# Scratch Ticket Game Closing Analysis SUMMARY REPORT 

## Scratch Ticket Information



| Weekly Sales Comparison Information |  |  |
| :---: | :---: | :---: |
| Previous 3 Weeks Sales from DaVinci |  |  |
| Most recent week sales | $\$$ | 105,484 |
| Next week | $\$$ | 133,412 |
| Next week | $\$$ | 144,770 |
| Avg Weekly Sales Current Game | $\$$ | 127,889 |
| Avg Weekly Sales \$2; 5M-9.99M Qty | $\$$ | 810,337 |
| Percentage Of Variance In Sales | $\$$ | $84 \%$ |

## Instant Ticket Information

| Game \# | 2294 | Printed Payout Percentage | 65.07\% |
| :---: | :---: | :---: | :---: |
| Game Name | Lucky 3 | Actual Payout Percentage | 62.00\% |
| Percent Sold | 89.05\% | Number of Weeks Out | 30 |
| Average \# of | Price Po | Game With Similar Print Run | 16 |

## Recommendation

- Based on the findings in this Summary Report, I am recommending closing the above game.
$\square \quad$ I am recommending closing the above game based on the below business reason(s):
$\qquad$
$\qquad$
$\qquad$


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

Not Required - >85\% Sell Through
Lottery Operations Division Director Date

Not Required - >85\% Sell Through
Controller Date

Not Required - >85\% Sell Through

Executive Director
Date


- Playं the Games of Texäs!":

