



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 26, 2026, Lottery Commission Meeting

Date: March 20, 2026

The March 26, 2026, South Dakota Lottery Commission meeting 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.

We are pleased to welcome Roy Lindsay to the commission. Commissioner Lindsay began his term after being confirmed during the 2026 legislative session. Commissioner Lindsay is a citizen of Madison and has served as the city's mayor since 2022.

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. My comments will include updates on the 2026 legislative session, our division's internal controls processes, and more.

Deputy Executive Director Hepper will give an update on our instant ticket shipping process that will soon have a new vendor partner. Deputy Executive Director Hepper will also provide review of our mobile cashing process, which recently celebrated the 1-year anniversary of its launch.

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 26, 2026 – 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 11, 2025, meeting Chair Harding
5. Conflict of Interest Chair Harding
6. Department of Revenue Comments Secretary Mike Houdyshell
7. Executive Director Comments Executive Director Norm Lingle
8. Instant Ticket Shipping Dep Exec Director Clark Hepper
9. Mobile Claims 1-Year Review Dep Exec Director Clark Hepper
10. Video Lottery Report Director of VL and Security Trevor Wiebe
11. Sales Report Sales Director David Dahl
12. Sales Statistics Business Analyst Nathan Remmich
13. Marketing Report Director of Advert and PR Wade LaRoche
14. Public Comment Chair Harding
15. Next Meeting – June 11, 2026 Executive Director Norm Lingle
16. Adjournment Chair Harding

Expiration Dates of Commissioner Terms

Tim Donohue	01/01/2028	Tona Rozum	01/01/2027
Steve Harding	01/01/2027	Roy Lindsay	01/01/2029
Jamie Huizenga	01/01/2028		

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
Tim Donohue-Vice Chair
Jamie Huizenga
Joe Kafka
Tona Rozum

Minutes of the Commission Meeting

Meeting was conducted in person
Thursday December 11, 2025 – 9:30 a.m.

UNAPPROVED

Chair Harding called the December 11, meeting of the South Dakota Lottery Commission to order at 9:30 a.m. Commissioners Donohue, Rozum and Kafka participated remotely. Legal counsel Ali Schaeftbauer and Nick Ramos attended remotely.

SUPPORT STAFF PRESENT

Norm Lingle, Clark Hepper, Nick Ramos, Jason Evans, Wade LaRoche, Trevor Wiebe, Nathan Remmich, Aric Frost, and David Dahl.

MEMBERS OF THE PUBLIC PRESENT

Bob Mercer.

APPROVAL OF THE AGENDA

Chair Harding asked if there were any changes to the agenda. Commissioner Huizenga moved to approve the minutes and seconded by Commissioner Donohue. Voice vote. All in favor. Motion carried.

APPROVAL OF THE MINUTES FROM THE SEPTEMBER 25, 2025, MEETING

Chair Harding asked for a motion to approve the minutes. Commissioner Huizenga moved to approve the minutes and seconded by Commissioner Donohue. Voice vote. All in favor. Motion carried.

CONFLICT OF INTEREST

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

DEPUTY SECRETARY OF REVENUE COMMENTS

Department of Revenue Deputy Secretary Jason Evans reported on the following:

- Deputy Secretary Evans discussed the 2026 Legislative Session and the Department of Revenue's role.
- DOR will be monitoring the 2026 bills and implementing statutory changes that are due by July 1.

EXECUTIVE DIRECTOR'S COMMENTS

Executive Director Norm Lingle reported on the following:

- The Lottery is working on a Bulk Purchase/Courier policy.
- This involves a bulk purchase by an individual or organization to purchase an extraordinarily large volume of tickets, in an attempt to win a jackpot in a draw game or top prize on a scratch ticket.
- Web Metrics for the \$1.787 billion Powerball Jackpot won on September 6th. The reporting period was from Aug. 23, 2025–Sept. 7, 2025. Number of visits to the SDL Website was 104,718 Sessions with total website users 49,136.
- Visits to the Winning Numbers page 22,349 with Apple Mobile App Users 9,371 and Android Mobile App Users 7,800.
- The 2026 Legislative session begins January 13. The Lottery is not proposing any legislation. We will have Commissioners Huizenga's re-appointment confirmation hearing and potentially a replacement for Commissioner Kafka.
- Executive Director Lingle thanked Commissioner Kafka for serving since 2016.

DRAW GAMES OVERVIEW

Executive Director Norm Lingle reported on the following:

- Draw Games include Powerball, Mega Millions, Lucky for Life, Lotto America & Dakota Cash. Millionaire for Life game starts February 22, 2026. Information on portfolio, payouts and retailers commission are on the website.
- Tickets are available for purchase from 6 a.m. to 11 p.m. central time, and you may purchase up to 9 drawings.
- Players with winning tickets have up to 180 days to claim prizes.

ADOPTION OF LOTTERY RETAILER INCENTIVE COMMISSION – RULING 25-4

Deputy Executive Director Clark Hepper reported the following

- This ruling would add retailer incentive commissions for the new Millionaire for Life game.
- A retailer who sells a jackpot winning Millionaire for Life ticket would receive a \$5,000 bonus.

- A second prize would yield a \$500 retailer bonus.
- Commissioner Huizenga moved to adopt administrative rules for Millionaire for Life Incentive Commission. Seconded by Commissioner Donohue. A voice vote was taken. All in favor. Motion carried.

FY27 Instant/Online and Video Lottery Budget Approval

Accounting Manager Aric Frost reported the following.

- The Lottery operates under two main budget centers: Instant/Online and Video Lottery.
- Each budget is categorized into six areas:
 - Personal Services, travel, contractual services, supplies & materials, capital assets and other.
- The Instant/Online budget is informational only and approved by the Lottery Commission, then reported through the state budget process.
- This approach supports informed decision-making and financial awareness.
 - Contractual Services: Resulted in under spending about 3% under the budgeted amount or almost \$2 million.
 - Salaries & Benefits: Resulted in under spending by about 15% under the budgeted amount or almost \$320,000
 - Supplies & Materials: Resulted in spending by about 22% under the budgeted amount or almost \$245,000.
 - Travel: Resulted in spending by about 1% under the budgeted amount or around \$1,600.
 - Other: Resulted in overspending around \$66,000.
 - This is the category used to pay the three tribal governments for their share of sales, which is 50% for scratch tickets only. (Oglala Sioux Tribe, Crow Creek, and Rosebud).
 - Capital Outlay; Resulted in spending by about 53% under the budgeted amount or around \$21,000.
 - Total spending about 4% below the budget amount or around 2.4 million.
- The Lottery is not proposing an increase to this budget in FY27.
 - Video Lottery Contractual Services: Resulted in under spending about 6% under the budgeted amount or around \$95,000.
 - Salaries & Benefits: Resulted in under spending by about 11% under the budgeted amount or almost \$105,000
 - Travel: Resulted in spending by about 6% under the budgeted amount or around \$,1800.
 - Supplies & Materials: Resulted in spending by about 48% under the budgeted amount or almost \$14,000.

- Capital Outlay; Resulted in spending by about 92% under the budgeted amount or around \$166,000
- Total Result of spending about 14% below the budget amount or around \$426,000
- Commissioner Huizenga made a motion to adopt the FY27 Instant/Online and Video Lottery budget. Commissioner Kafka seconded. A voice vote was taken. All in favor. Motion carried.

Adoption of Criminal History/Background Check – Ruling 25-5

Director of VL and Security Trevor Wiebe reported the following.

- Initial background checks are currently required for all employees, applicants, licensees, and vendors.
- The new ruling would require background checks to be completed every five years.
 - Lottery employees required to submit fingerprints each time.
 - Licensees and vendors are subject to internal criminal record checks
- Commissioner Huizenga moved to adopt administrative rules for Criminal History/Background Check. Seconded by Commissioner Donohue. A voice vote was taken. All in favor. Motion carried.

VIDEO LOTTERY REPORT

Director of VL and Security Trevor Wiebe reported the following

- Comparing the number of terminals and establishments for the last 5 years. Establishments at 1,265 and currently 1,390. Terminals 9,607 currently 11,229.
- Currently we have Legacy and Line machines with Legacy having 3,481 machines and Line having 7,712 machines. Operators will keep the parts of a destroyed machine to use parts in other machines.
- NMI shows over the course of 5 years with decrease in legacy. New & destroyed machines with FY22 having 930 machines with 366 destroyed. FY26 currently 138 new machines and 38 destroyed.
- MUSL completed its Rule 2 Review for Online Draw Games during the week of Oct. 27.
- The review focused on four Discussion Points: Physical security, Network Diagram & Firewall Rules, Internal control system (ICS) permissions, and Backup for the ICS.

SALES REPORT

Sales Director David Dahl reported on the following:

- Instant ticket sales are down 3% compared to FY25 with sales at \$18.5 million.
- Lotto sales are up over 57% over the same time last year. Lotto sales at \$16.54 million.

- The Lottery has paid out over \$12.2 million dollars in instant game prizes and over \$5.7 million in Lotto prizes in FY26.
- The X Family scratch tickets will be launching in February.
- Projections for Instant/Online as of November 30th. Projecting Instant \$5.5 million in Net transfers and Lotto \$8.32 million in Net transfers vs. FY25 which instant were at \$6.05 million, and Lotto was at \$7.53 million. Combined for FY26, this is \$13.82 million vs. \$13.58 million in FY25.
- Video lottery net machine income is projecting to have a 1.64% increase over FY25. As of November 30, Video lottery FY26 state share revenue is projected to be \$167.59 million vs. \$165.05 million in FY25.
- Total FY26 revenue projections as of November 30, 2025. The total combined FY26 revenue projection is \$181.41 million vs. \$178.63 million in FY25.

SALES STATISTICS

Business Analyst Nathan Remmich reported the following

- Quarter 2 Review. Less instant tickets in the market with lower price points decreased sales for those price points. There is growth from the new \$30 game but down overall by 4.16%.
- Quarterly Sales by Lotto Games are up 69.67%.
- Quarterly Video Net Machine Income is up .83% with fewer GMMS machines and more SAS machines.
- FY26 Fiscal Year Instant Sales by Price Point shows less interest in the lower price tickets with growth coming from the new \$30 tickets. Down overall 3.10%.
- Fiscal Year Sales by Lotto Game is up 57.72%.
- Fiscal Year Video Net Machine Income is up 1.64%.

MARKETING REPORT

Director of Advertising and Public Relations Wade LaRoche

- The holiday Campaign is our largest campaign of the year—as we utilize fun holiday themes and imagery. Instant tickets are often given as gifts. We are using the same television spot as last year, and we are leveraging our Players Club through a series of fun emails that show the fun in giving instant tickets as gifts and how to play the games.
- Throughout the latter half of November and December, the Lottery has had a presence at Rapid City Rush home games through video placement, digital boards and fun promotions.
- Gift Responsibility Campaign provides several details pertaining to the risks associated with youth being exposed to gambling at a young age. We spread the word through social media, players club emails and messages to retailers.

