

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 1/25/2021

Game #	2259	Confirmed Packs	1,969
Game Name	7-11-21	Active Packs	2,369
Quantity Printed	10,139,550	Warehouse Packs	219
Price Point	\$1	Returned Packs	349
Start Date	10/5/2020	Printed Payout Percentage	60.09%
Top Prize	\$ 1,000	Percent Sold	91.54%
Number of Top Prizes Remaining	4	Number of Weeks Out	16

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 154,926	Actual ticket production costs
Prize payout expense	\$ 5,248,717	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 5,403,643

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 9,281,744	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 9,281,744

Excess of Revenue over Expended \$ 3,878,101

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

<u>Previous 3 Weeks Sales from DaVinci</u>		
Most recent week sales	\$	180,979
Next week	\$	220,638
Next week	\$	288,944
Avg Weekly Sales Current Game	\$	230,187
Avg Weekly Sales \$1; 5-9.99M Qty*	\$	598,210
Percentage Of Variance In Sales		62%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2259	Printed Payout Percentage	60.09%
Game Name	7-11-21	Actual Payout Percentage	56.55%
Percent Sold	91.54%	Number of Weeks Out	16
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			14

*No data available at the 10-14.99M qty. 5-9.99M qty was used.

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):

Scratch Ticket Strategy Coordinator Date

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

**Not Required
Over 85% Sold**

Bowersock, Dale

From: Tirloni, Robert
Sent: Tuesday, January 26, 2021 3:58 PM
To: Bowersock, Dale
Subject: FW: Game Close Analysis Documents for 2/5/21 Pre-call
Attachments: 2266 Winter Words.pdf; 2257 Lucky No. 13.pdf; 2245 Million Dollar Loteria.pdf; 2259 7-11-21.pdf

Importance: High

All four game close analysis documents attached are approved. –RT, 1/26/21

Note, there was a type-o on game 2259 for the number of active packs. I corrected and the corrected PDF is attached. Please keep this version instead of the one you originally sent me.

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, January 25, 2021 12:39 PM
To: Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>
Subject: Game Close Analysis Documents for 2/5/21 Pre-call

Approved. DB 1/25/21

Attached are game close analysis documents for your approval. I won't need these back until 2/4.



Play the Games of Texas!

