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Kim Reynolds · Governor
Chris Cournoyer · Lt. Governor
Matthew N. Strawn · Chief Executive Officer

AGENDA

IOWA LOTTERY COMMISSION

March 25, 2025

10:30 am

Dial In: 515-206-9299

(No PIN # is required to join the call)

- I. Call to Order
 - A. Approval of Agenda
 - B. Approval of Minutes from December 18, 2024 Commission Meeting
- II. Remarks from Iowa Department of Revenue Director Mary Mosiman
- III. CEO Report
- IV. Quarterly Reports
 - A. Revenue (Sales and Marketing)
 - B. External Relations
 - C. Security
 - D. Finance
- V. Easy Play Presentation
- VI. Game Rules Updates Due to Administrative Rules Revisions
 - A. Powerball*
 - B. Mega Millions (current and new game)*
 - C. Lotto America*
 - D. Lucky for Life*
 - E. Pick 3*
 - F. Pick 4*
- VII. Next Scheduled Meeting: June 24, 2025
- VIII. Adjournment

** Commission Action Required*

If you require the assistance of auxiliary aids or services to participate in or attend the meeting because of a disability please call our ADA coordinator at 515-725-7864, or if you are hearing impaired, call Relay TTY at 1-800-735-2942.

MINUTES

IOWA LOTTERY COMMISSION

December 18, 2024

10:30 a.m.

The Iowa Lottery Commission convened at 10:30 a.m. at Lottery's main office in Clive; Commission Chair Dana Wingert presiding.

Commission Members Present:

Dana Wingert, Josh Cook, Katie New

Commission Members Present on Teleconference:

Mary Rathje, Mick Connealy

Staff Participating:

Mary Mosiman, Director; Matt Strawn, Lottery CEO; Jon Roth, CRO; Mary Neubauer, External Relations and Social Responsibility; Steve Waymire, Security; Hale Strasser, IT Systems; Deb Bassett, Commission Secretary; Alana Stamas, General Counsel; Steve French, CFO; Madelyn Cutler, Administrative Rules Coordinator; John Fordyce, Assistant Attorney General.

Others Present:

Jenny Podrebarac, Lottery; Zach Waldmeier, Abby Sills, and Brenda Emelo, Dept. of Revenue; Mitch Stone, Scientific Games; Victoria Magruder and Tony Chance, Flynn Wright; Shelly Kopriva, Strategic America.

Others Present on Teleconference:

Dar Danielson, Radio Iowa; Heather Hackbarth, Dept. of Management; Tracy Cohen, Scientific Games.

CALL TO ORDER

Wingert called the meeting to order at 10:30 a.m. and roll was taken. There was a quorum. Wingert announced the meeting would be held via teleconference in accordance with Iowa Code section 21.8.

Cook moved to conduct the meeting via teleconference. New seconded. Motion carried unanimously.

APPROVAL OF AGENDA

New moved to approve the agenda for the meeting. Cook seconded. Motion carried unanimously.

APPROVAL OF MINUTES

Cook moved to approve the September 24, 2024 Commission meeting minutes. Rathje seconded. Motion carried unanimously.

DIRECTOR'S REMARKS

Mosiman provided the Commission an update on the integration phase of alignment and noted that the department's legislative package is being drafted for the upcoming legislative session.

CEO REPORT

Strawn gave a CEO report. Through October, sales are \$6.4 million ahead of FY25 budget projections and proceeds are \$116,000 ahead of FY25 budget projections. Operating expenses are \$592,000 under budget. Mega Millions sales are down 52% and Powerball sales are down 63% when compared through the end of October last year.

Current fiscal year sales challenges mirror what is happening with national lottery industry sales averages and some industry data indicates Iowa Lottery sales trends for FY25 are improving. November gross sales were 12% ahead of budget projections and those trends have continued into December. Sales of the traditional holiday-themed scratch tickets are over-performing last year's sales thus far and there is year-over-year sales growth in a few product categories. Through November, the InstaPlay product category is up 1.1% from last year on the heels of a strategic decision to refresh the entire product category. The pull-tab product category is significantly ahead of last year's sales pace, as sales are up 12.69% year-over-year through November

It's anticipated there will be improved performance from the scratch ticket category in the second-half of FY25 with the recent installation of 150 new 40-bin self-service vending machines at retailer locations statewide. There is excitement about the future performance of Mega Millions as the game transitions to a new price point in the spring with an increased value proposition for lottery players.

