

**State Lottery Commission of Indiana**  
**THANK YOU FOR JOINING**  
**OUR MEETING IS SCHEDULED TO BEGIN AT 9:30am**



**May 22, 2024 Meeting**

# Preliminary Matters

- Call to Order
- Compliance with Open Door Law
- Roll Call
- Approval of Minutes (by Roll Call Vote)
- Director Reports

# Commission Roll Call

	Present	Absent
Chairman William Zielke	<input type="radio"/>	<input type="radio"/>
Commissioner Norman Gurwitz	<input type="radio"/>	<input type="radio"/>
Commissioner Andrew Mallon	<input type="radio"/>	<input type="radio"/>
Commissioner Roger Utzinger	<input type="radio"/>	<input type="radio"/>
Commissioner Robert Wynkoop	<input type="radio"/>	<input type="radio"/>



# Commission Vote to Approve Minutes

	Yea	Nay
Chairman William Zielke	<input type="radio"/>	<input type="radio"/>
Commissioner Norman Gurwitz	<input type="radio"/>	<input type="radio"/>
Commissioner Andrew Mallon	<input type="radio"/>	<input type="radio"/>
Commissioner Roger Utzinger	<input type="radio"/>	<input type="radio"/>
Commissioner Robert Wynkoop	<input type="radio"/>	<input type="radio"/>







IMAGINE THAT.

# Director's Report

**Sarah M. Taylor**

Executive Director

May 22, 2024

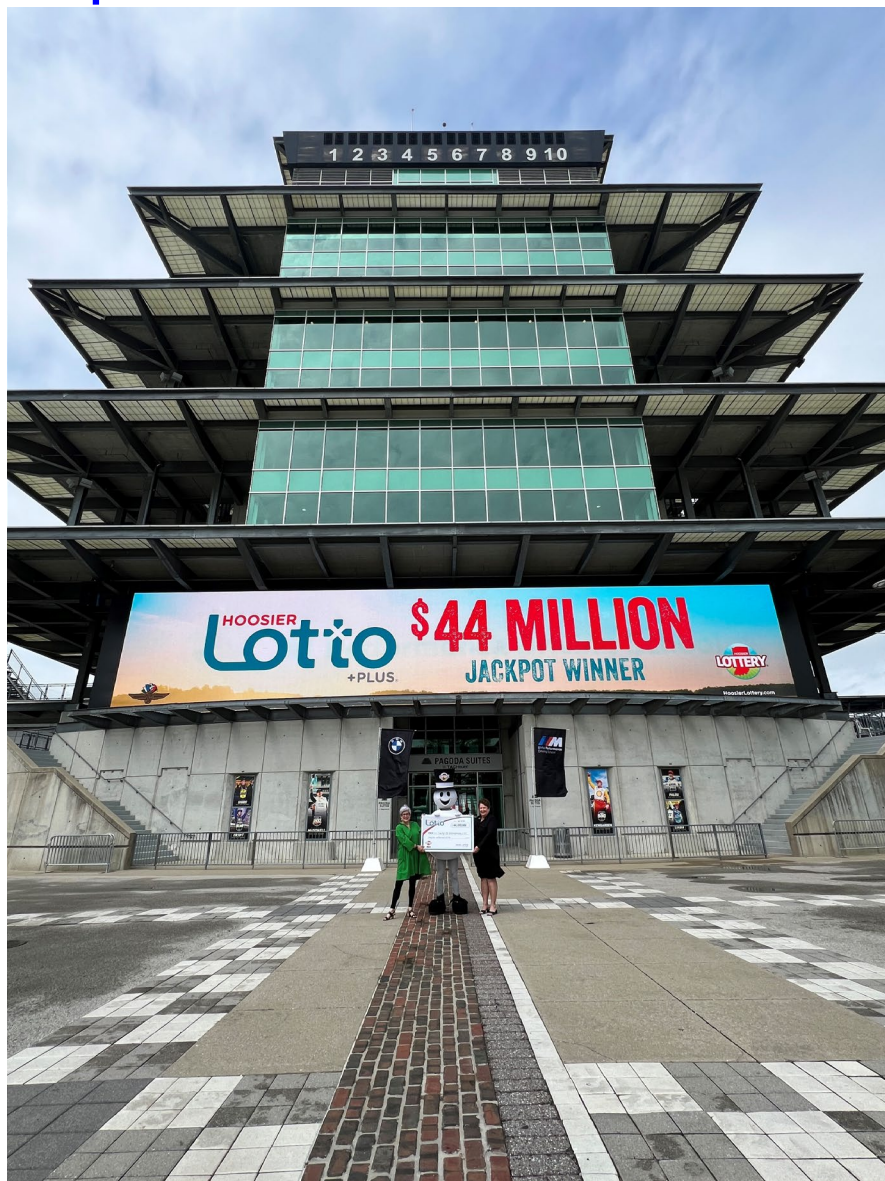
# May is Beneficiary Month



May 22, 2024



# \$44 Million Hoosier Lotto Jackpot News Conference

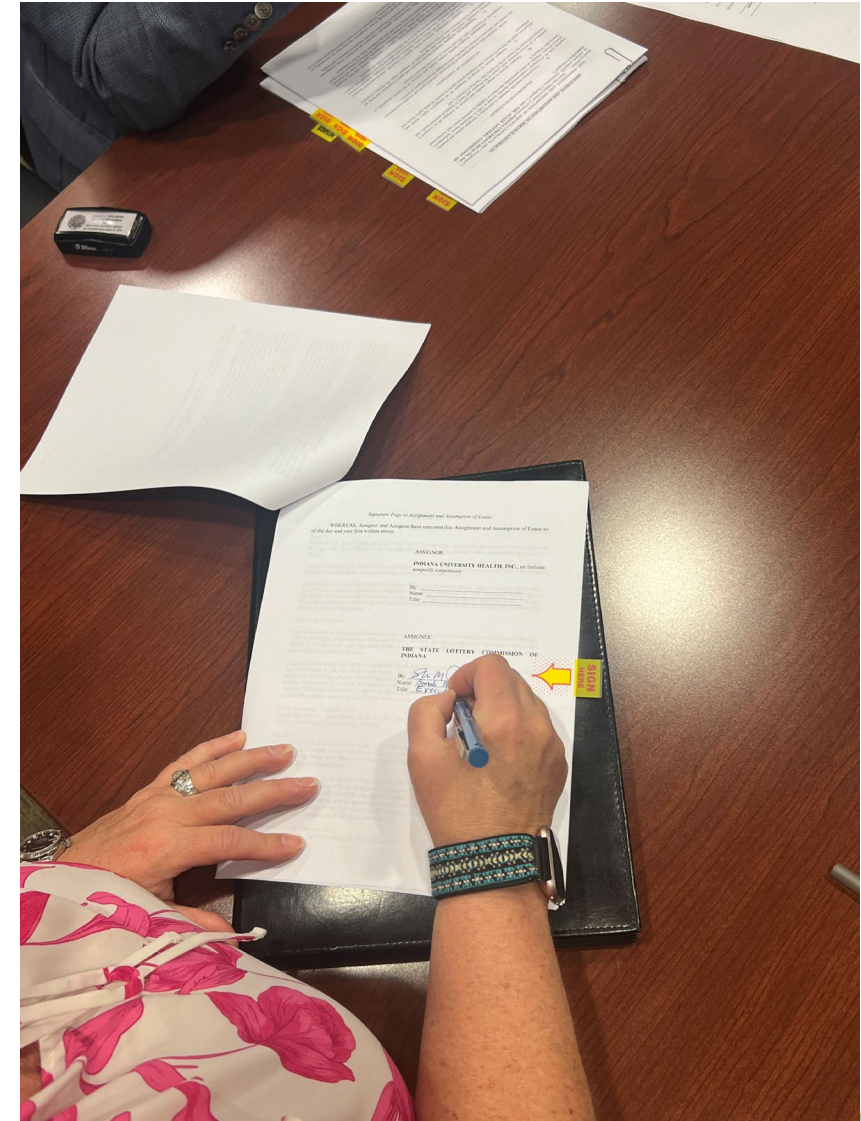


May 22, 2024





# Building Update



May 22, 2024



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# Director's Report

**Sarah M. Taylor**

Executive Director

May 22, 2024





IMAGINE THAT.

