

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 3/23/2020

Game #	2105	Confirmed Packs	3,220
Game Name	Wild Cherry Doubler	Active Packs	2,131
Quantity Printed	9,056,850	Warehouse Packs	-
Price Point	\$1	Returned Packs	846
Start Date	12/16/2019	Printed Payout Percentage	60.02%
Top Prize	\$ 1,000	Percent Sold	88.73%
Number of Top Prizes Remaining	6	Number of Weeks Out	14

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 107,686	Actual ticket production costs
Prize payout expense	\$ 4,216,504	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 4,324,190	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 8,036,143	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 8,036,143	

Excess of Revenue over Expended \$ 3,711,953

INTANGIBLE POSITIVE BENEFITS:

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

INTANGIBLE NEGATIVE BENEFITS:

- There are still valuable prizes remaining in this game.

Assumptions:

- Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

Weekly Sales Comparison Information

	<u>Previous 3 Weeks Sales from DaVinci</u>	
Most recent week sales	\$	119,471
Next week	\$	166,241
Next week	\$	203,202
<hr/>		
Avg Weekly Sales Current Game	\$	162,971
Avg Weekly Sales \$1; 5M - 9.99M Qty	\$	643,343
Percentage Of Variance In Sales		75%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2105	Printed Payout Percentage	60.02%
Game Name	Wild Cherry Doubler	Actual Payout Percentage	52.47%
Percent Sold	88.73%	Number of Weeks Out	14
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			13

Recommendation

Based on the findings in this Summary Report, I am recommending closing the above game.

I am recommending closing the above game based on the below business reason(s):

Scratch Ticket Strategy Coordinator Date

Products Manager Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

Lottery Operations Division Director Date

Controller

Ex Date

Not Required -
Over 85% Sell-Through

Bowersock, Dale

From: Tirloni, Robert
Sent: Monday, March 30, 2020 6:05 PM
To: Bowersock, Dale
Subject: FW: Game Close Analysis - Over 85%
Attachments: 2052 \$50,000 Bonus Cashword Game Close Analysis.pdf; 2105 Wild Cherry Doubler Game Close Analysis.pdf; 2185 Holiday Cheer Game Close Analysis.pdf

All three attached Game Closing Analysis documents are approved, 3/30/2020. –RT

Robert Tirloni
Products Manager | Texas Lottery Commission
Office: 512-344-5406

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, March 23, 2020 2:33 PM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: FW: Game Close Analysis - Over 85%

Approved.

From: Bowersock, Dale
Sent: Monday, March 23, 2020 9:43 AM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: Game Close Analysis - Over 85%

Attached are the game close analysis documents for the games over 85% sold.



Play the Games of Texas!

