

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director



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

FROM: Solomon Ramsey, Managing Director, Sales and Marketing

DIVISIONS: Sales and Marketing

DATE: May 22, 2025

SUBJECT: Report for the May 2025 Commission Meeting

Following is the status update of ongoing and special projects in Sales, Product Development and Creative Services, for April.

1. Sales

April 2025, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$68,323,776	\$53,907,145	\$96,484,527	\$218,715,448
	2024	\$79,344,877	\$51,852,205	\$102,823,653	\$234,020,734
	Difference	(\$11,021,101)	\$2,054,941	(\$6,339,126)	(\$15,305,286)
	%YoY +/-	-13.9%	4.0%	-6.2%	-6.5%
INDEPENDENT	2025	\$49,152,143	\$44,626,169	\$57,177,756	\$150,956,067
	2024	\$54,702,404	\$42,955,450	\$61,919,742	\$159,577,596
	Difference	(\$5,550,261)	\$1,670,719	(\$4,741,986)	(\$8,621,528)
	%YoY +/-	-10.1%	3.9%	-7.7%	-5.4%
	% of State Sales	71.9%	82.8%	59.3%	69.0%
CORPORATE	2025	\$19,171,634	\$9,280,977	\$39,306,771	\$67,759,381
	2024	\$24,642,473	\$8,896,754	\$40,903,911	\$74,443,138
	Difference	(\$5,470,840)	\$384,222	(\$1,597,140)	(\$6,683,757)
	%YoY +/-	-22.2%	4.3%	-3.9%	-8.98%
	% of State Sales	28.1%	17.2%	40.7%	31.0%

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.

a) Sales Management

i. Key accomplishments last period:

1. The monthly sales meeting was conducted virtually April 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$3, \$5, \$10 & \$30 price points.

- b. In conjunction with our instant products, we highlighted three promotions in the form of our *CASH POP Birthday Party*, *Racetrax Triple Crown \$6 for \$5* and *Slingo De Mayo* promotions.
- 2. District Managers with the best new launch week numbers by region/territory (year-over-year) for April:
 - Bryan Byers T-12
 - Chuck Hamrick T-25
 - Tim Perry T-39
 - **Steve Corbin T-45 (Awarded the DM of the month)**
- 3. Launch Team initiative meeting was conducted. This month's focus was on the development of a strategic sales plan for our May instant games.
- 4. Sales Management continues to prioritize the illegal "gray" machine initiative. A process has been developed and put into action to address these machines located in Maryland Lottery retailer accounts.
- 5. Execution of our Spring Retailer Advisory Board meeting on 4/10.

ii. Upcoming tasks for this period:

- 1. Execution of launch strategies and initiatives for the May family of games instant ticket launch. The May launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 & \$20 price points.
- 2. Continued action regarding the "gray" machine initiative.

b) Field Activities

i. Key accomplishments last period:

- 1. District Managers made 6,724 retailer communication contacts during April, which includes store visits, phone calls and emails.
- 2. The field sales team continues to make progress identifying illegal "gray" machines located in Maryland Lottery retailer accounts. Once identified they are tagging them in Gem Intelligence, and reporting them to the Sales Management team.
- 3. The Field sales team is working with our corporate partner, High's of Baltimore, on a store refresh initiative. This includes adding, updating and refreshing exterior signage to increase public awareness of them being a Maryland Lottery retailer.
- 4. The field sales team continues to update all photos of retailer accounts during their visits with the goal of having all accounts with CY2025 photos.
- 5. The field sales team continued distribution of phase 2 of our XCAP rebranding initiative which included the XCAP LED signs.

ii. Upcoming tasks for this period:

- 1. The field sales team will complete distribution of XCAP LED signs to all XCAP retailers to aid in identification and further establish their presence in the market.
- 2. District Managers continue updating contact information (email and cell phone numbers) as well as store photos.
- 3. Sales continues to work with the OAG and Lottery Security to identify any "gray" machines located at lottery retailer locations.

c) Retail Recruitment

i. Key accomplishments last period:

- 1. Recruitment results: Twenty-Two (22) independent applications were processed and locations installed in the month of April.
- 2. Continued recruitment and discussions with two new restaurants in Region 2 are underway.

ii. **Upcoming tasks for this period:**

1. Recruitment will continue to focus on high foot traffic locations and chain accounts where rapid development and retailer expansion opportunities exist.

