

South Dakota Lottery

Commission Meeting

March 25th, 2021



A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Secretary of Revenue Comments



A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Executive Director Comments



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Executive Director Comments

- 2021 Legislative Session
 - Commission Appointments and Re-appointments
 - HB 1201
 - HB1127
- Draw Game Changes
 - Lucky for Life
 - Powerball and Double Play Option
- Debit Card

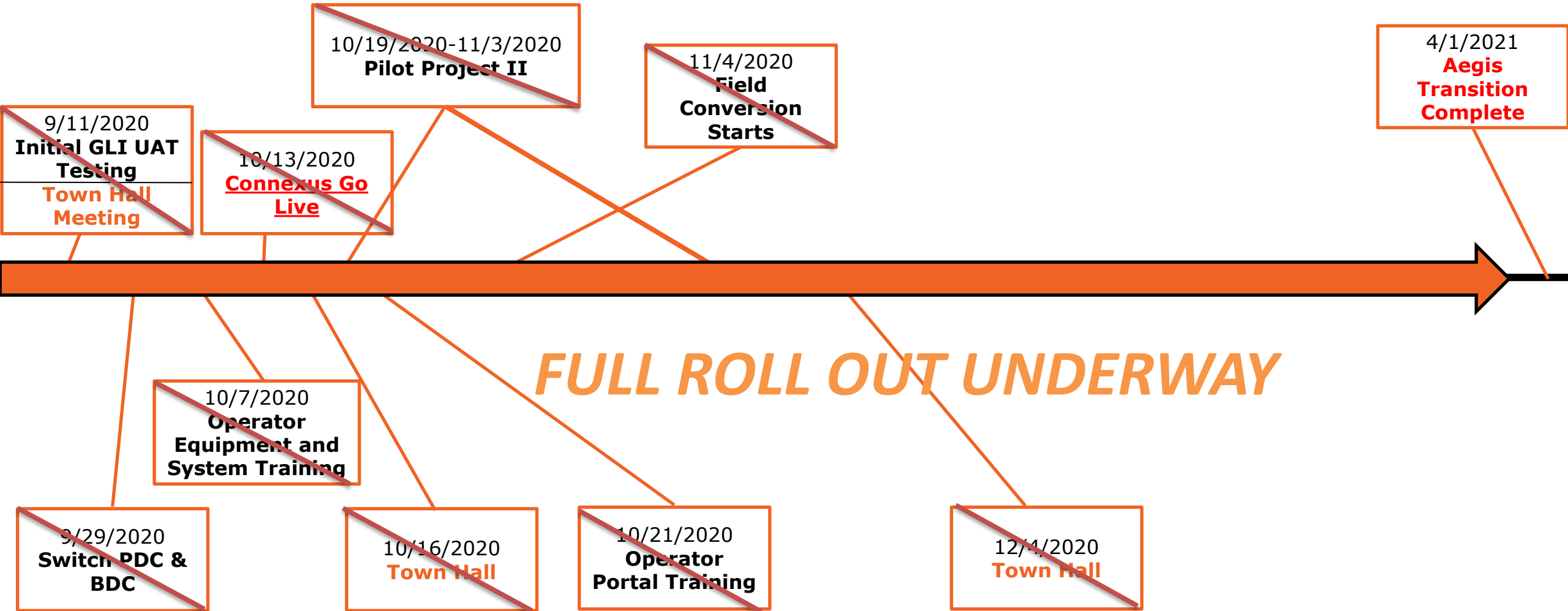


Video Lottery Central System Upgrade Update



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Video Lottery Migration Update



Contract Update

- All operator contracts completed
- 1,241 establishments under contract
 - 21 orphan establishments
- 9,206 machines in locations under contract
 - 56 machines in orphan establishments



Equipment Installs

- 1,197 new site controllers have been installed
 - 95% of establishments have the new site controllers
- 8,979 machines in the establishments with new site controllers
 - 97% of the state's machines are in locations with new site controllers



Ticket Voucher Redemption

- VLC ticket redemption process
 - SAS Tickets can be scanned
 - GMMS Tickets enter ticket number
 - Be aware of ticket number entered for validation does NOT include the proceeding 0 printed on the ticket
- During February 2021.
 - On average 50% of converted establishments were redeeming vouchers.
 - Total of 360,280 vouchers were redeemed
 - \$28,846,011.51 of redeemed vouchers



Spare Site Controllers

- 10 operators have requested spare equipment
- 39 spare kits have been requested



Marketing Report



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Winner Awareness Campaign

- Our winner awareness campaign highlights that good things happen every day.
- This campaign highlights that SD Lottery players win an average of nearly \$1.6 million per day.
- This continues the theme from our Beneficiary Awareness campaign.



Winner Awareness Campaign



- We will also feature a new form of advertising during this campaign.
- Lawrence & Schiller coordinated this advertising at select gas pumps throughout the state.
- This advertising will be at 50 locations.





Other Campaigns



- Beneficiary Awareness—January 1 through Feb 15.
- Responsible Gambling—Feb. 16 through April 5.
- Upcoming—General Instant, Lotto Paid Efforts



Second Chance Drawings



- Fely Goodface (Lower Brule) won our Keys N Cash Drawing.
- Shannon Keeble (Sioux Falls) won our 007 second chance.
- We also conducted our Holiday Hangover second chance drawing.



Upcoming Initiatives

- Digital Properties
- Research
- FY 2022 Marketing Calendar

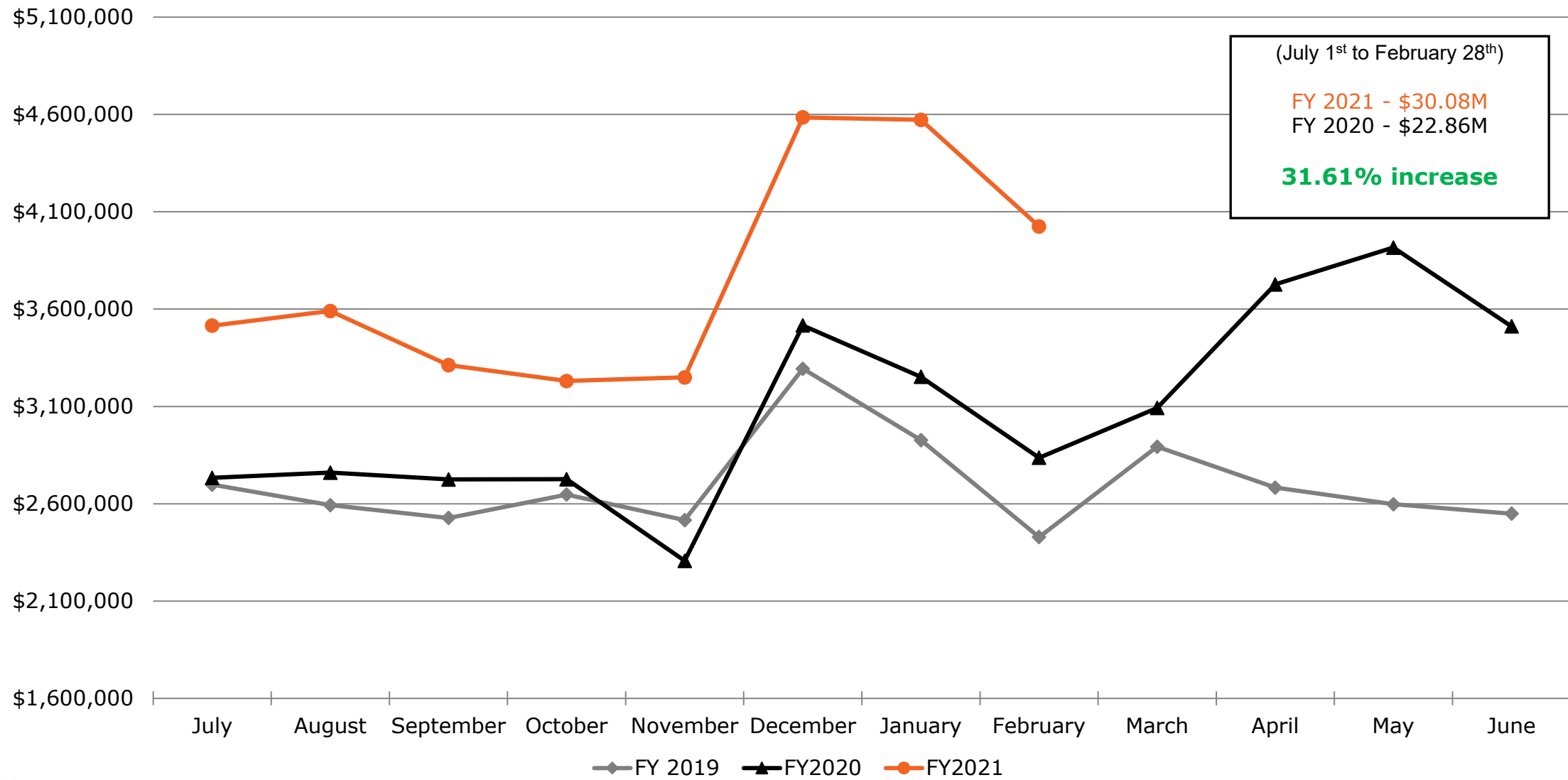


Sales Report



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Instant Sales



X Wild Family



SOUTH DAKOTA
LOTTERY™
— **GOOD FUN** —

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\$400,000 Instant Top Prize Ticket Sold



