

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • John Martin, Director

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TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Alvin Ringgold, Senior Director of Sales

DIVISION: Sales

DATE: November 10, 2021

SUBJECT: Report for the November 2021 Commission Meeting

- Sales

October 2021, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2021	\$81,046,838	\$49,839,175	\$90,144,943	\$221,030,956
	2020	\$71,236,664	\$48,253,911	\$84,214,429	\$203,705,003
	Difference	\$9,810,174	\$1,585,265	\$5,930,514	\$17,325,953
	%YoY +/-	13.8%	3.3%	7.0%	8.5%
INDEPENDENT	2021	\$60,348,388	\$43,157,676	\$58,413,526	\$161,919,589
	2020	\$55,969,357	\$42,919,902	\$55,251,172	\$154,140,431
	Difference	\$4,379,031	\$237,774	\$3,162,354	\$7,779,159
	%YoY +/-	7.8%	0.6%	5.7%	5.0%
	% of State Sales	74.5%	86.6%	64.8%	73.3%
CORPORATE	2021	\$20,698,450	\$6,681,500	\$31,731,417	\$59,111,367
	2020	\$15,267,307	\$5,334,009	\$28,963,257	\$49,564,573
	Difference	\$5,431,143	\$1,347,491	\$2,768,160	\$9,546,794
	%YoY +/-	35.6%	25.3%	9.6%	19.3%
	% of State Sales	25.5%	13.4%	35.2%	26.7%

* Instant ticket sales are based on recorded weekly settlements and may not agree with other Instant ticket sales displayed in other reports that may reflect activations or validations.

- Sales Management
 - The monthly sales meeting was held on October 13th. This meeting was conducted live, in our studio, as part of quarterly goal review meeting. The meeting highlighted regions I and II for exceeding their first quarter goals. We launched five (5) price points featuring a \$1, \$2 \$3, \$5 & \$10 tickets with a Holiday theme.
 - District Managers with the best September sales by region/territory (year-over-year):
 - Larry Baum T-15
 - Chuck Hamrick T-25 (Awarded the DM of the month)
 - John Mandley T-34
 - Van Daniels T-44
 - The Sales department continue to work with HR to recruit the special assignment contractual and the Corporate Account Manager (CAM) positions.
 - Two Sales department personnel (Anissa Carter & Zina Howard) attended the PGRI Lottery Conference that was held in Nashville, TN in October.
- Field Activities
 - Retailer sales remained strong during October on the strength of the rolling jackpot and FP games.
 - Blitz or launch week proved invaluable in keep instant ticket sales above last years numbers.
 - The district managers continue to conduct Responsible Gaming audits at retailer locations.
 - In October, sales supported our communication department at four events, which included two Ravens games, the Auto Industry Event at Martins West and the Beer, Bourbon & BBQ in Timonium.
- Sales Support/Self-Service Vending Units
 - Provided inventory management and procurement of staple POS product under the new contract.
 - Continued development, review, and deployment of three monthly planograms for our PHD & PHDL self-service units.
 - Vetting of potential candidates for self-service units. This final delivery of 67 units, comprised of both PHD's and PHDL's fulfills the terms of the contract.
 - Tracking and analysis of our Responsible Gaming audits being completed by our District Sales Managers when visiting our retailer partners. Also ensuring all District Managers have access to and are distributing our Responsible Gaming brochures to be displayed at retail. This data and analysis is included in our Responsible Gaming Level 4 certification submission.
 - Continued research and development of non-traditional selling initiatives to include In-Lane selling at retail.
 - Meetings concluded with two vendors for presentation of products. Future meetings scheduled.
 - Creating merchandising plan for support of new selling initiative to include new displays and signage for use at the point of sale.

- Continued management and maintenance of both our Retailer Bonus and Winner Awareness programs.

Corporate Sales

- Field Activity
 - A business review was performed for Walmart, Sheetz and 7-Eleven corporate accounts.
 - The Corporate Sales Team met with several chain accounts to discuss their expansion plans for early Q1 '22.
 - In anticipation of additional PHD/PHDL units due to arrive soon, the corporate sales team began vetting existing location for placement of the units.
 - Corporate accounts continues discussion with 7-Eleven to deploy the SCIQ slim line system in a limited number of locations, as part of a 12-month pilot program.

Retail Recruitment

- Recruitment Results – October 8th – November 5th
 - Twenty-one (21) new applications received and advanced to Phase II of the approval process with Twelve (12) new independent locations installed.
- Prospecting Activities
 - We are currently pursuing 60 new independent/corporate retailer prospects,
- Working Plan
 - The Recruitment Department has targeted 23 cold call corporate/franchise locations which include Street Market, LA Mart, Jackpot Hospitality, TGI Fridays, H Mart and Hook & Reel Cajun Seafood.
 - Street Market and Hook & Reel Cajun Seafood have applications in process or have some locations that are currently selling.

Sales Force Automation

- Will be working with HR to fill an open trainer position.
- Sales will work with our Communication department to produce our Retailer Report video presentation, which highlights our monthly sales meeting talking points.
- Minor bugs were reported and being corrected in our Gem products.