



# FY 2020 annual report

We're excited to share with you the WyoLotto® annual report and to celebrate together our successes from this year!



# Operating with integrity

With continued regional and national respect as a lottery organization, WyoLotto proudly presents our annual report for July 2019 - June 2020.

In this report we hope you see that no matter the external factors, our organization and team have continued to stay committed to maximizing how we give back to Wyoming.



## Thoughts from our CEO

FY2020 was an interesting and challenging year for WyoLotto, our retailers, our players, and our state. We had some great successes in the early part of the fiscal year, and then spent the second half of the year addressing a global pandemic. We remained committed to providing entertainment to our players and revenue for our state, while balancing the health and safety of our players, retailers, and staff. The challenges gave us the opportunity to do what we do best — get creative, innovative, and try new things.

This fiscal year, we celebrated six years as a lottery and we've done so much in that time. Since 2014, we've launched five games (and a sixth coming in FY2021!), celebrated more than 4.8 million winners, and transferred over \$19 million to the state of Wyoming. We truly appreciate the WyoLotto players, because when they play, we are able to transfer money to the state, and in a year like this one, \$19 million can really do some good.

In FY2020, we were also excited to celebrate our largest 12-month transfer to Wyoming since we began. We measure our success by how much money we are able to give back to this great state, so this was a huge accomplishment and something the whole team at WyoLotto is extremely proud of.

It was a difficult year, but we still have so much to be proud of. We had a successful audit (our fifth in a row), added new board members, sponsored a variety of UW Athletics sports, and ran a hugely successful Cowboy Draw BOGO. Sure, we had some challenges, but we are so happy that our team, players, and retailers are doing everything they can to stay happy, healthy, and to make the best of a hard year.

We've got a world class app now (launched in FY2021) and an exciting new game coming soon, which means more value and ways to play for our players, more commissions for our retailers, more prizes and winners, and more revenue to the state. The future is bright!

**Stay happy and healthy, Wyoming!**  
**Jon Clontz**



Our fifth successful third-party audit in a row

That means we met or exceeded the high standards we've held ourselves to since our inception.

Averaged a 720% increase in Cowboy Draw® sales on promotion days tied to our UW/Cowboy Draw BOGO

We maximized our UW sponsorship by running a BOGO promotion every Sunday after a Pokes football win. This season we saw our largest percentage increase in sales during a Cowboy Draw BOGO.

Reacted quickly with two major changes in national games

Due to COVID-19, changing consumer habits, and health concerns, Powerball® and Mega Millions® both decided to lower their starting jackpots and grow jackpots more slowly.

We strive to keep our operating expenses low in order to maximize how much we are able to give back to the state.

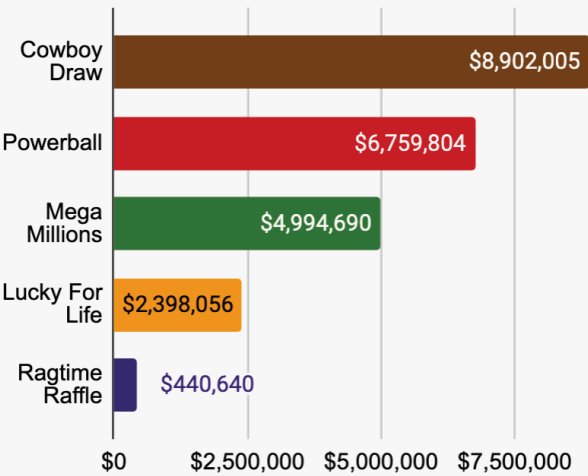
ANNUAL OPERATING EXPENSES

FY2015	\$5,144,743
FY2016	\$3,755,823
FY2017	\$3,889,940
FY2018	\$3,424,220
FY2019	\$3,069,111
FY2020	\$2,655,799

New games & promotions

This fiscal year started in the middle of launching our new product, Ragtime Raffle. We onboarded this seven-week raffle game to bring something new to Wyoming and offer a little diversity from our jackpot games. In total, we gave away \$990,000 in prizes, with a grand prize of \$750,000.

FY2020 REVENUE BY GAME



To celebrate five years of Cowboy Draw, we created our first-ever Cowboy Draw second chance promotion. Players could send in their non-winning Cowboy Draw tickets purchased in March 2020 for a chance to win \$1,000. We had 16,764 entries.

