

WyoLotto FY2022 Q4 Board Report



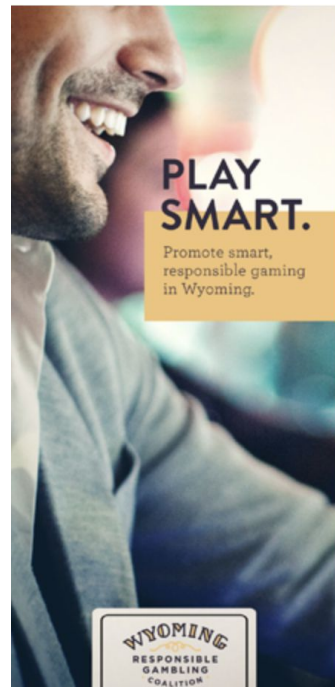
Corporate Responsibility

Transfer Update

- **Quarterly Transfers to Wyoming**
 - Q4 Fiscal Year 2022: \$700,903.00
 - Total Since Launch: \$26,880,792.32

Problem Gambling

- In collaboration with the Wyoming Department of Health, formed the Wyoming Responsible Gaming Coalition to raise awareness of responsible gambling
- Single transactions are capped at \$125 and products are not available 24/7
- The Problem Gambling Hotline is posted on every ticket, listed on play slips, and on our website
- Problem Gambling brochures are located wherever Lottery tickets are sold
- Continued education regarding Problem and Responsible Gambling is a priority



Game Security

- In collaboration with the Wyoming Department of 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
 - Continued work with Department of Family Services (DFS) to collect back child support owed by a player from prize payments

Financial Update

Financial Update

Balance Sheet

As of June 30, 2022

Wyoming Lottery Corp

Balance Sheet

As of June 30, 2022

	June 30, 22	June 30, 21	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Checking Accounts	3,174,612.28	4,804,541.72	(1,629,929.44)
Prize Account Petty Cash (Till)	870.74	897.74	(27.00)
Restricted Cash			
Unclaimed Prizes	476,317.09	1,230,339.31	(754,022.22)
Responsible Gambling Funds	7,340.98	55,652.78	(48,311.80)
Fidelity Fund	65,580.87	61,773.03	3,807.84
Total Checking/Savings	3,724,721.96	6,153,204.58	(2,428,482.62)
Other Current Assets			
Prepaid Expenses	17,577.45	12,149.73	5,427.72
Retail Accounts Receivable	277,594.21	242,735.84	34,858.37
Other Receivables	1,074,933.78	29,859.10	1,045,074.68
Total Other Current Assets	1,370,105.44	284,744.67	1,085,360.77
Total Current Assets	5,094,827.40	6,437,949.25	(1,343,121.85)
Noncurrent Assets			
Capital Assets, Net	535,343.23	310,860.63	224,482.60
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Work In Progress	25,000.00	0.00	25,000.00
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	602,543.23	353,060.63	249,482.60
Deferred Outflows of Resources			
Pension Related Outflows	131,349.72	131,349.72	0.00
TOTAL ASSETS	5,828,720.35	6,922,359.60	(1,093,639.25)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	389,123.19	356,059.82	33,063.37
Jonah Bank Credit Card	28,313.07	24,596.08	3,716.99
State of Wyoming Transfer Payable	700,903.00	1,005,023.52	(304,120.52)
Unearned Revenue (net)	378,632.00	439,654.00	(61,022.00)
Prizes Payable	1,001,689.71	1,665,199.13	(663,509.42)
Payroll Liabilities	58,540.34	57,445.43	1,094.91
Total Current Liabilities	2,557,201.31	3,547,977.98	(990,776.67)
Noncurrent Liabilities			
Xerox-Capital Lease	81,822.96	42,633.27	39,189.69
Net Pension Liability	963,720.09	963,720.09	0.00
Total Noncurrent Liabilities	1,045,543.05	1,006,353.36	39,189.69
Deferred Inflows of Resources			
Pension Related Inflows	219,665.59	219,665.59	0.00
Total Liabilities	3,822,409.95	4,773,996.93	(951,586.98)
Equity			
Retained Earnings	2,148,362.67	1,294,684.62	853,678.05
Net Income	-142,052.27	853,678.05	(995,730.32)
TOTAL LIABILITIES & EQUITY	5,828,720.35	6,922,359.60	(1,093,639.25)

Financial Update

Q4 Profit & Loss

April 2022 through June 2022

Wyoming Lottery Corp

Profit & Loss

April 2022 through June 2022

	Apr - Jun 22	Apr - Jun 21	\$ Change
Operating Income/Expense			
Income			
Income / Revenues			
Mega Millions Sales (net)	1,095,554.18	1,574,759.00	-479,204.82
Power Ball Sales (net)	2,322,660.78	1,778,345.00	544,315.78
Cowboy Draw Sales (net)	2,430,117.10	2,021,435.00	408,682.10
Lucky For Life (net)	724,374.36	629,026.40	95,347.96
2by2 Sales (net)	377,963.02	787,916.60	-409,953.58
Total Income / Revenues	6,950,669.44	6,791,482.00	159,187.44
Other Revenues			
Application Fees (Fidelity-Res)	1,800.00	1,200.00	600.00
Other Revenues	27,968.71	0.00	27,968.71
Total - Other Revenues	29,768.71	1,200.00	28,568.71
Total Income	6,980,438.15	6,792,682.00	187,756.15
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ HI / MUSL			
Megamillions	539,274.15	763,579.11	-224,304.96
Powerball	1,234,727.07	852,899.26	381,827.81
Cowboy Draw	1,733,169.00	1,035,795.00	697,374.00
Lucky For Life	381,040.34	266,946.45	114,093.89
2by2	203,184.12	424,333.95	-221,149.83
Total Direct Gaming Costs / Prize Expense	4,091,394.68	3,343,553.77	747,840.91
Gaming Expenses			
Gaming Retail Commissions	441,563.10	422,413.56	19,149.54
Gaming Retail Validation Bonus	11,735.29	10,996.18	739.11
Vendor Expense - (Intralot)	808,906.13	790,626.40	18,279.73
Total Gaming Expenses	1,262,204.52	1,224,036.14	38,168.38
Total COGS	5,353,599.20	4,567,589.91	786,009.29
Gross Profit	1,626,838.95	2,225,092.09	-598,253.14
Expense			
Operating Expenses			
Bank Fees	0.00	0.00	0.00
Board Expenses	4,533.09	3,778.96	754.13
Employee Recruitment & Relocate	0.00	1,042.14	-1,042.14
Insurance	4,874.25	4,434.00	440.25
Membership Dues	0.00	1,000.00	-1,000.00
Responsible Gambling Program	8,548.80	5,000.00	3,548.80
Accounting / Audit Fees	0.00	0.00	0.00
Legal Fees	17,615.80	17,994.97	-379.17
Marketing	180,432.22	239,576.99	-59,144.77
New Game Development	266,811.27	118,582.35	148,228.92
Outside Contract Services (IT)	56,332.99	38,931.62	17,401.37
Vendor Background Services	0.00	0.00	0.00
Payroll Services	1,394.65	1,550.27	-155.62

Financial Update

Q4 Profit & Loss, Continued

April 2022 through June 2022

Wyoming Lottery Corp

Profit & Loss

April 2022 through June 2022

	Apr - Jun 22	Apr - Jun 21	\$ Change
Operating Income/Expense			
Retail Investigation	3,510.00	4,489.00	-979.00
Facilities & Equipment	40,020.74	44,324.70	-4,303.96
Communications	2,583.48	2,389.92	193.56
Office Costs	4,564.99	11,791.69	-7,226.70
Outside Services	0.00	0.00	0.00
Petty Cash Over/Short	0.00	0.00	0.00
Ticket Problem Expense	58.00	14.00	44.00
Retailer Special Incentive	3,500.00	0.00	3,500.00
Rent & Janitorial	27,822.32	27,433.86	388.46
Salaries, Wages & Benefits	346,114.94	269,707.85	76,407.09
Travel	29,165.47	49,019.38	-19,853.91
EE Uniforms	0.00	1,927.00	-1,927.00
Pension Expense	0.00	111,151.00	-111,151.00
Total Operating Expenses	997,883.01	954,139.70	43,743.31
Net Operating Income	628,955.94	1,270,952.39	-641,996.45
Other Income			
Interest Income	1,392.77	1,574.64	-181.87
Gain/Loss on Sale of Assets	7,404.75	0.00	7,404.75
Total Other Income	8,797.52	1,574.64	7,222.88
Other Expenses			
Interest Expense	488.79	629.07	-140.28
Total Other Expense	488.79	629.07	-140.28
Net Income Before Transfer	637,264.67	1,271,897.96	-634,633.29
Responsible Gambling Expenses Reimbursement	8,548.80		
New Game Expense Reimbursement	255,947.03		
Net Income Before Transfer with Reimbursements	901,760.50		
90000 - State of Wyoming Transfers	700,903.00	1,005,023.52	-304,120.52
Net Income	200,857.50	266,874.44	-66,016.94
State Transfer % of Net Income	77.73%	79.02%	-1.29%