Holiday Stationstore #456
35 Omaha Street
Rapid City



Instant Top Prize Winners



\$100,000 Gold Premium

**Barb Wipf
Sioux Falls**

- **\$77,000 Triple Red 7's**
 - Watertown
- **\$77,000 Triple Red 7's**
 - Buffalo
- **\$50,000 Double Sided Dollars**
 - Sioux Falls
- **\$40,000 Joker's Wild**
 - Hot Springs
- **\$35,000 Cold Hard Cash**
 - Chamberlain



Instant Top Prize Winners



\$30,000 Top Prize
Sharon Dale
Sioux Falls



\$30,000 Top Prize
Heather Ybarra
Pierre



Additional Instant Prize Winners

- **\$30,000 VIP Cashword (Rapid City)**
- **\$29,999 Mine 9X (Yankton)**
- **\$29,999 Mine 9X (Flandreau)**
- **\$25,000 Holiday 7's (Huron)**
- **\$25,000 Holiday 7's (Sioux Falls)**
- **\$25,000 Buried Treasure (Wanblee)**

A blue starburst graphic with a white glow effect, containing text about winners.

**Over 80
\$1,000 Winners**

A blue starburst graphic with a white glow effect, containing text about winners.

**Over 630
\$500 Winners**

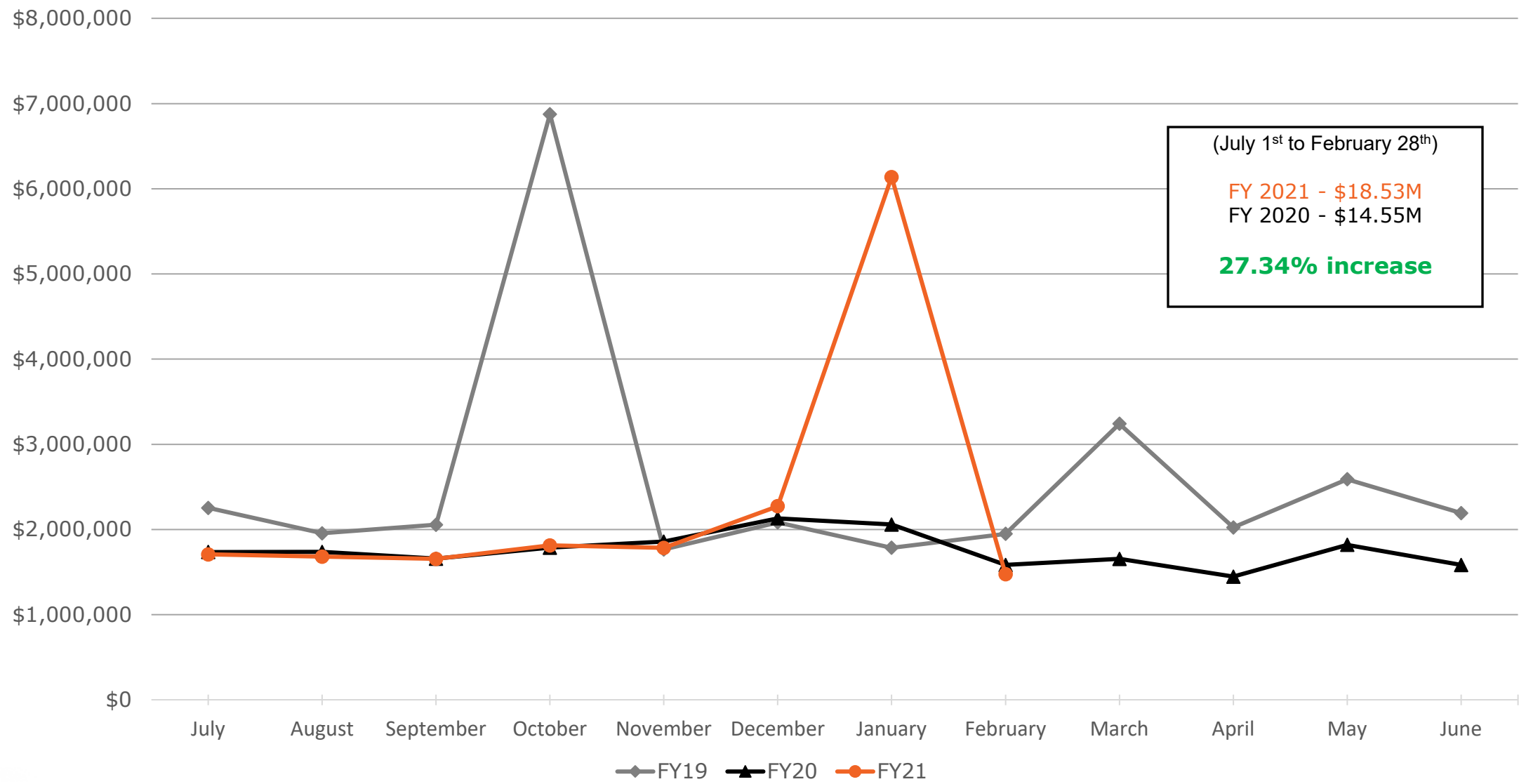




**Paid Out Over
\$10,258,000
Last 3 Months!**



Lotto Sales



\$390,000 Lucky for Life Ticket



**Lewis Drug Southwest
Sioux Falls**



**2nd Prize Level
\$25,000 Per Year
for Life**



SOUTH DAKOTA



Winners



\$150,000 Powerball

**Terri Hagen
Hot Springs**

- **\$100,000 Winning Ticket**
 - Don's Sinclair - Pierre
- **\$50,000 Winning Ticket**
 - Hy-Vee Marion Road - Sioux Falls
- **\$50,000 Winning Ticket**
 - E-Z Food Mart - Aberdeen
- **\$50,000 Winning Ticket**
 - Holiday Service - Sisseton
- **\$50,000 Winning Ticket**
 - Dakotamart Gas - Hot Springs





