

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 9/30/2019

Game #	2149	Confirmed Packs	3,233
Game Name	Fireball 5s	Active Packs	2,583
Quantity Printed	9,149,850	Warehouse Packs	20
Price Point	\$1	Returned Packs	240
Start Date	6/26/2019	Printed Payout Percentage	60.03%
Top Prize	\$ 1,000	Percent Sold	88.08%
Number of Top Prizes Remaining	1	Number of Weeks Out	13

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 108,792	Actual ticket production costs
Prize payout expense	\$ 4,552,302	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 4,661,094</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 8,059,188	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 8,059,188</b>	

**Excess of Revenue over Expended \$ 3,398,094**

**INTANGIBLE POSITIVE BENEFITS:**

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

**INTANGIBLE NEGATIVE BENEFITS:**

- There are still valuable prizes remaining in this game.

**Assumptions:**

--Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

**Weekly Sales Comparison Information**

	Previous 3 Weeks Sales from DaVinci	
Most recent week sales	\$	176,405
Next week	\$	237,232
Next week	\$	315,252
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>242,963</b>
<b>Avg Weekly Sales \$1; 5M - 9.9M Qty</b>	<b>\$</b>	<b>543,741</b>
<b>Percentage Of Variance In Sales</b>		<b>55%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	<input type="text" value="2149"/>	Printed Payout Percentage	<input type="text" value="60.03%"/>
Game Name	<input type="text" value="Fireball 5s"/>	Actual Payout Percentage	<input type="text" value="56.49%"/>
Percent Sold	<input type="text" value="88.08%"/>	Number of Weeks Out	<input type="text" value="13"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<input type="text" value="15"/>

**Recommendation**

Based on the findings in this Summary Report, I am recommending closing the above game.

I am recommending closing the above game based on the below business reason(s):

---

---

---

*Dale Boussock*      9/30/19  
Instant Product Coordinator      Date

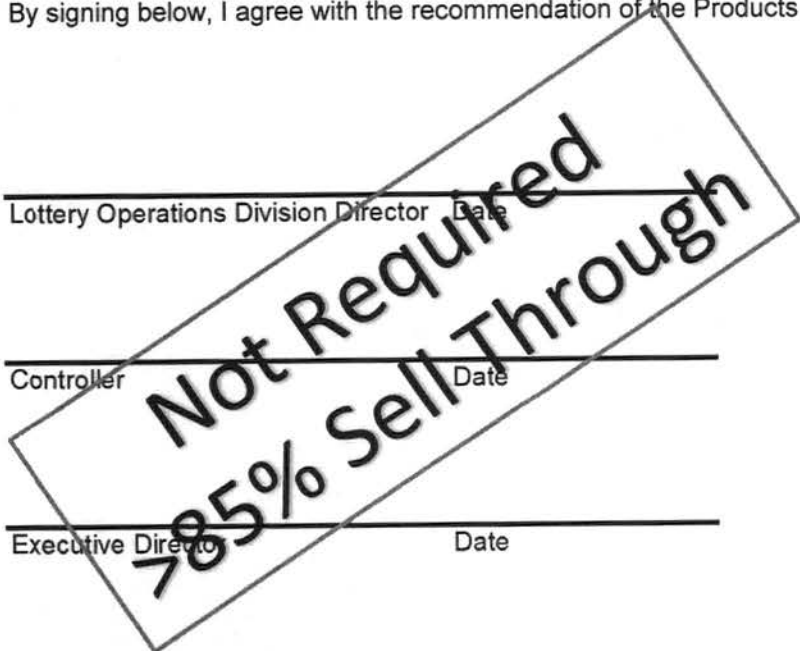
*R. Lu*      10/7/19  
Products Manager      Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

\_\_\_\_\_  
Lottery Operations Division Director      Date

\_\_\_\_\_  
Controller      Date

\_\_\_\_\_  
Executive Director      Date





Play the Games of Texas!

