

WYOMING LOTTERY CORPORATION

Joint Judiciary Committee

November 3, 2015



AGENDA

- FY15 Financial End
- Final Audit
- Q1 Financials
- Sales Comparison
 - Year-over-year
- Revenue
- Problem Gambling
- Online Presence
- Cowboy Draw



Financial Reports



Wyoming Lottery Corp
Profit & Loss Budget vs. Actual
July 2014 through June 2015

	FY 15			
	TOTAL			
	Jul '14 - Jun 15	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenue	17,531,435.00	18,548,258.00	-1,016,823.00	94.52%
Total 48000 - Other Revenue	87,487.00			
Total Income	17,618,922.00	18,548,258.00	-929,336.00	94.99%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	9,746,432.98	9,525,738.00	220,694.98	102.32%
Total 51000 - B Gaming Expenses	3,206,703.19	3,318,262.00	-111,578.81	96.64%
Total COGS	12,953,136.17	12,844,020.00	109,116.17	100.85%
Gross Profit	4,665,785.83	5,704,238.00	-1,038,452.17	81.8%
	Jul '14 - Jun 15	Budget	- Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	95,349.95	127,617.00	-32,267.05	74.72%
Total 61000 - Contract Services	3,640,811.11	4,369,000.00	-728,188.89	83.33%
Total 62000 - Facilities and Equipment	156,027.78	59,339.00	96,688.78	262.94%
Total 63000 - Operations	106,745.30	107,700.00	-954.70	99.11%
Total 64000 - Personnel Salaries & Benefits	974,181.88	1,014,380.00	-40,198.12	96.04%
67000 - Pension Expense	171,627.00			
Total Expense	5,144,743.02	5,678,036.00	-533,292.98	90.61%
Net Ordinary Income	-478,957.19	26,202.00	-505,159.19	-1,827.94%
Other Income/Expense				
70000 - Interest Income	32.49			
81000 - Interest Expense	38,769.66	36,404.00	2,365.66	106.5%
Total Other Expense	38,769.66	36,404.00	2,365.66	106.5%
Net Other Income	-38,737.17	-36,404.00	-2,333.17	106.41%
	Jul '14 - Jun 15	Budget	+ Favorable	% of Budget
Net Income	-517,694.36	-10,202.00	-507,492.36	5,074.44%

Wyoming Lottery Corp
Profit & Loss
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>
Ordinary Income/Expense	
Income	
40000 · Income / Revenues	
41000 · Mega Millions Sales (net)	4,939,751.00
42000 · Power Ball Sales (net)	9,059,334.00
43000 · Cowboy Draw Sales (net)	
43050 · Cowboy Draw Discount	-164,065.00
43000 · Cowboy Draw Sales (net) - Other	3,696,415.00
Total 43000 · Cowboy Draw Sales (net)	<u>3,532,350.00</u>
Total 40000 · Income / Revenues	17,531,435.00
48000 · Other Revenues	
48700 · CD Jackpot Indemnification(net)	43,487.00
48500 · Application Fees (Fidelity-Res)	44,000.00
Total 48000 · Other Revenues	<u>87,487.00</u>
Total Income	17,618,922.00
Cost of Goods Sold	
50000 · A Direct Gaming Costs	
50100 · Prize Expense - Low Tier/ Hi	2,907,171.87
50200 · Prize Expense - MUSL	4,972,762.11
50300 · Prize Expense CD Jackpot	1,866,499.00
Total 50000 · A Direct Gaming Costs	<u>9,746,432.98</u>
51000 · B Gaming Expenses	
51100 · Gaming Retail Commissions	1,050,328.12
51200 · Gaming Retail Validation Bonus	19,812.07
51300 · Vendor Expense - (Intralot)	2,136,563.00
Total 51000 · B Gaming Expenses	<u>3,206,703.19</u>
Total COGS	<u>12,953,136.17</u>
Gross Profit	4,665,785.83
Expense	
60000 · Business Expenses	
60200 · Board Expenses	
60205 · Board Compensaton	23,025.00
60210 · Board Meetings	2,907.19
60220 · Board Travel	19,078.08
Total 60200 · Board Expenses	45,010.27
60230 · Employee Recruitment & Relocate	1,394.98
60240 · Insurance	8,378.49
60260 · Membership Dues	40,566.21
Total 60000 · Business Expenses	<u>95,349.95</u>
61000 · Contract Services	
61100 · Accounting / Audit Fees	23,505.82
61200 · Legal Fees	86,612.85
61300 · Marketing	3,293,610.60
61500 · Outside Contract Services (IT)	140,154.51
61600 · Payroll Services	3,129.05
61700 · Retail Investigation	93,798.28
Total 61000 · Contract Services	<u>3,640,811.11</u>
62000 · Facilities and Equipment	

