

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

2/1/2024

Game #	2532	Confirmed Packs	4,482
Game Name	Holiday 777	Active Packs	5,730
Quantity Printed	7,312,950	Warehouse Packs	6,396
Price Point	\$5	Returned Packs	192
Start Date	10/30/2023	Printed Payout Percentage	67.95%
Top Prize	\$ 100,000	Percent Sold	77.41%
Number of Top Prizes Remaining	0	Number of Weeks Out	13

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 605,666	Actual ticket production costs
Prize payout expense	\$ 18,964,355	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 19,570,021**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 28,304,773	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 28,304,773	

Excess of Revenue over Expended \$ 8,734,752

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	\$	1,027,155
Next week	\$	1,016,445
Next week	\$	1,525,770
Avg Weekly Sales Current Game	\$	1,189,790
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	2,103,552
Percentage Of Variance In Sales		43%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<div>2532</div>	Printed Payout Percentage	<div>67.95%</div>
Game Name	<div>Holiday 777</div>	Actual Payout Percentage	<div>67.00%</div>
Percent Sold	<div>77.41%</div>	Number of Weeks Out	<div>13</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<div>16</div>

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):

Not Required - All Top Prizes Claimed.

Scratch Ticket Strategy Coordinator Date

Not Required - All Top Prizes Claimed.

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.

Lottery Operations Division Director Date

Not Required - All Top Prizes Claimed.

Controller Date

Not Required - All Top Prizes Claimed.

Deputy Executive Director Date

Not Required - All Top Prizes Claimed.

Executive Director Date

From: WebsiteSupport@lottery.state.tx.us
To: [WEBSITE_SCRATCH_ZTP](#)
Subject: ZTP Occurrence: Date 01/31/2024
Date: Thursday, February 1, 2024 5:17:24 AM

All top prizes for the following game(s) have been claimed as of 01/31/2024.

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
2532	Holiday 777	\$5	\$100,000	5	5		0	0	10/30/2023				01/31/2024

