

WyoLotto FY2025 Q1 Board Report



Corporate Responsibility

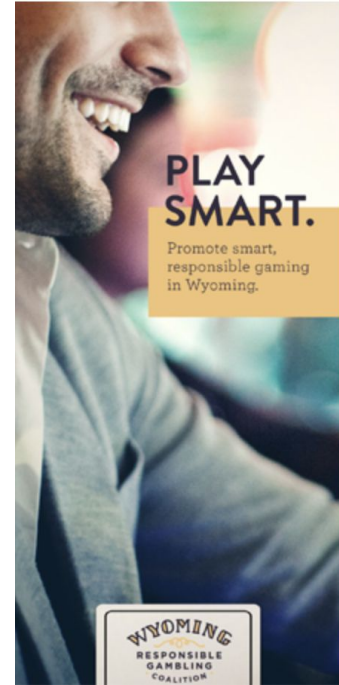
Transfer Update

- **Quarterly Transfers to Wyoming**
 - Q1 Fiscal Year 2025: \$803,703.00
 - Total Since Launch: \$40,224,036.40



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
- Achieved Responsible Gambling Verification Planning Level from NASPL and NCPG in early 2024



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 September 30, 2024

ASSETS	Sep 30, 24	Sep 30, 23	\$ Change
Current Assets			
Checking/Savings			
Operating Checking/Savings Accounts	3,480,700.01	5,924,296.85	(2,443,596.84)
Prize Fund Checking/Savings Account	897,734.52	1,257,986.32	(360,251.80)
Prize Account Petty Cash (Till)	909.24	909.24	0.00
Restricted Cash			
Unclaimed Prizes	1,202,611.68	1,458,455.42	(255,843.74)
Responsible Gambling Funds	150,286.65	188,052.98	(37,766.33)
Fidelity Fund	91,278.51	82,712.24	8,566.27
Total Checking/Savings	5,823,520.61	8,912,413.05	(3,088,892.44)
Other Current Assets			
Prepaid Expenses	37,024.57	30,144.83	6,879.74
Retail Accounts Receivable	576,754.94	875,421.54	(298,666.60)
Other Receivables	0.00	22,330.00	(22,330.00)
Total Other Current Assets	613,779.51	927,886.37	(314,116.86)
Total Current Assets	6,437,300.12	9,840,309.42	(3,403,009.30)
Noncurrent Assets			
Land	611,503.52	0.00	611,503.52
Capital Assets, Net	2,848,549.05	877,754.79	1,970,794.26
Capital Assets, Trademarks	51,200.00	51,200.00	0.00
Construction/Building In Progress	65,738.98	10,000.00	55,738.98
Deposits - Building	7,500.00	7,500.00	0.00
Lease Receivables	599,300.00	0.00	599,300.00
Total Noncurrent Assets	4,183,791.55	946,454.79	3,237,336.76
Deferred Outflows of Resources			
Pension Related Outflows	112,702.72	272,466.72	(159,764.00)
TOTAL ASSETS	10,733,794.39	11,069,230.93	(326,436.64)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	500,868.55	281,131.35	219,737.20
Jonah Bank Credit Card	17,687.11	37,301.60	(19,614.49)
State of Wyoming Transfer Payable	803,703.00	2,284,120.78	(1,480,417.78)
Unearned Revenue (net)	403,698.00	534,074.00	(130,376.00)
Prizes Payable	1,277,067.51	2,040,031.55	(762,964.04)
Payroll Liabilities	59,300.06	60,540.13	(1,240.07)
Total Current Liabilities	3,062,324.23	5,237,199.41	(2,174,875.18)
Noncurrent Liabilities			
Lease Liabilities - Copiers	46,947.11	62,937.73	(15,990.62)
Lease Liabilities - Building	109,447.00	257,136.00	(147,689.00)
Lease Liabilities - SBITA	270,595.00	53,637.00	216,958.00

Financial Update

Balance Sheet, Continued

As of September 30, 2024

	Sep 30, 24	Sep 30, 23	\$ Change
Def Inflow - Lease Receivable	598,543.00	0.00	598,543.00
Net Pension Liability	1,075,478.09	1,313,658.09	(238,180.00)
Pension Related Inflows	55,034.59	8,326.59	46,708.00
Total Noncurrent Liabilities	2,156,044.79	1,695,695.41	460,349.38
Total Liabilities	5,218,369.02	6,932,894.82	(1,714,525.80)
Equity			
Retained Earnings	5,395,539.45	3,900,335.62	1,495,203.83
Net Income	119,885.92	226,000.49	(106,114.57)
TOTAL LIABILITIES & EQUITY	10,733,794.39	11,059,230.93	(325,436.54)

Wyoming Lottery Corp Balance Sheet As of September 30, 2024

Financial Update

Q1 Profit & Loss

July 2024 - September 2024

Wyoming Lottery Corp Profit & Loss July 2024 through September 2024

Operating Income/Expense	Jul 24 - Sep 24	Jul 23 - Sep 23	\$ Change
Income			
Income / Revenues			
Mega Millions Sales (net)	2,003,421.92	3,700,600.90	-1,697,178.98
Power Ball Sales (net)	1,863,609.20	4,185,228.64	-2,321,619.44
Cowboy Draw Sales (net)	2,036,505.00	2,724,987.10	-688,482.10
Lucky For Life Sales (net)	663,384.00	725,440.00	-62,056.00
2by2 Sales (net)	258,809.00	303,794.00	-44,985.00
Keno Sales	1,229,162.50	1,283,145.00	-53,982.50
Total Income / Revenues	8,054,891.62	12,923,195.64	-4,868,304.02
Other Revenues			
Application Fees (Fidelity-Res)	1,100.00	2,900.00	-1,800.00
Rental Income	36,433.55	0.00	36,433.55
Other Revenues	366.66	0.00	366.66
Total - Other Revenues	37,900.21	2,900.00	35,000.21
Total Income	8,092,791.83	12,926,095.64	-4,833,303.81
Cost of Goods Sold			
Direct Gaming Costs			
Prize Expense			
Megamillions	962,567.64	1,779,654.02	-817,086.38
Powerball	846,642.10	2,023,974.72	-1,177,332.62
Cowboy Draw	1,267,150.50	1,472,170.00	-205,019.50
Lucky For Life	393,928.21	442,368.40	-48,440.19
2by2	134,076.66	162,525.30	-28,448.64
Keno	822,229.00	1,049,622.00	-227,393.00
Total Direct Gaming Costs / Prize Expense	4,426,594.11	6,930,314.44	-2,503,720.33
Gaming Expenses			
Gaming Retail Commissions	492,455.64	798,540.72	-306,085.08
Gaming Retail Validation Bonus	17,416.69	22,019.32	-4,602.63
Vendor Expense - (Intralot)	937,909.86	1,503,981.46	-566,071.60
Total Gaming Expenses	1,447,782.19	2,324,541.50	-876,759.31
Total COGS	5,874,376.30	9,254,855.94	-3,380,479.64
Gross Profit	2,218,415.53	3,671,239.70	-1,452,824.17
Expense			
Operating Expenses			
Bank Fees	50.00	50.00	0.00
Board Expenses	7,165.12	43,595.82	-36,430.70
Insurance	6,090.25	5,632.75	457.50
Membership Dues	1,050.00	1,168.75	-118.75
Responsible Gambling Program	4,961.72	10,410.03	-5,448.31
Accounting / Audit Fees	40,000.00	30,000.00	10,000.00
Legal Fees	18,950.00	7,772.00	11,178.00

