

South Dakota Lottery Commission Meeting March 24, 2022



A DIVISION OF THE SOUTH DAKOTA DEPARTMENT OF REVENUE

Secretary of Revenue Comments



Executive Director Comments



ED Comments

- Budget
- 2022 Legislative Session
- Instant Ticket and Related Services Request for Proposals
- Video Lottery Site Controllers
- Personnel



Lotto America Rules Hearing



Lotto America

- Lotto America
 - Adding a Third Draw Day (Monday)
 - No other changes to Lotto America game.
- ARSD 48:03:19:04
 - Changing the reference date to relect the most current Game Group rules
 - Start Date - July 18, 2022



Declaratory Rule 23-1



Marketing Report



Responsible Gaming



- Our annual Responsible Gaming campaign will continue throughout March.
- This campaign reminds players to Keep the Fun Good.



Other Campaigns

- The Rock Your World scratch ticket launched March 7.
- We are also launching our instant ticket campaign in the coming days.
- This campaign takes a new strategy this year.





Lucky Leprechaun Day



- On St. Patrick's Day, players could buy 2 Lucky for Life quick picks and receive 1 free.
- The 1-day promotion had more than \$58,000 in Lucky for Life sales.
- The average Thursday in FY22 has a little more than \$13,000 in sales.



State Fair Scratch Ticket



- Created in partnership with the Department of Agriculture and Natural Resources
- The \$2 scratch ticket will launch June 1.
- The ticket will have tie ins to the State Fair, including second chance drawings.

