

# WyoLotto FY2022 Q3 Board Report



# Corporate Responsibility

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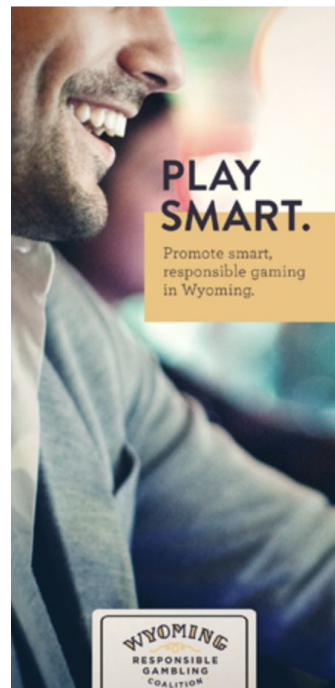
# Transfer Update

- **Quarterly Transfers to Wyoming**
  - Q3 Fiscal Year 2022: \$737,513.62
  - Total Since Launch: \$26,179,889.32



# 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

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# Financial Update

## Balance Sheet

As of March 31, 2022

## Wyoming Lottery Corp Balance Sheet As of March 31, 2022

ASSETS	Mar 31, 22	Mar 31, 21	\$ Change
<b>Current Assets</b>			
Checking/Savings			
Checking Accounts	4,049,713.07	5,125,254.78	(1,075,541.71)
Prize Account Petty Cash (Till)	799.74	701.74	98.00
Restricted Cash			
Unclaimed Prizes	812,758.97	1,083,696.38	(270,937.41)
Responsible Gambling Funds	15,889.78	62,840.78	(46,951.00)
Fidelity Fund	63,759.54	60,542.16	3,217.38
<b>Total Checking/Savings</b>	<b>4,942,921.10</b>	<b>6,333,035.84</b>	<b>(1,390,114.74)</b>
<b>Other Current Assets</b>			
Prepaid Expenses	16,464.30	16,068.73	395.57
Retail Accounts Receivable	291,369.49	251,062.08	40,307.41
Other Receivables	0.00	0.00	0.00
<b>Total Other Current Assets</b>	<b>307,833.79</b>	<b>267,130.81</b>	<b>40,702.98</b>
<b>Total Current Assets</b>	<b>5,250,754.89</b>	<b>6,600,166.65</b>	<b>(1,349,411.76)</b>
<b>Noncurrent Assets</b>			
Capital Assets, Net	355,587.34	231,085.69	124,501.65
Capital Assets, Trademarks	34,700.00	34,700.00	0.00
Work in Progress	120,000.00	0.00	120,000.00
Deposits - Building	7,500.00	7,500.00	0.00
<b>Total Noncurrent Assets</b>	<b>517,787.34</b>	<b>273,285.69</b>	<b>244,501.65</b>
<b>Deferred Outflows of Resources</b>			
Pension Related Outflows	131,349.72	137,225.72	(5,876.00)
<b>TOTAL ASSETS</b>	<b>5,899,891.95</b>	<b>7,010,678.06</b>	<b>(1,110,786.11)</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	324,742.49	533,694.66	(208,952.17)
Jonah Bank Credit Card	21,415.32	13,737.50	7,677.82
State of Wyoming Transfer Payable	737,513.62	1,150,000.00	(412,486.38)
Unearned Revenue (net)	319,942.00	479,216.00	(159,274.00)
Prizes Payable	1,156,850.77	1,696,288.47	(539,437.70)
Payroll Liabilities	57,853.93	54,698.82	3,155.11
<b>Total Current Liabilities</b>	<b>2,618,318.13</b>	<b>3,927,635.45</b>	<b>(1,309,317.32)</b>
<b>Noncurrent Liabilities</b>			
Xerox-Capital Lease	28,235.94	47,302.20	(19,066.26)
Net Pension Liability	963,720.09	986,060.09	(22,340.00)
<b>Total Noncurrent Liabilities</b>	<b>991,956.03</b>	<b>1,033,362.29</b>	<b>(41,406.26)</b>
<b>Deferred Inflows of Resources</b>			
Pension Related Inflows	219,665.59	168,192.59	51,473.00
<b>Total Liabilities</b>	<b>3,829,939.75</b>	<b>5,129,190.33</b>	<b>(1,299,250.58)</b>
<b>Equity</b>			
Retained Earnings	2,148,362.67	1,294,684.62	853,678.05
Net Income	-78,410.47	586,803.61	(665,214.08)
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>5,899,891.95</b>	<b>7,010,678.56</b>	<b>(1,110,786.61)</b>

# Financial Update

## Q3 Profit & Loss

January 2022 through March 2022

## Wyoming Lottery Corp Profit & Loss January 2022 through March 2022

Operating Income/Expense	Jan - Mar 22	Jan - Mar 21	\$ Change
<b>Income</b>			
<b>Income / Revenues</b>			
Mega Millions Sales (net)	1,204,463.80	3,022,277.00	-1,817,813.20
Power Ball Sales (net)	2,047,575.40	3,015,538.00	-967,962.60
Cowboy Draw Sales (net)	1,794,540.00	2,490,063.60	-695,523.60
Lucky For Life (net)	729,344.00	739,745.92	-10,401.92
2by2 Sales (net)	412,245.00	172,190.00	240,055.00
<b>Total Income / Revenues</b>	<b>6,188,168.20</b>	<b>9,439,814.52</b>	<b>-3,251,646.32</b>
<b>Other Revenues</b>			
Application Fees (Fidelity-Res)	400.00	400.00	0.00
Other Revenues	0.00	0.00	0.00
<b>Total - Other Revenues</b>	<b>400.00</b>	<b>400.00</b>	<b>0.00</b>
<b>Total Income</b>	<b>6,188,568.20</b>	<b>9,440,214.52</b>	<b>-3,251,646.32</b>
<b>Cost of Goods Sold</b>			
<b>Direct Gaming Costs</b>			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	582,376.77	1,464,839.01	-882,462.24
Powerball	927,574.52	1,430,325.70	-502,751.18
Cowboy Draw	1,456,837.00	1,732,202.67	-275,365.67
Lucky For Life	404,865.86	587,481.97	-182,616.11
2by2	220,974.87	83,911.92	137,062.95
<b>Total Direct Gaming Costs / Prize Expense</b>	<b>3,592,629.02</b>	<b>5,298,761.27</b>	<b>-1,706,132.25</b>
<b>Gaming Expenses</b>			
Gaming Retail Commissions	391,099.02	568,300.56	-177,201.54
Gaming Retail Validation Bonus	10,537.42	12,601.12	-2,063.70
Vendor Expense - (Intralot)	720,524.79	1,098,784.31	-378,259.52
<b>Total Gaming Expenses</b>	<b>1,122,161.23</b>	<b>1,679,685.99</b>	<b>-557,524.76</b>
<b>Total COGS</b>	<b>4,714,790.25</b>	<b>6,978,447.26</b>	<b>-2,263,657.01</b>
<b>Gross Profit</b>	<b>1,473,777.95</b>	<b>2,461,767.26</b>	<b>-987,989.31</b>
<b>Expense</b>			
<b>Operating Expenses</b>			
Bank Fees	250.00	200.00	50.00
Board Expenses	2,472.50	2,930.60	-458.10
Employee Recruitment & Relocate	0.00	5,054.00	-5,054.00
Insurance	4,874.25	4,434.00	440.25
Membership Dues	2,008.00	600.00	1,408.00
Responsible Gambling Program	23,475.50	2,188.00	21,287.50
Accounting / Audit Fees	11,510.00	12,500.00	-990.00
Legal Fees	13,850.57	16,637.50	-2,786.93
Marketing	156,811.37	174,380.28	-17,568.91
New Game Development	329,481.16	472,680.70	-143,199.54
Outside Contract Services (IT)	38,283.63	43,342.34	-5,058.71
Vendor Background Services	764.00	329.00	435.00
Payroll Services	1,939.00	1,464.75	474.25
Retail Investigation	1,760.00	1,350.00	410.00