- Pentagon Sponsorship is a yearlong agreement for placement with the Pentagon. Floor stickers are located throughout heavily populated areas as fans walk to their seats.
- Unclaimed prizes: A \$2 million Powerball prize and \$500,000 Powerball Double Play prize remain unclaimed. In November, a press release was sent out and posted on social media of the deadline to claim.

PUBLIC COMMENT

None.

NEXT MEETING DATE

Executive Director Lingle stated the next meeting will be March 26, 2026.

ADJOURNMENT

Commissioner Donohue made a motion to adjourn at 11:38 a.m. Commissioner Kafka seconded the motion. A voice vote was taken. All in favor. Motion carried.

*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



SOUTH DAKOTA
LOTTERY
good fun

A Division of the Department Revenue

March 26, 2026

Department of Revenue Secretary Comments



Executive Director Comments



SOUTH DAKOTA
LOTTERY
good fun

Executive Director Comments

- 2026 Legislative Session
- FY2026 Draw Sales
- Internal Controls
- New Draw Game

Welcome Commissioner Lindsay

Powerball Xs & Os



Sales Begin Sept 8 - First Draw Sept 13

Instant Ticket Shipping



SOUTH DAKOTA
LOTTERY
good fun

**Big Savings on
Instant Ticket
Shipping!**



Small Package Shipper Contract

- Seeking A New Deliver Services for our Instant Ticket Products
- Next Day to Two-day Delivery
- Current Delivery Service UPS
- Customer Service
- Pricing

Mobile Claims Review



SOUTH DAKOTA
LOTTERY
good fun

Mobile Claims

- Players may claim prizes from \$101 to \$5,000 on our mobile app.
- Prize payments are completed via ACH.
- We administer normal debt setoff checks.
- Claims typically take 4 business days to process.

1,286 Mobile Claims have been Processed!

Who is Submitting Claims

- Player Ages ranging from 18-85-years old.
 - 140 Claims between 18-30
 - 697 Claims between 30-50
 - 347 Claims between 50-65
 - 102 Claims 65 and older.
- Players from 261 cities and 23 states.
- Top Cities:
 1. Sioux Falls—127 Claims
 2. Aberdeen--70 Claims
 3. Watertown—66 Claims



Prizes Claimed

- Prizes from \$125 to \$5,000 have been claimed.
- Average prize claimed is \$317.84.
- 1,055 scratch ticket prizes have been claimed.
- Top Games:
 1. \$50, \$150 or \$250—381 Claims
 2. \$600,000 Cash Spectacular—293 Claims
 3. 100X The Cash—168 Claims
 4. Lucky for Life—139 Claims
 5. Powerball—62 Claims



