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**WYOMING LOTTERY CORPORATION**  
**BOARD MEETING**  
**February 10, 2016**

# Wyoming Lottery Corporation Board Meeting

## Agenda

Lottery Headquarters

To Join Via Teleconference:  
866-730-7514 | Pin: 486838#

**Board of Directors:** Chair: Mark Macy, Vice Chair: Erin Taylor, Secretary: Dave Bonner, Treasurer: Gerry Marburger, Sandra Chitwood, Brian Gamroth, Ross Newman, Sandra Wallop, and Jim Whalen

**Attendees:** Jon Clontz, CEO, Mike Scissons, CFO, Kayla Runkel, Product Marketing/Retail Specialist, Justin Ballard, Sr. Research Analyst, and Macy Holmes, Administrative Assistant

**February 10, 2016**

Time	Description	Speaker	TAB
1:00 p.m.	Roll Call and Establish Quorum	Chair Macy	1
1:10 p.m.	Approval of Meeting Minutes <ul style="list-style-type: none"> <li>▪ Motion</li> </ul>	Chair Macy	2
1:15 p.m.	<b>CEO/Operations Report</b> <ul style="list-style-type: none"> <li>▪ Line of Credit Update</li> </ul>	Jon Clontz, CEO	3
1:30 p.m.	<b>Finance &amp; Accounting Report</b> <ul style="list-style-type: none"> <li>• Q2 Financials               <ul style="list-style-type: none"> <li>▪ Motion</li> </ul> </li> <li>• FY16 Budget Amendments               <ul style="list-style-type: none"> <li>▪ Motion</li> </ul> </li> </ul>	Mike Scissons, CFO Jon Clontz, CEO	4
2:15 p.m.	<b>Marketing &amp; Sales Report</b> <ul style="list-style-type: none"> <li>• Sales Comparison               <ul style="list-style-type: none"> <li>▪ Year-over-Year</li> </ul> </li> <li>• Tracker Study Results (3<sup>rd</sup>)               <ul style="list-style-type: none"> <li>▪ Promotion</li> </ul> </li> <li>• Focus Group Testing Results</li> <li>• Trigger Campaign</li> <li>• UW Basketball</li> <li>• Powerball \$15K Cash Promo               <ul style="list-style-type: none"> <li>▪ Motion</li> </ul> </li> </ul>	Justin Ballard, Sr. Research Analyst Kayla Runkel, Product Marketing/Retail Specialist	5
3:00 p.m.	<b>Governance Activity</b> <ul style="list-style-type: none"> <li>• Performance Management Plan – General Update               <ul style="list-style-type: none"> <li>- Donated Leave                   <ul style="list-style-type: none"> <li>▪ Motion</li> </ul> </li> <li>- Bonuses                   <ul style="list-style-type: none"> <li>▪ Motion</li> </ul> </li> <li>- Complaint Resolution Process                   <ul style="list-style-type: none"> <li>▪ Motion</li> </ul> </li> </ul> </li> </ul>	Jon Clontz, CEO Justin Ballard, Sr. Research Analyst	6
4:00 p.m.	Meeting Adjournment	Chair Macy	



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**WYOMING LOTTERY CORPORATION**  
**Board Meeting**

**TAB 1**

# ROLL CALL

## Board Members Present:

- Dave Bonner, Secretary
- Sandra Chitwood
- Brian Gamroth
- Mark Macy, Chairman
- Gerry Marburger, Treasurer
- Ross Newman
- Erin Taylor, Vice-Chair
- Sandra Wallop
- Jim Whalen

## Staff Members Present:

- Jon Clontz, CEO
- Kayla Runkel, Marketing/Retail
- Justin Ballard, Research Analyst
- Mike Scissons, CFO
- Macy Holmes, Administrative Assistant
- Additional Lottery Staff: \_\_\_\_\_

## Guests:

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**WYOMING LOTTERY CORPORATION**  
**Board Meeting**

**TAB 2**



# WYOMING LOTTERY CORPORATION

## Board Minutes

November 2, 2015

BOARD MEETING – SPECIAL SESSION

Teleconference

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### Board Members Present:

Mark Macy-Chairman, Erin Taylor-Vice Chairman, Gerry Marburger-Treasurer, Dave Bonner-Secretary, Sandi Chitwood, Ross Newman, Brian Gamroth, Sandra Wallop, and Jim Whalen.

### Board Members Absent: None

### Staff Members Present:

Jon Clontz-CEO, Louise Plata-COO, Donna Dittimore-CFO, Michael Scissons-CFO, Macy Holmes-Administrative Assistant, Justin Ballard-Sr. Research Analyst, Dave Stevens-Security Manager

**Guests:** Bob Moen-Associated Press, Laura Lewis-Intralot, Paul Ostendorf-Intralot, Tim Monroe-Casper Tribune, Brandy Marrou-MH&P

Chairman Macy called the meeting to order at 1:04 p.m. with a roll call of board members and welcomed guests. Motion made by Dave Bonner to approve the minutes with amendments from the September 29, 2015 meeting. The motion seconded by Sandra Chitwood and the motion passed by a unanimous 8/0 vote.

### CEO Report:

Mr. Clontz provided Lottery activity update to include:

- Continuing to meet with Michelle Panos, Senator Anderson; thanked Jody Levine and Laura Lewis for scheduling and attending meetings. We will continue to use their help, very beneficial
- Dan Noble, Department of Revenue Director, gave update on lottery activity and current position, good opportunity to share feedback, other insights at later time
- Sponsoring WHAM conference, opportunity to speak, important for relationship building and it has improved since last year
- Started shift to speaking with legislature as we have progressed to make sure things are in line
- Continue legislative outreach, start state outreach in next calendar year

- Judiciary 3<sup>rd</sup> meeting held in Cody next day, time slotted for 3pm, staff to remain at headquarters, added updated financial information as well as problem gambling information
  - \*Will send recap and insights gained from judiciary meeting
- MUSL- internal control evaluation, internal review going well, 3<sup>rd</sup> out of state meeting- MUSL pays
- Chuck Strutt of internal control, retired after 30 years, launching nationwide search to fill slot, look forward to selection of MUSL director
- MUSL members' discussion about back-up systems (telephone issues, internet, etc.)
  - \*Ability to notify at various jurisdictions – technology issues and resolutions
- Returned from NASPL conference – met with Intralot staff, great to have everyone together, few areas of portfolio changes
  - \*Instruction on first day with problem gambling; overall positive experience, networking
- David Stevens call out, excellent job on break in theft of \$600 lottery tickets, cash and other items; former employee and all tickets recovered
- Retailer recruitment:
  - \*Oversaturation addressed but room for growth; 465 machines or more
  - \*Slipped from radar due to competing priorities, reevaluation by staff
- MUSL, jurisdiction broken into regions, over last few years not a whole lot of local interaction, been a while since regional MUSL meeting; decided to reinvigorate this, December in Denver and we will be in attendance
- Tracker study, 3<sup>rd</sup>, results and data; will be evaluating the frequency of studies, expense matched frequency of need, studies extremely important, make sure they maintain top priority with dealing with line of credit
- Possible renewal of insurance, BCBS of WY
  - \*Thanked the board for plans and making it a priority for employees, impact/enhance coverage and reduce cost for changes
- Anything out of ordinary, taking a look, possibly save money
- Welcome Macy Holmes and Mike Scissons, getting oriented and adjusted, enjoy working with them as part of our team
- Thanked Donna Dittmore for improving the position, returning to Oregon, appreciate everything that was done for the Lottery
- Congratulated Alisha Pineda, managing work of 2 people with prize department needs, administrative office needs, and an ever changing schedule for CEO
- Timing of quarterly board meetings; might be able to better align meetings with financials to eliminate need for special sessions; planning to adjust meeting times

Question Mark Macy - What will be addressed in your Joint Judiciary meeting attendance?

Response Jon Clontz - Snapshot of current picture

Question Mark Macy – Will KENO be addressed and are you prepared for questions?

Response Jon Clontz – Yes, gotten feedback, mostly positive, and prepared for questions at post meetings with local representatives

- Mark Macy addressed legal KENO gaming questions; didn't look like instant gaming, but after 2<sup>nd</sup> look at legality, was deemed a gray area if legal, statute – once compliance

issue, many decided not time to discuss, no point in discussing any further – tabled, and question might be received at committee meeting. Mr. Clontz is expecting the question and prepared to answer, but bottom line is it looks like from legal opinion, heavily gray area and would likely require a change in statute, much more complicated than originally thought; he will be clear if asked about it, especially after a few stories were written

- Mr. Clontz addressed details of Line of Credit repayment, remarkable job by team in developing more focused budget plan and on target, continue to march forward expected to be taken care of early next year
- Kudos from Mark Macy, important to board for reputation, compliment in getting it done
- Loan expectations at a later date will be in discussion with the board

### **Finance & Accounting:**

Mrs. Dittmore presented the following updates:

- Introduction of Brandy Marrou and Mike Scissons
- Mr. Scissons taking over position well, will take Lottery to the next level, excited to see him get started
- Q4 Financials had to wait to complete audit; reviewed
- Reviewed Profit & Loss Reports
  - \*Back up budget analysis, balance sheet end of year
- Be discussing balance sheet later on because it is tied into audit

Motion Q4 financials Brian Gamroth move to approve with Gerry Marburger seconding the motion, and the motion passed with a unanimous 9/0 vote

- Review of Fiscal Year Reports
- Expenses, quite in line, as noted facilities and equipment
- 91% total expenses, pretty good number for just starting
- Way outside budget, look at budget, expense against start, rev based on rev in Aug, doesn't show in borrowed money not accounted for

Motion Fiscal Year Financials Brian Gamroth move to approve with Gerry Marburger seconding the motion, and the motion passed with a unanimous 9/0 vote.

- Introduction of Mrs. Marrou, discussing Audit

Mr. Clontz comments MH&P is one of the most respected organizations here in the mountain region, so with our first booked revenue audit, he met Mrs. Marrou at the beginning where she asked about concerns, and he wanted to look at segregation of duties, reserve accounts, irregular/abnormal things, etc.; publicly thanked Mrs. Marrou and her team

- Mrs. Marrou welcome and thanks; big audit so she would hit high points
- Indicates clean opinion, financial statements present fairly
- Lottery activity brought expenses down in line with expectations
- Line of Credit activity outlined, with disposition lottery proceeds, showing no available funds to transfer to state of Wyoming
- Contractual vendors outlined
- Compliance internal control, not required to express opinion; identification of deficiencies noted and corrected

- One audit adjustment, well prepared and audit went smoothly
- No identifiable compliance issues
- 2<sup>nd</sup> letter addressed; no identified significant or unusual changes in accounting policies and practices

Chairman Macy asked if he understood correctly that everything is right on track or not significantly off in conduct of business, and was confirmed by Mrs. Marrou that this was a fair statement

Motion to approve Fiscal Year 2015, Financial Audit by Gerry Marburger, Ross Newman seconding the motion, and the motion passed with a unanimous 9/0 vote

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- Q1 Financials Reports reviewed for fiscal year 2016
    - \*Looked at Budget vs. Actual Reports
  - Looking fine for expenses and projections in Q1
    - \*Review of Profit & Loss statement and balance sheet

Question Brian Gamroth – For unclaimed prize amounts, what happens with those funds?

Response Jon Clontz - Deeper discussions needed about that, not something we've addressed yet for what to do with money and it has been noted to discuss further

Motion to approve Q1 financials by Brian Gamroth, Jim Whalen seconding the motion, and the motion passed with a unanimous 9/0 vote.

### **Marketing & Sales:**

Mrs. Plata & Mr. Ballard presented the following updates:

Mr. Ballard gave explanation of sales projections, year over year graph in presentation

- Due to ability of people to buy 20 draws in advance is the cause of the spike, will update as we get more comparable data

Mrs. Plata addressed rules changes for Powerball

- Definition updated and added – annuity and payout changes
  - \*Coincides with MUSL rules
- Drawing definition changes
  - \*New definition in line with MUSL rules
- Matrix change outlined

Mr. Clontz reiterates changes given by MUSL, got to decide own advertising campaign with restrictions, but rules were not created by our organization

Motion to approve Powerball rule changes by Sandy Chitwood, Erin Taylor seconding the motion, and the motion passed with a unanimous 9/0 vote.

- Mega Millions has fewer changes
  - \*Mostly cleanup effort in language
- Language changes supporting annuity payment option and election
- No changes in prize pool allocations
- Far fewer changes and game rules align cleaner with MUSL rules

Motion to approve Mega Million rule changes by Brian Gamroth, Gerry Marburger seconding the motion, and the motion passed with a unanimous 9/0 vote.

### **Closing Remarks:**

Mr. Clontz stated the Lottery in the next few months has a lot to focus on, like retail recruitment

and cost/expense review, regional meetings with MUSL work, focus on Line of Credit payment details, and making sure Mr. Scissons & Ms. Holmes get oriented. He is confident in where priorities are set, and appreciates time in special session.

Ross Newman questioned Mr. Clontz in regards to off track betting reopening and if we have seen impact on our sales because of this. Mr. Clontz responded that it is too soon to tell, but we haven't seen any significant changes. Only rumored about modified machines and being turned back on and we may see some impact going forward, but because it is two different kinds of player types, we will have to look for it. Gaming competition has been acknowledged but with two kinds of products and two kinds of players, no impact has been noted. He will likely learn more tomorrow at judiciary meeting and will send an update after.

Dave Bonner commented on debit cards in wondering if we are thinking further to propose statutory change for debit card addition. Buyers and retailers asked for it, considered same as cash for most. We should be thinking about this and report back to the board. Mr. Clontz stated he has done a lot of work on this in small advocacy groups and with others in discussion and the feedback is comments made about cards act as cash, but some establishments require ID to use it which is not the same as cash; other comments are about how debit cards that deny purchase or have a fee for usage on overdraft indicate how it is viewed as not the same as cash. He has asked attorney about thoughts so far and legal opinion is it looks like a gray area like KENO and will likely require language change to be able to do this easily from legal prospective. Feedback has all been informal. Mr. Clontz added Mr. Kaufman will finish formal review and board will view this after that.

Acknowledgements of Mrs. Dittmore's work with the Lottery and gratitude for staying to transition Mr. Scissons into the position.

**Closing:**

Chairman Mark Macy announced closure of meeting. Motioned for adjournment by Brian Gamroth and the motion seconded by Sandy Chitwood. Meeting was adjourned at 2:56 p.m. by a unanimous 9/0 vote.

# WYOMING LOTTERY CORPORATION

## Board Meeting

February 10, 2016

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### **Approval of Meeting Minutes**

I motion to approve the minutes dated November 2, 2015.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
  - Sandra Chitwood
  - Brian Gamroth
  - Mark Macy, Chairman
  - Gerry Marburger, Treasurer
  - Ross Newman
  - Erin Taylor, Vice-Chair
  - Sandra Wallop
  - Jim Whalen
-



# WYOMING LOTTERY CORPORATION

## Board Minutes

January 18, 2016

BOARD MEETING – SPECIAL SESSION

Teleconference

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### **Board Members Present:**

Mark Macy-Chairman, Gerry Marburger-Treasurer, Dave Bonner-Secretary, Sandi Chitwood, Ross Newman, Brian Gamroth, Sandra Wallop, and Jim Whalen.

**Board Members Absent:** Erin Taylor-Vice Chairman

### **Staff Members Present:**

Jon Clontz-CEO, Macy Holmes-Administrative Assistant

**Guests:** Tim Monroe-Casper Tribune (excused for executive session)

Chairman Macy called the executive session to order at 10:09 a.m. with a roll call of board members and Lottery staff. Executive discussion conducted for the purpose of confidential financial reporting and called to adjourn at 11:16 a.m.

Chairman Macy called the public special session to order at 11:18 a.m. with a new roll call of board members and Lottery staff. Quorum established with remaining board members on the line and began to discuss new business items, after welcoming press back on the line.

### **Special Session:**

Mr. Clontz to give breakdown of executive discussion. Discussed having a celebration for our loan payoff event, timing of the announcement to which the board came to agreement on that. Discussed the seeding of the transfer account and made decisions on when the transfer would occur. Spoke about amending an original memo regarding post debt retirement, amending that to build reserve account and maximize transfer to the state. Motion only required to amend the original memo.

Mark Macy called for discussion on amendment of the memo:

- Dave Bonner motioned to suspend the original memo on April 1, 2016 to put \$150,000 in reserve fund account post debt retirement and also that the CEO is directed to manage and report to the board on the status of the transfer of funds from that date forward. Ross Newman seconded the motion, with a unanimous 7/0 vote. Motion passes.

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Closing Remarks requested by Mark Macy:

- Tim Monroe asked if the announcement date was being kept secret and Mark Macy stated we are looking at February 1, 2016 for the formal date for announcing our loan payoff and positive press would surely be appreciated. Also, Jon Clontz requested that he allow time to let legislative representatives know before the announcement.
  - Tim Monroe asked about specifics about our loan. Jon Clontz detailed the line of credit and payoff, including the recent events allowing payoff even sooner than anticipated. Important to note that we outsold Ohio per capita in Powerball sales with no machine breakdowns, errors, or ticket issues, technically or operationally.
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**Closing:**

Chairman Mark Macy announced closure of meeting. Motioned for adjournment by Jim Whalen and the motion seconded by Gerry Marburger. Meeting was adjourned at 11:27 a.m. by a unanimous 7/0 vote.

