



711 E. Wells Avenue • Pierre, SD 57501 • Phone: 605-773-5770 • Fax: 605-773-5786 • <http://lottery.sd.gov>

To: South Dakota Lottery Commission

From: Norman Lingle  
Executive Director

Re: March 27, 2025, Lottery Commission Meeting

Date: March 21, 2025

The March 27, 2025, meeting of the South Dakota Lottery Commission will begin at 9:30 a.m. in room 412 of the State Capitol. The meeting audio will be streamed on the South Dakota Public Broadcasting's website. A link to the audio stream is included on the agenda.

A few highlights of the agenda are below.

Secretary Houdyshell will provide updates regarding the Department of Revenue, and I will provide Executive Director comments regarding updates since the last meeting.

The Lottery is seeking approval to exercise its 3, 1-year extension to its original contract with Lawrence & Schiller for advertising and related services.

We will have an Administrative Rules Hearing to allow video lottery operators and technicians to conduct necessary maintenance to video lottery machines and systems.

The agenda also includes the normal marketing, sales and video lottery reports.

Please contact Clark or me if you have any questions, comments or if there is anything else you would like addressed during the meeting.

**South Dakota Lottery Commission**  
**Thursday, March 27, 2025 – 9:30 a.m.**  
**Room 412, State Capitol, Pierre, SD**

*\*Please read all materials provided in the packet and print and bring the Agenda and all Exhibits*

Listen live at <http://www.sd.net/room412/>



## MEETING AGENDA

1. Welcome Chair Harding
2. Roll Call Shawna Zebroski
3. Approval of Agenda Chair Harding
4. Approval of Minutes – December 12, 2024 meeting Chair Harding
5. Conflict of Interest Chair Harding
6. Secretary of Revenue Comments Secretary Mike Houdyshell
7. Executive Director Comments Executive Director Norm Lingle
8. Lawrence & Schiller Contract Amendment Executive Director Norm Lingle
9. Administrative Rules Hearing Executive Director Norm Lingle
10. Mobile Cashing Update Deputy Executive Dir. Clark Hepper
11. Sales Report Sales Manager David Dahl
12. Lottery Quick Facts Business Analyst Nathan Remmich
13. Marketing Report Director of Advert and PR Wade LaRoche
14. Video Lottery Report Director of VL and Security Trevor Wiebe
15. Public Comment Chair Harding
16. Next Meeting – June 18, 2025 Executive Director Norm Lingle
17. Adjournment Chair Harding

### *Expiration Dates of Commissioner Terms*

Tim Donohue	01/01/2028	Tona Rozum	01/01/2027
Steve Harding	01/01/2027	Joe Kafka	01/01/2026

*Individuals wanting to testify before the Lottery Commission must sign the attendance sheet and in prefacing their remarks, state their name and the entity they represent.*

NOTE: This meeting is being held in a physically accessible location. Individuals needing assistance, pursuant to the Americans with Disabilities Act, should contact the South Dakota Lottery at 605.773.5770 in advance of the meeting to make any necessary arrangements in advance of the meeting to make any necessary arrangements.



### **Commission Members**

Steve Harding –Chair  
Tona Rozum–Vice Chair  
Jason Ahrendt  
Tim Donohue  
Joe Kafka

### **Minutes of the Commission Meeting**

Meeting was conducted in person  
Thursday, December 12, 2024 – 9:30 a.m.

## **UNAPPROVED**

Vice Chair Rozum called the December 12, 2024, meeting of the South Dakota Lottery Commission to order at 9:30 a.m. Commissioner Kafka attended via Microsoft Teams and Chair Harding was excused.

The public was able to participate in person or by listening on the internet.

#### **SUPPORT STAFF PRESENT**

Norm Lingle, Clark Hepper, Ali Schaeffbauer, Nick Ramos, Michael Houdyshell, Wade LaRoche, Trevor Wiebe, Shawna Zebroski, Nathan Remmich, Aric Frost, and David Dahl.

#### **MEMBERS OF THE PUBLIC PRESENT**

Lloyd LaCroix, Troy Erickson, and Bob Mercer.

#### **APPROVAL OF THE AGENDA**

Vice Chair Rozum asked if there were any changes to the agenda. There were none. Vice Chair Rozum asked for a motion to approve the agenda, motioned by Commissioner Donohue, and seconded by Commissioner Ahrendt. A voice vote was taken. All in favor. Motion carried.

#### **APPROVAL OF THE MINUTES FROM THE September 26, 2024, MEETING**

Vice Chair Rozum asked for a motion to approve the minutes. Commissioner Donohue moved to approve the minutes and seconded by Commissioner Ahrendt. All in favor. Motion carried.

#### **CONFLICT OF INTEREST**

Vice Chair Rozum asked if there were any conflicts of interest; there were none.

#### **SECRETARY OF REVENUE COMMENTS**

*Department of Revenue Secretary Michael Houdyshell reported on the following:*

- The implementation of the new motor vehicle administration system is proceeding well and is expected to go live in February.
- This is a system that is used by the Department of Revenue, county treasurers and motor vehicle dealers.
- The system will feature a lot of user-friendly features for all South Dakotans.
- The Department of Revenue is preparing for legislative session, which begins January 15.
- It will be a lean budget year for state government, but the Department of Revenue is prepared to provide legislators with any information needed to set the budget.

### **EXECUTIVE DIRECTOR'S COMMENTS**

*Executive Director Norm Lingle reported on the following:*

- The annual legislative audit has been completed for Fiscal Year 2024. The audit did not have any findings.
- The Lottery has not had any audit findings in more than 20 years.
- Instant, lotto, and video lottery sales were all up, as were transfers.
- Total transfers for Fiscal Year 2024 were \$183,691,691.
- The Lottery couldn't do business without its partners at the retail level.
- The Lottery will have some challenges this year to meet and exceed these totals.
- IGT will be presenting information on economic factors affecting the Lottery industry and sales trends.
- 2025 Lottery Commission meeting dates are tentatively scheduled for March 27, June 18, September 25 and December 11.
- The Lottery thanks Commissioner Ahrendt for his tenure on the commission.
- Vice Chair Rozum gave credit to the team on the successful audit.

### **IGT Update**

*Nat Worley of IGT reported the following:*

- IGT is grateful to have South Dakota's business as a service provider.
- IGT is deeply committed to developing technology that makes the business easy to monitor and sell.
- IGT is dedicated to market research from both players and retailers who sell lottery products. This research includes 151,621 responses from North Americans.
- In the spring of 2023, nationwide Lottery sales started to soften.
- IGT found that there was a perfect storm of price increases for products at retail locations such as supermarkets and convenience stores.
- IGT's research also found that there were other economic factors such as real hardships and consumer confidence.
- IGT's research shows that disposable income is returning to pre-pandemic levels, which should aid lottery sales.
- The Lottery industry as a whole declined by 2.2 percent in Fiscal Year 2024.
- Mega Millions and Powerball sales declined due to the lack of large jackpots compared to Fiscal Year 2023.
- The South Dakota Lottery has sustained its success thanks in part to strong prize structures and the popularity of high price point games.
- South Dakota's continued growth was not shared by peers in the lottery industry.
- Some enhancements to Mega Millions in particular the better odds should aid sales moving forward.
- The Mega Millions change will have a higher price point, but the move can be justified through better odds, larger jackpots, and its differentiation from Powerball.

- IGT continues to look at ways lotteries can mix their scratch ticket portfolio to keep it exciting for players.
- South Dakota has had a continued evolution of \$30 and \$20 tickets, which gives players a unique experience.
- South Dakota is far over the national averages for growth in \$5, \$10, and \$20 tickets.
- Commissioner Donohue asked if there are any tech advancements that can help the business. Worley noted that the mobile cashing functionality will help.

### **FY26 Instant/Online and Video Lottery Budget Approval**

*Accounting Manager Aric Frost reported the following:*

- The Lottery operates under two budgets—instant/online and video lottery.
- The instant/online budget is informational only. The Lottery may spend where necessary without strict budget constraints.
- Lottery prizes were the largest expense from the instant/online budget in Fiscal Year 2024. This total was at \$51.8 million.
- The high prizes and other contractual services can be the product of strong sales.
- The Fiscal Year instant/online 2026 budget will remain at \$63,136,978.
- The video lottery budget is part of the Department of Revenue's overall budget. This is approved by the state legislature.
- The Lottery was under most budgeted amounts on the video lottery budget.
- Vice Chair Rozum asked why the Capital Outlay budgeted amount was so much greater than what was spent. Executive Director Lingle noted that this was an insurance policy in case the Lottery needs to make a large change to the central system.
- The proposed Fiscal Year 2026 video lottery budget is \$2,995,987.
- Commissioner Ahrendt made a motion to approve the budget. Commissioner Donohue seconded. All were in favor.

### **Mobile Cashing Update**

*Deputy Executive Director Clark Hepper reported the following:*

- The Lottery had a slight delay in implementing mobile cashing. This was due to the sharing of information between the State of South Dakota and financial institutions.
- The Lottery is aiming to launch mobile cashing on January 30, 2025.
- Mobile cashing will allow players to claim prizes from \$101 to \$5,000 through the Lottery's mobile app.
- This will keep the Lottery's debt setoff process in place.
- The Lottery has prepared marketing materials for the launch of mobile cashing.
- This includes rack cards at retail locations, changes to the back of instant tickets, a mobile cashing landing page and a tutorial video.

### **SALES REPORT**

*Sales Manager David Dahl reported on the following:*

- Instant ticket sales have decreased 2.07 percent compared to last fiscal year.
- Lotto sales have decreased 45.55 percent compared to last year.
- The last top prize for the \$550,000 Jackpot ticket was claimed. Lottery moved swiftly to launch its next \$30 ticket, the \$600,000 Cash Spectacular.
- The Lottery will also launch its X Family of scratch tickets in February.

- In conjunction with the launch of mobile cashing, the Lottery will launch it's \$50, \$150 or \$250 scratch ticket. This ticket's prize structure is geared to giving players opportunities to win prizes within the mobile claiming threshold.
- The Lottery is currently projected to have more than \$180 million in revenue.

#### **FY24 INSTANT/ONLINE REVIEW**

*Business Analyst Nathan Remmich reported on the following:*

- Miner and Hyde counties showed the most growth in terms of instant ticket sales between Fiscal Year 2024 and 2023.
- Yankton and Brookings had the largest increases among cities.
- The \$30 ticket took away some of the growth away from the \$20 price point.
- The \$1 and \$10 saw growth throughout the fiscal year.
- Hyde and Sully counties had the most growth among lotto sales.
- Powerball was South Dakota's strongest performer with 15.34 percent growth.
- The Lottery's leap day promotion helped boost Lucky for Life sales.

#### **FY25 INSTANT/ONLINE REVIEW**

*Business Analyst Nathan Remmich reported on the following:*

- So far, Tripp and Hamlin counties have the most growth for instant ticket sales in 2025.
- The \$10 price point continues to perform well with 26.37 percent growth.
- The \$1 and \$10 instant ticket price points continue to see the most growth.
- Lotto America has had the most growth among lotto games thanks to a strong jackpot run.
- Lotto sales are down due in part to several large jackpots during Fiscal Year 2024. Fiscal Year 2025 has not had any billion-dollar jackpots yet.

#### **MARKETING REPORT**

*Director of Advertising and Public Relations Wade LaRoche reported on the following:*

- The Lottery is amid its holiday campaign, which began the week of Thanksgiving.
- Marketing efforts include a full-page ad in the Rapid City Journal and Argus Leader, a new television spot, billboards, digital display ads and more.
- The Lottery is also conducting disruptive marketing efforts through its Good Fun Santa. The Good Fun Santa will distribute holiday scratch tickets to adults throughout the Rapid City area.
- The holiday campaign also features Gift Responsibly messaging. This reminds players that scratch tickets are not suitable gifts for children.
- In January, the Lottery will conduct its 60 Days of WINter campaign. The promotion will feature weekly drawings.
- The goal of the campaign is to get more eyes on the Lottery brand and create engagement on our digital properties.
- The spring marketing efforts also feature our annual responsible gambling campaign, which coincides with Problem Gambling Awareness Month in March.

#### **VIDEO LOTTERY REPORT**

*Director of Video Lottery and Security Trevor Wiebe reported on the following:*

- The Lottery has 1,398 video lottery establishments which is slightly up from last year.
- Line machines average \$94.67 of net machine income per day, while legacy machines average \$59.64.
- There have been 131 new terminals in Fiscal Year 2025.

- Commissioner Donohue asked about the decrease in Net Machine Income per day online machines. Wiebe noted that this is due to more line machines being out in the field.

#### **PUBLIC COMMENT**

Vice Chair Rozum asked about public comments.

- Troy Erickson of MG Oil and the South Dakota Licensed Beverage Dealers informed the commission that they will bring legislation to increase the number of video lottery terminals per establishment to 15 and increase the bet limit to \$4.
- Erickson noted that he believes that these bills would increase revenue.
- Commissioner Donohue asked if Deadwood maximum betting limits have increased. Erickson noted that he believes these have increased.
- Pennington County Commissioner Lloyd LaCroix he noted that his wife has worked in the video lottery industry for 35 years. He said that video lottery has done a great job of re-inventing themselves and that combining licenses would decrease the list of locations.

#### **NEXT MEETING DATE**

Executive Director Lingle stated the next quarterly meeting will be March 27, 2025.

#### **ADJOURNMENT**

The meeting adjourned at 11:36 a.m.

\*Please listen to the audio on the South Dakota Lottery Website: <https://Lottery.sd.gov/about/commission/> for additional details.

# South Dakota Lottery Commission Meeting March 27, 2025



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

*A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE*



# Secretary of Revenue Comments



# Executive Director Comments



# Executive Director Comments

- 2025 Legislative Review
  - SB 47 – An Act to clarify eligibility for licensure as a video lottery operator.
  - SB 203 – An Act to increase the minimum age to purchase a lottery ticket.
  - SB 205 – An Act to increase the limit on the number of video lottery machines in a licensed establishment.
  - SB 206 – An Act to increase the dollar limit for playing video lottery.
  - Re-appointment of Commissioner Donahue
  - HB 1059 and SB 74 – Open Meetings



# **Lawrence & Schiller Contract Amendment**



# Lawrence & Schiller

- Partnership began in 2015.
- The existing agreement took effect July 1, 2020.
- This would be a 3-year extension of the current agreement.
- L&S and the Lottery collaborate on marketing, research and digital properties.



