



Q3 CORPORATE REPORT

January 1 – March 31, 2019

May 1, 2019

OVERVIEW / AGENDA

- **State of the Lottery Summary**
- **Financial Update**
- **Sales Update**
- **Corporate Responsibility**
- **Marketing Updates**
- **Campaign Updates**
- **Game Updates**
- **Wyoming Responsible Gambling Coalition Update**
- **Thank you**



STATE OF THE LOTTERY SUMMARY

Transfers to the State

April 5, 2016: \$1,120,000

July 5, 2016: \$915,865

October 5, 2016: \$797,524

January 5, 2017: \$633,709

April 7, 2017: \$1,007,976

July 5, 2017: \$200,000

October 5, 2017: \$862,263

January 5, 2018: \$1,001,963

April 5, 2018: \$1,405,493

July 5, 2018: \$1,474,346

October 5, 2018: \$1,407,967

January 5, 2019: \$2,808,707

April 5, 2019: \$1,201,122

Total to Date: \$14,836,937

Winners

In the third quarter,
we have seen:

- \$1,929,742 in total winnings paid across all games
- 191,210 total winners for all games

FINANCIAL UPDATE

FINANCIAL UPDATE

Q3 Balance Sheet

Wyoming Lottery Corp Balance Sheet As of March 31, 2019

| ASSETS | Mar 31, 19 | Mar 31, 18 | \$ Change |
|---------------------------------------|---------------------|---------------------|------------------|
| Current Assets | | | |
| Checking/Savings | | | |
| Checking Accounts | 4,141,985.07 | 4,584,526.30 | (442,541.23) |
| Prize Account Petty Cash (Till) | 1,099.17 | 805.00 | 294.17 |
| Restricted Cash | | | |
| Unclaimed Prizes | 1,299,363.86 | 813,280.86 | 486,083.00 |
| Responsible Gambling Funds | 68,778.78 | 64.06 | 68,714.72 |
| Fidelity Fund | 56,946.51 | 53,638.28 | 3,308.23 |
| Total Checking/Savings | 5,568,173.39 | 5,452,314.50 | 115,858.89 |
| Other Current Assets | | | |
| Prepaid Expenses | 22,881.34 | 15,384.08 | 7,497.26 |
| Retail Accounts Receivable | 811,153.78 | 526,448.77 | 284,705.01 |
| Prepaid MUSL & Gaming Expenses | 0.00 | 306,309.94 | (306,309.94) |
| Total Other Current Assets | 834,035.12 | 848,142.79 | (14,107.67) |
| Total Current Assets | 6,402,208.51 | 6,300,457.29 | 101,751.22 |
| Noncurrent Assets | | | |
| Capital Assets, Net | 325,517.68 | 386,371.91 | (60,854.23) |
| Capital Assets, Trademarks | 42,575.00 | 42,575.00 | 0.00 |
| Deposits - Building | 7,500.00 | 7,500.00 | 0.00 |
| Total Noncurrent Assets | 375,592.68 | 436,446.91 | (60,854.23) |
| Deferred Outflows of Resources | | | |
| Pension Related Outflows | 333,664.00 | 327,657.00 | 6,007.00 |
| TOTAL ASSETS | 7,111,465.19 | 7,064,561.20 | 46,903.99 |
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 674,413.89 | 609,460.38 | 64,953.51 |
| Jonah Bank Credit Card | 8,114.71 | 4,315.54 | 3,799.17 |
| State of Wyoming Transfer Payable | 1,201,122.00 | 1,405,492.94 | (204,370.94) |
| Unearned Revenue (net) | 591,239.00 | 496,935.00 | 94,304.00 |
| Prizes Payable | 2,083,371.19 | 2,136,958.77 | (53,587.58) |
| Payroll Liabilities | 35,914.88 | 38,878.35 | (2,963.47) |
| Total Current Liabilities | 4,594,175.67 | 4,692,040.98 | (97,865.31) |
| Noncurrent Liabilities | | | |
| Xerox-Capital Lease | 82,434.89 | 42,887.49 | 39,547.40 |
| Net Pension Liability | 917,239.00 | 843,684.00 | 73,555.00 |
| Total Noncurrent Liabilities | 999,673.89 | 886,571.49 | 113,102.40 |
| Deferred Inflows of Resources | | | |
| Pension Related Inflows | 197,279.00 | 49,630.00 | 147,649.00 |
| Total Liabilities | 5,791,128.56 | 5,628,242.47 | 162,886.09 |
| Equity | | | |
| Retained Earnings | 448,175.31 | 296,888.64 | 151,286.67 |
| Net Income | 872,161.32 | 1,139,430.09 | (267,268.77) |
| TOTAL LIABILITIES & EQUITY | 7,111,465.19 | 7,064,561.20 | 46,903.99 |

FINANCIAL UPDATE

Q3 Profit & Loss

Wyoming Lottery Corp Profit & Loss January 2019 through March 2019

| | Jan - Mar 19 | Jan - Mar 18 | \$ Change |
|------------------------------------|--------------|--------------|---------------|
| Operating Income/Expense | | | |
| Income | | | |
| Income / Revenues | | | |
| Mega Millions Sales (net) | 1,292,378.00 | 1,786,163.06 | -493,785.06 |
| Power Ball Sales (net) | 2,562,019.00 | 2,899,924.26 | -337,905.26 |
| Cowboy Draw Sales (net) | 2,558,835.00 | 3,249,898.10 | -691,063.10 |
| Lucky For Life (net) | 653,286.00 | 730,177.02 | -76,891.02 |
| Total Income / Revenues | 7,066,518.00 | 8,666,162.44 | -1,599,644.44 |
| Other Revenues | | | |
| Application Fees (Fidelity-Ras) | 100.00 | 400.00 | -300.00 |
| Other Revenues | | 0.00 | 0.00 |
| Total - Other Revenues | 100.00 | 400.00 | -300.00 |
| Total Income | 7,066,618.00 | 8,666,562.44 | -1,599,944.44 |
| Cost of Goods Sold | | | |
| Direct Gaming Costs | | | |
| Prize Expense - Low Tier/ Hi | | | |
| Mega Millions Low Tier | 144,061.00 | 190,955.59 | -46,894.59 |
| Powerball Low Tier | 283,060.00 | 355,307.19 | -72,247.19 |
| Cowboy Draw Low Tier | 614,383.75 | 861,702.34 | -247,318.59 |
| Lucky For Life L-T | 224,599.50 | 239,668.48 | -15,068.98 |
| Total Prize Expense - Low Tier/ Hi | 1,266,104.25 | 1,647,633.60 | -381,529.35 |
| Prize Expense - MUSL | 1,511,252.32 | 1,780,863.03 | -269,610.71 |
| Prize Expense CD Jackpot | 845,000.00 | 952,549.00 | -107,549.00 |
| Direct Gaming Costs - Other | 0.00 | 0.00 | 0.00 |
| Total Direct Gaming Costs | 3,622,356.57 | 4,381,045.63 | -758,689.06 |
| Gaming Expenses | | | |
| Gaming Retail Commissions | 423,241.74 | 519,049.92 | -95,808.18 |
| Gaming Retail Validation Bonus | 11,043.47 | 12,962.18 | -1,918.71 |
| Vendor Expense - (Intralot) | 840,208.98 | 1,030,413.91 | -190,204.93 |
| Total Gaming Expenses | 1,274,494.19 | 1,562,426.01 | -287,931.82 |
| Total COGS | 4,896,850.76 | 5,943,471.64 | -1,046,620.88 |
| Gross Profit | 2,169,767.24 | 2,723,090.80 | -553,323.56 |
| Expense | | | |
| Operating Expenses | | | |
| Bank Fees | 0.00 | 0.00 | 0.00 |
| Board Expenses | 5,754.40 | 2,823.92 | 2,930.48 |
| Employee Recruitment & Relocate | 1,073.00 | 5,076.34 | -4,003.34 |
| Insurance | 3,985.40 | 4,435.75 | -450.35 |
| Membership Dues | 1,475.00 | 750.00 | 725.00 |
| Responsible Gambling Program | 104,120.85 | 192,891.05 | -88,770.40 |
| Accounting / Audit Fees | 0.00 | 27,685.00 | -27,685.00 |
| Legal Fees | 48,656.25 | 42,083.00 | 6,573.25 |
| Marketing | 155,757.10 | 168,800.32 | -13,043.22 |
| New Game Development (MM Update) | 32,437.00 | 0.00 | 32,437.00 |

Wyoming Lottery Corp Profit & Loss January 2019 through March 2019

| | | | |
|--|--------------|--------------|-------------|
| Outside Contract Services (IT) | 22,598.61 | 28,448.20 | -6,850.59 |
| Vendor Background Services | 0.00 | 0.00 | 0.00 |
| Payroll Services | 1,767.75 | 1,364.50 | 403.25 |
| Retail Investigation | 873.50 | 2,634.00 | -1,760.50 |
| Facilities & Equipment | 37,376.90 | 54,077.58 | -16,700.68 |
| Retailer Special Incentive | 0.00 | 0.00 | 0.00 |
| Communications | 2,805.38 | 4,482.02 | -1,676.64 |
| Office Costs | 5,428.84 | 27,250.46 | -21,821.62 |
| Outside Services | 18,000.00 | 0.00 | 18,000.00 |
| Petty Cash Over/Short | -4.00 | 9.00 | -13.00 |
| Other Types of Expenses | 0.00 | 500.00 | -500.00 |
| Retailer Special Incentive | 500.00 | 2,000.00 | -1,500.00 |
| Rent & Janitorial | 26,769.50 | 26,337.50 | 432.00 |
| Salaries, Wages & Benefits | 268,236.91 | 288,471.26 | -20,234.35 |
| Travel | 11,035.55 | 5,271.21 | 5,764.34 |
| EE Uniforms | 2,239.58 | 0.00 | 2,239.58 |
| Total Operating Expenses | 750,887.32 | 886,392.11 | -135,504.79 |
| Net Operating Income | 1,418,879.92 | 1,836,698.69 | -417,818.77 |
| Other Income | | | |
| Interest Income | 6,475.24 | 57.28 | 6,417.96 |
| Other Expenses | | | |
| Gain/Loss on Sale of Assets | 13,462.74 | 0.00 | 13,462.74 |
| Interest Expense | 1,172.16 | 1,345.00 | -172.84 |
| State of Wyoming Transfers | 1,201,122.00 | 1,405,492.94 | -204,370.94 |
| Total Other Expense | 1,215,756.90 | 1,406,837.94 | -191,081.04 |
| Net Income | 209,598.26 | 429,918.01 | -220,319.75 |
| Q3 Responsible Gambling Expenses | -104,120.65 | | |
| Q2 Net Income Allocated to Q3 (Net of \$1,295 RG Expenses) | -56,768.12 | | |
| Q3 Net Income Allocated to Q4 | 21,180.89 | | |
| Infrastructure Development | 349,306.14 | | |
| Total Net Income | 0.00 | | |

