

WyoLotto FY2023 Q4 Board Report



Corporate Responsibility

Transfer Update

- **Quarterly Transfers to Wyoming**
 - Q4 Fiscal Year 2023: \$763,189.00
 - Total Since Launch: \$33,357,433.56

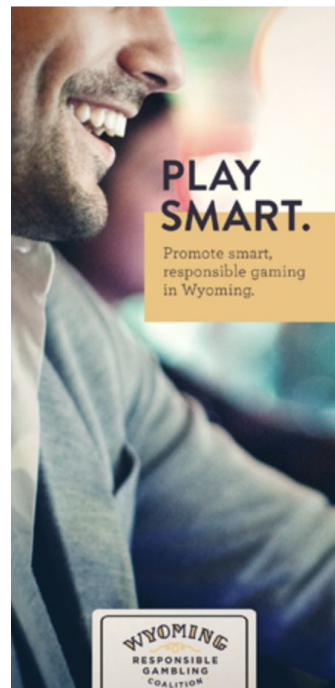


\$33,357,433
TRANSFERRED TO THE STATE



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 June 30, 2023

Wyoming Lottery Corp Balance Sheet As of June 30, 2023

ASSETS	Jun 30, 23	Jun 30, 22	\$ Change
Current Assets			
Checking/Savings			
Checking/Savings Accounts	8,801,598.03	3,174,690.51	5,626,907.52
Prize Account Petty Cash (Till)	1,437.24	870.74	566.50
Restricted Cash			
Unclaimed Prizes	1,221,603.65	476,218.86	745,384.79
Responsible Gambling Funds	188,052.98	7,340.98	180,712.00
Fidelity Fund	78,264.28	65,580.87	12,683.41
Total Checking/Savings	10,290,956.18	3,724,701.96	6,566,254.22
Other Current Assets			
Prepaid Expenses	37,223.20	17,577.45	19,645.75
Retail Accounts Receivable	399,576.08	277,594.21	121,981.87
Other Receivables	2,919.40	1,074,933.78	(1,072,014.38)
Total Other Current Assets	439,718.68	1,370,105.44	(930,386.76)
Total Current Assets	10,730,674.86	5,094,807.40	5,635,867.46
Noncurrent Assets			
Capital Assets, Net	629,709.21	542,943.23	86,765.98
Capital Assets, Trademarks	51,200.00	34,700.00	16,500.00
WIP	10,000.00	245,090.00	(235,090.00)
Deposits - Building	7,500.00	7,500.00	0.00
Total Noncurrent Assets	698,409.21	830,233.23	(131,824.02)
Deferred Outflows of Resources			
Pension Related Outflows	153,845.72	153,845.72	0.00
TOTAL ASSETS	11,582,929.79	6,078,886.35	5,504,043.44
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	435,391.24	389,123.19	46,268.05
Jonah Bank Credit Card	19,300.12	28,313.07	(9,012.95)
State of Wyoming Transfer Payable	763,189.00	700,903.00	62,286.00
Unearned Revenue (net)	426,434.00	378,632.00	47,802.00
Prizes Payable	4,699,226.22	1,001,669.71	3,697,556.51
Payroll Liabilities	61,940.92	58,540.34	3,400.58
Total Current Liabilities	6,405,481.50	2,557,181.31	3,848,300.19
Noncurrent Liabilities			
Xerox-Capital Lease	66,825.99	81,822.96	(14,996.97)
Net Pension Liability	681,368.09	681,368.09	0.00
Total Noncurrent Liabilities	748,194.08	763,191.05	(14,996.97)
Deferred Inflows of Resources			
Pension Related Inflows	453,975.59	453,975.59	0.00
Total Liabilities	7,607,651.17	3,774,347.95	3,833,303.22
Equity			
Retained Earnings	2,304,538.40	2,148,362.67	156,175.73
Net Income	1,870,740.22	156,175.73	1,514,564.49
TOTAL LIABILITIES & EQUITY	11,582,929.79	6,078,886.35	5,504,043.44

Financial Update

Q4 Profit & Loss

April 2023 through June 2023

Wyoming Lottery Corp Profit & Loss April 2023 through June 2023

Operating Income/Expense	Apr - Jun 23	Apr - Jun 22	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	1,272,183.00	1,095,554.18	176,628.82
Power Ball Sales (net)	1,802,851.00	2,322,660.78	-519,809.78
Cowboy Draw Sales (net)	2,767,735.00	2,430,117.10	337,617.90
Lucky For Life Sales (net)	674,180.00	724,374.36	-50,194.36
Keno Sales (net)	1,388,018.00	0.00	1,388,018.00
2by2 Sales (net)	297,074.00	377,963.02	-80,889.02
Total Income / Revenues	8,202,041.00	6,950,669.44	1,251,371.56
Other Revenues			
Application Fees (Fidelity-Res)	3,000.00	1,800.00	1,200.00
Other Revenues	35.00	27,968.71	-27,933.71
Total - Other Revenues	3,035.00	29,768.71	-26,733.71
Total Income	8,205,076.00	6,980,438.15	1,224,637.85
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi Tier/ MUSL			
Megamillions	594,924.10	539,274.15	55,649.95
Powerball	694,408.24	1,234,727.07	-540,318.83
Cowboy Draw	1,850,905.00	1,733,169.00	117,736.00
Lucky For Life	374,256.67	381,040.34	-6,783.67
2by2	173,721.86	203,184.12	-29,462.26
Keno	1,205,636.50	0.00	1,205,636.50
Total Direct Gaming Costs / Prize Expense	4,893,852.37	4,091,394.68	802,457.69
Gaming Expenses			
Gaming Retail Commissions	499,048.62	441,563.10	57,485.52
Gaming Retail Validation Bonus	20,162.01	11,735.29	8,426.72
Vendor Expense - (Intralot)	954,635.68	808,906.13	145,729.55
Total Gaming Expenses	1,473,846.31	1,262,204.52	211,641.79
Total COGS	6,367,698.68	5,353,599.20	1,014,099.48
Gross Profit	1,837,377.32	1,626,838.95	210,538.37
Expense			
Operating Expenses			
Board Expenses	5,633.25	4,533.09	1,100.16
Insurance	5,109.25	4,874.25	235.00
Membership Dues	1,287.50	0.00	1,287.50
Responsible Gambling Program	7,204.25	8,548.80	-1,344.55
Legal Fees	23,261.38	17,615.80	5,645.58
Marketing	223,452.08	9,932.22	213,519.86
New Game Development	98,252.18	209,221.27	-110,969.09
Outside Contract Services (IT)	41,019.82	56,332.99	-15,313.17

Financial Update

Q4 Profit & Loss, Continued

April 2023 through June 2023

Wyoming Lottery Corp Profit & Loss April 2023 through June 2023

Operating Income/Expense	Apr - Jun 23	Apr - Jun 22	\$ Change
Vendor Background Services	156.00	0.00	156.00
Payroll Services	2,190.75	1,394.65	796.10
Retail Investigation	1,300.00	3,510.00	-2,210.00
Facilities & Equipment	59,177.16	40,420.74	18,756.42
Communications	2,852.73	2,583.48	269.25
Office Costs	5,206.64	4,564.99	641.65
Outside Services	14,120.52	0.00	14,120.52
Petty Cash Over/Short	-33.00	0.00	-33.00
Retailer Special Incentive	3,000.00	3,500.00	-500.00
Rent & Janitorial	28,744.19	27,822.32	921.87
Ticket Problem Expense	4.00	58.00	-54.00
Salaries, Wages & Benefits	402,511.00	265,709.94	136,801.06
Travel	23,616.13	29,165.47	-5,549.34
Pension Expense	0.00	9,867.00	-9,867.00
Total Operating Expenses	948,065.83	699,655.01	248,410.82
Net Operating Income	889,311.49	927,183.94	-37,872.45
Other Income			
Interest Income	52,344.70	1,392.77	50,951.93
Gain/Loss on Sale of Assets	0.00	7,404.75	-7,404.75
Total Other Income	52,344.70	8,797.52	43,547.18
Other Expenses			
Interest Expense	900.78	488.79	411.99
Total Other Expense	900.78	488.79	411.99
Net Income Before Transfer	940,755.41	935,492.67	5,262.74
Responsible Gambling Expenses Reimbursement	7,204.25	8,548.80	-1,344.55
Retained Net Proceeds/New Game Expense Reimbursement	0.00	255,947.03	-255,947.03
Net Income Before Transfer with Reimbursements	947,959.66	1,199,988.50	-252,028.84
90000 - State of Wyoming Transfers	763,189.00	700,903.00	62,286.00
Net Income	184,770.66	499,085.50	-314,314.84
State Transfer % of Net Income with Reimbursements	80.51%	58.41%	22.10%
Net Income after State Transfer	177,566.41	234,589.67	-57,023.26
State Transfer % of Net Income	81.13%	74.92%	6.20%