Da Vinci Report  
Week End Date:9/28/19

9/30/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales				
														9/28/19	9/29/19	9/30/19	9/14/19	9/17/19
Baseline	2170	\$1	9,177,900	HIT \$5,000	9/3/19			4	28.06%	20,131	12,603	7,960	3	\$818,442.00	\$791,991.00	\$695,721.00	\$269,112.00	
	2124	\$1	853,200	WINNING 75	8/8/19			7	0.00%	0	0	4,242	0	\$0	\$0	\$0	\$0	
	2174	\$2	7,042,625	20X	9/3/19			4	28.47%	16,530	10,558	10,101	6	\$1,219,128.00	\$1,183,864.00	\$1,127,208.00	\$479,528.00	
	2162	\$2	40,877,750	BREAK THE BANK	8/5/19			8	9.66%	14,919	9,448	288,573	8	\$1,087,466.00	\$1,064,784.00	\$1,065,846.00	\$1,152,648.00	
	2120	\$2	7,211,875	DOUBLE MATCH	7/15/19			11	65.10%	10,409	7,524	157	94	\$668,742.00	\$725,474.00	\$778,922.00	\$933,476.00	
	2060	\$2	35,449,750	WEEKLY GRAND	8/19/19			6	5.35%	17,307	11,767	237,339	19	\$855,350.00	\$798,698.00	\$759,184.00	\$660,672.00	
	2175	\$5	7,208,550	\$100,000 FRENZY	9/16/19			2	10.70%	27,290	10,073	44,872	0	\$2,406,635.00	\$1,449,265.00	\$375.00	\$0	
	2152	\$5	5,625,525	50X FAST CASH	7/15/19			11	59.59%	14,096	7,101	6,928	103	\$942,025.00	\$1,026,115.00	\$1,146,470.00	\$1,359,120.00	
	2165	\$5	11,079,000	BINGO TIMES 20	8/5/19			8	30.97%	20,032	9,064	70,169	25	\$1,907,900.00	\$2,019,935.00	\$2,069,060.00	\$2,302,515.00	
	2155	\$5	7,239,375	BONUS JACKPOT	8/5/19			8	36.22%	24,983	8,237	25,936	283	\$1,241,125.00	\$1,341,325.00	\$1,302,485.00	\$1,617,210.00	
	2158	\$5	9,750,750	COWBOYS	8/19/19			6	18.89%	15,618	9,877	77,703	7	\$1,498,060.00	\$1,499,280.00	\$1,653,455.00	\$1,795,405.00	
	2171	\$5	7,335,525	HIT \$250,000	9/3/19			4	36.23%	30,963	11,449	14,789	13	\$3,389,870.00	\$3,777,420.00	\$4,254,580.00	\$1,864,465.00	
	2159	\$5	5,626,275	HOUSTON TEXANS	8/19/19			6	18.22%	15,432	8,568	35,294	127	\$850,175.00	\$930,880.00	\$1,001,225.00	\$1,027,450.00	
2172	\$10	6,119,450	HIT \$500,000	9/3/19			4	28.45%	28,207	9,579	44,746	12	\$4,439,550.00	\$4,799,370.00	\$5,390,610.00	\$2,797,610.00		
2167	\$10	26,558,050	MEGALOTERIA	9/16/19			2	2.21%	25,827	7,292	480,868	1	\$3,937,160.00	\$1,833,160.00	\$500.00	\$0		
2126	\$10	6,117,600	WILD 10S	7/15/19			11	70.34%	23,234	8,174	1,376	17	\$2,550,730.00	\$2,620,280.00	\$2,881,490.00	\$3,813,140.00		
2173	\$30	5,135,150	HIT \$1,000,000	9/3/19			4	10.91%	34,030	8,974	136,759	26	\$4,473,570.00	\$4,672,530.00	\$4,949,850.00	\$2,709,750.00		
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			106	0.00%	0	0	2,415	65	\$0	\$0	\$0	\$0	
	2149	\$1	9,149,850	FIREBALL 5S	6/26/19			13	88.08%	3,233	2,563	20	240	\$178,405.00	\$237,232.00	\$315,252.00	\$426,792.00	
	1804	\$1	829,650	LUCKY STARS	9/18/17			106	0.00%	0	0	101	765	\$0	\$0	\$0	\$0	
	2132	\$1	16,882,800	TOPAZ 7S	5/6/19			21	80.86%	11,666	8,101	221	113	\$391,809.00	\$438,965.00	\$468,388.00	\$503,081.00	
	2142	\$1	9,163,200	TRIPLE YOUR CASH	6/3/19			17	82.20%	5,307	3,888	24	328	\$208,902.00	\$252,213.00	\$277,746.00	\$313,113.00	
	2068	\$1	30,502,050	WEEKLY HALF GRAND	8/20/18			58	86.65%	8,990	5,870	10,422	9	\$260,707.00	\$265,995.00	\$292,150.00	\$279,359.00	
	2146	\$2	7,053,375	AMAZING 8S	6/17/19			15	82.19%	4,666	3,770	120	473	\$316,988.00	\$420,710.00	\$467,504.00	\$553,334.00	
	2080	\$2	40,562,000	BREAK THE BANK	6/15/18			67	89.90%	6,036	2,712	19,735	36	\$319,474.00	\$327,380.00	\$405,871.00	\$460,494.00	
	2052	\$3	35,669,250	\$50,000 BONUS CASHWORD	2/4/19			34	55.55%	14,397	9,179	99,981	18	\$1,752,465.00	\$1,770,843.00	\$1,730,821.00	\$1,723,611.00	
	2089	\$3	5,989,875	BLOCK-O	6/3/19			17	75.46%	4,193	4,038	855	1,086	\$447,573.00	\$530,786.00	\$575,451.00	\$613,197.00	
	1828	\$3	41,527,800	TEXAS LOTTERIA	9/17/18			54	61.78%	18,984	11,203	177,207	20	\$1,384,437.00	\$1,390,749.00	\$1,365,072.00	\$1,399,215.00	
	2134	\$5	7,221,000	\$500 FRENZY	4/15/19			24	86.15%	3,860	2,028	6,363	184	\$336,120.00	\$372,905.00	\$414,980.00	\$492,315.00	
	2129	\$5	10,394,625	BONUS BREAK THE BANK	4/2/19			26	60.59%	14,536	7,842	30,096	9	\$1,071,305.00	\$1,049,695.00	\$1,124,500.00	\$1,220,320.00	

