

WyoLotto FY2023 Q2 Board Report



Corporate Responsibility

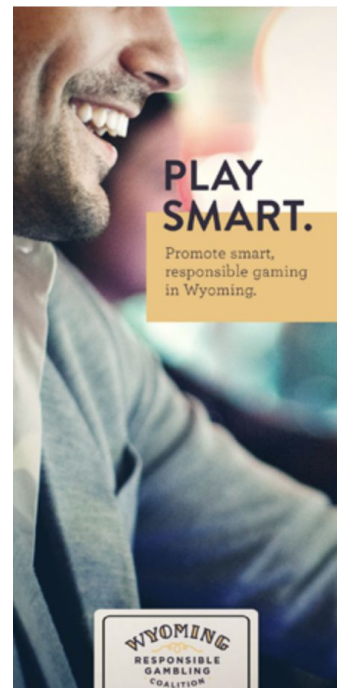
Transfer Update

- **Quarterly Transfers to Wyoming**
 - Q2 Fiscal Year 2023: \$2,209,095.77
 - Total Since Launch: \$30,502,401



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

- **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 December 31, 2022

Wyoming Lottery Corp Balance Sheet As of December 31, 2022

ASSETS	Dec 31, 22	Dec 31, 21	\$ Change
Current Assets			
Checking/Savings			
Checking Accounts	8,245,699.84	4,351,191.86	3,894,507.98
Prize Account Petty Cash (Till)	968.74	841.74	127.00
Restricted Cash			
Unclaimed Prizes	560,916.77	870,907.66	(309,990.89)
Responsible Gambling Funds	207,340.98	39,365.28	167,975.70
Fidelity Fund	71,012.05	63,332.65	7,679.40
Total Checking/Savings	<u>9,085,938.38</u>	<u>5,325,639.19</u>	<u>3,760,299.19</u>
Other Current Assets			
Prepaid Expenses	18,530.86	14,918.05	3,612.81
Retail Accounts Receivable	753,202.36	478,462.21	274,740.15
Other Receivables	0.00	12,981.03	(12,981.03)
Total Other Current Assets	<u>771,733.22</u>	<u>506,361.29</u>	<u>265,371.93</u>
Total Current Assets	<u>9,857,671.60</u>	<u>5,832,000.48</u>	<u>4,025,671.12</u>
Noncurrent Assets			
Capital Assets, Net	736,686.86	390,623.60	346,063.26
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	<u>778,886.86</u>	<u>432,823.60</u>	<u>346,063.26</u>
Deferred Outflows of Resources			
Pension Related Outflows	153,845.72	131,349.72	22,496.00
TOTAL ASSETS	<u>10,790,404.18</u>	<u>6,396,173.80</u>	<u>4,394,230.38</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	724,655.76	307,004.93	417,650.83
Jonah Bank Credit Card	16,765.83	13,447.55	3,318.28
State of Wyoming Transfer Payable	2,209,095.77	685,348.71	1,523,747.06
Unearned Revenue (net)	472,787.00	409,077.00	63,710.00
Prizes Payable	2,950,445.05	1,322,393.76	1,628,051.29
Payroll Liabilities	56,294.87	57,561.73	(1,266.86)
Total Current Liabilities	<u>6,430,044.28</u>	<u>2,794,833.68</u>	<u>3,635,210.60</u>
Noncurrent Liabilities			
Xerox-Capital Lease	74,421.62	33,101.04	41,320.58
Net Pension Liability	681,368.09	963,720.09	(282,352.00)
Total Noncurrent Liabilities	<u>755,789.71</u>	<u>996,821.13</u>	<u>(241,031.42)</u>
Deferred Inflows of Resources			
Pension Related Inflows	453,975.59	219,665.59	234,310.00
Total Liabilities	<u>7,639,809.58</u>	<u>4,011,320.40</u>	<u>3,628,489.18</u>
Equity			
Retained Earnings	2,304,538.40	2,148,362.67	156,175.73
Net Income	846,056.20	236,490.73	609,565.47
TOTAL LIABILITIES & EQUITY	<u>10,790,404.18</u>	<u>6,396,173.80</u>	<u>4,394,230.38</u>

Financial Update

Q2 Profit & Loss

January 2022 through March 2022

Wyoming Lottery Corp Profit & Loss October 2022 through December 2022

Operating Income/Expense	Oct - Dec 22	Oct - Dec 21	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,750,938.98	1,131,199.00	619,739.98
Power Ball Sales (net)	5,807,539.90	2,365,223.60	3,442,316.30
Cowboy Draw Sales (net)	3,929,473.00	1,991,523.00	1,937,950.00
Lucky For Life (net)	709,068.44	719,554.00	-10,485.56
Keno Sales	1,274,342.56	0.00	1,274,342.56
2by2 Sales (net)	335,763.00	448,231.00	-112,468.00
Total Income / Revenues	13,807,125.88	6,655,730.60	7,151,395.28
Other Revenues			
Application Fees (Fidelity-Res)	1,400.00	800.00	600.00
Other Revenues	0.00	0.00	0.00
Total - Other Revenues	1,400.00	800.00	600.00
Total Income	13,808,525.88	6,656,530.60	7,151,995.28
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	873,064.21	519,341.41	353,722.80
Powerball	2,840,008.77	1,161,193.15	1,678,815.62
Cowboy Draw	2,181,595.00	1,576,940.00	604,655.00
Lucky For Life	480,641.60	396,377.54	84,264.06
2by2	180,594.42	236,804.69	-56,210.27
Keno	907,072.00	0.00	907,072.00
Total Direct Gaming Costs / Prize Expense	7,462,976.00	3,890,656.79	3,572,319.21
Gaming Expenses			
Gaming Retail Commissions	867,819.48	421,628.22	446,191.26
Gaming Retail Validation Bonus	25,382.05	10,970.94	14,411.11
Vendor Expense - (Intralot)	1,606,933.66	774,761.54	832,172.12
Total Gaming Expenses	2,500,135.19	1,207,360.70	1,292,774.49
Total COGS	9,963,111.19	5,098,017.49	4,865,093.70
Gross Profit	3,845,414.69	1,558,513.11	2,286,901.58
Expense			
Operating Expenses			
Bank Fees	0.00	0.00	0.00
Board Expenses	12,167.39	5,615.28	6,552.11
Insurance	5,109.25	4,874.25	235.00
Membership Dues	25,850.00	20,675.00	5,175.00
Responsible Gambling Program	0.00	16,287.50	-16,287.50
Accounting / Audit Fees	0.00	6,650.00	-6,650.00
Legal Fees	7,847.00	13,229.33	-5,382.33
Marketing	272,198.49	243,059.29	29,139.20
New Game Development	117,093.44	10,925.02	106,168.42
Outside Contract Services (IT)	39,132.36	35,603.46	3,528.90
Vendor Background Services	741.50	0.00	741.50
Payroll Services	1,911.25	1,534.00	377.25

Financial Update

Q2 Profit & Loss, Continued

October 2022 through December 2022

Wyoming Lottery Corp Profit & Loss October 2022 through December 2022

	Oct - Dec 22	Oct - Dec 21	\$ Change
Operating Income/Expense			
Retail Investigation	1,350.00	5,750.00	-4,400.00
Facilities & Equipment	57,363.10	39,215.57	18,147.53
Communications	2,701.04	2,655.88	45.16
Office Costs	7,829.98	4,878.70	2,951.28
Outside Services	0.00	18,000.00	-18,000.00
Other Types of Expenses	3,184.26	1,906.85	1,277.41
Petty Cash Over/Short	0.00	0.00	0.00
Ticket Problem Expense	47.00	30.00	17.00
Retailer Special Incentive	500.00	1,500.00	-1,000.00
Rent & Janitorial	28,222.32	28,235.04	-12.72
Salaries, Wages & Benefits	375,829.01	329,366.22	46,462.79
Travel	16,626.36	10,164.27	6,462.09
EE Uniforms	1,908.00	0.00	1,908.00
Total Operating Expenses	977,611.75	800,155.66	177,456.09
Net Operating Income	2,867,802.94	758,357.45	2,109,445.49
Other Income			
Interest Income	16,736.31	1,409.32	15,326.99
Gain/Loss on Sale of Assets	0.00	0.00	0.00
Total Other Income	16,736.31	1,409.32	15,326.99
Other Expenses			
Interest Expense	998.56	499.20	499.36
Total Other Expense	998.56	499.20	499.36
Net Income Before Transfer	2,883,540.69	759,267.57	2,124,273.12
Responsible Gambling Expenses Reimbursement	0.00	0.00	0.00
Retained Net Proceeds/New Game Expense Reimbursement	0.00	0.00	0.00
Net Income Before Transfer with Reimbursements	2,883,540.69	759,267.57	2,124,273.12
90000 - State of Wyoming Transfers	2,209,095.77	685,348.71	1,523,747.06
Net Income	674,444.92	73,918.86	600,526.06
State Transfer % of Net Income	76.61%	90.26%	-13.65%

