



# FY 2024 Annual Report

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



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# Operating with integrity

With continued regional and national respect as a lottery organization, WyoLotto® proudly presents our annual report for July 2023 to June 2024.

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

While fiscal year 2023 was a record year for us with all of our jackpot games reaching levels that drew players in, fiscal year 2024 proved to be a continuation of that trend. With two years of record jackpots in a row—something that is very rare in our industry when it comes to jackpot games—we have been able to invest in our future and save for the times when jackpots are lower and sales taper.

To that end, this has been a year of growth for us because of these record jackpots. Our Wyoming game, Cowboy Draw, had two high jackpots during the fiscal year, Powerball reached \$1.8 billion and Mega Millions reached \$1.6 billion! With jackpots on the rise during this period, we were able to save and invest in a building. We are excited to also use this opportunity to help the growth of Cheyenne's West Edge district, which is growing in popularity and needs revitalization. Not only will we have a building that is more accessible to our players, we will also save in the long-term by owning our own property rather than renting. We are planning to move into the new building in the summer of 2025.

Another opportunity for growth for us was through the expansion of our retailers. We continue to look for new locations so our products are easily accessible where our players want to play. This includes bars, taverns and social clubs. Adding our game KENO last year gave us the perfect game to offer in these types of retailers, so we continue to find great locations where our players can enjoy a game that is played in a social setting among friends.

Lastly, an area we have always placed a large amount of effort on is our promotion of responsible gambling. We want our games to be enjoyed and played for years to come, which means making sure our players understand the odds of our games and how to play in a way that keeps it fun, not stressful. To support our ongoing commitment, we have been awarded with national recognition from the North American State and Provincial Lotteries and the National Problem Gambling Council with the Responsible Gambling Best Practices Verification Planning Level. This is an in depth plan to ensure we are reaching players and retailers about all aspects of responsible play.

We are thankful for all the support from Wyoming to create our success. From the retailers that carry our products to the players that purchase them.

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

We are grateful for Wyoming!

**Jon Clontz** | CEO, Wyoming Lottery Corporation

A handwritten signature in blue ink, appearing to read "Jon Clontz". The signature is fluid and cursive, written over a light blue background.

## Responsible gambling

The Responsible Gambling Best Practices Verification Planning Level, provided by the North American Association of State and Provincial Lotteries (NASPL) and the National Council on Problem Gambling (NCPG), validates our comprehensive execution of responsible gambling initiatives across the organization. This includes extensive training for employees and retailers, research activities, public awareness campaigns, and ensuring advertising features responsible gambling messaging. WyoLotto proudly stands as 1 out of 29 lotteries to achieve this verification, highlighting our leadership in the field despite having a small staff. Over the past decade, we have committed to leading The Wyoming Gambling Coalition that adheres to best practices, offering a model for other lotteries to emulate.

## KENO's success

Since its launch in September 2022, we have celebrated significant milestones with two grand prize winners each taking home \$200,000—one from Cheyenne on June 7, 2023, and another from Dubois on August 12, 2023. Marking KENO's second anniversary, we continued the Freebie Friday promotion, adding excitement for our loyal players with a 'Buy \$5 Get \$2 Free' model.

By adding KENO to our portfolio, we've enhanced our offerings and integrated a new retailer type because of the game's appeal. Additionally, a collaboration with a third-party partner provided us and other lotteries an opportunity to give away a once in a lifetime prize featuring Luke Combs. One lucky Wyoming winner and a guest won a live concert experience in Nashville, Tennessee with all travel and accommodations included, plus \$10,000. These opportunities have expanded our reach and engagement, allowing us to continue making a positive impact through retailer commissions, winnings, and community involvement.

## Another record year for jackpots

This year marked another groundbreaking period for jackpots. The Cowboy Draw® jackpot hit an impressive \$1.2 million in October 2023 and \$809,559 in January 2024. Powerball® also reached \$1.8 billion in October 2023 and Mega Millions® hit a staggering \$1.6 billion in August 2023. Such jackpot figures led to a surge in ticket sales as well as an uptick in Round Up sales—a quick pick option for all five non-KENO games at \$14.