d) **Sales Support/Self-Service Vending Units**

i. **Key accomplishments last period:**

1. Preparation for and execution of merchandising initiatives for our May instant ticket launch which includes development of POS as well as identification of both types and quantities of pieces to be distributed to the field.
2. We had a successful RAB meeting hosted in Ocean City on April 10, 2025 for our Eastern shore retailers.
3. Continued distribution of our XCAP LED signs to the field sales team with over 75% of our XCAP retailer locations installations completed.
4. In conjunction with our Regional Management team, we continue vetting, planning and allocating PHD and PEX self-service units. Our focus will be on placement of available PEX units at social establishments.
5. Continued preparation for the upcoming launch of the Lottery jackpot towers pilot program. We have developed a list of locales to receive the units and are working with our vendor partner on a distribution schedule.

ii. **Upcoming tasks for this period:**

1. Continue to monitor, track and complete the distribution and installation of our XCAP LED initiative.
2. Working with our Field Sales Manager(s) and Regional Manager team we will look to expand the Digital Menu Board pilot program to additional retailer locations.
3. Prepare for deployment of the Jackpot Tower pilot program (125 units). Work with vendor partner to develop routing/distribution of units for installation.
4. Early preparation for our Fall Retailer Advisory Board meetings to include selection of dates, regional locations, venues and other logistics.
5. Continued vetting, scheduling and distribution of the self-service units with a priority placed on PEX units in social establishments and locations with high monitor and online sales.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 4/30/25):
 - a. FY '25- \$688,536,584
 - b. FY '24- \$737,404,121
 - Down 7%
2. The Corporate Sales team has finalized preparation for the launch of our fourth retailer based second-chance promotion for the fiscal year; partnering with High's of Baltimore convenience chain.

ii. **Upcoming tasks for this period:**

1. Completion of the onboarding process for the Wicomico County Liquor Board retail locations.
2. Corporate will continue to work with stakeholders of respective chains on improvements for inventory replenishment within vending locations. Continued conversations are being had regarding the implementation of delegated task for store associates to complete specific tasks on a proposed regular basis.

f) **Sales Force Automation**

i. **Key accomplishments last period:**

1. Gem Intelligence:
 - a. Field surface unit connectivity issues continue to plague a few District Managers. In conjunction with our vendor partner, we continue to investigate to find the root cause of the issue.
 - b. We encountered a problem with instant ticket inventory status updating properly in GemIntelligence. A file is not correctly updating providing incorrect inventory status data to the filed team. The vendor has corrected the issue and all seems to be working as it should.
 2. Gem Office:
 - a. The system received and update which includes features to allow Regional and Assistant Regional Managers to work more efficiently with applications as well as providing new reporting features for Agent Administration to aid in managing the database.
 3. SciTrak:
 - a. A new process has been fully implemented allowing District Managers to scan and return instant tickets books to the warehouse. Each District Manager has a unique sign in and password allowing for better tracking and reporting.
 4. Training
 - a. Sales training manager is working with each region to manage applications more effectively utilizing the new updates to GemOffice.
 - b. Preparation has begun for several new hires/positions that will be onboarded in the coming weeks and month.
 - c. Sales training manager is working with our Sales Coordinator to refine several internal processes including the tracking of customer complaints, work orders and retailer bonus program information.
- ii. **Upcoming tasks for this period:**
1. Continue to monitor several issues including tablet connectivity and inventory status to ensure a resolution is provided.

2. Product Development

a) Scratch-Off Products and Promotions

i. **Key accomplishments last period:**

1. May Scratch-Off Launch (5/19/25):
 - \$1 – *Lucky 7s*
 - \$2 – *Lucky 7s Doubler*
 - \$5 – *Lucky 7s Tripler*
 - \$10 – *Lucky 7s Multiplier*
 - \$20 – *Lucky 777*
2. *Monopoly™ Second-Chance Promotion*: The fourth drawing was held 5/6/25, 14,497,521 entries were received
3. *Back to the Future™ Second-Chance Promotion*: The first drawing was held 4/22/25, 91,511 entries were received. The second drawing was to be held 5/13/25; as of 5/12/25, 41,294 entries were received.
4. *Let's Make A Deal® Second-Chance Promotion*: The first drawing was to be held 5/20/25; as of 5/12/25, 107,781 entries were received.

