

Charitable Bingo Management Visits Bingo Halls



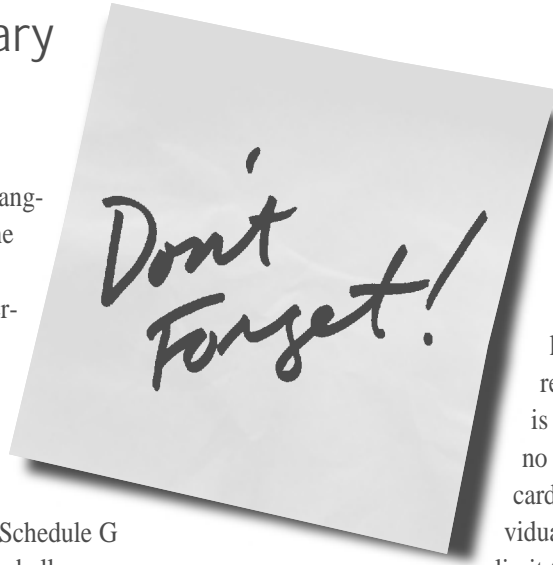
Billy Atkins, Director, Phil Sanderson, Assistant Director and regional office supervisors have visited bingo halls and licensees in Dallas, Houston, Odessa, Austin, Lubbock and Amarillo. Billy Atkins says, "The philosophy behind these visits is to find out what is going on in Charitable Bingo around the state. What are the problems, what can I do as director to implement improvements that benefit the industry within the parameters of the Bingo Enabling Act and Charitable Bingo Administrative Rules? If I sit in my office in Austin, I can make decisions based on theory, statistics and assumptions. If I get out and see

bingo games in action, meet with charity representatives and talk with players I can find out what is needed, where the problems are and have the opportunity to discuss solutions. My goal is to apply 'management by walking around' and make decisions based on realities that produce results that ensure the success of Charitable Bingo in Texas. My goals are: to create a bureaucracy that enables and assists, not one that disables and handicaps; to provide total-quality customer service; reduce unnecessary procedures; and take advantage of technology to provide better, faster and less cumbersome service

to you, our customers. The most important tool in attaining these goals is to visit with you all in person, listen to your ideas and concerns and see Charitable Bingo in action in Texas. My philosophy is although this is a bureaucracy it doesn't have to act like one. Communication results in problem solving, creativity and improvement - all of which contribute to fostering the integrity and success of Charitable Bingo in Texas. We plan to visit as many areas as we can in the future and look forward to visiting with you, if we haven't already."

Licensing Reminder – Primary Operators and Operators

Please remember, to be in compliance with Sec. 2001.102 (b)(10) of the Bingo Enabling Act, if changing the primary operator or adding operators on the renewal application, you must submit a current membership list for the organization. The membership list must be titled, dated and have either telephone numbers or addresses for each member. Veteran's organizations may submit Schedule G Veteran Information Verification Request completed and signed by the applicable state headquarters instead of a membership list. A separate Schedule G must be submitted for the new primary operator and all operators added to the organization's bingo record. Schedule G verifies the membership status of the new primary operator and all operators added to the organization's bingo record.



Reminder on Card-minding (Electronic) Devices

Card-minding devices cannot be reserved if the device is pre-loaded for play. A customer may reserve a card-minding device if it is not preloaded for play. There is no limit to the number of electronic card-minding devices that an individual may play. However, there is a limit to the number of card faces (66) an individual may play through a card-minding device. For information on card minding devices refer to Charitable Bingo Administrative Rule 402.555.

Knights of Columbus 6453 Attributes a Customer Friendly Approach to Charitable Bingo Success

Knights of Columbus 6453 of Georgetown, Texas has been conducting Charitable Bingo since September 1988. Since that time the organization has made approximately \$255,496 in charitable distributions. The organization has realized total gross receipts of \$1,805,813 since they began playing bingo.

Wayne E. Esping, Primary Operator attributes the organization's success in Charitable Bingo to treating bingo operations like a business and the players like valued customers. When asked what advice he would give to other organizations to increase attendance at bingo he gave the following response:

- Make a point to be friendly to everyone who comes in, be sure to say "Hello" when they arrive and thank them for attending when they leave
- Make sure the parking lot is well lighted
- Escort anyone needing assistance to their automobile
- Keep the hall and rest rooms sparkling clean
- Run the bingo operation as though it were a business
- Maintain quality control in all aspects of the operation

Mr. Esping reported that the organization gives away one door prize at every occasion. There is no charge for the door prize tickets. He ensures that prizes are items that would appeal to everyone. The door prizes are items such as CD players, alarm clocks, etc.

Mr. Esping is very enthusiastic about the success of Charitable Bingo. He says, "It's sales, you have to have a smile on your face. We always try to be friendly. I really enjoy creating different ways to promote bingo that make people want to play bingo with us every chance they get." In addition to sales and promotion, Mr. Esping credits computerizing the bingo operations to the organization's success. Because of the installation of the computer system he can tell minute-by-minute what profits are. Computerization allows him to spend more time talking to customers and supervising the bingo games rather than doing paperwork.