Financial Update

Year to Date Profit & Loss

July 2022 through December 2022

Wyoming Lottery Corp Profit & Loss July 2022 through December 2022

Operating Income/Expense	Jul - Dec 22	Jul - Dec 21	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	6,036,715.98	2,574,874.80	3,461,841.18
Power Ball Sales (net)	7,811,903.90	4,662,284.44	3,149,619.46
Cowboy Draw Sales (net)	6,028,478.00	4,527,948.60	1,500,529.40
Lucky For Life (net)	1,464,882.44	1,489,440.00	-24,557.56
Keno Sales	1,465,684.56	0.00	1,465,684.56
2by2 Sales (net)	705,884.00	1,012,804.78	-306,920.78
Total Income / Revenues	23,513,548.88	14,267,352.62	9,246,196.26
Other Revenues			
Application Fees (Fidelity-Res)	4,600.00	1,500.00	3,100.00
Other Revenues	0.00	0.00	0.00
Total - Other Revenues	4,600.00	1,500.00	3,100.00
Total Income	23,518,148.88	14,268,852.62	9,249,296.26
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	2,971,608.91	1,163,667.86	1,807,941.05
Powerball	3,809,415.21	2,239,485.10	1,569,930.11
Cowboy Draw	3,313,005.00	3,171,160.33	141,844.67
Lucky For Life	911,093.39	918,835.02	-7,741.63
2by2	378,304.93	544,244.05	-165,939.12
Keno	1,024,315.00	0.00	1,024,315.00
Total Direct Gaming Costs / Prize Expense	12,407,742.44	8,037,392.36	4,370,350.08
Gaming Expenses			
Gaming Retail Commissions	1,469,352.60	903,700.98	565,651.62
Gaming Retail Validation Bonus	38,554.90	22,897.35	15,657.55
Vendor Expense - (Intralot)	2,736,737.87	1,660,794.96	1,075,942.91
Total Gaming Expenses	4,244,645.37	2,587,393.29	1,657,252.08
Total COGS	16,652,387.81	10,624,785.65	6,027,602.16
Gross Profit	6,865,761.07	3,644,066.97	3,221,694.10
Expense			
Operating Expenses			
Bank Fees	0.00	0.00	0.00
Board Expenses	18,453.72	10,193.02	8,260.70
Insurance	11,116.59	8,885.08	2,231.51
Membership Dues	112,884.90	47,483.68	65,401.22
Responsible Gambling Program	7,256.00	16,287.50	-9,031.50
Accounting / Audit Fees	30,000.00	36,650.00	-6,650.00
Legal Fees	24,850.70	28,874.93	-4,024.23
Marketing	416,591.87	408,107.34	8,484.53
New Game Development	739,473.27	148,566.61	590,906.66
Outside Contract Services (IT)	83,593.84	72,004.23	11,589.61
Vendor Background Services	1,010.50	0.00	1,010.50
Payroll Services	3,287.25	2,676.75	610.50

Financial Update

Year to Date Profit & Loss, Continued

July 2022 through December 2022

Wyoming Lottery Corp Profit & Loss July 2022 through December 2022

	Jul - Dec 22	Jul - Dec 21	\$ Change
Operating Income/Expense			
Retail Investigation	3,150.00	6,200.00	-3,050.00
Facilities & Equipment	108,625.66	74,821.42	33,804.24
Communications	5,251.01	5,865.40	-614.39
Office Costs	13,978.33	13,492.91	485.42
Outside Services	0.00	18,000.00	-18,000.00
Other Types of Expenses	3,184.26	1,906.85	1,277.41
Petty Cash Over/Short	-8.00	3.00	-11.00
Ticket Problem Expense	72.42	131.00	-58.58
Retailer Special Incentive	500.00	3,500.00	-3,000.00
Rent & Janitorial	56,049.64	55,810.90	238.74
Salaries, Wages & Benefits	737,031.82	658,258.21	78,773.61
Travel	38,598.96	53,438.75	-14,839.79
EE Uniforms	1,908.00	3,490.16	-1,582.16
Total Operating Expenses	2,416,860.74	1,674,647.74	742,213.00
Net Operating Income	4,448,900.33	1,969,419.23	2,479,481.10
Other Income			
Interest Income	20,809.70	2,948.19	17,861.51
Gain/Loss on Sale of Assets	0.00	10,300.00	-10,300.00
Total Other Income	20,809.70	13,248.19	7,561.51
Other Expenses			
Interest Expense	2,045.06	1,349.06	696.00
Total Other Expense	2,045.06	1,349.06	696.00
Net Income Before State Transfer	4,467,664.97	1,981,318.36	2,486,346.61
Responsible Gambling Expenses Reimbursement	7,256.00	16,287.50	-9,031.50
Retained Net Proceeds/New Game Expense Reimbursement	222,193.49	0.00	222,193.49
Net Income Before Transfer with Reimbursements	4,697,114.46	1,997,605.86	2,699,508.60
90000 - State of Wyoming Transfers	3,621,608.77	1,744,827.63	1,876,781.14
Net Income	1,075,505.69	236,490.73	839,014.96
State Transfer % of Net Income	77.10%	88.06%	-10.96%
Book Net Income with State Transfer	846,056.20	236,490.73	609,565.47
State Transfer % of Net Income	81.06%	87.35%	-6.28%

Financial Update

Q2 Profit & Loss Budget vs. Actual

October 2022 through December 2022

Wyoming Lottery Corp Profit & Loss Budget vs. Actual October 2022 through December 2022

	FY 23 QTR 2			
	TOTAL			
	Oct - Dec 22	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	13,807,125.88	8,210,228.00	5,596,897.88	168.17%
Total 48000 · Other Revenues	1,400.00	0.00	1,400.00	100.0%
Total Income	13,808,525.88	8,210,228.00	5,598,297.88	168.19%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	7,462,976.00	4,881,477.00	2,581,499.00	152.88%
Total 61000 · B Gaming Expenses	2,500,135.19	1,481,419.97	1,038,715.22	171.08%
Total COGS	9,963,111.19	6,342,896.97	3,620,214.22	157.08%
Gross Profit	3,845,414.69	1,867,331.03	1,978,083.66	205.93%
	Oct - Dec 22	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	43,126.64	38,129.00	4,997.64	113.11% *
Total 61000 · Contract Services	440,274.04	465,216.00	-24,941.96	94.84% **
Total 62000 · Facilities and Equipment	57,363.10	37,250.00	20,113.10	154.0% ***
Total 63000 · Operations	42,484.60	44,259.00	-1,774.40	95.99% ****
Total 64000 · Personnel Salaries, Benefits & Travel	394,363.37	415,947.00	-21,583.63	94.81% *****
Total Expense	977,611.75	1,000,801.00	-23,189.25	97.68%
Net Ordinary Income	2,867,802.94	866,530.03	2,001,272.91	330.95%
Other Income/Expense				
70000 · Interest Income	16,736.31	1,350.00	15,386.31	1,239.73%
81000 · Interest Expense	998.56	900.00	98.56	110.95%
82000 · Gain/Loss on Discarded Assets	0.00	0.00	0.00	0.0%
Total Other Expense	998.56	900.00	98.56	110.95%
Net Other Income	15,737.75	450.00	15,287.75	3,497.28%
	Oct - Dec 22	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	2,883,540.69	866,980.03	2,016,560.66	332.6%
Transfer to State of Wyoming	2,209,095.77			
Net Income	674,444.92			

* Over \$5,000 Dues (NASPL)

** Under \$10,000 Legal Fees; Under \$4,200 Mktg & Keno; Under \$7,300 IT; Under \$3,600 Retail Inv.

*** Over \$20,000 Depreciation

**** Under \$2,000 Retailer Special Incentive

***** Under \$12,000 Benefits; Under \$2,500 ER Taxes; Under \$6,800 Travel

Net Income Allocation:

Net Income:	674,444.92
With Reimbursements Added	0.00
Net Income:	674,444.92

Financial Update

Year to Date, Profit & Loss Budget vs. Actual

July 2022 through December 2022

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

	FY 23 QTR 2			
	TOTAL			
	July - Dec 22	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	23,513,548.88	14,458,505.50	9,055,043.38	162.63%
Total 48000 · Other Revenues	4,600.00	0.00	4,600.00	100.0%
Total Income	23,518,148.88	14,458,505.50	9,059,643.38	162.66%
Cost of Goods Sold				
Total 60000 · A Direct Gaming Costs	12,407,742.44	8,428,824.00	3,978,918.44	147.21%
Total 61000 · B Gaming Expenses	4,244,645.37	2,573,613.24	1,671,032.13	164.93%
Total COGS	16,652,387.81	11,002,437.24	5,649,950.57	151.35%
Gross Profit	6,865,761.07	3,456,068.26	3,409,692.81	198.66%
	July - Dec 22	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	149,711.21	82,558.00	67,153.21	181.34%*
Total 61000 · Contract Services	1,301,957.43	1,476,146.00	-174,188.57	88.2%**
Total 62000 · Facilities and Equipment	108,625.66	73,200.00	35,425.66	148.4%***
Total 63000 · Operations	79,027.66	85,968.00	-6,940.34	91.93%****
Total 64000 · Personnel Salaries, Benefits & Travel	777,538.78	815,509.25	-37,970.47	95.34%*****
Total Expense	2,416,860.74	2,533,381.25	-116,520.51	95.4%
Net Ordinary Income	4,448,900.33	922,687.01	3,526,213.32	482.17%
Other Income/Expense				
70000 · Interest Income	20,809.70	2,700.00	18,109.70	770.73%
81000 · Interest Expense	2,045.06	1,800.00	245.06	113.61%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	2,045.06	1,800.00	245.06	113.61%
Net Other Income	18,764.64	900.00	17,864.64	2,084.96%
	July - Dec 22	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	4,467,664.97	923,587.01	3,544,077.96	483.73%
Transfers to State of Wyoming	3,621,608.77			
Net Income	846,056.20			

* Under \$3,000 Board Expenses; Over \$62,000 Dues; Over \$7,300 RG Expenses

** Under \$11,000 Legal; Under \$74,500 Mktg; Under \$70,000 New Game; Under \$14,000 IT; Under \$4,800 Retail Inv

*** Over \$48,000 Depreciation; Under \$9,000 IT Equipment; Under \$3,000 Maint

**** Under \$5,500 Retailer Special Incentives; Under \$1,300 Office & Comm

***** Under \$22,000 Benefits; Under \$5,000 ER Taxes; Under \$9,000 Travel

Net Income Allocation:

Net Income:	846,056.20
With Reimbursements Added	
Net Income:	846,056.20

Financial Update

Profit & Loss Responsible Gambling

Budget vs. Actual

July 2022 through December 2022

	FY 23 QTR 2 YTD		
	TOTAL		
	July 22 - Dec 22	FY23 Budget	Available
Responsible Gambling Expenses			
Tracker Study Follow Up Research	0.00	0.00	0.00
Certifications - University of Minnesota	0.00	0.00	0.00
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	7,256.00	10,000.00	2,744.00
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	0.00	0.00	0.00
Allocation To Be Determined		197,340.98	197,340.98
Total Responsible Gambling Expenses	7,256.00	207,340.98	200,084.98

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
7/29/22 Unclaimed Prize Funding	200,000.00
FY 23 Expenses	-7,256.00
12/31/22 Responsible Gambling Balance	200,084.98

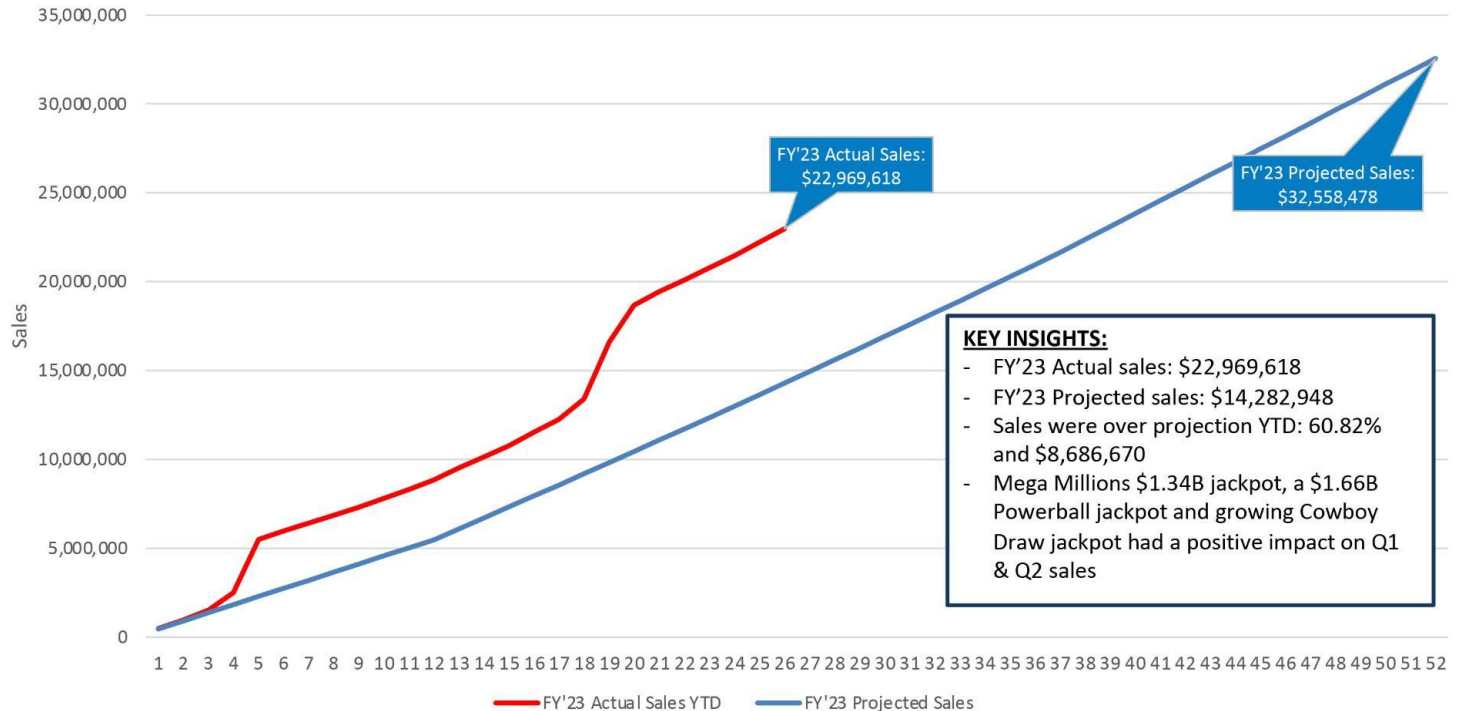
Unclaimed Prize Fund Balance as of 12/31/22