Da Vinci Report

3/23/20

Week End Date: 3/21/20

Product Line	Game	Prize \$	Fix Rtn	Name	Start	Call	Close	Wks.	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/21/20	3/14/20	3/7/20	2/29/20
Baseline	2193	\$1	29,035,950	MONOPOLY 10X	1/6/20			11	42.01%	20,417	12,385	76,052	19	\$636,819.00	\$963,126.00	\$1,124,125.00	\$1,136,863.00
	2206	\$1	9,299,550	TIC TAC TOAD	3/2/20			3	19.34%	20,111	13,202	13,963	6	\$686,097.00	\$698,852.00	\$413,824.00	\$0
	2127	\$2	7,109,375	4-WAY CASH	2/17/20			5	29.83%	17,668	10,004	10,199	7	\$772,326.00	\$964,750.00	\$1,062,670.00	\$951,484.00
	2198	\$2	7,218,250	HEARTS	1/20/20			9	61.12%	12,712	7,736	724	145	\$691,048.00	\$653,500.00	\$1,067,240.00	\$957,762.00
	2204	\$2	7,199,000	SIZZLING HOT 7S	3/16/20			1	3.49%	21,388	7,811	23,723	5	\$502,626.00	\$0	\$0	\$0
	2168	\$3	35,604,750	\$50,000 BONUS CASHWORD	2/17/20			5	5.45%	16,476	8,707	241,285	15	\$1,486,524.00	\$1,533,060.00	\$1,358,781.00	\$978,675.00
	2194	\$3	19,285,125	MONOPOLY 30X CROSSWORD	1/6/20			11	37.42%	15,137	9,844	68,901	14	\$1,517,652.00	\$1,781,283.00	\$1,921,545.00	\$1,973,844.00
	2164	\$5	22,076,025	\$100,000 VIP CASHWORD	3/16/20			1	1.27%	28,828	8,300	250,113	8	\$1,406,575.00	\$0	\$0	\$0
	2201	\$5	6,234,900	\$50,000 POKER	2/3/20			7	62.83%	17,047	7,874	3,954	10	\$1,922,395.00	\$2,275,885.00	\$2,736,495.00	\$3,171,260.00
	2199	\$5	7,131,225	88 FORTUNES	1/20/20			9	63.47%	13,311	5,849	13,994	7	\$1,296,820.00	\$1,573,270.00	\$1,963,015.00	\$2,190,540.00
	2241	\$5	15,358,575	BINGO TIMES 20	2/17/20			5	10.28%	21,051	10,974	149,281	7	\$1,657,920.00	\$1,907,300.00	\$1,869,215.00	\$1,593,475.00
	2207	\$5	7,098,225	JAMES BOND 007	3/2/20			3	33.57%	15,860	9,263	33,046	9	\$3,225,935.00	\$4,879,680.00	\$3,809,525.00	\$0
	2195	\$5	20,072,100	MONOPOLY 50X	1/6/20			11	41.37%	24,728	10,957	117,273	13	\$2,595,810.00	\$3,006,125.00	\$3,451,210.00	\$3,697,145.00
	2211	\$5	7,341,450	PINK DIAMOND 7S	3/16/20			1	6.91%	36,136	10,157	40,461	11	\$2,536,255.00	\$0	\$0	\$0
	2192	\$5	7,218,150	TRIPLE DOUBLE 777 RED HOT	2/17/20			5	34.74%	27,401	10,043	23,175	9	\$1,914,310.00	\$2,439,400.00	\$2,946,980.00	\$3,362,955.00
	2208	\$10	7,142,200	\$50 OR \$100	3/2/20			3	21.31%	28,617	9,533	68,192	28	\$4,584,770.00	\$5,897,000.00	\$4,737,110.00	\$0
	2202	\$10	6,074,650	JUMBO BUCKS 300X	2/3/20			7	50.98%	27,595	9,737	18,748	23	\$3,001,380.00	\$3,424,060.00	\$4,128,060.00	\$4,757,890.00
	2196	\$10	13,192,900	MONOPOLY 100X	1/6/20			11	40.56%	24,619	10,581	117,509	18	\$3,419,640.00	\$3,980,290.00	\$4,496,440.00	\$4,923,200.00
	2245	\$20	12,034,525	MILLION DOLLAR LOTERIA	3/2/20			3	4.25%	29,762	7,404	419,553	12	\$3,633,360.00	\$4,036,860.00	\$2,560,100.00	\$0
	2197	\$20	8,934,650	MONOPOLY 200X	1/6/20			11	29.97%	26,575	9,691	210,029	31	\$3,323,440.00	\$3,826,400.00	\$4,412,800.00	\$4,761,060.00
2145	\$20	7,217,400	MULTIPLIER SPECTACULAR	2/3/20			7	23.01%	27,462	9,090	181,666	33	\$3,592,500.00	\$4,173,820.00	\$4,819,200.00	\$5,448,360.00	
2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			1	0.97%	39,201	7,435	426,370	8	\$3,508,140.00	\$0	\$0	\$0	
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			131	0.00%	0	0	2,172	16	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			131	0.00%	0	0	70	765	\$0	\$0	\$0	\$0
	2105	\$1	9,056,850	WILD CHERRY DOUBLER	12/16/19			14	88.73%	3,220	2,131	0	846	\$119,471.00	\$186,241.00	\$203,202.00	\$233,851.00
	2124	\$1	853,200	WINNING 7S	8/8/19			32	0.00%	0	0	4,198	577	\$0	\$0	\$0	\$0
	2161	\$2	34,822,125	BINGO EXTRA	10/7/19			24	45.85%	16,046	9,097	122,345	32	\$1,173,778.00	\$1,306,206.00	\$1,376,544.00	\$1,303,190.00
	2162	\$2	40,877,750	BREAK THE BANK	8/5/19			33	51.55%	17,136	9,934	127,670	22	\$1,275,016.00	\$1,428,786.00	\$1,548,550.00	\$1,449,702.00
	2179	\$2	5,454,125	VETERANS CASH	10/21/19			22	83.78%	3,225	1,228	0	2,107	\$66,270.00	\$84,856.00	\$125,532.00	\$158,534.00
	2080	\$2	35,449,750	WEEKLY GRAND	8/19/19			31	40.36%	14,513	9,861	140,512	27	\$796,224.00	\$936,694.00	\$996,012.00	\$954,080.00