# Lawrence & Schiller

- Player perception studies show the “Good Fun” brand resonates with South Dakotans.
- Our efforts have been recognized by the Lottery industry.
- We are seeking approval to exercise this extension.



# Administrative Rules Hearing



**48:02:06:07. Settlement of accounts.** ~~Until an accounting discrepancy is resolved, the lottery shall make no credit adjustments. The South Dakota Lottery may not make credit adjustments until an accounting discrepancy is settled.~~

~~The~~ To address a discrepancy, the operator shall submit to the lottery South Dakota Lottery the maintenance log that includes current mechanical meter readings and the audit ticket that contains electronic meter readings generated by the machine's software for each machine that reflects a discrepancy. If the meter readings and the lottery's South Dakota Lottery's records cannot be reconciled, final disposition of the matter shall be determined the discrepancies must be resolved in favor of the state.

~~Upon notification to the lottery, electronic accounting meters may be cleared without a lottery employee present by a manufacturer or by a Type II technician replacing the main logic board with a board that has been previously cleared by a manufacturer. Any accounting discrepancies that cannot be resolved by reason of a violation of this section shall be resolved in favor of the state. The~~ electronic accounting meters may only be cleared upon notification to and approval from the South Dakota Lottery. Electronic accounting meters may only be cleared by a manufacturer, a Type II technician, or the South Dakota Lottery.

**Source:** 16 SDR 27, effective August 18, 1989; 37 SDR 215, effective May 31, 2011.

**General Authority:** SDCL 42-7A-4, ~~42-7A-21(15)~~ 42-7A-21(10)(13)(15).

**Law Implemented:** SDCL ~~42-7A-4, 42-7A-21(15)~~ 42-7A-4(3)(8)(9), 42-7A-37(4)(6)(7), 42-7A-45.



**48:02:08:05. Software requirements for play transaction records.** Each ~~game video~~ lottery machine must maintain electronic accounting meters at all times, regardless of whether the machine is being supplied with power. Each meter must be capable of maintaining totals no less than eight digits in length for the information required in subdivisions ~~1 (1) to 4 (4)~~, inclusive, below. The electronic meters must record the following information:

- (1) Total number of coins inserted. The meter must count the total number of coins, bills, and ticket vouchers that are inserted by the player or the coin equivalent if a bill acceptor is being used;
- (2) Number of credits wagered;
- (3) Number of credits won;
- (4) Credits paid out by a printed ticket voucher;
- (5) Number of times the logic area was accessed;
- (6) Number of times the cash door was accessed;
- (7) Number of coins or credits wagered in the current game;
- (8) Number of coins or credits won in the last complete, valid game, commonly referred to as the win meter; and
- (9) Number of cumulative credits representing money inserted by a player and credits for games won but not collected, commonly referred to as the credit meter.

No ~~game video~~ lottery machine may have a mechanism by which ~~an~~ any error will cause the electronic accounting meters to automatically clear. Clearing of the electronic accounting meters may only be completed after notification and approval by the ~~lottery~~ South Dakota Lottery. ~~Upon notification to the lottery, all~~ All meter readings must be read and recorded ~~both~~ before and after the electronic accounting meter is cleared by a manufacturer, ~~or by a Type II technician replacing the main logic board with a board that has been previously cleared by a manufacturer, or the~~ South Dakota Lottery.

**Source:** 16 SDR 27, effective August 18, 1989; 37 SDR 215, effective May 31, 2011; 49 SDR 51, effective November 27, 2022.

**General Authority:** ~~SDCL 42-7A-21(10)~~ 42-7A-21(10)(13)(15).

**Law Implemented:** ~~SDCL 42-7A-21, 42-7A-37~~ 42-7A-37(4)(6)(7).

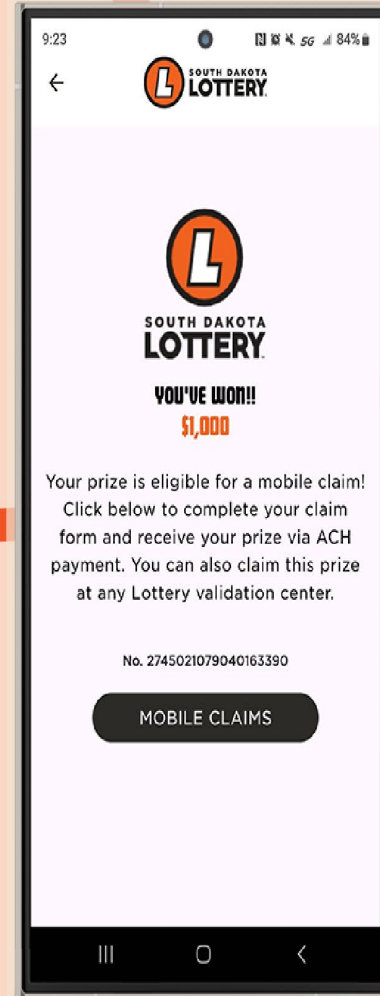
# Mobile Cashing Update



*A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE*



# Mobile Cashing is Here



January 2024  
Project kickoff



February – March 2024  
Requirements Gathering



July – September 2024  
Project Development



September – October 2024  
Customer Acceptance Testing



November 19, 2024  
Original Go Live date



Delayed Implementation for Integration into State Accounting System



February 18, 2025 Go Live



# Mobile Cashing

## Instant Ticket



**Instant Claims  
Since Launch  
75**



## Lotto Ticket



**Lotto Claims since  
Launch  
12**



# Mobile Cashing

## Demographics



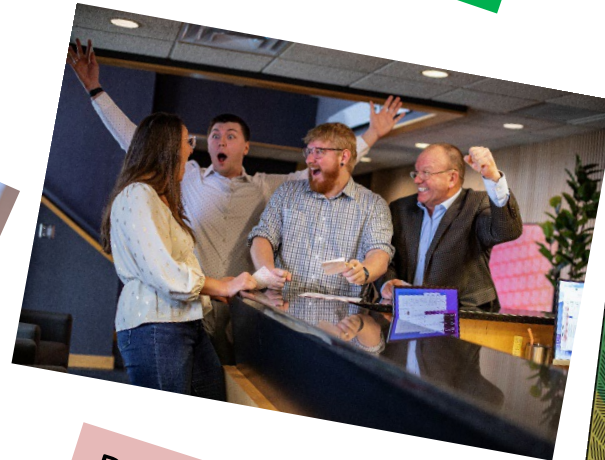
## Claims

\$80 to \$1,000 Prize Claimed



**GOOD FUN**

Pre-note



Debt Set-offs

Loaded Prizes

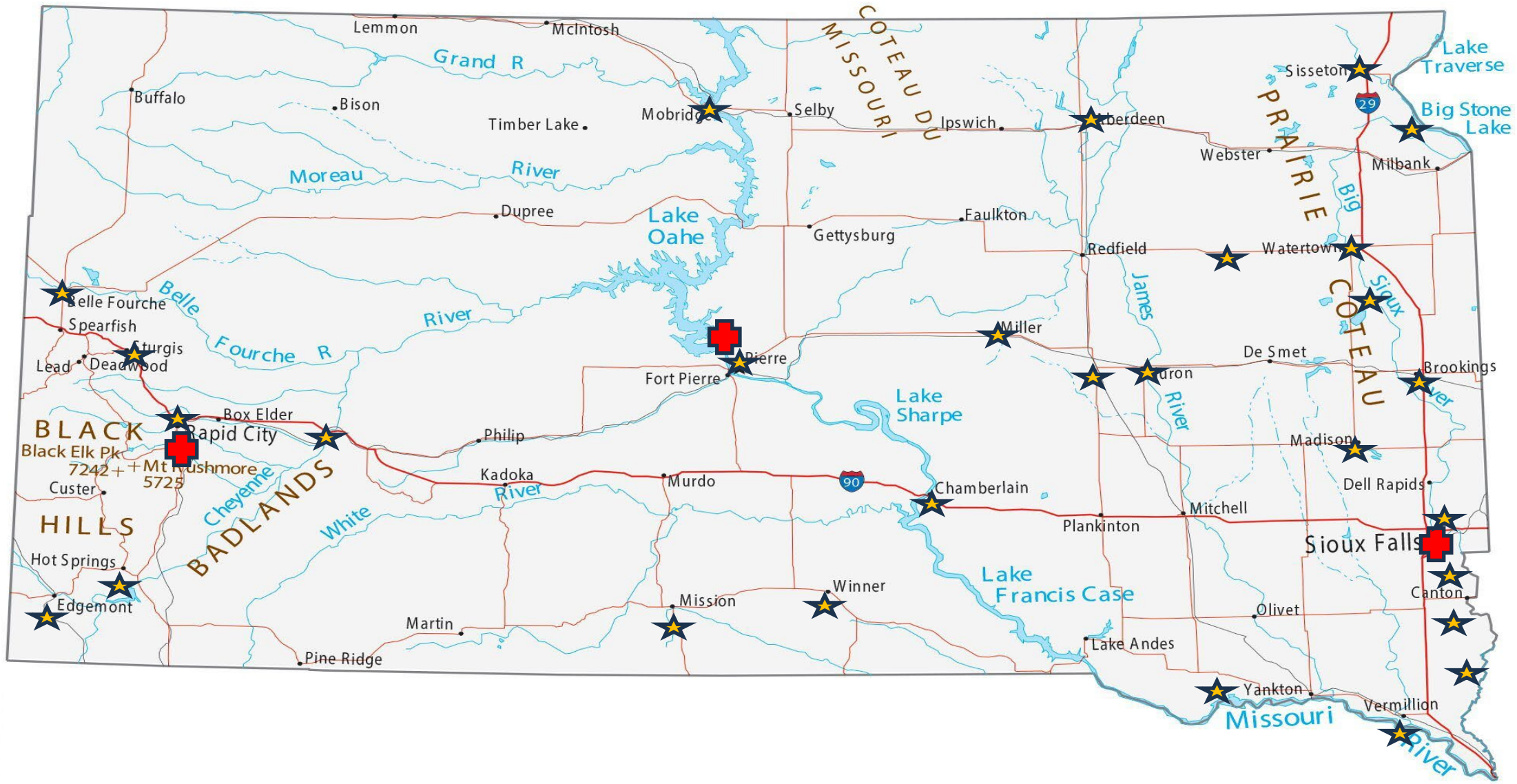
**\$50, \$150**  
**OR \$250!**

OVER \$2.3 MILLION IN PRIZES!

YouTube

MUST BE 18 YEARS OLD TO PLAY. PLEASE PLAY RESPONSIBLY.









## News Release

### South Dakota Lottery

711 E. Wells Ave., Pierre, S.D. | 605-773-5770 | [lottery.sd.gov](http://lottery.sd.gov)

[/sdlottery](https://www.facebook.com/sdlottery)

[@sdlottery](https://twitter.com/sdlottery)

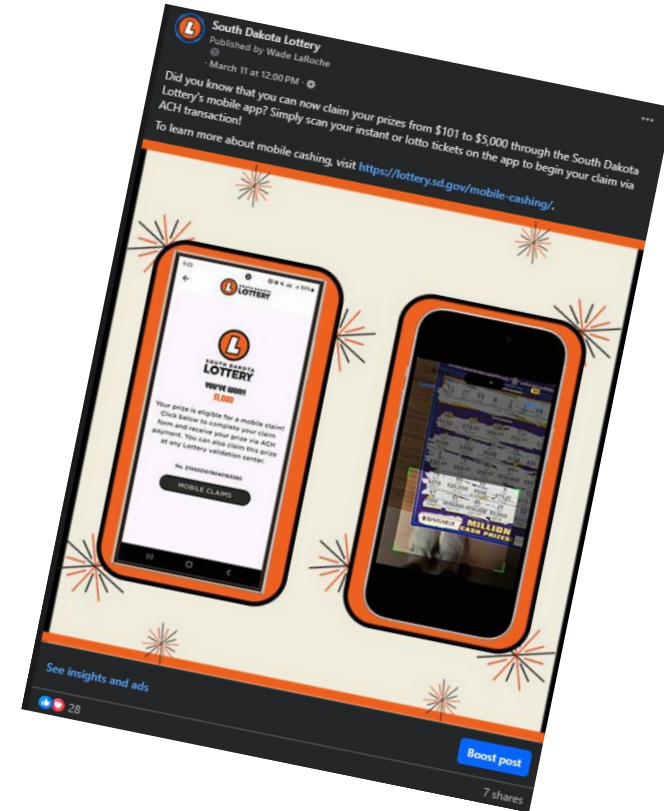


**For Immediate Release:** Thursday, January 30, 2025  
**Contact:** Wade LaRoche, Director of Advertising and Public Relations,  
[wade.laroche@state.sd.us](mailto:wade.laroche@state.sd.us), 605-773-5791.

#### SD Lottery launches mobile cashing functionality

PIERRE, S.D. – The South Dakota Lottery is now giving players the ability to claim qualifying prizes through its mobile app.

