



IOWA LOTTERY ANNUAL REPORT FISCAL YEAR 2010



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With 2010 marking the Iowa Lottery's 25th anniversary, we're holding a celebration as we look back at the lottery's accomplishments over the past quarter century.

On April 18, 1985, legislation authorizing a lottery in Iowa was signed into law. The first Iowa Lottery tickets were sold on Aug. 22, 1985, with a kick-off celebration at the Iowa State Fair. We began with just one scratch game – “Scratch, Match & Win” – then added a lotto game – Iowa LOTTO – in 1986 and pull-tabs in 1987. Powerball was added to the mix in 1992 as the number of games in the field has grown over time. The most recent addition to our game slate was the Mega Millions multi-state lotto game, which began sales Jan. 31, 2010, in Iowa.

As we reflect on the Iowa Lottery's rich history, we're especially proud that we've been able to make a significant contribution to the state of Iowa by generating more than \$1.2 billion in proceeds for state programs. And of course, we can't forget the \$2.5 billion in prizes that Iowa Lottery players have won since the lottery's start.

A lot of people have had fun playing the lottery over the past quarter century. In fact, over the past fiscal year, Iowa Lottery players won a record total in prizes and the lottery sales total from lotto, instant-scratch and pull-tab games also set a record.

To help celebrate our 25th anniversary, we launched “The Silver Ticket” instant-scratch game and announced 25 must-see summer events where players could enter nonwinning tickets in The Silver Ticket game for a chance to win cash prizes or receive savings at Iowa events, businesses and attractions. They also were able to enter to win cash prizes in a finale event at the 2010 Iowa State Fair.

This year, we are in the process of implementing the next round of terminals and communications equipment used to sell and validate lottery tickets statewide. Look for the new system to go live in July 2011.

We thank our players and retailers for 25 great years and look forward to many more successes!

Terry Rich, CEO, and the Members of the Board of the Iowa Lottery Authority

THE CEO AND THE BOARD



At left, top, Terry Rich, Iowa Lottery CEO; above clockwise from top, Iowa Lottery Authority Board members: Elaine Baxter, Burlington; Michael Fitzgerald, State Treasurer, Des Moines (ex-officio); Mary Junge, Cedar Rapids; Chairperson Mike Klappholz, Cedar Rapids; Tom Rial, Des Moines; and Brad Schroeder, Pleasant Hill.

THE SILVER TICKET CELEBRATION

Iowans had fun all summer long – and won cash prizes and received discounts to many festivals, attractions and businesses – with the “Silver Ticket Celebration” from the Iowa Tourism Office and the Iowa Lottery.

This year’s project was in honor of the lottery’s 25th anniversary. And the lottery game that was the key to summer fun was “The Silver Ticket,” a \$5 instant-scratch game that celebrated 25 years of lottery entertainment in Iowa.

Those who bought a ticket in The Silver Ticket game could win instant prizes ranging from \$5 up to \$25,000. And if a player didn’t win a cash prize, there were a few different ways tickets could be used for even more value:

- “Silver Ticket Savings.” Iowa Lottery players could use nonwinning tickets like a coupon for savings at Iowa events, businesses and attractions. A complete list of the special discount offers available to Silver Ticket customers was available on the Tourism Office Web site at www.traveliowa.com.
- “Silver Ticket Cash Stops.” Lottery players could use nonwinning tickets in The Silver Ticket game for a chance to win cash prizes in contests the lottery held at 25 events across the state. Four cash prizes of up to \$500 were awarded during each contest for a total of \$1,000 in prizes at each event.
- Finally, State Fairgoers could use their nonwinning ticket as an entry in the Silver Ticket Cash Stop festivities during the Tourism-Lottery project’s finale event, the Iowa State Fair. At the Fair, a \$100 winner was chosen each day, and 25 \$100 winners were chosen on the last day of the Fair.