Financial Update

Q1 Profit & Loss, Continued

July 2024 - September 2024

Wyoming Lottery Corp Profit & Loss July 2024 through September 2024

	Jul 24 - Sep 24	Jul 23 - Sep 23	\$ Change
Operating Income/Expense			
Marketing	475,965.83	407,097.80	68,868.03
Keno / Marketing Expenses	10,145.54	150,813.36	-140,667.82
MM Game Change/Development	109,388.88	0.00	109,388.88
Outside Contract Services (IT)	48,330.90	47,833.80	497.10
Vendor Background Services	39.00	430.00	-391.00
Payroll Services	1,950.00	1,451.25	498.75
Retail Investigation	2,160.00	900.00	1,260.00
Facilities & Equipment	116,379.47	61,065.74	55,313.73
Communications	3,163.07	2,612.82	550.25
Office Costs	7,359.53	7,841.87	-482.34
Outside Services	24,328.15	3,112.55	21,215.60
Petty Cash Over/Short	-31.50	26.90	-58.40
Other	0.00	396.92	-396.92
Retailer Special Incentive	2,500.00	500.00	2,000.00
Rent & Janitorial	28,571.98	28,283.36	288.62
Ticket Problem Expense	0.00	6.00	-6.00
Salaries, Wages & Benefits	394,078.18	375,813.51	18,264.67
Travel	23,319.56	28,237.13	-4,917.57
EE Uniforms	0.00	466.40	-466.40
Total Operating Expenses	1,325,915.68	1,215,518.76	110,396.92
Net Operating Income	892,499.85	2,455,720.94	-1,563,221.09
Other Income			
Interest Income	31,734.05	55,251.27	-23,517.22
Total Other Income	31,734.05	55,251.27	-23,517.22
Other Expenses			
Interest Expense	644.98	850.94	-205.96
Total Other Expense	644.98	850.94	-205.96
Net Income Before State Transfer	923,588.92	2,510,121.27	-1,586,532.35
State of Wyoming Transfers	803,703.00	2,284,120.78	-1,480,417.78
Net Income	119,885.92	226,000.49	-106,114.57
State Transfer % of Net Income	87.02%	91.00%	-3.98%

Financial Update

Q1 Profit & Loss Budget vs. Actual

July 2024 - September 2024

Wyoming Lottery Corp Profit & Loss Budget vs. Actual July 2024 through September 2024

	FY 25 QTR 1			
	TOTAL			
	July 24-Sept 24	Budget	- Favorable	% of Budget
Ordinary Income/Expense				
Total 40000 - Income / Revenues	8,054,891.62	7,761,003.00	293,888.62	103.79%
Total 48000 - Other Revenues	37,900.21	24,000.00	13,900.21	157.92%
Total Income	8,092,791.83	7,785,003.00	307,788.83	103.95%
Cost of Goods Sold				
Total 50000 - A Direct Gaming Costs	4,426,594.11	4,605,375.00	-178,780.89	96.12%
Total 51000 - B Gaming Expenses	1,447,782.19	1,400,085.00	47,697.19	103.41%
Total COGS	5,874,376.30	6,005,460.00	-131,083.70	97.82%
Gross Profit	2,218,415.53	1,779,543.00	438,872.53	124.66%
	July 24-Sept 24	Budget	+ Favorable	% of Budget
Expense				
Total 60000 - Business Expenses	19,317.09	35,675.00	-16,357.91	54.15%*
Total 61000 - Contract Services	706,930.15	778,080.01	-71,149.86	90.86%**
Total 62000 - Facilities and Equipment	116,379.47	123,898.00	-7,518.53	93.93%***
Total 63000 - Operations	65,891.23	73,403.00	-7,511.77	89.77%****
Total 64000 - Personnel Salaries, Benefits & Travel	417,397.74	452,405.00	-35,007.26	92.26%*****
Total Expense	1,325,915.68	1,463,461.01	-137,545.33	90.6%
Net Ordinary Income	892,499.85	316,081.99	576,417.86	282.36%
Other Income/Expense				
70000 - Interest Income	31,734.05	30,000.00	1,734.05	105.78%
81000 - Interest Expense	644.98	750.00	-105.02	86.0%
82000 - Gain/Loss on Discarded Assets				
Total Other Expense	644.98	750.00	-105.02	86.0%
Net Other Income	31,089.07	29,250.00	1,839.07	106.29%
	July 24-Sept 24	Budget	- Favorable	% of Budget
Net Income before Transfers to State of Wyoming	923,588.92	345,331.99	578,256.93	267.45%
Transfers to State of Wyoming	803,703.00			
Net Income	119,885.92			

* Under \$3,600 Board Expenses; Under 15,000 Insurance; Under \$2,000 Dues; Over \$5,000 RG

** Over \$4,000 Legal; Under \$59,000 Mktg; Under \$4,000 Keno;
Under \$7,500 IT

*** Over \$11,700 Depreciation; Under \$17,700 Bldg Repairs & Maint

**** Under \$5,400 Outside Services; Under \$1,700 Other

***** Under \$5,800 Benefits; Under \$24,800 Comp & Taxes; Under \$4,400 Travel

Net Income: **119,885.92**

Profit & Loss Responsible Gambling Budget vs. Actual

July 2024 through September 2024

Financial Update

Profit & Loss Responsible Gambling

Budget vs. Actual

July 2024 - September 2024

	FY 25 QTR 1 YTD		
	TOTAL		
	July 24 - Sept 24	FY25 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	4,961.72	20,000.00	15,038.28
Fremont County Service Research	0.00	0.00	0.00
Dues & Sponsorships	0.00	2,500.00	2,500.00
Allocation To Be Determined		127,786.65	127,786.65
Total Responsible Gambling Expenses	4,961.72	150,286.65	145,324.93

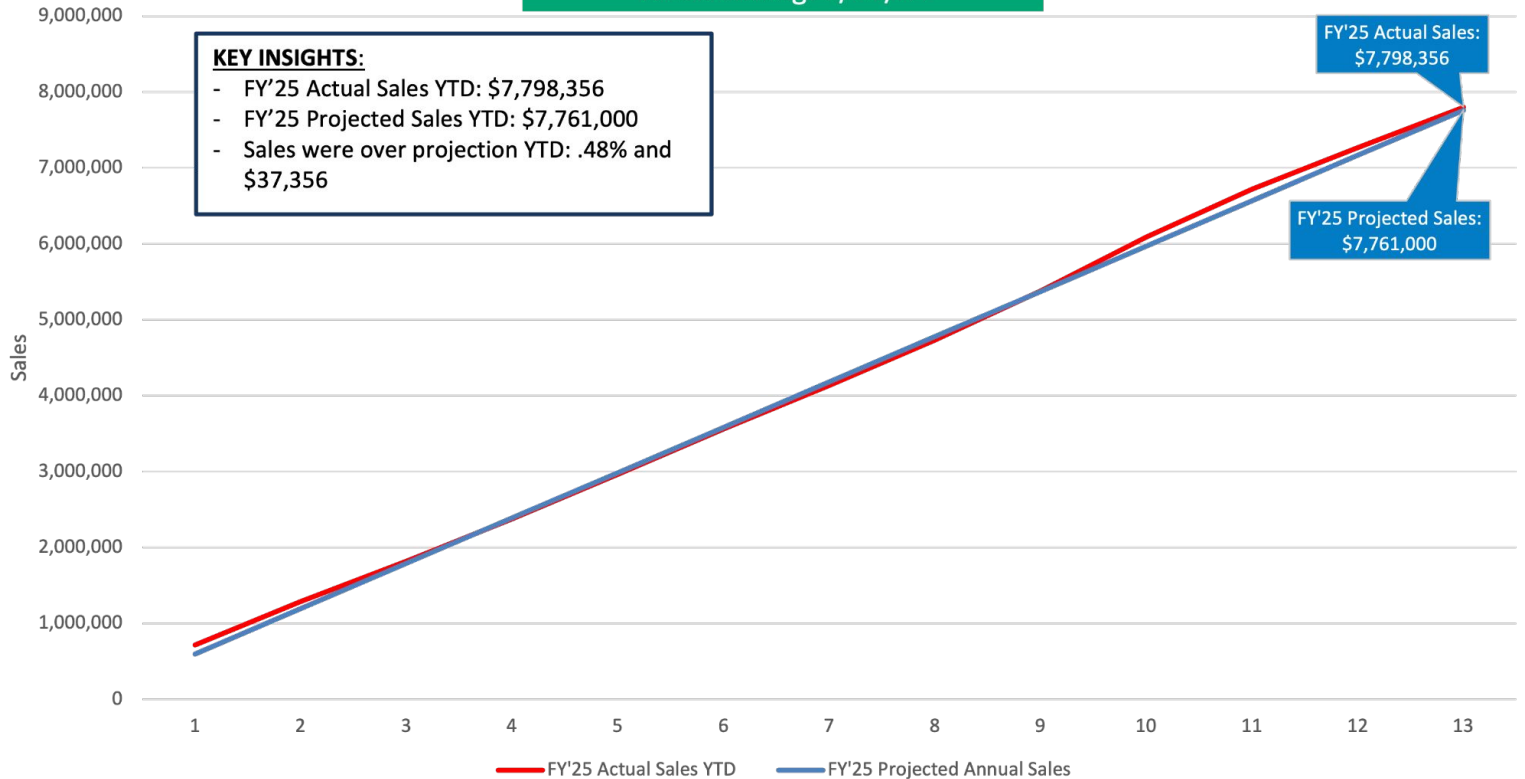
Responsible Gambling Balance	
4/30/18 Responsible Gambling Balance	64.06
5/1/18 Unclaimed Prize Funding	200,000.00
FY18 Expenses	-25,869.63
FY 19 Expenses	-109,165.65
FY 20 Expenses	-2,188.00
FY 21 Expenses	-7,188.00
FY 22 Expenses	-48,311.80
7/29/22 Unclaimed Prize Funding	200,000.00
FY 23 Expenses	-19,288.00
FY 24 Expenses	-37,766.33
FY 25 Expenses	-4,961.72
6/30/24 Responsible Gambling Balance	145,324.93

