



**2021/22**  
**ANNUAL**  
**REPORT**

# Glimpsing Certainty





We are the voice  
of the iGaming  
and sports betting  
industries in the  
United States.

# Our Mission

iDEA Growth (iDevelopment and Economic Association) is a 501(c)6 organization whose mission is to expand the online gaming and betting industries in the United States through advocacy and education. Our members are committed to responsible gaming and represent every sector in this rapidly growing industry, including operations, payment processing, development, technology, media, and law.



A faded, blue-toned image of a person's face, likely the founder, serves as the background for the slide. The face is centered and occupies most of the frame, with the eyes looking directly forward.

# From our Founder

**When we first formed iDEA, we knew what we wanted to accomplish.** As our ranks grew, that vision sharpened into strategy aimed at bringing that dream to life.

Today, what began as mere aspiration is playing out every day across the country, with tangible, quantifiable results: online gaming and entertainment are gaining new audiences and creating dynamic economic opportunities for individuals and communities, all with the support of rational government regulation.

iDEA now sees glimpses of certainty that our original vision is in fact becoming reality. It is no longer a case of if but when.

Jeff Ifrah



# Who we are

888

bet365

catenamedia

CONTINENT8  
technologies  
reliable innovation

DGC  
DIGITAL GAMING CORPORATION

DRAFT  
KINGS

EMI.

Σntain

Every  
Matrix

Evolution  
Gaming

FANDUEL

FOX BET

g  
gamesys

GAMEWISE

GeoComply

globalpayments

IfrahLaw  
Hands-on Counsel, Gloves-off Litigation

GOLDEN  
NUGGET  
LAS VEGAS

Kambi

kindred

NETENT  
NET ENTERTAINMENT

PALA  
interactive

parx  
Interactive

POINTS BET  
EVERY POINT MATTERS

Paysafe

resorts  
DIGITAL  
GAMING

Saiber  
ATTORNEYS AT LAW  
Lawyers for Business, Counselors for Life.

Shift4  
PAYMENTS

Sightline

sportradar

WHITE HAT  
GAMING

worldpay  
from FIS



# For Our Members

iDEA's Member Portal was launched in October 2021, providing a central hub for iDEA members to access timely legislative and regulatory developments in the states, documents, member event info, and more.

12

Member Calls /  
Briefings with  
State Lawmakers

44

Latest  
Developments by  
State Charts  
(priority states)

297

Legislative - Regulatory  
Updates Posted in  
Member Portal

Events

Member Dinner  
G2E, Las Vegas

Member Happy  
Hour, ICE London

## By State

See [License Allocation by State](#)

Alaska	Arizona	Arkansas
Connecticut	DC	Federal
Florida	Georgia	Illinois
Indiana	Iowa	Kansas
Louisiana	Maine	Maryland
Massachusetts	Michigan	Minnesota
Mississippi	Missouri	New York
North Carolina	North Dakota	Ohio
Ontario	Pennsylvania	Tennessee

Get your Seal now. Be VERIFIED LEGAL!

IDEA Member Portal

My Account | Logout

Leg & Reg Center Member Services VERIFIED LEGAL Seal

Back to iDEA Growth Main Website

## Portal Homepage

Call Recordings

- 9/30/22  
Download
- 6/29/22  
Download

### Recent Legislative Updates

July 22, 2022

**iDEA Continues to Engage with Illinois Gaming Stakeholders** The goal is to build a coalition of support around iGaming and coordination for an industry "fly-in" to meet with lawmakers on the subject.

