

# WYOMING LOTTERY CORPORATION

**Report Update**

**June 17, 2016**



# AGENDA

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- “State of the Lottery” Summary
- Q3 Financials
- Sales Comparison
  - Year-over-Year
- Current Revenue Chart
- Problem Gambling & Responsibility
- Social Media/Online Presence
- Positive Impact on the Cowboy State



# STATE OF THE LOTTERY SUMMARY

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- **Legislative event was held February 24, 2016 at Lottery Headquarters**
- **First transfer to the Treasury and co-press conference was held April 5, 2016 at State Treasury office**
- **Transfer was in the amount of \$1,120,000**
- **Amount transferred was \$750,000 more than anticipated**
- **Transfer was 3 months earlier than projected**
- **Powerball matrix change impact & WLC readiness resulted in escalated revenue**
- **One retailer's commission was \$29,000 within two weeks**
- **New game development is in the research stages to launch by fall of this year for a revenue increase**



# Q3 Financials



Wyoming Lottery Corp Balance Sheet As of March 31, 2016		Mar 31, 16
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
10000 · Jonah Bank - Checking		
10005 · Reserve Funds	920,883.00	
10010 · State Transfer Funds	1,120,000.00	
10015 · Contingencies Funds	130,000.00	
10020 · Unclaimed Prizes - Restricted	305,240.00	
10000 · Jonah Bank - Checking - Other	245,433.53	
<b>Total 10000 · Jonah Bank - Checking</b>	<b>2,721,556.53</b>	
10025 · Prize Fund Account		
10070 · Cowboy D. Secondary Prize Fund	638,515.00	
10025 · Prize Fund Account - Other	56,102.08	
<b>Total 10025 · Prize Fund Account</b>	<b>694,617.08</b>	
10050 · Prize Account Petty Cash-(Till)	1,492.00	
10075 · Restricted Fidelity Fund cash		
10076 · Retailer Fund	47,144.17	
10077 · DOH Funds	366,185.00	
10075 · Restricted Fidelity Fund cash - Other	233.94	
<b>Total 10075 · Restricted Fidelity Fund cash</b>	<b>413,563.11</b>	
<b>Total Checking/Savings</b>	<b>3,831,228.72</b>	
<b>Other Current Assets</b>		
<b>12000 · Other Current Asset</b>		
12100 · Deposits - Building	5,000.00	
12400 · Pre Paid Insurance	2,524.00	
12650 · Pre Paid Prize Expense - MUSL	61,038.74	
12655 · Prepaid Gaming Expense	147,436.87	
12800 · Retail Accounts Receivable	271,036.21	
12900 · Due From MUSL	4,978,121.30	
<b>Total 12000 · Other Current Asset</b>	<b>5,465,157.12</b>	
<b>Total Other Current Assets</b>	<b>5,465,157.12</b>	
<b>Total Current Assets</b>	<b>9,296,385.84</b>	
<b>Fixed Assets</b>		
<b>13000 · Fixed Assets</b>		
13025 · Lease Hold Improvement		
13050 · AD- Lease Hold Improvements	-9,013.07	
13025 · Lease Hold Improvement - Other	20,785.00	
<b>Total 13025 · Lease Hold Improvement</b>	<b>11,771.93</b>	

Wyoming Lottery Corp Balance Sheet As of March 31, 2016		Mar 31, 16
<b>13100 · Office Equipment</b>		
13150 · AD- Office Equipment		-39,133.22
13100 · Office Equipment - Other		161,653.25
<b>Total 13100 · Office Equipment</b>		<b>122,520.03</b>
<b>13200 · Vehicles</b>		
13250 · AD- Vehicles		-37,455.98
13200 · Vehicles - Other		108,574.00
<b>Total 13200 · Vehicles</b>		<b>71,118.02</b>
<b>Total 13000 · Fixed Assets</b>		<b>205,409.98</b>
<b>Total Fixed Assets</b>		<b>205,409.98</b>
<b>Other Assets</b>		
<b>14000 · Other Assets</b>		
14100 · Amortizable Intangible Assets		
14200 · Intangible Assets		681,920.46
14500 · Accumulated Amortization		-238,049.79
<b>Total 14100 · Amortizable Intangible Assets</b>		<b>443,870.67</b>
14700 · WyoLotto Trademark		42,575.50
<b>Total 14000 · Other Assets</b>		<b>486,446.17</b>
15000 · Def. Outflow of Res.-Contr.		49,764.00
15100 · Def. Outflow of Res-Inv. Earn.		49,080.00
15200 · Def. Outflow of Res-CIPS		339,685.00
<b>Total Other Assets</b>		<b>924,975.17</b>
<b>TOTAL ASSETS</b>		<b>10,426,770.99</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20000 · Accounts Payable		332,447.18
<b>Total Accounts Payable</b>		<b>332,447.18</b>
<b>Other Current Liabilities</b>		
23860 · State of Wyoming Transfer Payab	1,120,000.00	
23000 · Other Current Liability		
23100 · Unearned Revenue (net)	341,008.00	
23700 · Prize Pool Liability		
23750 · Cowboy Draw Jackpot Liability	829,274.00	

Wyoming Lottery Corp Balance Sheet As of March 31, 2016		Mar 31, 16
<b>23700 · Prize Pool Liability - Other</b>		
<b>Total 23700 · Prize Pool Liability</b>		<b>5,885,627.96</b>
<b>Total 23000 · Other Current Liability</b>		<b>7,055,909.96</b>
<b>24000 · Payroll Liabilities</b>		
23500 · Accrued Vacation		27,048.99
23300 · Accrued WC & UI Taxes		3,051.35
<b>Total 24000 · Payroll Liabilities</b>		<b>30,100.34</b>
<b>Total Other Current Liabilities</b>		<b>8,206,010.30</b>
<b>Total Current Liabilities</b>		<b>8,538,457.48</b>
<b>Long Term Liabilities</b>		
<b>25000 · Other Liabilities</b>		
25100 · Xerox-Capital Lease		68,480.97
<b>Total 25000 · Other Liabilities</b>		<b>68,480.97</b>
26000 · Net Pension Liability		598,600.00
<b>Total Long Term Liabilities</b>		<b>667,080.97</b>
<b>Total Liabilities</b>		<b>9,205,538.45</b>
<b>Equity</b>		
32000 · Retained Earnings		-1,816,854.46
33000 · WRSNet Position Prior Per. Adj.		-32,415.00
<b>Net Income</b>		<b>3,070,502.00</b>
<b>Total Equity</b>		<b>1,221,232.54</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>10,426,770.99</b>