# Financial Update

## Q3 Profit & Loss, Continued

January 2022 through March 2022

### Wyoming Lottery Corp Profit & Loss January 2022 through March 2022

Facilities & Equipment	35,863.85	33,644.67	2,219.18
<b>Operating Income/Expense</b>	<b>Jan - Mar 22</b>	<b>Jan - Mar 21</b>	<b>\$ Change</b>
Communications	2,667.08	2,061.75	605.33
Office Costs	4,476.43	4,546.41	-69.98
Outside Services	18,000.00	18,000.00	0.00
Petty Cash Over/Short	-5.00	0.00	-5.00
Ticket Problem Expense	0.00	14.00	-14.00
Retailer Special Incentive	1,000.00	2,500.00	-1,500.00
Rent & Janitorial	27,994.50	26,736.88	1,257.62
Salaries, Wages & Benefits	339,923.49	300,634.64	39,288.85
Travel	34,714.31	2,555.92	32,158.39
EE Uniforms	0.00	0.00	0.00
<b>Total Operating Expenses</b>	<b>1,052,114.64</b>	<b>1,128,785.44</b>	<b>-76,670.80</b>
<b>Net Operating Income</b>	<b>421,663.31</b>	<b>1,332,981.82</b>	<b>-911,318.51</b>
<b>Other Income</b>			
Interest Income	1,378.54	1,569.33	-190.79
Gain/Loss on Sale of Assets	0.00	0.00	0.00
<b>Total Other Income</b>	<b>1,378.54</b>	<b>1,569.33</b>	<b>-190.79</b>
<b>Other Expenses</b>			
Interest Expense	432.90	937.57	-504.67
<b>Total Other Expense</b>	<b>432.90</b>	<b>937.57</b>	<b>-504.67</b>
<b>Net Income Before Transfer</b>	<b>422,608.95</b>	<b>1,333,613.58</b>	<b>-911,004.63</b>
<b>Net Income</b>	<b>422,608.95</b>	<b>1,333,613.58</b>	<b>-911,004.63</b>
State Transfer @ 75% of Net Income	316,515.35		
Responsible Gambling Expenses Reimbursement	23,475.50		
New Game Expense Reimbursement	397,522.77		
<b>Total Transfer</b>	<b>737,513.62</b>	<b>1,150,000.00</b>	<b>-412,486.38</b>
<b>Net Income</b>	<b>-314,904.67</b>	<b>183,613.58</b>	<b>-498,518.25</b>
State Transfer % of Net Income	174.51%	86.23%	88.28%

# Financial Update

## Year to Date Profit & Loss

July 2021 through March 2022

## Wyoming Lottery Corp Profit & Loss July 2021 through March 2022

Operating Income/Expense	July - Mar 22	July - Mar 21	\$ Change
<b>Income</b>			
Income / Revenues			
Mega Millions Sales (net)	3,779,338.60	5,538,191.99	-1,758,853.39
Power Ball Sales (net)	6,709,859.84	7,072,027.19	-362,167.35
Cowboy Draw Sales (net)	6,322,488.60	10,037,350.66	-3,714,862.06
Lucky For Life (net)	2,218,784.00	2,074,957.92	143,826.08
2by2 Sales (net)	1,425,049.78	172,190.00	1,252,859.78
<b>Total Income / Revenues</b>	<b>20,455,520.82</b>	<b>24,894,717.76</b>	<b>-4,439,196.94</b>
Other Revenues			
Application Fees (Fidelity-Res)	1,900.00	900.00	1,000.00
Other Revenues	0.00	200.00	-200.00
<b>Total - Other Revenues</b>	<b>1,900.00</b>	<b>1,100.00</b>	<b>800.00</b>
<b>Total Income</b>	<b>20,457,420.82</b>	<b>24,895,817.76</b>	<b>-4,438,396.94</b>
<b>Cost of Goods Sold</b>			
Direct Gaming Costs			
Prize Expense - Low Tier/ Hi / MUSL			
Megamillions	1,746,044.63	2,716,378.11	-970,333.48
Powerball	3,167,059.62	3,429,843.51	-262,783.89
Cowboy Draw	4,627,997.33	6,375,948.00	-1,747,950.67
Lucky For Life	1,323,700.88	1,515,849.07	-192,148.19
2by2	765,218.92	83,911.92	681,307.00
<b>Total Direct Gaming Costs / Prize Expense</b>	<b>11,630,021.38</b>	<b>14,121,930.61</b>	<b>-2,491,909.23</b>
Gaming Expenses			
Gaming Retail Commissions	1,294,800.00	1,516,019.40	-221,219.40
Gaming Retail Validation Bonus	33,434.77	38,152.16	-4,717.39
Vendor Expense - (Intralot)	2,381,319.75	2,897,650.65	-516,330.90
<b>Total Gaming Expenses</b>	<b>3,709,554.52</b>	<b>4,451,822.21</b>	<b>-742,267.69</b>
<b>Total COGS</b>	<b>15,339,575.90</b>	<b>18,573,752.82</b>	<b>-3,234,176.92</b>
<b>Gross Profit</b>	<b>5,117,844.92</b>	<b>6,322,064.94</b>	<b>-1,204,220.02</b>
<b>Expense</b>			
Operating Expenses			
Bank Fees	250.00	175.84	74.16
Board Expenses	12,665.52	8,201.15	4,464.37
Employee Recruitment & Relocate	0.00	5,054.00	-5,054.00
Insurance	13,759.33	13,271.17	488.16
Membership Dues	49,491.68	24,430.75	25,060.93
Responsible Gambling Program	39,763.00	2,188.00	37,575.00
Accounting / Audit Fees	48,160.00	42,000.00	6,160.00
Legal Fees	42,725.50	52,124.40	-9,398.90
Marketing	564,918.71	435,277.17	129,641.54
New Game Development	478,047.77	548,180.70	-70,132.93
Outside Contract Services (IT)	110,287.86	104,840.12	5,447.74
Vendor Background Services	764.00	329.00	435.00
Payroll Services	4,615.75	4,220.75	395.00
Retail Investigation	7,960.00	3,076.00	4,884.00
Facilities & Equipment	110,685.27	93,469.72	17,215.55

# Financial Update

## Year to Date Profit & Loss, Continued

July 2021 through March 2022

### Wyoming Lottery Corp Profit & Loss July 2021 through March 2022

	July - Mar 22	July - Mar 21	\$ Change
Operating Income/Expense			
Communications	8,532.48	8,258.72	273.76
Office Costs	17,969.34	17,743.83	225.51
Outside Services	36,000.00	36,000.00	0.00
Petty Cash Over/Short	-2.00	1.00	-3.00
Other Expenses	1,906.85	0.00	1,906.85
Ticket Problem Expense	131.00	19.00	112.00
Retailer Special Incentive	4,500.00	8,000.00	-3,500.00
Rent & Janitorial	83,805.40	81,097.72	2,707.68
Salaries, Wages & Benefits	998,181.70	912,688.78	85,492.92
Travel	88,149.59	12,460.68	75,688.91
EE Uniforms	3,490.16	0.00	3,490.16
<b>Total Operating Expenses</b>	<b>2,726,758.91</b>	<b>2,413,108.50</b>	<b>313,650.41</b>
<b>Net Operating Income</b>	<b>2,391,086.01</b>	<b>3,908,956.44</b>	<b>-1,517,870.43</b>
Other Income			
Interest Income	4,326.73	6,012.62	-1,685.89
Gain/Loss on Sale of Assets	10,300.00	0.00	10,300.00
<b>Total Other Income</b>	<b>14,626.73</b>	<b>6,012.62</b>	<b>8,614.11</b>
Other Expenses			
Interest Expense	1,781.96	2,265.45	-483.49
<b>Total Other Expense</b>	<b>1,781.96</b>	<b>2,265.45</b>	<b>-483.49</b>
<b>Net Income Before Transfer</b>	<b>2,403,930.78</b>	<b>3,912,703.61</b>	<b>-1,508,772.83</b>
<b>Net Income</b>	<b>2,403,930.78</b>	<b>3,912,703.61</b>	<b>-1,508,772.83</b>
State Transfer @ 85.08% of Net Income	2,045,055.48		
Responsible Gambling Expenses Reimbursement	39,763.00		
New Game Expense Reimbursement	397,522.77		
<b>Total Transfer</b>	<b>2,482,341.25</b>	<b>3,325,900.00</b>	<b>-843,558.75</b>
<b>Net Income</b>	<b>-78,410.47</b>	<b>586,803.61</b>	<b>-665,214.08</b>
State Transfer % of Net Income	103.26%	85.00%	18.26%

