

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



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

FROM: Solomon Ramsey, Managing Director, Sales and Marketing

DIVISIONS: Sales and Marketing

DATE: February 27, 2025

SUBJECT: Report for the February 2025 Commission Meeting

Following is the status update of ongoing and special projects in Sales, Product Development and Creative Services, for January.

1. Sales

January 2025, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$69,586,691	\$46,877,066	\$91,692,452	\$208,156,209
	2024	\$70,148,157	\$44,786,781	\$95,318,645	\$210,253,583
	Difference	(\$561,467)	\$2,090,286	(\$3,626,193)	(\$2,097,374)
	%YoY +/-	-0.8%	4.7%	-3.8%	-1.0%
INDEPENDENT	2025	\$49,134,611	\$38,982,995	\$52,333,025	\$140,450,631
	2024	\$49,602,370	\$37,128,032	\$55,394,232	\$142,124,633
	Difference	(\$467,759)	\$1,854,963	(\$3,061,207)	(\$1,674,003)
	%YoY +/-	-0.9%	5.0%	-5.5%	-1.2%
	% of State Sales	70.6%	83.2%	57.1%	67.5%
CORPORATE	2025	\$20,452,080	\$7,894,071	\$39,359,427	\$67,705,578
	2024	\$20,545,788	\$7,658,749	\$39,924,413	\$68,128,949
	Difference	(\$93,708)	\$235,322	(\$564,986)	(\$423,371)
	%YoY +/-	-0.5%	3.1%	-1.4%	-0.62%
	% of State Sales	29.4%	16.8%	42.9%	32.5%

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.

a) Sales Management

i. Key accomplishments last period:

1. The monthly sales meeting was conducted virtually January 8, 2025.

- a. Five (5) scratch offs were launched, featuring \$1, \$2, \$5, \$10 and \$20 price points.
 - b. In conjunction with our instant products, we highlighted three promotions in the form of our *CASH POP 1,000 POP* promotion, *Ice Cold Cash* second- chance promotion and the upcoming *Fast Play Fridays* promotion.
2. District Managers with the best new launch week numbers by region/territory (year-over-year) for January:

- Jon Braithwaite T-11
- Chuck Hamrick T-25
- **Stan Lundy T-39 (Awarded the DM of the month)**
- Steve Corbin T-45

3. Launch Team initiative meeting was conducted. This month's focus was on the development of a strategic sales plan for our February instant games which include our third offering at the \$50 price point.

ii. Upcoming tasks for this period:

1. Execution of launch strategies and initiatives for the February instant ticket launch. The February launch will feature five (5) tickets at the \$3, \$5, \$10, \$20 & \$50 price points.
2. The Sales team will develop focus sales groups for Cash Pop and all Pick games.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 6,062 retailer communication contacts during January, which includes store visits, phone calls and emails.
2. The Sales Department supported selling with our retailer(s) at two (2) events: Chesapeake Bay Boat Show 1/10-1/12; Baltimore Ravens playoff game on 1/11.

ii. Upcoming tasks for this period:

1. The field sales team will begin distribution of XCAP LED signs to all XCAP retailers to aid in identification and further establish their presence in the market. All XCAP LED sign distribution will be tracked by the Sales Management team.
2. The sales team will begin early communication with retailers regarding the game changes coming to Mega Millions in April. The advanced draw purchase step down begins February 15.
3. District Managers continue updating contact information (email and cell phone numbers) as well as store photos.
4. Sales continues to work with the OAG and Lottery Security to identify any Amusement game machines located at lottery retailer locations.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of January.
2. Initial recruitment and discussions with two new restaurants in Region 2 are underway.

ii. Upcoming tasks for this period:

1. The Corporate Sales Team will be meeting with the Managing Director of Sales and Marketing on upcoming recruitment goals.