Video Lottery Report



SOUTH DAKOTA
LOTTERY
good fun

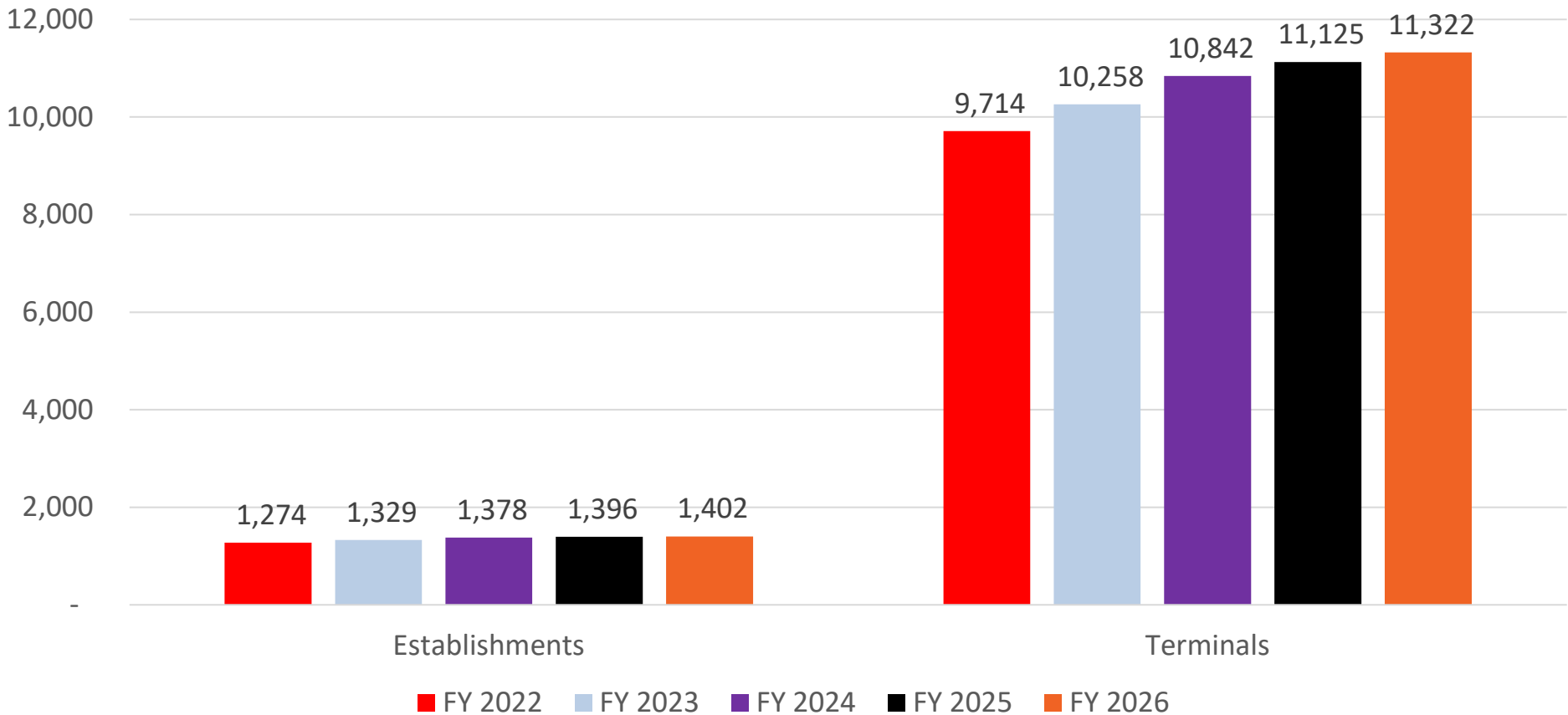


Value

Balance

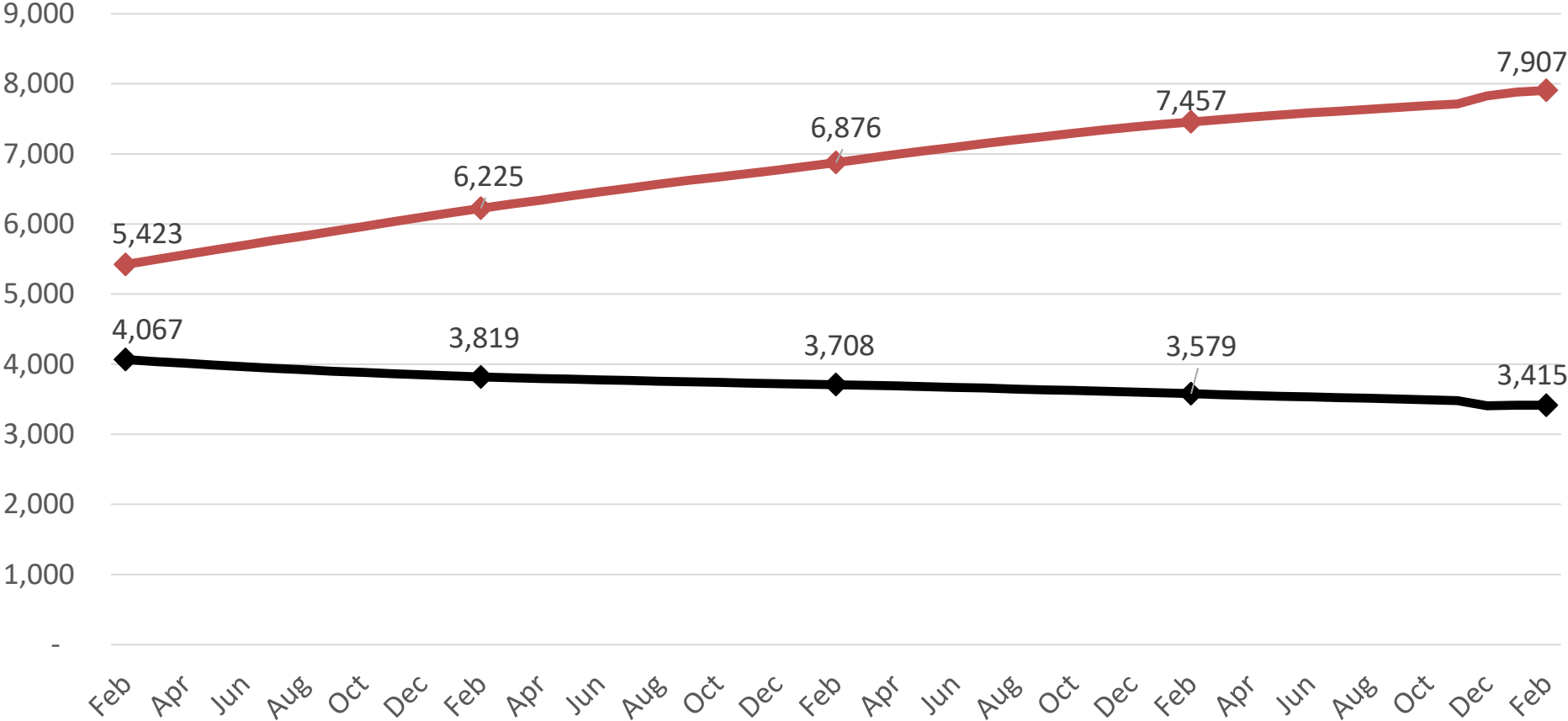
CASH OUT

Number of Terminals and Establishments as of February 28, 2026



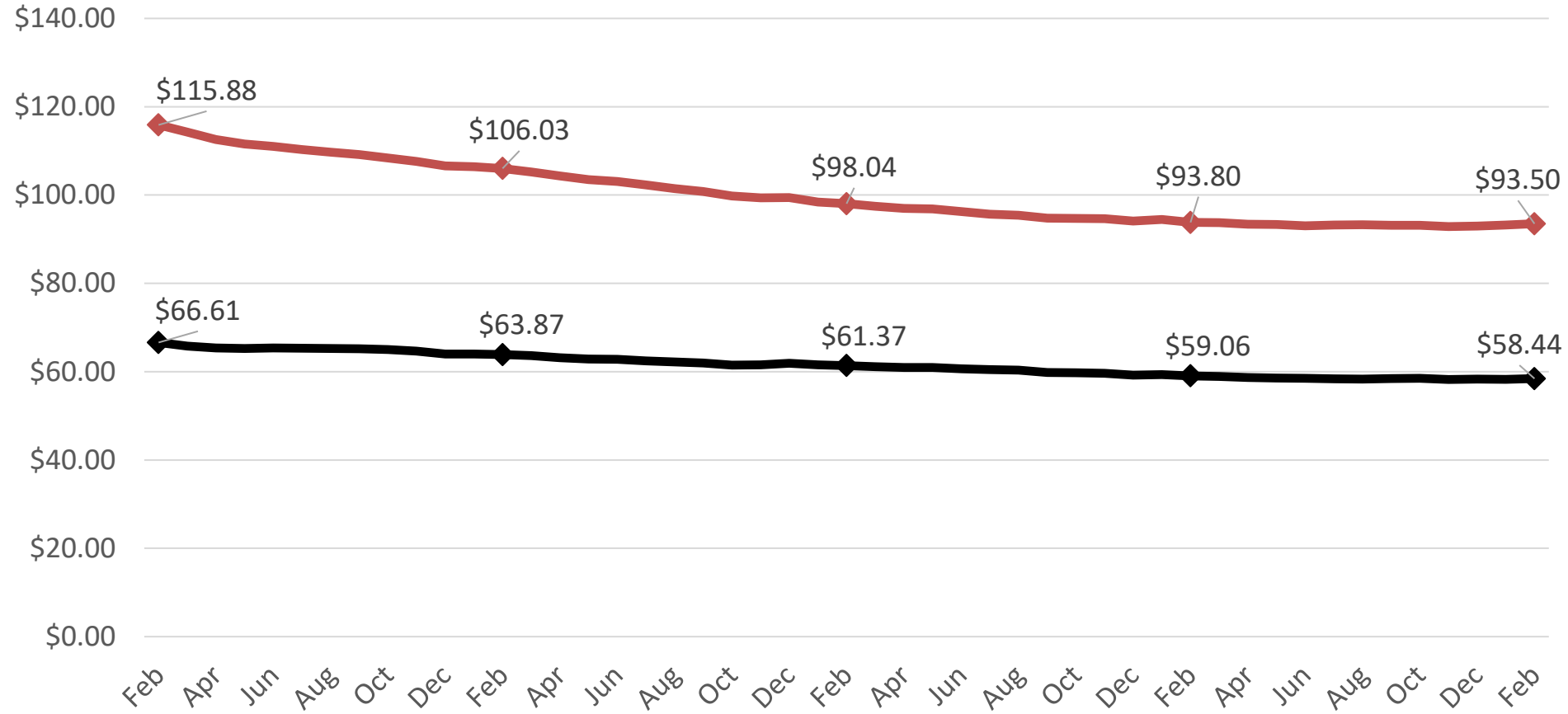
Terminal Counts - Legacy vs. Line

Legacy Line



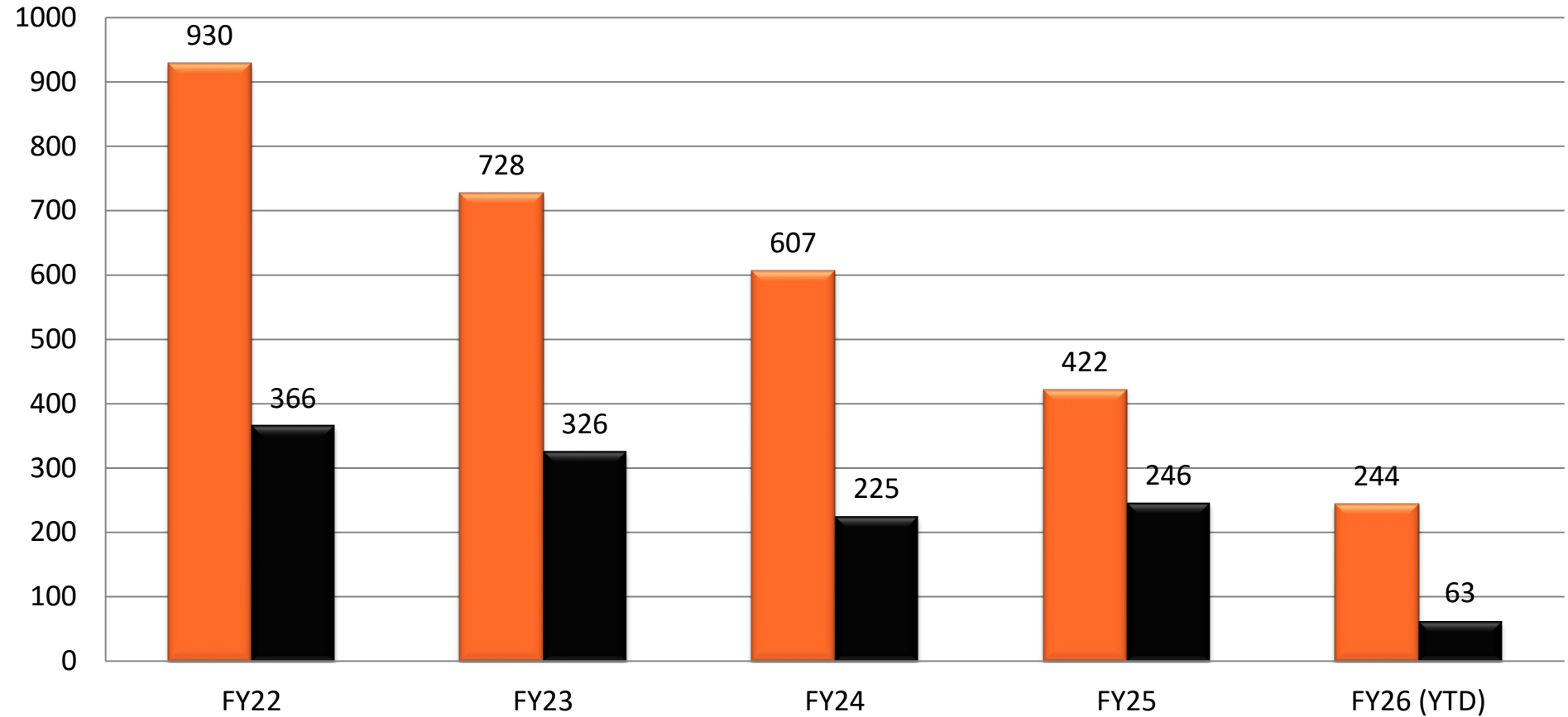
NMI/Terminal/Day - Legacy vs. Line

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



New & Destroyed Terminals

■ New ■ Destroyed



Notable Events

- 1) Department of Public Safety Inspectors Annual Meeting – May 6th
 - Inspection Requirements
 - Terminal Destruction Process

- 2) System Failovers:
 - Instant/Online – first failover completed 01/03/2026
 - Video Lottery – planned this spring, date TBD

- 3) Securities for Licensed Operators
 - Administrative Rule 48:02:05:04(18)

Sales Report

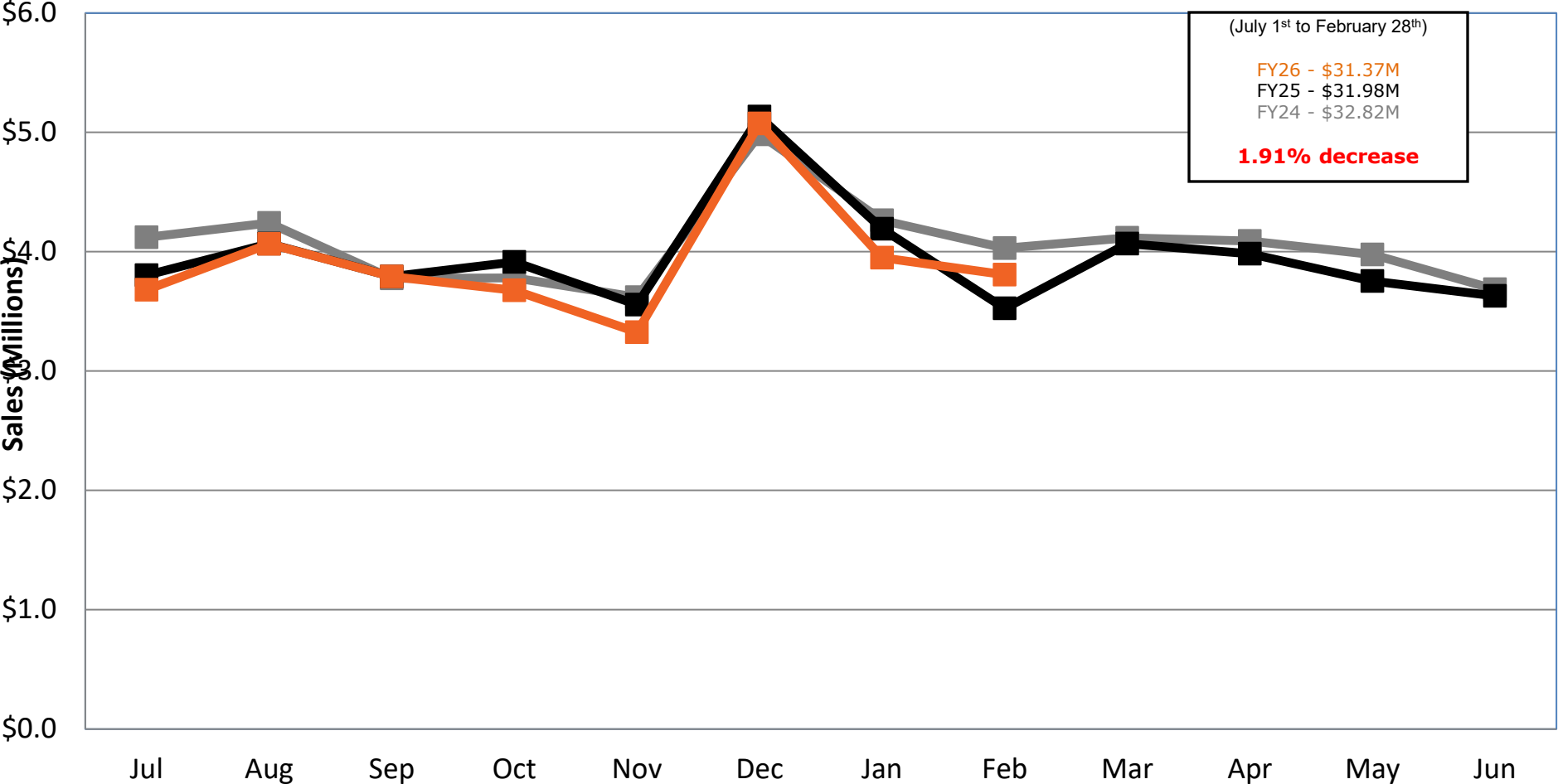


SOUTH DAKOTA
LOTTERY
good fun

Instant Sales

FY24 FY25 FY26

(July 1st to February 28th)
FY26 - \$31.37M
FY25 - \$31.98M
FY24 - \$32.82M
1.91% decrease



Money Maker

- Newest \$30 ticket.
- Launches March 30.
- \$350,000 top prize.
- Has \$9.4 million in prizes.
- Loaded with prizes between \$100 and \$15,000.