# Financial Update

## Q3 Profit & Loss Budget vs. Actual

January 2022 through March 2022

	FY 22 QTR 3			
	TOTAL			
	Jan - Mar 22	Budget	- Favorable	% of Budget
<b>Ordinary Income/Expense</b>				
Total 40000 · Income / Revenues	6,188,168.20	6,823,377.00	-635,208.80	90.69%
Total 48000 · Other Revenues	400.00	0.00	400.00	100.0%
<b>Total Income</b>	<b>6,188,568.20</b>	<b>6,823,377.00</b>	<b>-634,808.80</b>	<b>90.7%</b>
<b>Cost of Goods Sold</b>				
Total 60000 · A Direct Gaming Costs	3,592,629.02	3,861,129.00	-268,499.98	93.05%
Total 61000 · B Gaming Expenses	1,122,161.23	1,214,559.00	-92,397.77	92.39%
<b>Total COGS</b>	<b>4,714,790.25</b>	<b>5,075,688.00</b>	<b>-360,897.75</b>	<b>92.89%</b>
<b>Gross Profit</b>	<b>1,473,777.95</b>	<b>1,747,689.00</b>	<b>-273,911.05</b>	<b>84.33%</b>
	Jan - Mar 22	Budget	+ Favorable	% of Budget
<b>Expense</b>				
Total 60000 · Business Expenses	33,080.25	6,770.00	26,310.25	488.63% *
Total 61000 · Contract Services	554,399.73	581,136.00	-26,736.27	95.4% **
Total 62000 · Facilities and Equipment	35,863.85	36,500.00	-636.15	98.26%
Total 63000 · Operations	54,133.01	58,580.50	-4,447.49	92.41% ***
Total 64000 · Personnel Salaries, Benefits & Travel	374,637.80	368,984.00	5,653.80	101.53% ****
<b>Total Expense</b>	<b>1,052,114.64</b>	<b>1,051,970.50</b>	<b>144.14</b>	<b>100.01%</b>
<b>Net Ordinary Income</b>	<b>421,663.31</b>	<b>695,718.50</b>	<b>-274,055.19</b>	<b>60.61%</b>
<b>Other Income/Expense</b>				
70000 · Interest Income	1,378.54	1,500.00	-121.46	91.9%
81000 · Interest Expense	432.90	437.00	-4.10	99.06%
82000 · Gain/Loss on Discarded Assets				
<b>Total Other Expense</b>	<b>432.90</b>	<b>437.00</b>	<b>-4.10</b>	<b>99.06%</b>
<b>Net Other Income</b>	<b>945.64</b>	<b>1,063.00</b>	<b>-117.36</b>	<b>88.96%</b>
	Jan - Mar 22	Budget	- Favorable	% of Budget
<b>Net Income before Transfer to State of Wyoming</b>	<b>422,608.95</b>	<b>696,781.50</b>	<b>-274,172.55</b>	<b>60.65%</b>
Transfer to State of Wyoming	737,513.62			
<b>Net Income</b>	<b>-314,904.67</b>			

\* Over \$23,476 RG Expenses

\*\* Under \$23,000 Marketing & New Game Dev

\*\*\* Under \$2,500 Office; Under \$2,000 Retailer Special Incentives

\*\*\*\* Over \$1,700 Benefits; Over \$1,200 Wages; Over \$2,700 Travel (Qtr Only)

Net Income Allocation:

Net Loss:

-314,904.67

# Financial Update

*Year to Date, Profit & Loss Budget vs. Actual*

*July 2021 through March 2022*

	FY 22 QTR 3			
	TOTAL			
	July - Mar 22	Budget	- Favorable	% of Budget
<b>Ordinary Income/Expense</b>				
Total 40000 · Income / Revenues	20,455,520.82	20,470,119.00	-14,598.18	99.93%
Total 48000 · Other Revenues	1,900.00	0.00	1,900.00	100.0%
<b>Total Income</b>	<b>20,457,420.82</b>	<b>20,470,119.00</b>	<b>-12,698.18</b>	<b>99.94%</b>
<b>Cost of Goods Sold</b>				
Total 60000 · A Direct Gaming Costs	11,630,021.38	11,583,375.00	46,646.38	100.4%
Total 61000 · B Gaming Expenses	3,709,554.52	3,643,683.00	65,871.52	101.81%
<b>Total COGS</b>	<b>15,339,575.90</b>	<b>15,227,058.00</b>	<b>112,517.90</b>	<b>100.74%</b>
<b>Gross Profit</b>	<b>6,117,844.92</b>	<b>6,243,061.00</b>	<b>-125,216.08</b>	<b>97.61%</b>
	July - Mar 22	Budget	+ Favorable	% of Budget
<b>Expense</b>				
Total 60000 · Business Expenses	115,929.53	96,145.00	19,784.53	120.58%*
Total 61000 · Contract Services	1,257,479.59	1,572,290.98	-314,811.39	79.98%**
Total 62000 · Facilities and Equipment	110,685.27	152,250.00	-41,564.73	72.7%***
Total 63000 · Operations	152,843.07	160,789.50	-7,946.43	95.06%****
Total 64000 · Personnel Salaries, Benefits & Travel	1,089,821.45	1,097,545.00	-7,723.55	99.3%*****
<b>Total Expense</b>	<b>2,726,758.91</b>	<b>3,079,020.48</b>	<b>-352,261.57</b>	<b>88.56%</b>
<b>Net Ordinary Income</b>	<b>2,391,086.01</b>	<b>2,164,040.52</b>	<b>227,045.49</b>	<b>110.49%</b>
<b>Other Income/Expense</b>				
70000 · Interest Income	4,326.73	4,500.00	-173.27	96.15%
81000 · Interest Expense	1,781.96	1,505.00	276.96	118.4%
82000 · Gain/Loss on Discarded Assets	10,300.00			
<b>Total Other Expense</b>	<b>1,781.96</b>	<b>1,505.00</b>	<b>276.96</b>	<b>118.4%</b>
<b>Net Other Income</b>	<b>12,844.77</b>	<b>2,995.00</b>	<b>9,849.77</b>	<b>428.87%</b>
	July - Mar 22	Budget	- Favorable	% of Budget
<b>Net Income before Transfers to State of Wyoming</b>	<b>2,403,930.78</b>	<b>2,167,036.52</b>	<b>236,895.26</b>	<b>110.93%</b>
Transfers to State of Wyoming	2,482,341.25			
<b>Net Income</b>	<b>-78,410.47</b>			

- \* Under \$17,000 Board Expenses; Over \$39,763 RG Expenses
- \*\* Under \$20,000 Legal; Under \$11,000 Mktg; Under \$288,000 New Game; Over \$10,000 IT
- \*\*\* Over \$30,000 Depreciation; Under \$71,000 Fleet & IT Equipment
- \*\*\*\* Under \$4,500 Retailer Special Incentives; Under \$3,000 Office
- \*\*\*\*\* Under \$3,000 Wages; Uner \$4,500 Benefits

Net Income Allocation:

Net Loss: -78,410.47

# Financial Update

## Profit & Loss Responsible Gambling

### Budget vs. Actual

July 2021 through March 2022

	FY 22 QTR 3 YTD		
	TOTAL		
	July 21 - Mar 22	FY22 Budget	Favorable
<b>Responsible Gambling Expenses</b>			
Tracker Study Follow Up Research	32,575.00	32,575.00	0.00
Certifications - University of Minnesota	0.00	12,410.00	12,410.00
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	5,000.00	4,855.78	-144.22
Fremont County Service Research	0.00	3,000.00	3,000.00
Dues & Sponsorships	2,188.00	2,812.00	624.00
<b>Total Responsible Gambling Expenses</b>	<b>39,763.00</b>	<b>55,652.78</b>	<b>15,889.78</b>

#### Responsible Gambling Balance

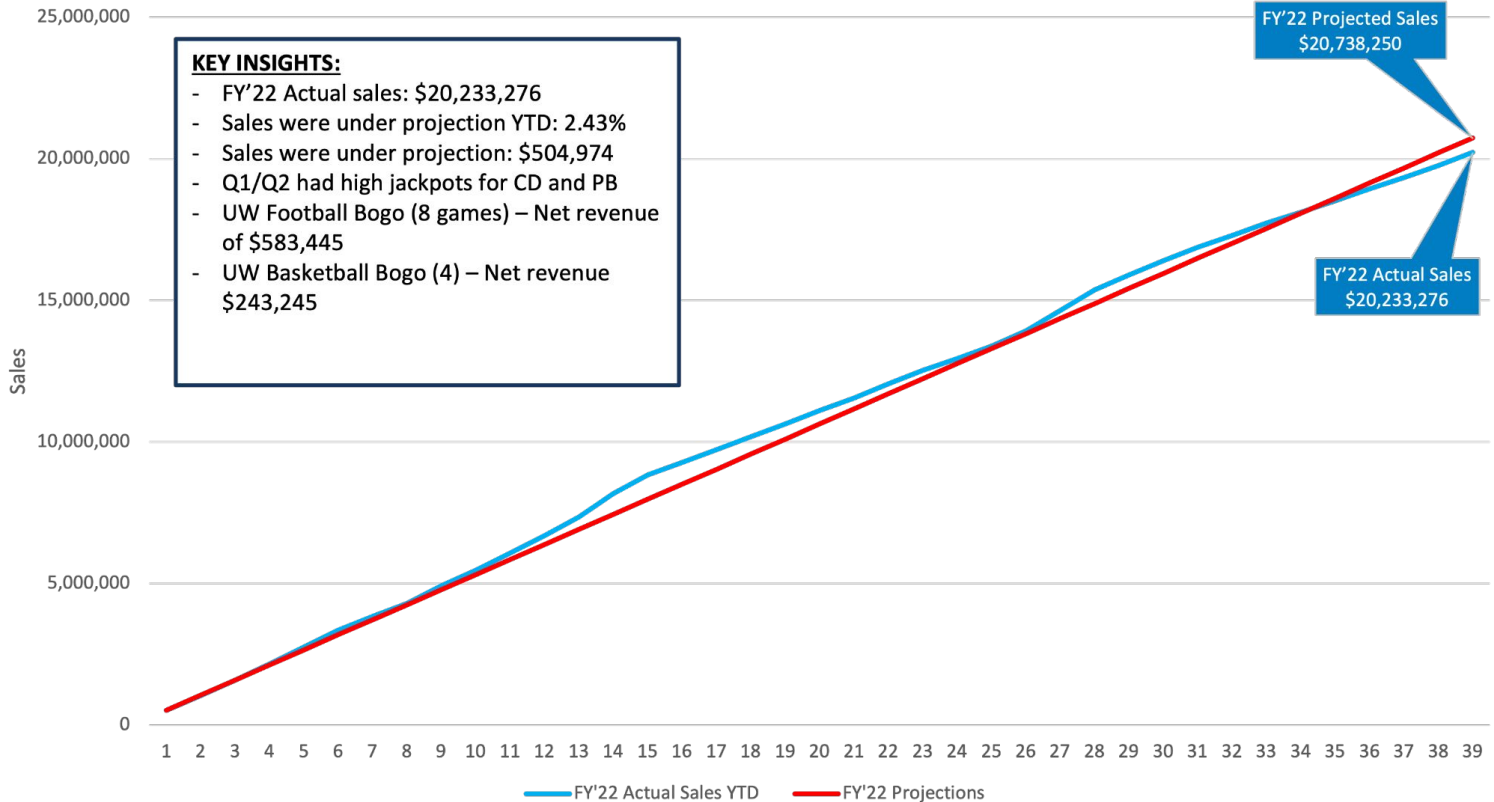
4/30/18 Responsible Gambling Balance	64.06
5/1/18 Unclaimed Prize Funding	200,000.00
FY18 Expenses	-25,869.63
FY 19 Expenses	-109,165.65
FY 20 Expenses	-2,188.00
FY 21 Expenses	-7,188.00
FY 22 Expenses	-39,763.00
<b>3/31/22 Responsible Gambling Balance</b>	<b>15,889.78</b>