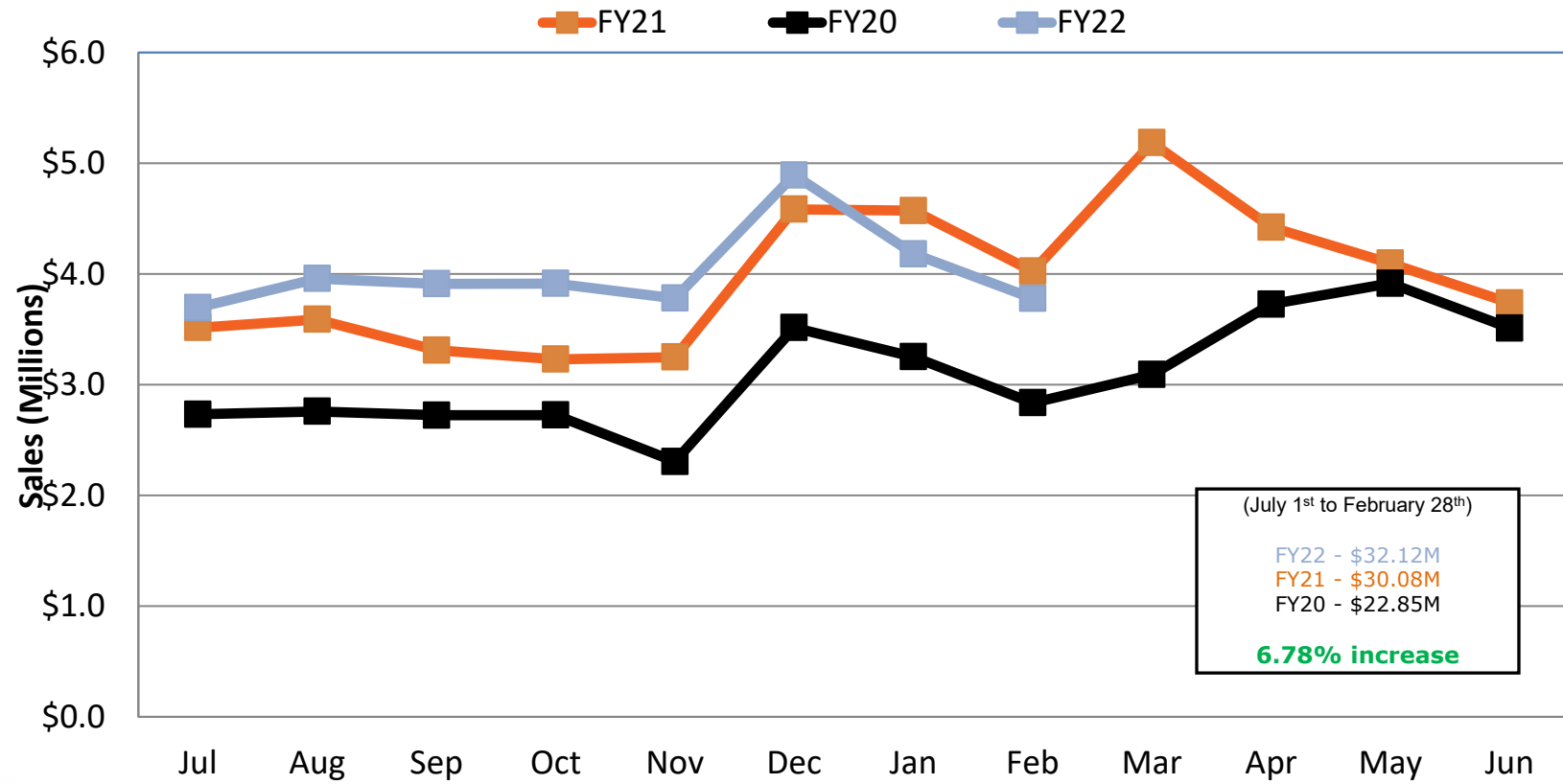


Sales Report

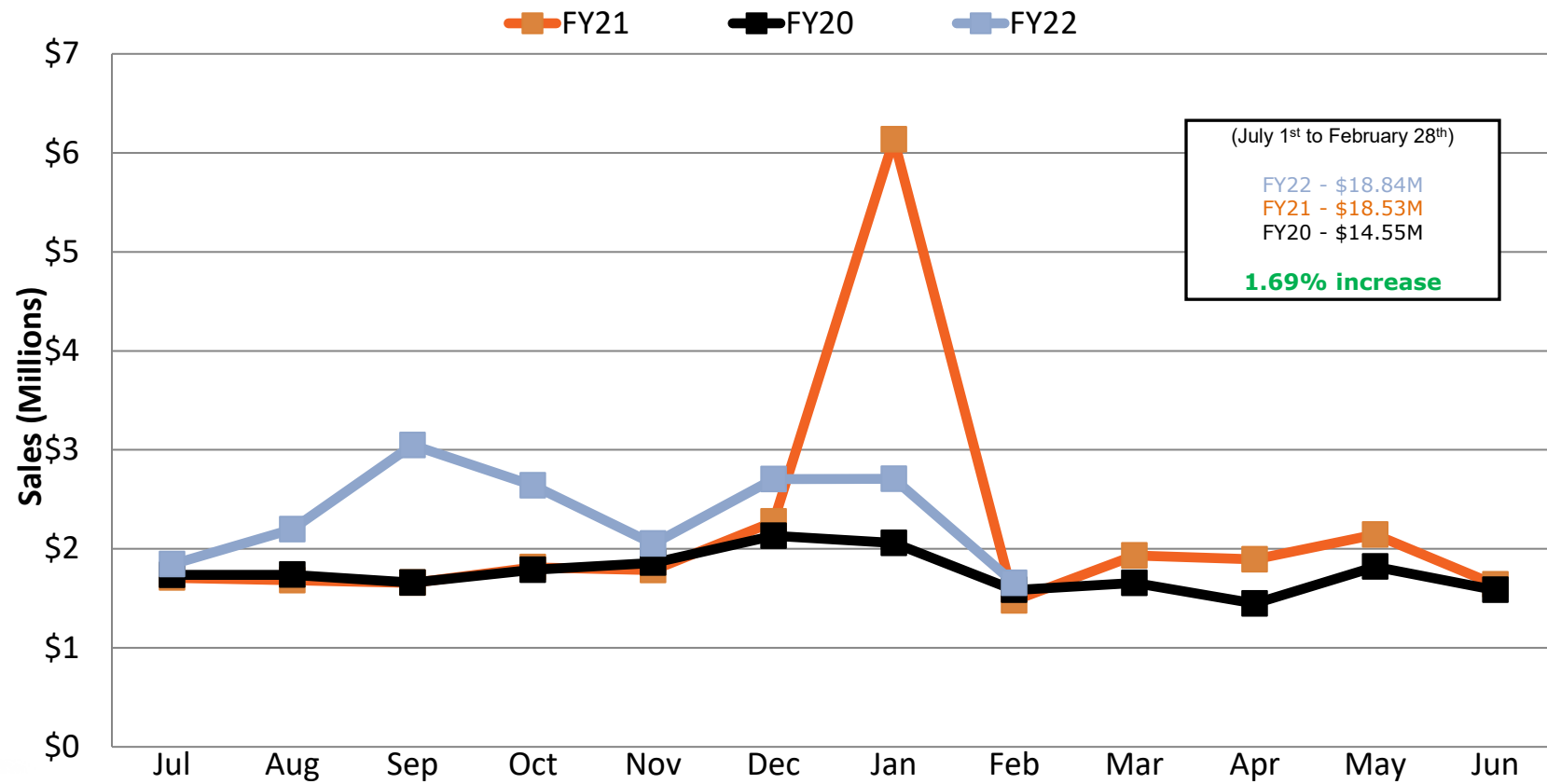


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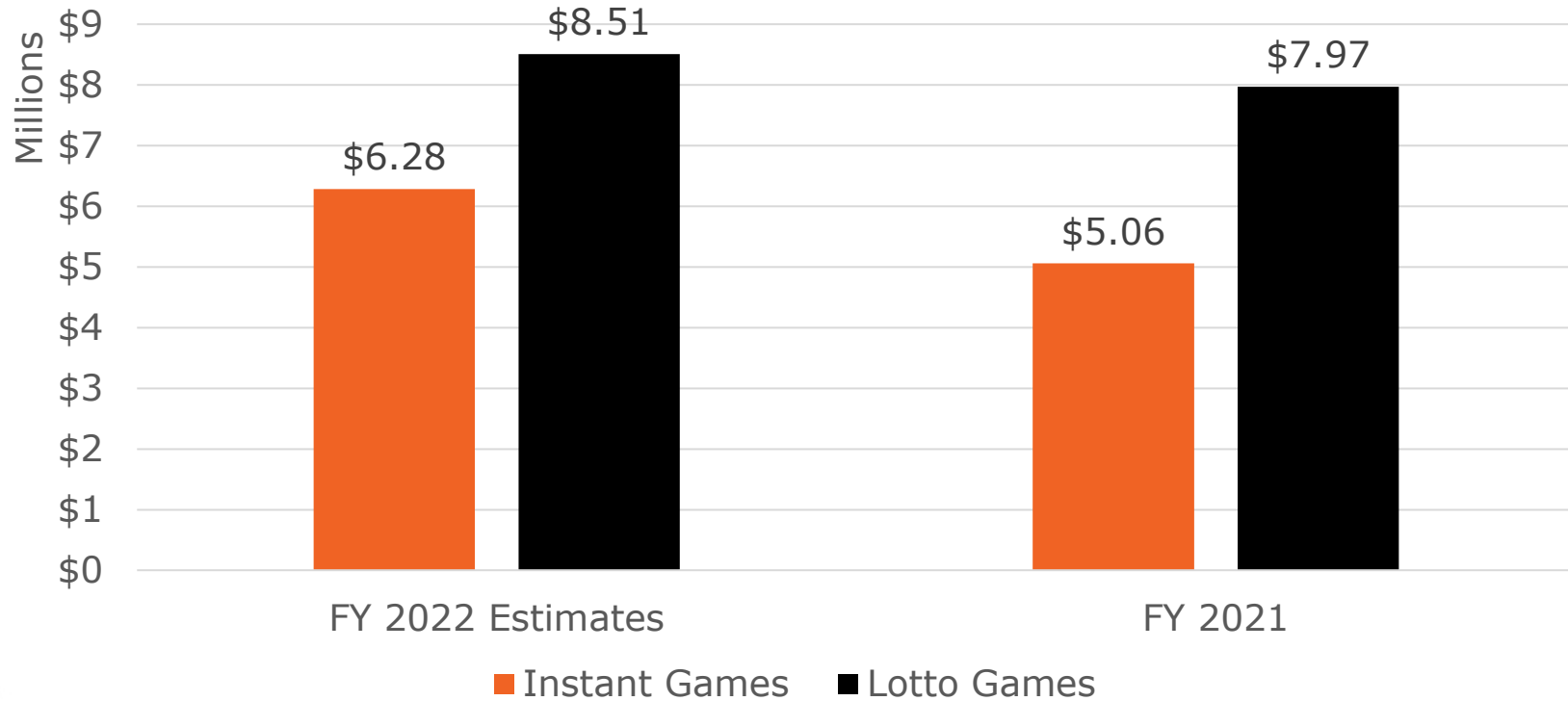
Instant Sales



