

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Instant games sales (in thousands)	\$611,286	\$676,753	\$750,889	\$812,426	\$852,739	\$967,485	\$977,588
Monitor games sales (in thousands)	\$478,648	\$483,643	\$483,994	\$498,058	\$489,483	\$524,893	\$526,323
Draw games sales (in thousands)	\$815,610	\$771,149	\$807,911	\$886,423	\$847,546	\$943,874	\$906,749
Total sales (in thousands)	\$1,905,544	\$1,931,545	\$2,042,794	\$2,196,907	\$2,189,768	\$2,436,252	\$2,410,660
Ratio of administrative costs to sales	3.2%	3.5%	3.4%	3.5%	3.6%	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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Player Satisfaction Index	59.3%	71.3%	71.5%	70.4%	69.8%	71.0%	71.5%
Retailer Satisfaction Index	86.5%	86.2%	83.8%	87.7%	83.3%	84.5%	86.0%
Percent of surveyed adults who are aware of the Maryland Lottery	N/A	82.0%	81.0%	84.0%	81.0%	81.0%	82.0%
Percent of surveyed adults who rate their overall opinion of the Maryland Lottery as a four or five out of five	N/A	57.0%	57.0%	59.0%	58.0%	59.0%	59.5%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	66.0%	73.0%	71.0%	74.0%	70.0%	72.0%	74.0%

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

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of lottery retailers	4,539	4,440	4,446	4,385	4,349	4,400	4,500
Population/retailer ratio	1,323	1,355	1,350	1,368	1,383	1,367	1,337
Total commissions paid	\$141,157	\$145,883	\$153,725	\$165,508	\$163,733	\$175,410	\$173,568

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Total casino gaming revenue (in thousands)	\$1,143,972	\$1,420,942	\$1,678,966	\$1,760,409	\$1,279,974	\$1,702,875	\$1,807,223
Total casino contributions to good causes (in thousands)	\$510,038	\$592,243	\$671,651	\$712,170	\$520,812	\$692,456	\$736,171
Total licensed casino employees	6,185	8,807	9,144	9,122	8,952	9,000	9,000
Total licenses issued	4,318	4,887	5,281	4,658	4,411	4,600	4,600
Number of casino audits and reviews	109	103	135	108	48	72	72
Number of bingo hall audits and reviews	72	27	65	65	52	65	65
Number of casino regulatory and statutory findings	52	109	126	71	70	70	70
Number of bingo hall regulatory and statutory findings	6	9	1	0	0	0	0