# **Sales Update**

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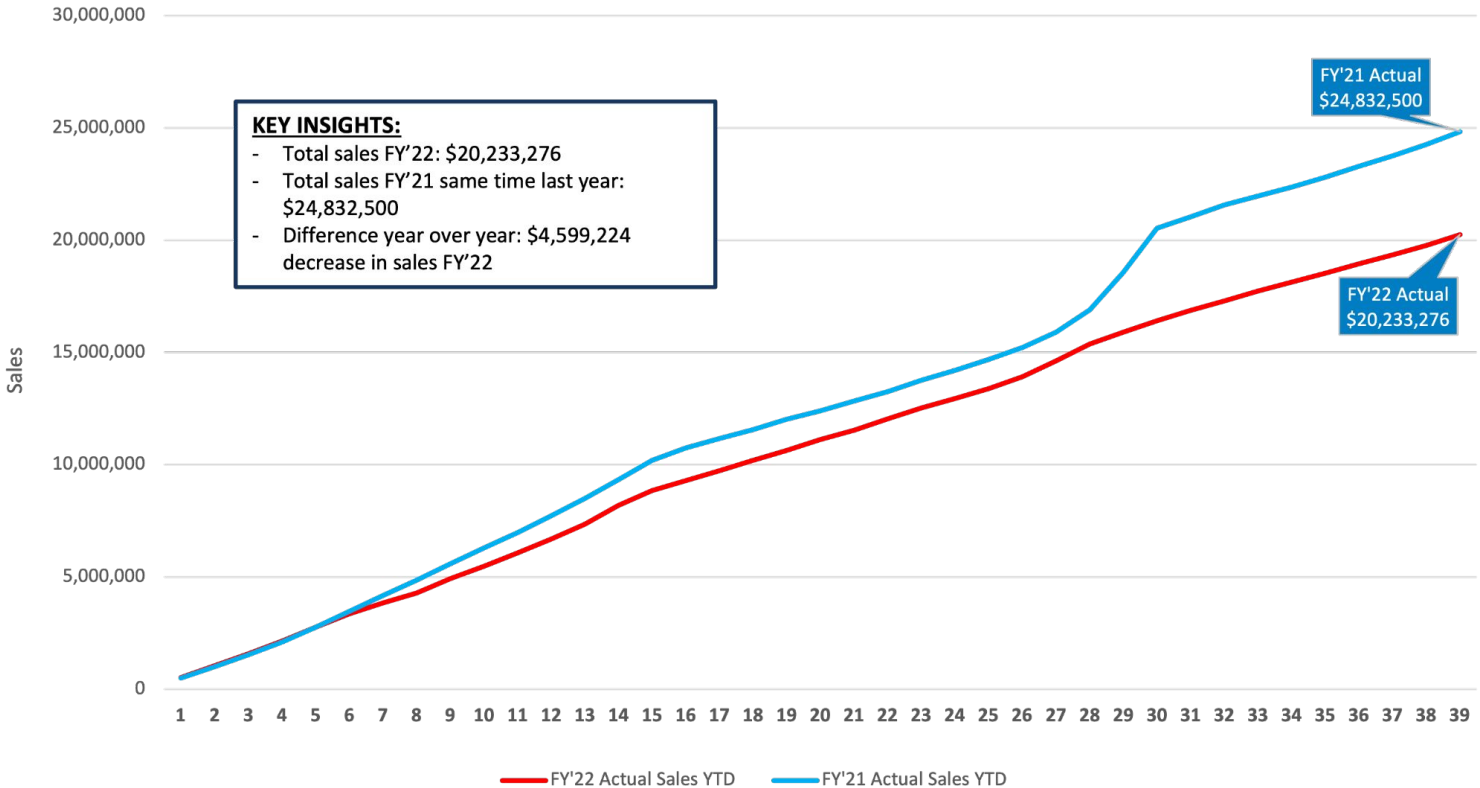
# Sales Update

