

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

**Scratch Ticket Information**

Date Completed

12/28/2023

Game #	2531	Confirmed Packs	8,247
Game Name	Holiday Loteria	Active Packs	14,169
Quantity Printed	5,898,600	Warehouse Packs	190
Price Point	\$3	Returned Packs	25
Start Date	10/30/2023	Printed Payout Percentage	65.75%
Top Prize	\$ 50,000	Percent Sold	65.05%
Number of Top Prizes Remaining	0	Number of Weeks Out	8

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 522,433	Actual ticket production costs
Prize payout expense	\$ 8,329,956	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 8,852,389

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 11,511,118	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 11,511,118

**Excess of Revenue over Expended** \$ 2,658,729

**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	\$	1,513,425
Next week	\$	1,522,317
Next week	\$	1,557,888
Avg Weekly Sales Current Game	\$	1,531,210
Avg Weekly Sales \$1; 15M - 19.99M Qty	\$	1,218,171
<b>Percentage Of Variance In Sales</b>		<b>-26%</b>

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

**Instant Ticket Information**

Game #	2531	Printed Payout Percentage	65.75%
Game Name	Holiday Loteria	Actual Payout Percentage	72.36%
Percent Sold	65.05%	Number of Weeks Out	8
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):

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*Not Required - All Top Prizes Claimed.*

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Scratch Ticket Strategy Coordinator      Date

*Not Required - All Top Prizes Claimed.*

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Products Manager      Date

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

*Not Required - All Top Prizes Claimed.*

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Lottery Operations Division Director      Date

*Not Required - All Top Prizes Claimed.*

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Controller      Date

*Not Required - All Top Prizes Claimed.*

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Deputy Executive Director      Date

*Not Required - All Top Prizes Claimed.*

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Executive Director      Date

## Bowersock, Dale

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**From:** WebsiteSupport@lottery.state.tx.us  
**Sent:** Thursday, December 28, 2023 5:17 AM  
**To:** WEBSITE\_SCRATCH\_ZTP  
**Subject:** ZTP Occurrence: Date 12/27/2023

All top prizes for the following game(s) have been claimed as of 12/27/2023.

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
2531	Holiday Loteria	\$3	\$50,000	5	5		0	0	10/30/2023				12/27/2023

