

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

5/26/2020

Game #	2201	Confirmed Packs	1,617
Game Name	\$50,000 Poker	Active Packs	1,670
Quantity Printed	6,234,900	Warehouse Packs	25
Price Point	\$5	Returned Packs	361
Start Date	2/3/2020	Printed Payout Percentage	68.03%
Top Prize	\$ 50,000	Percent Sold	94.93%
Number of Top Prizes Remaining	5	Number of Weeks Out	16

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 380,422	Actual ticket production costs
Prize payout expense	\$ 19,540,855	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 19,921,277

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 29,593,953	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 29,593,953

Excess of Revenue over Expended \$ 9,672,676

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

Previous 3 Weeks Sales from DaVinci		
Most recent week sales	\$	423,825
Next week	\$	588,595
Next week	\$	818,945
Avg Weekly Sales Current Game	\$	610,455
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	1,810,073
Percentage Of Variance In Sales		66%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2201	Printed Payout Percentage	68.03%
Game Name	\$50,000 Poker	Actual Payout Percentage	66.03%
Percent Sold	94.93%	Number of Weeks Out	16
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19

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

C

Executive Date

**Not Required
Over 85% Sold**

Bowersock, Dale

From: Tirloni, Robert
Sent: Monday, June 1, 2020 5:26 PM
To: Bowersock, Dale
Subject: FW: Game Close Analysis Documents
Attachments: 1828 Texas Loteria.pdf; 2074 Super Loteria.pdf; 2082 Super Crossword.pdf; 2144 Million Dollar Loteria.pdf; 2187 Diamond Dollars.pdf; 2200 Quick 7s.pdf; 2201 \$50,000 Poker.pdf; 2198 Hearts.pdf

I approve of the Game Closings attached for games 1828, 2074, 2082, 2144, 2187, 2200, 2201 and 2198.

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Tuesday, May 26, 2020 4:53 PM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: Game Close Analysis Documents

Approved. DB 5/26/2020

Attached are the Analysis documents for June Pre-Call.



Play the Games of Texas!