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

2/1/24

Week End Date:1/27/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														1/27/24	1/20/24	1/13/24	1/6/24
Baseline	2541	\$1	29,430,150	20X POWER BLITZ	1/2/24			4	6.43%	15,556	12,391	151,716	7	\$632,923.00	\$553,417.00	\$487,756.00	\$219,450.00
	2530	\$1	10,987,950	JU\$T 1 BUCK	10/30/23			13	62.66%	2,818	7,969	11,336	538	\$522,780.00	\$445,594.00	\$469,274.00	\$557,951.00
	2322	\$2	7,235,625	10X THE CASH	12/18/23			6	31.47%	15,205	11,801	9,279	8	\$719,484.00	\$764,772.00	\$974,832.00	\$900,508.00
	2546	\$2	9,249,750	BONUS 7	1/16/24			2	4.17%	26,423	9,424	32,179	61	\$535,442.00	\$236,514.00	\$0	\$0
	2552	\$2	24,253,375	BREAK THE BANK	12/4/23			8	13.41%	15,603	10,443	137,649	3	\$1,038,956.00	\$1,009,124.00	\$946,210.00	\$971,422.00
	2542	\$3	24,005,000	30X POWER WORD BLITZ	1/2/24			4	6.08%	16,300	9,878	150,982	5	\$1,457,478.00	\$1,276,134.00	\$1,144,641.00	\$498,429.00
	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			2	0.85%	24,173	8,535	399,263	5	\$630,414.00	\$213,075.00	\$0	\$0
	2480	\$5	7,169,550	\$20,000,000 CA\$H SPECTACULAR!	12/18/23			6	32.36%	12,662	9,956	38,295	0	\$1,371,790.00	\$1,524,740.00	\$2,108,730.00	\$2,589,790.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			4	8.00%	26,600	12,516	261,599	4	\$2,718,620.00	\$2,776,340.00	\$3,267,655.00	\$1,281,375.00
	2532	\$5	7,312,950	HOLIDAY 777	10/30/23			13	77.41%	4,482	5,730	6,396	192	\$1,027,155.00	\$1,016,445.00	\$1,525,770.00	\$1,999,300.00
	2537	\$5	7,324,125	LUCKY X10	12/4/23			8	51.17%	11,107	8,287	24,587	67	\$1,475,385.00	\$1,547,985.00	\$1,915,575.00	\$2,442,890.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			6	12.95%	34,769	12,117	293,923	1	\$3,489,775.00	\$3,326,155.00	\$3,741,350.00	\$3,888,390.00
	2534	\$5	7,059,750	WILD 7	11/15/23			10	50.59%	8,026	5,256	29,243	221	\$808,100.00	\$880,280.00	\$1,091,015.00	\$1,435,525.00
	2547	\$5	7,056,150	YEAR OF THE DRAGON	1/16/24			2	11.99%	23,921	12,800	39,317	5	\$3,039,565.00	\$1,190,665.00	\$375.00	\$0
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			4	6.96%	37,186	11,905	317,292	3	\$3,965,990.00	\$3,768,290.00	\$4,341,320.00	\$1,926,560.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			12	17.31%	11,931	6,795	113,156	17	\$1,377,760.00	\$1,259,020.00	\$1,378,870.00	\$1,634,830.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			13	73.25%	12,063	7,615	3,215	1,220	\$1,601,450.00	\$1,761,050.00	\$2,425,490.00	\$3,390,790.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			8	15.54%	32,839	9,840	228,835	32	\$2,458,900.00	\$2,441,320.00	\$2,558,940.00	\$3,135,400.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			10	30.61%	32,199	10,443	121,280	76	\$2,607,100.00	\$2,523,180.00	\$2,934,920.00	\$3,583,840.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			4	7.73%	39,339	10,368	321,066	5	\$4,149,140.00	\$4,049,180.00	\$4,933,540.00	\$2,722,500.00
	2536	\$50	4,135,520	MILLIONS CLUB	11/15/23			10	26.33%	26,055	8,160	112,366	21	\$4,614,150.00	\$4,453,550.00	\$4,932,450.00	\$5,320,150.00
Mature	2519	\$1	17,373,600	\$5,000 WINNINGS	9/5/23			21	47.49%	8,028	9,081	40,415	21	\$361,983.00	\$315,860.00	\$328,016.00	\$348,705.00
	2424	\$1	823,350	CASH FRENZY	9/14/22			71	0.00%	0	0	1,358	11	\$0	\$0	\$0	\$0
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			332	0.00%	0	0	1,330	18	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			332	0.00%	0	0	56	555	\$0	\$0	\$0	\$0
	2124	\$1	853,200	WINNING 7S	8/8/19			233	0.00%	0	0	1,395	436	\$0	\$0	\$0	\$0
	2523	\$2	8,857,250	20X	9/18/23			19	68.65%	5,629	3,237	9,913	1,096	\$322,296.00	\$344,214.00	\$384,978.00	\$450,166.00
	2503	\$2	22,221,750	BREAK THE BANK	3/20/23			45	80.89%	4,116	1,991	13,473	756	\$172,346.00	\$191,254.00	\$222,362.00	\$268,056.00
	2427	\$2	30,059,250	CLASSIC BINGO!	2/20/23			49	68.46%	10,281	7,178	54,664	271	\$631,916.00	\$592,026.00	\$657,394.00	\$683,610.00
	2492	\$2	6,048,000	VETERANS CASH	10/16/23			15	50.65%	6,819	4,155	9,265	879	\$276,162.00	\$294,376.00	\$322,066.00	\$350,598.00

