## Succeed.



## Iowa Lottery <br> 2016 Annual Report

## Lead.

## Iowa Lottery Board

The lowa Lottery Board is made up of five lowa citizens appointed by the governor, and the State Treasurer serves as an ex-officio member of the board. The board oversees the lottery and its operations. Each department at the lottery reports to the board at meetings held throughout the year. According to lowa Code, the Lottery Board must have a member with an accounting background, a member with experience in marketing, a member with law enforcement experience and another member who has or is currently practicing law. No more than three board members can be of the same political party.
Fiscal year 2016 has gone into the books as the best year in the history of the lowa Lottery. We're incredibly proud of the success we've achieved this year and what the Lottery has been able to provide to lowans.
This was an incredibly rewarding year: We celebrated with our winners, awarding them with a bigger prize total than ever before; exceeded our proceeds goals for state causes; and helped the bottom line of local businesses across the state.

Here are some records set this year:

- $\quad \$ 88$ million in proceeds to state causes
- $\quad \$ 366.9$ million in annual sales, topping the \$300 million mark for the fifth year in a row
- $\quad \$ 221.8$ million in prizes to players
- $\quad \$ 24.6$ million in lottery sales commissions to retailers
Record sales of scratch games ( $\$ 233.7$ million) and huge lotto sales spurred by January's world-record Powerball ${ }^{\text {j }}$ jackpot ( $\$ 1.6$ billion in the drawing on Jan. 13) led the way in the lottery's FY 2016 performance.

Amid all this success, we were also able to highlight integrity and responsible play, two integral components of our mission.

While we are thrilled with this past year's successes, we continue to stay focused on our mission of continuing to provide fun games for our players and support for our state into the future.

- CEO Terry Rich



Mary Junge served on the Lottery Board from 1999 to 2014 and was re-appointed in 2016. She is a certified public accountant and practicing tax- and estate-planning attorney who resides in Cedar Rapids


Mary Rathje joined the Lottery Board in 2015. She is the office manager and controller at Rathje Construction Co. in Marion, where she also resides.


Ying Sa joined the Lottery Board in 2014. She is the founder and principal certified public accountant at Community CPA \& Associates Inc. in Des Moines, where she also resides.


Matthew
Matthew
McDermott; in 2016

Play.

## Scratch Games \$233.7 Million

## (BOMEB <br> POWERPLAY"

Sales by Game

## It was a bin buster!

Powerball had a huge year! The game's jackpot reached a world record of nearly $\$ 1.6$ billion in the drawing on Jan. 13, 2016. The jackpot grew for more than two months to reach that amount, and during that time frame alone (Nov. 5-Jan. 13) the lottery sold about $\$ 34.2$ million in Powerball tickets compared to a total of $\$ 52.2$ million in Powerball sales in all of fiscal year 2015. Whew!


Scratch tickets, always one of our top-selling items, set a sales record again this year! The previous record for scratch sales was $\$ 212$ million set just last year in FY 2015.

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## Win.



FY 2016 Prizes Paid

- Bryon Stewart of Onawa won \$2 million playing Powerball.

These players won $\$ 1$ million playing Powerball:

- Joel Dominguez of Sioux City
- Richard and Elizabeth Martin of Pleasant Hill
- Brian Delagardelle of Jesup

- Betty Downs of Burlington and Mike Hartman of Winfield both won $\$ 1$ million prizes playing Mega Millions

- The Big Ticket was a big new product in FY 2016: big size, big prizes and big play action! It was the first time the Lottery had released an 8 -inch square ticket, and it grabbed customers' attention right away in the store.
- Cari Maresch of Council Bluffs and Deanne Jakoubek of Floyd each won the $\$ 100,000$ top prize playing this game.

See winners past and present at ialottery.com

## Play It Again.



## 30th Birthday Player Bonus! <br>  <br> HERE'S TO 30 MORE

There's Something Strange In The Neighborhood...


Three different Ghostbusters ${ }^{\circledR}$ scratch tickets went on sale in early May.

In celebrating our 30th birthday in August 2015, the lowa Lottery offered our players a gift! When a player purchased Mega Millions, Hot Lotto or All or Nothing tickets and their purchase was the 30th ticket of that type of game sold statewide, they heard a "Surprise, Player Bonus" sound from the terminal and then they received a free \$1 easy pick ticket for the next drawing of the same game they just purchased. Players in lowa received 29,792 free plays during the 30 -day promotion.

## Sweet Cash or Suite Tickets...

What a great win for our players! They could Play It Again ${ }^{\circledR}$ by entering eligible holiday scratch tickets in the Holiday Hoopla ${ }^{\text {m }}$ promotion for a chance to win $\$ 500$ cash or a suite package to a men's college basketball session at the lowa Eollege basketball session at the lowa $\$ 500$ prizes and 48 players each won a pair of men's college basketball suite tickets. Players made more than 675,000 entries in the 12-week promotion.

