

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

**Scratch Ticket Information**

Date Completed

8/29/2022

Game #	2391	Confirmed Packs	2,090
Game Name	30th Anniversary	Active Packs	1,336
Quantity Printed	7,341,975	Warehouse Packs	22,692
Price Point	\$5	Returned Packs	3,171
Start Date	4/4/2022	Printed Payout Percentage	68.02%
Top Prize	\$ 100,000	Percent Sold	67.59%
Number of Top Prizes Remaining	4	Number of Weeks Out	21

**Current Game Sales Analysis****TANGIBLE COSTS****Expenditure Impact:**

Cost to print tickets	\$ 607,592	Actual ticket production costs
Prize payout expense	\$ 15,939,955	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs**      \$ 16,547,547

**TANGIBLE BENEFITS****Revenue Impact:**

Estimated sales	\$ 24,812,205	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits**      \$ 24,812,205

**Excess of Revenue over Expended**      **\$ 8,264,658**

**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	\$	194,105
Next week	\$	230,265
Next week	\$	256,235
Avg Weekly Sales Current Game	\$	226,868
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,829,626
<b>Percentage Of Variance In Sales</b>		<b>88%</b>

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

**Instant Ticket Information**

Game #	2391	Printed Payout Percentage	68.02%
Game Name	30th Anniversary	Actual Payout Percentage	64.24%
Percent Sold	67.59%	Number of Weeks Out	21
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):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Caleb Bowersock*