FINANCIAL UPDATE

YTD Profit & Loss

Wyoming Lottery Corp Profit & Loss July 2018 through March 2019

| Operating Income/Expense | Jul 18 - Mar 19 | Jul 17 - Mar 18 | \$ Change |
|--------------------------------------|-----------------|-----------------|----------------|
| Income | | | |
| Income / Revenues | | | |
| Mega Millions Sales (net) | 7,817,058.42 | 4,089,515.06 | 3,747,543.36 |
| Power Ball Sales (net) | 7,722,271.44 | 8,872,211.26 | (1,149,939.82) |
| Cowboy Draw Sales (net) | 12,419,253.20 | 7,730,748.10 | 4,688,505.10 |
| Lucky For Life (net) | 2,087,552.00 | 2,181,061.02 | (93,509.02) |
| Total Income / Revenues | 30,046,135.06 | 22,853,535.44 | 7,192,599.62 |
| Other Revenues | | | 0.00 |
| Application Fees (Fidelity-Res) | 900.00 | 1,400.00 | (500.00) |
| Total - Other Revenues | 900.00 | 1,400.00 | (500.00) |
| Total Income | 30,047,035.06 | 22,854,935.44 | 7,192,099.62 |
| Cost of Goods Sold | | | |
| Direct Gaming Costs | | | |
| Prize Expense - Low Tier/ Hi | | | |
| MegaMillions Low Tier | 890,502.00 | 506,202.10 | 384,299.90 |
| Powerball Low Tier | 929,827.00 | 1,316,901.14 | (387,074.14) |
| Cowboy Draw Low Tier | 3,438,493.75 | 1,994,891.45 | 1,443,602.30 |
| Lucky For Life L-T | 720,270.50 | 716,690.72 | 3,579.78 |
| Prize Expense - Low Tier/ Hi - Other | 0.00 | 0.00 | 0.00 |
| Total Prize Expense - Low Tier/ Hi | 5,979,093.25 | 4,534,685.41 | 1,444,407.84 |
| Prize Expense - MUSL | 6,242,064.74 | 4,880,688.08 | 1,361,376.66 |
| Prize Expense CD Jackpot | 3,936,841.00 | 2,130,035.00 | 1,806,806.00 |
| Direct Gaming Costs - Other | 0.00 | 0.00 | 0.00 |
| Total Direct Gaming Costs | 16,157,998.99 | 11,545,408.49 | 4,612,590.50 |
| Gaming Expenses | | | |
| Gaming Retail Commissions | 1,826,070.54 | 1,367,734.32 | 458,336.22 |
| Gaming Retail Validation Bonus | 44,694.45 | 34,536.47 | 10,157.98 |
| Vendor Expense - (Intralot) | 3,572,481.85 | 2,717,280.31 | 855,201.54 |
| Total Gaming Expenses | 5,443,246.84 | 4,119,551.10 | 1,323,695.74 |
| Total COGS | 21,601,245.83 | 15,664,959.59 | 5,936,286.24 |
| Gross Profit | 8,445,789.23 | 7,189,975.85 | 1,255,813.38 |
| Expense | | | |
| Operating Expenses | | | |
| Bank/Credit Card Fees | 5,015.00 | 0.00 | 5,015.00 |
| Board Expenses | 19,642.94 | 20,937.58 | (1,294.64) |
| Employee Recruitment & Relocate | 5,073.95 | 16,995.27 | (11,921.32) |
| Insurance | 13,037.92 | 11,807.08 | 1,230.84 |
| Membership Dues | 56,169.22 | 44,375.88 | 11,793.34 |
| Responsible Gambling Program | 105,415.65 | 270,466.10 | (165,050.45) |
| Vendor Background Services | 133.00 | 411.00 | (278.00) |
| Accounting / Audit Fees | 52,235.20 | 53,885.00 | (1,649.80) |
| Legal Fees | 101,790.48 | 84,828.23 | 16,962.25 |
| Marketing | 621,526.58 | 750,514.69 | (128,988.11) |
| New Game Development-(MM Update/L4L) | 32,437.00 | 295,613.61 | (263,176.61) |

Wyoming Lottery Corp Profit & Loss July 2018 through March 2019

| | | | |
|-----------------------------------|--------------|--------------|--------------|
| Outside Contract Services (IT) | 68,557.87 | 76,360.11 | (7,802.24) |
| Payroll Services | 4,734.50 | 4,511.50 | 223.00 |
| Retail Investigation | 4,959.50 | 7,592.00 | (2,632.50) |
| Facilities and Equipment | 108,039.51 | 176,849.73 | (68,810.22) |
| Retailer Special Incentive | 3,000.00 | 2,000.00 | 1,000.00 |
| Communications | 9,178.33 | 10,085.11 | (906.78) |
| Office Costs | 25,306.52 | 43,089.65 | (17,783.13) |
| Outside Services | 25,827.00 | 0.00 | 25,827.00 |
| Petty Cash Over/Short | 50.80 | 58.96 | (8.16) |
| Other Types of Expenses - Other | 1,929.85 | 1,112.48 | 817.37 |
| Rent & Janitorial | 78,668.50 | 78,912.50 | (244.00) |
| Salaries, Wages & Benefits | 764,342.47 | 780,665.87 | (16,323.40) |
| Travel | 45,777.40 | 43,106.29 | 2,671.11 |
| EE Uniforms | 2,395.90 | 2,321.86 | 74.04 |
| Total Operating Expenses | 2,156,245.09 | 2,776,500.50 | (620,255.41) |
| Net Operating Income | 6,289,544.14 | 4,413,475.35 | 1,876,068.79 |
| Other Income/Expense | | | |
| Other Income | | | |
| Interest Income | 10,311.08 | 331.66 | 9,979.40 |
| Other Expense | | | |
| Gain/Loss on Sale of Assets | 6,212.74 | 0.00 | 6,212.74 |
| Interest Expense | 3,684.81 | 4,657.08 | (972.27) |
| State of Wyoming Transfers | 5,417,796.33 | 3,269,719.84 | 2,148,076.49 |
| Total Other Expense | 5,427,693.88 | 3,274,376.92 | 2,153,316.96 |
| Net Income | 872,161.32 | 1,139,430.09 | (267,268.77) |
| YTD Responsible Gambling Expenses | -105,415.65 | | |
| Reserve Account | 105,000.00 | | |
| Q3 Net Income Allocated to Q4 | 21,180.89 | | |
| Q1 Adjustment | -82.12 | | |
| Infrastructure Development | 851,478.20 | | |
| Total Net Income | 0.00 | | |

FINANCIAL UPDATE

Q3 Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual Jan 2019 through Mar 2019

| | FY 19 QTR 3 | | | |
|---|--------------|--------------|-------------|-------------|
| | TOTAL | | | |
| | Jan - Mar 19 | Budget | + Favorable | % of Budget |
| Ordinary Income/Expense | | | | |
| Total 40000 - Income / Revenues | 7,066,518.00 | 6,564,999.00 | 501,519.00 | 107.64% |
| Total 48000 - Other Revenues | 100.00 | 0.00 | 100.00 | 100.0% |
| Total Income | 7,066,618.00 | 6,564,999.00 | 501,619.00 | 107.64% |
| Cost of Goods Sold | | | | |
| Total 50000 - A Direct Gaming Costs | 3,622,357.00 | 3,920,271.00 | -297,914.00 | 92.4% |
| Total 51000 - B Gaming Expenses | 1,274,494.00 | 1,184,982.00 | 89,512.00 | 107.55% |
| Total COGS | 4,896,851.00 | 5,105,253.00 | -208,402.00 | 95.92% |
| Gross Profit | 2,169,767.00 | 1,459,746.00 | 710,021.00 | 148.84% |
| Expense | | | | |
| Total 60000 - Business Expenses | 116,408.00 | 3,390.00 | 113,018.00 | 3,433.86% * |
| Total 61000 - Contract Services | 262,090.00 | 320,823.00 | -58,733.00 | 81.69% ** |
| Total 62000 - Facilities and Equipment | 37,377.00 | 33,892.00 | 3,485.00 | 110.28% |
| Total 63000 - Operations | 53,500.00 | 49,205.00 | 4,295.00 | 108.73% |
| Total 64000 - Personnel Salaries, Benefits & Travel | 281,512.00 | 317,519.00 | -36,007.00 | 88.66% *** |
| Total Expense | 750,887.00 | 724,829.00 | 26,058.00 | 103.6% |
| Net Ordinary Income | 1,418,880.00 | 734,917.00 | 683,963.00 | 193.07% |
| Other Income/Expense | | | | |
| 70000 - Interest Income | 6,475.00 | 0.00 | 6,475.00 | 100.0% |
| 81000 - Interest Expense | 1,172.00 | 0.00 | 1,172.00 | 100.0% |
| 82000 - Gain/Loss on Discarded Assets | 13,463.00 | | | |
| Total Other Expense | 14,635.00 | 0.00 | 14,635.00 | 100.0% |
| Net Other Income | -8,160.00 | 0.00 | -8,160.00 | 100.0% |
| | Jan - Mar 19 | Budget | + Favorable | % of Budget |
| Net Income before Transfer to State of Wyoming | 1,410,720.00 | 734,917.00 | 675,803.00 | 191.96% |
| Transfer to State of Wyoming | 1,201,122.00 | | | |
| Net Income | 209,598.00 | | | **** |

