

SCCG Retail Leasing Expertise for Casinos

SCCG
management

SCCG Casino Retail, Food & Beverage Leasing Overview

**Specialized advisory in casino retail, food,
and beverage leasing**

**Deep understanding of ownership
objectives, guest behavior, and revenue
optimization**

**Proven experience across destination
resorts, regional casinos, and large-scale
developments**

**Focus on long-term value creation, brand
elevation, and operational success**



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Strategic Leasing Framework

Specialized advisory in casino retail, food, and beverage leasing

Deep understanding of ownership objectives, guest behavior, and revenue optimization

Proven experience across destination resorts, regional casinos, and large-scale developments

Focus on long-term value creation, brand elevation, and operational success



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Concept Curation, Alignment & Deal Structuring

Source and vet restaurant and retail concepts that fit the property's image and guest profile

Align operator and tenant interests through clear positioning and value propositions

Lead negotiations to balance economics, brand integrity, and operational realities

Structure deals that optimize rent, participation, term length, and capital investment



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Execution: From LOI to Opening

Draft, negotiate, and execute letters of intent

**Finalize lease agreements in coordination
with ownership and legal teams**

**Manage tenant coordination including
design review, approvals, and construction
alignment**

**Serve as the central point of communication
between tenants and property leadership**



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Proven Track Record:

Durango Resort

- **Eat Your Heart Out:** Elevated food hall concept designed to drive energy, variety, and social dining
- **Mijo Modern Mexican:** Immersive coastal Mexican restaurant with destination appeal
- **Summer House:** California-inspired dining experience focused on approachability and volume
- **Bel-Aire Lounge:** Sophisticated, multi-purpose lounge for cocktails, dining, and social interaction
- **The George Sportsman's Lounge:** High-energy sports, dining, and entertainment venue paying homage to classic Las Vegas



Proven Track Record: Tom's Watch Bar

- Strategic partnership with Tom's Watch Bar, a premier national sports bar brand built for high-volume, event-driven traffic
- Proven ability to convert live sports, group viewing, and social energy into sustained casino foot traffic
- Designed to increase dwell time across peak sports calendars while supporting adjacent gaming, dining, and entertainment spend
- Scalable concept well-suited for tribal casinos seeking modern, experiential F&B anchors
- SCCG supports site selection, deal structuring, brand alignment, and execution to ensure seamless integration with tribal properties
- Focus on long-term retention by creating a community-driven destination that performs beyond game day





SCCG Casino Development and Operational Case Studies

34 YEARS AT THE CENTER OF GLOBAL GAMING DEVELOPMENT

Stephen A. Crystal has built a 34-year career shaping the evolution of gaming from regional casinos to globally integrated resorts. His professional journey spans every stage of the casino lifecycle, from licensing and development to ownership, operations, and technology transformation.

His leadership defines his core philosophy as a **success-focused architect and operator** within the modern casino landscape.



“Positivity tends to be self-fulfilling, as negativity leads to self-defeat. We maintain a clear-eyed positivity in all our key relationships.”

Crystal over the Decades

1990's

Legal and Regulatory Foundations
(Missouri, Tribal Gaming)

2010's

Technology Innovation (TableMAX,
DigiDeal, Las Vegas Gaming)

2000's

Casino Ownership and Development
(Barrick Gaming, Oklahoma,
Downtown Las Vegas)

2020's

Global Integration (SCCG, Betfred,
International Business Development)

Kansas City, Missouri

Crystal began in the early 1990s as a **land-use and regulatory attorney** in Kansas City, Missouri, representing both municipal governments and Las Vegas-based gaming companies during Missouri's adoption of riverboat gaming.

In Riverside, Missouri, Stephen negotiated Argosy Casino's entry into the Missouri market.

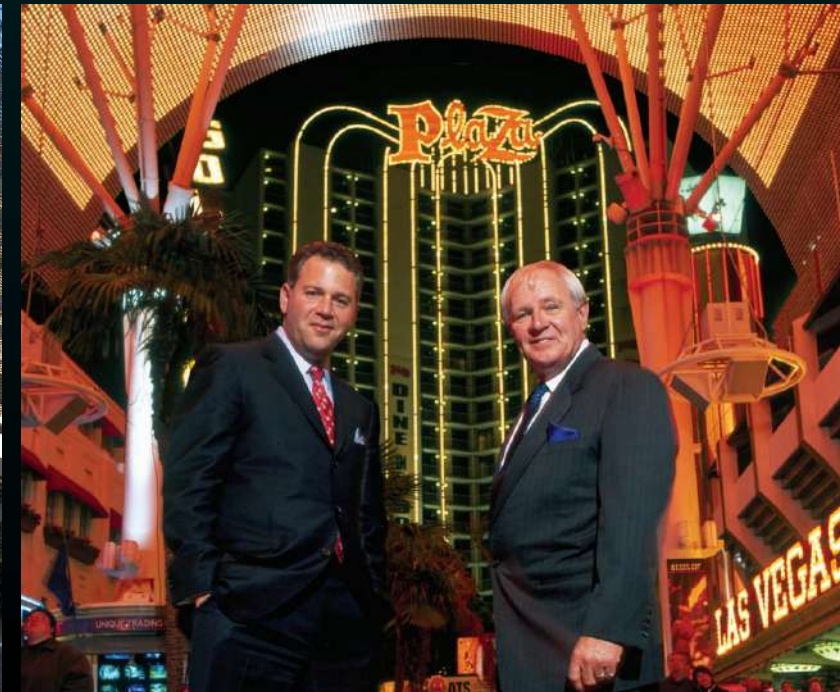
His work with Station Casinos, Boyd Gaming, and Boomtown Casinos helped define state regulatory standards and positioned him as one of the early architects of modern casino legislation.