Balance Sheet Balance as of 9/30/24	150,286.65

Sales Update

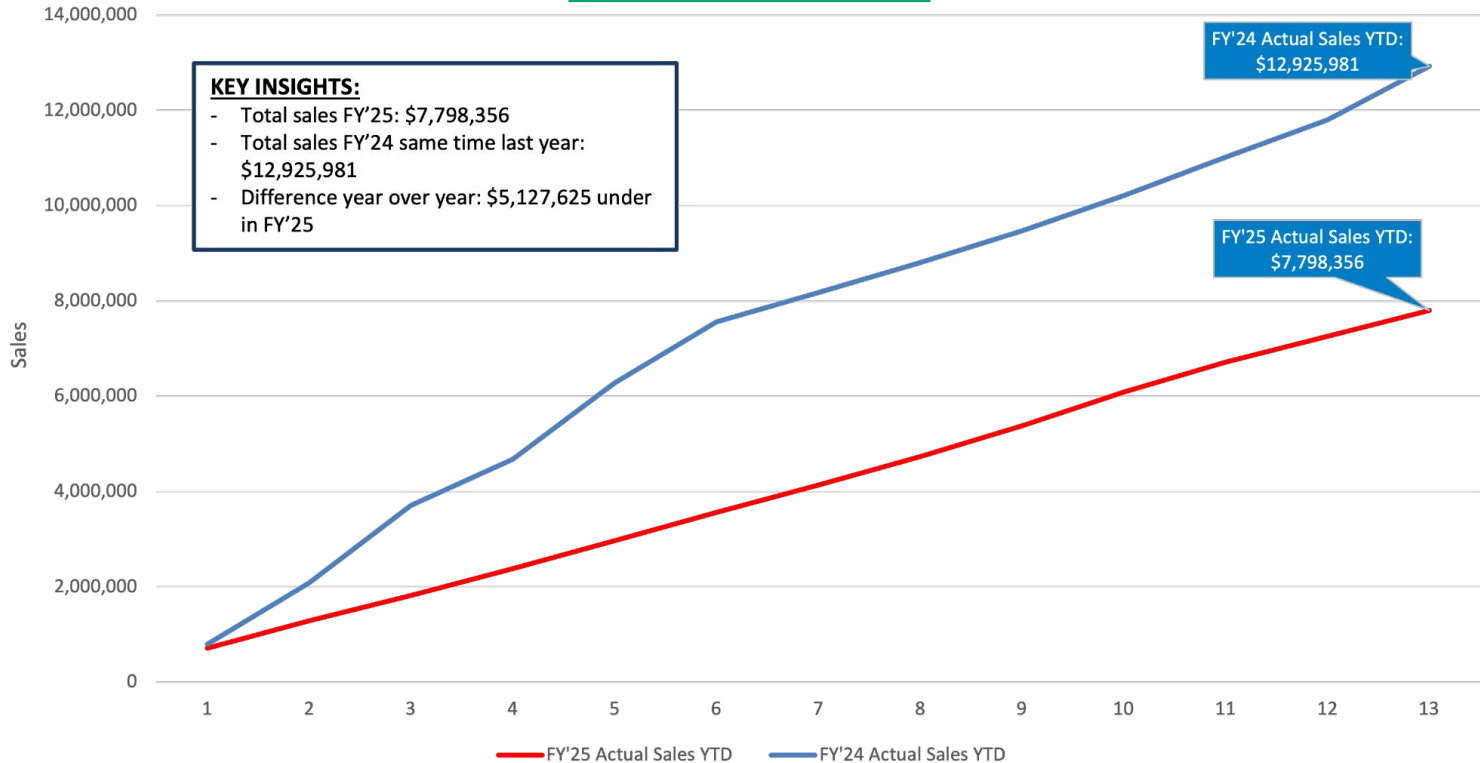
Sales Update

Total Sales - FY'25 Actual vs. Projection
Week ending: 9/28/24



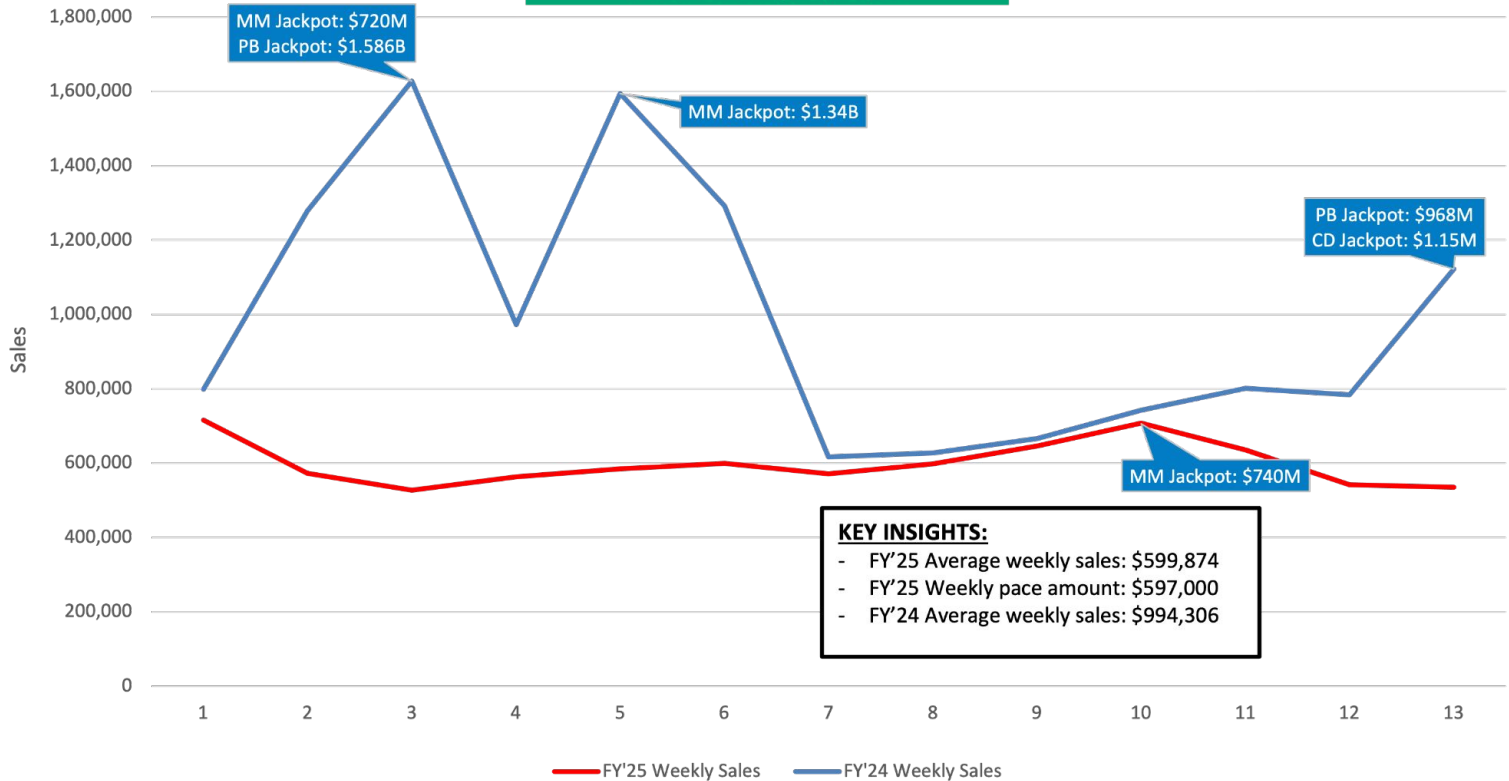
Sales Update

Total Sales - FY'25 vs. FY'24