# FY24 Financial Report

**Carrie Stroud**

Chief of Staff

May 22, 2024



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# Around The Corner

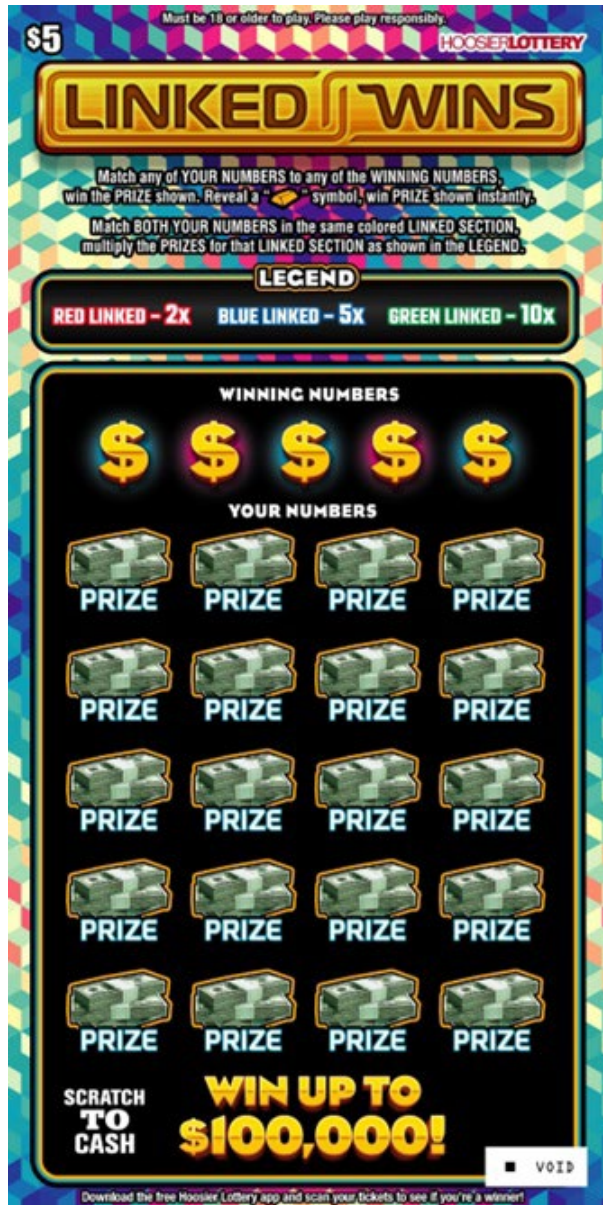
**Flora Jones**

Director of Operations

May 22, 2024



# On Sale Now:





On Sale: Now

Must be 18 or older to play. Please play responsibly.

**\$10**

**WILD 10s**

**CURRENT ESTIMATED JACKPOT**  
**\$XX,XXX**

**WINNING NUMBERS**

48 3 35 14 49 19

7 18 52 39 35 41

**YOUR NUMBERS**

GAME	48	21	35	3	49	JACKPOT
CASH	21	5	12	19	7	\$10
CASH	12	10	16	29	6	\$500
CASH	48	42	34	50	16	\$50
CASH	1	43	49	11	47	\$1,000
CASH	22	35	27	14	26	\$5,000

**HOW TO PLAY**

Match any WINNING NUMBERS to THREE YOUR NUMBERS in a GAME, win the prize shown for that GAME. Match any two YOUR NUMBERS, and a "10" symbol in a GAME, double the prize shown. Each GAME is played separately.

**Fast Play** Overall Odds: 1 in 3.35  
DO NOT MARK BELOW THIS LINE

Must be 18 or older to play. Please play responsibly.

**\$5**

**TEAM USA**

**WIN UP TO \$10,000!**

Enter non-winning tickets into the TEAM USA 2nd chance promotion!

**WINNING SYMBOLS**

**YOUR SYMBOLS**

\$10	\$20	\$50	
\$500	\$5	\$100	
\$20	\$10,000	\$50	
\$5	\$10	\$500	

**HOW TO PLAY**

Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS, win prize shown for that symbol.

**\$20 GOLD MEDAL BONUS**

Match the GOLD MEDAL BONUS SYMBOL to any of the WINNING SYMBOLS, win \$20 instantly.

**Fast Play** Overall Odds: 1 in 3.51  
DO NOT MARK BELOW THIS LINE

The use of Olympic Marks, Terminology and Imagery is authorized by the U.S. Olympic & Paralympic Committee pursuant to Title 36 U.S. Code Section 220506.

**TAKE YOUR PLACE ON THE PODIUM**

With Team USA Scratch-off and Fast Play games

**LOTTERY** ALL GAMES AVAILABLE JUN 4



Relaunch

**\$5**

**CASH KING**

**WIN UP TO \$15,000**

**WINNING NUMBERS**

36 2 12 29 38 1 8

**YOUR NUMBERS**

9	3	15	13
\$30	\$300	\$20	\$5
17	20	7	5
\$50	\$10	\$100	\$15
11	19	4	14
\$20	\$15,000	\$50	\$15
9	3	15	12
\$20	\$100	\$50	\$10
17	20	7	5
\$3,000	\$10	\$300	\$15
10	19	4	16
\$500	\$15,000	\$50	\$20

**HOW TO WIN**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Match any of the KING NUMBERS to any of YOUR NUMBERS, win \$20 instantly!

**KING NUMBERS**

24 47 42

**Fast Play** Overall Odds: 1 in 3.63  
DO NOT MARK BELOW THIS LINE





# Launching June 4<sup>th</sup>



May 22, 2024



Must be 18 or older to play. Please play responsibly.

**\$20** **HOOSIER LOTTERY**

# ELECTRIC 7s

**WIN UP TO \$577,000!**

**BONUS SPOTS:** Find a PRIZE amount in any SPOT, WIN that PRIZE amount.

SPOT 1 SPOT 2 SPOT 3  
SPOT 4 SPOT 5 SPOT 6 SPOT 7

Match any of the YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown. Find a "7" symbol, win 2 TIMES the PRIZE shown.  
Find a "⚡" symbol, win 10 TIMES the PRIZE shown.