Barrick Gaming Corporation

By 2000, he transitioned from advisor to operator as **President and General Counsel of Barrick Gaming Corporation**, where he co-led the acquisition of six hotel-casinos in downtown Las Vegas, including the **Plaza, Las Vegas Club, Gold Spike, Western, Queen of Hearts, and Nevada Hotel**.

This transaction encompassed more than **1,800 hotel rooms, 200,000 square feet of gaming space, and 5,000 employees**, marking one of the most significant revitalizations in downtown Las Vegas history.



Oklahoma, Minnesota and California

Beyond the commercial casinos of Downtown Las Vegas, Stephen Crystal drove extensive projects through US tribal gaming markets in Oklahoma, the Lower Sioux in Minnesota, the Magic Star casino project, and most recently, launching a digital social casino at the Valley View Casino in California



The Delaware Nation of Oklahoma

Through his involvement in **The Alan Wayne Company LLC**, chaired by D.W. Barrick, Crystal extended Barrick's development expertise beyond Nevada.

The company's sale of 89 acres of Oklahoma land to the **Delaware Nation of Oklahoma** led directly to the creation of the **Gold River Casino and Casino Oklahoma**, demonstrating Crystal's influence in connecting private investment, land development, and sovereign gaming.



Hinton, Oklahoma

Stephen Crystal, in partnership with D.W. Barrick, supported the Wichita Affiliated Tribes in acquiring and placing land into trust near Hinton, Oklahoma, laying the groundwork for what would become the Sugar Creek Casino.

Once the trust land was secured, the team initiated project funding and development of a temporary gaming facility, paving the way for the permanent casino complex that stands today.

That early collaboration transformed vision into infrastructure, establishing a model for tribal economic advancement that continues to define SCCG's work with sovereign nations across the United States.



Station Casinos Kansas City

(NOW AMERISTAR CASINO)

Crystal participated in the ownership of the landlord entity for Station Casinos' Kansas City casino operation, **a USD 500M riverboat, hotel, and integrated casino resort development.**



Downtown Las Vegas (DTLV)

His transition into casino ownership through Barrick Gaming Corporation, revitalized **Plaza, Las Vegas Club, Gold Spike, Western, Queen of Hearts, and Nevada Hotel**, over 35 acres of core gaming real estate and solidifying Crystal's reputation as both **strategist and operator**.



Gaming Technology and Innovation

Following the Las Vegas and Oklahoma ventures, Crystal pivoted to **gaming technology and product innovation**, serving as **CEO and Chairman of TableMAX**, investor in **DigiDeal**, and **President of Las Vegas Gaming, Inc.**

Under his leadership, these companies pioneered electronic table games, bonus bet games, digital wagering systems, and SaaS-based casino engagement platforms.

These initiatives bridged traditional casino operations with modern data and automation systems, paving the way for technology-driven player experiences.



SCCG Management

As **Founder and CEO of SCCG Management**, based in the **Entertainment Capital of the World, Las Vegas**, he leads one of the gaming industry's most active global advisory networks, serving over 130 partners across 100 countries.

SCCG fuses traditional casino operations with the intelligence of **data driven, technology-enabled gaming models**.



