



MARYLAND  LOTTERY®

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER-DECEMBER 2023

COMING YOUR WAY THIS HOLIDAY!



CONGRATULATIONS, EVERYONE!



Director John Martin, center, with Gov. Wes Moore and Maryland Sen. Dawn Gile, join Lottery staffers at the Maryland Association of Counties annual conference in Ocean City.

AS YOU KNOW, 2023 has been a year of celebration packed with festivities, promotions and player appreciation initiatives to highlight our 50th anniversary. So, perhaps it's fitting that our Fiscal Year 2023 numbers gave us yet another reason to cheer. Working against a very tough year-over-year comparison, we exceeded our FY2022 results in numerous categories!

Lottery profits and contributions to the state from casinos, sports wagering and daily fantasy sports helped to deliver \$1.589 billion to the State of Maryland, supporting a host of vital programs and services. That

figure represents a year-over-year increase of \$78 million (5.2%).

Three substantial jackpot rolls and the launch of our first \$50 scratch-off helped the Lottery exceed its FY2022 totals for sales, prizes to players and retailer commissions. During FY2023, we averaged more than \$7.5 million per day in sales; paid an average of more than \$4.7 million per day in prizes; and the average retailer commission rose to just over \$50,000. We showcase some of our many Fiscal Year highlights on **page 5**.

The fun continues this fall, too. The upcoming holiday season will bring an exciting array of

scratch-offs, **FAST PLAY** games and promotions bound to please our players and boost your sales and commissions. **See pages 6-8** for details. Remember to always encourage your customers to play – and gift – responsibly.

As we close out our 50th anniversary year, I applaud your achievements, your commitment as a valued Lottery partner and your contributions to our efforts to support the good causes of the State of Maryland. Thanks, again, for all that you do. We appreciate you!



RETAILER REPORT

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

mdlottery.com
retailercorner.mdlottery.com
mdgaming.com

WAVE or Flair Terminal,
PlayCentral HD (PHD),
PlayCentral EX (PEX)

888-427-7568 (service issues)

Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)
800-886-9978

Tel-Sell Orders
866-832-1477

Retailer Customer Service
410-230-8800

ACCOUNTING, 1099s, NSF QUESTIONS
accounting.mlgca@maryland.gov

MARYLAND LOTTERY AND GAMING

John Martin
Director

Sol Ramsey
Managing Director of Sales and Marketing

James Young
Director of Sales

Fred Masterson
Director of Sales Force Automation

Tyrone Williams
Sales Manager

Michael LaVardera
Sales Support Manager

Retailer Report Contributors:
Debbie McDaniel, *editor*
Mary Clark, *graphic designer*

CONTENTS



New Game Launches & Promotions

6

October-January scratch-off and FAST PLAY launches



Retailer Advisory Board Meetings Return

9

RSVP for October sessions



Best Practices

9

Use ticket paper stock correctly to avoid deficiency citations



Legacy Royal Farms Retailers

11

Congratulations to these longtime Lottery retailers



Lucky Retailers

14

Top winning tickets and scratch-offs sold in August

RESPONSIBLE GAMBLING

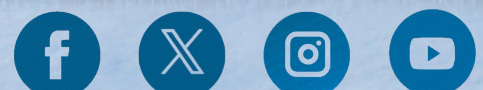
24/7 Problem Gambling Helpline
CALL 1-800-GAMBLER | CHAT mdproblemgambling.com
Click on chat.

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure and Winners Play Responsibly pamphlet. Questions? Visit mdlottery.com, click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at

410-230-8798 or email jasmine.countess@maryland.gov.

CONNECT WITH US:





Towson Place Liquors in Towson owned by Harry Patel sold Lottery games at the State Fair this year. This happy customer is served by Employee Parul Patel.

'TIS THE SEASON: GIFTING & SELLING RESPONSIBLY

WE'RE KICKING OFF our holiday scratch-off season with a reminder about gifting — and selling — responsibly.

According to the National Council on Problem Gambling (NCPG), research shows that those exposed to gambling during childhood are more likely to develop a gambling problem later in life. Many young people are first exposed to gambling through a Lottery game “given by an adult who is likely unaware of the associated risks,” according to the NCPG.