Liability for 2532 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 07/30/2023 - 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	\$5.00	238764	\$1,193,820.00	622642	\$3,113,210.00	72.28%	5285950
2	2	N/A	\$10.00	84739	\$847,390.00	240400	\$2,404,000.00	73.94%	5407020
3	3	N/A	\$15.00	45233	\$678,495.00	133549	\$2,003,235.00	74.70%	5462726
4	4	N/A	\$20.00	30444	\$608,880.00	99445	\$1,988,900.00	76.56%	5598906
5	5	N/A	\$20.00	16100	\$322,000.00	48922	\$978,440.00	75.24%	5502201
6	0	N/A	\$40.00	13712	\$548,480.00	47188	\$1,887,520.00	77.48%	5666395
7	0	N/A	\$50.00	4806	\$240,300.00	15529	\$776,450.00	76.37%	5584598
8	0	N/A	\$50.00	5299	\$264,950.00	19130	\$956,500.00	78.31%	5726666
9	0	N/A	\$100.00	987	\$98,700.00	3075	\$307,500.00	75.70%	5536021
10	0	N/A	\$100.00	2177	\$217,700.00	7937	\$793,700.00	78.48%	5738865
11	0	N/A	\$100.00	1156	\$115,600.00	4302	\$430,200.00	78.82%	5764073
12	0	N/A	\$100.00	1271	\$127,100.00	4802	\$480,200.00	79.07%	5782444
13	0	N/A	\$250.00	238	\$59,500.00	772	\$193,000.00	76.44%	5589700
14	0	N/A	\$250.00	421	\$105,250.00	1616	\$404,000.00	79.33%	5801535
15	0	N/A	\$250.00	413	\$103,250.00	1614	\$403,500.00	79.63%	5822940
16	0	N/A	\$500.00	49	\$24,500.00	154	\$77,000.00	75.86%	5547755
17	0	N/A	\$500.00	211	\$105,500.00	800	\$400,000.00	79.13%	5786706
18	0	N/A	\$500.00	203	\$101,500.00	808	\$404,000.00	79.92%	5844573
19	0	N/A	\$500.00	198	\$99,000.00	812	\$406,000.00	80.40%	5879322
20	0	N/A	\$1,000.00	3	\$3,000.00	9	\$9,000.00	75.00%	5484712
21	0	N/A	\$1,000.00	3	\$3,000.00	11	\$11,000.00	78.57%	5745889
22	0	N/A	\$1,000.00	7	\$7,000.00	14	\$14,000.00	66.67%	4875299
23	0	N/A	\$1,000.00	7	\$7,000.00	23	\$23,000.00	76.67%	5606594
24	0	N/A	\$100,000.00	0	\$0.00	5	\$500,000.00	100.00%	7312950
Totals:				446441	\$5,881,915.00	1,253,559	\$18,964,355.00		