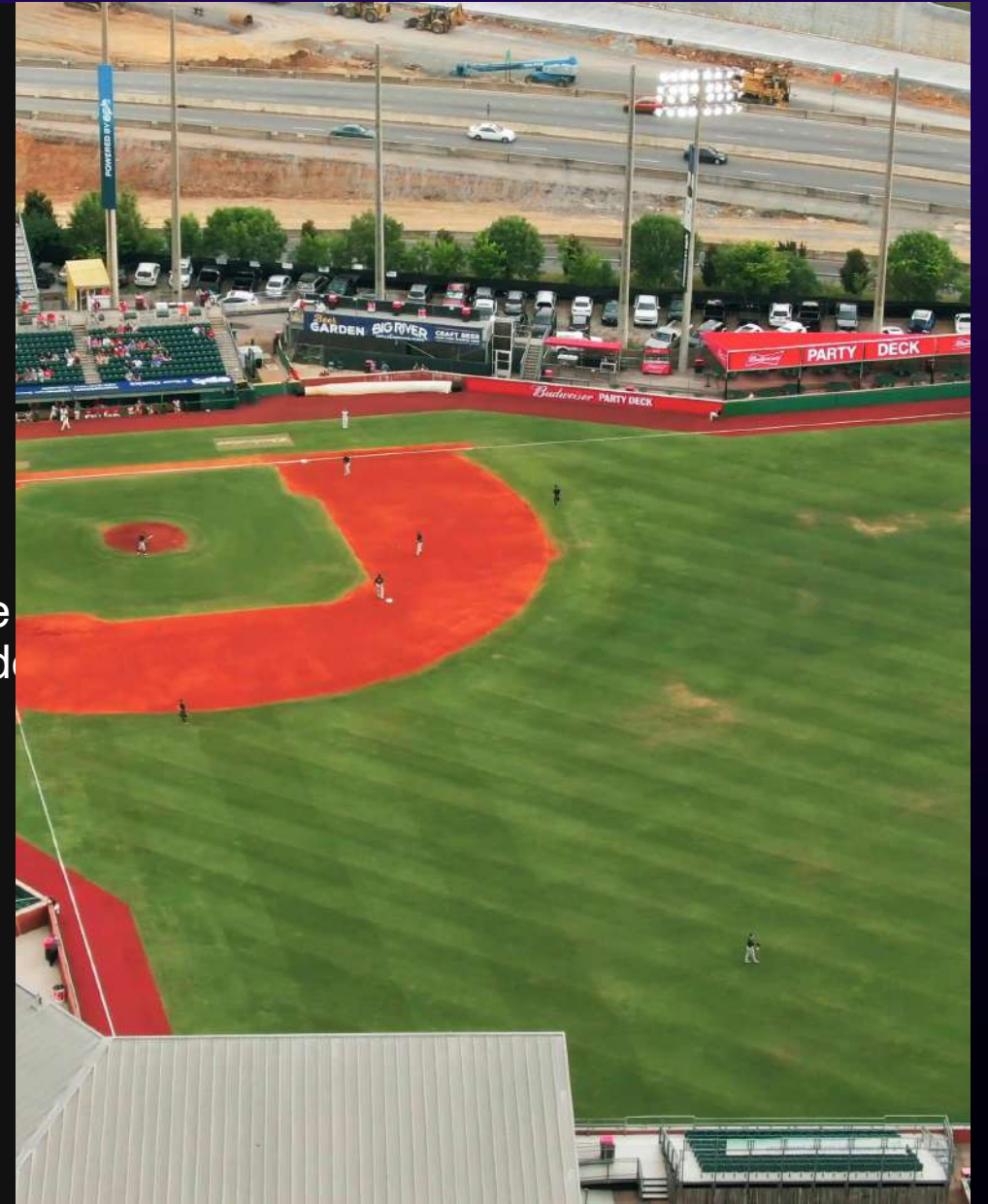
sccgmanagement.com



The US Sports Wagering Industry

As **Head of U.S. Development for Betfred Sports**, Crystal expanded the company's sportsbook operations into multiple regulated U.S. jurisdictions, including Nevada, Iowa, Colorado, Pennsylvania, Louisiana, and Washington.

His collaboration with the **Tunica-Biloxi Tribe of Louisiana** introduced the **first Las Vegas-style sportsbook in the state**, establishing a new operational benchmark for tribal gaming partnerships.

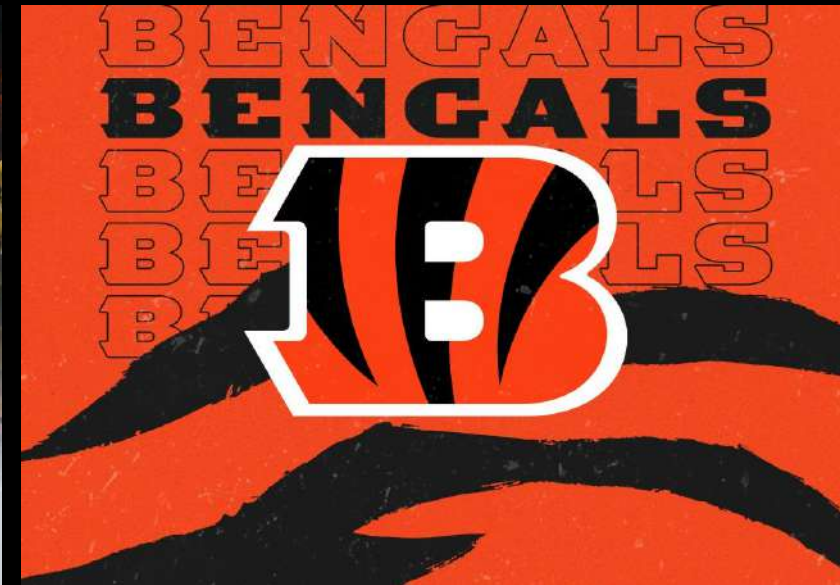


Brand Partnerships

Stephen Crystal has negotiated and closed on multi-million dollar partnerships with major US and international brands.



