

20  
22



# ECONOMIC + COMMUNITY IMPACT REPORT



**Harrah's**  
**CHEROKEE**  
**CASINOS**



# More Than Gaming



*Brooks Robinson  
Regional Senior Vice  
President & General  
Manager*

I am pleased to introduce our 2022 Community Impact Report. 25 years ago, Harrah's Cherokee Casinos made a commitment to be a good business partner by enriching the lives of our Team Members and our surrounding communities in Western North Carolina. The following pages illustrate the results of our efforts in upholding that promise and represent an important message; **we are more than gaming.**

*Brooks Robinson*



**Harrah's Cherokee Casino Resort**



**Harrah's Cherokee Valley River Casino & Hotel**

# OUR MISSION

Create the Extraordinary.

# OUR VISION

We Create Spectacular Worlds that immerse, inspire and connect. We don't perform magic, we create it with excellence



# OUR VALUES

## **BLAZE THE TRAIL**

This is about leadership, innovation and keeping integrity top of mind as we imagine possibilities for growth and change in our business.

## **ALL-IN ON SERVICE**

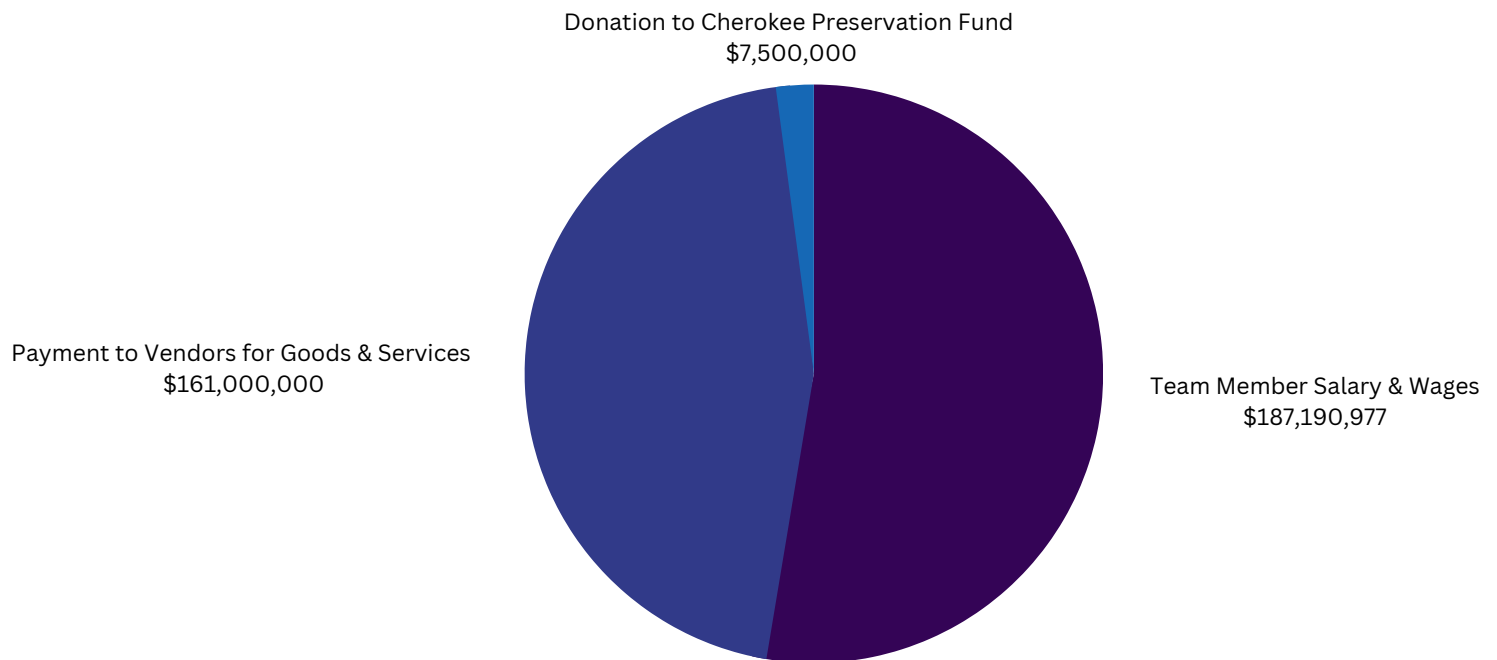
We build connections with each other and our guests by creating memorable moments, having fun and owning our Family-Style Service culture.

## **TOGETHER WE WIN**

Working together as a diverse team, caring for and respecting each other is how the magic happens. Together We Win means being an employer of choice for our Team Members and attracting, retaining and developing a diverse workforce in a caring, inclusive and empowering culture.

# ECONOMIC IMPACT

Harrah's Cherokee Casinos adds significant economic value to the surrounding communities in which we operate through wages, and benefits we pay, donations to suppliers, plus our contribution as an advocate of tourism.



> 4 Million Visitors



Our two properties support local tourism with an annual \$7.5 million donation to the Cherokee Preservation Foundation\*



> 3,800 Team Members

*\*The Cherokee Preservation Foundation supports the revitalization of the Cherokee downtown district and grants that help local organizations ensure their long-term sustainability, improve and expand their programming, make their business more culturally authentic and more.*



# COMMUNITY IMPACT



As one of the largest employers in Western North Carolina, we aim to play an integral role in the communities that we serve. Our Team Members diligently dedicate their time to ensure they are leaving a positive impact on the community through our company H.E.R.O. (Harrah's Employees Reaching Out) program. In 2022 alone, **117,490 volunteers hours** were recorded by our Team Members.