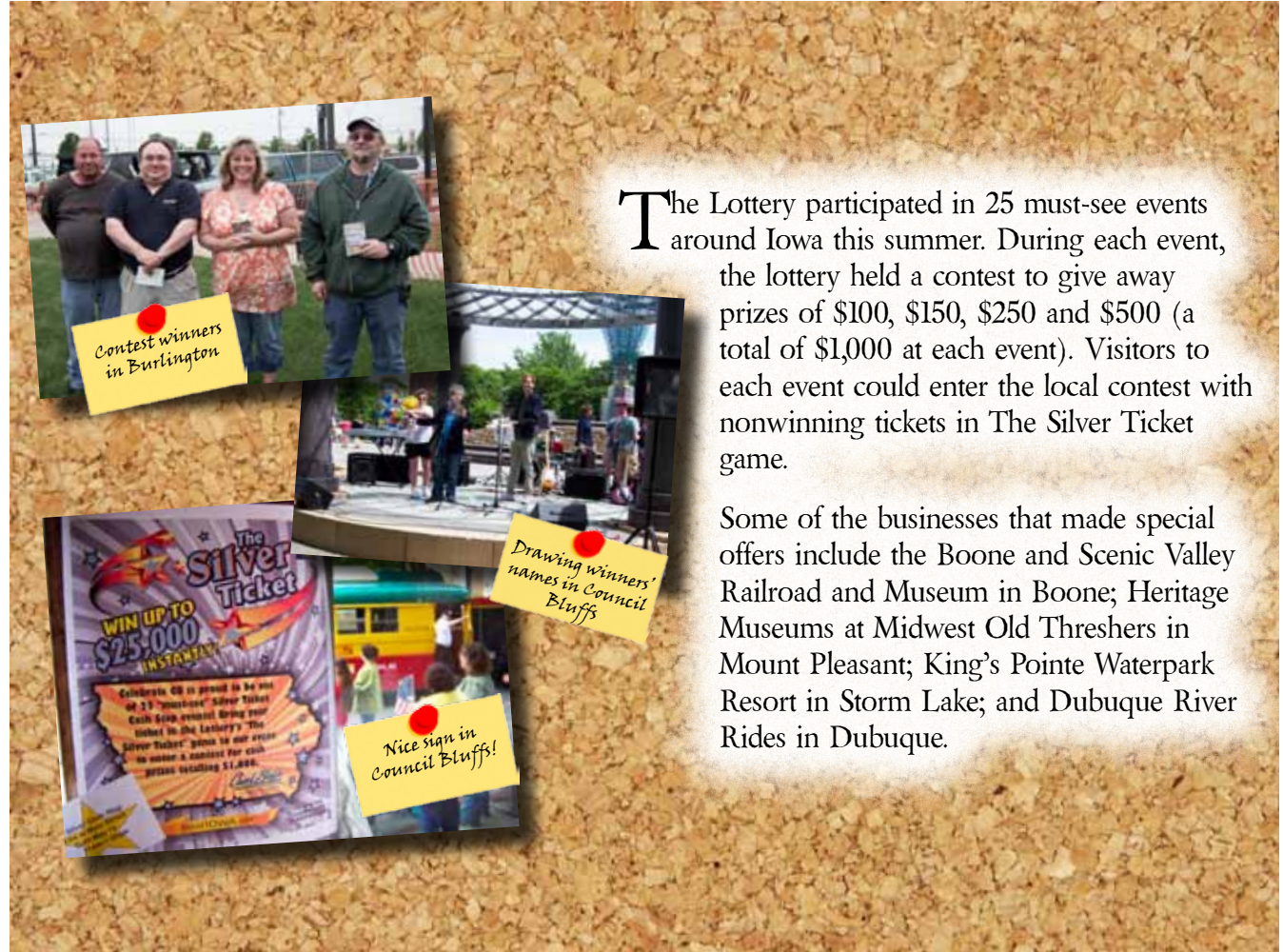
Legislation authorizing a lottery in Iowa was signed into law on April 18, 1985, and the Iowa Lottery sold its first tickets during a kick-off celebration on Aug. 22, 1985, at the Iowa State Fair. Tourism and lottery officials returned to where it all started by announcing this summer’s travel initiative at the State Fairgrounds.

Sales in The Silver Ticket game began April 19, and sales and discounts continued all summer.



25 "Must-See" Silver Ticket Cash Stop Locations

<i>Date</i>	<i>Name, Location</i>
Sat., May 15	Celebrate CB, Council Bluffs
Sun., May 16	2nd Annual PZAZZ! Great American Grill-Off, Burlington
Fri., May 28	John Wayne Birthday Celebration, Winterset
Sat., May 29	Tivoli Fest, Elk Horn
Sun., May 30	Great Okoboji Wing Ding, Arnolds Park
Thur., June 3	My Waterloo Days, Waterloo
Fri., June 4	All Things Italian Festival-1st Fridays Art Walk, Fairfield
Sat., June 5	Iowa Arts Festival, Iowa City
Sat., June 12	America's River Festival, Dubuque
Sun., June 13	Hy-Vee Triathlon, West Des Moines
Fri., June 18	AMVET's June Antique Show, Walnut
Sat., June 19	Awesome Biker Nights, Sioux City
Tue., June 22	U.S. Modified Tours Series At Mineral City, Fort Dodge
Fri., June 25	Annual Ottumwa Pro Balloon Race, Ottumwa
Fri., July 2	Clinton Riverboat Days, Clinton
Sat., July 3	Star Spangled Spectacular, Storm Lake
Sun., July 4	Cedar Rapids Freedom Festival, Cedar Rapids
Fri., July 16	Party in the Park, Charles City
Sat., July 17	57th Annual Black Hawk Lake Water Carnival, Lake View
Fri., July 23	Downtown Street Fest, Davenport
Sat., July 24	Lake Fest, Clear Lake
Sat., July 3	Iowa Speedway, Newton
Sun., Aug. 1	Estherville Sweet Corn Days, Estherville
Sat., Aug. 7	National Balloon Classic, Indianola
Wed., Aug. 11	50th Goodyear Knoxville Nationals, Knoxville
Aug. 12-22	Finale - Iowa State Fair, Des Moines