**WINNING NUMBERS**

**YOUR NUMBERS**

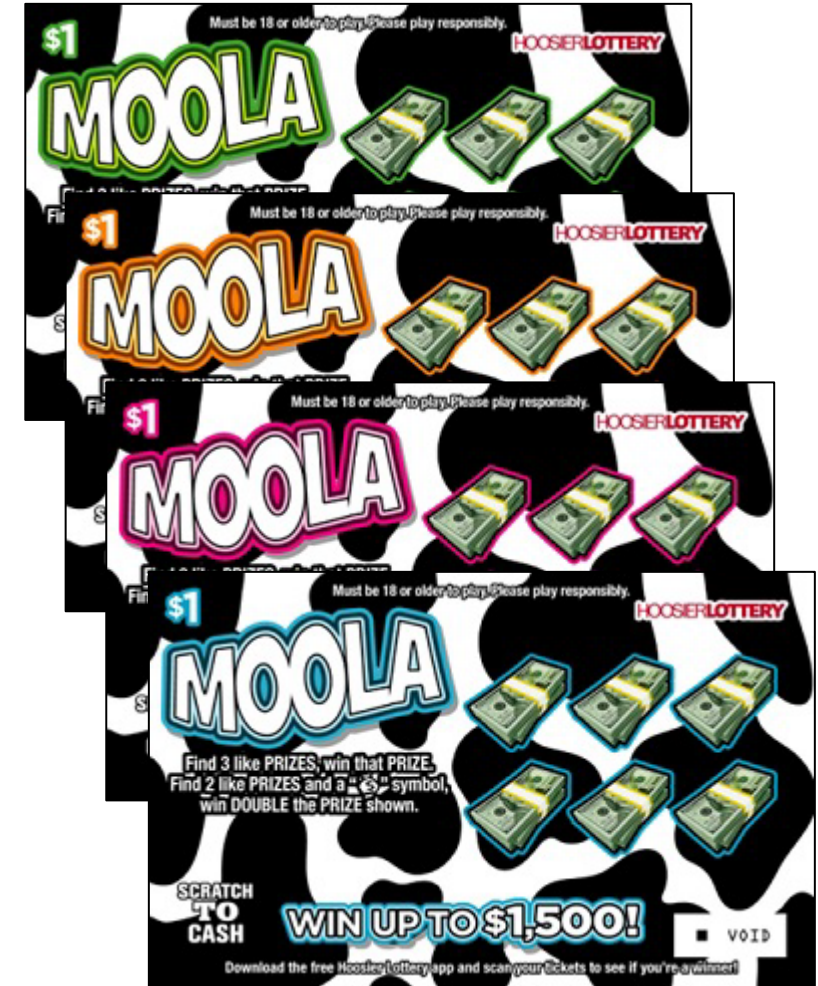
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

**32 CHANCES TO WIN!**

**SCRATCH TO CASH**

Download the free Hoosier Lottery app and scan your tickets to see if you're a winner!

V013





# Launching July

Must be 18 or older to play. Please play responsibly.

**\$20**

**Sizzling Riches**

**WIN UP TO \$10,000!**  
**WINNINGS START AT \$30!**

**HOW TO PLAY**  
Match all three YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that GAME. Each GAME is played separately.

**WINNING NUMBERS**

8	25	9	15	13	32
58	57	7	30	1	43

**YOUR NUMBERS**

<b>GAME 1</b>	<b>GAME 2</b>	<b>GAME 3</b>
20 5 12	15 65 11	10 7 64
\$30	\$2,500	\$30
<b>GAME 4</b>	<b>GAME 5</b>	<b>GAME 6</b>
22 13 1	24 59 70	8 57 9
\$200	\$80	\$10,000
<b>GAME 7</b>	<b>GAME 8</b>	<b>GAME 9</b>
56 69 2	3 14 30	45 40 53
\$80	\$100	\$500
<b>GAME 10</b>	<b>GAME 11</b>	<b>GAME 12</b>
55 34 4	52 16 17	6 68 31
\$200	\$2,500	\$100

**Sizzling Bonus**

**HOW TO PLAY**  
Match all three SIZZLING BONUS symbols to three symbols in any GAME above, win \$20 instantly.

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**Fast Play** Overall Odds: 1 in 5.03  
DO NOT MARK BELOW THIS LINE

Must be 18 or older to play. Please play responsibly.

**\$5**

**BINGO BUCKS**

**WIN UP TO \$10,000**

**CARD 1**

LINE: \$5 4 CORNERS: \$25  
"X": \$100 "2": \$500 ALL: \$5,000

0	1	2	3	4
2	18	33	46	61
14	21	36	51	67
1	20	35	53	71
3	29	38	48	73
11	24	31	49	64

**CARD 2**

LINE: \$10 4 CORNERS: \$50  
"X": \$500 "2": \$1,000 ALL: \$10,000

0	1	2	3	4
4	20	45	55	62
6	22	31	59	67
14	16	38	47	75
12	29	38	53	70
15	19	32	50	68

**CALL NUMBERS**

4 22 14 24 47 15 45 19 29  
75 31 32 38 20 53 67 16 59  
48 55 12 68 70 62 72 50 6

**HOW TO PLAY**  
Match the CALL NUMBERS to the numbers on CARD 1 and CARD 2. Complete a winning PATTERN, win the prize for that pattern! Stacks of cash are free spins. Only the highest prize may be won. Each CARD is played separately.

**WINNING PATTERNS**

SINGLE LINE 4 CORNERS "X" ALL

**BONUS BUCKS**

4	55	36
48	74	28
56	2	62

**BONUS BUCKS HOW TO PLAY**  
Match the CALL NUMBERS to the numbers in the BONUS BUCKS play area. Complete a horizontal, vertical or diagonal line, win prize shown for that line.

**Fast Play** Overall Odds: 1 in 3.52  
DO NOT MARK BELOW THIS LINE

Must be 18 or older to play. Please play responsibly.

**\$1**

**DIAMOND DOUBLER**

**WIN UP TO \$1,000**

**WINNING NUMBERS**

7 5 29 18

**YOUR NUMBERS**

9	3	15	12
01	05	050	025
17	20	7	35
08	050	01,000	020
10	19	6	4
020	0100	020	08
13	37	32	28
010	02	05	01

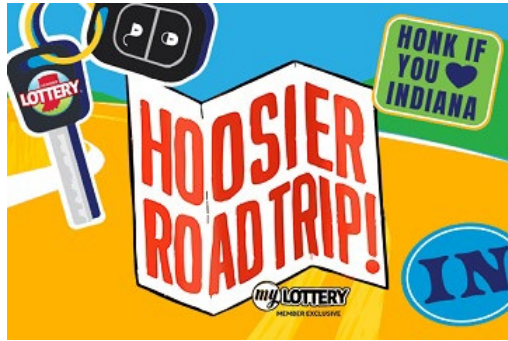
**HOW TO PLAY**  
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. If the matching YOUR NUMBER is on a win DOUBLE the prize shown for that number.

**Fast Play** Overall Odds: 1 in 3.60  
DO NOT MARK BELOW THIS LINE

**Fast Play**



# myLottery Promotions



## Road Trip

7/1/22 to 6/30/24  
Weekly prizes



## Jaws Scratch-of 2<sup>nd</sup> Chance

April 2 – August 26  
Four (4) Grand Prize winners  
receive \$10k towards vacation.