Week ending: 9/28/24



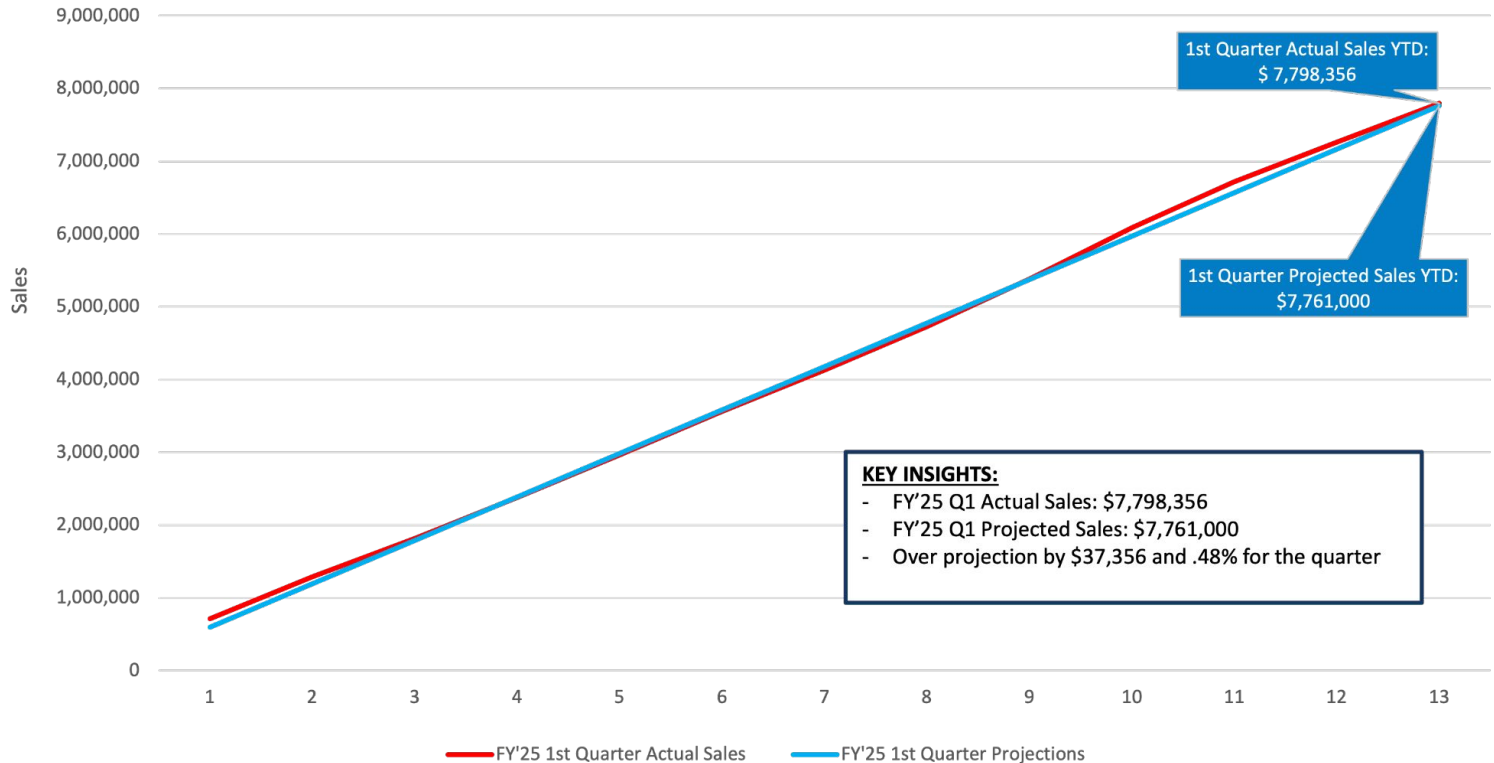
Sales Update

Actual Weekly Sales - FY'25 vs. FY'24
Week ending: 9/28/24



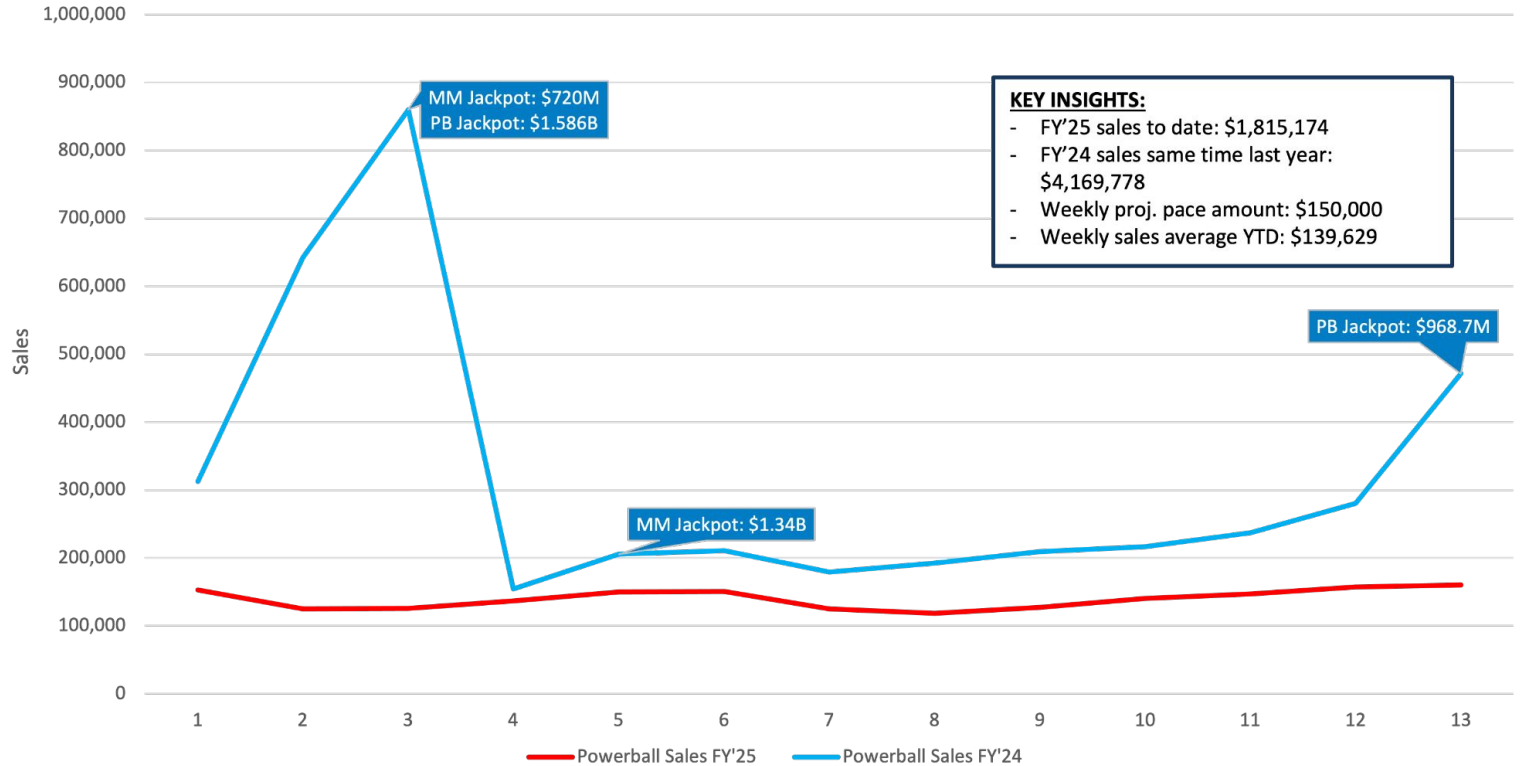
Sales Update

Total 1st Quarter Sales - FY'25 Actual vs. Projections
Quarter Ending 9/28/24



