

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 11/23/2020

Game #	2232	Confirmed Packs	4,213
Game Name	Triple 777	Active Packs	2,850
Quantity Printed	9,168,000	Warehouse Packs	1,216
Price Point	\$1	Returned Packs	694
Start Date	8/3/2020	Printed Payout Percentage	60.09%
Top Prize	\$ 1,000	Percent Sold	83.83%
Number of Top Prizes Remaining	4	Number of Weeks Out	16

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 136,236	Actual ticket production costs
Prize payout expense	\$ 4,332,784	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 4,469,020

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 7,685,534	Based on # of tkts printed, times % sold from DaVinci report, times the price point
-----------------	--------------	---

Total Estimated Benefits \$ 7,685,534

Excess of Revenue over Expended **\$ 3,216,514**

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	\$	198,105
Next week	\$	231,491
Next week	\$	268,245
Avg Weekly Sales Current Game	\$	232,614
Avg Weekly Sales \$1; 5M - 9.99M Qty	\$	598,210
Percentage Of Variance In Sales		61%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2232	Printed Payout Percentage	60.09%
Game Name	Triple 777	Actual Payout Percentage	56.38%
Percent Sold	83.83%	Number of Weeks Out	16
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			14

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 Date

Executive Director Date

Bowersock, Dale

From: Grief, Gary
Sent: Tuesday, December 1, 2020 3:20 PM
To: Pyka, Kathy
Cc: Sanchez, Sheila; Bowersock, Dale; Stuckey, Kelly
Subject: RE: Under 85% Sold - Close Analysis Documents

Approved and thanks.

From: Pyka, Kathy <Kathy.Pyka@lottery.state.tx.us>
Sent: Tuesday, December 1, 2020 3:17 PM
To: Grief, Gary <Gary.Grief@lottery.state.tx.us>
Cc: Sanchez, Sheila <Sheila.Sanchez@lottery.state.tx.us>; Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>; Stuckey, Kelly <Kelly.Stuckey@lottery.state.tx.us>
Subject: FW: Under 85% Sold - Close Analysis Documents
Importance: High

Gary,

I have reviewed and approved the two attached game closings and recommend your approval. Following your review, please forward to Dale Bowersock for further processing.

Thanks, Kathy

From: Stuckey, Kelly <Kelly.Stuckey@lottery.state.tx.us>
Sent: Tuesday, December 1, 2020 3:01 PM
To: Pyka, Kathy <Kathy.Pyka@lottery.state.tx.us>
Subject: FW: Under 85% Sold - Close Analysis Documents
Importance: High

Kathy, I have reviewed the attached two games and they are ready for your approval.

From: Mindell, Ryan <Ryan.Mindell@lottery.state.tx.us>
Sent: Tuesday, November 24, 2020 10:48 AM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>; Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>; Stuckey, Kelly <Kelly.Stuckey@lottery.state.tx.us>
Subject: FW: Under 85% Sold - Close Analysis Documents
Importance: High

Approved

From: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Sent: Tuesday, November 24, 2020 9:43 AM
To: Mindell, Ryan <Ryan.Mindell@lottery.state.tx.us>
Cc: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Subject: FW: Under 85% Sold - Close Analysis Documents
Importance: High

Ryan, I'm approving the two attached Game Closing Analysis Documents, 11/24/2020. –RT

Please forward to Kelly Stuckey. Thanks.

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

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, November 23, 2020 4:12 PM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: Under 85% Sold - Close Analysis Documents

Approved. DB 11/23/2020

Attached are game close analysis documents for games closing which are under 85% sold.
Pre-call date will be Friday, December 4, 2020.

If you approve the analysis, please forward it to the next person on the Approval list below with "Approved".

Approvals Required:

Dale Bowersock
Robert Tirloni
Ryan Mindell
Kathy Pyka (via Kelly Stuckey)
Gary Grief

Thank you,



Dale Bowersock
Scratch Ticket Strategy Coordinator
Phone: 800-375-6886, 5166
Direct: 512-344-5166



Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														11/21/20	11/14/20	11/7/20	10/31/20
Baseline	2252	\$1	12,231,900	\$5,000 EXTREME CASH	9/8/20			11	58.07%	10,123	7,435	14,385	17	\$464,146.00	\$500,916.00	\$583,360.00	\$618,498.00
	2259	\$1	10,139,550	7-11-21	10/5/20			7	52.69%	15,953	9,273	3,652	11	\$705,366.00	\$696,913.00	\$823,690.00	\$888,496.00
	2265	\$1	9,176,250	TIC TAC SNOW	11/2/20			3	18.69%	15,386	13,287	18,348	6	\$726,985.00	\$634,934.00	\$353,005.00	\$0
	2246	\$2	35,700,000	BONUS GAME BINGO	9/21/20			9	13.21%	13,926	8,918	222,417	5	\$1,154,712.00	\$1,220,826.00	\$1,337,008.00	\$1,148,168.00
	2240	\$2	40,055,875	BREAK THE BANK	9/21/20			9	12.16%	14,069	9,105	252,819	5	\$1,153,706.00	\$1,246,970.00	\$1,299,434.00	\$1,189,412.00
	2269	\$2	7,308,125	GIFTS GALORE	11/16/20			1	4.25%	24,534	10,252	18,751	5	\$621,550.00	\$250.00	\$0	\$0
	2257	\$2	7,317,750	LUCKY NO. 13	9/8/20			11	67.49%	6,540	5,223	5,734	5	\$560,520.00	\$647,388.00	\$745,176.00	\$816,262.00
	2262	\$2	5,953,375	VETERANS CASH	10/19/20			5	15.66%	9,025	10,310	19,653	0	\$454,626.00	\$477,414.00	\$337,228.00	\$249,126.00
	2266	\$3	4,939,750	WINTER WORDS	11/2/20			3	30.16%	12,739	10,028	2,669	15	\$1,846,710.00	\$1,674,435.00	\$947,937.00	\$375.00
	2253	\$5	13,996,275	\$200,000 EXTREME CASH	9/8/20			11	48.63%	20,644	9,103	62,845	28	\$2,074,105.00	\$2,160,265.00	\$2,398,575.00	\$2,572,095.00
	2270	\$5	7,327,125	CAESARS	11/16/20			1	5.57%	32,458	10,849	45,080	4	\$2,041,085.00	\$1,125.00	\$0	\$0
	2267	\$5	7,281,750	HOLIDAY BUCKS	11/2/20			3	20.78%	30,883	13,385	29,568	21	\$2,794,520.00	\$2,955,560.00	\$1,813,640.00	\$750.00
	2260	\$5	9,129,300	LADY LUCK 7	10/5/20			7	45.16%	19,477	8,997	35,560	14	\$2,324,430.00	\$2,320,325.00	\$2,634,195.00	\$2,924,890.00
	2263	\$5	7,337,700	MONEY MULTIPLIER	10/19/20			5	41.07%	30,248	10,925	12,222	15	\$2,609,565.00	\$2,911,740.00	\$3,358,755.00	\$3,818,050.00
	2249	\$5	54,041,700	SUPER LOTERIA	11/2/20			3	3.23%	39,844	11,651	639,255	43	\$4,243,960.00	\$3,279,850.00	\$1,199,555.00	\$375.00
	2254	\$10	11,095,550	\$500,000 EXTREME CASH	9/8/20			11	41.10%	24,565	10,237	92,034	18	\$3,615,440.00	\$3,434,770.00	\$3,401,540.00	\$3,333,400.00
	2271	\$10	8,192,300	COOL RICHES	9/21/20			9	30.10%	26,236	9,327	76,267	199	\$2,256,340.00	\$2,311,720.00	\$2,455,440.00	\$2,326,970.00
	2264	\$10	5,629,800	MERRY MAGIC	10/19/20			5	35.72%	22,669	10,724	34,034	16	\$4,239,470.00	\$4,215,880.00	\$4,291,990.00	\$4,492,830.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			11	26.61%	22,116	8,370	231,469	18	\$3,361,800.00	\$3,294,100.00	\$3,291,060.00	\$3,477,640.00
	2040	\$20	7,214,300	MAD MONEY MULTIPLIER	10/19/20			5	15.39%	26,253	10,096	203,561	19	\$4,351,940.00	\$4,524,780.00	\$4,705,560.00	\$4,920,880.00
	2298	\$20	11,819,775	MILLION DOLLAR LOTERIA	11/16/20			1	1.74%	42,482	7,185	410,042	3	\$4,107,120.00	\$1,000.00	\$0	\$0
	2274	\$50	5,139,100	500X LOTERIA SPECTACULAR	10/5/20			7	23.97%	25,737	7,872	157,031	13	\$8,707,550.00	\$8,132,850.00	\$8,692,900.00	\$8,891,950.00
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			166	0.00%	0	0	2,164	22	\$0	\$0	\$0	\$0
	2216	\$1	17,132,100	HOT 7S	6/1/20			25	89.48%	4,884	4,390	966	748	\$294,119.00	\$354,597.00	\$394,054.00	\$410,196.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			166	0.00%	0	0	70	765	\$0	\$0	\$0	\$0
	2232	\$1	9,168,000	TRIPLE 777	8/3/20			16	83.83%	4,213	2,850	1,216	694	\$198,105.00	\$231,491.00	\$268,245.00	\$275,736.00
	2124	\$1	853,200	WINNING 7S	8/8/19			67	0.00%	0	0	4,198	576	\$0	\$0	\$0	\$0
	2060	\$2	35,449,750	WEEKLY GRAND	8/19/19			66	79.34%	8,938	7,877	37,743	28	\$688,818.00	\$669,678.00	\$694,830.00	\$676,726.00
	2062	\$2	7,065,750	WILD TRIPLER	7/20/20			18	89.03%	2,261	1,380	271	1,532	\$156,098.00	\$179,980.00	\$230,792.00	\$259,762.00
	2168	\$3	35,604,750	\$50,000 BONUS CASHWORD	2/17/20			40	70.57%	12,534	8,080	59,638	24	\$1,824,105.00	\$1,843,569.00	\$2,034,852.00	\$2,021,394.00

