



## FACT SHEET – MAY 2012

### OVERVIEW

- Cleveland will become the first city in the State of Ohio to host a full-service casino on May 14, 2012. The State also becomes the 24<sup>th</sup> commercial gaming jurisdiction in the United States.
- Horseshoe Cleveland was developed by Rock Ohio Caesars LLC (ROC), a joint venture partnership between Rock Gaming LLC and Caesars Entertainment Corporation. Caesars manages the casino's day-to-day operations.
- The Phase I casino is located inside the Historic Higbee Building on Public Square, adjacent to the city's entertainment district. ROC invested more than \$350 million to transform four floors of the building (300,000 sq. ft.) into a full-service gaming destination.
- The Collection Auto Group Centre, a dedicated valet and self-parking structure, with street-level retail, was also developed in tandem with the casino.
- Marcus Glover is the casino general manager, and is responsible for ensuring that the casino maximizes connectivity and economic impact, while upholding Caesars' world-class operating standards. His leadership team brings more than 140 years of combined gaming industry experience to Cleveland.

### GAMING

- There are four public entrances to the casino. Street level entrances are located at Public Square and on Prospect Street. Two interior entrances are located inside Tower City Center: from the main lobby at Public Square and on the ground level of the mall. All guests must be 21 and older with a government-issued form of identification to enter the casino.
- The 96,000 sq. ft. gaming floor offers approximately 2,100 slot machines, 63 table games, a 30-table World Series of Poker® room and a VIP players lounge.
- Slot denominations range from \$.01 to \$500 per spin and the most current and popular games are available. A 30-table World Series of Poker Room, as well as variations of table games like Blackjack, Roulette and 3 Card Poker are also offered.

### DINING & HOTELS

- A buffet restaurant, a food court and two feature bars round out the food, beverage and entertainment offerings.
- *The Spread* is a 400-seat buffet which offers 7 stations with for, lunch, dinner and Sunday brunch menus.
- Three Cleveland-based restaurants make up the casino food court: Iron Chef Michael Symon's *B Spot* (burgers), *Corky & Lenny's* (deli), and local Chef Rocco Whalen's *Rosie & Rocco's* (Italian).
- Two casino bars, *Legends at Horseshoe* (main casino level) and *Vintage 51* (2<sup>nd</sup> level), will offer premium spirits, cocktails, beers and wines. State law prohibits the casino from providing complimentary alcoholic beverages.
- The casino has also partnered with nearly a dozen restaurants downtown to offer fine dining rewards to our guests.
- Preferred relationships also allow the casino to offer guests overnight accommodations at three premium downtown hotels: The Ritz-Carlton, Cleveland, The Renaissance Cleveland, and the Marriott at Key Center.

### PARKING & RETAIL

- Guests and downtown visitors may valet or self-park at the Collection Auto Group Centre, the casino's dedicated 1,300 space parking structure located at the corner of Ontario and Prospect Streets.
- An adjacent 300-space surface lot is also available at the corner of Superior Ave. and West 3rd St. All Total rewards members will receive 24 hours of free self-parking at either location when they play for 30 minutes and earn at least 15 Tier Credits.
- The Horseshoe Gift Shop is a 1,900 sq. ft. outlet located in the Collection Auto Group Centre. It offers custom Horseshoe logo apparel and themed memorabilia, along with Cleveland-area beers, wines and sundries

## **ECONOMIC IMPACT**

- About 2,000 workers were deployed during the 16-month renovation and construction. Contracts valued at more than \$124 million were awarded largely to Ohio-based businesses, and nearly 45 percent of contracts were awarded to MBE and WBE certified companies.
- The casino has hired 1,600 new employees. Exceeding the developer's initial goal, approximately 94 percent of workers are from the Cleveland metropolitan area.
- Horseshoe Casino Cleveland is expected to generate 5 million visits annually to downtown Cleveland and create \$100 million annually in gaming tax revenue. Local distribution of gaming taxes is expected to provide approximately \$29.7 million to the City of Cleveland, \$18.7 million to Cuyahoga County and \$22.5 million to Cuyahoga County school districts during its first full year of operations.
- Land has also been acquired to develop a Phase II casino along Huron Road overlooking the Cuyahoga River. As a truly urban casino, the development will be designed to include outward facing restaurants and retail to engage pedestrians and support existing cultural, nightlife and sports attractions downtown.

## **DEVELOPERS**

- Rock Gaming LLC is a Midwest-based gaming partnership formed with an initial focus to develop first-class casinos in two of Ohio's largest cities, as well as to explore other potential gaming opportunities. Dan Gilbert, chairman of Rock Gaming, is also majority owner of the NBA's Cleveland Cavaliers and AHL's Lake Erie Monsters, AFL Cleveland Gladiators and is chairman and founder of Quicken Loans Inc. Through the casino and these other business interests in the State, nearly 4,000 Ohioans are employed.
- Caesars Entertainment is the world's most geographically diversified casino entertainment company, with 52 casino resorts in 6 countries and the most recognizable brands in gaming, including: Caesars, Horseshoe, Harrah's, Total Rewards and World Series of Poker. The company is led by Chairman, CEO and President, Gary Loveman and employs 70,000 worldwide.

- ROC is also developing a second urban casino in downtown Cincinnati, which is expected to open in spring 2013, and Caesars and Rock Gaming have a similar partnership in Baltimore City where they have the exclusive bid to develop a VLT facility.

## **TOTAL REWARDS**

- Total Rewards, is the featured players club at all Caesar's Entertainment Properties. Membership is free and guests can sign up online at [totalrewards.com](http://totalrewards.com). Earned credits earned can be used at any Caesars property. Guests receive 1 reward Credit for every \$5 of play on a reel slot machine and for every \$10 of play on a video poker machine.
- There are four tiers in Total Rewards membership; Gold, Platinum, Diamond and Seven Stars. Members join Total Rewards at the Gold level; after earning 4,000 annual Tier Credits members move to Platinum; after earning 11,000 annual Tier Credits members move to Diamond tier. Guest who earned 100,000 annual Tier Credits may apply for Seven Stars Membership.

## **BACKGROUND**

- Ohio voters approved a state constitutional amendment in November 2009 authorizing casinos in the state's four largest cities: Cleveland, Cincinnati, Columbus and Toledo. As approved in the ballot issue, gross casino revenues will be taxed at 33 percent, one of the highest rates in the nation for a resort casino with this level of investment.
- Portions of the tax revenue are designated for public school districts; the four host cities; all 88 state counties; the Ohio State Racing Commission; law enforcement training; and research and treatment of problem gambling and substance abuse.
- The bipartisan Ohio Casino Control Commission was created in 2011 to develop rules for casino gaming in Ohio, to license operators and to regulate and ensure the integrity of operations. It is also funded by casino tax revenue. Rock Ohio Caesars was the first operator to be licensed by the Ohio Casino Control Commission on May 2, 2012.