Lotto Sales

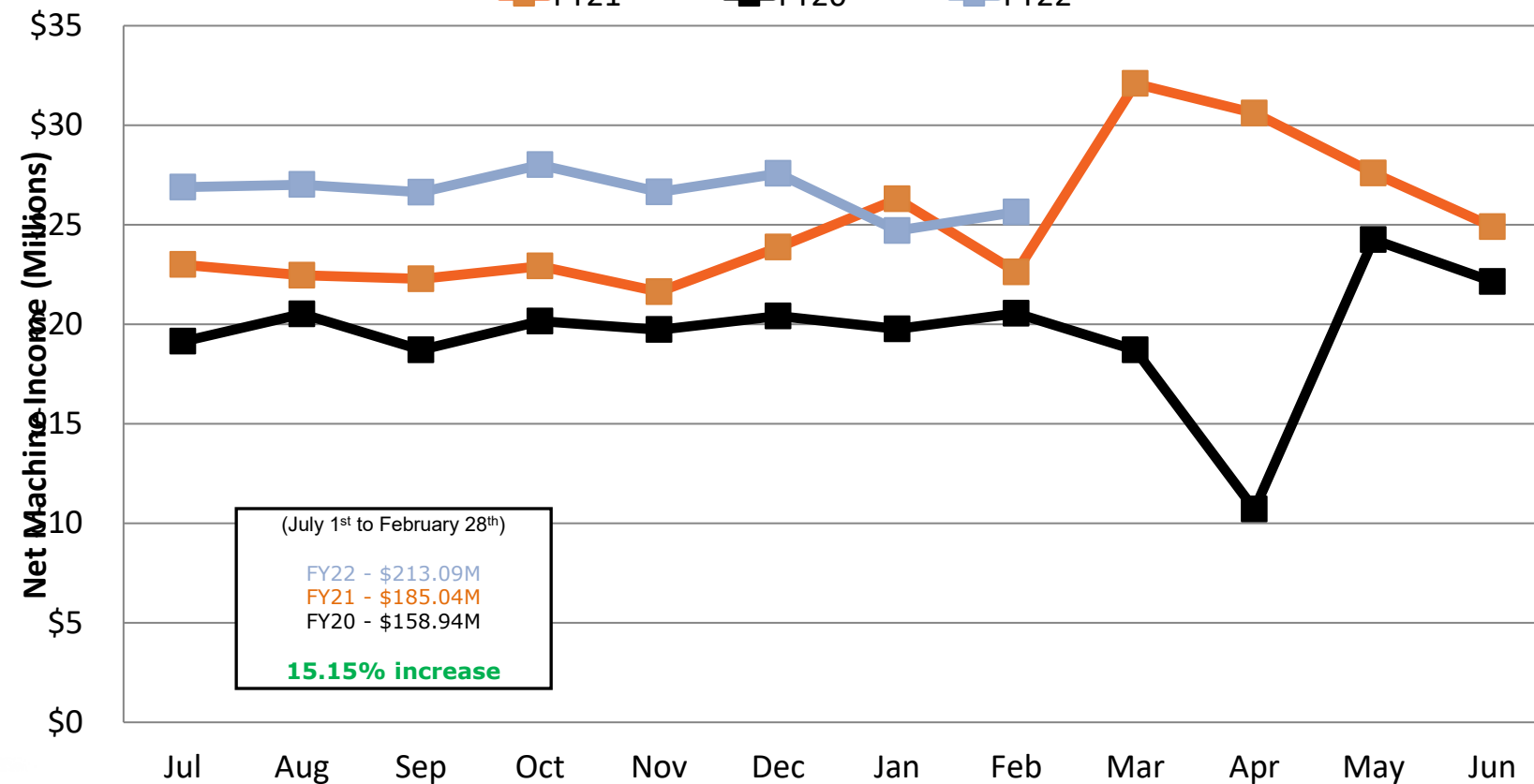


Instant and Online FY21 Revenue Projections as of February 28, 2022

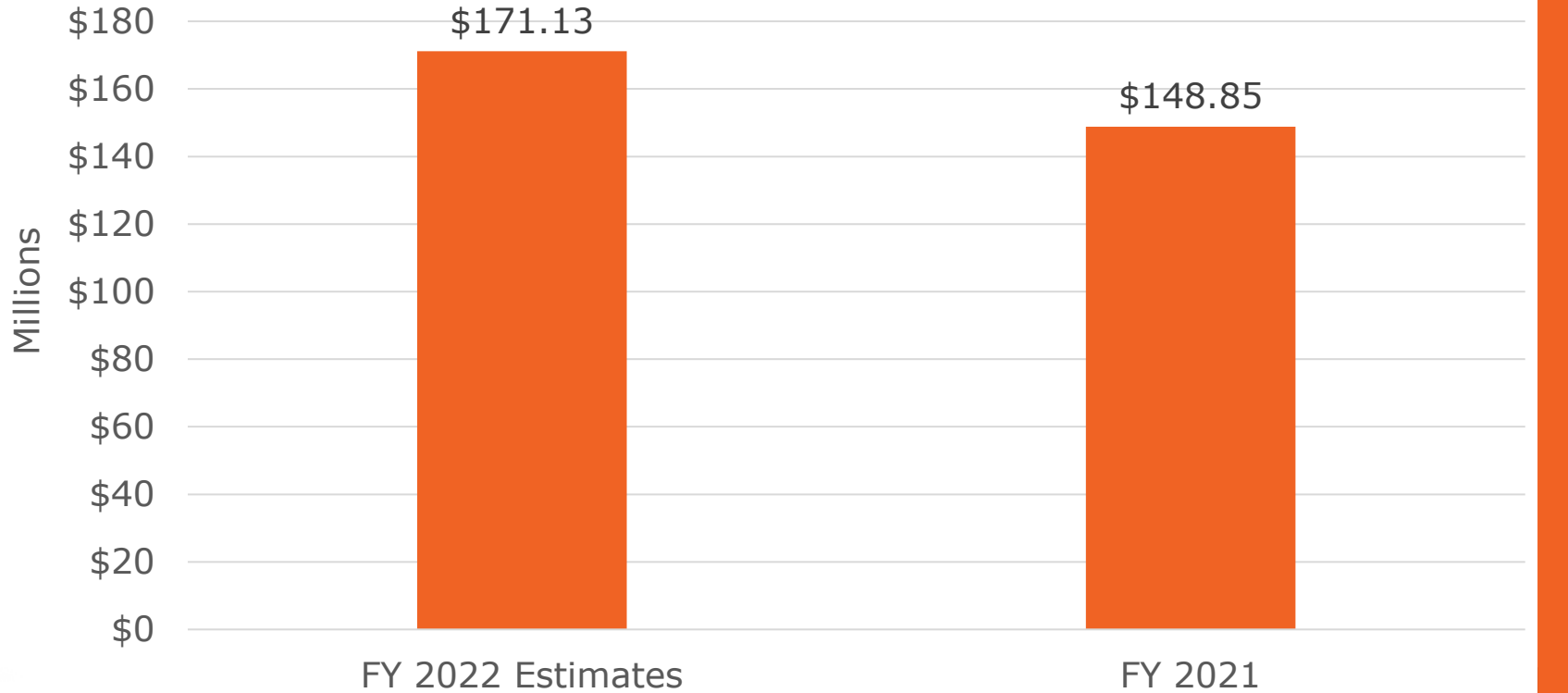


Video Lottery NMI

FY21 FY20 FY22



Video Lottery FY21 State Share Revenue Projection as of February 28, 2022