Winners

\$10,000 Winning Ticket

**Hy-Vee Gas – W. 26th Street
Sioux Falls**

\$10,000 Winning Ticket

**Country Fair Food Store
Mitchell**

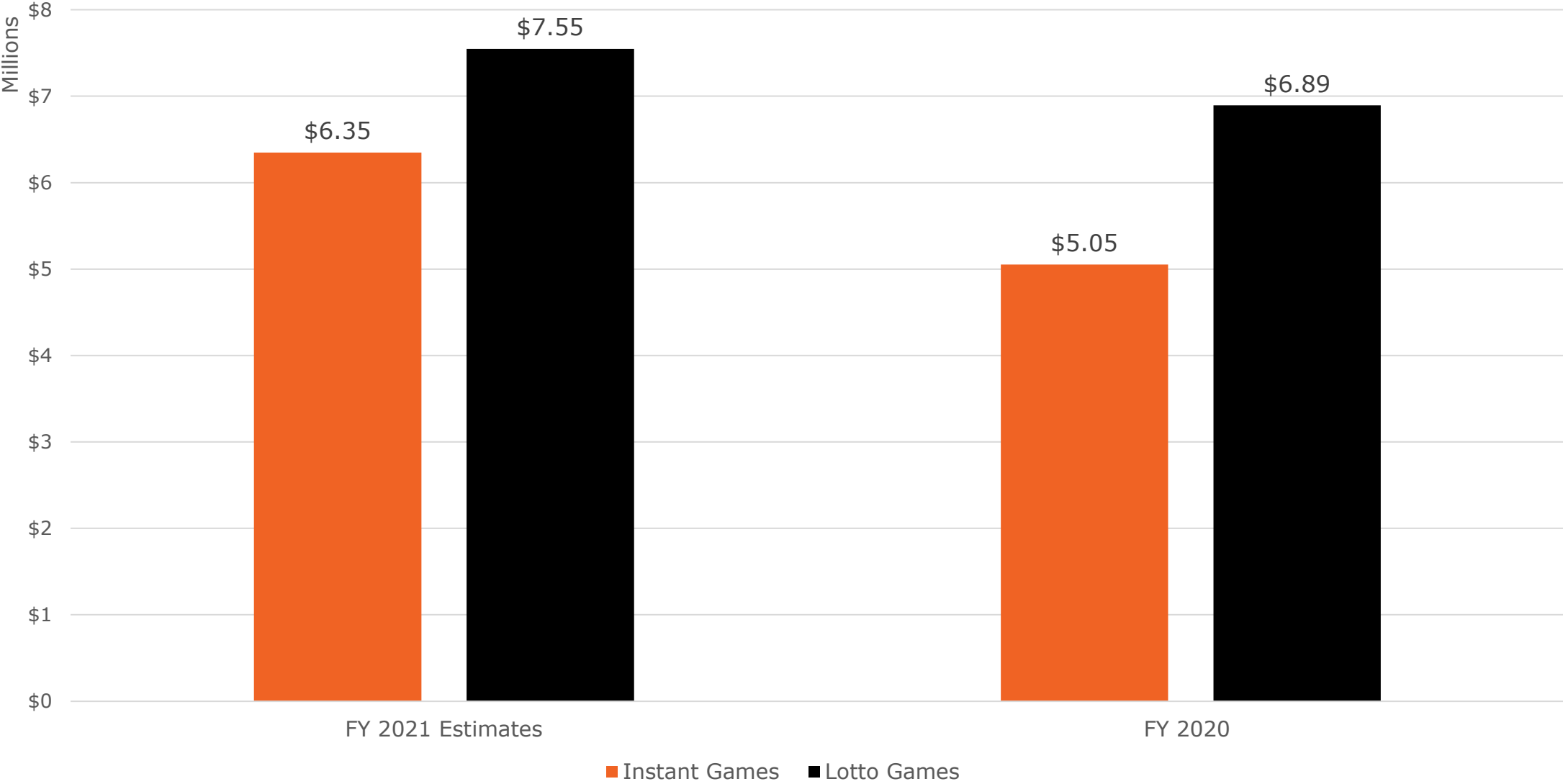
\$10,000 Winning Ticket

**The Corner
Onida**

**In the Last 3 Months, We Have Paid Out Over
\$2,078,000 in Lotto Prizes**



Instant and Online FY21 Revenue Projections as of February 28, 2021



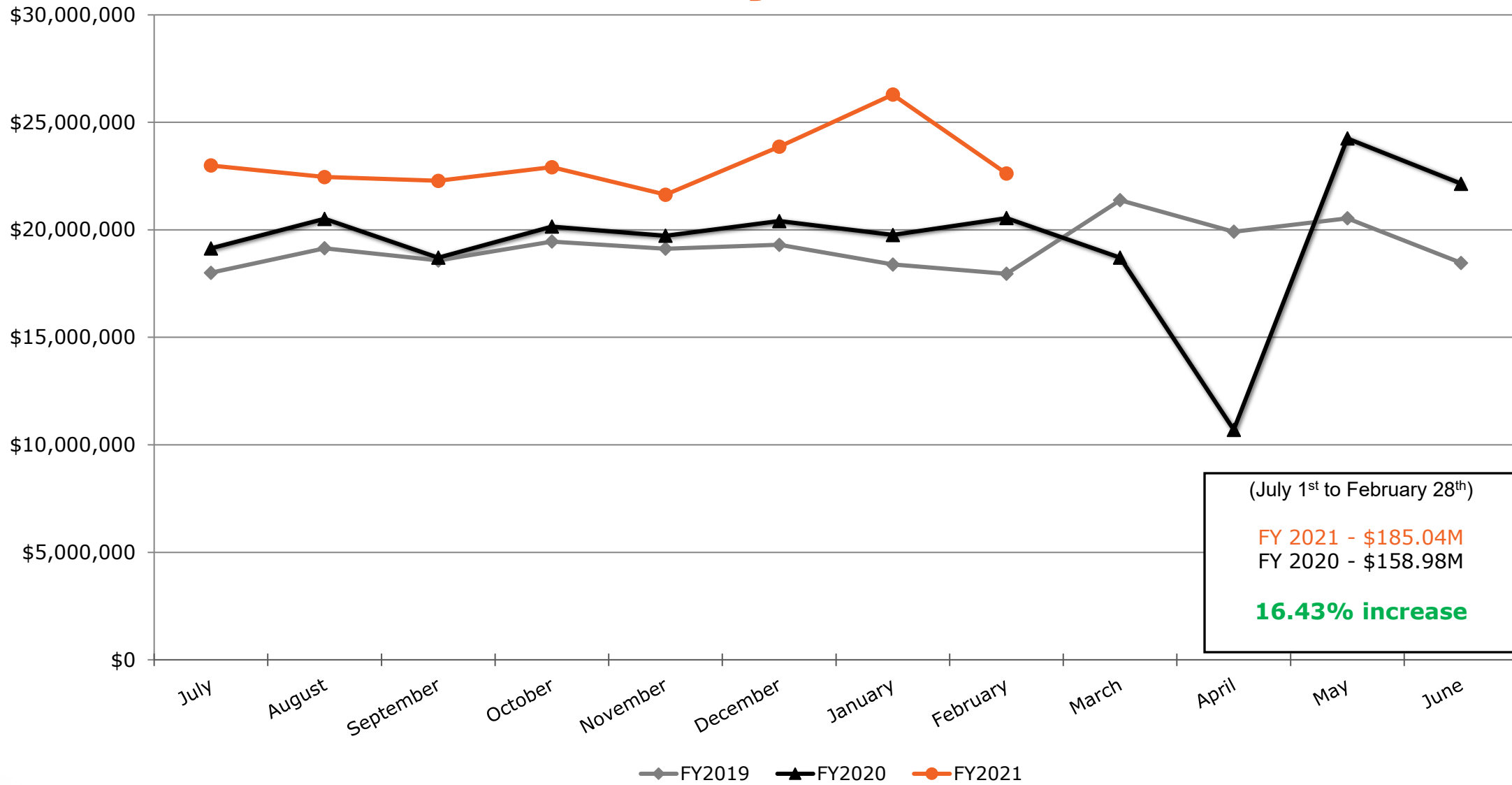
Gemini Vending Machine Update



- ✓ **Testing & Staff Training wrapping up this week**
- ✓ **Extensive Reporting Features**
 - ✓ Shift Sales Reports
 - ✓ Bin Inventory Reports
 - ✓ Security Log
- ✓ **Installation will begin the week of April 5th**
 - ✓ Lynn's Dakotamart in Pierre
 - ✓ SD Lottery Validation Center in Sioux Falls
- ✓ **Goal is to have all 49 placed across the state by the middle of May**