2. We continue monitoring turnaround time for application processing to allow us to identify any issues or possible areas of improvement which in turn will facilitate more efficient processing.
3. Recruitment will continue to focus on high foot traffic locations and chain accounts where rapid development and retailer expansion opportunities exist.

d) Sales Support/Self-Service Vending Units

i. Key accomplishments last period:

1. Preparation for and execution of merchandising initiatives for our February instant ticket launch which includes development of POS as well as identification of both types and quantities of pieces to be distributed to the field.
2. Continued preparation for upcoming Mega Millions game changes. In conjunction with our Creative Services Department the initial awareness campaign and POS pieces were selected, developed and produced for distribution. We have also finalized additional point of sale pieces and timing for distribution as we get closer to launch.
3. Created retailer agreements for all three upcoming merchandising programs (XCAP LED signs, Digital Menu Boards & Jackpot towers). These agreements have been reviewed and approved by Executive and the OAG. All have been digitized and uploaded to Gem Intelligence for use in the field.
4. Final preparation for phase two (LED signs) of our XCAP rebranding initiative was completed which included: All units have received State asset tags; Retailer agreements have been created and uploaded to Gem Intelligence; Distribution plan and asset tracking sheet has been created; and instructions have been provided to the field team.
5. In conjunction with our Regional Management team, we continue vetting, planning and allocating PHD and PEX self-service units.

ii. Upcoming tasks for this period:

1. Execute distribution plan for phase two of our XCAP rebranding initiative which includes the XCAP LED signage.
2. Complete training on the digital menu board ticket management site (back office) and schedule installation for the retail locations selected for the pilot.
3. Development of distribution plan for the Jackpot Tower pilot program (125 units).
4. Continued vetting, scheduling and distribution of the self-service units with a priority placed on PEX units in social establishments and locations with high monitor and online sales.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 1/31/25):
 - a. FY '25- \$477,838,275
 - b. FY '24- \$503,914,429
 - Down 5%
2. The Corporate Sales team is preparing for the launch of our third promo for the fiscal year; partnering with Royal Farms.
3. The Corporate Sales team is currently onboarding the Wicomico County Liquor Board as our newest Corporate Retail Chain.

ii. Upcoming tasks for this period:

1. Corporate will continue to work with stakeholders of respective chains on improvements for inventory replenishment within vending locations. Continued

conversations are being had regarding the implementation of delegated task for store associates to complete specific tasks on a proposed regular basis.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Intelligence:
 - a. It was discovered that when a new user account was created and assigned to a respective territory it overwrote the previous user(s) making it difficult to identify who logged the visit or entered notes. A process was developed to create user accounts differently to prevent this from happening moving forward and was implemented on February 3.
2. Gem Office:
 - a. Identified a need and possible solution to utilize Gem Office to aid in the processing of bonus payments for the Retailer Bonus Program. Looking into creating a new application for back office or internal use only to increase efficiency and allow for better tracking of said payments. We have discussed this all stakeholders, including the vendor and other internal departments, and are looking into possible development.
3. Gem Retailer:
 - a. We continue to work with our vendor to analyze the scope of providing more reporting options for our self-service terminals which has been an ask from our retailer base.
4. Training
 - a. Sales training manager is developing a plan to train several new hires/positions within the sales department expected to be posted in the upcoming month. Overall training is being updated by the Sales Training Manager.

ii. Upcoming tasks for this period:

1. Continue to work with our vendor on several initiatives including application development for the Retailer Bonus Program as well as additional reporting for self-service units in Gem Retailer.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. February Scratch-Off Launch (2/10/25):
 - \$3 – *Bonus Crossword 7th Edition*
 - \$5 – *Big Money*
 - \$10 – *Money Bags*
 - \$20 – *Bonus Bingo X20*
 - \$50 – *\$5,000,000 Fortune*
2. *Holiday 2024 Second-Chance Promotion*: The twelfth and final drawing was held 1/16/24, 13,022,339 entries were received.
3. *Ravens Second-Chance Promotion*: The seventh and final grand prize drawing was to be held 2/19/2025, to determine which of the six promotional finalists will win Season Tickets for 20 years.
4. *Game of Thrones™ Second-Chance Promotion*: The fourth and final drawing was held on 1/14/25, 986,430 entries were received.

5. *Monopoly™ Second-Chance Promotion*: The first drawing was held 2/11/2025, 4,627,599 entries were received.

ii. **Upcoming tasks for this period:**

1. March Scratch-Off Launch (3/24/25):
 - \$2 – *Back to the Future™*
 - \$5 – *Mosaic Money*
 - \$10 – *Bingo X10 8th Edition*
 - \$10 – *More Money (oversized)*
2. *Monopoly™ Second-Chance Promotion*: The second drawing will be held 3/11/2025; as of 2/16/25, 5,022,880 entries were received.
3. *Back to the Future™ Second-Chance Promotion*: Starting 3/24/25, players can enter non-winning *Back to the Future™* instant tickets into My Lottery Rewards to enter the contest for a chance to win a cash prize. Each of the 5 drawings will award a cash prize inspired by different and numbers within the movie; 1955 (\$1,955 x 10 winners), 2015 (\$2,015 x 5 winners), 2025 (\$2,025 x 5 winners) and 88 (\$8,888 x 1 winner). Entries will be non-cumulative.