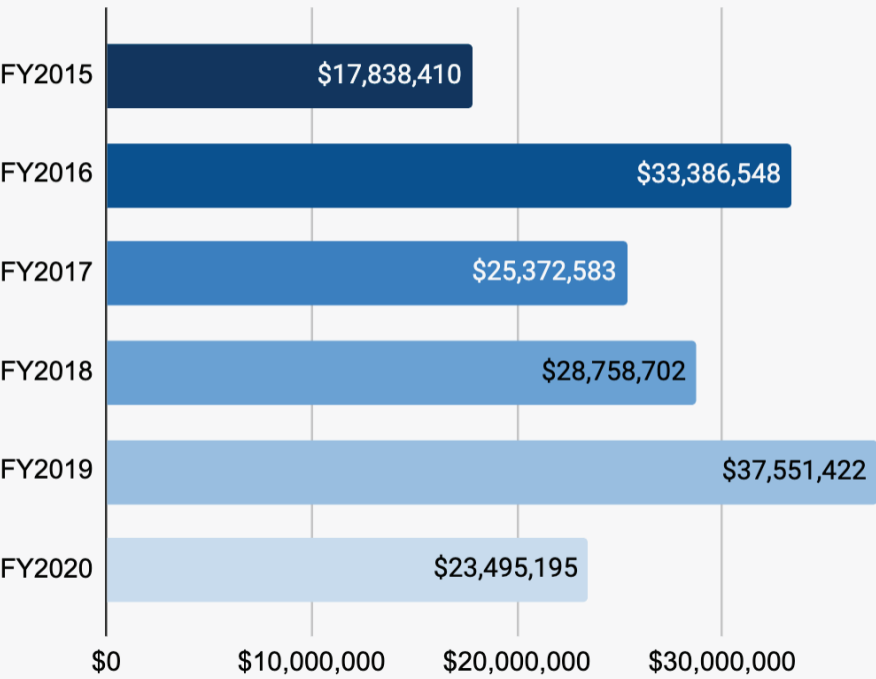
In the spring we also created a special promotion to bring a little excitement to a challenging time. We called it “Double Shot” and used it as a chance to continue to uplift the spirits of our players a few months into the COVID-19 situation. From May 14 - June 15, 2020, any \$1,000 Cowboy Draw winner had their winnings automatically doubled to \$2,000! In total, we doubled the \$1,000 prizes for 49 of our players.

The power of high jackpots

Since the record breaking \$1.5 billion jackpots, we've seen that it takes higher and higher jackpot levels to trigger exponential growth in sales. Unfortunately, all three of our jackpot games struggled to reach those pivotal jackpot levels in FY2020, and we've seen the impact on sales.

	FY2019			FY2020		
	Powerball	Mega Millions	Cowboy Draw	Powerball	Mega Millions	Cowboy Draw
# of times jackpot was hit that year	5	6	2	10	5	4
Highest jackpot that year	\$768M	\$1.54B	\$3.3M	\$397M	\$414M	\$1.17M
Average jackpot that year	\$467M	\$560M	\$2.4M	\$147M	\$277M	\$878K

TOTAL REVENUE BY YEAR



FY2016 was the year the Powerball jackpot hit \$1.59B.  
FY2019 was the year the Mega Millions jackpot hit \$1.54B.

Because our top three revenue-generating games are jackpot games, WyoLotto's revenue is very dependent on high jackpots.

This is why diversifying our portfolio by onboarding non-jackpot, revenue-generating draw games is pivotal and something we are always exploring. The more we can drive sales, the more we can give back to the state.



\$19,366,624

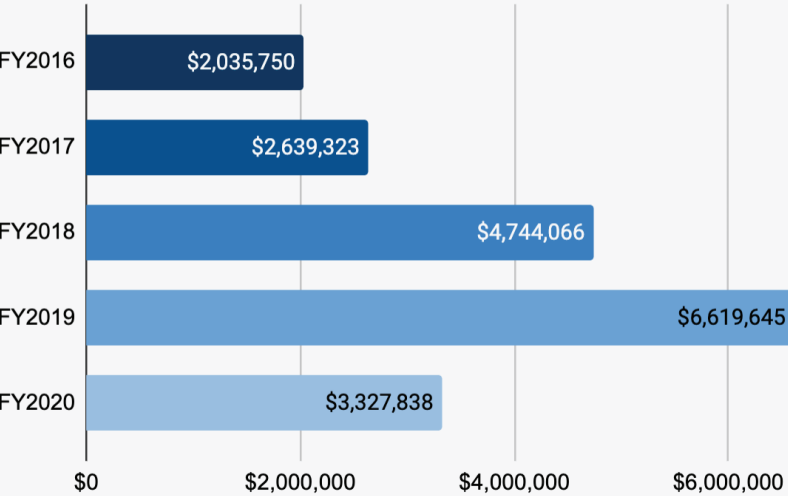
WyoLotto has transferred \$19,366,624 to the state of Wyoming since we first paid off our startup loan in FY2016.

