



FY 2023 annual report

We're excited to share with you the Wyoming Lottery's annual report and 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 2022 to June 2023.

No matter the external factors, our organization and team have stayed committed to maximizing how we give back to Wyoming.

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.

MISSION

Generate revenue to benefit the people of Wyoming by providing lottery games with entertainment value and integrity.



Thoughts from our CEO

This was an exceptional year for us at the Wyoming Lottery. High jackpot amounts broke national and state records. Powerball® reached \$2.04 billion in November of 2022. We then had our in-state game, Cowboy Draw®, reach a record \$3.54 million in April of 2023. Pair those record jackpots with Mega Millions® reaching over \$1 billion jackpots twice during the fiscal year and you have a recipe for giving back big amounts to Wyoming!

Each quarter we are statutorily required to transfer our net revenue of at least 75 percent back to Wyoming, which is then distributed by the State Treasurer to the cities, towns and counties. This year, we transferred nearly \$6.5 million, which is the second highest year of transfers since we launched in 2014.

The high jackpots create great opportunities, but we also found a great opportunity to stabilize revenue with the launch of WyoLotto KENO in September of 2022. This is a Wyoming game that is an important addition to our portfolio because it is not a jackpot game, but rather a grand prize game. It has a very loyal playership, and we were able to onboard new retailers across the state that feature the game. Given the new players and new retailers, launching KENO was very similar to when we launched the lottery. This undertaking was a major focus for us the entire fiscal year and will continue to be a game that we must support to reach its full potential.

Additionally for this fiscal year, we are proud to report that we completed another successful audit (our seventh in a row), continued to have sound governance and run efficient operations.

We are grateful for Wyoming!

Jon Clontz | CEO, Wyoming Lottery Corporation

KENO launched

In September 2022, we introduced KENO to Wyoming, making it available at various establishments including bars, restaurants, and bowling alleys—as well as our normal retailer base. KENO has attracted new players and positioned us to achieve a balanced portfolio of jackpot and non-jackpot style draw games. Our retailers have seen steady growth and we are continuously enhancing the KENO experience.

With this draw game, WyoLotto can further contribute to Wyoming through quarterly transfers, retailer commissions, winnings, and community engagement.

Gave back more than ever

The Wyoming Lottery is driven by the spirit of giving. We consider ourselves fortunate to call this place home, and that’s why we’re dedicated to giving back to our cities, towns, and counties. Due to multiple high jackpots which drove higher revenue, we have achieved remarkable transfers. This positions us to reach a total of \$200 million in transfers, players’ winnings, and retailer commissions by fiscal year 2024.

New website launched

In conjunction with the launch of KENO, we introduced a new website. Due to the scale and intricacy of KENO, our initial website (in operation since 2014) couldn’t support the demands of the game, requiring an upgrade. Websites typically undergo periodic updates to align with evolving brand standards, functionality needs, and enhance user experience.

We envisioned a caliber that truly embodies the excellence of our brand, aiming to provide users with a seamless experience. This vision inspired intricate and strategic programming, and our programming partner’s exceptional work on our website was recognized as a Gold Winner of the 2023 Muse Creative Award.

Operating expenses & investments

This year’s new game investment increase of nearly \$1 million included launching KENO, which resulted in \$4.3 million in additional revenue this year alone.

We strategically maximize our expenses and invest in our portfolio to drive revenue growth and contribute meaningfully to our state. This fiscal year, we’ve strategically prioritized retailer expansion, website and app enhancements, and other operational improvements, resulting in a nearly \$1 million increase.

Through analysis, we determined that our portfolio was ready for an additional draw game. Among the options available and considering our players’ interests, KENO diversifies our portfolio and offers a different style of play. Our decision went beyond introducing a new game; we strategically selected

ANNUAL OPERATING EXPENSES*

FY2015	\$5,144,743
FY2016	\$3,755,823
FY2017	\$3,889,940
FY2018	\$3,424,220
FY2019	\$3,069,111
FY2020	\$2,692,999
FY2021	\$3,344,495
FY2022	\$3,358,640
FY2023	\$4,344,269

*Final audit values

KENO because of its potential to continuously impact revenue. Ever since the introduction of KENO we’ve seen a lift in sales, resulting in a revenue of \$4.3 million in FY23.