Total Sales: FY'22 Actual vs. Projection - Week ending: 3/26/22



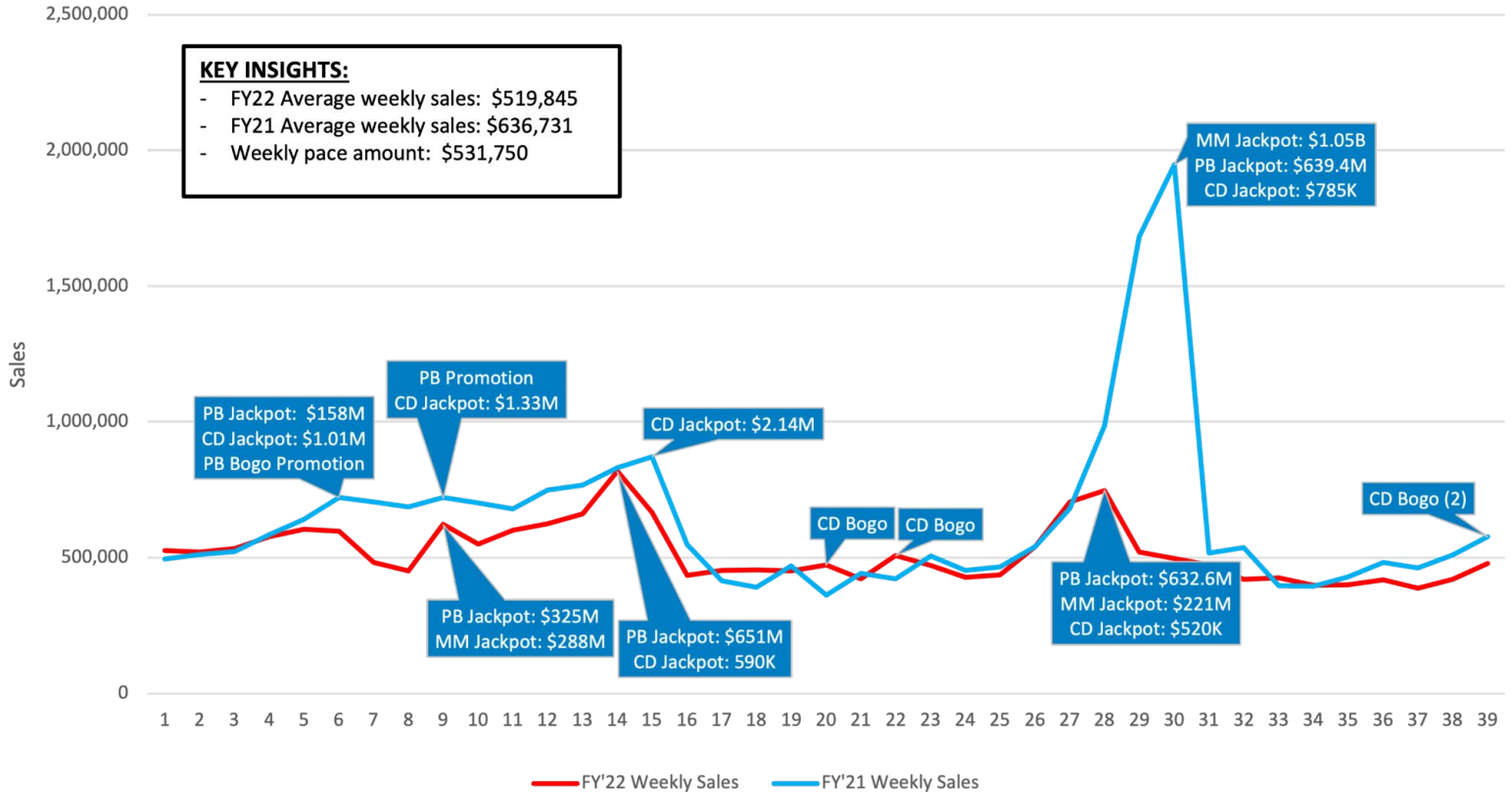
# Sales Update

Total Sales: FY'22 vs. FY'21 - Week Ending: 3/26/22



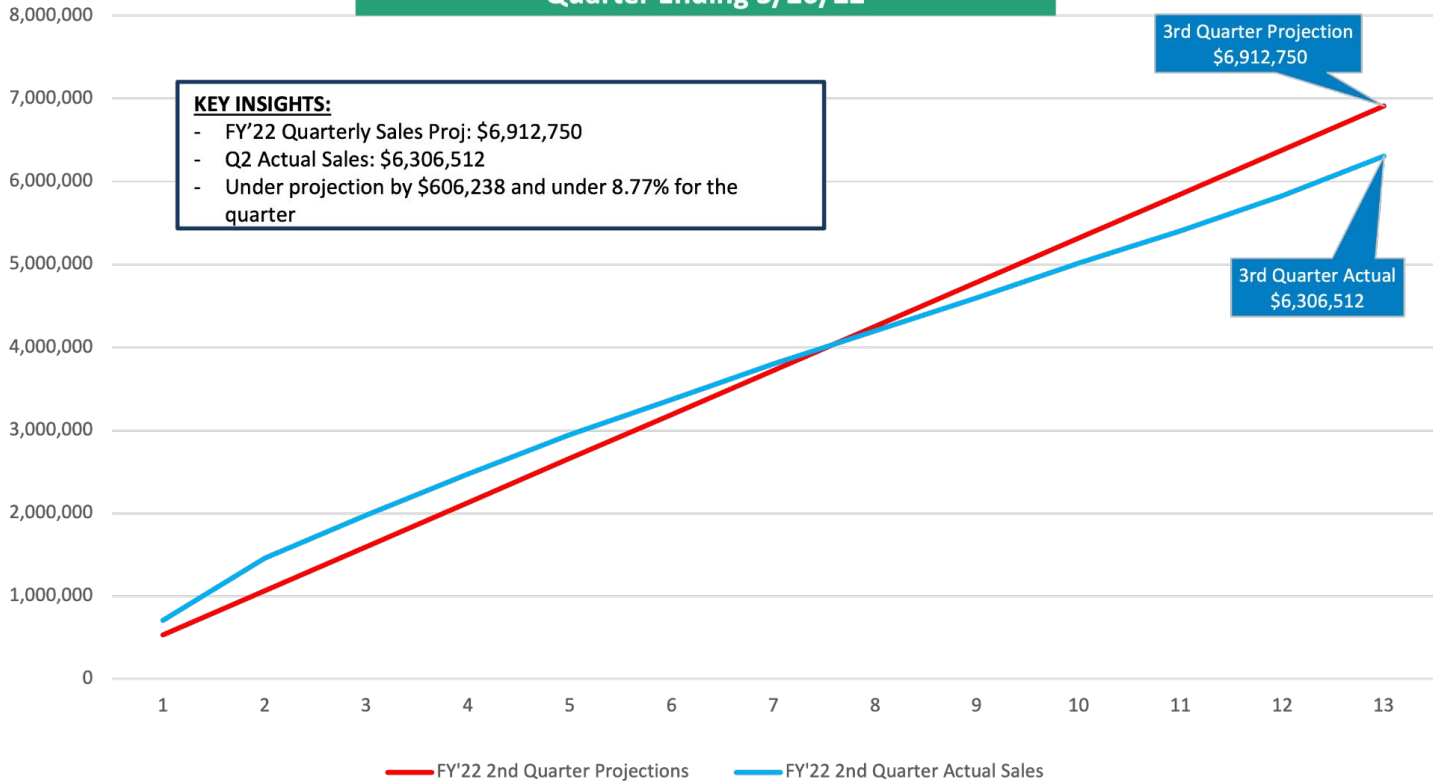
# Sales Update

Actual weekly sales FY'22 vs. FY'21 - Week Ending: 3/26/22



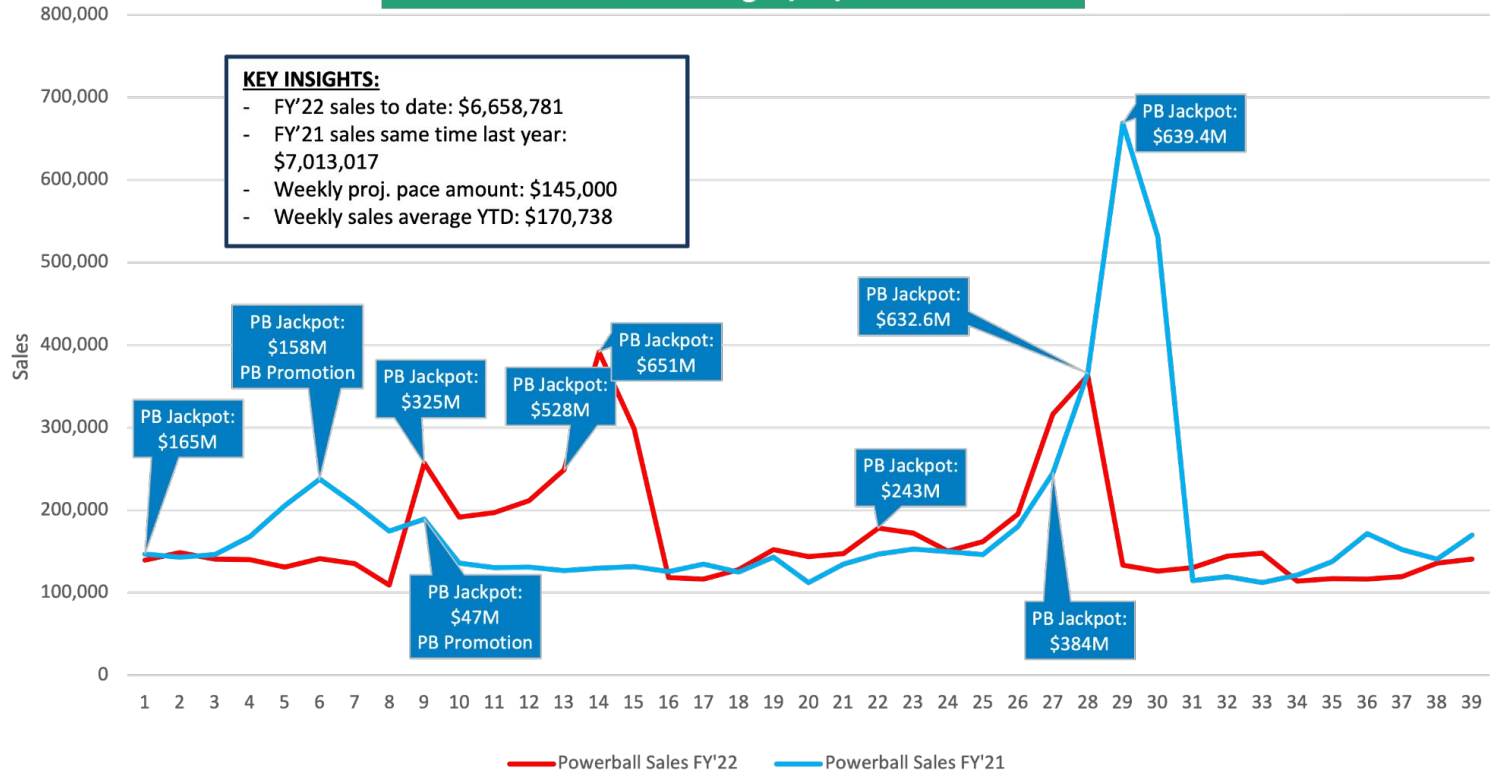
# Sales Update

## Total 3rd Quarter Sales: FY'22 Actual vs. Projections Quarter Ending 3/26/22



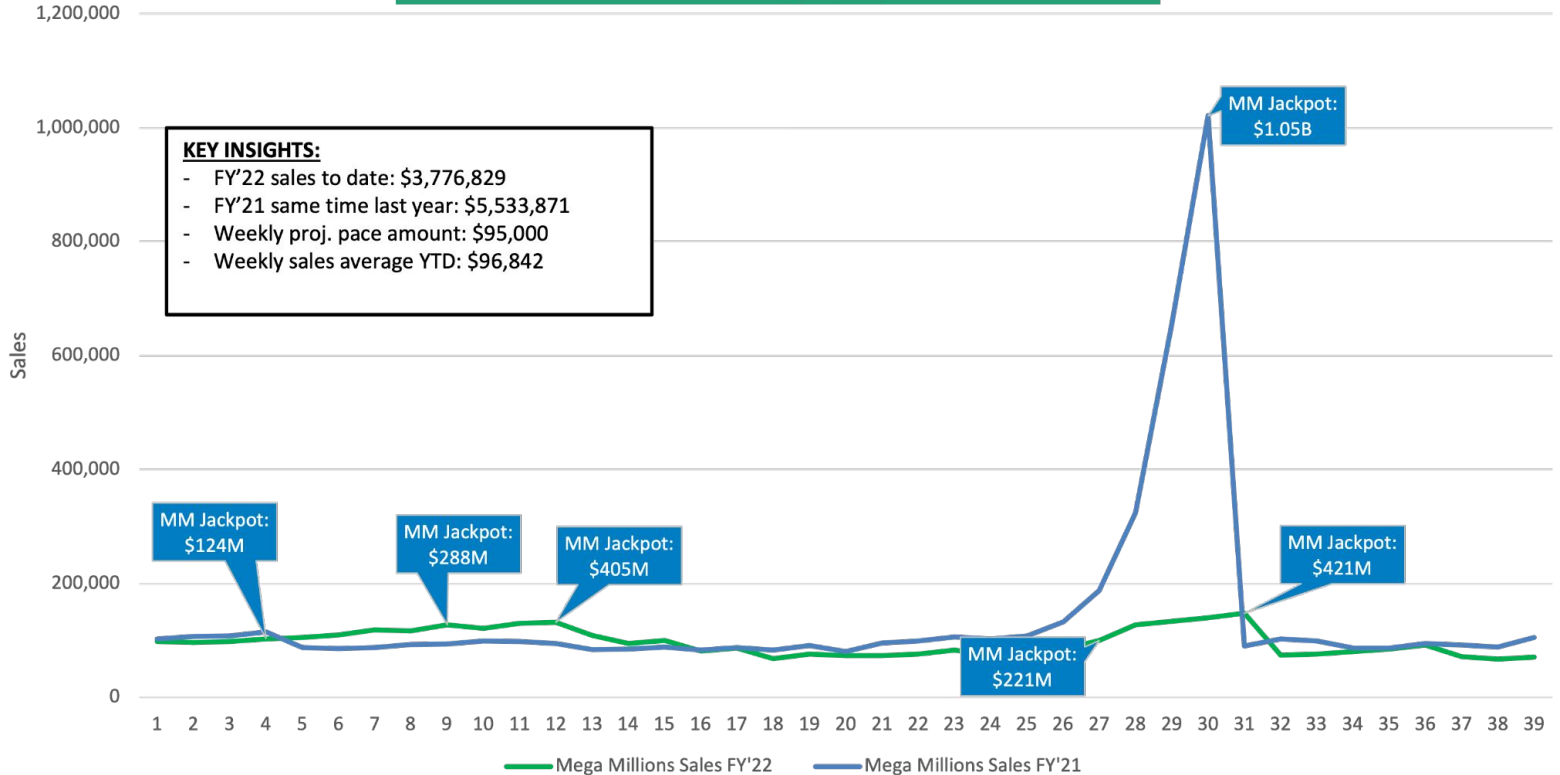
# Sales Update

Powerball Sales vs. Jackpot Amounts FY'22 vs. FY'21  
Week Ending: 3/26/22



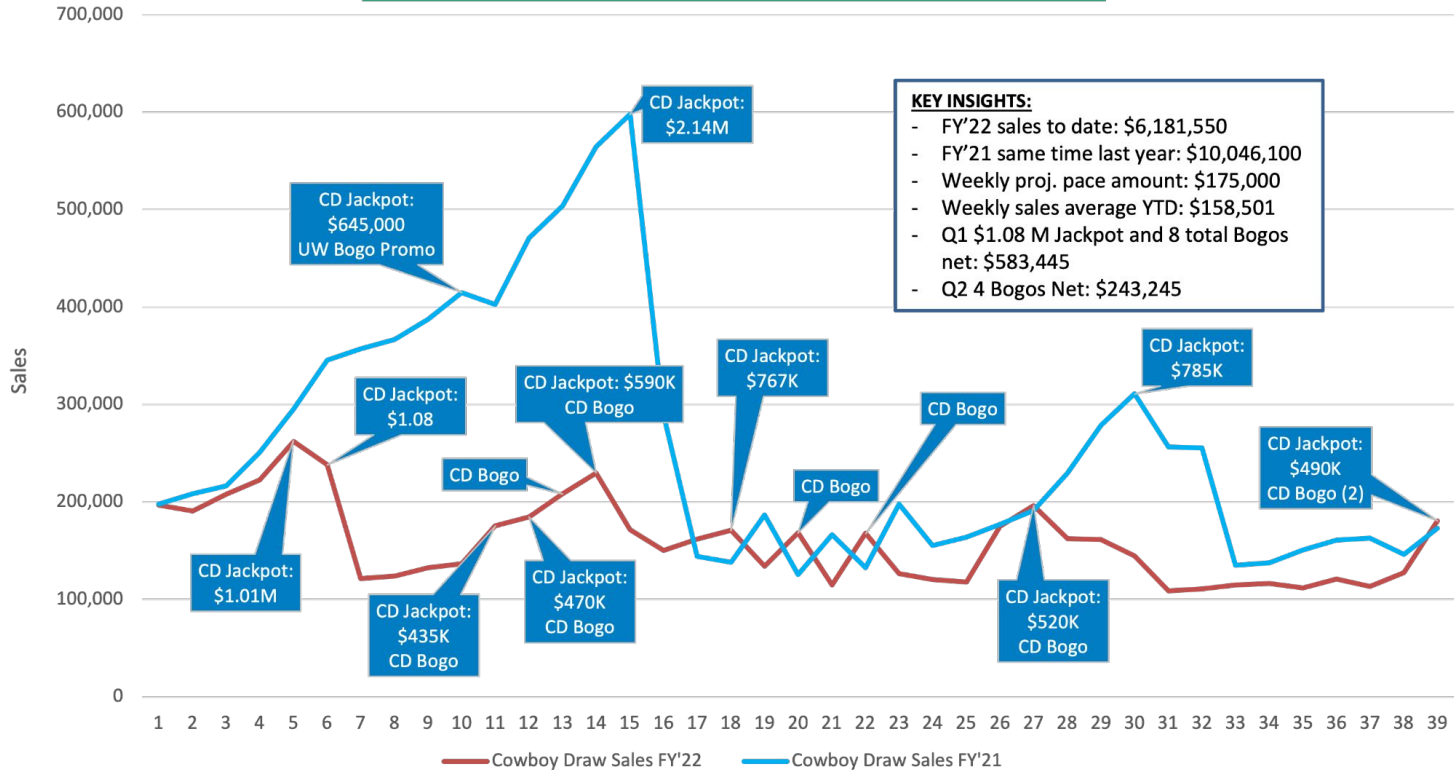
# Sales Update

Mega Millions Sales vs. Jackpot Amounts FY'22 vs. FY'21  
Week Ending: 3/26/22



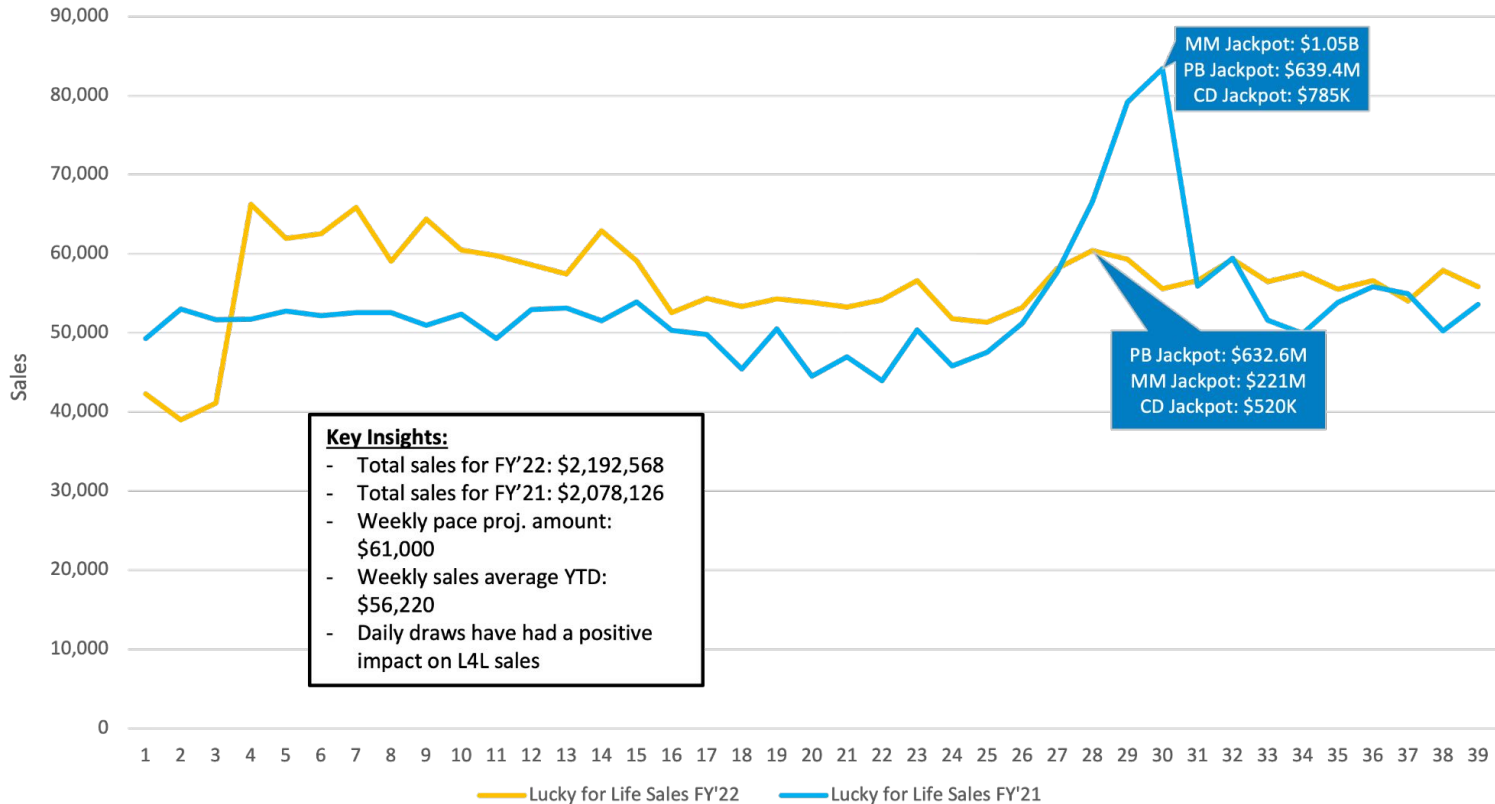
# Sales Update

**Cowboy Draw Sales vs. Jackpot Amounts FY'22 vs. FY'21**  
Week Ending: 3/26/22



# Sales Update

Lucky for Life Sales: FY'22 vs. FY'21 - Week Ending: 3/26/22

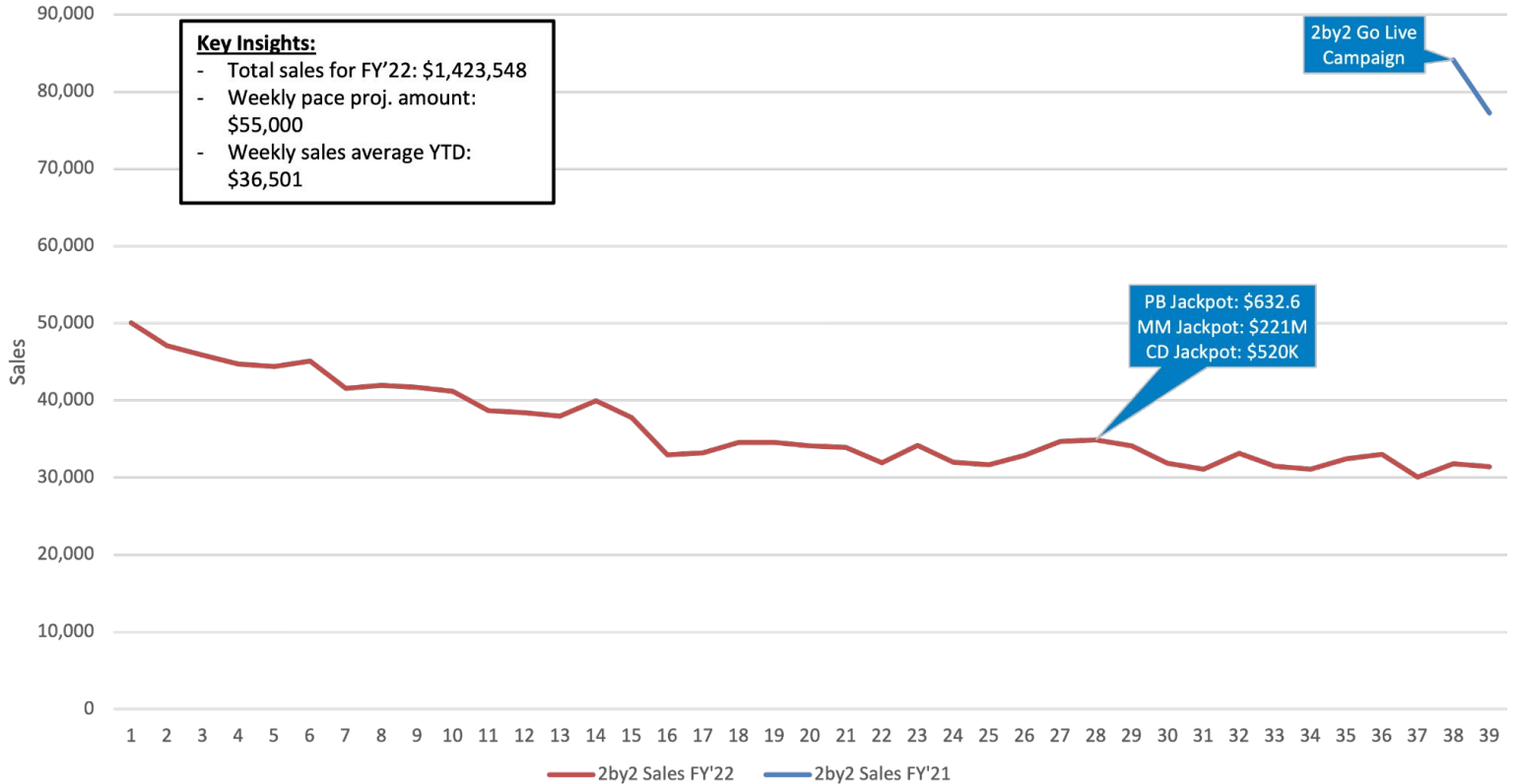


MM Jackpot: \$1.05B  
 PB Jackpot: \$639.4M  
 CD Jackpot: \$785K

PB Jackpot: \$632.6M  
 MM Jackpot: \$221M  
 CD Jackpot: \$520K

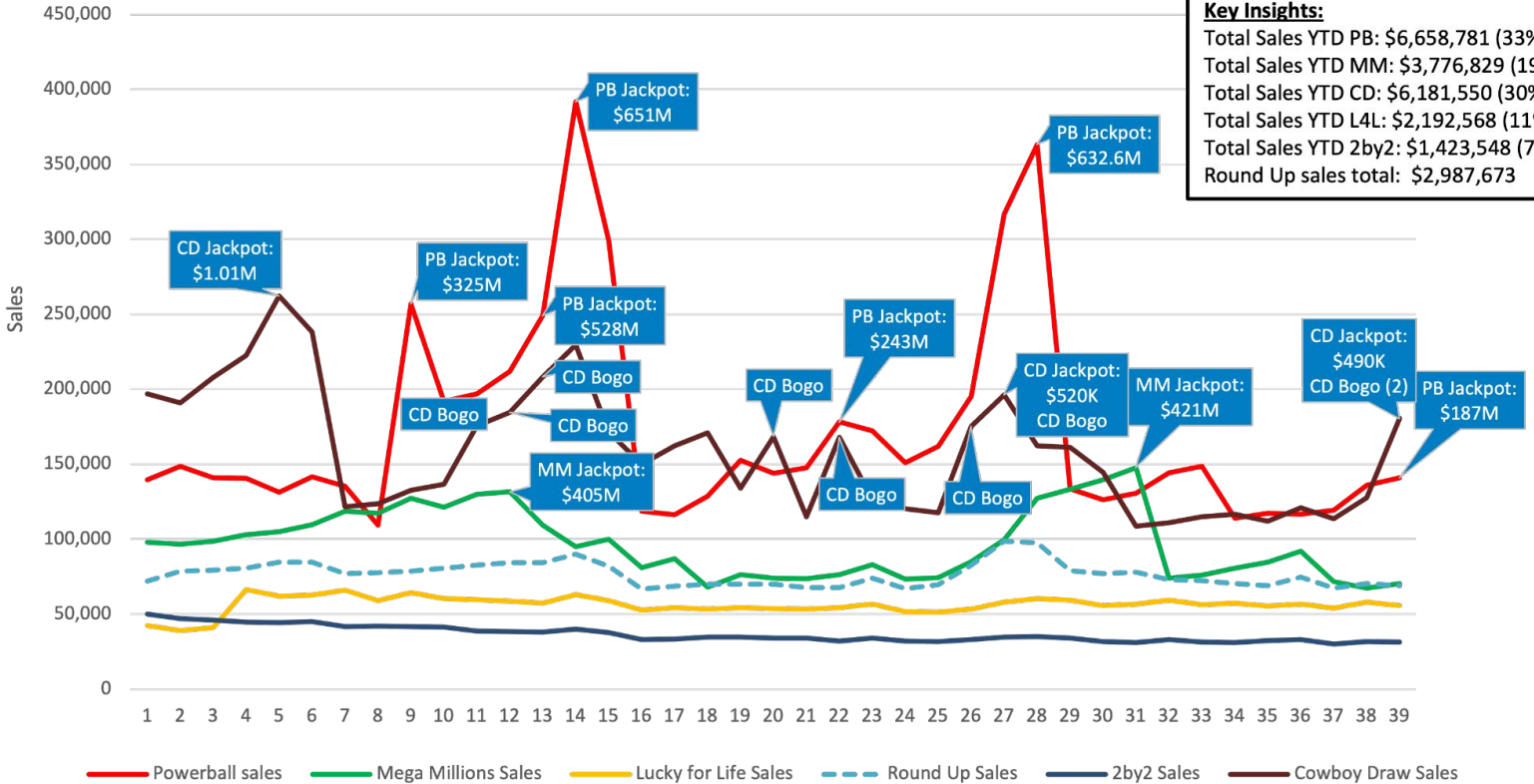
# Sales Update

## 2by2 Sales: FY'21 - Week Ending: 3/26/22



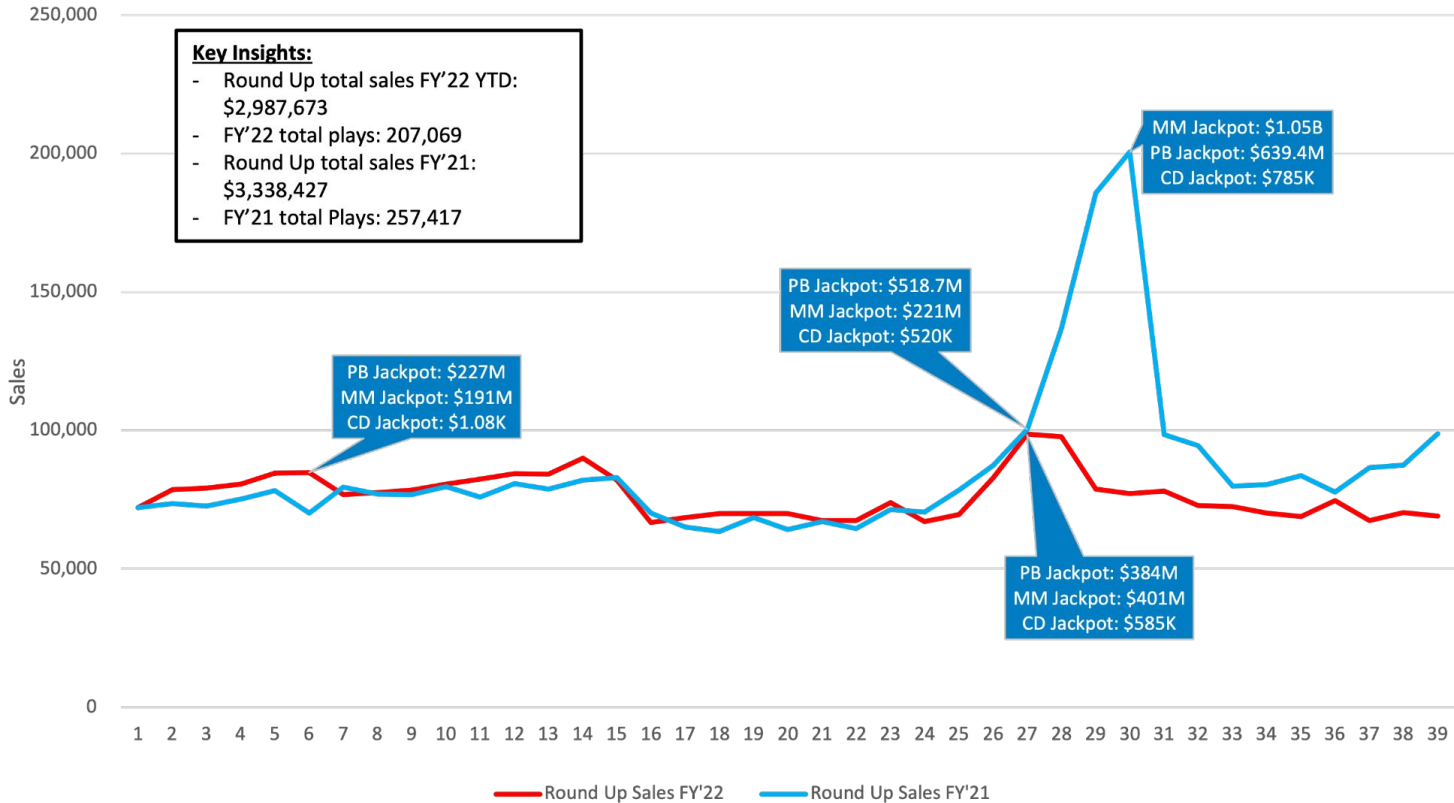
# Sales Update

WyoLotto Product Sales YTD - Week Ending 3/26/22



