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To: South Dakota Lottery Commission

From: Norman Lingle  
Executive Director

Re: June 11, 2026, Lottery Commission Meeting

Date: June 5, 2026

The June 11, 2026, South Dakota Lottery Commission meeting will begin at 9:30 a.m. in room 412 of the State Capitol. The meeting will be streamed on the South Dakota Public Broadcasting's website. A link to the 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 with updates since the last meeting. My comments will include updates on FY26 sales and estimated transfers, the FY26 audit, and more.

An Administrative Rules Hearing regarding the Powerball Xs & Os draw game as well as amendments and clean up to other draw games is on the agenda. The rules hearing may not start any sooner than 9:45 a.m.

At the last meeting, Deputy Executive Director Hepper provided an update on our instant ticket shipping process that will soon have a new vendor partner. Clark will present a contract with Spee-Dee Delivery for instant ticket shipping for your consideration and approval.

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, June 11, 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 – March 26, 2026 meeting Chair Harding
5. Conflict of Interest Chair Harding
6. Public Comment Chair Harding
7. Department of Revenue Comments Secretary Mike Houdyshell
8. Executive Director Comments Executive Director Norm Lingle
9. Administrative Rules Hearing - Powerball Xs & Os and Draw Game Updates 9:45 a.m. Executive Director Norm Lingle
10. Instant Ticket Shipping Contract Approval Dep Exec Director Clark Hepper
11. Video Lottery Report Director of VL and Security Trevor Wiebe
12. Sales Report Sales Director David Dahl
13. Marketing Report Director of Advert and PR Wade LaRoche
14. Next Meeting – September 17, 2026 Executive Director Norm Lingle
15. 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  
Tona Rozum  
Roy Lindsay

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

Meeting was conducted in person  
Thursday March 26, 2026 – 9:30 a.m.

## **UNAPPROVED**

Chair Harding called March 26, meeting of the South Dakota Lottery Commission to order at 9:30 a.m. Commissioner Donohue participated remotely.

### **SUPPORT STAFF PRESENT**

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

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

Jess Wright, Kurt Freedlund

### **APPROVAL OF THE AGENDA**

Chair Harding asked if there were any changes to the agenda. Commissioner Huizenga made a motion and Rozum seconded approval of the agenda. All in favor. Motion carried.

### **APPROVAL OF THE MINUTES FROM DECEMBER 11, 2025**

Chair Harding asked for a motion to approve the minutes. Commissioner Rozum made a motion and Huizenga seconded approval of December 11, 2025, minutes. All in favor. Motion carried.

### **CONFLICT OF INTEREST**

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

### **SECRETARY OF REVENUE COMMENTS**

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

- Legislative Session was busy and historic session with 665 bills introduced—the most since 1998. All bills receive hearings in South Dakota. DOR was involved in 145 bills; 6 of 7 agency bills passed.
- 50 bills focused on property tax relief. SB 96: Allows counties to impose up to a 0.5% sales tax dedicated to property tax reduction. SB 245: Adjusts tax structure beginning in 2027; rate returns to 4.59% to increase state support for schools.
- Nicotine Product Licensing - New licensing framework for retailers selling nicotine products, including vape and alternative products (e.g., pouches). To be administered by DOR, Effective January 1, 2027.
- Workforce Update - Low turnover; ongoing recruitment in Sioux Falls and other areas; flexible remote/hybrid work options where applicable.

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

*Executive Director Norm Lingle reported on the following:*

Executive Director Lingle welcomed new commissioner, Roy Lindsay.

#### 2026 Legislative Session

- Commissioners Huizenga and Lindsay were unanimously confirmed by the Senate to serve as Lottery Commission.

HB 1201 - An Act to authorize the use of bingo games, lotteries, and pull-tab devices by booster clubs.

- Expands eligible entities to include booster clubs among organizations permitted to offer pull-tabs. This allows placement of electronic pull-tab devices under the following conditions Limited to one device per location, maximum of two locations not owned or operated by the organization, devices may only be placed in establishments licensed to sell liquor, malt beverages, or wine. The measure was passed by both the House and Senate and signed into law by the Governor. With this update (HB 1201) expanding participation to include booster clubs.

#### SB 226 – Video Lottery Limits and Revenue Allocation

- Proposed increasing the maximum bet on video lottery machines from \$2 to \$5. This would have capped annual transfers to the state general fund at \$175 million, with the cap increasing by 3% each year. Any revenue collected above the cap would have been directed to a newly created Residential Tax Reduction Fund. The bill was defeated in Senate Commerce on an 8–0 vote.

#### Open Meetings Legislation

- Several bills related to open meetings laws were monitored. None of the proposed changes impact the Commission's current operations or procedures.

### FY2026 Draw Sales

- At the December meeting, sales trends were discussed in relation to the Powerball jackpot run that ended on September 6. Since then, another billion-dollar jackpot run occurred, with the prize won in Arkansas on Christmas Eve.
- Large jackpots continue to be key drivers of ticket sales. As of the end of February FY26 draw game sales have reached \$26.3 million. This already exceeds total FY25 draw game sales, which were \$25.1 million

### Internal Controls

- The Lottery has been working with the South Dakota Department of Revenue Internal Control Officer to review and strengthen internal controls for the Lottery. Meetings on this project began in January, and we are currently finalizing the control framework.

### New Draw Game – Powerball Xs & Os

- The Multi-State Lottery Association (MUSL) and the NFL conducted research on a potential partnership. The NFL remains top-of-mind year-round and dominates television ratings, accounting for 48 of the top 50 telecasts. The game is designed to help combat “jackpot fatigue” by offering a different experience than Powerball and Mega Millions. Surveys indicate strong interest among NFL fans in a league-branded lottery game.
- Game Specifics \$5 ticket price point with rolling jackpot, starting at \$1 million. Players select 8 out of 32 teams, using team names and NFL logos instead of numbers. Drawings are held once per week (Sundays) and offered year-round (52 weeks) .
- MUSL is developing a mobile app to support second-chance opportunities. Players can enter both winning and non-winning tickets. Prizes will feature NFL-themed rewards, potentially including NFL.com gift cards and experiences such as Super Bowl tickets
- Tentative sales launch: September 8 with first drawing on September 13, aligning with the start of the NFL season. An administrative rules hearing will be required to authorize participation and is planned for the June Commission meeting

Commissioner Huizenga inquired about the lottery-related bill that failed and whether it had been brought forward by the Lottery. Executive Director Lingle clarified that the Lottery did not introduce the bill and maintained a neutral position on the legislation.

Chair Harding asked for clarification on the proposed Powerball Xs & Os game and which parties are involved. Executive Director Lingle explained that the game is a multi-state initiative, developed through collaboration among participating lotteries.

### **INSTANT TICKET SHIPPING**

*Deputy Executive Director Clark Hepper*

- Lottery will be bringing forward a request for Commission approval of a new small package delivery contract designed to improve service levels while significantly reducing costs.
- The Lottery currently ships over 600 packages weekly for instant ticket reorders. Our current contract is with UPS. Challenges of increasing costs, currently averaging \$13–\$14 per package, delivery timelines exceeding next-day or two-day service, impacting new ticket launches, and lack of a local point of contact for resolving delivery issues or lost packages.
- Proposed Contract is being negotiated with Spee-Dee Delivery with procurement agreement through the State Agency Cooperative Purchasing Agreement (Minnesota). Key benefits include local customer service contact for improved responsiveness, next day to two-day delivery statewide, no additional surcharges or fuel fees and reduced cost of \$5.08 per package
- Financial Impact is current annual delivery cost: \$432,859, projected annual cost under new contract (32,063 packages): \$162,883 with an estimated annual savings: \$269,976. This represents more than a 50% reduction in shipping expenses.

### **MOBILE CLAIMS 1-YEAR REVIEW**

*Deputy Executive Director Clark Hepper*

- Players can claim prizes ranging from \$101 to \$5,000 through the Lottery’s mobile application. Prize payments are issued via ACH (electronic funds transfer), and all claims are subject to standard debt setoff checks prior to payment. Claims are typically processed within four business days and to date, 1,286 mobile claims have been successfully processed.
- Players ranging from 18 to 85 years old are submitting claims. Claims have been submitted by players from 261 cities across 23 states

Mobile Claims – Prizes Claimed

- Prize amounts claimed range from \$125 to \$5,000, with an average prize of \$317.84. A total of 1,055 scratch ticket prizes have been claimed through the mobile platform. Top Games are \$50, \$150 or \$250 & \$600,000 Cash Spectacular.
- Commissioner Lindsay asked whether any commission is affected when prizes are claimed through the mobile app. Executive Director Lingle clarified that mobile prize cashing does not impact retailer commissions, and retailers still receive their commission as usual.

### **VIDEO LOTTERY REPORT**

*Director of VL and Security Trevor Wiebe*

- Video Lottery Terminals and Establishments as of February 28, 2026 - video lottery in South Dakota continues to grow steadily. Establishments have increased modestly from 1,274 in FY22 to 1,402 in FY26, while terminals have grown more significantly from 9,714 to 11,322. This trend indicates that growth is being driven primarily by more machines per location, rather than a large increase in new establishments.

- Legacy vs. Line Terminal counts continue to shift from legacy machines to newer line terminals in South Dakota. Line terminals have steadily increased from 5,423 to 7,907, while legacy terminals have declined from 4,067 to 3,415. This trend reflects newer line terminals replacing aging legacy machines over time.
- Legacy vs. Line net machine income (NMI) per terminal per day has declined for both legacy and line machines in South Dakota over the period shown. Line terminals decreased from approximately \$115.88 to \$93.50, while legacy machines declined from \$66.61 to \$58.44. Despite the decline, line terminals continue to significantly outperform legacy machines, reinforcing the value of continued investment in newer technology.
- New and Destroyed Terminals: New terminals have consistently exceeded removals, resulting in steady net growth; however, both installations and removals have declined over time, indicating a slowing pace of expansion.
- Notable Events:
  - Department of Public Safety Inspectors Annual Meeting – May 6. Review of inspection requirements & overview of terminal destruction processes
  - System Failovers. Instant/Online systems: First failover successfully completed on January 3, 2026. Video Lottery systems: Planned for spring 2026.
  - Securities for Licensed Operators. Review and application of Administrative Rule 48:02:05:04(18) Due July 1, 2026.