Financial Update

Year to Date Profit & Loss

July 2021 through June 2022

Wyoming Lottery Corp

Profit & Loss

July 2021 through June 2022

	July - June 22	July - June 21	\$ Change
Operating Income/Expense			
Income			
Income / Revenues			
Mega Millions Sales (net)	4,874,892.78	7,112,950.99	-2,238,058.21
Power Ball Sales (net)	9,032,520.62	8,850,372.19	182,148.43
Cowboy Draw Sales (net)	8,752,605.70	12,058,785.66	-3,306,179.96
Lucky For Life (net)	2,943,158.36	2,703,984.32	239,174.04
2by2 Sales (net)	1,803,012.80	960,106.60	842,906.20
Total Income / Revenues	27,406,190.26	31,686,199.76	-4,280,009.50
Other Revenues			
Application Fees (Fidelity-Res)	3,700.00	2,100.00	1,600.00
Other Revenues	27,968.71	200.00	27,768.71
Total - Other Revenues	31,668.71	2,300.00	29,368.71
Total Income	27,437,858.97	31,688,499.76	-4,250,640.79
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	2,285,318.78	3,479,957.22	-1,194,638.44
Powerball	4,401,786.69	4,282,742.77	119,043.92
Cowboy Draw	6,361,166.33	7,411,743.00	-1,050,576.67
Lucky For Life	1,704,741.22	1,782,795.52	-78,054.30
2by2	968,403.04	508,245.87	460,157.17
Total Direct Gaming Costs / Prize Expense	15,721,416.06	17,465,484.38	-1,744,068.32
Gaming Expenses			
Gaming Retail Commissions	1,736,363.10	1,938,432.96	-202,069.86
Gaming Retail Validation Bonus	45,170.06	49,148.34	-3,978.28
Vendor Expense - (Intralot)	3,190,225.88	3,688,277.05	-498,051.17
Total Gaming Expenses	4,971,759.04	5,675,858.35	-704,099.31
Total COGS	20,693,175.10	23,141,342.73	-2,448,167.63
Gross Profit	6,744,683.87	8,547,157.03	-1,802,473.16
Expense			
Operating Expenses			
Bank Fees	250.00	175.84	74.16
Board Expenses	17,198.61	11,980.11	5,218.50
Employee Recruitment & Relocate	0.00	6,096.14	-6,096.14
Insurance	18,633.58	17,705.17	928.41
Membership Dues	49,491.68	25,430.75	24,060.93
Responsible Gambling Program	48,311.80	7,188.00	41,123.80
Accounting / Audit Fees	48,160.00	42,000.00	6,160.00
Legal Fees	60,341.30	70,119.37	-9,778.07
Marketing	745,350.93	674,854.16	70,496.77
New Game Development	744,859.04	666,763.05	78,095.99
Outside Contract Services (IT)	166,620.85	143,771.74	22,849.11
Vendor Background Services	764.00	329.00	435.00
Payroll Services	6,010.40	5,771.02	239.38
Retail Investigation	11,470.00	7,565.00	3,905.00
Facilities & Equipment	150,706.01	137,794.42	12,911.59

Financial Update

Year to Date Profit & Loss, Continued

July 2021 through June 2022

Wyoming Lottery Corp Profit & Loss July 2021 through June 2022

	July - June 22	July - June 21	\$ Change
Operating Income/Expense			
Communications	11,115.96	10,648.64	467.32
Office Costs	22,534.33	29,535.52	-7,001.19
Outside Services	36,000.00	36,000.00	0.00
Petty Cash Over/Short	-2.00	1.00	-3.00
Other Expenses	1,906.85	0.00	1,906.85
Ticket Problem Expense	189.00	33.00	156.00
Retailer Special Incentive	8,000.00	8,000.00	0.00
Rent & Janitorial	111,627.72	108,531.58	3,096.14
Salaries, Wages & Benefits	1,344,296.64	1,182,396.63	161,900.01
Travel	117,318.53	61,480.06	55,838.47
EE Uniforms	3,490.16	1,927.00	1,563.16
Pension Expense	0.00	111,151.00	-111,151.00
Total Operating Expenses	3,724,645.39	3,367,248.20	357,397.19
Net Operating Income	3,020,038.48	5,179,908.83	-2,159,870.35
Other Income			
Interest Income	5,719.50	7,587.26	-1,867.76
Gain/Loss on Sale of Assets	17,704.75	0.00	17,704.75
Total Other Income	23,424.25	7,587.26	15,836.99
Other Expenses			
Interest Expense	2,270.75	2,894.52	-623.77
Total Other Expense	2,270.75	2,894.52	-623.77
Net Income Before Transfer	3,041,191.98	5,184,601.57	-2,143,409.59
Responsible Gambling Expense Reimbursement	48,311.80		
New Game Expense Reimbursement	653,469.80		
Net Income Before Transfer with Reimbursements	3,742,973.58		
90000 - State of Wyoming Transfers	3,183,244.25	4,330,923.52	-1,147,679.27
Net Income	559,729.33	853,678.05	-293,948.72
State Transfer % of Net Income	85.05%	83.53%	1.51%
Net Income with Transfers	-142,052.27		
State Transfer % of Net Income	104.67%		

Financial Update

Q4 Profit & Loss Budget vs. Actual

April 2022 through June 2022

Wyoming Lottery Corp Profit & Loss Budget vs. Actual April 2022 through June 2022

	FY 22 QTR 4			
	TOTAL			
	Apr - Jun 22	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	6,950,669.44	6,823,381.00	127,288.44	101.87%
Total 48000 - Other Revenues	29,768.71	0.00	29,768.71	100.0%
Total Income	6,980,438.15	6,823,381.00	157,057.15	102.3%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	4,091,394.68	3,861,145.00	230,249.68	105.96%
Total 51000 - B Gaming Expenses	1,262,204.52	1,067,533.00	194,671.52	118.24%
Total COGS	5,353,599.20	4,928,678.00	424,921.20	108.62%
Gross Profit	1,626,838.95	1,894,703.00	-267,864.05	85.86%
	Apr - Jun 22	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	17,956.14	15,070.00	2,886.14	119.15%*
Total 61000 - Contract Services	526,096.93	1,025,934.02	-499,837.09	51.28%**
Total 62000 - Facilities and Equipment	40,020.74	27,950.00	12,070.74	143.19%***
Total 63000 - Operations	38,528.79	40,393.50	-1,864.71	95.38%****
Total 64000 - Personnel Salaries, Benefits & Travel	375,280.41	352,968.00	22,312.41	106.32%*****
Total Expense	997,883.01	1,462,315.52	-464,432.51	68.24%
Net Ordinary Income	628,955.94	432,387.48	196,568.46	145.46%
Other Income/Expense				
70000 - Interest Income	1,392.77	1,500.00	-107.23	92.85%
81000 - Interest Expense	488.79	370.00	118.79	132.11%
82000 - Gain/Loss on Discarded Assets	7,404.75	0.00	7,404.75	100.0%
Total Other Expense	488.79	370.00	118.79	132.11%
Net Other Income	8,308.73	1,130.00	7,178.73	735.29%
	Apr - Jun 22	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	637,264.67	433,517.48	203,747.19	147.0%
Transfer to State of Wyoming	700,903.00			
Net Income	-63,638.33			

* Under \$5,500 Board; Over \$8,500 RG Expenses

** Over \$10,000 Mktg; Over \$25,300 IT; Under \$530,000 New Game Dev

*** Over \$15,000 Depreciation

**** Under \$5,000 Office

***** Over \$4,200 Benefits; Over \$18,000 Travel

Net Income Allocation:

Net Loss:
With Reimbursements Added
Net Income:

-63,638.33
264,495.83
200,857.50

Financial Update

Year to Date, Profit & Loss Budget vs. Actual

July 2021 through June 2022

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2021 through June 2022

	FY 22 QTR 4			
	TOTAL			
	July - Jun 22	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	27,406,190.26	27,293,500.00	112,690.26	100.41%
Total 48000 · Other Revenues	31,668.71	0.00	31,668.71	100.0%
Total Income	27,437,858.97	27,293,500.00	144,358.97	100.53%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	15,721,416.06	15,444,520.00	276,896.06	101.79%
Total 51000 · B Gaming Expenses	4,971,759.04	4,711,216.00	260,543.04	105.53%
Total COGS	20,693,175.10	20,155,736.00	537,439.10	102.67%
Gross Profit	6,744,683.87	7,137,764.00	-393,080.13	94.49%
	July - Jun 22	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	133,885.67	111,215.00	22,670.67	120.39% *
Total 61000 · Contract Services	1,783,576.52	2,598,225.00	-814,648.48	68.65% **
Total 62000 · Facilities and Equipment	150,706.01	180,200.00	-29,493.99	83.63% ***
Total 63000 · Operations	191,371.86	201,183.00	-9,811.14	95.12% ****
Total 64000 · Personnel Salaries, Benefits & Travel	1,465,105.33	1,450,513.00	14,592.33	101.01% *****
Total Expense	3,724,645.39	4,541,336.00	-816,690.61	82.02%
Net Ordinary Income	3,020,038.48	2,598,428.00	423,610.48	116.32%
Other Income/Expense				
70000 · Interest Income	5,719.50	6,000.00	-280.50	95.33%
81000 · Interest Expense	2,270.75	1,875.00	395.75	121.11%
82000 · Gain/Loss on Discarded Assets	17,704.75			
Total Other Expense	2,270.75	1,875.00	395.75	121.11%
Net Other Income	21,153.50	4,125.00	17,028.50	512.81%
	July - Jun 22	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	3,041,191.98	2,600,553.00	440,638.98	116.94%
Transfers to State of Wyoming	3,183,244.25			
Net Income	-142,052.27			

* Under \$22,500 Board Expenses; Over \$48,312 RG Expenses

** Under \$2,000 Audit Fees; Under \$23,000 Legal; Under \$650 Mktg; Under \$818,000 New Game; Over \$35,000 IT

*** Over \$45,000 Depreciation; Under \$70,000 Fleet & IT Equipment; Under \$4,000 Maint

**** Under \$4,000 Retailer Special Incentives; Under \$6,000 Office & Comm

***** Under \$2,700 Wages; Under \$1,200 Benefits; Over \$18,000 Travel & Training

Net Income Allocation:

Net Loss:
With Reimbursements Added
Net Income:

-142,052.27
701,781.60
559,729.33

Financial Update

Profit & Loss Responsible Gambling

Budget vs. Actual

July 2021 through June 2022

Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July 2021 through June 2022

	FY 22 QTR 4 YTD		
	TOTAL		
	July 21 - June 22	FY22 Budget	Favorable
Responsible Gambling Expenses			
Tracker Study Follow Up Research	32,575.00	32,575.00	0.00
Certifications - University of Minnesota	0.00	12,410.00	12,410.00
Strategic Plan 2019	0.00	0.00	0.00
Brochure Reprints	0.00	0.00	0.00
Media Planning & Buying	0.00	0.00	0.00
Responsible Gambling Travel/Conferences as Needed	13,548.80	4,855.78	-8,693.02
Fremont County Service Research	0.00	3,000.00	3,000.00
Dues & Sponsorships	2,188.00	2,812.00	624.00
Total Responsible Gambling Expenses	48,311.80	55,652.78	7,340.98

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	-109,165.65
FY 20 Expenses	-2,188.00
FY 21 Expenses	-7,188.00
FY 22 Expenses	-48,311.80
6/30/22 Responsible Gambling Balance	7,340.98

