

South Dakota Lottery Commission Meeting November 29th, 2018



**SOUTH DAKOTA
LOTTERY**®

A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

SOUTH DAKOTA DEPARTMENT OF REVENUE

SD Lottery Commission: Quarterly Meeting

November 2018



Remote Seller Implementation

- South Dakota's remote seller law went into effect on November 1.
- Primary focus continues to be **educating** and **licensing**.
- Since the passage of 2016's Senate Bill 106 (as of 11/27/18):
 - **1,023** remote sellers licensed
 - **\$4.73 million** total tax remitted (state and municipal)
- DOR and BFM are working to develop a system to track and report new revenues as a result of the remote seller law.

Internal Control Efforts

- DOR has partnered with BFM and Price Waterhouse Coopers (PwC) to evaluate our internal control process.
- Each DOR division has worked through:
 - Risk identification
 - Risk prioritization
 - Controls Identification

Governor Transition

- The Daugaard Administration is working with Governor-elect Noem's team to ensure a smooth transition.
- Each state agency submitted a transition document to assist the incoming administration.
- Next steps include each state agency providing a brief to Governor-elect Noem's team.
- Governor Daugaard will provide budget recommendations in December.

Questions?



South Dakota
Department of Revenue



@SDRevenue



South Dakota DOR



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E-Newsletter

Executive Director Comments



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- Personnel
- FY18 Audit
- FY18 Transfers



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Online Central System and Related Services RFP Recommendation



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FY20 Budget Request



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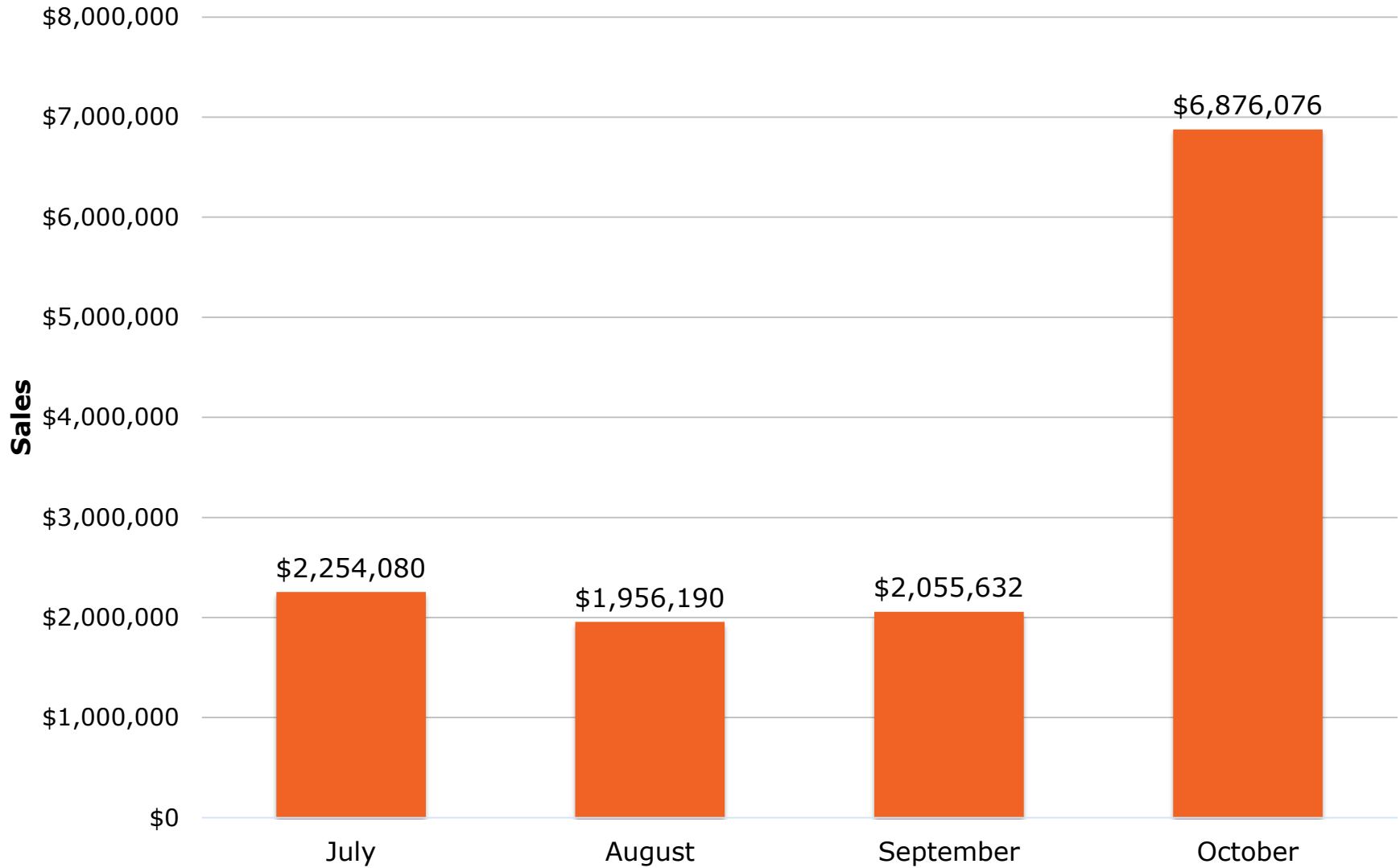
Mega Millions and Powerball Jackpot Run Report