Launching KENO and onboarding new retailers was a process almost as involved as launching the lottery itself. We acknowledge the importance of consistently investing in building KENO brand awareness, as proven by other states, and these investments produce substantial returns.

Keeping it on the record with successful audits

Since FY2015, WyoLotto has had successful annual audits in financial, security, and vendor compliance categories from these auditors:

- ✓ Accounting firm McGee, Hearne, & Paiz (MHP)
- ✓ Multi-State Lottery Association (MUSL)



Investing in future returns

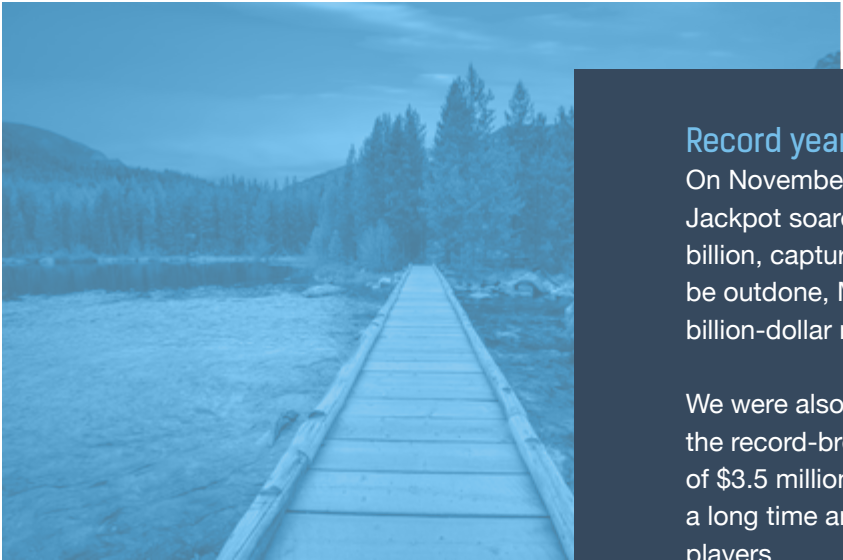
Improving performance and finding efficient ways to update our product and services will always remain a priority investment for our team.

KENO requires ongoing investments of time and energy for the game’s growing success. We are committed to expanding retailer locations and reaching new audiences; while striving for continuous improvement through retailer and staff training, KENO parties, KENO promotions, and KENO giveaways.

Annual revenue by fiscal year

This year has been truly remarkable for jackpots, breaking records left and right. When jackpots reach astronomical figures, sales soar due to their allure and widespread awareness. We also experienced a lift in Round Up sales—a Quick Pick of all 5 non-KENO games for \$14. However, when the Mega Millions® jackpot surpassed a billion for the second time, sales didn’t reach the same level as it had with similar jackpots before. Over the years, we have noticed fatigue with national games as higher jackpots became more common. Consequently, larger amounts are now required to spark interest.