Da Vinci Report

1/25/21

Week End Date:1/23/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														1/23/21	1/16/21	1/9/21	1/2/21
Mature	2168	\$3	35,604,750	\$50,000 BONUS CASHWORD	2/17/20			49	86.09%	11,418	7,579	17,797	11	\$1,601,775.00	\$1,602,540.00	\$1,960,989.00	\$2,211,240.00
	2163	\$3	41,105,925	TEXAS LOTERIA	4/6/20			42	51.96%	15,693	11,506	231,943	11	\$1,607,757.00	\$1,559,001.00	\$1,599,570.00	\$1,553,958.00
	2164	\$5	22,076,025	\$100,000 VIP CASHWORD	3/16/20			45	87.98%	12,419	8,361	11,315	37	\$1,943,020.00	\$1,914,300.00	\$1,951,935.00	\$2,045,540.00
	2253	\$5	13,996,275	\$200,000 EXTREME CASH	9/8/20			20	73.98%	12,500	9,313	23,587	17	\$1,949,260.00	\$1,900,280.00	\$2,131,080.00	\$2,159,675.00
	2235	\$5	9,893,475	COWBOYS	8/17/20			23	51.72%	4,080	3,561	54,492	81	\$481,750.00	\$492,235.00	\$659,885.00	\$753,190.00
	2236	\$5	5,627,925	HOUSTON TEXANS	8/17/20			23	59.96%	3,201	2,574	22,382	543	\$316,090.00	\$356,580.00	\$389,500.00	\$471,940.00
	2260	\$5	9,129,300	LADY LUCK 7	10/5/20			16	77.23%	7,422	5,753	13,000	12	\$1,239,975.00	\$1,238,965.00	\$1,410,425.00	\$1,573,435.00
	2263	\$5	7,337,700	MONEY MULTIPLIER	10/19/20			14	86.99%	6,425	4,751	250	299	\$925,265.00	\$1,127,580.00	\$1,599,640.00	\$1,973,850.00
	2254	\$10	11,095,550	\$500,000 EXTREME CASH	9/8/20			20	69.29%	18,218	10,209	36,003	15	\$3,231,830.00	\$3,218,050.00	\$3,548,710.00	\$4,152,440.00
	2271	\$10	8,192,300	COOL RICHES	9/21/20			18	54.50%	15,609	8,959	46,681	166	\$1,748,470.00	\$1,846,390.00	\$2,226,760.00	\$2,636,390.00
	2244	\$10	26,557,800	MEGA LOTERIA	6/22/20			31	71.74%	31,565	11,833	98,246	129	\$7,824,000.00	\$7,514,180.00	\$7,551,450.00	\$7,957,990.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			20	43.16%	19,064	9,176	174,036	21	\$2,958,640.00	\$3,062,540.00	\$3,323,140.00	\$3,945,860.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			193	66.98%	14,806	7,382	432,030	17	\$2,516,220.00	\$2,606,840.00	\$2,801,200.00	\$3,146,160.00
	2040	\$20	7,214,300	MAD MONEY MULTIPLIER	10/19/20			14	36.49%	17,046	7,765	155,875	24	\$2,149,680.00	\$2,228,320.00	\$2,907,020.00	\$3,924,400.00
	2219	\$20	8,837,100	MEGA 7S	6/1/20			34	83.46%	16,998	7,679	30,541	64	\$2,784,120.00	\$2,753,500.00	\$3,000,360.00	\$3,471,800.00
	2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			45	47.74%	12,888	7,540	228,506	23	\$2,719,680.00	\$2,857,620.00	\$3,101,460.00	\$3,213,540.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			149	46.35%	12,877	7,250	707,414	29	\$3,409,530.00	\$3,690,930.00	\$3,838,320.00	\$3,883,740.00
	2261	\$50	5,430,340	\$200 MILLION CASH	8/17/20			23	66.62%	17,256	6,760	63,153	30	\$6,066,250.00	\$7,591,000.00	\$7,648,950.00	\$7,538,850.00
	2274	\$50	5,139,100	500X LOTERIA SPECTACULAR	10/5/20			16	52.60%	25,521	8,146	83,694	19	\$7,461,150.00	\$8,718,100.00	\$8,780,700.00	\$8,866,250.00
Sold/Closing	2259	\$1	10,139,550	7-11-21	10/5/20			16	91.54%	1,969	2,369	219	349	\$180,979.00	\$220,638.00	\$288,944.00	\$353,932.00
	2216	\$1	17,132,100	HOT 7S	6/1/20	1/3/21	2/17/21	34	95.90%	233	452	663	946	\$34,228.00	\$54,940.00	\$82,858.00	\$97,491.00
	2232	\$1	9,168,000	TRIPLE 777	8/3/20	1/3/21	2/17/21	25	93.42%	179	393	615	920	\$32,055.00	\$50,869.00	\$76,768.00	\$87,722.00
	2062	\$2	7,065,750	WILD TRIPLER	7/20/20	1/3/21	2/17/21	27	92.89%	108	103	148	2,345	\$7,548.00	\$19,392.00	\$36,488.00	\$64,622.00
	2266	\$3	4,939,750	WINTER WORDS	11/2/20			12	90.30%	1,381	1,441	200	107	\$259,146.00	\$318,519.00	\$481,611.00	\$735,144.00
	2231	\$5	5,626,200	50X FAST CASH	7/20/20	2/7/21	3/24/21	27	87.76%	1,712	1,430	3,625	1,029	\$208,645.00	\$211,060.00	\$243,845.00	\$284,850.00
	2177	\$5	18,315,600	BONUS BREAK THE BANK	11/18/19	1/5/21	2/19/21	62	95.95%	1,383	1,407	444	74	\$369,960.00	\$708,650.00	\$1,210,705.00	\$1,332,150.00
	2229	\$5	7,122,225	DOUBLE DIAMOND	7/6/20	1/3/21	2/17/21	29	74.59%	250	235	19,663	1,162	\$50,370.00	\$85,560.00	\$172,865.00	\$230,290.00
	2215	\$5	7,188,075	ROUTE 66 ROAD TO \$1,000,000!	6/15/20	2/7/21	3/24/21	32	83.26%	1,349	983	11,963	754	\$116,170.00	\$139,315.00	\$139,985.00	\$167,500.00
	2237	\$5	40,877,775	SUPER LOTERIA	12/16/19	2/7/21	3/24/21	58	99.21%	1,022	453	38	1,493	\$137,850.00	\$174,675.00	\$242,285.00	\$315,810.00
	2128	\$5	7,253,550	WILD CASH MULTIPLIER	7/6/20	2/7/21	3/24/21	29	70.56%	1,733	1,414	22,790	1,232	\$200,240.00	\$208,215.00	\$231,035.00	\$264,420.00
	2226	\$10	18,095,250	\$250,000 50X CASHWORD	5/1/20	1/15/21	3/1/21	38	96.95%	4,511	3,208	16	78	\$1,982,090.00	\$3,928,880.00	\$4,776,840.00	\$5,109,450.00
	2264	\$10	5,629,800	MERRY MAGIC	10/19/20	1/8/21	2/22/21	14	88.28%	3,124	2,807	473	67	\$811,490.00	\$1,442,030.00	\$2,706,810.00	\$4,313,720.00