WINNERS

M

I

L

L



Hog Hut
Friends



Local 310
Ten, Central
Iowa



Richard Bauder,
Ankeny



David Lyons,
Des Moines

The Iowa Lottery made lots of million-dollar winners in Iowa Lottery games. In addition to the 10 million-dollar winners in Powerball and Mega Millions to top-prize winners in Iowa Lottery games, we congratulated nine million-dollar winners during the game.

1,000,000-DOLLAR WINNERS!

Robert Boehm,
Denison



Richard
Koenigsfeld,
Marble Rock



Rolle Zellers,
Sioux City &
Keith Olson,
Whiting



Not pictured: Sorin Ganea of Dubuque and Richard Smith of Des Moines

...FY 2010, some of whom are pictured here. From lotto
...ners in the Set For Life and Lifetime Riches scratch
...ng the fiscal year.

WINNERS

MIDWEST MILLIONS GRAND PRIZE WINNER



Kim Hertel of Washington was selected as the top-prize winner of \$500,000 in the “Midwest Millions” drawing conducted by lottery officials in Topeka, Kan. The Kansas and Iowa lotteries became the first in the United States to offer a joint instant-scratch game when the initial version of Midwest Millions began sales in September 2007. The lotteries have built on that game’s success with two more versions of the game, including the latest Midwest Million game that began sales in September 2009.

GROUP PLAY IS A-OK!

Twenty-eight co-workers from the Fort Dodge Sears store collected a \$200,000 Powerball prize. The group called themselves the “Fort Dodge Funtastics” because they were all about having fun while playing Powerball. The group of friends said one of the most enjoyable parts of winning their prize was getting to celebrate together.



MEGA MILLIONS



About Mega Millions®: The jackpot starts at \$12 million and grows until it's won. Players in the game choose five numbers from a pool of 56 and another number - the Mega Ball® - from a separate pool of 46 numbers. If a player matches all six numbers, they win the jackpot. Tickets in the game cost \$1 and drawings are at 10 p.m. on Tuesdays and Fridays.

Mega Millions also has a multiplier feature called the Megaplier®. For an extra \$1 per play, Mega Millions players can add the Megaplier option to their tickets, which can multiply their prizes (except the jackpot and the Match 5+0 prize) by up to four times.



The Iowa Lottery held a Mega Millions launch event Feb. 2, 2010, on the steps of the Iowa State Capitol.

Mega Millions, a premier big-jackpot game similar to Powerball, was added to the line-up of lotto games sold in Iowa beginning Jan. 31, 2010. With only five months of sales in fiscal year 2010, the Mega Millions game generated \$5.5 million in sales revenue.

An agreement among U.S. lottery directors to allow the sale of two national big-jackpot games was reached in October 2009 after several studies and feedback from lottery players across the United States. The agreement also called for the development and implementation of a national lotto game for all U.S. lotteries.

Allowing lotteries to sell both Powerball and Mega Millions and implement a national lotto game should create more winners and result in increased proceeds for the good causes benefitted by lotteries.

LOOKING BACK 25 YEARS



Gov. Terry Branstad signs the Lottery Bill into law on April 18, 1985.



Lottery Commissioner Ed Stanek gives a large check to Wheel Spin winner Bill Watson in November 1985.



The Iowa Lottery's first scratch ticket went on sale Aug. 22, 1985.



A lottery employee dressed as a money bag hangs out outside the Lottery headquarters building in Des Moines.



The Lottery money bag plays to the crowd at the 1985 kickoff celebration held at the Iowa State Fair.



Lottery players buy some of the first lottery tickets at the kickoff celebration held Aug. 22, 1985, at the Iowa State Fairgrounds.

Lottery employees have many good memories of the Iowa Lottery start-up process and the Lottery's first sales. The newly hired staff in 1985 got the Iowa Lottery off the ground in record time. A mere 111 days after bill signing was phenomenal for a lottery "start-up" in those days. A lot of hard work and long days were involved, but they loved what they were doing!

Here are some notes from long-time employees who remember...