## Another year of 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)

# Operating expenses & investments

This year, our expenses remained stable compared to the previous year, totaling approximately \$4.2 million.

We allocated funds to acquire and secure a new building for our headquarters.

In 2019, legislative changes established a savings account for the Wyoming Lottery, an essential aspect of ensuring long-term sustainability. It mandated that 75% of net profits be returned to the state, and this change allowed us to save up to the remaining 25%.

We prioritize savings and investments, including buying a building to cut long-term costs and boost revenue. This purchase is expected to save \$1,219,161 over ten years, while also eliminating the uncertainty of fluctuating rents and relocation. Strong annual performance, driven by large jackpots, made this acquisition possible. Whenever possible, we proudly contribute more than the required 75% to the state, demonstrating our commitment to Wyoming's growth.

## 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
<b>FY2024 .....</b>	<b>\$4,212,819</b>

\*Final audit values

## Investing in future returns

As we celebrate nine years in Wyoming and enter our tenth, we remain committed to delivering exciting gaming experiences. Our ongoing New Product Analysis evaluates opportunities to expand our portfolio with innovative games that enhance, not compete with, existing offerings.

In fiscal year 2025, we will continue our diligent research and analysis to identify such games, with the aim of presenting promising revenue opportunities to our Board. We are excited about the possibility of introducing another engaging game, adding value and entertainment for our dedicated players.

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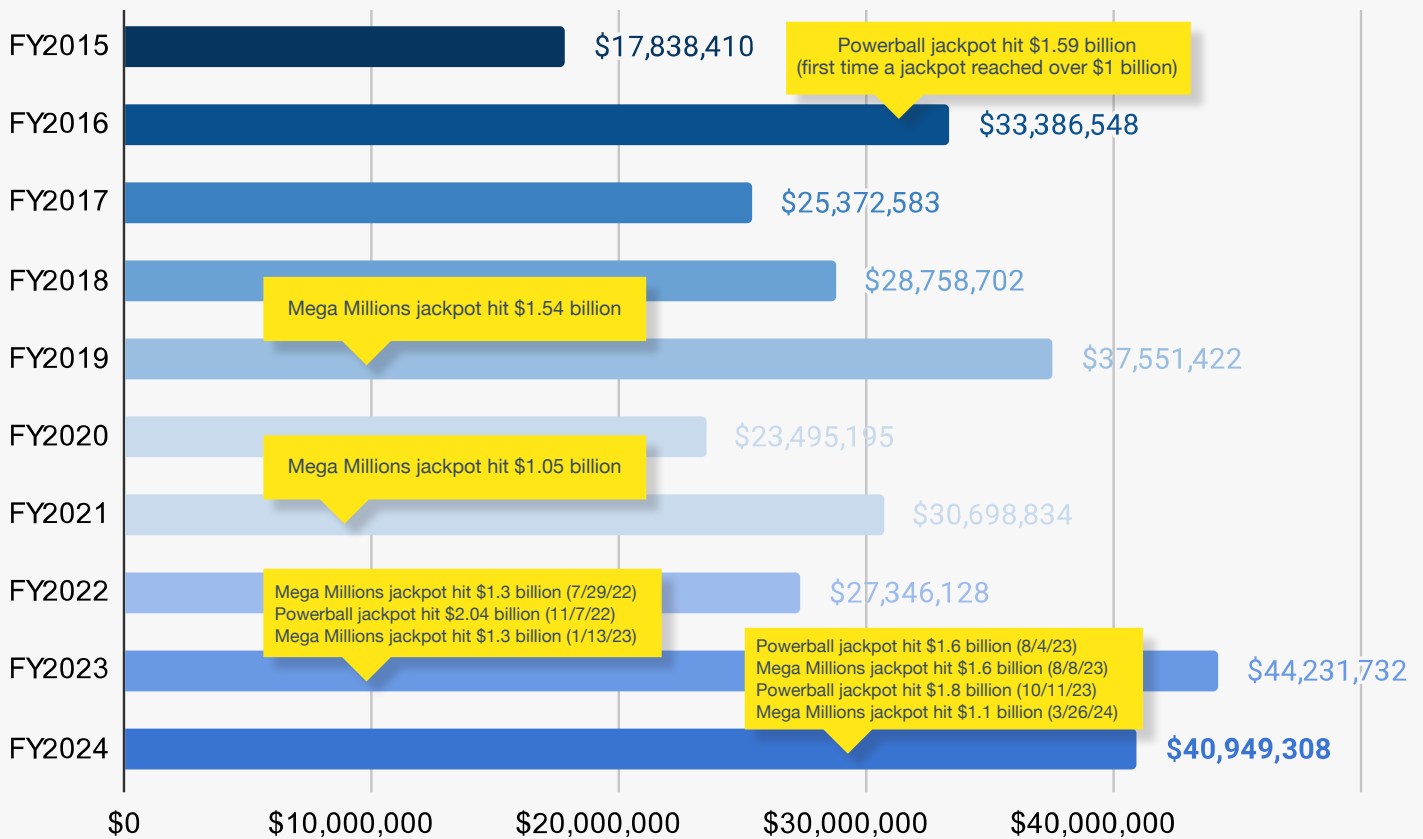
## Annual revenue by fiscal year

