Goal: The goal of this research is to determine whether PCG should continue pursuing contracts with Casinos, who have historically been high value customers.

Casino Industry Important Trends:

* Sports bettors wagered $83.13 billion from January through the end of November. Sportsbooks only generated $6.56 billion off those wagers, but it’s a 65.4% increase over the same period in 2021 (<https://www.forbes.com/sites/willyakowicz/2023/01/13/us-set-gambling-record-in-2022-with-more-than-549-billion-in-revenue/?sh=6b93363567cc>)
* With close to 30 states legalizing sports betting in recent years, watching sports in casinos will become more common practice as another form of gambling in the space
  + Sportsbooks will continue to grow as more people get into sports betting, and reliable TV streaming of sports will be the most important form of entertainment
  + “A Caesars spokeswoman says the sportsbook started charging for seats several years ago when demand outpaced the supply. The bleacher seats arrived after they proved popular this spring during the NCAA men’s basketball tournament, given the sportsbook’s ‘compressed space,’ she says.” (<https://www.wsj.com/articles/football-betting-las-vegas-casino-sportsbook-11665512643>)
* Casinos are charging upwards of $500 dollars for seats at their sportsbooks for events like College Football Saturday and NFL Sunday
  + With PCG’s planned retention of NFL Sunday ticket, getting access to more casinos could be a huge money maker.
* Based on the gaming law review, sports betting is projected to increase 10.26% annually, and I think that will lead to a significant increase in demand for sportsbook viewing in places like Las Vegas. (<https://www.liebertpub.com/doi/10.1089/glr2.2022.0046>)

**How to find Casinos that might be in in building stages:**

For PCG, the biggest states with Casinos are California and Nevada. Below I have listed some ideas of how to find new casinos and bars being built in the casino space via publicly available license databases.

* Found Casino news at this website, seems specifically news about Native American casinos across the 50 states:
* General: <https://www.500nations.com/Indian_Casinos.asp>
* Cali: <https://www.500nations.com/California_Casinos.asp>
* Oklahoma: <https://www.500nations.com/Oklahoma_Casinos.asp>
* Nevada: <https://www.500nations.com/Nevada_Casinos.asp>
* Washington: <https://www.500nations.com/Washington_Casinos.asp>

CALIFORNIA:

* For California, I found the California Gambling Commission website that shows pending gambling licenses, which would most likely include casinos that are in the process of being built.
* You can find the pending California gambling licenses here: <http://www.cgcc.ca.gov/?pageID=licensees_status&reportID=2&sort=license_type>
  + You could look to build out a similar system to the liquor license scraping with the help of someone on Fiverr, to be alerted of new establishments added to the list, so you can reach out to them asap

NEVADA:

* I was able to find a similar website for Las Vegas, where you can find all the pending liquor and gambling licenses that have been submitted in the city. I am unable to scrape the data for this site, as the website URL always resets to the search page below. However, phone numbers and contacts are listed for all the businesses on the list, so it would a great tool to check daily to call up the new businesses that have been added. The data could be downloaded to a csv, so it could be someone's task to check the data daily and add the new ones to a running spreadsheet for the Las Vegas area.
  + <https://www.lasvegasnevada.gov/Business/Business-License/License-Search#!/check-status-of-business-license>