\$30 **LOTTERY**

MONEY MAKER

WIN UP TO \$350,000!

OVER \$9.4 MILLION IN CASH PRIZES! **BEST ODDS OF WINNING \$50!** **PRIZES START AT \$50!**

Reveal a Bank symbol in any of the BONUS spots and win the prize shown for that BONUS!

BONUS **BONUS** **BONUS** **BONUS**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number. Reveal a symbol, win 10 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 20 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 50 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 100 TIMES the PRIZE shown for that symbol. Reveal a Moneybag symbol, win ALL 25 PRIZES shown below!

WINNING NUMBERS

\$ \$ \$ \$ \$ \$ \$ \$

YOUR NUMBERS

OVER \$4.3 MILLION IN PRIZES BETWEEN \$100 AND \$15,000!

000 ■



UNCOVER
South Dakota
**HIDDEN
GEMS**

Hidden Gems

- \$5 ticket launching May 4.
- South Dakota specific scenes:
 - World Largest Pheasant
 - Hugh Glass Sculpture
 - Devil's Gulch
- Incorporates 2 Chance Drawings
- Will also utilize unique point of sale.

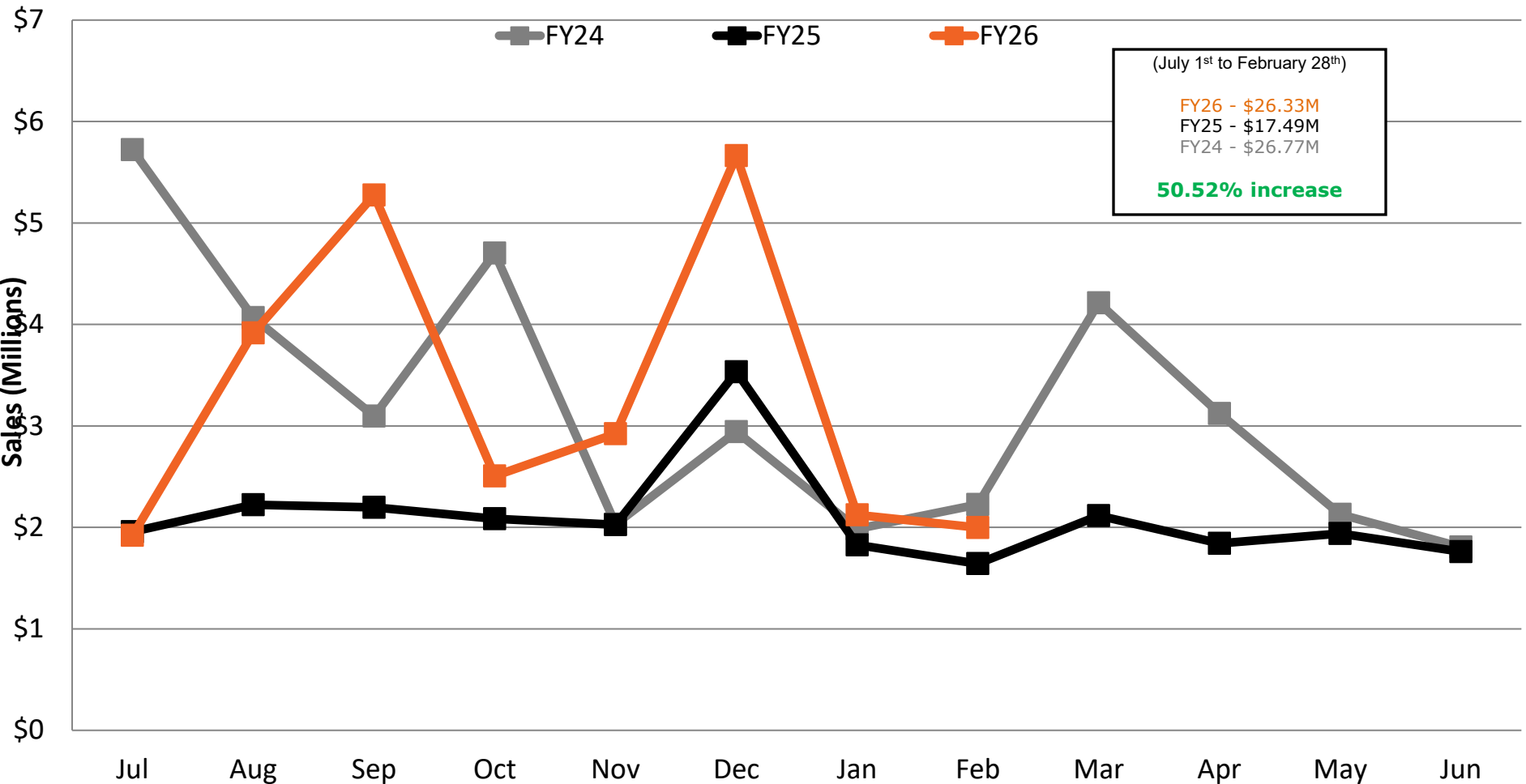


Game Planning

- The Lottery will meet with Scientific Games and Lawrence & Schiller for Game planning.
- The meeting provides national and South Dakota-specific sales trends.
- We also select a wide range of tickets for our Fiscal Year 2027 Launch Schedule.
- This includes holiday tickets launching next October.



Lotto Sales



Millionaire for Life

- Launched February 22.
- Features top prize of \$1 million a year for life and second prize of \$100,000 a year for life.
- \$5 price point.
- Replaced Lucky for Life.



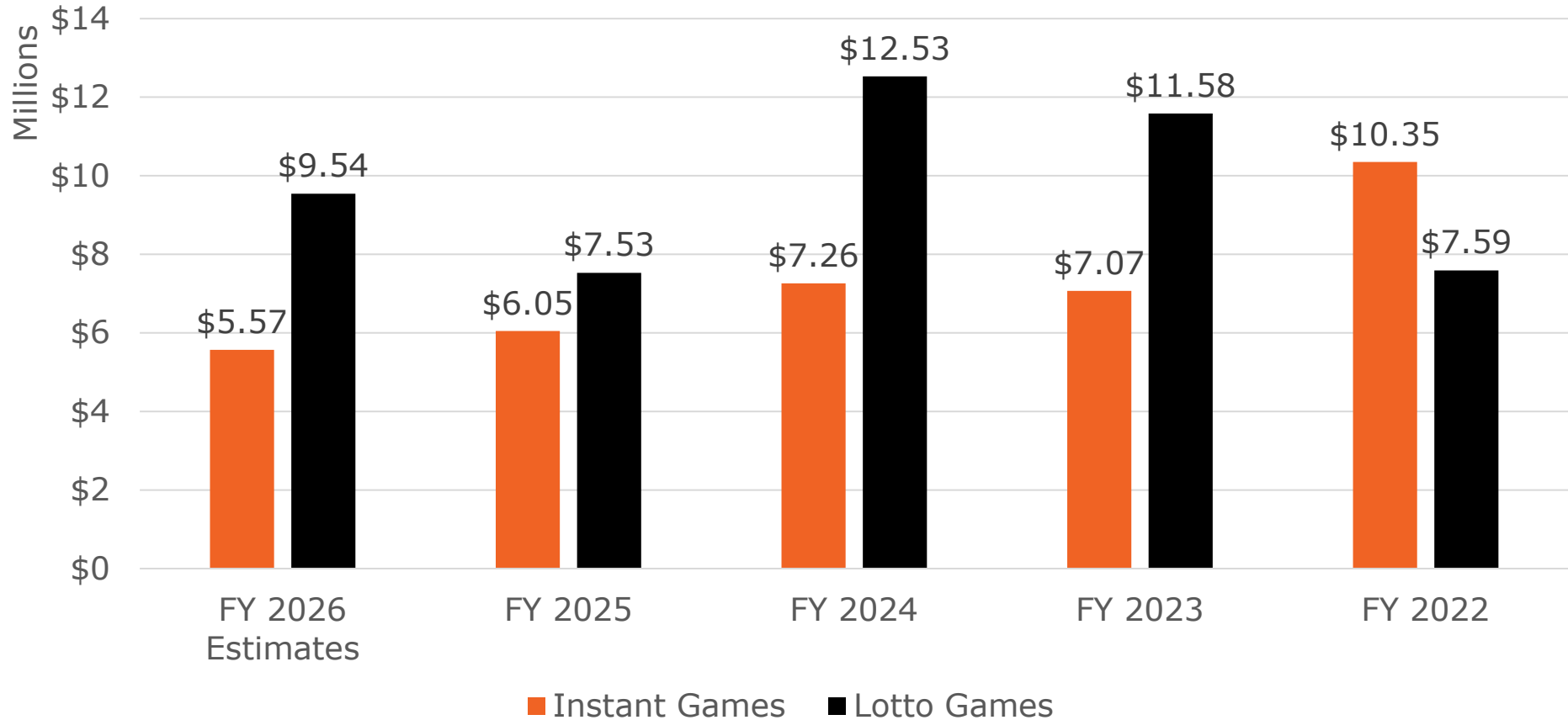
37.93 Percent Increase In Sales Compared to Lucky for Life