Jeff Love of Pleasant Hill, center, is congratulated by Vice President of External Relations Mary Neubauer, right, as he enjoys a basketball game in a suite at the lowa Events Center in a suite at the lowa Events Center tickets to the game in the Holiday Hoopla promotion



Kicking off the Ghostbusters promotion in costume at Comic Con Des Moines on May 13, 2016, were Vice President of External Relations Mary Neubauer, left, and CEO Terry Rich. Slimer looks on with his perpetual grin!

All the fun began at Des Moines very own Wizard World ${ }^{\circledR}$ Comic Con on Friday, May 13 - spooky! We awarded VIP packages to attend the Des Moines event to 25 lucky VIP Club members who entered a special contest.
Then the Play It Again ${ }^{\circledR}$ portion of the promotion began - players just needed an eligible Ghostbusters scratch ticket to enter. In the promotion, 10 players won a VIP Experience Package to attend Wizaro World Comic Con Chicago, 10 more won an Ultimate Movie Package with Sony ${ }^{\circledR}$ products for their living room and still 10 more won $\$ 1,000$ cash prizes. Then we held a Grand Prize Drawing for a \$5,000 prize to top everything off! Players made more than 58,800 entries in the promotion It was a fun summer for Lottery players!


Raul Moreno of Des Moine won the $\$ 5,000$ grand prize He was proud to wear his new Ghostbusters T-shirt as he claimed his prize

Entrants in the Ghostbusters promotion had the chance to win Sony ${ }^{\circledR}$ electronics prizes (pictured here), cash or a package to package to
attend Comic Con Chicago.


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## Sell.

As the Lottery celebrates a record sales year, it's important to thank our retailers who work hard all year long assisting customers and selling our products. Retailers' continued efforts are noticed and appreciated.

As sales increase, so do retailer commissions. Commissions paid to retailers statewide for selling lowa Lottery products totaled a record \$24.6 million in FY 2016.

One of the best ways retailers can promote sales is to increase scratch ticket facings in their stores as an increasing number of our approximately 2,400 retailers have done.

Reinforcing the importance of players signing their tickets before having them checked or cashed, the "Sign It, Make It Yours!" initiative debuted in late summer 2015.


Gasby's in lowa City is among many retailers who showed their commitment to the "Sign It...Make It Yours" initiative.


## Top 10 Retailers in FY 2016

| Retailer Name | Address | City | Net Sales |
| :--- | :--- | :--- | ---: |
| Hy-Vee | 20 Wilson Ave. S.W. | Cedar Rapids | $\$ 1,026,343$ |
| Kum \& Go | 115 N. 22nd St. | Fort Dodge | 876,803 |
| Hy-Vee | 2540 E. Euclid Ave. | Des Moines | 773,828 |
| Hy-Vee | 1843 Johnson Ave. N.W. | Cedar Rapids | 745,888 |
| Hy-Vee | 3235 Oakland Rd. N.E. | Cedar Rapids | 698,647 |
| Guppy's On The Go | 235 Edgewood Rd. N.W. | Cedar Rapids | 687,116 |
| Hy-Vee | 2323 W. Broadway | Council Bluffs | 662,691 |
| Pronto | 810 4th Ave. S. | Denison | 637,806 |
| Hy-Vee | 4000 University Ave. | Waterloo | 631,345 |
| Hy-Vee Drugstore | 1520 6th St. S.W. | Cedar Rapids | 619,463 |

## Buy.

## Net Sales By County - FY 2016



## Help.

## Where The Money Goes

 FY 1986 through the end of FY 2016
(FY 2016: July 1, 2015 - June 30, 2016)

Fiscal Year Proceeds to State


General Fund: \$1,461,230,461 - 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 lowans. In the lowa Lottery's latest fiscal year, the lottery raised more than $\$ 85$ million in proceeds that were deposited in the state General Fund. Some of the programs that receive money from the General Fund lowa Legislature allocate money from the General Fund based on where they believe those funds are needed most.
owa Plan: \$170,318,439 - The lowa 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 lowa 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.
lowa Veterans Trust Fund \$19,852,121 - The lowa Lottery has proudly supported lowa's veterans since 2008 through its partnership with the lowa Veterans Trust Fund (IVTF). In order to stabilize the amount of proceeds to the lowa Veterans Trust Fund, the lowa Lottery introduced new egislation in 2015 to allocate $\$ 2.5$ million in lottery proceeds to the IVTF annually, rather than relying on proceeds from sales of specific games as it had done previously. The lowa Veterans Trust Fund collage tution assistance; some dental, vision and hearing assistance and individual or family counseling programs.
lowa Gambling Treatment Fund: \$15,732,208 - The lowa Gambling Treatment Program provides treatment, counseling and outreach programs for those concerned about gambling as well as the 1-800-BETSOFF helpline. The lowa Lottery is committed to responsible play and helps address the issue of problem gambling. Each year, the lottery provides the public with information about -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 wa eliminated, with the Gambling Treatment Program now receving 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.
Backing For Vision lowa: In addition to those direct uses of Lottery proceeds, lottery profits are also linked to the Vision lowa program. Vision lowa was implemented in 2000 to create tourism destinations in the state, assist with community attractions, and build and repair schools. Direct undor nnually in lottery revenues as a backup. Legislation was approved that dedicates $\$ 15$ million in ottery revenues to programs for community attractions in lowa 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 lowa over the 20-year payback period of the program's bonds.