* \$104,121 RG Expenses; \$2,900 Board Expenses as includes Q2 & Q3

** Under \$80,000 New Game and Over \$21,000 Legal

*** Under \$34,700 EE Wages (No IT Position and no Wage Increases)

**** Net Income Allocation:

| | |
|-------------------------------|-------------|
| Q3 RG Expenses | -104,121.00 |
| Infrastructure Development | 349,306.00 |
| Q2 Final Week Reserved for Q3 | -56,768.00 |
| Q3 Final Week Reserved for Q4 | 21,181.00 |
| Net Income: | 209,598.00 |

FINANCIAL UPDATE

YTD Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Budget vs. Actual

July 2019 through Mar 2020

| FY 19 QTR 3 | | | | |
|---|------------------|---------------|---------------|-------------|
| TOTAL | | | | |
| | July 18 - Mar 19 | Budget | + Favorable | % of Budget |
| Ordinary Income/Expense | | | | |
| Total 40000 - Income / Revenues | 30,046,135.00 | 19,894,997.00 | 10,351,138.00 | 152.56% |
| Total 48000 - Other Revenues | 900.00 | 0.00 | 900.00 | 100.0% |
| Total Income | 30,047,035.00 | 19,894,997.00 | 10,352,038.00 | 152.56% |
| Cost of Goods Sold | | | | |
| Total 50000 - A Direct Gaming Costs | 16,157,999.00 | 11,760,813.00 | 4,397,186.00 | 137.39% |
| Total 51000 - B Gaming Expenses | 5,443,247.00 | 3,554,946.00 | 1,888,301.00 | 153.12% |
| Total COGS | 21,601,246.00 | 15,315,759.00 | 6,285,487.00 | 141.04% |
| Gross Profit | 8,445,789.00 | 4,379,238.00 | 4,066,551.00 | 192.86% |
| | July 18 - Mar 19 | Budget | - Favorable | % of Budget |
| Expense | | | | |
| Total 60000 - Business Expenses | 204,355.00 | 306,220.00 | -101,865.00 | 66.74% * |
| Total 61000 - Contract Services | 886,374.00 | 1,028,094.00 | -141,720.00 | 86.22% ** |
| Total 62000 - Facilities and Equipment | 108,040.00 | 119,049.00 | -11,009.00 | 90.75% |
| Total 63000 - Operations | 144,961.00 | 153,669.00 | -8,708.00 | 94.33% |
| Total 64000 - Personnel Salaries, Benefits & Travel | 812,516.00 | 948,192.00 | -135,676.00 | 85.69% *** |
| Total Expense | 2,156,246.00 | 2,555,224.00 | -398,978.00 | 84.39% |
| Net Ordinary Income | 6,289,543.00 | 1,824,014.00 | 4,465,529.00 | 344.82% |
| Other Income/Expense | | | | |
| 70000 - Interest Income | 10,311.00 | 0.00 | 10,311.00 | 100.0% **** |
| 81000 - Interest Expense | 3,685.00 | 0.00 | 3,685.00 | 100.0% |
| 82000 - Gain/Loss on Discarded Assets | 6,215.00 | | | |
| Total Other Expense | 9,900.00 | 0.00 | 9,900.00 | 100.0% |
| Net Other Income | 411.00 | 0.00 | 411.00 | 100.0% |
| | July 18 - Mar 19 | Budget | + Favorable | % of Budget |
| Net Income before Transfer to State of Wyoming | 6,289,954.00 | 1,824,014.00 | 4,465,940.00 | 344.84% |
| Transfer to State of Wyoming | 5,417,796.00 | | | |
| Net Income | 872,158.00 | | | ***** |

* Under \$79,500 RG; Under \$8,700 Board Exp; Under \$12,000 Dues

** Under \$80,000 New Game; Under \$35,000 Retail Investigations & Retail Mktg.; Under \$15,000 Mktg.
Under \$6,000 Accounting; Under \$6,000 EE Recruitment

*** EA Position Open; Benefits Under; No Staff Pay Increases Under \$90,000 Wages;
Under \$6,000 Travel; Under \$48,000 Benefits & ER Taxes

**** Savings Account Interest from 11.28.18 - 3.31.19

***** Net Income Allocation:

| | |
|-------------------------------|-------------|
| Reserve Account | 105,000.00 |
| Infrastructure Development | 851,478.20 |
| Q3 Net Income Allocated to Q4 | 21,180.89 |
| Q1 Adjustemnt | -82.12 |
| Responsible Gambling Expenses | -105,415.65 |
| Net Income: | 872,161.32 |

FINANCIAL UPDATE

WRGC YTD Budget vs. Actual

Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July through Dec 2018

| | FY 19 QTR 3 YTD | | |
|---|------------------|-------------|-------------|
| | TOTAL | | |
| | July 18 - Mar 19 | FY19 Budget | - Favorable |
| Responsible Gambling Expenses | | | |
| Tracker Study Follow Up Research | 0.00 | 15,000.00 | -15,000.00 |
| Certifications - Univeristy of Minnesota | 2,590.00 | 15,000.00 | -12,410.00 |
| Strategic Plan 2019 | 0.00 | 10,000.00 | -10,000.00 |
| Brochure Reprints | 0.00 | 7,000.00 | -7,000.00 |
| Media Planning & Buying | 95,637.65 | 100,000.00 | -4,362.35 |
| Responsible Gambling Travel/Conferences as Needed | 0.00 | 25,000.00 | -25,000.00 |
| Fremont County Service Research | 0.00 | 3,000.00 | -3,000.00 |
| Dues & Sponsorships | 7,188.00 | 10,000.00 | -2,812.00 |
| | | | |
| | | | |
| Total Responsible Gambling Expenses | 105,415.65 | 185,000.00 | -79,584.35 |

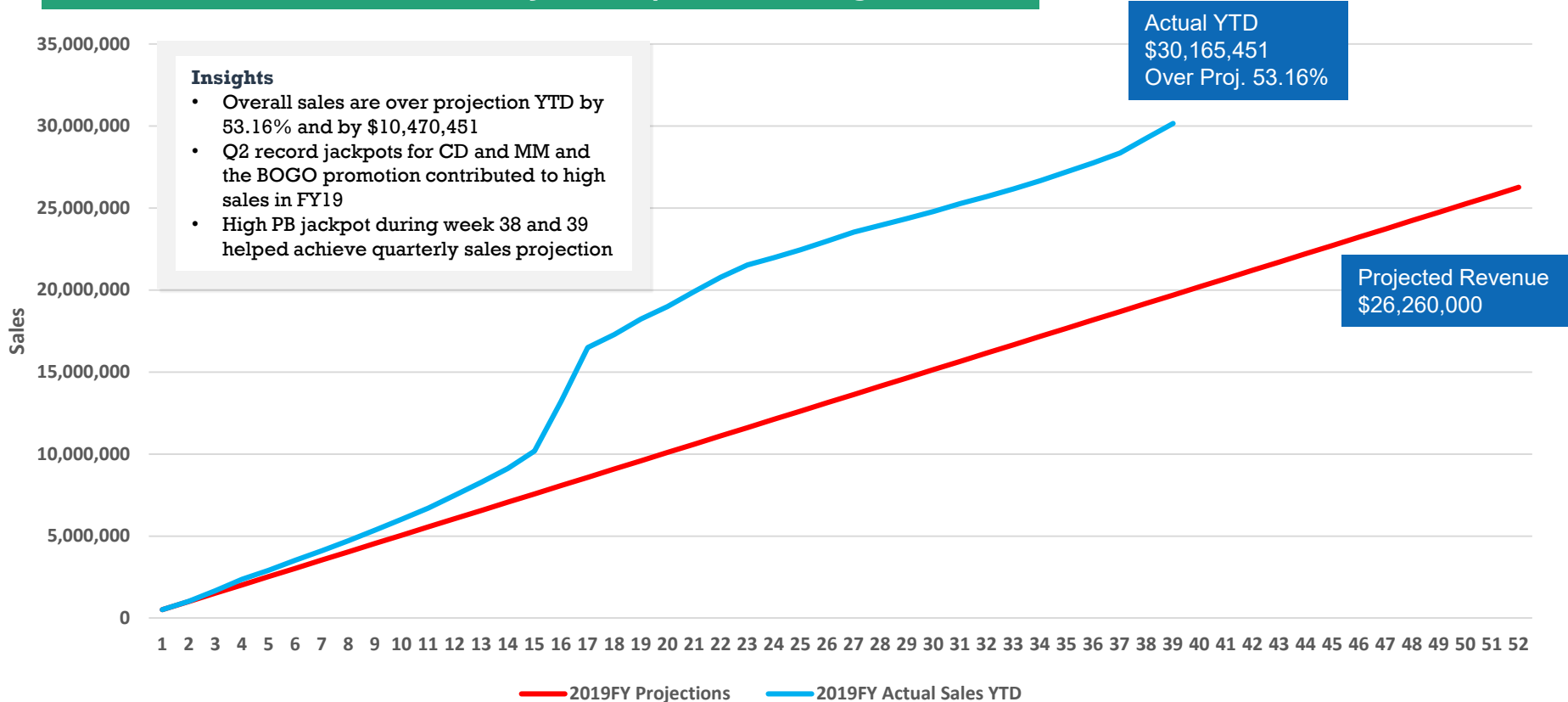
Responsible Gambling Balance

| | |
|--------------------------------------|-------------|
| 4/30/18 Responsible Gambling Balance | 64.06 |
| 5/1/18 Unclaimed Prize Funding | 200,000.00 |
| FY18 Expenses | -25,869.63 |
| FY 19 Expenses | -105,415.65 |
| | |
| 3/31/19 Responsible Gambling Balance | 68,778.78 |