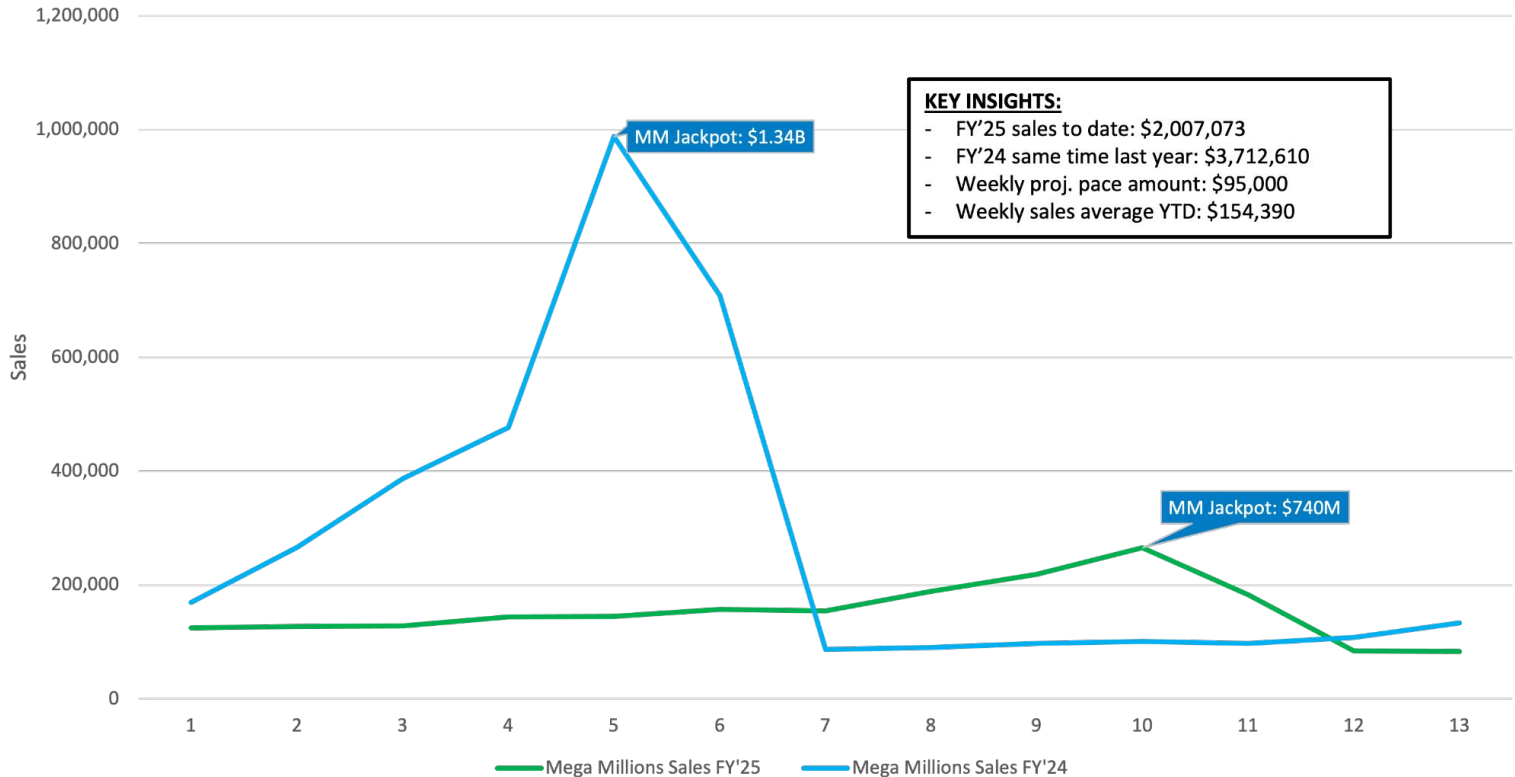
Sales Update

Powerball Sales - FY'25 vs. FY'24
Week Ending: 9/28/24



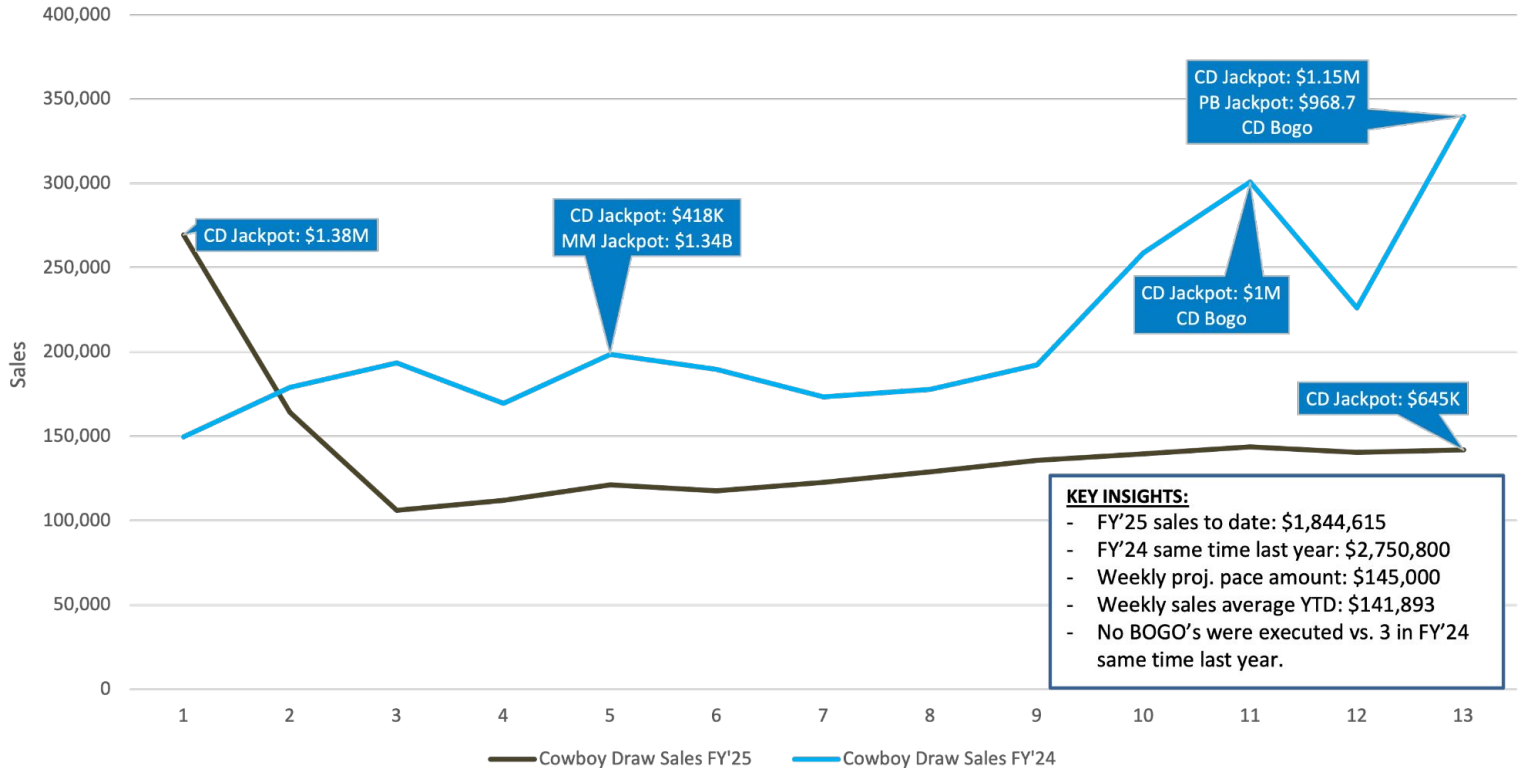
Sales Update

Mega Millions Sales - FY'25 vs. FY'24 Week Ending: 9/28/24



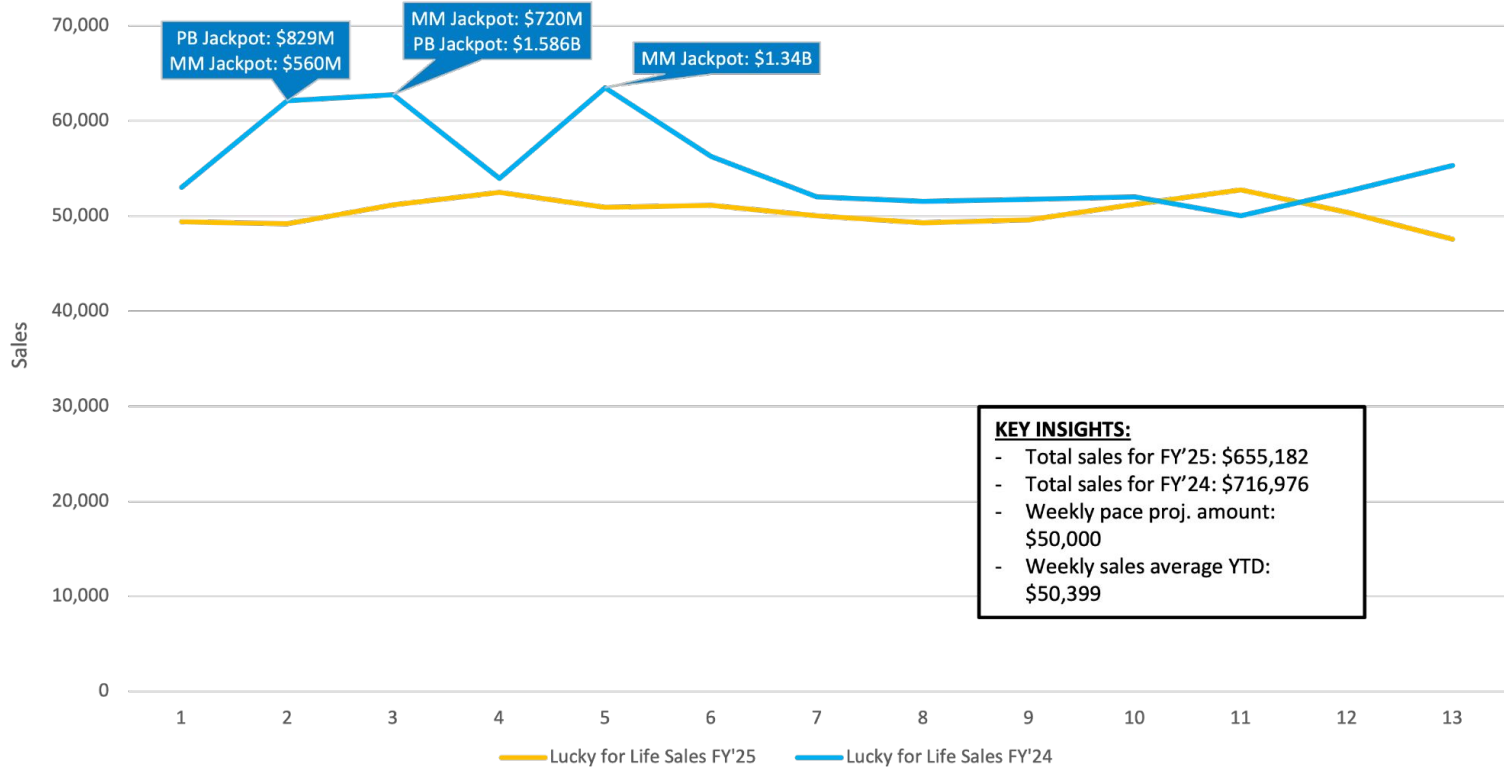
Sales Update