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# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## Approval of Meeting Minutes

I motion to approve the minutes dated January 18, 2016.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
  - Sandra Chitwood
  - Brian Gamroth
  - Mark Macy, Chairman
  - Gerry Marburger, Treasurer
  - Ross Newman
  - Erin Taylor, Vice-Chair
  - Sandra Wallop
  - Jim Whalen
-



**WYOMING LOTTERY CORPORATION**  
**Board Meeting**

**TAB 3**

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# Line of Credit Update – Jon Clontz



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**WYOMING LOTTERY CORPORATION**  
**Board Meeting**

**TAB 4**

1:30 PM  
01/19/16  
Accrual Basis

Wyoming Lottery Corp  
**Balance Sheet**  
As of December 31, 2015

Dec 31, 15

**ASSETS**

**Current Assets**

**Checking/Savings**

10000 · Jonah Bank - Checking	312,918.16
10025 · Prize Fund Account	
10070 · Cowboy D. Secondary Prize Fund	609,755.00
10025 · Prize Fund Account - Other	60,487.08
<b>Total 10025 · Prize Fund Account</b>	<u>670,242.08</u>

10050 · Prize Account Petty Cash-(Till)	1,389.00
10075 · Restricted Fidelity Fund cash	
10076 · Retailer Fund	45,944.17
10077 · DOH Funds	147,000.00
10075 · Restricted Fidelity Fund cash - Other	42.18
<b>Total 10075 · Restricted Fidelity Fund cash</b>	<u>192,986.35</u>

**Total Checking/Savings** 1,177,535.59

**Other Current Assets**

12000 · Other Current Asset	
12100 · Deposits - Building	5,000.00
12400 · Pre Paid Insurance	5,048.00
12650 · Pre Paid Prize Expense - MUSL	59,176.81
12655 · Prepaid Gaming Expense	142,722.60
12800 · Retail Accounts Receivable	365,637.57
<b>Total 12000 · Other Current Asset</b>	<u>577,584.98</u>

**Total Other Current Assets** 577,584.98

**Total Current Assets** 1,755,120.57

**Fixed Assets**

**13000 · Fixed Assets**

13025 · Lease Hold Improvement	
13050 · AD- Lease Hold Improvements	-7,837.46
13025 · Lease Hold Improvement - Other	20,785.00
<b>Total 13025 · Lease Hold Improvement</b>	<u>12,947.54</u>

**13100 · Office Equipment**

13150 · AD- Office Equipment	-31,050.57
13100 · Office Equipment - Other	161,653.25
<b>Total 13100 · Office Equipment</b>	<u>130,602.68</u>

**13200 · Vehicles**

13250 · AD- Vehicles	-32,027.27
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1:30 PM  
01/19/16  
Accrual Basis

Wyoming Lottery Corp  
**Balance Sheet**  
As of December 31, 2015

	<u>Dec 31, 15</u>
13200 · Vehicles - Other	108,574.00
Total 13200 · Vehicles	<u>76,546.73</u>
Total 13000 · Fixed Assets	<u>220,096.95</u>
Total Fixed Assets	220,096.95
<b>Other Assets</b>	
14000 · Other Assets	
14100 · Amortizable Intangible Assets	
14200 · Intangible Assets	681,920.46
14500 · Accumulated Amortization	<u>-196,275.81</u>
Total 14100 · Amortizable Intangible Assets	<u>485,644.65</u>
14700 · WyoLotto Trademark	<u>42,575.50</u>
Total 14000 · Other Assets	528,220.15
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	<u>339,685.00</u>
Total Other Assets	<u>966,749.15</u>
<b>TOTAL ASSETS</b>	<u><b>2,941,966.67</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	<u>1,034,968.13</u>
Total Accounts Payable	1,034,968.13
Other Current Liabilities	
22000 · Jonah Loan Account	325,000.00
23000 · Other Current Liability	
23100 · Unearned Revenue (net)	330,788.00
23700 · Prize Pool Liability	
23750 · Cowboy Draw Jackpot Liability	947,009.00
23700 · Prize Pool Liability - Other	<u>311,570.96</u>
Total 23700 · Prize Pool Liability	<u>1,258,579.96</u>
Total 23000 · Other Current Liability	1,589,367.96
24000 · Payroll Liabilities	
23500 · Accrued Vacation	21,975.01
23300 · Accrued WC & UI Taxes	3,701.61

1:30 PM  
01/19/16  
Accrual Basis

Wyoming Lottery Corp  
**Balance Sheet**  
As of December 31, 2015

	<u>Dec 31, 15</u>
<b>Total 24000 · Payroll Liabilities</b>	<u>25,676.62</u>
<b>Total Other Current Liabilities</b>	<u>1,940,044.58</u>
<b>Total Current Liabilities</b>	2,975,012.71
<b>Long Term Liabilities</b>	
<b>25000 · Other Liabilities</b>	
<b>25100 · Xerox-Capital Lease</b>	71,280.74
<b>Total 25000 · Other Liabilities</b>	<u>71,280.74</u>
<b>26000 · Net Pension Liability</b>	598,600.00
<b>Total Long Term Liabilities</b>	<u>669,880.74</u>
<b>Total Liabilities</b>	3,644,893.45
<b>Equity</b>	
<b>32000 · Retained Earnings</b>	-1,816,854.46
<b>33000 · WRSNet Position Prior Per. Adj.</b>	-32,415.00
<b>Net Income</b>	1,146,342.68
<b>Total Equity</b>	<u>-702,926.78</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>2,941,966.67</u></u>

1:56 PM  
01/19/16  
Accrual Basis

Wyoming Lottery Corp  
Profit & Loss  
October through December 2015

Oct - Dec 15

Ordinary Income/Expense

Income

40000 · Income / Revenues

41000 · Mega Millions Sales (net) 961,027.00

42000 · Power Ball Sales (net) 1,778,954.00

43000 · Cowboy Draw Sales (net) 2,697,420.00

Total 40000 · Income / Revenues 5,437,401.00

48000 · Other Revenues

48700 · CD Jackpot Indemnification(net) -65,540.00

48500 · Application Fees (Fidelity-Res) 700.00

Total 48000 · Other Revenues -64,840.00

Total Income

5,372,561.00

Cost of Goods Sold

50000 · A Direct Gaming Costs

50100 · Prize Expense - Low Tier/ Hi

50105 · Megamillions Low Tier 50,133.59

50110 · Powerball Low Tier 69,031.03

50115 · Cowboy Draw Low Tier 669,716.57

50100 · Prize Expense - Low Tier/ Hi - Other 1,913.69

Total 50100 · Prize Expense - Low Tier/ Hi 790,794.88

50200 · Prize Expense - MUSL 940,706.44

50300 · Prize Expense CD Jackpot 1,109,701.00

Total 50000 · A Direct Gaming Costs 2,841,202.32

51000 · B Gaming Expenses

51100 · Gaming Retail Commissions 325,484.88

51200 · Gaming Retail Validation Bonus 7,952.14

51300 · Vendor Expense - (Intralot) 646,508.05

Total 51000 · B Gaming Expenses 979,945.07

Total COGS

3,821,147.39

Gross Profit

1,551,413.61

Expense

60000 · Business Expenses

60200 · Board Expenses

60210 · Board Meetings 1,002.97

60220 · Board Travel 863.22

60225 · Board Bckgrd Check 259.00

Total 60200 · Board Expenses 2,125.19

1:56 PM  
01/19/16  
Accrual Basis

Wyoming Lottery Corp  
Profit & Loss  
October through December 2015

Oct - Dec 15

60230 · Employee Recruitment & Relocate	10,256.77
60240 · Insurance	2,524.00
60260 · Membership Dues	3,795.00
<b>Total 60000 · Business Expenses</b>	<b>18,700.96</b>
<b>61000 · Contract Services</b>	
61100 · Accounting / Audit Fees	42,500.00
61200 · Legal Fees	31,966.20
61300 · Marketing	456,988.29
61500 · Outside Contract Services (IT)	107,761.62
61600 · Payroll Services	1,168.50
61700 · Retail Investigation	1,179.09
<b>Total 61000 · Contract Services</b>	<b>641,563.70</b>
<b>62000 · Facilities and Equipment</b>	
62100 · Fleet Expenses	231.14
62200 · Depr and Amort - Allowable	57,789.15
62000 · Facilities and Equipment - Other	1,575.00
<b>Total 62000 · Facilities and Equipment</b>	<b>59,595.29</b>
<b>63000 · Operations</b>	
63350 · Outside Services	432.96
63100 · Communications	5,104.70
63200 · Office Costs	11,211.44
63400 · Other Types of Expenses	
63410 · Petty Cash Over/Short	4.00
63400 · Other Types of Expenses - Other	1,225.87
<b>Total 63400 · Other Types of Expenses</b>	<b>1,229.87</b>
63500 · Rent & Janitorial	10,400.00
<b>Total 63000 · Operations</b>	<b>28,378.97</b>
<b>64000 · Personnel Salaries &amp; Benefits</b>	
64100 · Employee Benefits	
64150 · 401(k) Benefit	4,853.39
64100 · Employee Benefits - Other	29,453.65
<b>Total 64100 · Employee Benefits</b>	<b>34,307.04</b>
64200 · Employee Compensation	190,644.54
64400 · Employee Vacation Expense	-3,186.75
64500 · Employer Payroll Taxes	8,786.15
65000 · Ep Withheld Federal Income Tax	0.00
65100 · Ep Withheld Social Security Tax	0.00
65200 · Ep Withholding Retirement	0.00

1:56 PM  
01/19/16  
Accrual Basis

Wyoming Lottery Corp  
**Profit & Loss**  
October through December 2015

	<u>Oct - Dec 15</u>
65300 · Ep Withholding 401(k)	0.00
66000 · Travel	
66100 · Employee Conference & Training	5,813.04
66200 · Employee Travel	6,828.99
Total 66000 · Travel	<u>12,642.03</u>
67000 · EE Uniforms	2,350.49
Total 64000 · Personnel Salaries & Benefits	<u>245,543.50</u>
<hr/>	
Total Expense	<u>993,782.42</u>
Net Ordinary Income	557,631.19
Other Income/Expense	
Other Income	
70000 · Interest Income	42.18
Total Other Income	<u>42.18</u>
Other Expense	
81000 · Interest Expense	5,665.32
Total Other Expense	<u>5,665.32</u>
Net Other Income	<u>-5,623.14</u>
Net Income	<u><u>552,008.05</u></u>

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Accrual Basis

Wyoming Lottery Corp  
**Profit & Loss**  
July through December 2015

Jul - Dec 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 1,977,026.00

Total 41000 · Mega Millions Sales (net) 1,949,635.00

42000 · Power Ball Sales (net)

42050 · Powerball Discount -39,424.00

42000 · Power Ball Sales (net) - Other 3,922,792.00

Total 42000 · Power Ball Sales (net) 3,883,368.00

43000 · Cowboy Draw Sales (net)

5,855,815.00

Total 40000 · Income / Revenues 11,688,818.00

48000 · Other Revenues

48700 · CD Jackpot Indemnification(net) -174,371.00

48500 · Application Fees (Fidelity-Res) 1,200.00

Total 48000 · Other Revenues -173,171.00

Total Income 11,515,647.00

Cost of Goods Sold

50000 · A Direct Gaming Costs

50100 · Prize Expense - Low Tier/ Hi

50105 · Megamillions Low Tier 193,289.28

50110 · Powerball Low Tier 181,152.08

50115 · Cowboy Draw Low Tier 1,475,493.96

50100 · Prize Expense - Low Tier/ Hi - Other 0.00

Total 50100 · Prize Expense - Low Tier/ Hi 1,849,935.32

50200 · Prize Expense - MUSL 2,131,503.91

50300 · Prize Expense CD Jackpot 2,150,968.00

Total 50000 · A Direct Gaming Costs 6,132,407.23

51000 · B Gaming Expenses

51100 · Gaming Retail Commissions 699,191.04

51200 · Gaming Retail Validation Bonus 16,688.08

51300 · Vendor Expense - (Intralot) 1,389,802.36

Total 51000 · B Gaming Expenses 2,105,681.48

Total COGS 8,238,088.71

Gross Profit 3,277,558.29

Wyoming Lottery Corp  
Profit & Loss  
July through December 2015

Jul - Dec 15

Expense

60000 · Business Expenses	
60200 · Board Expenses	
60205 · Board Compensaton	3,900.00
60210 · Board Meetings	1,797.51
60220 · Board Travel	6,835.82
60225 · Board Bckgrd Check	259.00
Total 60200 · Board Expenses	<u>12,792.33</u>
60230 · Employee Recruitment & Relocate	10,256.77
60240 · Insurance	6,239.51
60260 · Membership Dues	44,554.11
Total 60000 · Business Expenses	<u>73,842.72</u>
61000 · Contract Services	
61100 · Accounting / Audit Fees	42,727.00
61200 · Legal Fees	50,156.20
61300 · Marketing	1,161,539.69
61500 · Outside Contract Services (IT)	123,896.35
61600 · Payroll Services	1,793.15
61700 · Retail Investigation	4,256.99
Total 61000 · Contract Services	<u>1,384,369.38</u>
62000 · Facilities and Equipment	
62100 · Fleet Expenses	595.08
62200 · Depr and Amort - Allowable	112,542.36
62300 · Equip Rental and Maintenance	2,064.84
62000 · Facilities and Equipment - Other	1,575.00
Total 62000 · Facilities and Equipment	<u>116,777.28</u>
63000 · Operations	
63350 · Outside Services	2,164.80
63100 · Communications	8,512.97
63200 · Office Costs	15,075.34
63400 · Other Types of Expenses	
63410 · Petty Cash Over/Short	7.00
63400 · Other Types of Expenses - Other	1,285.87
Total 63400 · Other Types of Expenses	<u>1,292.87</u>
63500 · Rent & Janitorial	32,000.00
Total 63000 · Operations	<u>59,045.98</u>
64000 · Personnel Salaries & Benefits	
64100 · Employee Benefits	

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Accrual Basis

Wyoming Lottery Corp  
Profit & Loss  
July through December 2015

	<u>Jul - Dec 15</u>
64150 · 401(k) Benefit	9,625.77
64100 · Employee Benefits - Other	<u>72,198.76</u>
Total 64100 · Employee Benefits	81,824.53
64200 · Employee Compensation	357,749.35
64300 · Employee Parking	2,400.00
64400 · Employee Vacation Expense	-4,864.35
64500 · Employer Payroll Taxes	27,547.14
65000 · Ep Withheld Federal Income Tax	0.00
65100 · Ep Withheld Social Security Tax	0.00
65200 · Ep Withholding Retirement	0.00
65300 · Ep Withholding 401(k)	0.00
66000 · Travel	
66100 · Employee Conference & Training	11,302.56
66200 · Employee Travel	<u>8,241.82</u>
Total 66000 · Travel	19,544.38
67000 · EE Uniforms	<u>2,350.49</u>
Total 64000 · Personnel Salaries & Benefits	<u>486,551.54</u>
Total Expense	<u>2,120,586.90</u>
Net Ordinary Income	1,156,971.39
Other Income/Expense	
Other Income	
70000 · Interest Income	<u>53.86</u>
Total Other Income	53.86
Other Expense	
81000 · Interest Expense	<u>10,682.57</u>
Total Other Expense	<u>10,682.57</u>
Net Other Income	<u>-10,628.71</u>
Net Income	<u><u>1,146,342.68</u></u>

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 1/19/16  
 Accrual Basis

**Wyoming Lottery Corp**  
**Profit & Loss Budget vs. Actual**  
 October through December 2015

	FY 16 QTR 2			
	TOTAL			
	Oct - Dec 15	Budget	+ Favorable	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Total 40000 · Income / Revenues</b>	5,437,401.00	6,758,651.00	-1,321,250.00	80.45%
<b>Total 48000 · Other Revenues</b>	-64,840.00	117,263.00	-182,103.00	-55.3%
<b>Total Income</b>	5,372,561.00	6,875,914.00	-1,503,353.00	78.14%
<b>Cost of Goods Sold</b>				
<b>Total 50000 · A Direct Gaming Costs</b>	2,841,202.32	3,953,431.00	-1,112,228.68	71.87%
<b>Total 51000 · B Gaming Expenses</b>	979,945.07	1,221,175.00	-241,229.93	80.25%
<b>Total COGS</b>	3,821,147.39	5,174,606.00	-1,353,458.61	73.84%
<b>Gross Profit</b>	1,551,413.61	1,701,308.00	-149,894.39	91.19%
	Oct - Dec 15	Budget	- Favorable	% of Budget
<b>Expense</b>				
<b>Total 60000 · Business Expenses</b>	18,700.96	12,435.00	6,265.96	150.39%
<b>Total 61000 · Contract Services</b>	641,563.70	877,922.00	-236,358.30	73.08%
<b>Total 62000 · Facilities and Equipment</b>	59,595.29	3,105.00	56,490.29	1,919.33%
<b>Total 63000 · Operations</b>	28,378.97	35,624.00	-7,245.03	79.66%
<b>Total 64000 · Personnel Salaries &amp; Benefits</b>	245,543.50	250,492.00	-4,948.50	98.02%
<b>Total Expense</b>	993,782.42	1,179,578.00	-185,795.58	84.25%
<b>Net Ordinary Income</b>	557,631.19	521,730.00	35,901.19	106.88%
<b>Other Income/Expense</b>				
<b>70000 · Interest Income</b>	42.18	0.00	42.18	100.0%
<b>81000 · Interest Expense</b>	5,665.32	3,123.00	2,542.32	181.41%
<b>Total Other Expense</b>	5,665.32	3,123.00	2,542.32	181.41%
<b>Net Other Income</b>	-5,623.14	-3,123.00	-2,500.14	180.06%
	Oct - Dec 15	Budget	+ Favorable	% of Budget
<b>Net Income</b>	552,008.05	518,607.00	33,401.05	106.44%

# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## Motion-Q2 Financials

I motion to approve the Q2 Financials as presented.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
  - Sandra Chitwood
  - Brian Gamroth
  - Mark Macy, Chairman
  - Gerry Marburger, Treasurer
  - Ross Newman
  - Erin Taylor, Vice-Chair
  - Sandra Wallop
  - Jim Whalen
-

Budget to Actual Revenue Over/Under							
No.	Description	Amount Budgeted	12-31-2015 Actuals To-date	Projected Actual at Year End	Suggested Amendment to the Budget/ Dollar Amount +/-	New Amended Budget	Suggested Amendment to the Budget/Total \$ +/-
40000	Revenues	27,034,601.00	11,688,818.00	30,529,040.00	3,494,439.00	30,529,040.00	3,494,439.00
41000	Mega Millions Sales (net)	4,907,624.00	1,977,026.00	3,976,973.00	(930,651.00)	3,976,973.00	
41050	Mega Millions Discount	0.00	-27,391.00	-27,391.00	(27,391.00)	-27,391.00	
42000	Powerball Sales (net)	9,369,076.00	3,922,792.00	14,287,230.00	4,918,154.00	14,287,230.00	
42050	Powerball Discount	0.00	-39,424.00	-39,424.00	(39,424.00)	-39,424.00	
43000	Cowboy Draw Sales (net)	12,757,901.00	5,855,815.00	12,331,652.00	(426,249.00)	12,331,652.00	
43050	Cowboy Draw Discount	0.00	0.00	0.00	0.00	0.00	
48000	Other Revenues	-280,948.00	-173,171.00	-227,098.00	53,850.00	(227,098.00)	53,850.00
48500	Application Fees	0.00	1,200.00	2,700.00	2,700.00	2,700.00	
48700	CD Indemnification (net)	-280,948.00	-174,371.00	-229,798.00	51,150.00	-229,798.00	
50000	Direct Gaming Costs	5,497,700.00	1,849,935.32	5,829,255.00	331,555.00	5,829,255.00	331,555.00
50105	Mega Millions Low Tier / Hi	0.00	193,289.28	735,740.00	735,740.00	735,740.00	
50110	Powerball Low Tier / Hi	0.00	181,152.08	1,571,595.00	1,571,595.00	1,571,595.00	
50115	Cowboy Draw Low Tier / Hi	0.00	1,475,493.96	3,521,920.00	3,521,920.00	3,521,920.00	
50100	Prize Expense Low Tier / Hi	5,497,700.00	0.00	0.00	-5,497,700.00	0.00	
50000	Direct Gaming Costs	10,316,023.00	4,282,471.91	11,688,370.00	1,372,347.00	11,688,370.00	1,372,347.00
50200	Prize Expense - MUSL	5,191,008.00	2,131,503.91	6,824,766.00	1,633,758.00	6,824,766.00	
50300	Prize Expense CD Jackpot	5,125,015.00	2,150,968.00	4,863,604.00	(261,411.00)	4,863,604.00	
51000	Gaming Expenses	4,884,697.00	2,105,681.48	5,526,891.00	642,194.00	5,526,891.00	642,194.00
51100	Gaming Retail Commissions	1,622,076.00	699,191.04	1,835,751.00	213,675.00	1,835,751.00	
51200	Gaming Retail Validate Bonus	48,207.00	16,688.08	53,293.00	5,086.00	53,293.00	
51300	Vendor Expense - Intralot	3,214,414.00	1,389,802.36	3,637,847.00	423,433.00	3,637,847.00	
70000	Other Income	0.00	53.86	125.00	125.00	125.00	125.00
70000	Interest Income	0.00	53.86	125.00	125.00	125.00	
<b>TOTAL BUDGET ADJUSTMENT</b>							<b>1,202,318.00</b>