## Our purpose

WyoLotto ultimately exists to be another revenue stream for the state of Wyoming while bringing fun, low-cost entertainment options to our residents. We take our mission seriously and are always looking for ways to give back to the state.

We are excited about our transfers to the state because we know that money gets dispersed to every city, town, and county. The local communities decide what they want to do with their funds.

TRANSFERS TO THE STATE BY FISCAL YEAR



As an independently-run business, we use zero state resources while contributing revenue to Wyoming.

### TOTAL DISTRIBUTED TO EACH COUNTY

Albany.....	\$632,558.73	Natrona.....	\$2,373,891.85
Bighorn .....	\$167,877.33	Niobrara.....	\$80,676.35
Campbell .....	\$1,685,090.83	Park .....	\$586,239.97
Carbon.....	\$603,640.32	Platte .....	\$283,601.43
Converse .....	\$571,513.75	Sheridan .....	\$759,378.48
Crook.....	\$177,962.47	Sublette .....	\$316,745.37
Fremont .....	\$728,588.37	Sweetwater.....	\$1,888,802.96
Goshen .....	\$279,321.33	Teton.....	\$785,241.54
Hot Springs .....	\$113,718.17	Uinta .....	\$3,497,588.66
Johnson.....	\$250,604.89	Washakie .....	\$161,464.70
Laramie.....	\$2,783,352.66	Weston .....	\$191,126.09
Lincoln.....	\$447,638.40		



# WINNERS

We love our winners! We find our biggest joy in changing people's lives while also bringing them low-cost entertainment. It's a win-win!

YEAR	# OF WINNERS	TOTAL WINNINGS
FY2015 .....	484,542	\$4,555,697
FY2016 .....	950,078	\$18,436,379
FY2017 .....	835,302	\$10,513,204
FY2018 .....	842,344	\$11,380,062
FY2019 .....	1,044,453	\$14,334,567
FY2020 .....	688,677	\$10,753,244

TOTAL 4,845,396 \$69,973,153

### FY2020 WINNINGS BY GAME

Cowboy Draw .....	\$6,256,650
Powerball .....	\$2,116,834
Mega Millions .....	\$590,156
Lucky For Life .....	\$889,604
Ragtime Raffle .....	\$900,000



## Big winner stories

It brings us great joy to celebrate our winners and hear their stories, from the life-changing to the heart-warming. We know that winning with WyoLotto matters to our people.

### Saving lives before winning jackpots

Gale and Judy met almost 25 years ago when Judy was a blood donor for Gale, who needed a blood transfusion. The two women became the best of friends and, together, they purchase lottery tickets regularly, vowing to share what they win.

On January 6, 2020, they shared a second life-changing moment when they realized they held the winning ticket for the Cowboy Draw jackpot. These two friends split the \$811,058 jackpot, just like they always promised to.

### The 25th Cowboy Draw jackpot winner

On April 13, 2020 we celebrated our 25th Cowboy Draw jackpot winner with a winning ticket purchased in Douglas worth \$870,470. While the winner chose to stay anonymous, we do know he/she planned to buy a new truck.

Interestingly enough, the first ever winning Cowboy Draw ticket was also sold in Douglas, WY.

### A \$1 million Powerball winner

We're always excited to celebrate Wyoming's big winners in the national games, and in August we were able to do just that with a Powerball ticket worth \$1 million.

# RETAILERS

Our Wyoming retailers are often the face of WyoLotto. Our players depend on them, and so do we! From the bustling truck stops to the mom and pop shops, WyoLotto's presence in the Cowboy State is made, in part, by our wonderful retailers, and we're happy to give back to them with retailer commissions.