Vegas Golden Knights



The Cincinnati Bengals



The Denver Broncos



The Colorado Rockies



Hendrick Motorsports

THEN TO NOW

From early regulatory work to international resort development, Crystal's career connects every functional layer of the gaming ecosystem. He stands as one of the few industry figures whose experience unites **legal precision, financial acumen, operational leadership, and technological innovation** into a single, continuous narrative of advancement.



A FRAMEWORK FOR GLOBAL CASINO DEVELOPMENT

The global gaming landscape is expanding toward regions that demand both innovation and operational discipline. **SCCG Management**, under **Stephen A. Crystal's** leadership, has positioned itself at the forefront of this movement by applying a **repeatable, performance-tested framework** for casino development that blends design, regulation, and operations into a unified process.

Across projects in the **Dominican Republic, Thailand, Vietnam's Pearl Island, and Montana**, SCCG demonstrates a single guiding principle: **the same architecture of success can be adapted to any geography**.

Each market is distinct in culture and regulation, yet the underlying process remains consistent — align vision, structure development, and prepare for ownership-ready operations.



Montana, USA



Dominican Republic



Phu Quoc (Pearl Island), Vietnam



Entertainment City, Thailand

STRATEGIC INDUSTRY POWERHOUSE: DAVID HANLON

David Hanlon has more than thirty years of executive experience leading major casino, resort, and entertainment companies. His background blends finance, operations, and strategy at the highest levels of the global gaming industry.

A graduate of Cornell University's School of Hotel Administration and the Wharton School at the University of Pennsylvania (MBA in Finance, MS in Accounting), Hanlon also completed the Advanced Management Program at Harvard Business School.

His early career included finance roles with Smith Barney & Company and Fluor Corporation before moving into gaming leadership. He served as Chief Financial Officer and later Executive Vice President at Caesars World, Inc.; President of Harrah's Atlantic City; CEO of Merv Griffin's Resorts International; President and CEO of International Game Technology; and President and COO of the Rio Suites Hotel in Las Vegas. He later led Empire Resorts, Inc. in Monticello, New York as Chief Executive Officer.

Hanlon continues to advise international hospitality and entertainment ventures and remains engaged with Cornell and Wharton as a mentor and industry advisor.



“Leadership is aligning vision, discipline, and opportunity, building teams that perform because they believe in the mission.”

DAVID HANLON

TECHNOLOGY, MARKETING AND DATA

THE SCCG EDGE

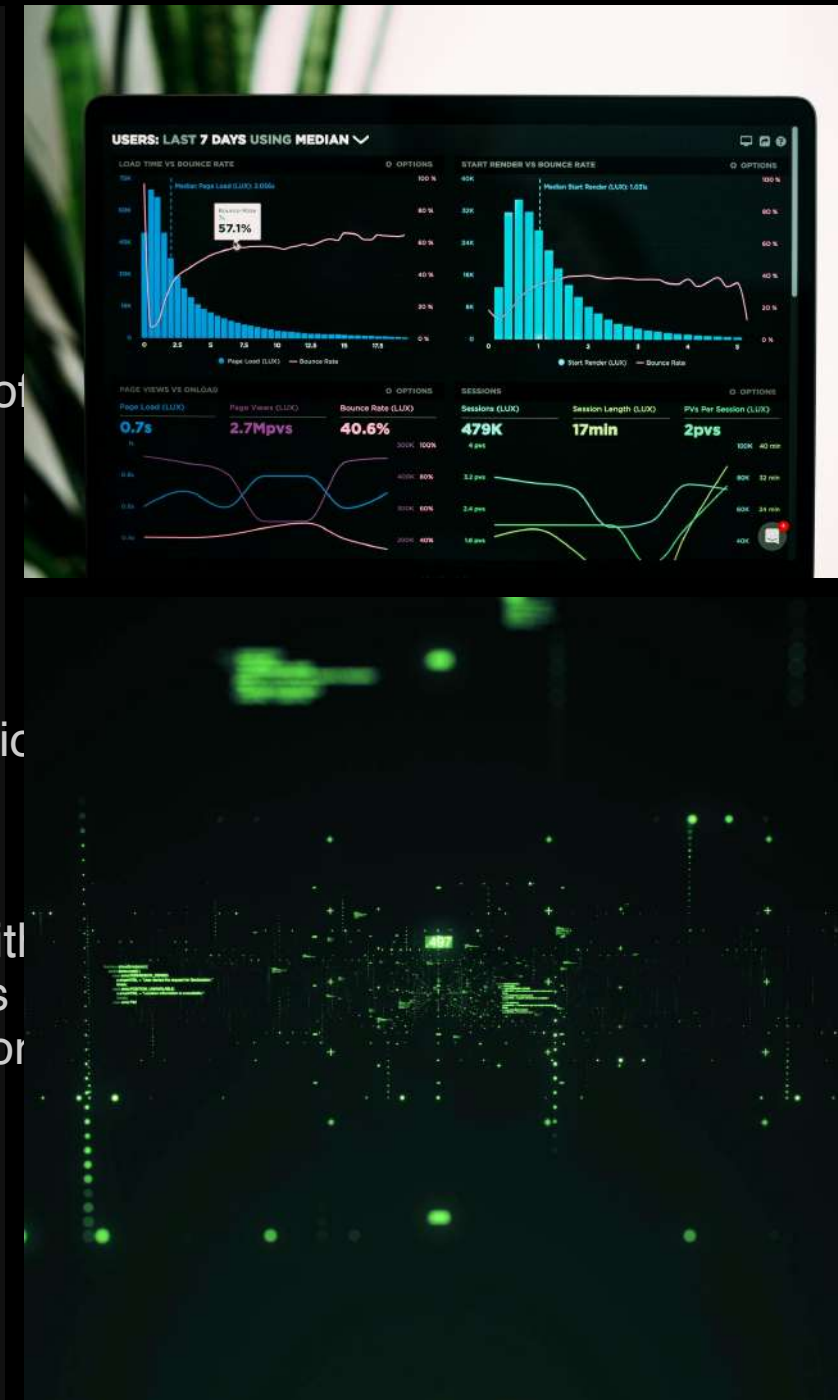
TECHNOLOGY, MARKETING AND DATA: THE SCCG EDGE