Cowboy Draw Sales - FY'25 vs. FY'24 Week ending: 9/28/24



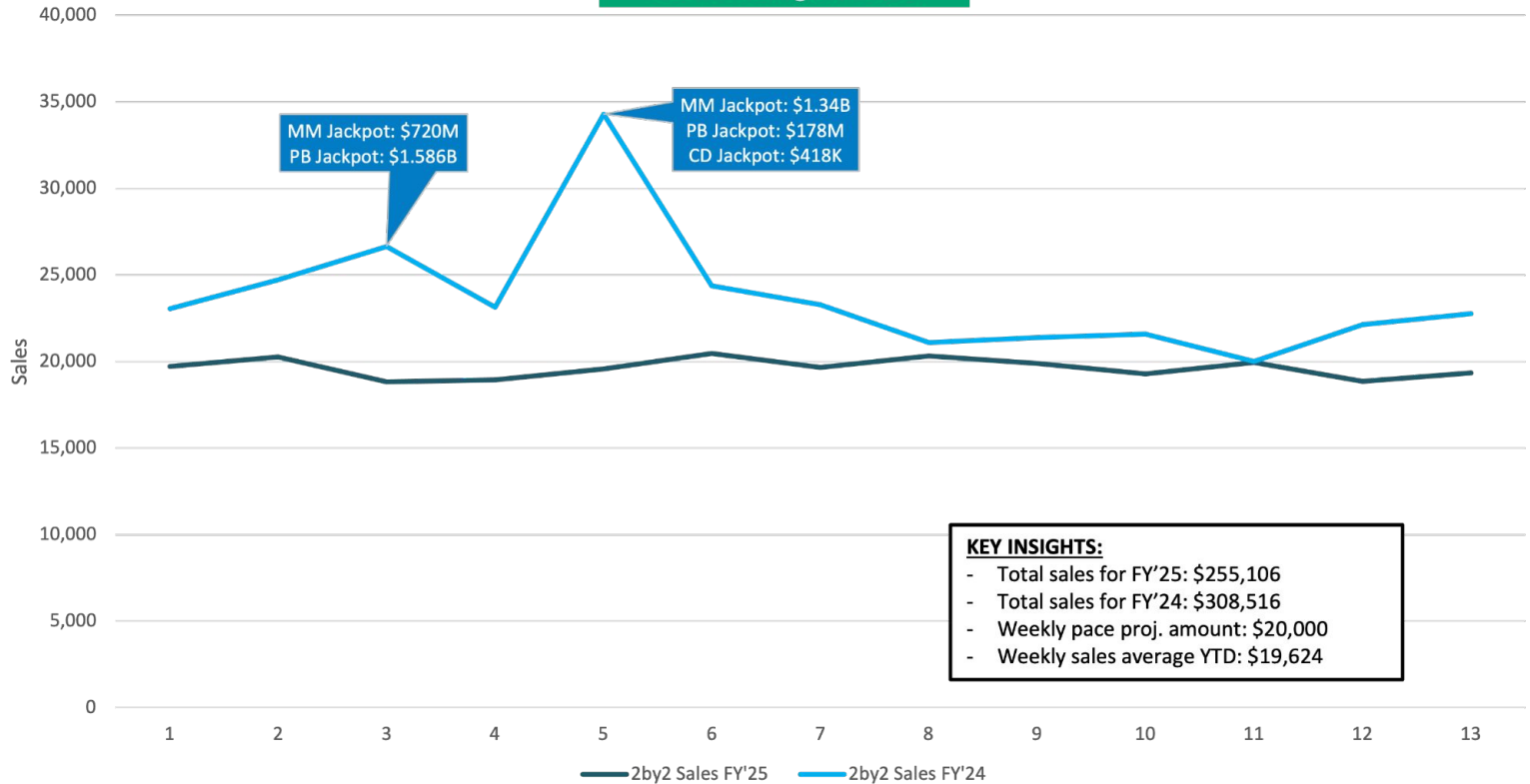
Sales Update

Lucky for Life Sales - FY'25 vs. FY'24
Week ending: 9/28/24



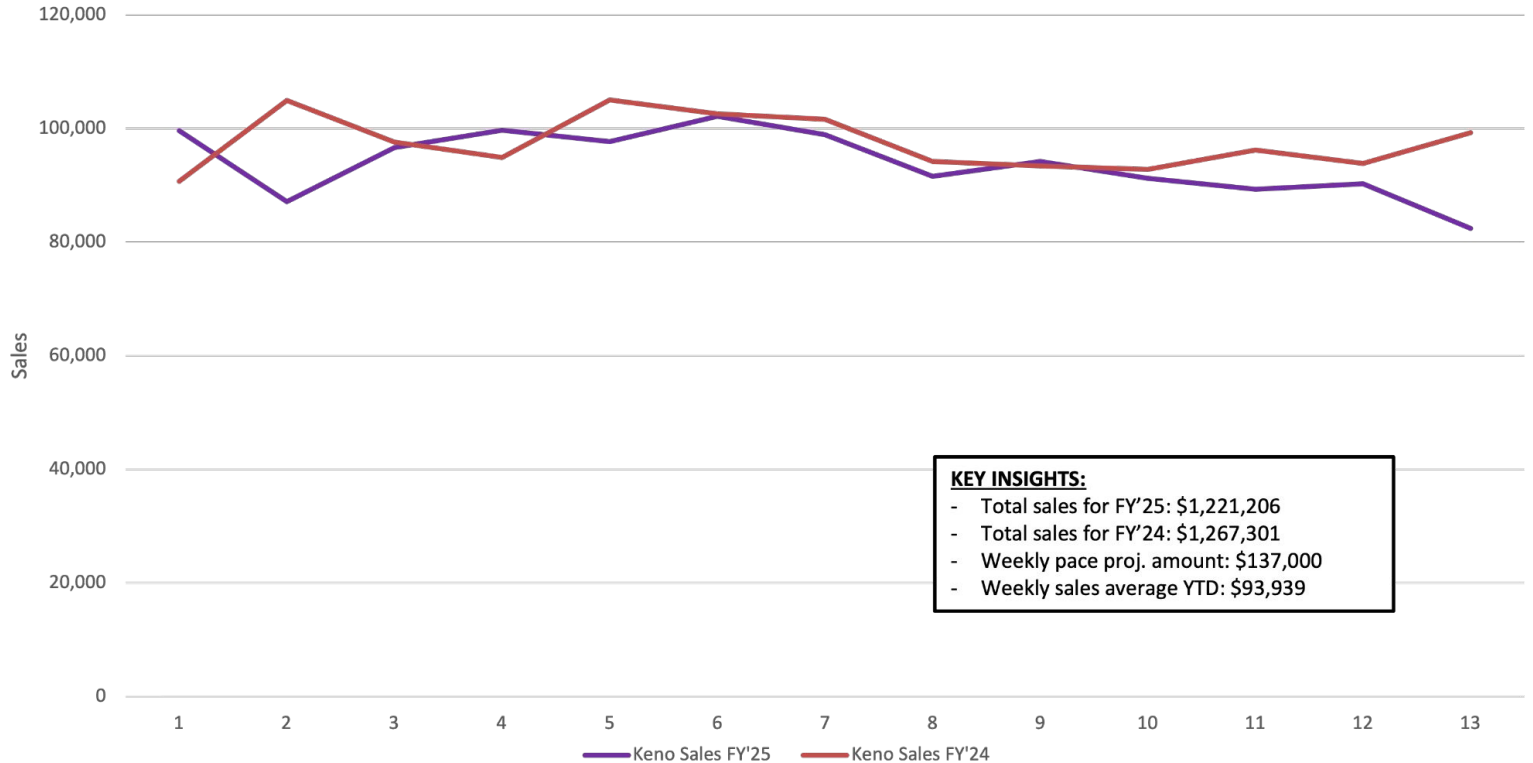
Sales Update

2by2 Sales - FY'25 vs. FY' 24
Week ending: 9/28/24