# Sales Update

## Round Up Sales: FY'22 vs. FY'21 - Week Ending: 3/26/22



# Marketing Update

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# The Giving Back Giveaway

- **Social giveaway:**

- We celebrated our major milestone of giving back \$25 million to the state by giving away (25) \$100 gift cards
- Fans entered the giveaway by commenting what they love about Wyoming
- Over 2,000 Total engagements
- 11,597 people reached



**Scott Scheidemantel**

Our state is now a recipient of the funds that our citizens would spend outside of Wyoming. It also goes to support our priorities. Oh yes and the cool scenery.

Like Reply Hide



**Lois Ladwig**

Wyoming is home to people who work hard and love all the wonderful big outdoors, open spaces, beautiful wildlife and clean air. Shoot I can't think of much that I don't love about Wyoming.

Like Reply Hide

# Promos

## Cowboy Draw B-Ball BOGO Bonanza

- BOGOs March 21, 24, 28 & 31 from 7 am to 1 pm
- Corporate communications channels - no paid media support
- Results: Increase of 189% in net sales on promo days (total net sales of \$243,245) vs. average daily sales of \$21,000 sales on promo days

## Powerball BOGO:

- Running April & June
- Execution includes radio, digital ads, social ads, and corporate communications
- Goal: \$100K gross sales each Saturday
  - August 2020 results = \$127K gross sales every Saturday vs. \$29,000 average Saturday sales



# KENO Update

Q3 update:

Brand Development: January - April

- Logo
- Brand voice
- Monitor playlists
- Playslips, Point-of-Sale, brochures
- How to play video



# KENO Update

## What's next:

### Retailer Recruitment: April - May

- Recruitment packets
- Radio, social/digital retargeting, newspaper, email blasts
- 10 locations statewide
- Goal of 40 attendees per location

### Retailer Training: June - August



# KENO Update

## What's next:

### Launch campaign:

- Pre-launch August 28 - Sept. 17, corporate communications
- Launch Sept. 18 to December, mass media, digital, social, corporate communications

### Integration preparation:

- Updated disclaimer for KENO specific advertising to include problem gambling hotline
- New website to launch with KENO
- App to add KENO on Sept. 18



# Up Next...

- **Keno Launch Preparation**
  - Product Development, Launch Campaign Development, and Retailer Recruitment & Training
- **WRGC**
  - Meeting held April 6
  - Coalition to plan next steps for next fiscal year
  - National Council on Problem Gambling Conference in Boston, July 21-22
- **Website**
  - Launch late August