The launch site of our first scratch game, "Scratch, Match & Win," was the Iowa State Fair on Aug. 22, 1985. The Communications Director did live TV shots from the Fair. Despite some rain that morning, the launch went on successfully and everyone had great fun. There was so much anticipation and excitement at start-up, we wanted the thrill of doing it all over again! Being a part of this successful lottery, whether at start-up or 25 years later, remains a thrill!

— Doug Orr, Regional Manager, Mason City

The first week of lottery sales, when I was a sales representative in the Spencer area, I received a call at home one evening at 9 p.m. from someone I knew at the Hy-Vee in Spencer. They had a \$10,000 lottery winner on the first scratch ticket and wanted me to come deal with the media! I put on a sport coat and tie and stood with the winner for the newspaper photographer. It was fun to see all the excitement.

— Larry Loss, Vice President of Sales

I first started with the lottery as a sales representative in November 1985. My assigned area was Sioux City, but I was somewhat unfamiliar with that area then. By the time my first week was done, I had gotten lost more than once and ended up once in Nebraska and once in South Dakota! At that time we had one scratch ticket to deliver to retailers. Now we have as many as 30 games to offer at one time. We weren't sure what would happen when we launched the \$2 Bingo game but people loved it. And now we successfully sell \$20 tickets! We've come a long way!

— Arnie Woerdehoff, Regional Manager, Storm Lake

OVERVIEW

The Iowa Lottery was established in 1985 and began ticket sales on Aug. 22 of that year. Since the lottery's start in 1985, its players have won more than \$2.5 billion in prizes while the lottery has raised more than \$1.2 billion for the state programs that benefit all Iowans.

The guiding principles of the Iowa Lottery are:

- Develop and distribute products that are fun and exciting to Iowans;
- Maintain integrity and security in production and delivery of those products while utilizing the highest level of technology available;
- Educate and motivate the public to play Lottery games responsibly;
- Maintain the dignity of the Lottery through truthful, tasteful, and informative advertising;
- Develop an effective employee workforce that is professional, knowledgeable, skilled, and offers maximum service and reliability to retailers and players; and
- Maximize net revenues to the state.

Today, lottery proceeds in Iowa have three main purposes: They provide help for a variety of significant projects through the state General Fund, support for veterans and backing for the Vision Iowa program, which was implemented to create tourism destinations and community attractions in the state and build and repair schools.

The Lottery has approximately 114 employees in the following departments: external relations, finance, marketing, operations, sales and security. The Lottery has about 64 employees at its headquarters in Des Moines. The lottery also maintains a warehouse facility in Ankeny and four regional offices in Cedar Rapids, Council Bluffs, Mason City and Storm Lake. There are five board members.

The lottery has three product categories: instant-scratch tickets, pull-tab tickets and lotto games. Lottery products are sold through approximately 2,500 licensed retailers around Iowa.

In 2003 the Legislature recognized that as an entrepreneurial entity, the Iowa Lottery could operate more efficiently and established the Iowa Lottery Authority, a public instrumentality of the state. As a result of that change, combined sales for the Lottery's traditional products have continued to climb in the fiscal years since then.

The Iowa Lottery discusses three core functions in this report: sales; distribution and resource management; and enforcement and investigation.

THE IOWA LOTTERY'S MISSION:

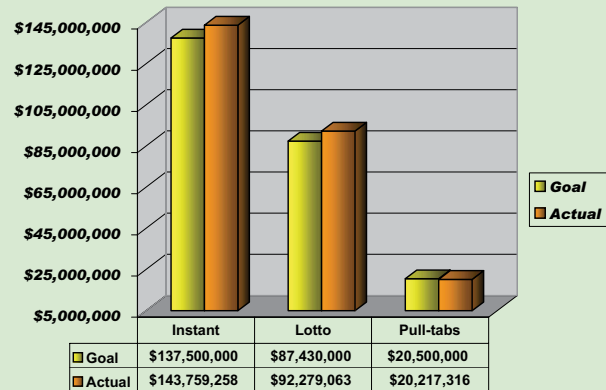


The Iowa Lottery strives to administer lottery games in a secure manner to maximize revenue while maintaining the dignity of the state and the welfare of its people.

SALES

	<u>Goal</u>	<u>Actual</u>
Instant-Scratch Tickets	\$137.5M	\$143.8M
Lotto Tickets	\$87.4M	\$92.3M
Pull-tab Tickets	\$20.5M	\$20.2M

The Legislature, the governor and the public use sales data to generally determine how the lottery is performing. Sales of different products are compared by the Lottery on a yearly basis in order to assess progress.