Financial Update

Year to Date Profit & Loss

July 2022 through June 2023

Wyoming Lottery Corp Profit & Loss July 2022 through June 2023

Operating Income/Expense	Jul 22 - Jun 23	Jul 21 - Jun 22	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	9,873,651.98	4,874,892.78	4,998,759.20
Power Ball Sales (net)	11,683,064.90	9,032,520.62	2,650,544.28
Cowboy Draw Sales (net)	14,167,593.00	8,752,605.70	5,414,987.30
Lucky For Life Sales (net)	2,828,242.44	2,943,158.36	-114,915.92
Keno Sales (net)	4,347,397.56	0.00	4,347,397.56
2by2 Sales (net)	1,322,247.00	1,803,012.80	-480,765.80
Total Income / Revenues	44,222,196.88	27,406,196.26	16,816,006.62
Other Revenues			
Application Fees (Fidelity-Res)	9,500.00	3,700.00	5,800.00
Other Revenues	35.00	27,968.71	-27,933.71
Total - Other Revenues	9,535.00	31,668.71	-22,133.71
Total Income	44,231,731.88	27,437,858.97	16,793,872.91
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense - Low Tier/Hi Tier/ MUSL			
Megamillions	4,727,427.18	2,285,318.78	2,442,108.40
Powerball	5,499,479.01	4,401,786.69	1,097,692.32
Cowboy Draw	8,075,425.00	6,361,166.33	1,714,258.67
Lucky For Life	1,715,258.81	1,704,741.22	10,517.59
2by2	700,853.56	968,403.04	-267,549.48
Keno	3,190,505.00	0.00	3,190,505.00
Total Direct Gaming Costs / Prize Expense	23,908,948.56	15,721,416.06	8,187,532.50
Gaming Expenses			
Gaming Retail Commissions	2,724,600.30	1,736,363.10	988,237.20
Gaming Retail Validation Bonus	85,777.56	45,170.06	40,607.50
Vendor Expense - (Intralot)	5,147,340.37	3,190,225.88	1,957,114.49
Total Gaming Expenses	7,957,718.23	4,971,759.04	2,985,959.19
Total COGS	31,866,666.79	20,693,175.10	11,173,491.69
Gross Profit	12,365,065.09	6,744,683.87	5,620,381.22
Expense			
Operating Expenses			
Bank Fees	4.00	250.00	-246.00
Board Expenses	26,036.97	17,198.61	8,838.36
Employee Recruitment & Relocate	5,094.89	0.00	5,094.89
Insurance	21,335.09	18,633.58	2,701.51
Membership Dues	118,519.40	49,491.68	69,027.72
Responsible Gambling Program	19,960.25	48,311.80	-28,351.55
Accounting / Audit Fees	52,050.00	48,160.00	3,890.00
Legal Fees	78,953.25	60,341.30	18,611.95
Marketing	821,258.45	574,850.93	246,407.52
New Game Development	1,009,879.02	687,269.04	322,609.98
Outside Contract Services (IT)	167,022.27	166,620.85	401.42

Financial Update

Year to Date Profit & Loss, Continued

July 2022 through June 2023

Wyoming Lottery Corp Profit & Loss July 2022 through June 2023

	Jul 22 - Jun 23	Jul 21 - Jun 22	\$ Change
Operating Income/Expense			
Vendor Background Services	1,322.50	764.00	558.50
Payroll Services	7,486.75	6,010.40	1,476.35
Retail Investigation	6,740.00	11,470.00	-4,730.00
Facilities & Equipment	225,844.32	151,106.01	74,738.31
Communications	11,109.89	11,115.96	-6.07
Office Costs	27,310.70	22,534.33	4,776.37
Outside Services	19,908.40	36,000.00	-16,091.60
Other Types of Expenses	3,184.26	1,906.85	1,277.41
Petty Cash Over/Short	-48.00	-2.00	-46.00
Ticket Problem Expense	76.42	189.00	-112.58
Retailer Special Incentive	3,500.00	8,000.00	-4,500.00
Rent & Janitorial	113,188.51	111,627.72	1,560.79
Salaries, Wages & Benefits	1,499,981.44	1,263,891.64	236,089.80
Travel	72,662.36	117,318.53	-44,656.17
EE Uniforms	3,789.00	3,490.16	298.84
Pension Expense	0.00	9,867.00	-9,867.00
Total Operating Expenses	4,316,170.14	3,426,417.39	889,752.75
Net Operating Income	8,048,894.95	3,318,266.48	4,730,628.47
Other Income			
Interest Income	102,382.34	5,719.50	96,662.84
Gain/Loss on Sale of Assets	0.00	17,704.75	-17,704.75
Total Other Income	102,382.34	23,424.25	78,958.09
Other Expenses			
Interest Expense	3,895.83	2,270.75	1,625.08
Total Other Expense	3,895.83	2,270.75	1,625.08
Net Income Before State Transfer	8,147,381.46	3,339,419.98	4,807,961.48
Responsible Gambling Expenses Reimbursement	19,960.25	48,311.80	-28,351.55
Retained Net Proceeds/New Game Expense Reimbursement	222,193.49	653,469.80	-431,276.31
Net Income Before Transfer with Reimbursements	8,389,535.20	4,041,201.58	4,348,333.62
State of Wyoming Transfers	6,476,641.24	3,183,244.25	3,293,396.99
Net Income	1,912,893.96	857,957.33	1,054,936.63
State Transfer % of Net Income with Reimbursements	77.20%	78.77%	-1.57%
Net Income after State Transfer	1,670,740.22	156,175.73	1,514,564.49
State Transfer % of Net Income	79.49%	95.32%	-15.83%

Financial Update

Q4 Profit & Loss Budget vs. Actual

April 2023 through June 2023

Wyoming Lottery Corp Profit & Loss Budget vs. Actual April 2023 through June 2023

	FY 23 QTR 4			
	TOTAL			
	Apr - Jun 23	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	8,202,041.00	9,463,999.25	-1,261,958.25	86.67%
Total 48000 · Other Revenues	3,035.00	0.00	3,035.00	100.0%
Total Income	8,205,076.00	9,463,999.25	-1,258,923.25	86.7%
Cost of Goods Sold				
Total 50000 · A Direct Gaming Costs	4,893,852.37	5,734,039.00	-840,186.63	85.35%
Total 51000 · B Gaming Expenses	1,473,846.31	1,684,591.88	-210,745.57	87.49%
Total COGS	6,367,698.68	7,418,630.88	-1,050,932.20	85.83%
Gross Profit	1,837,377.32	2,045,368.37	-207,991.05	89.83%
	Apr - Jun 23	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	19,234.25	20,313.00	-1,078.75	94.69% *
Total 61000 · Contract Services	389,632.21	499,465.01	-109,832.80	78.01% **
Total 62000 · Facilities and Equipment	59,177.16	38,150.00	21,027.16	155.12% ***
Total 63000 · Operations	53,895.08	58,121.00	-4,225.92	92.73% ****
Total 64000 · Personnel Salaries, Benefits & Travel	425,730.01	408,276.00	17,454.01	104.28% *****
Total Expense	947,668.71	1,024,325.01	-76,656.30	92.52%
Net Ordinary Income	889,708.61	1,021,043.36	-131,334.75	87.14%
Other Income/Expense				
70000 · Interest Income	52,344.70	1,350.00	50,994.70	3,877.39%
81000 · Interest Expense	900.78	900.00	0.78	100.09%
82000 · Gain/Loss on Discarded Assets	0.00	0.00	0.00	0.0%
Total Other Expense	900.78	900.00	0.78	100.09%
Net Other Income	51,443.92	450.00	50,993.92	11,431.98%
	Apr - Jun 23	Budget	- Favorable	% of Budget
Net Income before Transfer to State of Wyoming	\$41,162.63	1,021,493.36	-80,340.83	92.14%
Transfer to State of Wyoming	763,189.00			
Net Income	177,963.53			

- * RG Expenses \$7,200; Under \$8,700 Board Exp
- ** Over \$5,300 Legal; Under \$24,000 Mktg; Under \$74,500 Keno; Under \$13,000 IT; Under \$3,700 Retail Investigations
- *** Over \$32,800 Depreciation; Under \$1,300 Fleet; Under \$10,500 IT Equipment
- **** Under \$600 Office; Under \$3,900 Outside Services; Over \$300 Storage Rent
- ***** Under \$5,800 Benefits; Over \$28,800 Compensation & Taxes; Under \$3,500 Travel; Under \$2,000 Uniforms

Net Income Allocation:

Net Income:

177,963.53

Financial Update

Year to Date, Profit & Loss Budget vs. Actual

July 2022 through June 2023

	FY 23 QTR 4			
	TOTAL			
	July 22-Jun 23	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 · Income / Revenues	44,222,196.88	32,718,616.00	11,503,580.88	135.16%
Total 48000 · Other Revenues	9,535.00	0.00	9,535.00	100.0%
Total Income	44,231,731.88	32,718,616.00	11,513,115.88	135.19%
Cost of Goods Sold				
Total 60000 · A Direct Gaming Costs	23,908,948.56	19,442,740.00	4,466,208.56	122.97%
Total 61000 · B Gaming Expenses	7,957,718.23	5,823,914.00	2,133,804.23	136.64%
Total COGS	31,866,666.79	25,266,654.00	6,600,012.79	126.12%
Gross Profit	12,365,065.09	7,451,962.00	4,913,103.09	165.93%
	July 22-Jun 23	Budget	+ Favorable	% of Budget
Expense				
Total 60000 · Business Expenses	190,950.60	118,900.00	72,050.60	160.6%
Total 61000 · Contract Services	2,144,712.24	2,417,445.00	-272,732.76	88.72%
Total 62000 · Facilities and Equipment	225,844.32	148,750.00	77,094.32	151.83%
Total 63000 · Operations	178,230.18	203,866.00	-25,635.82	87.43%
Total 64000 · Personnel Salaries, Benefits & Travel	1,576,035.68	1,608,543.25	-32,507.57	97.98%
Total Expense	4,315,773.02	4,497,504.25	-181,731.23	95.96%
Net Ordinary Income	8,049,292.07	2,954,457.75	5,094,834.32	272.45%
Other Income/Expense				
70000 · Interest Income	102,382.34	5,400.00	96,982.34	1,895.97%
81000 · Interest Expense	3,895.83	3,600.00	295.83	108.22%
82000 · Gain/Loss on Discarded Assets				
Total Other Expense	3,895.83	3,600.00	295.83	108.22%
Net Other Income	98,486.51	1,800.00	96,686.51	5,471.47%
	July 22-Jun 23	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	8,147,778.58	2,956,257.75	5,191,520.83	276.61%
Transfers to State of Wyoming	6,476,641.24			
Net Income	1,671,137.34			

* Under \$15,500 Board Expenses; Over \$1,900 EE Recruit; Over \$1,000 Ins; Over \$64,400 Dues; Over \$20,000 RG

** Over \$6,000 Acctg; Over \$7,000 Legal; Under \$112,000 Mktg; Under \$139,200 Keno; Under \$26,000 IT; Under \$9,000 Retail Inv

*** Over \$110,000 Depreciation; Under \$30,000 IT Equip; Under \$2,000 Fleet

**** Under \$16,000 Outside Services; Under \$8,500 Retailer Special Incentives; Under \$1,000 Office & Comm

***** Under \$27,400 Benefits; Over \$9,600 Comp & Taxes; Under \$14,500 Travel

Net Income Allocation:

Net Income: **1,671,137.34**

Financial Update

Profit & Loss Responsible Gambling Budget vs. Actual

July 2022 through June 2023

Wyoming Lottery Corp Profit & Loss Responsible Gambling Budget vs. Actual July 2022 through June 2023

	FY 23 QTR 4 YTD		
	TOTAL		
	July 22 - June 23	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	3,000.00	3,000.00	0.00
Responsible Gambling Travel/Conferences as Needed	14,460.25	15,000.00	539.75
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	2,500.00	2,500.00	0.00
Allocation To Be Determined		186,840.98	186,840.98
Total Responsible Gambling Expenses	19,960.25	207,340.98	187,380.73

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	-19,960.25
6/30/23 Responsible Gambling Balance	187,380.73

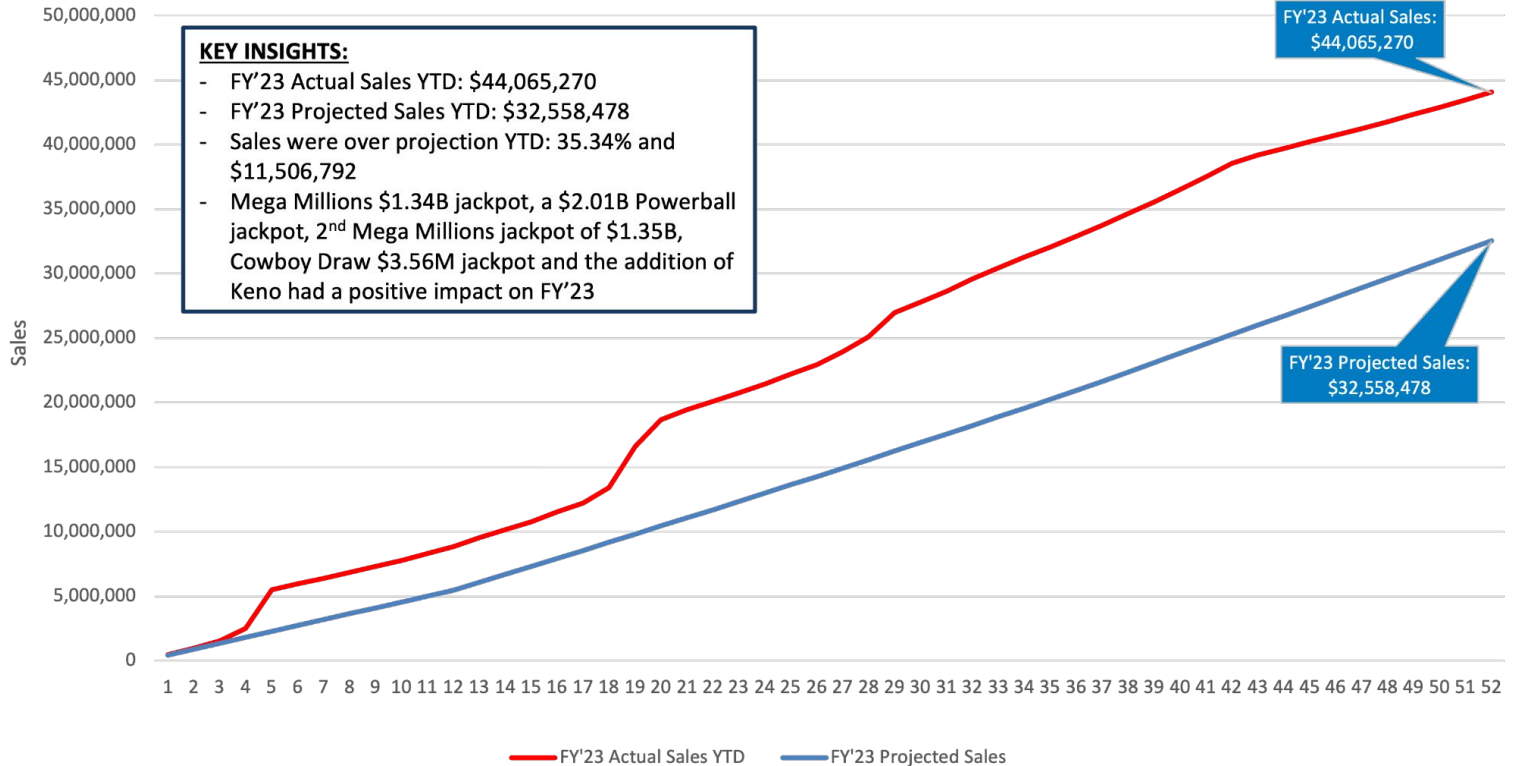
Unclaimed Prize Fund Balance as of 6/30/23