Liability for 2105 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 12/04/2018 - 12/31/2037

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$1.00	199068	\$199,068.00	585868	\$585,868.00	74.64%	6759937
2	2	N/A	\$2.00	67639	\$135,278.00	234247	\$468,494.00	77.59%	7027619
3	3	N/A	\$2.00	111822	\$223,644.00	250524	\$501,048.00	69.14%	6261855
4	4	N/A	\$4.00	16057	\$64,228.00	64388	\$257,552.00	80.04%	7249082
5	5	N/A	\$4.00	31659	\$126,636.00	79048	\$316,192.00	71.40%	6466852
6	6	N/A	\$5.00	15196	\$75,980.00	65278	\$326,390.00	81.12%	7346634
7	7	N/A	\$8.00	10768	\$86,144.00	29525	\$236,200.00	73.28%	6636475
8	8	N/A	\$10.00	2645	\$26,450.00	7398	\$73,980.00	73.66%	6671569
9	9	N/A	\$10.00	3310	\$33,100.00	16807	\$168,070.00	83.55%	7566658
10	10	N/A	\$20.00	2903	\$58,060.00	17192	\$343,840.00	85.55%	7748463
11	11	N/A	\$20.00	3007	\$60,140.00	17160	\$343,200.00	85.09%	7706428
12	0	N/A	\$40.00	186	\$7,440.00	1081	\$43,240.00	85.32%	7727272
13	0	N/A	\$40.00	166	\$6,640.00	1095	\$43,800.00	86.84%	7864592
14	0	N/A	\$40.00	621	\$24,840.00	1912	\$76,480.00	75.48%	6836437
15	0	N/A	\$50.00	421	\$21,050.00	2659	\$132,950.00	86.33%	7818884
16	0	N/A	\$100.00	577	\$57,700.00	1977	\$197,700.00	77.41%	7010725
17	0	N/A	\$100.00	70	\$7,000.00	565	\$56,500.00	88.98%	8058457
18	0	N/A	\$1,000.00	6	\$6,000.00	45	\$45,000.00	88.24%	7991338
Totals:				466121	\$1,219,398.00	1,376,769	\$4,216,504.00		

NO. OF TICKETS: 9,056,850
 NO. POOLS: 25.16
 PACK SIZE: 150
 PACKS/POOL: 2,400
 PACKS/GAME: 60,379

Minimum: 8,820,000
 Maximum: 9,180,000

TEXAS LOTTERY COMMISSION
 "WILD CHERRY DOUBLER" - GAME NO. 2105
 END OF PRODUCTION PRIZE STRUCTURE
 20-Nov-18

VERSION A

PRIZE TIER	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	\$1 TICKETS	ODDS OF 1 IN:	WINNERS IN POOLS	REVENUE	PRIZE FUND	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE OF FUND**	VALIDATION TIER LEVELS	PAYOUT %
1	1	L	\$1	1	9,056,850	11.54	784,936	\$9,056,850	\$5,435,902	31,200.00	\$784,936	14.44%		
2	2	L	\$2	1		30.00	301,886			12,000.00	\$603,772	11.11%		
3	3	L	\$1**2X**	1		25.00	362,346			14,400.00	\$724,692	13.33%		
4	4	L	\$4	1		112.58	80,445			3,200.00	\$321,780	5.92%		
5	5	L	\$2**2X**	1		81.81	110,707			4,400.00	\$442,828	8.15%		
6	6	L	\$5	1		112.54	80,474			3,200.00	\$402,370	7.40%		
7	7	L	\$4**2X**	1		224.77	40,293			1,600.00	\$322,344	5.93%		
8	8	L	\$5**2X**	1		901.81	10,043			400.00	\$100,430	1.85%		
9	9	L	\$10	1		450.21	20,117			800.00	\$201,170	3.70%		
10	10	L	\$5 x 4	4		450.70	20,095			800.00	\$401,900	7.39%		
11	11	L	\$20	1		449.09	20,167			800.00	\$403,340	7.42%		86.64% LOW TIER
12	0	M	\$20 + \$10 + \$5**2X**	3		7,182.26	1,267			50.00	\$50,680	0.93%		
13	0	M	\$10 x 4	4		1,261	1,261			50.00	\$50,440	0.93%		
14	0	M	\$20**2X**	1		3,575.51	2,533			100.00	\$101,320	1.86%		
15	0	M	\$50	1		2,940.54	3,080			122.00	\$154,000	2.83%		
16	0	M	\$50**2X**	1		3,516.14	2,554			102.00	\$255,400	4.70%		
17	0	M	\$50 + \$20 x 2 + \$10	4		14,262.76	635			25.00	\$63,500	1.17%		12.42% MID TIER
18	0	H	\$1,000	1		177,585.29	51			2.03	\$51,000	0.94%		0.94% HIGH TIER
							1,842,890			73,251.03	\$5,435,902	100.00%		100.00%

NOTE: "2X" = Win DOUBLE the PRIZE by revealing one (1) "Cherry" Play Symbol.