Liability for 2259 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 09/16/2020 - 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	207068	\$207,068.00	942081	\$942,081.00	81.98%	8312479
2	2	N/A	\$2.00	31401	\$62,802.00	171390	\$342,780.00	84.52%	8569500
3	3	N/A	\$2.00	36793	\$73,586.00	166042	\$332,084.00	81.86%	8300299
4	4	N/A	\$3.00	14687	\$44,061.00	86769	\$260,307.00	85.52%	8671725
5	5	N/A	\$3.00	16392	\$49,176.00	84965	\$254,895.00	83.83%	8499727
6	6	N/A	\$5.00	8687	\$43,435.00	58855	\$294,275.00	87.14%	8835438
7	7	N/A	\$5.00	4310	\$21,550.00	29483	\$147,415.00	87.25%	8846339
8	8	N/A	\$5.00	4011	\$20,055.00	29782	\$148,910.00	88.13%	8936054
9	9	N/A	\$9.00	3992	\$35,928.00	29812	\$268,308.00	88.19%	8942144
10	10	N/A	\$9.00	8814	\$79,326.00	58783	\$529,047.00	86.96%	8817449
11	11	N/A	\$15.00	3605	\$54,075.00	30144	\$452,160.00	89.32%	9056463
12	12	N/A	\$15.00	4001	\$60,015.00	29847	\$447,705.00	88.18%	8941005
13	0	N/A	\$30.00	393	\$11,790.00	3843	\$115,290.00	90.72%	9198841
14	0	N/A	\$30.00	535	\$16,050.00	4131	\$123,930.00	88.53%	8976956
15	0	N/A	\$30.00	499	\$14,970.00	4115	\$123,450.00	89.19%	9042966
16	0	N/A	\$30.00	414	\$12,420.00	3840	\$115,200.00	90.27%	9152767
17	0	N/A	\$90.00	101	\$9,090.00	947	\$85,230.00	90.36%	9162360
18	0	N/A	\$90.00	110	\$9,900.00	944	\$84,960.00	89.56%	9081342
19	0	N/A	\$90.00	86	\$7,740.00	972	\$87,480.00	91.87%	9315352
20	0	N/A	\$90.00	79	\$7,110.00	969	\$87,210.00	92.46%	9375213
21	0	N/A	\$1,000.00	4	\$4,000.00	6	\$6,000.00	60.00%	6083729
Totals:				345982	\$844,147.00	1,737,720	\$5,248,717.00		

END OF PRODUCTION PRIZE STRUCTURE
September 10, 2020 - (POOLS # 1 – 50 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO.2259 "7-11-21@"
March 25, 2020 - VERSION A

Order Quantity:	10,139,550	Pack Size:	150	Pool Size:	240,000	Winners:	2,083,702	Total Payout	
Price Point:	\$1.00	Packs/Game:	67,597	Number of Pools:	42.25	Non-winners:	8,055,848	Prize Fund:	\$6,092,864.00
Revenue:	\$10,139,550.00	Packs/Pool:	1,600			Overall Odds:	4.8661	Payout:	60.09%