Commissioner Lindsay asked about businesses that do not offer Lottery products and Director Wiebe responded that there are several businesses that do not have video lottery.

Commissioner Donohue asked how many video lottery terminals are currently licensed versus in operation. Executive Director Lingle responded that there are 12,503 licensed terminals, with 11,322 currently active and the remaining terminals held in storage for future use.

## **SALES REPORT**

*Sales Manager David Dahl reported on the following:*

- Instant Sales Comparing the past three fiscal years, instant ticket sales in South Dakota have remained relatively stable. As of February 28, FY26 sales total \$31.37 million, which is 1.9% below FY25 at the same point in time
- New \$30 ticket, Money Maker will launch this Monday. This ticket not only has several large top prizes, it is also loaded with prizes from \$100 to \$15,000.
- Hidden Gems will launch May 4th. This game was designed with the help of L&S who did the artwork for this ticket. This game will have 3 scenes depicting the World's Largest Pheasant in Huron, the Hugh Glass Sculpture in Lemmon and Devil's Gulch in Garretson. It will also have second chance drawings, which include a weekend getaway in Spearfish and a shopping weekend in Sioux Falls along with gift cards to local merchants. We have started to hand out voids to the retailers and they are excited for it to arrive.

- Game Planning will be in May, and staff will meet with Scientific Games and Lawrence & Schiller for game planning. Input from Brightstar and Scientific Games highlights industry trends, performance comparisons, and strategies to grow sales, including higher payouts and revised prize structures. The session will finalize the FY27 ticket lineup, including holiday games launching in October.
- Lotto Sales as of February 28, lotto sales in South Dakota total \$26.3 million, representing an increase of over 50% compared to the same period last year.
- Millionaire for Life launched February 22nd. Top prize is \$1M/year for life; second: \$100K/year for life. This replaced Lucky for Life. Weekly sales increased \$31,027 (+37.93%). Previously \$112,833/week vs. \$81,806. The launch was supported with paid media, including a television spot from the Idaho Lottery, along with radio, billboards, and social media advertising. To further boost engagement, a special promotion will run throughout April: On Mondays, players who purchase a Millionaire for Life quick pick will receive a Dakota Cash quick pick valid for the next two draws.
- Video Lottery NMI Performance when compared to the previous three years, Video Lottery net machine income is projected to grow by 2.78% in FY25.
- Video Lottery FY25 State Share Revenue Projection as of February 2/, 2026. Video lottery FY26 state share revenue is projected to be \$169.46 million vs. \$165.05 million in FY25.
- The total combined revenue projection is FY26 \$184.57 million vs. \$178.63 million in FY25.

## **SALES STATISTICS**

*Business Analyst Nathan Remmich*

- Add-Ons per Ticket Trends - Powerball leads in add-on purchases, followed by Dakota Cash, with Lotto America trailing. Powerball peaks Sunday, Dakota Cash: peaks Monday, and Lotto America peaks Saturday.
- Quarterly Instant Sales by Price Sales are down 0.13%, driven by softer demand at lower price points and reduced in-market presence. Players going from \$30 to \$20 for \$200,000 Winning 7's and 100X Extreme Cash.
- Quarterly Sales by Lotto Game with sales up 39.75%, driven by Powerball jackpot. Powerball: Major run vs. none last year; Mega Millions: \$1.2B Jackpot last year; Dakota Cash: \$270k jackpot vs \$200k jackpot last year; L4L: slightly down from M4L game change; & Lotto America: Down vs. stronger buildup last year.
- Quarterly Video NMI with NMI up 4.79%. Lottery has fewer GMMS, more SAS machines
- FY26 Instant Sales. Sales are down 1.91, Joker's Wild and Crossword X boosting \$5. \$10: Jurassic Park doing well but competing against Cashword Gold and Game of Thrones, \$20: 100X Extreme Cash and \$200,000 Winning 7s doing well, & \$30: decrease from older \$30 ticket. Players switch between \$5 - \$10.

- Fiscal Year Sales by Lotto Game. Sales are up 50.52%, driven by 2 big Powerball jackpots. Mega Millions: \$980M jackpot vs \$1.2B jackpot. Game change helped this year's sales, Dakota Cash: \$270k vs \$200k jackpot last year; L4L: slightly down from M4L game change; Lotto America: jackpot hit but was growing last year.
- Fiscal Year Video NMI with total NMI up 2.81%.
- Instant Sales by Pricepoint: Price is Right marked the \$10 becoming the top pricepoint. Game of Thrones cemented \$10 being the top selling pricepoint. Big Money took sales from \$30 to the \$20 pricepoint. \$600,000 Cash Spectacular raised \$30 sales for a while. Joker's Wild brought \$5 sales above \$10 sales while it was out except for a little while after Jurassic Park launched.

## **MARKETING REPORT**

*Director of Advert and PR Wade LaRoche*

- Responsible Gambling-Problem Gambling Awareness Month. In March, we focused paid media on "Keep the Fun Good," promoting responsible play—set a budget, play for fun, and know help is available. New radio/TV spots, plus social, Players Club, and retailer newsletters, shared tips, warning signs, and support resources. This aligns with nationwide efforts, supported by NASPL and NCPG.
- Good Fun Squad serves as the central characters in our advertising, using a satirical take on lottery operations to highlight the good the lottery does while promoting our products. The TV campaign launched in January to support beneficiary awareness and has received strong, positive feedback from South Dakotans.

Commissioner Rozum asked whether the focus was on awareness and highlighting winners. It was clarified that responsible gambling messaging emphasizes playing for fun and seeking help if needed.

Commissioner Donohue asked about responsible gambling messaging. Director LaRoche confirmed it is included across all point-of-sale materials.

## **PUBLIC COMMENT**

*None*

## **NEXT MEETING DATE**

Executive Director Lingle stated the next meeting will be June 11, 2026.

## **ADJOURNMENT**

Commissioner Huizenga made a motion to adjourn at 11:48 a.m. Commissioner Rozum seconded the motion. 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

**June 11, 2026**

# Department of Revenue Secretary Comments



# Executive Director Comments



SOUTH DAKOTA  
**LOTTERY.**  
good fun

# Executive Director Comments

- FY26 Sales – End of Year Projections
  - Instant - \$46.6 million – Down 1.72% YOY
  - Draw - \$35 million – Up 35.2% YOY
  - Video Lottery - \$169.5 million – Up 2.82% YOY
- FY26 Audit
- IGT Obsolescence Request



# Administrative Rules Hearing

## Powerball Xs & Os And Draw Game Updates



**FORM 6**

South Dakota Lottery Commission  
Notice of Public Hearing to Adopt Rules

A public hearing will be held in Room 412 of the Capitol Building, 500 East Capitol Avenue, Pierre on June 11, 2026, at 9:45 a.m. (CT), to consider the adoption and amendment of proposed Administrative Rules of South Dakota numbered

§§ 48:03:06:01, 48:03:06:04, 48:03:07:01, 48:03:07:10, 48:03:10:01, 48:03:10:02, 48:03:10:03, 48:03:13:01, 48:03:13:02, 48:03:13:03, 48:03:15:01, 48:03:15:03, 48:03:16:01, 48:03:16:02, 48:03:16:03, 48:03:17:01, 48:03:17:06, 48:03:18:01, 48:03:18:03, 48:03:19:01, 48:03:19:03, 48:03:20:03, 48:03:21:01, 48:03:21:02.

The effect of the rules will be the adoption of the updated Millionaire for Life game rules, the adoption of Powerball Xs & Os game rules, and the repeal of obsolete rules.

The reason for adopting the proposed rules is to ensure that retailers can continue selling the Millionaire for Life game, to enable retailers to sell the new Powerball Xs & Os game, and to repeal obsolete rules which helps to keep the rules up to date.

Persons interested in presenting amendments, data, opinions, and arguments for or against the proposed rules may appear in-person at the hearing, or mail or e-mail them to the Department of Revenue, attn: Morgan Maier, 445 East Capitol Avenue, Pierre, SD 57501 and/or [Morgan.Maier@state.sd.us](mailto:Morgan.Maier@state.sd.us). The deadline to submit any such written comments for consideration by the Lottery Commission is June 5, 2026, by 5 p.m. (CT).

After the written comment period, the Lottery Commission will consider all written and oral comments it receives on the proposed rules. The Lottery Commission may modify or amend a proposed rule at that time to include or exclude matters that are described in this notice.

For Persons with Disabilities: This hearing will be located at a physically accessible place. Please contact the Department of Revenue at least 48 hours before the public hearing if you have special needs for which special arrangements can be made by calling (605) 773-3311.

Copies of the proposed rules may be obtained without charge from:

Department of Revenue and [rules.sd.gov](http://rules.sd.gov)  
445 East Capitol Ave, Pierre SD  
[Morgan.Maier@state.sd.us](mailto:Morgan.Maier@state.sd.us)  
(605) 773-6314

Published at the approximate cost of \$\_\_\_\_\_.

## ARTICLE 48:03

### ON-LINE LOTTERY REQUIRMENTS

#### Chapter

- 48:03:01 General provisions.
- 48:03:02 Sale and distribution of on-line tickets.
- 48:03:03 On-line ticket payment and validation.
- 48:03:04 On-line drawings.
- 48:03:05 On-line ticket sales on Indian reservations.
- 48:03:06 Powerball game.
- 48:03:07 Dakota Cash game.
- 48:03:08 Tri-West Lotto game, Repealed.
- 48:03:09 Daily Millions game, Repealed.
- 48:03:10 Wild Card game, Repealed.
- 48:03:11 Cash 4 Life game, Repealed.
- 48:03:12 Rolldown game, Repealed.
- 48:03:13 Hot Lotto game, Repealed.
- 48:03:14 Raffle game.
- 48:03:15 ~~(Effective through April 4, 2025) Mega Millions Game Rules. (Effective April 5, 2025) Mega Millions Game Rules~~ game.
- 48:03:16 MONOPOLY Millionaires' Club game, Repealed.
- 48:03:17 EZ Match instant win option.
- 48:03:18 Lucky for Life game.
- 48:03:19 Lotto America game.

48:03:20 Millionaire for Life game.

48:03:21 Powerball X's and O's game.