**Liability for 2149 / for Life to Date**

Product Status:  
Active

SmartCash Enabled:  
N/A

Validation Range: 05/31/2019 - 12/31/2037

**Outstanding Prizes**

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$1.00	200231	\$200,231.00	785876	\$785,876.00	79.69%	7291954
2	2	N/A	\$2.00	91959	\$183,918.00	426648	\$853,296.00	82.27%	7527405
3	3	N/A	\$3.00	40851	\$122,553.00	203150	\$609,450.00	83.26%	7617968
4	4	N/A	\$10.00	17646	\$176,460.00	73851	\$738,510.00	80.71%	7385221
5	5	N/A	\$10.00	8905	\$89,050.00	52093	\$520,930.00	85.40%	7814078
6	6	N/A	\$20.00	3194	\$63,880.00	17121	\$342,420.00	84.28%	7711276
7	7	N/A	\$20.00	2886	\$57,720.00	17456	\$349,120.00	85.81%	7851724
8	0	N/A	\$50.00	214	\$10,700.00	1602	\$80,100.00	88.22%	8071618
9	0	N/A	\$100.00	155	\$15,500.00	1113	\$111,300.00	87.78%	8031374
10	0	N/A	\$100.00	70	\$7,000.00	388	\$38,800.00	84.72%	7751401
11	0	N/A	\$500.00	24	\$12,000.00	235	\$117,500.00	90.73%	8301987
12	0	N/A	\$1,000.00	1	\$1,000.00	5	\$5,000.00	83.33%	7624874
<b>Totals:</b>				<b>366136</b>	<b>\$940,012.00</b>	<b>1,579,538</b>	<b>\$4,552,302.00</b>		

NO. OF TICKETS: 9,149,850  
 NO. POOLS: 25.42  
 PACK SIZE: 150  
 PACKS/POOL: 2,400  
 PACKS/GAME: 60,999

Minimum: 8,820,000  
 Maximum: 9,180,000

TEXAS LOTTERY COMMISSION  
 \*FIREBALL 5\* - GAME NO. 2149  
 END OF PRODUCTION PRIZE STRUCTURE  
 7-May-19  
 VERSION A

PRIZE TIER	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	WIN	ODDS OF 1 IN	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$1	1	\$1	9.28	986,107	16,167	38,800.00	\$986,107	17.95%	92.74% LOW TIER
2	2	L	\$2	1	\$2	17.64	518,607	8,500	20,400.00	\$1,037,214	18.88%	
3	3	L	\$3	1	\$3	37.50	244,001	4,000	9,600.00	\$732,003	13.33%	
4	4	L	1x-5*	1	\$10	100.00	91,497	1,500	3,600.00	\$914,970	16.66%	
5	5	L	\$10	1	\$10	150.00	60,998	1,000	2,400.00	\$609,980	11.11%	
6	6	L	2x-5*	1	\$20	450.40	20,315	0.333	800.00	\$406,300	7.40%	
7	7	L	\$20	1	\$20	449.80	20,342	0.333	800.00	\$406,840	7.41%	
8	8	M	3x-5*	1	\$50	5,038.46	1,816	0.030	71.00	\$90,800	1.65%	
9	9	M	4x-5*	1	\$100	7,215.97	1,268	0.021	50.00	\$126,800	2.31%	
10	0	M	\$100	1	\$100	19,977.84	458	0.008	18.00	\$45,800	0.83%	
11	0	M	5x-5*	1	\$500	35,327.61	259	0.004	10.00	\$129,500	2.36%	7.15% MID TIER
12	0	H	\$1,000	1	\$1,000	1,524,975.00	6 ***	0.000	0.24	\$6,000	0.11%	0.11% HIGH TIER
							4.70	1,945,674	76,549.24	\$5,492,314	100.00%	100.00%
							4.7027					

NOTE: \*5\* = Win the corresponding prize in the PRIZE LEGEND by revealing one or more \*5\* Play Symbols.