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

12/28/23

Week End Date:12/23/23

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														12/23/23	12/16/23	12/9/23	12/2/23
Baseline	2530	\$1	10,987,950	JU\$T 1 BUCK	10/30/23			8	38.44%	6,069	21,506	13,787	8	\$682,052.00	\$620,076.00	\$595,677.00	\$629,795.00
	2322	\$2	7,235,625	10X THE CASH	12/18/23			1	3.00%	20,437	13,014	19,690	78	\$424,480.00	\$9,250.00	\$0	\$0
	2552	\$2	24,253,375	BREAK THE BANK	12/4/23			3	3.25%	19,175	14,052	151,098	33	\$763,896.00	\$531,978.00	\$270,920.00	\$7,500.00
	2492	\$2	6,048,000	VETERANS CASH	10/16/23			10	36.86%	9,489	6,885	11,204	19	\$416,542.00	\$493,000.00	\$712,750.00	\$917,040.00
	2531	\$3	5,898,600	HOLIDAY LOTERIA	10/30/23			8	65.05%	8,247	14,169	190	25	\$1,513,425.00	\$1,522,317.00	\$1,557,888.00	\$1,672,815.00
	2529	\$5	7,336,350	\$100 GRAND	10/16/23			10	44.77%	11,851	7,016	30,691	195	\$1,087,630.00	\$1,207,230.00	\$1,417,740.00	\$1,593,440.00
	2480	\$5	7,169,550	\$20,000,000 CASH SPECTACULAR!	12/18/23			1	3.86%	26,025	14,376	46,417	73	\$1,360,960.00	\$22,875.00	\$0	\$0
	2526	\$5	7,218,375	777 MULTIPLIER	10/2/23			12	61.89%	6,492	4,598	21,463	301	\$867,185.00	\$1,005,695.00	\$1,209,360.00	\$1,437,300.00
	2532	\$5	7,312,950	HOLIDAY 777	10/30/23			8	55.50%	10,328	16,268	11,057	7	\$2,336,020.00	\$2,330,960.00	\$2,441,170.00	\$2,708,690.00
	2537	\$5	7,324,125	LUCKY X10	12/4/23			3	23.19%	23,252	14,139	31,024	27	\$2,968,260.00	\$3,442,815.00	\$2,054,110.00	\$28,500.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			1	0.95%	44,648	12,252	333,634	63	\$1,416,155.00	\$19,500.00	\$0	\$0
	2534	\$5	7,059,750	WILD 7	11/15/23			5	34.13%	16,049	10,201	32,066	3	\$1,698,950.00	\$1,864,890.00	\$2,286,795.00	\$2,670,865.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			7	8.17%	10,045	6,829	128,759	16	\$1,506,220.00	\$1,337,180.00	\$1,244,440.00	\$1,120,170.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			12	43.05%	17,370	10,267	60,832	10	\$2,406,150.00	\$2,376,310.00	\$2,431,950.00	\$2,662,160.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			8	50.54%	17,700	17,955	16,472	12	\$4,278,440.00	\$3,938,080.00	\$3,862,390.00	\$4,243,460.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			3	6.66%	40,527	11,865	246,498	15	\$3,869,220.00	\$3,971,980.00	\$3,015,760.00	\$44,500.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			10	24.05%	39,971	10,306	246,980	20	\$5,349,460.00	\$5,087,900.00	\$5,123,900.00	\$5,500,580.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			12	28.57%	25,125	9,547	192,369	11	\$3,361,560.00	\$3,091,040.00	\$3,230,120.00	\$3,681,620.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			5	18.30%	35,772	14,720	142,799	4	\$3,329,120.00	\$3,443,260.00	\$3,668,720.00	\$4,453,880.00
	2536	\$50	4,135,520	MILLIONS CLUB	11/15/23			5	14.27%	30,758	9,318	131,632	4	\$5,618,250.00	\$5,336,950.00	\$5,449,850.00	\$5,855,900.00
Mature	2519	\$1	17,373,600	\$5,000 WINNINGS	9/5/23			16	37.67%	6,428	11,446	50,938	5	\$325,979.00	\$312,331.00	\$347,161.00	\$350,847.00
	2424	\$1	823,350	CASH FRENZY	9/14/22			66	0.00%	0	0	1,379	11	\$0	\$0	\$0	\$0
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			327	0.00%	0	0	1,332	20	\$0	\$0	\$0	\$0
	2507	\$1	17,373,900	EZ LOTERIA	3/6/23			42	89.85%	3,445	4,311	1,098	1,001	\$121,853.00	\$142,642.00	\$166,716.00	\$174,594.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			327	0.00%	0	0	56	555	\$0	\$0	\$0	\$0
	2124	\$1	853,200	WINNING 7S	8/8/19			228	0.00%	0	0	1,426	436	\$0	\$0	\$0	\$0
	2210	\$2	7,139,375	\$100 FRENZY	7/31/23			21	71.26%	4,357	3,557	5,140	634	\$202,986.00	\$197,736.00	\$217,116.00	\$253,108.00
	2414	\$2	9,192,375	10X THE MONEY	6/19/23			27	87.08%	3,119	1,668	1,624	1,809	\$110,114.00	\$123,206.00	\$140,096.00	\$181,290.00
	2523	\$2	8,857,250	20X	9/18/23			14	57.48%	7,709	5,969	13,072	64	\$497,162.00	\$512,180.00	\$561,838.00	\$664,690.00
	2503	\$2	22,221,750	BREAK THE BANK	3/20/23			40	78.27%	5,137	3,533	16,020	107	\$317,144.00	\$383,932.00	\$498,288.00	\$526,368.00