**Wyoming Lottery Corp**  
**Profit & Loss**  
January through March 2016

**Wyoming Lottery Corp**  
**Profit & Loss**  
January through March 2016

**Wyoming Lottery Corp**  
**Profit & Loss**  
January through March 2016

	<u>Jan - Mar 16</u>
Ordinary Income/Expense	
Income	
40000 · Income / Revenues	
41000 · Mega Millions Sales (net)	1,095,988.00
42000 · Power Ball Sales (net)	8,905,273.00
43000 · Cowboy Draw Sales (net)	4,711,770.00
Total 40000 · Income / Revenues	<u>14,713,031.00</u>
48000 · Other Revenues	
48700 · CD Jackpot Indemnification(net)	-84,476.00
48500 · Application Fees (Fidelity-Res)	1,200.00
Total 48000 · Other Revenues	<u>-83,276.00</u>
Total Income	14,629,755.00
Cost of Goods Sold	
50000 · A Direct Gaming Costs	
50100 · Prize Expense - Low Tier/ Hi	
50105 · Megamillions Low Tier	246,130.38
50110 · Powerball Low Tier	1,295,064.58
50115 · Cowboy Draw Low Tier	1,251,083.11
Total 50100 · Prize Expense - Low Tier/ Hi	<u>2,792,278.07</u>
50200 · Prize Expense - MUSL	3,567,759.17
50300 · Prize Expense CD Jackpot	1,763,598.00
Total 50000 · A Direct Gaming Costs	<u>8,123,635.24</u>
51000 · B Gaming Expenses	
51100 · Gaming Retail Commissions	881,577.42
51200 · Gaming Retail Validation Bonus	16,630.38
51300 · Vendor Expense - (Intralot)	1,749,408.86
Total 51000 · B Gaming Expenses	<u>2,647,616.66</u>
Total COGS	<u>10,771,251.90</u>
Gross Profit	3,858,503.10
Expense	
60000 · Business Expenses	
60200 · Board Expenses	
60205 · Board Compensaton	4,500.00
60210 · Board Meetings	676.02
60220 · Board Travel	13.80
Total 60200 · Board Expenses	<u>5,189.82</u>

	<u>Jan - Mar 16</u>
60230 · Employee Recruitment & Relocate	14,471.47
60240 · Insurance	2,524.00
60260 · Membership Dues	2,550.00
Total 60000 · Business Expenses	<u>24,735.29</u>
61000 · Contract Services	
61200 · Legal Fees	36,860.89
61300 · Marketing	381,887.99
61500 · Outside Contract Services (IT)	26,844.14
61600 · Payroll Services	1,002.50
61700 · Retail Investigation	6,333.99
Total 61000 · Contract Services	<u>452,929.51</u>
62000 · Facilities and Equipment	
62200 · Depr and Amort - Allowable	56,460.95
62300 · Equip Rental and Maintenance	1,645.20
62500 · IT Equipment	5,040.04
Total 62000 · Facilities and Equipment	<u>63,146.19</u>
63000 · Operations	
63100 · Communications	4,133.06
63200 · Office Costs	10,038.34
63400 · Other Types of Expenses	
63410 · Petty Cash Over/Short	1.00
63400 · Other Types of Expenses - Other	7,133.40
Total 63400 · Other Types of Expenses	<u>7,134.40</u>
Total 63000 · Operations	<u>37,967.80</u>
64000 · Personnel Salaries & Benefits	
64100 · Employee Benefits	
64150 · 401(k) Benefit	4,517.08
64100 · Employee Benefits - Other	33,603.59
Total 64100 · Employee Benefits	<u>38,120.67</u>
64200 · Employee Compensation	154,890.52
64400 · Employee Vacation Expense	5,073.98
64500 · Employer Payroll Taxes	14,498.86
65000 · Ep Withheld Federal Income Tax	0.00
65100 · Ep Withheld Social Security Tax	0.00
65200 · Ep Withholding Retirement	0.00
65300 · Ep Withholding 401(k)	0.00
66000 · Travel	

	<u>Jan - Mar 16</u>
66100 · Employee Conference & Training	16,676.22
66200 · Employee Travel	2,065.32
Total 66000 · Travel	<u>18,741.54</u>
67000 · EE Uniforms	2,190.08
Total 64000 · Personnel Salaries & Benefits	<u>233,515.65</u>
Total Expense	<u>812,294.44</u>
Net Ordinary Income	3,046,208.66
Other Income/Expense	
Other Income	
70000 · Interest Income	191.76
Total Other Income	<u>191.76</u>
Other Expense	
90000 · State of Wyoming Transfers	1,120,000.00
81000 · Interest Expense	2,241.10
Total Other Expense	<u>1,122,241.10</u>
Net Other Income	<u>-1,122,049.34</u>
Net Income	<u><u>1,924,159.32</u></u>

Wyoming Lottery Corp  
**Profit & Loss**  
July 2015 through March 2016

	<u>Jul '15 - Mar 16</u>
Ordinary Income/Expense	
Income	
40000 · Income / Revenues	
41000 · Mega Millions Sales (net)	
41050 · Mega Millions Discount	-27,391.00
41000 · Mega Millions Sales (net) - Other	3,073,014.00
Total 41000 · Mega Millions Sales (net)	<u>3,045,623.00</u>
42000 · Power Ball Sales (net)	
42050 · Powerball Discount	-39,424.00
42000 · Power Ball Sales (net) - Other	12,828,065.00
Total 42000 · Power Ball Sales (net)	<u>12,788,641.00</u>
43000 · Cowboy Draw Sales (net)	10,567,585.00
Total 40000 · Income / Revenues	<u>26,401,849.00</u>
48000 · Other Revenues	
48700 · CD Jackpot Indemnification(net)	-258,847.00
48500 · Application Fees (Fidelity-Res)	2,400.00
Total 48000 · Other Revenues	<u>-256,447.00</u>
Total Income	26,145,402.00
Cost of Goods Sold	
50000 · A Direct Gaming Costs	
50100 · Prize Expense - Low Tier/ Hi	
50105 · Megamillions Low Tier	439,419.66
50110 · Powerball Low Tier	1,476,216.66
50115 · Cowboy Draw Low Tier	2,726,577.07
50100 · Prize Expense - Low Tier/ Hi - Other	0.00
Total 50100 · Prize Expense - Low Tier/ Hi	<u>4,642,213.39</u>
50200 · Prize Expense - MUSL	5,699,263.08
50300 · Prize Expense CD Jackpot	3,914,566.00
Total 50000 · A Direct Gaming Costs	<u>14,256,042.47</u>
51000 · B Gaming Expenses	
51100 · Gaming Retail Commissions	1,580,768.46
51200 · Gaming Retail Validation Bonus	33,318.46
51300 · Vendor Expense - (Intralot)	3,139,211.22
Total 51000 · B Gaming Expenses	<u>4,753,298.14</u>
Total COGS	<u>19,009,340.61</u>
Gross Profit	7,136,061.39