Wyoming Lottery Corp
Profit & Loss
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>
62100 · Fleet Expenses	7,567.68
62200 · Depr and Amort - Allowable	141,016.75
62300 · Equip Rental and Maintenance	141.93
62500 · IT Equipment	1,299.09
62000 · Facilities and Equipment - Other	6,002.33
Total 62000 · Facilities and Equipment	<u>156,027.78</u>
63000 · Operations	
63100 · Communications	18,265.38
63200 · Office Costs	25,597.33
63400 · Other Types of Expenses	482.59
63500 · Rent & Janitorial	62,400.00
Total 63000 · Operations	<u>106,745.30</u>
64000 · Personnel Salaries & Benefits	
64100 · Employee Benefits	99,209.58
64200 · Employee Compensation	748,768.36
64300 · Employee Parking	2,400.00
64400 · Employee Vacation Expense	12,480.36
64500 · Employer Payroll Taxes	61,496.11
65000 · Ep Withheld Federal Income Tax	9,774.00
65100 · Ep Withheld Social Security Tax	1,591.22
66000 · Travel	
66100 · Employee Conference & Training	7,328.71
66200 · Employee Travel	31,133.54
Total 66000 · Travel	<u>38,462.25</u>
Total 64000 · Personnel Salaries & Benefits	974,181.88
67000 · Pension Expense	171,627.00
Total Expense	<u>5,144,743.02</u>
Net Ordinary Income	-478,957.19
Other Income/Expense	
Other Income	
70000 · Interest Income	32.49
Total Other Income	<u>32.49</u>
Other Expense	
81000 · Interest Expense	38,769.66
Total Other Expense	<u>38,769.66</u>
Net Other Income	<u>-38,737.17</u>
Net Income	<u>-517,694.36</u>

FINAL AUDIT

- **Audit opinion: (summarized) Financial statements present fairly, in all material respects, in accordance with accounting principles generally accepted in the United States of America.**
- **New this year: GASB Statement #68 is the new standard implemented this year by all agencies participating with the Wyoming Retirement System. This represents the agencies portion of the state retirement liability.**
- **Revenues of 17.5 million**
- **Unclaimed prizes to DOH 166,000**
- **Investment in capital assets of \$757,000**
- **We reduced the debt. In total, the LOC Available \$3,000,000.00, we borrowed \$2,625,020.00, at the end of FY 15 our line of credit balance was \$1,426,325.00. We have paid in total to date \$2,042,398.37. Leaving a current balance of \$582,621.63**
- **Change in net position in 2015 (\$517,692) of which approximately \$200,000 is attributable to the new GASB 68 requirement. The remainder is a result of revenues beginning in August and not at the beginning of FY15**



Wyoming Lottery Corp
Profit & Loss Budget vs. Actual
July through September 2015

	FY 16 QTR 1			
	TOTAL			
	Jul - Sep 15	Budget	+ Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenue	6,251,417.00	6,758,648.00	-507,231.00	92.5%
Total 48000 - Other Revenues	-108,331.00	-132,737.00	24,406.00	81.61%
Total Income	6,143,086.00	6,625,911.00	-482,825.00	92.71%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	3,291,204.91	3,953,430.00	-662,225.09	83.25%
Total 51000 - B Gaming Expenses	1,125,736.41	1,221,173.00	-95,436.59	92.19%
Total COGS	4,416,941.32	5,174,603.00	-757,661.68	85.36%
Gross Profit	1,726,144.68	1,451,308.00	274,836.68	118.94%
	Jul - Sep 15	Budget	- Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	55,141.76	52,750.00	2,391.76	104.53%
Total 61000 - Contract Services	742,430.68	464,780.00	277,650.68	159.74%
Total 62000 - Facilities and Equipment	57,181.99	3,855.00	53,326.99	1,483.32%
Total 63000 - Operations	31,042.01	33,355.00	-2,312.99	93.07%
Total 64000 - Personnel Salaries & Benefits	239,451.37	305,111.00	-65,659.63	78.48%
Total Expense	1,125,247.81	859,851.00	265,396.81	130.87%
Net Ordinary Income	600,896.87	591,457.00	9,439.87	101.6%
Other Income/Expense				
70000 - Interest Income	11.68	0.00	11.68	100.0%
81000 - Interest Expense	5,017.25	5,518.00	-500.75	90.93%
Total Other Expense	5,017.25	5,518.00	-500.75	90.93%
Net Other Income	-5,005.57	-5,518.00	512.43	90.71%
	Jul - Sep 15	Budget	+ Favorable	% of Budget
Net Income	595,891.30	585,939.00	9,952.30	101.7%