## CHAPTER 48:03:06

### POWERBALL GAME

#### Section

48:03:06:01 Participation in Powerball authorized.

48:03:06:02 Repealed.

48:03:06:03 Purchase of Powerball tickets.

48:03:06:04 Ineligible players, Repealed.

48:03:06:05 Powerball game rules.

**48:03:06:04. Ineligible players.** ~~A Powerball ticket may not be purchased by or a prize paid to any of the following persons:~~

~~—— (1) A member of the commission or an employee of the lottery;~~

~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~

~~—— (3) An immediate family member of an individual described in subdivisions (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 17 SDR 51, effective October 8, 1990; 18 SDR 173, effective April 19, 1992.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**CHAPTER 48:03:07**  
**DAKOTA CASH GAME**

Section

- 48:03:07:01 Dakota Cash game authorized.
- 48:03:07:02 Definitions.
- 48:03:07:03 Game description.
- 48:03:07:04 Ticket purchases.
- 48:03:07:05 Prize pool and prize reserves
- 48:03:07:06 Prize pool percentage allocations.
- 48:03:07:07 Jackpot prize.
- 48:03:07:08 Prize pool carry-over -- Sources of funding for set prizes.
- 48:03:07:09 Prize payment and validation.
- 48:03:07:10 Ineligible players, Repealed.

**48:03:07:10. Ineligible players.** ~~A Dakota Cash ticket may not be purchased by or a prize paid to any of the following persons:~~

~~—— (1) A member of the commission or an employee of the lottery~~

~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~

~~—— (3) An immediate family member of an individual described in subdivisions (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 19 SDR 148, effective April 4, 1993.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**CHAPTER 48:03:10**

**WILD CARD GAME**

**(Repealed)**

Section

48:03:10:01 Participation in Wild Card game authorized, Repealed.

48:03:10:02 Purchase of Wild Card game tickets, Repealed.

48:03:10:03 Wild Card game rules, Repealed.

**48:03:10:01. Participation in Wild Card game authorized.** ~~The lottery may participate in the Wild Card game operated by the Wild Card Group~~ Repealed.

**Source:** 24 SDR 56, effective December 14, 1997.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

~~— **Note:** The Wild Card Group is a division of the Multi-State Lottery Association, 1200 35th Street, Suite 701, West Des Moines, Iowa 50266-1908.~~

**48:03:10:02. Purchase of Wild Card game tickets.** ~~A player may purchase a Wild Card ticket for up to nine future drawing dates~~ Repealed.

**Source:** 24 SDR 56, effective December 14, 1997.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**48:03:10:03. Wild Card game rules.** ~~Rules 26 to 34, inclusive, of the Wild Card Group's Wild Card game rules as published in "Wild Card Game Rules," as amended June 14, 2013, are the rules of the lottery for the Wild Card game Repealed.~~

**Source:** 24 SDR 56, effective December 14, 1997; 25 SDR 4, effective July 26, 1998; 25 SDR 135, effective May 12, 1999; 39 SDR 100, effective December 5, 2012; 40 SDR 57, effective October 8, 2013.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**Reference:** ~~Rules 26 to 34, inclusive, "Wild Card Game Rules," as amended June 14, 2013, are the rules for the Wild Card Group, a division of the Multi-State Lottery Association. Copies of rules 26 to 34, inclusive, may be obtained at no cost from the South Dakota Lottery, P.O. Box 7107, Pierre, South Dakota 57501.~~

**CHAPTER 48:03:13**

**HOT LOTTO GAME**

**(Repealed)**

Section

48:03:13:01 Participation in Hot Lotto game authorized, Repealed.

48:03:13:02 Purchase of Hot Lotto game tickets, Repealed.

48:03:13:03 Hot Lotto game rules, Repealed.

**48:03:13:01. Participation in Hot Lotto game authorized.** ~~The lottery may participate in the Hot Lotto game operated by the Hot Lotto Group Repealed.~~

**Source:** 28 SDR 150, effective May 7, 2002.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**Note:** ~~The Hot Lotto Group is a division of the Multi-State Lottery Association, 1701 48<sup>th</sup> Street, Suite 210, West Des Moines, Iowa 50266-6723.~~

**48:03:13:02. Purchase of Hot Lotto game tickets.** ~~A player may purchase a Hot Lotto ticket for up to nine future drawing dates~~ Repealed.

**Source:** 28 SDR 150, effective May 7, 2002.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**48:03:13:03. Hot Lotto game rules.** ~~Rules 26 to 34, inclusive, and Sizzler rules A through H, inclusive, of the Hot Lotto Group's Hot Lotto game rules as published in "Hot Lotto Game Rules," as amended June 14, 2013, are the rules of the lottery for the Hot Lotto game Repealed.~~

**Source:** 28 SDR 150, effective May 7, 2002; 34 SDR 179, effective December 24, 2007; 39 SDR 175, effective May 8, 2013; 40 SDR 57, effective October 8, 2013.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**References:** ~~Rules 26 to 34, inclusive, and Sizzler rules A through H, inclusive, "Hot Lotto Game Rules," as amended June 14, 2013, Hot Lotto Group of the Multi-State Lottery Association. Copies of rules 26 to 34, inclusive, and Sizzler rules A through H, inclusive, may be obtained at no cost from the South Dakota Lottery, P.O. Box 7107, Pierre, South Dakota 57501.~~

**CHAPTER 48:03:15**  
**MEGA MILLIONS GAME**

Section

- 48:03:15:01 Participation in Mega Millions Game authorized.
- 48:03:15:02 Purchase of Mega Millions tickets
- 48:03:15:03 Ineligible players, Repealed.
- 48:03:15:04 Mega Millions Game Rules.

**48:03:15:03. Ineligible players.** ~~A Mega Millions ticket may not be purchased by or a prize paid to any of the following persons:~~

~~—— (1) A member of the commission or an employee of the lottery;~~

~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~

~~—— (3) An immediate family member of an individual described in subdivision (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 36 SDR 170, effective May 11, 2010.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**CHAPTER 48:03:16**

**MONOPOLY MILLIONAIRES' CLUB GAME**

**(Repealed)**

Section

48:03:16:01 Participation in MONOPOLY Millionaires' Club game authorized, Repealed.

48:03:16:02 Ineligible players, Repealed.

48:03:16:03 MONOPOLY Millionaires' Club game rules, Repealed.

**48:03:16:01. Participation in MONOPOLY Millionaires' Club game authorized.**~~The lottery may participate in the MONOPOLY Millionaires' Club game operated by the Multi-State Lottery Association~~ Repealed.

**Source:** 41 SDR 58, effective October 9, 2014.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**48:03:16:02. Ineligible players.** ~~No MONOPOLY Millionaires' Club ticket may be purchased by or a prize paid to any of the following persons:~~

~~—— (1) A member of the commission or an employee of the lottery;~~

~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~

~~—— (3) An immediate family member of an individual described in subdivisions (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 41 SDR 58, effective October 9, 2014.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**48:03:16:03. MONOPOLY Millionaires' Club game rules.**—~~The MONOPOLY Millionaires' Club game rules 26 to 50, inclusive, of the National Premium Game Product Group of the Multi State Lottery Association as published in "Multi State Lottery Association Rules," as adopted on May 29, 2014, and amended on July 11, 2014, are the rules of the lottery for the MONOPOLY Millionaires' Club game Repealed.~~

**Source:** 41 SDR 58, effective October 9, 2014.

**General Authority:** ~~SDCL 42-7A-21(1).~~

**Law Implemented:** ~~SDCL 42-7A-4(13).~~

**Reference:** ~~Copies of the MONOPOLY Millionaires' Club game rules 26 to 50, inclusive, of the "Multi State Lottery Association Rules," as adopted on May 29, 2014, and amended on July 11, 2014, by the National Premium Game Product Group of the Multi State Lottery Association may be obtained at no cost from the South Dakota Lottery, P.O. Box 7107, Pierre, South Dakota 57501-7107.~~

## CHAPTER 48:03:17

### EZ MATCH INSTANT WIN OPTION

#### Section

48:03:17:01 EZ Match instant win option authorized.

48:03:17:02 Definitions

48:03:17:03 Game description.

48:03:17:04 Ticket purchases.

48:03:17:05 Prize payment and validation.

48:03:17:06 Ineligible players, Repealed.

48:03:17:07 Publishing EZ Match odds.

**48:03:17:06. Ineligible players.** ~~An on-line ticket with an EZ Match play may not be purchased by or a prize paid to any of the following persons:~~

~~—— (1) A member of the commission or an employee of the lottery;~~

~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~

~~—— (3) An immediate family member of an individual described in subdivisions (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 43 SDR 9, effective August 3, 2016.

**General Authority:** ~~SDCL 42-7A-21(2)(3)(17).~~

**Law Implemented:** ~~SDCL 42-7A-33.~~

## **CHAPTER 48:03:18**

### **LUCKY FOR LIFE GAME**

#### Section

- 48:03:18:01 Participation in Lucky for Life game authorized.
- 48:03:18:02 Purchase of Lucky for Life tickets.
- 48:03:18:03 Ineligible players, Repealed.
- 48:03:18:04 Lucky for Life game rules.
- 48:03:18:05 Top prize liability limits.
- 48:03:18:06 Second prize liability limits.

**48:03:18:03. Ineligible players.** ~~A Lucky for Life ticket may not be purchased by or a prize paid to any of the following persons:~~

~~—— (1) A member of the commission or an employee of the lottery;~~

~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~

~~—— (3) An immediate family member of an individual described in subdivision (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 43 SDR 146, effective May 24, 2017.

**General Authority:** ~~SDCL 42-7A-21(2)(3)(17).~~

~~—— **Law Implemented:** SDCL 42-7A-33.~~

**CHAPTER 48:03:19**  
**LOTTO AMERICA GAME**

Section

48:03:19:01 Participation in Lotto America game authorized.

48:03:19:02 Purchase of Lotto America tickets.

48:03:19:03 Ineligible players, Repealed.

48:03:19:04 Lotto America game rules.

