

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 2/17/2022

Game #	2341	Confirmed Packs	2,169
Game Name	Special Edition Crossword	Active Packs	2,431
Quantity Printed	7,326,000	Warehouse Packs	399
Price Point	\$5	Returned Packs	118
Start Date	10/22/2021	Printed Payout Percentage	68.05%
Top Prize	\$ 100,000	Percent Sold	93.43%
Number of Top Prizes Remaining	0	Number of Weeks Out	16

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 310,558	Actual ticket production costs
Prize payout expense	\$ 22,948,945	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 23,259,503

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 34,223,409	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 34,223,409

**Excess of Revenue over Expended** **\$ 10,963,906**

**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	\$	824,035
Next week	\$	1,136,245
Next week	\$	1,487,110
Avg Weekly Sales Current Game	\$	1,149,130
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	1,904,150
<b>Percentage Of Variance In Sales</b>		<b>40%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	2341	Printed Payout Percentage	68.05%
Game Name	Special Edition Crossword	Actual Payout Percentage	67.06%
Percent Sold	93.43%	Number of Weeks Out	16
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			17

\*No games at the 6M Qty so 5M was used. Only one game at this level with 85% sell through.

**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):

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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

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**From:** WebsiteSupport@lottery.state.tx.us  
**Sent:** Thursday, February 17, 2022 5:24 AM  
**To:** WEBSITE\_SCRATCH\_ZTP  
**Subject:** ZTP Occurrence: Date 02/16/2022

All top prizes for the following game(s) have been claimed as of 02/16/2022.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
2341	Special Edition Crossword	\$5	\$100,000	5	5		0	0	10/22/2021				02/16/2022

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.



# Play the Games of Texas!

**Da Vinci Report**
**2/17/22**

**Week End Date: 2/12/22**

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/12/22	2/5/22	1/29/22	1/22/22
Sold/Closing	2297	\$5	7,320,450	GREAT 8S	8/2/21	1/10/22	2/24/22	28	84.65%	123	45	7,970	3,399	\$34,525.00	\$54,165.00	\$79,805.00	\$170,000.00
	2379	\$5	7,152,450	RED HOT \$100,000	10/4/21			19	90.83%	2,819	2,729	1,138	232	\$607,995.00	\$698,190.00	\$782,040.00	\$854,255.00
	2273	\$5	7,333,500	ROSE GOLD RICHES	6/7/21	1/9/22	2/23/22	36	80.89%	13	19	13,974	3,622	\$4,815.00	\$17,290.00	\$15,925.00	\$32,305.00
	2341	\$5	7,326,000	SPECIAL EDITION CROSSWORD	10/22/21			16	93.43%	2,169	2,431	399	118	\$824,035.00	\$1,136,245.00	\$1,487,110.00	\$1,929,245.00
	2249	\$5	54,041,700	SUPER LOTERIA	11/2/20	2/27/22	4/13/22	67	99.24%	928	490	526	1,633	\$194,610.00	\$227,205.00	\$304,825.00	\$373,840.00
	2295	\$5	7,196,175	TEXAS RED WHITE & BLUE	6/21/21	1/9/22	2/23/22	34	66.03%	22	19	26,319	4,948	\$6,115.00	\$10,880.00	-\$14,530.00	\$10,895.00
	2335	\$10	12,021,150	\$50 OR \$100!	12/7/20	2/6/22	3/23/22	62	88.90%	548	256	20,452	1,863	\$190,590.00	\$239,410.00	\$340,300.00	\$393,750.00
	2347	\$10	11,256,950	777	4/19/21	2/27/22	4/13/22	43	79.77%	1,492	1,493	40,480	102	\$500,920.00	\$555,940.00	\$566,550.00	\$538,880.00
	2258	\$10	39,197,450	MEGA LOTERIA	3/15/21			48	95.76%	19,117	6,939	466	73	\$6,607,070.00	\$7,990,540.00	\$7,788,210.00	\$7,560,920.00
	2303	\$10	10,887,100	RUBY RED 7S	5/3/21	1/9/22	2/23/22	41	96.31%	49	34	389	5,476	\$35,940.00	\$64,540.00	\$124,000.00	\$244,620.00
	2292	\$10	10,252,350	WILD \$10	3/1/21	2/6/22	3/23/22	50	71.69%	332	465	54,428	425	\$186,210.00	\$260,420.00	\$293,780.00	\$308,400.00
	2287	\$20	8,996,025	\$1,000,000 CROSSWORD	2/1/21	1/4/22	2/18/22	54	98.00%	52	0	330	4,911	\$4,300.00	\$4,440.00	\$30,580.00	\$68,800.00
	2304	\$20	8,984,625	DIAMOND WHITE 7S	5/3/21	1/9/22	2/23/22	41	70.95%	58	47	93,378	7,489	\$52,000.00	\$91,720.00	\$206,280.00	\$356,300.00
	2338	\$50	5,118,680	500X LOTERIA SPECTACULAR	3/15/21	2/27/22	4/13/22	48	96.59%	2,436	832	82	2,477	\$600,950.00	\$712,300.00	\$807,050.00	\$783,100.00
	2312	\$50	6,731,160	MILLIONAIRE CLUB	4/19/21			43	90.54%	13,454	4,882	8,631	78	\$4,072,650.00	\$3,838,150.00	\$3,861,650.00	\$3,813,200.00