ORIGINAL ORDER

SHIPMENT # 1
COMPLETE
POOLS # 1-50

Kind	Wins	Tier	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund	
		Level					Pack	Pool	Total			
Low Tiers												
01	1	L	\$1 w/"7"	\$1	\$1.00	8.8235	17.00	27,200.00	1,149,149	\$1,149,149.00	18.86%	10139550
02	1	L	\$2 w/"7"	\$2	\$2.00	50.0000	3.00	4,800.00	202,791	\$405,582.00	6.66%	1149149
03	1	L	\$1 w/"11"	\$2	\$2.00	49.9892	3.00	4,800.00	202,835	\$405,670.00	6.66%	202791
Total (\$2.00):						24.9973	6.00	9,600.00	405,626	\$811,252.00	13.31%	202835
04	1	L	\$3 w/"7"	\$3	\$3.00	99.9404	1.50	2,400.00	101,456	\$304,368.00	5.00%	101456
05	1	L	\$1 w/"21"	\$3	\$3.00	100.0380	1.50	2,400.00	101,357	\$304,071.00	4.99%	101357
Total (\$3.00):						49.9946	3.00	4,800.00	202,813	\$608,439.00	9.99%	
06	1	L	\$5 w/"7"	\$5	\$5.00	150.1221	1.00	1,600.00	67,542	\$337,710.00	5.54%	67542
07	2	L	\$2 w/"7" + \$1 w/"21"	\$5	\$5.00	300.0488	0.50	800.00	33,793	\$168,965.00	2.77%	33793
08	5	L	\$1 w/"7" x 5	\$5	\$5.00	300.0488	0.50	800.00	33,793	\$168,965.00	2.77%	33793
Total (\$5.00):						75.0366	2.00	3,200.00	135,128	\$675,640.00	11.09%	
09	1	L	\$9 w/"7"	\$9	\$9.00	299.9512	0.50	800.00	33,804	\$304,236.00	4.99%	33804
10	1	L	\$3 w/"21"	\$9	\$9.00	150.0000	1.00	1,600.00	67,597	\$608,373.00	9.99%	67597
Total (\$9.00):						99.9946	1.50	2,400.00	101,401	\$912,609.00	14.98%	
11	1	L	\$15 w/"7"	\$15	\$15.00	300.4400	0.50	800.00	33,749	\$506,235.00	8.31%	33749
12	1	L	\$5 w/"21"	\$15	\$15.00	299.5613	0.50	800.00	33,848	\$507,720.00	8.33%	33848
Total (\$15.00):						150.0000	1.00	1,600.00	67,597	\$1,013,955.00	16.64%	
Total (Low Tiers):						4.9180	30.50	48,800.00	2,061,714	\$5,171,044.00	84.87%	
Mid Tiers												
13	1	M	\$30 w/"7"	\$30	\$30.00	2393.6615	0.06	100.00	4,236	\$127,080.00	2.09%	4236
14	1	M	\$15 w/"11"	\$30	\$30.00	2173.0712	0.07	110.00	4,666	\$139,980.00	2.30%	4666
15	1	M	\$10 w/"21"	\$30	\$30.00	2197.5618	0.07	110.00	4,614	\$138,420.00	2.27%	4614
16	5	M	\$3 w/"11" x 5	\$30	\$30.00	2383.5331	0.06	100.00	4,254	\$127,620.00	2.09%	4254
Total (\$30.00):						570.5993	0.26	420.00	17,770	\$533,100.00	8.75%	
17	1	M	\$90 w/"7"	\$90	\$90.00	9675.1431	0.02	25.00	1,048	\$94,320.00	1.55%	1048
18	1	M	\$30 w/"21"	\$90	\$90.00	9620.0664	0.02	25.00	1,054	\$94,860.00	1.56%	1054
19	3	M	\$15 w/"11" x 3	\$90	\$90.00	9583.6957	0.02	25.00	1,058	\$95,220.00	1.56%	1058
20	5	M	(\$10 w/"11" x 4) + \$5 w/"11"	\$90	\$90.00	9675.1431	0.02	25.00	1,048	\$94,320.00	1.55%	1048
Total (\$90.00):						2409.5889	0.06	100.00	4,208	\$378,720.00	6.22%	
Total (Mid Tiers):						461.3500	0.33	520.00	21,978	\$911,820.00	14.97%	
High Tiers												
21	1	H	\$1,000 w/"7"	\$1,000	\$1,000.00	1013955.0000	0.00	0.24	10 *	\$10,000.00	0.16%	10
Total (High Tiers):						1013955.0000	0.00	0.24	10	\$10,000.00	0.16%	
Total :						4.8661	30.83	49,320.24	2,083,702	\$6,092,864.00	100.00%	

* Exact Quantity by Kind Level

"7" = win the PRIZE
"11" = win DOUBLE the PRIZE
"21" = win TRIPLE the PRIZE

There will be no more than thirty-two (32) winners per pack.



