



New Hampshire Sports Betting

Discussion Points

I. Introduction

- Presenters

II. Authorization of Sports Betting in New Hampshire

- New Hampshire – RSA 287-I (2019)

III. Current New Hampshire Sports Betting Landscape

- DraftKings Mobile App and Retail Sportsbooks
- Results since inception and comparison to other states

IV. Regulatory Considerations

- a. Mobile vs. Retail
- b. Risk Management
- c. Advertising/Free Play

Section I. Introduction

Presenters

Charlie McIntyre, B.A., J.D. – Executive Director of the New Hampshire Lottery

- *Past president of the North American State and Provincial Lotteries (NASPL) .*
- *Past President of the Multi-State Lottery Association (MUSL).*
- *Assistant Executive Director/ General Counsel for the Massachusetts Lottery, from 2003-2010.*
- *Senior State Prosecutor, Massachusetts, specializing in organized crime, 1994-2003*
- *Adjunct Faculty, UNH School of Law, Intro to Sports Betting*

Danny Maloney, B.A., J.D., LL.M. – Director of Sports Betting for the New Hampshire Lottery

- *Background in securities litigation and AML/KYC Compliance.*
- *Received a Master of Laws (LLM) in Gaming Law and Regulation from UNLV in 2020.*

Section II. Sports Betting in New Hampshire

- House Bill 480-FN – NH Lottery (and its agents) given permission to operate mobile, retail, and lottery-directed sports wagering --- RSA 287-I
- August 2019 – Request for Proposals (RFP) is published, 13 responses are received. As a result of the bid process DraftKings is selected to be the sole agent for mobile and retail sports betting.
- November 2019 – Contract signed with DraftKings thru 2026
- December 30, 2019 – DraftKings Mobile App goes Live



Section II. Current NH Sports Betting Landscape

- *DraftKings Mobile App and Website available throughout state*
- *Three Charitable Gaming Rooms have DraftKings sportsbooks:*

❖ *The Brook, Seabrook*

❖ *Filotimo, Manchester*

❖ *Filotimo, Dover*



<p>The Brook</p> <p>319 New Zealand Road, Seabrook, NH 03874</p> <p>Phone: 603-474-3065</p> <p>Hours: Mon-Thu: 11:30am-12:00am; Fri-Sat: 11:00am-1:00am; Sun: 11:00am-12:00am</p>
<p>DraftKings Sportsbook at Filotimo - Manchester</p> <p>1279 South Willow Street, Manchester, NH 03103</p> <p>Phone: 603-935-9947</p> <p>Hours: Mon-Fri: 11:30am-9:30pm*; Sat & Sun: 10:00am-9:30pm*</p> <p>*Closes 30 mins after last major sporting event ends. Typically around 9:30pm.</p>
<p>DraftKings Sportsbook at Filotimo - Dover</p> <p>887 Central Avenue, Dover, NH 03820</p> <p>Phone: 603-742-9632</p> <p>Hours: Mon-Fri: 11:30am-9:30pm*; Sat & Sun: 10:00am-9:30pm*</p> <p>*Closes 30 mins after last major sporting event ends. Typically around 9:30pm.</p>

DraftKings Sportsbook at The Brook



DraftKings Sportsbook at Filotimo Locations



SECOND DRAFTKINGS SPORTSBOOK IN NH OPENS AT FILOTIMO CASINO & RESTAURANT IN MANCHESTER



NEWS 9 DAYBREAK

NEW RETAIL SPORTS BETTING LOCATION OPENS IN DOVER



Section III. Sports Betting Results by State

New Hampshire Sports Betting Results to Date

<u>Year</u>	<u>Handle</u>	<u>GGR</u>	<u>State Revenue</u>	<u>Hold</u>
FY 2020	\$67,189,287	\$5,244,994	\$2,365,695	7.81%
FY 2021	\$520,648,859	\$38,965,589	\$17,956,535	7.48%
FY 2022	\$861,106,439	\$51,608,874	\$23,916,631	5.99%
FY 2023	\$164,262,910	\$16,033,591	\$7,291,541	9.76%
<u>Total</u>	\$1,613,207,495	\$111,853,048	\$51,530,402	6.93%