\$1,221,603.65

Sales Update

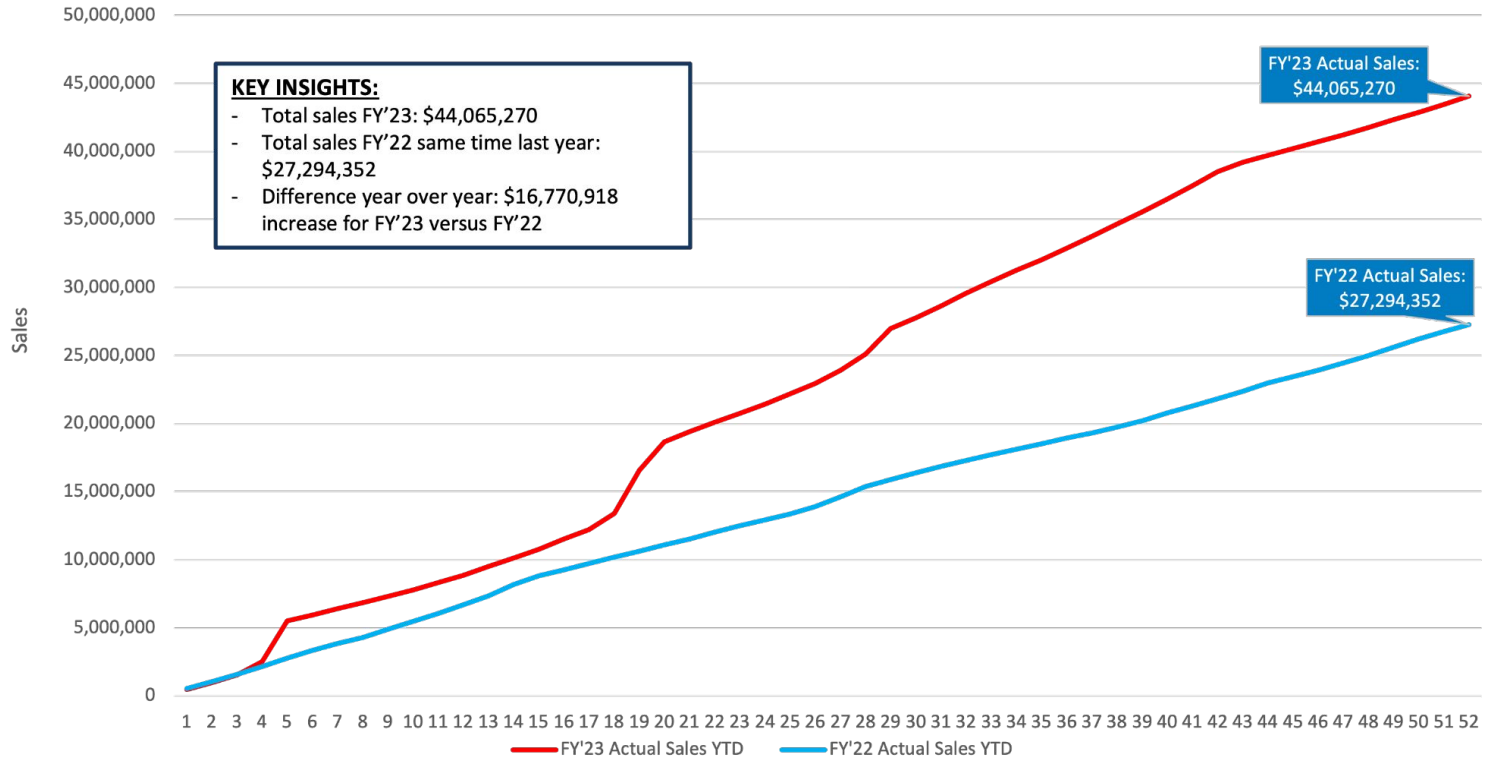
Sales Update

Total Sales - FY'23 Actual vs. Projection Week Ending: 6/24/23



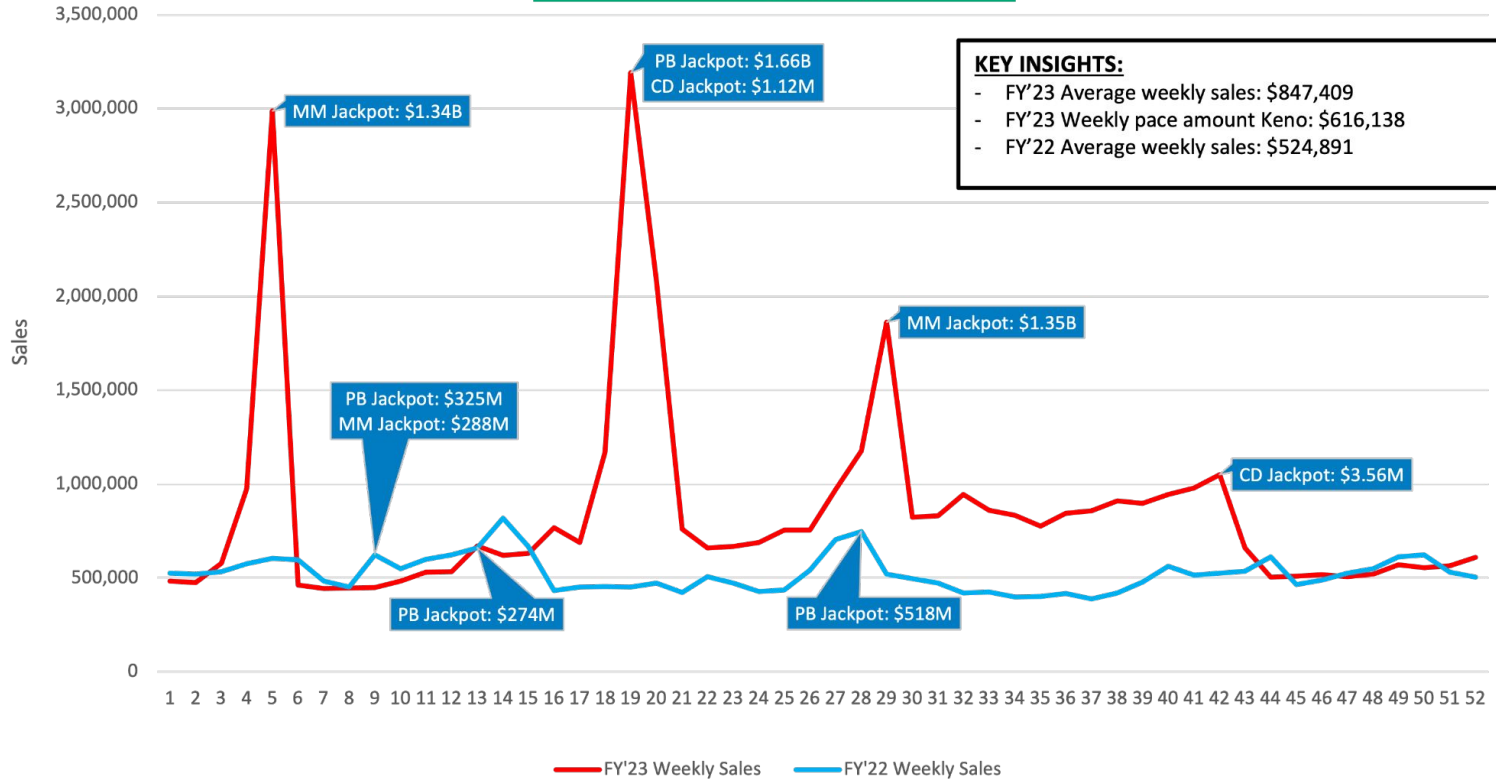
Sales Update

Total Sales - FY'23 vs. FY'22
Week Ending: 6/24/23



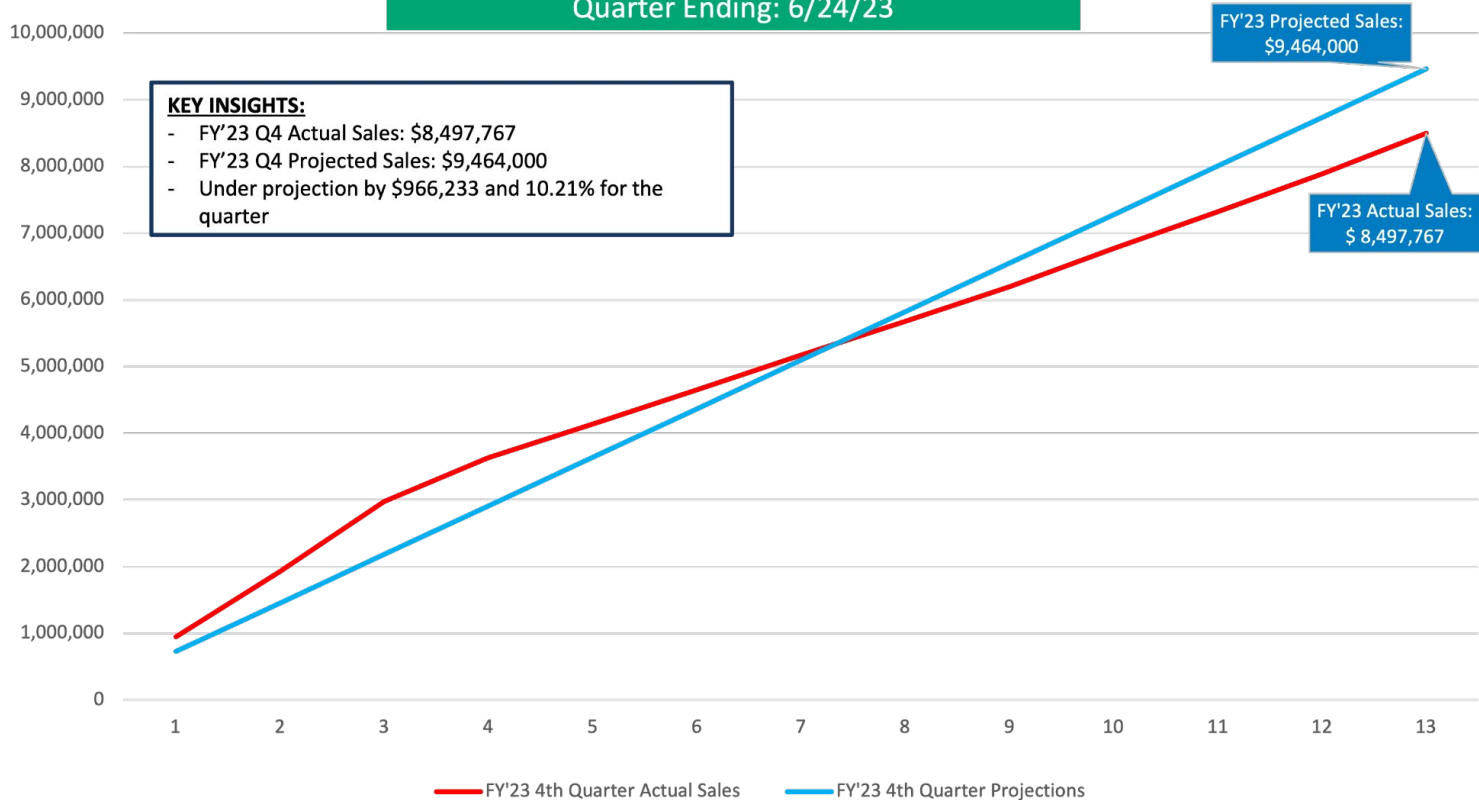
Sales Update

Actual Weekly Sales - FY'23 vs. FY'22
Week Ending: 6/24/2023