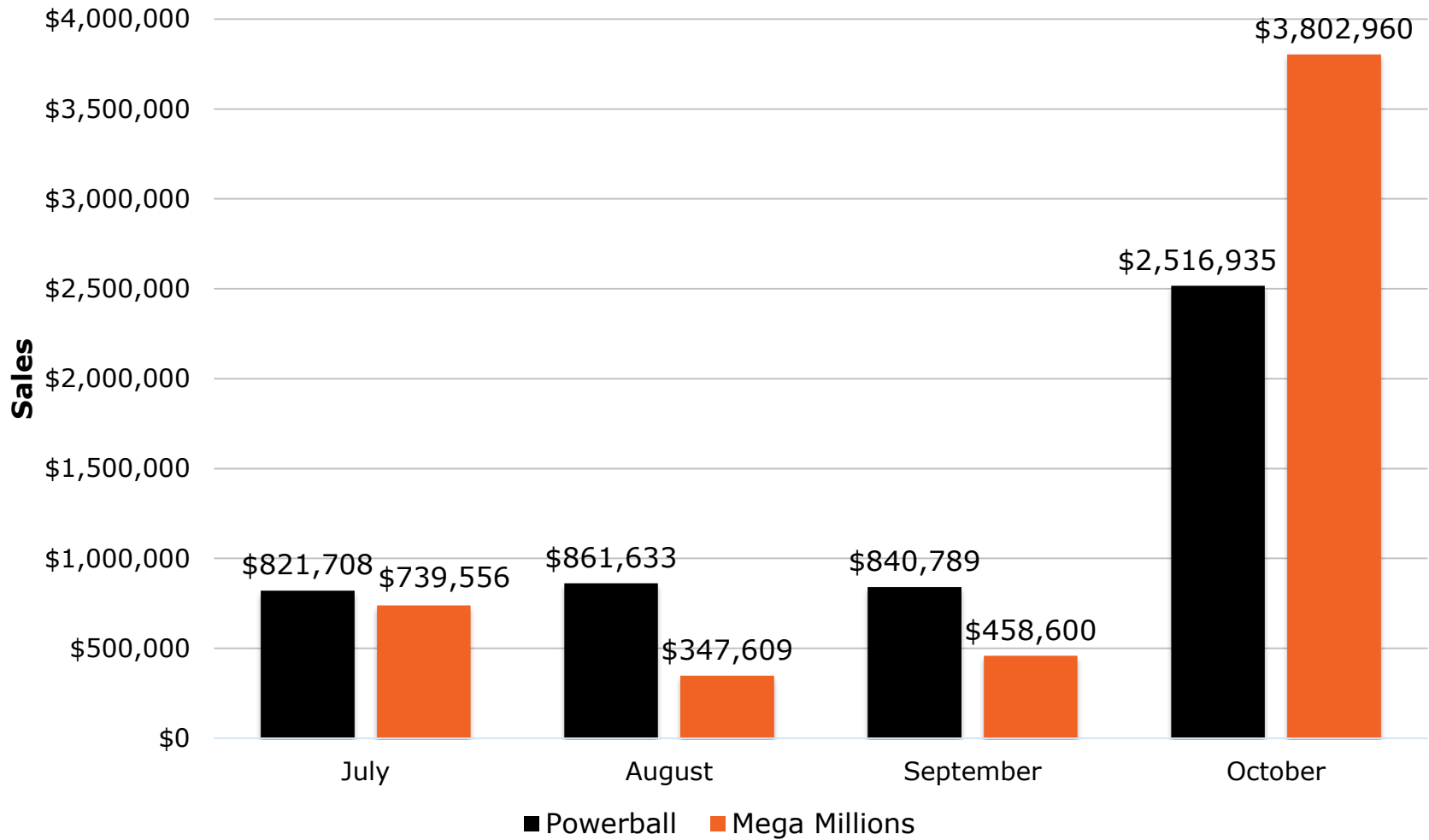
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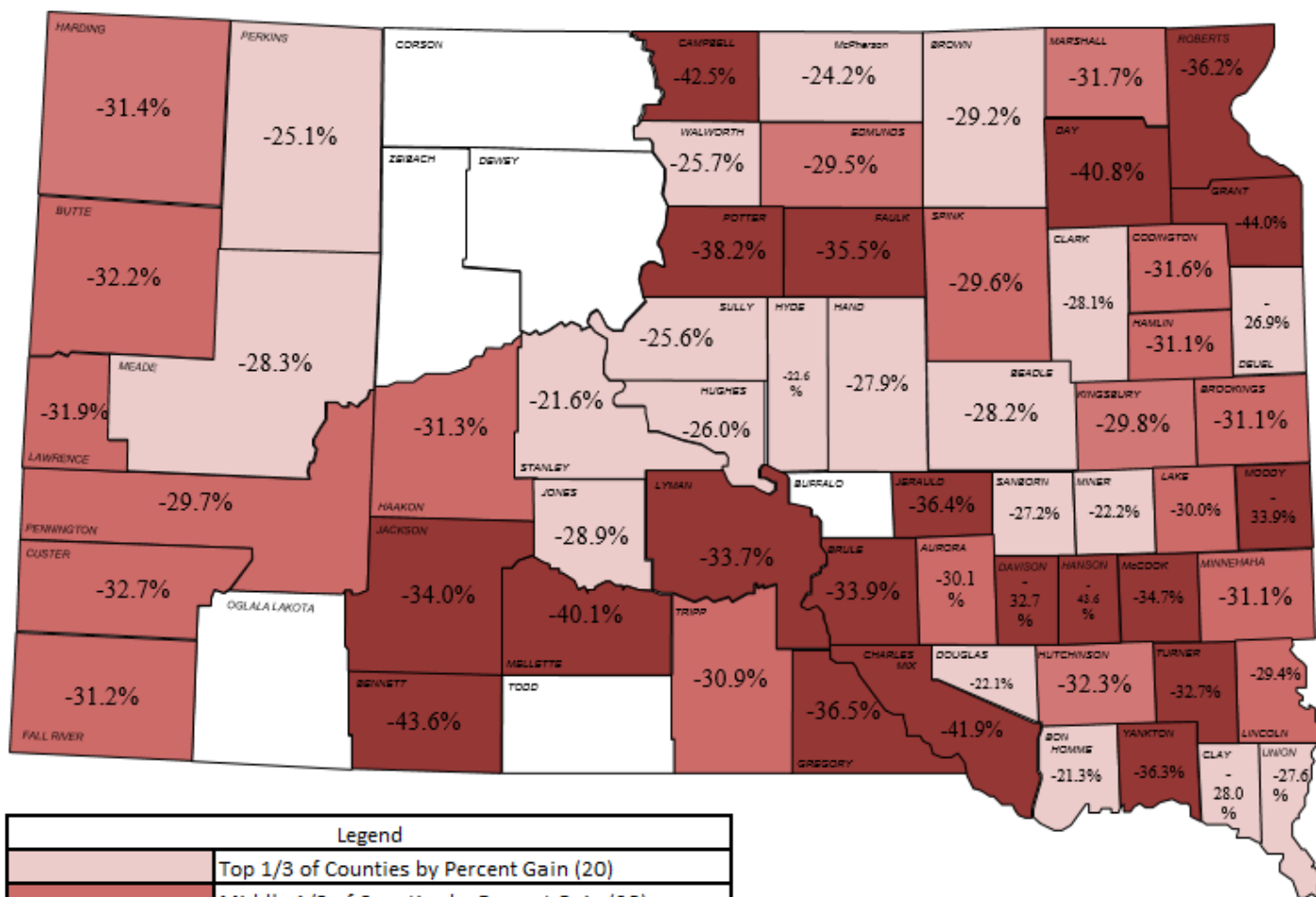
FY19 Online Sales