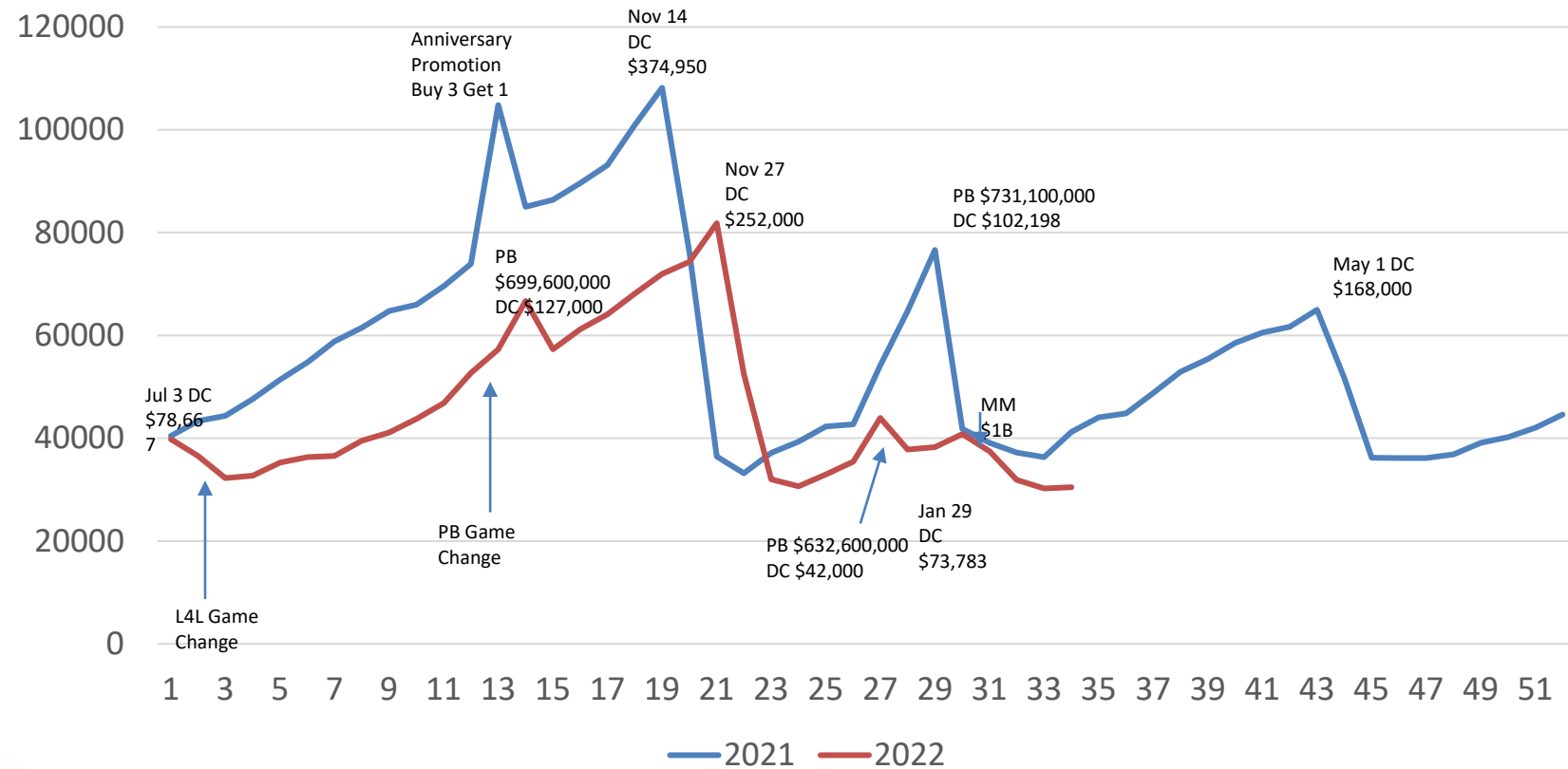


Draw Games YOY Change And Game Changes

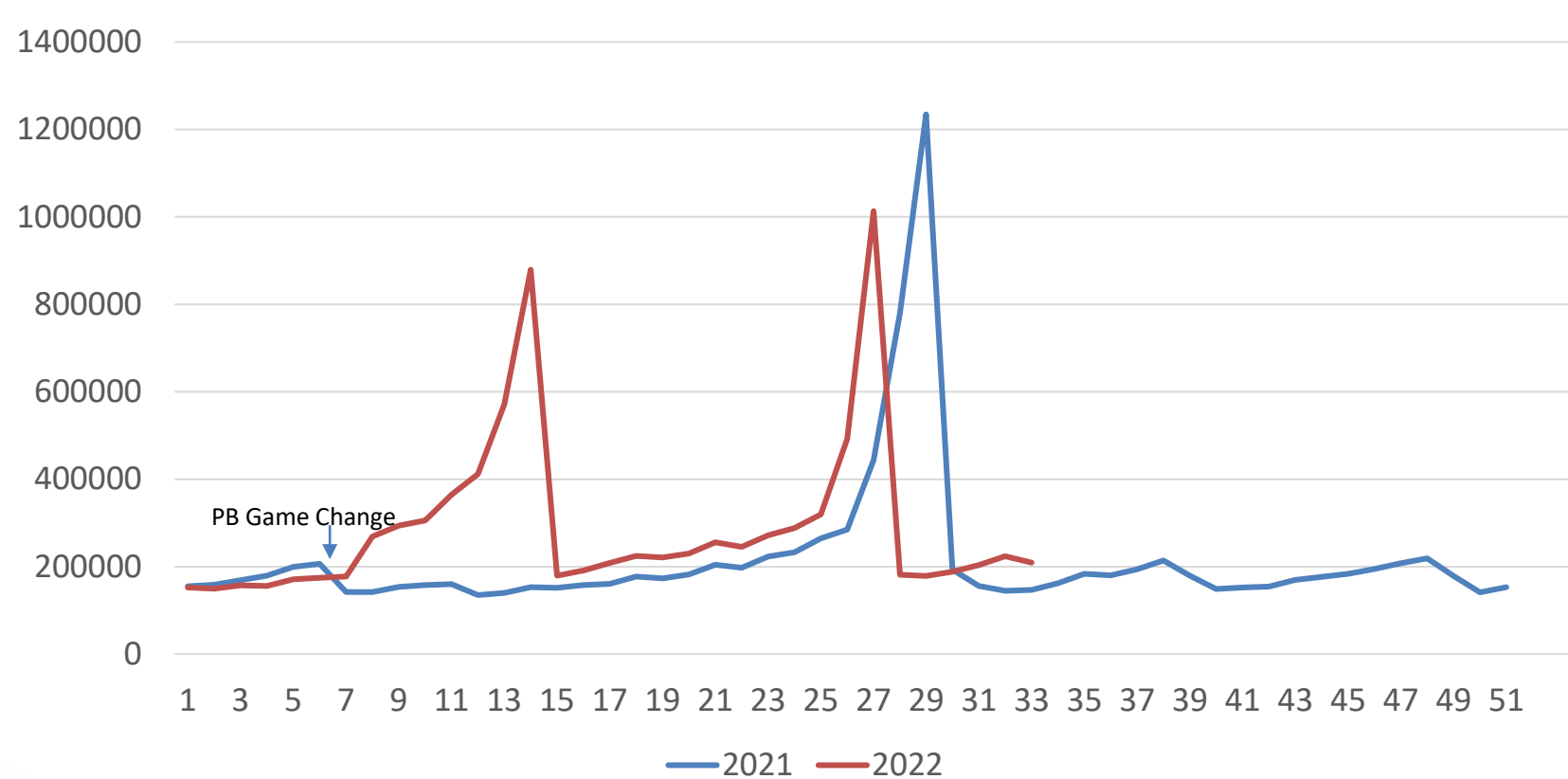


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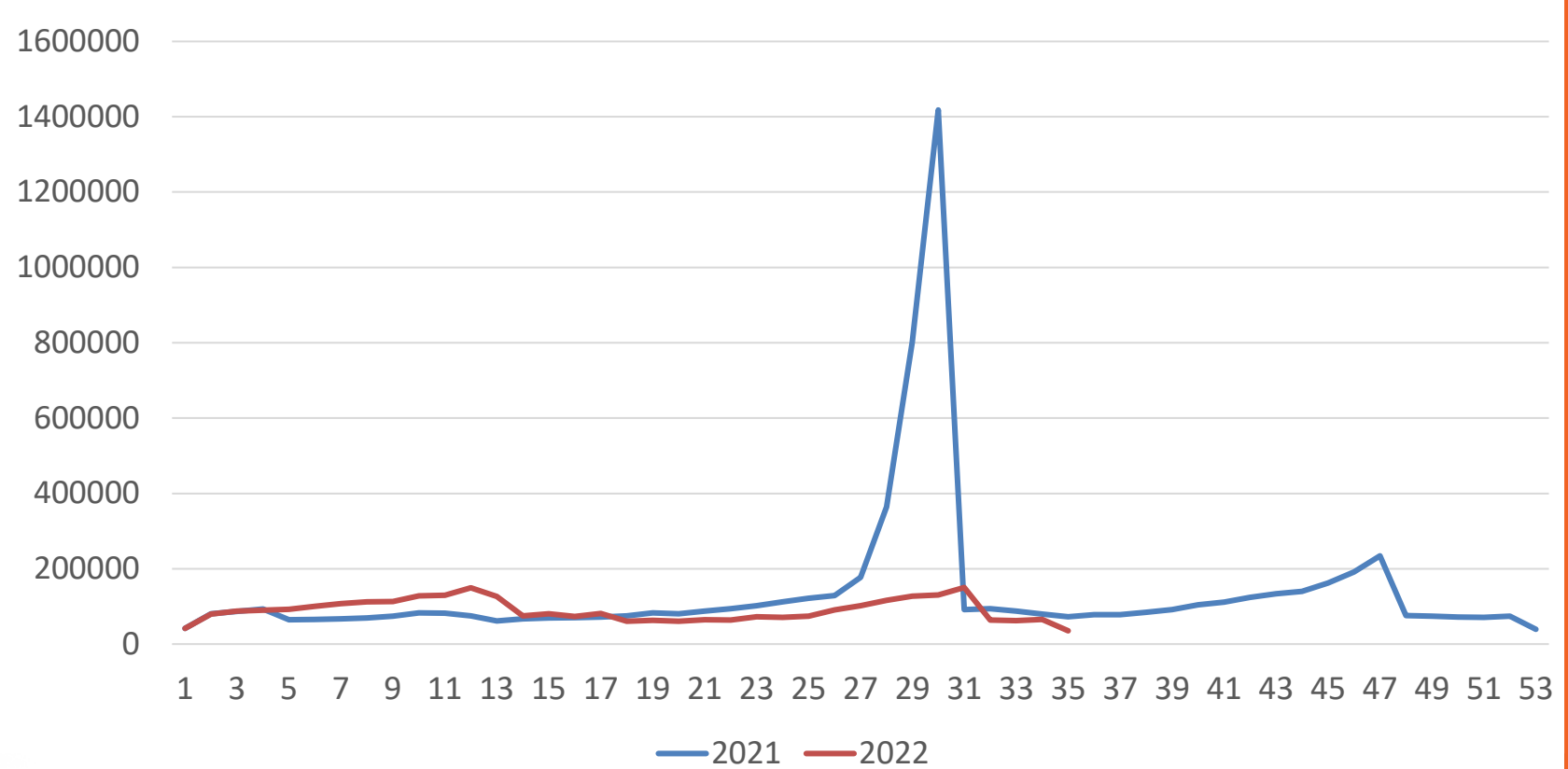
FY 21 vs FY 22 DC Sales by Week



