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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Player Satisfaction Index	70.4%	69.8%	69.4%	71.1%	72.0%	72.5%	73.0%
Retailer Satisfaction Index	87.7%	83.3%	83.1%	84.1%	86.5%	87.0%	87.5%
Percent of surveyed adults who are aware of the Maryland Lottery	84.0%	81.0%	74.0%	79.0%	80.0%	80.5%	81.0%
Percent of surveyed adults who rate their overall opinion of the Maryland Lottery as a four or five out of five	59.0%	58.0%	63.0%	62.0%	61.0%	61.5%	62.0%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	74.0%	70.0%	69.0%	73.0%	74.0%	74.5%	74.8%

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

Performance Measures	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Number of lottery retailers	4,385	4,349	4,379	4,380	4,354	4,350	4,350
Population/retailer ratio	1,368	1,383	1,380	1,410	1,426	1,427	1,427
[1] Total commissions paid (in thousands)	$165,508	$163,733	$197,223	$202,994	$219,857	$214,813	$209,127

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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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Scratch-off games sales (in thousands)	$812,426	$852,739	$993,407	$1,009,473	$1,063,048	$1,034,068	$1,044,837
Monitor games sales (in thousands)	$498,058	$489,483	$572,194	$616,860	$604,295	$585,067	$586,019
Draw and Fast Play games sales (in thousands)	$886,423	$847,546	$1,048,707	$1,047,641	$1,097,045	$1,066,026	$983,235
Total sales (in thousands)	$2,196,907	$2,189,768	$2,614,308	$2,673,974	$2,764,388	$2,685,161	$2,614,091
Ratio of administrative costs to sales	3.5%	3.6%	3.5%	3.6%	3.5%	3.6%	3.6%

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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Total casino gaming revenue (in thousands)	$1,760,409	$1,279,974	$1,745,722	$2,001,780	$2,064,787	$1,942,407	$1,965,698
Total casino contributions to good causes (in thousands)	$712,204	$520,840	$719,390	$827,887	$843,365	$804,943	$814,451
Total licensed casino employees	9,122	8,952	9,000	7,193	7,708	8,000	8,100
Total licenses issued	4,658	4,411	4,600	2,940	3,533	3,600	3,800
Number of casino audits and reviews	108	48	78	84	84	84	84
Number of bingo hall audits and reviews	65	52	13	65	65	65	65
Number of casino regulatory and statutory findings	71	70	51	102	181	163	170
Number of bingo hall regulatory and statutory findings	0	0	0	0	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 profit 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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Total sports betting gaming revenue (in thousands)	N/A	N/A	N/A	$19,353	$168,391	$295,520	$328,526
Total sports betting contributions to good causes (in thousands)	N/A	N/A	N/A	$2,883	$25,259	$44,328	$49,279
Total licensed sports betting employees	N/A	N/A	N/A	271	812	750	700
Total licenses issued	N/A	N/A	N/A	279	608	120	100
Number of sports betting audits and reviews	N/A	N/A	N/A	30	162	302	312
Number of sports betting regulatory and statutory findings	N/A	N/A	N/A	2	31	40	45

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	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Total fantasy gaming competition betting revenue (in thousands)	N/A	N/A	N/A	$17,076	$7,800	$6,713	$6,736
Total fantasy gaming competition betting contributions to good causes (in thousands)	N/A	N/A	N/A	$2,561	$1,170	$1,007	$1,010
Total registered fantasy gaming competition operators	N/A	N/A	16	17	11	11	11

NOTES

[1] Effective October 1, 2022, the lottery retailer commission will increase from 5.5% to 6.0%.