South Dakota Lottery players may now claim instant and lotto prizes from \$101 to \$5,000 through mobile cashing. After a mobile claim has been processed, players will



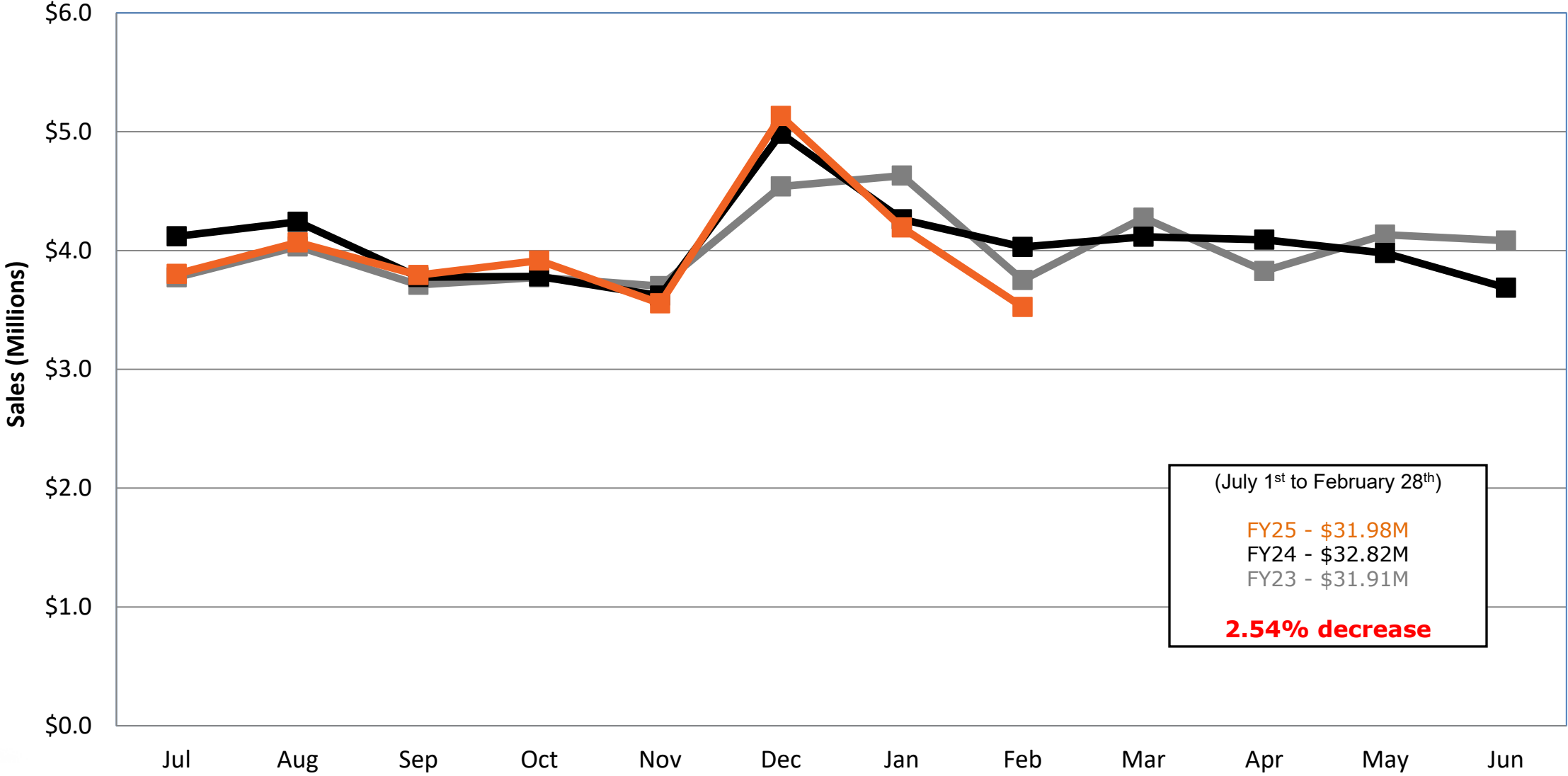
# Sales Report



*A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE*

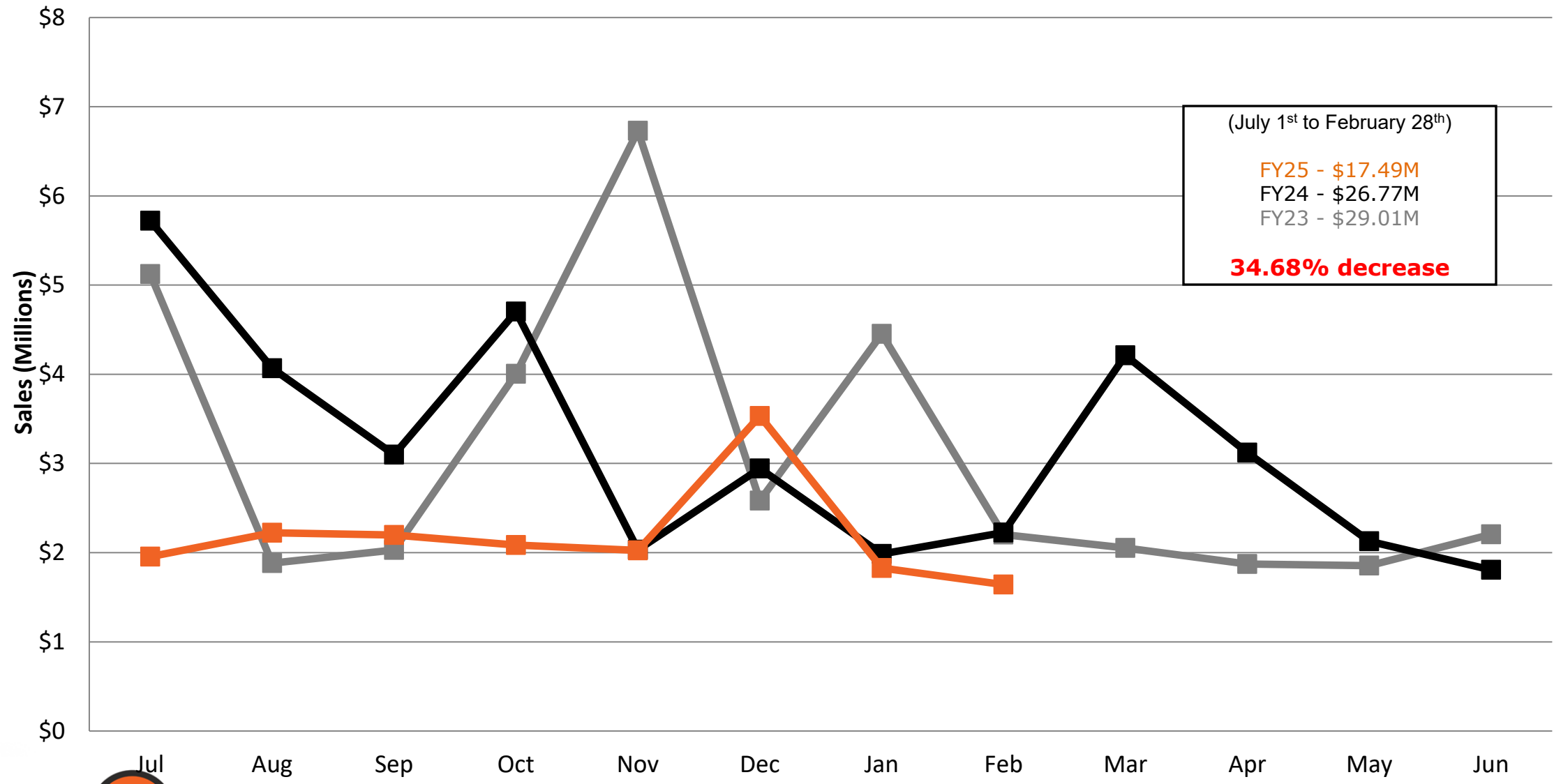
# Instant Sales

FY23      FY24      FY25



# Lotto Sales

FY23      FY24      FY25



(July 1<sup>st</sup> to February 28<sup>th</sup>)  
FY25 - \$17.49M  
FY24 - \$26.77M  
FY23 - \$29.01M  
**34.68% decrease**



**\$3** SOUTH DAKOTA LOTTERY

# CASH WHEEL

WIN UP TO \$25,000!

**\$5** MISSOURI LOTTERY

# Lady Luck

Women in Country Music  
ENTER FOR A CHANCE TO WIN A BRIDE AT A PRIVATE CONCERT!

WIN UP TO \$20,000!

**\$5** MISSOURI LOTTERY

# Ruby Red

YOUR NUMBERS

Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize  
Prize

WINNING NUMBERS

WIN UP TO \$777!

WIN UP TO 12 TIMES!

**\$30** MISSOURI LOTTERY

HIGHEST INSTANT TICKET TOP PRIZE EVER!

# \$600,000 CASH SPECTACULAR

WIN UP TO \$600,000!  
OVER \$9 MILLION IN CASH PRIZES!

Reveal a "5" symbol, win \$50 automatically!  
Reveal a "100" symbol, win \$100 automatically!  
Reveal a "500" symbol, win \$500 automatically!

INSTANT \$50 BONUS SPOT  
INSTANT \$100 BONUS SPOT  
INSTANT \$500 BONUS SPOT

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "5X" symbol, win 5 TIMES the prize shown for that symbol. Reveal a "10X" symbol, win 10 TIMES the prize shown for that symbol.

**\$10** MISSOURI LOTTERY

# \$50, \$150 OR \$250!

OVER \$2.3 MILLION IN PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number. Reveal a "50" symbol, win \$50. Reveal a "150" symbol, win \$150. Reveal a "250" symbol, win \$250.

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE  
PRIZE PRIZE PRIZE PRIZE PRIZE  
PRIZE PRIZE PRIZE PRIZE PRIZE  
PRIZE PRIZE PRIZE PRIZE PRIZE

LOADED EXCLUSIVELY, WITH \$50, \$150 AND \$250 PRIZES!

**\$20** MISSOURI LOTTERY

# 100X The Cash

WIN UP TO \$300,000!

BONUS

Reveal a "50" symbol, win \$50 instantly!  
Reveal a "100" symbol, win \$100 instantly!  
Reveal a "200" symbol, win \$200 instantly!  
Reveal a "500" symbol, win \$500 instantly!

WIN UP TO 24 TIMES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "5X" symbol, win 5 TIMES the PRIZE shown for that symbol. Reveal a "10X" symbol, win 10 TIMES the PRIZE shown for that symbol. Reveal a "20X" symbol, win 20 TIMES the PRIZE shown for that symbol. Reveal a "50X" symbol, win 50 TIMES the PRIZE shown for that symbol. Reveal a "100X" symbol, win 100 TIMES the PRIZE shown for that symbol.

**\$5** MISSOURI LOTTERY

# DOUBLE SIDED DOLLARS

FRONT AND BACK PLAY SEPARATELY.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO \$40,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "2X" symbol, win 2 TIMES the PRIZE shown for that symbol. Reveal a "5X" symbol, win 5 TIMES the PRIZE shown for that symbol. Reveal a "10X" symbol, win 10 TIMES the PRIZE shown for that symbol. Reveal a "20X" symbol, win 20 TIMES the PRIZE shown for that symbol. Reveal a "50X" symbol, win 50 TIMES the PRIZE shown for that symbol. Reveal a "100X" symbol, win 100 TIMES the PRIZE shown for that symbol.

Paid Out Over \$24.1 Million Year To Date

Paid Out Over \$3.9 Million in Lotto Prizes To Date



# Uncle Doug's Liquor Retailer 17956

- Before



- After



# Fogies- Sioux Falls Retailer 15354

- Before



- After



\$5

HUGH GLASS SCULPTURE | LEMMON



# SOUTH DAKOTA HIDDEN GEMS

WINNING SYMBOLS



YOUR SYMBOLS



Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS win PRIZE shown for that symbol. Reveal a "GEM" symbol, win 2 TIMES the PRIZE shown for that symbol. Reveal a "SYMBOL", win 5 TIMES the PRIZE shown for that symbol. Win a South Dakota dream getaway and other prizes! See back to enter.

WIN UP TO \$XX,000!



\$5

WORLD'S LARGEST PHEASANT | HURON



# SOUTH DAKOTA HIDDEN GEMS

WINNING SYMBOLS



YOUR SYMBOLS



Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS win PRIZE shown for that symbol. Reveal a "GEM" symbol, win 2 TIMES the PRIZE shown for that symbol. Reveal a "SYMBOL", win 5 TIMES the PRIZE shown for that symbol. Win a South Dakota dream getaway and other prizes! See back to enter.

WIN UP TO \$XX,000!



\$5

DEVIL'S GULCH | GARRETSON



# SOUTH DAKOTA HIDDEN GEMS

WINNING SYMBOLS



YOUR SYMBOLS



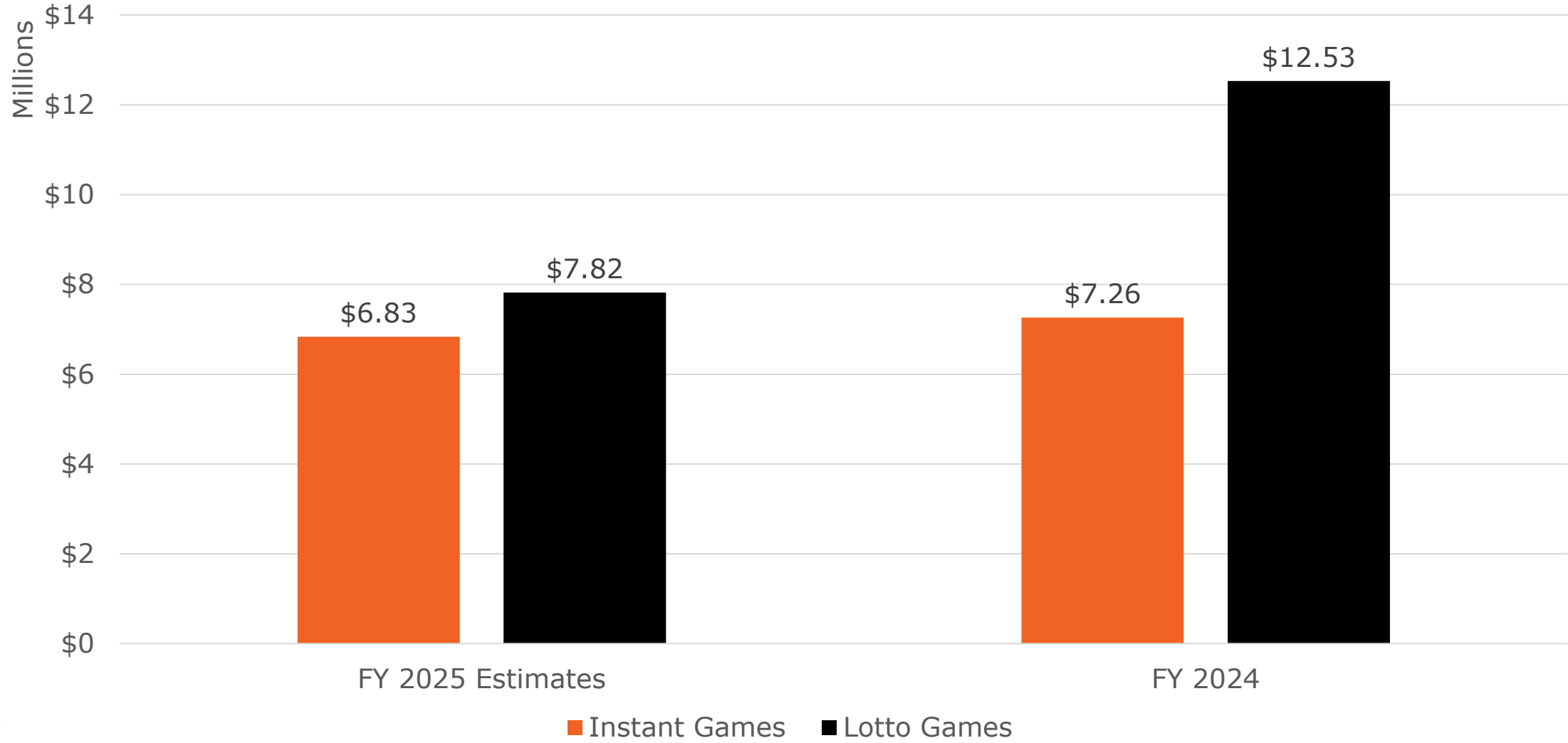
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WIN UP TO \$XX,000!