MORE

July 21, 2022

### iDEA Sponsored and Member Events

**iDEA Member Dinner**  
Oct. 10, 2022 | 7-10pm  
Bouchon at the Venetian  
Las Vegas, NV



# Education

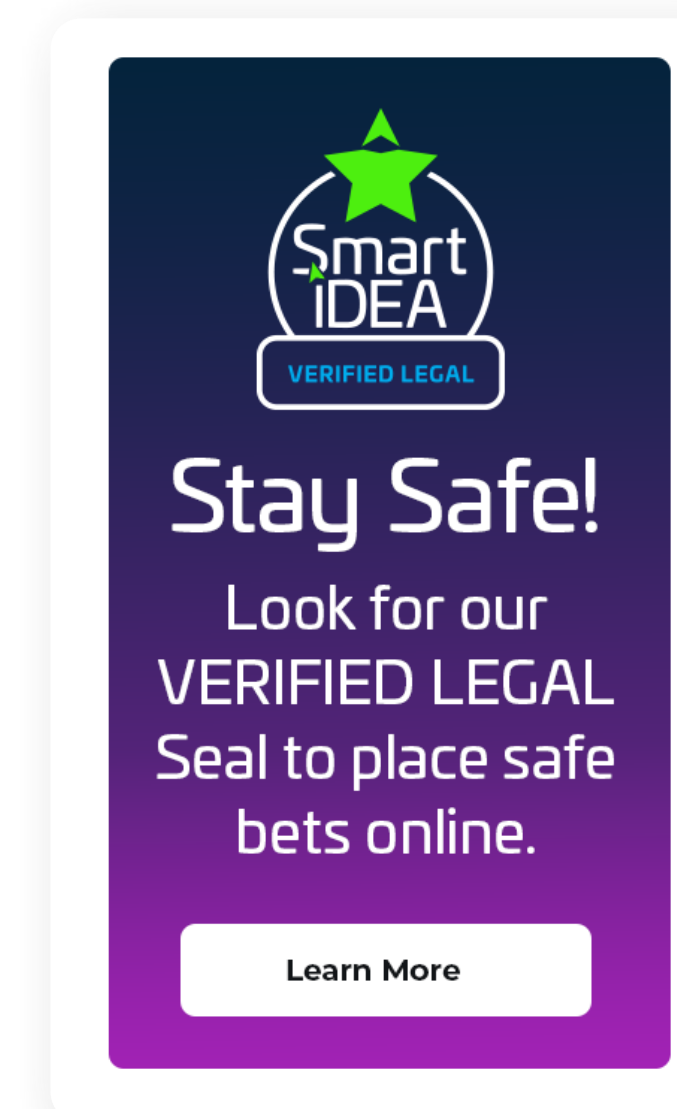
## 2021 Power Lunch Summit



## Indiana Study



## Smart iDEA Seal



# Legislative Influence

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**In our fifth year as an organization, iDEA Growth cemented itself as the leading online gaming and betting resource for lawmakers.** Our advocacy efforts helped shape policy in emerging markets, and we successfully guided established jurisdictions to update regulations that encourage healthy industry growth.

The iDEA Advocacy Team fielded questions from members and advised them on legislative, regulatory, and licensing issues. On a near daily basis, we provided members with timely updates on key policy issues facing the industry.

## iDEA Advocacy Team

- John Pappas
- Jeremiah Mankopf

## State Lobbyists

- Chris Nybo – Illinois
- Ali Bartlett – Indiana
- Philip Sicuso – Indiana
- Scott Swain – Missouri
- Dan Dodd – Ohio
- Terry Debono – Ontario



# Legislative Influence CONTINUED

During the 2021-22 fiscal year, iDEA led advocacy efforts in more than a dozen states to proactively shape legislative and regulatory outcomes for the online sports betting and iGaming industries. We connected directly with more than 100 state lawmakers and regulators, and testified at nearly a dozen legislative hearings. We also facilitated briefings with iDEA members and state lawmakers to discuss iGaming and sports betting.

iDEA's approach and influence in states like Arizona, Connecticut, and Louisiana led to regulatory clarity for our members. Our continued legislative and regulatory advocacy in Ohio and Maryland will create two of the most competitive markets in the country when they launch. The iDEA-led legislative initiative in Illinois will bring tremendous cost savings for our members. Finally, our best-in-class research exploring the economic impact of iGaming has created support among lawmakers to advance legalization.

## iDEA met directly with lawmakers, regulators, stakeholders in:

- |               |                 |                  |
|---------------|-----------------|------------------|
| • Arizona     | • Maryland      | • New Jersey     |
| • Arkansas    | • Missouri      | • North Carolina |
| • California  | • Massachusetts | • South Dakota   |
| • Connecticut | • Mississippi   | • Tennessee      |
| • Florida     | • Missouri      | • Virginia       |
| • Illinois    | • Ohio          | • Washington     |
| • Indiana     | • Ontario, CAN  | • Wyoming        |
| • Kansas      | • New York      |                  |
| • Louisiana   |                 |                  |

## iDEA testified at hearings and / or submitted comments

- |               |                 |
|---------------|-----------------|
| • Arizona     | • Missouri      |
| • Connecticut | • Massachusetts |
| • Illinois    | • Ohio          |
| • Indiana     | • Ontario, CAN  |
| • Louisiana   | • New York      |
| • Maryland    | • Tennessee     |

## PROGRESS IN THE STATES

### Finalized Regs + Launched

#### MOBILE SPORTS BETTING

- Arizona
- Louisiana
- New York
- Wyoming

#### MOBILE SPORTS BETTING + iGAMING

- Connecticut
- Ontario, CAN

#### RETAIL SPORTS BETTING

- South Dakota
- Washington
- Wisconsin

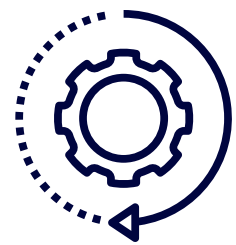
### Passed Laws to Allow Mobile Sports Betting

- Arkansas
- Kansas
- Maine
- Ohio

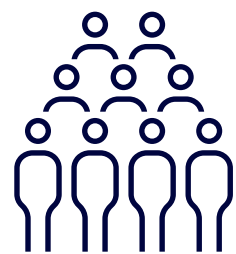




# Goals for 2022-23



**Make significant progress** toward adding at least 1 legal iGaming state + positioning at least 1 state for future legalization of iGaming



**Spearhead an ambitious public education campaign** for legal and regulated online gaming aimed at U.S. consumers, regulators and legislators



**Implement** the Smart iDEA Seal program







Growth through  
regulated  
online gaming

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