



# ILCAAAP

Illinois Church Action on Alcohol & Addiction Problems

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## Gambling Alert - August 31, 2022



### **DraftKings Is Coming for Your Dumb Money at Wrigley Field**

The betting app wants you to root, root, root for a prop bet. If you don't win, it's a shame.

The vibe of the place, and the surrounding area known as Wrigleyville, started to change in 2009 when the Ricketts family bought the team from the Tribune Co. (J. Joe Ricketts, the patriarch, founded securities brokerage TD Ameritrade Holding Corp.) After years of laissez-faire management, during which needed updates to the ballpark were left on hold, the new owners embarked on a **\$575 million renovation in 2014**. They've built a boutique hotel; put up sleek new team offices with a conference center, retail stores, and a gift shop selling \$44.99 T-shirts; and bought out most of the nearby rooftop owners. "Think of us as a landlord," Kenney told reporters at the event in June. When it opens next year, the DraftKings Sportsbook at Wrigley Field will be another way for the Ricketts family to maximize revenue; under the deal, food and drink sales go to the Cubs and its concessions partner. For Robins, the sportsbook will be a valuable customer acquisition tool. [Read](#)

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