5. Closed Games Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
625	\$50	50 Years!	157,039,000	122,729,394	\$34,309,606	3/31/2025
641	\$10	Ultimate Cash	24,081,440	17,939,365	\$6,142,075	3/31/2025

ii. Upcoming tasks for this period:

- June Scratch-Off Launch (6/23/25):
 - \$3 – *Diamond Bingo 6th Edition*
 - \$5 – *Cash Blast*
 - \$10 – *Win \$50, \$100 or \$200 3rd Edition*
- Monopoly™ Second-Chance Promotion*: The fifth drawing will be held 6/3/25; as of 5/12/25, 14,955,212 entries have been received.
- Back to the Future™ Second-Chance Promotion*: The third drawing will be held 6/3/25.
- Let's Make A Deal® Second-Chance Promotion*: The second drawing will be held 6/17/25.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

- Slingo De Mayo Promotion [5/5/25]: May 5th, 2025 is widely known as Cinco De Mayo. To celebrate, we launched SLINGO De Mayo! During Happy Hour on 5/5, we gave away free Slingo FAST PLAY tickets. Between 3pm and 8pm on 5/5/25, any terminal game purchase could have triggered a free \$3 Slingo FAST PLAY ticket.
- Cash Pop Birthday Party Promotion* [5/6/25]: This one-day promotion was designed to reinforce the drawing schedule for CASH POP. On an Nth ticket basis, players may have received free \$1, \$2, \$5 or \$10 CASH POP tickets for four drawings just for playing their favorite terminal games! Advanced drawing tickets for CASH POP print as separate tickets.
- Pick Games Play Every Day Promotion [4/14 – 5/11/25]: For 4 weeks, players who purchased Pick 3, Pick 4 or Pick 5 tickets had the chance to win up to a week's worth of free Pick 3 tickets. Pick 3 tickets were awarded on an Nth ticket basis. Players may have won one of three prizes: \$0.50 Boxed Pick 3 for 1 draw; \$0.50 Boxed Pick 3 for 2 draws; \$0.50 Boxed Pick 3 for 7 draws.
- Racetrax Triple Crown \$6 for \$5 Promotion* [4/28 – 6/22/25]: The popular *Racetrax* \$6 for \$5 promotion is back for the 2025 Triple Crown racing season. The eight-week promotional period coincides with the Kentucky Derby, Preakness, and Belmont Races. This promotion offers \$1 discounts on every \$6 purchase (maximum discount is \$5 on a purchase of \$30 or more).
- NASCAR® Powerball Promotion [5/12 – 6/30/25]: Starting on 5/12/25, any Powerball tickets purchased during the promotional period are eligible for entry into My Lottery Rewards. This is a national promotion; each participating state selects finalists to be entered into the Playoff Drawings to win cash prizes or a VIP trip to Phoenix for the 2025 NASCAR Championship Weekend at Phoenix Raceway™. There are two parts to this promotion:
 - Maryland Drawings*: The Maryland Lottery will select 35 finalists, all of whom will receive \$1,000 for being selected. They then go on to participate in the Playoff Drawings, conducted by MUSL.
 - MUSL Drawings*: The Playoff Drawings are a series of drawings from a national pool of entrants that mirror the elimination rounds of the NASCAR Playoffs. They

will determine the four finalists who will win a VIP trip for two to NASCAR Championship Weekend at Phoenix Raceway, 10/31 – 11/3/25, and entry into the \$1 million drawing. Maryland is not guaranteed to send a player to the event.

ii. **Upcoming tasks for this period:**

1. *Buy \$5 Game of Life™ FAST PLAY, Get free Cash4Life Promotion [6/2 – 6/29/25]:* During the promotional period, any player purchasing a \$5 Game of Life™ FAST PLAY ticket, will receive a free \$2 Cash4Life ticket.
2. *June Friday The 13th Promotion [6/13/25]:* For one day only, players purchasing their favorite terminal games will have the chance to win free \$5 and \$10 instant win vouchers. Vouchers will be awarded on an Nth ticket basis.

c) **FAST PLAY Products and Promotions**

i. **Key accomplishments last period:**

1. *Home Run Riches Walk-Off Winnings Contestant of the Game Second-chance Promotion:* The second drawing to select 27 contestants was held 4/22/25, 117,099 entries were received.

ii. **Upcoming tasks for this period:**

1. *Home Run Riches Walk-Off Winnings Contestant of the Game Second-chance Promotion:* The third drawing to select 27 contestants will be held 5/27/25; as of 5/12/25, 155,646 entries have been received.

