

# 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: October 11, 2021

SUBJECT: Report for the October 2021 Commission Meeting

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- Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2021	\$87,282,176	\$52,411,162	\$83,920,823	\$223,614,161
	2020	\$70,781,470	\$50,370,492	\$81,389,804	\$202,541,766
	Difference	\$16,500,706	\$2,040,670	\$2,531,019	\$21,072,395
	%YoY +/-	23.3%	4.1%	3.1%	10.4%
<b>INDEPENDENT</b>	2021	\$64,203,650	\$45,535,036	\$53,221,169	\$162,959,855
	2020	\$55,772,966	\$44,676,276	\$53,036,137	\$153,485,379
	Difference	\$8,430,684	\$858,760	\$185,032	\$9,474,475
	%YoY +/-	15.1%	1.9%	0.3%	6.2%
	% of State Sales	73.6%	86.9%	63.4%	72.9%
<b>CORPORATE</b>	2021	\$23,078,527	\$6,876,126	\$30,699,654	\$60,654,307
	2020	\$15,008,504	\$5,694,216	\$28,353,667	\$49,056,387
	Difference	\$8,070,023	\$1,181,910	\$2,345,987	\$11,597,920
	%YoY +/-	53.8%	20.8%	8.3%	23.6%
	% of State Sales	26.4%	13.1%	36.6%	27.1%

\* 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 September 15th. We launched four (4) price points featuring the \$5, \$10 & \$30 tickets with a LUCKY theme or a mini family of games. Also launched was a \$1 price point.
  - District Managers with the best August sales by region/territory (year-over-year):
    - Jonathan Braithwaite T-11
    - Chuck Hamrick T-25 (Awarded the DM of the month)
    - DeUnka Wade T-38
    - Van Daniels T-44
  - The Sales department welcomed back Michael Marcos from extended leave and we continues to work with HR to recruit the special assignment contractual position.
- Field Activities
  - Field activity continues to increase with nearly 6500 retailer contacts through store visits, phone calls and emails, in September.
    - The retailer contacts, especially during the blitz week activities, has helped to maintain instant ticket sales at respectable levels.
  - The district managers continue to conduct Responsible Gaming audits at retailer locations.
  - In September, sales supported our communication department at three events, which included a Ravens game, the Purple Evening and the Maryland Wine Festival.
  - Sales has been retrieving some problem tickets from retailers.
- Sales Support/Self-Service Vending Units
  - Research and development of non-traditional selling initiatives to include In-Lane selling at retail.
    - Education and research on all available options in the marketplace.
    - Meeting with potential vendors for presentation of products.
    - Creating merchandising plan for support of new selling initiative to include new displays and signage for use at the point of sale.
  - Continued work on Element 3: Retailer Program portion of our Level 4 World Lottery Association Responsible Gaming Certification.
    - Continued tracking and analysis of our Responsible Gaming audits performed by our District Sales Managers when visiting our retailer partners. This data will be included in our draft for submission.
    - Continued management and maintenance of both our Retailer Bonus and Winner Awareness programs.
    - Working in conjunction with our advertising agency.
      - We completed new advertising door cling and striping installations at approximately 190 retailers (Salesmaker locations) to support sales of the new instants launched in September.

## **Corporate Sales**

- Field Activity
  - Business reviews were scheduled for Walmart, Sheetz, Weis Markets and Food Lion corporate accounts.
  - The Corporate Sales Team will support grand opening events to help raise awareness for 7-Eleven's newly designed stores throughout the remainder of the year.
  - -The Save-a-Lot locations (5) in the Prince George's County area have been installed.
    - The additional 11 locations in the Baltimore area will be installed in late October.
  - Traditional vending efforts are being utilized for new construction/ new retailer locations until mid Q4.
  - A pilot of 31 locations will begin receiving new equipment provided by SG to help these issues in the coming weeks.
    - We have 10 independent retailers installed and are currently utilizing the SCIQ Vista system in their stores.
    - The remaining 21 locations which will utilize the SCIQ Slimline system are still in process.

## **Retail Recruitment**

- Recruitment Results – September 10<sup>th</sup> – October 7<sup>th</sup>
  - Eighteen (18) new applications received and advanced to Phase II of the approval process with Seven (7) new independent locations installed.
- Prospecting Activities
  - We are currently pursuing 53 new independent/corporate retailer prospects,
    - 19 of the locations are cold calls at different stages of completion.
- Working Plan
  - The Recruitment Department has targeted 16 cold call corporate/franchise locations which include Street Market, LA Mart, Jackpot Hospitality, TGI Fridays, H Mart and Hook & Reel Cajun Seafood.

## **Sales Force Automation**

- The Gem products, with the exception of gemRetailer were working normally.
  - Sales worked with SGI to correct errors on the gem Retailer Invoicing Report.
- Sci-Tra~~kek~~ is also utilized well by the district managers.
- We continued our ~~Gov Delivery retailer~~[Retailer Report video](#) presentation, which highlights our monthly sales meeting talking points, [using hosted by](#) Dana Washington to deliver the message.