\$560,916.77

Sales Update

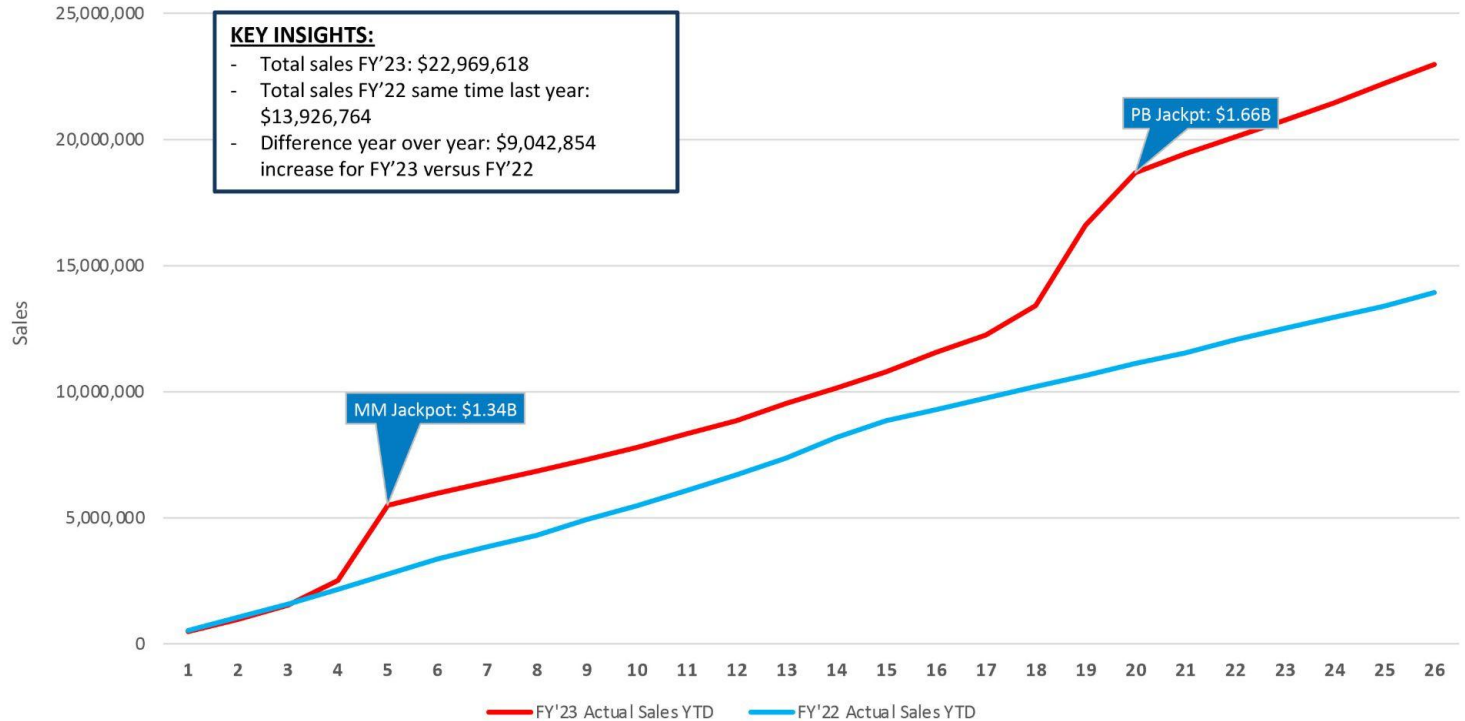
Sales Update

Total Sales: FY'23 Actual vs. Projection Week Ending: 12/24/22



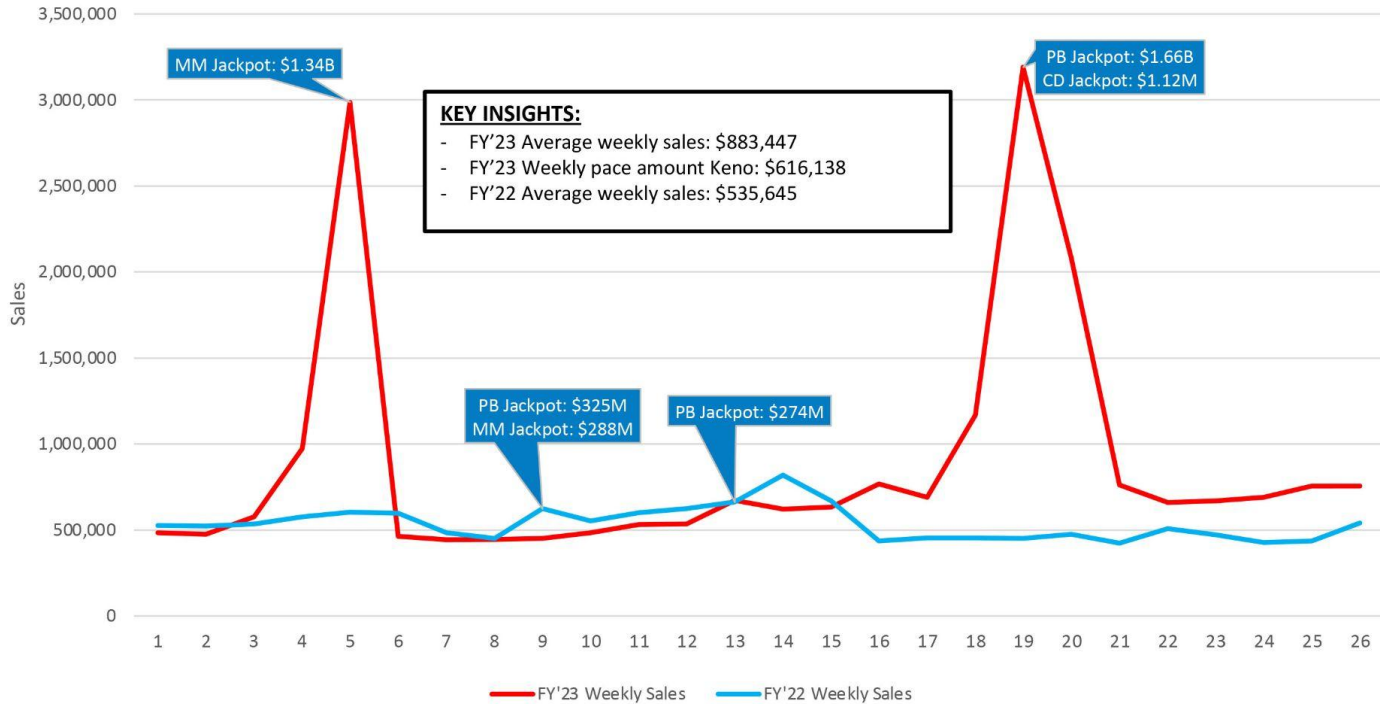
Sales Update

Total Sales: FY'23 vs. FY'22
Week Ending: 12/24/22



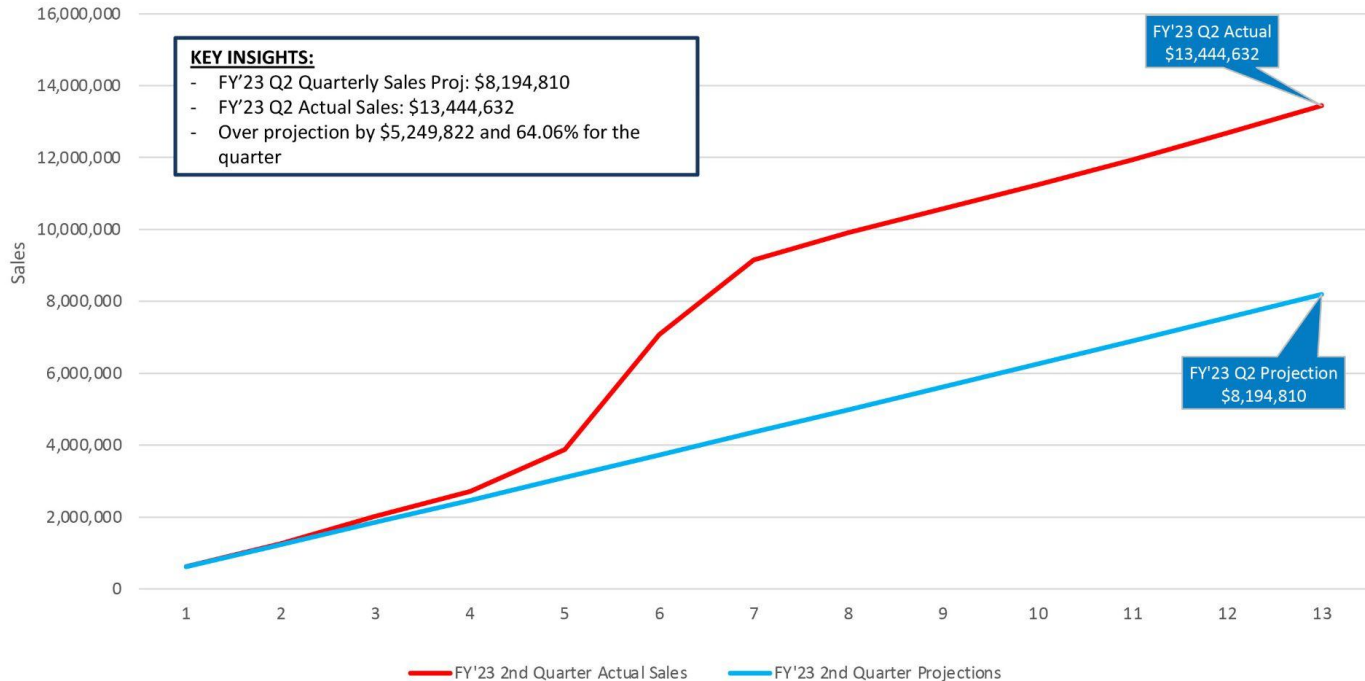
Sales Update

Actual Weekly Sales: FY'23 vs. FY'22