**Liability for 2341 / for Life to Date**

Product Status:  
Active

SmartCash Enabled:  
N/A

Validation Range: 09/22/2021 - 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	95551	\$477,755.00	637141	\$3,185,705.00	86.96%	6370609
2	2	N/A	\$5.00	8543	\$42,715.00	89137	\$445,685.00	91.25%	6685275
3	3	N/A	\$10.00	8404	\$84,040.00	89314	\$893,140.00	91.40%	6695945
4	4	N/A	\$10.00	8653	\$86,530.00	89001	\$890,010.00	91.14%	6676852
5	5	N/A	\$10.00	7487	\$74,870.00	90157	\$901,570.00	92.33%	6764267
6	6	N/A	\$10.00	7595	\$75,950.00	90109	\$901,090.00	92.23%	6756514
7	7	N/A	\$15.00	3662	\$54,930.00	45148	\$677,220.00	92.50%	6776362
8	8	N/A	\$15.00	3664	\$54,960.00	45146	\$677,190.00	92.49%	6776062
9	9	N/A	\$15.00	7007	\$105,105.00	90673	\$1,360,095.00	92.83%	6800475
10	10	N/A	\$15.00	5240	\$78,600.00	68018	\$1,020,270.00	92.85%	6801985
11	11	N/A	\$15.00	1830	\$27,450.00	22618	\$339,270.00	92.51%	6777628
12	12	N/A	\$20.00	1692	\$33,840.00	22694	\$453,880.00	93.06%	6817692
13	13	N/A	\$20.00	3415	\$68,300.00	45431	\$908,620.00	93.01%	6813812
14	14	N/A	\$20.00	1761	\$35,220.00	22661	\$453,220.00	92.79%	6797743
15	15	N/A	\$20.00	1666	\$33,320.00	22756	\$455,120.00	93.18%	6826240
16	16	N/A	\$20.00	1760	\$35,200.00	22688	\$453,760.00	92.80%	6798604
17	0	N/A	\$25.00	1459	\$36,475.00	19181	\$479,525.00	92.93%	6808139
18	0	N/A	\$25.00	1327	\$33,175.00	18987	\$474,675.00	93.47%	6847433
19	0	N/A	\$25.00	1996	\$49,900.00	28506	\$712,650.00	93.46%	6846598
20	0	N/A	\$25.00	915	\$22,875.00	13294	\$332,350.00	93.56%	6854236
21	0	N/A	\$25.00	432	\$10,800.00	5696	\$142,400.00	92.95%	6809545
22	0	N/A	\$50.00	1043	\$52,150.00	15288	\$764,400.00	93.61%	6858115
23	0	N/A	\$50.00	1967	\$98,350.00	28613	\$1,430,650.00	93.57%	6854769
24	0	N/A	\$50.00	941	\$47,050.00	13298	\$664,900.00	93.39%	6841853
25	0	N/A	\$50.00	939	\$46,950.00	12793	\$639,650.00	93.16%	6825045
26	0	N/A	\$50.00	621	\$31,050.00	8546	\$427,300.00	93.23%	6829714
27	0	N/A	\$100.00	542	\$54,200.00	7643	\$764,300.00	93.38%	6840881
28	0	N/A	\$100.00	521	\$52,100.00	7328	\$732,800.00	93.36%	6839715
29	0	N/A	\$200.00	122	\$24,400.00	1580	\$316,000.00	92.83%	6800869
30	0	N/A	\$500.00	63	\$31,500.00	871	\$435,500.00	93.25%	6831847
31	0	N/A	\$1,000.00	10	\$10,000.00	57	\$57,000.00	85.07%	6232567
32	0	N/A	\$1,000.00	8	\$8,000.00	59	\$59,000.00	88.06%	6451253
33	0	N/A	\$100,000.00	0	\$0.00	5	\$500,000.00	100.00%	7325999
			<b>Totals:</b>	<b>180836</b>	<b>\$1,977,760.00</b>	<b>1,674,437</b>	<b>\$22,948,945.00</b>		

NO. OF TICKETS: 7,326,000  
 NO. POOLS: 20  
 PACK SIZE: 75  
 PACKS/POOL: 4,800  
 PACKS/GAME: 97,680

Minimum: 7,056,000  
 Maximum: 7,344,000

TEXAS LOTTERY COMMISSION  
 "SPECIAL EDITION CROSSWORD" - GAME NO. 2341  
 END OF PRODUCTION PRIZE STRUCTURE  
 19-Aug-21