FY19 Powerball and Mega Millions Sales



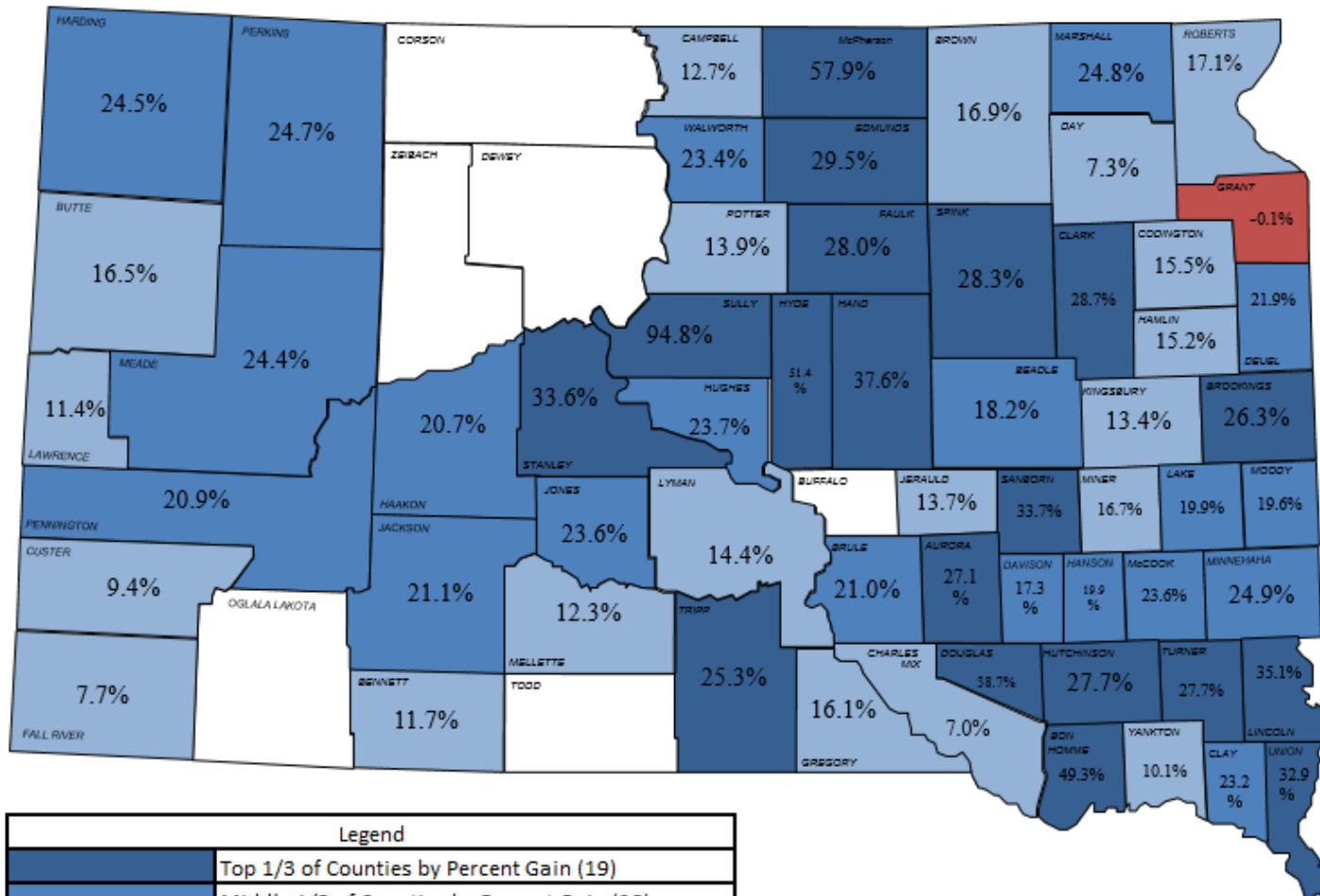
YoY % Change in Online Sales as of September 30th



Legend	
	Top 1/3 of Counties by Percent Gain (20)
	Middle 1/3 of Counties by Percent Gain (20)
	Bottom 1/3 of Counties by Percent Gain (20)
	No Online Sales
	County by Percent Loss (60)



YoY % Change in Online Sales as of October 31st



Legend	
	Top 1/3 of Counties by Percent Gain (19)
	Middle 1/3 of Counties by Percent Gain (20)
	Bottom 1/3 of Counties by Percent Gain (20)
	No Online Sales
	County by Percent Loss (1)



Mega Millions

Draw Date	Draw Day	Jackpot	Sales	Sales Increase
07/27/2018	Friday	\$40,000,000	\$31,803	
07/31/2018	Tuesday	\$45,000,000	\$33,691	6%
08/03/2018	Friday	\$50,000,000	\$34,309	2%
08/07/2018	Tuesday	\$55,000,000	\$36,673	7%
08/10/2018	Friday	\$63,000,000	\$33,927	-7%
08/14/2018	Tuesday	\$75,000,000	\$35,634	5%
08/17/2018	Friday	\$88,000,000	\$35,566	0%
08/21/2018	Tuesday	\$102,000,000	\$41,792	18%
08/24/2018	Friday	\$118,000,000	\$40,743	-3%
08/28/2018	Tuesday	\$134,000,000	\$43,705	7%
08/31/2018	Friday	\$152,000,000	\$45,260	4%
09/04/2018	Tuesday	\$167,000,000	\$44,620	-1%
09/07/2018	Friday	\$187,000,000	\$46,337	4%
09/11/2018	Tuesday	\$207,000,000	\$53,097	15%
09/14/2018	Friday	\$227,000,000	\$49,398	-7%
09/18/2018	Tuesday	\$252,000,000	\$55,968	13%
09/21/2018	Friday	\$275,000,000	\$55,109	-2%
09/25/2018	Tuesday	\$303,000,000	\$48,742	-12%
09/28/2018	Friday	\$336,000,000	\$82,103	68%
10/02/2018	Tuesday	\$367,000,000	\$74,305	-9%
10/05/2018	Friday	\$420,000,000	\$91,117	23%
10/09/2018	Tuesday	\$470,000,000	\$107,830	18%
10/12/2018	Friday	\$548,000,000	\$175,157	62%
10/16/2018	Tuesday	\$667,000,000	\$381,316	118%
10/19/2018	Friday	\$1,000,000,000	\$1,136,590	198%
10/23/2018	Tuesday	\$1,586,000,000	\$1,654,371	46%