**48:03:19:03. Ineligible players.** ~~A Lotto America ticket may not be purchased by or a prize paid to any of the following persons:~~

- ~~—— (1) A member of the commission or an employee of the lottery;~~
- ~~—— (2) An officer or employee of a company or business that currently supplies equipment, supplies, or services being used directly in the operation of the lottery's on-line games; or~~
- ~~—— (3) An immediate family member of an individual described in subdivision (1) and (2) of this section who reside in the same household Repealed.~~

**Source:** 44 SDR 66, effective October 19, 2017.

**General Authority:** ~~SDCL 42-7A-21(2)(3).~~

**Law Implemented:** ~~SDCL 42-7A-4(13), 42-7A-33.~~

**48:03:20:03. Millionaire for Life game rules.** The "Millionaire for Life Official Game Rules" (~~July 8, 2025~~) (November 18, 2025), are the rules for the Millionaire for Life game.

**Source:** 52 SDR 44, effective November 4, 2025.

**General Authority:** SDCL 42-7A-21(1)(3)(4).

**Law Implemented:** SDCL ~~42-7A-4(4)(13)~~ 42-7A-4(1)(4)(13).

**Reference:** **Millionaire for Life Official Game Rules**, ~~July 8, 2025~~ (November 18, 2025), Multi-State Lottery Association. Copies may be obtained at no cost from the South Dakota Lottery, 711 East Wells Avenue, Pierre, South Dakota 57501-7107.

**CHAPTER 48:03:21**

**POWERBALL X's & O's GAME**

Section

48:03:21:01 Purchase of Powerball X's & O's tickets.

48:03:21:02 Powerball X's & O's game rules.

48:03:21:03 Participation in the Powerball X's and O's game authorized.

**48:03:21:01. Purchase of Powerball X's & O's tickets.** An individual may purchase a Powerball X's & O's ticket for up to nine future drawing dates.

**Source:**

**General Authority:** SDCL 42-7A-21(1)(3)(4).

**Law Implemented:** SDCL 42-7A-4(1)(4).

**48:03:21:02. Powerball X's & O's game rules.** The "Powerball X's & O's Game Rules" (April 22, 2026), are the rules for the Powerball X's & O's game.

**Source:**

**General Authority:** SDCL 42-7A-21(1)(3)(4).

**Law Implemented:** SDCL 42-7A-4(1)(4)(13).

**Reference: Powerball X's & O's Game Rules, (April 22, 2026), Multi-State Lottery Association. Copies may be obtained at no cost from the South Dakota Lottery, 711 East Wells Avenue, Pierre, South Dakota 57501-7107.**

**48:03:21:03. Participation in Powerball X's and O's game authorized.** The South Dakota

Lottery may offer the Powerball X's and O's game.

**Source:**

**General Authority:** SDCL 42-7A-21(1).

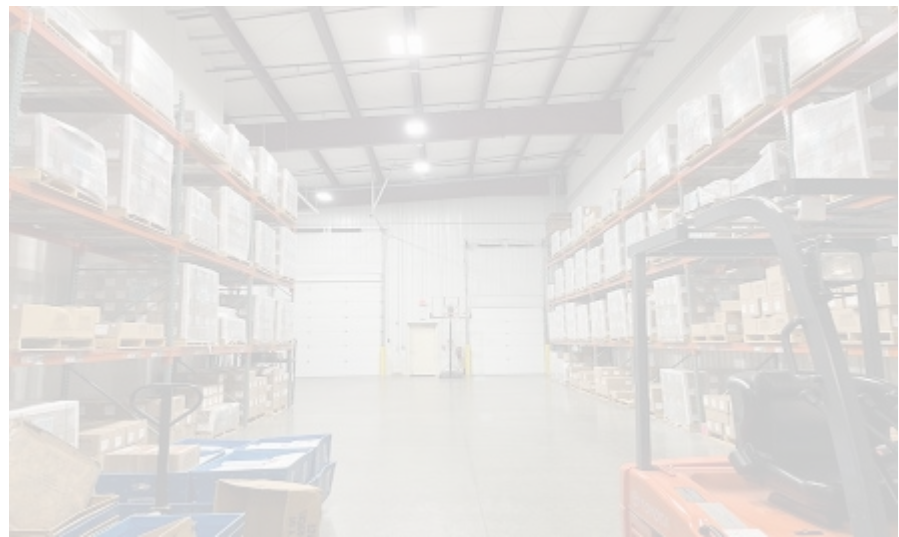
**Law Implemented:** SDCL 42-7A-4(1)(4)(13).

# 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
- Current Delivery Service UPS
- July 2026- October 2027 (36 months extensions)
- Next Day to Two-day Delivery
- Customer Service (Local Contact)
- Pricing

# Video Lottery Report

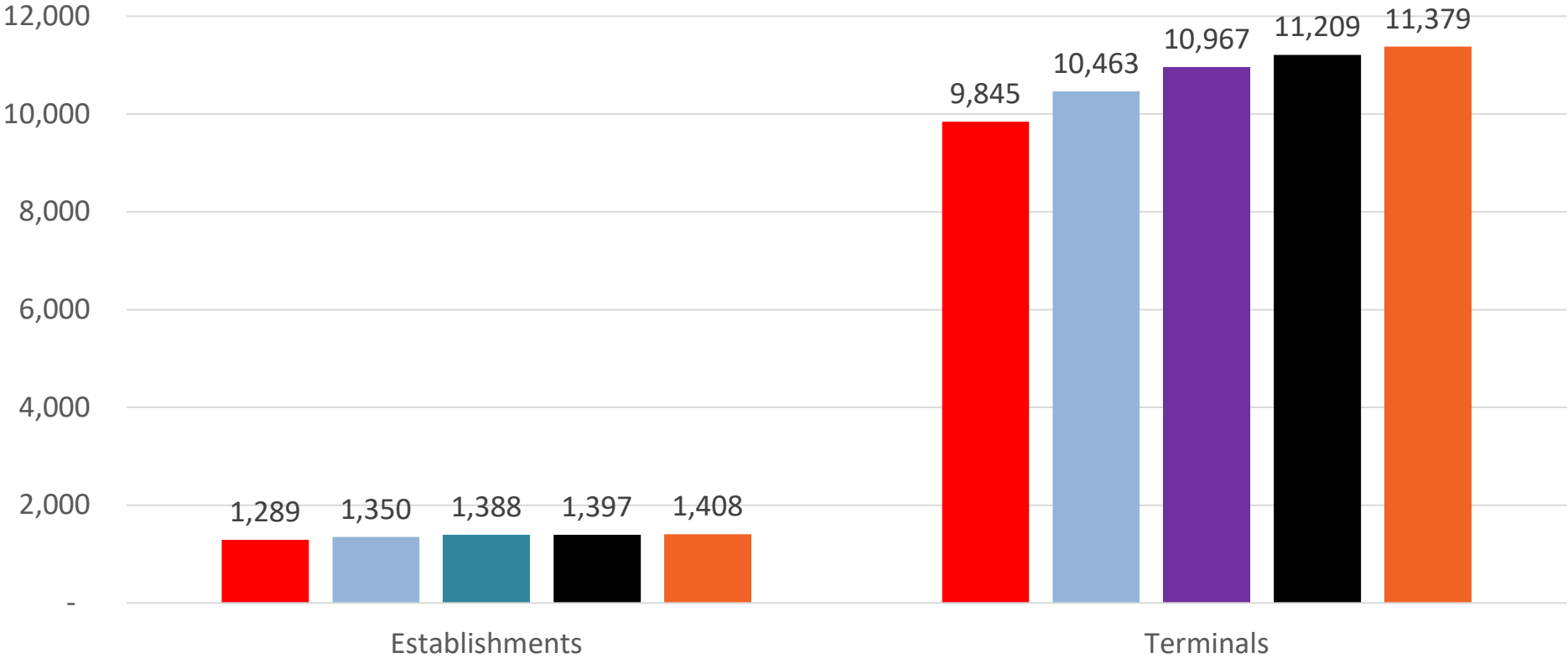


SOUTH DAKOTA  
**LOTTERY**  
good fun



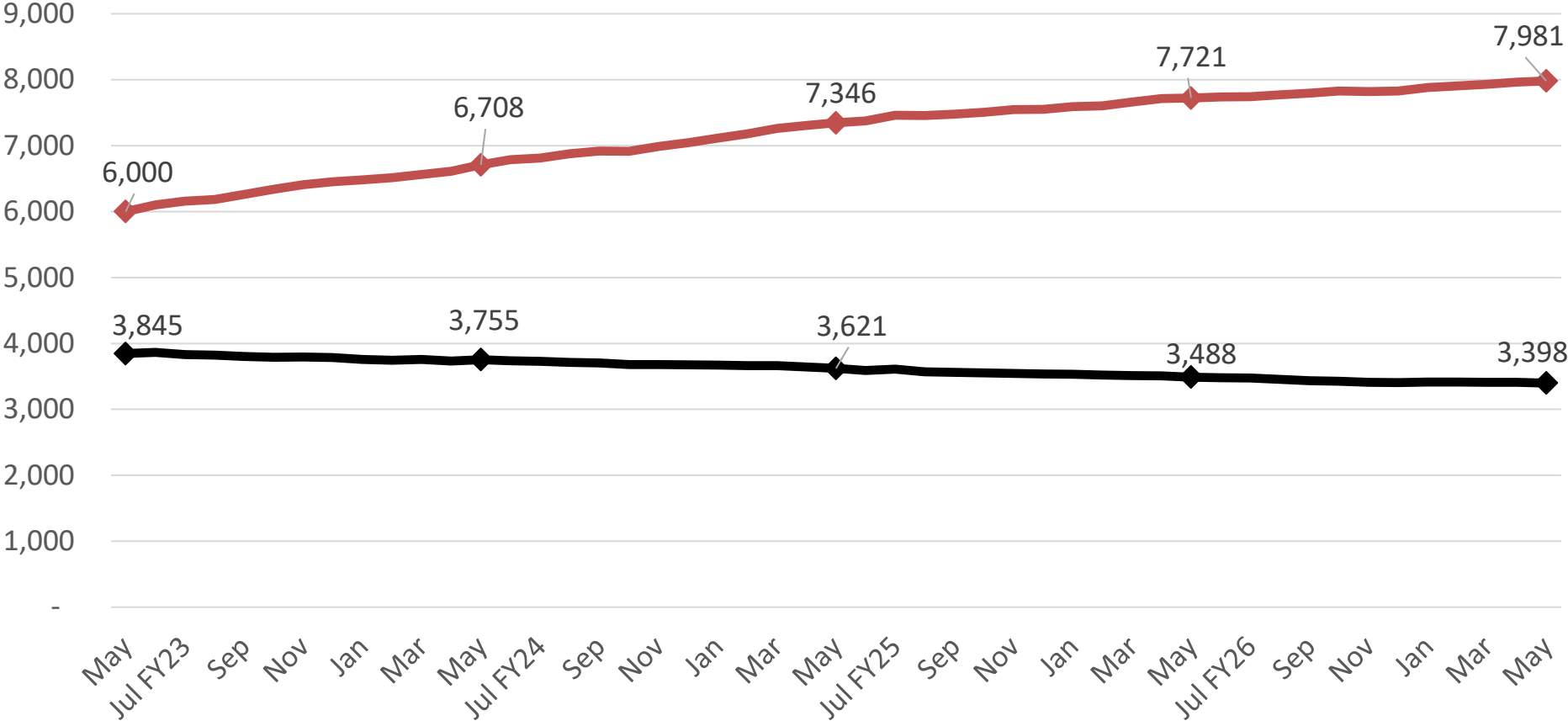
# Number of Terminals and Establishments as of May 31, 2026