- **FY2023 Marketing Plan**

# Game Updates

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# Cowboy Draw

## This Quarter:

- 69,617 Total Winners
- \$1,480,007 Total Won
- 241 that won \$1,000
- 2 Jackpots Won

## Since Launch:

- 2,851,482 Total Winners
- \$52,934,598 Total Won
- 5,459 have won \$1,000
- 34 Jackpot Wins



# Powerball

## This Quarter:

- 34,464 Total Winners
- \$269,249 Total Won
- 0 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 1,243,449 Total Winners
- \$15,663,064 Total Won
- 46 have won \$1,000 or more
- 0 Jackpot Wins



# Mega Millions

## This Quarter:

- 19,734 Total Winners
- \$161,422 Total Won
- 11 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 1,215,824 Total Winners
- \$12,360,556 Total Won
- 121 have won \$1,000 or more
- 0 Jackpot Wins



# Lucky for Life

## This Quarter:

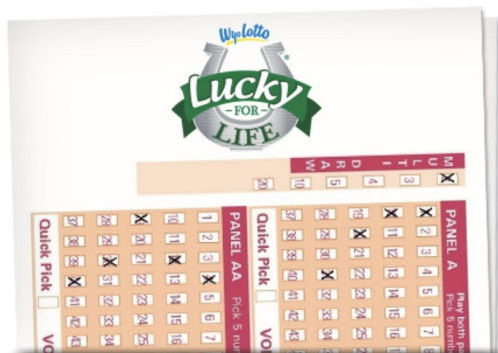
- 47,050 Total Winners
- \$268,015 Total Won
- 1 that won \$1,000 or more
- 0 Jackpot Wins

## Since Launch:

- 969,252 Total Winners
- \$13,015,612 Total Won
- 46 have won \$1,000 or more
- 1 Jackpot Wins

You Could Win

**\$1,000** EVERYDAY  
FOR LIFE



# 2by2

## This Quarter:

- 153,660 Total Winners
- \$145,928 Total Won
- 2 Jackpot Wins

## Since Launch:

- 879,207 Total Winners
- \$1,062,979 Total Won
- 22 Jackpot Wins