## Concert Flyaway

April 14 – June 17  
1 Grand Prize winner trip to any  
Live Nation event in US.  
8 secondary Concert Cash  
& prize pack winners.



## NASCAR Powerball Playoff

May 1 – June 17  
35 winners advance to multi-state  
Drawing for chance to win trip to  
Phoenix and \$1 million.



## Indiana Fever

May 14 – July 21  
Enter to win the myLOTTERY  
Ultimate Fever Fan Experience.  
2 Tickets, Harry & IZZY Gift Card,  
Prize pack & more!



## Team USA 2<sup>nd</sup> Chance

May 19 – September 18  
\$2 Scratch-off & \$5 Fast Play  
Grand Prize (1): \$5,000 – GOLD  
Second Prize (1): \$2,500 – SILVER  
Third Prize (1): \$1,000 – BRONZE



## Team USA Digital Activation

June 4 – September 18  
myLOTTERY members can  
play weekly to earn entries  
to win a prize pack.



## The Mill

June 2 – October 1  
myLOTTERY members can  
enter to win season tickets  
to The Mill in Terre Haute.



## Indiana State Fair

June 7 – July 9  
Enter to win VIP concert tickets  
to the Hoosier Lottery Free Stage,  
prize packs & more.







IMAGINE THAT.

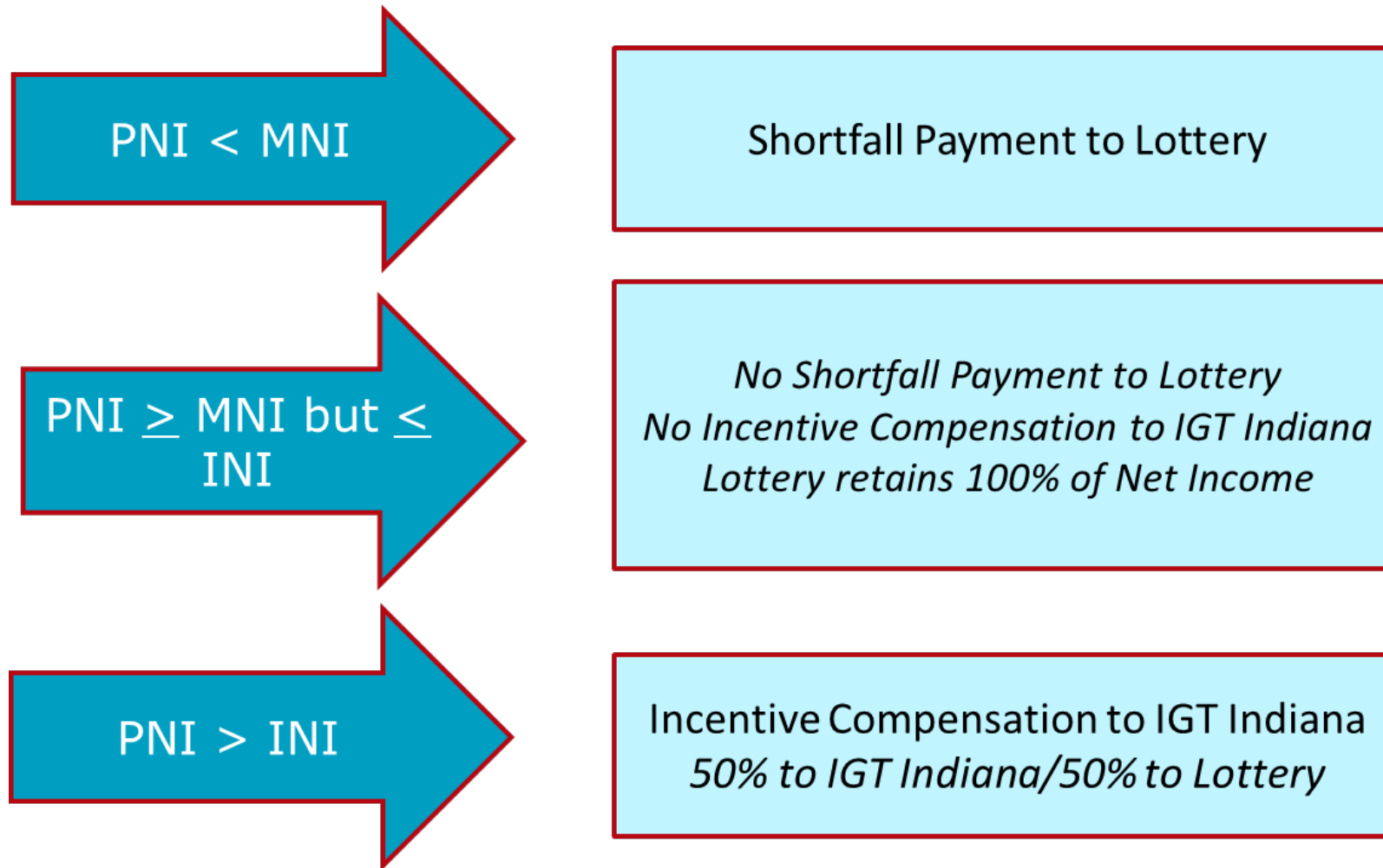
# FY24 Financial Report

**Carrie Stroud**

Chief of Staff

May 22, 2024

# FY24 Net Income Thresholds



PNI = Provider Net Income  
MNI = Minimum Net Income (\$316M – FY 24)  
INI = Incentive Net Income (\$336M – FY 24)

# Financial Report - FY24 YTD

## Income Statement

For the Ten Months ending April 30

(In Thousands)

PRELIMINARY & UNAUDITED

	FY24 Actual	FY24 Budget	Percentage Variance	FY23 Actual	Percentage Variance
<b>Revenues</b>	\$ 1,474,380	\$ 1,415,701	4.1%	\$ 1,466,208	0.6%
<b>Prize Expense</b>	963,760	945,043	2.0%	960,933	0.3%
<b>Game and Provider Expenses</b>	172,333	174,035	-1.0%	170,520	1.1%
<b>Provider Net Income (PNI)</b>	338,287	296,623	14.0%	334,755	1.1%
<b>General and Administrative Expenses</b>	6,869	8,234	-16.6%	6,220	10.4%
<b>Operating Profit</b>	331,418	288,389	14.9%	328,535	0.9%
<b>Other Income</b>	3,106	824	276.9%	1,651	88.1%
<b>Provider (Incentive)/Shortfall Payment</b>	(16,417)	(8,111)	102.4%	(16,146)	1.7%
<b>Surplus Revenue to the State</b>	318,107	281,102	13.2%	314,040	1.3%
<b>Fair Market Value Adjustment</b>	-	-	0.0%	-	0.0%
<b>Net Income</b>	\$ 318,107	\$ 281,102	13.2%	\$ 314,040	1.3%

### Notes:

1) Revenues are \$8.1M (0.6%) greater than prior year and \$58.6M (4.1%) greater than Budget

2) Prize Expense is 65.3% of Revenues, compared to 65.5% in prior year and 66.7% budgeted

3) Game and Provider Expenses are in-line with Budget and prior year as a percentage of Revenues (11.6%-12.3%)

4) General & Administrative Expenses are \$649k (10.4%) greater than prior year and \$1.3M (16.6%) less than Budget