Wyoming Lottery Corp  
**Profit & Loss**  
July 2015 through March 2016

	<u>Jul '15 - Mar 16</u>
Expense	
60000 · Business Expenses	
60200 · Board Expenses	
60205 · Board Compensation	8,400.00
60210 · Board Meetings	2,473.53
60220 · Board Travel	6,849.62
60225 · Board Bckgrd Check	259.00
Total 60200 · Board Expenses	<u>17,982.15</u>
60230 · Employee Recruitment & Relocate	24,728.24
60240 · Insurance	8,763.51
60260 · Membership Dues	47,104.11
Total 60000 · Business Expenses	<u>98,578.01</u>
61000 · Contract Services	
61100 · Accounting / Audit Fees	42,727.00
61200 · Legal Fees	87,017.09
61300 · Marketing	1,543,427.68
61500 · Outside Contract Services (IT)	150,740.49
61600 · Payroll Services	2,795.65
61700 · Retail Investigation	10,590.98
Total 61000 · Contract Services	<u>1,837,298.89</u>
62000 · Facilities and Equipment	
62100 · Fleet Expenses	595.08
62200 · Depr and Amort - Allowable	169,003.31
62300 · Equip Rental and Maintenance	3,710.04
62500 · IT Equipment	5,040.04
62000 · Facilities and Equipment - Other	1,575.00
Total 62000 · Facilities and Equipment	<u>179,923.47</u>
63000 · Operations	
63100 · Communications	12,646.03
63200 · Office Costs	25,113.68
63350 · Outside Services	2,164.80
63400 · Other Types of Expenses	
63410 · Petty Cash Over/Short	8.00
63400 · Other Types of Expenses - Other	8,419.27
Total 63400 · Other Types of Expenses	<u>8,427.27</u>
63500 · Rent & Janitorial	48,662.00
Total 63000 · Operations	<u>97,013.78</u>
64000 · Personnel Salaries & Benefits	

Wyoming Lottery Corp  
**Profit & Loss**  
July 2015 through March 2016

	<u>Jul '15 - Mar 16</u>
64100 · Employee Benefits	
64150 · 401(k) Benefit	14,142.85
64100 · Employee Benefits - Other	105,802.35
Total 64100 · Employee Benefits	<u>119,945.20</u>
64200 · Employee Compensation	512,639.87
64300 · Employee Parking	2,400.00
64400 · Employee Vacation Expense	209.63
64500 · Employer Payroll Taxes	42,046.00
65000 · Ep Withheld Federal Income Tax	0.00
65100 · Ep Withheld Social Security Tax	0.00
65200 · Ep Withholding Retirement	0.00
65300 · Ep Withholding 401(k)	0.00
66000 · Travel	
66100 · Employee Conference & Training	27,978.78
66200 · Employee Travel	10,307.14
Total 66000 · Travel	<u>38,285.92</u>
67000 · EE Uniforms	4,540.57
Total 64000 · Personnel Salaries & Benefits	<u>720,067.19</u>
Total Expense	<u>2,932,881.34</u>
Net Ordinary Income	4,203,180.05
Other Income/Expense	
Other Income	
70000 · Interest Income	245.62
Total Other Income	<u>245.62</u>
Other Expense	
90000 · State of Wyoming Transfers	1,120,000.00
81000 · Interest Expense	12,923.67
Total Other Expense	<u>1,132,923.67</u>
Net Other Income	<u>-1,132,678.05</u>
Net Income	<u>3,070,502.00</u>

Wyoming Lottery Corp  
**Profit & Loss Budget vs. Actual**  
January through March 2016

	FY 16 QTR 3			
	TOTAL			
	Jan - March 16	Budget	+ Favorable	% of Budget
<b>Ordinary Income/Expense</b>				
Total 40000 · Income / Revenues	14,713,031.00	13,116,147.00	1,596,884.00	112.18%
Total 48000 · Other Revenues	-83,276.00	-54,627.00	-28,649.00	152.45%
<b>Total Income</b>	<b>14,629,755.00</b>	<b>13,061,520.00</b>	<b>1,568,235.00</b>	<b>112.01%</b>
<b>Cost of Goods Sold</b>				
Total 50000 · A Direct Gaming Costs	8,123,635.00	7,681,160.00	442,475.00	105.76%
Total 51000 · B Gaming Expenses	2,647,617.00	2,386,771.00	260,846.00	110.93%
<b>Total COGS</b>	<b>10,771,252.00</b>	<b>10,067,931.00</b>	<b>703,321.00</b>	<b>106.99%</b>
<b>Gross Profit</b>	<b>3,858,503.00</b>	<b>2,993,589.00</b>	<b>864,914.00</b>	<b>128.89%</b>
	Jan - March 16	Budget	- Favorable	% of Budget
<b>Expense</b>				
Total 60000 · Business Expenses	24,735.00	16,576.00	8,159.00	149.22%
Total 61000 · Contract Services	452,930.00	432,978.00	19,952.00	104.61%
Total 62000 · Facilities and Equipment	63,146.00	67,551.00	-4,405.00	93.48%
Total 63000 · Operations	37,968.00	52,857.00	-14,889.00	71.83%
Total 64000 · Personnel Salaries & Benefits	233,516.00	268,878.00	-35,362.00	86.85%
<b>Total Expense</b>	<b>812,295.00</b>	<b>838,840.00</b>	<b>-26,545.00</b>	<b>96.84%</b>
<b>Net Ordinary Income</b>	<b>3,046,208.00</b>	<b>2,154,749.00</b>	<b>891,459.00</b>	<b>141.37%</b>
<b>Other Income/Expense</b>				
70000 · Interest Income	192.00	26.00	166.00	738.46%
81000 · Interest Expense	2,241.00	2,700.00	-459.00	83.0%
<b>Total Other Expense</b>	<b>2,241.00</b>	<b>2,700.00</b>	<b>-459.00</b>	<b>83.0%</b>
<b>Net Other Income</b>	<b>-2,049.00</b>	<b>-2,674.00</b>	<b>625.00</b>	<b>76.63%</b>
	Jan - March 16	Budget	+ Favorable	% of Budget
<b>Net Income before Transfer to State of Wyoming</b>	<b>3,044,159.00</b>	<b>2,152,075.00</b>	<b>892,084.00</b>	<b>141.45%</b>
Transfer to State of Wyoming	1,120,000.00			
<b>Net Income</b>	<b>1,924,159.00</b>			