Week Ending: 12/24/22



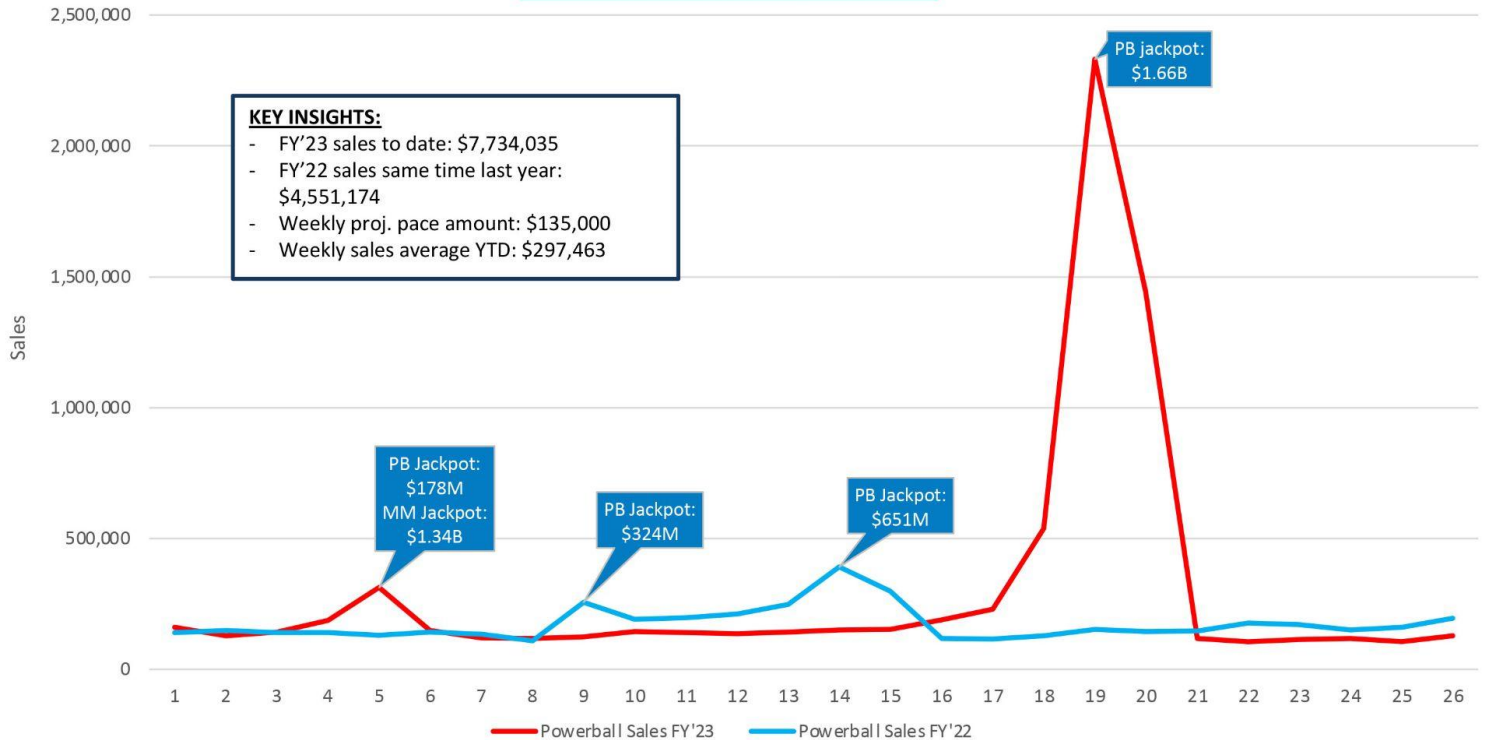
Sales Update

Total 2nd Quarter Sales: FY'23 Actual vs. Projections
Quarter Ending: 12/24/22



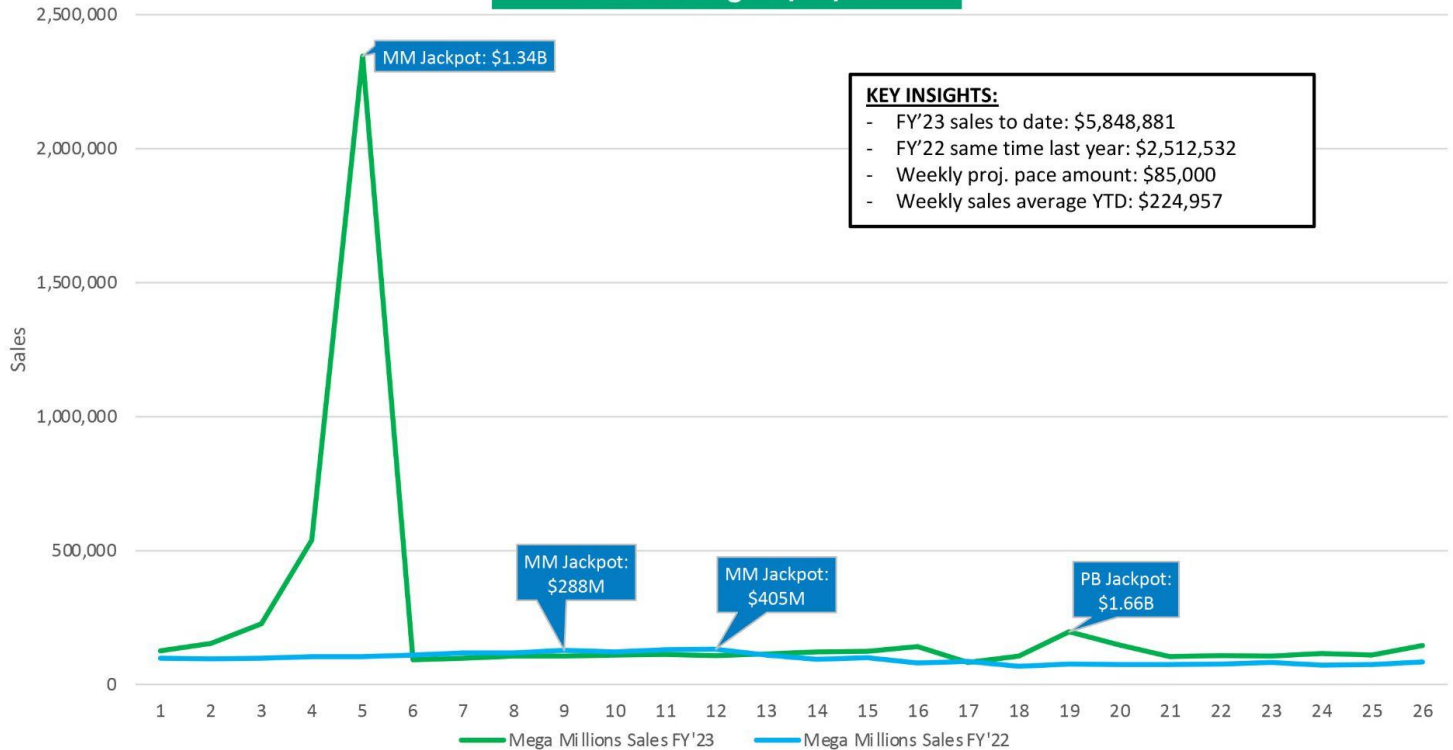
Sales Update

Powerball Sales: FY'23 vs. FY'22 Week Ending: 12/24/22



Sales Update

Mega Millions Sales: FY'23 vs. FY'22 Week Ending: 12/24/22