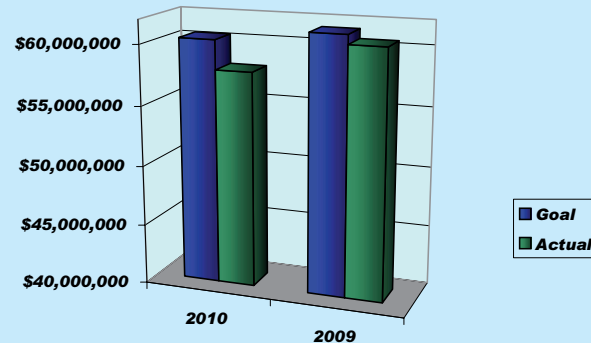


See more sales information on pages 14-16.

RESOURCE MANAGEMENT

	<u>Goal</u>	<u>Actual</u>
Transfers to the state (General Fund and Veterans Trust Fund)	\$60.3M	\$57.9M

Total transfers is the ultimate measure of how well the lottery is operating because it accounts not only for sales, but also for how well resources are being used. The Lottery must ensure its resources are managed wisely in order to achieve maximum benefits for the state.



	2010	2009
Goal	\$60,331,400	\$61,330,900
Actual	\$57,907,066	\$60,553,306

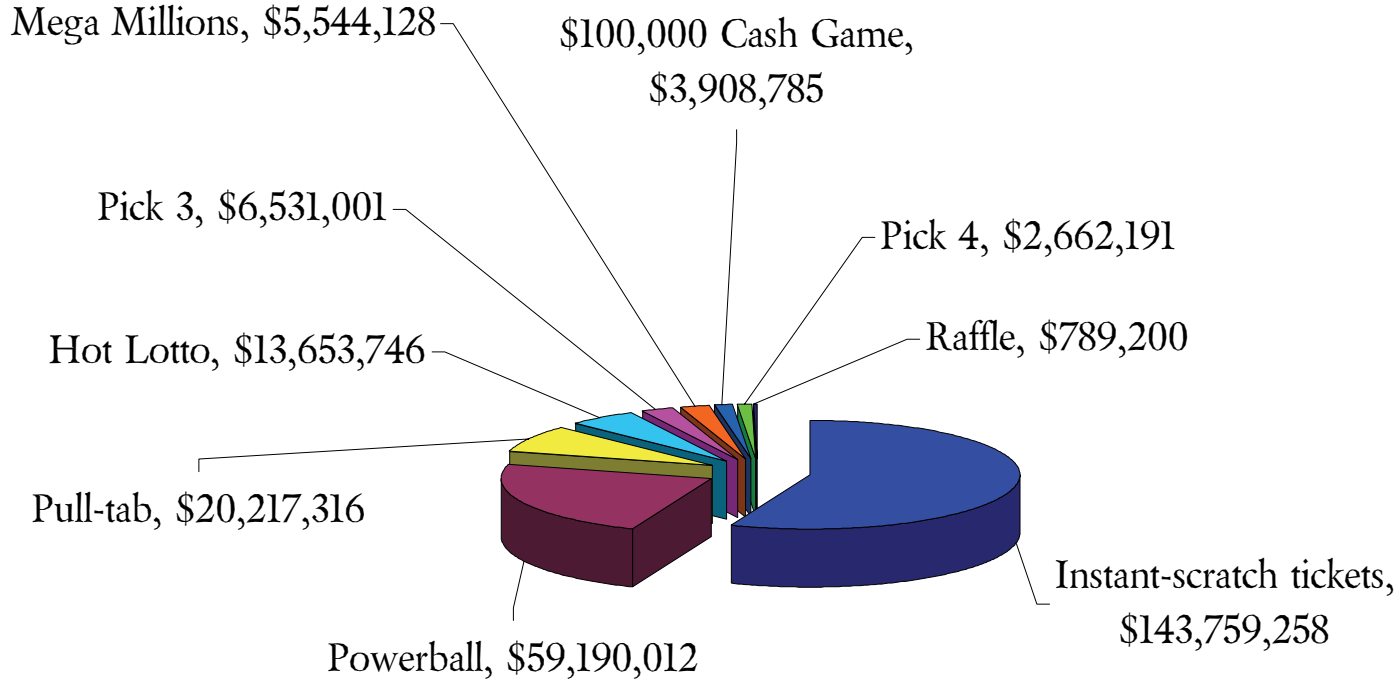
ENFORCEMENT AND INVESTIGATION

	<u>Goal</u>	<u>Actual</u>
Number of complaints filed	1	4
Percent of complaints investigated	100%	100%

Our goal is to prevent the sale of Lottery tickets to minors and ensure the integrity of the Lottery's products and operation. The Lottery's security division investigates all complaints of underage persons illegally purchasing lottery tickets and initiates actions to suspend or revoke the licenses of retailers for which the complaints have been substantiated.

In addition, Iowa Lottery security investigators conducted 442 inspections at lottery retailers in FY 2010. Of those inspections, none showed any mishandling of tickets.