448 TOTAL RETAILERS

### COMMISSIONS PAID

FY2015 .....	\$1,088,532.28
FY2016 .....	\$2,042,809.09
FY2017 .....	\$1,557,965.99
FY2018 .....	\$1,764,891.91
FY2019 .....	\$2,330,632.92
FY2020 .....	\$1,485,827.44
TOTAL .....	\$10,270,659.63

### A happy coincidence in Elk Mountain, WY

Bow River Crossing, one of our retailers in Elk Mountain, made someone's day by selling them the winning Cowboy Draw ticket in October 2019.

This retailer, which is typically closed on Sundays, had been opening its doors from 11 a.m. - 2 p.m. the Sunday after the Pokes won a football game, solely for the UW/Cowboy Draw BOGO promotion. And it's lucky they did, because now this retailer earned a special commission for selling that winning ticket!



	RETAILER	CITY
#1 .....	Discount Liquor	Evanston
#2 .....	Maverik	Evanston
#3 .....	Flying J	Evanston
#4 .....	Border Beverage	Evanston
#5 .....	Kik's Chevron	Evanston
#6 .....	Hillcrest Chevron	Evanston
#7 .....	Cowboy Joe's Liquor	Evanston
#8 .....	Pilot Travel Center	Evanston
#9 .....	King Soopers	Cheyenne
#10 .....	Maverik	Cheyenne

### Bringing in additional revenue from Utah

We have great retailers across the state, but many of our top retailers are in Evanston, WY. These retailers are serving the Utah population that drives across state lines to play our games, meaning that WyoLotto is bringing in out-of-state revenue that wouldn't otherwise be here.

Local sponsorships  
& support

The state transfers are our biggest way of giving back to the state, but we also actively look for other ways to directly support events and organizations throughout Wyoming.

While sponsorships are a big part of that effort, we also support local Wyoming businesses with our in-state media buys. We're proud to keep money in Wyoming by distributing it through sponsorships and media buys.

JUBILEE DAYS

JULY 2019

WLRA GOLF  
TOURNAMENT

SEPT 2019

CHEYENNE  
FRONTIER DAYS

JULY 2019

GOVERNOR'S  
BUSINESS  
FORUM

NOV 2019

WYOMING  
TAXPAYERS  
ANNUAL  
RECEPTION

NOV 2019

SHERIDAN  
WYO WINTER  
RODEO

FEB 2020

GOVERNOR'S  
HOSPITALITY  
AND TOURISM  
FORUM

FEB 2020

ZONTA  
NIGHT OUT

MARCH 2020

Local event sponsorships

Every year WyoLotto looks for opportunities to sponsor local events across the state. The list may vary year to year, and in FY2020 we were able to support these events.

Ongoing UW sponsorship

For five years now we have been a proud sponsor of the University of Wyoming Cowboys, and we recently contracted with UW for the next three years!

Supporting Wyoming's only university and major sports team is a great way to show our Wyoming pride while also keeping entertainment top-of-mind. This partnership gives us everything from brand awareness (through logo placement) to entertainment opportunities (through halftime show and event activations). We have expanded our sports presence to women's and men's basketball, as well as wrestling. We also look to support other UW sports every year.

This sponsorship is a key marketing strategy because it gives us the opportunity to run our UW/Cowboy Draw BOGO promotion, which continues to grow in popularity and had its most successful year to date, increasing sales by 720% on promotion days (every Sunday after UW wins a football game).



Responsible gambling

We care about our players and encourage them to play responsibly throughout our communications.

WyoLotto is the only gaming entity in the state to work with the Wyoming Department of Health and other partners and stakeholders to develop a problem gambling coalition: Wyoming Responsible Gambling Coalition (WRGC).

We are also a proud member of the National Council on Problem Gambling (NCPG), which provides resources and services to those with a gambling problem, including a 24-hour helpline.





A small lottery doing big things

By population, we are the smallest lottery in the country. But that doesn't stop us from doing BIG things and being recognized amongst our fellow lotteries.

Proud of our beginning

- March 2013
- HB 77 was passed, allowing the formation of Wyoming Lottery Corporation
- April 2013
- Started with a private loan (no state funding)
- August 2014
- We sold our first ticket; started with Powerball and Mega Millions
- March 2015
- Added Cowboy Draw (a Wyoming-only game) to our portfolio
- January 2016
- Paid off our startup loan six months EARLY
- April 2016
- First transfer to the state - over \$1 million
- December 2016
- Added Lucky For Life® (a static-jackpot game) to our portfolio
- August 2017
- Ran our first UW/Cowboy Draw BOGO promotion
- October 2018
- Exceeded \$10 million total given back to the state
- June 2019
- Added Ragtime Raffle (a seven-week raffle game) to our portfolio
- August 2019
- Started developing a WyoLotto app

Awards

**La Fleur's Fleurry Advertising Competition Award (2018)**  
We won this national award for our Giving Back video, showcasing Wyoming people and retailers and the positive impact WyoLotto has on the state. The video can be viewed at [wyolotto.com](http://wyolotto.com) on our Giving Back page.