QUARTERLY REPORTS

Revenue (Sales and Marketing):

Roth gave a Revenue report. When compared to FY24, FY25 sales so far are lower mainly due to lower jackpots for Powerball and Mega Millions. Through November, sales are \$173.1 million, a decrease of 19.3% from FY24.

In the lotto category, FY25 Powerball sales are \$16.1 million, a 59.9% decrease vs FY24. Mega Millions sales are \$11.9 million, a 44.5% decrease vs FY24. With the lower cost margin on these games, the decreases in sales this fiscal year also have a significant impact in decreasing proceeds. However, looking at sales through early November for the preceding 12 weeks, the Iowa Lottery has experienced a 3.5% increase in lotto category sales and has outpaced the industry performance by nearly double vs. the industry 1.8% increase for the same period. Keep in mind that while performance has improved for these games, there are still two more jackpot runs to overcome this coming January as well as for late March/early April.

In the scratch ticket category, the industry is underperforming on a calendar year to date. For the Iowa Lottery, scratch tickets have experienced a decrease in sales of 6.9% through the end of November for FY24. Since July, the decreases in sales performance has seen improvement. When comparing both the Iowa Lottery and the industry over the preceding 12 weeks, the Lottery's 1.1% increase and the industry increase of 0.4% increase are showing some positive shifts.

With sales facing challenges on all fronts, the Iowa Lottery has been focused on working on offerings and opportunities to positively impact sales; including holiday scratch tickets, new InstaPlay games, pull-tabs, and an updated Mega Millions game.

External Relations:

Neubauer gave an External Relations report. The Iowa Lottery released new videos highlighting the odds of winning in lottery games. The videos compare lottery odds to other everyday activities with random

outcomes. The new videos have been added to the Lottery website and have been pushed out on the lottery's social media channels.

In July, the Cyclone scratch game was released and a promotion began to give away ticket packages for Iowa State football games at home, in Kansas City, or in Ireland. The final drawing in the Cyclone Football promotion was held in November with a live, on-field presentation on November 30 in Ames to announce the grand-prize winner of the Ireland trip package. It was also announced that the lottery will give away another trip package to Iowa State's 2025 season opener against Kansas State in Dublin Ireland. The "Dublin Your Luck" promotion is underway, and the drawing for that last trip package will be held on February 11, 2025.

Neubauer also shared that there has been a winning streak in the Lucky for Life game recently. In three months, Iowa has had three winners at the game's top two prize levels.

This year, the external relations team has analyzed its social media performance to see how it can make social media algorithms best work to get the Iowa Lottery's information in front of more people. The team has made revisions to drive the numbers by producing images on social media posts that focus on authenticity.

Neubauer concluded her report by sharing the Iowa Lottery is seeking the next level of responsible gaming certification from the World Lottery Association. The WLA offers four levels of certification. The Iowa Lottery has Level 1 certification and is seeking Level 2. The Lottery's goal is to submit a Level 2 application in May 2025.

Security:

Waymire stated the Security report was provided in the Commission packet. The security team has conducted 177 retailer inspection in the 2nd quarter and 447 inspections YTD.

Finance:

French gave a finance report. Through October, YTD sales are at \$137.5 million. The YTD sales are ahead of budget by \$6.4 million. YTD sales are behind sales for the same period last year by \$40.3 million, largely impacted by the jackpots in Powerball as well as Mega Millions which both exceeded \$1 billion last year.

Through October, YTD proceeds are at \$24.9 million. The YTD proceeds are more than budgeted by \$116k. YTD proceeds are behind proceeds for the same period last year by \$15.2 million, again largely impacted by the \$1 billion jackpot runs in Powerball last July and October and Mega Millions last August.

Through October, YTD prize expense is at \$89.9 million. The YTD prize expense is ahead of budget by \$7.4 million. YTD prize expense is behind prizes for the same period last year by \$23.3 million.

YTD operating expenses through October remain under budget at just under \$4.7 million.