Marketing & Advertising

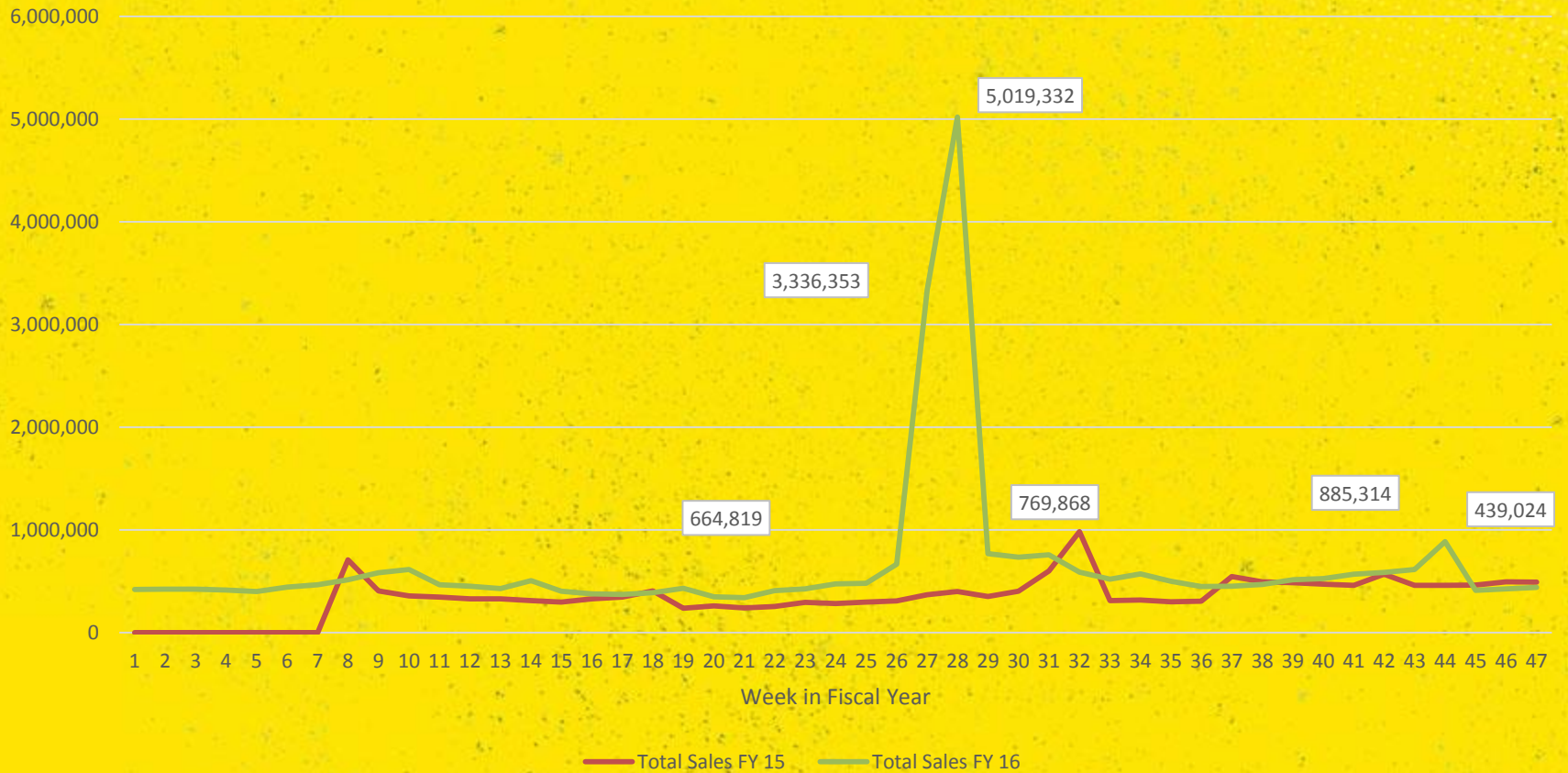
- Budget reduction for the end of FY16
- Contract re-negotiation for FY17