b) **Draw and Monitor Game Products and Promotions**

i. **Key Accomplishments last period:**

1. *Keno Ice Cold Cash Second-Chance Promotion*: The first drawing awarded \$10,000 to 5 winners and was held 1/21/25; 489,575 entries were received. The second drawing awarded \$10,000 to 5 winners and was held 1/27/25; 1,003,825 entries were received. The third drawing awarded \$10,000 to 5 winners and was held 2/3/25; 1,691,393 entries were received. The fourth and final drawing awarded \$7,500 to 5 winners and was held 2/10/25; 2,674,522 entries were received.
2. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion [2/10 – 3/9/25]*: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 box play tickets. Doublers will be awarded on an Nth ticket basis. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets are not eligible.
3. *CASH POP Doubler Promotion [2/10 – 3/9/25]*: For weeks, players will have the chance to double their prizes when playing CASH POP. On an Nth ticket basis, any CASH POP purchase made during the promotional period may trigger a doubler. Any prizes won on tickets with the Doubler top of ticket graphic will be doubled.

ii. **Upcoming tasks for this period:**

1. *Spring Fling All-Games Promotion [3/10 – 4/16/25]*: For four weeks, beginning 3/10/2025, players could receive one of the newly launched FAST PLAY family of games tickets (\$1 \$100 Super Cash Blowout, \$2 \$200 Super Cash Blowout, \$5 \$500 Super Cash Blowout, \$10 \$1,000 Super Cash Blowout, or \$20 \$2,500 Super Cash Blowout) FREE, just by playing their favorite lottery games. Any terminal game purchase may trigger the Nth ticket award tiers.
2. *Keno Sprinkler Promotion [3/17 – 4/13/25]*: The Spring Keno Sprinkler promotion is back! For 4 weeks, players could receive Doubler or Tripler messages on their Keno tickets – any prizes won on those tickets will be doubled or tripled.

c) **FAST PLAY Products and Promotions**

i. **Key accomplishments last period:**

1. *FAST PLAY Fridays Promotion [2/7, 2/14, 2/21 and 2/28]*: Every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and

\$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

2. *Holiday 2024 Second-Chance Promotion*: See section a)i.)2. for the latest My Lottery Rewards entry data for this promotion.

ii. **Upcoming tasks for this period:**

1. March FAST PLAY Launch (3/3/25):
 - \$5 – *Home Run Riches Walk-Off Winnings*
2. *Contestant of the Game Second-chance Promotion*: Starting 3/3/25, players may enter winning and non-winning Home Run Riches Walk-Off Winnings FAST PLAY tickets into their My Lottery Rewards to receive entries into the Contestant of the Game promotion. Similar to previous years, a Contestant of the Game is selected for every Oriole's home game – they receive \$500 for being selected and \$500 for every home run hit by an Oriole player during their selected game. Contestants will also receive an additional \$5,000 for every Grand Slam hit by an Oriole player during their selected game. Entries will be cumulative. The first drawing will be 3/24/2024.

3. Creative Services

a) Traditional Advertising

i. **Key accomplishments last period:**

1. *Monopoly FOG Scratch-Offs*:
 - a. GKV completed production of all creative materials.
 - b. The *Monopoly FOG* media campaign, which includes television, radio, digital and OOH elements, began running on 1/20 and ended on 2/16.
2. *\$5,000,000 Fortune Scratch-Off*:
 - a. GKV completed the production of all creative materials, including radio, out-of-home, digital and social. All point-of-sale was printed and delivered.
 - b. The Lottery approved the media plan presented by 9 Rooftops. Media will run from 2/17 – 3/23.
3. *CASH POP*:
 - a. The Lottery is planning to support *CASH POP* with two upcoming flights of media tied to upcoming promotions. We tasked both GKV and 9Rooftops with developing campaigns to support these initiatives.
4. *Back to the Future Scratch-Off*:
 - a. GKV presented *Back to the Future* point-of-sale and radio concepts. All point-of-sale has been approved and is in production.
5. *Fast Play Home Run Riches Contestant of the Game Promotion*:
 - a. All point-of-sale to support his contest has been approved and is production.
 - b. GKV presented various campaign ideas and the Lottery approved the television direction.
6. *Mega Millions Game Changes*:
 - a. GKV completed the design for all point-of-sale pieces to support this game change. All pieces are now in production.
7. *Let's Make a Deal Scratch-Off*:
 - a. GKV presented point-of-sale, television and radio concepts for the Lottery's review.
8. *FY'25 Sports Sponsorships*:
 - a. The Lottery supported the *Baltimore Ravens* and the *Washington Commanders* through their post-season runs.
 - b. The Lottery reached agreements with the *Baltimore Orioles*, *MASN-TV* and local *Minor League* teams for the upcoming 2025 baseball season.