In today's gaming environment, technology and data are as essential as architecture and operations. **SCCG Management** distinguishes itself by embedding advanced technology and marketing systems into the structure of every project it delivers.

Under **Stephen A. Crystal's** direction, SCCG has built a technology and analytics ecosystem that unifies the casino floor, player engagement, and management oversight into a single continuous data loop.

This approach ensures that information flows seamlessly from player behavior to executive decision-making, creating a foundation for strategic responsiveness and measurable performance.

SCCG's innovation platform is led by **Kelly Segovia**, a veteran executive with more than thirty years in gaming, marketing, and IT operations. Segovia has implemented enterprise-scale loyalty, analytics, and engagement systems for major casino organizations, integrating technology directly into business architecture. His work emphasizes design that serves data flow, operational clarity, and guest connection.



GLOBAL CLIENT PARTNER ECOSYSTEM

SCCG Management operates through one of the most extensive partnership ecosystems in the global gaming industry.

Built over decades by **Stephen A. Crystal**, this network includes more than **120 partners in over 100 countries**, spanning every critical domain of casino and resort development.

These partnerships allow SCCG to deliver fully integrated solutions that link design, finance, operations, and compliance under a unified strategy. Each relationship is not an affiliation but an operational extension of SCCG's capabilities.

The firm's partnership model transforms collaborators into active participants in the delivery process, ensuring execution that is both rapid and compliant.

Technology and Systems Integration

Collaborations with hardware manufacturers and SaaS providers and other proprietary systems connecting gaming operations with digital infrastructure.

Regulatory and Licensing Advisory

Deep experience navigating state-level and international gaming commissions allows SCCG to accelerate licensing and compliance processes.

Sports Betting and Digital Expansion

Through its leadership of **Betfred Sports U.S. Development**, SCCG secured **multi-state sportsbook partnerships in NV, AZ, KS, MO, IA, CA, MN, WI, CO, PA, OH, MD, AL, LA and VA** strengthening regulated wagering presence across U.S. casinos.

Tribal and Sovereign Partnerships

SCCG's collaboration with the **Tunica-Biloxi Tribe of Louisiana** launched the first Las Vegas-style sportsbook in a tribal property within that state, establishing a framework for sustainable sovereign partnerships.

SCCG MANAGEMENT GLOBAL CLIENT PARTNER ECOSYSTEM

iGaming Platforms, Content, and IP

B Gaming
iGaming slot content

Jackpot
Live dealer casino solution

SeeFree LTD
iGaming platform solutions

Naga Games
Live casino provider for online casinos

Tecpinion
iGaming software solutions provider

Winfelos
Multiplayer iGaming technology

Kajet Games
iGaming slot content

Slot Zambia
Crowdsourced casino reviews, advertising, and rewards

GreenTube
Social casino platform and studio

Elbet
Class 1 club

Mandogaming
Sportsbooks and iGaming software solution

Parcomm Inc.
Social casino gaming

Algozan
Energy-saving gaming solutions

Softlab
iGaming technology and software

Detcore (TVbet)
iGaming and live TV game content

Hollywood TV
Live game provider

PrizeOut
Loyalty and rewards program

FDX Slots
Regulated iGaming FDX

Rival Powered
Online casino game providers

Spinmatic
Multi-platform software solutions for local/online and casino Vegas Amusement