# Sales Comparisons Year-over-Year



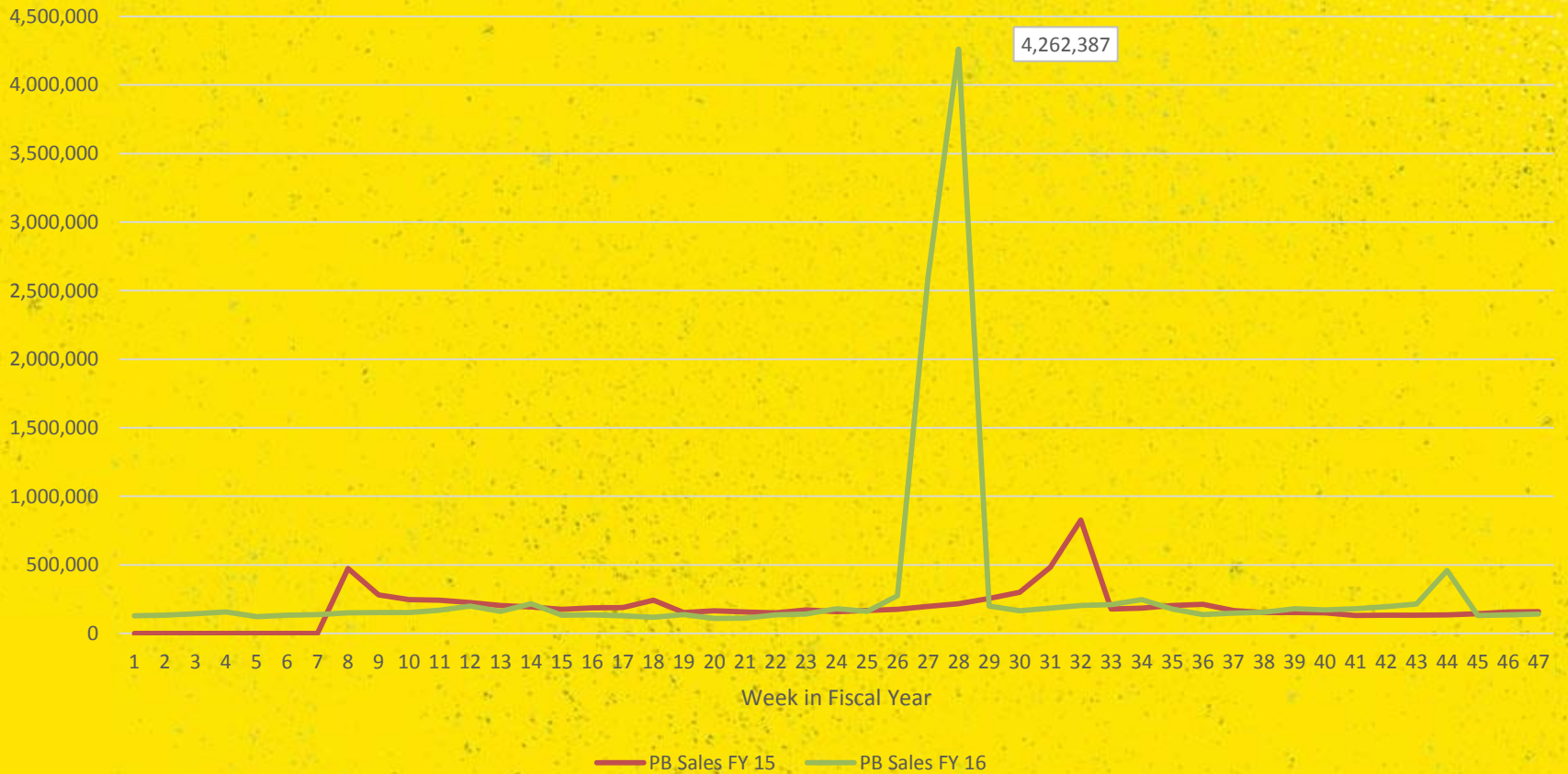
# WYOMING LOTTERY CORPORATION SALES TRENDS

Total Sales FY 2015 vs FY 2016



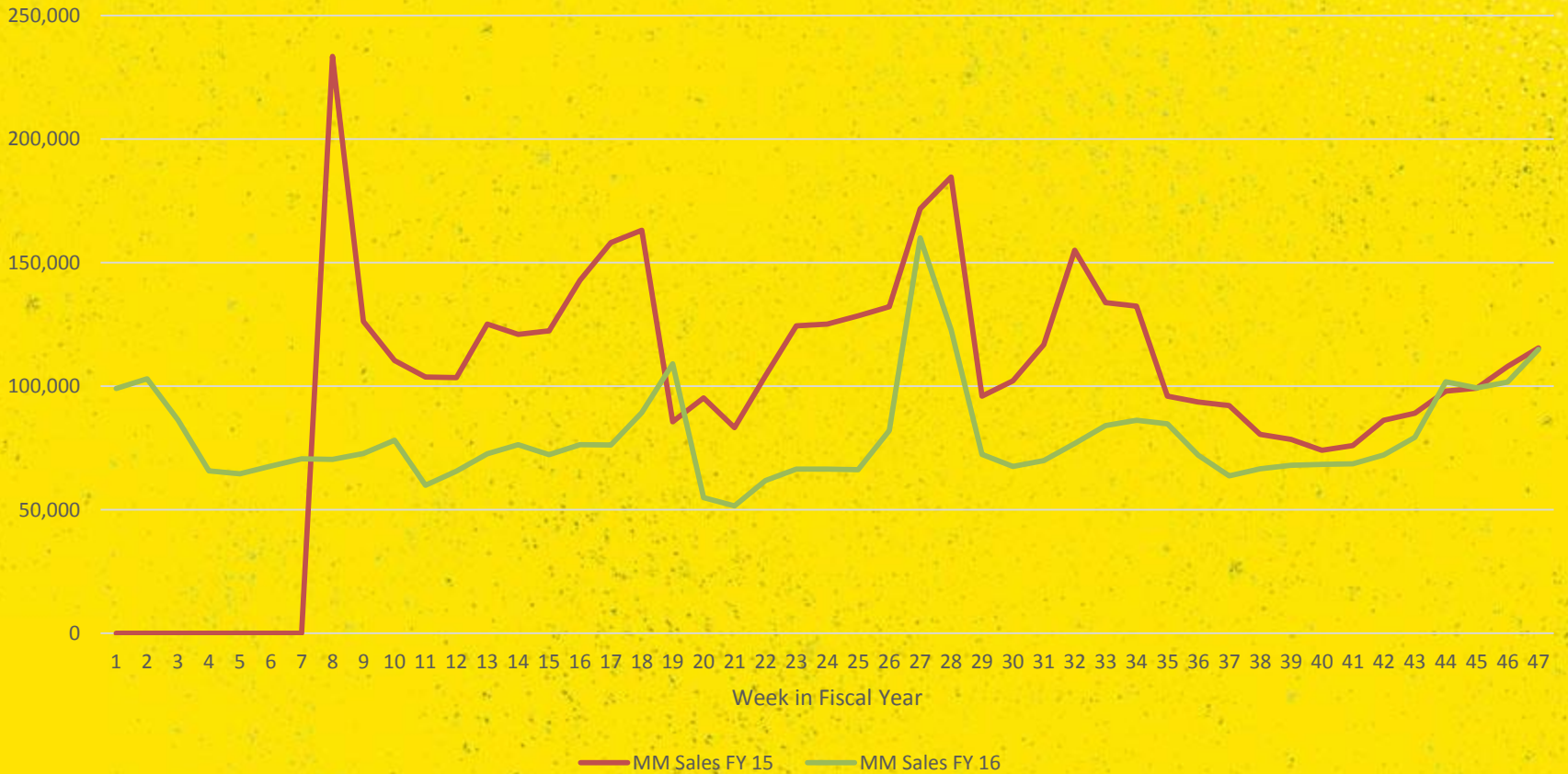
# WYOMING LOTTERY CORPORATION SALES TRENDS

Powerball Sales FY 2015 vs FY 2016



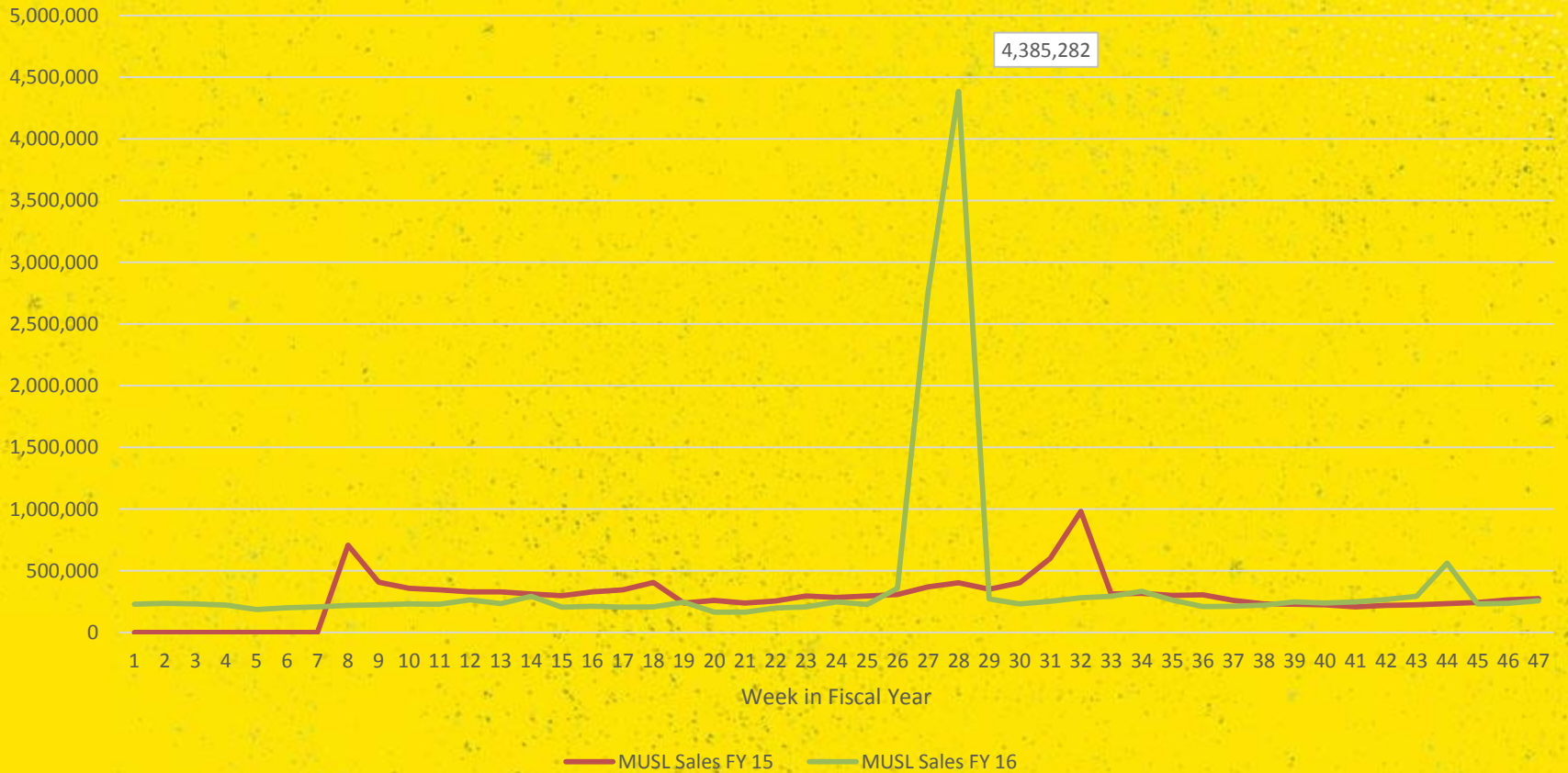
# WYOMING LOTTERY CORPORATION SALES TRENDS

Mega Millions Sales FY 2015 vs FY 2016



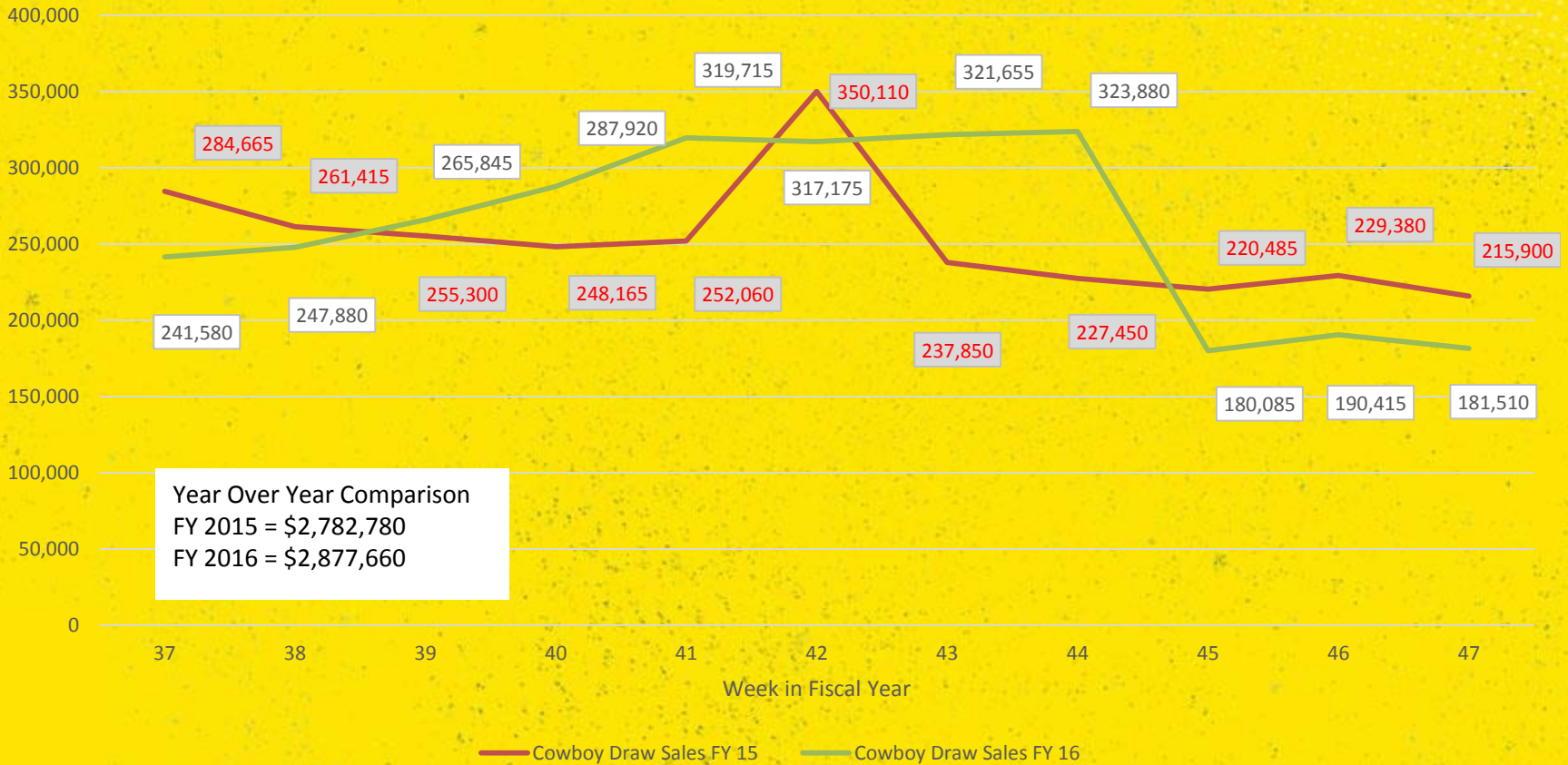
# WYOMING LOTTERY CORPORATION SALES TRENDS

PB & MM Sales FY 2015 vs FY 2016



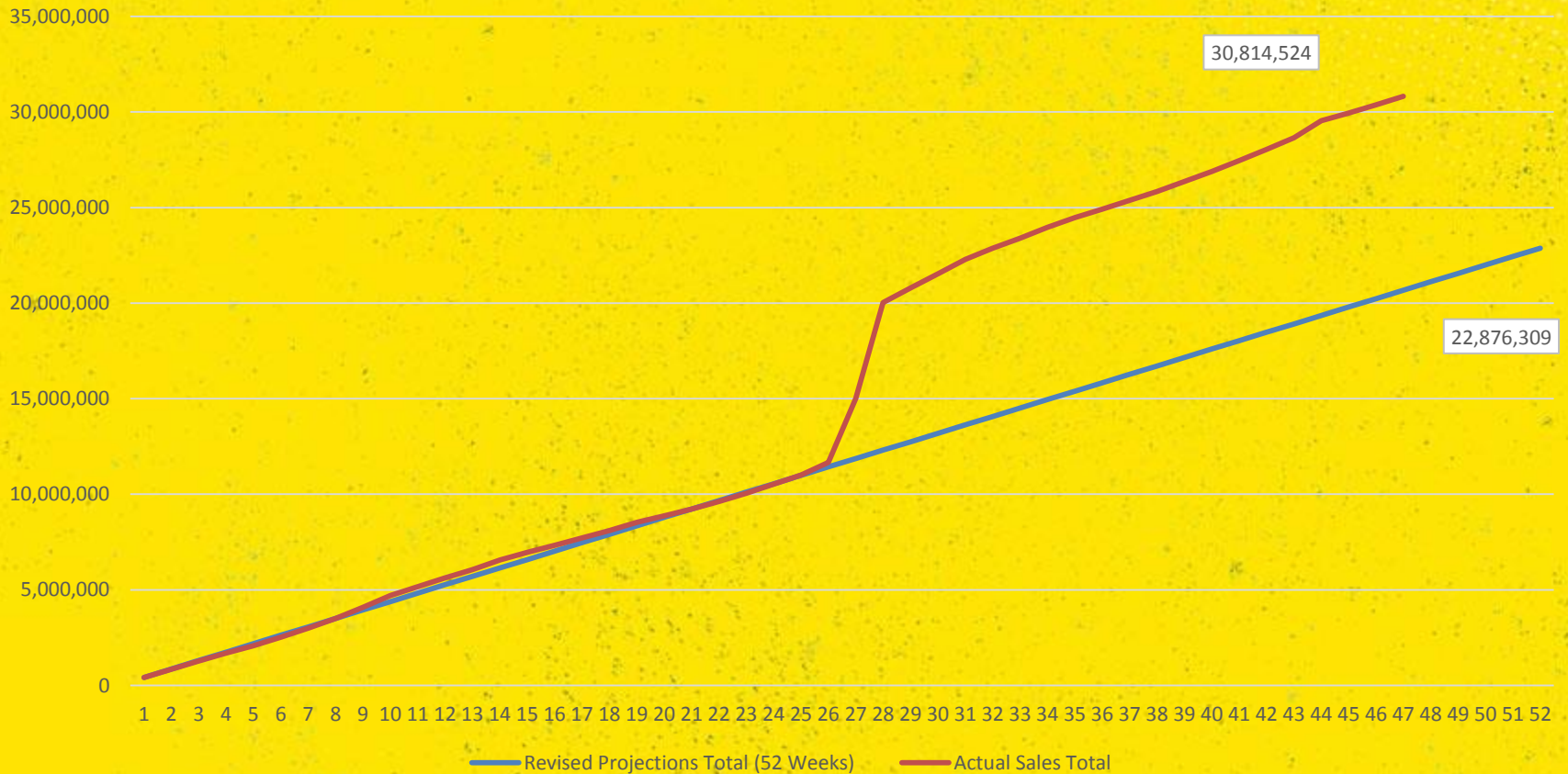
# WYOMING LOTTERY CORPORATION SALES TRENDS

Cowboy Draw Sales FY 2015 vs FY 2016



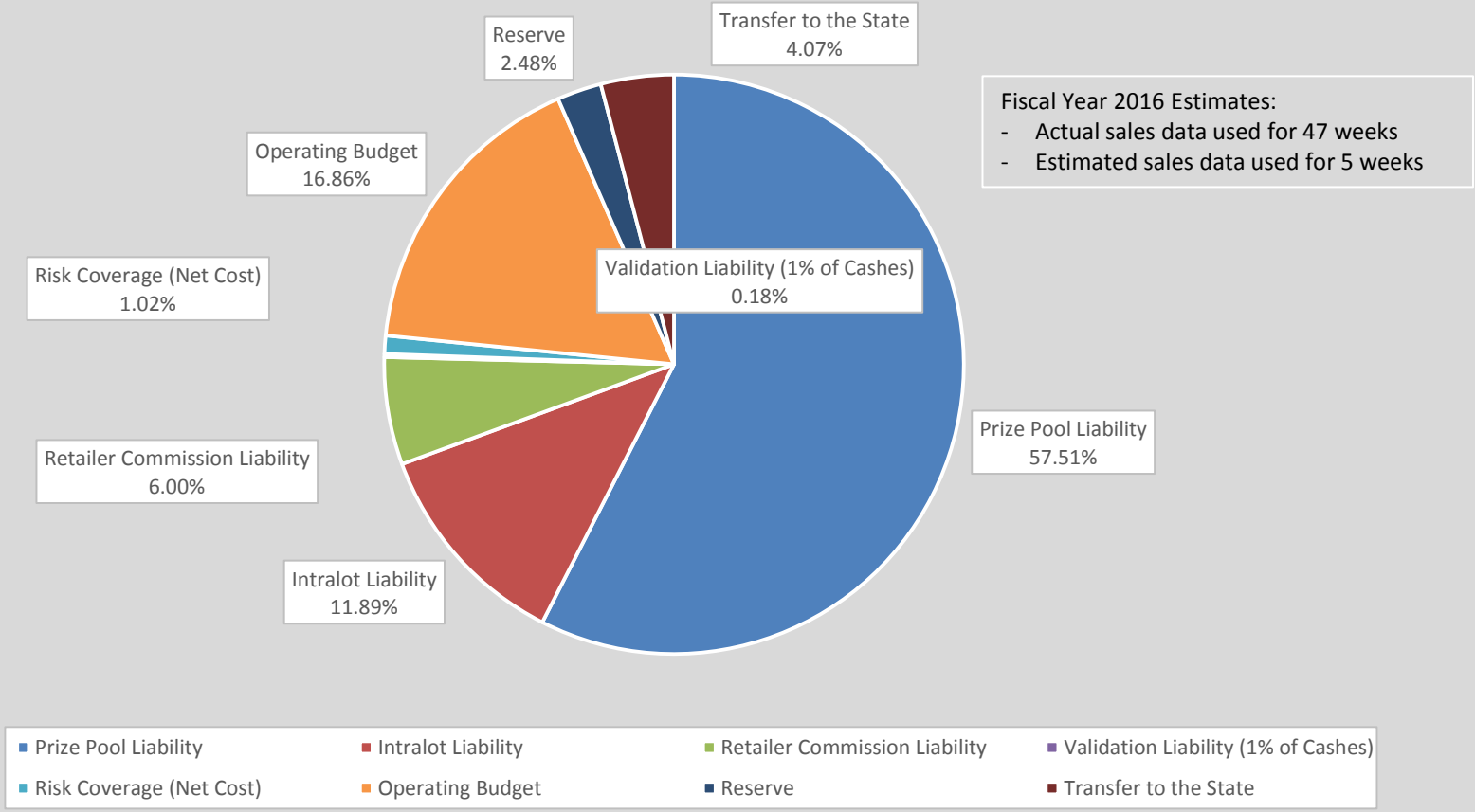
# WYOMING LOTTERY CORPORATION SALES TRENDS

Actual vs Revised Projected Sales - FY 2016



# ESTIMATED CURRENT REVENUE CHART – FY 2016

## FY 2016 Estimated Current Portfolio Breakdown



# PROBLEM GAMBLING



# PROBLEM GAMBLING

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- Wyoming Lottery Corporation Staff attended the New Horizons In Responsible Gambling Conference in February of 2016.
- Wyoming Lottery Corporation became members of the National Council on Problem Gambling (NCPG), with the goal of working towards certification.
- Wyoming Lottery Corporation Staff will attend the National Council on Problem Gambling (NCPG) Annual Conference in July of 2016.
- Department of Health officials have been invited to attend the NCPG conference. Expenses for DOH officials attending the conference will be paid by the Wyoming Lottery Corporation Problem Gambling Account.



# WLC & DEPARTMENT OF HEALTH

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The team at WLC and DOH are focused on the following:

- Educating each other on corporate and agency operations, limitations and abiding by statute.
- Currently, DOH has instituted an action that will provide data on the number of individuals reporting a gambling issue. After six months of data collection, 9 people have identified problem gambling as a 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> presenting problem at admission.