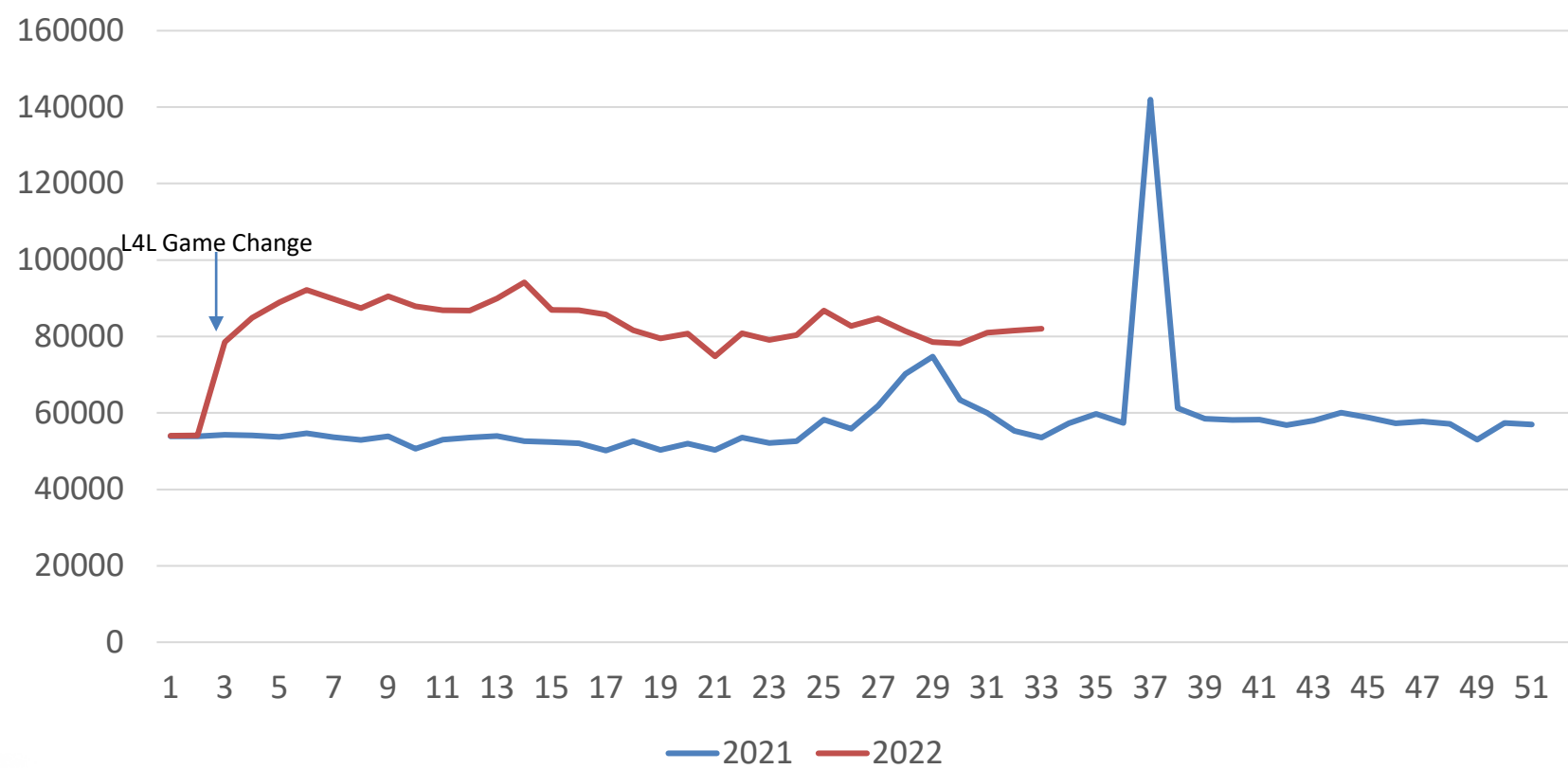
FY 21 vs FY 22 PB Sales by Week



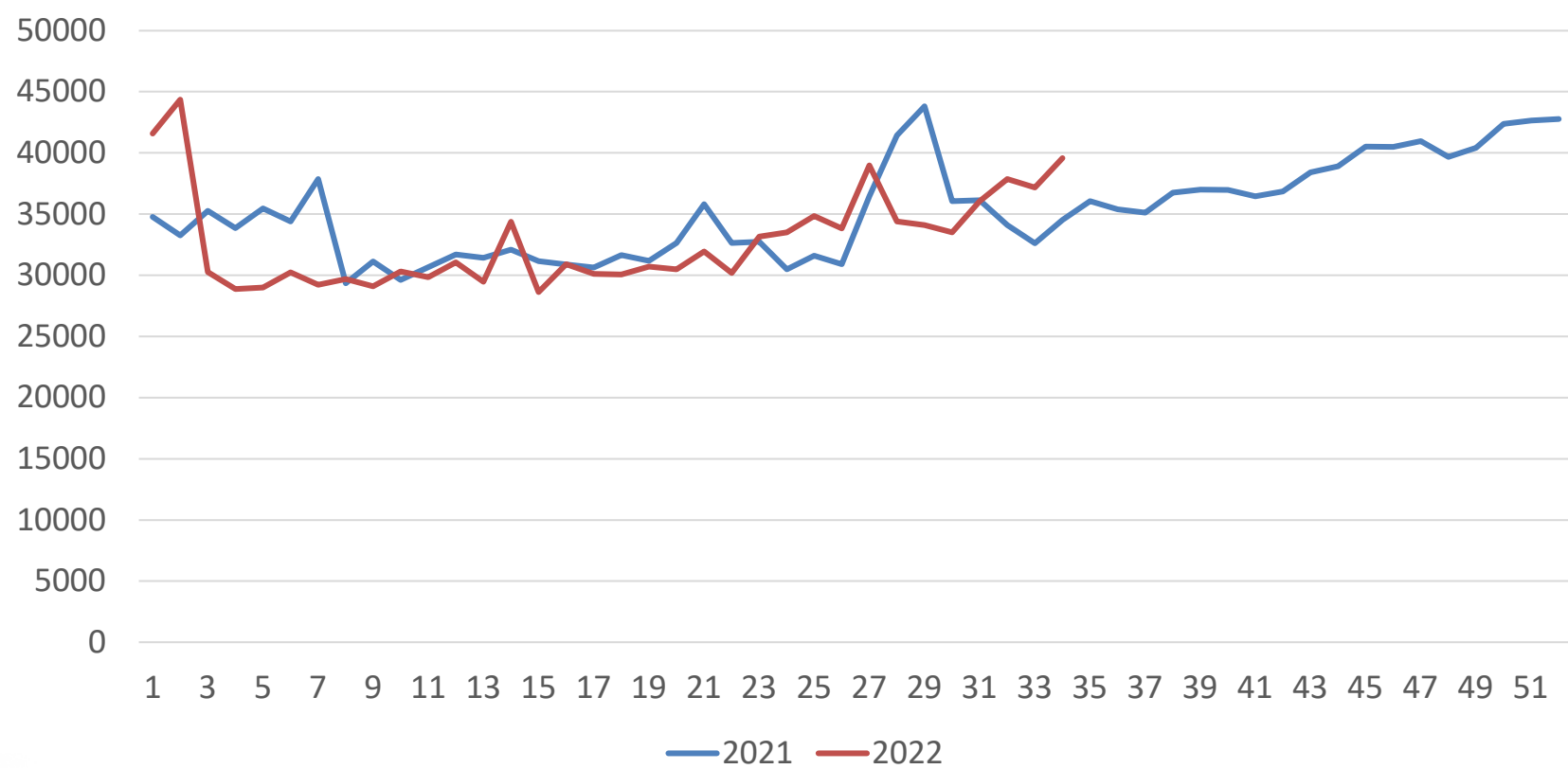
FY 21 vs FY 22 MM Sales by Week



FY 21 vs FY 22 L4L Sales by Week



FY 21 vs FY 22 LA Sales by Week



Digital Draw Machine



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Digital Draw Machine

- Smartplay International – New Jersey
- Two (2) Digital Drawing Machines
 - Single Cabinet
 - Two 21" Monitors,
 - Printer
 - KVM Switch
- Installation and training provided to Lottery Staff
- System certification by Gaming Laboratories, Inc. (GLI)
- Five-year term of the Agreement.
- Total contract amount shall not exceed \$147,100.