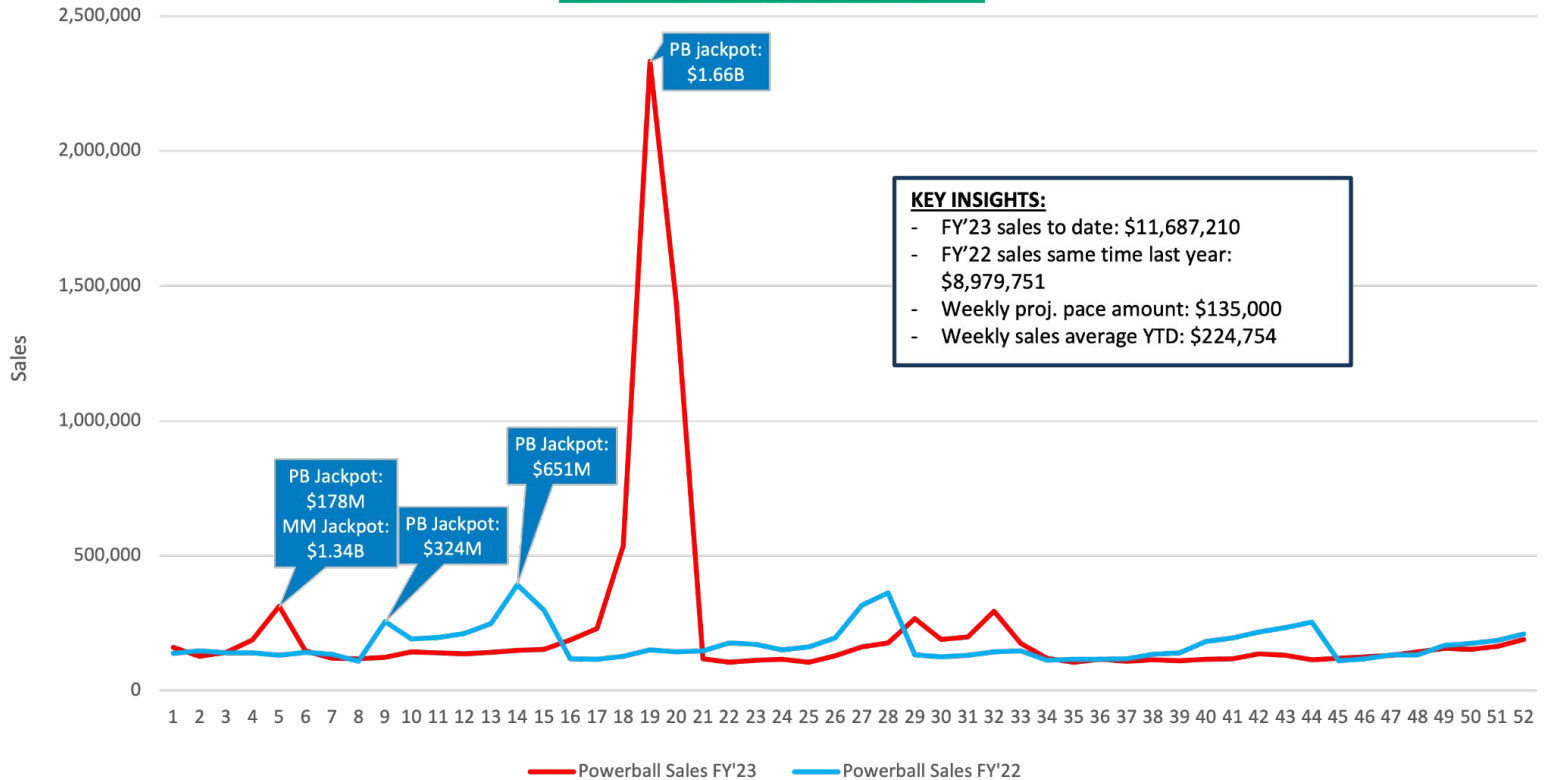
Sales Update

Total 4th Quarter Sales - FY'23 Actual vs. Projections
Quarter Ending: 6/24/23



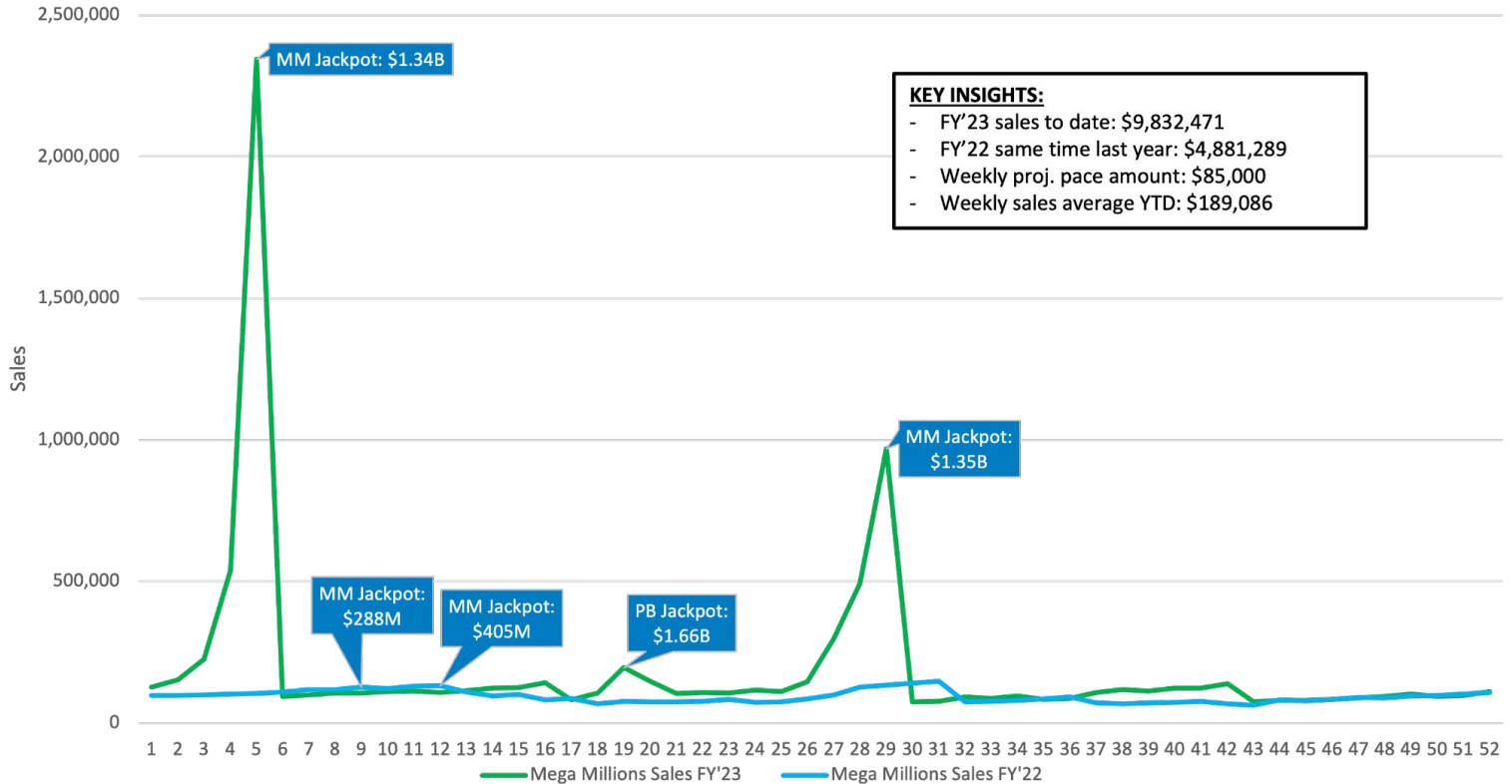
Sales Update

Powerball Sales - FY'23 vs. FY'22
Week Ending: 6/24/23



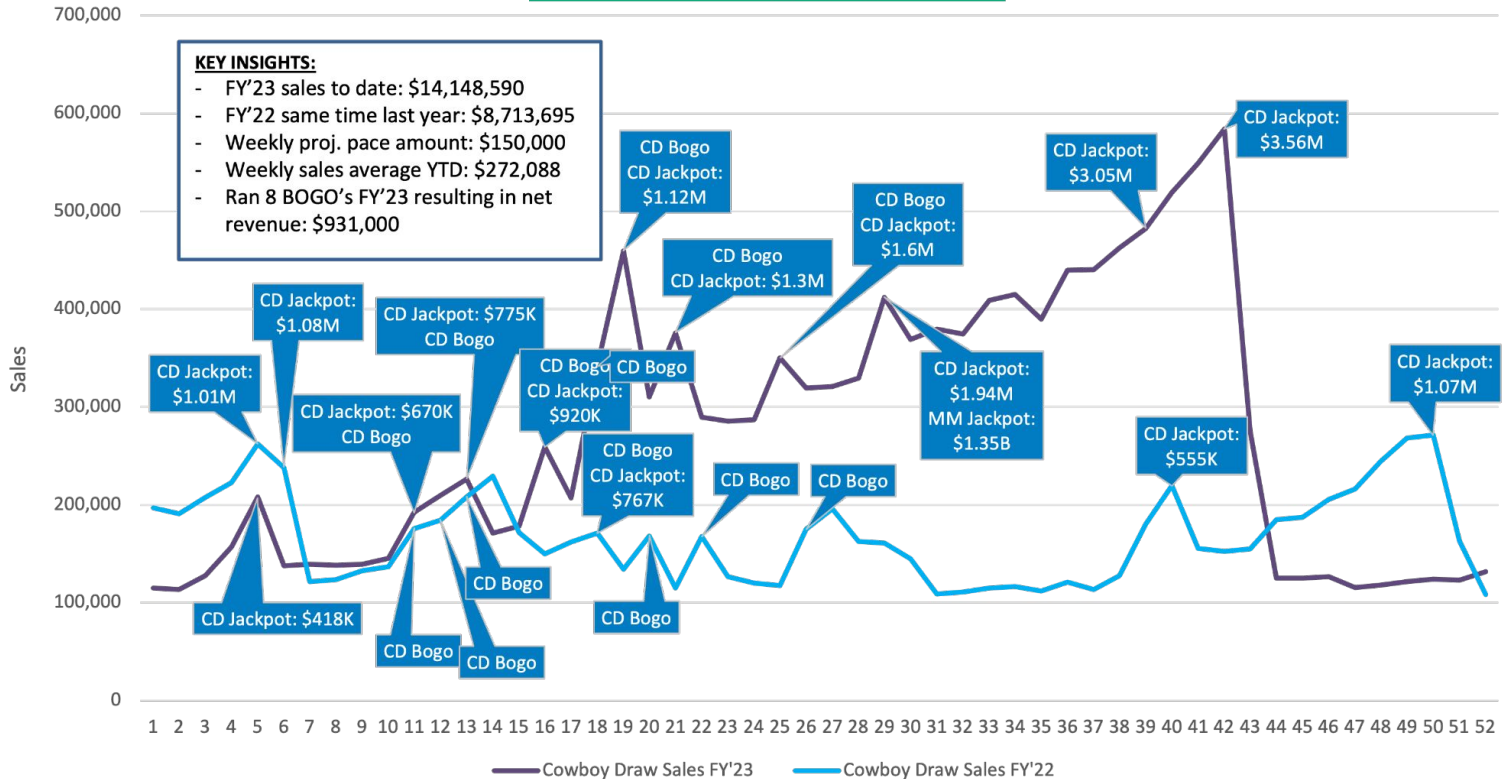
Sales Update

Mega Millions Sales - FY'23 vs. FY'22 Week Ending: 6/24/23