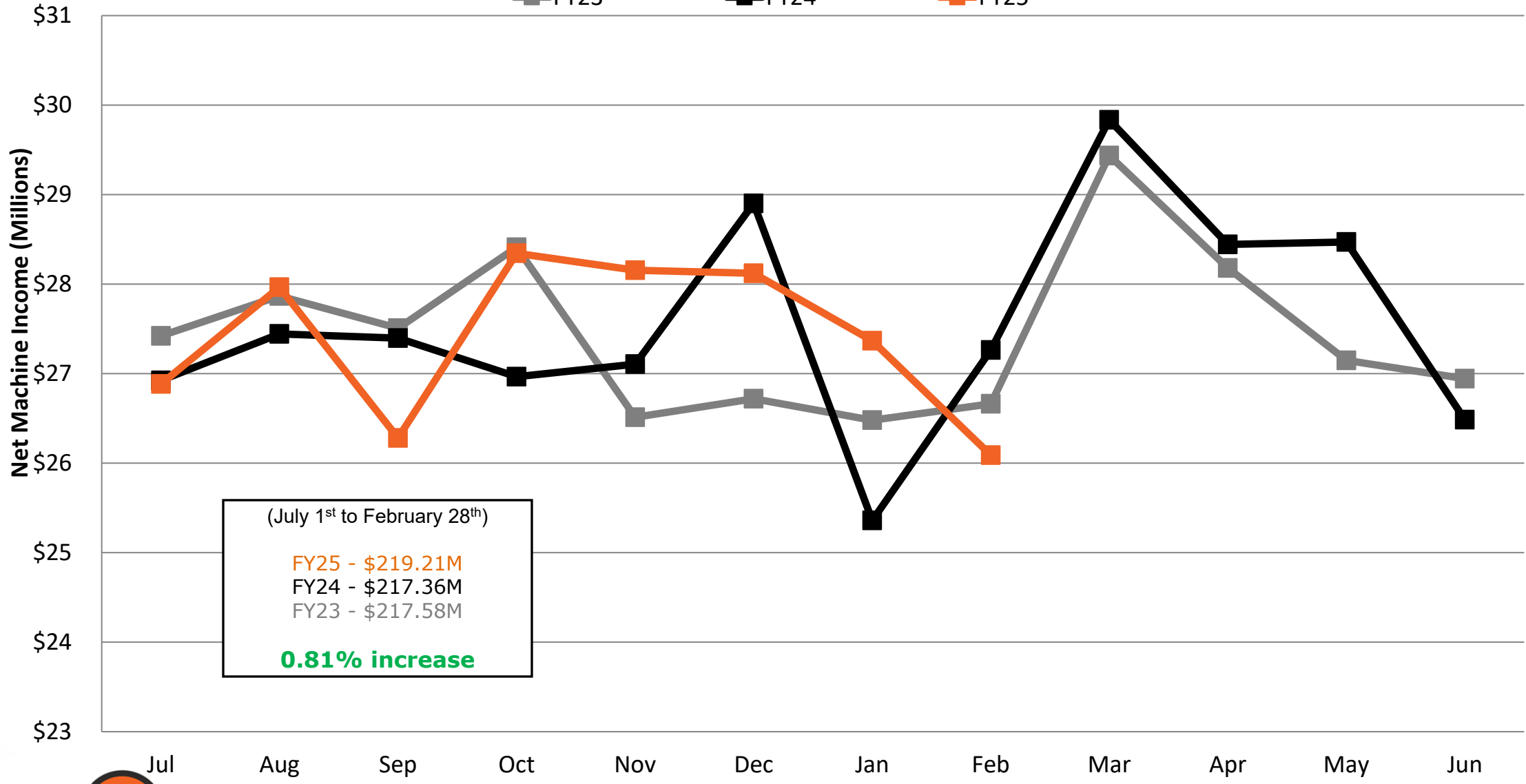


# Instant and Online FY25 Revenue Projections as of February 28, 2025



# Video Lottery NMI

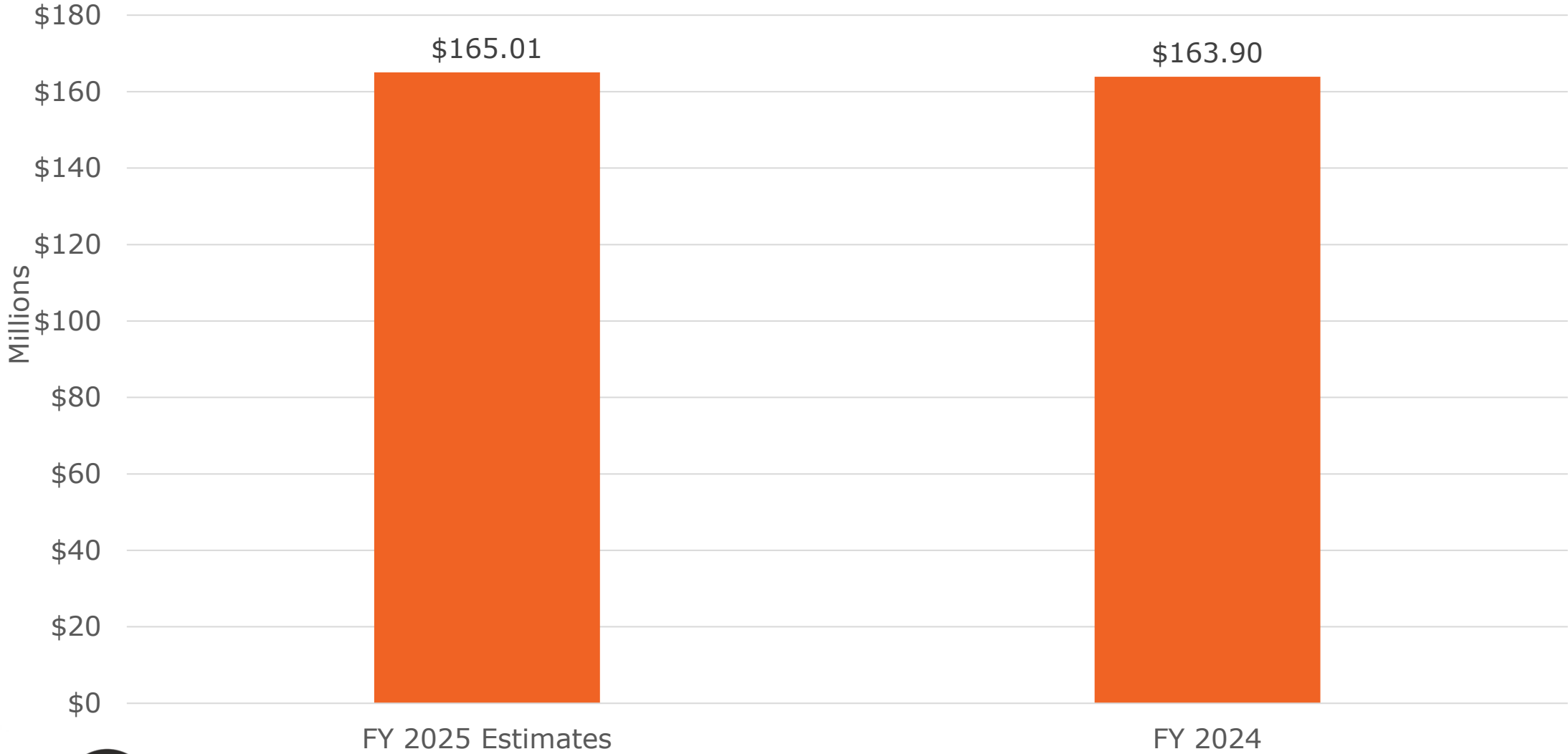
FY23      FY24      FY25



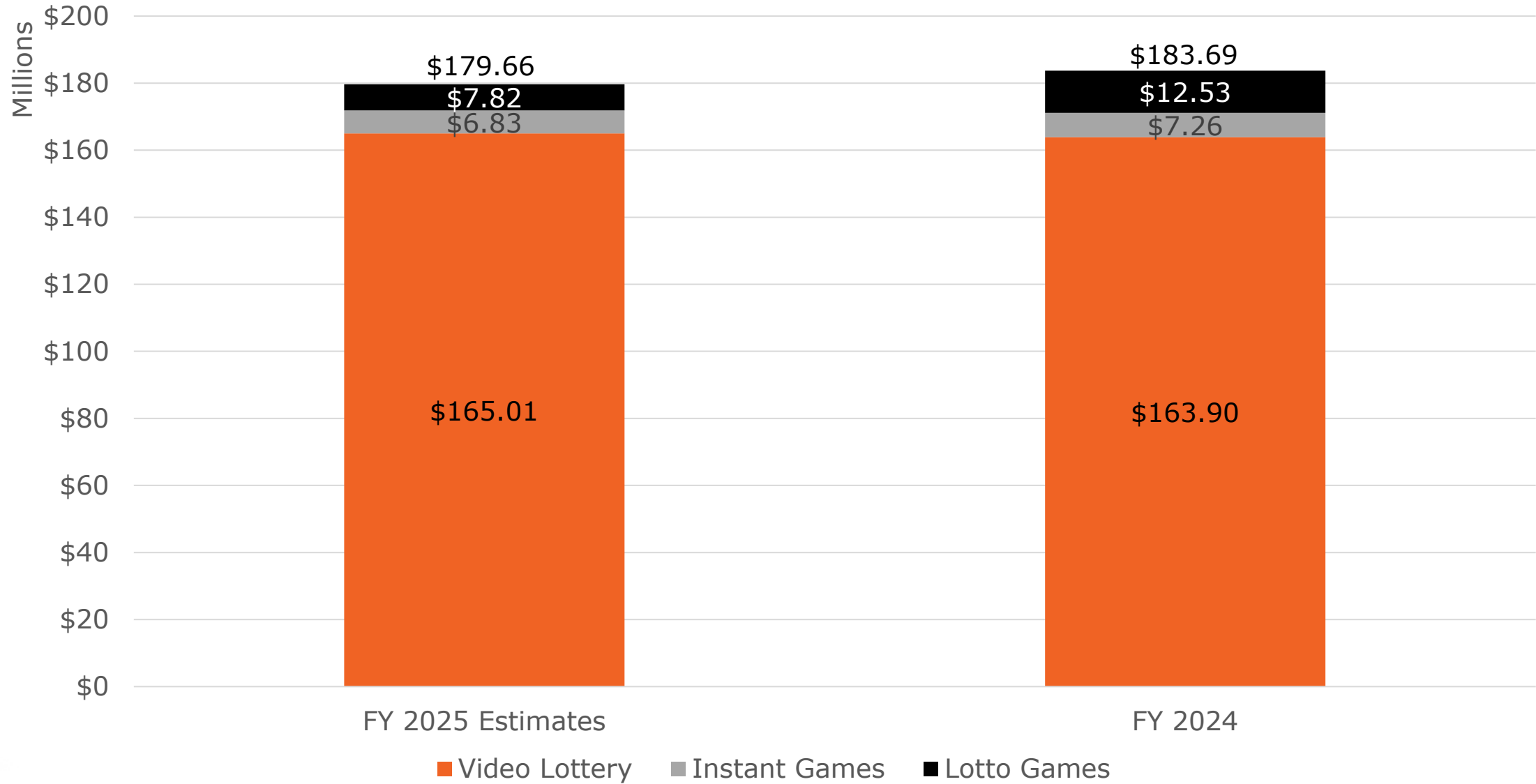
(July 1<sup>st</sup> to February 28<sup>th</sup>)  
FY25 - \$219.21M  
FY24 - \$217.36M  
FY23 - \$217.58M  
**0.81% increase**