- The group has expanded membership:
  - Governor's Office
  - Department of Corrections
  - Community Providers



# WLC & DEPARTMENT OF HEALTH

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The group has commissioned a problem gambling tracker study with an impartial third party research firm.

- Collect Wyoming specific data using a statistically valid methodology
- Identify all of the types of gambling respondents believe may be part of their gambling problem
- Identify incidence of problem gambling in Wyoming
- Measure awareness of problem gambling assistance programs/treatment options
- Capture of demographic information for participants to allow for further analysis
- A draft report of the study results are currently being reviewed by the group



# WLC & DEPARTMENT OF HEALTH

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- The DOH and the WLC has contacted the University of Minnesota Duluth concerning an on-line certification course in problem gambling.
  - Clinicians at the various Community Mental Health Centers will be offered the training opportunity.
  - Sign-ups have been extended through mid-April of 2016, 6 providers have signed up
  - Funds for the training course will be paid from the WLC Problem Gambling Account.
  - In order to facilitate moving the training forward, the Wyoming Lottery Corporation will directly pay the University of Minnesota Duluth for the training expenses.
- The group has started a pilot program through Fremont County Counseling that utilizes a brief survey that flags possible problem gambling symptoms
  - Three question survey call the “Brief Biosocial Gambling Screen” (BBGS) – if a person responds yes to any of the questions, they can be referred for additional screening
  - Currently used by the Department of Corrections
  - Results will be provided to the group on a quarterly basis