The Maryland Lottery promotes responsible gifting and responsible selling all year. We again will join NCPG and the International Centre for Youth Gambling Problems and High-Risk Behaviors in the annual international Gift Responsibly Campaign.

Retailers and store employees play key roles in keeping Lottery games out of the hands of those under age 18. If a customer mentions buying multiple games for stocking stuffers or a college party, we encourage you and your employees to remind them not to share the tickets with minors.

If you're not sure about the age of a customer who is attempting to buy Lottery tickets, ask them for identification just as you would if you were selling alcohol or cigarettes. Remember, state law prohibits the sale of Lottery tickets to minors. Thank you for selling responsibly!



Raj Patel, owner of 8 Days a Week Liquor in Parkville, sells games to Ravens fans at the Sept. 24 game.

GIFT RESPONSIBLY
Lottery Tickets Aren't Child's Play

Traditional Lottery FY2023

(July 1, 2022 – June 30, 2023)

\$714.3 Million LOTTERY CONTRIBUTIONS TO THE STATE

SALES BY LOTTERY GAME

Jackpot games

POWERBALL Sales: \$157.8 Million
Profit: \$64.2 Million

MEGA MILLIONS Sales: \$147.0 Million
Profit: \$60.5 Million

MULTI MATCH Sales: \$28.9 Million
Profit: \$9.8 Million

CASH 4 LIFE Sales: \$20.2 Million
Profit: \$6.9 Million

Daily draw games

Pick 3 Sales: \$249.8 Million
Profit: \$100.7 Million

Pick 4 Sales: \$318.2 Million
Profit: \$124.7 Million

Pick 5 Sales: \$63.3 Million
Profit: \$21.6 Million

BONUS MATCH 5 Sales: \$17.7 Million
Profit: \$6.3 Million

Monitor games

Racetrax Sales: \$320.5 Million
Profit: \$68.0 Million

keno Sales: \$283.8 Million
Profit: \$72.4 Million

Instant games

SCRATCH OFFS Sales: \$1.1 Billion
Profit: \$164.0 Million

Fast PLAY Sales: \$79.1 Million
Profit: \$12.2 Million

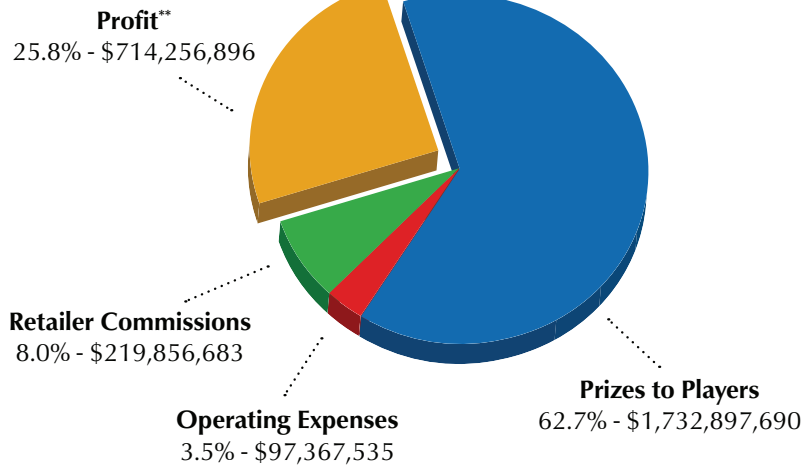
Other

INSTANT TICKET LOTTERY MACHINES
Sales: \$15.0 Million
Profit: \$3.0 Million

(Exclusive to Veterans' Organizations)

WHERE THE MONEY GOES

FY2023 Lottery Sales: \$2,764,378,803*



**Profit is distributed to:

| | | | |
|-------------------------------------|---------------|-----------------------------|-------------|
| Maryland General Fund: | \$651,614,467 | Anne Arundel Hold Harmless: | \$1,669,221 |
| Balt. City Schools Construction: | \$20,000,000 | Michael Busch Sports Fund: | \$1,000,000 |
| Maryland Stadium Authority: | \$14,637,225 | Veterans Trust Fund: | \$298,758 |
| MDOT Bus Rapid Transit Fund: | \$14,637,225 | Maggie McIntosh Arts Fund: | \$250,000 |
| Sports & Entertainment Events Fund: | \$10,000,000 | Maryland Humanities: | \$150,000 |