8/29/2022

Scratch Ticket Strategy Coordinator      Date

*Robert Lee*

8/31/2022

Products Manager      Date

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

*Roy Mitchell*

9/2/2022

Lottery Operations Division Director      Date

*KG Kelly Stuckey*

9/5/2022

Controller      Date

*Gary Brief*

9/5/2022

Executive Director      Date



**Da Vinci Report** **8/29/22**

**Week End Date:8/27/22**

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														8/27/22	8/20/22	8/13/22	8/6/22
Mature	2357	\$5	10,248,900	\$50,000 POKER	2/7/22			29	64.19%	1,625	1,005	42,241	2,960	\$185,980.00	\$219,985.00	\$229,355.00	\$255,245.00
	2391	\$5	7,341,975	30TH ANNIVERSARY	4/4/22			21	67.59%	2,090	1,336	22,692	3,171	\$194,105.00	\$230,265.00	\$256,235.00	\$336,435.00
	2409	\$5	5,930,400	50X SPEEDWAY RICHES	4/18/22			19	58.38%	2,766	1,764	19,116	5,528	\$220,000.00	\$281,530.00	\$327,690.00	\$422,645.00
	2428	\$5	23,203,950	BINGO TIMES 20	4/11/22			20	22.46%	14,024	8,196	215,588	25	\$1,351,750.00	\$1,389,205.00	\$1,359,895.00	\$1,437,695.00
	2247	\$5	18,355,500	BONUS BREAK THE BANK	12/28/20			87	88.82%	5,121	2,919	18,071	24	\$367,865.00	\$358,565.00	\$378,220.00	\$403,940.00
	2374	\$5	27,786,375	POWER 50X	1/3/22			34	53.09%	11,235	6,209	153,402	96	\$954,665.00	\$920,780.00	\$979,550.00	\$1,052,930.00
	2425	\$5	32,632,050	SUPER CROSSWORD	2/24/22			26	37.92%	16,011	8,472	242,743	29	\$2,059,270.00	\$2,064,410.00	\$2,063,215.00	\$2,089,605.00
	2342	\$5	59,686,425	SUPER LOTERIA	10/18/21			45	69.25%	25,144	13,294	200,711	23	\$4,665,370.00	\$4,544,135.00	\$4,467,900.00	\$4,605,275.00
	2366	\$5	7,333,350	TEXAS EDITION BUCKS & TRUCKS	3/7/22			25	83.60%	1,600	1,073	10,134	1,517	\$152,520.00	\$183,365.00	\$213,645.00	\$244,530.00
	2333	\$10	28,628,600	\$250,000 50X CASHWORD	12/20/21			36	44.46%	20,524	8,368	285,925	52	\$3,307,420.00	\$3,205,380.00	\$3,229,720.00	\$3,280,460.00
	2396	\$10	11,502,650	\$500,000 FRENZY	5/2/22			17	43.43%	17,310	8,200	102,588	7	\$1,782,800.00	\$1,870,840.00	\$1,843,220.00	\$2,057,660.00
	2348	\$10	11,152,000	\$50 OR \$100	12/6/21			38	78.74%	11,122	4,666	28,640	49	\$1,083,330.00	\$1,183,590.00	\$1,239,720.00	\$1,441,460.00
	2393	\$10	11,938,450	BIG CASH	4/4/22			21	54.56%	11,182	5,754	89,578	43	\$1,398,990.00	\$1,482,900.00	\$1,521,070.00	\$1,659,130.00
	2380	\$10	12,227,050	CASH CELEBRATION	2/7/22			29	47.00%	7,100	3,315	117,627	53	\$620,920.00	\$668,390.00	\$706,350.00	\$747,410.00
	2433	\$10	49,110,750	MEGA LOTERIA	2/7/22			29	50.33%	37,548	12,724	430,898	15	\$8,034,530.00	\$7,899,780.00	\$7,624,520.00	\$7,919,540.00
	2375	\$10	22,860,600	POWER 100X	1/3/22			34	44.05%	14,827	7,076	231,625	35	\$1,545,730.00	\$1,505,460.00	\$1,562,540.00	\$1,712,020.00
	2397	\$20	6,721,025	\$1,000,000 FRENZY	5/2/22			17	36.54%	18,983	8,078	141,229	22	\$1,877,400.00	\$1,889,180.00	\$1,726,600.00	\$1,947,400.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			41	35.50%	15,436	5,762	399,311	78	\$1,677,020.00	\$1,533,460.00	\$1,374,340.00	\$1,393,400.00
	2376	\$20	10,149,100	POWER 200X	1/3/22			34	56.10%	16,265	6,920	152,382	44	\$1,665,840.00	\$1,707,280.00	\$1,615,320.00	\$1,724,180.00
	2411	\$20	7,928,475	ULTIMATE 7S	2/21/22			27	65.79%	12,275	4,968	89,054	42	\$1,768,600.00	\$1,758,980.00	\$1,695,880.00	\$1,795,600.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			232	67.98%	10,875	5,475	416,737	67	\$2,197,770.00	\$2,248,920.00	\$2,070,030.00	\$2,170,350.00
	2387	\$30	9,009,725	PREMIER CASH	4/4/22			21	31.81%	15,534	7,607	220,336	31	\$2,969,640.00	\$2,931,750.00	\$2,801,430.00	\$2,928,030.00
	2358	\$50	5,984,660	\$1,000,000 ULTIMATE	12/20/21			36	61.90%	17,157	5,157	89,570	45	\$2,582,350.00	\$2,647,050.00	\$2,641,500.00	\$2,947,400.00
	2378	\$50	6,116,960	\$200,000,000 CASH BLOWOUT!	3/7/22			25	50.22%	18,567	5,791	125,696	53	\$3,492,600.00	\$3,506,650.00	\$3,550,750.00	\$3,775,550.00
	2344	\$50	10,279,600	500X LOTERIA SPECTACULAR	10/18/21			45	55.15%	20,332	5,951	201,479	55	\$4,939,850.00	\$4,732,950.00	\$4,631,150.00	\$5,009,900.00
	2340	\$50	6,606,400	CASINO MILLIONS	9/20/21			49	87.29%	14,130	4,566	20,910	87	\$2,403,000.00	\$2,359,850.00	\$2,313,650.00	\$2,607,000.00
	2400	\$100	10,379,010	\$20 MILLION SUPREME	5/16/22			15	19.81%	25,145	9,940	516,354	54	\$10,447,400.00	#####	#####	#####
Sold/Closing	2384	\$1	16,942,500	EZ LOTERIA	3/7/22			25	91.27%	4,398	3,562	117	394	\$159,009.00	\$229,749.00	\$256,963.00	\$315,982.00
	2310	\$2	9,234,500	\$30,000 JACKPOT	3/21/22	9/4/22	10/19/22	23	56.34%	1,445	1,340	25,069	1,274	\$107,390.00	\$102,508.00	\$117,088.00	\$155,818.00
	2419	\$2	9,054,500	TRIPLE PLAY!	1/17/22	8/14/22	9/28/22	32	84.24%	291	317	6,812	656	\$23,796.00	\$49,090.00	\$77,918.00	\$102,606.00
	2352	\$5	18,177,675	\$200,000 JACKPOT	9/7/21	9/4/22	10/19/22	51	88.03%	2,507	2,934	17,164	537	\$571,165.00	\$651,945.00	\$722,495.00	\$749,420.00
	2382	\$5	7,334,550	LUCKY	2/21/22	8/26/22	10/10/22	27	76.49%	773	749	14,317	4,904	\$103,850.00	\$141,790.00	\$130,230.00	\$177,880.00