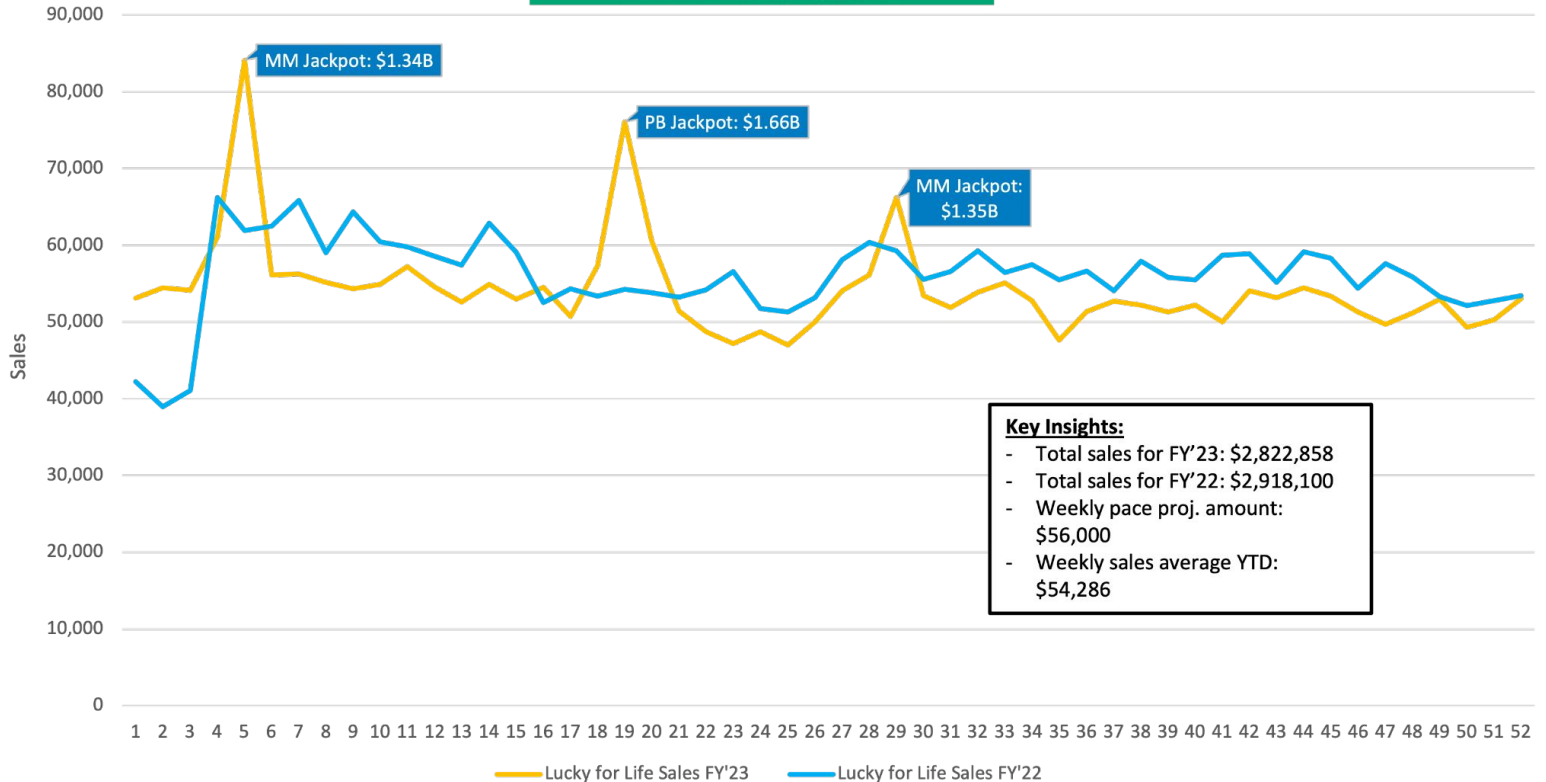
Sales Update

Cowboy Draw Sales - FY'23 vs. FY'22 Week Ending: 6/24/23



Sales Update

Lucky for Life Sales - FY'23 vs. FY'22
Week Ending: 6/24/23

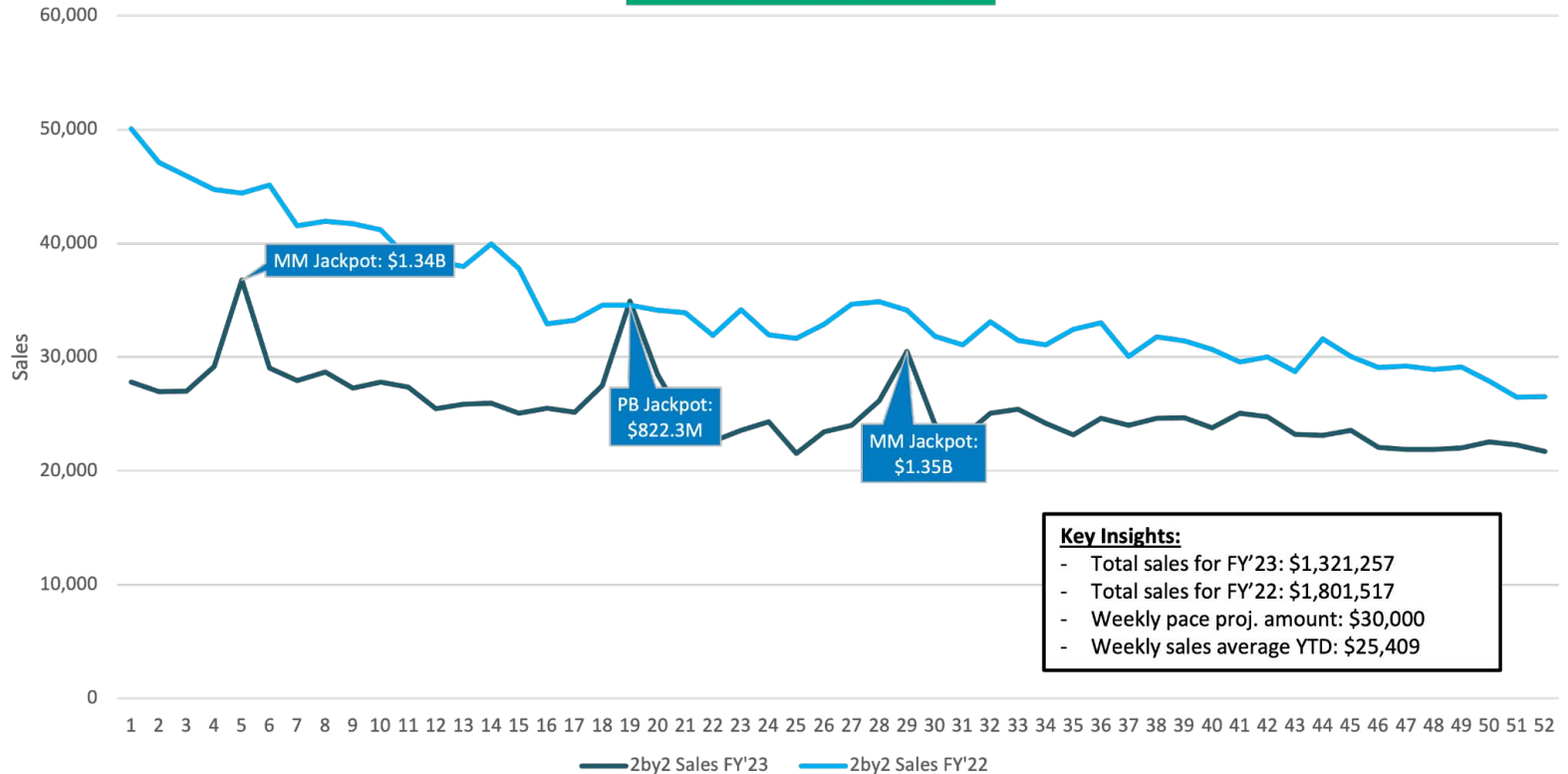


Key Insights:

- Total sales for FY'23: \$2,822,858
- Total sales for FY'22: \$2,918,100
- Weekly pace proj. amount: \$56,000
- Weekly sales average YTD: \$54,286