5) Surplus Revenue to the State is \$4.0M (1.3%) greater than prior year and \$37.0M (13.2%) greater than Budget



# Financial Report - FY24 YTD

## Revenue Breakdown

For the Ten Months ending April 30

(In Thousands)

PRELIMINARY & UNAUDITED

### Revenues

#### Instant Tickets

Scratch

#### Total Instant Tickets

#### Big Jackpot Draw Games

Powerball (w/Double Play)

Hoosier Lotto (w/+PLUS)

Mega Millions

#### Total Big Jackpot Draw Games

#### Non-Jackpot Draw Games

Daily 3

Daily 4

Quick Draw (w/Bullseye)

Cash 5

EZ Match

SUPERBALL

Cash4Life

Cash POP

Fast Play

#### Total Non-Jackpot Draw Games

### Total Revenues

	FY24 Actual	FY24 Budget	FY23 Actual
Scratch	\$ 1,070,533	\$ 1,093,558	\$ 1,086,198
Total Instant Tickets	1,070,533	1,093,558	1,086,198
Powerball (w/Double Play)	132,318	99,843	115,592
Hoosier Lotto (w/+PLUS)	45,902	33,119	37,262
Mega Millions	65,356	38,710	78,196
Total Big Jackpot Draw Games	243,576	171,672	231,050
Daily 3	40,416	38,101	41,044
Daily 4	39,120	36,131	39,847
Quick Draw (w/Bullseye)	14,547	14,552	15,487
Cash 5	14,769	12,077	12,436
EZ Match	3,153	2,741	2,894
SUPERBALL	6,031	4,739	6,038
Cash4Life	6,084	5,747	5,890
Cash POP	9,476	11,820	341
Fast Play	26,675	24,563	24,983
Total Non-Jackpot Draw Games	160,271	150,471	148,960
Total Revenues	\$ 1,474,380	\$ 1,415,701	\$ 1,466,208

### Notes:

1) Scratch Revenue is \$15.6M (1.4%) less than prior year and \$23.0M (2.1%) less than Budget

2) Powerball Revenue is \$16.7M (14.5%) greater than prior year and \$32.4M (32.5%) greater than Budget

3) Hoosier Lotto Revenue is \$8.6M (23.2%) greater than prior year and \$12.7M (38.6%) greater than Budget

4) Mega Millions Revenue is \$12.8M (16.4%) less than prior year and \$26.6M (68.8%) greater than Budget

5) Non-Jackpot Draw Games are \$11.3M (7.6%) greater than prior year and \$9.8M (6.5%) greater than Budget

# Financial Report - FY24 Forecast

## Income Statement

For the Twelve Month Period ending June 30

(In Thousands)

PRELIMINARY & UNAUDITED

	<b>FY24 Forecast</b>	<b>FY24 Budget</b>	<b>Percentage Variance</b>	<b>FY23 Actual</b>	<b>Percentage Variance</b>
<b>Revenues</b>	\$ 1,742,839	\$ 1,696,633	2.7%	\$ 1,746,296	-0.2%
<b>Prize Expense</b>	1,142,829	1,132,551	0.9%	1,146,131	-0.3%
<b>Game and Provider Expenses</b>	206,010	208,615	-1.2%	204,658	0.7%
<b>Provider Net Income (PNI)</b>	394,000	355,467	10.8%	395,507	-0.4%
<b>General and Administrative Expenses</b>	9,293	10,448	-11.1%	7,601	22.3%
<b>Operating Profit</b>	384,707	345,019	11.5%	387,906	-0.8%
<b>Other Income</b>	3,634	989	267.4%	2,115	71.8%
<b>Provider (Incentive)/Shortfall Payment</b>	(19,700)	(9,733)	102.4%	(19,775)	-0.4%
<b>Surplus Revenue to the State</b>	368,641	336,275	9.6%	370,246	-0.4%
<b>Fair Market Value Adjustment</b>	-	-	0.0%	(5,017)	-100.0%
<b>Net Pension Obligation Adjustment</b>	-	-	0.0%	515	-100.0%
<b>Net Income</b>	<u>\$ 368,641</u>	<u>\$ 336,275</u>	<u>9.6%</u>	<u>\$ 365,744</u>	<u>0.8%</u>



IMAGINE THAT.

# Annual Business Plan

**Chuck Taylor**

Director of Legal Affairs & Compliance

May 22, 2024



IMAGINE THAT.

# FY 2025 Annual Business Plan Review

**Donald Redic**

COO, General Manager







**Financial  
Plan &  
Summary**

# Financials

FY 2025 



## Minimum Net Income / Incentive Net Income

Fiscal Year	MNI	INI
2023	\$311	\$329
2024	\$316	\$336
<b>2025</b>	<b>\$322</b>	<b>\$342</b>
2026	\$327	\$349
2027	\$333	\$356

(\$ in millions)

$PNI < MNI$

Shortfall Payment to Lottery

$PNI > MNI$   
but  $< INI$

No Shortfall Payment to Lottery  
No Incentive Compensation to  
IGT Indiana  
Lottery retains 100% of Net  
Income

$PNI > INI$

$PNI > INI$   
Incentive Compensation to  
IGT Indiana  
50% to IGT Indiana/50% to  
Lottery

## Total Sales

- \$1.73B in sales
  - Scratch-off sales: \$1,295.0M
  - Draw game sales: \$434.1M

**Provider Net Income:  
\$378.5M**

## Maintain Balance on Expenses

- Overall prize payout forecasted to remain flat on a percent of sales basis at 65.6%.
- Lottery expenses at 4.4%, slightly up on a percent of sales basis YOY
- Management Fee at 0.7%, flat on a percent of sales basis YOY