MEGA MILLIONS GAME RULES

Strawn stated the Mega Millions Consortium is implementing a redesign of the Mega Millions game in April 2025. Tickets in the redesigned game will cost \$5 and other significant changes to the game will occur in order to meet player expectations. It is the recommendation of Lottery executive management that the Commission approve updated game rules for the redesigned game

New moved to approve the updated Mega Millions game rules. Cook seconded. Motion carried unanimously.

CONTRACT EXTENSION – STRATEGIC AMERICA

Roth requested the Commission approve a contract extension with Strategic America for creative advertising services from July 1, 2026 through June 30, 2027.

Cook moved to approve the contract extension with Strategic America. New seconded. Motion carried unanimously.

CONTRACT EXTENSION – FLYNN WRIGHT

Roth requested the Commission approve a contract extension with Flynn Wright for media planning, buying services and products from July 1, 2026 through June 30, 2027.

New moved to approve the contract extension with Flynn Wright. Rathje seconded. Motion carried unanimously.

PULL TAB RELATED SERVICES

Roth requested the Commission renew the pull-tab printing agreement and pull-tab vending machine maintenance agreement with Pollard Games (dba American Games).

Cook moved to approve renewal of the agreements with Pollard Games (dba American Games). New seconded. Motion carried unanimously.

ADMINISTRATIVE RULES REVISIONS

Madelyn Cutler, Administrative Rules Coordinator, requested the Commission adopt proposed Administrative Rule change 8342C, 8343C, 8347C, 8348C, 8349C, 8350C, 8351C, 8352C, 8353C, 8354C, and 8355C, excluding rules 701–7.8(17A) and 701–7.23(421).

New moved to adopt ARC 8342C. Cook seconded. Motion carried unanimously.

Cook moved to adopt ARC 8343C. New seconded. Motion carried unanimously.

Cook moved to adopt ARC 8347C. New seconded. Motion carried unanimously.

Cook moved to adopt ARC 8348C. New seconded. Motion carried unanimously.

New moved to adopt ARC 8349C. Cook seconded. Motion carried unanimously.

Cook moved to adopt ARC 8350C. New seconded. Motion carried unanimously.

New moved to adopt ARC 8351C. Cook seconded. Motion carried unanimously.

Cook moved to adopt ARC 8352C. New seconded. Motion carried unanimously.

New moved to adopt ARC 8353C. Cook seconded. Motion carried unanimously.

Cook moved to adopt ARC 8354C. New seconded. Motion carried unanimously.

New moved to adopt ARC 8355C, excluding rules 701-7.8 (17A) and 701-7.23(421). Cook seconded. Motion carried unanimously.

ADJOURNMENT

Cook moved to adjourn. New seconded. Motion carried unanimously.

Meeting adjourned at 11:37 a.m.



Iowa Lottery - Security Division
Quarterly Activity Summary
12/9/2024 to 3/19/2025

Incident Type	Incident Report	102
	Case Report	17
Contact Reasons	Burglary	1
	Contest Draw	5
	Employee Theft	5
	Fraud/Forgery	1
	Law Enforcement Assist	2
	Missing Packs/Tickets	7
	Missing Tickets - Shipping	1
	Other	5
	Player Assist	22
	Promotional Draw	7
	Quality Control Tickets	10
	Region Assist	5
	Retailer Assist	6
	Scratch Ticket Printing Issue	1
	Theft	10
	Ticket Re-construction	14
	Underage/Juvenile	1
	Validations	15
	Winner File Audit	1
Retailer Inspections		55
	Year to date	502

IOWA LOTTERY
Statement of Revenues, Expenses and Changes in Net Position
Quarter Ending Tuesday, December 31, 2024