INTEROFFICE MEMO

Gary Grief, Executive Director Tom Hanson, Charitable Bingo Operations Director

Payment Approval

September 17, 2020

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

Vendor Name:	Scientific Games
Invoice Number:	1038631
Invoice Amount:	\$154,925.84
Tx Game name:	TX-2259 7-11-21
PO #:(if applicable)	362-20-9019 RL020

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

Dale Bowersock (Scratch Ticket Strategy Coordinator)
Please forward to the next person for approval

Date

Robert Tirloni (Products Manager)
Please forward to the next person for approval

Date

Ryan Mindell (Lottery Operations Division Director)

Date

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

September 27, 2020



Scientific Games International, Inc.
1500 Bluegrass Lakes Parkway
AlpharettaGA30004
Ph:770.664.3700

Invoice No
1038631

Invoice Date
12-SEP-20

Due Date
17-OCT-2020

Payment Terms
30 NET

Total Amount
154,925.84

Invoice Currency
USD

Customer #
27292

Exchange Rate :

Bill To

Texas Lottery
Attn: Accounts Payable
P.O. BOX 16630
AustinTX 78761-6630
United States

Ship To

c/o Gtech
8520 Tuscany Way Bldg 6 Suite 100
AUSTINTX 78754-4819
United States

Comments:

PO #: Sales Order #: 9005385 Bill Date : 09/14/2020

Item	Item Description	Price Point	Net Tickets	Net Sales	Unit Price	Amount
1048	TX-2259/7-11-21® - Full UV Coating (display) Ticket front	0	10,139.55	0	0.768	7,787.17
1146	TX-2259/7-11-21® - Foil Ticket Stock	0	10,139.55	0	3.840	38,935.87
353	TX-2259/7-11-21® - Pack Inserts Printed on Foil Stock (up to 200,000 pieces)	0	67,210.00	0	0.139	9,342.19
68745	TX-2259/7-11-21® - Multiple Scenes	0	10,139.55	0	0.200	2,027.91
TX-2259	TX-2259/7-11-21® # 1	1.00	10,139.55	10,140	9.550	96,832.70

Thank You For Your Business!	Subtotal	Freight	Tax	Total
	154,925.84	0.00	0.00	154,925.84

Remittance Information:

USD Wire Instructions:
Bank: Bank of America
Swift: BOFAUS3N
Acct name: Scientific Games International, Inc.
Acct #: 501017395032
Wire Routing #: 026009593
ACH Routing #: 122400724

Mailing Instructions:

Scientific Games International, Inc.
PO Box 740845
Los Angeles CA 90074-0845

Instant Ticket Game Analysis
8/26/18-8/30/20

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	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 16	Week 17	3M	None	None	None	None
10M-14.99M	None	None	None	Week 27	4M	Week 16*	None	None	Week 56
15M-19.99M	Week 23*	None	Week 33	Week 26*	5M	Week 26*	Week 22*	Week 27	None
20M-24.99M	None	None	None	Week 48	6M	Week 14	Week 21	None	None
25M-29.99M	Week 30	None	None	None	7M	Week 18	Week 45	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 20*	Week 35*	None	None
>35M	None	Week 54*	Week 62	Week 47*	>9M	Week 40	None	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	None	None	None	2M	None	None	None	None
5M-9.99M	\$598,210	\$786,271	\$962,270	\$1,910,553	3M	None	None	None	None
10M-14.99M	None	None	None	\$1,965,388	4M	\$2,364,236	None	None	\$3,525,563
15M-19.99M	\$629,679	None	\$1,405,386	\$3,225,872	5M	\$1,959,320	\$4,672,585	\$5,273,477	None
20M-24.99M	None	None	None	\$2,129,434	6M	\$4,039,631	\$5,031,851	None	None
25M-29.99M	\$838,549	None	None	None	7M	\$3,610,003	\$3,302,718	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,479,987	\$4,349,250	None	None
>35M	None	\$1,286,299	\$1,629,327	\$3,641,275	>9M	\$4,179,750	None	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

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