

CHEROKEE NATION ENTERTAINMENT

WHERE THE CASINO MONEY GOES

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JOBS, LANGUAGE, COMMUNITY



SUMMER 2011

HARD ROCK HOTEL & CASINO TULSA
CHEROKEE CASINO FORT GIBSON
CHEROKEE CASINO RAMONA
CHEROKEE CASINO ROLAND
CHEROKEE CASINO SALLISAW
CHEROKEE CASINO TAHLEQUAH
CHEROKEE CASINO WEST SILOAM SPRINGS
CHEROKEE CASINO WILL ROGERS DOWNS



777 W. Cherokee Street | Caloosa, OK | 74015



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WHERE THE CASINO MONEY GOES

Payroll ————— **\$141.5 million**

For employees, most of whom are Cherokees

Operating Expenses ————— **\$200.7 million**

With a preference given to Cherokee-owned and -staffed businesses

State Gaming Compact Fees ————— **\$24.7 million**

Earmarked for public education and jobs in the horse racing industry

Jobs for Cherokees ————— **\$61.7 million**

Created and sustained in local communities by expansion and improvement initiatives

Services and Programs for Cherokees ————— **\$26.4 million**

Health services, education, housing and other services in local communities

CNE 2010 Revenue ————— **\$455 million**

IT ALL ADDS UP TO A HAPPY, HEALTHY CHEROKEE NATION



THE MONEY IS INVESTED IN OUR NATION.

The profits from Cherokee Nation Entertainment are all around us. They're seen in the smiles of thousands of Cherokee citizens who work each day at Cherokee Nation-owned businesses. They're evident in the education of our children as they learn the Cherokee language while embracing innovative technologies of the future. They're apparent in the construction of community centers and housing where Cherokee families can come together. When money is reinvested in the Cherokee Nation, jobs are created. Jobs stabilize communities and encourage growth. Flourishing communities allow our culture and language to be preserved and passed on to new generations. Jobs. Language. Community.

THIS IS WHERE THE CASINO MONEY GOES.

WE'RE CREATING JOBS FOR OUR CITIZENS

Cherokee citizen Aron Dunlap is no stranger to hard work. After returning from service in Iraq with the U.S. Army, Aron worked diligently to pursue a career in information systems. But even after obtaining a bachelor's degree, he found it difficult to find a job. That's when Aron turned to the Cherokee Nation Day Training Program.

The program is a daily employment service designed to provide job assistance to Cherokee citizens who are unemployed and need a temporary helping hand. For Aron, the program

was the key to finding and earning a permanent job. His part-time job eventually led to a full-time position as an information systems network technician with Cherokee Nation.

"I can't say enough good things about the Day Training Program," Dunlap said. "Through this program, I was able to get my foot in the door in my field and find a way to permanently provide for my wife and four boys."

In 2010, nearly \$1.5 million, including casino profits, was used to fund the program.





WE'RE NOURISHING A NATION

Good nutrition is one of the surest ways to create a happy, healthy nation, and no one knows that better than Elka Sands, assistant manager of family assistance for the Cherokee Nation. In 2010, more than 3,800 households benefitted from the Cherokee Nation food distribution program.

Sands says with the cost of living increasing and more families combining households, managing rising food prices can be difficult. The program helps with that cost by providing assistance to those who qualify.

"It's a supplemental, income-based food program that helps offset the cost of their groceries," Sands explained. "Because of that, people are able to put the money

they save toward other household expenses and stay within their limited budgets."

The Cherokee Nation is building a new food distribution center in Nowata, joining other centers in Tahlequah, Salina, Jay, Stillwell and Sallisaw. The 8,000-square-foot facility will be complete in November 2011 and serve those living in northern Cherokee Nation. It will include a senior nutrition center and provide local programs and services to citizens. An additional center is being planned for Collinsville.

Last year, \$3.86 million in casino dividends was invested in human services, some of which helped build the Nowata distribution center.