11:22 AM
10/29/15
Accrual Basis

Wyoming Lottery Corp
Profit & Loss
July through September 2015

Jul - Sep 15

Ordinary Income/Expense	
Income	
40000 · Income / Revenues	
41000 · Mega Millions Sales (net)	
41050 · Mega Millions Discount	-27,391.00
41000 · Mega Millions Sales (net) - Other	1,015,999.00
Total 41000 · Mega Millions Sales (net)	<u>988,608.00</u>
42000 · Power Ball Sales (net)	
42050 · Powerball Discount	-39,424.00
42000 · Power Ball Sales (net) - Other	2,143,838.00
Total 42000 · Power Ball Sales (net)	<u>2,104,414.00</u>
43000 · Cowboy Draw Sales (net)	3,158,395.00
Total 40000 · Income / Revenues	<u>6,251,417.00</u>
48000 · Other Revenues	
48700 · CD Jackpot Indemnification(net)	-108,831.00
48500 · Application Fees (Fidelity-Res)	500.00
Total 48000 · Other Revenues	<u>-108,331.00</u>
Total Income	<u>6,143,086.00</u>
Cost of Goods Sold	
50000 · A Direct Gaming Costs	
50100 · Prize Expense - Low Tier/ Hi	1,059,140.44
50200 · Prize Expense - MUSL	1,190,797.47
50300 · Prize Expense CD Jackpot	1,041,267.00
Total 50000 · A Direct Gaming Costs	<u>3,291,204.91</u>
51000 · B Gaming Expenses	
51100 · Gaming Retail Commissions	373,706.16
51200 · Gaming Retail Validation Bonus	8,735.94
51300 · Vendor Expense - (Intralot)	743,294.31
Total 51000 · B Gaming Expenses	<u>1,125,736.41</u>
Total COGS	<u>4,416,941.32</u>
Gross Profit	<u>1,726,144.68</u>
Expense	
60000 · Business Expenses	
60200 · Board Expenses	
60205 · Board Compensaton	3,900.00
60210 · Board Meetings	794.54
60220 · Board Travel	5,972.60
Total 60200 · Board Expenses	<u>10,667.14</u>
60240 · Insurance	3,715.51
60260 · Membership Dues	40,759.11
Total 60000 · Business Expenses	<u>55,141.76</u>

