

## POTAWATOMI CASINO HOTEL- SPORTSBOOK

Milwaukee, Wisconsin



Rippe Associates collaborated with I-5 Design Build to transform Potawatomi Casino Hotel's former theater space and existing sports bar kitchen into an innovative sportsbook and bar viewing area. The project involved the creation of an expansive sportsbook, a newly remodeled kitchen, and a strategically placed bar adjacent to the gaming floor, catering to both casino patrons and sportsbook guests.

Central to this transformation is the innovative design approach, highlighted by a colossal 2,000 ft LED screen that displays up to 30 sporting events simultaneously. The integration of slot seats into the bar offers a seamless blend of gaming and social interaction, setting a new standard for casino renovations. This comprehensive redesign positions Potawatomi Casino Hotel as a leader in the Midwest's entertainment landscape.

This project stands out for its meticulous attention to detail and the challenge of converting a theater into a multifunctional hub.

### Details

Opening Date: April 2024

Equipment Cost: \$1,100,000

FOH: 7,250 SF

BOH: 2,400 SF

Seats: 240

### Scope

Renovation project to transform the former theater space and the existing sports bar kitchen into a dynamic sportsbook and bar viewing area.

The design elements, such as tiered seating and a central bar that anchors the space, are crafted to enhance the overall guest experience.

The renovation delivers a substantial upgrade in service efficiency, ensuring quick access to refreshments through a centralized beverage system. This improvement not only heightens guest satisfaction but also supports longer visits and increased revenue potential. This ambitious project has successfully turned Potawatomi Casino into a premier destination, harmonizing sports betting, dining, and entertainment in a single, cohesive space.