Sales Update

Keno Sales - FY'25 vs. FY'24
Week ending 9/28/24

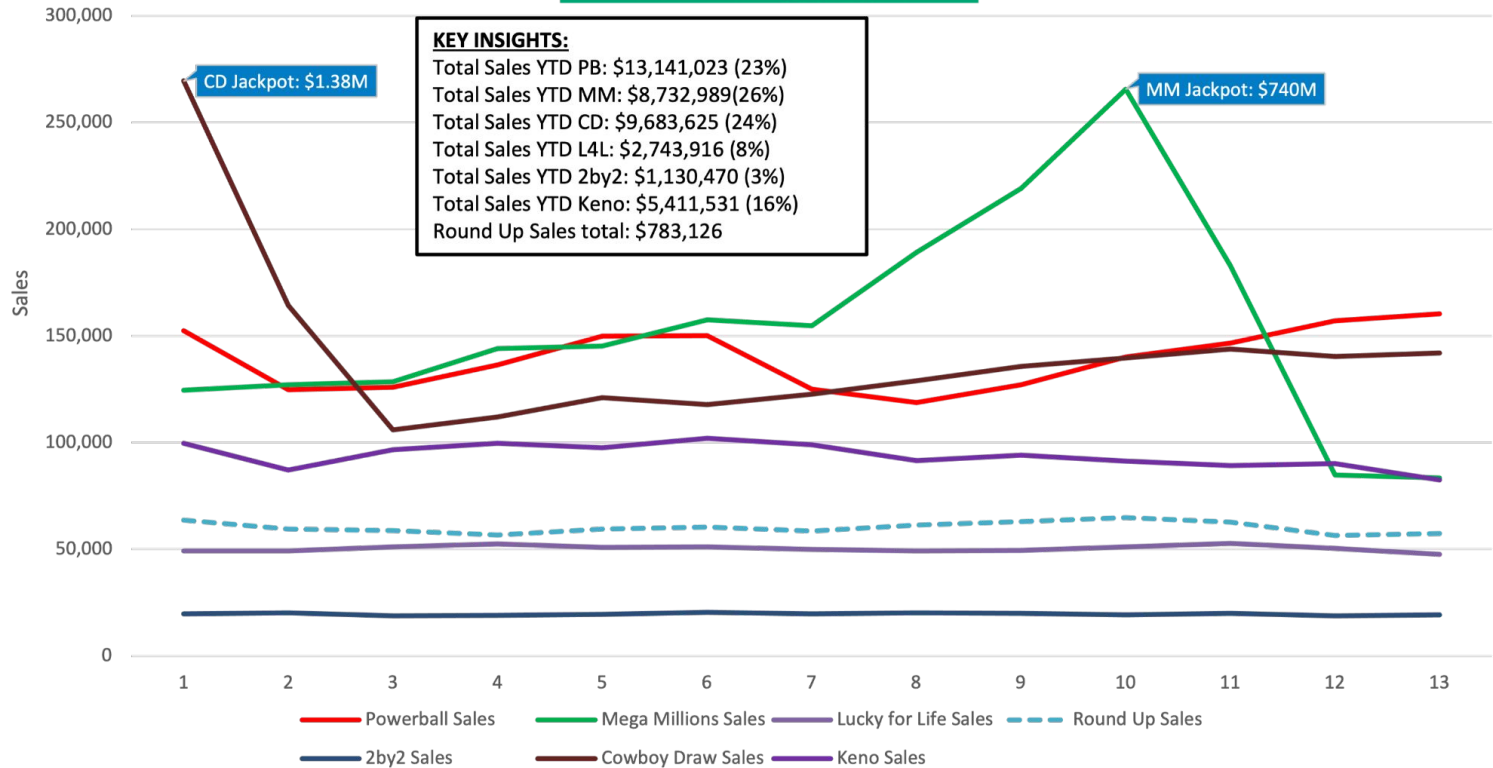


KEY INSIGHTS:

- Total sales for FY'25: \$1,221,206
- Total sales for FY'24: \$1,267,301
- Weekly pace proj. amount: \$137,000
- Weekly sales average YTD: \$93,939

