

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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Instant games sales (in thousands)	\$546,054	\$611,286	\$676,753	\$750,888	\$812,426	\$841,644	\$868,178
Monitor games sales (in thousands)	\$457,656	\$478,648	\$483,643	\$483,994	\$498,058	\$493,670	\$506,339
Draw games sales (in thousands)	\$757,156	\$815,610	\$771,149	\$807,911	\$886,423	\$816,361	\$827,139
Total sales (in thousands)	\$1,760,866	\$1,905,544	\$1,931,545	\$2,042,793	\$2,196,909	\$2,151,675	\$2,201,656
Ratio of administrative costs to sales	3.3%	3.2%	3.5%	3.4%	3.5%	3.5%	3.5%

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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Player Satisfaction Index	59.4%	59.3%	71.3%	71.5%	70.4%	71.0%	71.5%
Retailer Satisfaction Index	88.7%	86.5%	86.2%	83.8%	87.7%	88.0%	88.0%
Percent of surveyed adults who are aware of the Maryland Lottery	N/A	N/A	82.0%	81.0%	84.0%	85.0%	85.0%
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	57.0%	57.0%	59.0%	60.0%	61.0%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	59.0%	66.0%	73.0%	71.0%	74.0%	76.0%	77.0%

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

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of lottery retailers	4,895	4,539	4,440	4,446	4,385	4,470	4,495
Population/retailer ratio	1,221	1,323	1,355	1,350	1,368	1,342	1,335
Total commissions paid	\$128,596	\$141,157	\$145,883	\$153,725	\$165,508	\$161,375	\$165,124

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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Total casino gaming revenue (in thousands)	\$1,038,224	\$1,143,972	\$1,420,942	\$1,678,966	\$1,760,409	\$1,778,518	\$1,804,573
Total casino contributions to good causes (in thousands)	\$487,289	\$510,038	\$592,243	\$671,651	\$712,170	\$709,969	\$720,286
Total licensed casino employees	6,224	6,185	8,807	9,144	9,122	9,100	9,100
Total licenses issued	6,830	4,318	4,887	5,281	4,658	4,500	4,500
Number of casino audits and reviews	118	109	103	135	108	72	72
Number of bingo hall audits and reviews	43	72	27	65	65	65	65
¹ Number of casino regulatory and statutory findings	185	52	109	126	71	80	80
Number of bingo hall regulatory and statutory findings	11	6	9	1	0	5	5

NOTES

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