**Liability for 2531 / for Life to Date**Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 09/06/2023 - 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	\$3.00	181263	\$543,789.00	368974	\$1,106,922.00	67.06%	3955441
2	2	N/A	\$5.00	49601	\$248,005.00	107776	\$538,880.00	68.48%	4039519
3	3	N/A	\$8.00	34438	\$275,504.00	83561	\$668,488.00	70.82%	4177093
4	4	N/A	\$10.00	34953	\$349,530.00	83182	\$831,820.00	70.41%	4153361
5	5	N/A	\$15.00	32795	\$491,925.00	85150	\$1,277,250.00	72.19%	4258474
6	6	N/A	\$18.00	21465	\$386,370.00	57122	\$1,028,196.00	72.69%	4287475
7	7	N/A	\$20.00	22271	\$445,420.00	56377	\$1,127,540.00	71.68%	4228275
8	0	N/A	\$30.00	5306	\$159,180.00	11873	\$356,190.00	69.11%	4076726
9	0	N/A	\$30.00	4559	\$136,770.00	12647	\$379,410.00	73.50%	4335673
10	0	N/A	\$33.00	2586	\$85,338.00	7240	\$238,920.00	73.68%	4346210
11	0	N/A	\$50.00	1330	\$66,500.00	3607	\$180,350.00	73.06%	4309550
12	0	N/A	\$80.00	300	\$24,000.00	957	\$76,560.00	76.13%	4490819
13	0	N/A	\$80.00	377	\$30,160.00	1121	\$89,680.00	74.83%	4414105
14	0	N/A	\$250.00	202	\$50,500.00	527	\$131,750.00	72.29%	4264145
15	0	N/A	\$3,000.00	4	\$12,000.00	16	\$48,000.00	80.00%	4718879
16	0	N/A	\$50,000.00	0	\$0.00	5	\$250,000.00	100.00%	5898599
<b>Totals:</b>				<b>391450</b>	<b>\$3,304,991.00</b>	<b>880,135</b>	<b>\$8,329,956.00</b>		

TICKET QUANTITY:	5,898,600	MIN QUANTITY	5,880,000
POOLS:	49.16	MAX QUANTITY	6,120,000
PACKS / GAME:	78,648		
PACKS / POOL:	1,600		
PACK SIZE:	75		
POOL SIZE:	120,000		

PRIZE STRUCTURE  
HOLIDAY LOTERIA  
Texas Lottery Game # 2531  
IGT Job # 019028  
Version 5 dated June 20, 2023

RETAIL PRICE:	\$3.00
REVENUE:	\$17,695,800
PRIZE FUND:	\$11,634,947
PERCENTAGE:	65.7497655%
INSTANT FUND:	\$11,634,947
INSTANT-WIN PAYOUT:	65.75%

PRIZE LEVEL	TIER CODE	Description	Number of Wins Per Ticket	TOTAL PRIZE AMOUNT	ODDS (1 IN:)	TOTAL PRIZES	WINNERS IN 120,000 (PER POOL)	WINNERS IN 75 (PER PACK)	PRIZE COST	% OF PRIZE FUND	% PER PRIZE TIER
1	L	\$3	1	\$3	10.72	550,237	11,200	7.00	\$1,650,711	14.19%	
2	L	\$5	1	\$5	37.48	157,377	3,200	2.00	\$786,885	6.76%	
3	L	\$3 + \$5	2	\$8	49.99	117,999	2,400	1.50	\$943,992	8.11%	
4	L	\$10	1	\$10	49.93	118,135	2,400	1.50	\$1,181,350	10.15%	
5	L	\$5 + \$10	2	\$15	50.01	117,945	2,400	1.50	\$1,769,175	15.21%	
6	L	\$3 + \$5 + \$10	3	\$18	75.06	78,587	1,600	1.00	\$1,414,566	12.16%	
7	L	\$20	1	\$20	75.00	78,648	1,600	1.00	\$1,572,960	13.52%	Low Tier: 80.10%
8	M	\$30	1	\$30	343.36	17,179	349		\$515,370	4.43%	
9	M	\$10 + \$20	2	\$30	342.82	17,206	350		\$516,180	4.44%	
10	M	\$3 + \$10 + \$20	3	\$33	600.31	9,826	200		\$324,258	2.79%	
11	M	\$50	1	\$50	1,194.77	4,937	100		\$246,850	2.12%	
12	M	\$10 + \$20 + \$50	3	\$80	4,692.60	1,257	26		\$100,560	0.86%	
13	M	\$30 + \$50	2	\$80	3,937.65	1,498	30		\$119,840	1.03%	
14	M	\$250	1	\$250	8,091.36	729	15		\$182,250	1.57%	Mid Tier: 17.24%
15	H	\$3,000	1	\$3,000	294,930.00	20			\$60,000	0.52%	
16	H	\$50,000	1	\$50,000	1,179,720.00	5			\$250,000	2.15%	High Tier: 2.66%
TOTAL CASH PRIZES				1 in 2 Decimals:	4.64	1,271,585	25,870	15.50	\$11,634,947	100.00%	
				1 in 4 Decimals:	4.6388						

