

State Lottery and Gaming Control Agency

MISSION

The mission of the State Lottery and Gaming Control Agency (MLGCA) is to provide revenue through the sale of entertaining lottery and gaming products to support programs and services benefiting the citizens of Maryland. We administer and promote the sale of lottery and gaming products in a secure and responsible manner. This is achieved in partnership with a network of licensed lottery retailers and casino operators.

VISION

We envision ourselves as an innovative, adaptive and responsible business that will continue to provide a reliable source of revenue for State government operations well into the future. We will utilize the latest technological tools and resources to provide a range of entertaining products and access opportunities that appeal to a broad player base.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Support State government operations and good causes by maximizing traditional lottery sales and revenues (profits).

- Obj. 1.1** Maximize lottery revenues (profits) through sales growth in all game categories.
- Obj. 1.2** Maximize lottery revenues (profits) through effective marketing and advertising spending.
- Obj. 1.3** Ensure MLGCA operations are efficient, cost-effective and adequate to grow lottery sales.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Instant games sales (in thousands)	\$506,804	\$485,839	\$479,631	\$546,054	\$611,286	\$568,300	\$577,471
Monitor games sales (in thousands)	\$521,673	\$493,570	\$466,231	\$457,656	\$478,648	\$475,674	\$489,234
Draw games sales (in thousands)	\$766,416	\$776,710	\$778,128	\$757,156	\$815,610	\$792,667	\$800,033
Total sales (in thousands)	\$1,794,893	\$1,756,119	\$1,723,990	\$1,760,866	\$1,905,544	\$1,836,641	\$1,866,738
Ratio of administrative costs to sales	3.0%	3.1%	3.3%	3.3%	3.2%	3.3%	3.3%

Goal 2. Ensure the long-term sustainability of the Maryland Lottery.

- Obj. 2.1** Maintain a fresh and relevant portfolio of lottery games to increase lottery playership.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Player Satisfaction Index	60%	72%	65%	59%	59%	60%	61%
Retailer Satisfaction Index	80%	81%	N/A	89%	87%	86%	86%
Percent of surveyed adults who are aware of the Maryland Lottery	N/A	N/A	N/A	N/A	N/A	65%	75%
Percent of surveyed adults who rate their overall opinion of the Maryland Lottery as a 4 or 5 out of 5	N/A	N/A	N/A	N/A	N/A	45%	48%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	48%	50%	63%	59%	66%	64%	67%

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Obj. 2.2 Support Maryland businesses and the lottery retail network.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of lottery retailers	4,712	4,477	4,721	4,895	4,539	4,789	5,000
Population/retailer ratio	1,225	1,304	1,256	1,221	1,323	1,253	1,200
Total commissions paid	\$118,305	\$119,788	\$122,109	\$128,596	\$141,157	\$135,911	\$138,139

Goal 3. Support State government and good causes by maximizing casino profit contributions.

Obj. 3.1 Assist casinos in maximizing profit contributions.

Obj. 3.2 Ensure the integrity of gaming through effective and efficient regulatory oversight, while encouraging a strong and viable employment base.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Total casino gaming revenue (in thousands)	\$195,093	\$608,717	\$834,004	\$1,038,224	\$1,143,972	\$1,375,354	\$1,677,293
Total casino contributions to good causes (in thousands)	\$126,810	\$373,573	\$50,974	\$487,289	\$510,038	\$605,156	\$738,009
Total licensed casino employees	463	3,536	4,442	6,224	6,185	10,164	10,164
Total licenses issued	2,123	4,769	4,468	6,830	4,318	8,498	5,637
Number of casino audits and reviews	N/A	N/A	33	118	109	121	133
¹ Number of bingo hall audits and reviews	N/A	N/A	6	43	72	72	72
Number of casino regulatory and statutory findings	N/A	N/A	59	185	52	65	70
Number of bingo hall regulatory and statutory findings	N/A	N/A	47	11	6	5	5

NOTES

¹ Casino compliance officer findings were included in fiscal year 2015 but not fiscal year 2014.