	<u>Qtr Ended 12/31/2024</u>	<u>Year to Date 2025</u>
Operating revenues:		
Scratch ticket sales	\$74,224,016.00	\$142,276,713.00
InstaPlay sales	7,388,752.00	13,559,871.00
Pick 3 sales	2,308,731.00	4,585,868.50
Powerball sales	9,926,006.50	19,233,015.50
Mega Millions Sales	11,123,234.00	18,989,047.00
Pick 4 sales	1,466,101.50	2,910,795.50
Lucky for Life sales	2,082,354.00	4,153,466.00
Lotto America sales	2,152,886.00	4,000,965.00
Pull-tab sales	3,747,210.06	7,321,697.34
Application fees	1,175.00	2,475.00
Other	2,521.71	59,051.84
Total operating revenues	<u>114,422,987.77</u>	<u>217,092,965.68</u>
Operating expenses:		
Scratch ticket prizes	51,576,514.89	98,768,609.24
InstaPlay prizes	5,457,710.01	9,860,340.22
Pick 3 prizes	1,508,080.20	2,874,362.70
Powerball prizes	4,977,608.57	9,669,617.87
Mega Millions prizes	5,583,733.76	9,534,255.35
Pick 4 prizes	879,660.90	1,746,477.30
Lucky for Life prizes	1,237,615.90	2,468,550.23
Lotto America prizes	1,076,443.00	1,968,189.10
Pull-tab prizes	2,353,397.37	4,588,122.79
Advertising/publicity	2,132,653.36	5,239,857.19
Retailer compensation expense	7,462,226.46	14,131,203.69
Ticket expense	808,517.13	1,586,779.36
Vendor compensation expense	1,971,937.85	3,550,155.33
Salary and benefits	2,615,409.60	5,329,934.88
Travel	72,349.68	158,767.24
Supplies	15,376.01	46,228.25
Printing	943.45	1,234.00
Postage	841.50	1,778.16
Communications	52,582.93	101,763.83
Rentals	25,766.72	51,469.53
Utilities	22,334.36	48,705.34
Professional fees	22,861.27	46,081.03
Vending machine maintenance	92,179.20	170,198.40
Outside services and repairs	455,428.12	871,867.61
Data processing	29,981.09	60,194.72
Equipment	182,665.79	324,930.84
Reimbursement to other state agencies	65,352.90	131,834.33
Depreciation	177,274.25	288,140.67
Amortization	137,654.10	275,308.20
MUSL/Lotto administrative expense	20,437.81	54,743.80
Debit card fees	82,526.08	139,895.08
Other	15,336.64	140,591.45
Total operating expenses	<u>91,113,400.90</u>	<u>174,230,187.73</u>
Operating income	<u>23,309,586.87</u>	<u>42,862,777.95</u>
Non-operating revenue (expenses):		
Proceeds to state causes	(23,835,525.54)	(41,822,245.21)
Interest income	244,190.90	504,202.08
Interest expense	(5,660.55)	(12,152.34)
Capital Contributions	203,250.00	203,250.00
Gain (Loss) on disposal of capital assets	865.00	865.00
Net non-operating revenues (expenses)	<u>(23,392,880.19)</u>	<u>(41,126,080.47)</u>
Change in net position	<u>(83,293.32)</u>	<u>1,736,697.48</u>
Net position beginning of period	11,140,884.36	9,320,893.56
Net position end of period	<u>11,057,591.04</u>	<u>11,057,591.04</u>

IOWA LOTTERY
Statement of Revenues, Expenses and Changes in Net Position
For the Five Months Ending Saturday, November 30, 2024

