

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: John Martin, Managing Director and Chief Revenue Officer

DIVISION: Sales

DATE: February 16, 2021

SUBJECT: Report for the February 2020 Commission Meeting

1) Sales

January 2021, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Instant and Fast Play	Combined
STATE	2021	\$118,534,627	\$46,196,526	\$100,783,508	\$265,514,660
	2020	\$70,347,258	\$42,134,514	\$73,952,167	\$186,433,938
	Difference	\$48,187,369	\$4,062,012	\$26,831,341	\$79,080,722
	%YoY +/-	68.5%	9.6%	36.3%	42.4%
INDEPENDENT	2021	\$82,565,032	\$40,518,771	\$64,860,459	\$187,944,262
	2020	\$53,128,074	\$38,030,427	\$47,634,825	\$138,793,326
	Difference	\$29,436,958	\$2,488,344	\$17,225,634	\$49,150,936
	%YoY +/-	55.4%	6.5%	36.2%	35.4%
	% of State Sales	69.6%	87.7%	64.4%	70.8%
CORPORATE	2021	\$35,969,595	\$5,677,755	\$35,923,049	\$77,570,399
	2020	\$17,219,184	\$4,104,087	\$26,317,342	\$47,640,612
	Difference	\$18,750,411	\$1,573,668	\$9,605,707	\$29,929,786
	%YoY +/-	108.9%	38.3%	36.5%	62.8%
	% of State Sales	30.4%	12.3%	35.6%	29.2%

* - Instant ticket sales are based on recorded weekly settlements and may not agree with other Instant ticket sales displayed in other reports that may reflect activations or validations.

- Sales Management
 - The monthly sales meeting conducted via videoconferencing on January 13th focused on the Walmart launch, the retailer holiday bonus program update, debit card reader rollout plan and new game launches.
 - District Managers with the best December sales by region/territory (year-over-year) were:
 - Nicole Sample T-13
 - Sandra Holland T-28
 - Vivian Bell T-30 - (Awarded the DM of the month)
 - Chuck Hamrick T-42
 - An internal interview process was conducted for the vacant regional manager's position in western Maryland.
- Field Activities
 - The Jackpot games dominated the month with all retailers posting increased sales across all major product lines.
 - Walmart installations began in three pilot locations in the local area.
 - Emergency Essential personnel, consisting of the sales management staff, continue to support some field initiatives, especially with COO scratch-off inventory returns.
- Sales Support/Self-Service Vending Units
 - Continued development of a plan for self-service vending units with requests from corporate chains such as 7-Eleven who are now interested in adding these units to increase sales in a more secure environment.
 - Ongoing managing and administering of our Retailer Bonus Program.

2) Corporate Sales

- Field Activity
 - We began installing Walmart locations as of 1/20/21. Twelve locations have been installed in January and the remaining locations will be installed through March.
 - The Corporate Sales team has begun the process for having the next wave of self-service vending machine installations for between Q1 and Q2 2021. The first set of installs are to begin in early February.

3) Retail Recruitment

- Recruitment Results
 - Fifteen (15) new applications received and advanced to Phase II of the approval process over the last month.
 - Eleven (11) new independent locations installed in that time frame.
- Prospecting Activities
 - We are pursuing 57 new retailer prospects. They are at different stages of completion. We are currently working to get the paperwork submitted so we may approve and move on to Phase II for the clearances from Agent Administration and Security Departments.

- Recruitment visits have resumed on a limited basis. While we are restricted in our ability to make face-to-face appointments, we continue to keep in contact as best we can to help prospects navigate through the application process.

4) Sales Force Automation

- gemIntelligence/field units: Scientific Games will be providing updates to the gemIntelligence program in the near future.
- gemOffice: With the closing of the bi-annual renewal period, the XCAP renewal application was turned off on the retailer portal side, January 31st. Overall, the site is performing well at this time with no major issues.
- gemRetailer: Retailers continue requesting access to the portal. We will expand the site to provide more reporting and analytical information as this is becoming a “go to” application for retailers.
- SciTrak: Moving toward a dynamic allocation model for new scratch-off monthly distribution in March. Expect this new practice to run through the remainder of the fiscal year to gauge its effectiveness.