SALES UPDATE

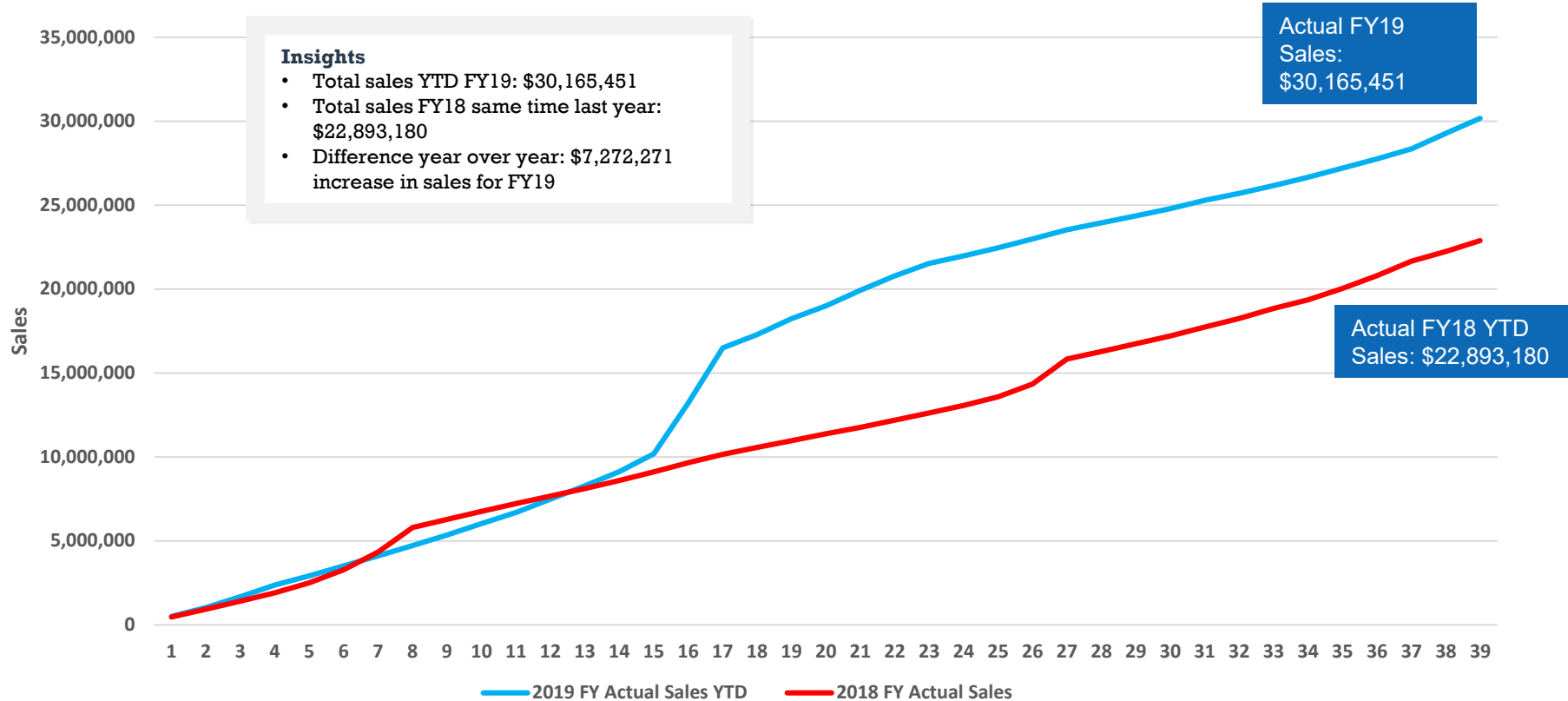
SALES UPDATE

Total Sales: FY19 Actual vs Projection | Week ending 3.31.19



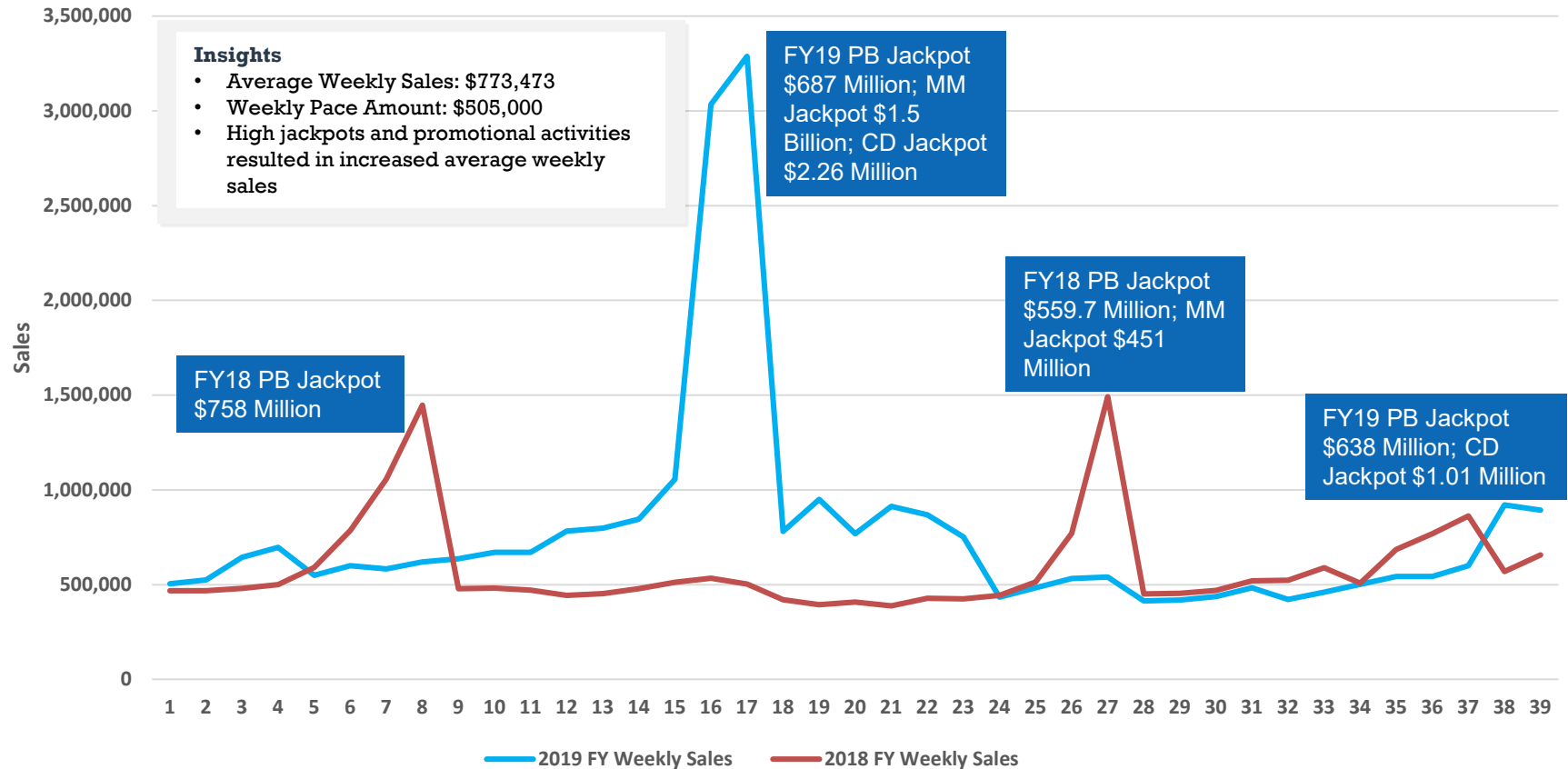
SALES UPDATE

Total Sales: FY19 vs. FY18 | Week ending 3.31.19



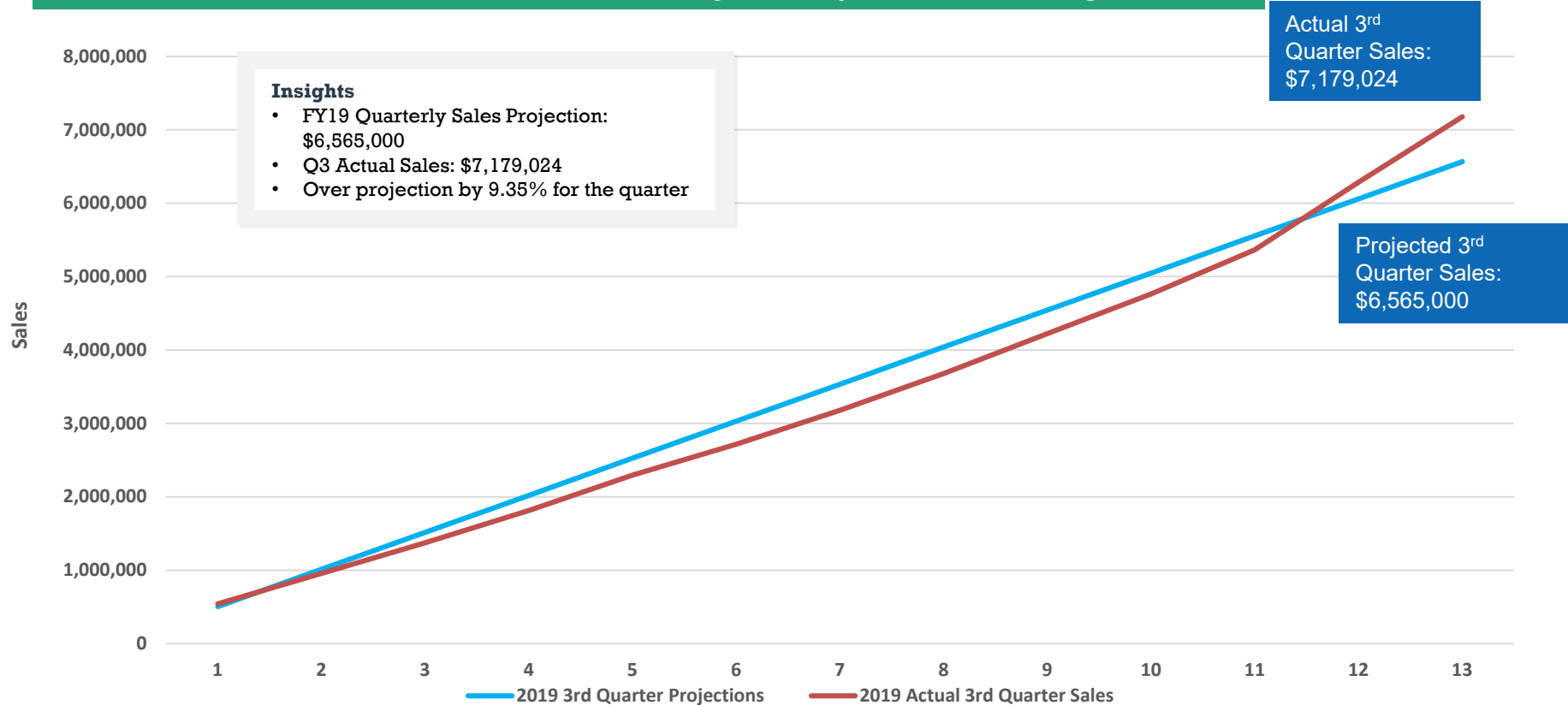
SALES UPDATE

Total Sales: Actual weekly sales FY19 vs. FY18 | Week ending 3.31.19



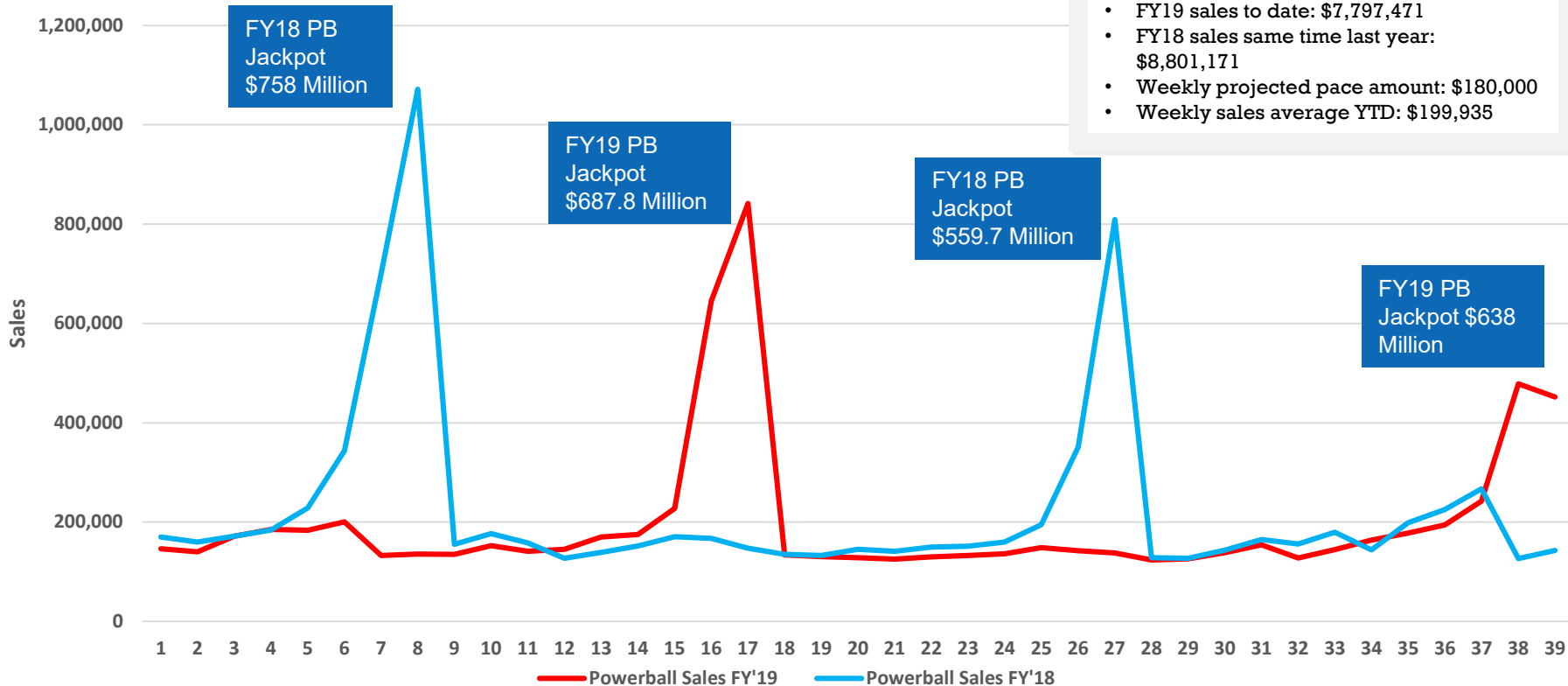
SALES UPDATE

Total 3rd Quarter Sales: FY 19 Actual vs Projection | Quarter ending 3.31.19



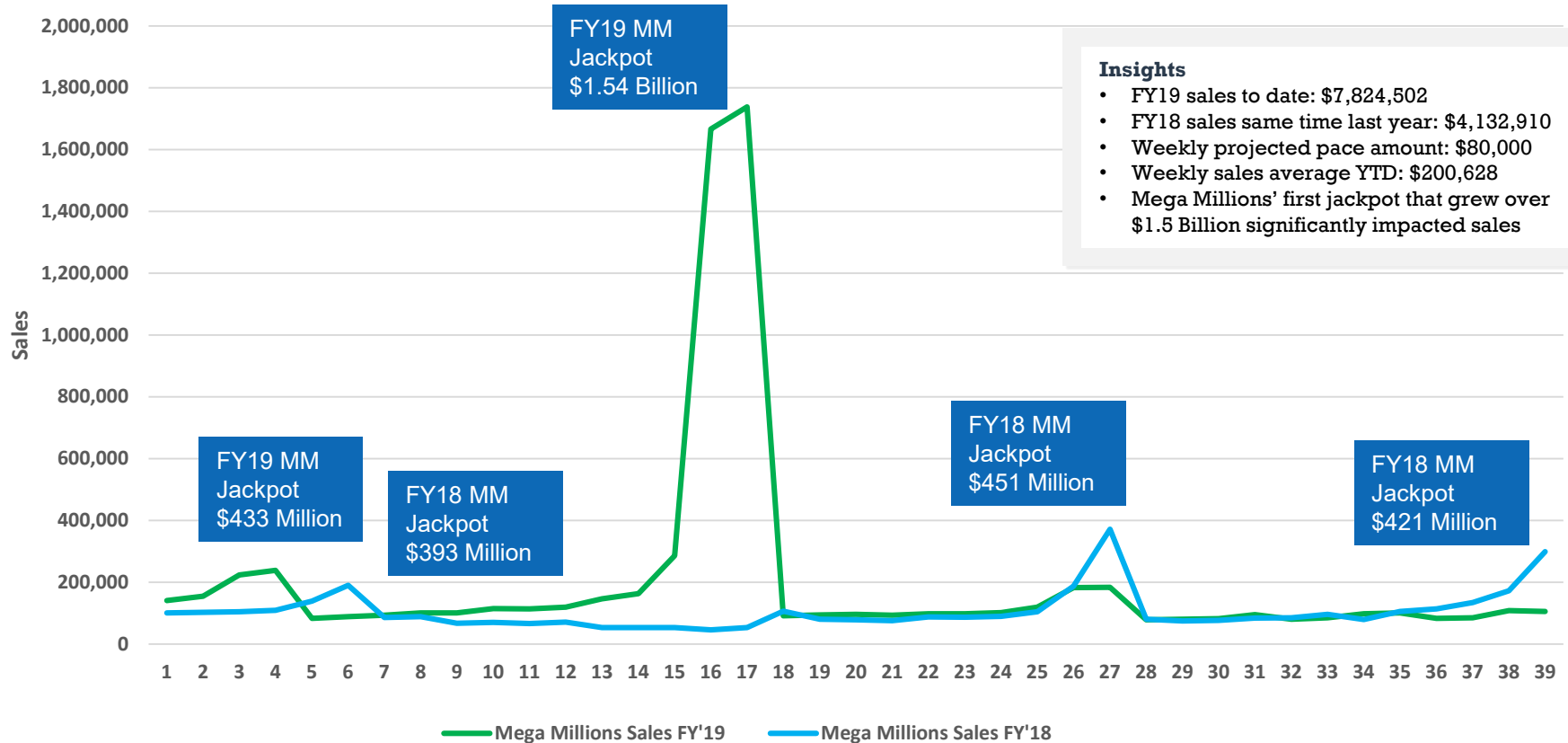
SALES UPDATE

Powerball Sales FY19 vs FY18 | Week ending 3.31.19



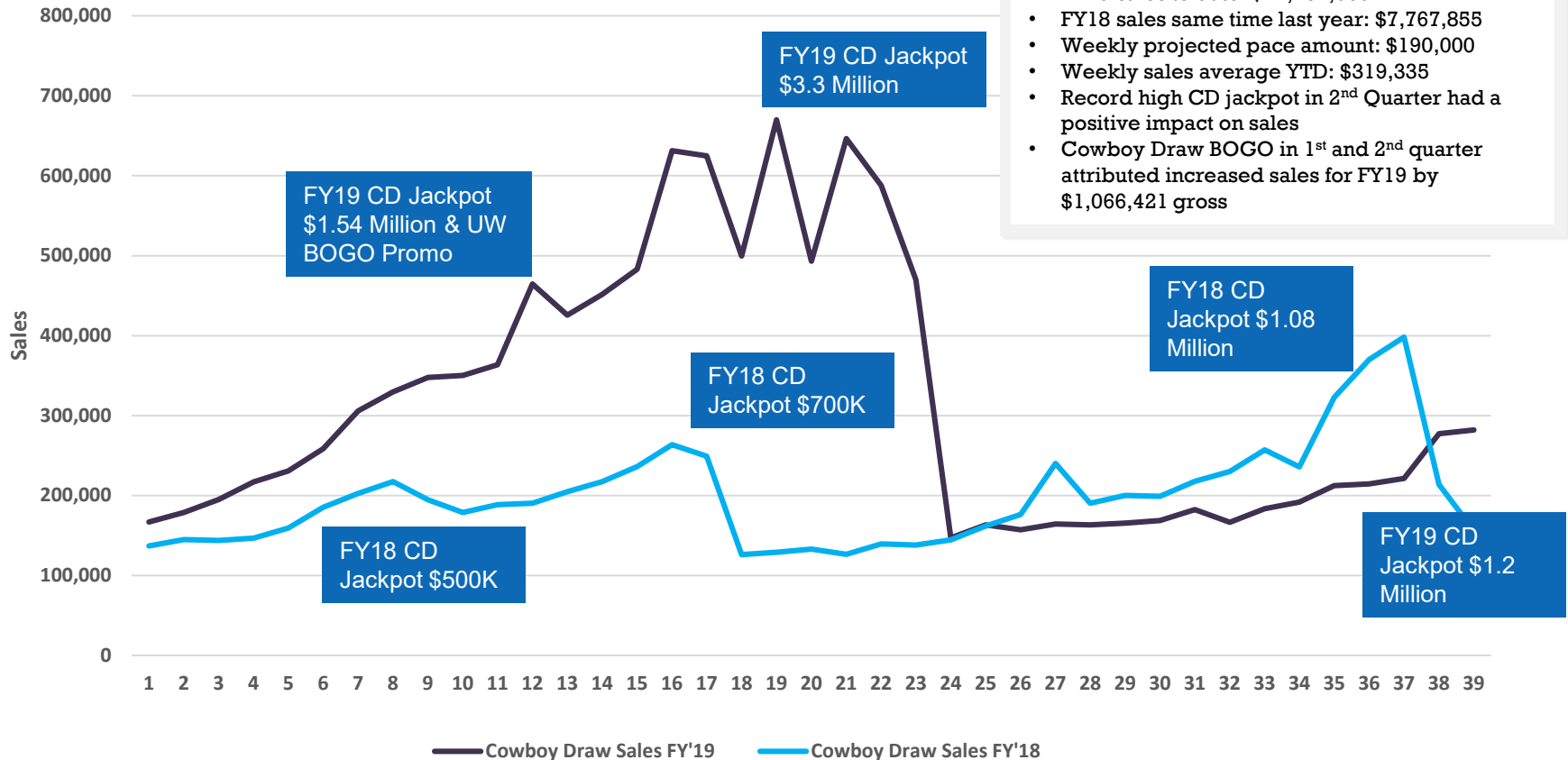
SALES UPDATE

Mega Millions Sales FY19 vs FY18 | Week ending 3.31.19



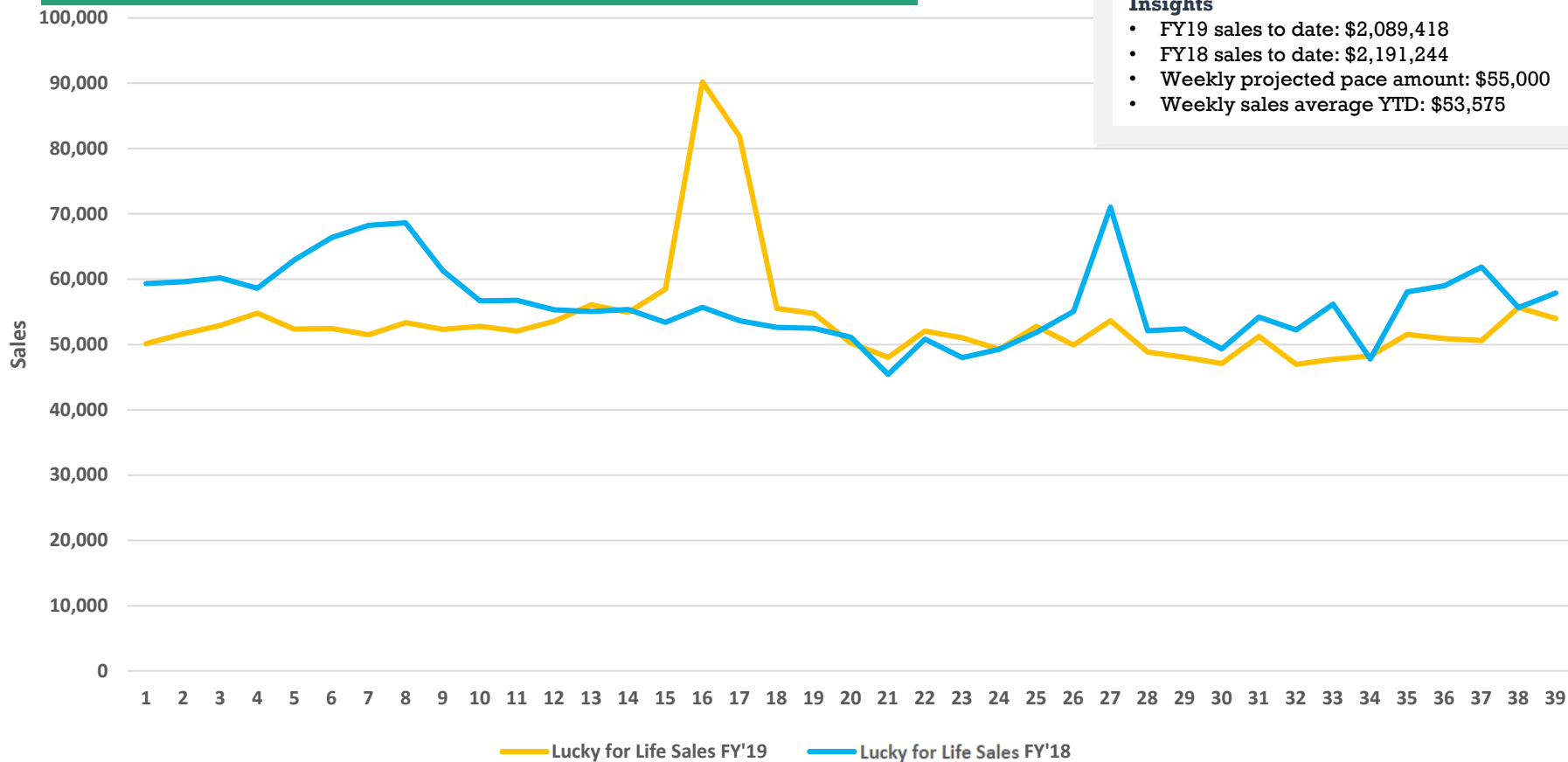
SALES UPDATE

Cowboy Draw Sales FY19 vs. FY18 | Week ending 3.31.19



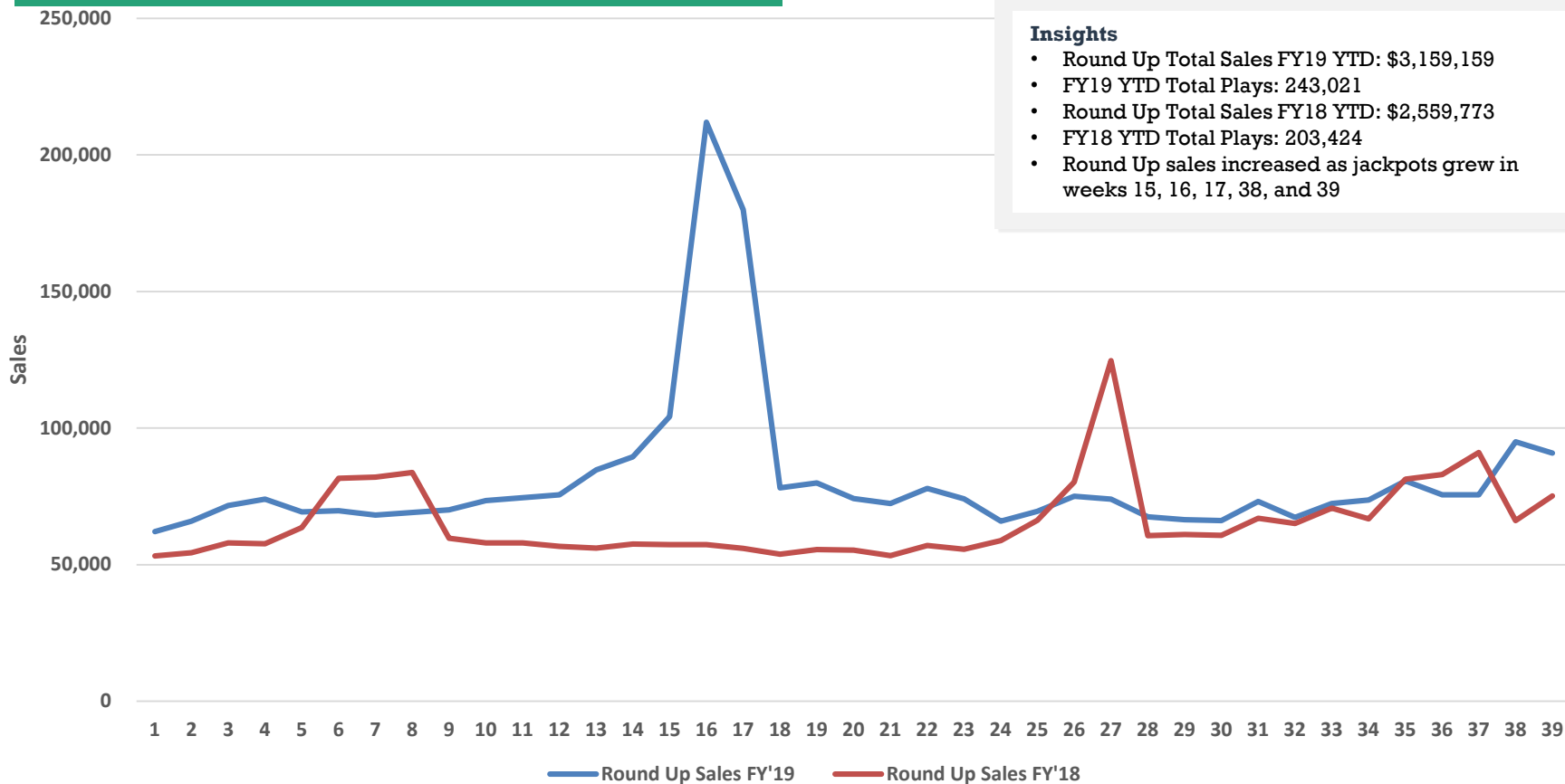
SALES UPDATE

Lucky for Life Sales: FY19 | Week ending 3.31.19



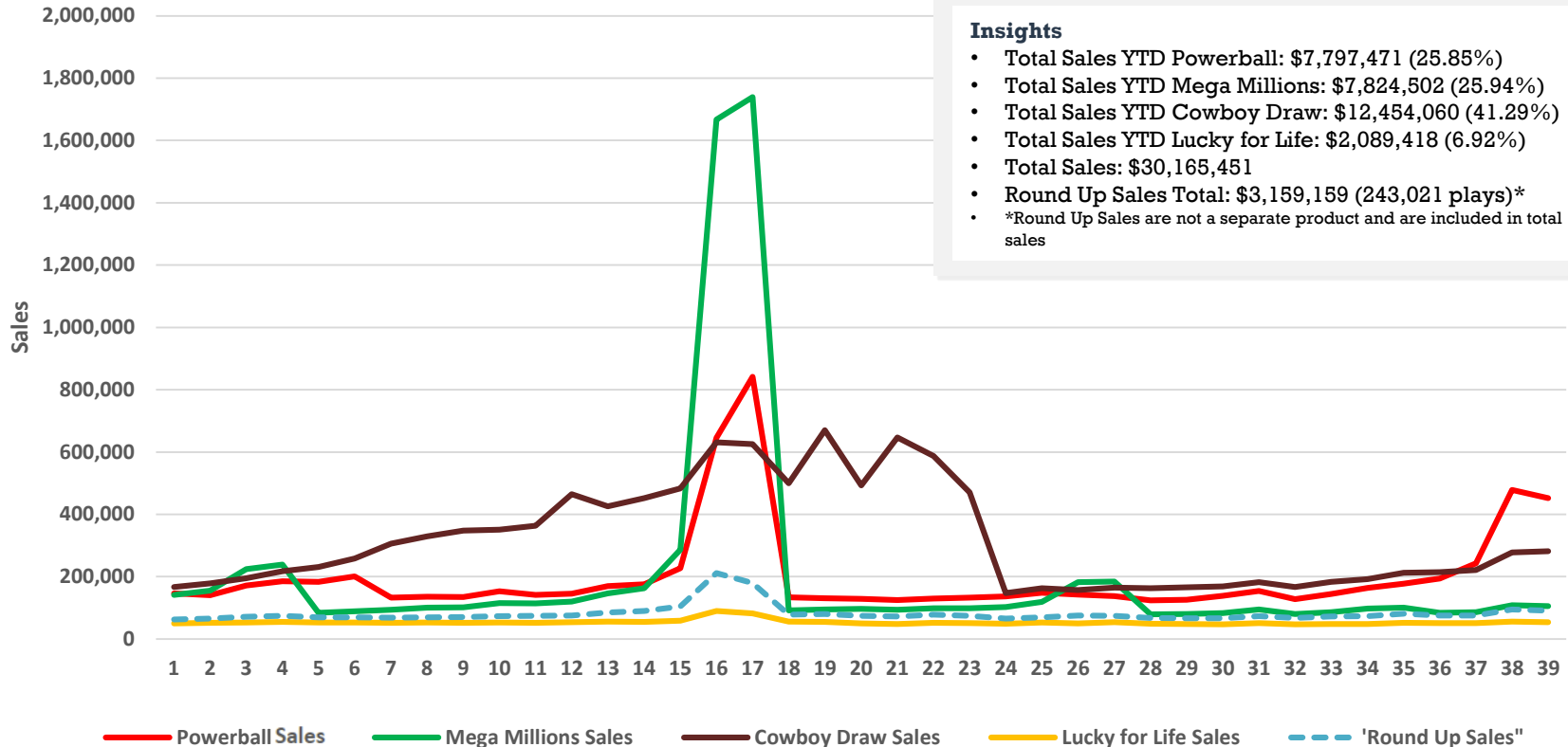
SALES UPDATE

Round Up Sales FY19 | Week ending 3.31.19



SALES UPDATE

WyoLotto Product Sales YTD | Week ending 3.31.19



SALES UPDATE

WyoLotto 2020 Sales Projections

| | FY'19 Projected Pace Amounts | FY'19 YTD Avg. | FY'19 Projected Annual Sales | FY'20 Weekly Projected Pace Projections | FY'20 Projected Avg. Annual Sales |
|----------------|------------------------------------|-------------------|---------------------------------|---|---|
| Powerball | \$180,000 | \$199,935 | \$9,360,000 | \$190,000 | \$9,360,000 |
| Mega Millions | \$80,000 | \$200,628 | \$4,160,000 | \$125,000 | \$6,500,000 |