11:22 AM
10/29/15
Accrual Basis

Wyoming Lottery Corp
Profit & Loss
July through September 2015

Jul - Sep 15

61000 · Contract Services	
61100 · Accounting / Audit Fees	227.00
61200 · Legal Fees	18,190.00
61300 · Marketing	704,176.40
61500 · Outside Contract Services (IT)	16,134.73
61600 · Payroll Services	624.65
61700 · Retail Investigation	3,077.90
Total 61000 · Contract Services	<u>742,430.68</u>
62000 · Facilities and Equipment	
62100 · Fleet Expenses	363.94
62200 · Depr and Amort - Allowable	54,753.21
62300 · Equip Rental and Maintenance	14.84
62000 · Facilities and Equipment - Other	2,050.00
Total 62000 · Facilities and Equipment	<u>57,181.99</u>
63000 · Operations	
63350 · Outside Services	2,106.84
63100 · Communications	3,408.27
63200 · Office Costs	3,863.90
63400 · Other Types of Expenses	
63410 · Petty Cash Over/Short	3.00
63400 · Other Types of Expenses - Other	60.00
Total 63400 · Other Types of Expenses	<u>63.00</u>
63500 · Rent & Janitorial	21,600.00
Total 63000 · Operations	<u>31,042.01</u>
64000 · Personnel Salaries & Benefits	
64100 · Employee Benefits	
64150 · 401(k) Benefit	4,772.38
64100 · Employee Benefits - Other	42,745.11
Total 64100 · Employee Benefits	<u>47,517.49</u>
64200 · Employee Compensation	164,038.17
64300 · Employee Parking	5,466.64
64400 · Employee Vacation Expense	-1,677.60
64500 · Employer Payroll Taxes	18,760.99
66000 · Travel	
66100 · Employee Conference & Training	5,489.52
66200 · Employee Travel	1,412.83
Total 66000 · Travel	<u>6,902.35</u>
Total 64000 · Personnel Salaries & Benefits	<u>241,008.04</u>
Total Expense	<u>1,126,804.48</u>
Net Ordinary Income	<u>599,340.20</u>

11:22 AM
10/29/15
Accrual Basis

Wyoming Lottery Corp
Profit & Loss
July through September 2015

Jul - Sep 15

Other Income/Expense	
Other Income	
70000 · Interest Income	11.68
Total Other Income	<u>11.68</u>
Other Expense	
81000 · Interest Expense	5,017.25
Total Other Expense	<u>5,017.25</u>
Net Other Income	<u>-5,005.57</u>
Net Income	<u>594,334.63</u>

11:47 AM
10/28/15
Accrual Basis

Wyoming Lottery Corp
Balance Sheet
As of September 30, 2015

Sep 30, 15

ASSETS

Current Assets

Checking/Savings

10000 · Jonah Bank - Checking	382,190.79
10025 · Prize Fund Account	
10070 · Cowboy D. Secondary Prize Fund	83,470.56
10025 · Prize Fund Account - Other	38,065.08
Total 10025 · Prize Fund Account	<u>121,535.64</u>

10050 · Prize Account Petty Cash-(Till)	905.00
10075 · Restricted Fidelity Fund cash	
10076 · Retailer Fund	45,244.17
Total 10075 · Restricted Fidelity Fund cash	<u>45,244.17</u>

Total Checking/Savings 549,875.60

Other Current Assets

12000 · Other Current Asset	
12100 · Deposits - Building	5,000.00
12400 · Pre Paid Insurance	7,572.00
12650 · Pre Paid Prize Expense - MUSL	40,332.20
12655 · Prepaid Gaming Expense	75,951.14
12800 · Retail Accounts Receivable	203,916.76
Total 12000 · Other Current Asset	<u>332,772.10</u>

Total Other Current Assets 332,772.10

Total Current Assets 882,647.70

Fixed Assets

13025 · Lease Hold Improvement - Other	20,785.00
13100 · Office Equipment - Other	87,653.25
13200 · Vehicles - Other	108,574.00

Total 13000 · Fixed Assets 217,012.25
Accum. Depreciation -56,228.31

Total Fixed Assets 160,783.94

Other Assets

14000 · Other Assets	
14100 · Amortizable Intangible Assets	
14200 · Intangible Assets	681,920.46
14500 · Accumulated Amortization	-153,173.65
Total 14100 · Amortizable Intangible Assets	<u>528,746.81</u>
14700 · WyoLotto Trademark	42,575.50
Total 14000 · Other Assets	<u>571,322.31</u>

15000 · Def. Outflow of Res.-Contr.	49,764.00
15100 · Def. Outflow of Res-Inv. Earn.	49,080.00
15200 · Def. Outflow of Res-CIPS	339,685.00

Total Other Assets 1,009,851.31

TOTAL ASSETS 2,053,282.95

11:47 AM
10/28/15
Accrual Basis

Wyoming Lottery Corp
Balance Sheet
As of September 30, 2015

Sep 30, 15

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	
20000 · Accounts Payable	899,153.77
Total Accounts Payable	<u>899,153.77</u>

Other Current Liabilities

22000 · Jonah Loan Account	731,399.07
23000 · Other Current Liability	
23100 · Unearned Revenue (net)	202,426.00
23700 · Prize Pool Liability	
23750 · Cowboy Draw Jackpot Liability	355,900.00
23700 · Prize Pool Liability - Other	489,872.47
Total 23700 · Prize Pool Liability	<u>845,772.47</u>