NO. OF TICKETS (+/-2%): 7,312,950
NO. POOLS: 20.31
PACK SIZE: 75
PACKS/POOL: 4,800
PACKS/GAME: 97,506

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

TEXAS LOTTERY COMMISSION
"HOLIDAY 777" - GAME NO. 2532
END OF PRODUCTION PRIZE STRUCTURE
20-Jul-23

7,312,950 \$5 TICKETS \$36,564,750 REVENUE PRIZE FUND \$24,846,270 PAYOUT % 67.95%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN: WIN:	ODDS OF 1 IN:	WINNERS IN 20.31 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	8.49	861,406	8.83	42,405	\$4,307,030	17.33%	LOW-TIER 56.90%
2	2	L	\$10	1	\$10	22.49	325,139	3.33	16,006	\$3,251,390	13.09%	
3	3	L	\$15	1	\$15	40.90	178,782	1.83	8,801	\$2,681,730	10.79%	
4	4	L	\$10"DBL"	1	\$20	56.30	129,889	1.33	6,394	\$2,597,780	10.46%	
5	5	L	\$20	1	\$20	112.47	65,022	0.67	3,201	\$1,300,440	5.23%	
6	0	M	\$20"DBL"	1	\$40	120.08	60,900	0.63	3,000	\$2,436,000	9.80%	MID-TIER 40.77%
7	0	M	\$50	1	\$50	359.62	20,335	0.21	1,000	\$1,016,750	4.09%	
8	0	M	\$10 + \$20"DBL"	2	\$50	299.36	24,429	0.25	1,200	\$1,221,450	4.92%	
9	0	M	\$100	1	\$100	1,800.33	4,062	0.04	200	\$406,200	1.63%	
10	0	M	\$50"DBL"	1	\$100	723.05	10,114	0.10	500	\$1,011,400	4.07%	
11	0	M	\$10"TRP" + \$20 + \$50	3	\$100	1,339.86	5,458	0.06	270	\$545,800	2.20%	
12	0	M	\$10"DBL" + \$20"TRP" + \$20	3	\$100	1,204.17	6,073	0.06	300	\$607,300	2.44%	
13	0	M	\$250	1	\$250	7,240.54	1,010	0.01	50	\$252,500	1.02%	
14	0	M	\$100"DBL" + \$50	2	\$250	3,590.06	2,037	0.02	100	\$509,250	2.05%	
15	0	M	\$10 x 10 + \$50"TRP"	11	\$250	3,607.77	2,027	0.02	100	\$506,750	2.04%	
16	0	M	\$500	1	\$500	36,024.38	203	0.00	10	\$101,500	0.41%	
17	0	M	\$250"DBL"	1	\$500	7,233.38	1,011	0.01	50	\$505,500	2.03%	
18	0	M	\$20 x 10 + \$100"TRP"	11	\$500	7,233.38	1,011	0.01	50	\$505,500	2.03%	
19	0	M	\$10 x 5 + \$20 x 5 + \$50"TRP" + \$100"DBL"	12	\$500	7,240.54	1,010	0.01	50	\$505,000	2.03%	
20	0	H	\$1,000	1	\$1,000	609,412.50	12	0.00	0.59	\$12,000	0.05%	HIGH-TIER 2.32%
21	0	H	\$50 x 15 + \$250	16	\$1,000	522,353.57	14	0.00	0.69	\$14,000	0.06%	
22	0	H	\$500"DBL"	1	\$1,000	348,235.71	21	0.00	1.03	\$21,000	0.08%	
23	0	H	\$20 x 15 + \$50 x 6 + \$100"TRP" + \$100	23	\$1,000	243,765.00	30	0.00	1.48	\$30,000	0.12%	
24	0	H	\$100,000	1	\$100,000	1,462,590.00	5 ***	0.00	0.25	\$500,000	2.01%	
						4.30	1,700,000	17.44	83,691.03	\$ 24,846,270	100.00%	100.00%



INTEROFFICE MEMO

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

Payment Approval

July 31, 2023

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-23-9010RL022
Tx Game #/Name	#2532 Holiday 777
Draw #	
Invoice Number	8534916
Invoice Amount	\$605,666.43

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

JB 8/3/2023

Dale Bowersock (Scratch Ticket Strategy Coordinator)

8/3/2023

Date



Will Russ (Products Manager)

8/3/2023

Date

Robert Tirloni (Lottery Operations Division Director)

8/4/2023

Date

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

August 10, 2023



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

INVOICE NO.: 8534916

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: IGT Texas Distribution Center 8520 Tuscan 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: August 25, 2023

Invoice Date	Order No.	Your Order	Customer No.
July 26, 2023	1208770		5008

Order name: HOLIDAY 777 #2532

PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,312,950	22.52 /M	164,687.63
Silver Scratch FX®	7,312,950	48.00 /M	351,021.60
Four colour process / Spectrum base graphics	7,312,950	8.00 /M	58,503.60
Multiple Play Area	7,312,950	1.60 /M	11,700.72
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.

Before Taxes:	605,666.43 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	605,666.43 USD

[REDACTED]

[REDACTED]

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