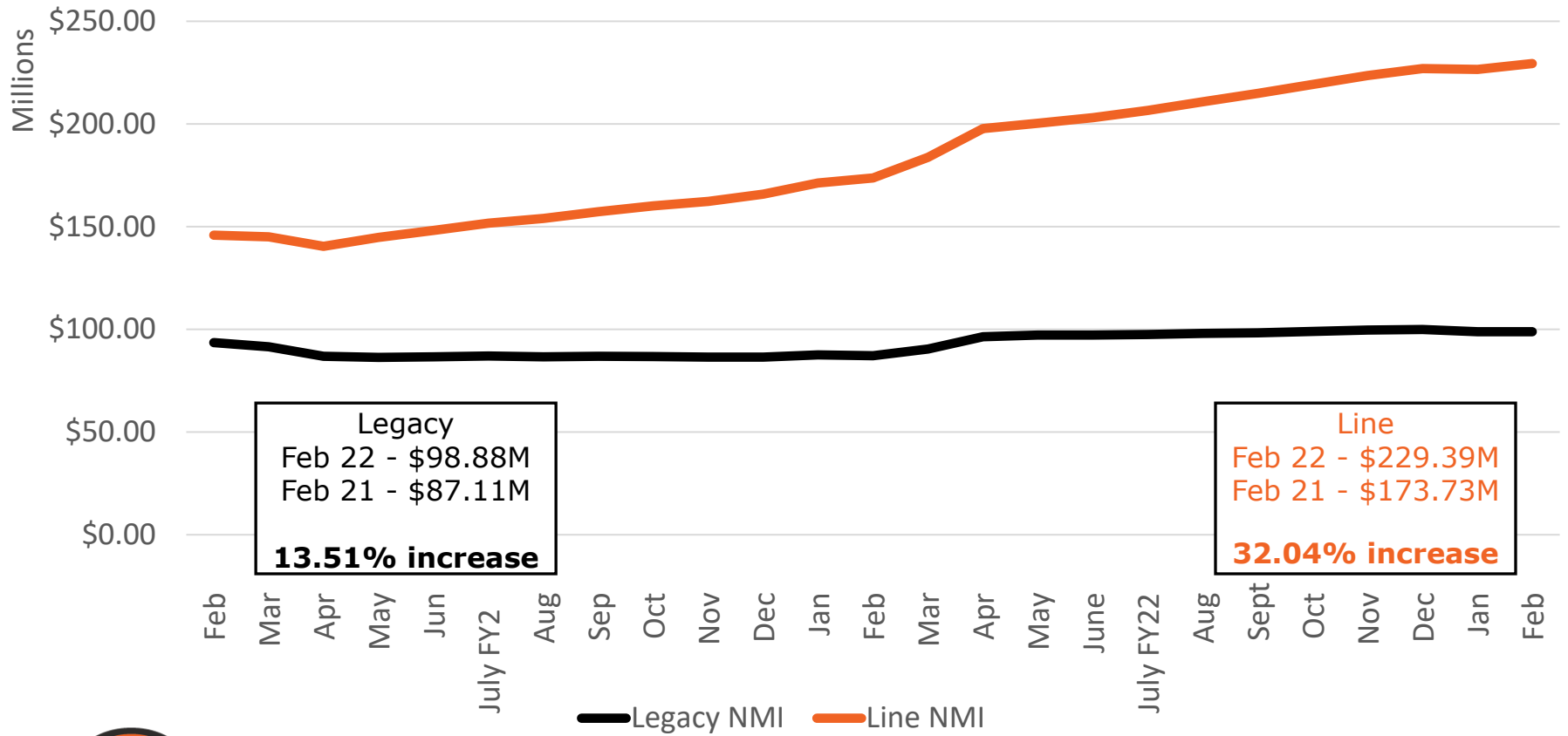


FY2022 Video Lottery Report



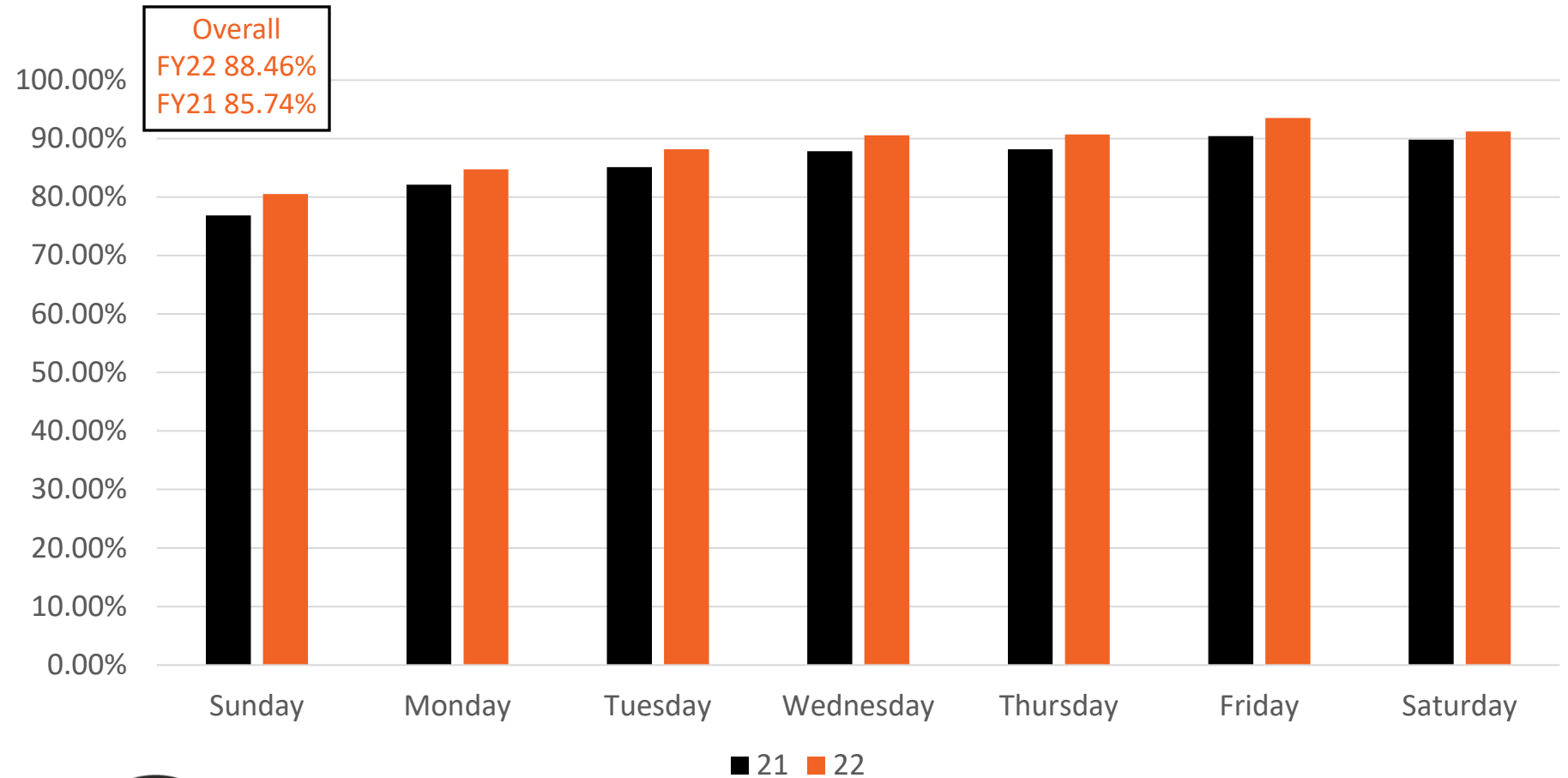
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Legacy vs Line NMI

