



## COUNCIL BLUFFS ENTERTAINMENT DISTRICT



### OUR DISTRICT IS GROWING.

The Courtyard by Marriott is currently under construction to join the three other hotels within the District. Entertainment amenities like the Horseshoe Casino, AMC Theaters, Joe's Karting and Mid-America Center are frequent crowd-pleasers, and Bass Pro Shops continue to reel them in.

The nearby Council Bluffs Recreation Complex attracts even more families to its many soccer, baseball and softball fields.

### ANNUAL PATRONS TO THE DISTRICT:

- Iowa West Field House - 300,000/year
- Mid-America Center - 250,000/year
- Horseshoe Casino - 2,000,000/year
- CB Rec Complex - 325,000/year

## COUNCIL BLUFFS

# ENTERTAINMENT DISTRICT

**WE DON'T COAST**  
COUNCIL BLUFFS

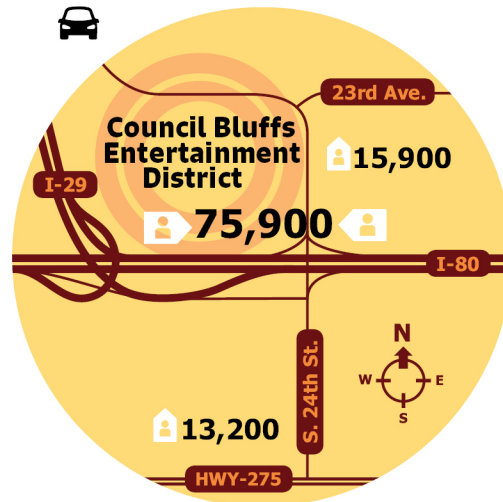
## ECONOMIC INDICATORS



### DAILY TRAFFIC COUNT

On average,  
**105,000**  
people drive by  
the 24th St. and  
I-80 intersection  
every weekday

### AVERAGE WEEKDAY TRAFFIC COUNTS:



### ANNUAL EVENT ATTENDANCE

**300,000**  
Iowa West Field House

**250,000**  
Mid-America Center

**325,000**  
Council Bluffs  
Recreation Complex

**2,000,000**  
Horseshoe Casino



### POPULATION

**924,129**  
Omaha-Council Bluffs, NE-IA MSA

**62,309**  
Council Bluffs

**93,582**  
Pottawattamie County



### DAYTIME POPULATION

**28,718**  
Workers employed in  
Council Bluffs every day



### EDUCATIONAL ATTAINMENT

25 Years and Older

HIGH SCHOOL & HIGHER

**86.9%** **91.1%**  
Council Bluffs Greater Omaha

ASSOCIATE'S DEGREE

**9.9%** **8.4%**  
Council Bluffs Greater Omaha

BACHELOR'S DEGREE & HIGHER

**17.8%** **33.8%**  
Council Bluffs Greater Omaha



### MEDIAN HOUSEHOLD INCOME

**\$58,249**  
Omaha-Council Bluffs,  
NE-IA MSA

**\$45,441**  
Council Bluffs



PROUD PARTNER OF



ECONOMIC DEVELOPMENT PARTNERSHIP