Consolidated odds are 1 in:

\$1	9.28	986,107
\$2	17.64	518,607
\$3	37.50	244,001
\$10	60.00	152,495
\$20	225.05	40,657
\$50	5,038.46	1,816
\$100	5,301.19	1,726
\$500	35,327.61	259
\$1,000	1,524,975.00	6
		1,945,674

\* Each of the following GLEIPS will be used in approximately 16.67% of each pack of 150 tickets.

\*\* Numbers are rounded.

\*\*\* This Number of prizes is guaranteed delivery to the Lottery.

PAYOUT % 60.03%



# INTEROFFICE MEMO

Gary Grief, Executive Director    Michael P. Farrell, Charitable

## Payment Approval

June 3, 2019

The attached invoice(s) for service is being submitted for approval. JB

Vendor Name: Pollard Banknote Limited  
P.O. Number (if applicable): 360-19-9010RL015  
Invoice Number: 8511547  
Tx Game Name: Fireball 5s #2149

	<u>Quantity</u>	<u>Unit Price</u>	<u>Amount</u>
Ticket size 2 x 4	9149.85	9.49	\$86,832.08
integrated overprints	9149.85	2.40	\$21,959.64

Total Amount **\$108,791.72**

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock 125 6/4/19  
Dale Bowersock (Instant Product Coordinator) Date  
Please forward to the next person for approval

Robert Tirlohi 6/4/19  
Robert Tirlohi (Products Manager) Date  
Please forward to the next person for approval

Ryan Mindell 6-4-19  
Ryan Mindell (Lottery Operations Division Director) Date

Please return to Maria Perez in the Office of the Controller by

June 13, 2019

## INVOICE NO.: 8511547

<b>Sold To:</b> Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	<b>Ship To:</b> Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
May 31, 2019	1049484		5008

Order name: Fireball 5s #2149  
 PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 2.4 x 4	9,149,850	9.49 /M	86,832.08
Integrated overprints	9,149,850	2.40 /M	21,959.64

Under unit price '/M' = price per thousand.

<b>Before Taxes:</b>	108,791.72 USD
<b>Freight:</b>	0.00
<b>Deposit:</b>	0.00
<b>Amount Due:</b>	108,791.72 USD

**Banking Instructions:**

TD New York  
 31 W. 52nd Street  
 New York, NY, 10019  
 ABA# 026003243  
 Bank Account # 3248176206

Delivery: Prepaid  
 Tax ID/Contract Number: NA  
 GST Registration Number: 819251463

2019 JUN -3 PM 2:57  
 OFFICE OF THE  
 CONTROLER  
 0400111111

**Instant Ticket Game Analysis**  
2/26/17-2/23/19

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50	
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	
5M-9.99M	Week 15	Week 18	Week 18	Week 17	3M	None	None	None	Week 52*		
10M-14.99M	Week 20	None	None	Week 16*	4M	None	None	None	None		
15M-19.99M	Week 23	None	Week 32*	Week 48	5M	None	Week 42	None	None		
20M-24.99M	None	None	None	Week 57	6M	Week 22	None	None	None		
25M-29.99M	Week 58*	None	None	None	7M	None	Week 49*	None	None		
30M-34.99M	Week 41*	Week 57*	None	None	8M	Week 25*	None	None	None		
>35M	None	Week 55*	Week 57	Week 53*	>9M	Week 43	Week 49*	None	None		

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50	
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	
5M-9.99M	\$543,741	\$753,911	\$1,037,655	\$2,105,631	3M	None	None	None	\$2,913,384		
10M-14.99M	\$527,618	None	None	\$2,919,843	4M	None	None	None	None		
15M-19.99M	\$633,249	None	\$1,302,836	\$1,502,081	5M	None	\$2,300,088	None	None		
20M-24.99M	None	None	None	\$1,710,701	6M	\$2,715,030	None	None	None		
25M-29.99M	\$438,898	None	None	None	7M	None	\$2,502,908	None	None		
30M-34.99M	\$629,856	\$1,039,084	None	None	8M	\$2,822,095	None	None	None		
>35M	None	\$1,243,302	\$1,731,457	\$3,256,460	>9M	\$2,847,773	\$3,190,792	None	None		

None = no games at this level with 85% sell through  
\* only one game at this level with 85% sell through

Excludes Promotional Tickets  
Unaudited - For Internal Use Only