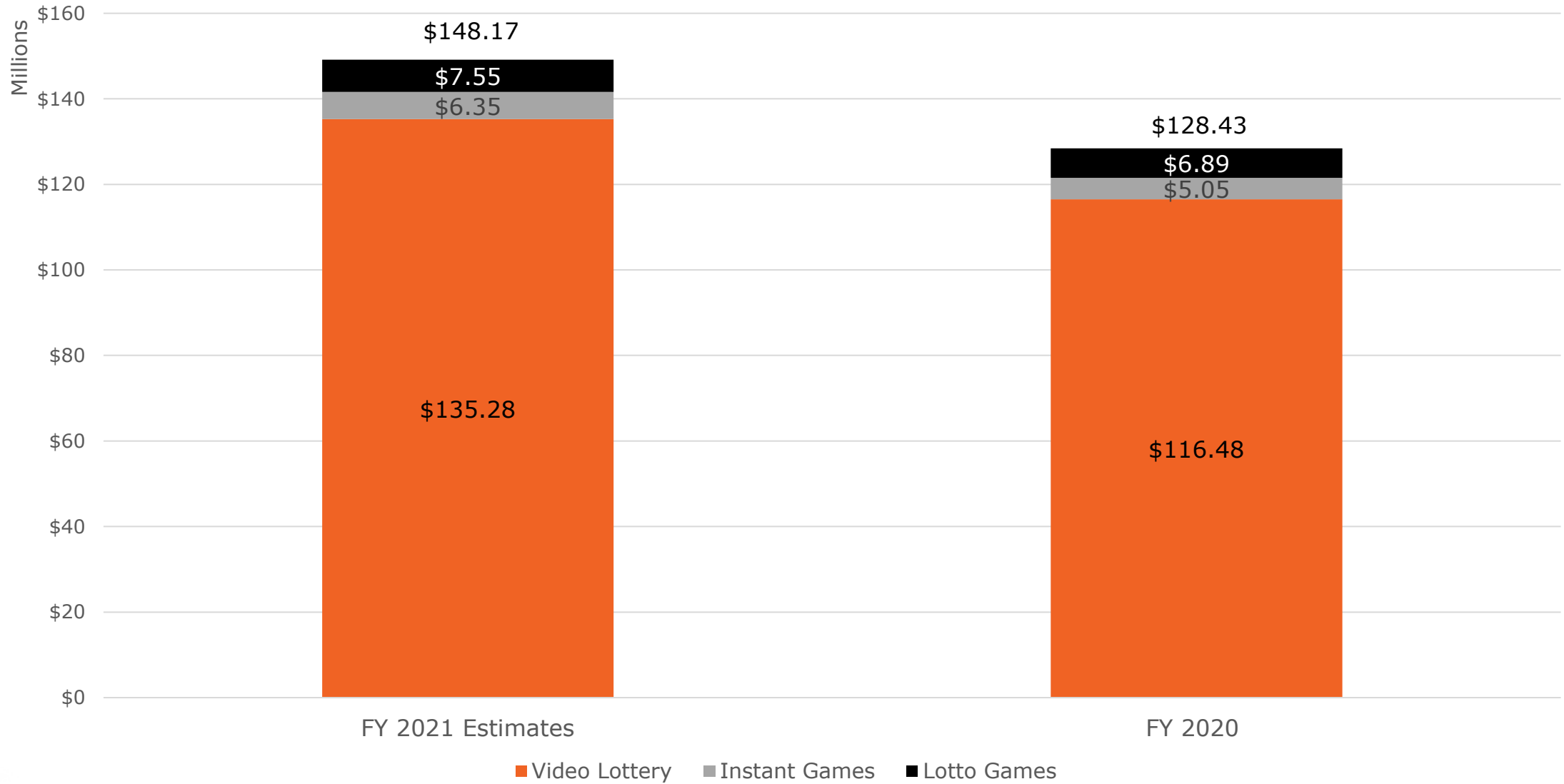
Video Lottery Net Machine Income



Video Lottery FY21 State Share Revenue Projection as of February 28, 2021



Total FY21 Revenue Projections as of February 28, 2021

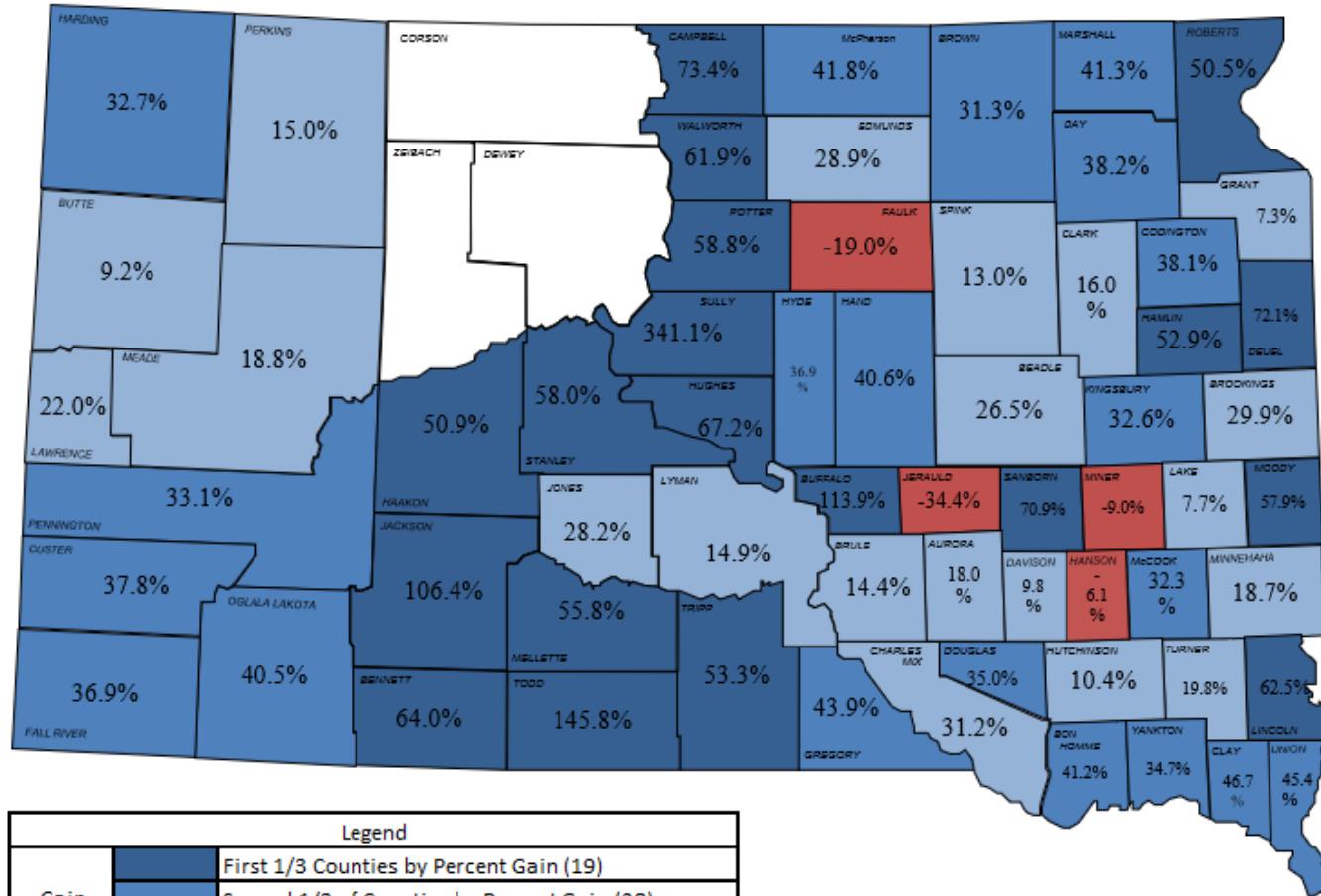


FY21 Instant/Online and Video Lottery Review



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YoY % Change in Instant Sales



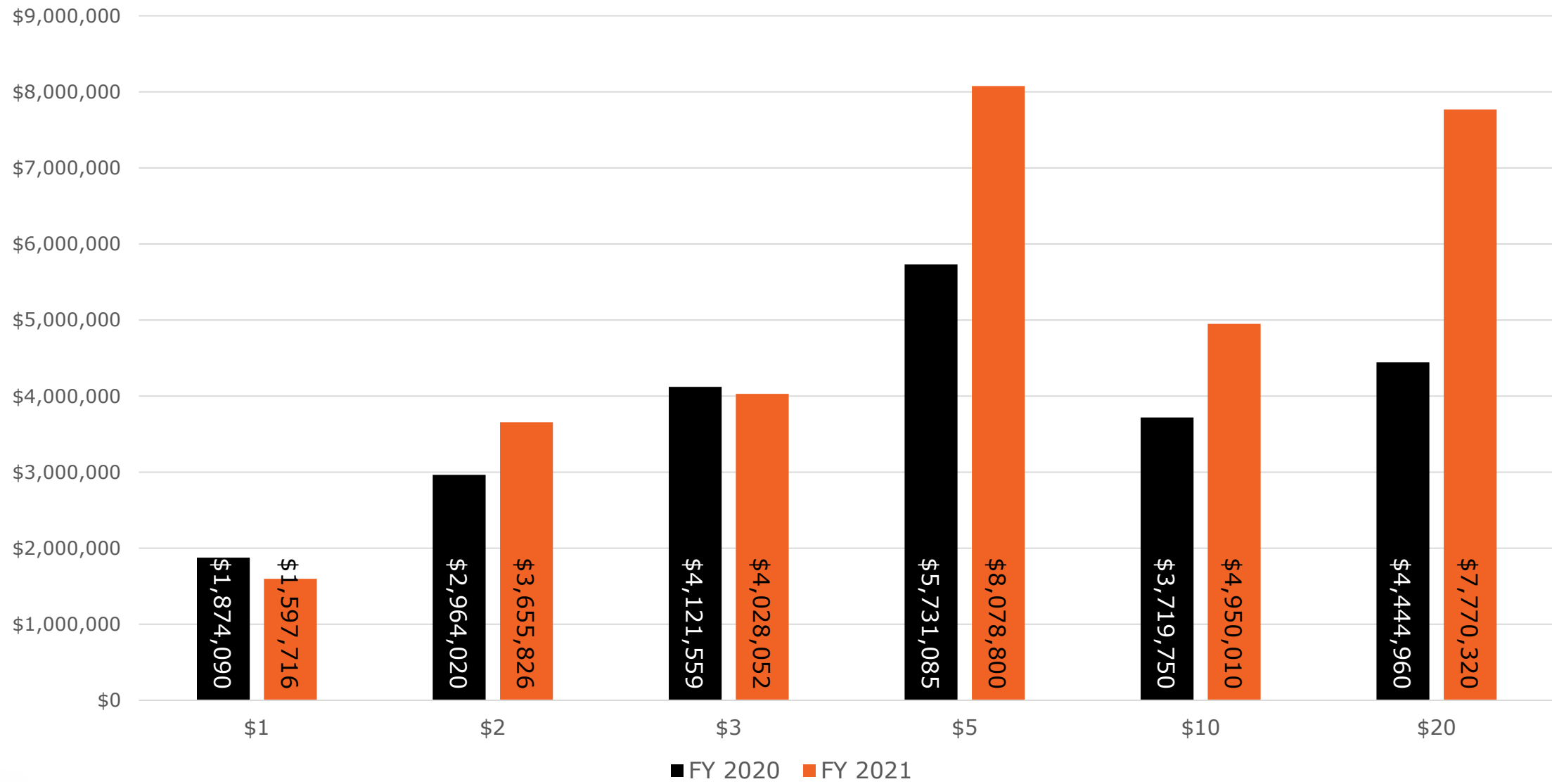
Legend		
Gain		First 1/3 Counties by Percent Gain (19)
		Second 1/3 of Counties by Percent Gain (20)
		Last 1/3 of Counties by Percent Gain (20)
N/A		No Instant Sales
Loss		Counties by Percent Loss (4)