Millionaire Plus Promotion

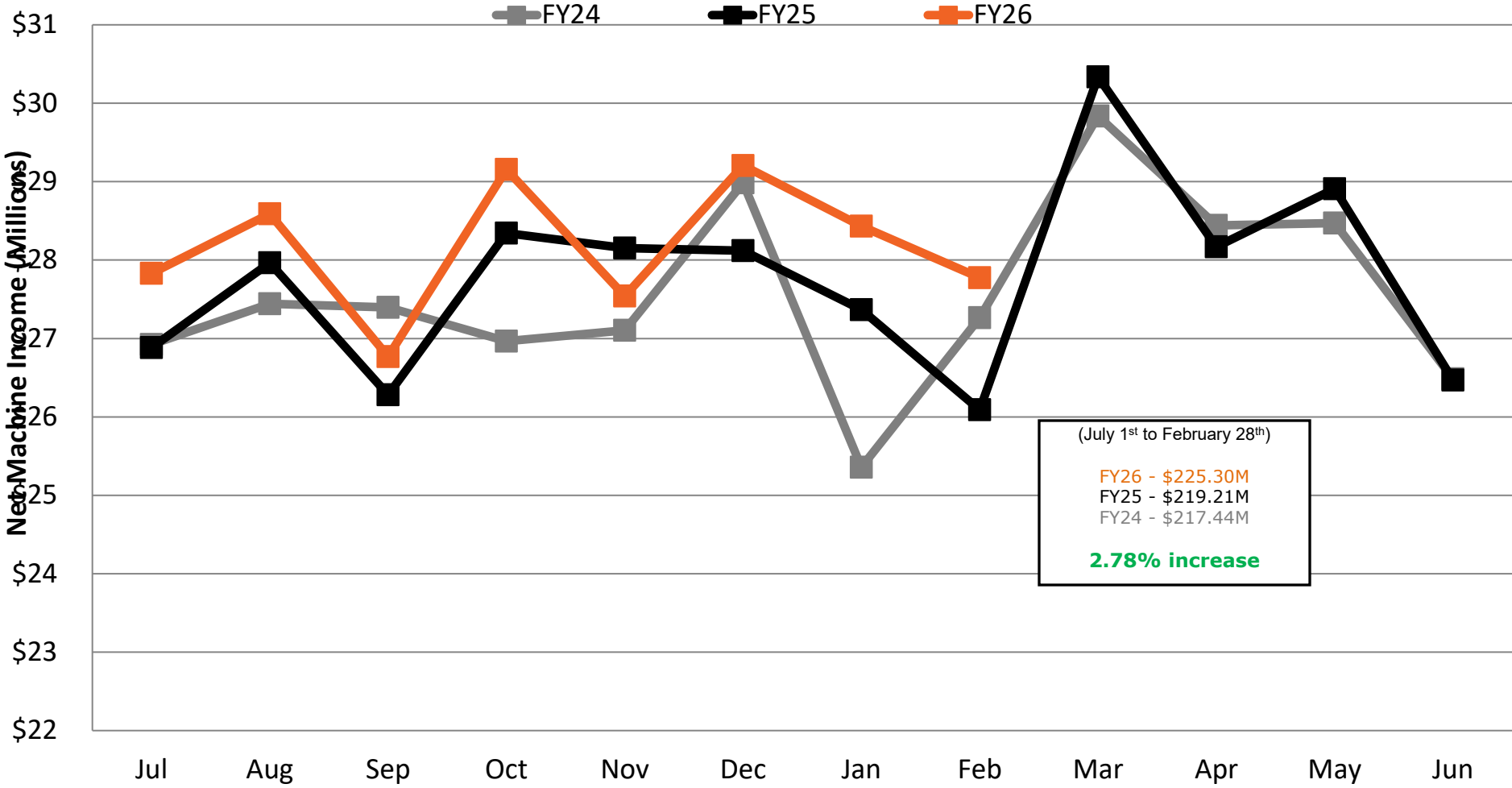


- To support the launch even further, April will feature a Millionaire for Life promotion.
- On Mondays in April, players may purchase a Millionaire for Life quick pick and receive a Dakota Cash quick pick for the next two draws.

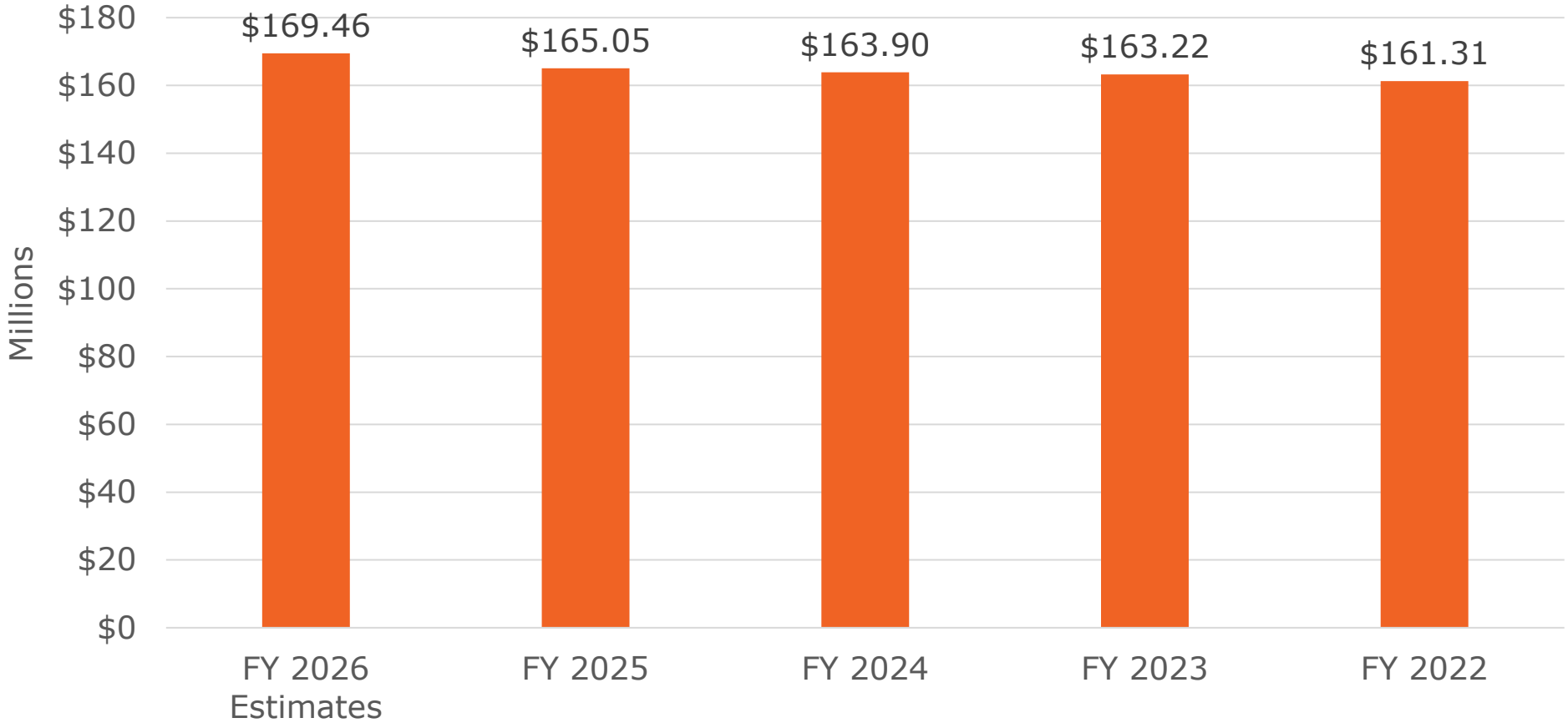
Instant and Online FY25 Revenue Projections as of February 28, 2026