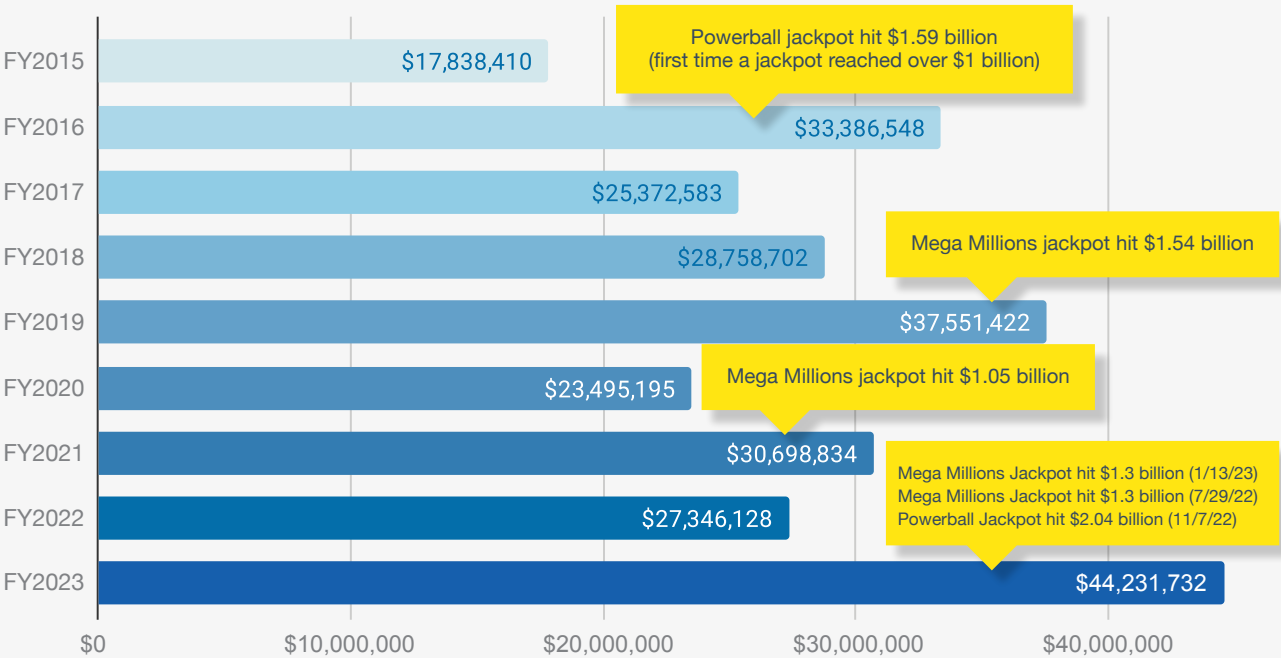
It’s a rare opportunity for jackpots to reach such staggering numbers. To mitigate this, we have diversified our offerings with a selection of non-jackpot draw games such as KENO, 2by2®, and Lucky for Life®. While we are limited because of our population and legislative restrictions on the types of games we are allowed to have, we are always working to expand and optimize our portfolio.



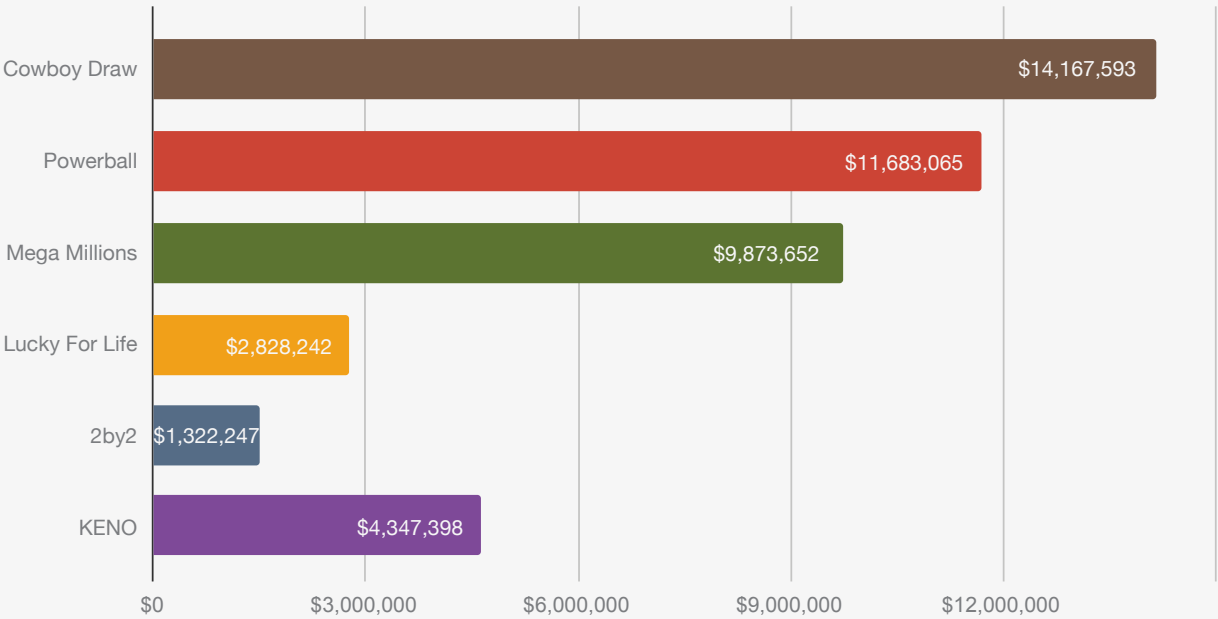
Record year for jackpots
On November 7th, 2022, the Powerball® Jackpot soared to an unprecedented \$2 billion, capturing everyone’s attention. Not to be outdone, Mega Millions also surpassed the billion-dollar mark twice.