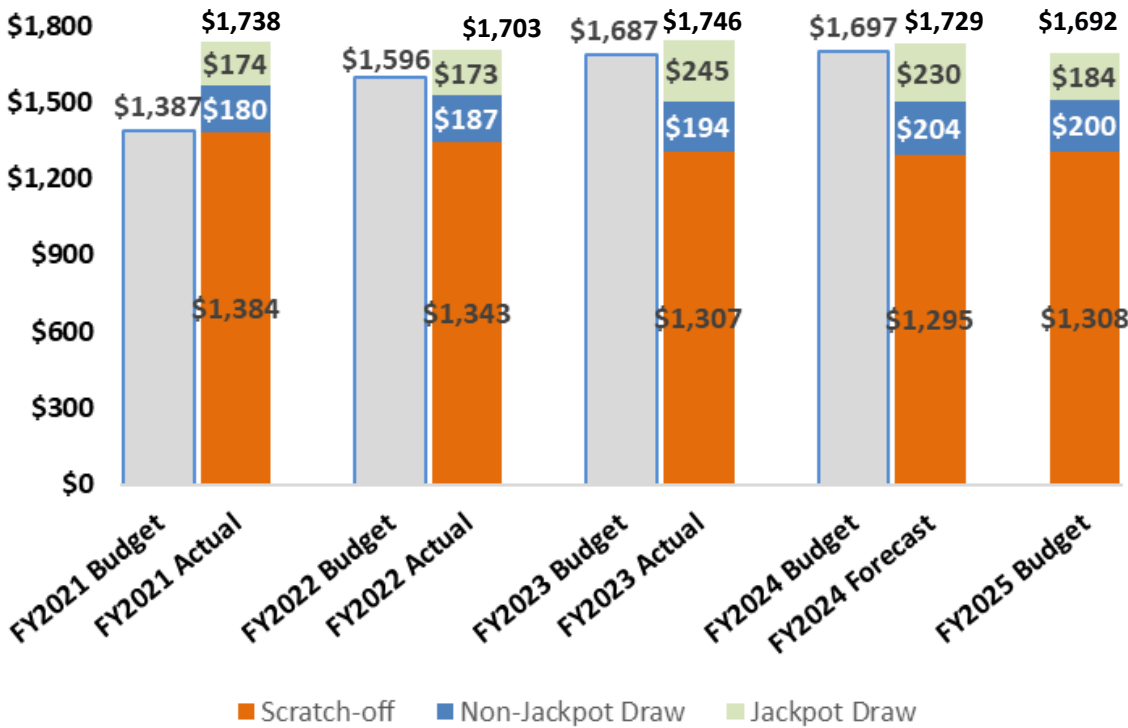




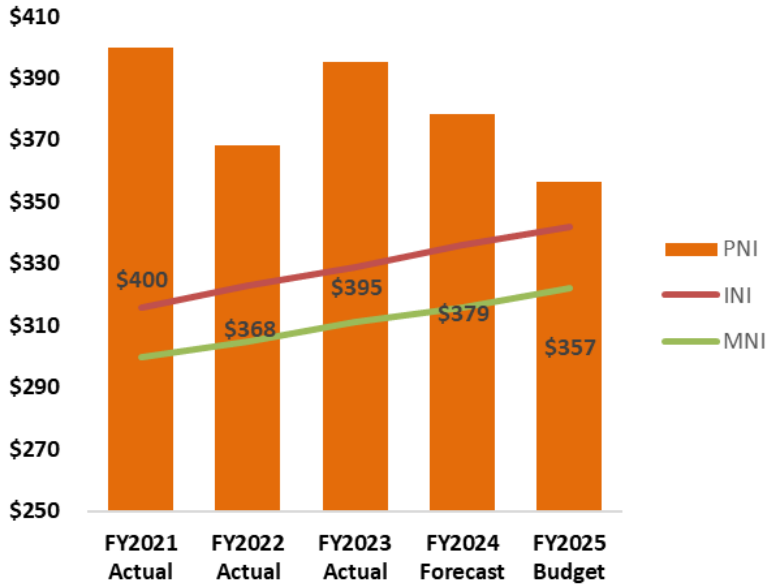
# FY 2021 - FY 2025 Hoosier Lottery Sales and PNI

\$ in Millions

## Net Sales



## Lottery PNI



As of February 29, 2024

# Business Plan Highlights

FY 2025 

- **Provide diversity and variety for current players while maximizing profitability**
  - Maintain consistent Scratch-off and Fast Play launch cadence
  - Continue focus on offering experiential variety across the product portfolio
    - Adjust price point mix of family of game launches
    - Reintroduce Loteria
    - Diversify Crossword theme mix
- **Strengthen the Draw game portfolio**
  - Continue to evolve and update the Fast Play portfolio
    - Continue successful use of licensed properties
    - Expand use of Fast Play 2nd Chance
    - Increase \$30 offering to 2 games
    - Continue focus on price point optimization
  - Evaluate potential new Draw game opportunities
- **Increase appeal to light/lapsed players**
  - Leverage licensed properties and pop-culture themed games
  - Continue increased investment in special printing







## FY 2025 Product Calendar

Deepened  
Participation  
& Engagement



QUARTER 1												
JULY					AUGUST				SEPTEMBER			
2	9	16	23	30	6	13	20	27	3	10	17	24
7/2 Launch					8/6 Launch				9/3 Launch			
\$20 Electric 7s					\$10 Double Sided Dollars				\$5 Money Bags			
\$5 Neon 9s Crossword					\$5 Pink Diamond				\$2 Super 7s			
\$1 Moola					\$2 Loteria				\$1 Monster Mash			

QUARTER 2														
OCTOBER					NOVEMBER					DECEMBER				
1	8	15	22	29	5	12	19	26	3	10	17	24	31	
10/1 Launch					11/5 Launch					12/3 Launch				
\$20 Diamond Deluxe					\$5 Holiday					\$5 Ice				
\$10 Holiday Cash Blowout					\$2 Holiday					\$1 2025				
\$5 Cash Vault					\$1 Holiday									
\$3 Holiday Crossword Gold														

QUARTER 3											
JANUARY				FEBRUARY				MARCH			
7	14	21	28	4	11	18	25	4	11	18	25
1/7 Launch				2/4 Launch				3/4 Launch			
\$10 Indiana Cash Blowout				\$20 Multiplier				\$30 \$2,000,000 Ultimate			
\$5 Triple Match				\$10 Multiplier				\$10 Crossword			
\$3 Wild Cherry Crossword Tripler				\$5 Multiplier				\$5 Pot of Gold			
\$2 Monopoly				\$2 Multiplier							
\$1 Trip 7s											

QUARTER 4												
APRIL					MAY				JUNE			
1	8	15	22	29	6	13	20	27	3	10	17	24
4/1 Launch					5/6 Launch				6/3 Launch			
\$5 Cash Drop					\$20 Super Cash Blowout				\$30 Multiplier			
\$1 Did I Win					\$5 Pac-Man				\$10 \$50 Million Spectacular			
					\$2 Lucky Dog				\$5 7s			
									\$2 Jeopardy			



● Special Printing

\*Product plan is subject to change based on market research and trends.  
Ticket art is not final



## FY 2025 Product Calendar



QUARTER 1												
JULY					AUGUST				SEPTEMBER			
2	9	16	23	30	6	13	20	27	3	10	17	24
7/21 Launch									9/15 Launch			
\$20 Sizzling Riches									\$30 Loaded ●			
\$5 Bingo Bucks									\$10 10X the Cash			
\$1 Diamond Doubler									\$5 Wild Cash Multiplier			
									\$5 Hot Streak			

QUARTER 2													
OCTOBER					NOVEMBER				DECEMBER				
1	8	15	22	29	5	12	19	26	3	10	17	24	31
					<b>11/17 Launch</b>								
					\$10 Cash Flurry ●								
					\$5 Snowflake Cash ●								
					\$2 Blizzard Blast Bingo ●								
					\$1 Money								

QUARTER 3											
JANUARY				FEBRUARY				MARCH			
7	14	21	28	4	11	18	25	4	11	18	25
<b>1/19 Launch</b>								<b>3/16 Launch</b>			
\$20 Money								\$20 20X the Cash			
\$10 Hot Ticket								\$10 Cash Spectacular			
\$5 Cash Flow								\$5 Money Blitz			
\$2 Big Money Bingo								\$1 Numbers			

QUARTER 4												
APRIL					MAY				JUNE			
1	8	15	22	29	6	13	20	27	3	10	17	24
					<b>5/18 Launch</b>							
					\$30 TBD							
					\$5 Jeopardy ●							
					\$2 Bingo							





- **Evolve and Optimize Retail Merchandising, Self-Service and Signage Presence**