	Month ended 11/30/2024	Month ended 11/30/2023	Year-to-date 11/30/2024	Year-to-date 11/30/2023
Operating revenues:				
Scratch ticket sales	\$24,234,859.00	\$25,528,475.00	\$115,340,959.00	\$123,892,749.00
InstaPlay sales	2,254,896.00	1,974,483.00	10,994,239.00	10,874,902.00
Pick 3 sales	751,380.00	746,164.00	3,768,675.50	3,757,761.00
Powerball sales	2,909,881.00	3,982,341.50	16,080,446.50	40,088,151.50
Mega Millions Sales	2,467,422.00	1,743,516.00	11,919,669.00	21,469,951.00
Pick 4 sales	475,813.00	499,859.00	2,392,241.50	2,433,437.00
Lucky for Life sales	678,232.00	704,084.00	3,433,398.00	3,662,440.00
Lotto America sales	722,650.00	521,718.00	3,260,472.00	3,115,919.00
Pull-tab sales	1,100,386.56	1,000,036.96	5,896,723.34	5,232,487.80
Application fees	450.00	475.00	2,125.00	2,250.00
Other	660.71	375.63	58,326.33	2,894.75
Total operating revenues	35,596,630.27	36,701,528.09	173,147,275.17	214,532,943.05
Operating expenses:				
Scratch ticket prizes	15,955,569.00	16,218,955.33	79,167,426.85	86,426,058.90
InstaPlay prizes	1,680,304.18	1,318,959.69	8,097,842.94	7,676,883.84
Pick 3 prizes	506,825.40	447,698.40	2,317,202.70	2,254,656.60
Powerball prizes	1,441,606.42	1,972,287.17	8,080,023.52	20,012,411.32
Mega Millions prizes	1,241,202.08	871,758.00	5,984,940.67	10,734,975.50
Pick 4 prizes	285,487.80	299,915.40	1,435,344.90	1,460,062.20
Lucky for Life prizes	403,097.01	418,461.74	2,040,588.58	2,176,716.31
Lotto America prizes	361,325.00	260,859.00	1,597,942.60	1,557,959.50
Pull-tab prizes	688,484.97	633,076.22	3,695,572.30	3,276,321.13
Advertising/publicity	674,206.33	802,660.73	4,463,692.50	5,201,718.62
Retailer compensation expense	2,319,254.67	2,401,556.34	11,258,728.06	13,957,095.20
Ticket expense	258,753.51	231,928.87	1,294,445.95	1,244,164.57
Vendor compensation expense	546,615.09	591,368.43	2,760,868.40	3,452,672.89
Salary and benefits	782,709.34	872,152.01	4,391,391.26	4,388,530.41
Travel	26,812.06	25,335.29	133,994.21	117,381.78
Supplies	6,697.70	2,675.79	42,372.57	24,695.09
Printing	27.50	200.00	318.05	240.00
Postage	261.91	351.27	1,497.01	1,627.70
Communications	16,348.51	21,906.39	85,124.39	94,024.74
Rentals	8,657.07	8,564.67	42,914.76	44,477.70
Utilities	6,758.61	9,123.94	36,602.97	38,869.61
Professional fees	7,256.27	7,066.25	38,391.03	40,446.75
Vending machine maintenance	26,006.40	25,170.00	130,032.00	127,149.98
Outside services and repairs	121,548.15	89,098.86	708,570.22	579,540.42
Data processing	9,978.19	11,631.55	50,216.53	58,051.58
Equipment	81,592.10	32,365.94	278,842.71	98,762.50
Reimbursement to other state agencies	22,158.10	31,105.82	109,735.63	174,762.69
Depreciation	68,610.49	40,738.85	215,925.21	204,681.90
Amortization	45,884.70	45,884.70	229,423.50	229,423.50
MUSL/Lotto administrative expense	(159.35)	11,086.84	45,581.96	54,308.29
Debit card fees	22,402.06	17,493.36	101,588.15	105,389.97
Other	5,019.16	4,837.02	135,373.55	24,402.40
Total operating expenses	27,621,300.43	27,726,273.87	138,972,515.68	165,838,463.59
Operating income	7,975,329.84	8,975,254.22	34,174,759.49	48,694,479.46
Non-operating revenue (expenses):				
Proceeds to state causes	(8,204,276.88)	(9,222,201.90)	(33,189,820.25)	(49,416,943.31)
Interest income	107,639.88	176,346.25	435,023.32	559,186.74
Interest expense	(1,886.86)	(2,406.07)	(10,307.59)	(13,121.42)
Capital Contributions	128,725.00	-	176,150.00	-
Gain (Loss) on disposal of capital assets	-	-	1,885.00	30,735.00
Net non-operating revenues (expenses)	(7,969,798.86)	(9,048,261.72)	(32,587,069.52)	(48,840,142.99)
Change in net position	5,530.98	(73,007.50)	1,587,689.97	(145,663.53)
Net position beginning of period	10,903,052.55	6,836,178.42	9,320,893.56	6,908,834.45
Net position end of period	10,908,583.53	6,763,170.92	10,908,583.53	6,763,170.92

IOWA LOTTERY
Statement of Revenues, Expenses and Changes in Net Position
For the Six Months Ending Tuesday, December 31, 2024