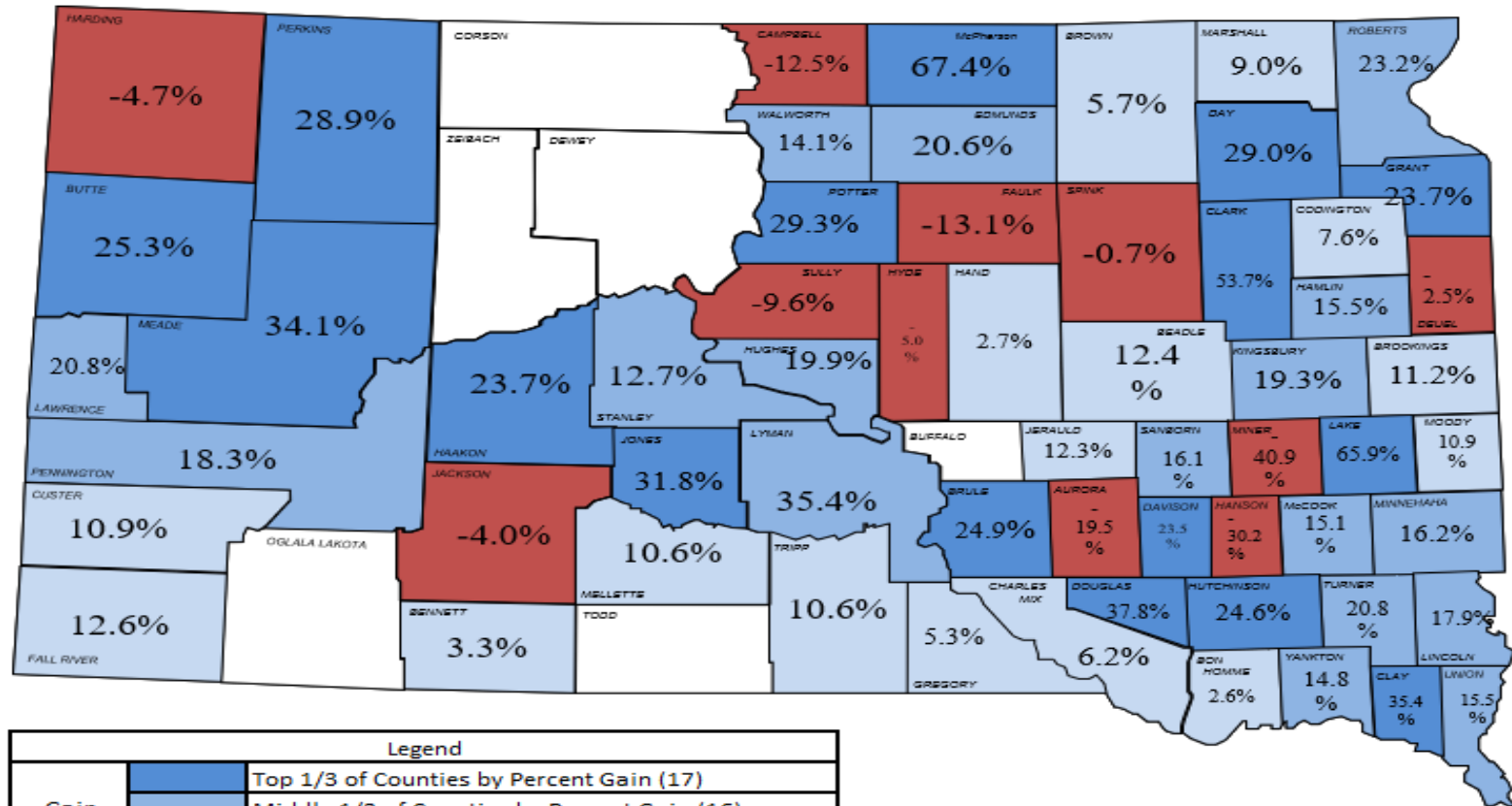


FY 22 vs 21 Machine Usage

Overall
FY22 88.46%
FY21 85.74%



Percent Change of Video Lottery NMI FY2022 over FY2021



Legend		
Gain		Top 1/3 of Counties by Percent Gain (17)
		Middle 1/3 of Counties by Percent Gain (16)
		Bottom 1/3 of Counties by Percent Gain (16)
N/A		No Video Lottery
Loss		Counties by Percent Loss (11)

Top Cities for NMI

City	FY22 NMI	FY21 NMI	\$	%
Sioux Falls	\$54,590,093.09	\$47,046,388.63	\$7,543,704.46	16.03%
Rapid City	\$25,543,133.32	\$21,504,363.80	\$4,038,769.52	18.78%
North Sioux City	\$13,901,599.21	\$12,207,885.90	\$1,693,713.31	13.87%
Aberdeen	\$11,477,281.82	\$10,789,952.89	\$687,328.93	6.37%
Yankton	\$7,958,641.41	\$6,886,087.60	\$1,072,553.81	15.58%
Mitchell	\$7,303,237.67	\$5,870,091.75	\$1,433,145.92	24.41%
Watertown	\$7,650,027.27	\$7,066,931.79	\$583,095.48	8.25%
Pierre	\$5,846,663.38	\$5,120,463.35	\$726,200.03	14.18%
Huron	\$5,664,613.29	\$5,025,179.34	\$639,433.95	12.72%
Brookings	\$4,093,938.58	\$3,735,545.81	\$358,392.77	9.59%
Box Elder	\$2,302,995.36	\$1,929,834.46	\$373,160.90	19.34%
Vermillion	\$2,013,536.22	\$1,581,032.93	\$432,503.29	27.36%
Hot Springs	\$1,943,237.70	\$1,636,661.37	\$306,576.33	18.73%
Sturgis	\$2,111,335.48	\$1,769,248.20	\$342,087.28	19.34%
Brandon	\$2,303,524.75	\$2,032,761.13	\$270,763.62	13.32%
Rest of State	\$59,096,374.42	\$50,841,821.85	\$8,254,552.57	16.24%
Total	\$213,800,232.97	\$185,044,250.80	\$28,755,982.17	15.54%