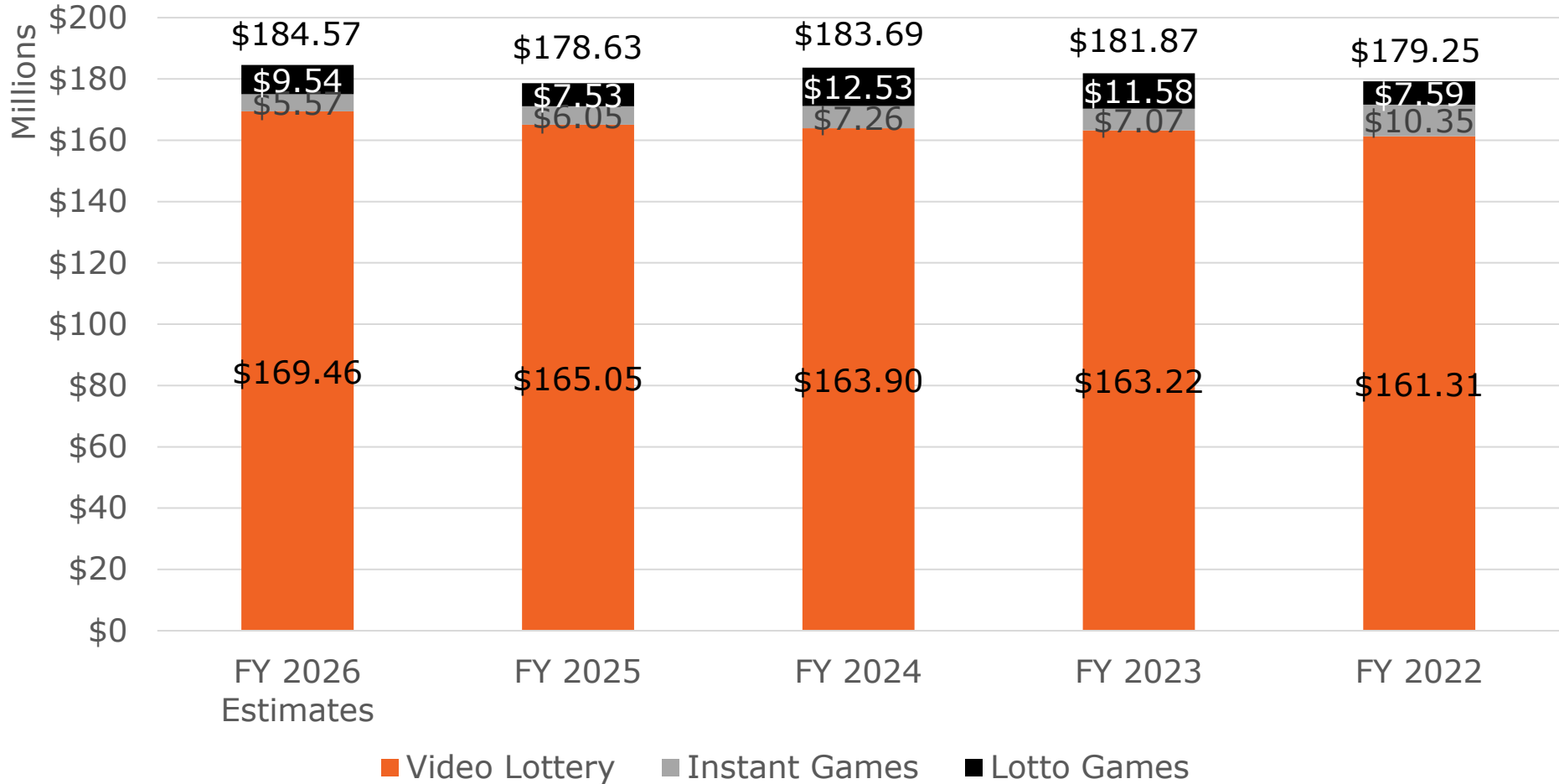
Video Lottery NMI



Video Lottery FY25 State Share Revenue Projection as of February 28, 2026



Total FY25 Revenue Projections as of February 28, 2026

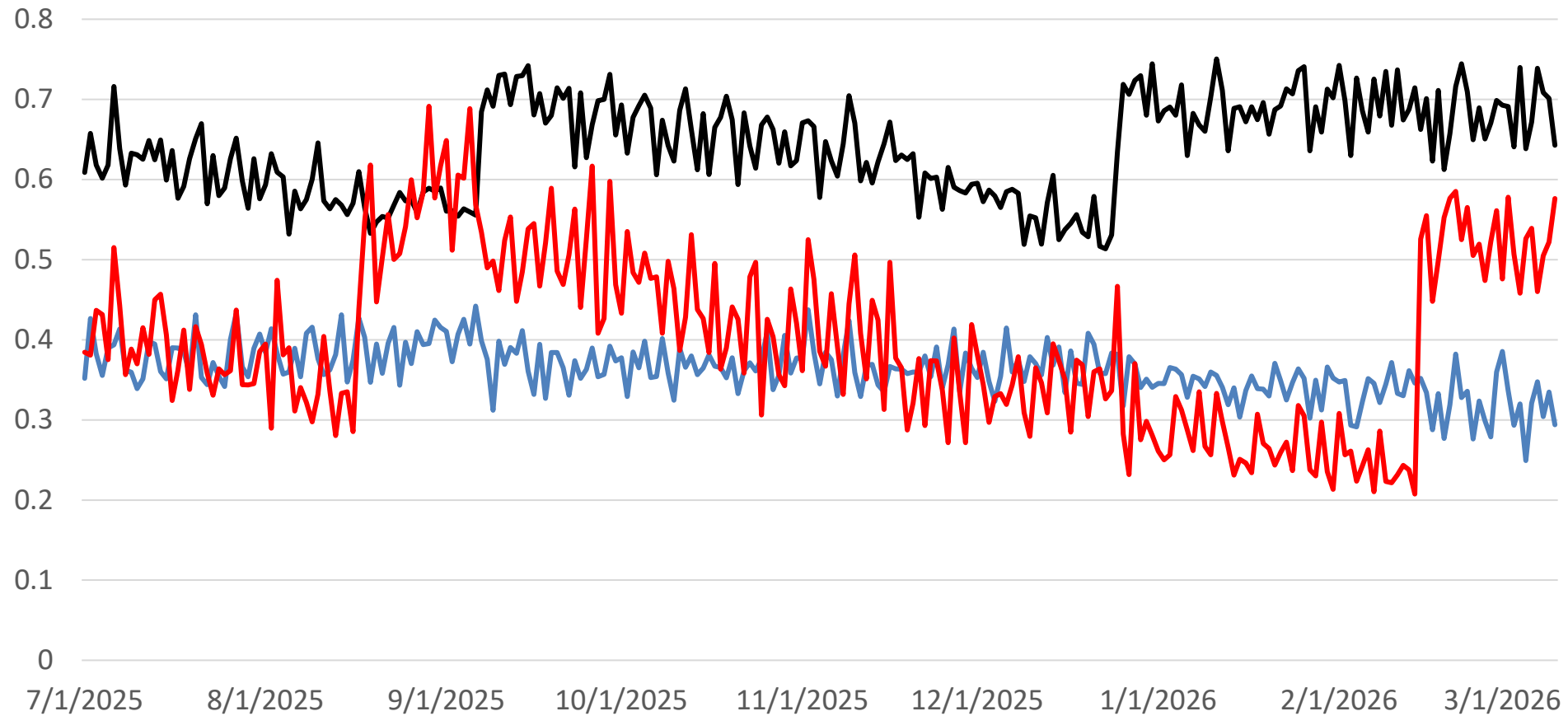


Sales Statistics



Add-Ons Purchased per Ticket

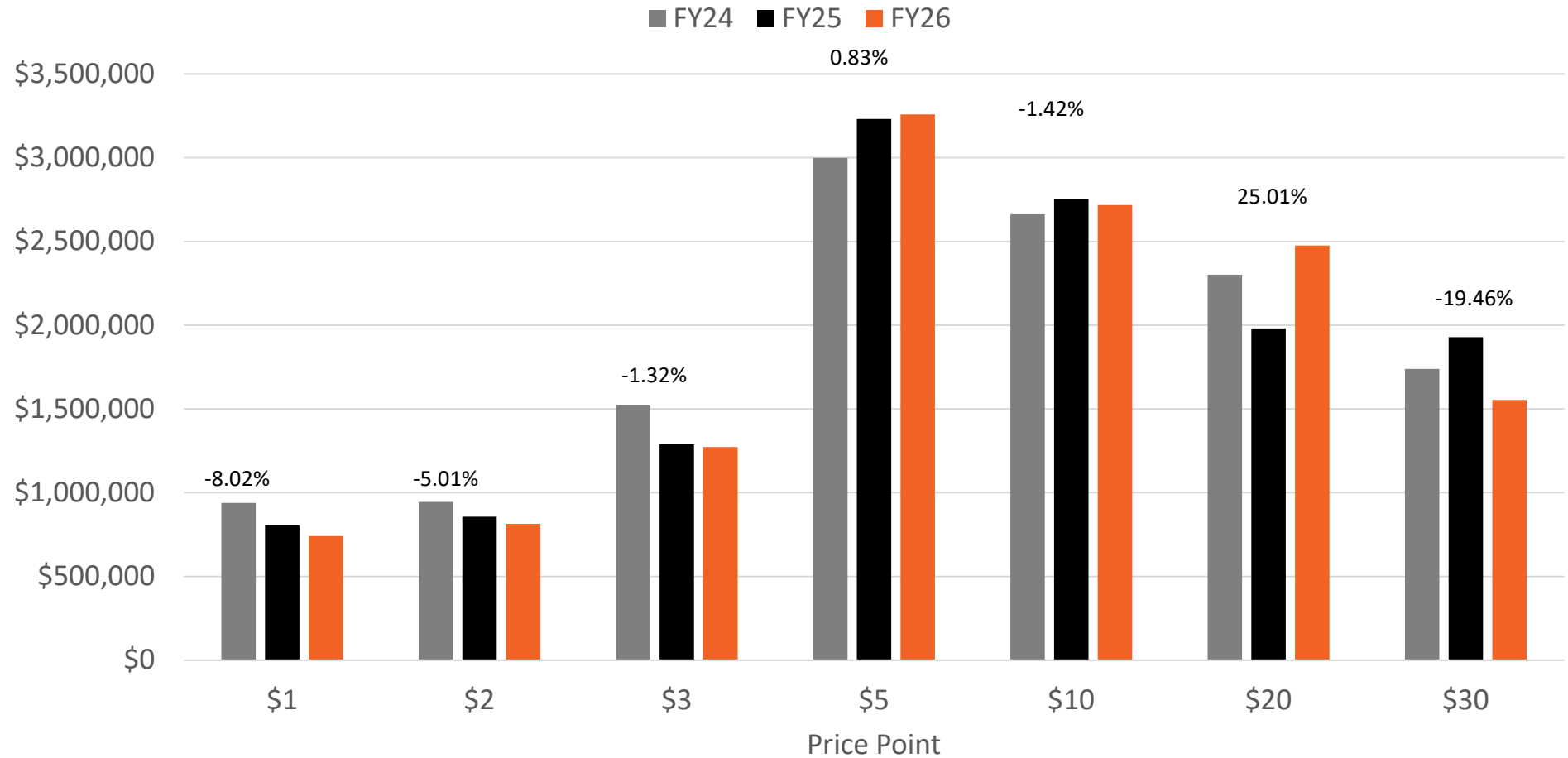
— Powerball — Lotto America — Dakota Cash