This year, even though we're tracking below FY2023, we've witnessed jackpots reminiscent of previous years for Mega Millions and Powerball. However, sales have not quite matched up. Player fatigue is apparent, as repeated exposure to high jackpots has dulled the enthusiasm they once sparked. Additionally, Round Up has experienced a slower pace compared to the past, and media coverage of jackpots has decreased now that high numbers aren't as rare.

Economic conditions have also influenced the variance in sales figures. Although we've seen billion-dollar jackpots for two consecutive years, the excitement seems to be diminishing compared to earlier instances.

Diversifying our portfolio with non-jackpot games is essential to stabilizing sales and supporting revenue during low jackpot periods.

### ANNUAL REVENUE

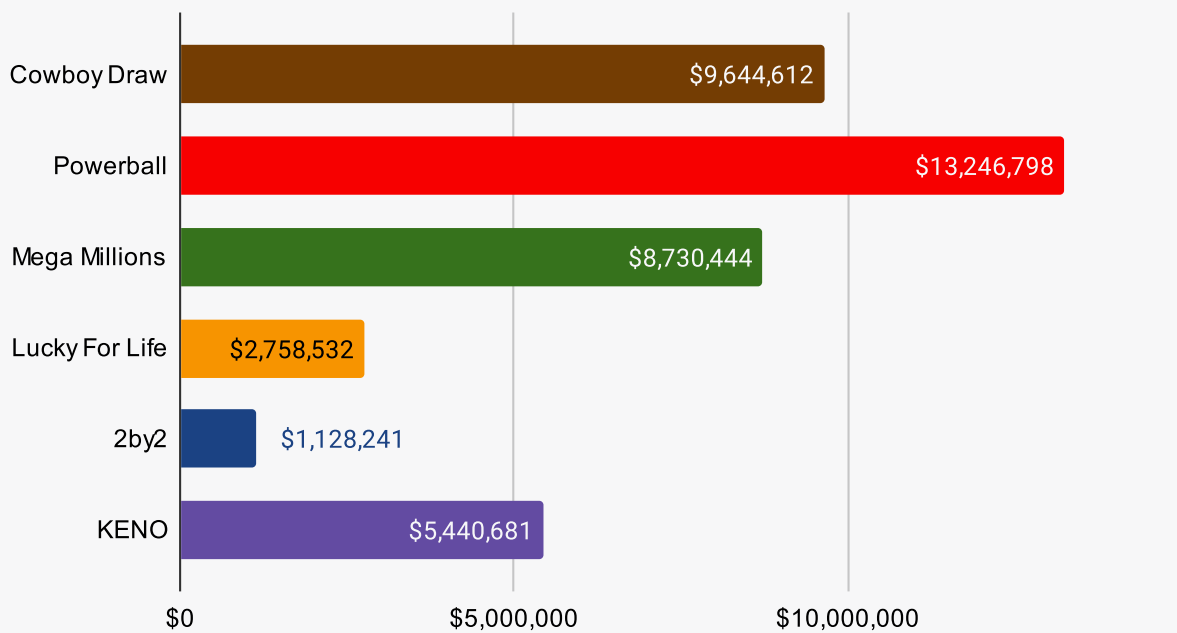




### Jackpots impact one another

Jackpots can impact each other by affecting player behavior and participation. We observe a halo effect where a high jackpot boosts interest in other games, leading to increased sales across the board. When one jackpot climbs, players are more likely to buy other games too.

### FY2024 REVENUE BY GAME



# Giving back more than ever to Wyoming

The Wyoming Lottery has transferred  
**\$39,420,330**  
to the state of Wyoming since FY2016, one of  