ANALYSIS AND RESULTS



Important Notes:

- Lottery sales totaled \$256.3 million in FY 2010, which marks the highest sales total from lotto, instant-scratch and pull-tab games since the lottery's start in 1985.
- Lottery players took home a record \$150.5 million in prizes from the lottery's core products, a 4 percent increase from the previous record of \$144.7 million in FY 2008.
- While the lottery raised more than \$579 million in proceeds for state programs, that figure was down slightly from the previous year. There are a couple of reasons for that: prize payouts, which are cyclical and vary over time, were ahead of projections for the year; and the lottery accrued expenses totaling \$1.5 million related to the State Employee Retirement Incentive Program approved during the 2010 legislative session. Those expenses weren't foreseen in the lottery's budget for the year.

Top 10 Retailers (total sales of lotto, instant-scratch and pull-tabs)

Name/Address	City	County	Amt. Sold	Name/Address	City	County	Amt. Sold
1. Hy-Vee, 20 Wilson Ave. S.W.	Cedar Rapids	Linn	\$977,297	6. Dahl's, 4343 Merle Hay Rd.	Des Moines	Polk	\$553,541
2. Hy-Vee, 1843 Johnson Ave. N.W.	Cedar Rapids	Linn	844,080	7. Hy-Vee, 1107 S.E. Army Post Rd.	Des Moines	Polk	546,123
3. Quick Shop Foods, 405 S. Madison	Ottumwa	Wapello	667,755	8. Dahl's, 3400 E. 33rd St.	Des Moines	Polk	533,767
4. Hy-Vee, 2540 E. Euclid Ave.	Des Moines	Polk	591,695	9. Hy-Vee, 3221 S.E. 14th St.	Des Moines	Polk	531,541
5. Porter's Convenient 66, 1512 Lincolnway	Clinton	Clinton	558,663	10. Hy-Vee Drugstore, 1520 6th St. S.W.	Cedar Rapids	Linn	531,025

SALES BY COUNTY

Rounded to the nearest \$100,000

Adair	1,100,000
Adams	400,000
Allamakee	1,400,000
Appanoose	1,400,000
Audubon	400,000
Benton	1,700,000
Blackhawk	14,000,000
Boone	2,100,000
Bremer	1,600,000
Buchanan	1,900,000
Buena Vista	2,400,000
Butler	1,200,000
Calhoun	600,000
Carroll	2,100,000
Cass	1,100,000
Cedar	1,500,000
Cerro Gordo	5,700,000
Cherokee	1,100,000
Chickasaw	1,100,000
Clarke	700,000
Clay	1,700,000
Clayton	1,600,000
Clinton	5,500,000
Crawford	1,400,000
Dallas	3,200,000

Davis	400,000
Decatur	300,000
Delaware	1,300,000
Des Moines	3,400,000
Dickinson	2,000,000
Dubuque	7,400,000
Emmet	1,000,000
Fayette	1,700,000
Floyd	1,900,000
Franklin	1,000,000
Fremont	1,300,000
Greene	700,000
Grundy	700,000
Guthrie	400,000
Hamilton	2,100,000
Hancock	1,000,000
Hardin	1,500,000
Harrison	1,300,000
Henry	1,500,000
Howard	900,000
Humboldt	1,100,000
Ida	400,000
Iowa	1,200,000
Jackson	2,000,000
Jasper	2,500,000

Jefferson	1,100,000
Johnson	7,100,000
Jones	1,800,000
Keokuk	600,000
Kossuth	1,100,000
Lee	2,900,000
Linn	19,600,000
Louisa	900,000
Lucas	800,000
Lyon	400,000
Madison	1,000,000
Mahaska	1,700,000
Marion	2,300,000
Marshall	3,600,000
Mills	1,100,000
Mitchell	700,000
Monona	500,000
Monroe	1,100,000
Montgomery	1,000,000
Muscatine	4,300,000
O'Brien	900,000
Osceola	400,000
Page	800,000
Palo Alto	800,000
Plymouth	1,400,000

Pocahontas	500,000
Polk	39,700,000
Pottawattamie	8,500,000
Poweshiek	1,700,000
Ringgold	200,000
Sac	700,000
Scott	14,900,000
Shelby	800,000
Sioux	900,000
Story	4,100,000
Tama	1,100,000
Taylor	500,000
Union	1,400,000
Van Buren	400,000
Wapello	5,400,000
Warren	2,600,000
Washington	1,700,000
Wayne	400,000
Webster	5,500,000
Winnebago	900,000
Winneshiek	1,400,000
Woodbury	7,100,000
Worth	700,000
Wright	1,400,000