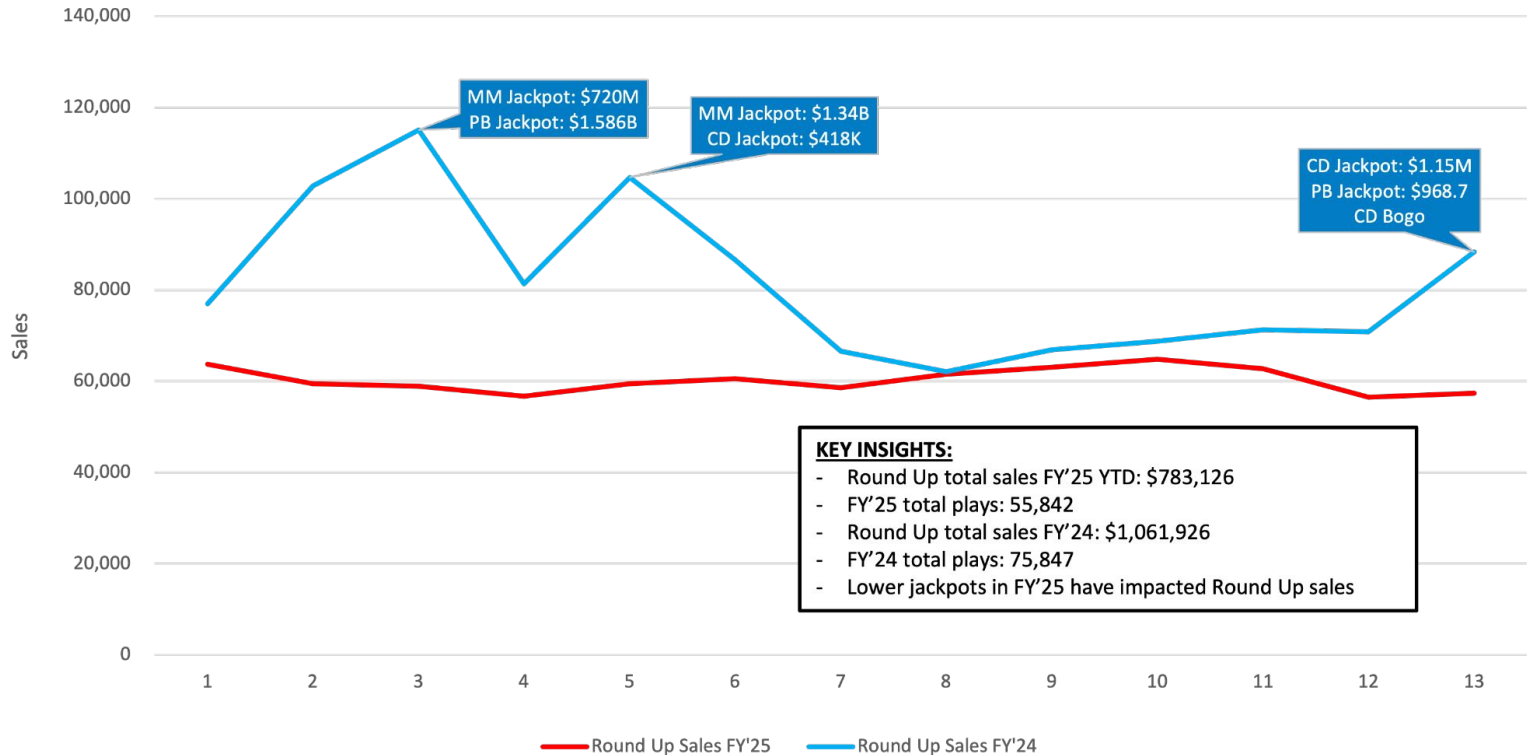
Sales Update

WyoLotto All Product Sales YTD Week ending 9/28/24



Sales Update

Round Up Sales - FY'25 vs. FY'24
Week ending: 9/28/24

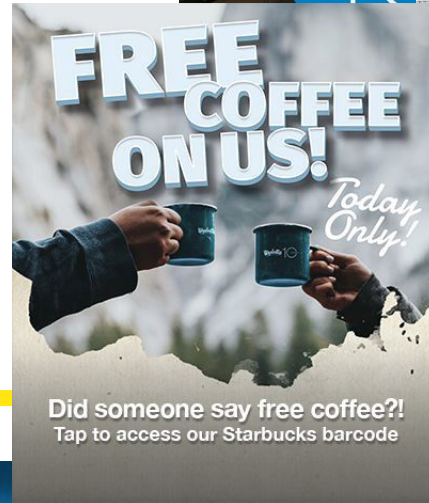


Marketing Update

10-Year Anniversary, Aug. 24

Executed statewide PR, free coffee promotion, retailer t-shirts and fun giveaway.

- Jon Clontz interviews with media
 - CBS Newschannel 5
 - KFBC Radio
 - MyHits106 Radio
- 10-Year Anniversary press release ran in 20 publications across the state
- Gave away free Starbucks coffee - over 150 transactions in 12 cities/towns
- Gave away 10 swag bags with \$100 gift card on Facebook
- Handed out 2,500 t-shirts to retailers to wear on Aug. 24



10-Year Anniversary Event

Held celebration with key stakeholders, Governor Mark Gordon, Board Members, employees and more with 70 attendees.



Corporate Campaign

Running Aug. 12, 2024 - Aug. 22, 2025

Objectives:

1. Capture the authentic essence of Wyoming
2. Distinguish WyoLotto from other gambling entities
3. Showcase WyoLotto's significant contribution to Wyoming
4. Celebrate 10 years of success and support for key stakeholders, players, retailers and communities

Audiences:

1. Stakeholders
 - a. Reach them through new publications, i.e., the Cowboy State Daily, targeted LinkedIn, direct mail, email
2. WyoLotto players, general public
 - a. Reach through mass media channels, in-store POP, social, etc.



UW 10-Year Celebration

Gave away \$2,000 to 5 people in attendance at the University of Wyoming vs. Air Force football game on Sept. 28

- Anyone who purchased a ticket at the WyoLotto van could enter into the giveaway
- 211 entries
- Just under \$3,000 in sales at the van



Cowboy Draw BOGO

Campaign is running during UW Football season.

Updated campaign creative and added \$20,000 giveaway.

- Attend 2 games this season, Sept. 7 & Sept. 28
- BOGO Promoted through:
 - Radio
 - Digital
 - Newspaper
 - Corporate Communications (social, app, website, PR, email, pads, KENO monitors, flyers)



Responsible Gambling Planning Verification

This verification validates the commitment WyoLotto has to promoting responsible gambling in Wyoming. Our plan demonstrates our commitment through employee training, retailer training, research, public awareness and advertising. The plan is a two-year execution strategy to complete tasks.

- **Completed initial employee training, which will occur annually**
- **Beginning retailer training**
- **Promoted Responsible Gambling Education Month in September to players and retailers**



NASPL



NCPG

National Council on Problem Gambling

Game Updates

Cowboy Draw

This Quarter:

- 74,078 Total Winners
- \$2,680,878 Total Won
- 130 that won \$1,000
- 2 Jackpots Won

Since Launch:

- 3,740,734 Total Winners
- \$68,157,288 Total Won
- 7,062 have won \$1,000
- 40 Jackpot Wins



Powerball

This Quarter:

- 30,666 Total Winners
- \$240,403 Total Won
- 0 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,653,494 Total Winners
- \$21,423,052 Total Won
- 64 have won \$1,000 or more
- 0 Jackpot Wins



Mega Millions

This Quarter:

- 34,222 Total Winners
- \$258,660 Total Won
- 9 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,493,405 Total Winners
- \$14,457,644 Total Won
- 218 have won \$1,000 or more
- 0 Jackpot Wins



Lucky for Life

This Quarter:

- 43,159 Total Winners
- \$651,609 Total Won
- 5 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- 1,291,883 Total Winners
- \$16,294,336 Total Won
- 78 have won \$1,000 or more
- 1 Jackpot Wins

You Could Win

\$1,000 EVERYDAY
FOR LIFE



2by2

This Quarter:

- 95,679 Total Winners
- \$149,937 Total Won
- 3 Jackpot Wins

Since Launch:

- 1,748,219 Total Winners
- \$2,496,457 Total Won
- 54 Jackpot Wins



KENO

This Quarter:

- \$828,752.50 Total Won
- 34 that won \$1,000 or more
- 0 Jackpot Wins

Since Launch:

- \$7,876,049.52 Total Won
- 270 have won \$1,000 or more
- 2 Jackpot Wins



What comes next...

- Continue Corporate Campaign through August 2025
- Continue Cowboy Draw BOGO through Dec. 1
- Trigger to support low jackpots, Sept. - Dec. 2024
- 10-Year Giveaway, Feb. - March 2025