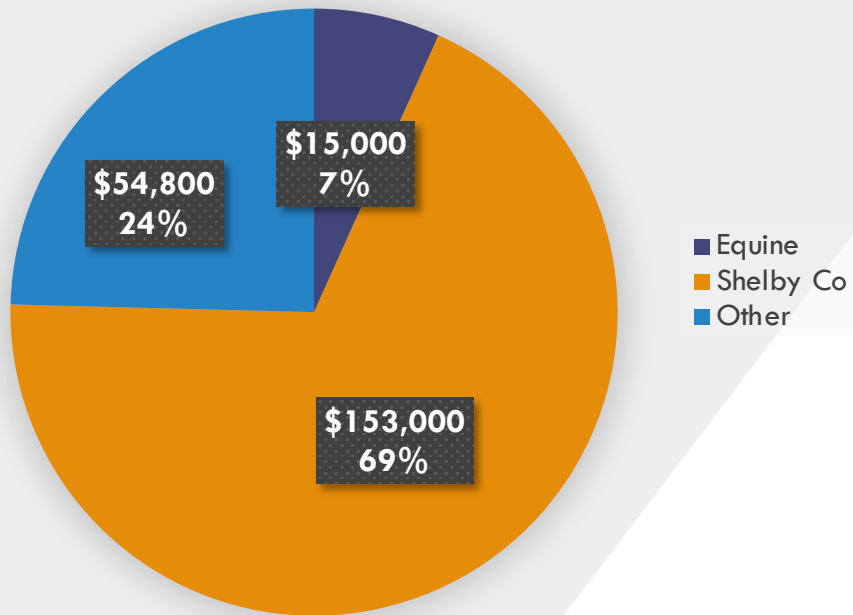
***Total Q3 Spend = \$219,700**

Shelby County Breakout



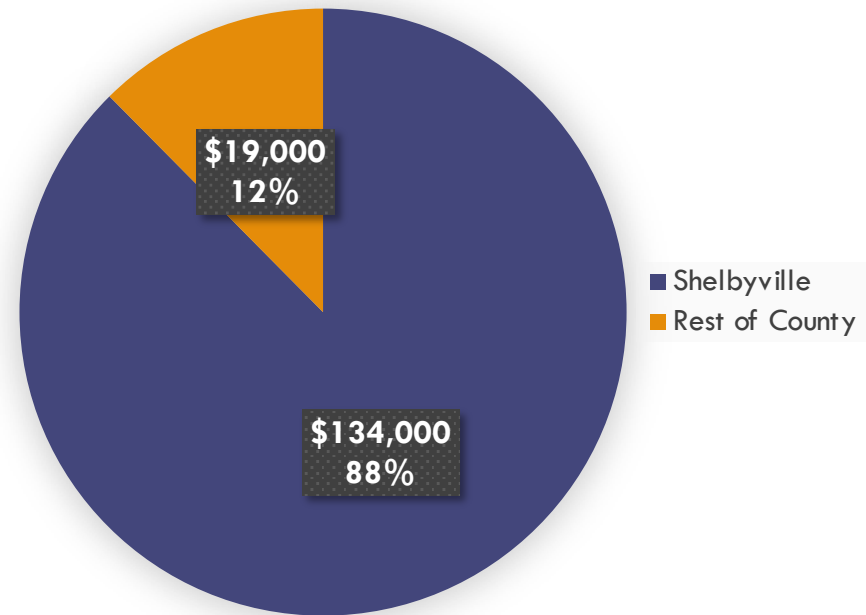
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Quarter Four Indiana Grand 2020 Giving



***Total Q4 Spend = \$222,800**

Shelby County Breakout



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2020 Community Relations Beneficiaries – Indiana Grand

- | | | | |
|--|---|---------------------------------------|--|
| 100 Black Men of Indy | Girls, Inc. Shelby County | Indy Sports Corp. Corporate Challenge | Shelby County Drug Free Coalition |
| 4 th Annual Cancer Cup | Grayson-Jockey Club Research Foundation | Ivy Tech Foundation | Shelbyville Early Learning Center |
| American Red Cross Indiana Chapter | Heartland Film Festival | Jake Laird Memorial Fund | Shelby County Parks |
| American Foundation for Suicide Prevention | Helping Hands for Freedom | Leadership Shelby County | Shelby County Scholarship for Equine Studies |
| Blue River Community Foundation | Hoosier Veterans Assistance Foundation | Lugar Series Luncheon | Shelbyville Holiday Celebration |
| Blue River Friends of NRA | IMPD Mounted Patrol | Mainstreet Shelbyville, Inc. | Shelbyville Parks and Recreation |
| Boys Club Shelby County | Indiana 4H Foundation | Major Hospital Foundation | The Hope House |
| Cancer Sucks Ride | Indiana Chamber of Commerce | Meals on Wheels Shelby County | The Strand |
| City of Shelbyville Community | Indiana Coalition Against Domestic Violence | Morning Dove | Thoroughbred Aftercare Alliance |
| Coburn Place | Indianapolis FOP Shop with a Cop Program | New Vocations | Tri-State Thoroughbred |
| Concerns of Police Survivors | Indianapolis Professional Fire Fighters | Pantry Pals Shelbyville | St Vincent House |
| Court & Child Advocacy Group Shelby Co. | Indianapolis Neighborhood Resource Center | Permanently Disabled Jockeys Fund | Top Notch Service of Excellence |
| Crohn's & Colitis Foundation | Indianapolis Urban League | Purdue Equine Specialty Hospital | University of Arizona Jon Schuster Memorial |
| D.A.R.E. Shelbyville | Indianapolis Zoo | ROSE Awards | Visit Indy |
| Edelweiss Equine Assisted Therapy Center | Indianapolis Zoological Society Indy Prize | SCUFFY | Visit Indy Hotel Symposium |
| Especially Kidz | Indy Chamber | Shelby Ag Promotions | Wheeler Mission |
| Friends of Ferdinand | Indy Pride | Shelby County Animal Shelter | |



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Overview of 2020 Cooperative Initiatives for Harrah's Hoosier Park and Indiana Grand

- ❖ \$50,000 – Indianapolis Metropolitan Police Department Mounted Patrol
 - Mounted Patrol is the equine division of IMPD. This division is best suited for large event crowd control and frequently visits neighborhoods for community relations engagement. Our funds will support the development of new stables and training grounds
- ❖ \$20,000 – Morning Dove Therapeutic Riding
 - Morning Dove is one of the feature equine therapeutic riding organizations for special needs people. Our funds will support the development of a new facility and training arenas.
- ❖ \$15,000 – Indiana Coalition Against Domestic Violence
 - ICADV is a statewide organization that educates and battles domestic violence. Though they are statewide, they do funnel dollars and resources back to our local communities.
- ❖ \$5,000 – Indy Pride
 - The main organization in Indiana promoting LGBTQ+ rights and opportunities. We have strong HERO turnout for these events while partnering with our HR departments for career fairs promoting inclusion and diversity.
- ❖ \$3,000 – Indiana Careers in Construction Association
 - This association promotes local construction trade opportunities without a college degree.



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Continued Commitment to the Purdue Equine Specialty Hospital

Caesars Entertainment is currently working with Purdue University to rebrand the Centaur Equine Specialty Hospital to the Caesars Entertainment Purdue University Equine Specialty Hospital.

In addition to the rebranding efforts, Caesars Entertainment will be contributing \$337,500 in 2020 and \$400,000 in 2021 for the continued naming rights and support of the program – maintaining to complete Centaur Gaming’s original commitment of \$3.1 million.

Agenda Item #10

(Note: there are no documents related to Item #10)