FINANCIALS

Statement of Net Assets - June 30, 2010

<i>Assets</i>	
Current assets:	
Cash	\$ 17,941,276
Restricted assets - cash	486,083
Prepaid expense	25,829
Interest receivable	19,674
Accounts receivable, net	3,703,134
Ticket inventories	1,594,072
Investment in prize annuities	<u>2,096,185</u>
Total current assets	<u>25,866,253</u>
Noncurrent assets:	
Prize reserve	4,358,760
Investment in prize annuities	8,646,689
Capital assets, net	<u>3,435,075</u>
Total noncurrent assets	<u>16,440,524</u>
Total assets	<u>42,306,777</u>
<i>Liabilities</i>	
Current liabilities:	
Lotto prizes payable	2,295,124
Annuity prizes payable	2,096,185
Accounts payable and accruals	1,545,329
Due to:	
State General Fund	14,126,870
Other state agencies	776,854
Interest payable	3,558
Bonds payable	100,000
Deferred revenue	166,072
Salary and benefits payable	101,918
Compensated absences	<u>637,118</u>
Total current liabilities	<u>21,849,028</u>
Long-term liabilities:	
Accounts payable and accruals	1,207,525
Prize reserve	4,358,760
Bonds payable	1,200,000
Compensated absences and OPEB	842,836
Annuity prizes payable	<u>8,646,689</u>
Total long-term liabilities	<u>16,255,810</u>
Total liabilities	<u>38,104,838</u>
<i>Net Assets</i>	
Invested in capital assets, net of related debt	2,135,075
Unrestricted	<u>2,066,864</u>
Total net assets	<u>\$ 4,201,939</u>

Statement of Revenues, Expenses and Changes in Net Assets - Year ended June 30, 2010

Operating revenues:	
Instant-scratch ticket sales	\$ 143,759,258
Pick 3 sales	6,531,001
Pick 4 sales	2,662,191
Powerball sales	59,190,012
Mega Millions sales	5,544,128
Hot Lotto sales	13,653,746
Raffle sales	789,200
\$100,000 Cash Game sales	3,908,785
Pull-tab sales	20,217,316
Application fees	3,975
Other	<u>22,147</u>
Total operating revenues	<u>256,281,759</u>
Operating expenses:	
Prizes:	
Scratch ticket	91,479,848
Pick 3	3,958,003
Pick 4	1,544,018
Powerball	28,558,287
Mega Millions	2,879,811
Hot Lotto	6,610,476
Raffle	392,876
\$100,000 Cash Game	2,005,333
Pull-tab	12,702,718
Promotional	<u>322,417</u>
Total prizes	150,453,787
Retailer compensation	16,109,748
Advertising production and media purchases	7,535,084
Retailer lottery system/terminal communications	8,612,934
Instant/pull-tab ticket expense and machine maintenance	3,192,775
Terminal equipment/ticket dispensers	87,738
Other operating expenses	<u>12,913,586</u>
Total operating expenses	<u>198,905,652</u>
Operating income	<u>57,376,107</u>
Non-operating revenue (expense):	
Interest income	364,957
Interest expense	<u>(45,702)</u>
Net non-operating revenues	<u>319,255</u>
Income before transfers	<u>57,695,362</u>
Transfers to other funds:	
State General Fund	55,245,512
Veterans Trust Fund	<u>2,661,554</u>
Total transfers to other funds	<u>57,907,066</u>
Change in net assets	(211,704)
Net assets beginning of year	4,413,643
Net assets end of year	<u>\$ 4,201,939</u>

WHERE THE MONEY GOES

General Fund: \$1,007,499,420 -- Since 1992, a majority of lottery profits have been directed into the state general fund, where they are used to pay for programs that benefit all Iowans. In the Iowa Lottery's latest fiscal year, the lottery raised \$55.2 million in proceeds that were deposited in the state general fund. Some of the programs that receive money from the general fund include education, natural resources, health and family services and public safety. The Governor and Iowa Legislature allocate money from the general fund based on where they believe those funds are needed most.

Iowa Veterans Trust Fund \$5,444,931 -- Since July 2008, a portion of lottery proceeds has been dedicated to the Iowa Veterans Trust Fund, where they are used to support our state's veterans. The proceeds from two instant-scratch games and two pull-tab games each year are directed into the Veterans Trust Fund. The Iowa Lottery estimates that the games will provide about \$2 million to \$3 million in proceeds annually for the Veterans Trust Fund.