# WLC & DEPARTMENT OF HEALTH

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To-date, there is \$366,185 available for use by WLC and DOH. These monies are a result of unclaimed prize monies ending FY15 and for FY 2016. Every dollar will be designated to problem gambling and responsible gaming efforts.



# CORPORATE RESPONSIBILITY

# CORPORATE/COMMUNITY RESPONSIBILITY

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**Lottery continues to demonstrate responsibility to the community and citizens of Wyoming.**

- ✓ Limit on one transaction (spend) is \$125
- ✓ Products are not available 24 hours per day
- ✓ Problem Gambling Hotline Phone Number is posted on the back of our tickets, playslips and on our website.
- ✓ On our website and directly under the Play tab there is a link to Problem Gambling information.
- ✓ Problem Gambling brochures are located at each point of sale location



# CORPORATE/COMMUNITY RESPONSIBILITY

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- ✓ Continued education regarding Problem and Responsible Gaming.
- ✓ Games are operated with utmost integrity and security
  - With each game release and with various upgrades, the central system is tested.
  - With each new game released, the Random Number Generator (RNG) is tested or inspected
  - 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 and modifications and as a proactive approach in change management, risks are documented, assessed and analyzed.



# RESPONSIBILITY

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By design, Lottery operations are required to operate an independent system of Lottery transactions in the Internal Control System (ICS system).

This ICS system must balance with the Central Gaming System (CGS) system creating a check and balance. This system allows for 24/7 monitoring of the CGS and if there is a balancing issue or the CGS is not operating as scoped, lottery is alerted.