Lottery FY2023 Facts & Figures

The Maryland Lottery continued its growth in FY2023:

- **Profit to the State: \$714.3 Million**
An increase of 6.0% (\$40.6 Million) over the FY2022 total of \$673.7 Million
- **Total Sales: \$2.764 Billion**
Up 3.8% (\$101.7 Million) from the FY2022 total of \$2.663 Billion
- **Player Prizes: \$1.733 Billion**
An increase of 2.2% (\$37.9 Million) from the FY2022 total of \$1.695 Billion
- **Retailer Sales & Cashing Commissions: \$219.9 Million**
Up 8.3% (\$16.9 Million) from the FY2022 total of \$203 Million
- **Scratch-Off Sales: \$1.063 Billion**
Up 5.3% (\$53.6 Million) from the FY2022 total of \$1.009 Billion
- **Powerball Sales: \$157.8 Million**
Up 23.7% (\$30.2 Million) from the FY2022 total of \$127.6 Million

*All Lottery FY2023 figures are estimated.





PRODUCTS & PROMOTIONS

LAUNCH: OCT. 23

- \$1 – OH, SNAP / #656***
\$500 top prize (80)
Four gingerbread-scented scenes
- \$2 – Unwrap the Cash / #657***
\$5,000 top prize (20) Three scenes
- \$3 – Peppermint Payout Multiplier / #658***
\$30,000 top prize (6) | Peppermint scented
- \$5 – Holiday Cash / #659***
\$50,000 top prize (8) | Green and beige versions
- \$10 – Snow Globe 7s / #660***
\$100,000 top prize (9)
Holiday and winter versions
- \$20 – Win \$100, \$200 or \$500! / #661***
\$500 top prize (over 18,300)

* Second-chance promotion / Retailer holiday bonus program

LAUNCH: NOV. 27

- \$2 – Triple 333 / #662** | \$13,333 top prize (6)
- \$5 – Winning 7 / #663** | \$57,777 top prize (8)
- \$10 – Electric 8s / #664** | \$88,000 top prize (8)

LAUNCH: DEC. 28

- \$1 – Fast Roll / #665**
- \$3 – Loteria / #667**
- \$5 – \$ / #668**
- \$10 – Money Drop / #669**
- \$30 – 200X The Cash / #671**

NEW SCRATCH-OFF GAMES



Fast PLAY NEW FAST PLAY GAMES

LAUNCH: Nov. 6

- \$1 – Candy Cane Cash / #051 †**
\$1,000 top prize (23) Relaunch
- \$5 – Snowflake Ca\$h / #052 †**
\$50,000 top prize (13) Relaunch
- \$10 – Holiday Money Match / #032 †**
\$100,000 top prize (28) Relaunch

LAUNCH: Jan. 8

- \$1 – My Lucky Day / #069**
- \$3 – Why Did the Chicken Cross the Road / #020**
\$30,000 top prize (9) Relaunch
- \$5 – Lightning Cash / #070**

\$10 – Big Win / #071

- \$20 – Diamond Mine / #021**
Progressive top prize starts at \$250,000 (12) Relaunch

† Holiday second-chance promotion



PRODUCTS & PROMOTIONS

RAVENS SECOND-CHANCE PROMOTION CONTINUES

GO RAVENS! As the football season marches on, players can still find lots of instant wins and second-chance opportunities through our Ravens X2 and Ravens X5 scratch-offs and second-chance promotion.

Four more drawings — with entry deadlines of Oct. 22, Nov. 12, Dec. 10 and Jan. 1 — give players chances to win lots of prizes. Enter non-winning scratch-offs through My Lottery Rewards for the chance to win season tickets for 20 years, \$10,000 cash, an away trip with the Ravens to Jacksonville, a Pass for Cash game-day experience or 2024 season tickets.

Visit *Retailer Corner's Resources* tab to read and download the informational flyer about this promotion or go to the Ravens [Promotions](#) page.



OCTOBER-DECEMBER HOLIDAY PROMOTION ROUNDUP

HEAR THOSE HOLIDAY HINGLES? 'Tis the season for selling! The arrival of our holiday scratch-offs kicks off our Holiday Second-Chance Promotion for players and our Holiday Retailer Bonus Program for you.

