

# 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: April 11, 2016

SUBJECT: Report for the April 2016 Commission Meeting

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Following is a status update of ongoing and special projects in the Sales Division.

## 1) Sales

March draw/jackpot sales were basically flat, up less than 1%. Instants on the other hand continue their double digit growth.

	<b>Draw</b>	<b>Instants</b>	<b>Total</b>
State	0.41%	10.21%	3.63%
Independent	1.03%	9.75%	3.52%
Corporate	-3.13%	11.23%	4.07%

- Sales Management
  - 2016 bi-annual XCAP Renewal
    - Continuing the bi-annual XCAP audit of over 300+ retailers by requesting an application renewal, re-fingerprinting and giving the retailers an overview of the program's requirements.
      - A total of 254 renewal apps have been received as of 04/05/16 representing 83% of the XCAP network.
      - Will review the status on 04/08/16 and begin the process of calling the retailers who have not turned in the renewal.
  - Sales continues to support the Hard Recall initiatives by recovering identified games from the retailers' inventory.
  - OnePlace
    - The district managers (DM) continue to make good progress in utilizing the "TAG" feature of OnePlace. This will allow management to begin using the data for reporting purposes.
    - The DMs continue to update the facings information to provide a more timely accurate count of the units in the field and per retailer.
    - Test groups consisting of the 4 Assistant Regional Managers are using Formstack to input instant ticket allocations.
      - The test is complete and we are in the process of gathering data from the four test areas.

- Sales will meet with the warehouse manager this month and work up a plan to implement for the balance of the staff.
- Training
  - The Sales' training manager worked with the human resource department to facilitate or support a total of 17 Workday training sessions for the agency.
  - Four sales training sessions were conducted on creating inventory history (facings) in OnePlace.
- Events
  - Supported the Communication department at three events which included Cosmic Cocktail Party and two Maryland Home and Garden Show events that were held on consecutive weekends.

## **2) Corporate Sales**

Annual Business Reviews continued in early April. Meetings included 7-Eleven, E&C Enterprises and Royal Farms. The second half of the month is scheduled to include Sheetz, Wawa, Giant and Safeway.

## **3) Retail Recruitment**

We will "go live" with an updated new retailer application process on our website before the month is out. We have worked with SGI to produce a retailer recruitment collateral piece that will be used a number of different ways, including by SGI Marketing reps who will help qualify leads provided by the Lottery District Managers and strategically prioritized by our department.

Next steps over the next several weeks include:

- Continue keeping OnePlace profiles and status sheet current.
- Increase field work with the inclusion of SGI Marketing Reps.
- Distribute retail recruitment collateral pieces for Sales team's use.

Current application statistics entered into OnePlace since January 1<sup>st</sup>, 2016:

- 116 total new retail prospect profiles in the queue
- 14 new Lottery retailers installed and selling

## **4) Analysis & Reporting**

During March the Analysis and Reporting Department, in conjunction with the Corporate Account Managers, met with several of our top corporate retailers to discuss 2015 performance and begin to plan for partnership and promotion opportunities. The revamped Annual Business Reviews include: lottery sales by specific product; cashing and selling commission breakdowns; competitor and regional comparisons; and both high and low performing stores. Additionally, we are beginning to develop several chain specific promotional ideas and are scheduling follow up meetings with the chains.