Da Vinci Report

5/26/20

Week End Date:5/23/20

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														5/23/20	5/16/20	5/9/20	5/2/20
Mature	2241	\$5	15,358,575	BINGO TIMES 20	2/17/20			14	31.16%	11,586	10,641	115,146	18	\$1,838,410.00	\$1,908,415.00	\$1,931,895.00	\$1,910,415.00
	2177	\$5	18,315,600	BONUS BREAK THE BANK	11/18/19			27	44.49%	10,039	9,937	111,861	18	\$1,765,090.00	\$1,849,570.00	\$1,746,260.00	\$1,701,540.00
	2195	\$5	20,072,100	MONOPOLY 50X	1/6/20			20	63.28%	12,133	10,801	70,477	30	\$2,622,365.00	\$2,612,045.00	\$2,508,825.00	\$2,603,980.00
	2237	\$5	40,877,775	SUPER LOTERIA	12/16/19			23	41.74%	19,452	12,242	276,079	12	\$5,124,890.00	\$4,976,350.00	\$4,604,980.00	\$4,504,325.00
	2192	\$5	7,218,150	TRIPLE DOUBLE 777 RED HOT	2/17/20			14	73.14%	8,870	6,866	7,783	95	\$1,386,450.00	\$1,437,300.00	\$1,518,265.00	\$1,616,565.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			90	76.02%	10,831	6,387	113,796	256	\$3,398,650.00	\$3,280,260.00	\$3,125,270.00	\$3,069,260.00
	2202	\$10	6,074,650	JUMBO BUCKS 300X	2/3/20			16	89.99%	6,667	3,718	134	305	\$1,480,840.00	\$2,085,640.00	\$2,704,570.00	\$3,254,900.00
	2167	\$10	26,558,050	MEGA LOTERIA	9/16/19			36	77.11%	20,799	10,404	79,760	22	\$7,410,950.00	\$7,161,210.00	\$6,851,110.00	\$6,780,120.00
	2196	\$10	13,192,900	MONOPOLY 100X	1/6/20			20	65.44%	14,437	10,155	60,980	16	\$3,984,880.00	\$3,932,090.00	\$3,945,430.00	\$4,075,440.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			158	52.42%	9,914	6,442	638,792	35	\$3,231,020.00	\$3,040,060.00	\$2,924,560.00	\$2,851,340.00
	2178	\$20	7,183,550	MONEY	10/21/19			31	87.47%	7,260	5,484	20,443	53	\$2,342,240.00	\$2,495,800.00	\$2,480,200.00	\$2,519,400.00
	2197	\$20	8,934,650	MONOPOLY 200X	1/6/20			20	47.33%	14,694	9,641	158,393	27	\$3,904,000.00	\$3,862,020.00	\$3,755,940.00	\$3,810,860.00
	2145	\$20	7,217,400	MULTIPLIER SPECTACULAR	2/3/20			16	45.78%	11,751	7,775	133,046	29	\$4,017,140.00	\$4,042,020.00	\$3,927,060.00	\$4,075,220.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			114	34.44%	4,829	2,946	882,927	31	\$2,081,580.00	\$2,113,350.00	\$2,071,710.00	\$2,049,240.00
	2173	\$30	5,135,150	HIT \$1,000,000	9/3/19			38	86.50%	10,008	6,783	7,467	60	\$3,098,520.00	\$3,192,300.00	\$2,879,460.00	\$3,012,570.00
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19			53	87.68%	6,174	3,466	16,485	91	\$2,631,600.00	\$2,522,050.00	\$2,479,050.00	\$2,484,750.00
	2190	\$50	5,506,820	PREMIER PLAY	12/2/19			25	55.54%	8,864	4,801	104,827	46	\$5,070,650.00	\$5,158,150.00	\$5,132,250.00	\$4,958,900.00
Out of Wareh	2207	\$5	7,098,225	JAMES BOND 007	3/2/20			12	89.38%	3,940	4,904	43	34	\$1,604,005.00	\$2,137,710.00	\$2,350,700.00	\$2,322,920.00
Sold/Closing	2188	\$1	9,075,750	ICY HOT 7S	12/2/19	4/8/20	5/23/20	25	93.23%	0	0	0	3,158	\$3,509.00	\$1,516.00	\$2,335.00	\$7,651.00
	2105	\$1	9,056,850	WILD CHERRY DOUBLER	12/16/19	5/3/20	6/17/20	23	94.18%	236	228	0	2,045	\$19,729.00	\$28,381.00	\$35,421.00	\$46,151.00
	2185	\$2	7,319,875	HOLIDAY CHEER	11/18/19	5/3/20	6/17/20	27	90.83%	107	34	0	4,431	-\$18,680.00	-\$7,240.00	-\$8,556.00	\$5,622.00
	2179	\$2	5,454,125	VETERANS CASH	10/21/19	5/3/20	6/17/20	31	87.15%	437	190	0	3,373	-\$12,484.00	\$14,652.00	\$18,824.00	\$40,870.00
	2115	\$2	7,216,500	WILD CASH	12/16/19	6/7/20	7/22/20	23	92.53%	1,651	1,094	1	622	\$100,580.00	\$105,942.00	\$126,076.00	\$152,242.00
	2052	\$3	35,669,250	\$50,000 BONUS CASHWORD	2/4/19	5/3/20	6/17/20	68	98.14%	458	255	95	2,547	\$54,672.00	\$112,893.00	\$154,908.00	\$219,048.00
	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			88	98.87%	2,481	1,592	12	693	\$208,287.00	\$298,737.00	\$402,534.00	\$562,092.00
	2201	\$5	6,234,900	\$50,000 POKER	2/3/20			16	94.93%	1,617	1,670	25	361	\$423,825.00	\$588,595.00	\$818,945.00	\$1,125,260.00
	2157	\$5	7,339,200	5X EL DINERO	10/7/19	4/8/20	5/23/20	33	79.74%	0	0	16,172	2,921	\$8,430.00	\$4,055.00	\$17,105.00	\$46,075.00
	2180	\$5	10,212,525	BONUS 7	10/21/19	6/7/20	7/22/20	31	99.02%	325	342	1	271	\$97,125.00	\$146,400.00	\$206,585.00	\$304,255.00
	2158	\$5	9,750,750	COWBOYS	8/19/19	4/8/20	5/23/20	40	61.75%	0	0	46,325	2,462	\$1,300.00	\$1,855.00	\$7,780.00	\$21,005.00
	2001	\$5	8,394,075	DEUCES WILD	12/2/19	6/7/20	7/22/20	25	72.69%	3,162	2,911	20,228	2,553	\$413,720.00	\$492,685.00	\$510,765.00	\$522,280.00
	2159	\$5	5,626,275	HOUSTON TEXANS	8/19/19	4/8/20	5/23/20	40	63.68%	0	0	23,748	2,492	\$2,930.00	-\$2,345.00	\$4,065.00	-\$5,835.00
	2088	\$5	7,343,025	MERRY MONEY	11/4/19	4/8/20	5/23/20	29	86.83%	0	0	209	11,353	-\$9,535.00	-\$11,740.00	-\$24,815.00	-\$32,685.00