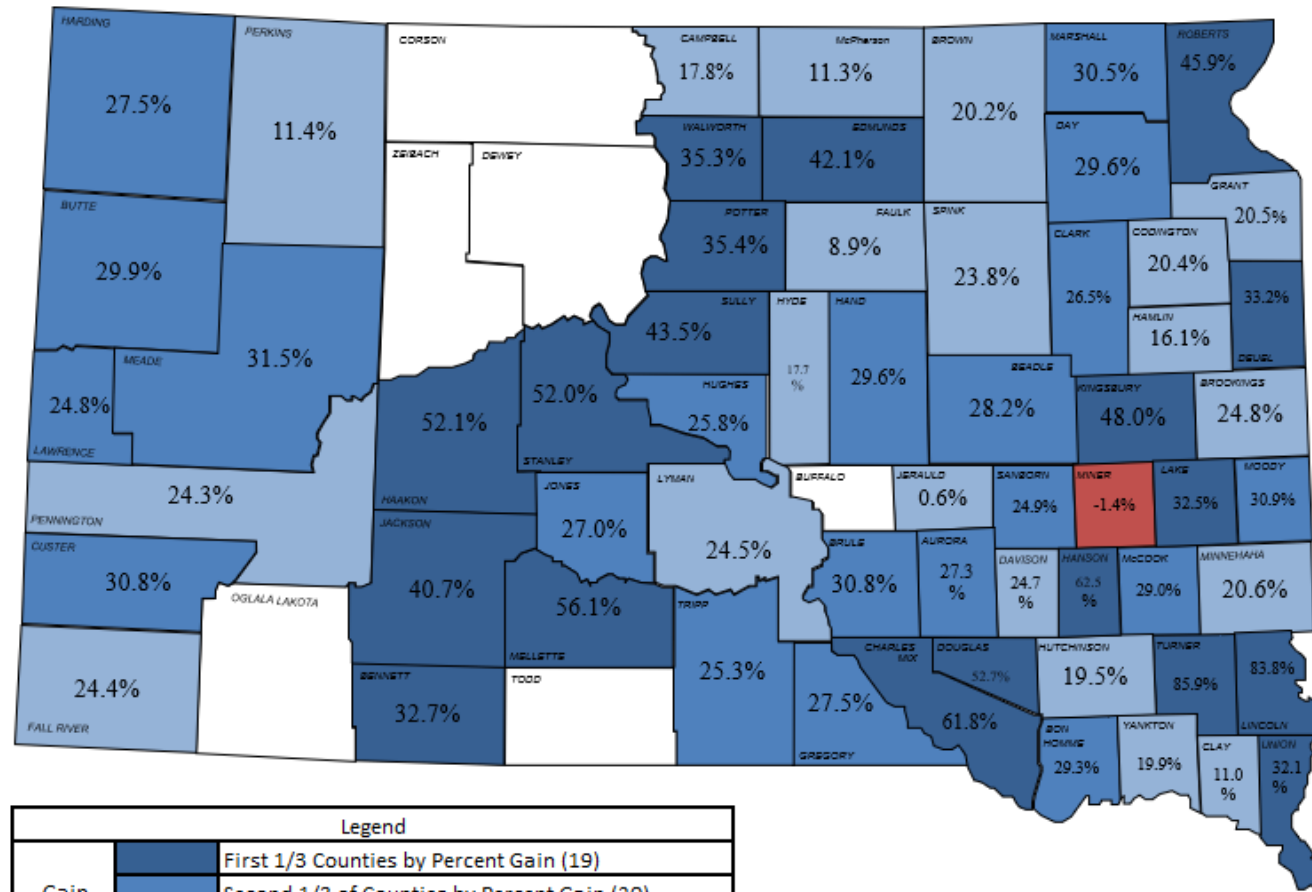
City	FY20 Sales	FY21 Sales	\$ Change	% Change
Sioux Falls	\$5,683,412	\$7,001,062	\$1,317,650	23.18%
Rapid City	\$3,040,942	\$4,010,306	\$969,364	31.88%
Aberdeen	\$1,022,249	\$1,309,746	\$287,497	28.12%
Watertown	\$812,765	\$1,119,483	\$306,718	37.74%
Pierre	\$554,445	\$932,074	\$377,629	68.11%
Yankton	\$537,483	\$735,610	\$198,127	36.86%
Brookings	\$574,819	\$735,247	\$160,428	27.91%
Mitchell	\$625,782	\$687,005	\$61,223	9.78%
Huron	\$522,284	\$665,161	\$142,877	27.36%
Spearfish	\$523,073	\$617,973	\$94,900	18.14%
Rest of the state	\$8,958,210	\$12,267,057	\$3,308,847	36.94%
State Total	\$22,855,464	\$30,080,724	\$7,225,260	31.61%



Instant Sales by Price Point



YoY % Change in Lotto Sales



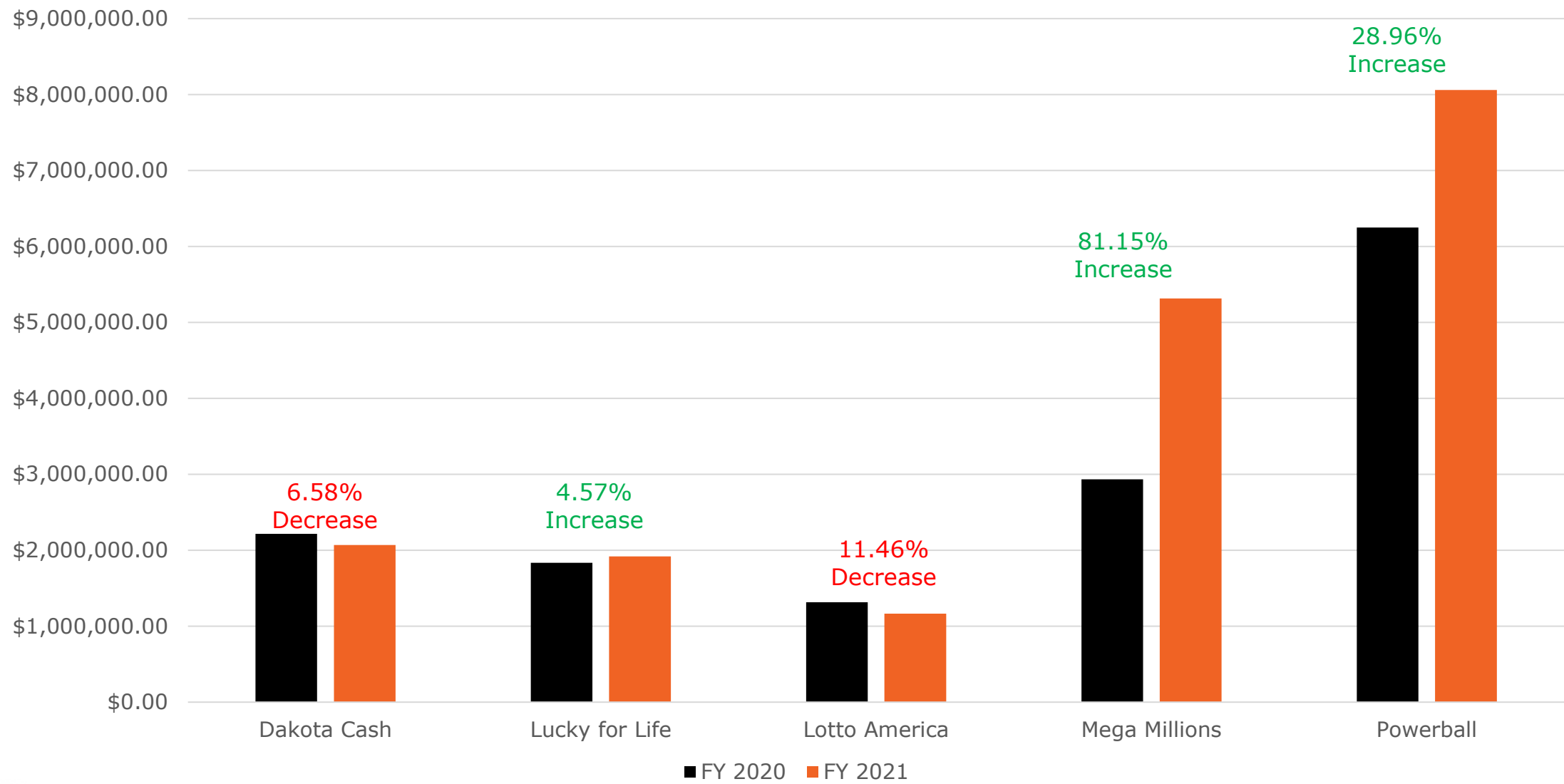
Legend		
Gain		First 1/3 Counties by Percent Gain (19)
		Second 1/3 of Counties by Percent Gain (20)
		Last 1/3 of Counties by Percent Gain (20)
N/A		No Lotto Sales
Loss		Counties by Percent Loss (1)