ii. Upcoming tasks for this period:

1. *CASH POP:*
 - a. GKV to present creative materials for the March flight.
 - b. 9 Rooftops presented the media plan for March flight in mid-February and is now implementing.
2. *Back to the Future:*
 - a. All point-of-sale is in production and is expected to arrive in early March.
 - b. Lottery to approve all radio, out-of-home, digital and social creative materials.
 - c. 9 Rooftops to present the media plan that will run from 3/24 – 4/27.
3. *Home Run Riches:*
 - a. GKV to produce all creative materials.
 - b. 9 Rooftops to provide a media plan that will run in the Baltimore market at the start of the baseball season.
4. *Mega Millions Game Changes:*
 - a. The Lottery and GKV to finalize the direction of all creative assets and move these into production.
 - b. 9 Rooftops to present the media brief for the campaign that will begin at the end of March/beginning of April.
5. *Let's Make a Deal Scratch-Off:*
 - a. Licensor to provide final approval for the selected campaign. GKV to move forward with production of all creative materials.
 - b. 9 Rooftops to provide a media plan that supports the scratch-off launch.
6. *FY'25 Sports Sponsorships:*
 - a. The Lottery and 9 Rooftops to finalize sponsorship agreements with the *Baltimore Orioles* and *MASN-TV*.
 - b. GKV to provide creative assets for the *Baltimore Orioles*, *MASN-TV* and *Minor League Baseball* sponsorships.

b) Web, Digital and Social

i. Key accomplishments last period

1. Promoted the *\$5,000,000 Fortune Scratch-Off*, *Monopoly Scratch-Offs* and *Second-Chance Promotion*, *Keno Ice Cold Cash Promotion*, *Multi-Match jackpot* and various winners and events through social media and the website.
2. Continued work on the redesign of the *Retailer Corner* website by refining design mock ups.
3. Held a Valentine's Day scratch-off giveaway on social media.

ii. Upcoming tasks for this period:

1. Develop social media and digital plans for the *Back to the Future Scratch-Off* and *Second-Chance Promotion*.
2. Continue work on the *Retailer Corner* website redesign project.
3. Continue to plan changes to be made to the website and mobile app for the *Mega Millions* game changes.

c) My Lottery Rewards

i. Key accomplishments last period:

1. In January, there were 44,588 *Monthly Active Users*. This represents a decrease from last month, but is still slightly above average for the fiscal year.
2. There were 2,283 new registrations in January. Of these new registrations, 48% fall into the 25-44 age range. We now have a total of 453,164 eligible registered MLR users.
3. The MLR mobile app saw 79,146 active users in January; 75% iOS and 25% Android.
4. In January, the most entered scratch ticket was *Monopoly™ X20*, with 95.6K entries from 12.1K unique players

5. The most entered draw ticket continues to be *Pick 4*, with 1.24M entries from 11.8K unique players in January.
6. Two second-chance promotions launched in January: the *MONOPOLY Second-Chance Promotion* and the *Keno Ice Cold Cash Second-Chance Promotion*.
7. On January 6th, *FY25 Q3 Points for Drawings* promotions launched, with an Outdoor Kitchen Package, valued over \$20,000 as the tier 1 prize.

ii. **Upcoming tasks for this period:**

1. Preparing for the upcoming launch of the *Home Run Riches Contestant of the Game*, *Back to the Future*, *Let's Make a Deal*, and *Royal Farms Free Gas Giveaway* second-chance promotions.
2. Finalizing *FY25 Q4 Points for Drawings* prizes and promotional documents.
3. Preparing for the launch of two parallel MLR promotions in March: *Lucky Days Achievement* and *Lucky Days PFD*.