Liability for 2232 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 07/08/2020 - 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	\$1.00	237365	\$237,365.00	730427	\$730,427.00	75.47%	6919415
2	2	N/A	\$2.00	77642	\$155,284.00	268854	\$537,708.00	77.59%	7113656
3	3	N/A	\$3.00	52134	\$156,402.00	171879	\$515,637.00	76.73%	7034353
4	4	N/A	\$3.00	41471	\$124,413.00	152022	\$456,066.00	78.57%	7203039
5	5	N/A	\$6.00	13222	\$79,332.00	47806	\$286,836.00	78.33%	7181710
6	6	N/A	\$10.00	9702	\$97,020.00	41263	\$412,630.00	80.96%	7422725
7	7	N/A	\$20.00	5728	\$114,560.00	24848	\$496,960.00	81.27%	7450499
8	0	N/A	\$30.00	797	\$23,910.00	3243	\$97,290.00	80.27%	7359362
9	0	N/A	\$30.00	868	\$26,040.00	3376	\$101,280.00	79.55%	7292923
10	0	N/A	\$50.00	661	\$33,050.00	2927	\$146,350.00	81.58%	7479023
11	0	N/A	\$60.00	622	\$37,320.00	2682	\$160,920.00	81.17%	7442062
12	0	N/A	\$90.00	485	\$43,650.00	2142	\$192,780.00	81.54%	7475392
13	0	N/A	\$100.00	442	\$44,200.00	1869	\$186,900.00	80.87%	7414535
14	0	N/A	\$1,000.00	4	\$4,000.00	11	\$11,000.00	73.33%	6723199
Totals:				441143	\$1,176,546.00	1,453,349	\$4,332,784.00		