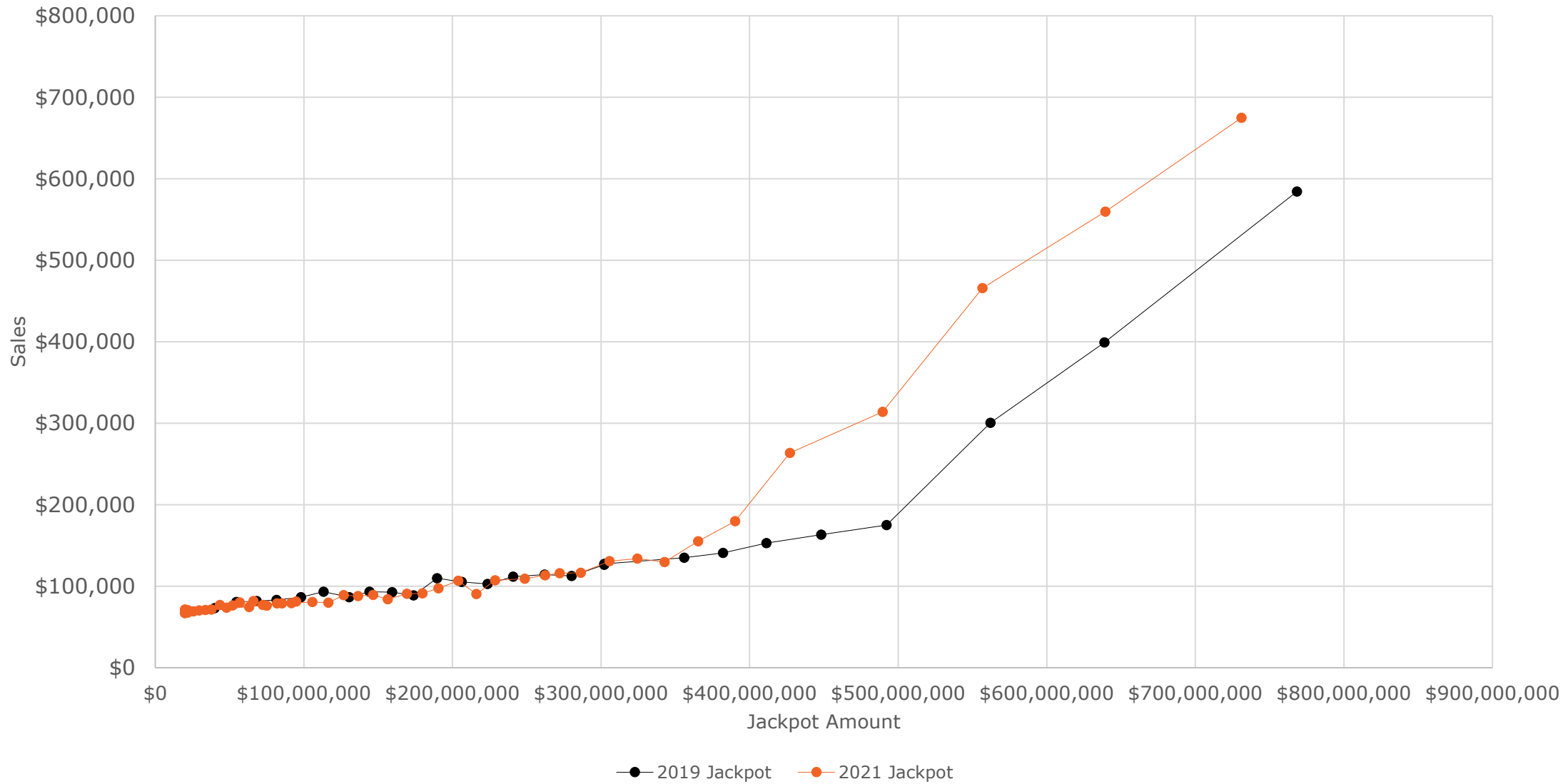
City	FY20 Sales	FY21 Sales	\$ Change	% Change
Sioux Falls	\$3,259,552	\$4,159,976	\$900,424	27.62%
Rapid City	\$1,921,998	\$2,389,194	\$467,196	24.31%
Aberdeen	\$714,780	\$854,202	\$139,422	19.51%
Watertown	\$688,781	\$829,884	\$141,103	20.49%
Pierre	\$466,509	\$587,801	\$121,292	26.00%
Yankton	\$455,449	\$557,380	\$101,931	22.38%
Mitchell	\$421,913	\$526,101	\$104,188	24.69%
Spearfish	\$345,656	\$428,934	\$83,278	24.09%
Brookings	\$348,861	\$415,481	\$66,620	19.10%
Huron	\$274,554	\$355,618	\$81,064	29.53%
Rest of the state	\$5,651,437	\$7,423,329	\$1,771,892	31.35%
State Total	\$14,549,490	\$18,527,900	\$3,978,410	27.34%