Total 23000 · Other Current Liability 1,048,198.47

24000 · Payroll Liabilities

23500 · Accrued Vacation	25,161.76
23300 · Accrued WC & UI Taxes	4,148.04
Total 24000 · Payroll Liabilities	<u>29,309.80</u>

Total Other Current Liabilities 1,808,907.34

Total Current Liabilities 2,708,061.11

Long Term Liabilities

26000 · Net Pension Liability	598,600.00
Total Long Term Liabilities	<u>598,600.00</u>

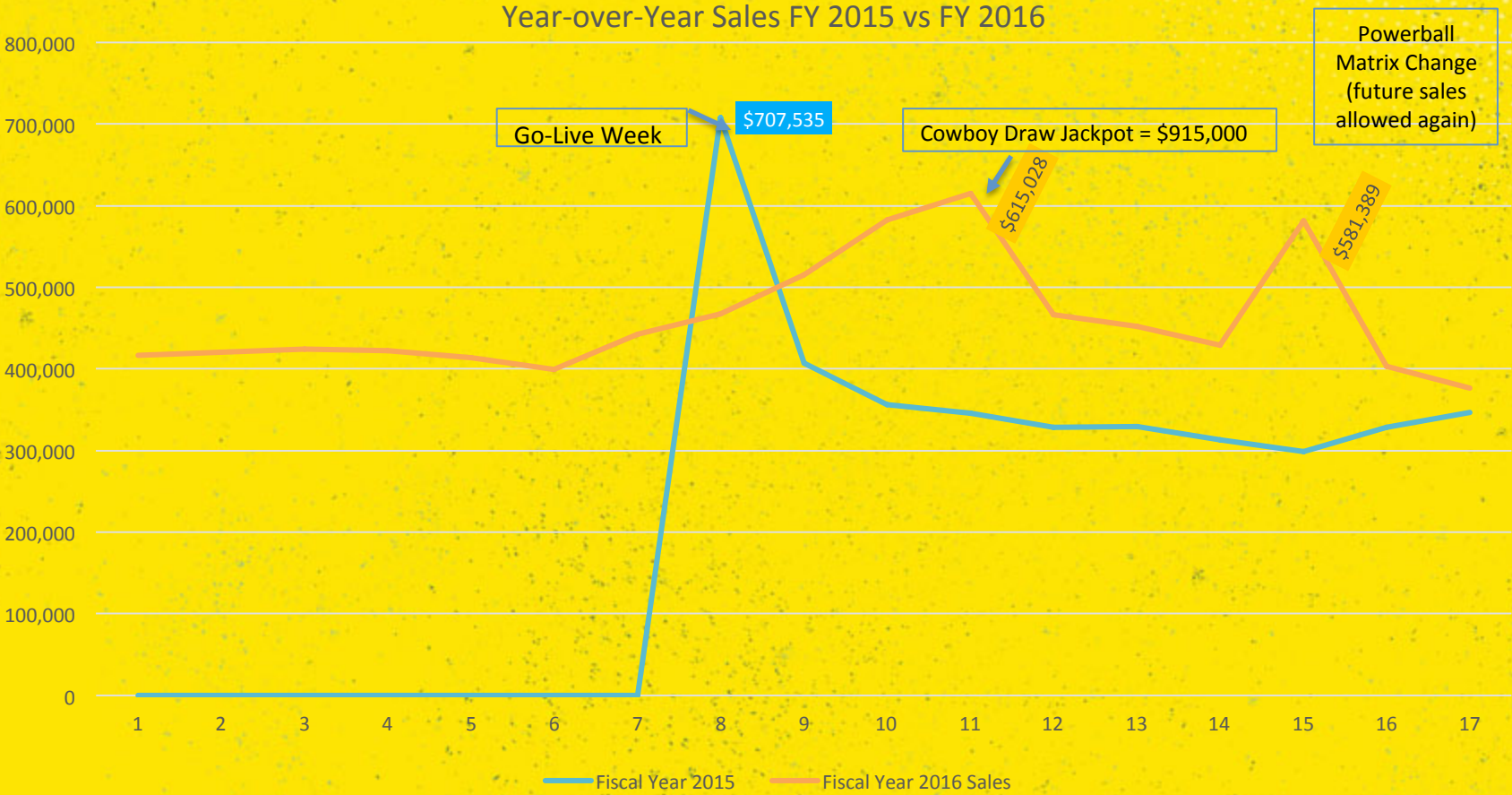
Total Liabilities 3,306,661.11

Equity

32000 · Retained Earnings	-1,816,854.46
33000 · WRSNet Position Prior Per. Adj.	-32,415.00
Net Income	595,891.30
Total Equity	<u>-1,253,378.16</u>