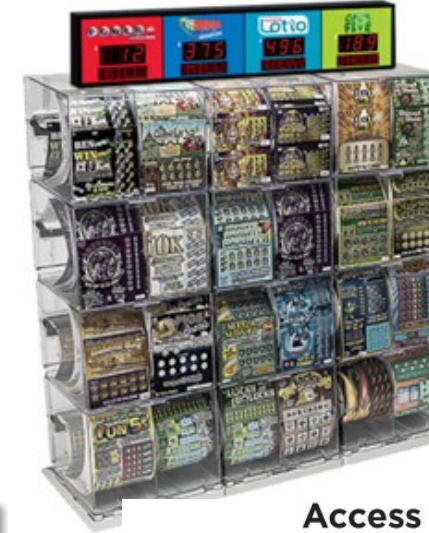
- Explore enhancing interior merchandising solutions
- Point-of-sale management and audit
- Self-Service optimization and expansion

- **Retail Promotions and Incentives**

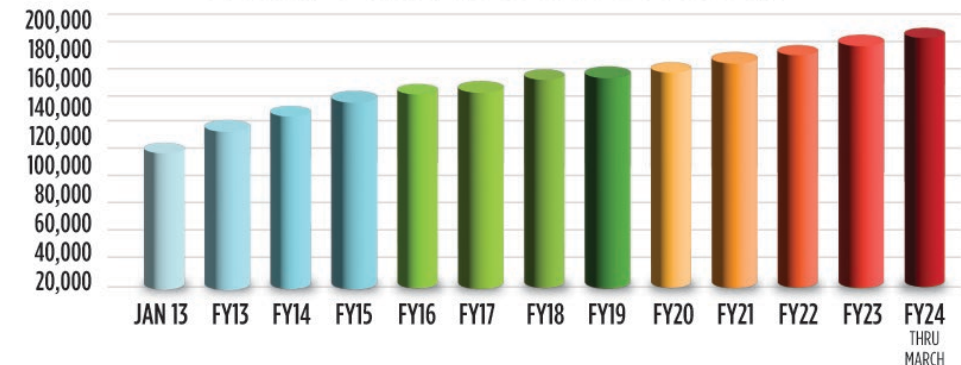
- Retailer Marketing and Key Account Growth
- Expansion of multi-owner store approach
- Grow presence with Walmart and other potential Key Account pilots
- Evolve quarterly incentive program

- **Refine Sales Operational Strategies**

- Access Point growth
- Territory analysis and evolution
- Management and training efforts



Access Points at Retail Locations



- **Drive myLOTTERY Membership and Engagement**

- Offer Promotional Variety: 2nd Chance Experiences & Digital Games, VIP Sponsorship Promotions, Multi-State Lottery Promotions, Always On Promotion, Relevant Market-Driven Promotions
- Evolve myLOTTERY Benefits Road Mapping

- **Mobile and Website Enhancements**

- Website Procurement and Road Mapping
- Enhance Hoosier Lottery App
- Backend System Upgrade

- **Expand Content and Winner Efforts**

- Execute Winner Celebration Kits and Prize Packs
- Elevate Content Partnerships
- Celebrate the Power of Play





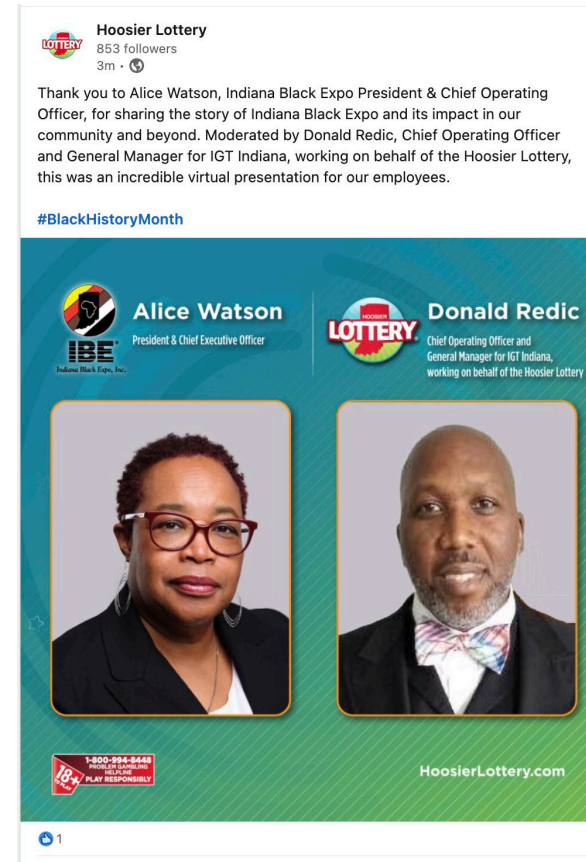
- **Optimization of Sponsorship and Event Footprint**
  - Sponsorship Evolvment
  - Execute Retail Events
- **Impactful Communication and Media Choices**
  - Segmentation Research Update
  - Paid Media Efficiency and Optimization
  - Jackpot Trigger Evolvment
- **35th Anniversary Communication Plan**
  - Commemorative logo
  - Retailer and Employee Stories & Celebration
  - Event/Engagement Extension
  - Content Integration



Deepened  
Participation  
& Engagement



- **Continue to be an industry leader in Responsible Gaming**
  - **WLA Level Four Re-certification**
    - Continue to enhance Positive Play Program
    - Partner with Gaming Stakeholders to Elevate RG practices
- **Support Strategic Community and Employee Engagement**
  - Expand Engagement and Leadership Growth Opportunities
  - Extend Community Organizational Outreach
- **Elevate Responsible Business Practices**
  - Evaluate our CSR reporting framework
  - Expand storytelling using communication tools
  - Sustainability Promotional Efforts



**CERTIFIED  
WLA RESPONSIBLE GAMING  
FRAMEWORK  
LEVEL 4 / VALID UNTIL 2024**



# Q & A

May 22, 2024

# FY 2025 Business Plan Adoption-Resolution 24-05

## STATE LOTTERY COMMISSION OF INDIANA

### RESOLUTION #24-05 Approval of Updated Annual Business Plan

WHEREAS, the State Lottery Commission of Indiana ("Commission"), in accordance with Commission Resolution #12-10 entitled "Approval of a Selected Offeror of Integrated Services," entered into that certain Integrated Services Agreement dated October 12, 2012, and properly amended June 16, 2015 ("ISA") with IGT Indiana ("IGT"), with the objective of maximizing revenues in a manner that is consistent with the dignity of the State and the welfare of its citizens in accordance with IC 4-30-5-3.

WHEREAS, for purposes of this resolution, capitalized terms not otherwise defined herein are intended to have the meaning ascribed to them in the ISA.

WHEREAS, pursuant to the terms of the ISA, the Initial Annual Business Plan was deemed Approved by the Commission upon full execution of the ISA.

WHEREAS, since the Effective Date of the ISA, IGT has provided Services pursuant to the ISA, including the Initial Annual Business Plan and subsequent Updated Annual Business Plans, at all times subject to the actual control and oversight of the Commission.

WHEREAS, pursuant to the terms of the ISA, IGT has submitted for Commission consideration an Updated Annual Business Plan which, among other things: (i) describes the objectives, plans, strategies and actions that IGT proposes be implemented during the State fiscal year ending June 30, 2025, which is Contract Year 12 under the ISA; and (ii) identifies the Budget and Minimum Net Income for Fiscal Year 2025.

