

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • John Martin, Director

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TO: Maryland Lottery and Gaming Control Commission  
John Martin, Director

FROM: Alvin Ringgold, Senior Director of Sales

DIVISION: Sales

DATE: September 10, 2021

SUBJECT: Report for the September 2021 Commission Meeting

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## August 2021, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2021	\$82,389,930	\$51,822,611	\$88,121,916	\$222,334,456
	2020	\$73,019,107	\$45,534,633	\$83,876,648	\$202,430,388
	Difference	\$9,370,823	\$6,287,978	\$4,245,268	\$19,904,068
	%YoY +/-	12.8%	13.8%	5.1%	9.8%
INDEPENDENT	2021	\$62,465,363	\$45,064,031	\$56,036,069	\$163,565,463
	2020	\$57,572,947	\$40,393,960	\$54,841,273	\$152,808,180
	Difference	\$4,892,416	\$4,670,072	\$1,194,796	\$10,757,284
	%YoY +/-	8.5%	11.6%	2.2%	7.0%
	% of State Sales	75.8%	87.0%	63.6%	73.6%
CORPORATE	2021	\$19,924,567	\$6,758,579	\$32,085,847	\$58,768,993
	2020	\$15,446,160	\$5,140,673	\$29,035,375	\$49,622,208
	Difference	\$4,478,407	\$1,617,906	\$3,050,472	\$9,146,785
	%YoY +/-	29.0%	31.5%	10.5%	18.4%
	% of State Sales	24.2%	13.0%	36.4%	26.4%

\* - 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 was conducted virtually on August 18<sup>th</sup>. We launched four (4) price points featuring a \$2 & \$5 Ravens licensed product tickets combined with two \$10 price point tickets. The Ravens ticket also has a second chance promotion with nine drawing for special prizes. Also launched were \$2 & \$5 Fast Play (FP) games. Also highlighted was the new concept to cross sell or link Keno and FP games with the same game names i.e. “Perfectly PEARed”, Invaders from the Planet Moolah” & “Betty Boop Lady Luck” which all will be launched in September 2021.
  - District Managers with the best August sales by region/territory (year-over-year):
    - Jonathan Braithwaite T-11
    - Sandra Holland T-28
    - DeUnka Wade T-38 (Awarded the DM of the month)
    - Roger Insley T-45
  - Morris Brown and Malik Johnson, both new district managers were hired, during the month.
- Field Activities
  - The field staff made over 5,400 retailer contacts through store visits, phone calls and emails in August.
  - The district managers continue to conduct Responsible Gaming audits at retailer locations.
  - Sales supported our communication department at the Ravens preseason game and the Maryland State Fair. The weather combined with an early back to school entry date were the cause of a down year in sales at the state fair.
- Sales Support/Self-Service Vending Units
  - Finalizing planning for the Baltimore Ravens 2021 season.
    - This includes allocation of promotional items and materials for each home game, selection of a retail partner to sell MD Lottery products at our Ravens Walk booth location, finalizing set up and load in dates for each home game and going over final specifics with our Ravens account executive.
  - Continued work on Element 3: Retailer Program portion of our Level 4 World Lottery Association Responsible Gaming Certification.
    - The retailer element draft has been completed and is being prepped for submission to our communications staff for editing.
  - Continued tracking and analysis of our Responsible Gaming audits being performed by our District Sales Managers when visiting our retailer partners.
    - This data will be included in our draft for submission.
  - Preparation for on-boarding and set up of the new Inventory Management System continues with creation of spreadsheets containing data (inventory items and counts) to be imported into the new system.
    - Have also had preliminary discussions with the on-boarding team concerning timelines and training.
  - Continued management and maintenance of both our Retailer Bonus and Winner Awareness program's.

## **Corporate Sales**

- **Field Activity**
  - The Corporate Sales team has completed the onboarding process, for one of the Save-a-Lot franchised ownership groups and is in the process of completing the onboarding process for the remaining of the newly franchised Save-A-Lot locations in Maryland.
  - The Corporate Sales team continues to work with its partners to ensure that all of their vending needs are satisfied.
    - Currently, all self-service vending efforts are directed towards new construction/new retailer locations until mid Q4.
    - A pilot of 31 locations will begin receiving new SCiQ equipment provided by SGI to help these issues in the coming weeks. Installations will begin in mid-late September 2021.
      - Ten independent locations have agreed to participate, in the pilot program and will use the SCiQ vista system.
      - Twenty-one 7-Eleven locations have agreed to utilize the SCiQ slimline system.

## **Retail Recruitment**

- **Recruitment Results – July 17<sup>th</sup> – September 9<sup>th</sup>**
  - Twenty- Four (24) new applications received and advanced to Phase II of the approval process with Sixteen (16) new independent locations installed
- **Prospecting Activities**
  - We are currently pursuing 50 new independent retailer prospects,
    - Eight (8) of them are cold calls at different stages of completion.
- **Working Plan**
  - The Recruitment Department, in the coming months, will be working with the Corporate Accounts Department to recruit new seafood locations such as Crafty Crab that are opening businesses in Maryland.

## **Sales Force Automation**

- Sales worked with SGI to update Surf Pro equipment for new DM usage and worked to correct a software issue in gemOffice, during August.
- Training focused on improving DM knowledge in field activity areas, such as preparing pre-sites, email communications standards and gathering critical 1099 information.
- We continued our Gov Delivery retailer presentation, which highlights our monthly sales meeting talking points, using Dana Washington to deliver the message.