**Budget to Actual  
Expenditures  
Over/Under**

No.	Description	Amount Budgeted	12-31-2015 Actuals To-date	Projected Actual at Year End	Suggested Amendment to the Budget/ Dollar Amount +/-	New Amended Budget	Suggested Amendment to the Budget/Total \$ +/-
60000	Business Expense	89,776.00	73,842.72	110,509.00	20,733.00	110,509.00	20,733.00
	60200 Board Expenses						
	60205 Board Compensation	25,000.00	3,900.00	8,500.00	(16,500.00)	8,500.00	
	60210 Board Meetings	0.00	1,797.51	3,000.00	3,000.00	3,000.00	
	60220 Board Travel	20,000.00	6,835.82	10,750.00	(9,250.00)	10,750.00	
	60225 Board Background Check	0.00	259.00	259.00	259.00	259.00	
	Employee Recruitment & Relocation	0.00	10,256.77	29,500.00	29,500.00	29,500.00	
	60240 Insurance	2,091.00	6,239.51	11,500.00	9,409.00	11,500.00	
	60260 Membership Dues	42,685.00	44,554.11	47,000.00	4,315.00	47,000.00	
61000	Contracted Services	2,347,329.00	1,384,369.38	2,194,250.00	(153,079.00)	2,194,250.00	(153,079.00)
	61100 Accounting/Audit Fees	52,000.00	42,727.00	47,500.00	(4,500.00)	47,500.00	
	61200 Legal Fees	90,000.00	50,156.20	100,000.00	10,000.00	100,000.00	
	61300 Marketing	1,987,500.00	1,161,539.69	1,850,000.00	(137,500.00)	1,850,000.00	
	61500 O/S Contracted Services (IT)	201,929.00	123,896.35	180,000.00	(21,929.00)	180,000.00	
	61600 Payroll Services	7,000.00	1,793.15	5,000.00	(2,000.00)	5,000.00	
	61700 Retail Investigations	8,900.00	4,256.99	11,750.00	2,850.00	11,750.00	
62000	Facilities and Equipment	32,368.00	116,777.28	252,075.00	219,707.00	252,075.00	219,707.00
	62000 Facilities and Equip. - Other	0.00	1,575.00	1,575.00	1,575.00	1,575.00	
	62100 Fleet Expenses	11,080.00	595.08	2,500.00	(8,580.00)	2,500.00	
	62200 Depr and Amort - Allowable	21,288.00	112,542.36	225,500.00	204,212.00	225,500.00	
	62300 Equip Rental & Maintenance	0.00	2,064.84	2,500.00	2,500.00	2,500.00	
	62500 IT Equipment	0.00	0.00	20,000.00	20,000.00	20,000.00	
63000	Operations	115,092.00	59,045.98	144,324.00	29,232.00	144,324.00	29,232.00
	63100 Communications	14,400.00	8,512.97	17,750.00	3,350.00	17,750.00	
	63200 Office Costs	30,692.00	15,075.34	30,000.00	(692.00)	30,000.00	
	63300 Other Types of Expenses	2,500.00	1,292.87	29,000.00	26,500.00	29,000.00	
	63350 Outside Services	0.00	2,164.80	2,250.00	2,250.00	2,250.00	
	63500 Rent & Janitorial	67,500.00	32,000.00	65,324.00	(2,176.00)	65,324.00	

Budget to Actual Expenditures Over/Under							
No.	Description	Amount Budgeted	12-31-2015 Actuals To-date	Projected Actual at Year End	Suggested Amendment to the Budget/ Dollar Amount +/-	New Amended Budget	Suggested Amendment to the Budget/Total \$ +/-
64000	Personnel Salaries and Benefits	1,041,336.00	467,007.16	1,017,400.00	(23,936.00)	1,017,400.00	(23,936.00)
64100	Employee Benefits	155,937.00	72,198.76	157,000.00	1,063.00	157,000.00	
64150	401(k) Benefit	34,290.00	9,625.77	19,000.00	(15,290.00)	19,000.00	
64200	Employee Compensation	792,984.00	357,749.35	767,000.00	(25,984.00)	767,000.00	
64300	Employee Parking	250.00	2,400.00	2,400.00	2,150.00	2,400.00	
64400	EE Vacation Expense	0.00	(4,864.35)	0.00	0.00	0.00	
64500	Employer Payroll Taxes	57,875.00	27,547.14	67,000.00	9,125.00	67,000.00	
67000	Employee Uniforms	0.00	2,350.49	5,000.00	5,000.00	5,000.00	
66000	Travel	28,375.00	19,544.38	52,500.00	24,125.00	52,500.00	24,125.00
66100	Emp. Conference & Training	8,375.00	11,302.56	32,500.00	24,125.00	32,500.00	
66200	Employee Travel	20,000.00	8,241.82	20,000.00	0.00	20,000.00	
	Loan & Interest	1,200,000.00	1,012,007.57	1,441,825.00	241,825.00	1,441,825.00	241,825.00
81000	Interest Expense	10,000.00	10,682.57	15,500.00	5,500.00	15,500.00	
22000	Loan Principal	1,190,000.00	1,001,325.00	1,426,325.00	236,325.00	1,426,325.00	
	FYE Carryover Expense	400,000.00	368,920.00	368,920.00	(31,080.00)	368,920.00	(31,080.00)
20000	Accounts Payable	400,000.00	368,920.00	368,920.00	(31,080.00)	368,920.00	
	Jonah Bank - Reserve Account	600,000.00	0.00	1,000,000.00	400,000.00	1,000,000.00	400,000.00
10005	Reserve Fund	600,000.00	0.00	1,000,000.00	400,000.00	1,000,000.00	
	Capital Lease	0.00	2,720.00	8,403.00	8,403.00	8,403.00	8,403.00
25100	Xerox - Capital Lease	0.00	2,720.00	8,403.00	8,403.00	8,403.00	
<b>TOTAL BUDGET ADJUSTMENT</b>							<b>735,930.00</b>

# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## **Motion-FY16 Budget Amendments**

I motion to approve the FY16 Budget Amendments as presented.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
  - Sandra Chitwood
  - Brian Gamroth
  - Mark Macy, Chairman
  - Gerry Marburger, Treasurer
  - Ross Newman
  - Erin Taylor, Vice-Chair
  - Sandra Wallop
  - Jim Whalen
-



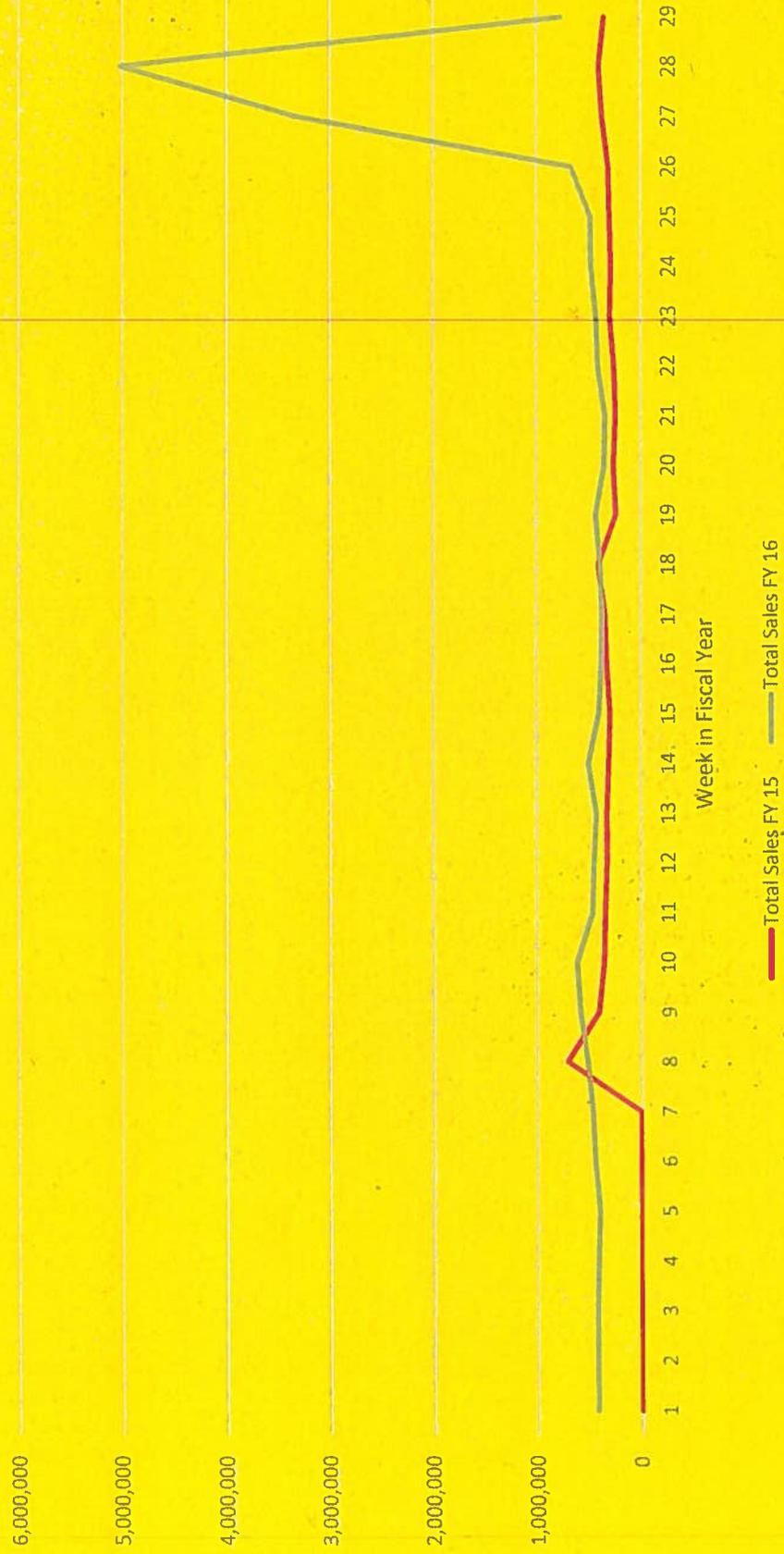
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**WYOMING LOTTERY CORPORATION**  
**Board Meeting**