Request of Replenishment for RG Funds \$200,000.00

RG Balance Following Proposed Replenishment \$207,340.98

Unclaimed Prize Fund Balance prior to RG Replenishment \$476,317.09

Proposed Replenishment \$200,000.00

Unclaimed Prize Fund Balance following RG Replenishment \$276,317.09

Unclaimed Funds increases approximately \$16,000/week

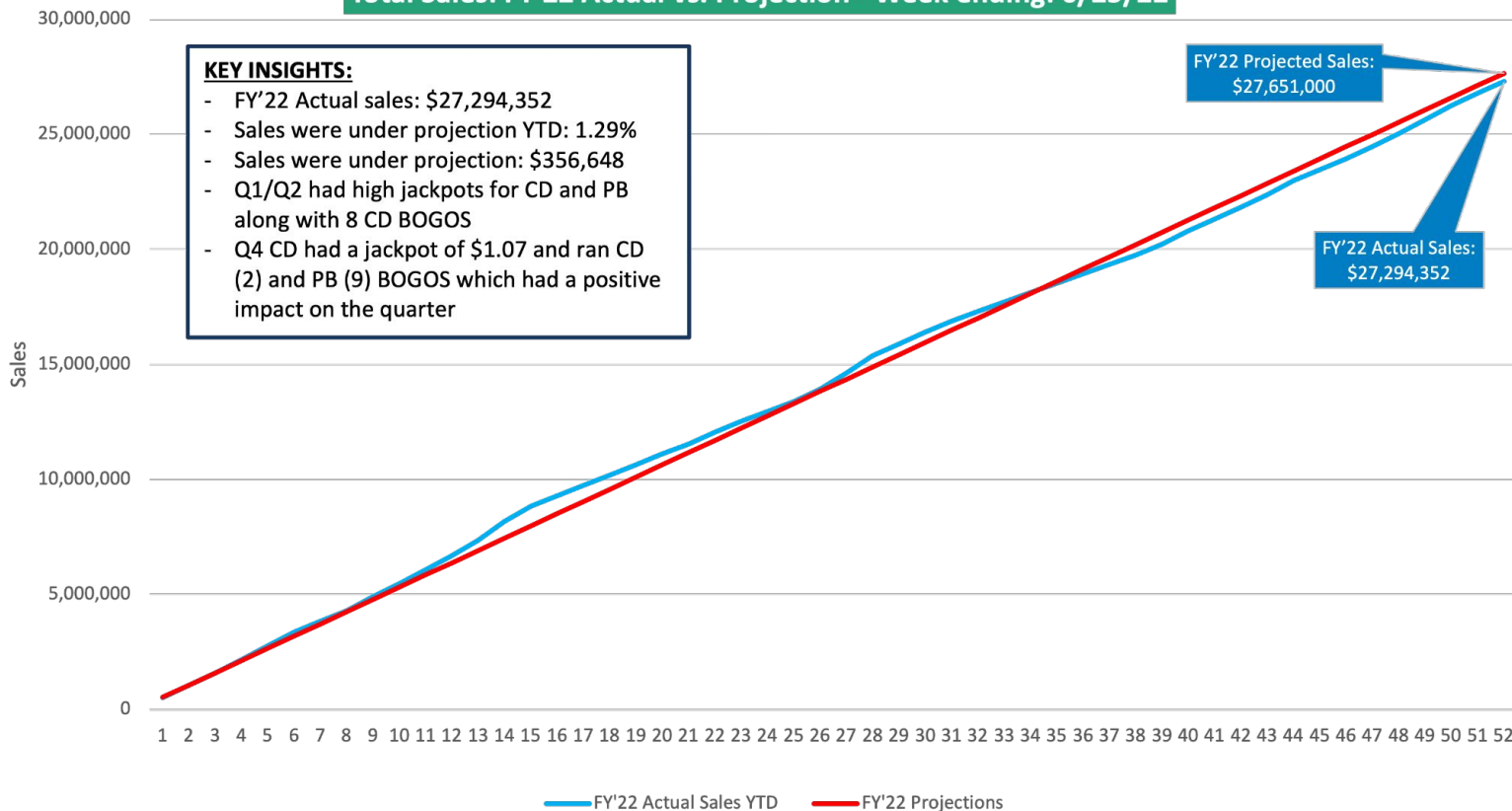
Average increase per year \$780,000

FY'22 Increased by \$819,600

Sales Update

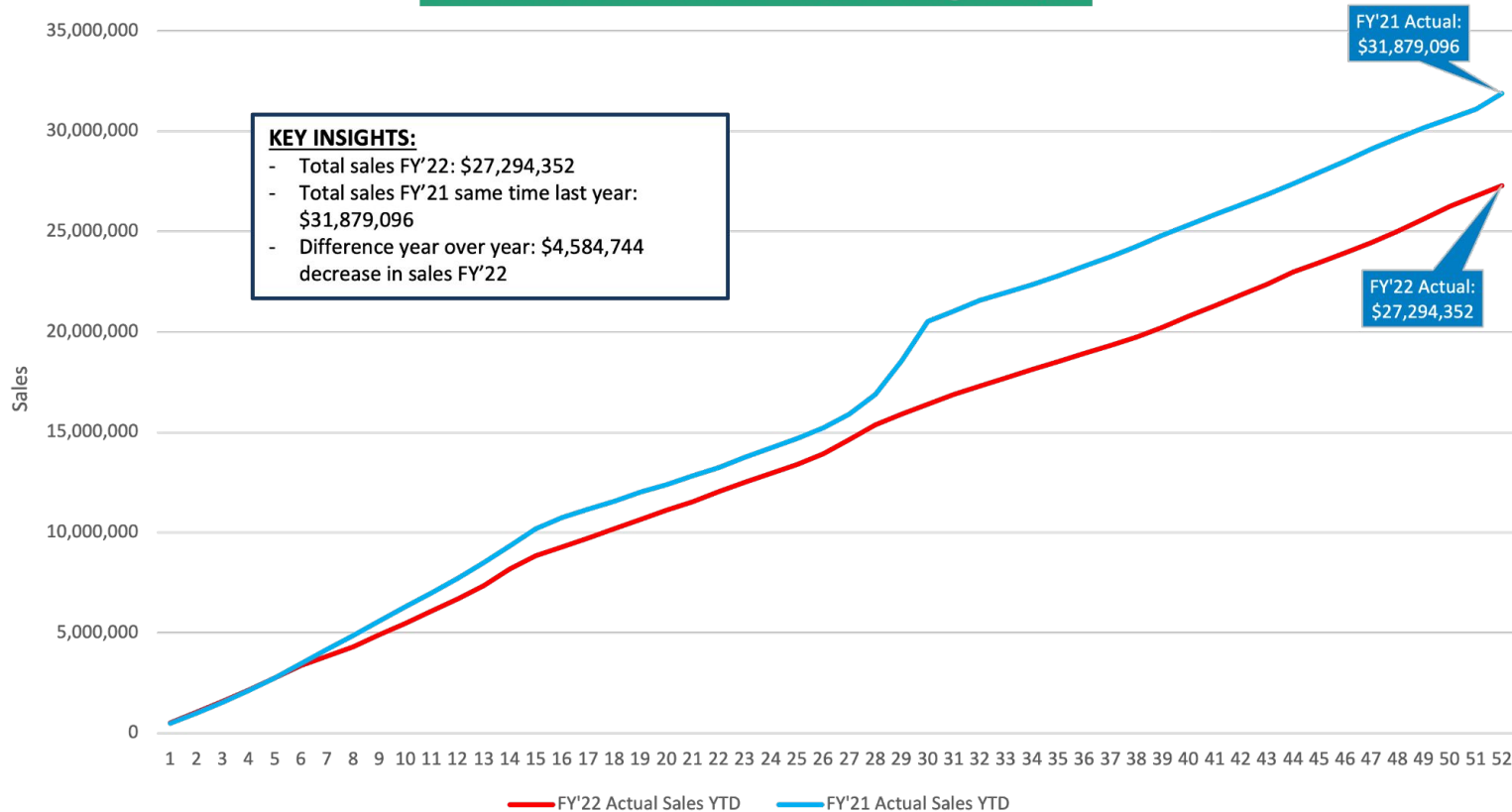
Sales Update