Da Vinci Report $\quad 1 / 19 / 22$

| Product Line | Game | \$ | Tix Run | Name | Start | Call | Close | Wks | \% Sold | Confirmed | Active | Ware | Return | Net Sales |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | 1/15/22 | 1/8/22 | 1/1/22 | 12/25/21 |
| Mature | 2124 | \$1 | 853,200 | WINNING 7S | 8/8/19 |  |  | 127 | 0.00\% | 0 | 0 | 2,664 | 442 | \$0 | \$0 | \$0 | \$0 |
|  | 2355 | \$2 | 8,976,500 | 20XTRA | 9/20/21 |  |  | 17 | 69.39\% | 4,161 | 3,335 | 12,860 | 223 | \$288,878.00 | \$331,890.00 | \$370,412.00 | \$378,120.00 |
|  | 2240 | \$2 | 40,055,875 | BREAK THE BANK | 9/21/20 |  |  | 69 | 86.05\% | 7,010 | 5,648 | 25,448 | 51 | \$538,540.00 | \$556,390.00 | \$600,542.00 | \$558,672.00 |
|  | 2294 | \$2 | 9,097,000 | LUCKY 3 | 6/21/21 |  |  | 30 | 89.05\% | 2,335 | 1,735 | 2,924 | 87 | \$105,484.00 | \$133,412.00 | \$144,770.00 | \$146,842.00 |
|  | 2239 | \$2 | 26,660,750 | WEEKLY GRAND | 2/22/21 |  |  | 47 | 68.57\% | 8,517 | 9,476 | 43,909 | 21 | \$656,886.00 | \$711,698.00 | \$715,324.00 | \$630,204.00 |
|  | 2234 | \$3 | 35,950,250 | \$50,000 BONUS CASHWORD | 2/22/21 |  |  | 47 | 76.05\% | 9,547 | 6,514 | 49,025 | 87 | \$1,231,215.00 | \$1,579,302.00 | \$1,898,271.00 | \$1,706,622.00 |
|  | 2327 | \$3 | 28,614,750 | TEXAS LOTERIA | 10/4/21 |  |  | 15 | 22.91\% | 15,316 | 12,042 | 261,225 | 14 | \$1,497,747.00 | \$1,604,529.00 | \$1,700,031.00 | \$1,503,621.00 |
|  | 2352 | \$5 | 18,177,675 | \$200,000 JACKPOT | 9/7/21 |  |  | 19 | 46.95\% | 10,080 | 9,077 | 105,524 | 25 | \$1,533,345.00 | \$1,748,205.00 | \$2,071,080.00 | \$1,801,245.00 |
|  | 2250 | \$5 | 22,721,550 | BINGO TIMES 20 | 11/23/20 |  |  | 60 | 75.48\% | 8,314 | 7,743 | 54,443 | 43 | \$1,340,525.00 | \$1,366,950.00 | \$1,432,390.00 | \$1,344,300.00 |
|  | 2247 | \$5 | 18,355,500 | BONUS BREAK THE BANK | 12/28/20 |  |  | 55 | 70.39\% | 6,135 | 4,720 | 59,657 | 76 | \$613,395.00 | \$647,955.00 | \$730,780.00 | \$702,530.00 |
|  | 2323 | \$5 | 9,897,375 | COWBOYS | 8/16/21 |  |  | 22 | 58.79\% | 4,879 | 5,461 | 40,758 | 222 | \$880,430.00 | \$974,475.00 | \$1,136,590.00 | \$1,002,980.00 |
|  | 2324 | \$5 | 5,437,800 | houston texans | 8/16/21 |  |  | 22 | 54.05\% | 2,823 | 2,325 | 25,169 | 1,277 | \$308,205.00 | \$287,350.00 | \$378,725.00 | \$345,090.00 |
|  | 2379 | \$5 | 7,152,450 | RED HOT \$100,000 | 10/4/21 |  |  | 15 | 82.61\% | 6,280 | 5,191 | 1,950 | 208 | \$904,435.00 | \$1,038,275.00 | \$1,317,425.00 | \$1,283,010.00 |
|  | 2309 | \$10 | 15,693,550 | \$100 MILLION CASH PAYOUT | 6/7/21 |  |  | 32 | 63.34\% | 7,217 | 3,637 | 101,752 | 301 | \$1,136,850.00 | \$1,266,440.00 | \$1,665,910.00 | \$1,472,720.00 |
|  | 2346 | \$10 | 13,460,600 | \$500,000 EXTREME LUCK | 4/5/21 |  |  | 41 | 56.87\% | 7,090 | 4,393 | 101,958 | 50 | \$1,078,010.00 | \$1,118,830.00 | \$1,264,150.00 | \$1,004,840.00 |
|  | 2353 | \$10 | 14,299,500 | \$500,000 JACKPOT | 9/7/21 |  |  | 19 | 48.54\% | 17,313 | 9,858 | 115,675 | 21 | \$2,579,230.00 | \$2,885,250.00 | \$3,535,960.00 | \$3,097,930.00 |