To qualify for the Retailer Bonus Program, you must activate one book of each of the six scratch-off price points that launch on Oct. 23. Earn entries based on the price point of a settled book, with one entry for settlements of \$1, \$2, \$3 and \$5 books and two entries for \$10 and \$20 books.

Bonuses won under the three components of the program, which runs Oct. 23-Dec. 31, range from \$250 to \$1,500. Two random drawings will award 750 \$250 bonuses. Another 350 top performers will automatically receive bonuses of \$400 and \$600 while eight grand-prize winners, two per region, will get \$1,500 bonuses.

We're also bringing back five holiday-themed promotions shown on **page 8**. Encourage your employees to promote sales of these games to give players even more chances to win big.

no KICKER! **EXTRA BALL! EXTRA CASH!**
Game Day Keno Kicker Sundays
Oct. 1, 8, 15, 22 & 29
 A 21st Keno number drawn at random in select games gives players extra chances to win.





PRODUCTS & PROMOTIONS

OCTOBER-DECEMBER HOLIDAY PROMOTION ROUNDUP

Hall-o-Win

Hall-o-WIN — Oct. 1-31
Enter \$1 Pick 3/4/5 tickets into My Lottery Rewards for the chance to win \$5,000 or \$10,000. Drawing: **Nov. 1.**

Thanks WINNING
Nov. 6-26
Buy any draw game or FAST PLAY tickets and get the chance to win free tickets or Lottery vouchers.

Holiday keno Sprinkler

Sprinklers awarded at random double or triple prizes up to \$100,000 on winning tickets.

Dec. 24 - 31

2X DOUBLER! 2X
CONGRATULATIONS!
Any prizes won on this ticket will be doubled up to a maximum of \$100,000. Good Luck!

3X TRIPLER! 3X
CONGRATULATIONS!
Any prizes won on this ticket will be tripled up to a maximum of \$100,000. Good Luck!

Let it Snow
Dec. 24 - 31

Win free tickets or Lottery vouchers awarded at random to Pick 3/4/5 ticket buyers.

Race Into 2024
Dec. 31 - Jan. 2

Get a \$1 discount off any \$6 Racetrax purchase. Maximum discount is \$5 on purchases of \$30 or more.

RETAILER ADVISORY BOARD MEETINGS COMING

Do you remember attending our Retailer Advisory Board meetings? New Sales Director **James Young** is bringing them back! The dates and locations are:

- Oct. 4, Aberdeen, Hilton Garden Inn
- Oct. 5, Frederick, Residence Inn Marriott
- Oct. 11, Waldorf, Hilton Garden Inn
- Oct. 17, College Park, Holiday Inn and
- Oct. 18 at Lottery headquarters in Baltimore.

All sites have two session choices at 10 a.m. or 1 p.m.

except the Oct. 18 event, which has sessions at 1 p.m. or 4 p.m. Attendance at one session is mandatory for Expanded Cashing Authority Program retailers.

Check *Retailer Corner* and your monthly retailer email for instructions for confirming your attendance. We can't wait to see you to share important information about Fiscal Year 2024 initiatives and get your input and suggestions!



BEST PRACTICES: USE TICKET STOCK CORRECTLY

During each visit to your store, your district manager will check to make sure you and your staff are correctly using Lottery ticket paper.

Avoid being cited for incorrectly handling your ticket stock! We've seen Lottery ticket paper used in ATM machines, cut up as scrap paper or left on a counter where customers have access to it. When your ticket paper runs low, change the roll and dispose of the old roll of ticket paper in a trash can that is not accessible by customers.

Scrap paper



Left on a counter



Cut up scrap paper



ATM paper



TEL-SELL HOLIDAY SCHEDULE AVAILABLE

We're adding a Holiday Schedule from Tel-Sell to the Red Bag containing your October holiday scratch-off games. This flyer has important dates and deadlines to follow to make sure you have enough inventory for long holiday weekends. We'll also post the flyer on *Retailer Corner* under the Resources tab. Check it out!



Retired Sales Manager Frank Hemberger (left), Regional Manager Vanessa Fountain and Director John Martin (right) congratulate Steve Corbin.