Total Sales: FY'22 Actual vs. Projection - Week ending: 6/25/22



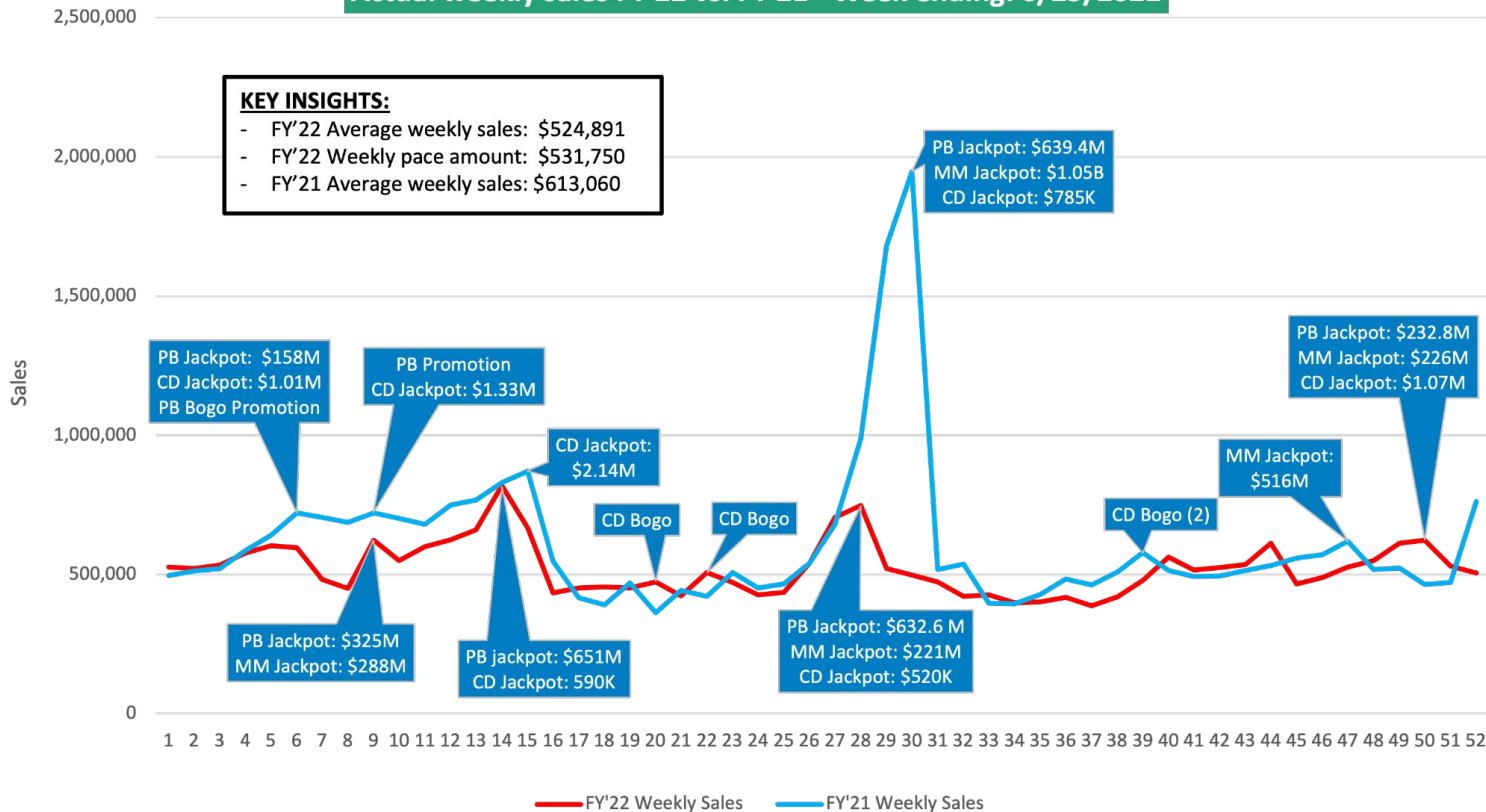
Sales Update

Total Sales: FY'22 vs. FY'21 - Week ending: 6/25/22



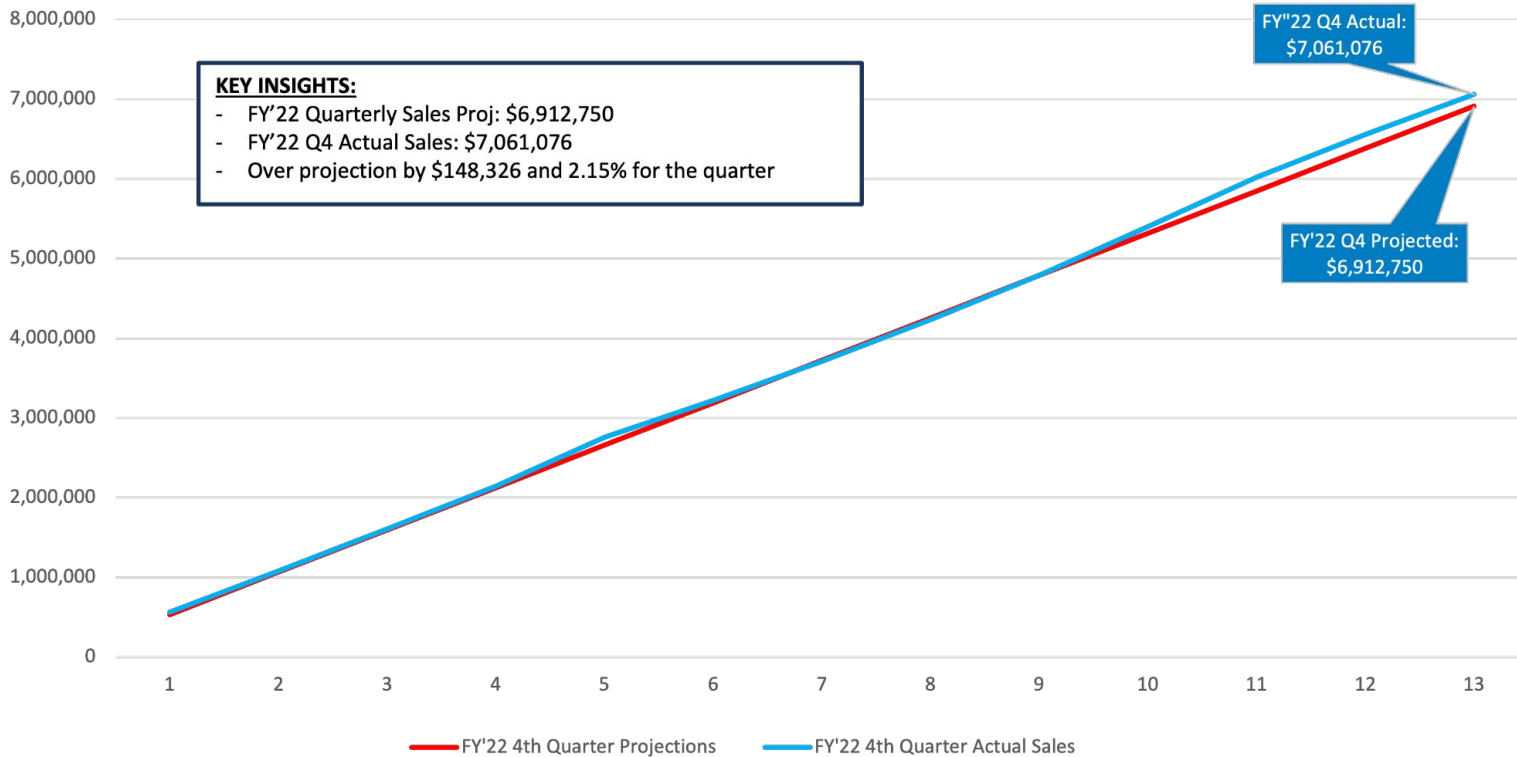
Sales Update

Actual weekly sales FY'22 vs. FY'21 - Week ending: 6/25/2022



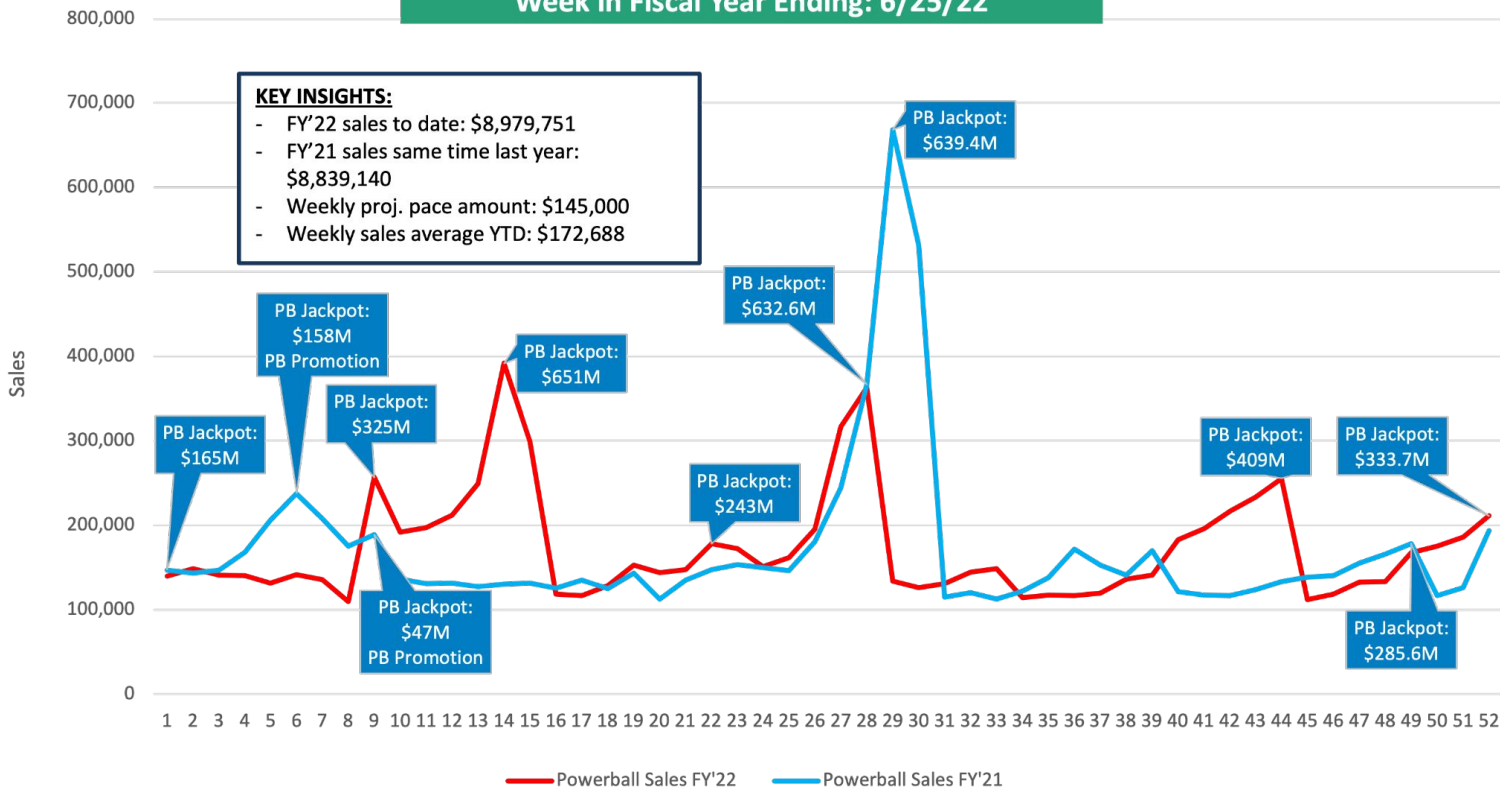
Sales Update

Total 4th Quarter Sales: FY'22 Actual vs. Projections Quarter Ending 6/25/22



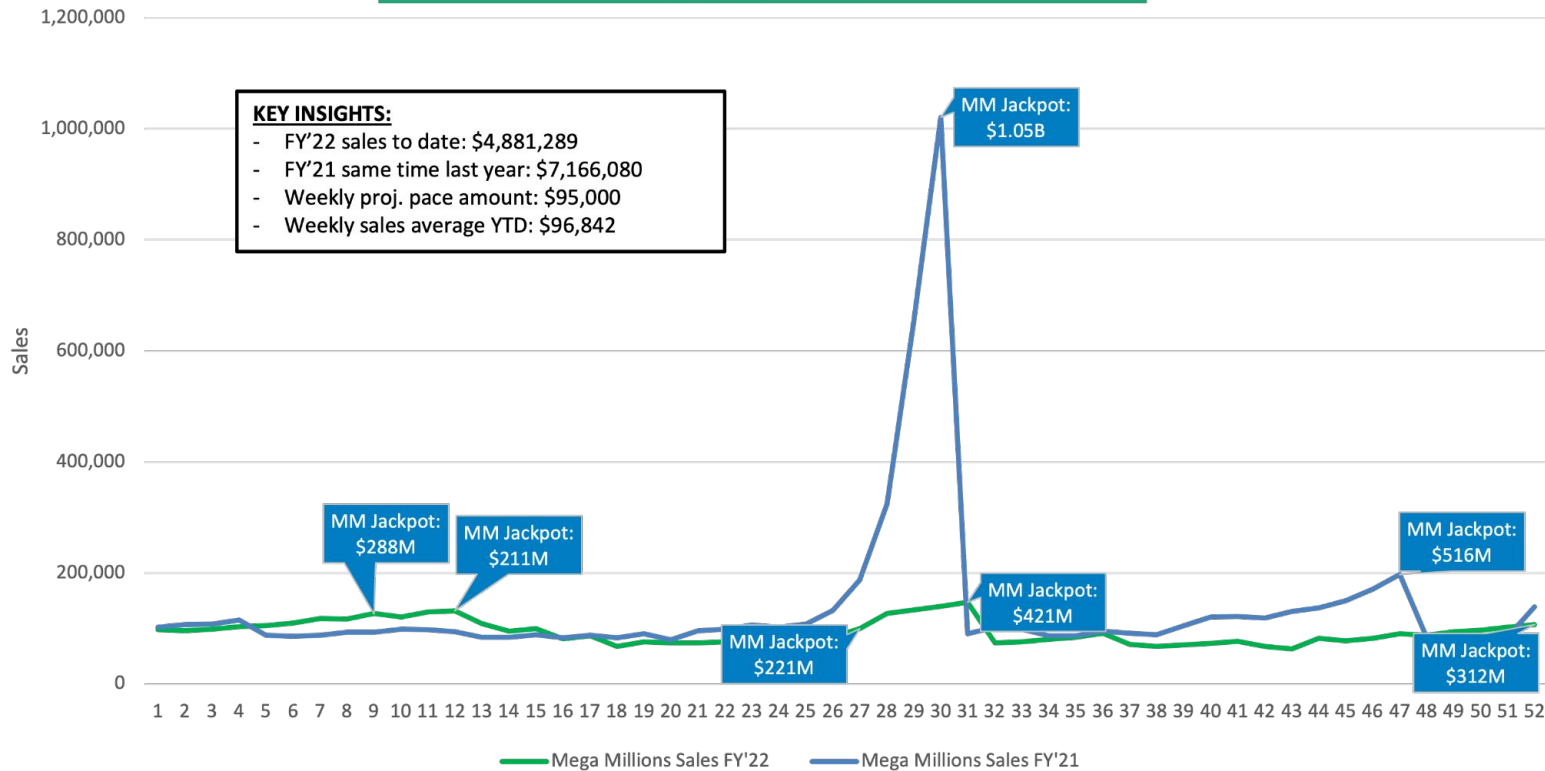
Sales Update

Powerball Sales vs. Jackpot Amounts FY'22 vs. FY'21
Week in Fiscal Year Ending: 6/25/22