3. **Creative Services**

a) **Traditional Advertising**

i. **Key accomplishments last period:**

1. *Let's Make a Deal Scratch-Off:*
 - a. All creative assets, including television, radio, out-of-home and digital were finalized.
 - b. The media plan includes several elements that began airing on 4/28 and continuing through 6/22.
2. *Mega Millions High Jackpot Campaign:*
 - a. The Lottery approved new advertising creative that will be used when *Mega Millions* jackpots reach higher levels.
 - b. Production has begun on several campaign elements, including television digital and social elements.
3. *Various Promotions:*
 - a. Completed landing pages, LIMs graphics and social posts for various online promotions – *Cash Pop One Day Birthday* promotion, *Slingo de Mayo Fast Play* promotion, and the *Racetrax 6 for \$5* promotion.
 - b. Completed digital materials to support the *Fire and Ice Scratch-Offs* launch.
4. *Responsible Gambling Video:*
 - a. The Lottery has been working with the Maryland State Advertising Agency and the Center of Excellence to develop a video focusing on four demographic groups that could be particularly vulnerable to problem gambling behaviors.
 - b. General concept has been approved. Shoot planned for 5/22.
5. *FY'25 Sports Sponsorships:*
 - a. The Lottery is continuing to work with the *University of Maryland* to finalize a sponsorship for the 2025-2026 season.
 - b. The Lottery and 9Rooftops have begun discussions with the *Washington Commanders* for a 2025-2026 season sponsorship.

ii. **Upcoming tasks for this period:**

1. *Advertising Agency Transition:*

- a. Preparing materials to share with the Lottery's new media agency, Media Works, in advance of the 7/1 transition.
- b. 9 Rooftops is continuing to provide support through 6/30 and will negotiate several media proposals that have a 7/1 start date.
2. *Mega Millions Jackpot Campaign:*
 - a. Continue production of *Mega Millions* high jackpot television campaign and begin discussion of a new campaign to support high *Powerball* jackpots.
3. *Pick Games and Multi Match Campaign:*
 - a. The Lottery to work with 9 Rooftops and GKV to develop a radio campaign that will provide support for some of the Lottery's online games (Pick 3, Pick 4, Pick 5 and Multi Match).
 - b. GKV to produce all creative materials including radio, digital, and social media.
 - c. 9 Rooftops to develop a media plan that will begin on 6/2 and run through 6/29.

b) Web, Digital and Social

i. Key accomplishments last period

1. Promoted the *Lucky 7s Scratch-Offs*, *CASH POP Birthday Promotion*, *Slingo de Mayo Promotion*, *NASCAR Powerball Playoff Promotion*, *Royal Farms Free Gas Giveaway Promotion*, *Let's Make a Deal Scratch-Off* and second-chance promotion, *FAST PLAY Home Run Riches Walk-Off Winnings* game and *Contestant of the Game* second-chance promotion and various winners and events through social media and the website.
2. Completed updates on the MD Lottery website and mobile app to reflect the *Mega Millions* game changes.
3. Continued work on the redesign of the *Retailer Corner* website including a preliminary build.

ii. Upcoming tasks for this period:

1. Develop social media and digital plans for the *Daily Pick Games* and *Multi Match*.
2. Ongoing development and review of all copy that will be included in the *Retailer Corner* website redesign.

c) My Lottery Rewards

i. Key accomplishments last period:

1. In April, there were 41,199 active *My Lottery Rewards* users, a slight decrease from last month.
2. There were 2,145 new program registrations in April. This represents a 4.5% increase from the previous month.
3. The MLR mobile app saw 71,077 active users in March; 74% iOS and 26% Android.
4. In April, and for the fourth month in a row, the most entered scratch ticket was \$5 - *Monopoly™ X20*, with 106K entries from 11.5K unique players.
5. The most entered draw ticket continues to be *Pick 4*, with 1.2M entries from 10.7K unique players this month.
6. The overall coupon redemption rate continues to be 65%. April's coupon redemption rate was 65% as well.

ii. Upcoming tasks for this period:

1. Plan FY 26 Q1 PFDs.
2. Prepare for *High's* Second Chance promotion.
3. Analyze results of an MLR survey that will provide insight from players about *Points for Drawings* prize options.