CORBIN WINS FY2023 TOP SALES MANAGER AWARD

CONGRATULATIONS TO **Steve Corbin**, district sales manager, who received the Fiscal Year 2023 Frank E. Hemberger III District Manager of the Year award at the July Sales meeting.

Corbin joined the Sales team in January 2022, initially working in Region 1 and rotating to all four regions before landing his permanent assignment in Territory 45. He now works with 124 retailers in Baltimore City and Baltimore County.

What's the key to his success in achieving top sales manager status in less than two years at the Agency? "Honesty, integrity, providing top-notch service and following through on what you say you will do," Corbin said. "It's a simple recipe for success."

Corbin has worked in sales his entire career. After graduating from college, he lived in Florida where he sold copiers and fax machines to businesses. He returned to Maryland two years later and bought the first of three Baltimore-area sporting goods franchises that he owned and operated for 13 years. The Towson resident then sold the stores and worked in sales for a family-owned business in Highlandtown before arriving at the Agency.

Vanessa Fountain, his regional manager, describes Corbin as "a true team player," "an excellent diligent worker and wonderful asset to our team." Fountain reports that he is highly praised by retailers and "known for going above and beyond to ensure that all of the retailer's needs are met."

Congratulations to our top salesman!

A 50TH ANNIVERSARY SALUTE TO OUR ROYAL FARMS LEGACY RETAILERS

ROYAL FARMS



CONGRATULATIONS TO

our final group of legacy Lottery retailers for their longstanding partnership, dedication and determination to provide our players with excellent Lottery experiences. Today, there are 174

Royal Farms stores in our retailer network. The seven stores listed below have been Lottery partners for most or all of its 50 years.

- **Royal Farms #002**, 898 South Marlyn Avenue, Essex (Baltimore County)
- **Royal Farms #011**, 5232 Harford Road, Baltimore (Baltimore City)
- **Royal Farms #014**, 4384 Hollins Ferry Road, Halethorpe (Baltimore County)
- **Royal Farms #015**, 1601 Middleborough Road, Essex (Baltimore County)
- **Royal Farms #020**, 1119 West 41st Street, Hampden (Baltimore City)
- **Royal Farms #028**, 424 Sixth Street, Annapolis (Anne Arundel County)
- **Royal Farms #029**, 627 Mace Avenue, Essex (Baltimore County)



4384 Hollins Ferry Road, Halethorpe



5232 Harford Road, Baltimore



1119 West 41st Street, Hampden



424 Sixth Street, Annapolis



RETAILERS JOIN OUR 50TH ANNIVERSARY CELEBRATION



A & B Liquors, Baltimore
(From left) Owner Sundeep with his new employee.



Carroll Motor Fuels, Joppa
(From left) Owner Shahid Khursheed with former Owner Zain Nazir.



Baltimore Service Center, Baltimore
Connie Spruill, former owner for 20 years and now manager.



Central City Liquors, Hagerstown
Owner Shad Hamilton with Clerk Sara Stanton.



Bay Liquors, Middle River
(From left) Owner Roshan Naupane with a loyal customer.



Cmart, Nottingham
Owner Alex Patel.



RETAILERS JOIN OUR 50TH ANNIVERSARY CELEBRATION



Dash In #10842, Edgewater
Manager Umair Intiaz, son of owner Khawaja Amin.



Stop & Go, North East
(From left) Owners Mike and Sandy Manekporia
with son Dev.



Rock Hall Liquors & Deli, Rock Hall
Owner Shweta Sethi.



Walmart #1890, Salisbury
Front Coach Kade Peacock.



Royal Farms #217, Urbana
Manager Phil Goldstein and Assistant Manager Cindy Shelton.



USA Discount Liquors, Rising Sun
Owner Harbans Singh.

LUCKY RETAILERS SELL WINNING TICKETS



CONGRATULATIONS TO these retailers that sold winning tickets and scratch-offs of \$50,000 and up in August. Visit *Retailer Corner* to see the complete list of lucky retailers selling games of \$10,000 and up.