Liability for 2201 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 01/07/2020 - 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	\$5.00	49127	\$245,635.00	546676	\$2,733,380.00	91.75%	5720800
2	2	N/A	\$10.00	27011	\$270,110.00	347108	\$3,471,080.00	92.78%	5784746
3	3	N/A	\$15.00	7573	\$113,595.00	103257	\$1,548,855.00	93.17%	5808870
4	4	N/A	\$20.00	906	\$18,120.00	12918	\$258,360.00	93.45%	5826275
5	5	N/A	\$20.00	1735	\$34,700.00	25974	\$519,480.00	93.74%	5844501
6	0	N/A	\$25.00	4515	\$112,875.00	62998	\$1,574,950.00	93.31%	5817934
7	0	N/A	\$50.00	570	\$28,500.00	8087	\$404,350.00	93.42%	5824377
8	0	N/A	\$50.00	924	\$46,200.00	16368	\$818,400.00	94.66%	5901737
9	0	N/A	\$50.00	835	\$41,750.00	14724	\$736,200.00	94.63%	5900293
10	0	N/A	\$75.00	1894	\$142,050.00	31748	\$2,381,100.00	94.37%	5883883
11	0	N/A	\$75.00	1951	\$146,325.00	32644	\$2,448,300.00	94.36%	5883280
12	0	N/A	\$100.00	99	\$9,900.00	1288	\$128,800.00	92.86%	5789871
13	0	N/A	\$100.00	375	\$37,500.00	6059	\$605,900.00	94.17%	5871504
14	0	N/A	\$100.00	269	\$26,900.00	4878	\$487,800.00	94.77%	5909042
15	0	N/A	\$200.00	32	\$6,400.00	495	\$99,000.00	93.93%	5856310
16	0	N/A	\$200.00	53	\$10,600.00	819	\$163,800.00	93.92%	5855943
17	0	N/A	\$200.00	45	\$9,000.00	825	\$165,000.00	94.83%	5912405
18	0	N/A	\$200.00	68	\$13,600.00	1163	\$232,600.00	94.48%	5890486
19	0	N/A	\$500.00	6	\$3,000.00	172	\$86,000.00	96.63%	6024734
20	0	N/A	\$500.00	23	\$11,500.00	325	\$162,500.00	93.39%	5822823
21	0	N/A	\$500.00	13	\$6,500.00	255	\$127,500.00	95.15%	5932460
22	0	N/A	\$2,500.00	5	\$12,500.00	11	\$27,500.00	68.75%	4286493
23	0	N/A	\$2,500.00	28	\$70,000.00	44	\$110,000.00	61.11%	3810216
24	0	N/A	\$50,000.00	5	\$250,000.00	5	\$250,000.00	50.00%	3117449
Totals:				98062	\$1,667,260.00	1,218,841	\$19,540,855.00		



INTEROFFICE ME

Gary Grief, Executive Director Michael P. Farrell, Charita

Payment Approval

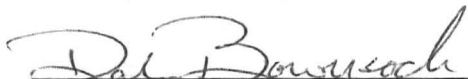
January 17, 2020

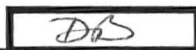
The attached invoice(s) for service is being submitted for approval.