| Cowboy Draw | \$190,000 | \$319,335 | \$9,880,000 | \$200,000 | \$10,400,000 |
| Lucky for Life | \$55,000 | \$53,575 | \$2,860,000 | \$50,000 | \$2,600,000 |
| Raffle | N/A | N/A | \$1,000,000 | N/A | \$2,000,000 |
| Totals | \$505,000 | \$773,473 | \$27,260,000 | \$565,000 | \$30,860,000 |

CORPORATE RESPONSIBILITY

CORPORATE RESPONSIBILITY

WyoLotto continues to demonstrate its care for Wyoming communities and citizens.

Problem Gambling

Initiatives to prevent problem gambling:

- Single transactions are capped at \$125 and products are not available 24/7
- The Problem Gambling Hotline is posted on the back of every ticket, listed on play slips, and featured on our website.
- Problem Gambling brochures are located wherever Lottery tickets are sold
- Continued education regarding Problem and Responsible Gambling is a priority



CORPORATE RESPONSIBILITY



Game Security

Leadership in game security and integrity:

- With each game release and subsequent upgrades, the central game system and Random Number Generator (RNG) are tested
- With each batch release, the Statement of Work (SOW) is thoroughly reviewed for accuracy and release outcomes are verified
- In advance of all system changes, game risks are proactively documented, assessed and analyzed
- Lottery's Internal Control System (ICS) provides its players with a sense of security, knowing the central gaming system is operating at the highest degree of integrity
- The Lottery works with the Department of Family Services (DFS) to collect back child support owed by a player from prize payments

WYOLOTTO MARKETING UPDATES

MARKETING UPDATES: PUBLIC RELATIONS

Insights