WHEREAS, the terms of the ISA contemplate that the Commission will annually approve an Updated Annual Business Plan, with any such amendments and modifications as the Commission may require.

IT IS NOW THEREFORE RESOLVED, by the Commission as follows:

1. The Commission hereby Approves the Updated Annual Business Plan that was submitted to the Commission on May 22, 2024 (the "Approved Updated Annual Business Plan") such that upon the commencement of Contract Year 12 (on July 1, 2024): (i) the Approved Updated Annual Business Plan shall supersede and replace the Approved Updated Annual Business Plan Adopted on May 23, 2023; and (ii) IGT shall be authorized to provide Services to the Commission in a manner that is consistent with the requirements of the ISA, of which the Approved Updated Annual Business Plan shall be deemed a part thereof as an Exhibit thereto (in the same manner as originally established for the Initial Annual Business Plan).

2. The Commission's Executive Director ("Director") is hereby authorized and directed to take any and all actions that the Director deems necessary, desirable or appropriate to carry

out the purposes contemplated in this resolution and in the ISA with respect to providing full and adequate day-to-day oversight of the implementation of the Approved Updated Annual Business Plan, including but not limited to fully analyzing and approving or disapproving any and all matters relating to the Approved Updated Annual Business Plan that require additional Commission consideration and approval subsequent to the date of this resolution.

IT IS SO ORDERED THIS 22<sup>nd</sup> DAY OF MAY, 2024.

DATE: May 22, 2024 THE STATE LOTTERY COMMISSION OF INDIANA

By Commissioners Present: William Zielke (virtual), Norman Gurwitz, Rob Wynkoop, Andrew Mallon, and Roger Utzinger as attested to by its Chairman.

\_\_\_\_\_  
William Zielke, Chairman



May 22, 2024



# Commission Vote to Approve Resolution #24-05

	Yea	Nay
Chairman William Zielke	<input type="radio"/>	<input type="radio"/>
Commissioner Norman Gurwitz	<input type="radio"/>	<input type="radio"/>
Commissioner Andrew Mallon	<input type="radio"/>	<input type="radio"/>
Commissioner Roger Utzinger	<input type="radio"/>	<input type="radio"/>
Commissioner Robert Wynkoop	<input type="radio"/>	<input type="radio"/>





IMAGINE THAT.

# ALJ Order Consideration

**Chuck Taylor**

Director of Legal Affairs & Compliance

May 22, 2024

# Consideration of ALJ Order

**IN THE MATTER OF THE APPEAL  
of  
LOCKED-IN VARIETY STORE LLC**



# Commission Vote to Adopt ALJ Order

	Yea	Nay
Chairman William Zielke	<input type="radio"/>	<input type="radio"/>
Commissioner Norman Gurwitz	<input type="radio"/>	<input type="radio"/>
Commissioner Andrew Mallon	<input type="radio"/>	<input type="radio"/>
Commissioner Roger Utzinger	<input type="radio"/>	<input type="radio"/>
Commissioner Robert Wynkoop	<input type="radio"/>	<input type="radio"/>



# Updates



## BUILDING

- Closing completed on May 7, 2024
- Cornerstone is the property manager

## DISPARITY STUDY

- Finalizing the report conducted by IU Public Policy Institute
- Anticipate a report at August Commission Meeting



IMAGINE THAT.

# Sponsorship Update

**Jared Bond**

Director of External Affairs

May 22, 2024



# Community Engagement

## Current Sponsorships for FY24

- Fort Wayne Komets
- Live Nation (Ruoff Music Center and Everwise Amphitheater)
- Gary Railcats
- Indiana Fever
- Indiana Pacers
- Indianapolis Indians
- The Mill (Terre Haute)
- Indianapolis Colts
- Indy Fuel
- Salem Speedway
- South Bend Cubs
- Evansville Thunderbolts





# St Patrick's Day- Greening of the Canal



May 22, 2024



# Ticket Sales and Wheel Spins



Fort Wayne  
Komets Ticket  
Sales



Walmart Wheel  
Spin



# Salem Speedway



May 22, 2024



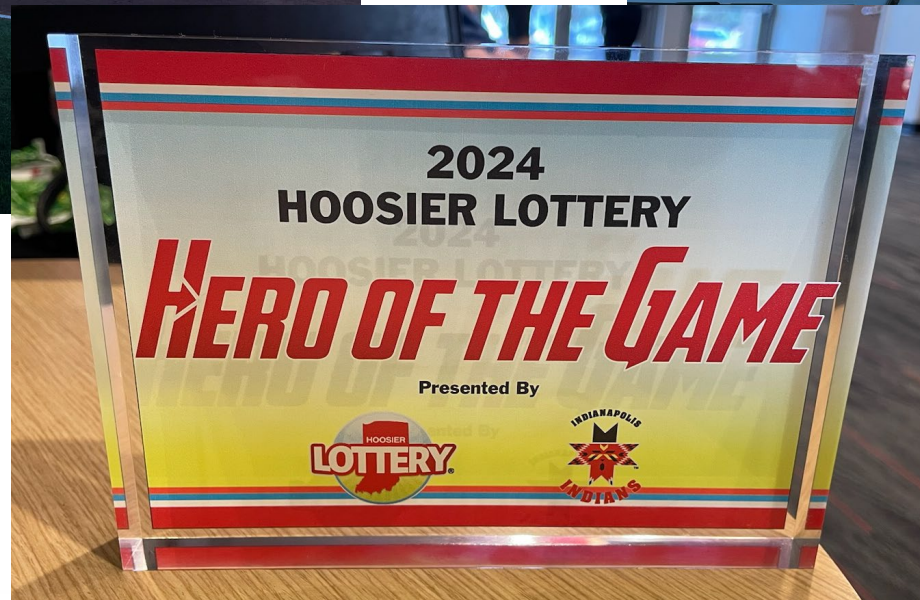
# Indianapolis Speedrome



May 22, 2024



# Indianapolis Indians Sponsorship



May 22, 2024





# Indianapolis Indians Sponsorship– Opening Night



May 22, 2024





# Indianapolis Indians Sponsorship– Opening Night



May 22, 2024

# Indianapolis Indians Sponsorship– Opening Night



May 22, 2024



# Indiana Sports Corp.

## 2024 U.S. Olympic Swim Team Trials



- Digital Activation (Social Media)
- Opening Day On-Site Ticket Sales
- Graphics displayed on video boards
  - Lucas Oil Stadium
  - Georgia and Meridian Streets
- Ticket Giveaway on Final Day
- Prize Pack Giveaways







End of Presentation

May 22, 2024

# Commission Vote to Adjourn

	Yea	Nay
Chairman William Zielke	<input type="radio"/>	<input type="radio"/>
Commissioner Norman Gurwitz	<input type="radio"/>	<input type="radio"/>
Commissioner Andrew Mallon	<input type="radio"/>	<input type="radio"/>
Commissioner Roger Utzinger	<input type="radio"/>	<input type="radio"/>
Commissioner Robert Wynkoop	<input type="radio"/>	<input type="radio"/>

# Questions?



All media requests may be forwarded to:

**Jared Bond**  
**Director of External Affairs**  
**[jbond@hoosierlottery.in.gov](mailto:jbond@hoosierlottery.in.gov)**

May 22, 2024