**Liability for 2391 / for Life to Date**Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 03/02/2022 - 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	311883	\$1,559,415.00	536593	\$2,682,965.00	63.24%	4643210
2	2	N/A	\$10.00	110662	\$1,106,620.00	199262	\$1,992,620.00	64.29%	4720436
3	3	N/A	\$10.00	110404	\$1,104,040.00	199644	\$1,996,440.00	64.39%	4727594
4	4	N/A	\$20.00	39936	\$798,720.00	74288	\$1,485,760.00	65.04%	4775009
5	5	N/A	\$20.00	17191	\$343,820.00	31754	\$635,080.00	64.88%	4763245
6	0	N/A	\$30.00	22325	\$669,750.00	42947	\$1,288,410.00	65.80%	4830797
7	0	N/A	\$30.00	11225	\$336,750.00	21396	\$641,880.00	65.59%	4815575
8	0	N/A	\$50.00	17043	\$852,150.00	31956	\$1,597,800.00	65.22%	4788264
9	0	N/A	\$50.00	13838	\$691,900.00	26900	\$1,345,000.00	66.03%	4848031
10	0	N/A	\$50.00	1382	\$69,100.00	2684	\$134,200.00	66.01%	4846498
11	0	N/A	\$100.00	2174	\$217,400.00	3960	\$396,000.00	64.56%	4739846
12	0	N/A	\$100.00	1998	\$199,800.00	3764	\$376,400.00	65.32%	4796111
13	0	N/A	\$100.00	2794	\$279,400.00	5377	\$537,700.00	65.81%	4831452
14	0	N/A	\$100.00	1056	\$105,600.00	2028	\$202,800.00	65.76%	4827991
15	0	N/A	\$300.00	70	\$21,000.00	137	\$41,100.00	66.18%	4859181
16	0	N/A	\$300.00	603	\$180,900.00	1127	\$338,100.00	65.14%	4782893
17	0	N/A	\$300.00	219	\$65,700.00	359	\$107,700.00	62.11%	4560154
18	0	N/A	\$1,000.00	14	\$14,000.00	18	\$18,000.00	56.25%	4129860
19	0	N/A	\$1,000.00	10	\$10,000.00	17	\$17,000.00	62.96%	4622725
20	0	N/A	\$1,000.00	3	\$3,000.00	5	\$5,000.00	62.50%	4588734
21	0	N/A	\$100,000.00	4	\$400,000.00	1	\$100,000.00	20.00%	1468394
<b>Totals:</b>				<b>664834</b>	<b>\$9,029,065.00</b>	<b>1,184,217</b>	<b>\$15,939,955.00</b>		

NO. OF TICKETS (+/-2%): **7,341,975** Minimum Quantity: 7,056,000  
 NO. POOLS: 20.39 Maximum Quantity: 7,344,000  
 PACK SIZE: 75  
 PACKS/POOL: 4,800  
 PACKS/GAME: 97,893

TEXAS LOTTERY COMMISSION  
 "30TH ANNIVERSARY" - GAME NO. 2391  
 END OF PRODUCTION PRIZE STRUCTURE  
 23-Feb-22

7,341,975 \$5 TICKETS \$36,709,875 REVENUE PRIZE FUND \$24,969,020 PAYOUT % **68.02%**

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 20.39 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	8.65	848,476	8.67	41,603	\$4,242,380	16.99%	
2	2	L	\$10	1	\$10	23.69	309,924	3.17	15,197	\$3,099,240	12.41%	
3	3	L	\$5"2X"	1	\$10	23.68	310,048	3.17	15,203	\$3,100,480	12.42%	
4	4	L	\$10"2X"	1	\$20	64.28	114,224	1.17	5,601	\$2,284,480	9.15%	LOW-TIER
5	5	L	\$20	1	\$20	150.00	48,945	0.50	2,400	\$978,900	3.92%	54.89%
6	0	M	\$5 + \$5"5X"	2	\$30	112.48	65,272	0.67	3,200	\$1,958,160	7.84%	****
7	0	M	\$30	1	\$30	225.07	32,621	0.33	1,600	\$978,630	3.92%	****
8	0	M	\$10"5X"	1	\$50	149.84	48,999	0.50	2,400	\$2,449,950	9.81%	
9	0	M	\$10"2X" + \$30	2	\$50	180.22	40,738	0.42	2,000	\$2,036,900	8.16%	
10	0	M	\$50	1	\$50	1,805.70	4,066	0.04	200	\$203,300	0.81%	
11	0	M	\$100	1	\$100	1,196.93	6,134	0.06	300	\$613,400	2.46%	
12	0	M	\$20"5X"	1	\$100	1,274.21	5,762	0.06	282	\$576,200	2.31%	
13	0	M	\$5 x 2 + \$10"5X" + \$20"2X"	4	\$100	898.54	8,171	0.08	400	\$817,100	3.27%	
14	0	M	\$50"2X"	1	\$100	2,380.67	3,084	0.03	150	\$308,400	1.24%	
15	0	M	\$300	1	\$300	35,468.48	207	0.00	10	\$62,100	0.25%	
16	0	M	\$30 x 10	10	\$300	4,243.92	1,730	0.02	84	\$519,000	2.08%	MID-TIER
17	0	M	\$30"5X" + \$30 x 5	6	\$300	12,702.38	578	0.01	28	\$173,400	0.69%	42.84%
18	0	H	\$20 x 5 + \$30 x 20 + \$100 x 3	28	\$1,000	229,436.72	32	0.00	1.57	\$32,000	0.13%	
19	0	H	\$30 x 10 + \$50"2X" + \$100 x 6	17	\$1,000	271,925.00	27	0.00	1.32	\$27,000	0.11%	
20	0	H	\$1,000	1	\$1,000	917,746.88	8	0.00	0.39	\$8,000	0.03%	HIGH-TIER
21	0	H	\$100,000	1	\$100,000	1,468,395.00	5 ***	0.00	0.25	\$500,000	2.00%	2.27%