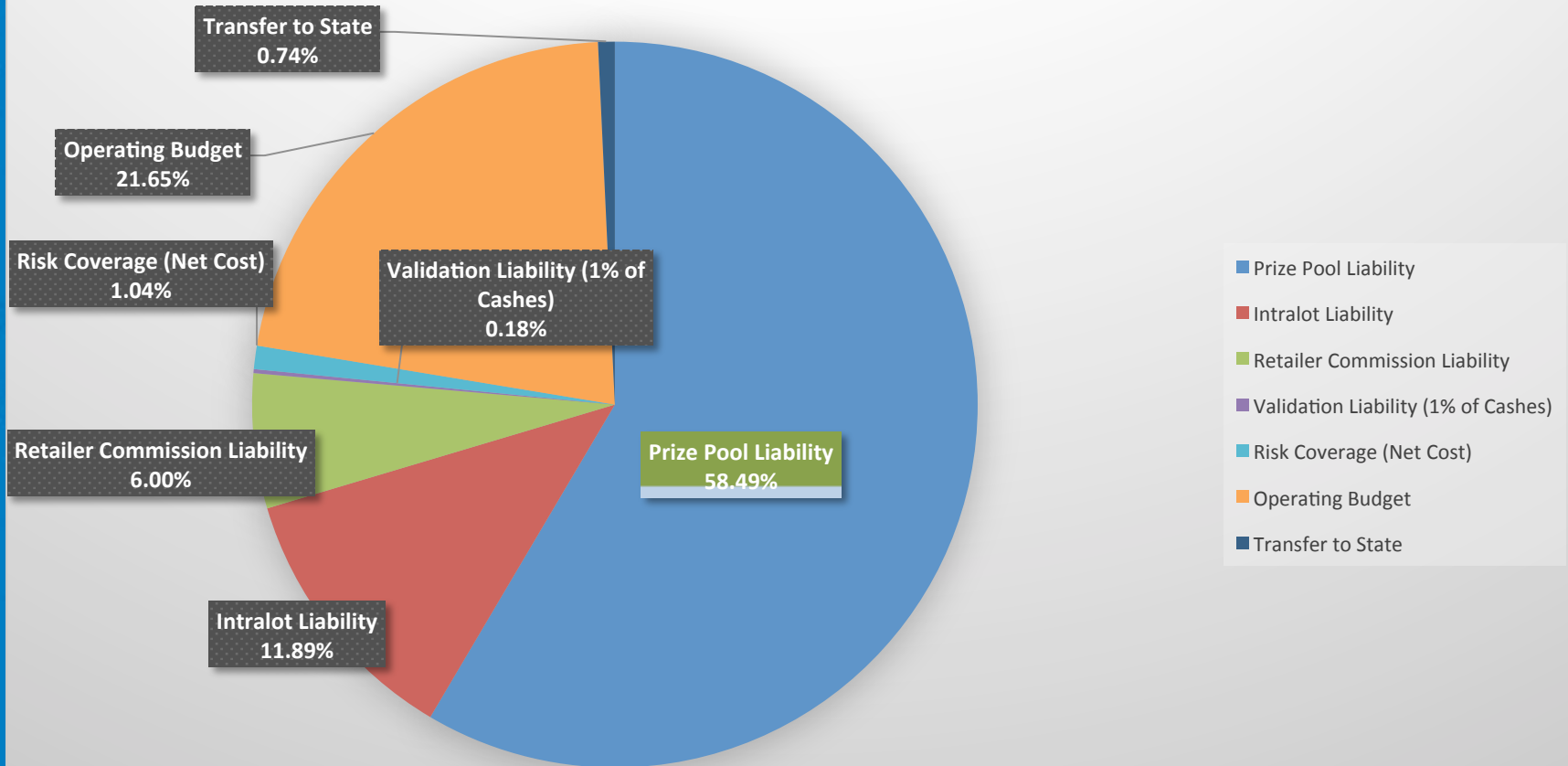
TOTAL LIABILITIES & EQUITY 2,053,282.95

SALES COMPARISON FY'16 YEAR-OVER-YEAR



CURRENT REVENUE CHART

Current Portfolio Breakdown



PROBLEM GAMBLING



PROBLEM GAMBLING

- Attended the National Conference on Problem Gambling on July 10 and July 11, 2015.
- Summary
 - Keynote Speaker: David Mee-Lee, M.D.; Chief Editor, The ASAM Criteria and Senior Vice President, The Change Companies, NV & CA

“Addiction is a primary, chronic disease of brain reward, motivation, memory and related circuitry (August 15, 2011). Pathologically pursuing reward and/or relief by substance use and other behaviors.”

(ASAM’s Revamped Definition of Addiction)



PROBLEM GAMBLING, STATISTICS

According to Dr. Mee-Lee:

- A gambling disorder often co-exists with substance-related disorders as well as other mental disorders.
- Various estimates indicate that 1 – 2% of U.S. adults and 2 – 4% of U.S. adolescents are diagnosable with Gambling Disorder (The ASAM Criteria, 2013)
- Lifetime prevalence is about 0.4% - 1% females and 0.2% males (DSM-5, page 587/2013)
- Up to half of individuals in treatment for gambling disorder have suicidal ideation and about 17% have attempted suicide. (DSM-5, page 587/2013)
- For 6 – 9 million Americans, gambling is a damaging behavior that can harm relationships, family life and careers.



Comparison of Prevalence & Public Funding for SUD & Gambling Disorders USA

1. SAMHSA(2012); 2. Williams, Volberg, & Stevens (2012). 3. SAMHSA (2013). 4. APGSA & NCPG National Survey (2013). Excludes private insurance payments, client private payments, etc.

Substance Use Disorders

- ▶ U.S. Pop. With Past Year Problem ¹

18.9 Million

- ▶ 2009 Public Funds Invested into SUD Treatment³

\$17 Billion

Gambling Disorders

- ▶ U.S. Pop. With Past Year Problem ²

5.3 Million
(3.6 times smaller)

- ▶ 2013 Public Funds Invested into Problem Gambling Services⁴

\$60.6 Million
(281 times smaller)

PROBLEM GAMBLING STUDIES

Massachusetts Study

- Most people are not gamblers or recreational gamblers
- Severe problem gamblers have sustained impaired control; experience significant and negative impairment
- Men are 3x more likely to have a gambling problem than women