Powerball

Draw Date	Draw Day	Jackpot	Sales	Sales Increase
08/15/2018	Wednesday	\$40,000,000	\$75,423	
08/18/2018	Saturday	\$50,000,000	\$77,265	2%
08/22/2018	Wednesday	\$60,000,000	\$79,462	3%
08/25/2018	Saturday	\$70,000,000	\$79,985	1%
08/29/2018	Wednesday	\$80,000,000	\$81,669	2%
09/01/2018	Saturday	\$90,000,000	\$89,379	9%
09/05/2018	Wednesday	\$100,100,000	\$90,089	1%
09/08/2018	Saturday	\$118,000,000	\$91,575	2%
09/12/2018	Wednesday	\$131,500,000	\$95,721	5%
09/15/2018	Saturday	\$147,500,000	\$93,627	-2%
09/19/2018	Wednesday	\$161,400,000	\$98,303	5%
09/22/2018	Saturday	\$179,400,000	\$98,923	1%
09/26/2018	Wednesday	\$195,000,000	\$103,229	4%
09/29/2018	Saturday	\$213,400,000	\$109,903	6%
10/03/2018	Wednesday	\$232,400,000	\$116,862	6%
10/06/2018	Saturday	\$262,300,000	\$124,349	6%
10/10/2018	Wednesday	\$287,600,000	\$130,285	5%
10/13/2018	Saturday	\$320,000,000	\$169,626	30%
10/17/2018	Wednesday	\$378,000,000	\$290,276	71%
10/20/2018	Saturday	\$476,700,000	\$479,274	65%
10/24/2018	Wednesday	\$602,500,000	\$666,938	39%
10/27/2018	Saturday	\$687,800,000	\$465,827	-30%



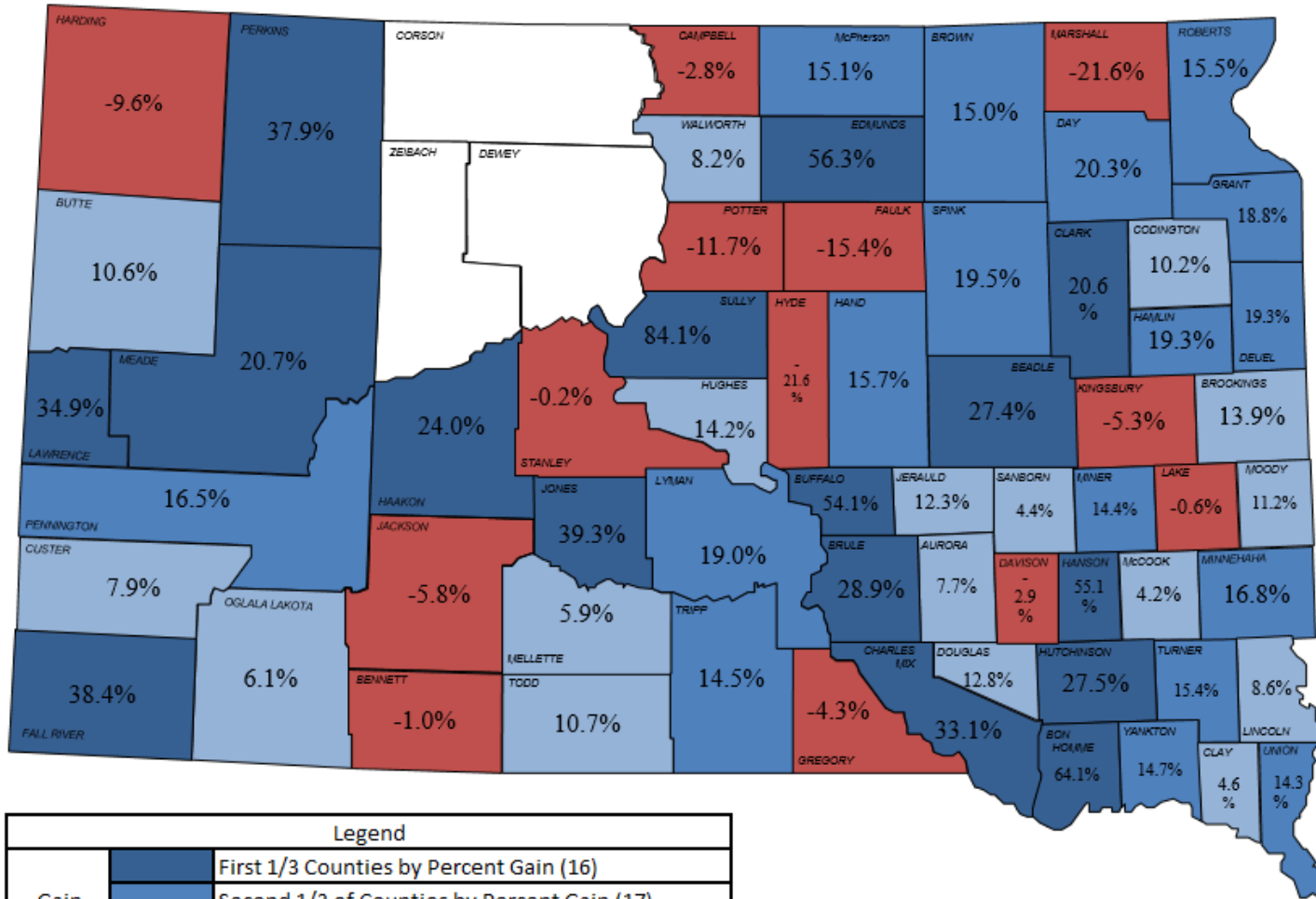
FY 19 Instant Ticket Review



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YoY % Change in Instant Sales