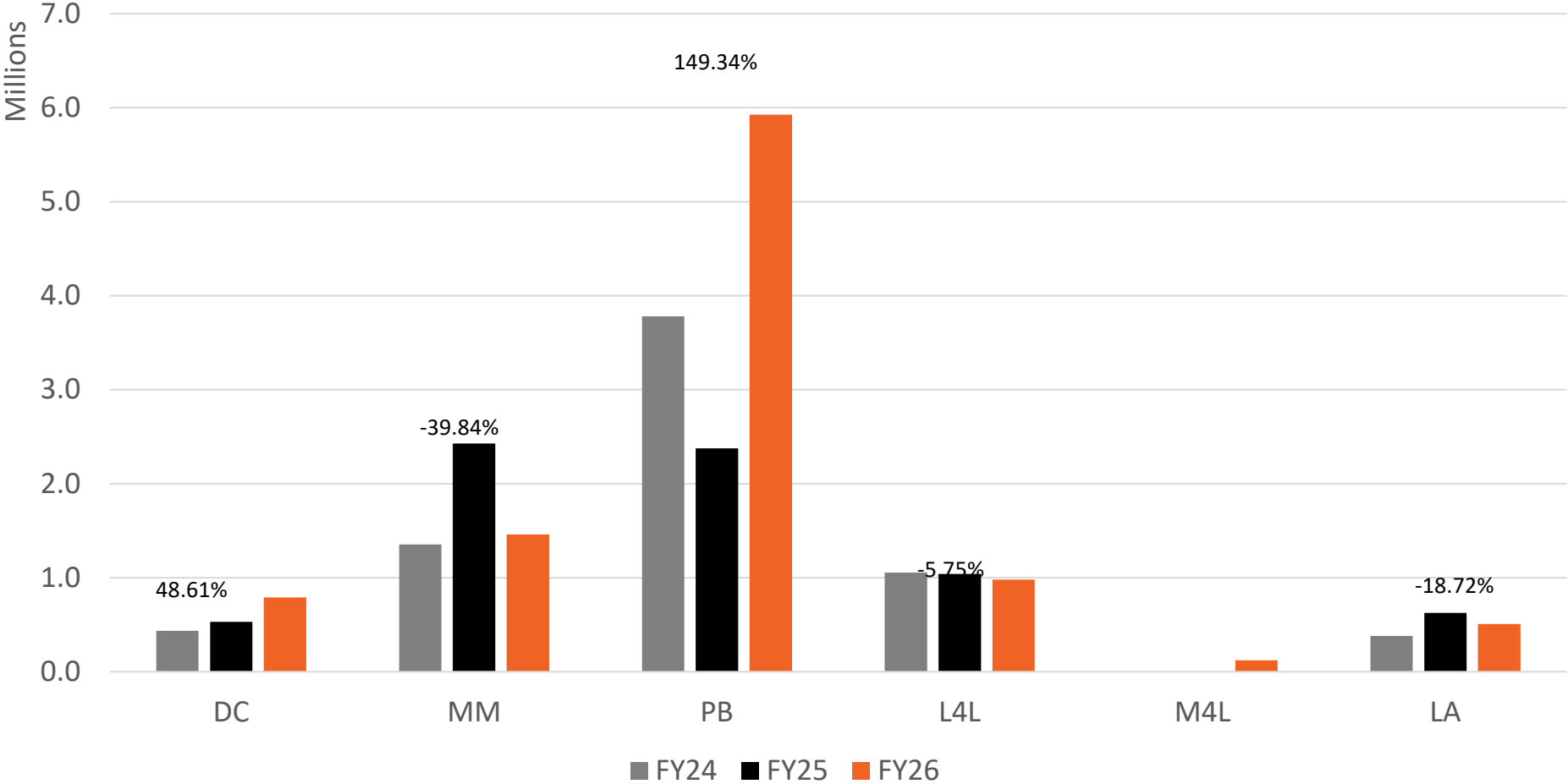
Quarter 3 Review



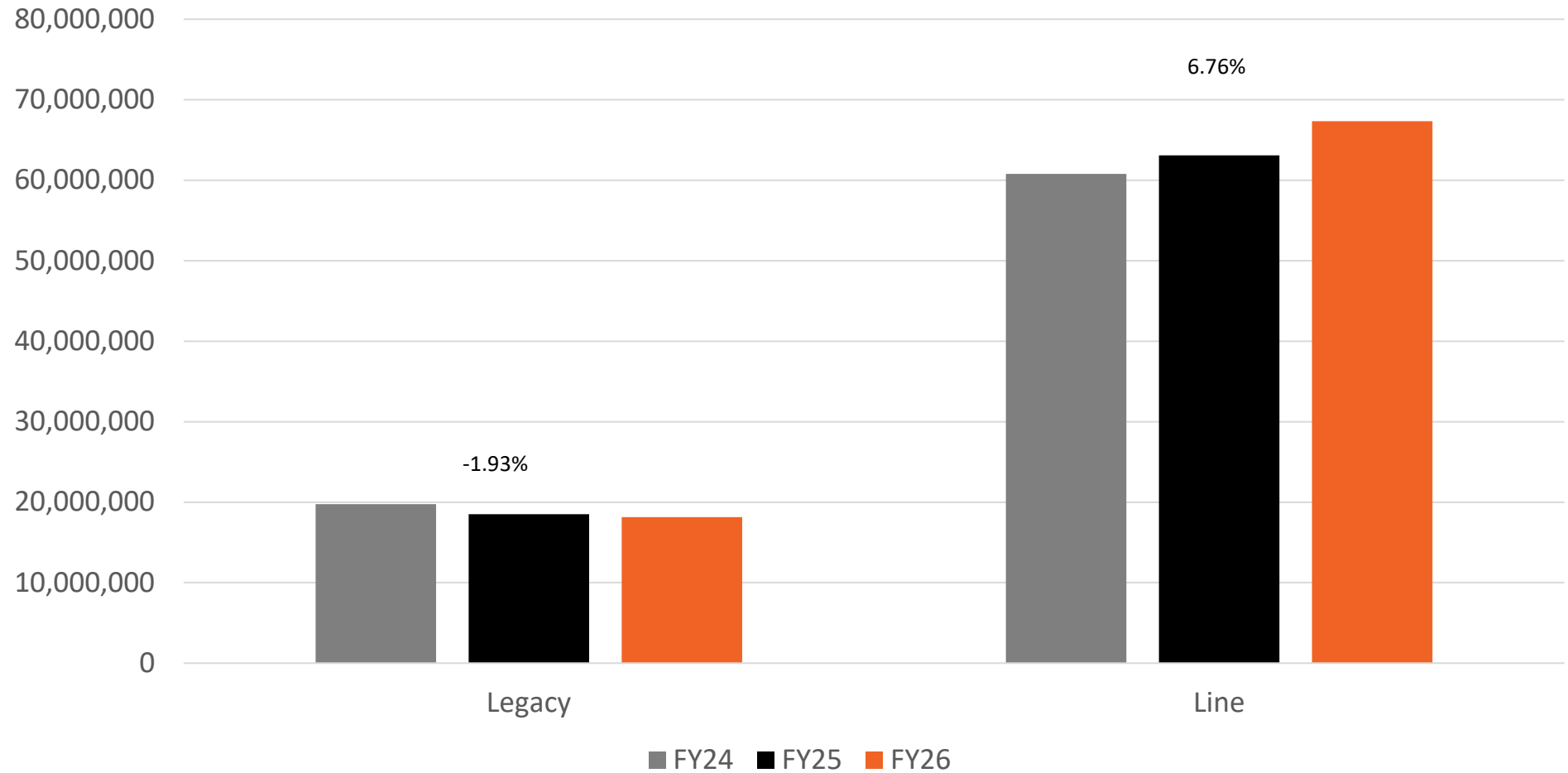
Quarterly Instant Sales by Price Point



Quarterly Sales by Lotto Game



Quarterly Video NMI

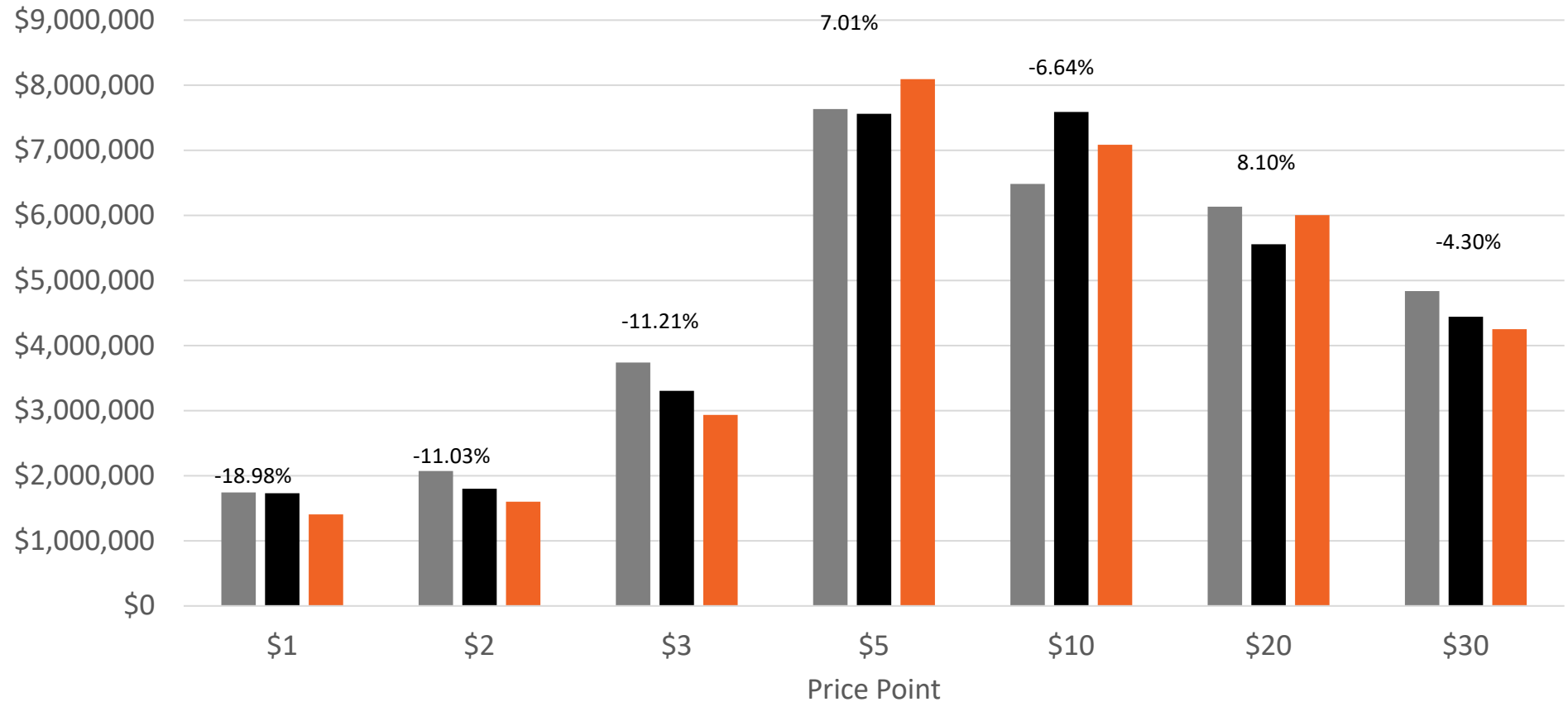


FY2026 Review

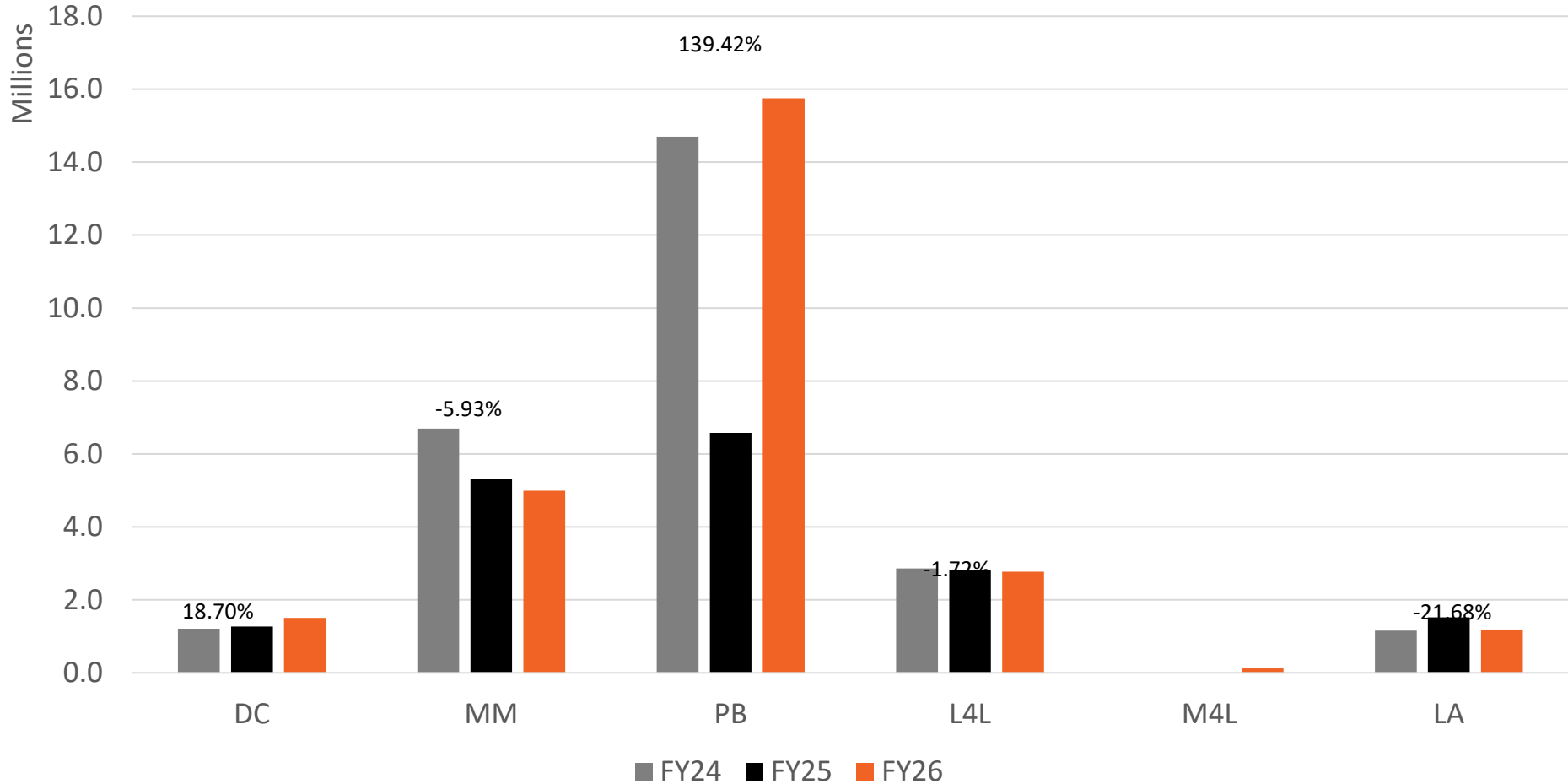


Fiscal Year Instant Sales by Price Point

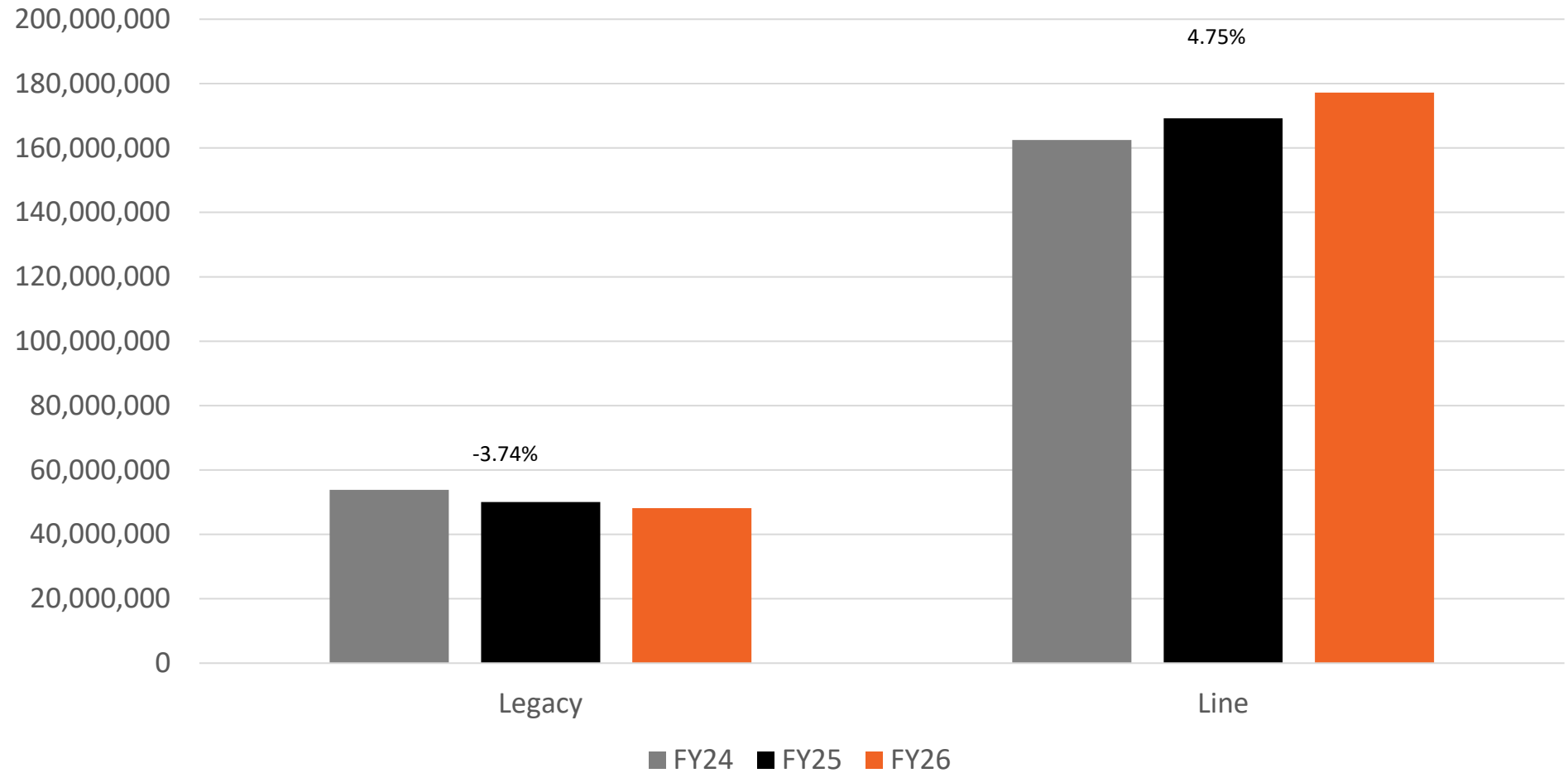
■ FY24 ■ FY25 ■ FY26



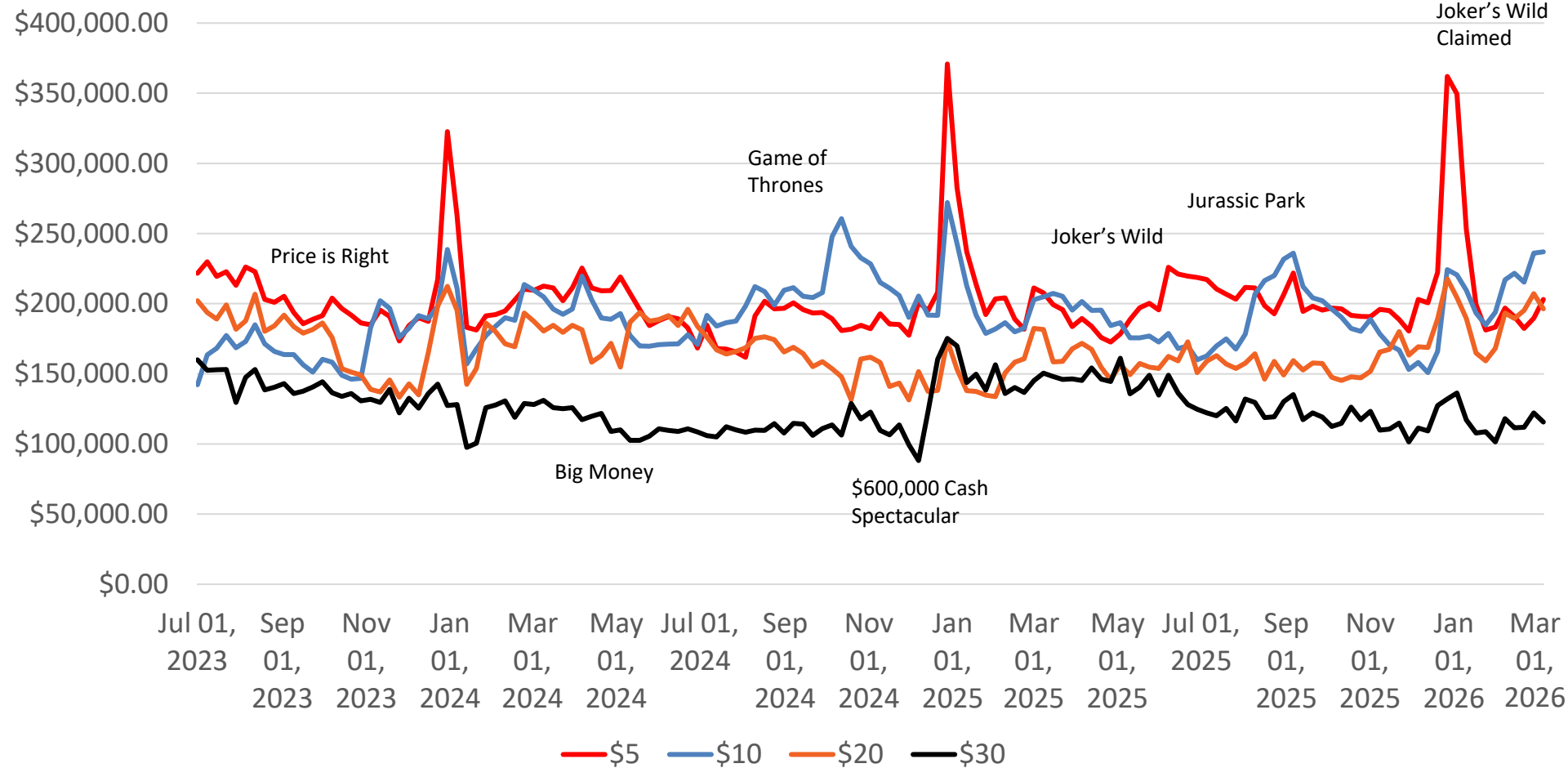
Fiscal Year Sales by Lotto Game



Fiscal Year Video NMI



Instant Sales by Pricepoint





Marketing Report



SOUTH DAKOTA
LOTTERY
good fun

Responsible Gambling



- Reminds players to “Keep the Fun Good”. Set a budget, play only for fun and that help is available.
- Paid advertising includes new television and radio production.
- We also utilize billboards, digital display ads, social media and more.
- Paid media coincides with Problem Gambling Awareness Month.

Good Fun Squad

- New central characters for ad campaigns.
- Features parody of Lottery operations to help brand awareness and market products.
- Debut in January for beneficiary awareness messaging.



Good Fun Squad

- Additional branding opportunities for point of sale, merchandise and more.
- In addition to television, we have utilized the Good Fun Squad for Youtube Shorts, Reels and Snapchat ads.
- We have also introduced new characters in radio spots.

**GOOD
FUN
SQUAD**



\$500,000 Powerball Double Play Prize

- Unclaimed Prize as a result of the Aug. 27 drawing.
- The winning player had until Feb. 23 to claim the prize.
- Communications efforts included multiple press releases, social media and players club emails.
- These efforts had more than 100,000 total impressions.



NASCAR - Powerball The Chase

- South Dakota's in-state promotion began March 9.
- Four national drawings will take place throughout the fall.
- Four finalists will receive a trip to Miami and entry into a \$1 million drawing.



South Dakota's Semifinalist will win at least \$2,000

Powerball Jackpot Run Web Metrics

(Dec. 10 – Dec. 25)

160,615

Website Visits

53,834

Website Users

16,648

App Users

Questions?

