

# 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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Instant games sales (in thousands)	\$485,839	\$479,631	\$546,054	\$611,286	\$676,753	\$650,285	\$670,009
Monitor games sales (in thousands)	\$493,570	\$466,231	\$457,656	\$478,648	\$483,643	\$485,138	\$497,376
Draw games sales (in thousands)	\$776,710	\$778,128	\$757,156	\$815,610	\$771,149	\$782,139	\$792,034
Total sales (in thousands)	\$1,756,119	\$1,723,990	\$1,760,866	\$1,905,544	\$1,931,545	\$1,917,562	\$1,959,419
Ratio of administrative costs to sales	3.1%	3.3%	3.3%	3.2%	3.5%	3.7%	3.8%

### 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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Player Satisfaction Index	72%	65%	59%	59%	71%	72%	72%
Retailer Satisfaction Index	81%	N/A	89%	87%	86%	86%	86%
Percent of surveyed adults who are aware of the Maryland Lottery	N/A	N/A	N/A	N/A	82%	82%	83%
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	57%	57%	58%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	50%	63%	59%	66%	73%	73%	74%

# Maryland Lottery and Gaming Control Agency

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

Performance Measures	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Number of lottery retailers	4,477	4,721	4,895	4,539	4,440	4,600	5,000
Population/retailer ratio	1,304	1,256	1,221	1,323	1,355	1,308	1,203
Total commissions paid	\$119,788	\$122,109	\$128,596	\$141,157	\$145,883	\$143,817	\$146,956

**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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Total casino gaming revenue (in thousands)	\$608,717	\$834,004	\$1,038,224	\$1,143,972	\$1,420,942	\$1,746,496	\$1,769,231
Total casino contributions to good causes (in thousands)	\$373,573	\$416,193	\$487,289	\$510,038	\$592,243	\$701,976	\$711,157
Total licensed casino employees	3,536	4,442	6,224	6,185	8,807	9,000	9,000
Total licenses issued	4,769	4,468	6,830	4,318	4,887	2,554	2,554
Number of casino audits and reviews	N/A	33	118	109	103	144	144
Number of bingo hall audits and reviews	N/A	6	43	72	27	65	65
<sup>1</sup> Number of casino regulatory and statutory findings	N/A	59	185	52	109	100	100
Number of bingo hall regulatory and statutory findings	N/A	47	11	6	9	9	9

## NOTES

<sup>1</sup> Casino compliance officer findings were included in fiscal year 2015 but not fiscal year 2014.