Vendor Name: Pollard Banknote Limited
P.O. Number (if applicable): 362-19-9010RL006
Invoice Number: 8514037
Tx Game Name: Game #2201 \$50,000 Poker
Invoice Amount: \$380,421.58 ~~55~~

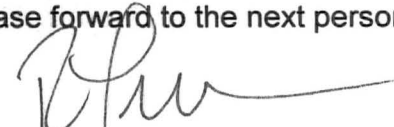
L short pay \$.01 - see email attached

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


Dale Bowersock (Scratch Ticket Strategy Coordinator)
Please forward to the next person for approval



1/21/2020
Date


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

1/27/2020
Date


Ryan Mindell (Lottery Operations Division Director)

1-28-2020
Date

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

January 27, 2020

POLLARD

banknote limited

140 Otter Street
Winnipeg, Manitoba
Canada R3T 0M8
Phone: (204) 474-2323
Fax: (204) 453-1375

INVOICE NO.: 8514037

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

Invoice Date	Order No.	Your Order	Customer No.
January 14, 2020	1063447		5008

Order name: \$50,000 Poker #2201
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	6,234,900	23.01 /M	143,465.05
Foil stock (10pt) C1S	6,234,900	7.60 /M	47,385.24
Additional base colour on back	6,234,900	3.84 /M	23,942.02
Four colour process / Spectrum overprints	6,234,900	8.00 /M	49,879.20
Integrated Overprints / Continuous Image	6,234,900	8.00 /M	49,879.20
Flood UV varnish on ticket front	6,234,900	2.43 /M	15,150.81
Dual colour Imaging	6,234,900	7.68 /M	47,884.03
Point of Sale Promotional Item	1	2,836.01 Ea	2,836.01

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

Before Taxes:	380,421.56 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	380,421.56 USD

Banking Instructions:

TD Bank, NA
2035 Limestone Rd.
Wilmington, DE 19808
ABA# 026013673
Bank Account # 3248176206

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

RECEIVED
2020 JAN 16 PM 4:56
OFFICE OF THE
CONTROLLER

NO. OF TICKETS (+/-2%):
NO. POOLS:
PACK SIZE:
PACKS/POOL:
PACKS/GAME:

6,234,900
17
75
4,800
83,132

Minimum Quantity:
Maximum Quantity:

5,997,600
6,242,400

TEXAS LOTTERY COMMISSION
"\$50,000 POKER" - GAME NO. 2201
END OF PRODUCTION PRIZE STRUCTURE
17-Dec-19

VERSION A

6,234,900				\$5 TICKETS		\$31,174,500	REVENUE	PRIZE FUND	\$21,208,115	PAYOUT %	68.03%	
PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 17 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$5	1	\$5	10.46	595,803	7.17	34,401.37	\$2,979,015	14.05%	LOW TIER 43.44%
2	2	L	\$10	1	\$10	16.67	374,119	4.50	21,601.44	\$3,741,190	17.64%	
3	3	L	\$15	1	\$15	56.26	110,830	1.33	6,399.27	\$1,662,450	7.84%	
4	4	L	\$20	1	\$20	451.02	13,824	0.17	798.19	\$276,480	1.30%	
5	5	L	\$5 + \$15	2	\$20	225.01	27,709	0.33	1,599.90	\$554,180	2.61%	
6	0	M	\$25	1	\$25	92.35	67,513	0.81	3,900.00	\$1,687,825	7.96%	
7	0	M	\$50	1	\$50	720.21	8,657	0.10	500.00	\$432,850	2.04%	
8	0	M	\$10 x 2 + \$15 x 2	4	\$50	360.57	17,292	0.21	1,000.00	\$864,600	4.08%	
9	0	M	\$5 + \$10 x 2 + \$25	4	\$50	400.73	15,559	0.19	900.00	\$777,950	3.67%	
10	0	M	\$25 x 3	3	\$75	185.33	33,642	0.40	1,943.00	\$2,523,150	11.90%	
11	0	M	\$5 + \$10 + \$20 x 3	5	\$75	180.23	34,595	0.41	1,991.00	\$2,594,625	12.23%	MID TIER 53.16%
12	0	M	\$100	1	\$100	4,495.24	1,387	0.02	80.00	\$138,700	0.65%	
13	0	M	\$5 x 2 + \$10 + \$15 x 2 + \$25 x 2	7	\$100	969.06	6,434	0.08	370.00	\$643,400	3.03%	
14	0	M	\$5 + \$20 + \$75	3	\$100	1,211.37	5,147	0.06	300.00	\$514,700	2.43%	
15	0	M	\$200	1	\$200	11,830.93	527	0.01	30.00	\$105,400	0.50%	
16	0	M	\$25 x 8	8	\$200	7,150.11	872	0.01	50.00	\$174,400	0.82%	
17	0	M	\$15 x 5 + \$50 + \$75	7	\$200	7,166.55	870	0.01	50.00	\$174,000	0.82%	
18	0	M	\$20 x 10	10	\$200	5,064.91	1,231	0.01	70.00	\$246,200	1.16%	
19	0	M	\$500	1	\$500	35,027.53	178	0.00	10.00	\$89,000	0.42%	
20	0	M	\$50 x 10	10	\$500	17,916.38	348	0.00	20.00	\$174,000	0.82%	HIGH TIER 3.39%
21	0	M	\$50 x 2 + \$100 x 4	6	\$500	23,264.55	268	0.00	15.00	\$134,000	0.63%	
22	0	H	\$2,500	1	\$2,500	389,681.25	16	0.00	1.00	\$40,000	0.19%	
23	0	H	\$50 x 2 + \$100 x 4 + \$500 x 4	10	\$2,500	86,595.83	72	0.00	4.00	\$180,000	0.85%	
24	0	H	\$50,000	1	\$50,000	623,490.00	10 ***	0.00	0.58	\$500,000	2.36%	
						4.73	1,316,903	15.84	76,034.75	\$21,208,115	100.00%	100.00%
						4.7345						

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets.
** Numbers are rounded.
*** This Number of prizes is guaranteed delivery to the Lottery.

Consolidated odds are 1 in:	\$5	10.46	595,803
	\$10	16.67	374,119
	\$15	56.26	110,830
	\$20	150.12	41,533
	\$25	92.35	67,513
	\$50	150.21	41,508
	\$75	91.37	68,237
	\$100	480.79	12,968
	\$200	1,781.40	3,500
	\$500	7,852.52	794
	\$2,500	70,851.14	88
	\$50,000	623,490.00	10
			1,316,903

Instant Ticket Game Analysis
2/25/18-2/29/20

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 13	Week 18	Week 16	Week 19	3M	None	None	None	Week 56*
10M-14.99M	None	None	None	Week 27	4M	Week 16*	None	None	Week 61*
15M-19.99M	Week 23	None	Week 34*	Week 26*	5M	Week 26*	Week 25*	Week 40*	None
20M-24.99M	None	None	None	None	6M	Week 20	Week 25*	None	None
25M-29.99M	Week 28*	None	None	None	7M	Week 25*	Week 64*	None	None
30M-34.99M	Week 56*	None	None	None	8M	Week 23	Week 38*	None	None
>35M	None	Week 60	Week 56	Week 47*	>9M	Week 27	Week 49*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$616,770	\$761,968	\$962,270	\$1,810,073	3M	None	None	None	\$2,732,470
10M-14.99M	None	None	None	\$1,848,221	4M	\$2,364,236	None	None	\$3,177,965
15M-19.99M	\$631,464	None	\$1,225,446	\$3,225,872	5M	\$1,959,320	\$4,111,875	\$3,795,213	None
20M-24.99M	None	None	None	None	6M	\$3,291,377	\$4,223,614	None	None
25M-29.99M	\$900,100	None	None	None	7M	\$2,488,242	\$1,950,276	None	None
30M-34.99M	\$462,626	None	None	None	8M	\$3,151,041	\$4,005,888	None	None
>35M	None	\$1,085,176	\$1,761,946	\$3,641,275	>9M	\$4,077,657	\$3,200,387	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

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