Section III. Sports Betting Results by State

CY2022 - Per Capita Results thru August

Jurisdiction	Tax Rate/Rev Share*	Handle*	GGR*	Hold*	State revenue*	Population**	Per Capita State Rev.
New York	10%-51%	\$10,270,854,842	\$781,547,610	7.61%	\$395,497,760	19,336,776	\$20.45
New Hampshire	50-51%	\$538,159,701	\$36,983,731	6.87%	\$17,251,922	1,366,275	\$12.63
Rhode Island	51.00%	\$314,997,875	\$25,726,973	8.17%	\$13,120,848	1,057,125	\$12.41
New Jersey	9.75-14.25%	\$6,860,540,070	\$418,938,406	6.11%	\$54,033,613	8,882,371	\$6.08
Pennsylvania	36.00%	\$4,264,980,800	\$319,289,572	7.49%	\$73,069,894	12,783,254	\$5.72
Illinois	15.00%	\$5,831,848,372	\$428,237,739	7.34%	\$70,437,013	12,587,530	\$5.60
Tennessee	20.00%	\$2,228,374,572	\$199,404,425	8.95%	\$33,914,207	6,886,834	\$4.92
Nevada	6.75%	\$5,216,730,059	\$226,335,000	4.34%	\$15,277,615	3,138,259	\$4.87
Louisiana (live 10/21)	10-15%	\$1,319,286,516	\$115,456,473	8.75%	\$15,896,611	4,645,318	\$3.42
D.C. - Lottery	c. 50%	\$36,576,370	\$4,692,464	12.83%	\$2,346,232	712,816	\$3.29
Indiana	9.50%	\$2,755,384,601	\$206,225,127	7.48%	\$19,591,386	6,754,953	\$2.90
Virginia	15.00%	\$2,953,757,051	\$262,493,553	8.89%	\$22,742,172	8,590,563	\$2.65
Delaware	50.00%	\$41,646,850	\$4,408,762	10.59%	\$2,303,623	986,809	\$2.33
Connecticut (live 10/19)	13.75%	\$899,880,597	\$67,924,852	7.55%	\$7,332,835	3,557,006	\$2.06
Arizona (live 9/21)	8-10%	\$3,690,962,541	\$263,687,476	7.14%	\$15,291,537	7,421,401	\$2.06
Iowa	6.75%	\$1,431,621,135	\$94,449,125	6.60%	\$6,390,682	3,163,561	\$2.02
Colorado	10.00%	\$3,134,214,748	\$185,617,362	5.92%	\$9,149,236	5,807,719	\$1.58
West Virginia	10.00%	\$324,214,606	\$23,802,230	7.34%	\$2,023,189	1,784,787	\$1.13
Mississippi	11-12%	\$284,648,974	\$27,964,033	9.82%	\$3,355,708	2,966,786	\$1.13
D.C. - Commercial	10.00%	\$95,425,614	\$6,823,852	7.15%	\$682,385	712,816	\$0.96
Michigan	8.4-9.65%	\$2,933,711,408	\$223,593,936	7.62%	\$7,540,051	9,966,555	\$0.76
Wyoming (live 9/21)	10.00%	\$81,881,034	\$7,536,661	9.20%	\$376,618	582,328	\$0.65
Maryland (live 12/21)	15.00%	\$193,402,148	\$21,695,781	11.22%	\$3,189,783	6,055,802	\$0.53
Arkansas	13.00%	\$75,881,335	\$5,510,831	7.26%	\$765,120	3,030,522	\$0.25
South Dakota	9.00%	\$3,999,812	\$300,919	7.52%	\$27,083	892,717	\$0.03
Montana	(Not Available)	\$27,658,100	\$3,754,591	13.58%	Unknown	1,080,577	\$0.00
Oregon	(Not Available)	\$293,827,640	\$26,158,936	8.90%	Unknown	4,241,507	\$0.00

Section IV. Regulatory Considerations

a. Mobile v. Retail Sports Betting

<u>Stream</u>	<u>Advantages</u>	<u>Disadvantages</u>
	Ease of access	Not tactile to players
Mobile	Stringent KYC Procedures Higher volume, smaller avg bets	Deposit/Withdrawal delays Technical issues (rare)
	Lower volume, higher avg bets	Cash handling issues
Retail	Attracts different type of players More insight into player habits	Compliance with Federal AML laws Anonymous play - KYC challenges

Section IV. Regulatory Considerations

b. Risk Management

- Approval of Leagues and Specific Offerings
 - ❖ Contact with Leagues
 - ❖ Pre-match vs. Live wagering

- General Bet Limits and Player-specific limits
 - ❖ Vary by sport, type of bet

- Vetting large players
 - ❖ Source of funds

- Integrity Monitoring

- Player Protection Measures

Section IV. Regulatory Considerations

c. Advertising/Free Play

- National vs. Local Advertising
 - ❖ Coordinate on in-state advertising & co-branding

- Promotional Allowance
 - ❖ Lottery contributes minimum \$250,000 plus:
 - 15% of GGR from mobile sports betting
 - 10% of GGR from retail sports betting

Questions?