**TAB 5**

# WYOMING LOTTERY CORPORATION SALES TRENDS

Total Sales FY 2015 vs FY 2016



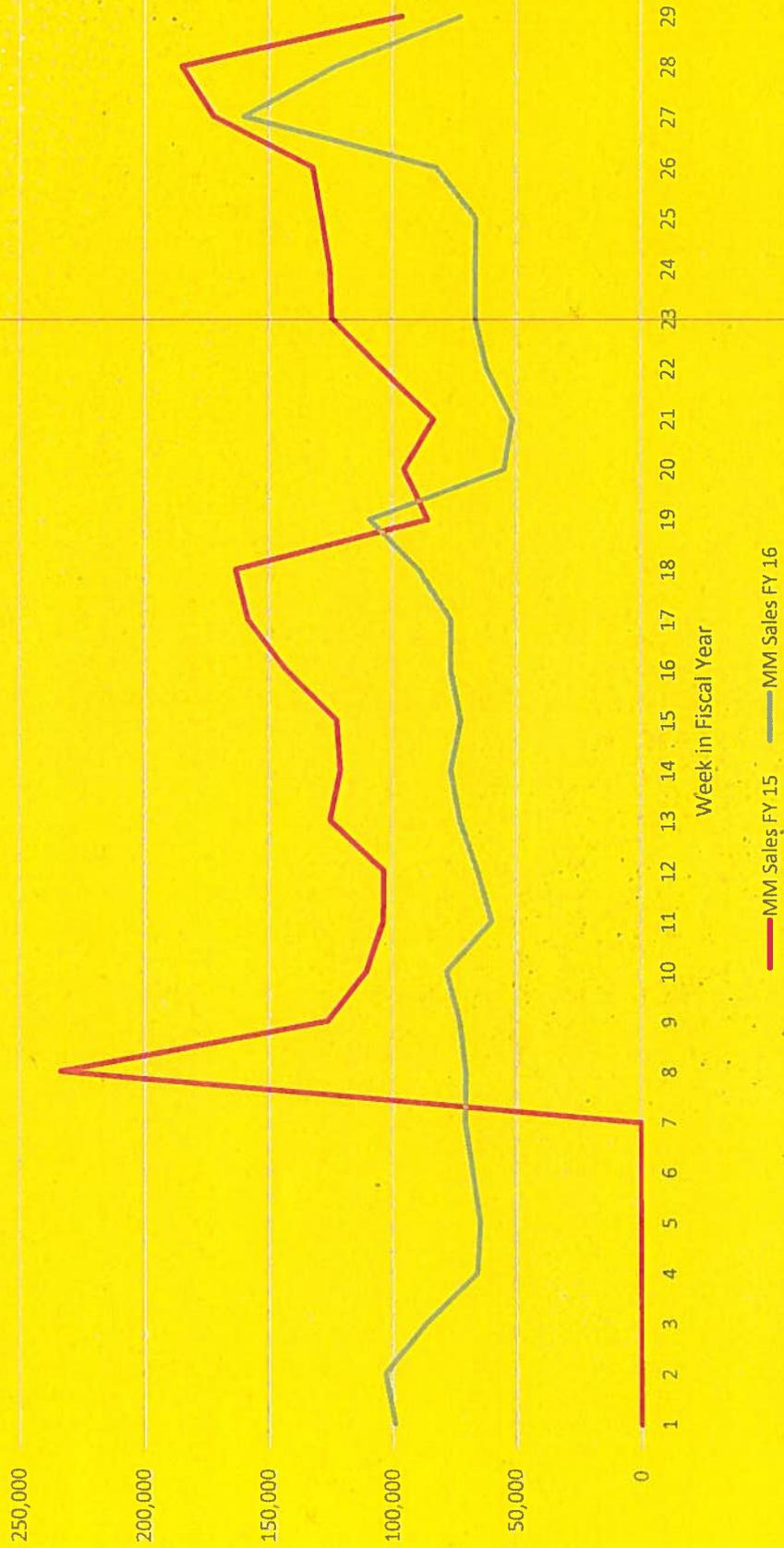
# WYOMING LOTTERY CORPORATION SALES TRENDS

Powerball Sales FY 2015 vs FY 2016



# WYOMING LOTTERY CORPORATION SALES TRENDS

Mega Millions Sales FY 2015 vs FY 2016



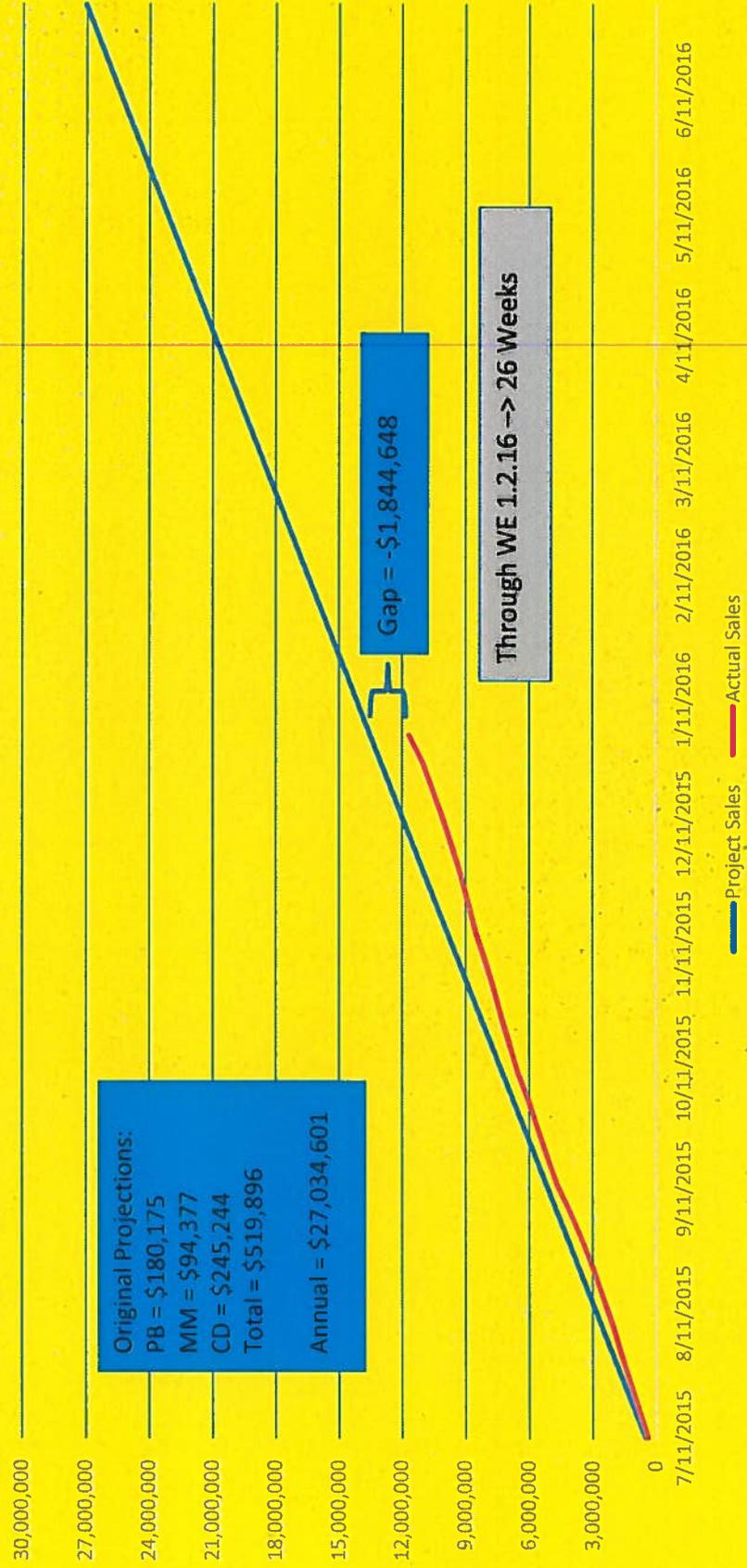
# WYOMING LOTTERY CORPORATION SALES TRENDS

PB & MM Sales FY 2015 vs FY 2016



# WYOMING LOTTERY CORPORATION SALES TRENDS

Actual vs Original Projected FY 2016



WYOMING LOTTERY CORPORATION

1/28/2016

# WYOMING LOTTERY CORPORATION: PROJECTION COMPARISON

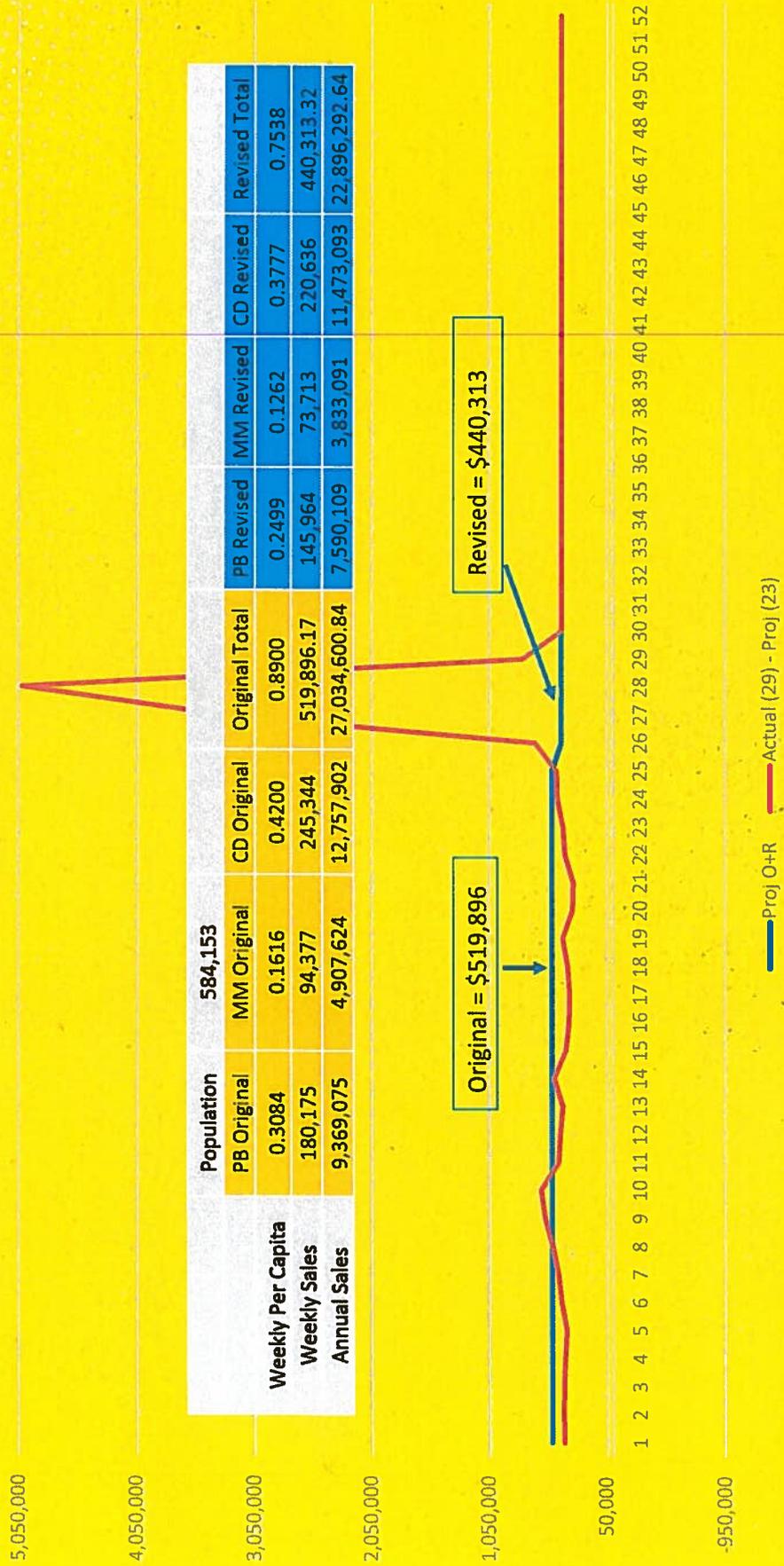
	Population		584,153		Original Total		Revised Total	
	PB Original	MM Original	CD Original	Original Total	PB Revised	MM Revised	CD Revised	Revised Total
Weekly Per Capita	0.3084	0.1616	0.4200	0.8900	0.2499	0.1262	0.3777	0.7538
Weekly Sales	180,175	94,377	245,344	519,896.17	145,964	73,713	220,636	440,313.32
Annual Sales	9,369,075	4,907,624	12,757,902	27,034,600.84	7,590,109	3,833,091	11,473,093	22,896,292.64

The Revised Projections take into account 25 weeks of FY 2016 sales for all three games. This allowed for a better understanding of the distribution of sales for the three games with the inclusion of Cowboy Draw into the portfolio.

The Revised Projections were made BEFORE the Powerball jackpot run-up to \$1.5 Billion and reflect sales at low and medium sized jackpots experienced since the beginning of July 2015 (beginning of FY 2016).

# WYOMING LOTTERY CORPORATION SALES TRENDS

Actual vs Projected Sales





# Wyoming Lottery Awareness & Usage Study

## Wave 3 Highlights Report

December 2015

RESTRICTED, LEVEL 2 –

Distribution of this document must be approved by the Senior Research Analyst of the  
WLC. Information deemed confidential is exempt - W.S. 16-4-201 through 16-4-05

## Study Objectives

### Overview

The Wyoming Lottery commissioned MOSAK Advertising & Insights to conduct an Awareness & Usage study. Because this study went out to a much wider audience via supported social media and had an incentive to participate the number of responses increased almost 400%.

Since the volume of responses changed significantly and the makeup of respondents changed as well this study will not be compared to previous waves. But it does allow for greater cross-tabulation among key respondent profiles.

### Key Study Objectives

- Understanding play behavior
- Measure advertising awareness
- Understand attitudes toward the Lottery and gaming
- Determine a Wyoming Lottery favorability rating
- Understand potential response to introducing new games
- Understand technology usage, including Internet, cell phone, etc.

RESTRICTED, LEVEL 2 –  
Distribution of this document must be approved by the Senior Research Analyst of the WLC. Information deemed confidential is exempt - W.S.  
16-4-201 through 16-4-05

## Sampling

Data was collected via an online survey, and participants were recruited from individuals who had signed up to receive further information from the Wyoming Lottery. An invitation to participate in the survey was sent via email on November 16, and a link was placed on the Wyoming Lottery website.

- The survey was available to participants through November 27<sup>th</sup>.
- To qualify, participants had to indicate they were at least 18 years of age.
- Participants who indicated they had purchased a Lottery ticket in any state since May 1, 2015 were taken to the full survey while those who had not, were given an abbreviated version.

**Participants were offered a chance to win free lottery ticket which resulted in a significant increase in sample size.**

RESTRICTED, LEVEL 2 –

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## Respondent Profile

- 55% of total responses were female.
- 53% of respondents were over age 45
- The largest subset was females between 45-54 which accounts for 11% of all responses.

Age	Gender			Grand Total
	Female	Male	(blank)	
Row Labels				
18-20	0.85%	1.13%	0.05%	2.02%
21-24	2.85%	2.07%	0.02%	4.93%
25-29	4.87%	2.87%	0.09%	7.83%
30-34	6.06%	3.68%	0.08%	9.82%
35-39	6.69%	4.65%	0.11%	11.45%
40-44	6.18%	4.26%	0.09%	10.54%
45-54	11.05%	8.19%	0.08%	19.32%
55-59	6.81%	5.12%	0.09%	12.02%
60-64	4.82%	4.49%	0.09%	9.41%
65 or over	5.35%	7.03%	0.28%	12.67%
Grand Total	55.53%	43.48%	0.99%	100.00%

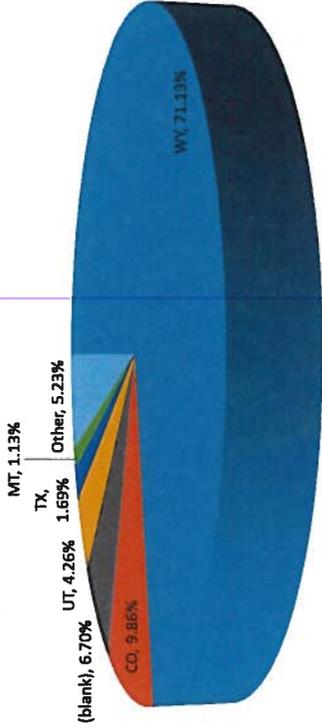
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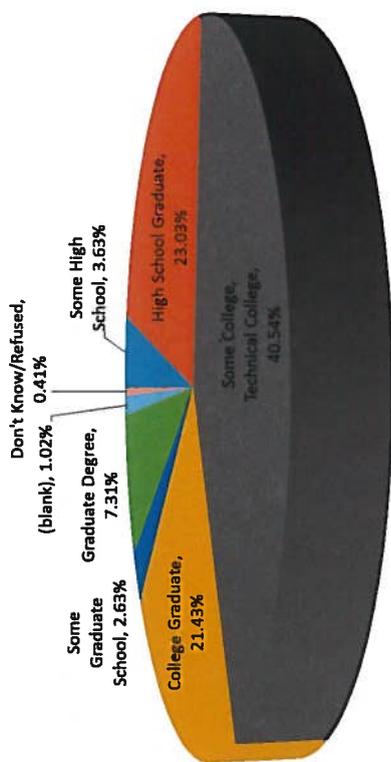
## Respondent Profile

- 71% of Participants live in Wyoming
- Colorado was the second largest state at 9.86%
- Utah was the only other state that accounted for more than 2% of the respondents

Respondents by State of Residence



Respondents by Education Level



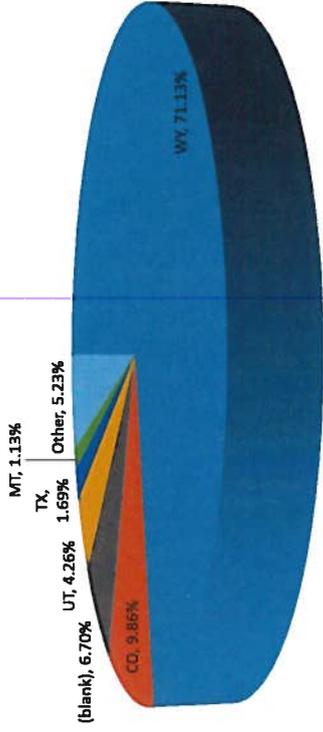
- Almost 72% of respondents have at least some post-high school education.
- The largest segment \*41% has some college or technical college education

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# Respondent Profile

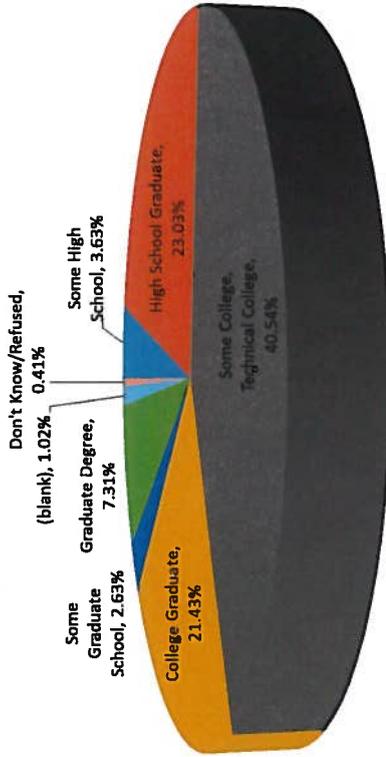
- 71% of Participants live in Wyoming
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Respondents by State of Residence



- Almost 72% of respondents have at least some post-high school education.
- The largest segment 41% has some college or technical college education

Respondents by Education Level



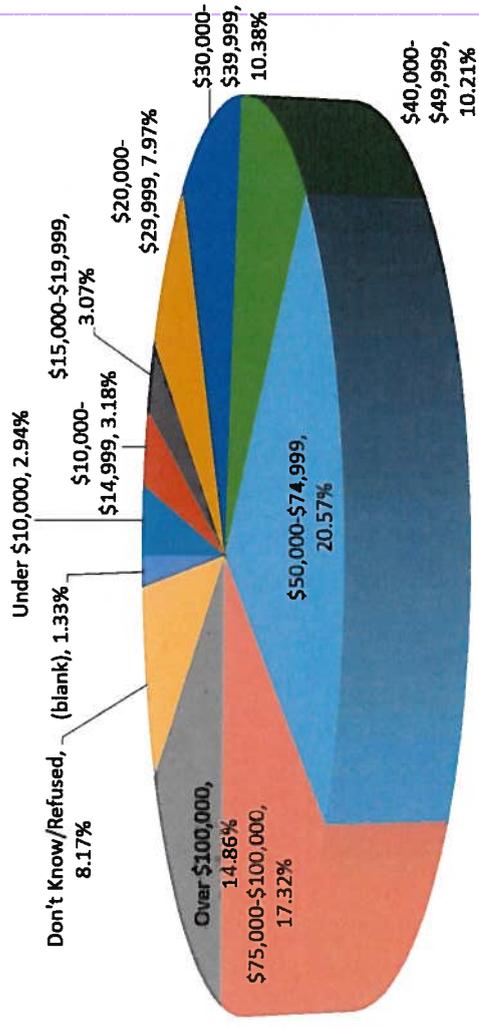
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## Respondent Profile

- 53% of respondents have an Annual Household Income above \$50,000
- The largest segment of participants have an Annual Household Income between \$50,000 and \$74,999

Respondents by State of Residence



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## Key Findings & Recommendations

### **Players under the age of 25 are more difficult to target.**

These players tend to prefer Scratch Games, spend less and have a lower Net Promoter Score for the WyoLotto.

### **Cowboy Draw is the most popular game in Wyoming.**

A greater percentage of individuals play Cowboy Draw than Powerball or Mega Millions and they are likely to play more often. This may indicate that there is increased demand that could support other “Wyoming Specific” games.

### **Females are much more satisfied with the WyoLotto.**

The Net Promoter Score for females was almost double that of males. In the next wave additional questions may need to be asked to understand the cause of this difference.

### **Scratchers continue to be desired by players.**

Adding scratch tickets was the most frequently mentioned suggestion for the WyoLotto and it may be the most effective way to attract a younger audience.

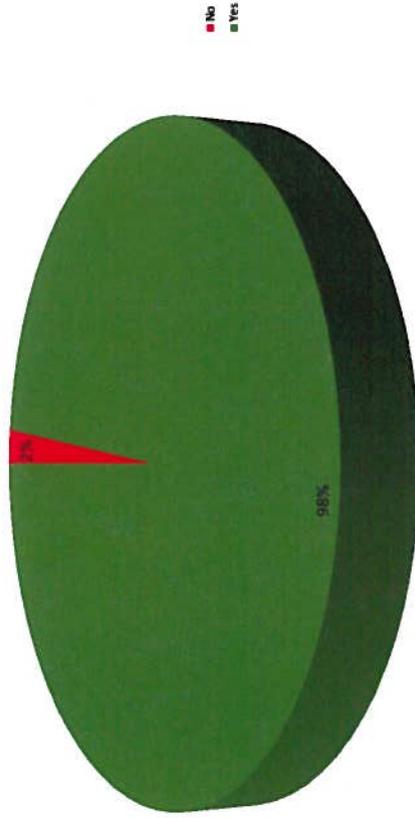
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## Wyoming Lottery Availability

- The overwhelming majority of participants feel Wyoming Lottery products are readily available.
  - There was no significant difference based on age or gender.
- The most frequent suggestions on ways to be more accessible continued to be:
  - Better Trained Staff
  - Allow Debit Card Purchases
  - Offer Scratch Tickets.

Are Wyoming Lottery Products Readily Available (n=5,199)



Ways to be more Accessible	n=92
Allow Debit Card Purchases	14%
More Locations	7%
Better Trained Staff	23%
Offer Scratch Tickets	13%
More Winners	5%
Buy Tickets Online	10%
Sell 24 Hours	4%
More Kiosks	7%
Free Merchandise	5%
Other	12%

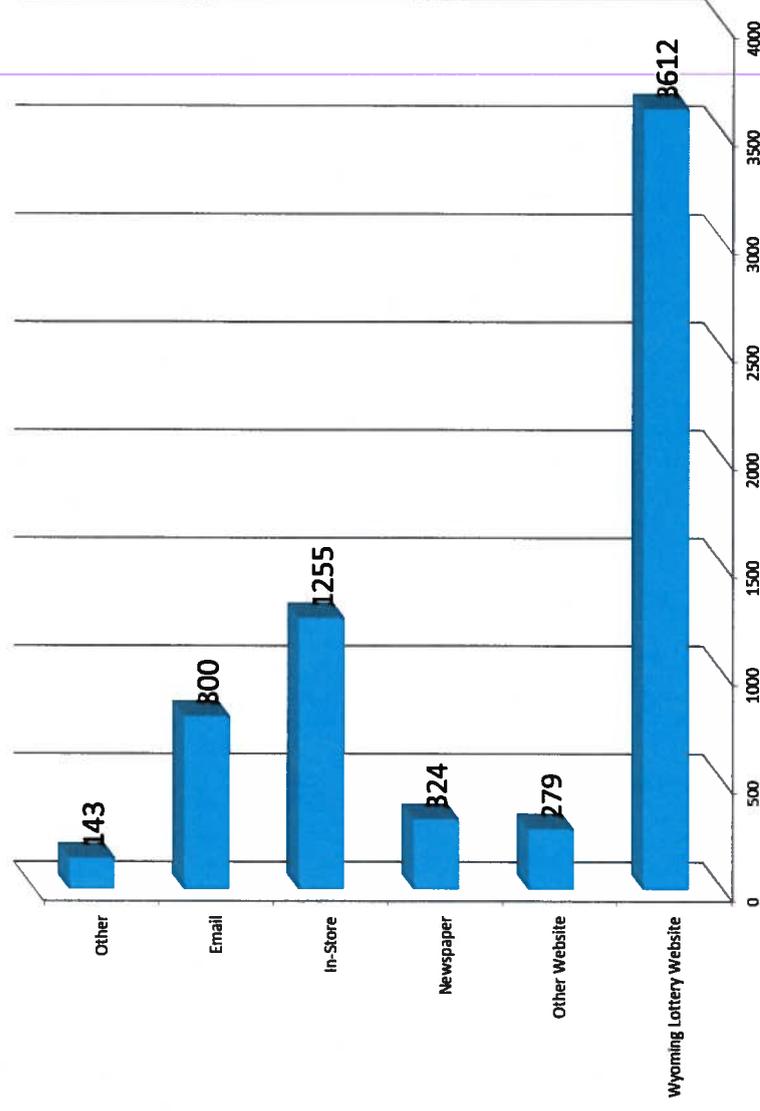
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## Winning Number Notification

- The majority of respondents rely on the Wyoming Lottery Website to find out winning numbers.
- Email and In-Store were the other primary means for finding the winning numbers.
- Most of the “Other” category included television news.
- There were no significant differences based on age or gender.