FY22 FY23 FY24 FY25 FY26



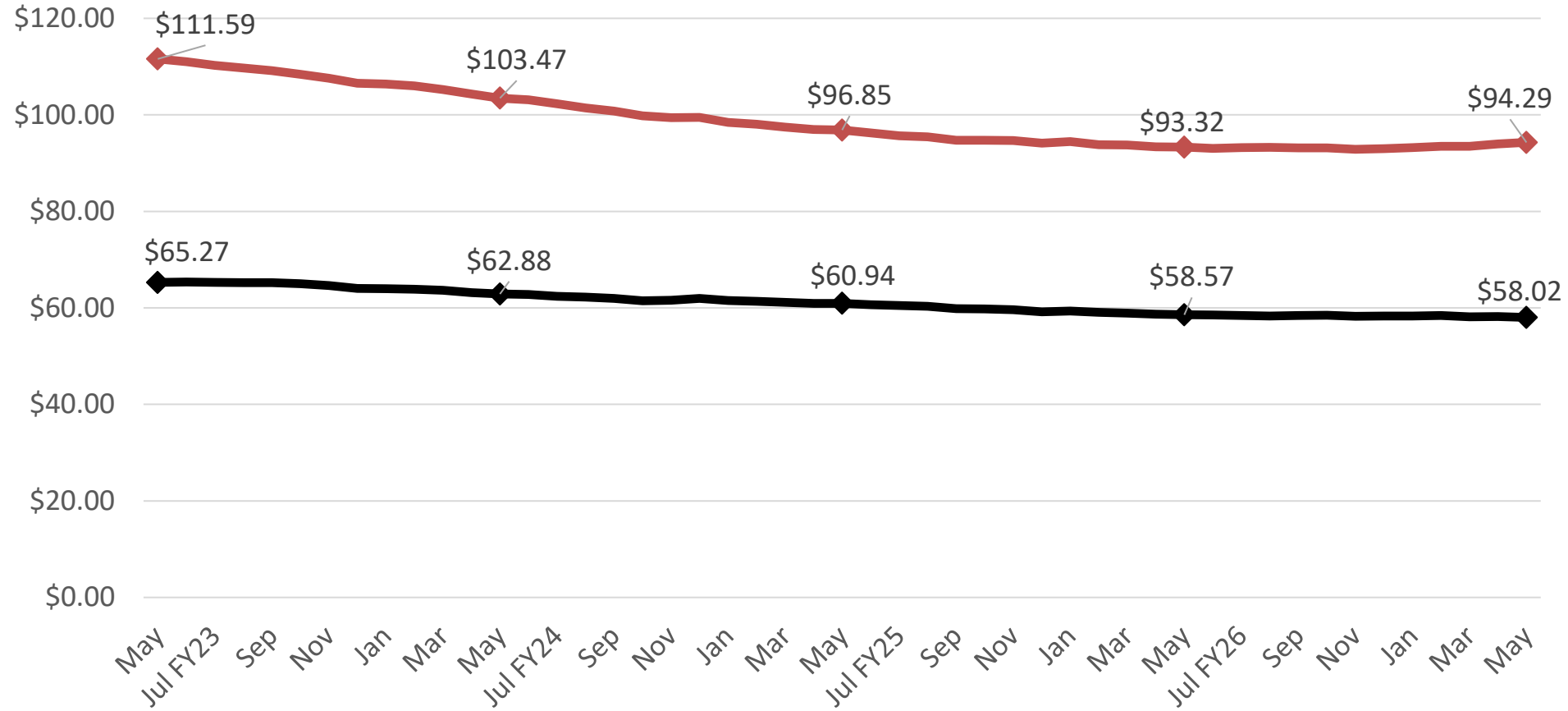
# Terminal Counts - Legacy vs. Line

Legacy Line



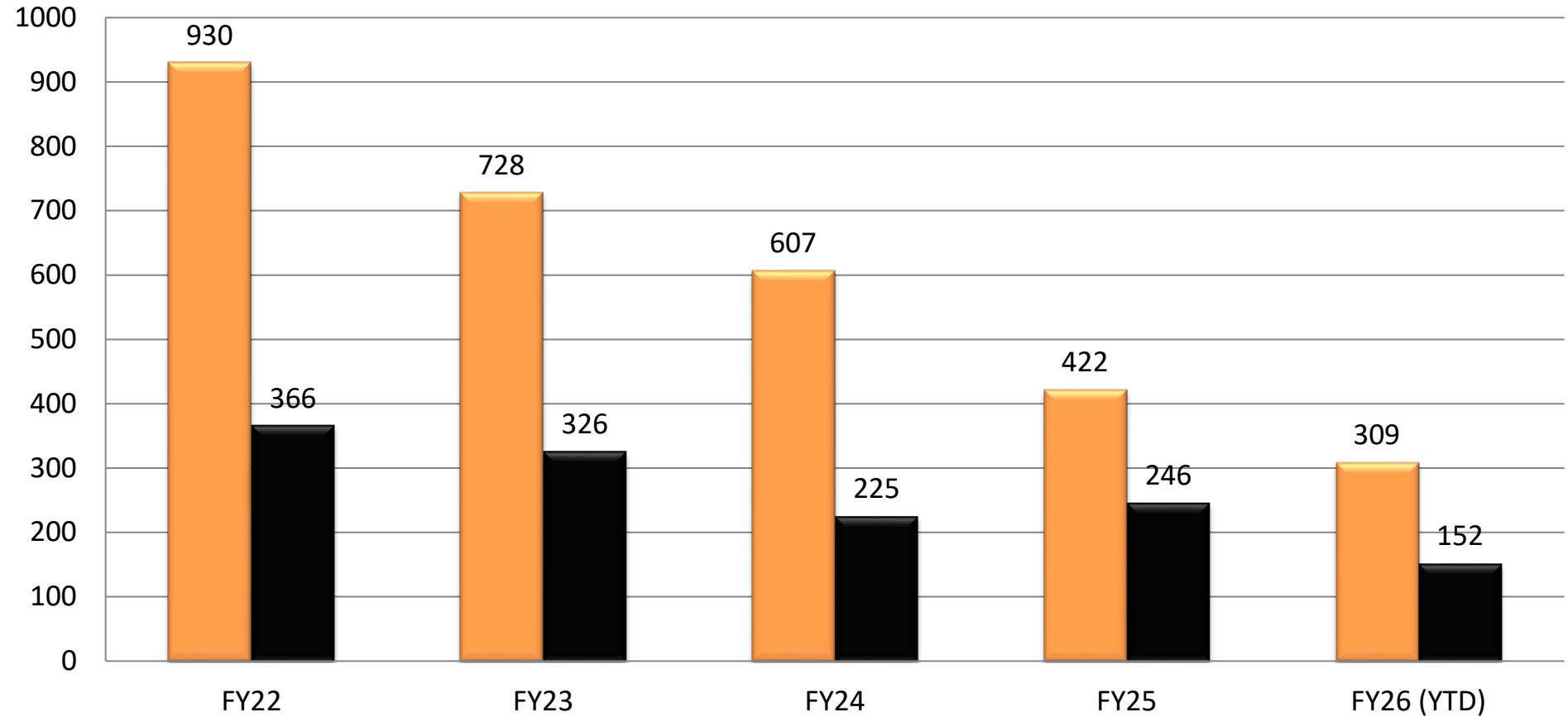
# NMI/Terminal/Day - Legacy vs. Line

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



# New & Destroyed Terminals

■ New ■ Destroyed



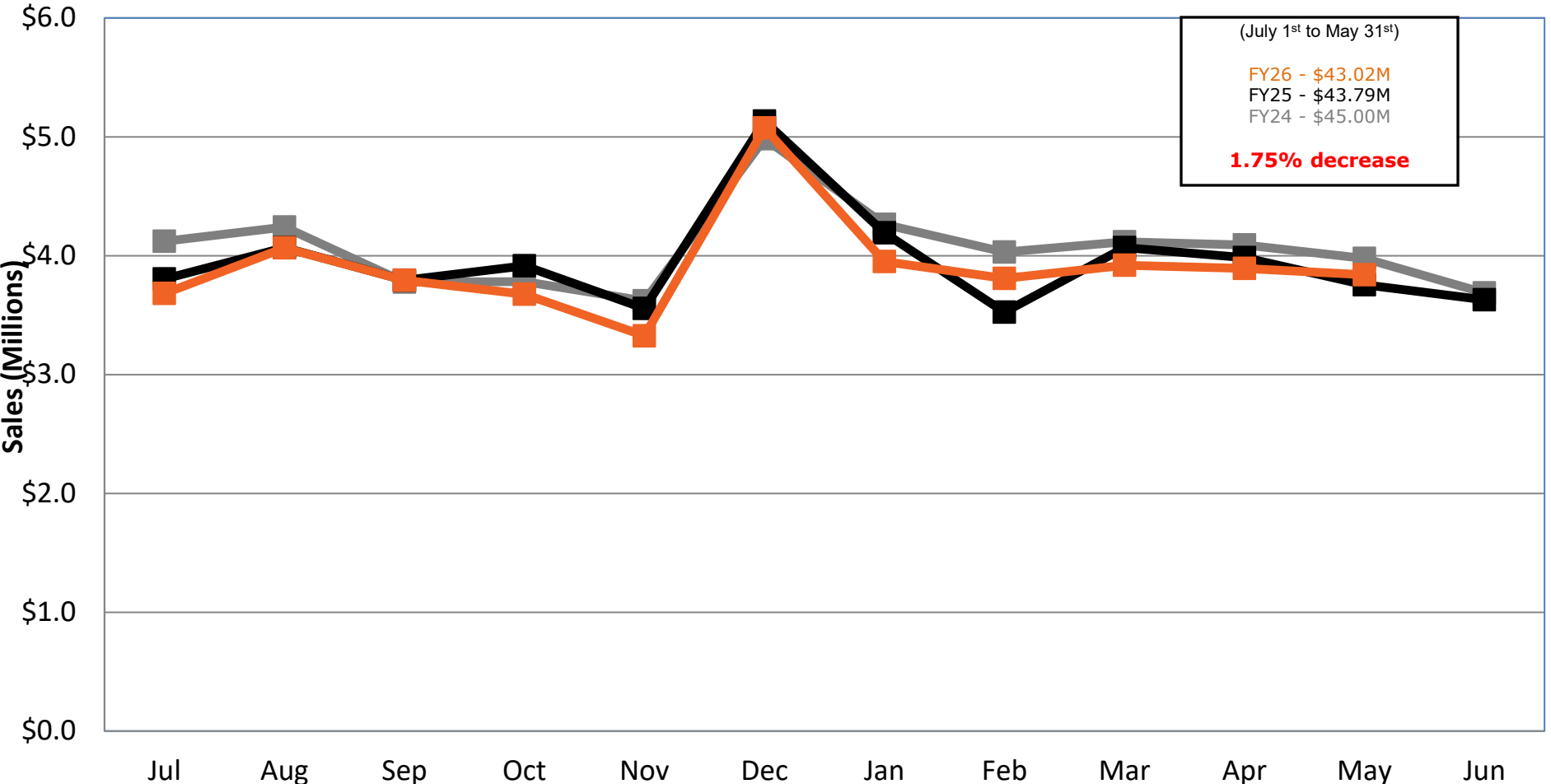
# Sales Report



**SOUTH DAKOTA**  
**LOTTERY**  
good fun

# Instant Sales

FY24    FY25    FY26



**\$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 a 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 symbol, win 200 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 500 TIMES the PRIZE shown for that symbol.

**WINNING NUMBERS**

**YOUR NUMBERS**

**WIN UP TO \$25,000!**

**OVER \$4.9 MILLION IN PRIZES BETWEEN \$100 AND \$15,000!**

**BONUS SPOTS ARE PLAYED SEPARATELY.**

**000**

**\$5** **LOTTERY**

DOUGLAS GLACIER | SHERIDAN

## South Dakota HIDDEN GEMS

**WINNING SYMBOLS**

**YOUR SYMBOLS**

**WIN UP TO \$25,000!**

Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS, win the PRIZE shown for that number!  
 Reveal a symbol, win a 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 symbol, win 200 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 500 TIMES the PRIZE shown for that symbol.

**PLAY IT AGAIN!** See back for more details.

**000**

**\$5** **LOTTERY**

WINDSWEPT FOREST | SHERIDAN

## South Dakota HIDDEN GEMS

**WINNING SYMBOLS**

**YOUR SYMBOLS**

**WIN UP TO \$25,000!**

Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS, win the PRIZE shown for that number!  
 Reveal a symbol, win a 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 symbol, win 200 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 500 TIMES the PRIZE shown for that symbol.

**PLAY IT AGAIN!** See back for more details.

**000**

**\$5** **LOTTERY**

HIGH GLASS SCULPTURE | LEWISTON

## South Dakota HIDDEN GEMS

**WINNING SYMBOLS**

**YOUR SYMBOLS**

**WIN UP TO \$25,000!**

Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS, win the PRIZE shown for that number!  
 Reveal a symbol, win a 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 symbol, win 200 TIMES the PRIZE shown for that symbol. Reveal a symbol, win 500 TIMES the PRIZE shown for that symbol.

**PLAY IT AGAIN!** See back for more details.

**000**

# Hidden Gems

- \$5 ticket launched May 4.
- South Dakota specific scenes:
- This game has outperformed other \$5 games by over 40% in first 4 weeks of launch.
- This is an additional \$44,000 in sales compared to other \$5 launches.



# Plinko

- \$10 Ticket Launches Aug. 31, 2026.
- Licensed game with themes from The Price is Right.
- Scientific Games provides marketing support like other licensed games.
- Incorporates 2<sup>nd</sup> Chance Drawing.



# Game Show Experience

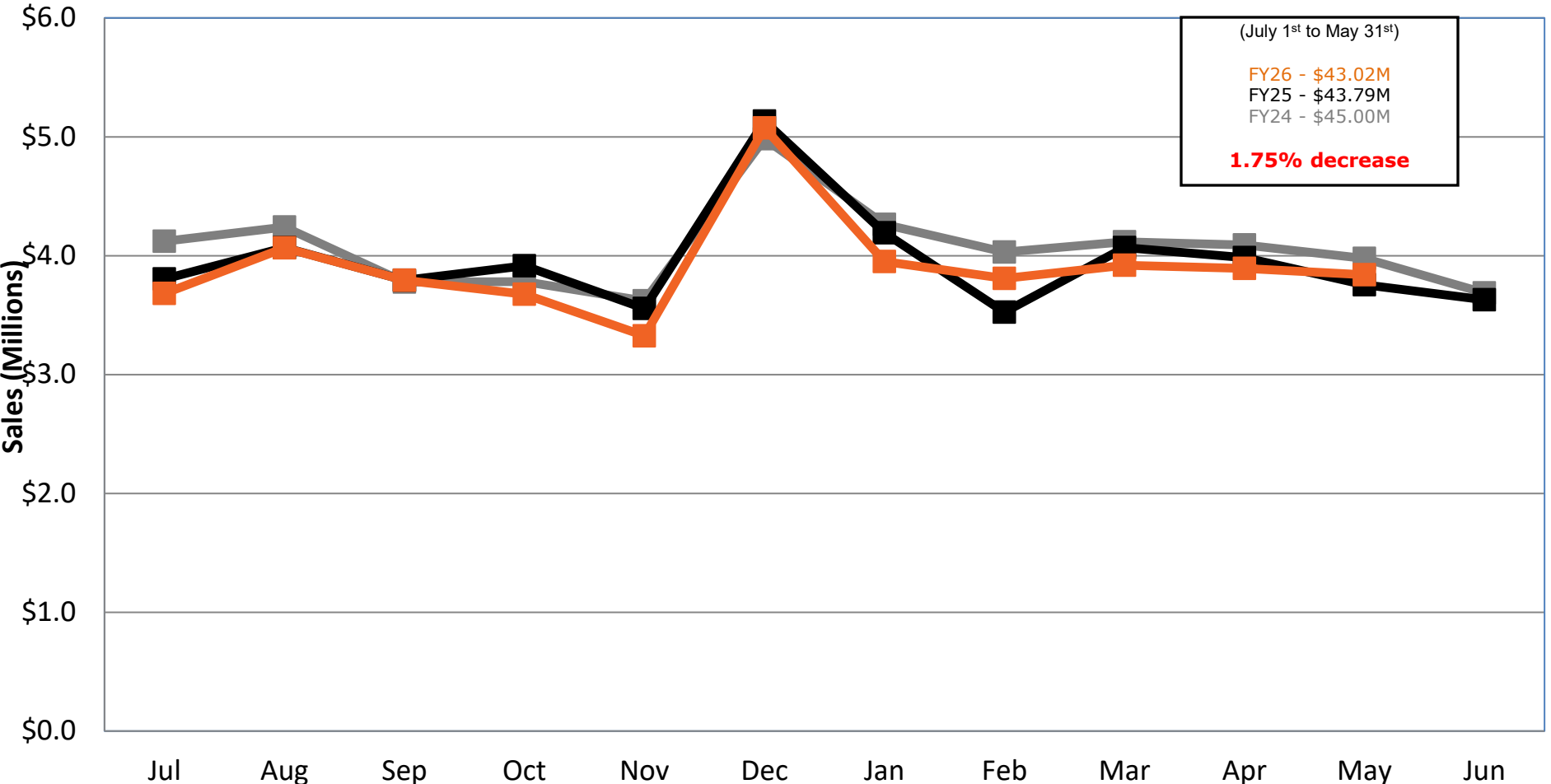
- Linked game with other states participating.
- A South Dakotan and guest will win a trip to VIP trip to Los Angeles.
- Winners from around the country will attend a taping of The Price is Right.
- Winners will take the stage and play for prizes.