Organizations in Western North Carolina supported by H.E.R.O.

- MANNA Food Bank
- NC Beautiful
- Cherokee Hospital
- Western Carolina University
- No Barriers
- Young Harris College
- WNC Communities
- Blue Ridge Pride
- K-9 for Warriors
- The Giving Spoon
- PAWS Animal Shelter



# \$425,000

In addition to volunteer efforts, Harrah's Cherokee Casinos continued to showcase support to local non-profit organizations through sponsorship donations, totaling \$425,000 in cash and services for 2022.

# COMMUNITY IMPACT

NOTEWORTHY EVENTS FROM 2022

## Folds of Honor

Harrah's Cherokee Casinos held a six-week beverage fundraising event at its properties that generated a **\$70,000** donation to Folds of Honor. 2022 marked the sixth consecutive year that the company successfully led this fundraising initiative. The donation from this year's event helped fund **14 educational scholarships**.

## 3 Doors Down & The Better Life Foundation

3 Doors Down rocked out for a cause at Harrah's Cherokee Casino Resort with their 17th annual charity concert, motorcycle ride, motorcycle raffle, and silent auction to benefit The Better Life Foundation (TBLF). Over **\$484,000** in raffle and concert ticket sales, as well as in-kind donations, were raised by Harrah's Cherokee Casinos for TBLF, bringing total donations over the last five years to over **\$2.2 million**.

## Make-A-Wish Western & Central NC

A vendor appreciation event was held at Harrah's Cherokee Casino Resort to support Make-A-Wish Western & Central NC. Community partners, representatives from Harrah's Cherokee and Make-A-Wish, as well as vendors of Harrah's Cherokee from across the nation gathered to participate in the two-day experience. A \$43,000 donation by the company coupled with donations from other participants produced an all-in donation of **\$184,000** to support **25 wishes** for kids in Western North Carolina.

## NRT Charity Donations

At Harrah's Cherokee Casinos, guests are given the option to donate their change to local non-profit organizations on ticket redemption kiosks. 2022 was the inaugural year for this initiative that garnered an impressive total donation of **over \$92,000**. Organizations impacted include Meals on Wheels, Make-A-Wish, Cherokee Cancer Support and Blue Ridge Health.

## Giving Tuesday

To celebrate Giving Tuesday, the company matched donations by its Team Members made via payroll deduction to Lunchbox Heroes to help provide lunches to local students in Jackson, Swain, Graham, Cherokee, Haywood, Macon and Clay counties. The all-in donation totaled **\$18,109**.

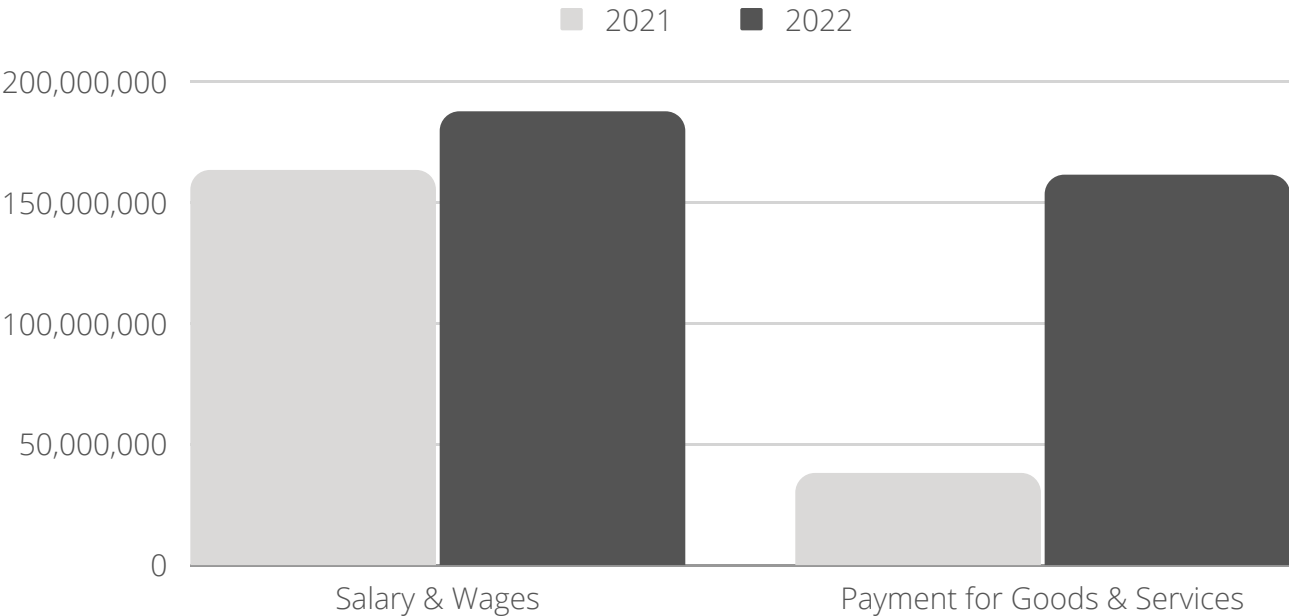
## Giving Month Recognition

During the first-ever Caesars Giving Month held in November, two Team Members from Harrah's Cherokee received recognition for the highest individual donations to Meals on Wheels across the enterprise. Harrah's Cherokee Casinos also received recognition at the property level for highest donation to Meals on Wheels. Team Members received a celebratory gift card, and the property will receive \$8,000 in gift cards that will be donated to a non-profit organization.



# 2021 v. 2022

## ECONOMIC IMPACT



## COMMUNITY IMPACT