Method of Finding Winning Numbers (n=5987)

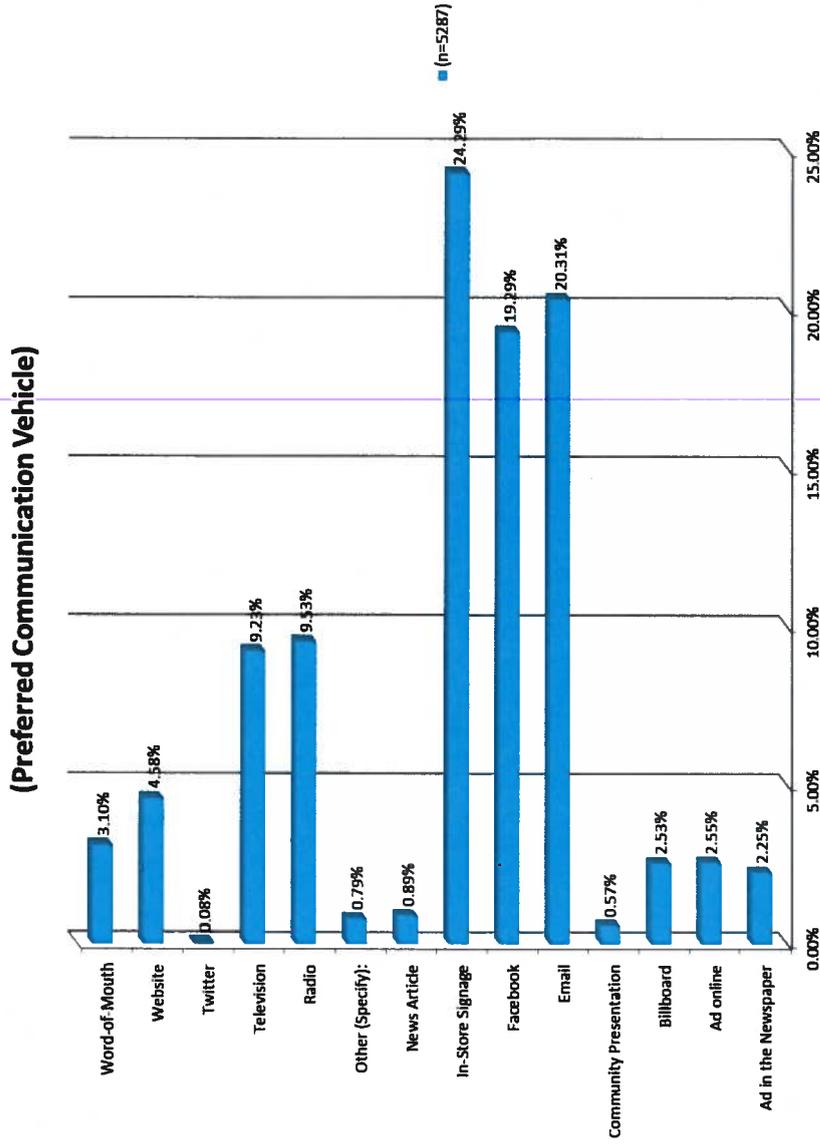


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## Most Effective Form of Communication

- Twenty-four percent of all participants indicate In-Store Signage would be the most effective way to reach them.
- Email (20%) and Facebook (19%) were the next most frequently mentioned methods of communication. NOTE: Because this survey was promoted via email and Facebook this may not be representative of the overall population.

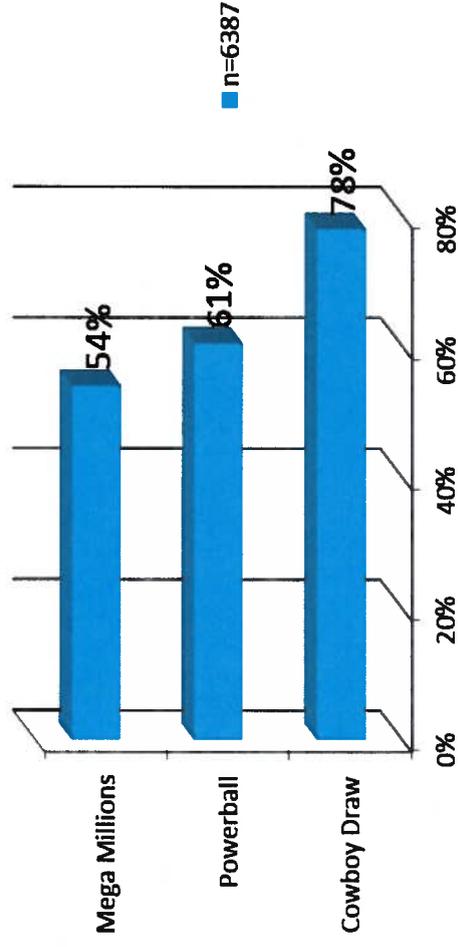


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## Recall of Advertised Products

- Seventy Eight percent of respondents recalled seeing an Ad for Cowboy Draw during the prior six months.
- The percentage of recall for Powerball (61%) and Mega Millions (54%) were much lower.

### Advertising Recall by Game Type

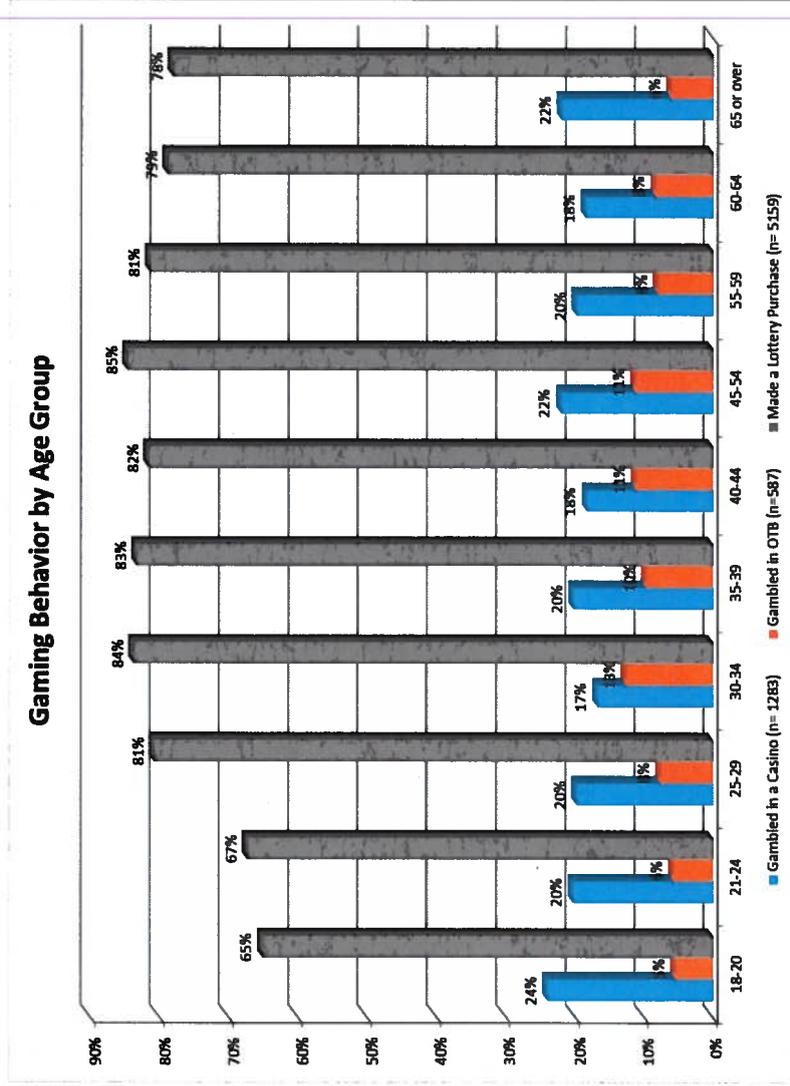


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## Type of Gaming Behavior – Demographic Profile

- Casino Gaming is relatively consistent across all age groups ranging from 17% (30-34) to 24% (18-20).
- Both Lottery and OTB gaming increase with age.
  - Lottery purchases increase from 66% below age 25 to an average of 82% above age 25
  - OTB gaming increases from 6% below age 30 to 10% above age 30.



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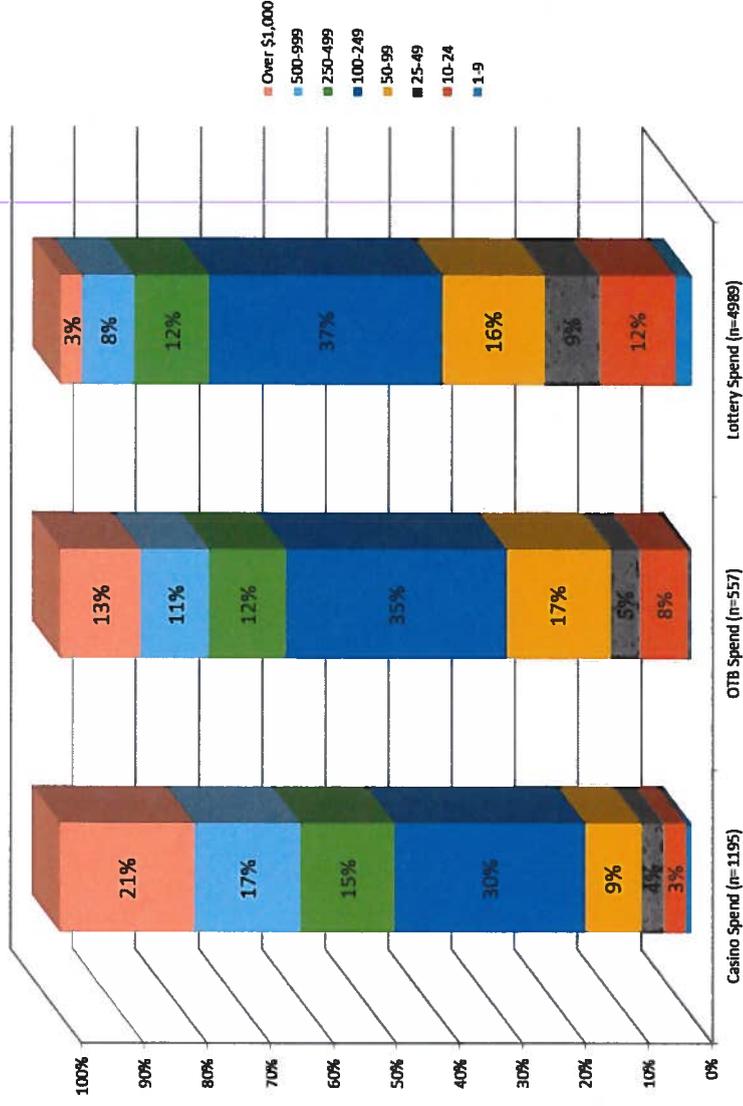
The “Other” category contained mostly location names rather than types of locations.

Detailed Findings

## Type of Gaming Behavior Average Spend

- \$100 to \$249 was the most frequently reported spend amount regardless of type of gaming behavior.
- Only 23% of respondents spent more than \$250 on Lottery compared to 53% for casinos and 36% for OTB.

Spend by Gaming Type during Past 6 Months



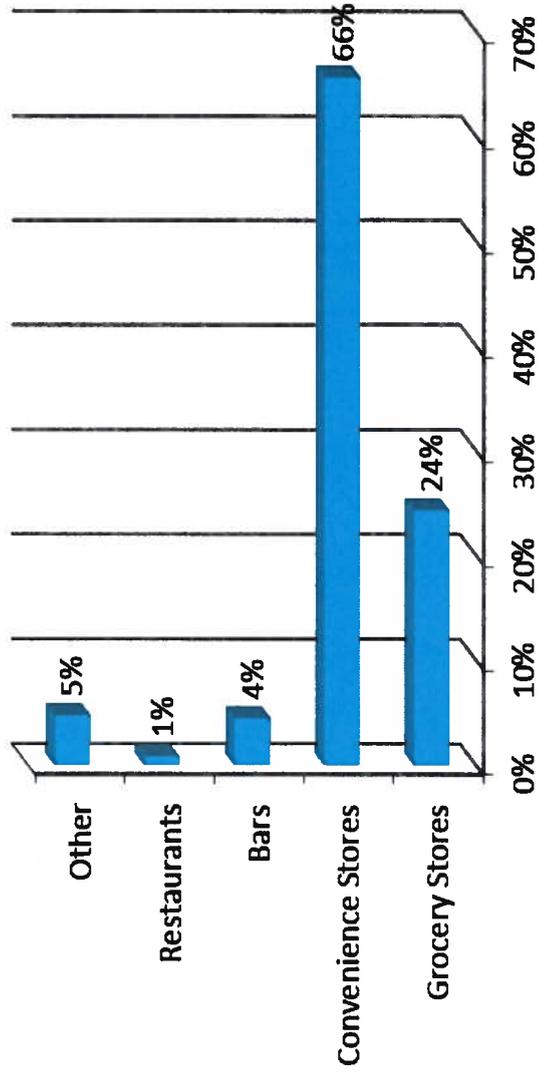
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## Preferred Purchase Locations

- Convenience Stores (66%) were the most preferred lottery purchase locations.
- Grocery Stores (24%) were the only other location type mentioned by more than 5% of the participants.
- Other contained names of specific locations.
- There was no significant difference based on age or gender.

### Preferred Lottery Purchase Locations



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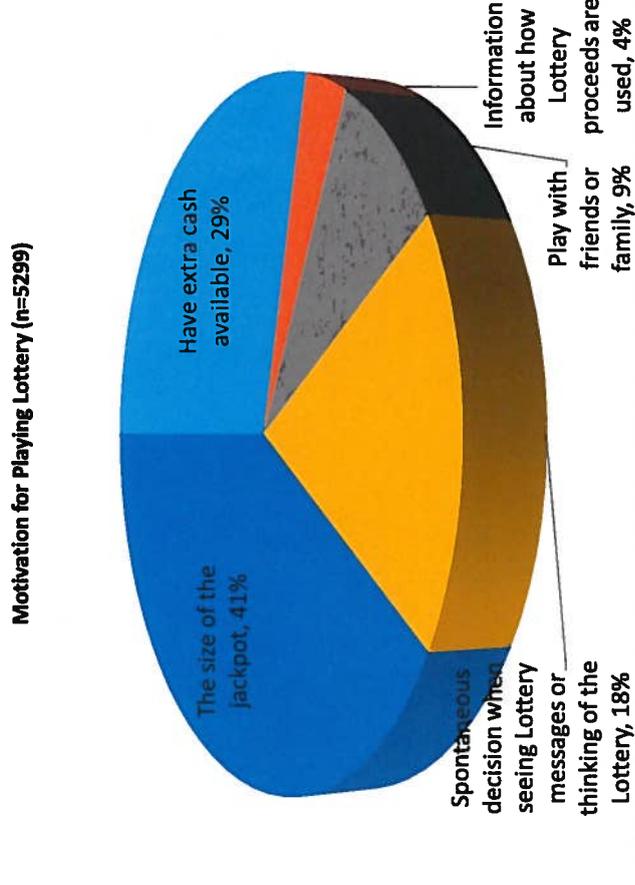
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**The “Other” category contained mostly location names rather than types of locations.**

Detailed Findings

## Motivations for Buying Lottery Products

- There was no singular motivation for buying Lottery products.
- Size of the Jackpot and Having Extra Cash Available were the most frequently mentioned responses.
- There were no significant differences based on age or gender.

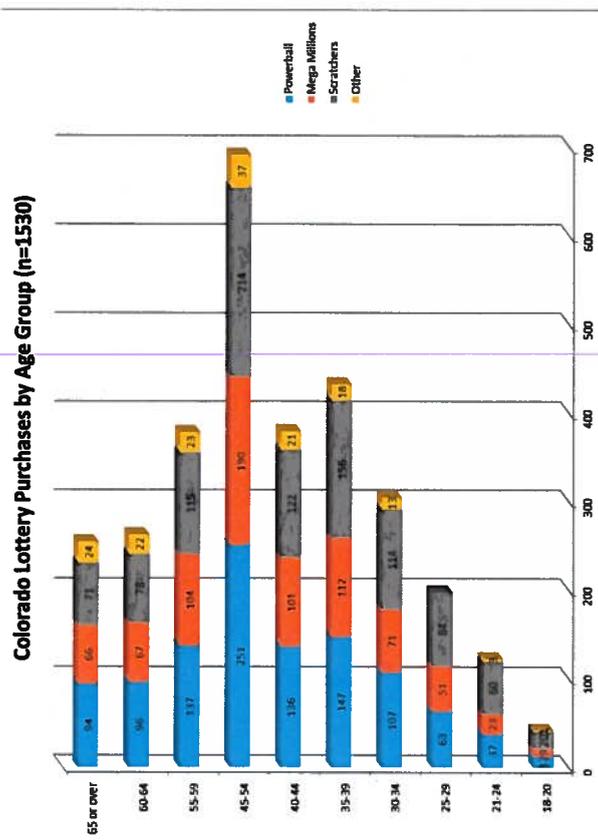
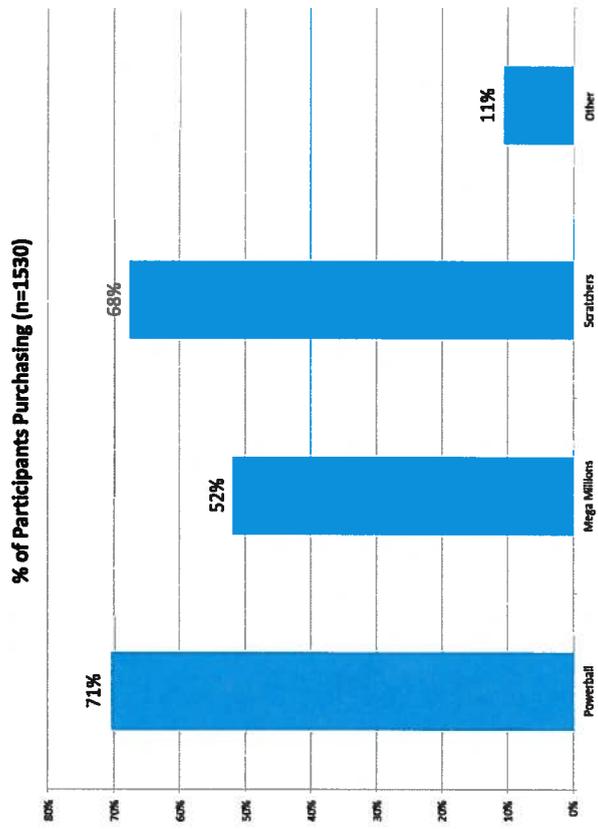


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## Lottery Product Types by State – Colorado

- Powerball (71%) was the most frequently purchased Lottery Product in Colorado just barely edging out Scratchers (68%)
- Scratchers are the most frequently purchased Lottery Product among players under the age of 40.