**Players Can Win Prizes Up to \$10 million!**

# Instant Sales

FY24    FY25    FY26



# Lotto Sales

FY24      FY25      FY26

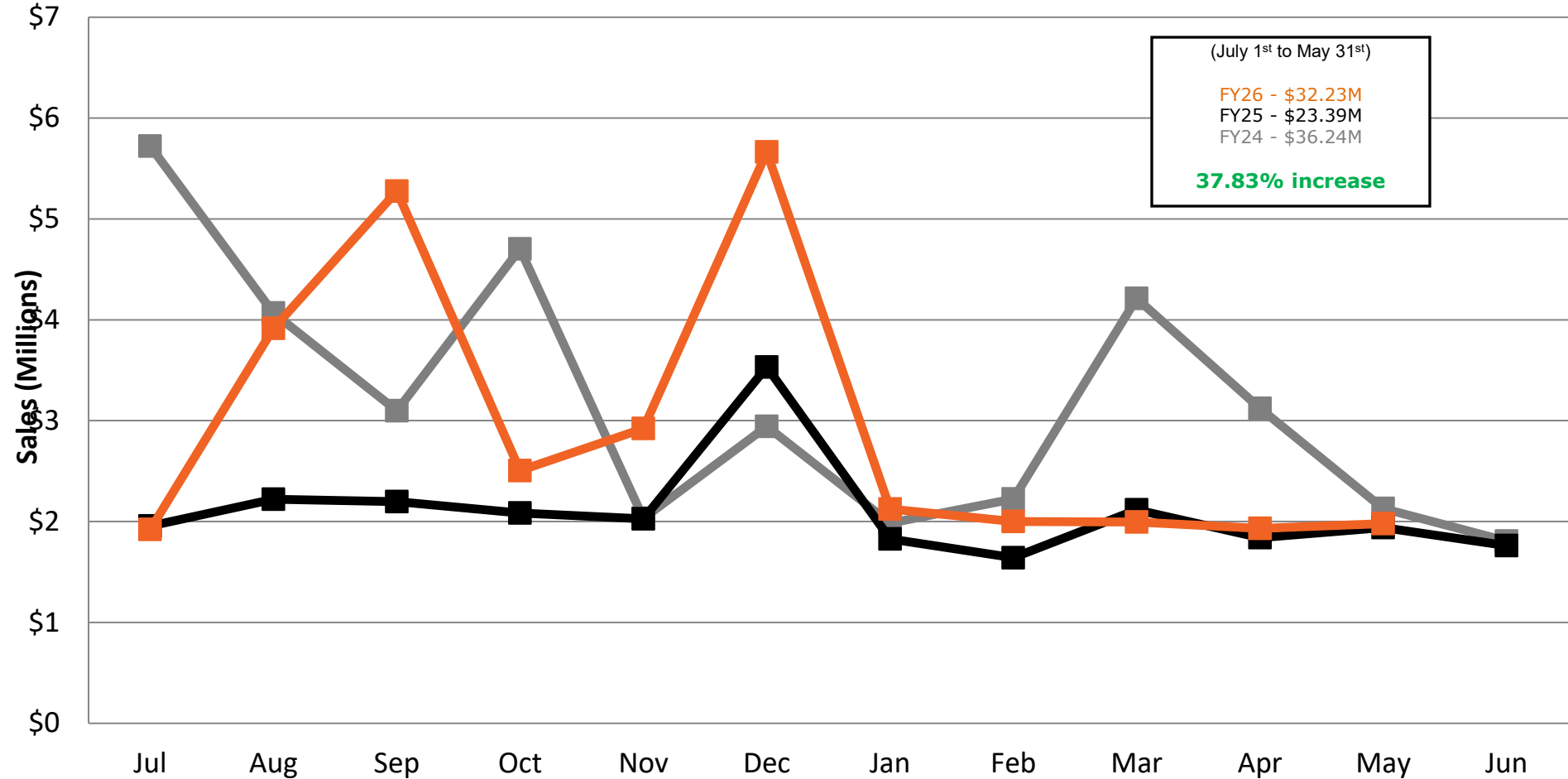
(July 1<sup>st</sup> to May 31<sup>st</sup>)