Legend		
Gain		First 1/3 Counties by Percent Gain (16)
		Second 1/3 of Counties by Percent Gain (17)
		Last 1/3 of Counties by Percent Gain (17)
N/A		No Instant Sales
Loss		Counties by Percent Loss (13)



Top Instant Ticket Markets

City	FY18	FY19	\$ Change	% Change
SIOUX FALLS	\$2,241,645	\$2,629,190	\$387,545	17.29%
RAPID CITY	\$1,233,517	\$1,427,940	\$194,423	15.76%
WATERTOWN	\$349,775	\$388,009	\$38,234	10.93%
ABERDEEN	\$318,249	\$365,729	\$47,480	14.92%
BROOKINGS	\$248,067	\$287,577	\$39,510	15.93%
SPEARFISH	\$187,575	\$257,963	\$70,388	37.53%
MITCHELL	\$262,097	\$254,428	-\$7,669	-2.93%
YANKTON	\$215,720	\$242,437	\$26,717	12.39%
HURON	\$180,032	\$230,524	\$50,492	28.05%
PIERRE	\$201,498	\$228,681	\$27,183	13.49%
Rest of the state	\$3,621,537	\$4,152,551	\$531,014	14.66%
State Total	\$9,059,712	\$10,465,029	\$1,405,317	15.51%



Top Instant Tickets

Price Point	Game Name	Sales Rank	Revenue Rank
\$20	\$300,000 Series	1	1
\$20	\$250,000 Show Stopper	2	3
\$10	50X	3	2
\$10	\$100,000 Taxes Paid	4	4
\$5	\$50,000 Bonus Play	5	5
\$10	\$50 or \$100	6	11
\$5	Frogger	7	6
\$5	Trucks & Bucks®	8	7
\$3	Cashword	9	8
\$5	Holiday 7	10	13
\$3	Naughty or Nice	11	10
\$3	Slingo Tripler	12	12
\$3	Pac-Man	13	14
\$1	Whit Hot 7's	14	9
\$2	Money Multiplier	15	15

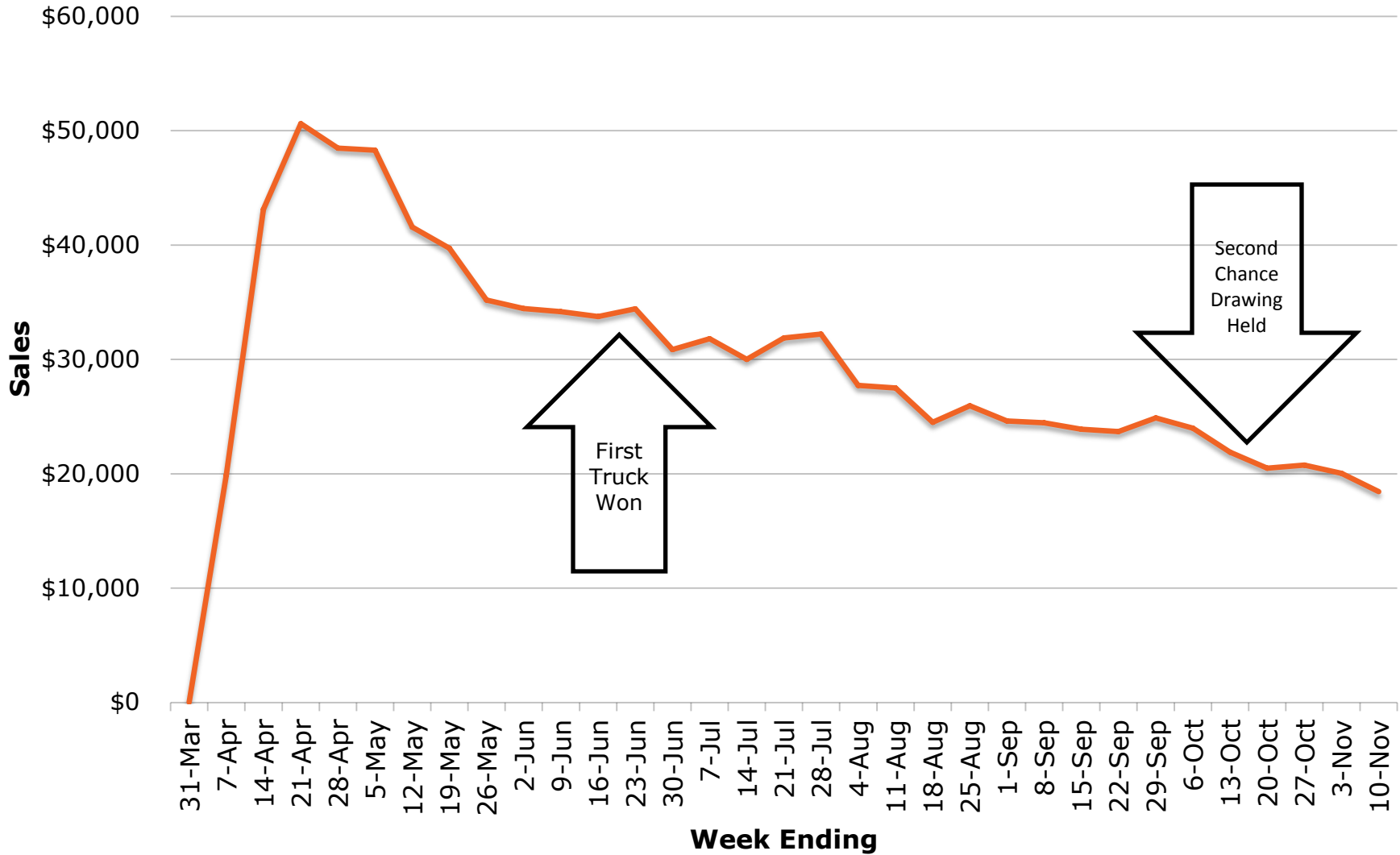


Vendor Recommended Payouts and Odds

Price Point	Minimum Payout	Maximum Payout	Minimum Odds	Maximum Odds
\$1	60.50%	61.50%	1:4.40	1:4.90
\$2	65.00%	66.00%	1:4.00	1:4.40
\$3	66.00%	67.00%	1:3.80	1:4.20
\$5	67.00%	68.00%	1:3.60	1:3.99
\$10	71.00%	72.00%	1:3.20	1:3.59
\$20	74.00%	75.00%	1:2.80	1:3.19