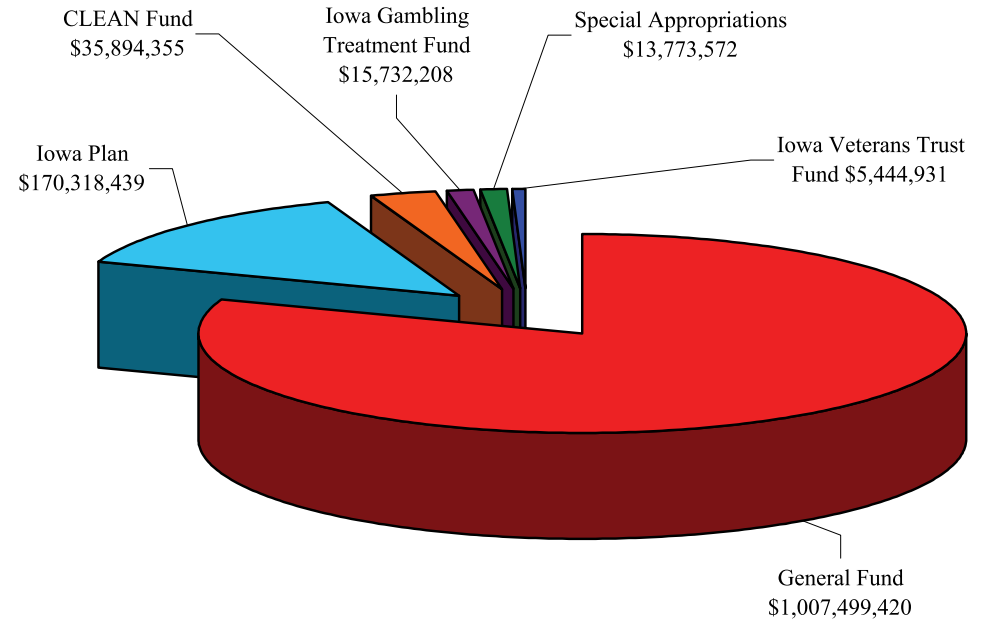
The Iowa Veterans Trust Fund was created to provide assistance to qualified veterans to help pay for expenses such as job training or college tuition assistance; some dental, vision and hearing assistance; and individual or family counseling programs.

Iowa Plan: \$170,318,439 -- The Iowa Plan was a long-term economic development program. It was divided into four basic areas: a Jobs Now program designed to put people to work; government construction programs; community and economic betterment; and educational and agricultural research. Lottery profits were dedicated to the Iowa Plan from fiscal year 1986 through fiscal year 1990.

CLEAN Fund: \$35,894,355 -- The CLEAN Fund stood for Committing the Lottery to Environment, Agriculture and Natural Resources. The program dedicated money to environmental and cultural causes. Lottery profits were dedicated to the CLEAN Fund during fiscal year 1991.

Iowa Gambling Treatment Fund: \$15,732,208 -- The Iowa Gambling Treatment Program provides treatment, counseling and outreach programs for those concerned about gambling as well as the 1-800-BETSOFF helpline. The Iowa Lottery is committed to responsible play and helps address the issue of problem gambling. Each year, the lottery provides the public with information about 1-800-BETSOFF by including messages about the helpline on millions of lottery tickets, brochures and point-of-sale materials as well as other publications. In 2009, the Gambling Treatment Fund was eliminated, with the Gambling Treatment Program now receiving its funding from the state General Fund.

Special Appropriations: \$13,773,572 -- A portion of lottery profits have been earmarked for specific purposes within the state budget.



Note: All of the amounts listed above are from fiscal year 1986 through the end of fiscal year 2010.

Backing For Vision Iowa

In addition to those direct uses of Lottery proceeds, lottery profits are also linked to the Vision Iowa program. Vision Iowa was implemented in 2000 to create tourism destinations in the state, assist with community attractions, and build and repair schools. Direct funding for Vision Iowa comes from gaming revenues. However, as the program was being initiated, investors indicated there was a need to strengthen the Vision Iowa bonds by dedicating \$20 million annually in lottery revenues as a backup.

Legislation was approved that dedicates \$15 million in lottery revenues to programs for community attractions in Iowa and another \$5 million to Vision Iowa programs to build and repair schools if gambling revenues don't reach that amount. Lottery funding will continue to be linked to Vision Iowa over the 20-year payback period of the program's bonds.

CONTACTING Us

Headquarters:

Des Moines

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Phone: 515-725-7900

Regional Offices:

Cedar Rapids

2345 Blairs Ferry Road NE, Cedar Rapids, IA 52402

Phone: 319-395-9313

Mason City

2900 Fourth St. SW, Mason City, IA 50401

Phone: 641-424-6011

Storm Lake

822 Flindt Dr., Storm Lake, IA 50588

Phone: 712-732-6662

Council Bluffs

Omni Centre Business Park, Suite 8

300 W. Broadway, Council Bluffs, IA 51503

Phone: 712-242-2161

Website: ialottery.com

E-mail: Wmaster@ialottery.com

Blog: ialotteryblog.com

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