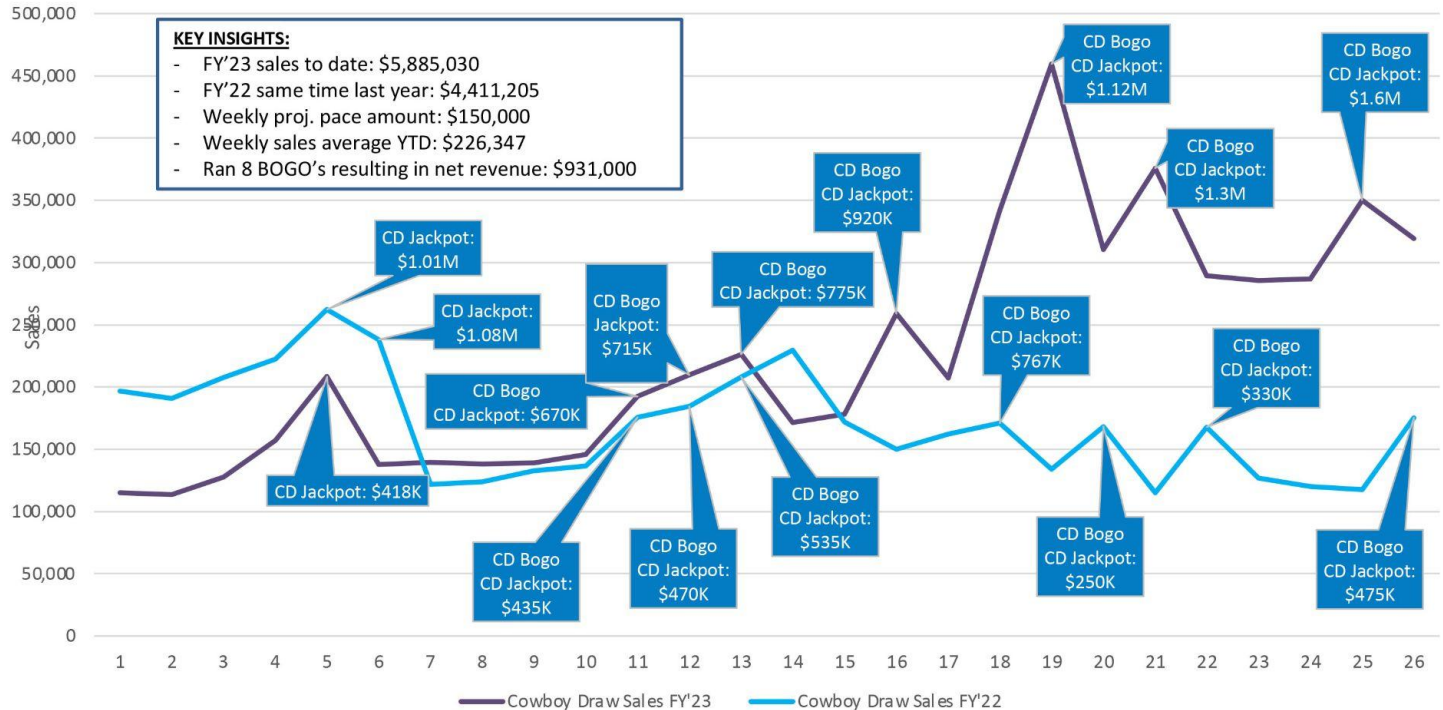


Sales Update

Cowboy Draw Sales: FY'23 vs. FY'22 Week Ending: 12/24/22

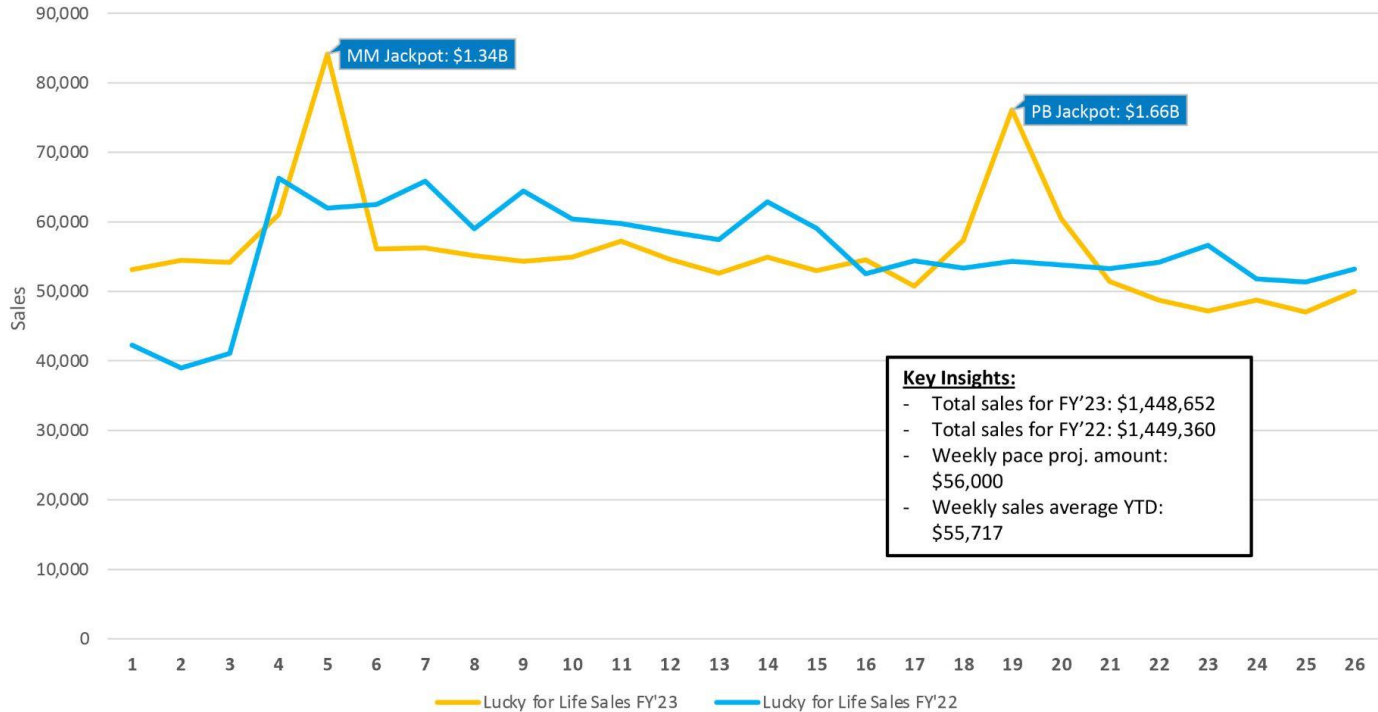
KEY INSIGHTS:

- FY'23 sales to date: \$5,885,030
- FY'22 same time last year: \$4,411,205
- Weekly proj. pace amount: \$150,000
- Weekly sales average YTD: \$226,347
- Ran 8 BOGO's resulting in net revenue: \$931,000