During the third quarter, WyoLotto saw coverage on several topics:

- January 8: WyoLotto Transfers Largest Amount to Wyoming to Date
- January 18: \$25,000 a Year Lucky for Life Winning Ticket Sold in Evanston
- January 22: WyoLotto Launches New Powerball Giveaway
- March 29: \$25,000 a Year Lucky for Life Winner Yet to Come Forward

20,373,500
Total readership

\$38,301
Ad Equivalency

MARKETING UPDATES: SOCIAL

facebook

Insights:

- 33,123 Total Page Likes
- 717 new followers this quarter (2.2% increase from last quarter)
- Total engagements increased by 16.2% in comparison to last quarter
- Engagements increased significantly around the posts for the Powerball Grill winner on February 12, Cowboy Draw Birthday Giveaway on March 15, and the \$10,000 Mega Millions winner from the February 8 drawing.

twitter

Insights:

- 1,356 Followers
- 33 new followers this quarter (2.5% increase from last quarter)
- Total engagements decreased by 77% compared to the last quarter
- Impressions per Tweet increased by 102.3% compared to the last quarter
- Engagement on this platform decreased significantly due to lower jackpots during this time period in comparison to the previous quarter, but impressions increased significantly with more Tweets being viewed such as the office closures that didn't garner engagement.

Instagram

Insights:

- 1,498 Followers
- 174 new followers this quarter (13.1% increase from last quarter)
- Total engagements increased by 53.9% compared to the last quarter
- Impressions per post increased by 42.6% compared to the last quarter
