



Social Responsibility



Just look around.

It's easy to be inside Jumer's Casino & Hotel and see and hear all those things that make for a beautiful, satisfying and exciting gaming facility. We're rightfully proud of providing our customers the most enjoyable, most rewarding Vegas-style casino experience in this area. We work hard every day to make that a reality.

But we're equally proud of those elements of our operation that are largely invisible to our customers ... elements that make Jumer's an outstanding employer, an outstanding neighbor and an outstanding steward.

It starts by our collective and individual commitment to being *accountable*.



What does social responsibility mean? To our ownership, Delaware North, it means, *"Being accountable to the people whose lives we can affect."*



Accountable to our people and public:

We pledge to make responsible gaming an integral part of our daily operations, encompassing all aspects of our business. This includes our continued support for research initiatives and public awareness surrounding responsible gaming and underage gambling.

We follow a strict Code of Conduct to:

- Educate all associates on responsible gaming practices.
- Ensure responsible gaming information is available to all patrons.
- Adhere to the Illinois Gaming Board rules on the serving of alcoholic beverages.
- Strive for the highest ethical standards for - advertising that adhere to Illinois Gaming Board - rules and regulations.

All associates are trained yearly on Project 21® and tested on their ability to spot underage gamblers, as well as Operation Bet Smart® to understand the symptoms of problem gaming and directions to assist with those guests in need.

Jumer's affirmative action plan and policy of equal employment opportunities is based upon a belief that everyone deserves an opportunity to succeed. We recruit, hire and advance associates on the basis of job requirements, individual abilities and performance.

We are an Equal Opportunity Employer and encourage all minority, female and disabled individuals to apply for positions. By recruiting locally, we're able to fill 90-95% of all of our openings.

First and foremost, when filling positions, we prefer to hire/promote from within the organization. This clearly demonstrates to all associates our belief in making upward mobility possible.

Comparing minority statistics of Jumer's associates to statistics of the Quad Cities area, overall, we have created a workforce that exceeds the local diversity of its population with respect to race.

Jumer's Casino & Hotel

Minority Associates 34.7% of total workforce

MSA 16.3% of total population*
(Henry, Mercer, Rock Island Counties, IL, and Scott County, IA)

Rock Island County 21.4% of total population* -

**Based on the 2010 Census Demographic Profile Summary*



Accountable to our communities:

We encourage our associates to support our communities by volunteering their time to not-for-profit organizations. Many of our associates hold board or other leadership positions with educational, health and human service organizations.

A partial list of our involvement includes:

- Development Association of Rock Island
- Regional Opportunity Council
- Keep Rock Island Beautiful
- United Way Day of Caring
- Quad Cities Convention and Visitor's Bureau
- Rock Island Arts and Entertainment District
- Adopt a School Program
- Activate Rock Island
- Quad City Botanical Center
- Adopt A Highway
- American Heart Association - Heart Walk
- United Way Women's Leadership Council
- United Way Investment Panel
- Greater QC Hispanic Chamber of Commerce



G.I.V.E. Program

(Grow - Inspire - Volunteer - Empower)

G.I.V.E. is an associate-based volunteer program created in 2013 at Jumer's Casino & Hotel. The purpose of the program is to provide services that improve the quality of life and promote literacy, teamwork and community involvement.

Associates make visible contributions within the community by giving their time, skills and expertise to those within our community. By actively participating in charitable and civic-minded events, the G.I.V.E. Team is able to make a positive, empowering impact on the lives of those they encounter within the community.

Two on going volunteer initiatives were created for the G.I.V.E. Program in conjunction with The Rock Island County Senior Center, a service of Project Now. Twice per month G.I.V.E. Team members deliver meals to homebound seniors. And, twice per month, Jumer's



provides meals with the assistance of G.I.V.E. Team members to Congregate Meal sites in Rock Island, Moline, Milan and East Moline, IL.

G.I.V.E. Team members could also be found throughout 2014 preparing and serving food to seniors at the Project Now Holiday Party; removing trash alongside the highway as part of Jumer's participation with the Adopt A Highway program; reading to area school children on the United Way's Day of Caring; making our downtown clean and beautiful on Rock Island Downtown Clean Up Day; planting flowers and trees in the Quad City Botanical Center's Children's Garden; and helping distribute food and gifts at the Friendly House during the holiday season.