|  | 2347 | \$10 | 11,256,950 | 777 | 4/19/21 |  |  | 39 | 77.85\% | 3,514 | 2,246 | 42,633 | 162 | \$563,860.00 | \$622,500.00 | \$788,660.00 | \$684,240.00 |
|  | 2306 | \$10 | 8,318,950 | BREAK THE BANK SUPER TICKET | 8/16/21 |  |  | 22 | 52.18\% | 10,961 | 7,468 | 57,381 | 292 | \$1,421,130.00 | \$1,583,200.00 | \$1,915,210.00 | \$1,767,060.00 |
|  | 2258 | \$10 | 39,197,450 | MEGA LOTERIA | 3/15/21 |  |  | 44 | 88.12\% | 29,920 | 11,746 | 39,308 | 31 | \$7,604,610.00 | \$7,986,180.00 | \$8,994,250.00 | \$8,587,620.00 |
|  | 2336 | \$10 | 15,610,600 | POWER 10X | 8/2/21 |  |  | 24 | 50.34\% | 11,484 | 5,928 | 134,230 | 184 | \$1,461,820.00 | \$1,732,140.00 | \$2,099,040.00 | \$1,885,060.00 |
|  | 2345 | \$20 | 9,157,250 | \$1,000,000 CROSSWORD | 10/4/21 |  |  | 15 | 36.51\% | 23,360 | 9,355 | 192,754 | 27 | \$4,536,800.00 | \$4,617,180.00 | \$5,432,500.00 | \$5,219,420.00 |
|  | 2203 | \$20 | 8,559,050 | \$1,000,000 EXTREME CASH | 6/7/21 |  |  | 32 | 59.14\% | 10,020 | 5,074 | 121,676 | 107 | \$1,478,240.00 | \$1,697,560.00 | \$2,257,640.00 | \$2,128,020.00 |
|  | 2354 | \$20 | 10,280,400 | \$1,000,000 JACKPOT | 9/7/21 |  |  | 19 | 36.34\% | 18,703 | 9,405 | 229,189 | 44 | \$2,609,400.00 | \$2,958,980.00 | \$3,693,640.00 | \$3,392,380.00 |
|  | 1838 | \$20 | 34,728,300 | INSTANT MILLIONAIRE | 5/15/17 |  |  | 244 | 84.58\% | 10,681 | 6,220 | 192,182 | 63 | \$1,922,620.00 | \$1,989,020.00 | \$2,367,420.00 | \$2,102,700.00 |
|  | 2343 | \$20 | 25,454,075 | MILLION DOLLAR LOTERIA | 6/18/21 |  |  | 30 | 44.68\% | 31,172 | 10,668 | 510,640 | 63 | \$7,150,020.00 | \$7,296,080.00 | \$8,657,220.00 | \$8,384,260.00 |
|  | 2209 | \$30 | 12,028,825 | \$250 MILLION CASH PARTY | 3/16/20 |  |  | 96 | 76.83\% | 8,033 | 4,932 | 95,889 | 78 | \$1,473,900.00 | \$1,509,360.00 | \$1,656,330.00 | \$1,602,450.00 |
|  | 2053 | \$30 | 34,080,725 | \$750 MILLION WINNER'S CIRCLE | 3/19/18 |  |  | 200 | 60.11\% | 8,344 | 5,059 | 526,388 | 45 | \$2,290,680.00 | \$2,359,020.00 | \$2,673,330.00 | \$2,507,580.00 |
|  | 2293 | \$30 | 9,177,650 | CASH CELEBRATION! | 4/5/21 |  |  | 41 | 61.75\% | 11,768 | 7,007 | 118,018 | 57 | \$2,958,030.00 | \$3,145,500.00 | \$3,429,330.00 | \$3,415,050.00 |
|  | 2340 | \$50 | 6,606,400 | CASINO MILLIONS | 9/20/21 |  |  | 17 | 45.23\% | 20,902 | 8,195 | 146,628 | 32 | \$6,245,650.00 | \$6,416,500.00 | \$7,438,400.00 | \$7,901,150.00 |
|  | 2312 | \$50 | 6,731,160 | MILLIONAIRE CLUB | 4/19/21 |  |  | 39 | 85.91\% | 12,886 | 4,892 | 25,821 | 73 | \$3,847,200.00 | \$3,876,750.00 | \$4,278,550.00 | \$4,921,400.00 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sold/Closing | 2313 | \$1 | 9,294,450 | DOUBLE DOUbLER | 7/6/21 | 12/19/21 | 2/2/22 | 28 | 94.65\% | 37 | 71 | 396 | 1,996 | \$2,505.00 | \$5,879.00 | \$5,325.00 | \$8,334.00 |
|  | 2301 | \$1 | 16,878,900 | SAPPHIRE BLUE 7 S | 5/3/21 | 12/19/21 | 2/2/22 | 37 | 97.02\% | 70 | 138 | 155 | 1,685 | \$7,380.00 | \$12,113.00 | \$14,181.00 | \$19,534.00 |