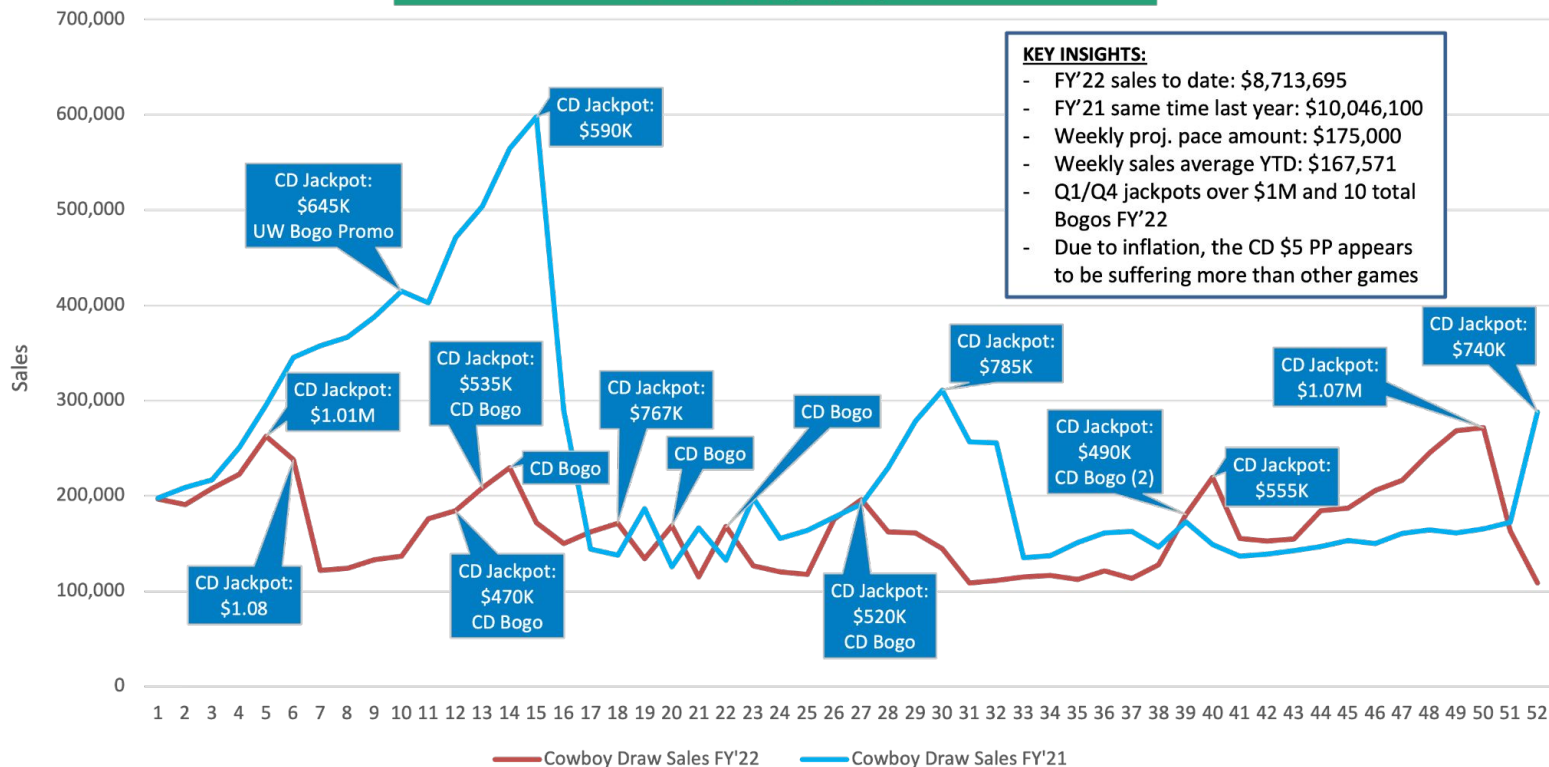
Sales Update

Mega Millions Sales vs. Jackpot Amounts FY'22 vs. FY'21 Week Ending: 6/25/22



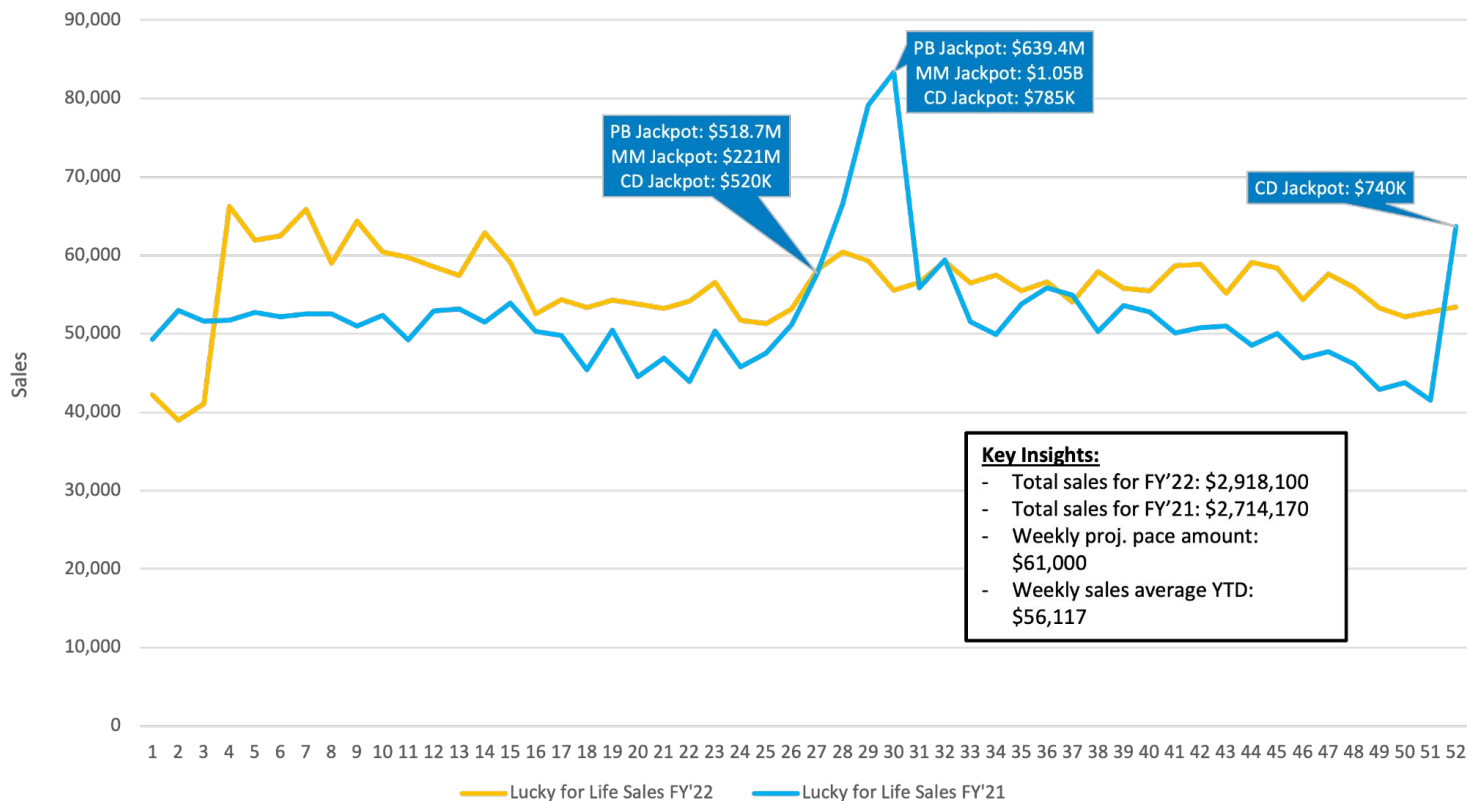
Sales Update

Cowboy Draw Sales vs. Jackpot Amounts FY'22 vs. FY'21 Week ending: 6/25/22



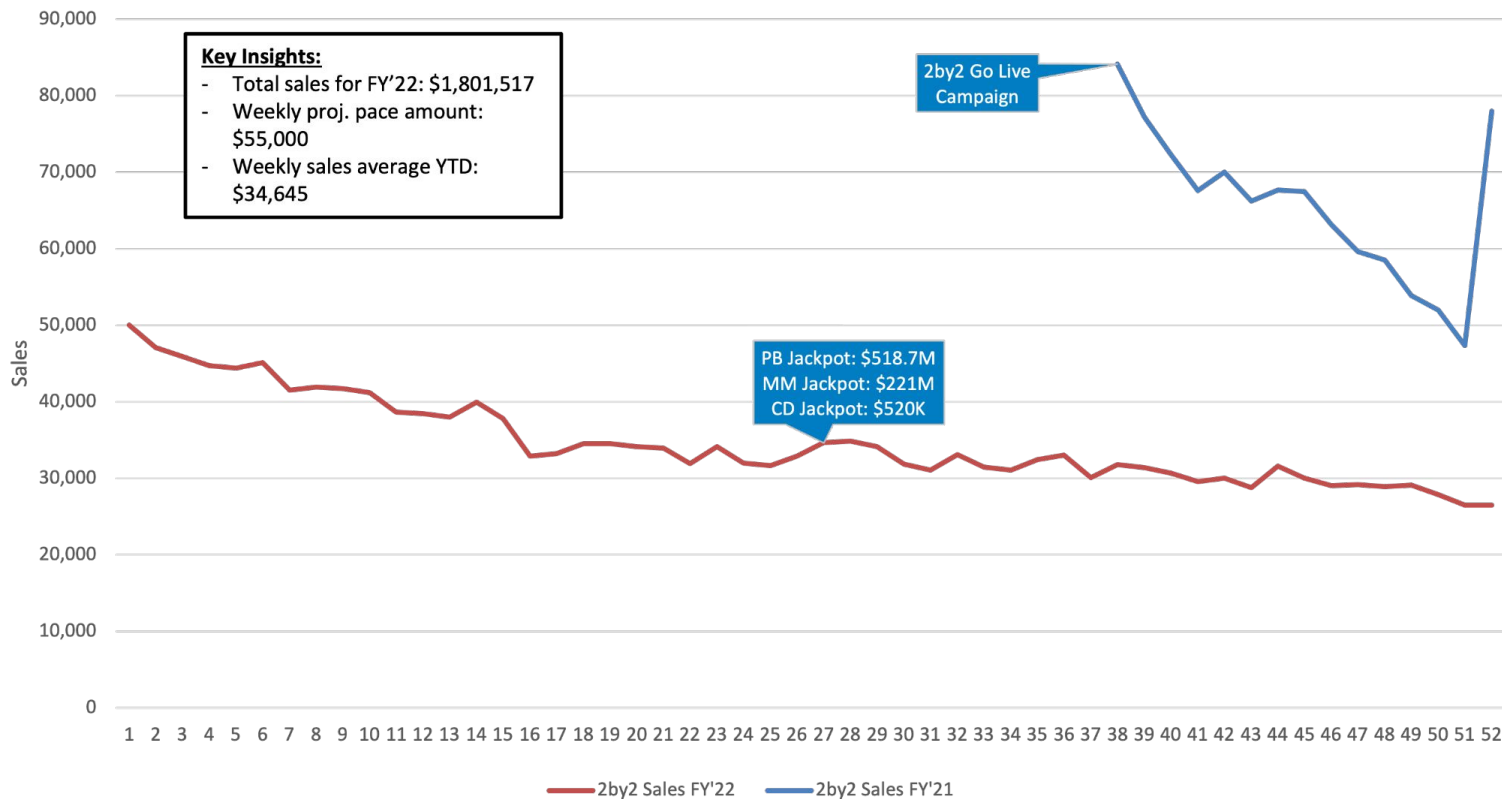
Sales Update

Lucky for Life Sales: FY'22 vs. FY'21 - Week ending: 6/25/22



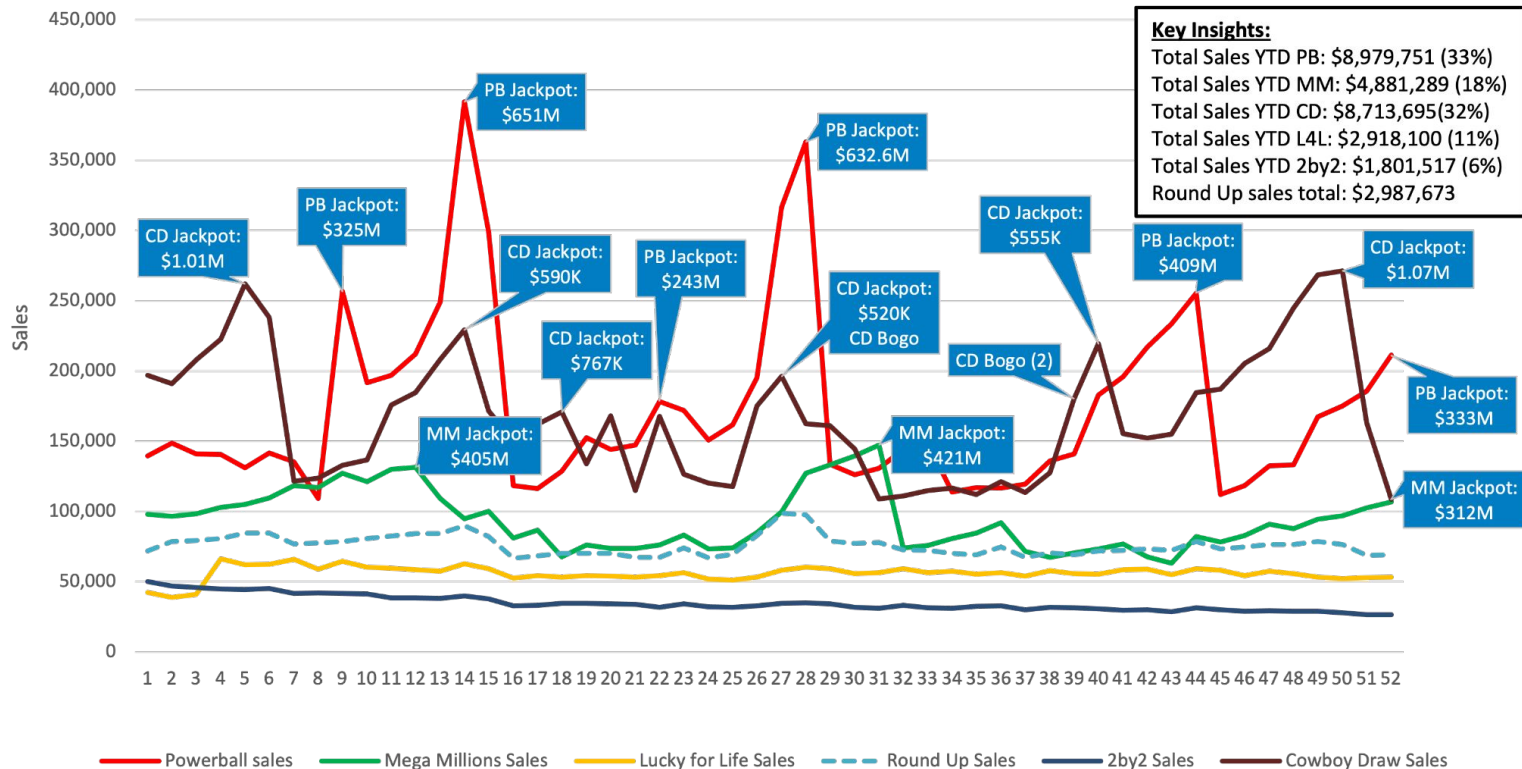
Sales Update

2by2 Sales: FY'21- Week ending: 6/25/22



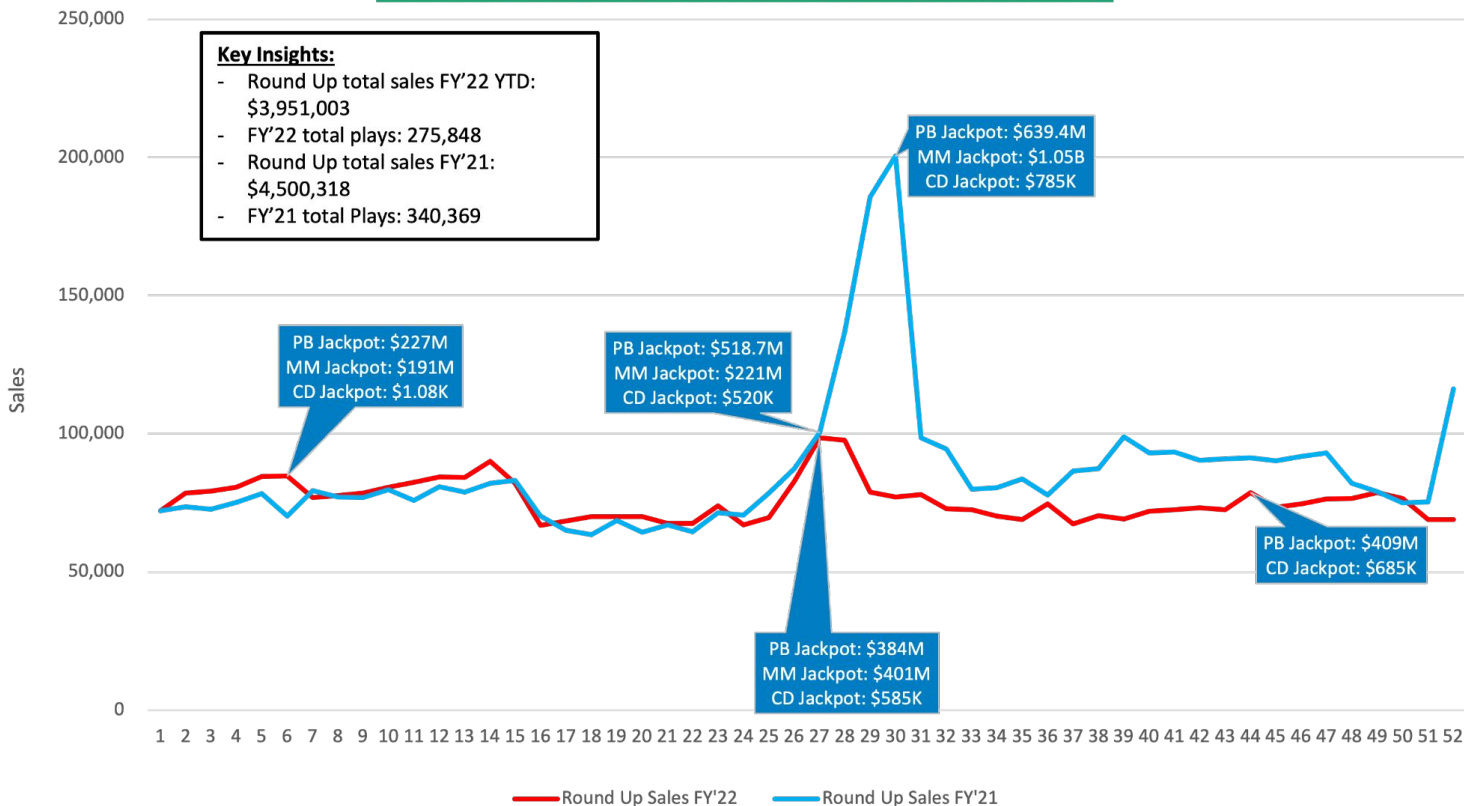
Sales Update

WyoLotto Product Sales YTD - Week ending 6/25/22



Sales Update

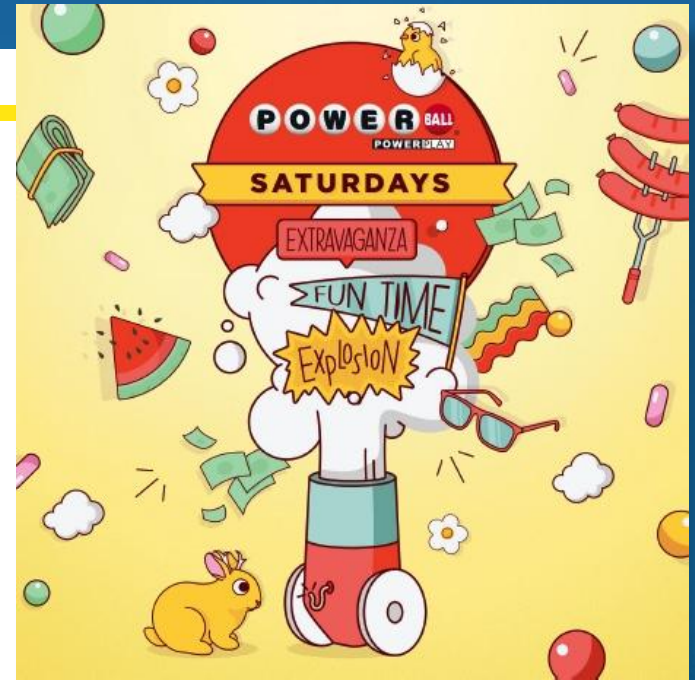
Round Up Sales: FY'22 vs. FY'21 - Week ending: 3/26/22



Marketing Update

Powerball BOGOs

- **April & June**
 - Execution included radio, digital ads, social ads, and corporate communications
- **Goal:** \$100K gross sales each Saturday
 - August 2020 results = \$127K gross sales every Saturday vs. \$29,000 average Saturday sales
- **Results:**
 - \$112,354 in April average Saturday gross sales
 - \$70,343 in June average Saturday gross sales



Winners

- June had 6 large winners
 - June 8 - \$200K Powerball
 - June 13 - \$1.1M Cowboy Draw
 - June 20 - \$275K Cowboy Draw
 - June 22 - \$1M Powerball
 - June 25 - \$150K Powerball
 - June 27 - \$22K 2by2
- Achieved statewide media coverage on the stories via radio and newspaper, and high level of social engagement