Trucks and Bucks



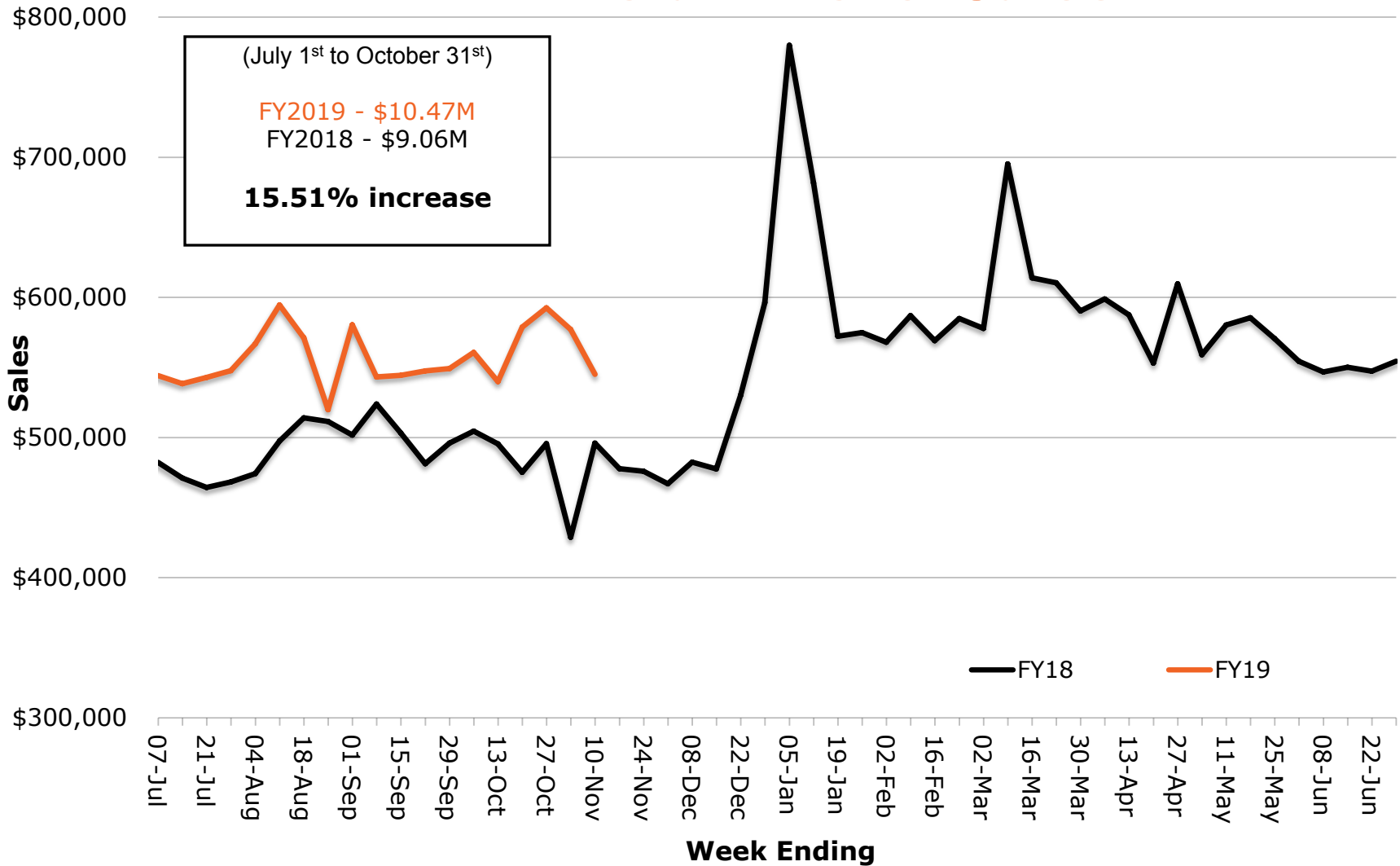
Sales and Public Relations/Advertising Report