VERSION B

7,200,000

\$5 TICKETS

\$36,630,000

REVENUE

PRIZE FUND

\$24,926,705

PAYOUT %

68.05%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 20.35 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	3 WORDS	1	\$5	10.00	732,692	7.50	36,000,000	\$3,663,460	14.70%	
2	2	L	(\$5) BONUS WORD	1	\$5	75.00	97,680	1.00	4,800,000	\$488,400	1.96%	
3	3	L	4 WORDS	1	\$10	74.97	97,718	1.00	4,800,000	\$977,180	3.92%	
4	4	L	3 WORDS x 2	2	\$10	75.02	97,654	1.00	4,800,000	\$976,540	3.92%	
5	5	L	3 WORDS + (\$5) BONUS WORD	2	\$10	75.03	97,644	1.00	4,800,000	\$976,440	3.92%	
6	6	L	(\$10) BONUS WORD	1	\$10	74.98	97,704	1.00	4,800,000	\$977,040	3.92%	
7	7	L	5 WORDS	1	\$15	150.09	48,810	0.50	2,400,000	\$732,150	2.94%	
8	8	L	4 WORDS + 3 WORDS	2	\$15	150.09	48,810	0.50	2,400,000	\$732,150	2.94%	
9	9	L	3 WORDS x 2 + (\$5) BONUS WORD	3	\$15	75.00	97,680	1.00	4,800,000	\$1,465,200	5.88%	
10	10	L	4 WORDS + (\$5) BONUS WORD	2	\$15	100.00	73,258	0.75	3,600,000	\$1,098,870	4.41%	
11	11	L	(\$15) BONUS WORD	1	\$15	299.66	24,448	0.25	1,200,000	\$366,720	1.47%	
12	12	L	5 WORDS + 3 WORDS	2	\$20	300.42	24,386	0.25	1,200,000	\$487,720	1.96%	
13	13	L	4 WORDS + (\$10) BONUS WORD	2	\$20	149.98	48,846	0.50	2,400,000	\$976,920	3.92%	
14	14	L	4 WORDS x 2	2	\$20	299.98	24,422	0.25	1,200,000	\$488,440	1.96%	
15	15	L	5 WORDS + (\$5) BONUS WORD	2	\$20	299.98	24,422	0.25	1,200,000	\$488,440	1.96%	LOW-TIER
16	16	L	(\$20) BONUS WORD	1	\$20	299.66	24,448	0.25	1,200,000	\$488,960	1.96%	61.72%
17	0	M	6 WORDS	1	\$25	354.94	20,640	0.211	1,015,000	\$516,000	2.07%	
18	0	M	5 WORDS + 4 WORDS	2	\$25	360.64	20,314	0.208	1,000,000	\$507,850	2.04%	
19	0	M	4 WORDS + 3 WORDS + (\$10) BONUS WORD	3	\$25	240.18	30,502	0.313	1,500,000	\$762,550	3.06%	
20	0	M	4 WORDS x 2 + (\$5) BONUS WORD	3	\$25	515.59	14,209	0.146	700,000	\$355,225	1.43%	
21	0	M	(\$25) BONUS WORD	1	\$25	1,195.50	6,128	0.063	300,000	\$153,200	0.61%	
22	0	M	7 WORDS	1	\$50	448.59	16,331	0.167	800,000	\$816,550	3.28%	
23	0	M	6 WORDS + (\$25) BONUS WORD	2	\$50	239.57	30,580	0.313	1,500,000	\$1,529,000	6.13%	
24	0	M	6 WORDS + 5 WORDS + (\$10) BONUS WORD	3	\$50	514.50	14,239	0.146	700,000	\$711,950	2.86%	
25	0	M	5 WORDS + 4 WORDS + (\$25) BONUS WORD	3	\$50	533.50	13,732	0.141	675,000	\$686,600	2.75%	
26	0	M	(\$50) BONUS WORD	1	\$50	799.17	9,167	0.094	450,000	\$458,350	1.84%	
27	0	M	8 WORDS	1	\$100	895.05	8,185	0.083	400,000	\$818,500	3.28%	
28	0	M	7 WORDS + (\$50) BONUS WORD	2	\$100	933.37	7,849	0.080	385,000	\$784,900	3.15%	
29	0	M	8 WORDS + (\$100) BONUS WORD	2	\$200	4,304.35	1,702	0.017	82,000	\$340,400	1.37%	MID-TIER
30	0	M	9 WORDS	1	\$500	7,843.68	934	0.009	45,000	\$467,000	1.87%	35.74%
31	0	H	10 WORDS	1	\$1,000	109,343.28	67	0.001	3,292	\$67,000	0.27%	
32	0	H	9 WORDS + (\$500) BONUS WORD	2	\$1,000	109,343.28	67	0.001	3,292	\$67,000	0.27%	HIGH-TIER
33	0	H	11 WORDS	1	\$100,000	1,465,200.00	5 ***	0.000	0.246	\$500,000	2.01%	2.54%
						3.95	1,855,273	18.99	91,158.830	\$24,926,705	100.00%	100.00%
						3.9487						