KENO Update

Retailer Marketing:

- Training in-person June & July
- Point of Purchase materials delivering July - September
 - How to play brochures
 - Acrylic playslip holders
 - Posters
 - Coasters
 - Buttons
 - Table tents
 - Pens
 - Pad toppers
 - Sandwich boards
 - SWAG



KENO Update

Consumer Marketing:

- Pre-launch assets go live Aug. 15
 - Social posts, app news feed, website, player emails, pads
 - Sept. 15 Launch Press Event starts @ 2 p.m. in Casper
- Launch campaign Sept. 18- paid media & corporate communications
 - TV (broadcast & cable), connected TV, newspaper, billboards, radio, social, digital, YouTube, pads and retailer communications
- New website featuring KENO goes live Sept. 18



Problem Gambling

WRGC update:

- Formed 2016
 - First tracker study completed in 2016
 - Results indicated need for awareness, so media campaign was run in 2018 and 2019
 - Second tracker study completed December 2021
 - Study found 11 people out 438 indicated they might have a gambling problem and warning signs are not well-understood
 - Of those who thought they might have a problem, they were:
 - 64% under 45 years old
 - Mostly male
 - Income less than \$50K per household per year
- *Wyoming average income is \$83K
- Following latest study, WRGC determined another study is needed to learn more because of expansion of gambling in the state with sports betting, skills games and online gaming