several ways we support the state.

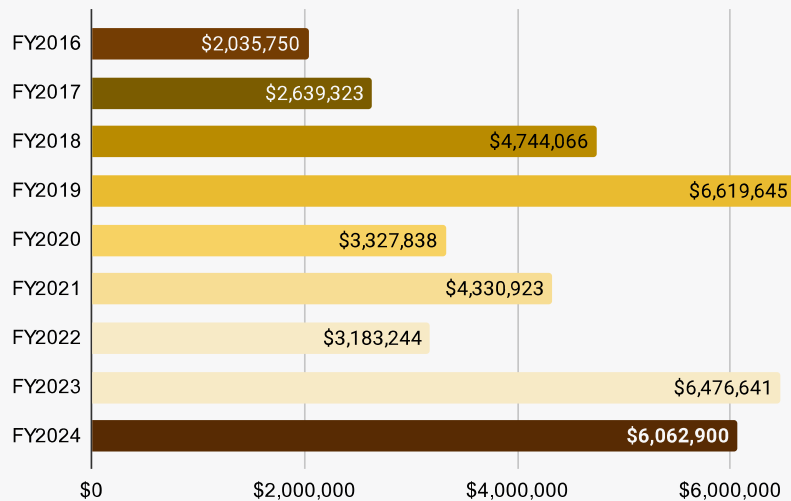
## **How transfers to the state are calculated**

Our sales revenue is meticulously managed on a county-by-county basis to ensure transparency and fiscal responsibility. The financial model employs a 25/75 split: 25% of the funds are set aside as savings, while the remaining 75% is returned to the state to boost local economies. Funds are allocated based on sales in specific cities, towns, and counties. Notably, Uinta County frequently leads in contributions, with higher return transfers due to sales driven by visitors from our neighboring state, Utah. Laramie County also has a high transfer rate due to having the highest population in Wyoming.



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.....	\$160,479	Natrona.....	\$585,575
Big Horn .....	\$46,386	Niobrara.....	\$18,186
Campbell .....	\$357,292	Park .....	\$209,896
Carbon.....	\$158,195	Platte .....	\$84,391
Converse .....	\$129,795	Sheridan .....	\$232,941
Crook.....	\$59,532	Sublette .....	\$56,072
Fremont .....	\$189,581	Sweetwater.....	\$547,429
Goshen.....	\$100,266	Teton.....	\$116,719
Hot Springs .....	\$61,429	Uinta .....	\$1,709,296
Johnson.....	\$69,110	Washakie .....	\$50,320
Laramie.....	\$887,897	Weston .....	\$54,944
Lincoln.....	\$177,169	<b>FY2024 TOTAL.....</b>	<b>\$6,062,900</b>