We were also fortunate enough to witness the record-breaking Cowboy Draw® jackpot of \$3.5 million. The record jackpot grew for a long time and re-engaged and excited our players.

ANNUAL REVENUE



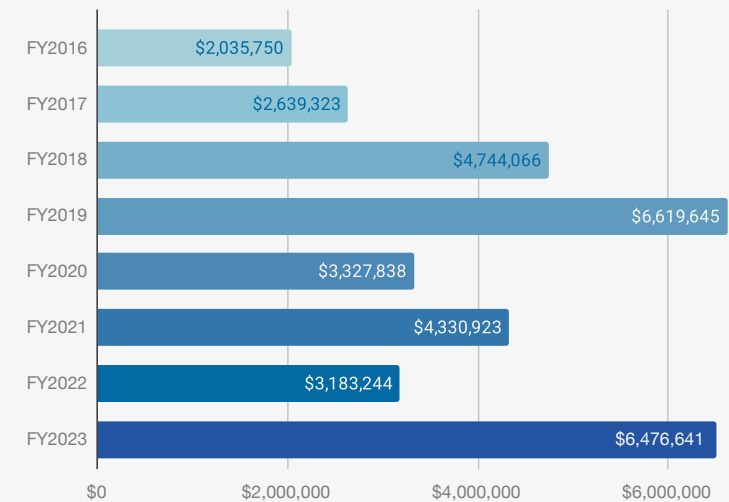
FY2023 REVENUE BY GAME



The Wyoming Lottery has transferred
\$33,357,430
to the state of Wyoming since FY2016.

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 then get to determine what they want to do with those funds.

TRANSFERS TO THE STATE BY FISCAL YEAR



TOTAL DISTRIBUTED TO EACH COUNTY

Albany.....	\$177,550	Natrona.....	\$704,377
Big Horn	\$47,724	Niobrara.....	\$20,043
Campbell	\$422,051	Park	\$194,476
Carbon.....	\$187,854	Platte	\$85,022
Converse	\$165,712	Sheridan	\$228,481
Crook.....	\$51,681	Sublette	\$63,186
Fremont	\$212,786	Sweetwater.....	\$649,052
Goshen	\$121,751	Teton.....	\$132,609
Hot Springs	\$55,130	Uinta	\$1,677,010
Johnson.....	\$69,726	Washakie	\$48,403
Laramie.....	\$944,105	Weston	\$58,626
Lincoln.....	\$159,288	FY2023 TOTAL.....	\$6,476,641

WINNERS

Our greatest joy comes from changing people’s lives with big winnings, simply by playing a low-cost, entertaining game. It feels pretty incredible to know that, in nine years, we’ve generated over 9.8 million winners and paid out over \$119 million.

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
FY2021	1,238,289	\$19,632,688
FY2022	1,428,559	\$12,977,630
FY2023	2,320,123	\$16,819,832
TOTAL	9,832,367	\$119,403,304

FY2023 WINNINGS BY GAME

Cowboy Draw	\$8,126,975
Powerball	\$2,155,582
Mega Millions.....	\$1,134,976
Lucky for Life.....	\$1,409,693
2by2.....	\$730,918
KENO.....	\$3,202,191



Dick & Edison Gillette, WY
Two is better than one (win)!

Two Cowboy Draw \$1,000 winners had luck on their side! Dick and Edison always play Cowboy Draw together and often play the same numbers.



Brandy Shoshoni, WY
Winning a new game

Brandy kicked off her 2023 with a big win of \$10,011 by trying out KENO for the first time!



Mr. Lucky Buffalo, WY
Winning big and keeping it anonymous

Mr. Lucky was on a trip with his family when he played the Powerball on a whim. Lucky for him he hit \$150,000 and promised his kiddos \$500 each!