Total Taxes Paid to the State of Illinois and the City of Rock Island in 2014

The Riverboat Gambling Act imposes two taxes on riverboat gambling operations, a wagering tax and a tax on admissions. The admissions tax is \$2 a person for patrons of Jumer's Casino & Hotel. From each admission, \$1 goes to Rock Island and the other \$1 goes to the state. In addition, Rock Island receives a share in an amount equal to 5% of Jumer's adjusted gross receipts (AGR). The Riverboat Gaming Act defines adjusted gross receipts as gross receipts less winnings paid out to gamblers.

In addition to the wagering and admission taxes, Jumer's produces revenue for the state and city for hotel/motel, food and beverage, property and use taxes.

State of Illinois

Wagering and Admission Taxes	\$14,035,164
State Sales Tax & Use Tax	\$401,690
State Hotel/Motel Tax	\$151,053
Total	\$14,587,907

Rock Island

Wagering and Admission Taxes	\$4,906,740
Hotel/Motel Tax	\$169,423
Food and Beverage Tax	\$65,551
Property Tax	\$2,196,335
Total	\$7,338,049

Total State and City Taxes for 2014 **\$21,925,956**



Having been immersed in the Quad Cities economy for over 20 years, our impact on the surrounding communities has been significant just in terms of jobs provided and tax revenue. But, equally as important, we make a yearly impact through direct financial support of deserving organizations and agencies within our communities.

In 2014, a partial list of those receiving support are:

- Susan G. Komen Quad Cities Race for the Cure
- March of Dimes
- American Cancer Society - Relay for Life
- Keep Rock Island Beautiful
- Genesis Health Services Foundation
- Two Rivers YMCA
- American Heart Association - Heart Walk
- Boys and Girls Club
- United Neighbors
- Trinity Health Foundation
- Arc of Rock Island County
- HAVlife Foundation
- Special Olympics of Illinois
- United Way of the Quad Cities
- World Relief
- Rock Island - Milan Education Foundation - Jumer's Casino & Hotel Scholarships
- Project Now
- Ballet Quad Cities
- Quad City Botanical Center



Accountable to the environment:

We adhere to the environmental management system created by our parent company, Delaware North. GreenPath® was developed specifically to help manage our environmental responsibilities. Associates are trained to be environmentally aware and encouraged to be environmentally responsible as well. We are continually seeking new ways to improve environmental performance in all our tasks. Involvement by Jumer's associates is key.

The key elements of GreenPath® are:

- Incorporate environmental consideration into business decisions, including planning and design activities.
- Set measurable objectives to improve environmental performance.
- Reduce the generation, discharge and emission of wastes to all air, land, surface and ground water.
- Anticipate emerging environmental issues and develop programs to respond to future requirements.
- Allocate and maintain resources for effectively implementing environmental management and compliance programs.
- Encourage communication among associates, visitors, clients, neighbors and surrounding communities, suppliers, guests and the general public on environmental issues.



Being accountable takes commitment.

It's a commitment that starts at the top, from our corporate headquarters at Delaware North, to the management here at Jumer's Casino & Hotel ... and through each and every associate who walks through our doors every day. Accountability that perhaps you can't see, but each and every day, helps to make our community a better place.

2012 Rock Island Business Citizen of the Year

2012 Rock Island Overall Citizen of the Year

Jumer's recycling efforts for 2014 produced:

Plastics (Including bottles) = 1.21 Tons = 2,415 lbs.
Cardboard = 62.11 Tons = 124,220 lbs.
Newspapers = 8.5 Tons = 17,005 lbs.
Office paper = 3.46 Tons = 6,915 lbs.
Mixed paper = .41 Tons = 810 lbs.

Jumer's is ISO 14001 Certified for its Environmental Management System.





Vegas without the Flight!

I-280 and Hwy 92, Exit 11-A • Rock Island, IL
309 756 4600 • 800 477 7747 • Open 7am-5am daily
jumerscasinohotel.com

If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537).



Printed on paper stock made of 30% post-consumer waste.



 FOR YOUR ENJOYMENT, ALWAYS SMOKE FREE!