# Video Lottery FY25 State Share Revenue Projection as of February 28, 2025



# Total FY25 Revenue Projections as of February 28, 2025

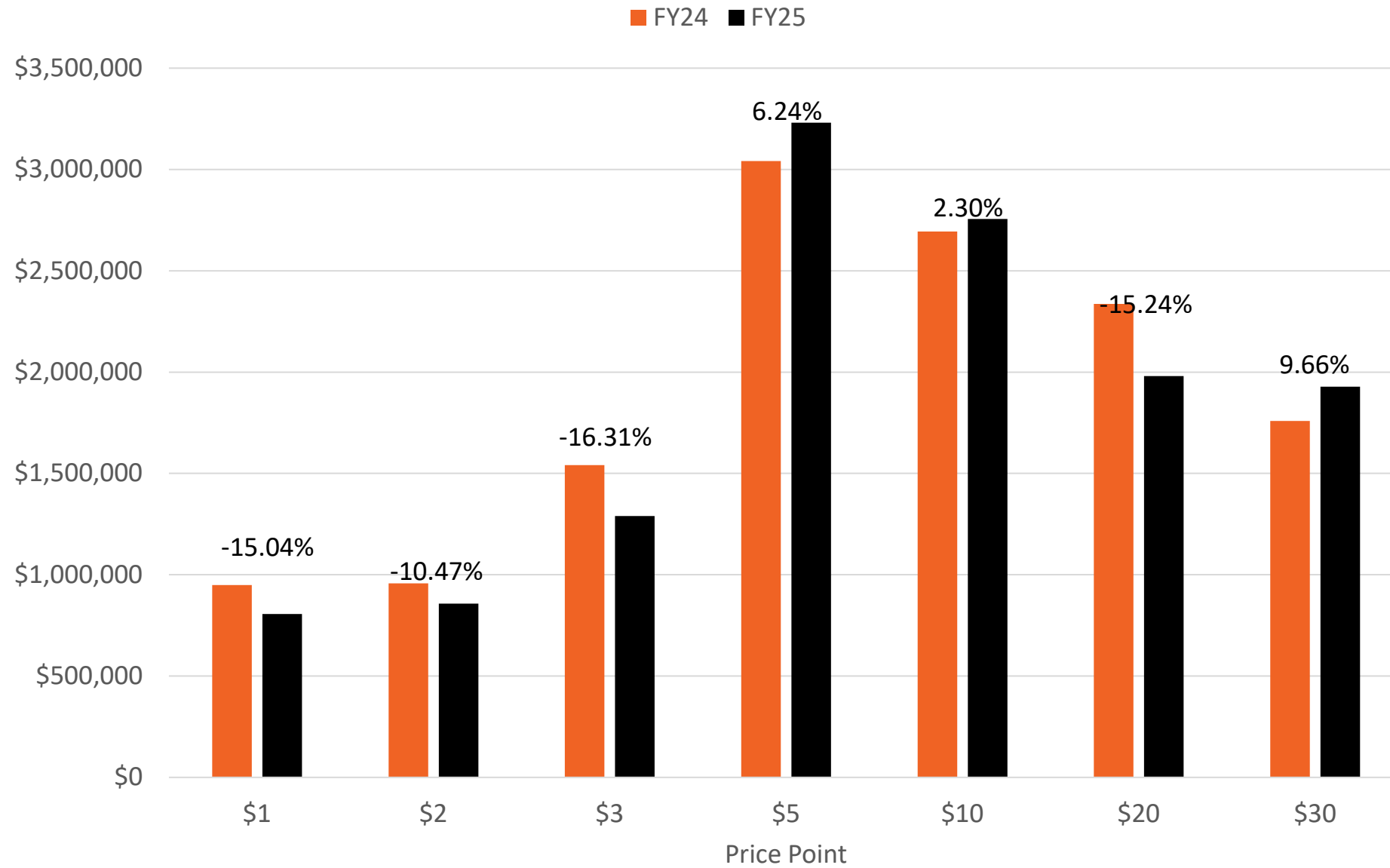


# Quarter 3 Review

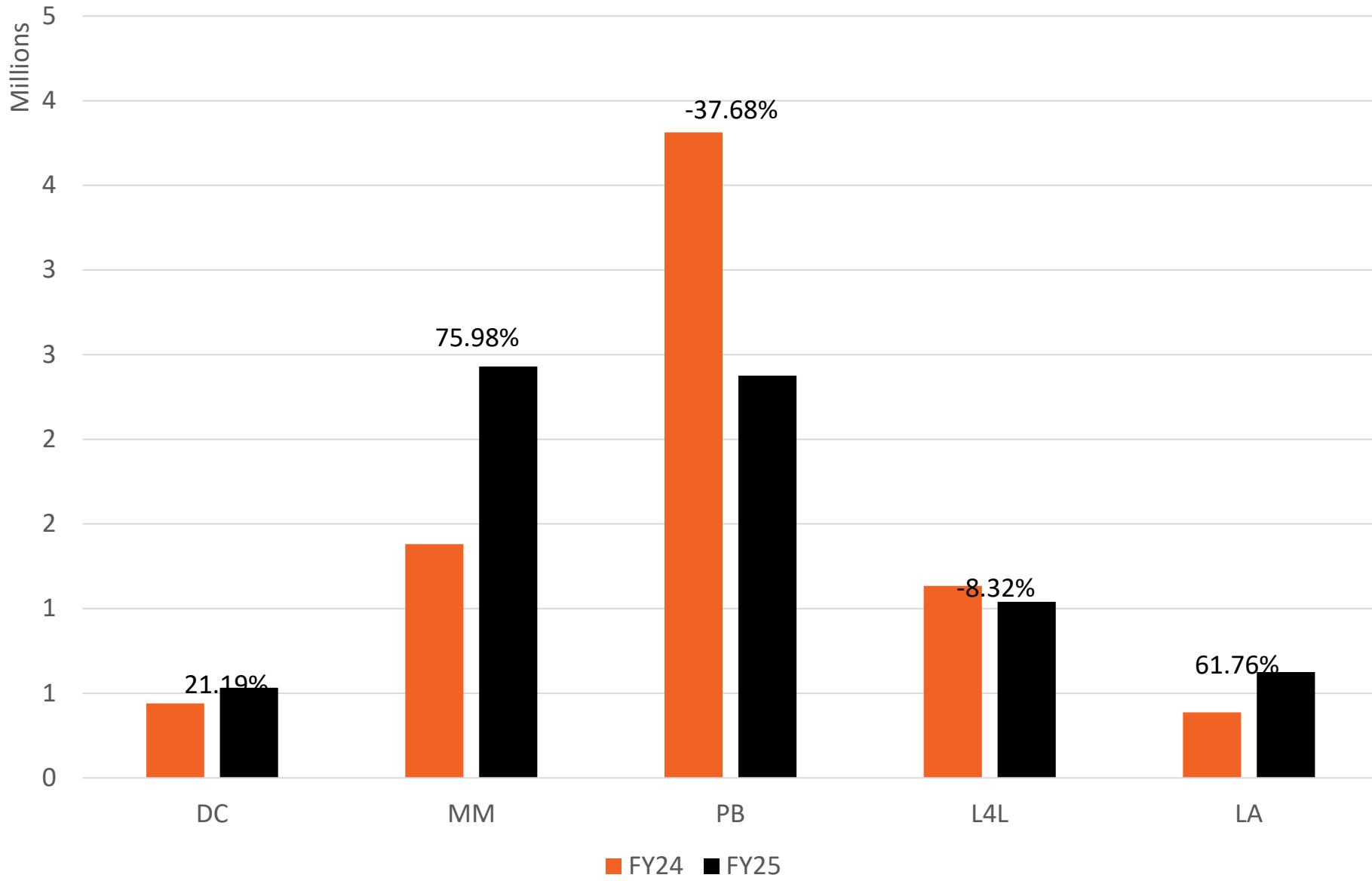


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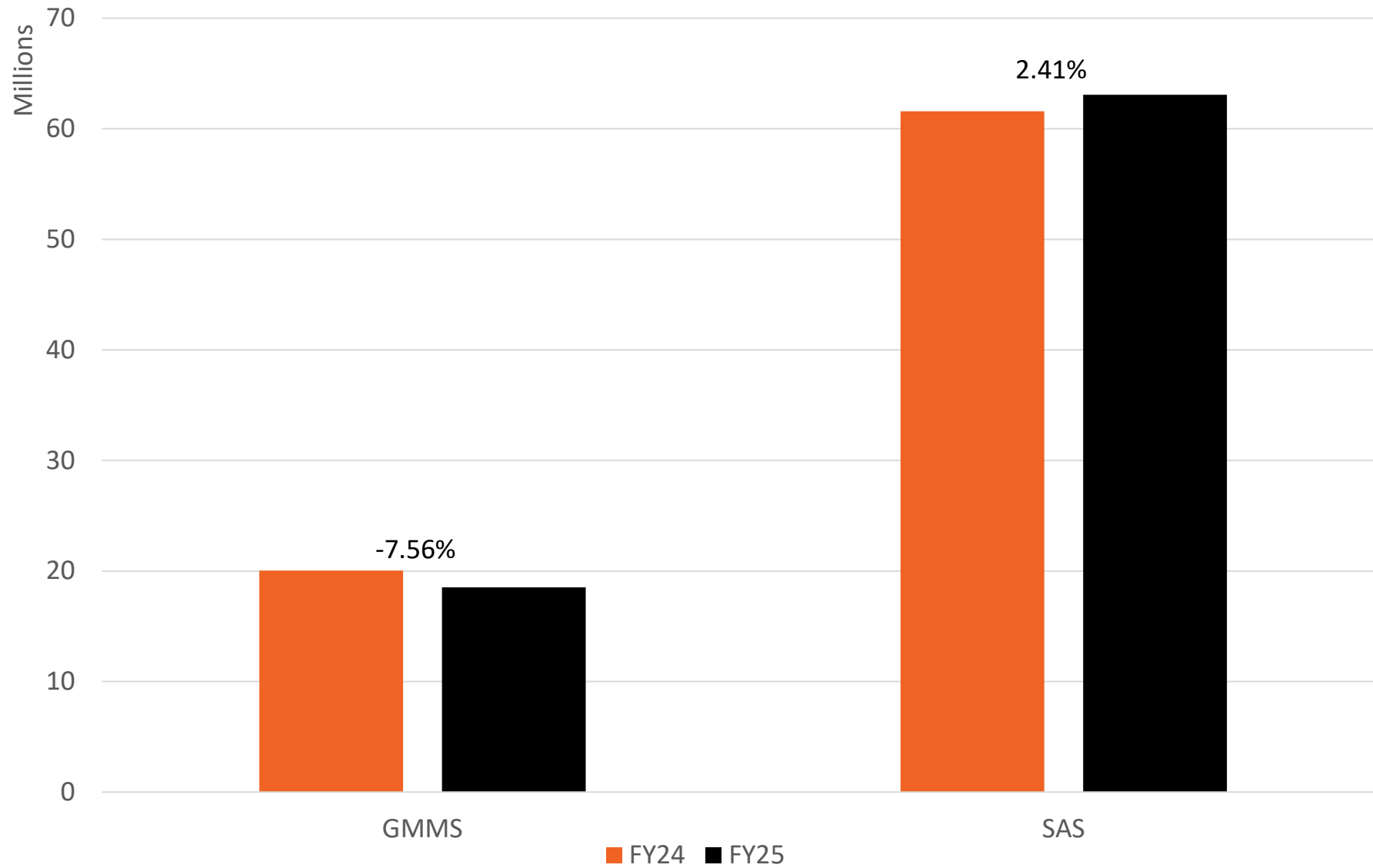
# Quarterly Instant Sales by Price Point