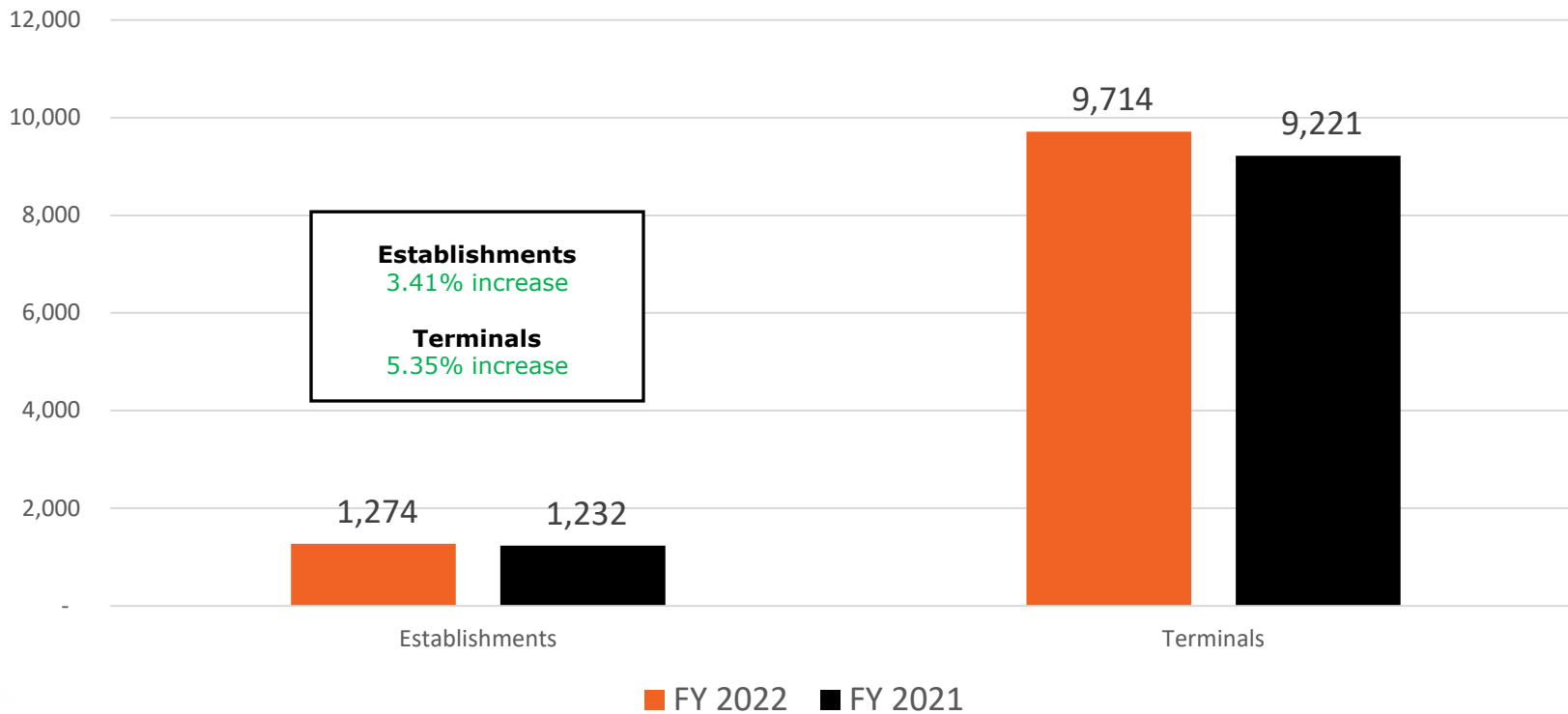


Video Lottery Report



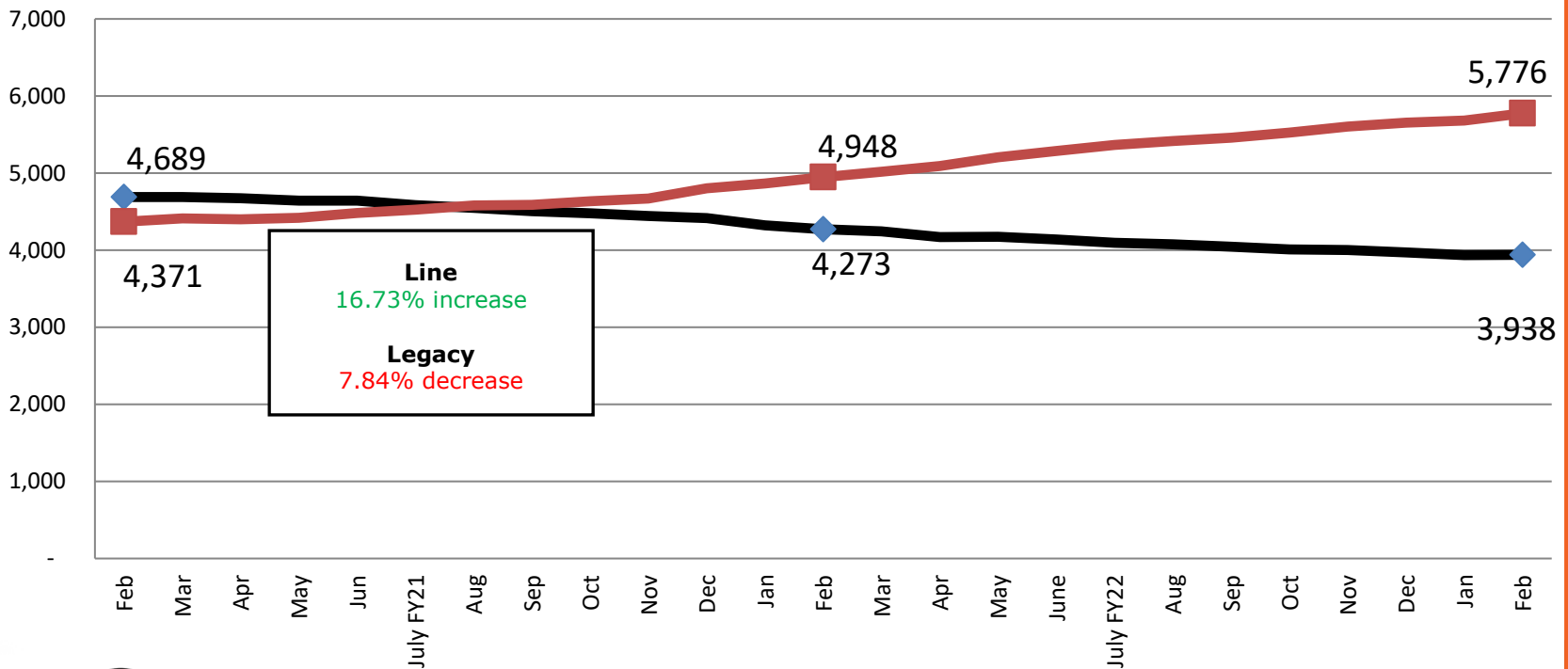
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Number of Terminals and Establishments as of February 28, 2022



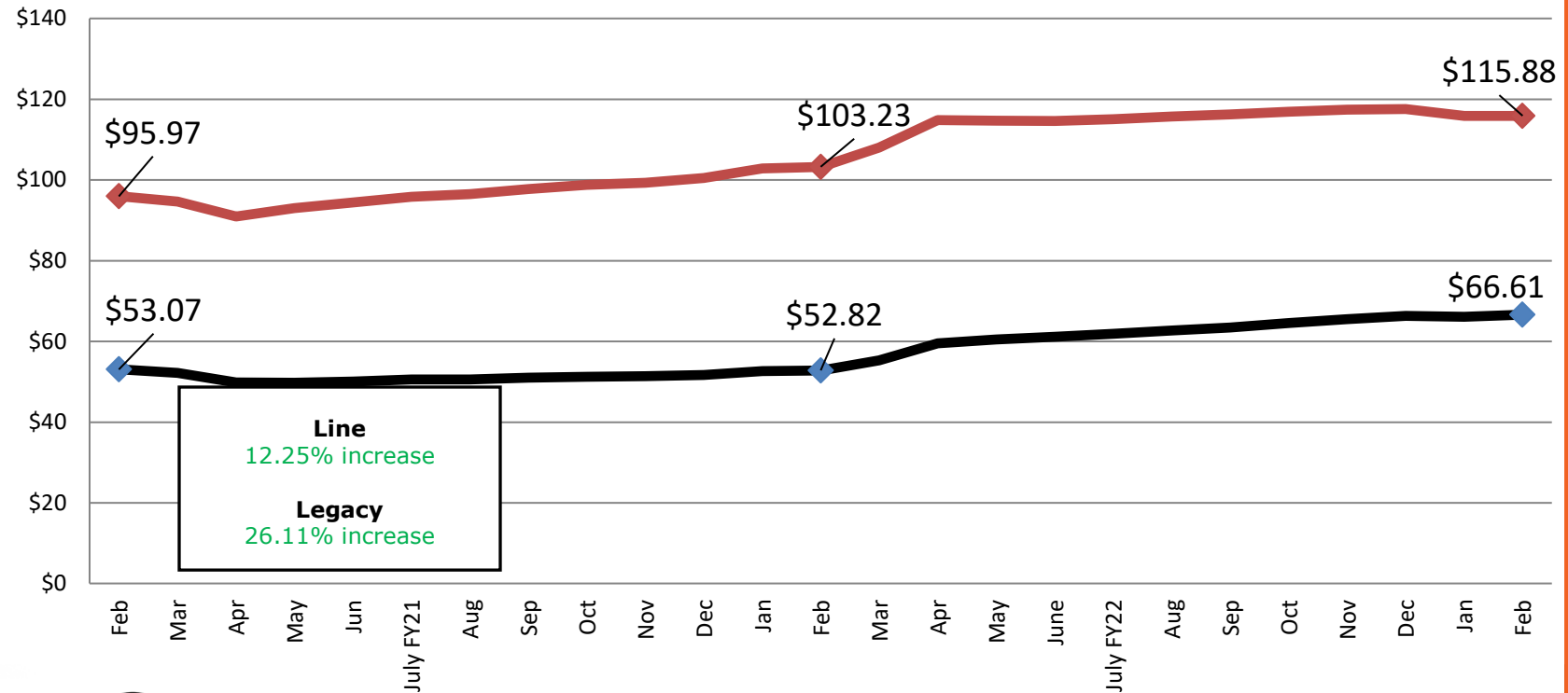
Terminal Counts - Legacy vs. Line

— Legacy Machines — Line Machines



NMI/Terminal/Day - Legacy vs. Line

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



Uninterruptible Power -UPS



As a member of the Multi-State Lottery Association, we are required to have a backup power source.

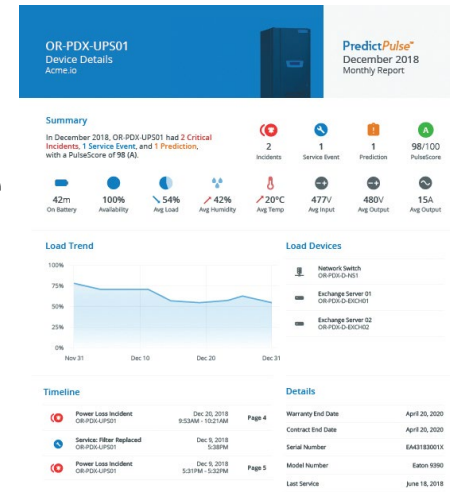
- UPS provides a minimum of 90 minutes of reserved power
- UPS powers our ICS servers and provides times to secure daily transactions and winner data



Uninterruptible Power -UPS

- **Advantages**

- Reduce risk with 24/7 expert remote monitoring
- Real-time status updates – staying connected
- Predicts component failure





SOUTH DAKOTA
LOTTERY TM