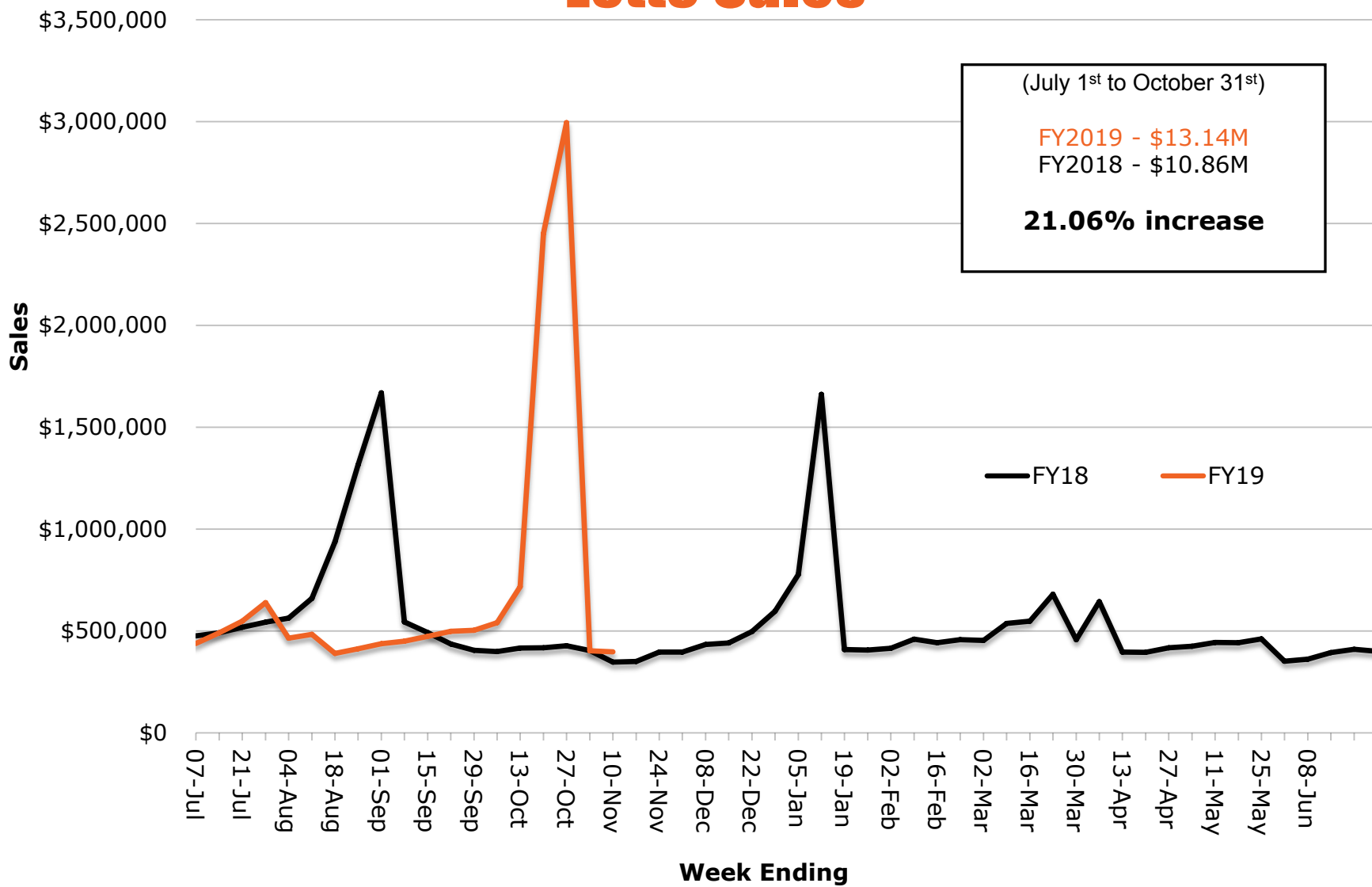
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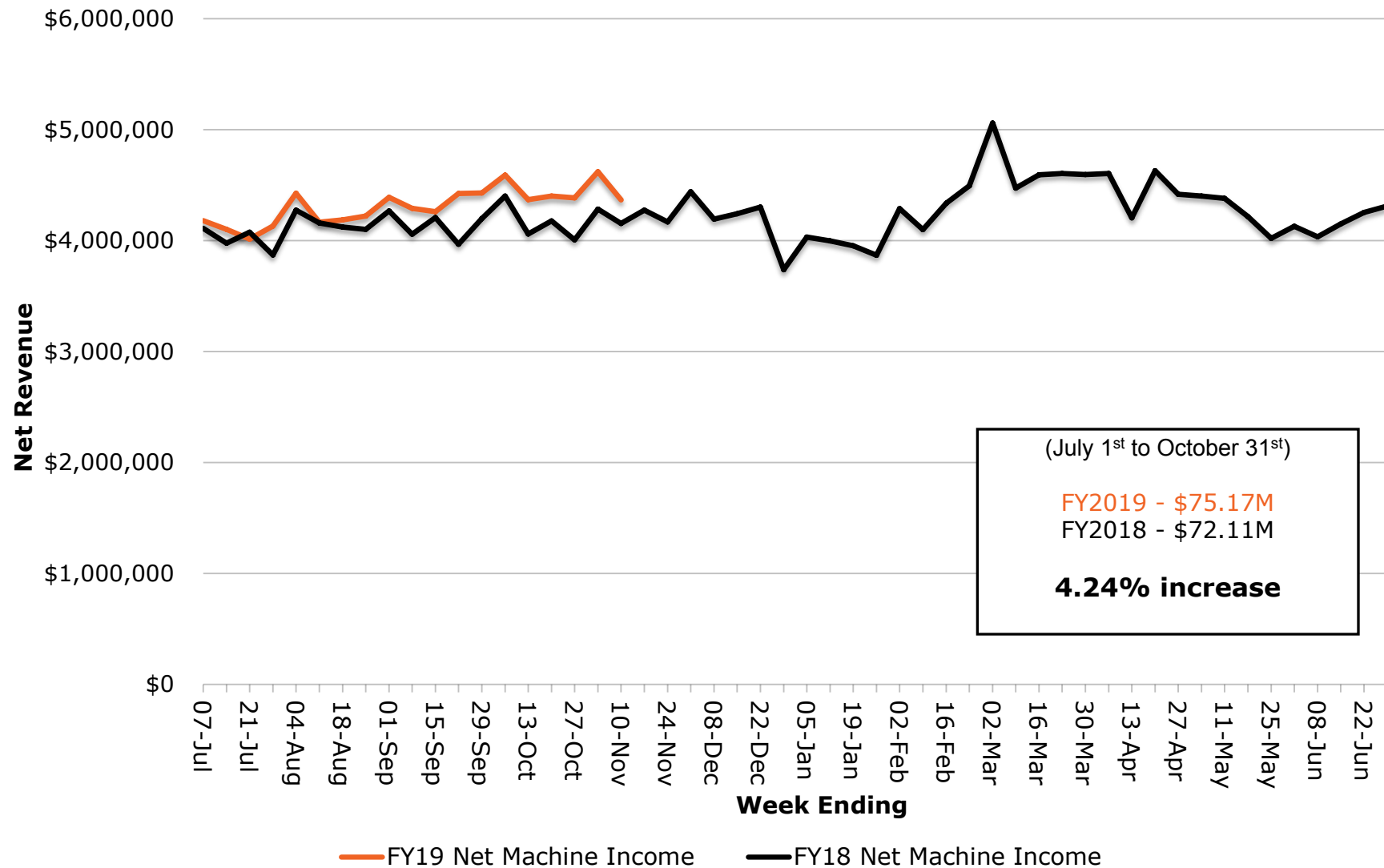
Instant Ticket Sales



Lotto Sales



Video Lottery Net Machine Income



Trucks & Bucks “2nd Chance” Winner

- Raquel Moffer / Fort Thompson
 - “Non-Winning” Ticket purchased at Fuel Mart in Spencer
 - Drawn from 90,000+ entries on October 12th
 - Ford F-150 ordered from Vern Eide Ford in Mitchell



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Major Winners Since September

- \$331,506 / Dakota Cash (Box Elder)
- \$133,000 / Instant (Watertown)
- \$86,448 / Dakota Cash (Pierre)
- \$100,000 / Powerball (Sioux Falls)
- \$100,000 / Powerball (Lead)
- \$50,000 / Powerball (Madison)
- \$50,000 / Powerball (Mitchell)
- \$50,000 / Instant (Britton)
- \$50,000 / Instant (Pringle)
- \$50,000 / Instant (Huron)



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Lucky for Life 2nd Prize Winner

- Christopher Whitley / Redfield
 - \$390,000 Prize Value
 - Drawn on October 10th
 - Second SD Winner



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SD LOTTERY

luck calls & holiday

Creative Review

A close-up, profile view of a woman with long, wavy hair looking towards a dark, curly-haired dog. The scene is lit with a warm, orange-brown glow, creating a soft and intimate atmosphere. The woman's face is partially visible, showing her eye and nose. The dog's head is in the foreground, facing the woman.