## Work.

The lowa Lottery was established in 1985 and began ticket sales on Aug. 22 of that year. Since the lottery's inception, its players have won more than $\$ 3.7$ billion in prizes while the lottery has raised more than $\$ 1.7$ billion for the state programs that benefit all lowans.
The guiding principles of the lowa Lottery are:

- Develop and distribute products that are fun and exciting to lowans;
- Maintain integrity and security in production and delivery of those products while utilizing advanced technology;
- 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 lowa have three main purposes: They provide support for veterans and their families through the Veterans Trust Fund; help for a variety of significant projects through the state General Fund; and backing for the Vision lowa program, which was implemented to create tourism destinations and community attractions in the state and build and repair schools.

The Lottery has approximately 115 employees in the following departments: external relations, finance, marketing, systems, sales and security. That number does not include the five board members. facility in Ankeny and fou Lottery also maintains ar Rapids,

## Agency Mission:

"The lowa
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. ${ }^{\text {T }}$

Lucky clovers that now dot the Lucky Clovers that now dot the grouns of lowa Lottery headquarter 2015 as part of the Art in State Buidings Program Th 15 Stat Bulldings Program. The 15 metal Moines artists TJ Moberg and Den Rovnolds and provide a light-hearted Representation of lottery luck while eprosention of lotching while also creating eye-catching artwork his art program was enacted that fine arts are a part olisur that fine arts are a part of eligible headquarters in state building construction projects

Council Bluffs, Mason City and Storm Lake. The lottery has three product categories: scratch tickets,
pull-tab tickets and lotto games. Lottery products are sold through approximately 2,400 licensed retailers across lowa.

In 2003 the Legislature recognized that as an entrepreneurial entity, the lowa Lottery could operate more efficiently and established the lowa 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 lowa Lottery develops an annual budget, which requires approval by the Board of Directors. The budget is monitored through a series of performance measures.
The goals and results discussed in this report cover the following core functions of the lowa Lottery's operations: sales and distribution; resource management; enforcement and investigation; and reconciliation clearing account.

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## Key Results

## Resource Management

|  | Goal | Actual |
| :--- | :--- | :--- |
| Proceeds to the state $\$ 69.2 \mathrm{M}$ $\$ 88.0 \mathrm{M}$ <br> (General Fund and   <br> Veterans Trust Fund)   |  |  |

Total proceeds 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 sales, but also for how well resources are being used. The
wisely in order to achieve maximum benefits for the state.