- The decrease in engagements for this quarter is due in large part to the lower jackpots during this time period and not executing a giveaway on this platform as we did in Q2.

MARKETING UPDATES: SOCIAL

Top Performing Posts

facebook

Wyoming Lottery
Published by Bart Henyan (P) · March 15 at 9:09 AM ·

We have a very special birthday to announce today. Cowboy Draw, Wyoming's game, is celebrating its 4th birthday, and wants to share a special giveaway with its players. Comment "Happy Birthday Cowboy Draw" by 4 p.m. today to enter. We're giving away \$100 gift cards and swag bags. Don't forget to purchase your Cowboy Draw tickets, the current estimated jackpot is \$975,000 and the next drawing is March 18.

COWBOY DRAW BIRTHDAY GIVEAWAY
4 \$100 GIFT CARDS 4 COWBOY DRAW SWAG BAGS
Comment "Happy Birthday Cowboy Draw" by 4p.m. today to enter.
Must be 18+ to win

Total Engagements: 9,024
Reach: 36,768 users

twitter

Wyoming Lottery
@wyolotto

We have a very special birthday to announce today. Cowboy Draw, Wyoming's game, is celebrating its 4th birthday. Comment "Happy Birthday Cowboy Draw" by 4 p.m. to enter. We're giving away \$100 gift cards and Cowboy swag bags. Make sure you wish Cowboy Draw a Happy Birthday.

COWBOY DRAW BIRTHDAY GIVEAWAY
4 \$100 GIFT CARDS 4 COWBOY DRAW SWAG BAGS
Comment "Happy Birthday Cowboy Draw" by 4p.m. today to enter.
Must be 18+ to win

8:17 AM - 15 Mar 2019

1 Retweet 1 Like

11 1 1

Total Engagements: 13
Reach: 2,282 users

Instagram

OUR BIGGEST TRANSFER YET
\$2,808,707

wyolotto · Here it comes! Our recent transfer to the state was double the last of \$1.4 million. We just love cutting checks to Wyoming. Keep on playing, frenz!