World Wide Table Games
Electronic table games platform

Land Vegas
Casino game content

PandaBet
Casino game content

Jogo Global
Mobile gaming platform

Francine's Fortune
iGaming slot solution

Baum Games
Advanced multi-game and management systems

PlaySpark
White-labeled arcade games

Bookplay
The original gambling card game in sports and entertainment

Esports Solutions

GG Reconn
Esports publisher

Oddin.GG
Live esports event API

Greydot
Esports affiliate media

2M
Gaming, esports consulting

Picklebet
Online esports betting platform

Player's Best
Esports affiliate

Wagyu Games
Web3 blockchain gaming

Instatalk
Esports using insights and community pattern

iGaming and Sport Wagering Solutions

IDnow
Identity verification solutions

Kinectify
iGaming responsible gaming solutions

WORLD OF MOUTH
Customer loyalty, referral, and rewards system for sportsbooks

innovum
Innovum Technologies Regulatory compliance

Mediatroopers
iGaming / mobile affiliate

AppLift
App store optimization

Findifi
For engagement technology

SavageTech
Sportsbook solutions

WLC
Web dev for iGaming

numb3rs
Payment processing solutions

i3 integrity
Regulatory compliance services

inkodo
iGaming education solutions

BRAGG
Full-service iGaming platform

Publishers Clearing House
iGaming education solutions

Signature Payments
Payment solutions

CaptainUp
Cloud-based engagement and retention platform

Approvely
Payment processing solutions

Stack Digital
SEO / PPC agency for iGaming

Wynta
Affiliate marketing solutions

Volum
Ad tracking and optimization software

SCA Promotions
Pricing, coverage, and AML

Gridlogic
iGaming technology solutions

Sports Marketing / Fan Engagement

BHG
Backlist Hospitality Group Hotel, restaurant, and service management

Score Ne Score
iGaming platform

Vapp
Sports fan engagement solutions

Efangage
Virtual fan engagement

Playdigo
AI-driven branding campaigns and app advertising solutions

Riviera Sports Marketing
Sports marketing agency

Score Ne Score
iGaming platform

Sports Crew
Virtual-driven marketing

USA Sports Media
Sports & gambling media outlet

Lottery

Kito Holdings LTD / AZ
Aggregator lottery products and services

British Columbia Lottery Corporation
Lottery, sports betting and gaming operator

Sports Wagering

BetFried USA Sports
Sports betting operator

BetSwap
Sports wager secondary market

Bettorlogic
Base of team sports marketing

Betson Group
Full-service gaming and iGaming

BettorFantasy
Fantasy sports platform

Incentive Games
Reward and recruit your players

Sparket
Customizable pool wagering

Bally Sports
Bally fantasy sports platform

Clique Picks
Fantasy sports betting platform

Orin Gaming
Mobile betting solutions

Zed
Self-served virtual horse racing platform

Colossus Fantasy
Fantasy sports platform & superbook

Algozan
Energy-saving gaming solutions

Altanar
Global Sportsbook Software Provider

Inside the Pocket
Competitive sports betting

Snap Odds
Odds for sports betting

Laser League
Where 3D becomes reality's best

ISI Kade and Sports
Fantasy sports and sportsbook activities and solutions

Golden Race
Virtual sports betting software and technology

Low6
Sports gamification

Wager Wire
Marketplace for sports bets

Tour Trader Pro
Sports exchange platform