- Those who have a high school or less education are more likely to have a problem gambling issue than those with a college degree
- Casino gambling, private wagering sports betting, horseracing and online (web) betting are the type of activities associated with problem gambling
- Raffles, lottery and traditional games have the least impact
- Studies were conducted in 12 states and MA, OR and WA have a bit higher rate of Problem Gamblers than other states who participated in the study.



PROBLEM GAMBLING CONFERENCE

Dr. Jeff Marotta, was trained as clinical psychologist at the University of Nevada, Reno and has specialized in the field of problem gambling since 1997. He is a certified gambling addiction counselor, researcher, author, trainer and consultant. Dr. Marotta is the President and Senior Consultant at Problem Gambling Solutions and a Clinical Associate Professor in the Department of Psychiatry at Oregon Health and Sciences University.

“How do we reach problem gamblers?”



PROBLEM GAMBLING CONFERENCE

Main Message:

- It is **not** about more messaging
- There is more money going toward treatment but there are not gamblers going into treatment
- There is a need to go where gamblers are and to figure out how to reach people who have a problem gambling issue
 - ✓ Healthcare reform
 - ✓ Leverage the internet; chat rooms; email
 - ✓ Website
 - ✓ Be at venues where gamblers are (i.e., correctional facilities, clinics, medical centers)
 - ✓ Harness the power of Recovery – resources who are willing to share their experience



WLC & DEPARTMENT OF HEALTH

The team at WLC and DOH are focused on the following:

- Educating each other on corporate and agency operations, limitations and abiding by statute.
- Currently, DOH has instituted an action that will provide data on the number of individuals reporting a gambling issue. Initial information should be available within three months.
- Our working Charter is nearly completed.
 - There is an emphasis on training and leveraging NCPG resources
 - Determining the best meeting plan that would include public outreach and input



WLC & DEPARTMENT OF HEALTH

To-date, there is \$49,306 available for use by WLC and DOH. These monies are a result of unclaimed prize monies ending FY15. Every dollar will be designated to problem gambling and responsible gaming efforts.