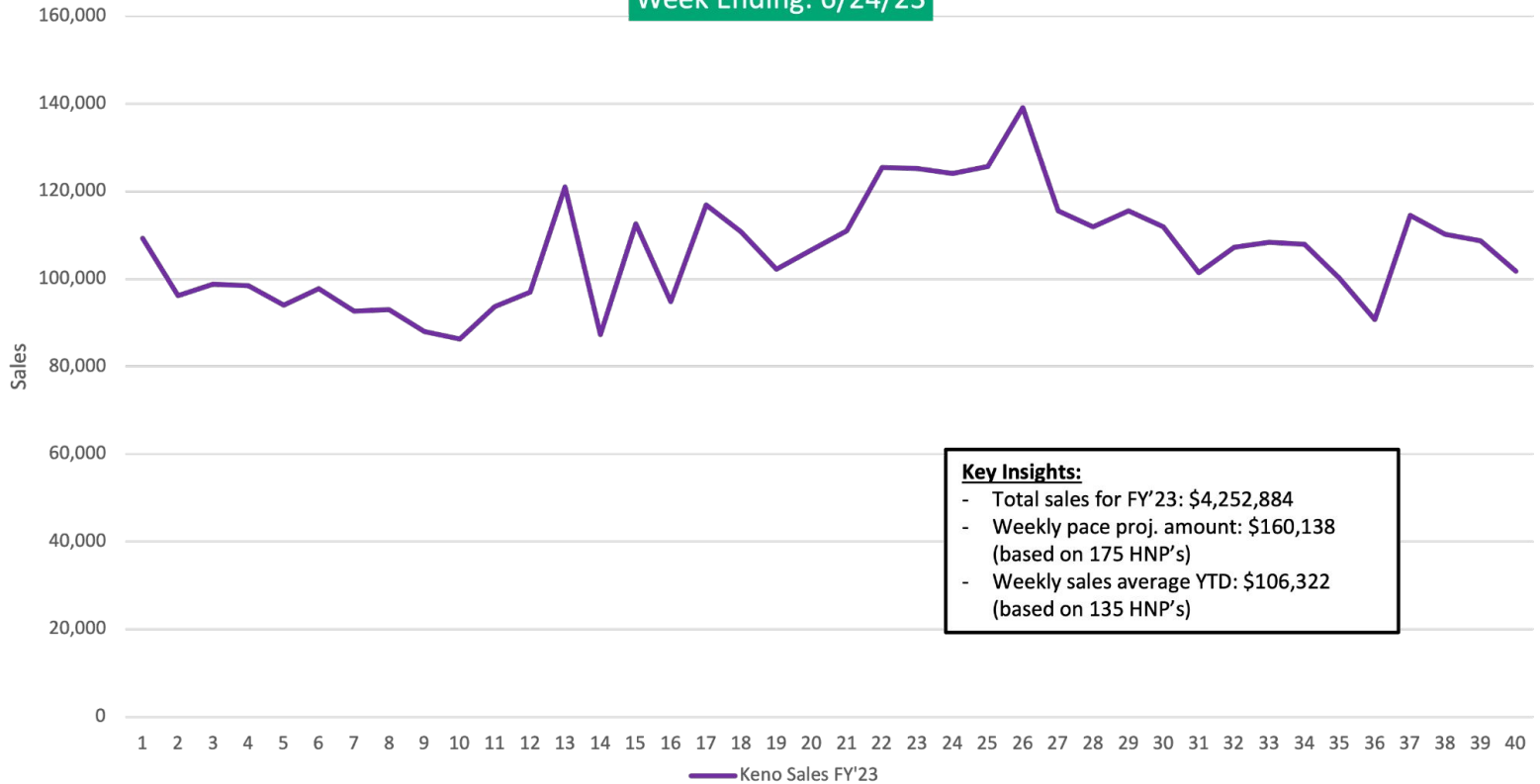
Sales Update

2by2 Sales - FY'23 vs. FY'22
Week Ending: 6/24/23



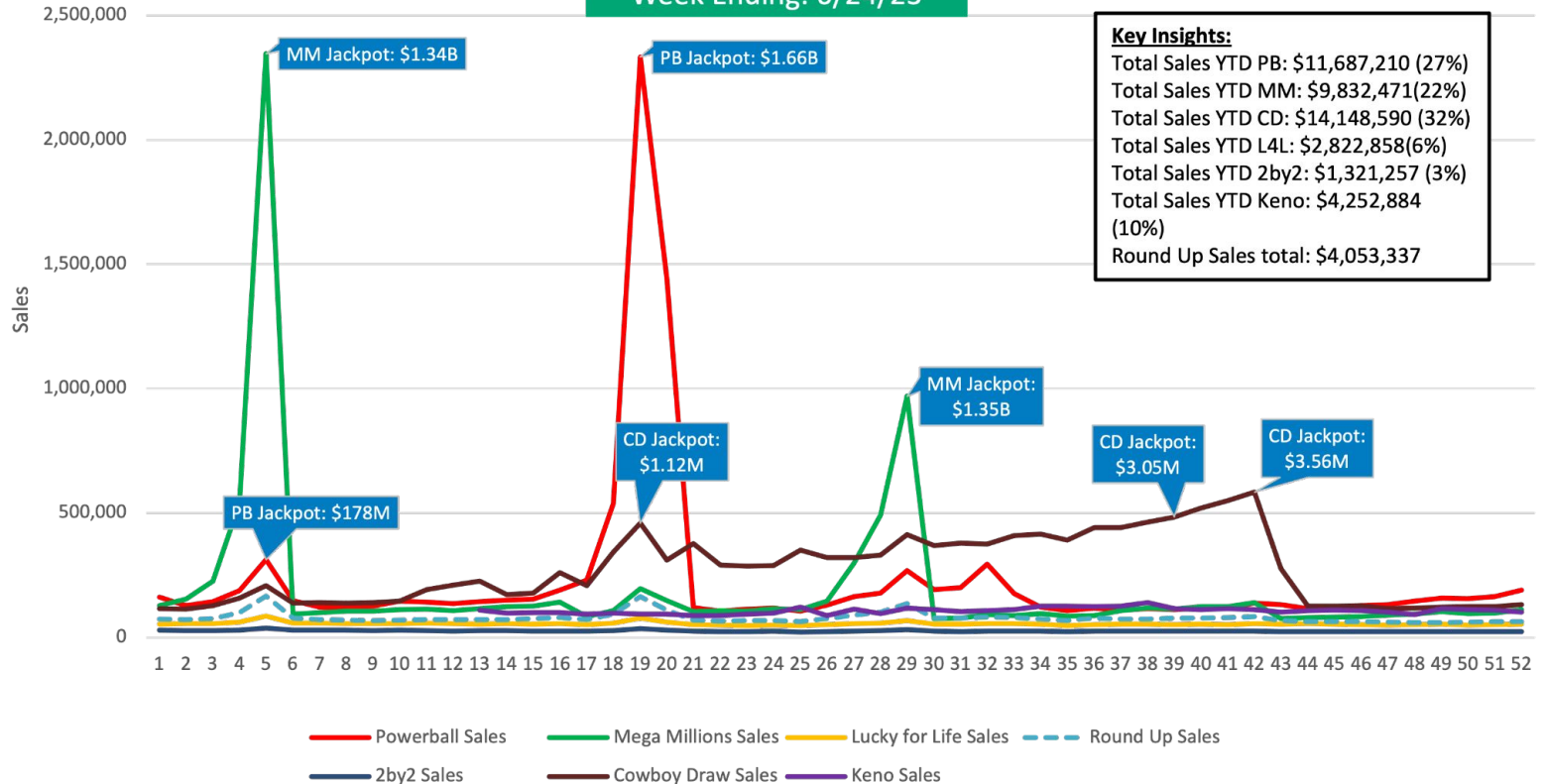
Sales Update

Keno Sales - FY'23
Week Ending: 6/24/23



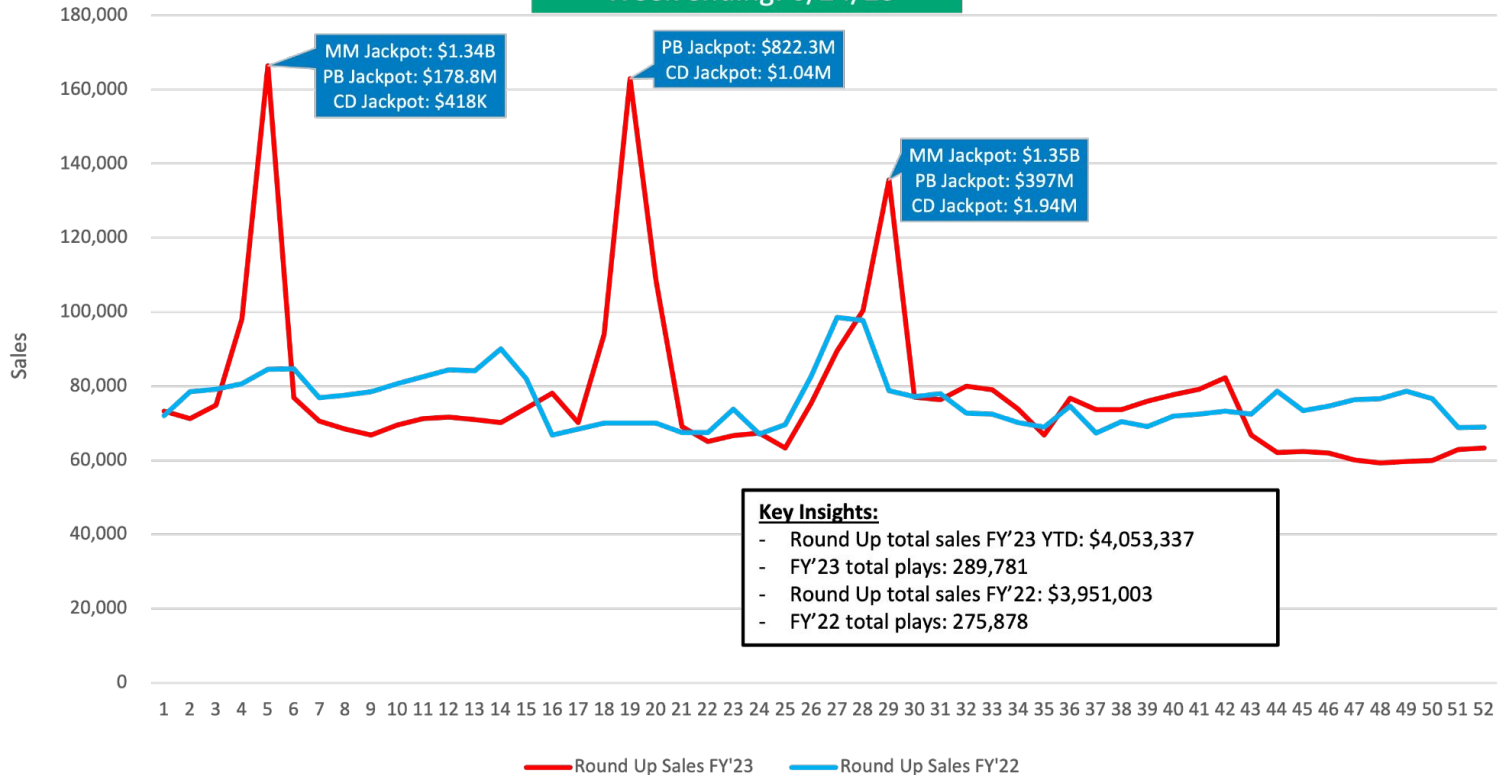
Sales Update

WyoLotto Product Sales YTD Week Ending: 6/24/23



Sales Update

Round Up Sales - FY'23 vs. FY'22 Week ending: 6/24/23



Marketing Update

KENO Promotion #1

KENO BOGO - POWER SURGE

- **June 1 - June 30 every Friday**
- **Goal is twofold:**
 1. Increase awareness for non-players and motivate trial play
 2. Incentivize an increase in play by existing players
- **How the promo works**
 - Buy \$5 KENO ticket and get a \$2, 4-spot ticket for **free**
 - During “happy hour” 5 pm to 7 pm every Friday in June and October
 - Statewide push at all locations
 - Marketing at all retailers with an extra focus at Hang n’ Play locations



KENO Promotion #1

KENO BOGO - POWER SURGE

Friday avg. sales: \$18,000

- 6/30 - Net sales: \$25,484
- 6/23 - Net sales: \$23,513
- 6/16 - Net sales: \$23,365
- 6/9 - Net sales: \$23,407
- 6/2 - Net sales: \$25,953
- Total: \$121,722 net vs. approx. \$90,000 Friday avg.



KENO Parties

- **Testing phase of KENO Parties:**
 - Focus on supporting retailers by providing education and increasing awareness
 - **April 27** Paradise Valley Golf Club in Casper
 - Great location to provide education
 - **April 28** 307 Bar & Grill in Torrington
 - Has potential, but needs education
 - **May 6** The Keg Saloon in Rawlins
 - Great location with even more potential
 - **May 6** Wyoming Downs in Green River
 - Good location with opportunity for education
 - **May 19** Legends in Gillette
 - Has potential, but needs education
 - **June 9** Horseshoe Bar & Grill in Casper
 - Has potential, but needs education



KENO Promotion #2:

Living Lucky with Luke Combs Giveaway

- July 1 - Aug. 19
 - Goal: 12,500 mail-in entries