RETAILERS

Retailers are the face of the Wyoming Lottery. Players depend on them and so do we!

From the bustling truck stops to the mom and pop shops, our presence in the Cowboy State is made great in part by our wonderful retailers, and we’re happy to give retailer commissions back to them.

This year, our focus remained on the continuous expansion of KENO. We strived to increase the number of retailers and, as a result of the 20 forums conducted during FY2022, we managed to attract an additional 77 retailers in this fiscal year. Despite already experiencing growth in this market, KENO still holds continued potential for further expansion. We are committed to supporting our retailers by providing them with education, training and marketing tools.

525
RETAILERS

\$16,849,193
TOTAL
COMMISSIONS
PAID

COMMISSIONS PAID	
FY2015	\$1,088,532
FY2016	\$2,042,809
FY2017	\$1,557,965
FY2018	\$1,764,891
FY2019	\$2,330,632
FY2020	\$1,485,827
FY2021	\$1,987,439
FY2022	\$1,777,871
FY2023	\$2,813,226



RETAILER	CITY
#1..... Border Beverage	Evanston
#2..... Maverik (350 Front Street)	Evanston
#3..... Discount Liquor	Evanston
#4..... Flying J	Evanston
#5..... Fast Stop	Evanston
#6..... Harrison Chevron	Evanston
#7..... Harrison Shell	Evanston
#8..... Johnny Mac’s Good Time Tavern	Rock Springs
#9..... Maverik (140 Gardenia Drive)	Cheyenne
#10..... King Soopers	Cheyenne

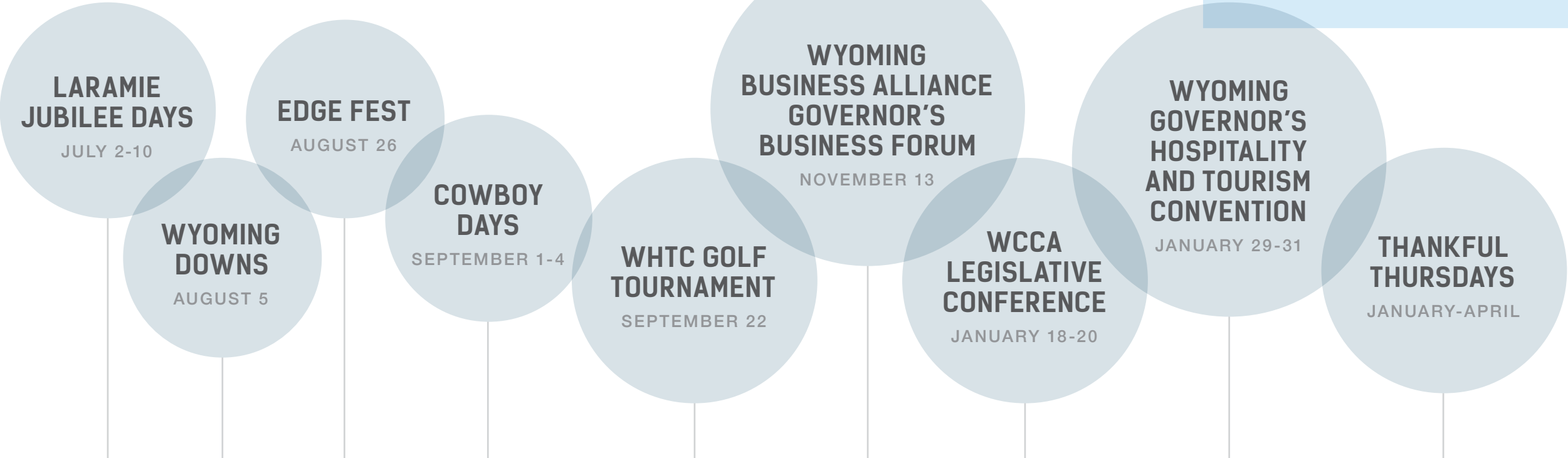
Bringing in additional revenue from Utah
We have great retailers across the state but many of our top retailers are in Evanston, WY.

These retailers are serving the Utah population that drives across state lines to play our games, meaning that WyoLotto is bringing out-of-state revenue into the state that wouldn’t otherwise be here.