## Liability for 2294 / for Life to Date

| Product Status: SmartCash Enabled: Validation Range: 04/20/2021-12/31/2037 |  |  |
| :--- | :---: | :---: |
| Active $\quad$ N/A |  |  |
| Outstanding Prizes |  |  |


| Tier |  | SmartCash | Tier Value | Count | Amount | Tickets Paid Life to Date | Amount Paid Life to Date | \% paid | Est. Tickets Sold |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 1 | N/A | \$2.00 | 168716 | \$337,432.00 | 741245 | \$1,482,490.00 | 81.46\% | 7410323 |
| 2 | 2 | N/A | \$3.00 | 67634 | \$202,902.00 | 320096 | \$960,288.00 | 82.56\% | 7510157 |
| 3 | 3 | N/A | \$6.00 | 29080 | \$174,480.00 | 152947 | \$917,682.00 | 84.02\% | 7643694 |
| 4 | 4 | N/A | \$6.00 | 27972 | \$167,832.00 | 154023 | \$924,138.00 | 84.63\% | 7698822 |
| 5 | 5 | N/A | \$9.00 | 19613 | \$176,517.00 | 113800 | \$1,024,200.00 | 85.30\% | 7759653 |
| 6 | 6 | N/A | \$9.00 | 11067 | \$99,603.00 | 61798 | \$556,182.00 | 84.81\% | 7715314 |
| 7 | 7 | N/A | \$10.00 | 3556 | \$35,560.00 | 20752 | \$207,520.00 | 85.37\% | 7766206 |
| 8 | 8 | N/A | \$18.00 | 10126 | \$182,268.00 | 62587 | \$1,126,566.00 | 86.07\% | 7830153 |
| 9 | 9 | N/A | \$20.00 | 3472 | \$69,440.00 | 20845 | \$416,900.00 | 85.72\% | 7798123 |
| 10 | 10 | N/A | \$20.00 | 7416 | \$148,320.00 | 53156 | \$1,063,120.00 | 87.76\% | 7983228 |
| 11 | 0 | N/A | \$30.00 | 211 | \$6,330.00 | 1300 | \$39,000.00 | 86.04\% | 7826671 |
| 12 | 0 | N/A | \$30.00 | 309 | \$9,270.00 | 1964 | \$58,920.00 | 86.41\% | 7860320 |
| 13 | 0 | N/A | \$30.00 | 593 | \$17,790.00 | 4346 | \$130,380.00 | 87.99\% | 8004770 |
| 14 | 0 | N/A | \$30.00 | 468 | \$14,040.00 | 3348 | \$100,440.00 | 87.74\% | 7981330 |
| 15 | 0 | N/A | \$60.00 | 350 | \$21,000.00 | 2121 | \$127,260.00 | 85.84\% | 7808473 |
| 16 | 0 | N/A | \$60.00 | 293 | \$17,580.00 | 2376 | \$142,560.00 | 89.02\% | 8098340 |
| 17 | 0 | N/A | \$60.00 | 352 | \$21,120.00 | 2309 | \$138,540.00 | 86.77\% | 7893638 |
| 18 | 0 | N/A | \$60.00 | 290 | \$17,400.00 | 2382 | \$142,920.00 | 89.15\% | 8109675 |
| 19 | 0 | N/A | \$100.00 | 113 | \$11,300.00 | 641 | \$64,100.00 | 85.01\% | 7733656 |
| 20 | 0 | N/A | \$100.00 | 95 | \$9,500.00 | 673 | \$67,300.00 | 87.63\% | 7971720 |
| 21 | 0 | N/A | \$100.00 | 66 | \$6,600.00 | 500 | \$50,000.00 | 88.34\% | 8036219 |
| 22 | 0 | N/A | \$100.00 | 64 | \$6,400.00 | 552 | \$55,200.00 | 89.61\% | 8151857 |
| 23 | 0 | N/A | \$100.00 | 117 | \$11,700.00 | 834 | \$83,400.00 | 87.70\% | 7977810 |
| 24 | 0 | N/A | \$1,000.00 | 0 | \$0.00 | 16 | \$16,000.00 | 100.00\% | 9096999 |
| 25 | 0 | N/A | \$30,000.00 | 1 | \$30,000.00 | 5 | \$150,000.00 | 83.33\% | 7580833 |
|  |  |  | Totals: | 351974 | \$1,794,384.00 | 1,724,616 | \$10,045,106.00 |  |  |



## Interoffice Memo

## Payment Approval

April 28, 2021

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

| Vendor Name | Pollard |
| :--- | :--- |
| P.O. Number (if applicable) 362-21-9010RL015 <br> Tx Game Name Game \#2294 Lucky 3 <br> Invoice Number 8520789 <br> Invoice Amount $\$ 165,614.81$ |  |

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

JB 4/28/2021
The above referenced invoices have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.


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


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

4/28/2021
Date

4/28/2021
Ryan Mindell (Lottery Operations Division Director)
Date

## Burrola, Jessica

| From: | Tirloni, Robert |
| :--- | :--- |
| Sent: | Wednesday, April 28, 2021 8:38 AM |
| To: | Products |
| Subject: | FW: Ryan Mindell out of office; Robert Tirloni in charge. |