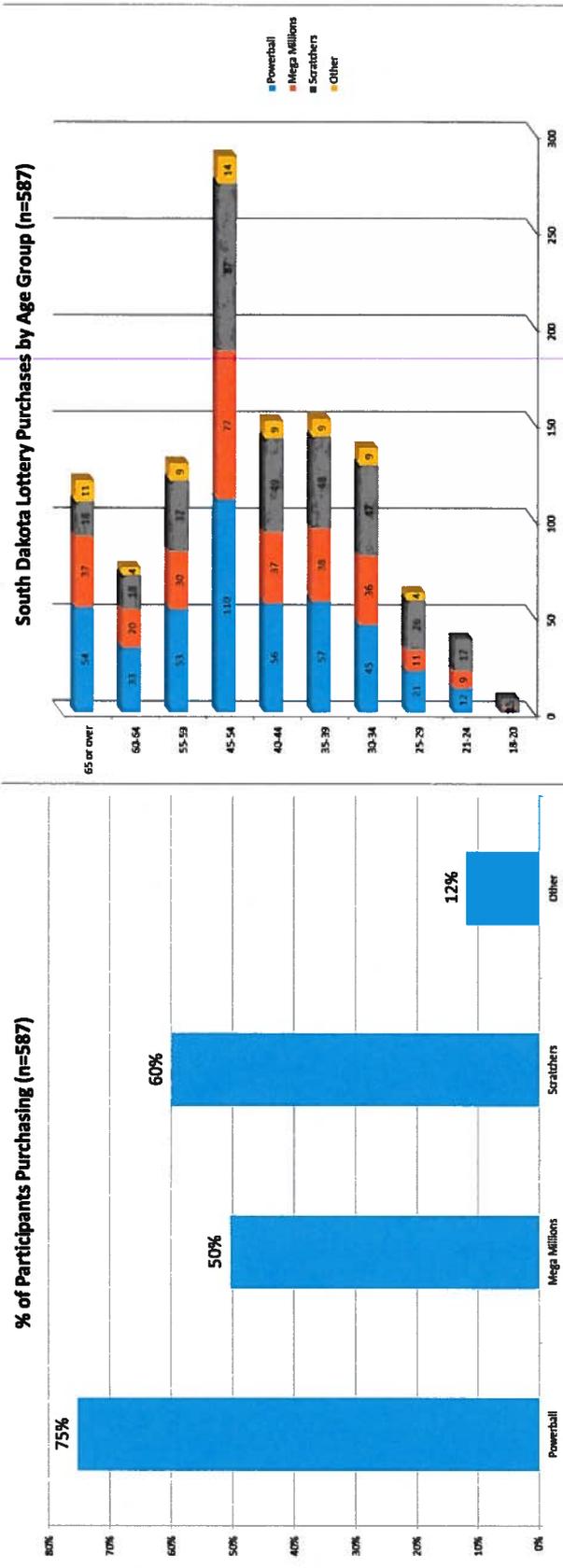


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## Lottery Product Types by State – South Dakota

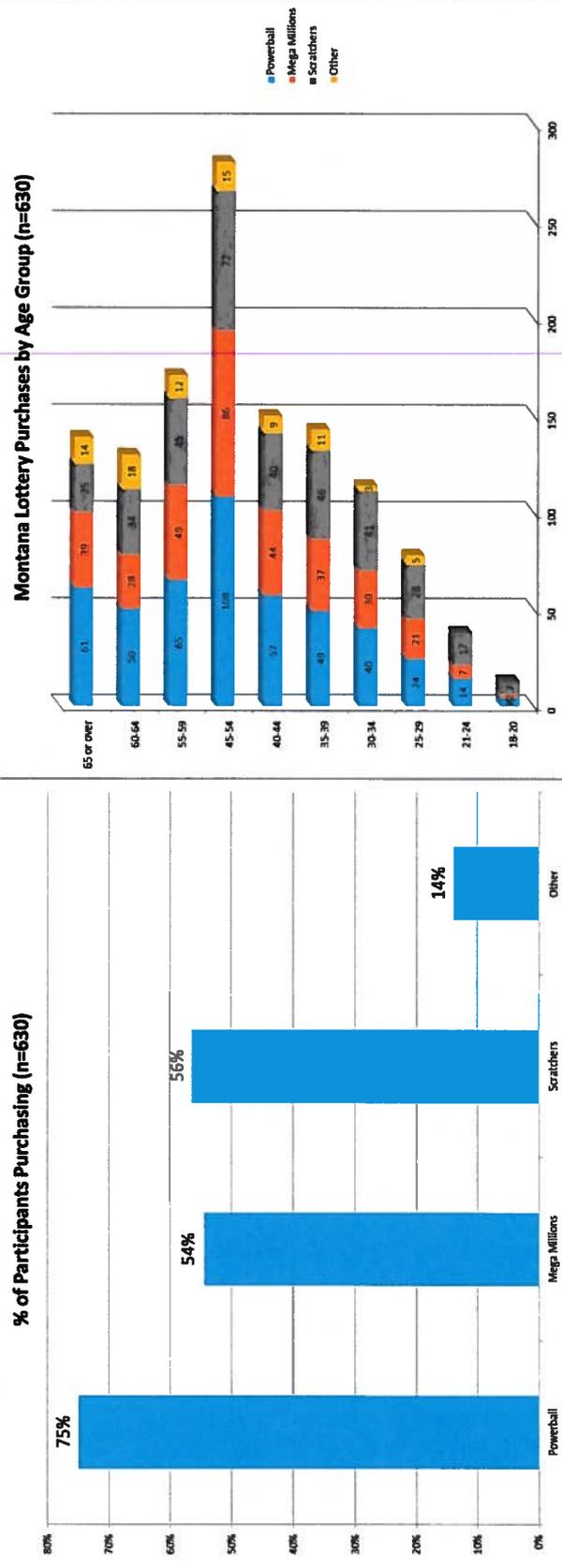
- Powerball (71%) was the most frequently purchased Lottery Product in South Dakota.
- Scratchers are the most frequently purchased Lottery Product among players under the age of 35.



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## Lottery Product Types by State – Montana

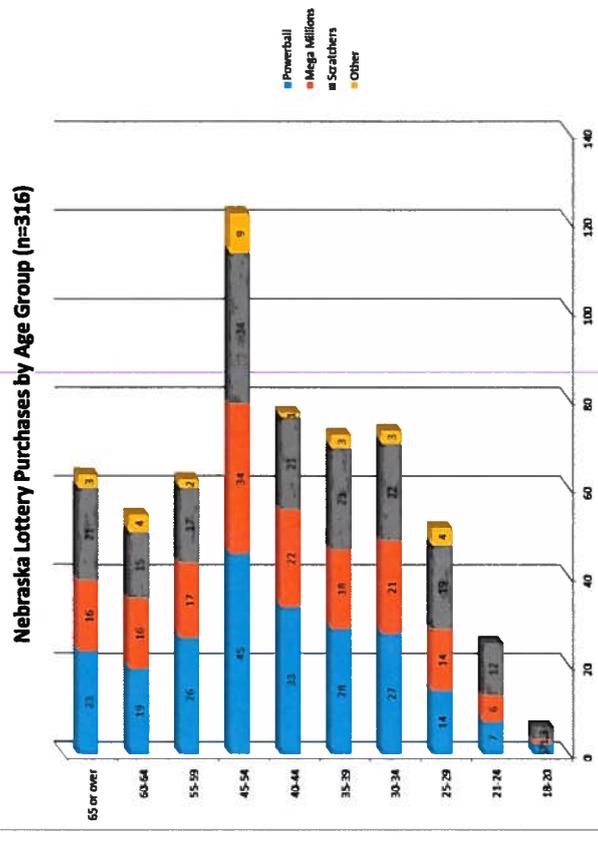
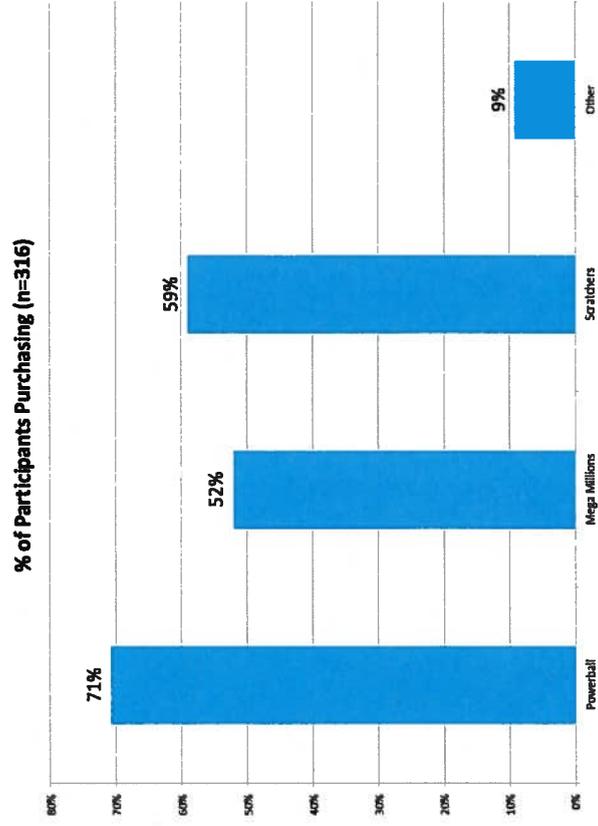
- Powerball (75%) was the most frequently purchased Lottery Product in Montana.
- Scratchers are the most frequently purchased Lottery Product among players under the age of 35.



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## Lottery Product Types by State – Nebraska

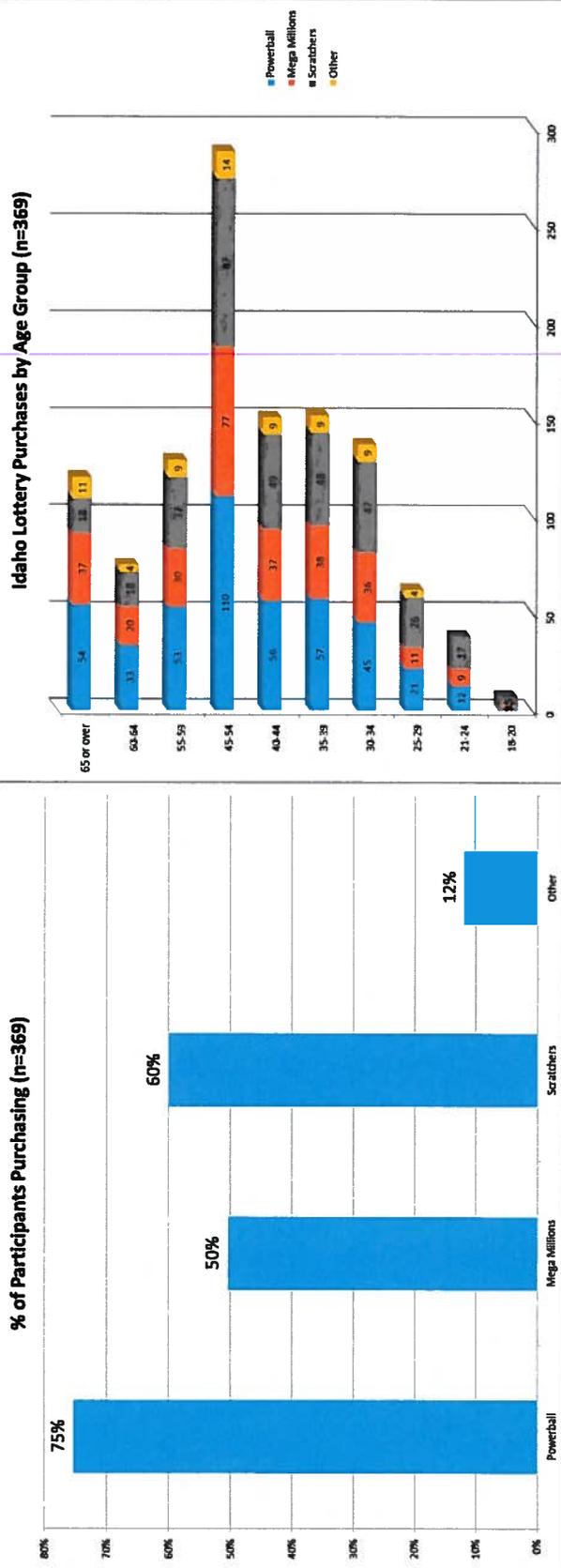
- Powerball (71%) was the most frequently purchased Lottery Product in Nebraska.
- Scratchers are the most frequently purchased Lottery Product among players under the age of 30.



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## Lottery Product Types by State – Idaho

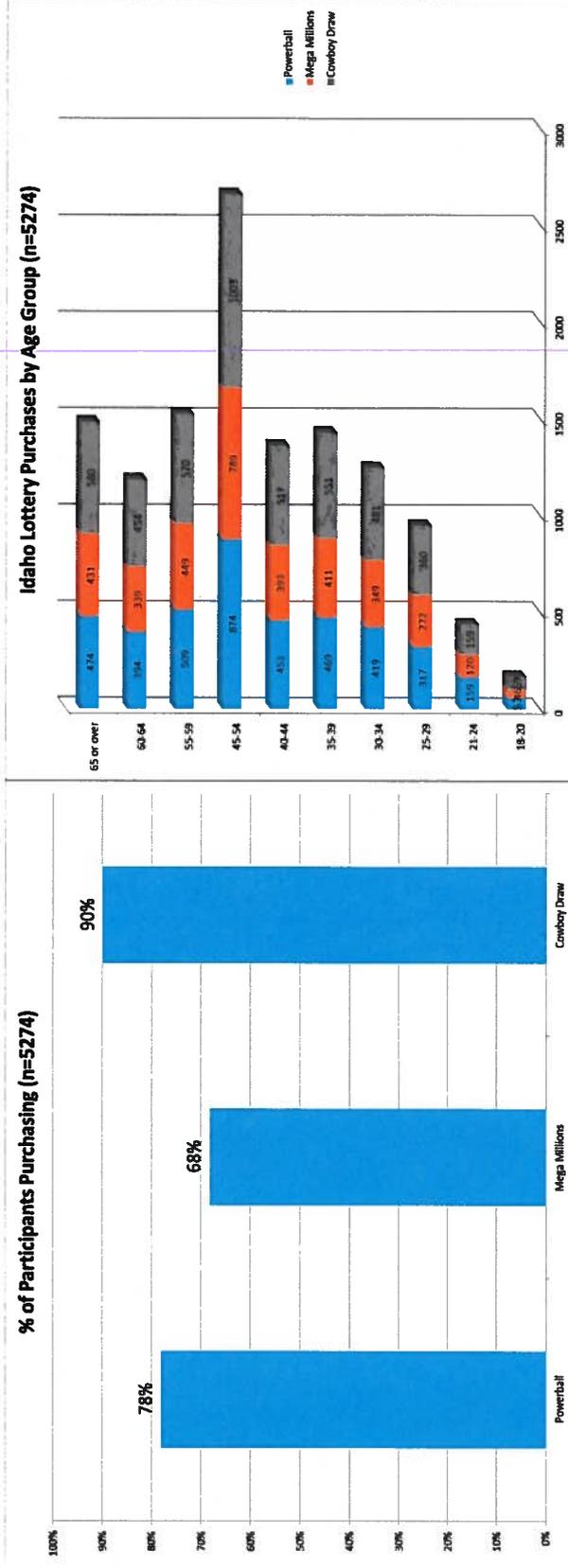
- Powerball (75%) was the most frequently purchased Lottery Product in Idaho.
- Scratchers are the most frequently purchased Lottery Product among players under the age of 35.



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## Lottery Product Types by State – Wyoming

- Cowboy Draw (90%) was the most frequently purchased Lottery Product in Wyoming.
- Cowboy Draw is the most frequently purchased Lottery Product among players regardless of age.



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## Powerball– Jackpot Impact on Spend

Participants were asked to estimate their spend at each jackpot level.

- 78% of players indicated they would purchase a Powerball ticket regardless of the jackpot amount.
- Average Spend increases significantly from \$40 million to \$100 Million and from \$100 Million to \$200 Million but has a minimal increase at \$300 million.
- There were no significant differences based on age or gender.

Minimum Powerball Jackpot Level to Play	Respondents	% of Respondents	Average Spend
I will play at any jackpot level	3248	78%	
When the jackpot is at least \$40 million	270	6%	\$ 50.51
When the jackpot is at least \$100 million	464	11%	\$ 69.75
When the jackpot is at least \$200 million	123	3%	\$ 90.34
When the jackpot is at least \$300 million	75	2%	\$ 96.02
Grand Total	4180	100%	

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## Mega Millions – Jackpot Impact on Spend

Participants were asked to estimate their spend at each jackpot level.

- 79% of players indicated they would purchase a Powerball ticket regardless of the jackpot amount.
- Average Spend does not increase significantly until the jackpot reaches at least \$200 Million.
- There were no significant differences based on age or gender.

Minimum Mega Millions Jackpot Level to Play	Respondents	% of Respondents	Average Spend
I will play at any jackpot level	2720	79%	
When the jackpot is at least \$15 million	174	5%	\$ 18.58
When the jackpot is at least \$100 million	372	11%	\$ 19.03
When the jackpot is at least \$200 million	89	3%	\$ 96.55
When the jackpot is at least \$300 million	74	2%	\$ 102.98
Grand Total	3429	100%	

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## Cowboy Draw – Jackpot Impact on Spend

Participants were asked to estimate their spend at each jackpot level.

- 82% of players indicated they would purchase a Powerball ticket regardless of the jackpot amount.
- Average Spend increases significantly for each \$250,000 increase in the jackpot.
- There were no significant differences based on age or gender.