NO. OF TICKETS: 9,168,000
 NO. POOLS: 25
 PACK SIZE: 150
 PACKS/POOL: 2,400
 PACKS/GAME: 61,120

Minimum: 8,984,640
 Maximum: 9,351,360

TEXAS LOTTERY COMMISSION
 "TRIPLE 777" - GAME NO. 2232
 END OF PRODUCTION PRIZE STRUCTURE
 26-Jun-20

VERSION A

9,168,000 \$1 TICKETS \$9,168,000 REVENUE PRIZE FUND \$5,509,330 PAYOUT % 60.09%

PRIZE TIER	PRIZE LEVEL REFERENCE NUMBER	TIER CODE	GET:	# OF WAYS		ODDS OF 1 IN:	WINNERS IN	WINNERS IN	WINNERS IN	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
				TO WIN:	WIN:		25.47 POOLS	150 (PER PACK*)	360,000 (Per Pool)			
1	1	L	\$1	1	\$1	9.47	967,792	15.83	38,002.304	\$967,792	17.57%	
2	2	L	\$2	1	\$2	26.46	346,496	5.67	13,605.864	\$692,992	12.58%	
3	3	L	\$1"3X"	1	\$3	40.93	224,013	3.67	8,796.322	\$672,039	12.20%	
4	4	L	\$3	1	\$3	47.38	193,493	3.17	7,597.893	\$580,479	10.54%	
5	5	L	\$2"3X"	1	\$6	150.23	61,028	1.00	2,396.387	\$366,168	6.65%	
6	6	L	\$10	1	\$10	179.89	50,965	0.83	2,001.243	\$509,650	9.25%	
7	7	L	\$20	1	\$20	299.84	30,576	0.50	1,200.628	\$611,520	11.10%	79.88% LOW TIER
8	0	M	\$30	1	\$30	2,269.31	4,040	0.07	158.000	\$121,200	2.20%	
9	0	M	\$10"3X"	1	\$30	2,160.23	4,244	0.07	165.000	\$127,320	2.31%	
10	0	M	\$50	1	\$50	2,555.18	3,588	0.06	140.000	\$179,400	3.26%	
11	0	M	\$20"3X"	1	\$60	2,774.82	3,304	0.05	129.000	\$198,240	3.60%	
12	0	M	\$30"3X"	1	\$90	3,489.91	2,627	0.04	102.000	\$236,430	4.29%	
13	0	M	\$100	1	\$100	3,967.11	2,311	0.04	90.000	\$231,100	4.19%	19.85% MID TIER
14	0	H	\$1,000	1	\$1,000	611,200.00	15	-	0.589	\$15,000	0.27%	0.27% HIGH TIER
						4.84	1,894,492	30.99	74,385	\$5,509,330	100.00%	100.00%
						4.8393						

NOTE: "3X" = Win TRIPLE the prize by revealing one (1) "777" Play Symbol with two (2) matching prize amounts.

Consolidated odds are 1 in:

\$1	9.47	967,792
\$2	26.46	346,496
\$3	21.96	417,506
\$6	150.23	61,028
\$10	179.89	50,965
\$20	299.84	30,576
\$30	1,106.71	8,284
\$50	2,555.18	3,588
\$60	2,774.82	3,304
\$90	3,489.91	2,627
\$100	3,967.11	2,311
\$1,000	611,200.00	15
		1,894,492

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

CALLOUT: Not Applicable for this game.



INTEROFFICE MEMO

Gary Grief, Executive Director Tom Hanson, Charitable Bingo Operations Director

Payment Approval (VIA EMAIL)

July 14, 2020

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

Vendor Name	Pollard Banknote Limited
Invoice Number	8516370
Invoice Amount:	\$136,236.48
Tx Game Name:	Game #2232 Triple 777
P.O. Number (if applicable)	362-20-9010RL010

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

The above referenced invoices have 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

Date

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

Date

Ryan Mindell (Lottery Operations Division Director)

Date

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

July 24, 2020

INVOICE NO.: 8516370

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	Due Date: August 8, 2020

Invoice Date	Order No.	Your Order	Customer No.
July 9, 2020	1089591		5008

Order name: TRIPLE 777 #2232
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 2.4 x 4	9,168,000	9.49 /M	87,004.32
Four colour process / Spectrum base graphics	9,168,000	2.40 /M	22,003.20
Integrated Overprints / Continuous Image	9,168,000	2.40 /M	22,003.20
Additional scene within a book	9,168,000	0.57 /M	5,225.76

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

Before Taxes:	136,236.48 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	136,236.48 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

**Instant Ticket Game Analysis
8/26/18-8/30/20**

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 14	Week 16	Week 16	Week 17	3M	None	None	None	None
10M-14.99M	None	None	None	Week 27	4M	Week 16*	None	None	Week 56
15M-19.99M	Week 23*	None	Week 33	Week 26*	5M	Week 26*	Week 22*	Week 27	None
20M-24.99M	None	None	None	Week 48	6M	Week 14	Week 21	None	None
25M-29.99M	Week 30	None	None	None	7M	Week 18	Week 45	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 20*	Week 35*	None	None
>35M	None	Week 54*	Week 62	Week 47*	>9M	Week 40	None	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	\$598,210	\$786,271	\$962,270	\$1,910,553	3M	None	None	None	None
10M-14.99M	None	None	None	\$1,965,388	4M	\$2,364,236	None	None	\$3,525,563
15M-19.99M	\$629,679	None	\$1,405,386	\$3,225,872	5M	\$1,959,320	\$4,672,585	\$5,273,477	None
20M-24.99M	None	None	None	\$2,129,434	6M	\$4,039,631	\$5,031,851	None	None
25M-29.99M	\$838,549	None	None	None	7M	\$3,610,003	\$3,302,718	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,479,987	\$4,349,250	None	None
>35M	None	\$1,286,299	\$1,629,327	\$3,641,275	>9M	\$4,179,750	None	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