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 150 tickets.
 ** Numbers are rounded.

Consolidated odds are 1 in:

\$1	11.54
\$2	13.64
\$4	47.38
\$5	112.54
\$8	224.77
\$10	300.29
\$20	224.95
\$40	1,789.54
\$50	2,940.54
\$100	2,840.03
\$1,000	177,585.29
	51
	1,842,890



INTEROFFICE MEM

Gary Grief, Executive Director Michael P. Farrell, Charitable

51009-050
13000-
21050-000
51050-0
11-89
107-0-0-0-0
0-0000

Payment Approval

December 12, 2018

DB

The attached invoice(s) for service is being submitted for approval.

Vendor Name: Pollard Banknote Limited
P.O. Number (if applicable): 360-19-9010RL001
Invoice Number: 8509865
Tx Game Name: Wild Cherry Doubler #2105

	<u>Quantity</u>	<u>Unit Price</u>	<u>Amount</u>
Ticket size 4x4	9056.85	9.49	\$85,949.51
Four colour process	9056.85	2.40	\$21,736.44

Total Amount

\$107,685.95

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock
Dale Bowersock (Instant Product Coordinator)
Please forward to the next person for approval

DB

12/13/18
Date

Robert Tironi
Robert Tironi (Products Manager)
Please forward to the next person for approval

12/13/18
Date

Ryan Mindell
Ryan Mindell (Lottery Operations Division Director)

12-13-18
Date

Please return to Maria Perez in the Office of the Controller by

Due to the Holidays please forward ASAP, thanks for you help.

[Handwritten signature]

INVOICE NO.: 8509865

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States
Terms: Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
December 10, 2018	1028308		5008

Order name: WILD CHERRY DOUBLER #2105
 PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 2.4 x 4	9,056,850	9.49 /M	85,949.51
Four colour process / Spectrum base graphics	9,056,850	2.40 /M	21,736.44

Under unit price '/M' = price per thousand.

Before Taxes:	107,685.95 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	107,685.95 USD

Banking Instructions:

TD New York
 31 W. 52nd Street
 New York, NY, 10019
 ABA# 026003243
 Bank Account # 3248176206

Delivery: Prepaid
 Tax ID/Contract Number: NA
 GST Registration Number: 819251463

2018 DEC 11 PM 4:54

**Instant Ticket Game Analysis
8/27/17-8/31/19**

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Average Number of Weeks for 85% Average Sell Through					Print Quantities			
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None
5M-9.99M	Week 13	Week 18	Week 15*	Week 18	None	3M	None	None	Week 57
10M-14.99M	None	None	None	Week 28	None	4M	None	None	None
15M-19.99M	Week 23*	None	Week 33	Week 40	Week 26*	5M	Week 36	None	None
20M-24.99M	None	None	None	Week 45*	Week 18	6M	None	None	None
25M-29.99M	Week 43	None	None	None	Week 25*	7M	None	None	None
30M-34.99M	Week 41*	None	None	None	Week 25*	8M	Week 38*	None	None
>35M	None	Week 66	Week 45*	Week 53*	Week 38	>9M	Week 49	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Average Weekly Dollar Sales at 85% Average Sell Through					Print Quantities			
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None
5M-9.99M	\$643,343	\$727,322	\$1,030,894	\$2,013,538	None	3M	None	None	\$2,730,007
10M-14.99M	None	None	None	\$1,919,318	None	4M	None	None	None
15M-19.99M	\$633,249	None	\$1,264,141	\$2,076,678	\$1,959,320	5M	\$2,904,017	None	None
20M-24.99M	None	None	None	\$2,010,891	\$3,723,656	6M	None	None	None
25M-29.99M	\$669,499	None	None	None	\$2,488,242	7M	None	None	None
30M-34.99M	\$629,856	None	None	None	\$2,822,095	8M	\$4,005,888	None	None
>35M	None	\$981,218	\$2,027,184	\$3,256,460	\$3,796,966	>9M	\$3,195,590	None	None

None = no games at this level with 85% sell through
* only one game at this level with 85% sell through

Excludes Promotional Tickets
Unaudited - For Internal Use Only