Georgetown is a college town and as a result the bingo games are attended by a wide variety of players - from college kids over 18 years of age to the very elderly. Mr. Esping has successfully marketed Charitable Bingo to all age groups in the community.

When asked what Charitable Bingo has done for the organization's charitable activities, Mr. Esping said, "Charitable Bingo has enabled us to extend help to a wide variety of groups and individuals in the community. We make charitable distributions to Boy Scouts, Girl Scouts, indigent families and are currently working on other ways to improve the quality of life in the community. Without Charitable Bingo it would be impossible for us to do this."

Texas Charitable Bingo 1999 Quarterly Report Statistics (As of 02/15/00)

Category	1999 1st Quarter	1999 2nd Quarter	1999 3rd Quarter	1999 4th Quarter	1999 Totals
Regular	\$ 103,664,699.00	\$ 96,806,100.00	\$ 96,824,115.00	\$ 92,342,153.00	\$ 389,637,067.00
Electronic	\$ 27,695,375.00	\$ 30,147,635.00	\$ 30,703,340.00	\$ 31,330,028.00	\$ 119,876,378.00
Instant	\$ 25,907,033.00	\$ 24,570,014.00	\$ 23,611,219.00	\$ 22,523,053.00	\$ 96,611,319.00
Total Gross Receipts	\$ 157,267,107.00	\$ 151,523,749.00	\$ 151,138,674.00	\$ 146,195,234.00	\$ 606,124,764.00
Regular Prizes	\$ 90,856,125.00	\$ 91,005,374.00	\$ 92,103,461.00	\$ 89,111,008.00	\$ 363,075,968.00
Instant Prizes	\$ 18,007,197.00	\$ 17,010,217.00	\$ 16,419,524.00	\$ 15,695,026.00	\$ 67,131,964.00
Total Prizes	\$ 108,863,322.00	\$ 108,015,591.00	\$ 108,522,985.00	\$ 104,806,034.00	\$ 430,207,932.00
Charitable Distributions	\$ 10,755,199.00	\$ 10,911,579.00	\$ 9,695,331.00	\$ 8,899,521.00	\$ 40,261,630.00
Attendance	7,296,003	6,904,468	6,995,706	6,678,012	27,874,189

Texas Charitable Bingo Comparison of 1998 & 1999 Quarterly Report Statistics (As of 02/15/00)

Category	1998 Total	1999 Total	Increase/Decrease
Regular	\$ 430,428,772.00	\$ 389,637,067.00	\$ (40,791,705.00)
Electronic	\$ 75,492,971.00	\$ 119,876,378.00	\$ 44,383,407.00
Instant	\$ 98,996,508.00	\$ 96,611,319.00	\$ (2,385,189.00)
Total Gross Receipts	\$ 604,918,251.00	\$ 606,124,764.00	\$ 1,206,513.00
Regular Prizes	\$ 363,733,075.00	\$ 363,075,968.00	\$ (657,107.00)
Instant Prizes	\$ 68,435,822.50	\$ 67,131,964.00	\$ (1,303,858.50)
Total Prizes	\$ 432,168,897.50	\$ 430,207,932.00	\$ (1,960,965.50)
Charitable Distributions	\$ 42,561,428.80	\$ 40,261,630.00	\$ (2,299,798.80)
Attendance	29,846,540	27,874,189	(1,972,351)

Administrative Action Taken by Commission

Organization Name
 Association of Texas Bingo Licensees, Inc., Dallas, Texas

Application Type
 Conductor

Action
 License Application
 Denied, January 28, 2000

Findings

- Stated purpose of intended use of bingo proceeds not in compliance with the Bingo Enabling Act.
- Failed to submit bond.
- Failed to submit license fee.
- Failed to submit copies of Internal Revenue Forms 990 or statement from IRS exempting organization from filing requirement.
- Failed to submit membership lists.
- Failed to submit proof of charitable activities for 1999.

Does Your Group Need A Speaker?

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If your group needs a speaker we would be happy to provide one to any group of any size. The focus of the talk would be Charitable Bingo as a fundraiser for non-profit organizations - what Charitable Bingo contributes to the organization, to charity, and the community. If you would like to request a speaker contact us as follows:

Phone:: 800-BINGO-77 (246-4677)

FAX: (512) 344-5142

Mail:: Charitable Bingo Division
Texas Lottery Commission
PO Box 16630
Austin, TX 78761-6630

E-mail:: info@txbingo.org

Need A Copy of a Back Issue of the Bingo Bulletin?

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If you would like a copy of a back issue of a Bingo Bulletin please contact us and we will be happy to send the issue. Some past issues are available on our website (www.txbingo.org). Send your requests to one of the following:

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Do You Have Questions Concerning IRS Regulations?

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If you have any questions concerning IRS regulations for tax-exempt organizations, you can get assistance by calling the IRS at their toll free number 1-877-829-5500.

**Charitable Bingo
In The News**



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