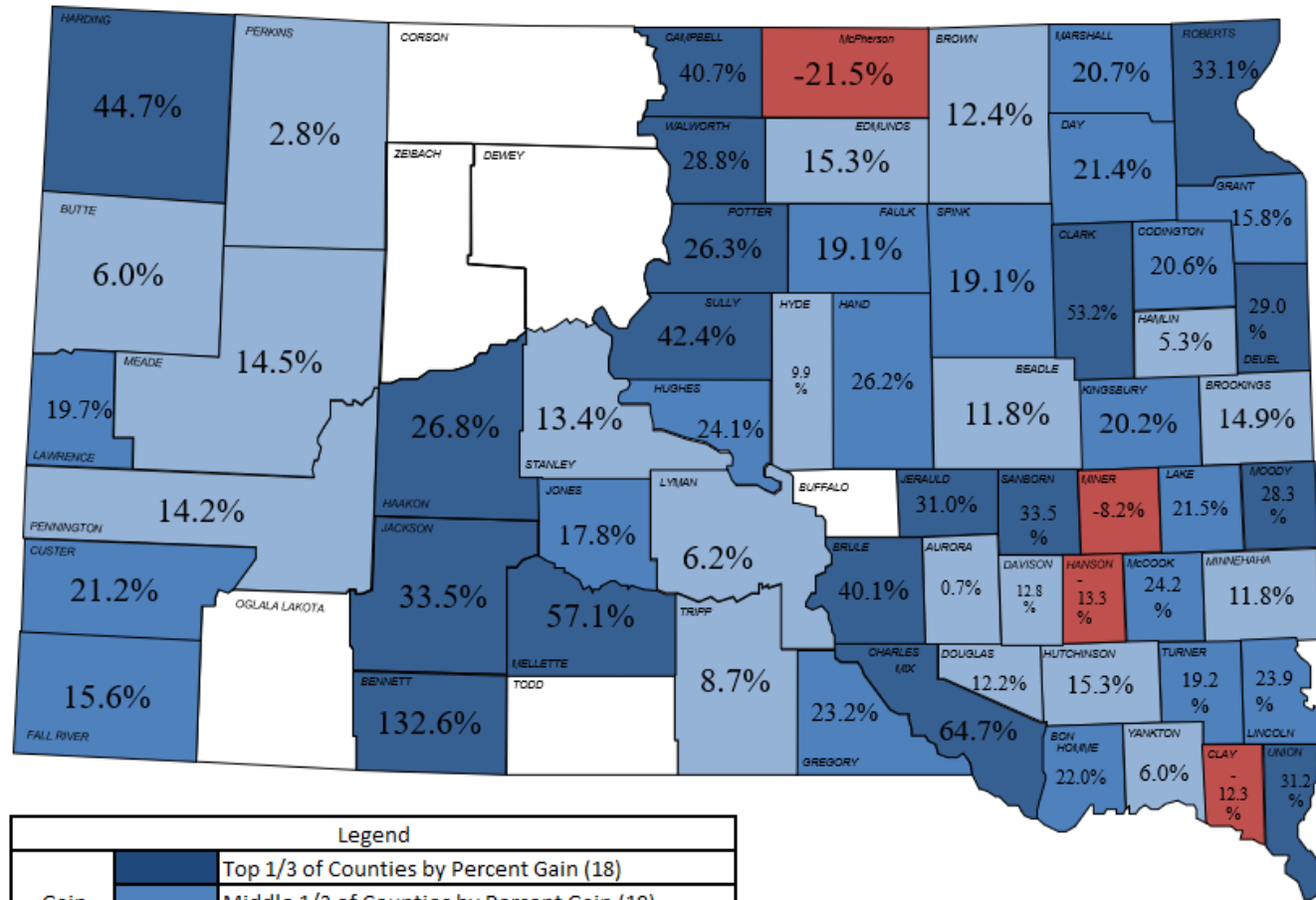
Lotto Sales by Game



Powerball Sales During Large Jackpots



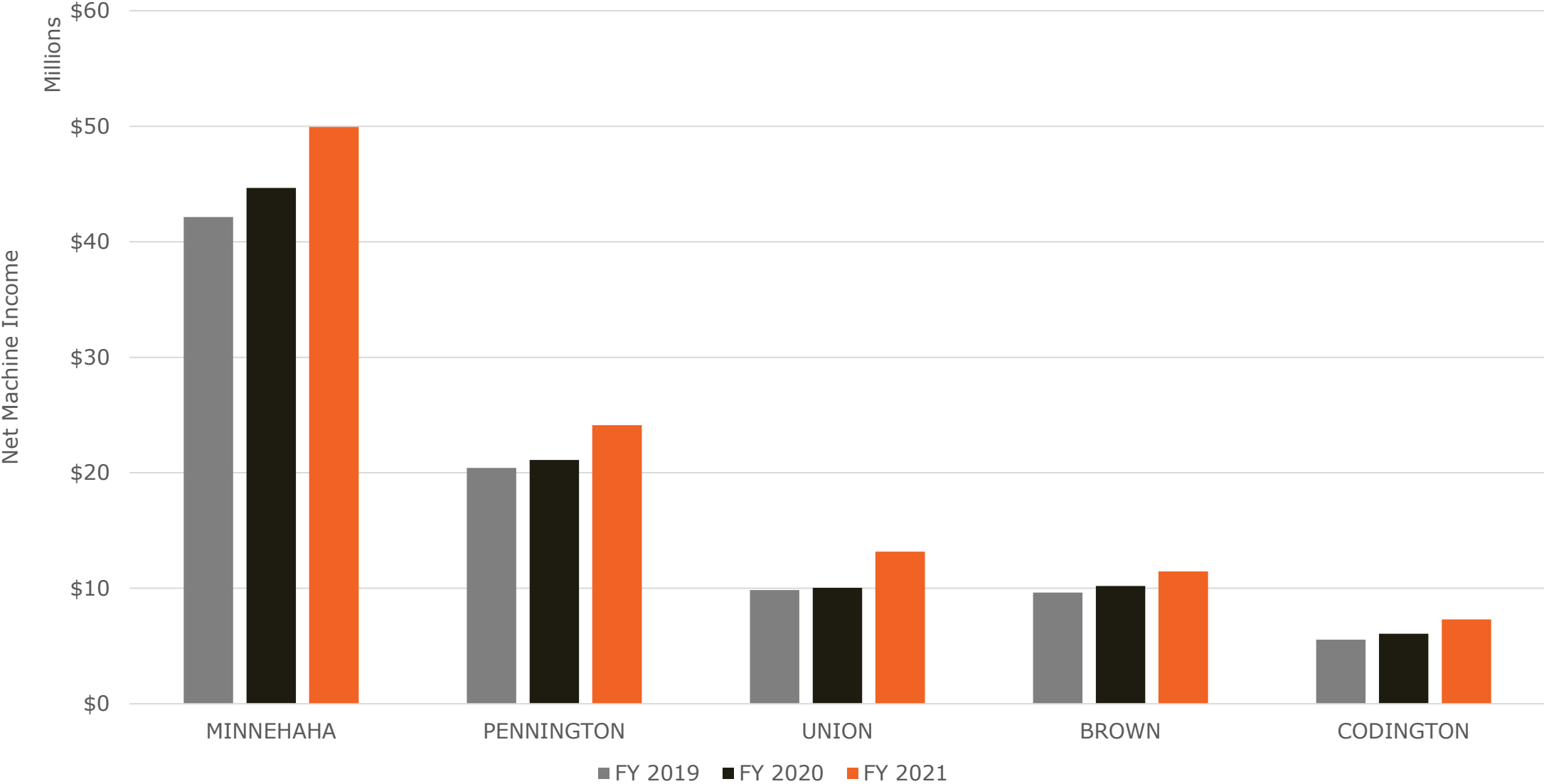
YoY % Change in Net Machine Income



Legend		
Gain		Top 1/3 of Counties by Percent Gain (18)
		Middle 1/3 of Counties by Percent Gain (19)
		Bottom 1/3 of Counties by Percent Gain (19)
N/A		No Video Lottery
Loss		Counties by Percent Loss (4)



Top 5 Counties' Net Machine Income



City	FY20 NMI	FY21 NMI	\$ Change	% Change
Sioux Falls	\$41,775,537.68	\$47,046,388.63	\$5,270,850.95	12.62%
Rapid City	\$18,840,724.95	\$21,504,363.80	\$2,663,638.85	14.14%
North Sioux City	\$9,353,904.19	\$12,207,885.90	\$2,853,981.71	30.51%
Aberdeen	\$9,620,150.36	\$10,789,952.89	\$1,169,802.53	12.16%
Yankton	\$6,540,847.91	\$6,886,087.60	\$345,239.69	5.28%
Mitchell	\$5,196,269.61	\$5,870,091.75	\$673,822.14	12.97%
Watertown	\$5,860,341.41	\$7,066,931.79	\$1,206,590.38	20.59%
Pierre	\$4,026,267.97	\$5,120,463.35	\$1,094,195.38	27.18%
Huron	\$4,495,581.97	\$5,025,179.34	\$529,597.37	11.78%
Brookings	\$3,298,991.07	\$3,735,545.81	\$436,554.74	13.23%
Box Elder	\$1,534,454.73	\$1,929,834.46	\$395,379.73	25.77%
Vermillion	\$1,474,364.38	\$1,581,032.93	\$106,668.55	7.23%
Hot Springs	\$1,451,792.52	\$1,636,661.37	\$184,868.85	12.73%
Sturgis	\$1,604,058.71	\$1,769,248.20	\$165,189.49	10.30%
Brandon	\$1,664,155.49	\$2,032,761.13	\$368,605.64	22.15%
Rest of the state	\$42,199,797.89	\$50,841,821.85	\$8,642,023.96	20.48%
State Total	\$158,937,240.84	\$185,044,250.80	\$26,107,009.96	16.43%