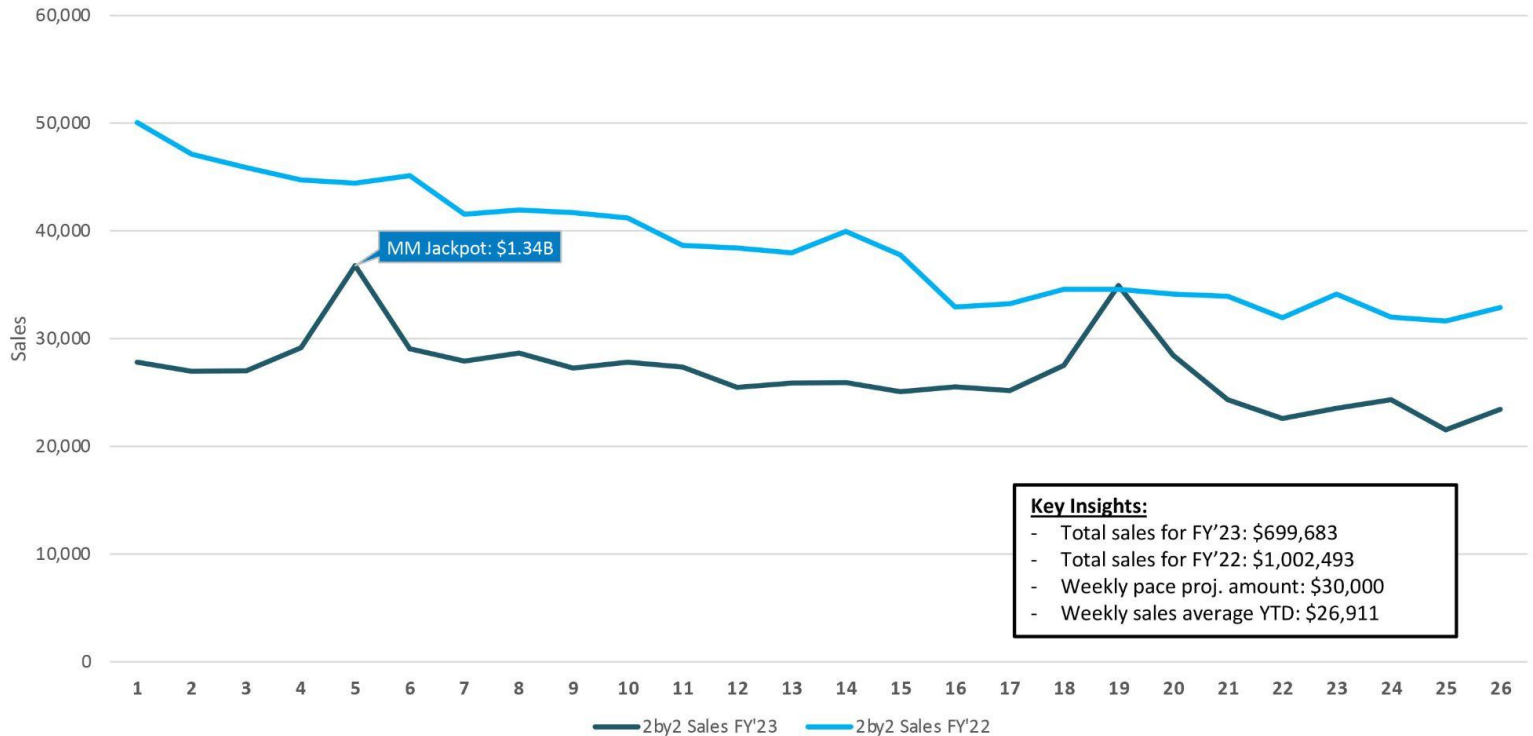
Sales Update

Lucky for Life Sales: FY'23 vs. FY'22
Week ending: 12/24/22



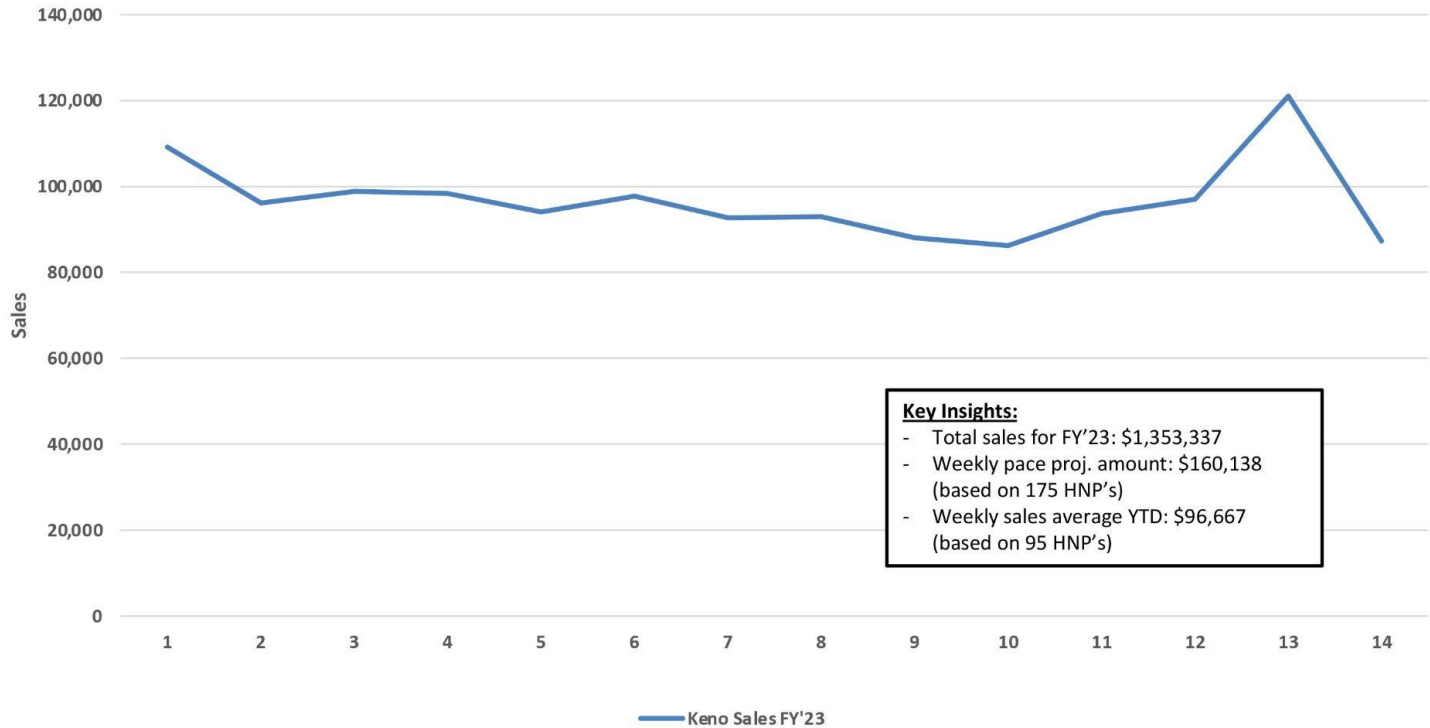
Sales Update

2by2 Sales: FY'23 vs. FY'22
Week Ending: 12/24/22



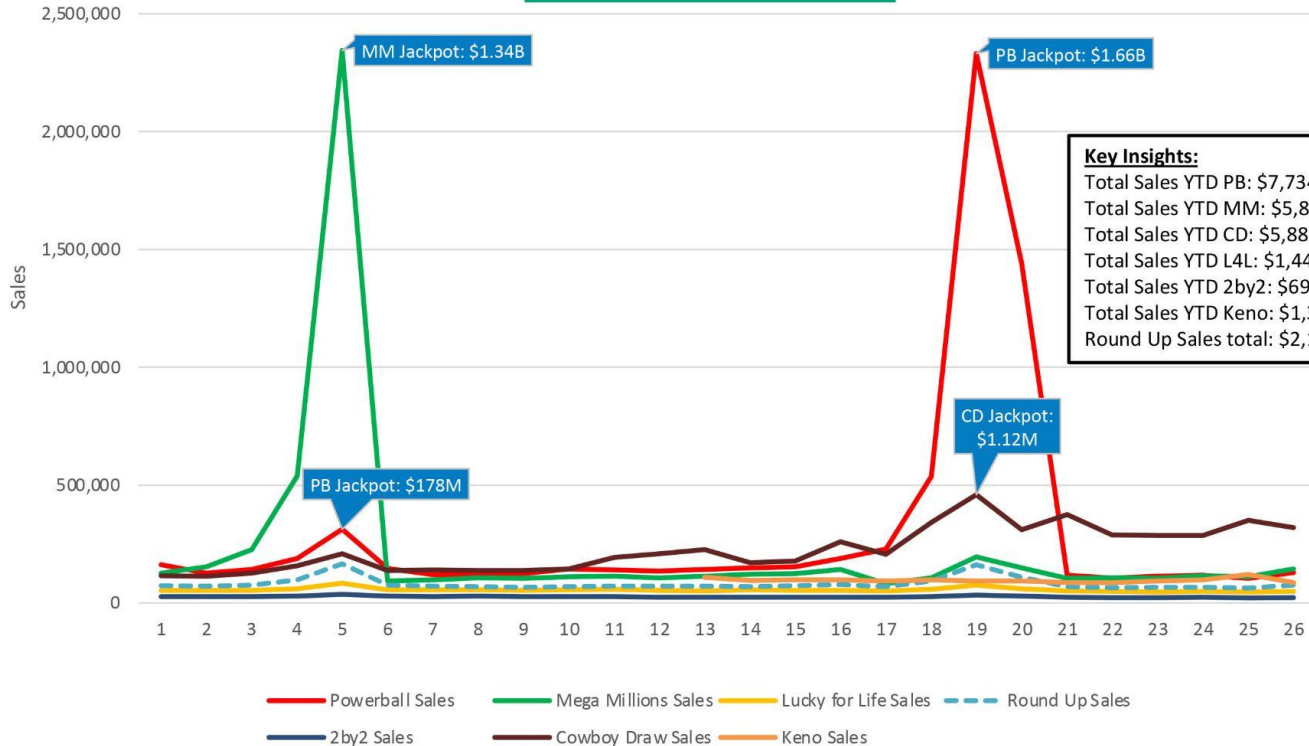
Sales Update

Keno Sales FY'23
Week ending 12/24/22



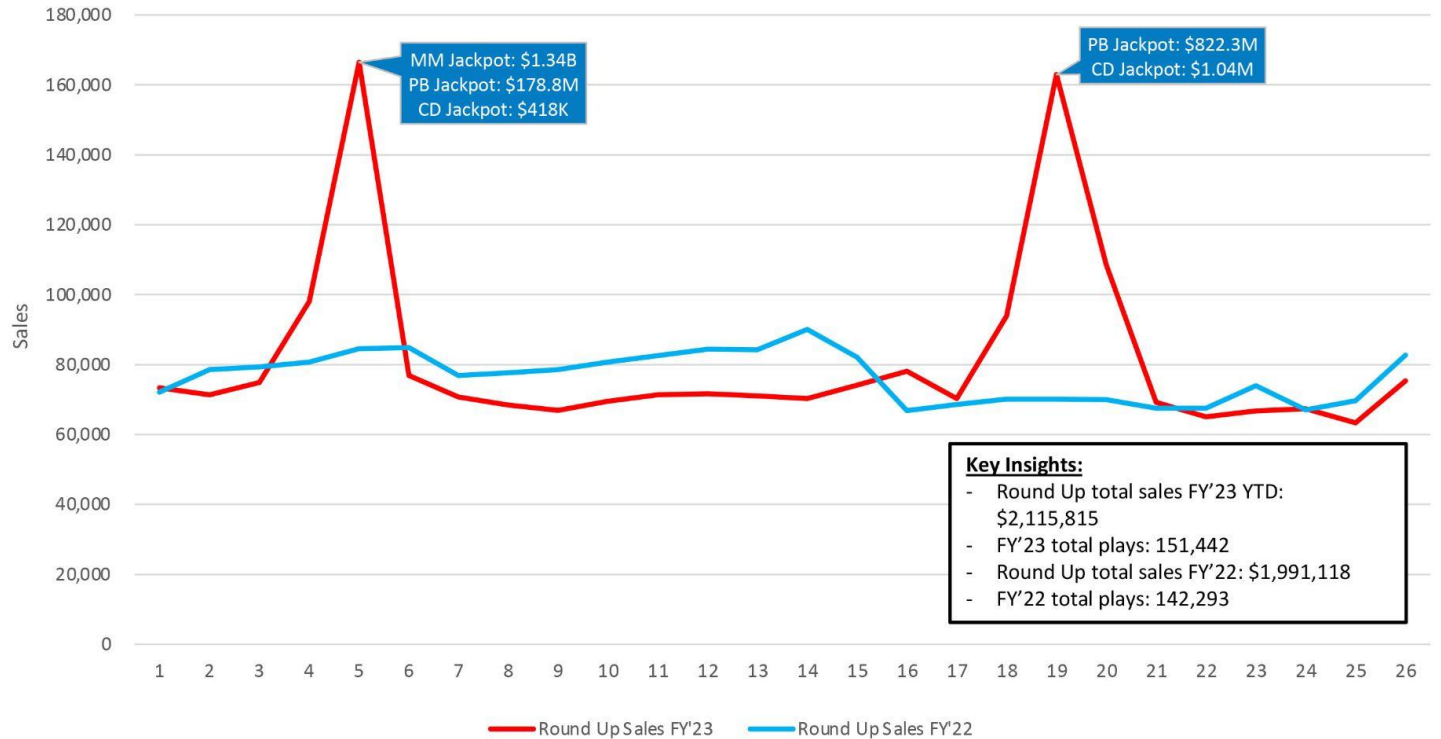
Sales Update

WyoLotto Product Sales YTD Week ending 12/24/22



Sales Update

Round Up Sales: FY'23 vs. FY'22 Week Ending: 12/24/22



Marketing Update

KENO

- **Campaign results**
 - 2 weeks on, 2 weeks off strategy to avoid ad fatigue
 - Achieved above average performance on digital, social, video, YouTube, and Programmatic TV
 - Impressions are also coming in above expectations due to targeting strategy set by W21 media team to target “gambling,” “bars,” and other similar terms.



KENO

- **Retailer Party Pilot**
 - **Goal is to learn from the first parties as pilot before rolling out statewide**
 - **Party goal: Educate and entertain**
 - Dec. 15 at Alf's Pub
 - 2 weeks before party = \$580 KENO sales
 - 2 weeks after party = \$2,358 KENO sales
 - Dec. 23 at the Four Winds
 - 2 weeks before party = \$1,608 KENO sales
 - 2 weeks after party = \$2,003* KENO sales
- *Sales not for entire two weeks



KENO

- **Recruitment**
 - Current Retailer Count
 - 95 Hang N Plays
 - 11 Pending
 - Keno Winners
 - \$1,036,151 total
 - 251,931
 - Top Sales Counties (65% of Overall)
 - Laramie (23%)
 - Sweetwater (14%)
 - Campbell (12%)
 - Uinta (10%)
 - Natrona (6%)



Holiday Giving

Ran Dec. 12 through Dec. 31

- Gifts for the Senior Companion Program statewide in partnership with Alf's Pub:
 - Give \$6,000 in items which are matched by friends and family of WyoLotto to fill the Amazon wishlists
 - Third year of supporting Wyoming's seniors in need



UW Cowboy Draw BOGO

Results:

- Average Sunday Sales = \$25,000
 - 12/11 BOGO:
 - Gross: \$211,205
 - Net: \$118,470
 - 11/13 BOGO:
 - Gross: \$306,635
 - Net: \$164,865
 - 10/30 BOGO:
 - Gross: \$267,430
 - Net: \$146,630
 - 10/23 BOGO:
 - Gross: \$253,250
 - Net: \$136,630
 - 10/9 BOGO:
 - Gross: \$184,325
 - Net: \$100,895
 - 9/18 BOGO:
 - Gross Sales: \$181,790
 - Net Sales: \$100,390
 - 9/11 BOGO:
 - Gross Sales: \$159,295
 - Net Sales: \$87,915
 - 9/4 BOGO:
 - Gross Sales: \$133,425
 - Net Sales: \$75,205

Total net sales: \$931,000



Game Updates

Cowboy Draw

This Quarter:

- 157,559 Total Winners
- \$1,278,355 Total Won
- 318 that won \$1,000
- 0 Jackpots Won

Since Launch:

- 3,009,041 Total Winners
- \$54,212,953 Total Won
- 5,777 have won \$1,000
- 34 Jackpot Wins



Powerball

This Quarter:

- 97,612 Total Winners
- \$1,037,510 Total Won
- 3 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,341,061 Total Winners
- \$16,700,574 Total Won
- 49 have won \$1,000 or more
- 0 Jackpot Wins

INCREASE
— your —
WINNINGS
1\$



Mega Millions

This Quarter:

- 29,494 Total Winners
- \$217,046 Total Won
- 11 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,245,318 Total Winners
- \$12,577,602 Total Won
- 132 have won \$1,000 or more
- 0 Jackpot Wins



Lucky for Life

This Quarter:

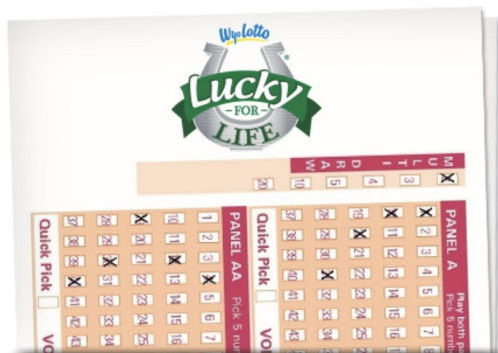
- 44,901 Total Winners
- \$648,774 Total Won
- 3 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,014,153 Total Winners
- \$13,664,386 Total Won
- 49 have won \$1,000 or more
- 1 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE



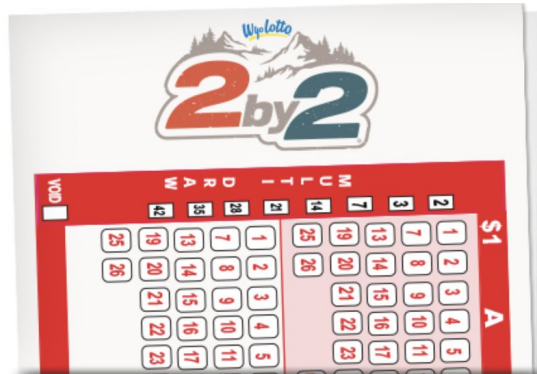
2by2

This Quarter:

- 124,820 Total Winners
- \$235,300 Total Won
- 7 Jackpot Wins

Since Launch:

- 1,004,027 Total Winners
- \$1,298,279 Total Won
- 29 Jackpot Wins



KENO

This Quarter:

- \$865,420 Total Won
- 34 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- \$963,509 Total Won
- 41 have won \$1,000 or more
- 0 Jackpot Wins



Up Next...

- **Keno Parties and Promotions**
- **Powerball BOGO April 2023**
- **Marketing Plan FY24**