

**IOWA LOTTERY AUTHORITY PERFORMANCE PLAN  
FY 2014**

<b>Name of Agency:</b> Iowa Lottery Authority			
<b>Agency Mission:</b> "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."			
<b>Core Function</b>	<b>Performance Measure(s)</b>	<b>Outcome Target(s)</b>	<b>Link to Strategic Plan Goal(s)</b>
<b>CF: Sales &amp; Distribution</b>			We will administer the Iowa Lottery to produce the maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Sell and distribute lottery products			
<b>Desired Outcome(s):</b>			
Maximize sales	Total Sales	\$293,000,000	
<b>Services, Products, Activities</b>	<b>Performance Measure(s)</b>	<b>Performance Target(s)</b>	<b>Strategies/Recommended Actions</b>
<b>1. Instant ticket development &amp; management</b> Org. # 9100	Total instant ticket sales	\$173,000,000	<ul style="list-style-type: none"> <li>• Encourage retailers to maximize # of games carried</li> <li>• Launch new games each month to leverage advertising shelf life</li> <li>• Offer variety in game choices &amp; play styles as well as themes, including games to benefit veterans' causes</li> </ul>
<b>2. Online game development &amp; management</b> Org. # 9250	Total online game sales	\$104,000,000	<ul style="list-style-type: none"> <li>• Utilize promotions to encourage purchases</li> <li>• Emphasize Powerball and Mega Millions as the nation's most popular lotto games and games that offer large jackpots</li> <li>• Promote other lotto games as offering better odds and diversity in playing options</li> </ul>
<b>3. Pull-tab development &amp; management</b> Org. # 9100	Total pull-tab sales	\$16,000,000	<ul style="list-style-type: none"> <li>• Offer variety of pull-tab games</li> <li>• Continue featuring games to benefit veterans' causes</li> <li>• Offer games featuring competitive social sports (e.g., billiards, darts, bowling, etc)</li> </ul>

Core Function	Outcome Measure(s)	Outcome Target	Link to Strategic Plan Goal(s)
<b>CF: Resource Management</b>			We will administer the Iowa Lottery to produce the maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Maintain secure & efficient lottery operations			
<b>Desired Outcome(s):</b>			
Maximize revenues transferred while ensuring the security and integrity of lottery products and operations	Total Funds Transferred to General Fund and Veterans Fund	\$62,297,907	
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
<b>1. Lottery Operations &amp; Advertising</b> Org. # 1010, 2010, 3000's, 4000	Percent of operating & advertising budget* to total sales	8.6%	<ul style="list-style-type: none"> <li>• Develop an effective employee force that is professional, ethical, knowledgeable, and skilled</li> <li>• Make efficient purchasing decisions</li> <li>• Maintain integrity and security in production and delivery of lottery products while utilizing the highest level of technology available</li> <li>• Maintain accurate and timely accounting of both incoming revenues and outgoing expenditures</li> <li>• Maintain internal lottery computer systems such that they are operational at all times needed</li> </ul>
<b>2. Transfers to the General Fund</b> Org. #7000	Total Funds Transferred to General Fund	\$59,497,907	<ul style="list-style-type: none"> <li>• Maximize sales &amp; minimize administrative costs</li> <li>• Make accurate and timely transfers to the General Fund</li> </ul>
<b>3. Transfers to Veterans Trust Fund</b> Org. #7400	Total Funds Transferred to Veterans Trust Fund	\$2,800,000	<ul style="list-style-type: none"> <li>• Maximize sales of select veterans-benefit games while being mindful not to cause a large impact on lottery proceeds for other causes</li> <li>• Make accurate and timely transfers to the Veterans Trust Fund</li> </ul>

*\*Lottery Operating & Advertising Budget includes all administrative & advertising expenses incurred by the Lottery, but excludes other costs including, but not limited to, prize payments, retailer compensation, lottery system and terminal communications, and instant and pull-tab ticket expense and machine maintenance.*

Core Function	Outcome Measure(s)	Outcome Target	Link to Strategic Plan Goal(s)
<b>CF: Enforcement &amp; Investigation</b>			We will administer the Iowa Lottery to produce the maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Ensure the entertainment provided to the public maintains the highest standards of integrity, security, and accountability.			
<b>Desired Outcome(s):</b>			
Maintain the integrity and security of lottery games through inspections, monitoring, research, and investigations.	Percent of investigated complaints and indicators of concern regarding lottery products	100%	
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
<b>1. Provide support to law enforcement agencies and county attorney offices investigating and prosecuting crimes involving lottery products, and provide research and investigative support to other divisions in the Lottery.</b> Org. # 2010	a. Percent of requests from law enforcement agencies and county attorney offices responded to by Security Division	100%	<ul style="list-style-type: none"> <li>Assign an investigator within 24 hours of receiving request.</li> <li>Submit reports within 15 days of investigation completion.</li> </ul>
	b. Percent of requests from other divisions within the Lottery responded to by Security Division	100%	<ul style="list-style-type: none"> <li>Assign an investigator within 24 hours of receiving request.</li> <li>Submit reports within 15 days of investigation completion.</li> </ul>
<b>2. Conduct ongoing security compliance checks at retailers to ensure that players receive proper payments.</b> Org. # 2010	a. Percent of all lottery retailers that underwent compliance checks during the fiscal year	10%	<ul style="list-style-type: none"> <li>Meet with new retailer's management staff within 90 days of starting sales.</li> <li>Conduct compliance investigations on new retailers within 90 days of starting sales.</li> <li>Conduct random compliance investigations on lottery retailers.</li> </ul>
	b. Percent of retailers that underwent compliance checks following a complaint	100%	<ul style="list-style-type: none"> <li>Conduct compliance investigations on retailers who are subject of a complaint within 45 days of receiving complaint.</li> </ul>

<b>Core Function</b>	<b>Outcome Measure(s)</b>	<b>Outcome Target</b>	<b>Link to Strategic Plan Goal(s)</b>
<b>CF: Reconciliation Clearing Account</b>			We will administer the Iowa Lottery to produce the maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Receive/hold assets and issue prize payments to Lottery annuitants.			
<b>Desired Outcome(s):</b>			
Prize payments due are issued to Lottery annuitants.	Annual Prize Payments Due	\$1,615,000	
<b>Activities, Services, Products</b>	<b>Performance Measures</b>	<b>Performance Target(s)</b>	<b>Strategies/Recommended Actions</b>
<b>1. The Lottery jackpot winners' fund receives/ holds assets, which are used to make annual payments to Lottery winners.</b>	Percent of Prizes Paid to Prizes Due	100%	<ul style="list-style-type: none"> <li>Maintain accurate and timely accounting of both incoming revenues and outgoing expenditures</li> </ul>