



**Testimony of Tatum Lenavitt  
Director of Marketing, UBetOhio  
in support of HB 344  
before the Ohio House Finance Committee  
June 17, 2025**

Chair Stewart, Vice Chair Dovilla, Ranking Member Sweeney, and members of the Ohio House Finance Committee, thank you for the opportunity to testify in support of House Bill 344.

My name is Tatum Lenavitt, and I serve as the Director of Marketing and a partner at UBetOhio—an Ohio-based company that provides sports betting kiosks to local retailers. Founded in 2022 in response to House Bill 29, UBetOhio holds a Type C sports gaming license and partners with bars and other retail establishments across the state to offer sports gaming through self-service kiosks.

House Bill 344—particularly the provision that would permit Ohio retailers to offer video lottery terminals (VLTs)—would be a game changer for our company and many others across the state. This legislation would allow businesses to provide a fast-paced gaming option. Unlike sports betting, which often requires waiting for an event to conclude, VLTs offer an immediate and continuous gaming experience that appeals to a broader range of customers.

We believe the revenue potential from VLTs is significant—so much so that we believe the Ohio Lottery would actively support the rollout with targeted marketing campaigns. This kind of promotion would drive increased foot traffic, boost retail sales, and contribute directly to the success of both the program and the businesses that host these terminals.

Like many companies, UBetOhio took a bold risk by entering the sports gaming space in Ohio. Unfortunately, that risk has not paid off. However, we remain committed to this state and its gaming future. We believe VLTs not only represent a viable new revenue stream for retailers, but they could also revitalize retail sports betting by increasing customer engagement and in-person activity. As one of the few remaining Type C proprietors operating in Ohio, we're committed to exploring every opportunity to strengthen and support Ohio local businesses and the communities they support.

It's also important to recognize who benefits most from this legislation. House Bill 344, as written, stands to provide substantial funding for the Ohio Lottery and the State's General Revenue Fund. The VLT provision in House Bill 344 will provide a valuable opportunity for startup companies like UBetOhio and others. Additionally, this legislation will generate

essential funding for Ohio schools through the lottery, while supporting the state's long-term financial priorities.

The economic impact of this bill will have an **exponential effect** on local communities, businesses, and the livelihoods of countless Ohioans.

For these reasons, we strongly urge your support for the expansion of video lottery terminals in Ohio.

Thank you again for your time and consideration. I'm happy to answer any questions you may have.