

Maryland Lottery and Gaming Control Agency

MISSION

The mission of the Maryland 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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Instant games sales (in thousands)	\$479,631	\$546,054	\$611,286	\$676,753	\$750,888	\$768,556	\$792,897
Monitor games sales (in thousands)	\$466,231	\$457,656	\$478,648	\$483,643	\$483,994	\$501,904	\$515,512
Draw games sales (in thousands)	\$778,128	\$757,156	\$815,610	\$771,149	\$807,911	\$875,107	\$838,266
Total sales (in thousands)	\$1,723,990	\$1,760,866	\$1,905,544	\$1,931,545	\$2,042,793	\$2,145,567	\$2,146,675
Ratio of administrative costs to sales	3.3%	3.3%	3.2%	3.5%	3.4%	4.0%	3.9%

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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Player Satisfaction Index	64.6%	59.4%	59.3%	71.3%	71.5%	72.0%	72.5%
Retailer Satisfaction Index	N/A	88.7%	86.5%	86.2%	83.8%	88.0%	89.0%
Percent of surveyed adults who are aware of the Maryland Lottery	N/A	N/A	N/A	82.0%	81.0%	82.5%	83.5%
Percent of surveyed adults who rate their overall opinion of the Maryland Lottery as a four or five out of five	N/A	N/A	N/A	57.0%	57.0%	57.5%	58.0%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	63.0%	59.0%	66.0%	73.0%	71.0%	72.0%	72.5%

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

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of lottery retailers	4,721	4,895	4,539	4,440	4,446	4,500	4,550
Population/retailer ratio	1,256	1,221	1,323	1,355	1,350	1,333	1,319
Total commissions paid	\$122,109	\$128,596	\$141,157	\$145,883	\$153,725	\$154,577	\$158,264

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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Total casino gaming revenue (in thousands)	\$834,004	\$1,038,224	\$1,143,972	\$1,420,942	\$1,678,966	\$1,674,824	\$1,696,365
Total casino contributions to good causes (in thousands)	\$416,193	\$487,289	\$510,038	\$592,243	\$671,651	\$666,331	\$674,880
Total licensed casino employees	4,442	6,224	6,185	8,807	9,144	9,000	9,100
Total licenses issued	4,468	6,830	4,318	4,887	5,281	5,200	5,300
Number of casino audits and reviews	33	118	109	103	135	72	72
Number of bingo hall audits and reviews	6	43	72	27	65	65	65
¹ Number of casino regulatory and statutory findings	59	185	52	109	126	100	100
Number of bingo hall regulatory and statutory findings	47	11	6	9	1	3	2

NOTES

¹ Casino compliance officer findings were included in FY 2015 but not in any other fiscal year.