Scrimmings
iGaming platform for sports betting

BoatFantasy
On-line fantasy

Boosted Bets
Self-based sports betting

OwnersBox
Fantasy sports operator

Sports Data and Streaming Technology

ATHSTAT
Sports data analysis

Belling Insights
Sports data provider

Data Sports Group
Sports data and analytics

GSBN
Global Sports Betting Network

SportsSeam
Sports data transformation

May Callar Sports
iGaming odds & platform

Ronin Sports
iGaming for live sports

nancocosmos
Interactive live streaming that just works

Hardware Solution

Nevatronics
Sports wagering hardware solutions

Topaz Technology Group
Streaming and display technology

SLOT Machines Unlimited
Sports wagering slot machines sales and distribution

Sports Management

GFT Combat
Global Fightbook MMA organization

American Carnhole League
Competition sports league

AUDL
American Ultimate Disc League

Cincinnati Bengals
NFL team

Pillow Fight Championship
Professional pillow fighting league

Racing America
Auto racing media platform

MASL
Major league soccer league

Handrick Motor Sports
Pro auto racing

Northwoods League
College baseball league

Roco Team Alliance
Esports of professional esports teams

FLI Golf
Stadium-style golf league

Thunder Flight
Competition sports league

Major League Rugby
Professional rugby league

MUP
Major league professional

Pro Billiards Tour
Professional billiards league

El Hijo del Santo
Legendary Mexican luchador

Professional Services

ADVANTAGE
Global Gambling Lifestyle Magazine

Gaming Insider
iGaming industry media outlet

iGaming Express
iGaming media outlet

iGaming Law Group - ILG
iGaming law group

GAM News
iGaming media outlet

The Service Companies
Streaming and management solutions

Responsible Gaming

Better Change
Responsible gaming services

Kinectify Advisory
Responsible gaming solutions

Tribes and Hospitality

Marriott Corporation
San Juan, PR

Chowchilla Tribe
California

Chumash Casino Resort
Santa Inez, CA

Eastern Shawnee Tribe
Oklahoma

Mohegan Sun
Connecticut

Quinnipiac Indian Nation
Washington State

Ocego Nation
Michigan

Steelhead Compliance
iGaming compliance and regulatory consulting

Tom's Watch Bar
The ultimate sports bar/restaurant

Operational AI

Verano AI
Regulatory compliance solutions

Aware Inc
Fraud, authentication, analytics, and more solutions

XtendGame
iGaming business intelligence and engagement

Golden Whale
AI-powered data solutions for gaming

Smartico
iGaming platform for iGaming operators

Symphony
AI-powered data learning powered CRM

Probit AI
iGaming fraud prediction

ChatAI
Self-Service Analytics

ODDS AI
iGaming odds provider

Shufti
Identity verification service

ARB LABS
AI-powered data games data collection

Oddit
Odds pricing and analytics

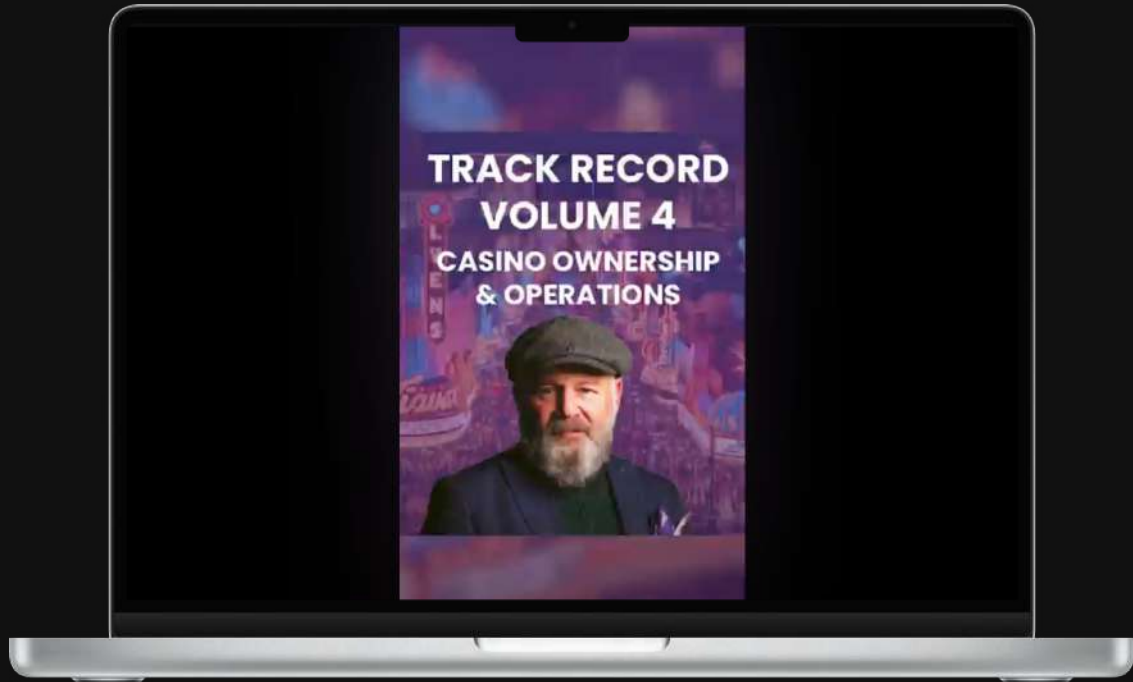
Comm100
AI customer support and engagement

Operational AI represents the next wave of applied intelligence in gaming operations. These partners provide systems that don't just analyze data but act on it in real time, whether for compliance, fraud detection, player engagement, or operational decision-making. By embedding intelligence directly into workflows, Operational AI helps operators move from knowing what to do, to having it done, with oversight and measurable results.