Up Next...

- **Keno Launch**
 - Launch Campaign, Press Event
- **Website**
 - Launch September 18
- **FY2023 Marketing Plan**
- **WRGC**
 - Coalition to plan next steps for next fiscal year

Game Updates

Cowboy Draw

This Quarter:

- 85,699 Total Winners
- \$2,057,979 Total Won
- 154 that won \$1,000
- 2 Jackpots Won

Since Launch:

- 2,937,181 Total Winners
- \$54,992,577 Total Won
- 5,613 have won \$1,000
- 36 Jackpot Wins



Powerball

This Quarter:

- 44,254 Total Winners
- \$1,668,911 Total Won
- 2 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,287,703 Total Winners
- \$17,331,975 Total Won
- 48 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— *your* —
WINNINGS
1\$



Mega Millions

This Quarter:

- 18,089 Total Winners
- \$148,122 Total Won
- 11 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,233,913 Total Winners
- \$12,508,678 Total Won
- 132 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— your —
WINNINGS
1\$



Lucky for Life

This Quarter:

- 46,199 Total Winners
- \$266,710 Total Won
- 2 that won \$1,000 or more
- 0 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE

Since Launch:

- 1,015,451 Total Winners
- \$13,282,322 Total Won
- 48 have won \$1,000 or more
- 1 Jackpot Wins



2by2

This Quarter:

- 141,034 Total Winners
- \$159,109 Total Won
- 3 Jackpot Wins

Since Launch:

- 1,020,241 Total Winners
- \$1,222,088 Total Won
- 25 Jackpot Wins