# Giving back to Wyoming

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 12 million winners and paid out over \$135 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
<b>FY2024 .....</b>	<b>2,331,572</b>	<b>\$15,846,272</b>

**TOTAL      12,163,939    \$135,249,575**

## FY2024 WINNINGS BY GAME

Cowboy Draw .....	\$5,043,582
Powerball .....	\$3,677,102
Mega Millions.....	\$1,161,976
Lucky for Life.....	\$1,439,523
2by2.....	\$641,419
KENO .....	\$3,882,616

# WINNERS



**Bernie** *Dubois, WY*

**A cashier of 16 years hit big!**

Bernie, from Bull's Service and Towing, won the \$200,000 Wyolotto KENO grand prize! She planned to travel with her children—who describe her as kind and hardworking—and put the rest in savings.



**Liam** *Evanston, WY*

**Two is better than one!**

Liam has a routine of picking the same numbers, same game, and same amount of tickets when he buys. Luck was on his side when he hit TWO \$50,000 Powerball wins in the same draw! He planned to pay off his home mortgage with his winnings.



**Carlos** *Douglas, WY*

**Big 4th of July win!**

Carlos and his wife won \$150,000 with a Powerball ticket purchased at Grasslands Market in Douglas, which they planned to use to pay off bills and fund a nice vacation.



**Arionna & Reanne** *Evanston, WY*

**Besties won big!**

These best friends share everything, and this time got to split a \$150,000 Powerball win! They were excited to share the news with their families, put their winnings into savings, and explore purchasing new homes.

# Giving back to Wyoming

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.

We greatly appreciate all their efforts to contribute to the lottery's success, such as supporting major promotions like the Luke Combs exclusive concert giveaway and Cowboy Draw BOGO. Retailers play a pivotal role and they exceed our expectations by continuously drawing people into their locations amidst fierce competition. We are dedicated to ensuring they have everything they need to be successful, giving retailers commissions back to them, and recognizing their indispensable contributions.



**534**  
RETAILERS

**\$19,480,821**

COMMISSIONS/  
VALIDATIONS  
PAID

#### COMMISSIONS/VALIDATIONS PAID BY YEAR

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
<b>FY2024 .....</b>	<b>\$2,631,628</b>

# RETAILERS



	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(1949 W Harrison Dr)	Evanston
#7.....	Cowboy Joe's Liquor Barn	Evanston
#8.....	Harrison Shell(1948 W Harrison Dr)	Evanston
#9.....	Pilot Travel Center	Evanston
#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.

# Giving back to Wyoming

## 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.

**LARAMIE  
JUBILEE DAYS**

JULY 2023

**WYOMING  
DOWNS**

AUGUST 2023

**EDGEFEST**

AUGUST 2023

**WYOMING  
STATE FAIR**

AUGUST 2023

## Ongoing UW sponsorship



We are entering our ninth year of sponsorship with the University of Wyoming, and this partnership has been the cornerstone of 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 2023-2024 season, the Pokes had eight regular season wins and one bowl game win, resulting in BOGOs the following Sundays. We added one more BOGO in the postseason to celebrate UW's bowl game selection. This significantly impacted sales, with the ten BOGOs generating a total revenue of \$2,210,455, averaging a gross revenue of \$221,046 over the ten Sundays the BOGO was active.

Not only did Cowboy Draw enhance game days, but we also announced the Luke Combs giveaway winner on the field, adding excitement to that football game. Our partnership extends beyond football—we proudly sponsor various sports, including both men's and women's basketball, and the rodeo team. Through these innovative cross-promotions, we have achieved remarkable engagement.

We are grateful for our continued partnership with UW and look forward to ongoing success together.

