

# 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: James B. Young, Director of Sales  
Jill Baer, Director of Creative Services  
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DIVISIONS: Sales and Marketing

DATE: May 28, 2026

SUBJECT: Report for the May 2026 Commission Meeting

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

## 1. Sales

### April 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$66,806,981	\$54,801,881	\$97,561,735	\$219,170,597
	2025	\$68,323,776	\$53,907,145	\$96,484,527	\$218,715,448
	Difference	(\$1,516,796)	\$894,736	\$1,077,208	\$455,148
	%YoY +/-	-2.2%	1.7%	1.1%	0.2%
<b>INDEPENDENT</b>	2026	\$47,753,383	\$45,255,017	\$57,058,238	\$150,066,638
	2025	\$49,152,143	\$44,626,169	\$57,177,756	\$150,956,067
	Difference	(\$1,398,760)	\$628,848	(\$119,518)	(\$889,429)
	%YoY +/-	-2.8%	1.4%	-0.2%	-0.6%
	% of State Sales	71.5%	82.6%	58.5%	68.5%
<b>CORPORATE</b>	2026	\$19,053,598	\$9,546,864	\$40,503,497	\$69,103,959
	2025	\$19,171,634	\$9,280,977	\$39,306,771	\$67,759,381
	Difference	(\$118,036)	\$265,888	\$1,196,726	\$1,344,578
	%YoY +/-	-0.6%	2.9%	3.0%	2.0%
	% of State Sales	28.5%	17.4%	41.5%	31.5%

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. Sales Analysis: We have currently achieved 81% of the FY26 sales goal equating to \$2,232,851,026 in total sales through 4/30/26. This is a 1.9% YoY increase for the fiscal year to date.
2. The monthly sales meeting was conducted in-person on April 14, 2026.
  - a. Four (4) scratch-offs were launched, featuring \$3, \$5, \$10 and \$30 price points.
  - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Ms.PAC-MAN Second-Chance Promotion*.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for April:
  - Nicole Sample T-13
  - Chuck Hamrick **T-25 (Awarded the DM of the month)**
  - Tim Perry T-37
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the April instant ticket launch. The May launch will feature four (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 7,692 retailer communication contacts during the month of April, which includes store visits, phone calls and emails.

### ii. Upcoming tasks for this period:

1. Field Sales will continue identifying the next retailer locations to receive Debit Card Readers on the counter and Digital Menu Boards.
2. District Managers will continue to collect any missing contact information and update store photos for their retailers.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Thirteen (13) independent applications were processed and locations installed in the month of April.

### 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

### 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. Execution of our Spring Retailer Advisory Board meeting in Ocean City MD with 30 XCAP retailers in attendance. In addition to the meeting, retailer visits were completed with our District Managers in Salisbury/Rte. 50 corridor, West Ocean

City and Ocean City itself to speak with retailers, provide updated materials, point of sale and additional collateral in preparation for the upcoming summer season.

3. Continued execution of the newly developed Digital Menu Board program initiative. April content was developed, approved and uploaded/distributed by the digital menu board team. Initial discussions and development of May content began.
4. Preparation for fiscal year ending procurements to ensure proper use of FY26 budget. Along with our procurement team, continue to finalize a BPO for our play stations that are used at retail.

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

1. Continued execution of the new Digital Menu Board program. Meeting planned with our field sales management team to discuss possible expansion of the program and the development of a list of pre-qualified retailer candidates.
2. Continue initial budget and procurement forecasting for FY27.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 4/30/26):
  - a. FY26 - \$719,062,596
  - b. FY25 - \$687,084,722
    - Up 5%
2. Continued monitoring of out-of-stock rates and prioritization of Lottery equipment and resources away from underperforming retailers.

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

1. Corporate Sales team will continue the onboarding process with Walgreens.
2. Working on FY27 Q1 and Q2 plans with corporate partners regarding potential partnerships.

