

# Iowa Lottery

Fiscal Year 2015

## Vision

The Iowa Lottery continually strives to deliver value to the State of Iowa by providing entertainment to the public while maintaining the highest standards of integrity, security, and accountability.

## Mission

The Iowa Lottery is a nonprofit authority that operates the state's lottery in an entrepreneurial and business-like manner, accountable to a public Board of Directors, the Governor, the General Assembly, and the People of the State while providing entertainment to the public and maximizing revenues for the state.

## Goals & Objectives

### ***Maintain The Highest Level of Lottery Integrity***

- Continue compliance checks of retailers and staff
- Maintain public and retailer education about Lottery products and policies
- Continue to communicate the help available through 1-800-BETSOFF, the state's problem gambling hotline

### ***Exceed ILOT's Base Proceeds Goal of \$68 Million***

- Execute diversification of the lottery retail base (bars, big box stores, electronic play)
- Add national lotto games for sales growth
- Execute transition of the pull-tab category
- Expand upon successful sales and merchandising by lottery field staff

### ***Best-in-Class Lottery Operations***

- Increase support for employee professional growth to utilize new technology
- Meet and exceed player expectations for value, entertainment and game security
- Continue focus on a positive, respectful work environment for employees
- Research and execute innovation in lottery offerings for our players' enjoyment
- Continuous improvement of performance in all areas of the lottery's business

### ***Contribute to Iowa's Economy***

- Collaborate strategically with other state organizations to promote Iowa causes
- Evaluate, test and communicate new lottery programs that could translate into efficiencies in other areas of state government
- Continue the lottery's strong 29-year history of generating proceeds for vital state causes while supporting Iowa businesses