Minimum Cowboy Draw Jackpot Level to Play	Respondents	% of Respondents	Average Spend
I will play at any jackpot level	3486	82%	
When the jackpot is at least \$250,000	411	10%	\$ 5.60
When the jackpot is at least \$500,000	260	6%	\$ 12.90
When the jackpot is at least \$750,000	32	1%	\$ 22.12
When the jackpot is at least \$1 million	49	1%	\$ 36.89
Grand Total	4238	100%	

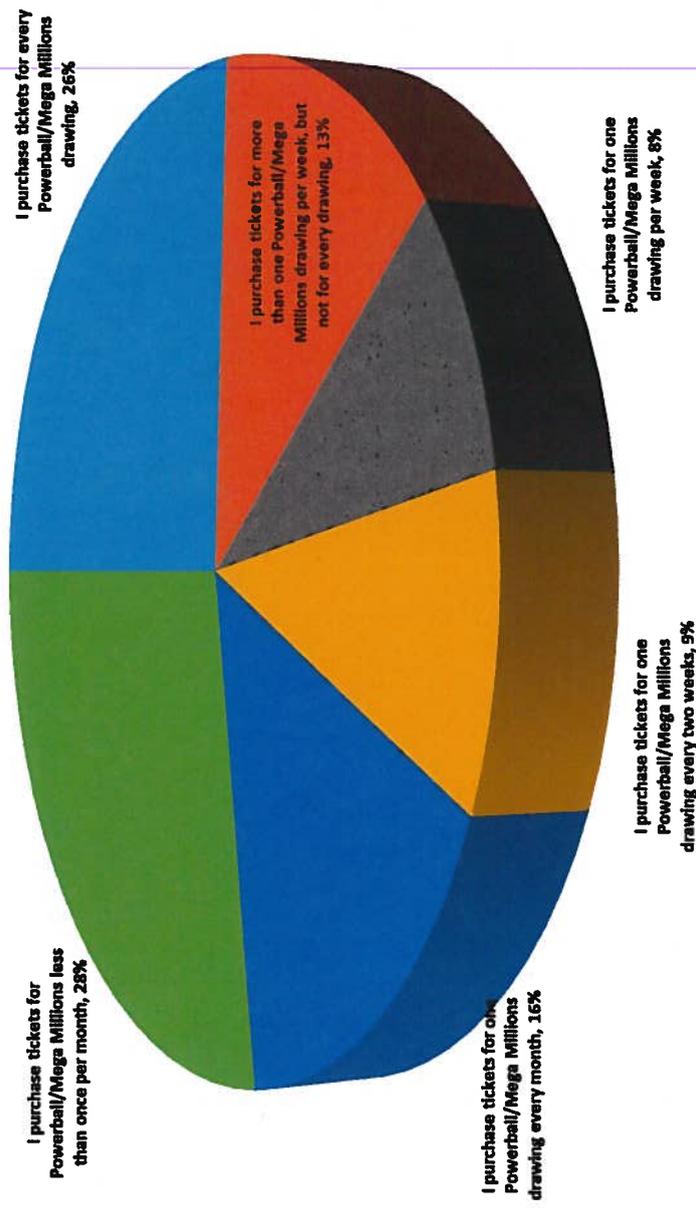
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## Mega Millions/Powerball – Purchase Frequency

- More than 50% of people who play Mega Millions or Powerball play once a month or less.
- 26% of participants play every drawing.
- There was no significant difference based on age or gender.

### Powerball/ Mega Millions Frequency (n=972)



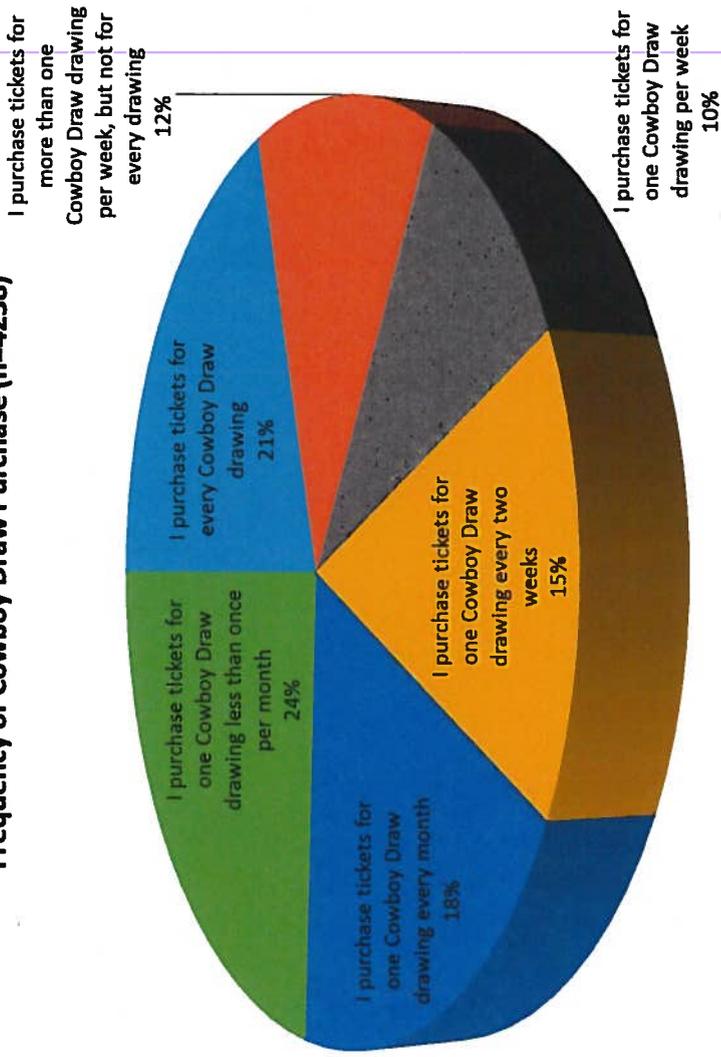
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## Cowboy Draw – Purchase Frequency

- 43% of individuals who play Cowboy Draw play at least once per week.
- There were no significant differences in play frequency based on age or gender.

**Frequency of Cowboy Draw Purchase (n=4238)**



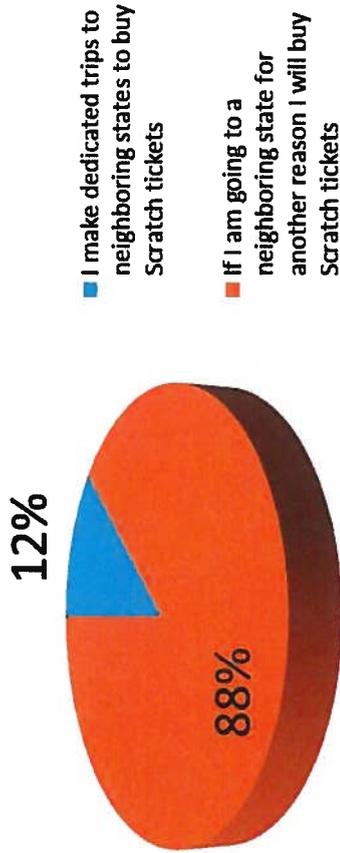
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## Scratchers

- The majority of Wyoming Residents who play Scratch Ticket games in other states (88%) do not make a dedicated trip to play.
- Wyoming residents indicate they have spent almost \$200,000 on Scratch Tickets in other states during the previous six months.

**Scratch Ticket Purchase Behavior (n=1594)**



Age Group	Average Spend per Player	Total Spend in Last Six Months	Players
18-20	\$ 54.00	\$ 1,458.00	27
21-24	\$ 80.89	\$ 6,876.00	85
25-29	\$ 96.38	\$ 12,144.00	126
30-34	\$ 178.24	\$ 33,331.00	187
35-39	\$ 118.05	\$ 26,325.00	223
40-44	\$ 104.78	\$ 19,909.00	190
45-54	\$ 127.59	\$ 45,166.00	354
55-59	\$ 130.23	\$ 23,312.00	179
60-64	\$ 137.53	\$ 17,190.90	125
65 or over	\$ 110.41	\$ 12,366.00	112
<b>Grand Total</b>	<b>\$ 123.18</b>	<b>\$ 198,077.90</b>	<b>1608</b>

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## Cowboy Draw Spend

- During the previous six months the average participant has spent \$132 on Cowboy Draw.
- Players over the age of 65 spend the most (\$150.78) while players under the age of 24 spend the least.
- There is no significant difference based on gender.

Age Group	Average Spend per Player	Total Spend	Players
18-20	\$ 54.43	\$ 3,320.00	61
21-24	\$ 67.35	\$ 9,901.00	147
25-29	\$ 98.63	\$ 33,634.50	341
30-34	\$ 116.86	\$ 54,223.00	464
35-39	\$ 134.22	\$ 71,002.01	529
40-44	\$ 122.28	\$ 60,775.00	497
45-54	\$ 150.45	\$ 146,686.00	975
55-59	\$ 143.00	\$ 79,221.50	554
60-64	\$ 136.61	\$ 60,245.00	441
65 or over	\$ 150.78	\$ 83,380.00	553
<b>Grand Total</b>	<b>\$ 132.04</b>	<b>\$ 602,388.01</b>	<b>4562</b>

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## Mega Millions/Powerball Spend

- During the previous six months the average participant has spent \$154 on Mega Millions and Powerball.
- Players over the age of 65 spend the most (\$379.70) while players under the age of 24 spend the least.
- There is no significant difference based on gender.

Age Group	Average Spend	Total Spend	Players
18-20	\$ 34.69	\$ 1,769.00	51
21-24	\$ 53.31	\$ 8,263.00	155
25-29	\$ 93.71	\$ 29,332.50	313
30-34	\$ 96.94	\$ 40,811.00	421
35-39	\$ 113.83	\$ 53,842.01	473
40-44	\$ 118.56	\$ 53,590.00	452
45-54	\$ 169.96	\$ 151,096.59	889
55-59	\$ 130.88	\$ 68,055.51	520
60-64	\$ 128.68	\$ 51,988.00	404
65 or over	\$ 379.70	\$ 184,536.61	486
<b>Grand Total</b>	<b>\$ 154.49</b>	<b>\$ 643,284.22</b>	<b>4164</b>

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## Net Promoter Scores

- While the overall Net Promoter Score is good, it does fluctuate by the demographic profile of the respondent.
  - Scores are strongest for individuals between 25 and 54. It decreases significantly for youngest segment (18-20) and oldest segment (65 and over).
  - The Net Promoter Score for females (31%) is almost double that of males (16%).

Age Range	Net Promoter Score
18-20 (n=89)	-2%
21-24 (n=247)	21%
25-29 (n=406)	29%
30-34 (n=539)	41%
35-39 (n=615)	30%
40-44 (n=574)	29%
45-54 (n=1041)	31%
55-59 (n=611)	19%
60-64 (n=493)	16%
65 or over (n=588)	5%
<b>Grand Total (n=5203)</b>	<b>25%</b>

Age Range	Net Promoter Score
Female (n=2915)	31%
Male (n=2288)	16%
<b>Grand Total (n=5203)</b>	<b>25%</b>

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\*Source: <http://www.clickz.com/clickz/news/2316543/new-brand-advocacy-index-measures-impact-of-word-of-mouth-recommendations-survey>

## Suggested Changes for Wyoming Lottery

- Participants were asked to suggest one change for the Wyoming Lottery.
- Adding Scratch Cards (36%) was the most frequently mentioned answer.
  - Participants were also very interested in Better Odds (31%) and More Frequent Winners (9%)
  - Players under the age of 25 were primarily interested in Better Odds and More Frequent Winners.
  - There were no significant differences base on gender.

Changes to WyoLotto	Count	%
Add Scratch Cards	1402	36.47%
Better Odds	1185	30.83%
More frequent winners	331	8.61%
No changes	472	12.28%
I don't know	89	2.32%
Better trained staff	118	3.07%
Allow debit card purchases	47	1.22%
Other	201	5.23%
Total	3845	100.03%

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## Like Best About Wyoming Lottery

Participants were asked what they liked best about Wyoming Lottery.

- 32% like that it benefits Wyoming.
- 29% like that it is convenient.
- 20% like Cowboy Draw.

Like Best about WyoLotto	Count	%
Benefits Wyoming	1233	32.08%
Convenient	1121	29.16%
Easy to Understand	261	6.79%
Cowboy Draw	781	20.32%
I don't know	76	1.98%
Nothing	34	0.88%
Good Odds	83	2.16%
Fun Way to Kill Time	21	0.55%
Good for Gifts	19	0.49%
Size of Jackpots	36	0.94%
Other	179	4.66%
Total	3844	100.00%

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# WyoLotto Keno Exploration October 2015

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# Background

- WyoLotto commissioned MOSAK Advertising & Insights to conduct qualitative focus groups to player interest in Keno.
- Objectives of the study:
  - Determine whether there is interest in Keno as a WyoLotto product.
  - Explore awareness of Keno.
  - Identify key areas of concern.
  - Gather feedback on potential implementation.
- A total of 71 individuals participated in qualitative focus groups
- Cities included Cheyenne (3 groups), Rock Springs (2 Groups), Casper (2 Groups), Gillette (2 Groups)
- 52 of the participants were regular Lottery players in other states while 19 were non, or highly infrequent, Lottery players

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# Key Findings

**Key findings represent consistent topics that occurred in multiple groups/cities and impacted how individuals decided on which concepts they prefer.**

## **Strong interest in Keno as a Lottery Product.**

The majority of current and potential Lottery players are interested in Keno as a Lottery product. Most participants indicated they would be likely to at least “try” the game if it was released by the WyoLotto.

## **Confusion about operation of Keno may limit trial.**

While there is strong interest in Keno the largest obstacle to overcome will be in educating players about Keno and how it works. Less than half of the participants had a good understanding of Keno and how it worked. When probed, participants said that good communication would be critical to getting them to try the game as many are not comfortable asking a Lottery Retailer for fear of “sounding stupid” or for fear of delaying their ability to assist other customers.

## **Participants don’t automatically assume it is paper keno.**

Many participants are familiar with keno as a Scratch Game in other states or as an Electronic Gaming Device. These players wanted clarification about which type of keno was going to be offered and thought this would be very important to communicate.

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Information deemed confidential is exempt - W.S. 16-4-201 through 16-4-05

# Key Findings

## **Strong preference to play Keno in Bars/Restaurants/Lounges.**

The majority of participants who indicated they are interested in playing Keno said they would be most likely to play if it was available in bars, restaurants or lounges. These participants thought Keno would be most appropriate in a place where they were going to spend an extended period of time. In addition, many players wanted to watch the Keno draw and did not think this would be convenient in current Lottery retailers such as gas stations, convenience stores and grocery stores.

## **Initial concern about Keno frequency.**

Many participants were initially concerned about Keno draws happening every five minutes. To the players there was a disconnect as they thought they would want to partake in every drawing but thought there were too many drawings on a given day to be feasible.

## **Strong support for most of the proposed implementation.**

The majority of participants liked the proposed implementation elements including:

Price – players liked the range of \$1 to \$10 per game.

Spots – players liked to be able to select from 1 to 10 spots per game.

Consecutive Games – most players liked the concept of being able to participate in consecutive games from one play slip, although some participants wanted to be able to get different quick pick numbers for each draw.

Payouts/Odds – most players liked the proposed payout matrix and odds.

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# Key Findings

## **Most participants, current and non-players, are likely to make a Keno purchase.**

Almost all of the current Lottery players and slightly more than half of non-players said they would be likely to purchase Keno if it was released.

## **Lack of top-of-mind awareness is the primary reason potential players have not tried WyoLotto.**

The criteria for non-players was that they had to be open to the idea of making a Lottery purchase but have not made one yet. When probed, most of these participants said they have intended to make a purchase but “keep forgetting” about the Lottery. This represents a significant opportunity for WyoLotto to increase sales. The most frequent reasons mentioned for not remembering were:

- Lack of Advertising Awareness – participants said they hear more messaging after a large lottery prize has been it than they do any other time.
- Lack of On-Premise Signage – several potential players were unsure where they could buy Lottery tickets and did not know if the retailers they visit sell Lottery products.

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# Recommendations

Based on quantitative scores and qualitative feedback, MOSAK would recommend proceeding with Keno as a Lottery game. Keno has strong appeal among current players and may also attract potential players as well.

Feedback suggests that while Keno is likely to be appealing the success of the product is dependent on a strong marketing campaign. Current and Potential Players are passingly familiar with Keno but do not understand it in-depth. Because these players do not completely understand the game, view it as more complex than current Lottery games and may be intimidated to ask questions it may limit trial.

The proposed implementation is likely to be successful using a combination of displays that are both informative and attractive. The potential payout is the most compelling message to stimulate initial trial and the game has the best chance of succeeding if it is launched in bars, restaurants or lounges.

Finally, the Wyoming Lottery has the potential for increased sales with enhanced communication as many current players are still unsure of key points (where revenues go and how to claim prizes).

RESTRICTED, LEVEL 2 -

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Wyolotto  
trigger.  
campaign

# WAREHOUSE

T W E N T Y O N E



# The Trigger Campaign

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- Strengthen the WyoLotto brand while promoting each individual game.
- Create jackpot awareness in an engaging and memorable way.
- Give Yolo some air time.





*Urgent*

# Jackpot Alert

from

**The Wyoming Lottery, Corp.**



Yolo - elevator music - quietness



The JACKPOT IS NOW OVER

\$200,000,000

Current Est. Annuitized

WyoLotto POWERBALL POWERPLAY

VO:



VO: Get a ticket and get in the game.

Yolo spends a few seconds trying to pick up a ticket with his muppet hands.

# WyoLotto™

[wyoLotto.com](http://wyoLotto.com)



The lottery is a form of entertainment. Play Responsibly. Min. age 18 or older to play.

VO: WyoLotto. Just Maybe.



## MISC YOLO ACTION

- Yolo backs into seat and knocks over a cup of pens.
- Yolo gets handed a giant stack of papers and pushes them off the desk.
- Yolo communicates via subtitles.
- Yolo is bending down behind the desk and peaks up with underwear on his antlers.

# THE TRIGGER CAMPAIGN

Bob dreams big.

We go inside the recording booth to hear the making of a WyoLotto radio spot, only our announcer is a little...distracted.

Recording Booth Engineer: .....WyoLotto Powerball. Take one.

SFX: .....\*Beep\* of the recording tone.

Bob: ..... The Powerball jackpot is over 100 million dollars. If you won you could buy a house, take a dream vacation...  
(Bob realizes the possibilities)...restore a classic El Camino...

Engineer: .....Cut. Bob, that's not in the script.

Bob: .....100 million dollars! I see gold-leaf paint... platinum flames...I need to buy a Powerball ticket.

SFX: .....\*Bob drops the headphones.

Engineer: .....Can we finish the spot first?

Bob: .....(Bob speaks rapidly) The Powerball jackpot is over 100 million dollars.  
Get a ticket and get in the game with WyoLotto.

SFX: .....\*Footsteps and the door closes

Engineer: .....Bob?...Bob?





# OVERVIEW

With WyoLotto's sponsorship of UW athletics, they are allotted (2) giveaways. While one was football focused, had the support of ThinkSocial and in-game promotion, the secondary basketball giveaway is only promoted via WyoLotto Social requiring more innovation to stand out and increase awareness of the WyoLotto Brand.