DRAW, JACKPOT & MONITOR GAMES

| GAME/RETAILER | PRIZE |
|------------------------------------|----------|
| BONUS MATCH 5 | |
| Green Valley Marketplace, Pasadena | \$50,000 |
| Royal Farms #065, Edgewood | \$50,000 |
| State Line Market, Silver Spring* | \$50,000 |

| GAME/RETAILER | PRIZE |
|---------------------------|-----------|
| FAST PLAY | |
| BIG MONEY DOUBLER | |
| Wawa #588, Charlotte Hall | \$117,175 |

| GAME/RETAILER | PRIZE |
|--------------------------------------|-----------|
| MULTI-MATCH | |
| Moreland's Produce & Market, Waldorf | \$840,000 |

| GAME/RETAILER | PRIZE |
|-------------------------------------|-----------|
| PICK 5 | |
| Brother Liquors, Ft. Washington | \$750,000 |
| 7-Eleven #11682, Capitol Heights | \$100,000 |
| Red Sea Petroleum, Baltimore* | \$100,000 |
| 29 Convenience Mart, Silver Spring* | \$50,000 |
| Harbor Market, Oxon Hill* | \$50,000 |
| Royal Farms #159, Baltimore | \$50,000 |
| Suitland Road Exxon, Morningside* | \$50,000 |

| GAME/RETAILER | PRIZE |
|--|----------|
| POWERBALL | |
| Chesapeake House Sunoco A Plus, North East | \$50,004 |
| Giant #0358 Fuel Kiosk, Severna Park | \$50,000 |
| Royal Farms #374, Catonsville | \$50,000 |

| GAME/RETAILER | PRIZE |
|-------------------------------------|-----------|
| RACETRAX | |
| 7-Eleven #27643, Frederick | \$200,126 |
| Weis Markets #279, Prince Frederick | \$62,247 |

SCRATCH-OFFS

| PRIZE/RETAILER | GAME |
|---------------------------------------|-----------------------------------|
| \$1,000,000 | |
| Al's Beer & Wine, Oxon Hill* | \$1 Million Royale |
| \$500,000 | |
| Xpress Mart, Pikesville* | \$500,000 Crossword |
| \$100,000 | |
| Grand Ritchie Liquors, Pasadena | \$100,000 Lucky |
| Honeygo Wine & Spirits, Perry Hall | Bingo X10 6 th Edition |
| Kentland Shell Food Mart, Hyattsville | Maryland Riches |
| Long Gate Mobil, Ellicott City* | Hot 7s Multiplier |
| Maci Citgo, Pasadena | Lucky Times 10 |
| Quick Mart Wise Avenue, Dundalk | \$100,000 Lucky |
| Sheetz #051, Cumberland | Money Bag Multiplier |
| Sterling Liquors, Dundalk | Money Bag Multiplier |
| Sunshine Ethio, Takoma Park* | Six Figures |
| Weis Markets #081, Hagerstown | Ravens X5 |
| \$50,000 | |
| Benfield Wine & Spirits, Millersville | Money Bag Multiplier |
| Broadneck Exxon, Annapolis* | \$1 Million Royale |
| Compass Beer Pump, Baltimore | Cash Money |
| Daro's Beer & Wine, Silver Spring | Gold X20 |
| Dash In #70792, Severn | \$50,000 Cash |
| Exxon At The Mills, Hanover* | \$50,000 Cash |
| Gem Liquors, Lanham* | Big Money |
| Golden Ring Exxon, Baltimore | \$50,000 Cash |
| Keller's Market, Accokeek* | Big Money |
| Moab / Poolesville Crown, Poolesville | \$2,000,000 Gold Rush |
| Rieve's Deli, Odenton* | Bonus Cash Doubler |
| Royal Farms #022, Glen Burnie | Corvette® Cash |
| Royal Farms #183, Pasadena | 50 Years! |
| Royal Farms #187, Abingdon | \$50,000 Cash |
| Sheetz #316, Joppa | Cash Multiplier |
| Shore Stop #219, Berlin | \$50,000 Cash |
| US Fuel, Baltimore | Bonus Cash Doubler |
| Watkins Park Liquor, Upper Marlboro | Hot 7s Tripler |
| White Marsh Plaza Liquors, Baltimore | Cash Multiplier |



Ticket sold by Sheetz #051 in Cumberland.

* EXPANDED CASHING AUTHORITY PROGRAM RETAILER