# Quarterly Sales by Lotto Game



# Quarterly Video NMI



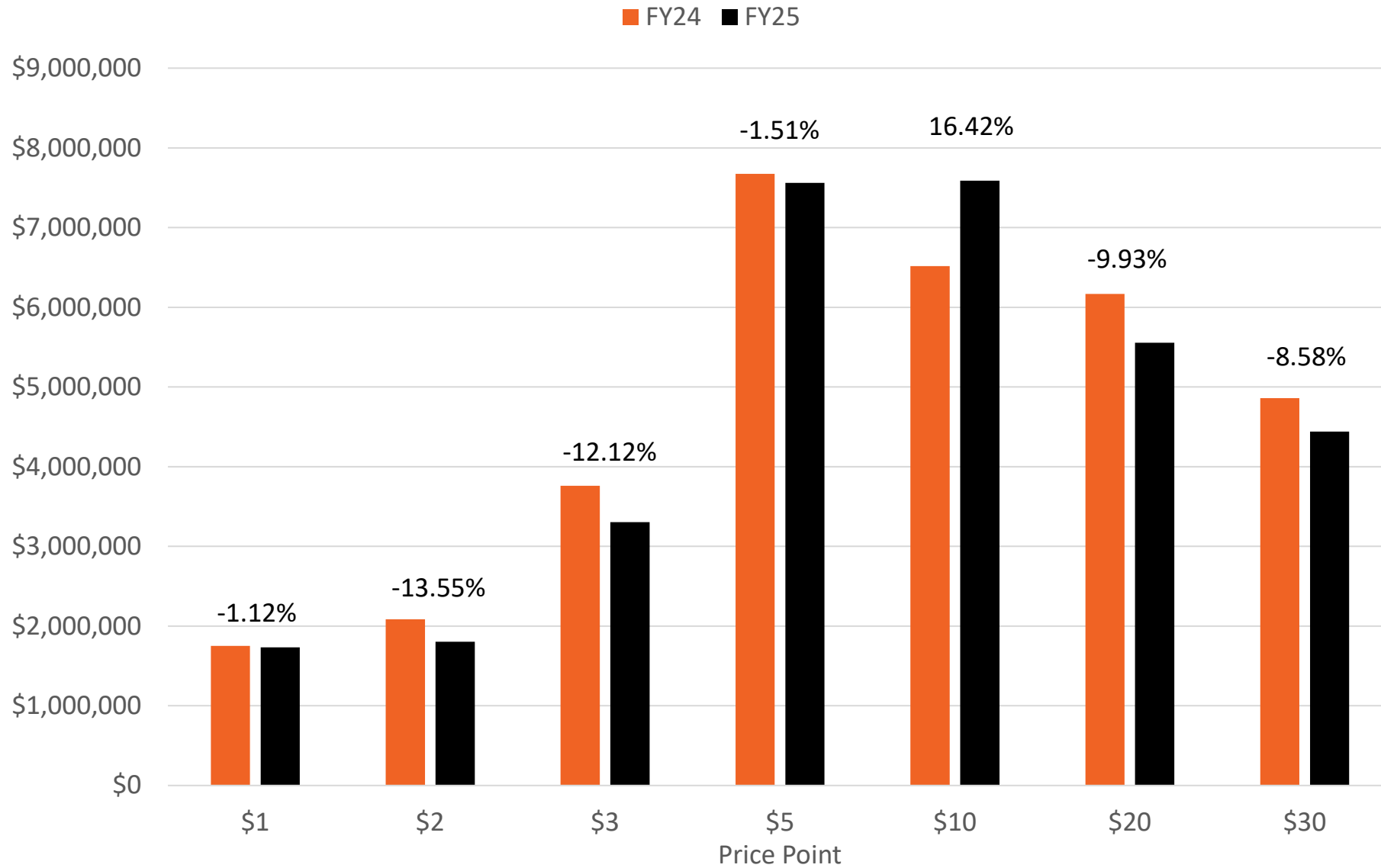


# FY2025 Review

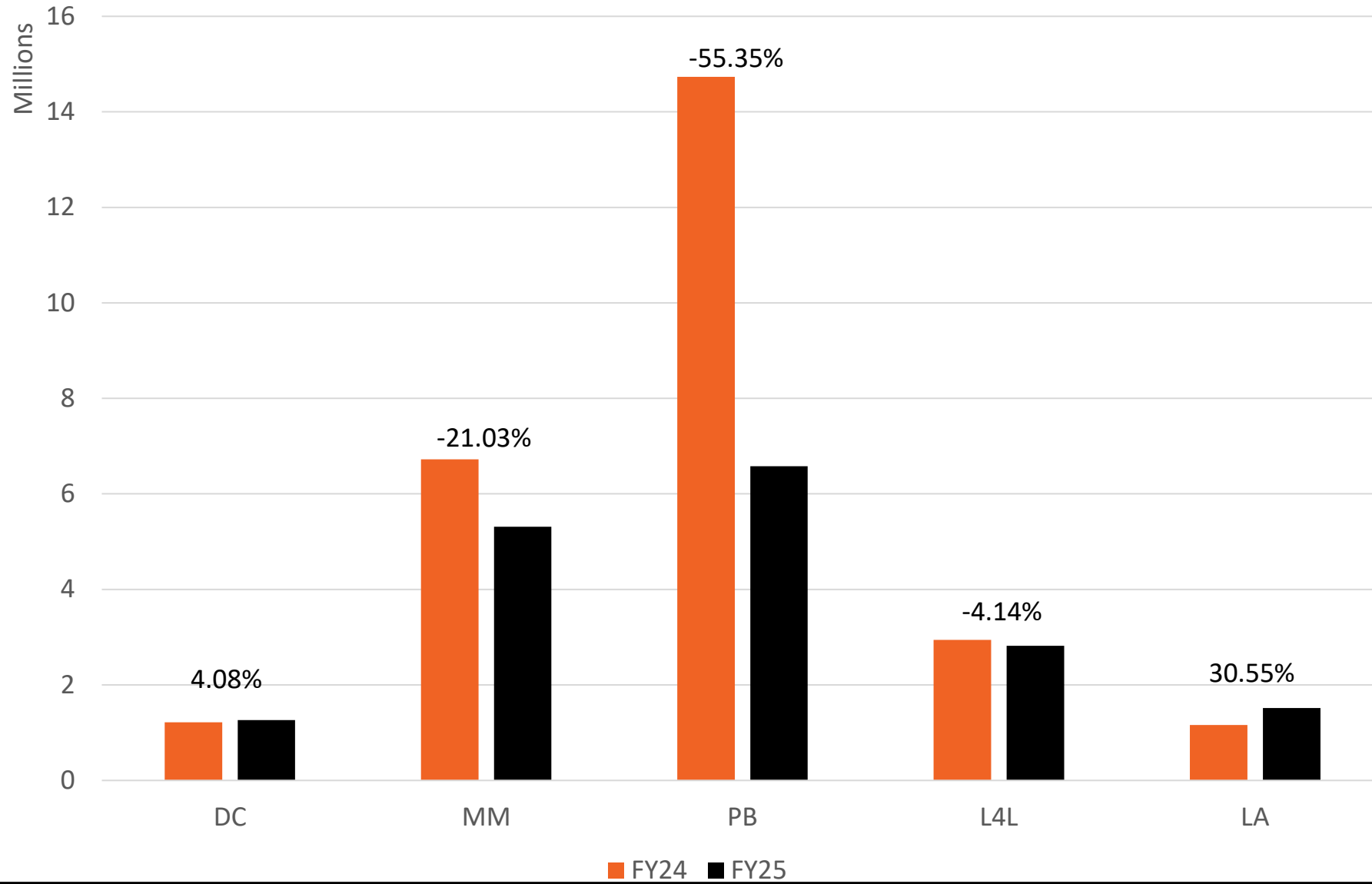


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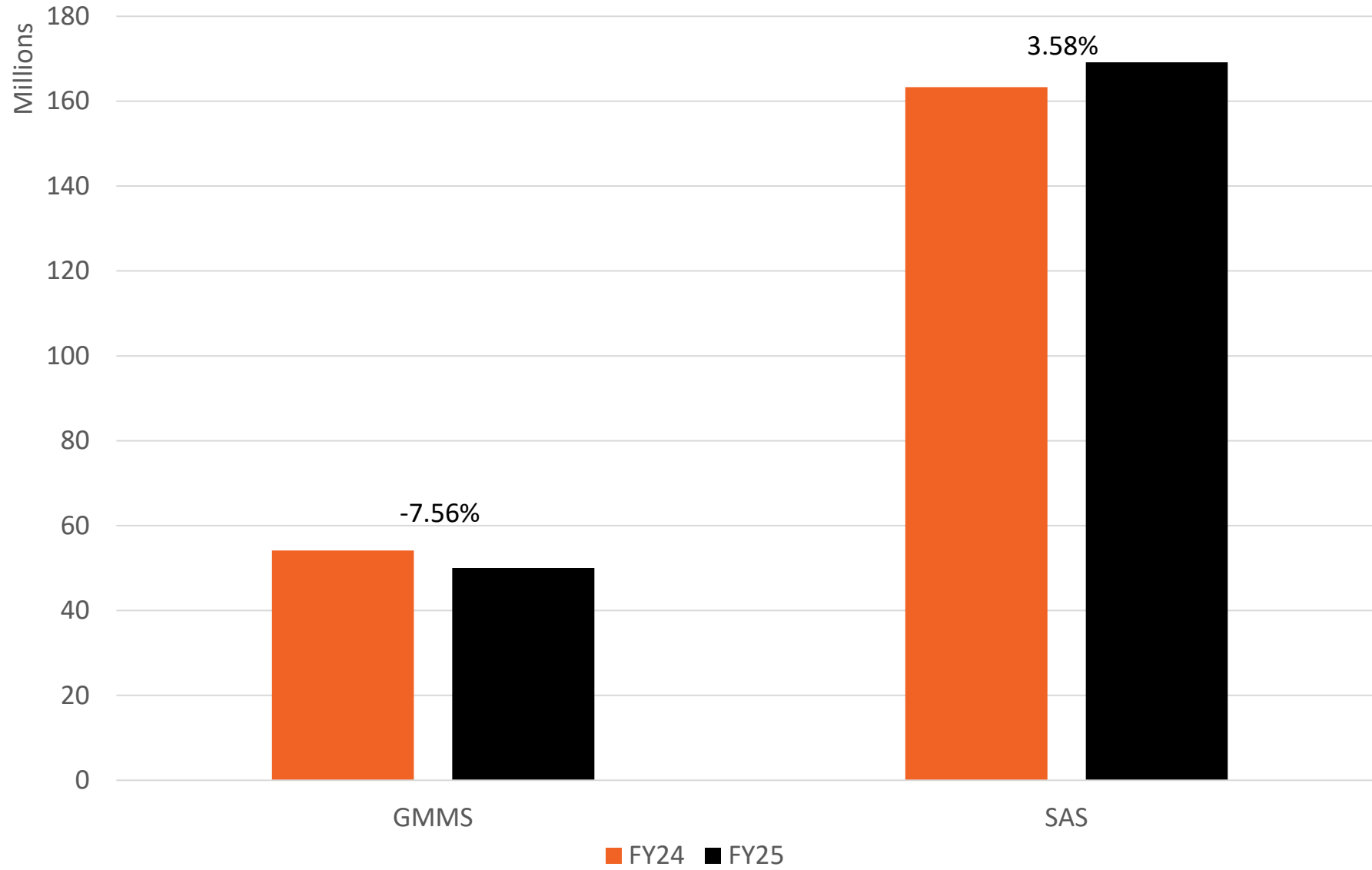
# Fiscal Year Instant Sales by Price Point



# Fiscal Year Sales by Lotto Game



# Fiscal Year Video NMI



# Marketing Report



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# Responsible Gambling

- Paid media efforts began in late February and continue through March.
- This campaign reminds players to set a budget, play only for fun and that help is available.



# Responsible Gambling

- We've also utilized unpaid media to help bolster this messaging.
- Our approach is bolstered by recent research conducted by Scientific Games.



**SOUTH DAKOTA LOTTERY**  
**Truth or Myth**

**PLAYERS CLUB**  
WINNING NUMBERS RETAILERS PLAYERS CLUB

**Play Responsibly**  
**KEEP THE FUN GOOD**  
SOUTH DAKOTA LOTTERY  
good fun

As Problem Gambling Awareness Month continues, the South Dakota Lottery reminds all of our players to Keep the Fun Good. This means setting a budget, playing only for fun and seeking help if you develop a problem.

**TIPS TO PLAY RESPONSIBLY**

Playing responsibly means having a plan, a budget and an awareness of when playing is no longer about just having fun. Here are some tips to help you keep the fun good.

- **Play for fun and entertainment.**
- Understand that winning and losing are both part of gambling.
- **Never borrow money to gamble.**
- Never gamble to win back losses.
- **Don't let gambling interfere with family, friends or work.**
- Only spend what you can afford to lose.
- **Use your entertainment budget to play – not money needed for daily living expenses.**
- **Set a spending limit. Once you reach your limit, stop.**

**LOTTO AMERICA**  
2745-054656000-166490  
A. 01 11 24 25 30 - <sup>SB</sup>03  
ALL STAR BONUS - YES  
SINGLE DRAW Aug 22 2022  
RETAILER 21052400 Aug 21 2022/16:05  
\$2.00

Please Play Responsibly.  
For problem gambling help  
visit [KeepTheFunGood.com](http://KeepTheFunGood.com).  
2745-054656000-166490  
8PQVH6-%4DWFx-DPS&5V-ZBXFWT-YSP

Reply

# Mega Millions

- Mega Millions sales for the new game begin April 5.
- Communications with retailers began in February.
- We began messaging players about the game change March 26.



Starting April 5, 2025



**BIGGER  
THAN EVER**  
NOW WITH MULTIPLIER INCLUDED  
**HIGHER JACKPOTS**  
BIGGER LOCAL WINS AT ALL LEVELS



# Mega Millions

- Messaging will continue through the launch of the game.
- The built-in multiplier provides a great marketing opportunity.
- We are exploring the possibility of a draw game promotion.

COMING APRIL 5, 2025



**BIGGER  
THAN EVER**  
NOW WITH MULTIPLIER INCLUDED  
**HIGHER JACKPOTS**  
BIGGER LOCAL WINS AT ALL LEVELS

- NEW \$5 GAME WITH LARGER JACKPOTS STARTING AT \$50M AND BETTER SECONDARY PRIZES
- MULTIPLIER INCLUDED WITH EVERY PLAY
- NON-JACKPOT PRIZES ARE MULTIPLIED BY 2X, 3X, 4X, 5X, OR 10X
- WIN A MINIMUM OF \$10 UP TO \$10M ON NON-JACKPOT PRIZES
- LESS NUMBERS, BETTER ODDS TO WIN!



# 60 Days of WInTer

- The campaign focused on 60 Days of giveaways throughout the winter months.
- The campaign had 21,975 total entries.
- 1,673 of those who entered have already joined the Players Club.



# Summit League Sponsorship

- We were a sponsor of the 2025 Summit League men's and women's basketball tournaments.
- Sponsorship included digital signage, commercials and more.
- We also had 16 halftime segments that allowed attendees to shoot for prizes.



# Mobile App

- The app has been downloaded 37,984 times.
- Key functions also include scanning tickets, entering second chance drawings and viewing winning numbers.