Consolidated odds are 1 in:

\$5	8.82	830,372
\$10	18.75	390,720
\$15	25.00	293,006
\$20	50.00	146,524
\$25	79.81	91,793
\$50	87.16	84,049
\$100	456.90	16,034
\$200	4,304.35	1,702
\$500	7,843.68	934
\$1,000	54,671.64	134
\$100,000	1,465,200.00	5
		1,855,273

\* Each of the following GLEPS will be used in approximately 25% of each pack of 75 tickets.  
 \*\* Numbers are rounded.  
 \*\*\* This number of prizes is guaranteed delivery to the Lottery.

CALLOUT: Not applicable for this game



# INTEROFFICE MEMO

Gary Grief, Executive Director    LaDonna Castañuela, Charitable Bingo Operations Director

## Payment Approval

September 24, 2021

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

<b>Vendor Name</b>	<u>Pollard</u>
<b>P.O. Number (if applicable)</b>	<u>362-21-9010RL018</u>
<b>Tx Game Name</b>	<u>Game #2341 Special Edition Crossword</u>
<b>Invoice Number</b>	<u>8523512</u>
<b>Invoice Amount</b>	<u>\$310,558.48</u>

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.

JB

9/24/2021



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

9/27/2021

Date

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

9/27/2021

Date

*Ryan Mindell*  
 Ryan Mindell (Lottery Operations Division Director)

9/28/2021

Date

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

**In an effort to close out FY 21 please forward ASAP, thank you for your help.**



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

## INVOICE NO.: 8523512

<b>Sold To:</b> Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	<b>Ship To:</b> IGT Texas Distribution Center 8520 Tuscany Way Building #6, Suite 100 Attn: Texas Lottery Warehouse Rep Austin, Texas 78754 United States
<b>Terms:</b> Net 30 days after date of invoice	<b>Due Date:</b> October 22, 2021

Invoice Date	Order No.	Your Order	Customer No.
September 22, 2021	1124409		5008

**Order name:** SPECIAL EDITION CROSSWORD #2341  
**PO Number:**

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,326,000	22.52 /M	164,981.52
Foil stock (10pt) C2S	7,326,000	7.60 /M	55,677.60
Four colour process / Spectrum base graphics	7,326,000	8.00 /M	58,608.00
Translucent marking system	7,326,000	2.24 /M	16,410.24
Multiple Play Area	7,326,000	1.60 /M	11,721.60
Inserts	1	3,159.52 Ea	3,159.52

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

<b>Before Taxes:</b>	310,558.48 <b>USD</b>
<b>Freight:</b>	0.00
<b>Deposit:</b>	0.00
<b>Amount Due:</b>	310,558.48 <b>USD</b>

**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**  
8/25/19-8/28/21

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	A	B	C	D	Print Quantities	E	F	G	H
	Price Point					Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$30	\$50
< 5M	None	None	Week 10*	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 11*	Week 17	3M	None	None	None	None
10M-14.99M	Week 15	None	None	Week 19	4M	Week 16*	None	None	None
15M-19.99M	Week 23*	None	Week 29	Week 48	5M	Week 20	None	Week 38*	Week 36
20M-24.99M	None	None	None	Week 36	6M	Week 13	Week 23*	None	None
25M-29.99M	Week 32	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	None	None	None	8M	Week 21*	Week 40	None	None
>35M	None	None	Week 59	Week 44*	>9M	Week 30	Week 33	None	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	A	B	C	D	Print Quantities	E	F	G	H
	Price Point					Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$30	\$50
< 5M	None	None	\$1,280,407	None	2M	None	None	None	None
5M-9.99M	\$565,128	\$810,337	\$1,161,701	\$1,904,150	3M	None	None	None	None
10M-14.99M	\$646,883	None	None	\$2,800,321	4M	\$2,364,236	None	None	None
15M-19.99M	\$638,272	None	\$1,669,812	\$1,515,020	5M	\$2,813,557	None	\$3,506,730	\$6,331,310
20M-24.99M	None	None	None	\$2,620,225	6M	\$4,264,362	\$4,577,513	None	None
25M-29.99M	\$786,285	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	None	None	None	8M	\$3,283,703	\$3,828,587	None	None
>35M	None	None	\$1,688,331	\$3,934,727	>9M	\$4,643,288	\$6,280,238	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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