This ICS system provides lottery as well as its players with a sense of security that the central gaming system is operating with the highest degrees of integrity.



WyoLotto™

SOCIAL & DIGITAL  
OUR ONLINE PRESENCE



# A GROWING FAN BASE

**facebook**

**29,439** followers

**twitter** 

**978** followers

*Pinterest*

**106** followers

*Instagram*

**487** followers

**Google+**

**135** followers : **69,934** views

Email

**39,696** subscribers

# FACEBOOK: WHERE WE STAND

Wyoming	<b>584,153</b> people : <b>29,439</b> fans
Montana	<b>1.024M</b> people : <b>26,175</b> fans
Idaho	<b>1.634M</b> people : <b>49,771</b> fans
Colorado	<b>5.356M</b> people : <b>56,108</b> fans
North Dakota	<b>739,482</b> people : <b>6,802</b> fans
Oregon	<b>3.97M</b> people : <b>53,750</b> fans
Nebraska	<b>1.882M</b> people : <b>77,363</b> fans

# DIGITAL STATS SINCE INCEPTION



Web Traffic

Sessions: **6,584,992**  
Users: **1,633,179**  
Page Views: **11,660,230**  
Avg. Time on Site: **00:01:24**



Device

Desktop: **2,989,289**  
Tablet: **717,354**  
Mobile: **2,878,349**



Email

Sent: **2,986,132**  
Delivered: **2,967,150**  
Opened: **951,858**  
Open Rate: **25.98%**  
Clicks: **135,879**

# LOTTERY'S POSITIVE IMPACT ON THE COWBOY STATE

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FY16 resulted in 450 retailers

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Retailers have received \$2,989,011 in Total Compensation since the  
launch of sales

FY16 resulted in Wyoming Winners claiming:

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\$21,930,645 in winnings as of May 28, 2016





Tickets for the Cowboy Draw game are sold ONLY in Wyoming, giving WyoLotto players higher chances of winning prizes.

Since the game's launch on March 15, 2015, nine lucky players have hit the jackpot and more than 1,100 players have won \$1,000 each. Total winnings for just the Cowboy Draw game have reached \$11,319,287 as of May 28, 2016!

\$285,226

\$360,000

\$1,881,328

\$406,928

\$1,342,013

\$628,630

\$277,988

\$1,000,022

\$518,592



THANK YOU