Local sponsorships
& support

State transfers are one of our biggest ways to give back to Wyoming, but we also actively look for other ways to directly support events and organizations statewide.

In addition to sponsorships, we're proud to keep additional revenue in our state by distributing to Wyoming businesses as part of media buys. These media partnerships are a win-win for the entire state.



Ongoing UW sponsorship

We're going on our eighth year of sponsorship with the University of Wyoming, and for the last few years this partnership has served as the foundation for some of our most successful BOGO promotions. Cowboy Draw, Wyoming's game, has been the perfect match to drive sales after a big win.

In the 2022-2023 season, the Pokes had seven regular season wins resulting in BOGOs the following Sundays. We added one more BOGO in the post season to celebrate UW's Bowl Game selection.

This cross-promotion has had a major impact on sales. This season the 8 BOGOs totaled \$1,697,355 in revenue, averaging a gross revenue of \$212,169 for the 8 days the BOGO was active.

We're grateful for our continued partnership with UW—and we look forward to ongoing success together.



The importance of Responsible Gambling



Empowering people to play responsibly is important to us. Gambling addiction can impact individuals of all ages, irrespective of gender, financial status, or social circle. Identifying who might develop a gambling problem is challenging, but seeking support and treatment holds a promising recovery rate. Our commitment lies in promoting responsible play, as we aim to be part of the solution, not the problem. That's why, early on, we took the initiative to collaborate with the Wyoming Department of Health, alongside other partners and stakeholders, to establish the Wyoming Responsible Gambling Coalition (WRGC).

We continue to be 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. As a part of our ongoing commitment, we're in the process of completing our Responsible Gambling Verification from the North American Association of State and Provincial Lotteries (NASPL) and the National Council on Problem Gambling (NCPG).

We are one of the smallest lottery operations in the country. But that doesn't stop us from doing BIG things and being recognized amongst our fellow lotteries.

Proud of our history

The Wyoming Lottery Corporation was formed in March of 2013 and shortly after started with a private loan. We sold our first ticket in August 2014, and have continued to hit major milestones ever since.

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
June 2019	Added Ragtime Raffle (a 7-week raffle game) to our portfolio
August 2020	Ran our first Powerball BOGO promotion
September 2020	Launched the WyoLotto app
October 2020	Exceeded \$20 million total given back to the state
January 2021	Ran a second chance giveaway with the new app
March 2021	Added 2by2 (Wyoming's first daily draw game) to our portfolio
July 2021	Lucky for Life became a daily draw game
August 2021	Powerball added another draw day
Spring 2022	Executed large scale recruitment and training for KENO retailers
September 2022	Launched KENO and new website
June 2023	Reached 525 retailers

Always showing up and keeping up

Throughout this year, we have made it a priority to keep pace with the rapidly evolving consumer and business landscape. To accomplish this, we have actively sought out conferences and other avenues for researching and learning about the latest developments in digital technology, AI, marketing, and social media. In this pursuit, we are tracking the latest trends to remain consistent and relevant to our audience.

Our commitment to the community is a reflection of our dedication to efficient and seamless internal processes. By investing in and developing WyoLotto operations, we are staying ahead of the pack and setting new standards of transparency and accountability.

Leading the way with creative campaigns

We like to raise the bar and create new, exciting, and memorable promotions for all of our games. From eye-catching graphics to vibrant colors, we want to create a fun atmosphere for our players and retailers as we establish WyoLotto as a leading lottery organization.

This year's promotional highlights include:

- Development and launch of KENO
- University of Wyoming football BOGO season
- Development and launch of new website



Social

Wyoming/ KENO Blend



Wyoming Pride



Website Launch



Excited about the future

There is a lot that we can celebrate about our past, but we are also excited to look for brand new ways to make our products even more fun and appealing to Wyoming and our visitors.

\$200 million milestone

Due to multiple high jackpots and KENO being added to the portfolio, our revenue has grown in this fiscal year, leading to remarkable transfers. This positions us to achieve a total of \$200 million in transfers, winnings, and retailer commissions in fiscal year 2024.



A small lottery doing big things for the state we love, all while entertaining the residents?

-That's what we call WINNING.



wyolotto.com