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

## Iowa Lottery Authority Performance Plan Results -

FY 2016

| Core Function: Sales \& Distribution |  |  |  |
| :---: | :---: | :---: | :---: |
| Performance Measure | Performance Target | Performance Actual | Performance Comments \& Analysis |
| Total Sales | \$321,150,000 | \$366,910,923.49 | What Occurred: Total sales exceeded the goal. Data Source: Iowa Lottery Financial Reports |
| Service, Product or Activity: |  |  |  |
| Performance Measure | Data Source: Iowa Lottery Financial Reports | Performance Actual | Performance Comments \& Analysis |
| Total Instant Ticket Sales | \$195,500,000 | \$233,681,883.53 | What Occurred: Instant (scratch) ticket sales continued to grow. Data Source: Iowa Lottery Financial Reports |
| Total Online Game Sales | \$110,650,000 | \$118,155,707.50 | What Occurred: Online (lotto) ticket sales were stronger than expected; these sales are influenced by jackpots' size and can fluctuate from year to year. Data Source: Iowa Lottery Financial Reports |
| Total Pull-Tab Sales | \$15,000,000 | \$15,073,332.46 | What Occurred: Pull-tab sales exceeded the goal. Data Source: Iowa Lottery Financial Reports |
| Core Function: Resource Management |  |  |  |
| Performance Measure | Performance Target | Performance Actual | Performance Comments \& Analysis |
| Total Funds Transferred to General Fund and Veterans Fund | \$69,159,616 | \$88,024,619.37 | What Occurred: Total transfers exceeded the goal. Data Source: Iowa Lottery Financial Reports |
| Service, Product or Activity: |  |  |  |
| Performance Measure | Performance Target | Performance Actual | Performance Comments \& Analysis |
| Percent of Operating \& Advertising Budget* to Total Sales | 8.3\% | 5.3\% | What Occurred: Expenses were well controlled and stayed below budgeted goal relative to sales. <br> Data Source: Iowa Lottery Financial Reports |
| Total Funds Transferred to General Fund | \$66,659,616 | \$85,524,619.37 | What Occurred: General Fund transfers exceeded the goal. Data Source: Iowa Lottery Financial Reports |
| Total Funds Transferred to Veterans Trust Fund | \$2,500,000 | \$2,500,000.00 | What Occurred: Veterans Trust Fund transfers a set amount. Data Source: Iowa Lottery Financial Reports |
| Core Function: Enforcement \& Investigation |  |  |  |
| Performance Measure |  | Performance Actual | Performance Comments \& Analysis |
| Percent of investigated complaints and indicators of concern regarding lottery products | 100\% | 100\% | What Occurred: Complaint investigation goal was met. Data Source: Iowa Lottery Security Department |
| Service, Product or Activity: |  |  |  |
| Performance Measure | Performance Target | Performance Actual | Performance Comments \& Analysis |
| Percent of requests from law enforcement agencies and county attorney offices responded to by Security Division | 100\% | 100\% | What Occurred: Law enforcement assistance goal was met. Data Source: Iowa Lottery Security Department |
| Percent of requests from other divisions within the Lottery responded to by Security Division | 100\% | 100\% | What Occurred: Intra-lottery assistance goal was met. Data Source: Iowa Lottery Security Department |
| Percent of all lottery retailers that underwent compliance checks during the fiscal year | 10\% | 10\% | What Occurred: Compliance check goal was met. Data Source: Iowa Lottery Security Department |
| Percent of retailers that underwent compliance checks following a complaint | 100\% | 100\% | What Occurred: Follow-up compliance check goal was met. Data Source: Iowa Lottery Security Department |
| Core Function: Reconciliation Clearing Account |  |  |  |
| Performance Measure | Performance Target | Performance Actual | Performance Comments \& Analysis |
| Annual Prize Payments Due | \$1,615,000 | \$1,507,000 | What Occurred: All annuity prize payments due were made. Data Source: Iowa Lottery Financial Reports |
| Service, Product or Activity: |  |  |  |
| Performance Measure | Performance Target | Performance Actual | Performance Comments \& Analysis |
| Percent of Prizes Paid to Prizes Due | 100\% | 100\% | What Occurred: Annuity prize payment goal was met. Data Source: Iowa Lottery Financial Reports |

Operating revenues:

Instant-scratch ticket sales
Pick 3 sales
Powerball sales
Mega Millions sales
Hot Lotto sales
Pick 4 sales
All or Nothing sales
Lucky for Life sales
Pull-tab sales
Other
Total operating revenues
\$233,681,883 7,376,766 74,851,133 16,401,018 8,827,600 3,554,719 3,989,479 3,154,994 15,073,332

Operating expenses:
Prizes:
Scratch ticket
Pick 3
Powerball
Mega Millions
Hot Lotto
All or Nothing
Lucky for Life
Pull-tab
VIP Club
Promotional
151,760,771
51,760,771 $4,369,699$
$36,708,283$ $36,708,283$
$7,975,529$ 7,975,529
$4,223,018$ 2,082,846 2,363,459 2,525,899 9,422,428
Total prizes

## Retailer compensation

Advertising production and media purchases
Retailer lottery system/terminal communications
nstant/pull-tab ticket expense
Vending machines \& maintenance/ticket dispensers Courier delivery of tickets
Other operating expenses
Total operating expenses
24,560,885
$24,560,885$
$6,821,537$
7,942,965
3,259,394
820,542 563,738 12,654,373

Operating income
Non-operating revenue (expenses)
Proceeds provided to State General Fund
Proceeds provided to Veteran's Trust Fund
Interest income
Gain on disposal of capital assets Net non-operating revenues (expenses)

Change in net position
755,739
Net position beginning of year
Net position end of year

## Connect.

Visit lalottery_com
for winning numbers,
information about games and promotions, VIP Club details and more!
wmaster@ialottery.com
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$\because$ ialotteryblog.com
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## Headquarters

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Phone: 319-395-9313

## Council Bluffs:

Omni Centre Business Park, Suite 8, 300 W. Broadway, 51503 Phone: 712-242-2161

## Mason City:

2900 Fourth St. S.W., 50401
Phone: 641-424-6011

## Storm Lake:

822 Flindt Dr., 50588
Phone: 712-732-6662


[^0]:    * Lucky for Life was introduced in lowa in January 2016.