RESPONSIBILITY

COMMUNITY RESPONSIBILITY

Lottery continues to demonstrate responsibility to the community and citizens of Wyoming.

- ✓ Limit on one transaction (spend) is \$125
- ✓ Products are not available 24 hours per day
- ✓ Problem Gambling Hotline Phone Number is posted on the back of our tickets, playslips and on our website.
- ✓ On our website and directly under the Play tab there is a link to Problem Gambling information.



COMMUNITY RESPONSIBILITY

- ✓ Continued education regarding Problem and Responsible Gaming.
- ✓ Games are operated with utmost integrity and security
 - With each game release and with various upgrades, the central system is tested.
 - With each new game released, the RNG is tested
 - With each batch release, the SOW is thoroughly reviewed for accuracy and release outcomes are verified.
 - In advance of all system changes and modifications and as a proactive approach in change management, risks are documented, assessed and analyzed.



RESPONSIBILITY

To ensure that the gaming vendor's system is operating properly, lottery invested in an Internal Control System (ICS). This system allows for 24/7 monitoring of the central gaming system (CGS) and if there is a balancing issue or the CGS is not operating as scoped, lottery is alerted.

This ICS system provides lottery as well as its players with a sense of security that the central gaming system is operating with the highest degrees of integrity.





SOCIAL & DIGITAL
OUR ONLINE PRESENCE



A GROWING FAN BASE

facebook

28,351 fans : 4,126,428 reach since 6/2014

twitter 

766 followers

Pinterest

106 followers

Instagram

329 followers

Google+

104 followers : 50,225 Views

Email

40,547 subscribers

FACEBOOK: WHERE WE STAND

Wyoming	584,153 people : 28,351 fans : 20.6%
Montana	1.024M people : 23,822 fans : 2.3%
Idaho	1.634M people : 34,336 fans : 2.1%
Colorado	5.356M people : 52,537 fans : 0.9%
North Dakota	739,482 people : 4,441 fans : 0.6%
Oregon	3.97M people : 46,343 fans : 1.2%
Nebraska	1.882M people : 65,097 fans : 3.4%

DIGITAL STATS SINCE INCEPTION



Web Traffic

Sessions: **2,415,035**

Users: **720,961**

Page views: **4,858,560**

Average Time on Site: **1 minute, 35 seconds**



Device

Desktop: **46.23%**

Mobile: **41.73%**

Tablet: **12.04%**

Mobile + Tablet: 53.77%



Email

Total Emails Delivered: **865,855**

Total Emails Opened: **211,934**

Open Rate: 34.43%

(Average Open Rate for Gaming Emails: 17.7% | Source: Smart Insights)

LOTTERY'S POSITIVE IMPACT ON THE COWBOY STATE

- **FY15 resulted in 440 retailers**
 - Received \$1,088,532 in revenue
- **FY15 resulted in Wyoming Winners claiming:**
 - \$4,555,697.00 in winnings.
- **FY15 resulted in more Wyoming jobs!**
 - Vendor hired nine (9) permanent employees and EIGHT (8) were residents of the Cowboy State.
 - Vendor hired temporary employees (8) for a variety of Lottery related promotions.
 - Through attrition, Lottery hired two employees and both are residents of Wyoming.





Tickets for the Cowboy Draw game are sold ONLY in Wyoming, giving WyoLotto players higher chances of winning prizes.

Since the game's launch on March 15, four lucky players have hit the jackpot and more than 300 players have won \$1,000 each. Total winnings for just the Cowboy Draw game have reached over an estimated \$2 million.

Cowboy
Draw
Winner
\$628,630

Cowboy
Draw
Winner
\$285,226

Cowboy
Draw
Winner
\$277,988

Cowboy
Draw
Winner
\$360,000



QUESTIONS?

THANK YOU