



Testimony of Elizabeth Suever
Bally's Corporation
Select Committee on Gaming
Ohio Senate
In Support of Creating a Competitive Regulated Market
for Legalized Sports Betting in Ohio
March 3, 2021

Chairman Schuring, Ranking Member Thomas, and Members of the Committee:

My name is Elizabeth Suever and I am the Vice President of Government Relations for Bally's Corporation. I appreciate the opportunity to provide testimony in support of the creation of a competitive and regulated legalized sports betting market in Ohio on behalf of Bally's Corporation.

Bally's Corporation has deep roots in land-based, regional casinos, demonstrated by our national, multi-property portfolio that currently includes 11 casinos across seven states, a horse racetrack and 13 authorized off-track betting licenses in Colorado. Following the completion of pending acquisitions, which include Tropicana Evansville in Evansville, IN, Jumer's Casino & Hotel in Rock Island, IL, and MontBleu Resort Casino & Spa in Lake Tahoe, NV, as well as the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 15 casinos across 11 states. With Bally's current footprint including market access across 11 states, it has the third largest casino footprint in the country. Bally's is the only United States Casino company that owns racetracks, OTBs, proprietary sports betting and iGaming technology, a daily fantasy sports platform and a free to play platform.

Bally's is also a premier omnichannel gaming company with sports betting market access in ten states, inclusive of states with pending acquisitions, and online gaming capabilities. Bally's recently acquired the Bet.Works sports betting platform and has entered into a partnership with Sinclair Broadcast Group to rename its 21 Fox Sports regional sports networks Bally Sports. Bally's partnership with Sinclair Broadcast Group provides Bally's access to all of Sinclair's assets such as the regional sports networks, broadcast tv stations, tennis channel, Stadium and STIRR. This will include Fox Sports Ohio and Fox Sports Sportstime

Ohio, which broadcasts the Cincinnati Reds, Cleveland Indians, Cleveland Cavaliers, and Columbus Blue Jackets. This broad portfolio of assets penetrates approximately 70% of U.S. households.

Since the Professional and Amateur Sports Protection Act was overturned by the United State Supreme Court, twenty states and the District of Columbia have operational legalized sports betting. An additional five states have legalized sports betting but are not yet operational. Sixteen states have active or pre-filed legislation in 2021. In 2020, sports betting across 18 states and the District of Columbia accounted for \$1.5 billion in revenue and \$21.5 billion in total wagers placed even with widespread closures of sportsbooks and limited sporting events due to the COVID-19 pandemic. Soon sports betting will be legal and operational in a majority of U.S. states. As this committee considers whether to implement legalized sports betting in Ohio, I would like to share some points that we believe are worthy of consideration.

Create a competitive sports betting marketplace by allowing multiple branded skins per land-based licensed operator.

Legislating the sports betting market to allow for adequate competition and choice between legal sportsbooks is key to successful sports betting in a state. We would like to see Ohio follow the model of Indiana, New Jersey and West Virginia and allow for three skins per casino and racino in the state. This model is advantageous to Ohio for two main reasons. First, adequate choice is imperative to bring bettors to a licensed operator from the black market by providing bettors with quality experiences and promotions. Second, allowing multiple mobile operators per licensed land-based casino and racino creates competition among mobile providers, which leads to increased state revenue.

As an example, New Jersey currently has 19 mobile sportsbooks and 11 retail sportsbooks, which allowed for over \$6 billion in total wagers to be placed in 2020. States with three skins, or individually branded online betting platforms that operate in partnership with a land-based casino or racino, are creating significant tax revenue for their states and allowing for superior sports betting experiences for their residents. We would like to see Ohio follow this model and allow for three skins per casino and racino in the state to provide the greatest consumer choice and tax revenue for Ohio.

Allow remote registration for mobile operators.

Regulating online sports betting to allow online registration for mobile operators is key to ensuring that bettors can easily move into the legal market and maximize tax revenue to the state of Ohio. Ohioans already have access to remote registration of online black market sports betting accounts. To require in person registration to establish an account with a legal sports betting operator will discourage those who already have an account with a black market operator or those who would like to place a bet, but who do not have the ability to go to a casino or racino to establish their account. Since most sports bets made are made from a mobile device, allowing bettors to easily place bets from their mobile device will ensure a successful sports betting marketplace in Ohio.

Remote registration can be accomplished responsibly with the utilization of Know Your Customer (“KYC”) technology that allows us to verify the age and identity of bettors looking to establish a mobile sports betting account before a bettor can even create an account or place a bet. Bally’s uses industry KYC best practices including both external and internal proprietary fraud protection algorithms. We also use geolocation technology to ensure that bettors are in the geographic bounds of a legal sports betting state where Bally’s is licensed to operate before allowing a bet to take place. No verification of this kind is taking place in the black market so moving sports betting into a legalized marketplace will allow regulators to provide oversight and curb underage and problem sports betting.

Allow Ohioans to place bets on sports games of interest.

Ohio is fortunate to have excellent college sports teams. When Ohioans want to place bets on their favorite college teams, they currently use online offshore black market accounts to place those bets. If legal sports betting is enacted in Ohio that does not allow for bets to be placed on college sports, many sports bettors will remain in the black market so that they can continue to bet on their favorite teams. Furthermore, these bettors may continue to use black market operators to place bets on professional sports as well due to familiarity and convenience. It is imperative that Ohioans be able to place bets legally within the regulated market for those games and teams of interest to them so that the state has the ability to regulate this sports betting space.

Chairman Schuring, members of the committee, thank you for allowing me to testify before you this afternoon. We are grateful to the work this committee is undertaking to ensure that sports betting in Ohio is legalized in a competitive and responsible manner. I am happy to serve as a resource to this committee both today and going forward. I am happy to answer any questions you may have.

Thank you.