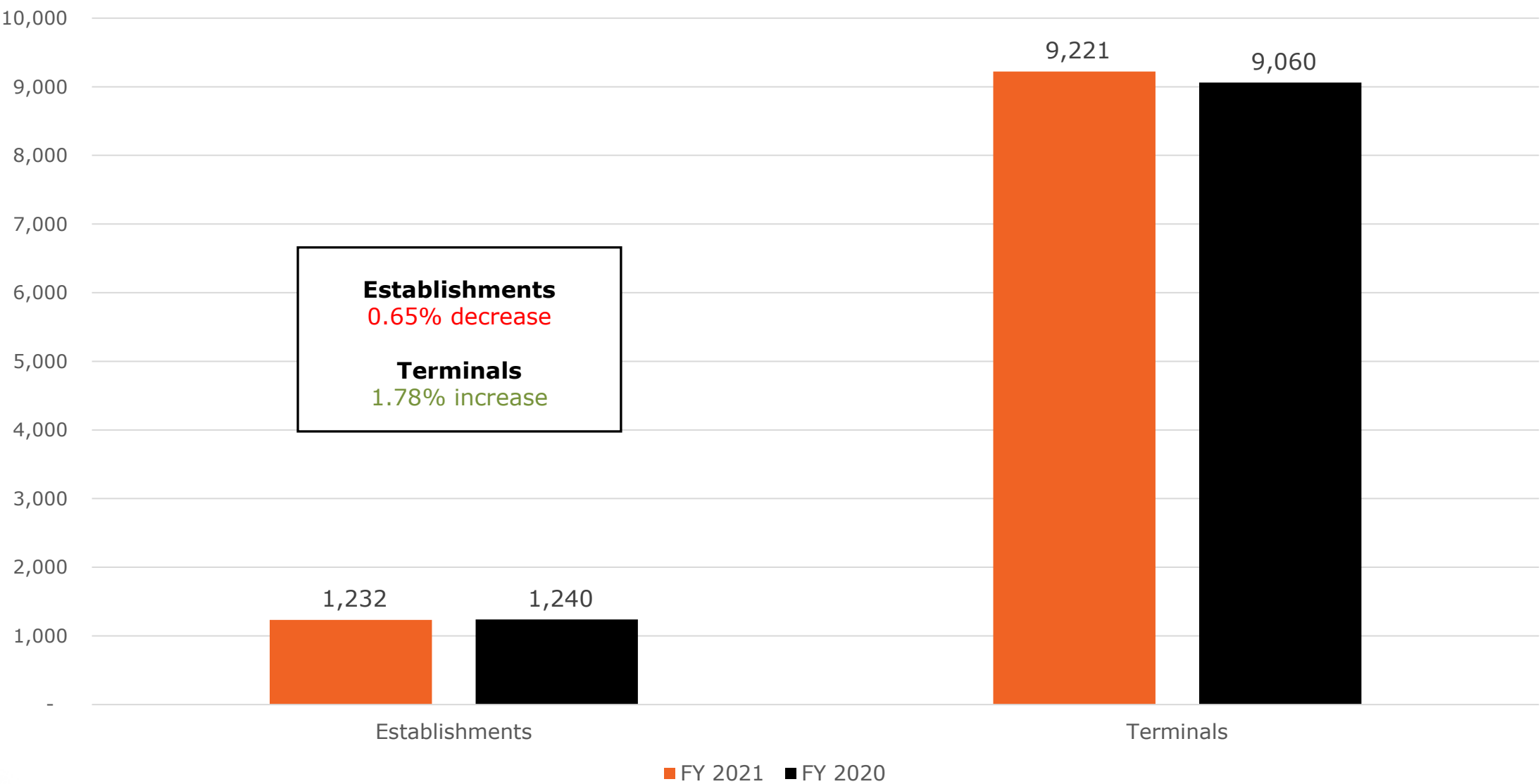


Video Lottery Report

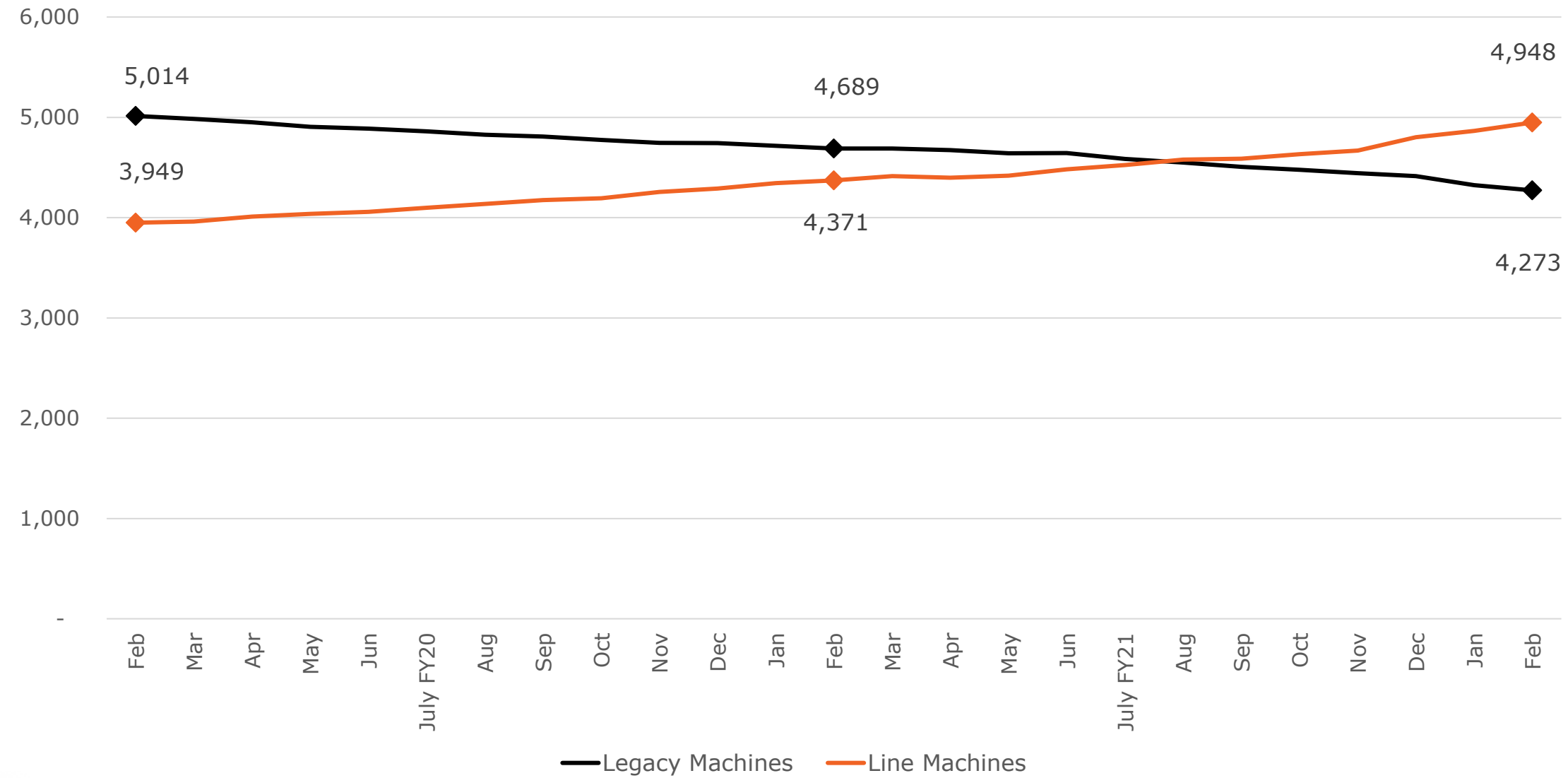


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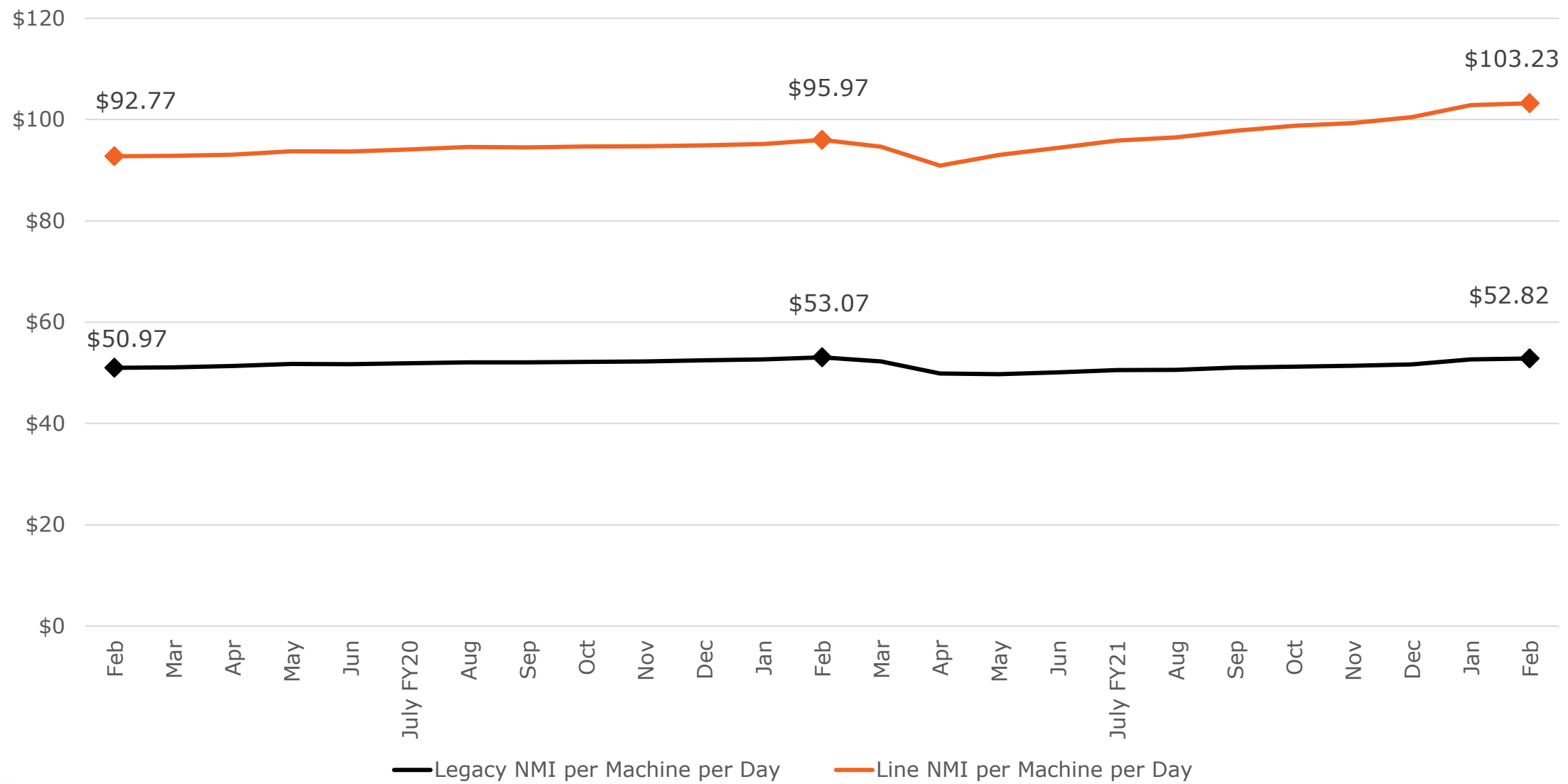
Number of Terminals and Establishments as of February 2021



Terminal Counts - Legacy vs. Line



NMI/Terminal/Day - Legacy vs. Line





SOUTH DAKOTA
LOTTERY™