## Giveaway Package Overview

## Giveaway Execution

### Courtside with the Cowboys

- (4) Courtside Tickets to the CSU bball game in Laramie on 1/30
  - Tour of the newly renovated AA
  - Parking Pass
  - Dinner for 4
  - (2) Hotel rooms
  - WyoLotto and UW Gear
- Giveaway will run 14 days from 1/1/16-1/15/16. The promotion is limited to 14 days, as shorter giveaways (2-4 weeks) result in higher engagement on social media.
  - It will end at noon on 1/15/16 and one winner will be randomly chosen at 9am on 1/18/16. The winner will be notified via phone.
  - The giveaway will be run through a ShortStack Facebook giveaway. This results in a giveaway tab on the WyoLotto Facebook page. This is to keep visitors in social media while they enter to win so that they are encouraged to share the giveaway with their social network.
- Submission Form to Require:
    - Name
    - Email address
    - Date of birth
    - Phone number
    - Confirmation of 18+ checkbox
    - Confirmation of terms and conditions checkbox
  - Terms and conditions included wyoLotto.com only (remove facebook app)
  - After submitting, we will encourage visitors to share on their social media.



# GIVEAWAY PROMOTIONS

## Social Media Promotions

- Tabletopper that promotes following WyoLotto on Facebook to stay in the loop for upcoming giveaway (12/5 game)
  - "Follow us on Facebook for upcoming Giveaways and Prizes"
  - On the giveaway Facebook tab
  - On WyoLotto.com (homepage and giveaways page)
  - Two (2) emails sent to full WyoLotto subscriber list
- Platform specific supporting posts on Twitter and Instagram
  - (7) total posts per platform
  - (3-4) Posts that stay within the 20% text format in order to boost for larger reach
- ### Posting Schedule
- 1/1/16: Kickoff Post/Giveaway Starts
    - Explanation of Giveaway items
    - Explanation of Giveaway entry process
    - Giveaway run time
  - 1/4/16: Reminder Post/ encourage sharing
    - Focus on Sharing post
    - Encourage friends/ family to enter
  - 1/7/16: Reminder Post
    - Chance to see the Champions courtside
    - Highlight Wyoming as Mt. West Champs last season
  - 1/9/16: Reminder Post
    - Highlight AA- "Dome of Doom"
    - Tour of newly renovated
    - Behind the scenes
  - 1/12/16: Reminder Post/Few Days Left
    - 4 days left to enter
    - Don't miss out
  - 1/14/16: Tomorrow is last chance Post
    - Highlight Last Chance/ Don't Miss Out
  - 1/19/16 (or TBD) : Winner announcement Post

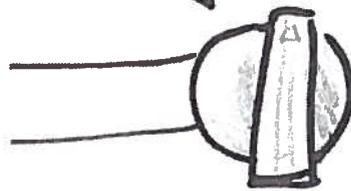


**CONCOURSE  
STATION**

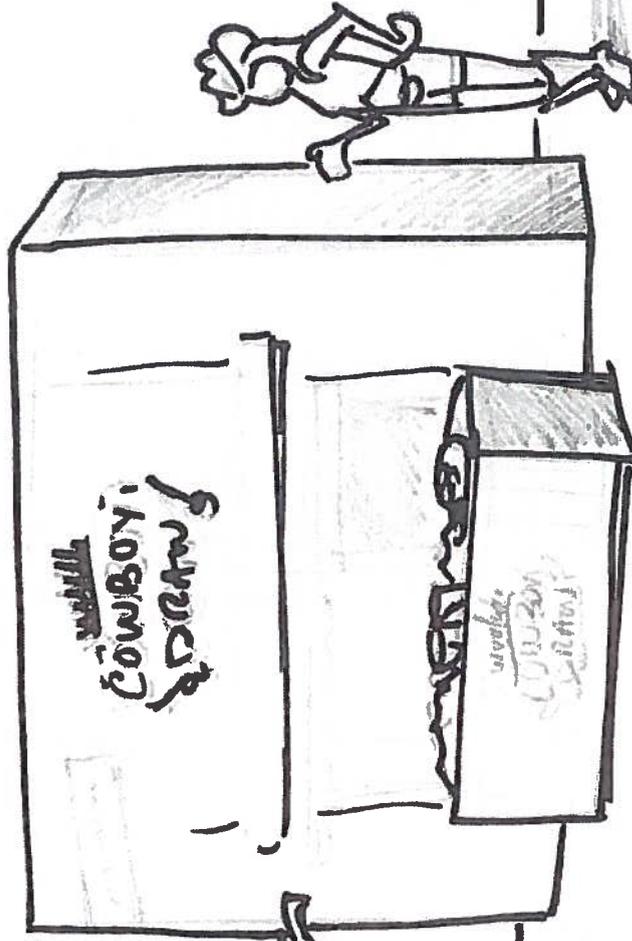
- A better brand experience
- More engagement with audience
- Better campaign presence moving forward



2 WAY FINDING/  
ADVERTISING  
CEILING HANGERS.  
(PENDING APPROVAL)



HOP-UP DISPLAY  
CAN BE RESKINNED  
FOR NEXT USE



ENGAGING  
LABOR FOLKS

TABLE CLOTH

Wyolotto

# COWBOY DRAW

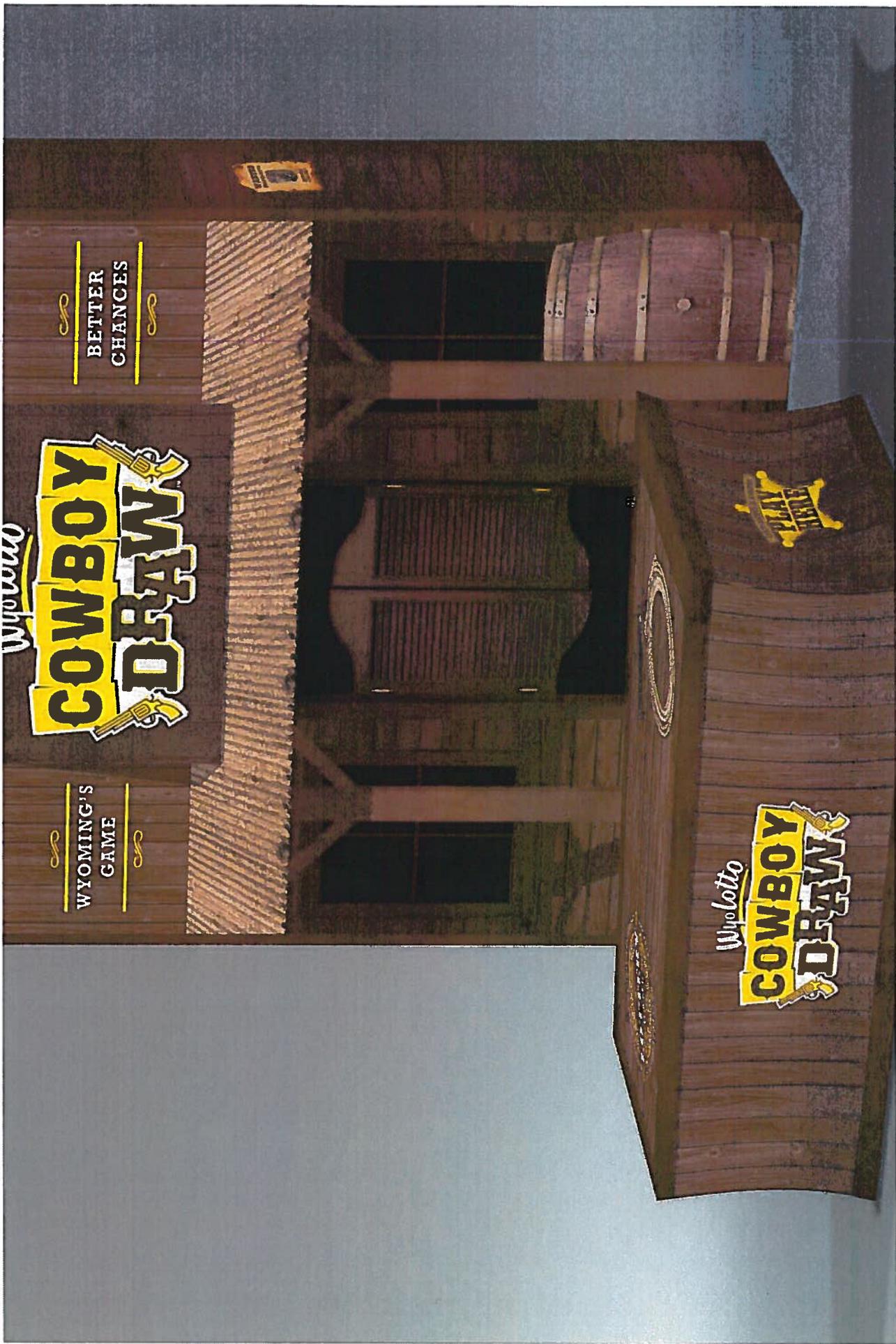
WYOMING'S GAME

BETTER CHANCES



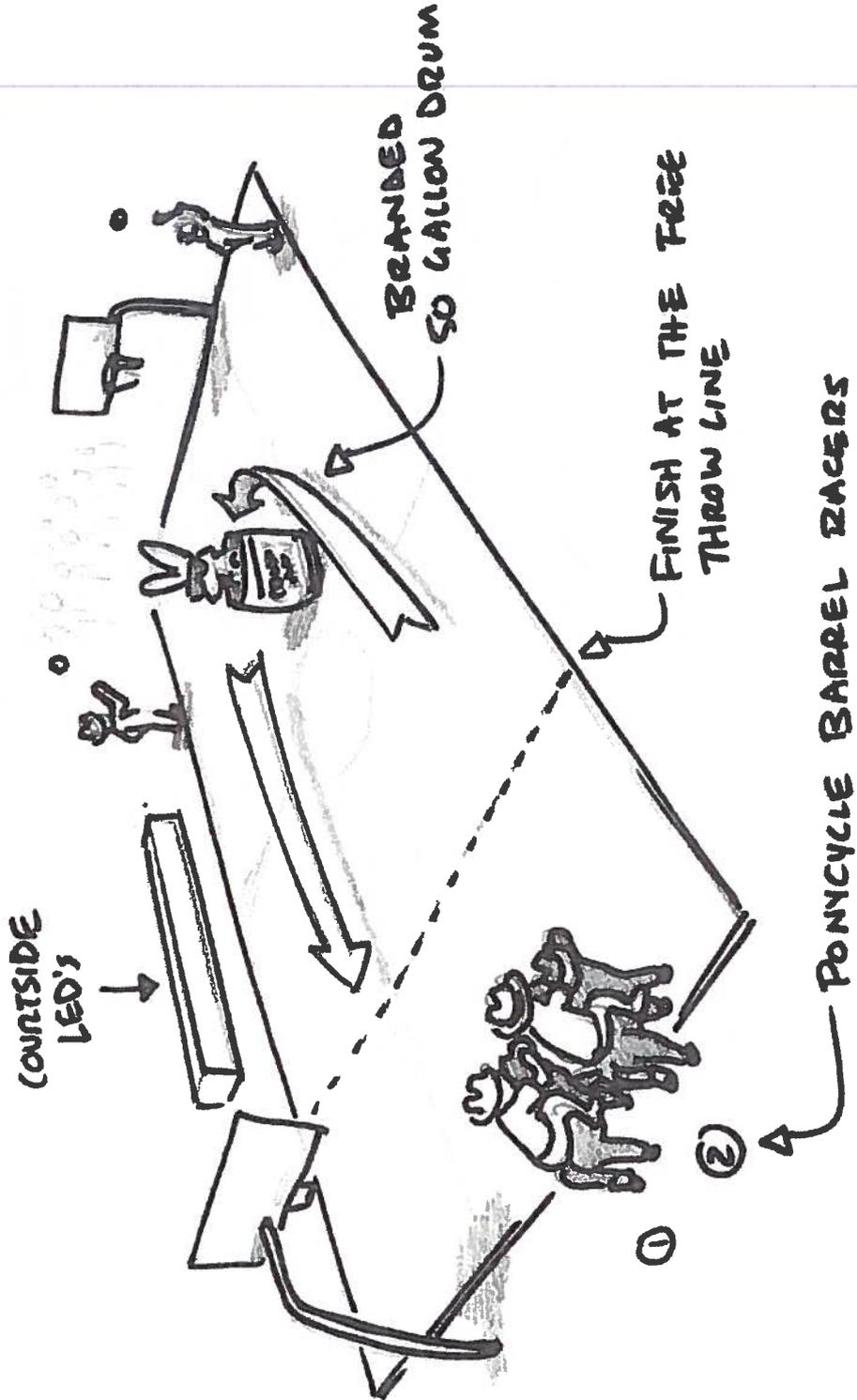
Wyolotto

# COWBOY DRAW



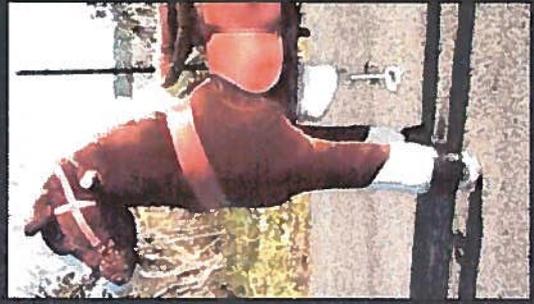
JUMBOTEON  
BUMP

PA TO  
ANNOUNCE  
THE  
SHOW



## HALF-TIME GAME

- Cowboy Draw Barrel Race
- Longer impact on audience
- Cowboy Draw brand specific
- 1 winner



# HALFTIME PA SCRIPT

## In-Action PA Verbiage

### ANNOUNCER:

Pokes fans, it's time to saddle up for the WyoLotto™ halftime show.

Our urban cowboys are ready to make a fast break down the court to claim the buckle as the Cowboy Draw™ barrel race champion.

They'll guide their trusty steeds around the barrel without knocking it over, and sprint to the finish line for the win.

\*The halftime show starts\*

### POST-GAME TAG:

Saddle up, Wyolotto™ fans and get into a draw with Cowboy Draw™ where you can take aim at better odds with Wyoming's own game.

- And...they're off.
- These horses may not be thoroughbreds, but they've got heart.
- Folks, I can guarantee you won't see this at a rodeo.
- They're approaching the barrel.
- Yolo is just hoping to make it out of this race in one piece.
- Barrel racing is all about speed, precision...and pony cycles.
- Look at them hug that barrel.
- They're headed to the finish line and gaining speed.
- They're neck-and-neck.
- We might have a photo finish.
- Here's your new WyoLotto™ barrel race champion.



## UW Basketball Open & Close Billboard Reads

## UW BASKETBALL NGAME READS

### Pre-December 5th (Powerball)

(Today's game is brought to you by...)

The new Powerball® from WyoLotto™.

Take a shot to win with bigger jackpots, better odds, and a 10 times multiplier.

### Post-December 5th (Cowboy Draw)

(Today's game is brought to you by...)

Cowboy Draw™ from WyoLotto™. Get into a draw and take aim at better odds with Wyoming's own game.

### Pre-December 5th (Powerball)

The Wyoming Lottery is proud to sponsor Cowboy basketball. With bigger jackpots, better odds, and a 10 times multiplier, the new Powerball® is a slam dunk for WyoLotto™ players and Pokes fans who want to score some fun and excitement with one of Wyoming's favorite games.

### Post-December 5th (Cowboy Draw)

Cowboy basketball is proudly sponsored by the Wyoming Lottery. Cowboy Draw™ from WyoLotto™ is Wyoming's game, and with better odds and two chances to win on every ticket, you've got the home court advantage for a shot at big jackpots when you get into a draw with Cowboy Draw.



# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## **Motion-Marketing & Sales Report**

I motion to approve the Marketing & Sales Report as presented.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
- Sandra Chitwood
- Brian Gamroth
- Mark Macy, Chairman
- Gerry Marburger, Treasurer
- Ross Newman
- Erin Taylor, Vice-Chair
- Sandra Wallop
- Jim Whalen



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**WYOMING LOTTERY CORPORATION**  
**Board Meeting**

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**TAB 6**



Wyoming Lottery Corporation  
Policy Information – Board Meeting  
February 10, 2016

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## Donated Leave

Accrued leave time may be donated to other WLC employees, provided that the Chief Executive Officer must first approve any donation of accrued leave time. The Chief Executive Officer may restrict how much leave an employee is permitted to donate, and whether such request to donate leave will be granted.

## Bonuses

WLC will make compensation decisions based upon the assessment by WLC management of a number of factors, including the employee's overall performance and achievement of established goals. Bonuses may be awarded at the discretion of the Chief Executive Officer, based on discretion of the Chief Executive Officer. Factors which the Chief Executive Officer may consider in determining the award of any bonus include, but are not limited to, job performance, overall performance, and length of service.

## Complaint Resolution Process

**Procedure.** Any complaints brought to the Chief Executive Officer will be handled at the Chief Executive Officer's discretion. If a complaint is brought to the Chairman of the Board against the Chief Executive Officer, then the Chairman of the Board shall convene a subcommittee of the Board of Directors to investigate the matter. The subcommittee shall be authorized to investigate the complaint in a manner it deems appropriate and shall make a determination as to the appropriate course of action. Potential courses of action include, but are not limited to, discipline, further investigation, or other alternative actions. If such recommendation requires Board of Director approval, then the subcommittee shall present its recommendation to the Board of Directors for final action. In the event such action does not require approval from the Board of Directors, then the subcommittee shall be authorized to take any action it deems necessary and appropriate.

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# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## Motion-Donated Leave Policy

I motion to approve the Donated Leave Policy as presented.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
  - Sandra Chitwood
  - Brian Gamroth
  - Mark Macy, Chairman
  - Gerry Marburger, Treasurer
  - Ross Newman
  - Erin Taylor, Vice-Chair
  - Sandra Wallop
  - Jim Whalen
-

# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## **Motion-Bonuses Policy**

I motion to approve the Bonuses Policy as presented.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
- Sandra Chitwood
- Brian Gamroth
- Mark Macy, Chairman
- Gerry Marburger, Treasurer
- Ross Newman
- Erin Taylor, Vice-Chair
- Sandra Wallop
- Jim Whalen

# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## Motion-Complaint Resolution Process

I motion to approve the Complaint Resolution Process as presented.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
- Sandra Chitwood
- Brian Gamroth
- Mark Macy, Chairman
- Gerry Marburger, Treasurer
- Ross Newman
- Erin Taylor, Vice-Chair
- Sandra Wallop
- Jim Whalen

# WYOMING LOTTERY CORPORATION

Board Meeting

February 10, 2016

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## Motion-Meeting Adjournment

I motion to adjourn this meeting.

Motion to approve by: \_\_\_\_\_

I second the motion: \_\_\_\_\_

- Dave Bonner, Secretary
- Sandra Chitwood
- Brian Gamroth
- Mark Macy, Chairman
- Gerry Marburger, Treasurer
- Ross Newman
- Erin Taylor, Vice-Chair
- Sandra Wallop
- Jim Whalen