12w

grandmadelgirl I will take one

12w Reply

Liked by mulkey27 and 39 others

JANUARY 8

Add a comment...

Post

Total Engagements: 41
Reach: 646 users

MARKETING UPDATES: WEBSITE

Insights

- Overall site traffic: 771,259 sessions
- Bounce rate: 58.09% (0.15% decrease from Q2)
- Pages per session: 2.12 (6.59% decrease from Q2)
- Session duration: 00:01:33 (23.30% decrease from Q2)
- 32.28% decrease in organic search traffic
- Email generated 19.57% fewer website users than Q2 due to fewer emails sent
- 36.02% decrease in homepage traffic from Q2
- Decreases in pages per session, session duration, organic search, and homepage traffic are a result of players going directly to the Powerball Giveaway page during giveaway rather than homepage

Top Cities Visiting

1. Cheyenne – 18.70%
2. Casper – 15.96%
3. Rock Springs – 14.85%
4. Gillette – 6.83%
5. Laramie – 4.76%

MARKETING UPDATES: EMAIL

Email Marketing

Total subscribers:

42,609 (28% increase from Q2)

- Increase primarily due to Powerball Giveaway entries

Total emails sent:

684,330 individual emails

DURING THIS QUARTER, WE SENT
4 PLAYER EMAILS, 4 PRESS RELEASES,
AND 102 RSS EMAILS

Insights:

- The most opened email was the “Giving Back January 8th” email with an 18.73% open rate
 - Reasons for success:
 - Announced a record breaking state transfer
 - Used a personalized subject line that lead to higher open rates
- The “Powerball Giveaway Announcement” email saw the highest click rate at 1.25%
 - Reasons for success:
 - Announced an awesome giveaway that gave players a chance at a number of enticing and exciting prizes

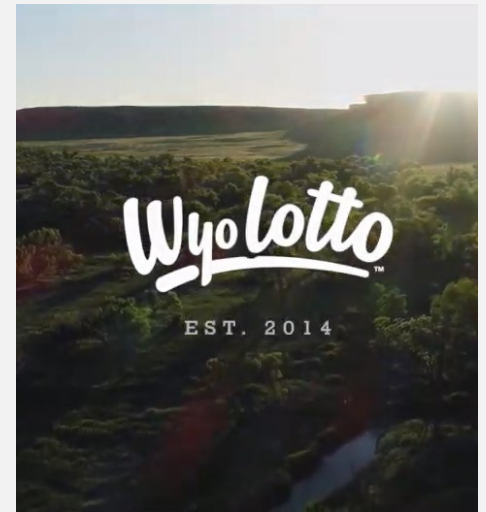
CAMPAIGN UPDATES

CAMPAIGN UPDATES: GIVING BACK VIDEO MEDIA BUY

Aug. 3, 2018 – Mar. 3, 2019

The Giving Back Video showcased the impact WyoLotto has made on Wyoming in the last four years through the quarterly transfers to the state that are distributed to the cities, towns and counties, as well as through supporting the state economy through retailer commissions, paid media and payouts to winners. To help support the roll out of the video, we developed a media buy to get the video in front of Wyoming residents during the following key times throughout the year:

- Run #1: August 3 – August 31, 2018: Statewide TV, social, and digital run to coincide with WyoLotto birthday
- Run #2: October 1 – October 14, 2018: Statewide TV, social, and digital run to coincide with recent transfer to the state
- Run #3: November 5 – November 18, 2018: Statewide social and digital only run
- Run #4: February 4 – March 3, 2019: Cheyenne only via TV, social and digital in conjunction with legislative session



CAMPAIGN UPDATES: UW BASKETBALL LUCKY ROW PROMO

Mar. 2 – 9, 2019

Wyoming Lottery
Published by Bart Henyan [?] · March 13 at 8:42 AM · 🌐

We had another group of lucky row winners at Saturday's Wyoming Cowboy Basketball game against New Mexico. We wish the Cowboys luck as they take on the Lobos today in the Mountain West Tournament. Go Pokes!



Wyoming Lottery
Published by Bart Henyan [?] · March 8 at 7:59 AM · 🌐

Here's a few of our lucky row winners from last Saturday's Wyoming Cowboy Basketball game. We'll be selecting another lucky row at this Saturday's UW game against New Mexico. Will you be sitting in the lucky row?



- Executed small Cowboy Draw promotion during two men's basketball games giving away Cowboy Draw and UW co-branded swag bags to select attendees at games against Air Force on March 2, and New Mexico on March 9
- Developed co-branded swag:
 - Wrist bands
 - Headbands
 - Water bottles
 - Bags
- UW Marketing team handed out Swag to fans seated in the "Lucky Rows" with the announcement of the winning row over the PA system and the video feed of the winners getting their swag bags on the jumbotron of the arena
- Posted photos of the winners on social media to highlight the event

CAMPAIGN UPDATES: POWERBALL CAMPAIGN

Jan. 21 – May 1, 2019



We are executing a statewide campaign to drive a 1.7% growth in sales and increase customer engagement through the giveaway promotions. Funding for the prizes are from the Multi-State Lottery Association to promote the national Powerball brand.

Giveaway Structure:

- Duration: Players will enter to win prizes from January 21 thru April 19, 2019.
- Smaller prizes will be given out monthly on social media, drawing from the pool of entries.
- How to enter: Every ticket is a chance to win (and increase sales). Enter online with a unique code that is printed on each ticket.
- Drawing: Winners will be vetted for eligibility to win, prior to the video announcement on social media on May 1, 2019.

Prizes:

- Grand Prize: 2019 Chevy pickup truck.
- First Prize: \$20,000 cash money
- Second Prize: A travel camper
- Third Prize: A river boat and trailer
- January social prize: A Traeger Grill
- February social prize: A mountain bike
- March social prize: A paddle board package

GAME UPDATES

GAME UPDATES: COWBOY DRAW

This Quarter

In the third quarter,
we have seen:

- 86,030 total Cowboy Draw winners
- \$662,235 in total Cowboy Draw winnings
- 139 players that each won \$1,000



Since Launch

Since the launch of Cowboy
Draw, we've seen:

- 19 lucky players hit the jackpot
- \$31,849,922 in prizes awarded
- 1,749,394 winners



GAME UPDATES: POWERBALL

This Quarter

In the third quarter,
we have seen:

- 42,666 total Wyoming Powerball winners
- \$338,296 in total Wyoming Powerball winnings
- Four \$500 winners this quarter

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$10,496,719 to Wyoming residents in Powerball winnings
- 837,904 Wyoming winners



GAME UPDATES: MEGA MILLIONS

This Quarter

In the third quarter,
we have seen:

- 22,150 total Wyoming Mega Millions winners
- \$192,196 in total Wyoming Mega Millions winnings
- Two \$10,000 winners, one \$2,500 winner, two \$2,000 winners and one \$1,500 winner this quarter

Since Launch

Since the launch of WyoLotto,
we've seen:

- \$9,282,898 to Wyoming residents in Mega Millions winnings
- 924,022 Wyoming winners



GAME UPDATES: LUCKY FOR LIFE

This Quarter

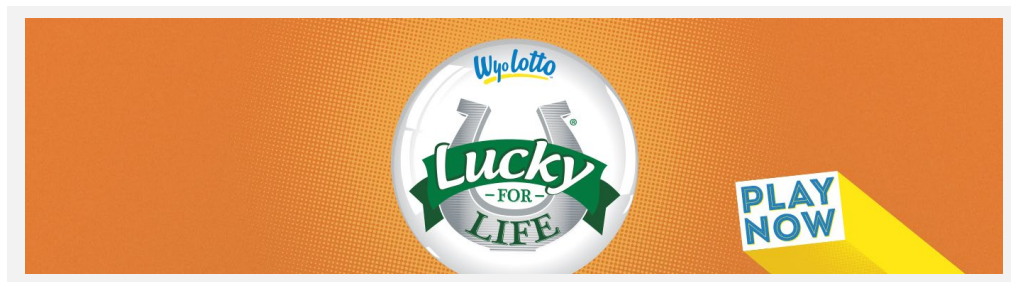
In the third quarter,
we have seen:

- 40,364 total Wyoming Lucky for Life winners
- \$737,015 in total Wyoming Lucky for Life winnings
- One \$25,000 a year for life winner and three \$5,000 winners

Since Launch

Since game launch, we've
seen:

- \$3,507,802 to Wyoming residents in Lucky for Life winnings
- 453,222 Wyoming winners



WRGC STATUS UPDATE

WYOMING RESPONSIBLE GAMBLING COALITION

Feb. 17 – Apr. 8, 2019

This fiscal year we've decided to run another awareness campaign for the WRGC with the same assets that were used for last year's campaign.

The media buy included expanding to the use of digital billboards throughout the state as well as static billboards, print and radio ads. The buy also included live radio reads and the :30 radio spot to run during the final three UW Men's Basketball games as well as having the :30 spot airing during the NCAA Men's Tournament radio broadcasts.

WYOMING
RESPONSIBLE
GAMBLING
COALITION



Billboard



Radio



Newspaper

NEXT STEPS

NEXT UP...

Mega Millions Campaign Executions

- Onsite Events:
 - Locations:
- Media Run #2
 - Media Buy April 15 – May 17
 - On-Site Executions:
 - April 20 & 27 – Sheridan and Laramie
 - May 4 & 11 Riverton and Rawlins

Powerball Giveaway

- Giveaway Period: January 21 – April 19, 2019
- Winner Announcement: May 1, 2019

Raffle Game

- Design and Production: March 29 – June 8
- Launch: June 9
- Events:
 - Launch at Cody Night Rodeo June 9
 - CNFR - Casper \$75K drawing June 15
 - Wyoming Downs \$75K drawing July 6
 - Laramie Jubilee Day's \$75K drawing July 14
 - CFD \$750K announcement July 28



THANK YOU!

ANY QUESTIONS?