FY26 - \$32.23M

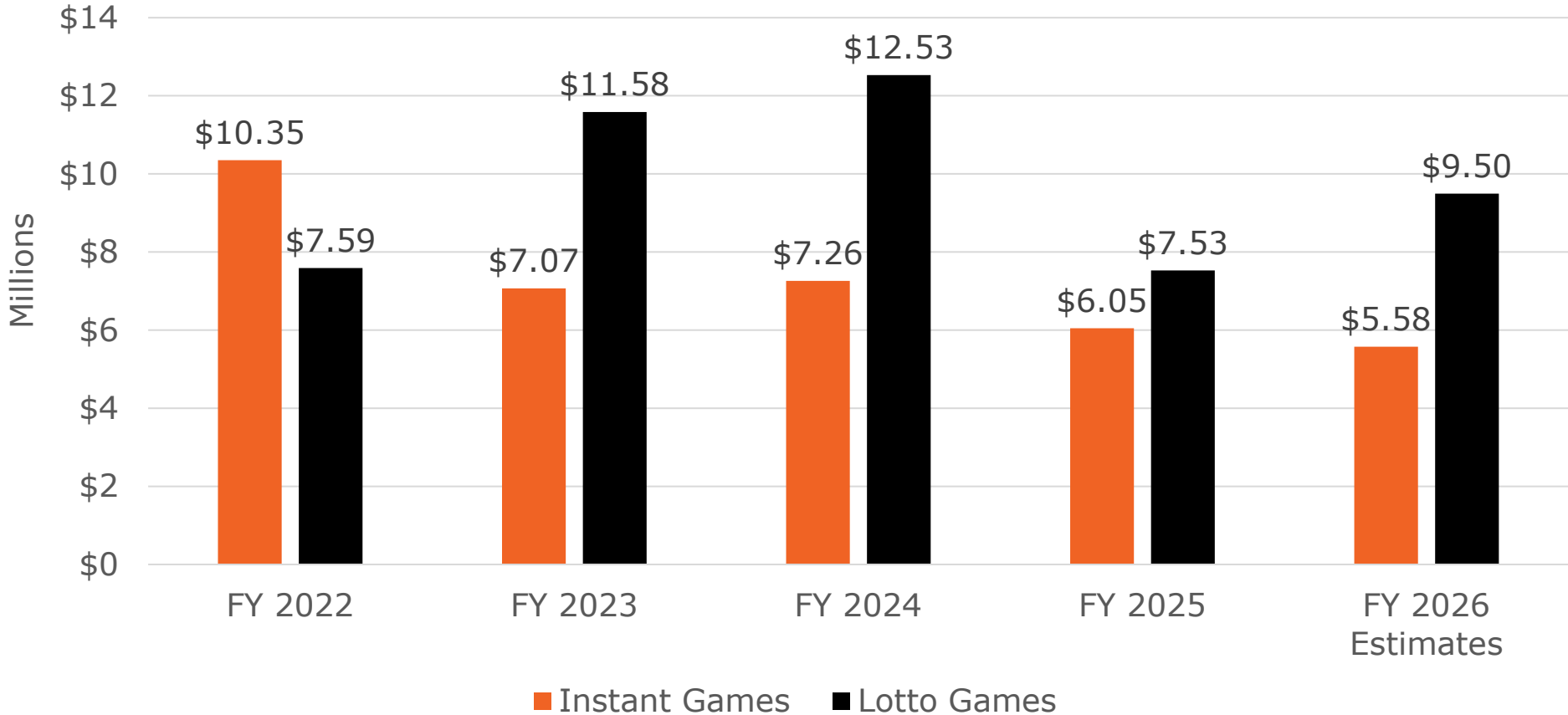
FY25 - \$23.39M

FY24 - \$36.24M

**37.83% increase**

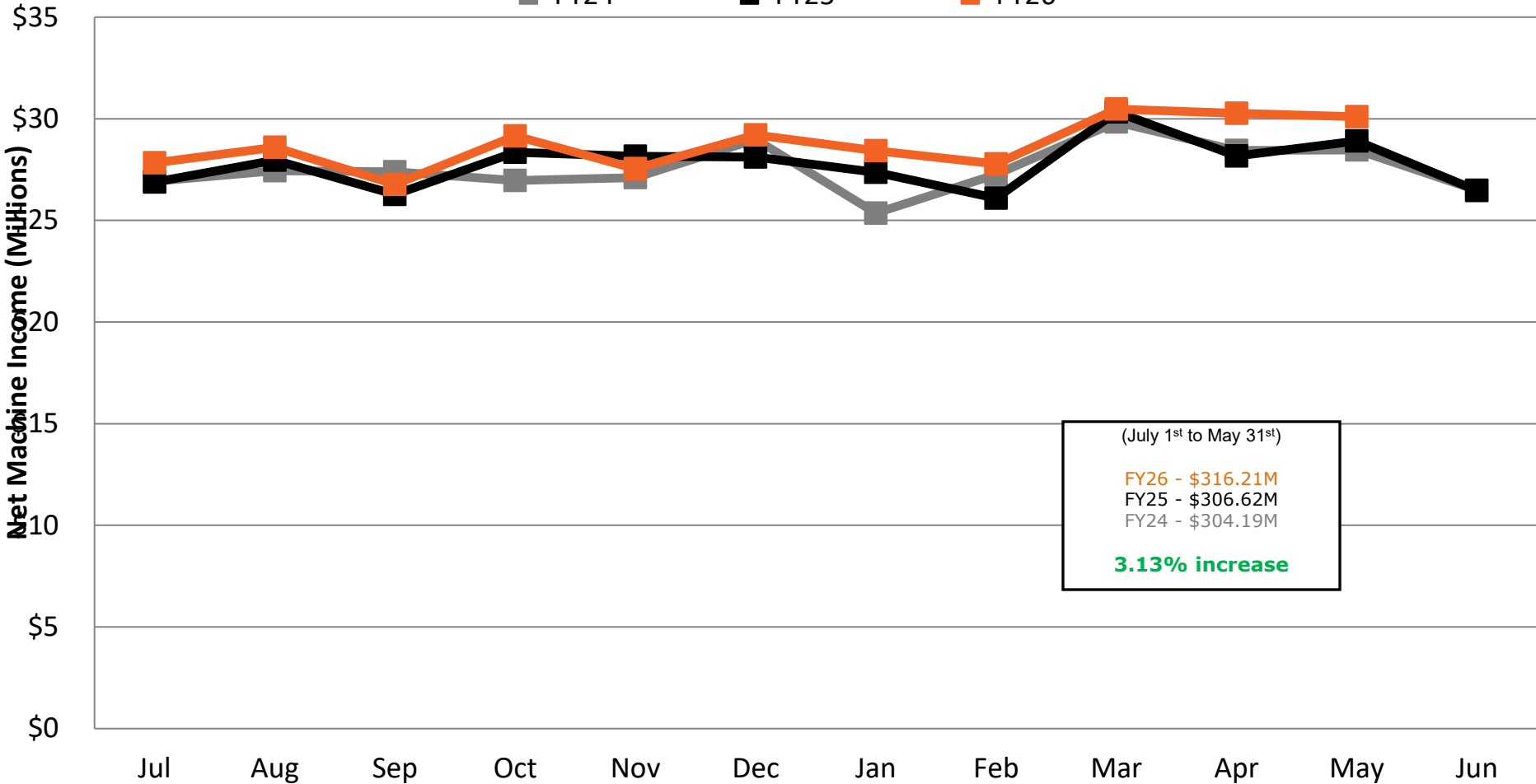


# Instant and Online FY26 Revenue Projections as of May 31, 2026

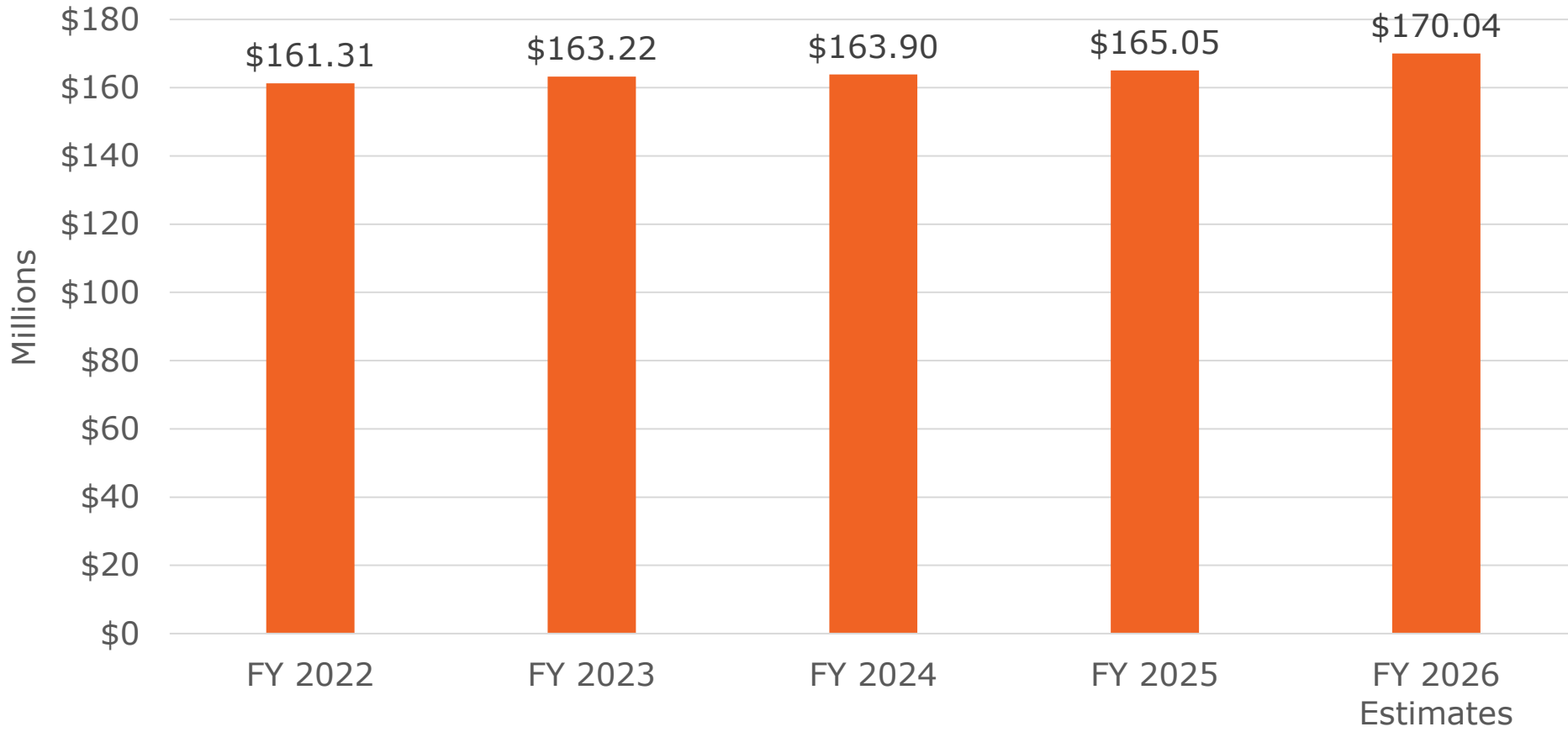


# Video Lottery NMI

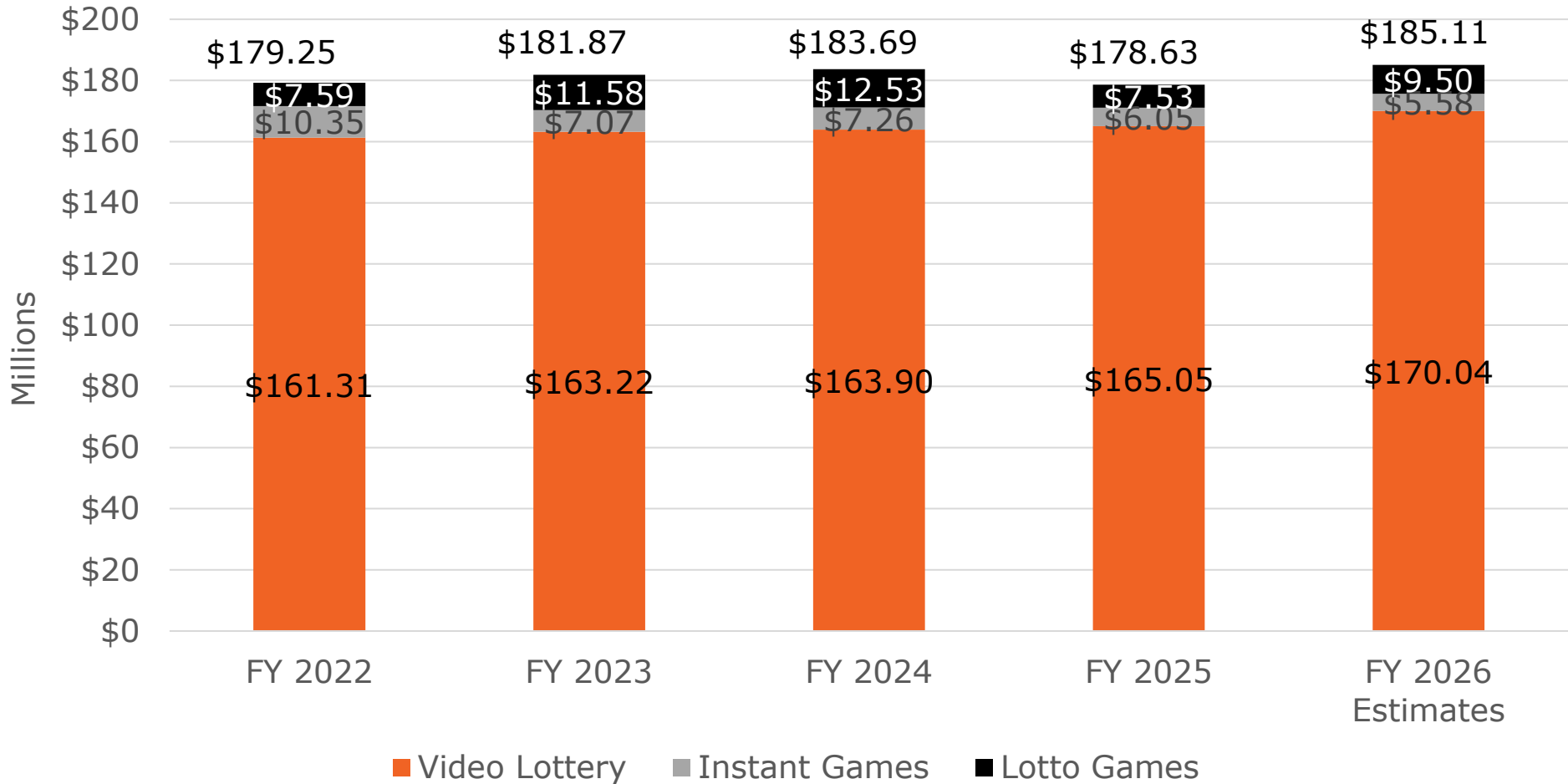
FY24 FY25 FY26

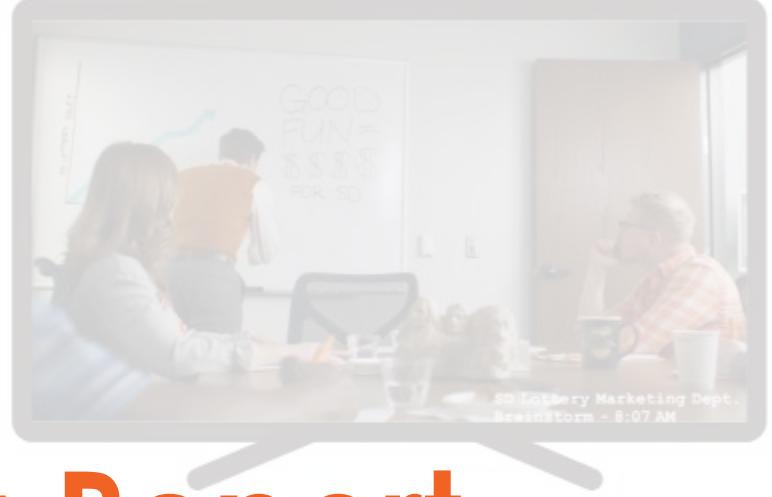


# Video Lottery FY26 State Share Revenue Projection as of May 31, 2026



# Total FY26 Revenue Projections as of May 31, 2026





# Marketing Report



SOUTH DAKOTA  
**LOTTERY**  
good fun

# FY 27 Priorities

- Continuation of the Good Fun Squad for marketing efforts.
- Identify key instant ticket launches.
- Maintaining draw games momentum.
- Enhancing Responsible Gambling Efforts.





# Millionaire Plus Promotion

- April promo to aid Millionaire for Life awareness.
- On Mondays, players could buy a Millionaire for Life quick pick and receive Dakota Cash quick picks for the upcoming Wednesday and Saturday draws.
- The four days led to an 89 percent increase in Millionaire for Life and Dakota Cash Sales.

**The Promo resulted nearly \$20,000 in transfers to the state!**

# July Promotion



- The Lottery will launch its Red, White, and Win Promo this July.
- The promotion is like Millionaire Plus Promo with a focus on Lotto America.
- The promotion will not only build awareness for the Lotto America game but also celebrate America's 250th Anniversary!

# SD Lottery College Volleyball Classic



- The South Dakota Lottery College Volleyball Classic will take place Sept. 18-19 in Sioux Falls.
- South Dakota State, South Dakota, Minnesota and Washington will compete.
- The event will feature Lottery branding such as logo placement, a lucky row of the game and more.

# Questions?