**Sharon Sharp Award (April 2019)**  
This award recognizes and honors the lottery, which achieved the highest percentage increase (year-over-year) in net funds contributed to its beneficiary.

**NCPG Affiliate Public Awareness Award – Finalist (2019)**  
We created a public awareness campaign, on behalf of the Wyoming Responsible Gambling Coalition, encouraging players to play responsibly. Out of all the national applicants, we were selected as a finalist.

TRANSFERS TO THE STATE

Apr 2016	\$1,120,000.00
Jul 2016	\$915,750.88
Oct 2016	\$797,638.43
Jan 2017	\$633,708.99
Apr 2017	\$1,007,976.28
Jul 2017	\$200,000.00
Oct 2017	\$862,263.36
Jan 2018	\$1,001,963.00
Apr 2018	\$1,405,492.00
Jul 2018	\$1,474,346.49
Oct 2018	\$1,407,967.30
Jan 2019	\$2,808,707.03
Apr 2019	\$1,201,122.00
Jul 2019	\$1,201,849.41
Oct 2019	\$854,032.00
Jan 2020	\$801,156.00
Apr 2020	\$805,650.00
Jul 2020	\$867,000.00



Being creative with our communications

We are proud to bring a level of quality and creativity to our promotions and communications that rivals other state lotteries. In everything we do, we strive to develop eye-catching, impactful, and memorable campaigns.



- Some of our favorites include:
- Crushed a car to launch a new Powerball campaign
  - Giant power balls at a UW football game
  - Launched Lucky for Life in style, including our spokesperson “Luck” and some big giveaways for players and retailers
  - Helped establish the Wyoming Responsible Gambling Coalition
  - Brought WyoLotto fun around the state with various traveling experiences



Excited about the future

There is a lot that we can celebrate about our past, but we are also excited to keep looking forward and to keep figuring out ways to make our offerings even more fun and appealing to Wyoming and our visitors.

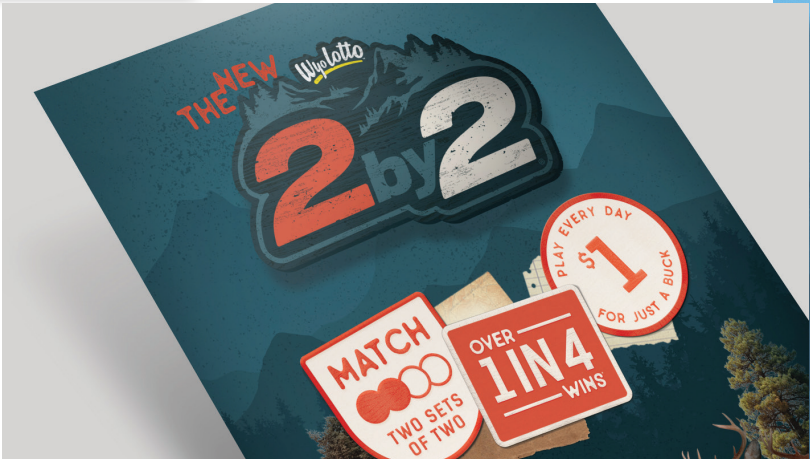


The WyoLotto app

In FY2021 we launched the new WyoLotto app. We built this app to be world-class and have gotten an incredible amount of positive feedback, including four times as many downloads as we originally expected.

A new daily game

We’ve been looking to diversify our portfolio, and that’s going to happen in FY2021! We’re excited to bring our players something new, and especially excited to offer Wyoming’s first daily game! (More to come!)



Game diversification to bring in new players

As we continue to grow our portfolio, we are focused on different types of games that can bring in new players, like KENO. A game like KENO, executed the right way, has the potential to significantly increase WyoLotto’s revenue, in turn significantly increasing our state transfers. Win-win!



A small lottery  
doing big things in  
a state we love.  
–That’s what we call winning.





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