Note: "2X" = win DOUBLE the prize by revealing one (1) "2X" Play Symbol.  
 Note: "5X" = win 5 TIMES the prize by revealing one (1) "5X" Play Symbol.

Consolidated odds are 1 in:	\$	Winners
\$5	8.65	848,476
\$10	11.84	619,972
\$20	45.00	163,169
\$30	75.00	97,893
\$50	78.27	93,803
\$100	317.13	23,151
\$300	2,919.27	2,515
\$1,000	109,581.72	67
\$100,000	1,468,395.00	5
		<u>1,849,051</u>

\* 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.  
 \*\*\*\* The \$30 prize levels are included in the GLEPS but should be programmed as a Mid-Tier prize and not part of the Low-Tier file.

<b>CALLOUT:</b>	Not applicable for this game.
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# INTEROFFICE MEMO

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

## Payment Approval

March 4, 2022

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

Vendor Name	<u>Pollard</u>
P.O. Number (if applicable)	<u>362-22-9010RL005</u>
Tx Game Name	<u>Game #2391 30th Anniversary</u>

<u>Invoice Number:</u>	<u>Invoice Amount:</u>
8526202	\$607,991.92

<b>less sanction letter dated 3/3/22</b>	<b>-\$400.00</b>
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<b>Total Amount</b>	<b>\$607,591.92</b>
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The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

JB

3/4/2022

3/4/2022

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

Date

3/4/2022

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

Date

3/6/2022

Ryan Mindell (Lottery Operations Division Director)

Date

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

**March 14, 2022**





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

## INVOICE NO.: 8526202

<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
Terms: Net 30 days after date of invoice	Due Date: March 30, 2022

Invoice Date	Order No.	Your Order	Customer No.
February 28, 2022	1117216		5008

**Order name:** 30TH ANNIVERSARY #2391  
**PO Number:**

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,341,975	22.52 /M	165,341.28
Four colour process / Spectrum base graphics	7,341,975	8.00 /M	58,735.80
Silver Scratch FX®	7,341,975	48.00 /M	352,414.80
Multiple Play Area	7,341,975	1.60 /M	11,747.16
Silver Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	14,752.88 Ea	14,752.88

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

<b>Before Taxes:</b>	607,991.92 USD
<b>Freight:</b>	0.00
<b>Deposit:</b>	0.00
<b>Amount Due:</b>	607,991.92 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  
03/01/20-02/26/22**

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

Print Quantities	A	B	C	D	E	F	G	H
	Price Point				Price Point			
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50
< 5M	None	None	Week 10*	None	None	None	None	None
5M-9.99M	Week 15	Week 16	None	Week 19	Week 17	Week 39	None	Week 34
10M-14.99M	Week 15	None	None	Week 23	Week 33	Week 32	None	None
15M-19.99M	Week 23	None	Week 27*	None	Week 34*	None	None	None
20M-24.99M	None	None	None	Week 39	Week 41*	None	None	None
25M-29.99M	Week 32*	None	None	None	Week 36*	None	None	None
30M-34.99M	None	None	None	None	None	None	None	None
>35M	None	Week 63	Week 70*	Week 48*	Week 43*	None	None	None

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

Print Quantities	A	B	C	D	E	F	G	H
	Price Point				Price Point			
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50
< 5M	None	None	\$1,280,407	None	None	None	None	None
5M-9.99M	\$523,427	\$836,412	None	\$1,829,626	\$3,575,687	\$4,083,763	None	\$6,822,934
10M-14.99M	\$646,883	None	None	\$2,572,905	\$3,255,577	\$6,279,880	None	None
15M-19.99M	\$637,501	None	\$1,754,298	None	\$4,557,575	None	None	None
20M-24.99M	None	None	None	\$2,543,539	\$4,377,999	None	None	None
25M-29.99M	\$795,571	None	None	None	\$6,250,278	None	None	None
30M-34.99M	None	None	None	None	None	None	None	None
>35M	None	\$1,031,140	\$1,494,231	\$4,784,040	\$7,855,672	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