WHEN LUCK CALLS, SCRATCH IT.

INSTANT CAMPAIGN

TV



TV



TV



Paid Social - Video

\$3
PAC-MAN LOTTERY

GO RIGHT GO LEFT GO UP GO DOWN BONUS PLYER WIN 10 WIN 20 WIN 30 WIN 40

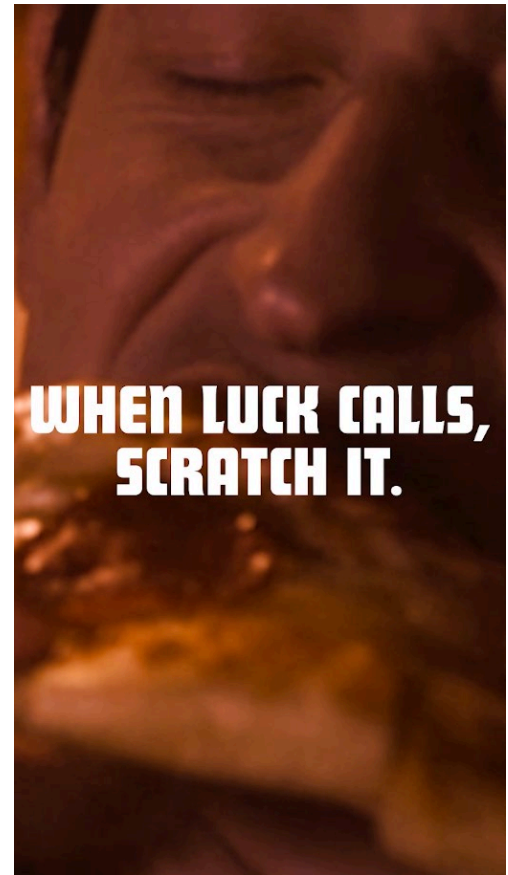
FINISH FINISH
FINISH FINISH

LIFE 1 LIFE 2 LIFE 3
SCRATCH ANY LIFE TO START

WIN UP TO \$30,000!

BEFORE SCRATCHING, SEE BACK FOR PLAY INSTRUCTIONS.

**SCORE
UP TO
\$30,000**



JOLLY GOOD FUN ...FOR EVERYONE

HOLIDAY 2018 CAMPAIGN



TV



Holiday POS

Poster
Window Cling
Ceiling Dangler

FINISH
YOUR
LIST
IN A
DASH.



SOUTH DAKOTA
LOTTERY

JollyGoodFunSD.com

Must be 18 to play. Please play responsibly.

Holiday Billboard (general)



**TO ALL
A GOOD
SCRATCH.**

**SOUTH DAKOTA
LOTTERY**

7

Match any of your
NUMBERED to any of the
WINNING NUMBERS.
WIN PRIZE shown for
that number. Scratch a
"2B" symbol, and 7
TIMES the PRIZE shown
for that symbol. Scratch a "2B"
symbol,
and 20 TIMES the
PRIZE shown for
that symbol.

WINNING SYMBOLS
LOSE SYMBOLS

**WIN UP TO
\$57,777!**

WIN UP TO 15 TIMES!

\$5

L
LOTTERY



**JOLLY
GOOD
FUN FOR
EVERYONE.**

**SOUTH DAKOTA
LOTTERY**

**NAUGHTY
or NICE
CASHWORD**

Match any of your
NUMBERED to any of the
WINNING NUMBERS.
WIN PRIZE shown for
that number. Scratch a
"2B" symbol, and 7
TIMES the PRIZE shown
for that symbol. Scratch a "2B"
symbol,
and 20 TIMES the
PRIZE shown for
that symbol.

LOUIS

BONUS PRIZE

WIN UP TO \$30,000!

\$3

L
LOTTERY

Holiday Billboard (last minute)

JOLLY GOOD LAST-MINUTE GIFTS.

L
SOUTH DAKOTA LOTTERY

NAUGHTY or NICE CASHWORD
YOUR 16 LETTERS
* BONUS NAME *
LOUIS
RED LINE DOUBLES
BONUS PRIZE PRIZE
WIN UP TO \$30,000!

A crossword puzzle ticket with a red border and a small illustration of a mischievous elf. The ticket includes a grid of letters and words to be filled in, with a bonus name section and a prize amount of up to \$30,000.

FINISH YOUR LIST IN A DASH.

L
SOUTH DAKOTA LOTTERY

7
WIN UP TO \$57,777!

WIN UP TO 15 TIMES!

A scratch-off lottery ticket with a green background and a large red number '7'. The ticket features a grid of dollar signs and a small illustration of Santa Claus on a sleigh. The prize amount is up to \$57,777, and it can be won up to 15 times.

Holiday Magazine Ad (etc for her, Black Hills woman & Sioux Falls woman)

**JOLLY
GOOD
FUN FOR
EVERYONE.**

To All a
Good Scratch

- Stocking Stuffers
- Last-Minute Gifts
- Office Party Gift
- Secret Santa Gift
- Hostess Gift
- Party Favours
- Co-workers
- Dog Sitter
- Mail Carrier
- Mrs. Claus
- Elves
- Reindeer

CASTING UP THE SNOW
WIN UP TO \$10,000

NAUGHTY NICE CASINO
WIN UP TO \$10,000

7
WIN UP TO \$7,777!

KEEP ME HOT MONEY
WIN UP TO \$10,000

SOUTH DAKOTA LOTTERY
JollyGoodFunSD.com

Must be 18 to play. Please play responsibly.

Holiday Mall Table Clings (Empire Mall & Rushmore Mall)



FINISH YOUR LIST IN A DASH.



Must be 18 to play. Please play responsibly.



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