 - Partnership with Atlas Experiences
 - Second chance promotion for any KENO ticket purchased during dates
 - One winner and guest will go to private concert in Nashville in February 2024
 - 3 days in Nashville
 - \$10,000
 - \$500 spending cash
 - Flight and meals
 - Chance to win \$500,000 (1:168)

Don't forget to **ENTER TO WIN**
\$10,000
AND ATTEND AN EXCLUSIVE **Luke Combs CONCERT**
plus the chance to win **\$500,000**

Wynotto Presents
LIVING LUCKY with
LUKE COMBS

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Game Updates

Cowboy Draw

This Quarter:

- 96,984 Total Winners
- \$4,703,825 Total Won
- 180 that won \$1,000
- 2 Jackpots Won

Since Launch:

- 3,293,348 Total Winners
- \$60,432,918 Total Won
- 6,333 have won \$1,000
- 36 Jackpot Wins



Powerball

This Quarter:

- 29,660 Total Winners
- \$387,899 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,404,535 Total Winners
- \$17,505,547 Total Won
- 51 have won \$1,000 or more
- 0 Jackpot Wins



Mega Millions

This Quarter:

- 21,511 Total Winners
- \$151,892 Total Won
- 7 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,310,685 Total Winners
- \$13,037,008 Total Won
- 152 have won \$1,000 or more
- 0 Jackpot Wins



Lucky for Life

This Quarter:

- 43,190 Total Winners
- \$256,181 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,071,881 Total Winners
- \$14,203,204 Total Won
- 59 have won \$1,000 or more
- 1 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE



2by2

This Quarter:

- 110,108 Total Winners
- \$288,595 Total Won
- 1 Jackpot Wins

Since Launch:

- 1,232,362 Total Winners
- \$1,705,101 Total Won
- 37 Jackpot Wins



KENO

This Quarter:

- \$1,215,690 Total Won
- 37 that won \$1,000 or more
- 1 Jackpot Wins

Since Launch:

- \$3,141,385.50 Total Won
- 104 have won \$1,000 or more
- 1 Jackpot Wins



Up Next...

- **Responsible Gambling:**
 - **Verification and Coalition**
- **CD BOGO**
- **KENO Promos**