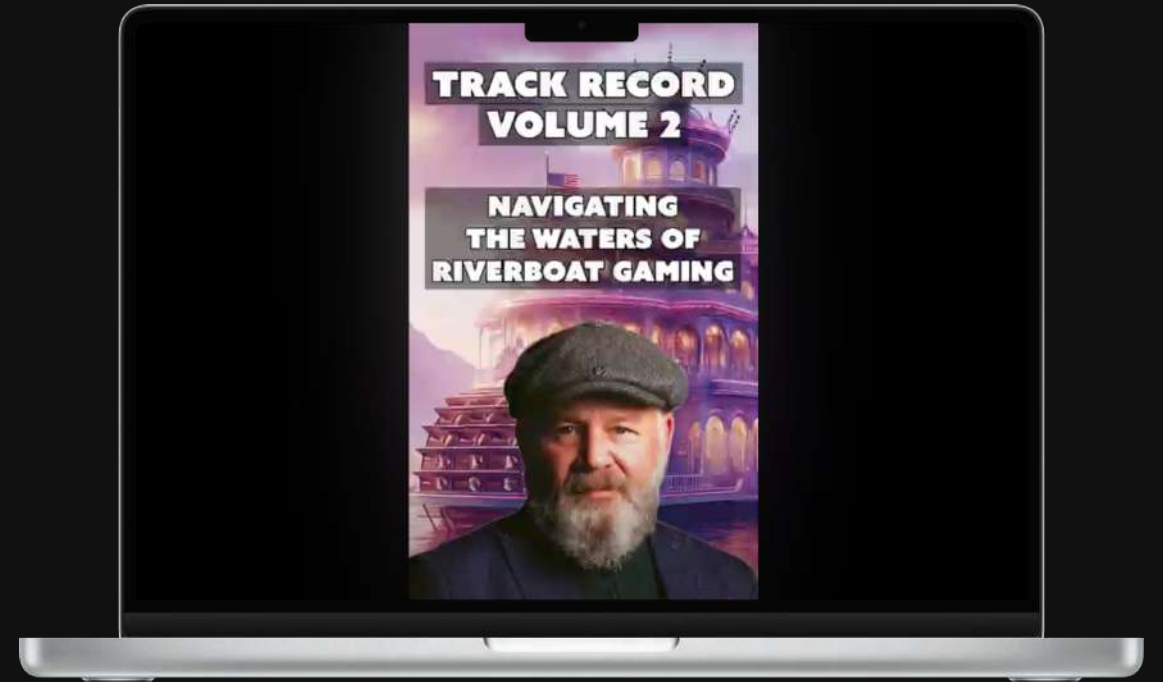
Media Links

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Media Links

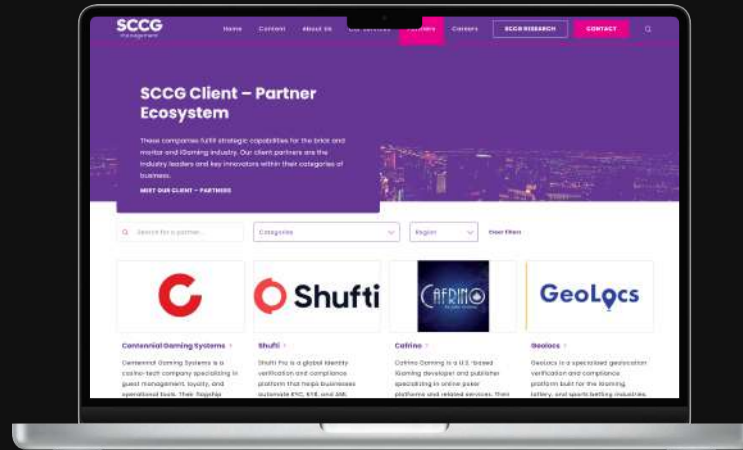


[Casino Ownership Track Record Video](#)

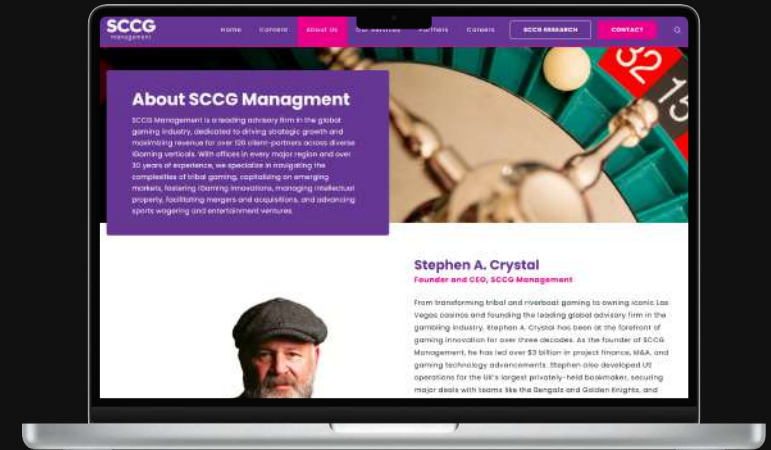


[Navigating the Waters of Riverboat Gaming Video](#)

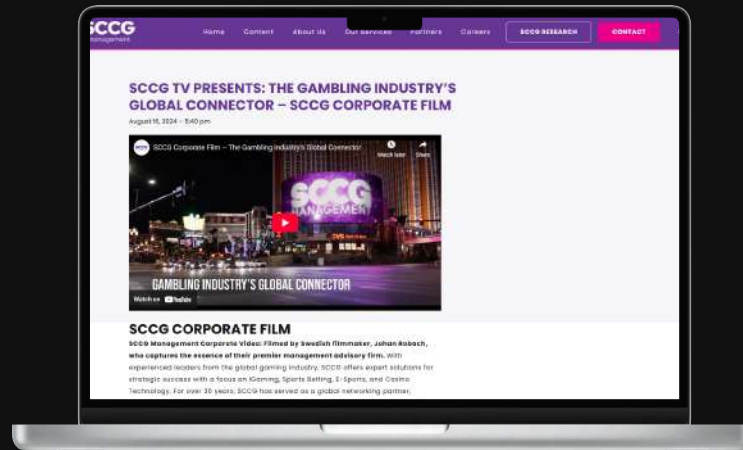
Media Links



SCCG Partners Archive



About SCCG



SCCG: The Global Gaming Connector Video



Vegas Magazine Feature



LET'S GO!

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