

# 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 and sports betting operators.

## VISION

We envision ourselves as an innovative, adaptive, and responsible business that provides a reliable source of revenue for State government operations. We utilize current technology and diverse resources to market entertaining products that appeal to a broad player base across various platforms.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Ensure the long-term sustainability of the Maryland Lottery.

#### Obj. 1.1 Maintain a fresh and relevant portfolio of lottery games to increase lottery playership.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Player Satisfaction Index	69.4%	71.1%	72.0%	74.6%	72.3%	72.5%	72.5%
Retailer Satisfaction Index	83.1%	84.1%	86.5%	85.5%	86.0%	86.5%	86.5%
Percent of surveyed adults who are aware of the Maryland Lottery	74.0%	79.0%	80.0%	78.0%	78.0%	79.0%	79.0%
Percent of surveyed adults who rate their overall opinion of the Maryland Lottery as a four or five out of five	63.0%	62.0%	61.0%	63.0%	64.0%	64.5%	64.5%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	69.0%	73.0%	74.0%	76.0%	77.0%	77.0%	77.0%

#### Obj. 1.2 Support Maryland businesses and the lottery retail network.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of lottery retailers	4,379	4,380	4,354	4,345	4,275	4,275	4,275
Population/retailer ratio	1,380	1,410	1,426	1,452	1,449	1,476	1,476
<sup>1</sup> Total commissions paid (in thousands)	\$197,223	\$202,994	\$219,857	\$220,249	\$195,722	\$196,962	\$197,694

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**Goal 2. Support State government operations and good causes by maximizing traditional lottery sales and revenues (profits).**

**Obj. 2.1** Maximize lottery revenues (profits) through sales growth in all game categories.

**Obj. 2.2** Maximize lottery revenues (profits) through effective marketing and advertising spending.

**Obj. 2.3** Ensure MLGCA operations are efficient, cost-effective, and adequate to grow lottery sales.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Scratch-off games sales (in thousands)	\$993,407	\$1,009,473	\$1,063,048	\$1,061,394	\$1,058,447	\$1,076,905	\$1,082,504
Monitor games sales (in thousands)	\$572,194	\$616,860	\$604,295	\$586,980	\$617,542	\$628,079	\$626,686
Draw and Fast Play games sales (in thousands)	\$1,048,707	\$1,047,641	\$1,097,045	\$1,083,652	\$962,350	\$1,004,583	\$959,556
Total sales (in thousands)	\$2,614,308	\$2,673,974	\$2,764,388	\$2,732,026	\$2,638,339	\$2,709,568	\$2,668,745
Ratio of administrative costs to sales	3.5%	3.6%	3.5%	3.5%	3.9%	3.9%	4.0%

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

**Obj. 3.1** Assist casinos in maximizing 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	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Total casino gaming revenue (in thousands)	\$1,745,722	\$2,001,780	\$2,064,787	\$1,968,278	\$1,964,817	\$1,948,111	\$1,961,842
Total casino contributions to good causes (in thousands)	\$719,390	\$827,887	\$843,654	\$819,505	\$840,457	\$833,923	\$840,306
Total licensed casino employees	9,000	7,193	7,708	7,720	7,555	7,500	7,600
Total licenses issued	4,600	2,940	3,533	3,103	3,558	3,200	3,400
Number of casino audits and reviews	78	84	84	72	72	72	72
Number of bingo hall audits and reviews	13	65	65	65	65	65	65
Number of casino regulatory and statutory findings	51	102	181	138	87	100	100
Number of bingo hall regulatory and statutory findings	0	0	0	1	0	0	0

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## Goal 4. Support State government and good causes by maximizing sports betting contributions.

**Obj. 4.1** Assist sports betting operators in maximizing contributions.

**Obj. 4.2** Ensure the integrity of sports betting through effective and efficient regulatory oversight, while encouraging a strong and viable employment base.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Total sports betting gaming revenue (in thousands)	N/A	\$19,353	\$168,391	\$402,076	\$89,973	\$115,279	\$121,137
Total sports betting contributions to good causes (in thousands)	N/A	\$2,883	\$25,259	\$60,311	\$88,924	\$114,144	\$116,029
Total licensed sports betting employees	N/A	271	812	1,141	998	900	875
Total licenses issued	N/A	279	608	686	163	140	130
Number of sports betting audits and reviews	N/A	30	162	296	288	300	300
Number of sports betting regulatory and statutory findings	N/A	2	31	81	57	70	70
Number of sports betting operators - retail	N/A	5	10	13	13	13	14
Number of sports betting operators - mobile	N/A	0	10	12	11	12	12

## Goal 5. Support State government and good causes by maximizing fantasy gaming competition contributions.

**Obj. 5.1** Assist fantasy gaming competition operators in maximizing contributions.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Total fantasy gaming competition betting revenue (in thousands)	N/A	\$17,076	\$7,800	\$6,559	\$6,996	\$7,563	\$7,564
Total fantasy gaming competition betting contributions to good causes (in thousands)	N/A	\$2,561	\$1,170	\$984	\$1,049	\$1,134	\$1,135
Total registered fantasy gaming competition operators	16	17	11	16	18	13	13

## NOTES

<sup>1</sup> Effective October 1, 2022, the lottery sales retailer commission increased from 5.5% to 6.0%. Effective June 1, 2024 the lottery sales retailer sales commissions were reduced from 6.0% to 5.75% and the retailer cashing commissions were reduced from 3.0% to 2.0%.