**f) Sales Force Automation**

**i. Key accomplishments last period:**

1. Gem Intelligence:
  - a. Reviewed and approved JIRA's, including a new alert which shows a %0% increase in sales for a particular game on a weekly basis, as well as a YTD 50% gain. This feature will allow sales to track unusual or suspicious sales. Updates also include a new export excel feature to help district managers review facings their territory more efficiently.
2. Gem Office:
  - a. Updated XCAP acknowledgements have been drafted. These two new acknowledgements will cover the use of retailer owner operated debit card readers (no surcharge allowed) and illegal grey machines. Drafts are with the Attorney General's office for review.
3. Gem Retailer:
  - a. Requests for this access to this useful retailer tool have been growing weekly.
4. Training:
  - a. All newly hired District Managers are trained and successfully working in the field. Training Manager is proactively riding with new and existing District Managers to evaluate all processes.

5. Grey Machines:
  - a. Meeting was held to update process for handling illegal grey machines. Baltimore City and County have supplied the Lottery with approved locations.

6. 1099s:
  - a. Last big rush for 1099s happened in April due to tax deadline.

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

1. Training Manager is working on a process to help push Gem Retailer platform out to more retailers.

## 2. Product Development

### a) Scratch-Off Products and Promotions

#### i. **Key accomplishments last period:**

1. May Scratch-Off Launch (5/15/26):
  - \$1 – *Triple Red 7s*
  - \$2 – *Triple Red 7s Doubler*
  - \$5 – *Triple Red 7s Tripler*
  - \$10 – *Triple Red 7s Multiplier*
  - \$20 – *Triple Red 777*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received. The second drawing was held on 3/24/26; 9,287,744 entries were received. The third drawing was held on 4/28/26; 12,027,713 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received. The second drawing was held on 3/31/26; 2,401,900 entries were received. The third drawing was held on 4/27/26; 2,149,150 entries were received. The fourth drawing was to be held on 5/26/26; as of 5/17/26, 1,619,070 were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: The first drawing was held 5/12/26; 62,858 entries were received.

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

1. June Scratch-Off Launch (6/17/26):
  - \$3 – *Diamond Bingo 7<sup>th</sup> Edition*
  - \$5 – *Multiply Your Money*
  - \$10 – *Win \$50, \$100 or \$200 4<sup>th</sup> Edition*
2. *X The Cash Second-Chance Promotion*: The fourth drawing will be held 6/1/26; as of 5/17/26, 13,407,454 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The fifth drawing will be held 6/23/26; as of 5/17/26, 1,619,070 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: The second drawing will be held on 6/1/26; as of 5/17/26, 83,021 entries were received.

### b) Draw and Monitor Game Products and Promotions

#### i. **Key Accomplishments last period:**

1. *Racetrax Triple Crown \$6 for \$5 Promotion* [4/27/26 – 6/21/26]: The popular Racetrax \$6 for \$5 promotion is back for the 2026 Triple Crown racing season. The eight-week-long 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).

2. *Buy \$5 Lightning Cash, Get \$2 Bonus Match 5* [4/27/26 – 5/24/26]: For four weeks beginning 4/27/26, players could purchase a \$5 *Lightning Cash* FAST PLAY Ticket and receive a free \$2 Bonus Match 5 Ticket.
3. *Slingo De Mayo Promotion* [5/5/26]: May 5th, is widely known as Cinco De Mayo. To celebrate, we launched a SLINGO De Mayo promotion! We randomly awarded free *Slingo* FAST PLAY tickets during the selected Happy Hour period. Between the hours of 3 pm and 8 pm on 5/5/26, players purchasing any terminal game could have received a free \$3 *Slingo* FAST PLAY ticket. Tickets were awarded on an Nth ticket basis.
4. *Cash Pop Birthday Party Promotion* [5/6/26]: This One-Day promotion was designed to reinforce the drawing schedule for CASH POP. On an Nth-ticket basis, players could have received a free \$1, \$2, \$5, or \$10 4-Draw CASH POP ticket just by playing their favorite terminal games!
5. *NASCAR® Powerball Promotion* [5/4/26 – 6/15/26]: Starting on 5/4/26, 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 for a chance to win cash prizes or a VIP trip to Homestead-Miami for the 2026 NASCAR Championship. The first drawing was held on 5/19/26; as of 5/17/26, 50,606 entries were received.