## 2023/2024 EVENTS

### WYOMING BUSINESS ALLIANCE GOVERNOR'S BUSINESS FORUM

NOVEMBER 2023

### WHTC GOLF TOURNAMENT

SEPTEMBER 2023

### WCCA LEGISLATIVE CONFERENCE

FEBRUARY 2024

### WYOMING GOVERNOR'S HOSPITALITY AND TOURISM CONVENTION

FEBRUARY 2024

### JACKSON HOLE RODEO

MAY-SEPTEMBER  
2024

## Our Commitment to Responsible Gambling



At the core of our mission is the empowerment of individuals to engage in responsible play. We recognize that gambling addiction can affect anyone, regardless of age, gender, financial status, or social circle. While identifying those at risk is challenging, seeking support and treatment offers a promising path to recovery. Our dedication lies in promoting responsible gambling, striving to be part of the solution.

As a founding member of the Wyoming Responsible Gambling Coalition (WRGC) with the Wyoming Department of Health (WDH), we are committed to leading efforts in this area. We also take pride in being an active member of the National Council on Problem Gambling (NCPG). In March 2024, we achieved Responsible Gambling Verification from both the North American Association of State and Provincial Lotteries (NASPL) and the NCPG, underscoring our dedication to maintaining high standards. We are one of 29 lottery jurisdictions in the U.S. to achieve this level of verification from NASPL.

We promote the availability of essential resources and services, like a 24-hour helpline, to ensure our players are aware of the support available to them. Every day, we prioritize steps that encourage players to participate responsibly and within limits. This reflects our deep-seated commitment to fostering a safe and informed gaming environment for everyone.

# A small lottery doing big things

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
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
September 2022	Launched KENO and new website
June 2023	Reached 525 retailers
March 2024	Responsible Gambling verification



# Milestones and strategic transformations

We've undergone a transformative phase marked by significant milestones all accomplished by a small team of dedicated individuals. These changes, including the achievement of our Responsible Gambling Verification and the acquisition of a new building, have catalyzed a period of intensive development.

To enhance operational efficiency, we have implemented a new performance management system to track progress. Furthermore, we have structured quarterly target meetings to foster continuous improvement by establishing key metric responsibilities for our team. This system is designed to support and direct us as we work toward strategic objectives, ensuring that every member of WyoLotto is aligned on our goals.

# 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 aim to create a fun atmosphere for our players and retailers as we establish WyoLotto as a leading lottery organization. As we approach our 10-year milestone, brand development and growth have become central to our strategy. To mark this significant journey, we undertook a total brand refresh. This transformation reflects our commitment to innovation and reinforces our position in the industry, ensuring our brand remains relevant and engaging for years to come.

## This year's promotional highlights include:

Continuation of KENO  
Freebie Fridays



Luke Combs Giveaway



WyoLotto's Brand Refresh



# 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.

## New building purchase

The new Wyoming Lottery headquarters is located in a historic Cheyenne building, which we are renovating and revamping to give it new life. This decision to reinvest in the West Edge of Cheyenne was a key focus for us, as it allows us to meet all security needs, enhance our operations, and increase the financial return to the State of Wyoming. We're excited to prepare the building for its grand opening and breathe new life into a classic structure.

## 10 year anniversary

Over the past decade, we have proudly brought excitement and fun to players across the state, creating countless winners and unforgettable moments, and giving back to cities, towns, and counties. When Wyoming wins, we all win—and we look forward to many more decades together.




## Mega Millions game change

The upcoming Mega Millions game change is slated for April 2025. This change is necessary in order to continue offering the game in Wyoming, and we are committed to educating everyone about what it entails.

## Giving players more ways to win

We love our players and are committed to showing our appreciation through exciting game promotions like the updated Cowboy Draw BOGO + \$20,000 chance to win, KENO promotions, giveaways, and generous giveback initiatives. We're dedicated to continuing these efforts in the future to bring more joy and rewards to our amazing players!





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

-That's what we call **WINNING.**



JUST MAYBE

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