HOLIDAY LOTERIA  
Texas Lottery Game # 2531  
IGT Job # 019028  
Version 5 dated June 20, 2023

Consolidated  
odds are 1 in:

\$3	10.72	550,237
\$5	37.48	157,377
\$8	49.99	117,999
\$10	49.93	118,135
\$15	50.01	117,945
\$18	75.06	78,587
\$20	75.00	78,648
\$30	171.55	34,385
\$33	600.31	9,826
\$50	1,194.77	4,937
\$80	2,141.05	2,755
\$250	8,091.36	729
\$3,000	294,930.00	20
\$50,000	1,179,720.00	5
		1,271,585



# INTEROFFICE MEMO

Gary Grief, Executive Director

LaDonna Castañuela, Charitable Bingo Operations Director

## Payment Approval

September 7, 2023

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

Vendor Name	IGT
P.O. Number (if applicable)	362-23-9009RL022
Tx Game #/ Name	#2531 Holiday Loteria
Draw #	

Invoice Number:

90137398

Invoice Amount:

\$523,257.73

reimbursement testing scratch ticket letter dated 7/20/23

-\$825.00

**Total Amount**

**\$522,432.73**

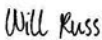
The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

  
 Dale Bowersock (Scratch Ticket Strategy Coordinator)

9/8/2023

Date


JB  
9/8/2023

  
 Will Russ (Products Manager)

9/12/2023

Date



  
 Robert Tirloni (Lottery Operations Division Director)

9/13/2023

Date

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

**In an effort to close out FY 23 please forward ASAP, thank you for your help.**



IGT Global Solutions Corporation  
 10 Memorial Boulevard  
 Providence, RI 02903  
 United States  
 Email: IGTGlobalSolutionsAR@igt.com

# INVOICE

INVOICE NUMBER: 90137398  
 DATE : August 31, 2023

BILL TO: 20318  
 Texas Lottery Commission  
 Gary Grief, Executive Director  
 611 East 6th Street  
 Austin TX 78701