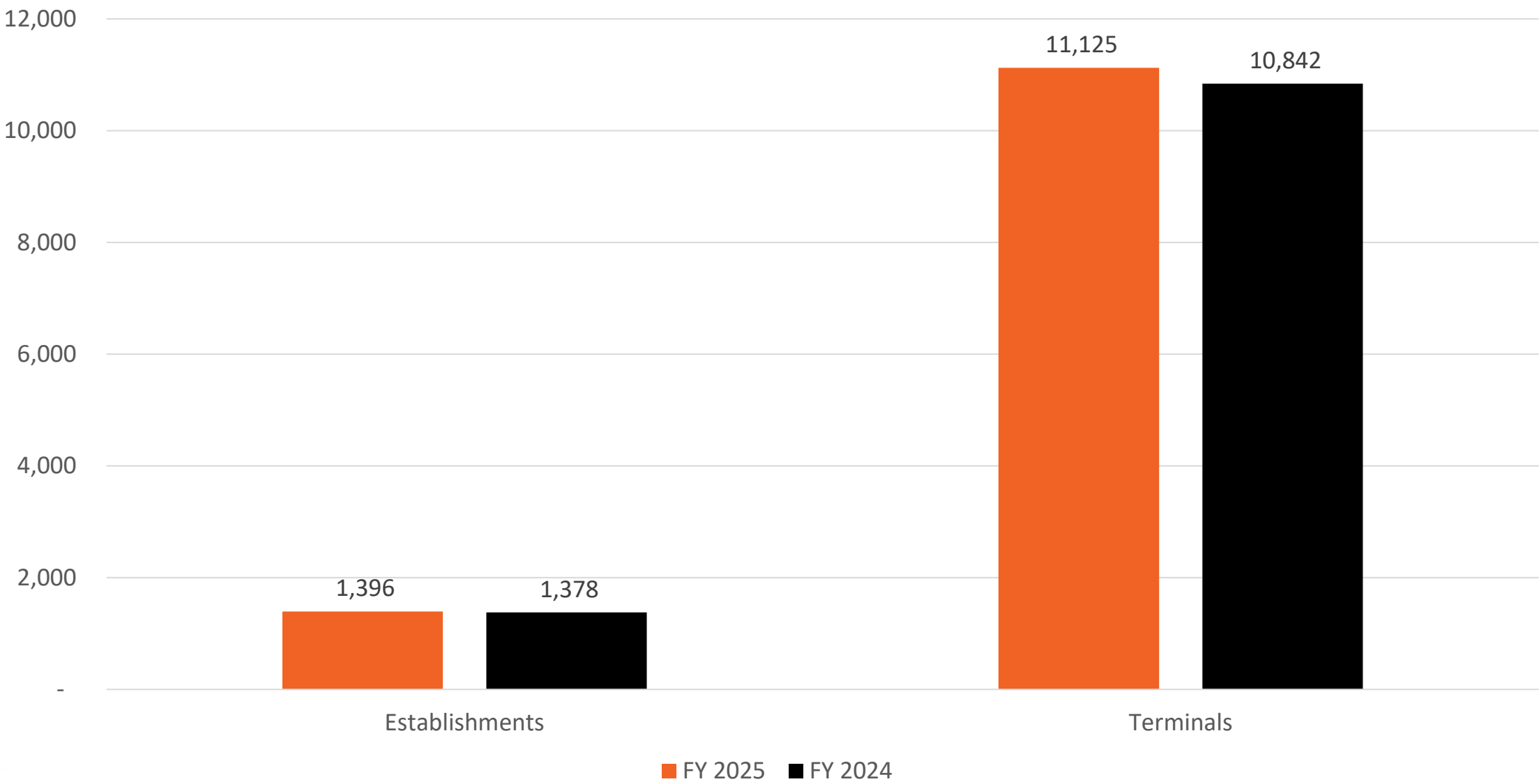


# Video Lottery Report

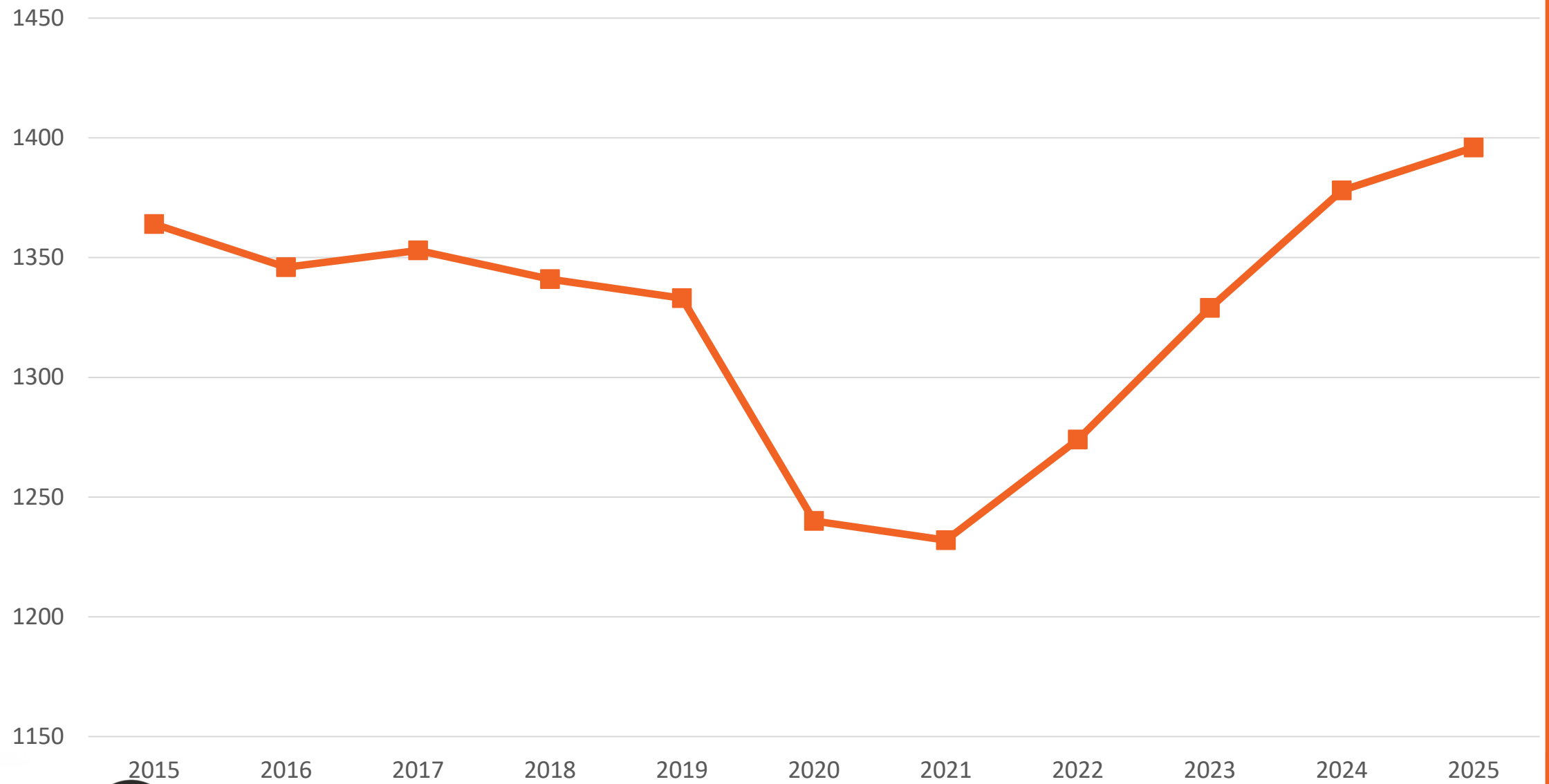


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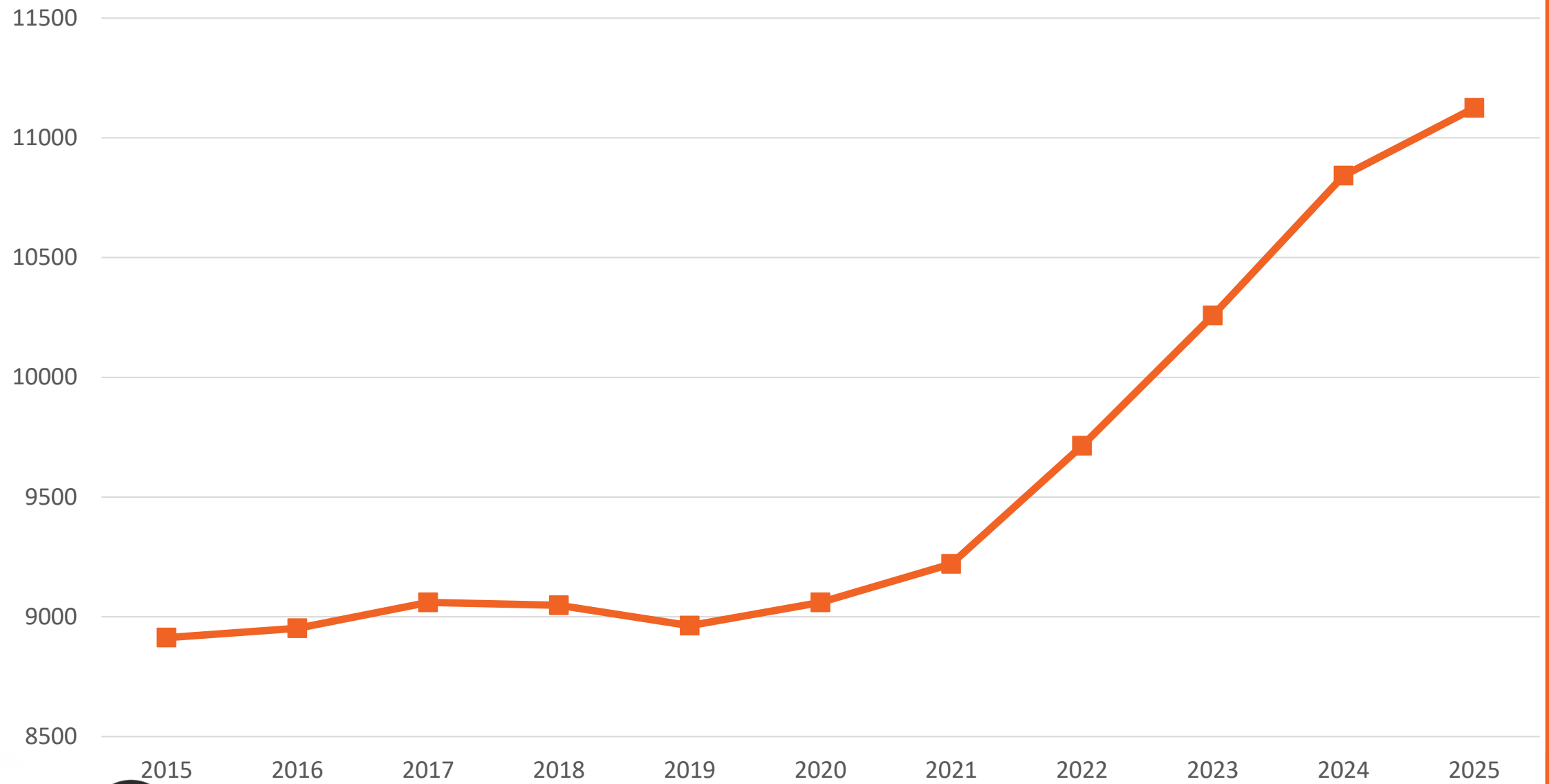
# Number of Terminals and Establishments as of February 28, 2025