From: Mendoza, Merry [Merry.Mendoza@lottery.state.tx.us](mailto:Merry.Mendoza@lottery.state.tx.us)
Sent: Wednesday, April 28, 2021 8:04 AM
To: ManagersLO [ManagersLO@lottery.state.tx.us](mailto:ManagersLO@lottery.state.tx.us); Biard, Bob [Bob.Biard@lottery.state.tx.us](mailto:Bob.Biard@lottery.state.tx.us); Callahan, Lauren [Lauren.Callahan@lottery.state.tx.us](mailto:Lauren.Callahan@lottery.state.tx.us); Fernandez, Mike [Mike.Fernandez@lottery.state.tx.us](mailto:Mike.Fernandez@lottery.state.tx.us); Grief, Gary [Gary.Grief@lottery.state.tx.us](mailto:Gary.Grief@lottery.state.tx.us); Mindell, Ryan [Ryan.Mindell@lottery.state.tx.us](mailto:Ryan.Mindell@lottery.state.tx.us); Pyka, Kathy [Kathy.Pyka@lottery.state.tx.us](mailto:Kathy.Pyka@lottery.state.tx.us); Thomas, Jan [Jan.Thomas@lottery.state.tx.us](mailto:Jan.Thomas@lottery.state.tx.us); Trevino, Nelda [Nelda.Trevino@lottery.state.tx.us](mailto:Nelda.Trevino@lottery.state.tx.us); Valdez, Mario [Mario.Valdez@lottery.state.tx.us](mailto:Mario.Valdez@lottery.state.tx.us); Vance, Tyler [Tyler.Vance@lottery.state.tx.us](mailto:Tyler.Vance@lottery.state.tx.us); Guarnero, Annika [Annika.Guarnero@lottery.state.tx.us](mailto:Annika.Guarnero@lottery.state.tx.us); Terrell, Julie [Julie.Terrell@lottery.state.tx.us](mailto:Julie.Terrell@lottery.state.tx.us); Perez, Maria [Maria.Perez@lottery.state.tx.us](mailto:Maria.Perez@lottery.state.tx.us); Vela, Anthony [Anthony.Vela@lottery.state.tx.us](mailto:Anthony.Vela@lottery.state.tx.us)
Subject: Ryan Mindell out of office; Robert Tirloni in charge.

Ryan will be out of the office today. In his absence, Robert Tirloni will be in charge and have full signature authority including jackpot.

140 Otter Street Winnipeg, Manitoba
Canada R3T 0M8
Phone: (204) 474-2323
Fax: (204) 453-1375

INVOICE NO.: 8520789

| Sold To: Texas Lottery Commission | Ship To: | Texas Lottery Commission |
| :--- | :--- | :--- |
| P.O. Box 16630 | P.O. Box 16630 |  |
| Austin, TX 78761-6630 |  | Austin, TX 78761-6630 <br> United States |
|  |  |  |
| United States |  |  |


| Invoice Date | Order No. | Your Order | Customer No. |
| :---: | :---: | :---: | :---: |
| April 23, 2021 | 1122808 |  | 5008 |

Order name: LUCKY 3 \#2294
PO Number:

| Product Description | Quantity | Unit Price | Amount |
| :---: | :---: | :---: | :---: |
| Ticket Size $4 \times 4$ | 9,097,000 | 13.73 / M | 124,901.81 |
| Four colour process / Spectrum base graphics | 9,097,000 | 4.00 /M | 36,388.00 |
| Inserts | 1 | 4,325.00 Ea | 4,325.00 |
| Under unit price '/M' = price per thousand. |  | Before Taxes: | 165,614.81 USD |
|  |  | Freight: | 0.00 |
|  |  | Deposit: | 0.00 |
|  |  | Amount Due: | 165,614.81 USD |

## Banking Instructions:

TD Bank, NA
2035 Limestone Rd.
Wilmington, DE 19808
ABA\# 026013673
Bank Account \# 3248176206

Delivery:
Tax ID/Contract Number:
GST Registration Number:

Prepaid
NA
819251463

## Instant Ticket Game Analysis

8/25/19-8/28/21

## Average Number of Weeks for 85\% Average Sell Through



Average Weekly Dollar Sales at 85\% Average Sell Through
A B

|  | A B C D |  |  |  |  | F G |  |  | H |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | int |  |  | Price Point |  |  |  |
| Print Quantities | \$1 | \$2 | \$3 | \$5 | Print Quantities | \$10 | \$20 | \$30 | \$50 |
| < 5M | None | None | \$1,280,407 | None | 2M | None | None | None | None |
| 5M-9.99M | \$565,128 | \$810,337 | \$1,161,701 | \$1,904,150 | 3M | None | None | None | None |
| 10M-14.99M | \$646,883 | None | None | \$2,800,321 | 4M | \$2,364,236 | None | None | None |
| 15M-19.99M | \$638,272 | None | \$1,669,812 | \$1,515,020 | 5M | \$2,813,557 | None | \$3,506,730 | \$6,331,310 |
| 20M-24.99M | None | None | None | \$2,620,225 | 6M | \$4,264,362 | \$4,577,513 | None | None |
| 25M-29.99M | \$786,285 | None | None | None | 7M | \$3,884,366 | \$3,675,833 | None | None |
| 30M-34.99M | None | None | None | None | 8M | \$3,283,703 | \$3,828,587 | None | None |
| >35M | None | None | \$1,688,331 | \$3,934,727 | >9M | \$4,643,288 | \$6,280,238 | 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