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

1. *Pick After Dark Promotion* [6/20/26 – 6/29/26]: From the hours of 8PM – 12AM daily, players could receive a doubler message on any Pick 3, Pick 4 or Pick 5 ticket purchased on an Nth ticket basis; any prizes won on those specially marked tickets would be doubled.
2. *NASCAR® Powerball Promotion* [5/4/26 – 6/15/26]: The second drawing will be held on 5/26/26; as of 5/17/26, 50,606 entries were received.

c) **FAST PLAY Products and Promotions**

i. **Key accomplishments last period:**

1. *Contestant of the Game Second-Chance Promotion*: Starting 3/2/26, players may enter winning and non-winning Home Run Riches Walk-Off Winnings FAST PLAY tickets into My Lottery Rewards to receive entries into the Orioles Contestant of the Game promotion. There will be 156 Contestant of the Game winners, and 6 VIP Contestant of the Game winners. The first drawing was held on 3/23/26; 33,031 entries were received. The second drawing was held on 4/20/26; 62,040 entries were received. The third drawing was to be held on 5/26/26; as of 5/17/26, 66,523 entries were received.
  - Contestant of the Game winners will win \$500 for being selected, \$500 for every home run hit by an Oriole player and \$5,000 for every grand slam hit by an Oriole player during their assigned game.
  - VIP Contestant of the Game winners will win \$2,000 for being selected, \$500 for every home run hit by an Oriole player and \$5,000 for every grand slam hit by an Oriole player during their assigned game, as well as a VIP game experience with the Lottery and MASN publicity.

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

1. *Contestant of the Game Second-Chance Promotion*: The fourth drawing will be held on 6/23/26.

### 3. Creative Services

#### a) Traditional Advertising

1. The first flight of *The Big Spin 2 Scratch-Off* media plan concluded on May 10. The second flight of media will run from June 1 through June 23.
2. The second flight of the *Maryland Treasures Scratch-Off* media plan will begin on May 18 and run through May 31.
3. *Ms.PAC-MAN Scratch-Off* media is on-going and will conclude on May 17.
4. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* media is on-going and will conclude on May 24.
5. Creative Services began planning for FY 2027 with our advertising agencies. Priority initiatives in quarter one include:
  - a. *Ravens Scratch-Offs*: Creative and media plan development are underway.
  - b. *The Price Is Right Scratch-Off*: The Lottery to work with the licensor on the creative elements provided to lotteries.
  - c. *Powerball X's & O's*: The Lottery is working with its agencies to develop an advertising plan for the new *Powerball X's & O's* game and identifying any cross-marketing opportunities with the *Ravens Scratch-Offs*.
6. The Lottery is in the final stages of negotiations with the *Washington Commanders* for the 2026-2027 season sponsorship.
7. The Lottery met with the *University of Maryland* to begin discussing the 2026-2027 sponsorship.

#### b) Web, Digital and Social

1. Promoted the *Triple 7's Family of Scratch-Off Games*, *Ms. PAC-MAN Scratch-Off* and *Second-Chance promotion*, *NASCAR Powerball The Chase Second-Chance promotion*, *Home Riches Contestant of the Game Second-Chance promotion*, *CASH POP Birthday promotion*, *SLINGO de Mayo promotion*, as well as various winners and events through social media and the website.
2. Hosted a training session at Lottery headquarters with DoIT to train necessary MLGCA staff on how to create accessible files for our websites.
3. Began developing social and digital plans to promote the *Ravens Scratch-Offs* and *Second-Chance Promotion*.

#### c) My Lottery Rewards

1. *MLR* active users were steady in April at 40,544, a slight increase from March. Players entered a total of approximately 6.5M tickets in April (3% increase from the prior month), equating to \$37M in retail value.
2. There were 1,759 new *MLR* registrations in April, a 3.4% increase from last month. The program's total membership count is now 487,618.
3. *\$5 The Big Spin 2<sup>nd</sup> Edition* was the top scratch-off ticket entered into *MLR* in April with 182K entries from 15K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 10K unique players.
4. In April, 49,577 coupons were issued to players. The redemption rate was 69%.
5. The *MLR mobile app* saw 66,542 active users in April, with 71% and 29% split between iOS and Android, respectively.