# Establishments



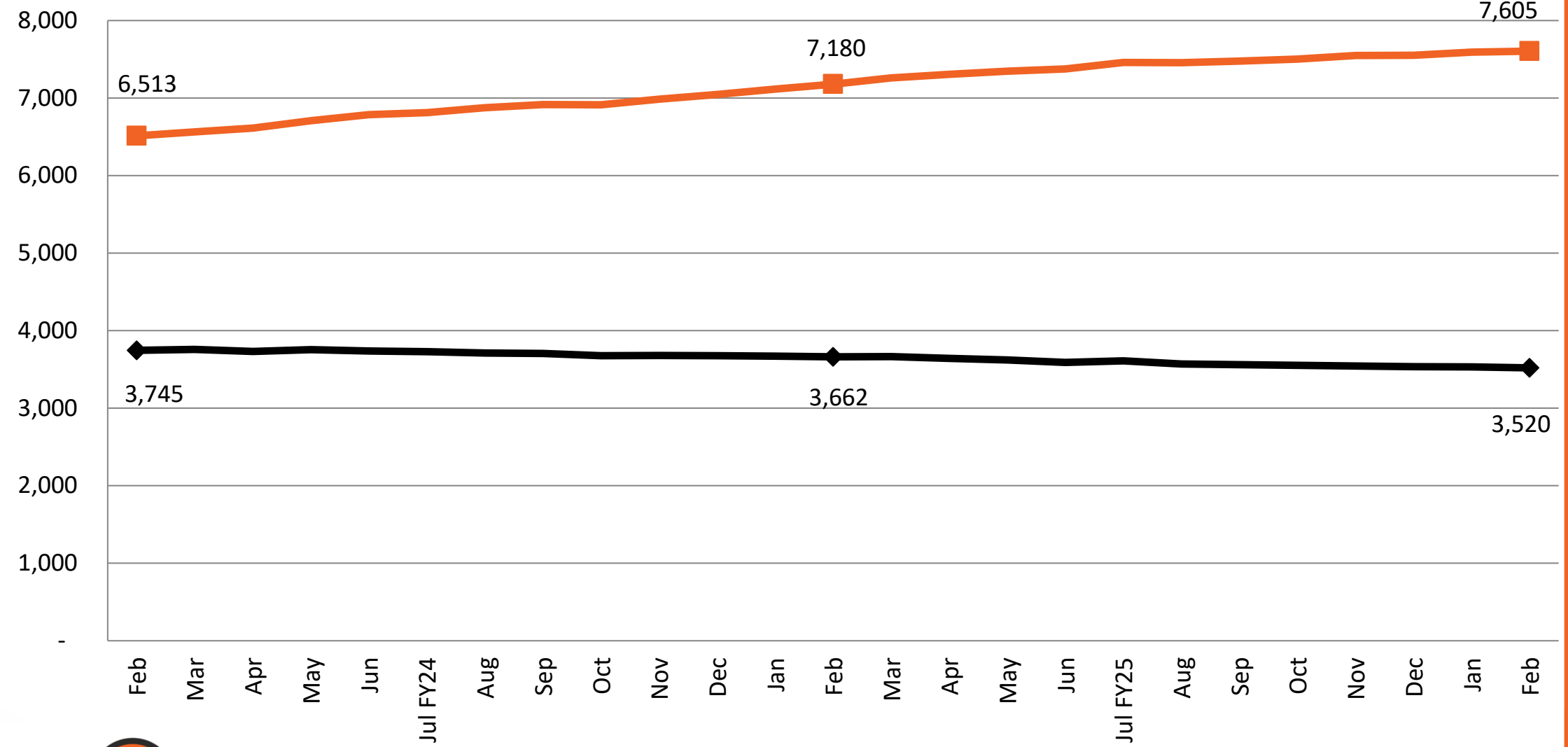
# Terminals



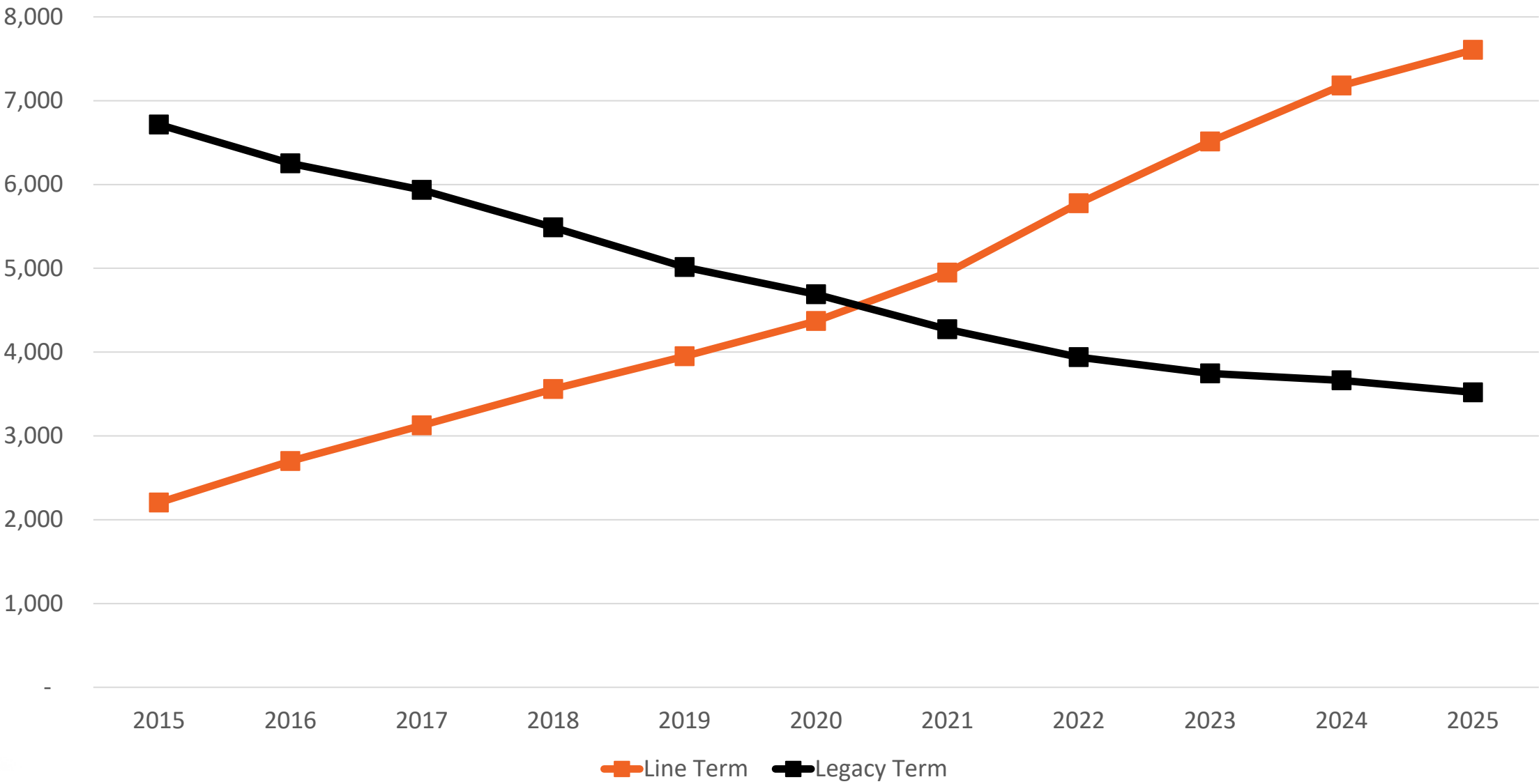


# Terminal Counts - Legacy vs. Line

Legacy Machines Line Machines

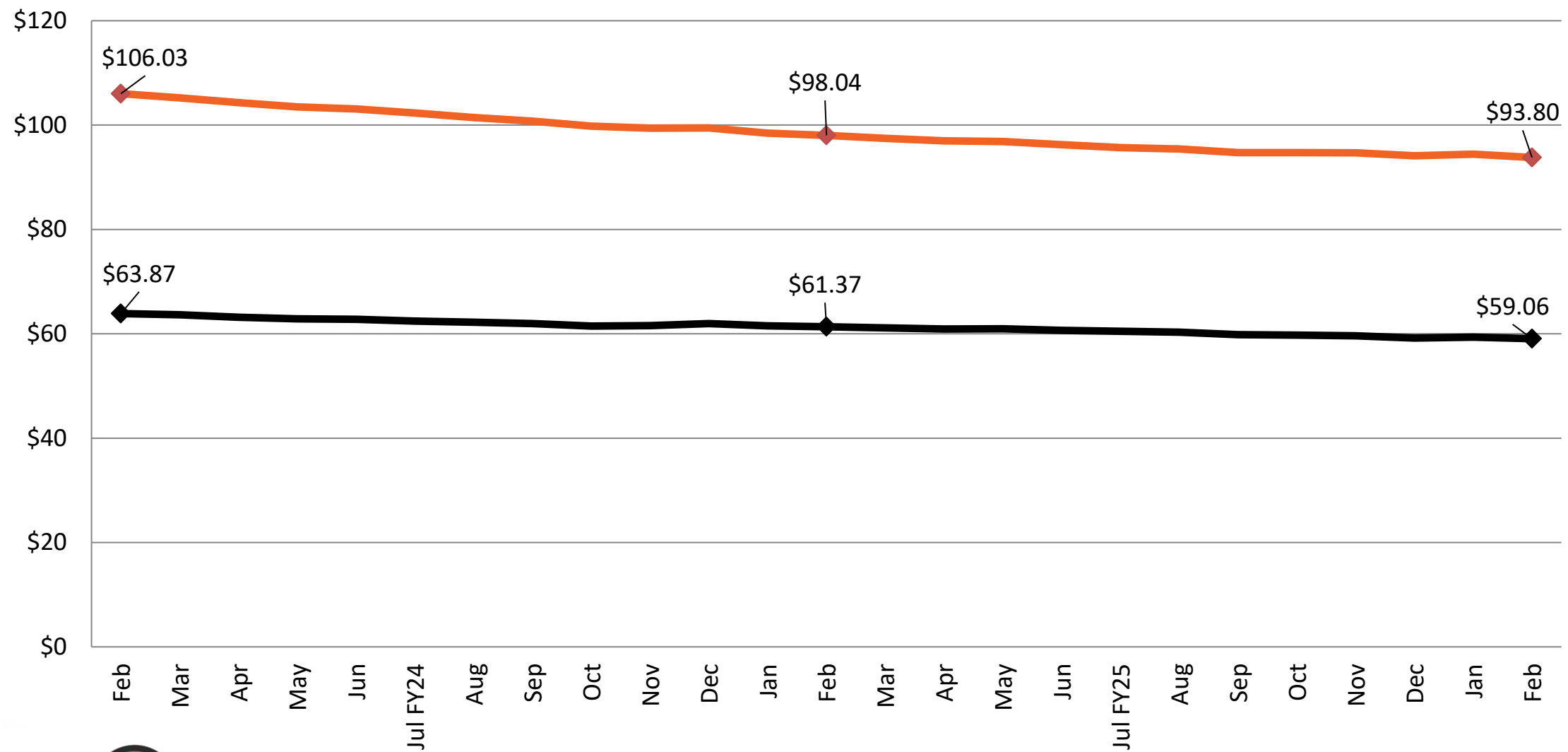


# Terminal Counts - Legacy vs. Line

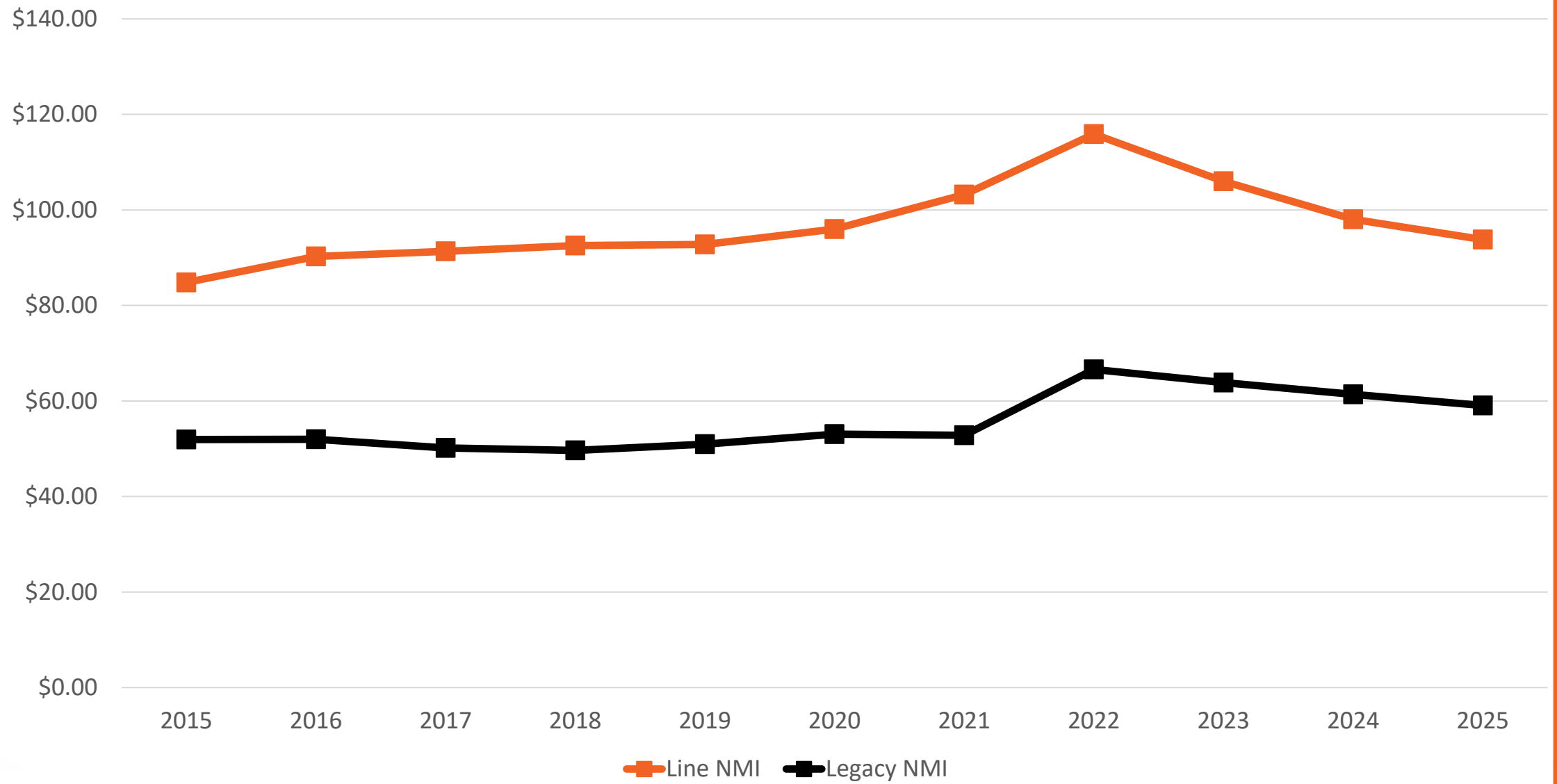


# NMI/Terminal/Day - Legacy vs. Line

Legacy NMI per Machine per Day      Line NMI per Machine per Day

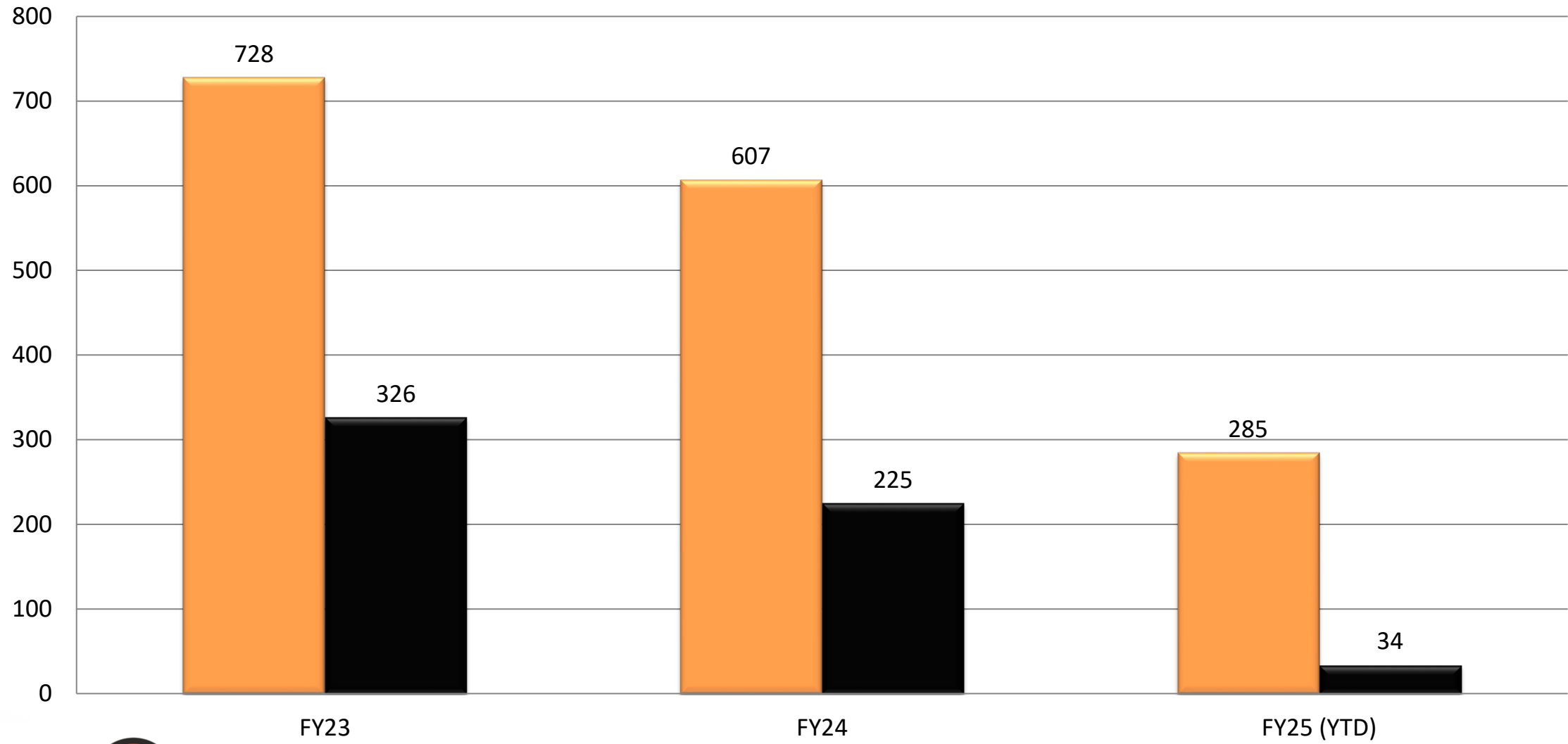


# NMI/Terminal/Day - Legacy vs. Line



# New & Destroyed Terminals

■ New ■ Destroyed





**SOUTH DAKOTA**  
**LOTTERY**™