INV ITEM NO. CUSTOMER PO NO.	SALES ORD. SO ITEM NO	DESCRIPTION	QUANTITY	UNIT PRICE	EXTENDED AMOUNT
001 GAME 2531	127226 01C	Game 2531 HOLIDAY LOTERIA-Trk 1	2,821,425 PC	0.02393	67,516.70
002 GAME 2531	127226 02C	Option 2531 Holographic Stock	2,821,425 PC	0.04800	135,428.40
003 GAME 2531	127226 03C	Option 2531 Full UV	2,821,425 PC	0.00256	7,222.85
004 GAME 2531	127226 04C	Option 2531 4-Color process Markin	2,821,425 PC	0.00384	10,834.27
005 GAME 2531	127226 05C	Option 2531 Integrated Graphic Ove	2,821,425 PC	0.00544	15,348.55
006 GAME 2531	127226 06C	Option 2531 Synchronized Play Acti	2,821,425 PC	0.00320	9,028.56
007 GAME 2531	127226 07C	Game 2531 HOLIDAY LOTERIA-Trk 2	3,077,175 PC	0.02393	73,636.80
008 GAME 2531	127226 08C	Option 2531 Holographic Stock	3,077,175 PC	0.04800	147,704.40
009 GAME 2531	127226 09C	Option 2531 Full UV	3,077,175 PC	0.00256	7,877.57
010 GAME 2531	127226 10C	Option 2531 4-Color process Markin	3,077,175 PC	0.00384	11,816.35
011 GAME 2531	127226 11C	Option 2531 Integrated Graphic Ove	3,077,175 PC	0.00544	16,739.83
012 GAME 2531	127226 12C	Option 2531 Synchronized Play Acti	3,077,175 PC	0.00320	9,846.96
013 GAME 2531	127226 13C	Inserts Holographic Stock	78,648 PC	0.13041	10,256.49

Continued...



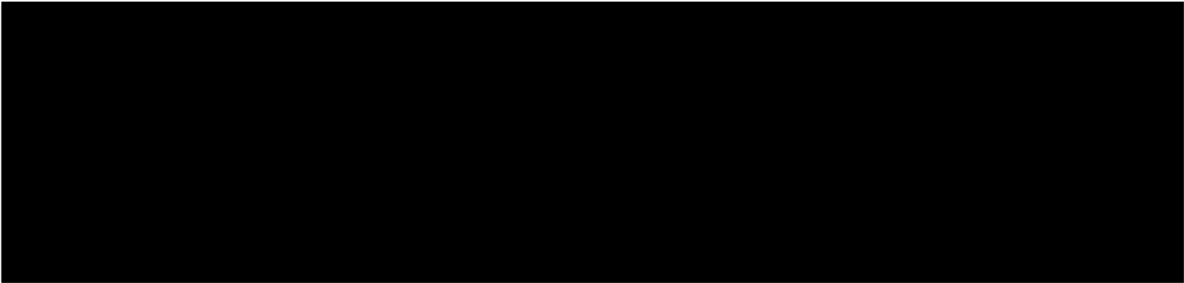
INV ITEM NO.	SALES ORD.		QUANTITY	UNIT	EXTENDED
CUSTOMER PO NO.	SO ITEM NO	DESCRIPTION		PRICE	AMOUNT

TOTAL AMOUNT DUEUSD

523,257.73

REMARKS:  
Unrounded Invoice Total \$523,257.7320

PAYMENT TERMS:  
Due within 30 days



For each invoice being paid, please include entire invoice number(s) (8-digit and/or alpha-numeric) in reference field of the remittance transmission.

## Scratch Ticket Game Closing Analysis

08/29/21      Thru      08/26/23

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

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	Week 18	Week 13	Week 16	Week 26	Week 39	None	Week 55	None
10M-14.99M	Week 18	*Week 28	None	None	Week 37	None	None	*Week 75	None
15M-19.99M	Week 28	None	None	*Week 47	None	*Week 35	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	*Week 59	*Week 54	None	*Week 72	None	None	None	None
30M-34.99M	None	*Week 55	None	*Week 63	None	None	None	None	None
>=35M	None	None	None	*Week 55	*Week 51	None	None	None	None

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

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	\$836,861	\$1,218,171	\$2,103,552	\$2,534,946	\$3,775,938	None	\$4,951,385	None
10M-14.99M	\$525,017	\$620,682	None	None	\$2,836,350	None	None	\$5,794,776	None
15M-19.99M	\$530,463	None	None	\$1,645,025	None	\$8,401,824	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	\$830,007	\$1,352,586	None	\$3,385,773	None	None	None	None
30M-34.99M	None	\$1,037,735	None	\$2,208,309	None	None	None	None	None
>=35M	None	None	None	\$4,608,748	\$8,277,057	None	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