	Month ended 12/31/2024	Month ended 12/31/2023	Year-to-date 12/31/2024	Year-to-date 12/31/2023
Operating revenues:				
Scratch ticket sales	\$26,935,754.00	\$27,227,694.00	\$142,276,713.00	\$151,120,443.00
InstaPlay sales	2,565,632.00	2,276,481.00	13,559,871.00	13,151,383.00
Pick 3 sales	817,193.00	772,522.50	4,585,868.50	4,530,283.50
Powerball sales	3,152,569.00	7,165,351.50	19,233,015.50	47,253,503.00
Mega Millions Sales	7,069,378.00	1,664,981.00	18,989,047.00	23,134,932.00
Pick 4 sales	518,554.00	518,005.50	2,910,795.50	2,951,442.50
Lucky for Life sales	720,068.00	725,270.00	4,153,466.00	4,387,710.00
Lotto America sales	740,493.00	540,451.00	4,000,965.00	3,656,370.00
Pull-tab sales	1,424,974.00	802,068.48	7,321,697.34	6,034,556.28
Application fees	350.00	675.00	2,475.00	2,925.00
Other	725.51	810.08	59,051.84	3,704.83
Total operating revenues	43,945,690.51	41,694,310.06	217,092,965.68	256,227,253.11
Operating expenses:				
Scratch ticket prizes	19,601,182.39	20,039,125.00	98,768,609.24	106,465,183.90
InstaPlay prizes	1,762,497.28	1,557,698.42	9,860,340.22	9,234,582.26
Pick 3 prizes	557,160.00	463,513.50	2,874,362.70	2,718,170.10
Powerball prizes	1,589,594.35	3,606,064.25	9,669,617.87	23,618,475.57
Mega Millions prizes	3,549,314.68	832,490.50	9,534,255.35	11,567,466.00
Pick 4 prizes	311,132.40	310,803.30	1,746,477.30	1,770,865.50
Lucky for Life prizes	427,961.65	431,053.36	2,468,550.23	2,607,769.67
Lotto America prizes	370,246.50	270,225.50	1,968,189.10	1,828,185.00
Pull-tab prizes	892,550.49	500,264.83	4,588,122.79	3,776,585.96
Advertising/publicity	776,164.69	1,257,177.56	5,239,857.19	6,458,896.18
Retailer compensation expense	2,872,475.63	2,754,574.64	14,131,203.69	16,711,669.84
Ticket expense	292,333.41	234,215.71	1,586,779.36	1,478,380.28
Vendor compensation expense	789,286.93	663,616.66	3,550,155.33	4,116,289.55
Salary and benefits	938,543.62	813,172.28	5,329,934.88	5,201,702.69
Travel	24,773.03	16,695.44	158,767.24	134,077.22
Supplies	3,855.68	3,739.99	46,228.25	28,435.08
Printing	915.95	531.30	1,234.00	771.30
Postage	281.15	297.42	1,778.16	1,925.12
Communications	16,639.44	17,648.18	101,763.83	111,672.92
Rentals	8,554.77	10,509.80	51,469.53	54,987.50
Utilities	12,102.37	10,566.66	48,705.34	49,436.27
Professional fees	7,690.00	8,620.00	46,081.03	49,066.75
Vending machine maintenance	40,166.40	25,200.00	170,198.40	152,349.98
Outside services and repairs	163,297.39	184,423.92	871,867.61	763,964.34
Data processing	9,978.19	11,614.62	60,194.72	69,666.20
Equipment	46,088.13	305.89	324,930.84	99,068.39
Reimbursement to other state agencies	22,098.70	34,893.82	131,834.33	209,656.51
Depreciation	72,215.46	39,905.50	288,140.67	244,587.40
Amortization	45,884.70	45,884.70	275,308.20	275,308.20
MUSL/Lotto administrative expense	9,161.84	13,168.54	54,743.80	67,476.83
Debit card fees	38,306.93	27,353.14	139,895.08	132,743.11
Other	5,217.90	5,174.00	140,591.45	29,576.40
Total operating expenses	35,257,672.05	34,190,528.43	174,230,187.73	200,028,992.02
Operating income	8,688,018.46	7,503,781.63	42,862,777.95	56,198,261.09
Non-operating revenue (expenses):				
Proceeds to state causes	(8,632,424.96)	(7,663,693.90)	(41,822,245.21)	(57,080,637.21)
Interest income	69,178.76	134,986.00	504,202.08	694,172.74
Interest expense	(1,844.75)	(2,364.49)	(12,152.34)	(15,485.91)
Capital Contributions	27,100.00	-	203,250.00	-
Gain (Loss) on disposal of capital assets	(1,020.00)	-	865.00	30,735.00
Net non-operating revenues (expenses)	(8,539,010.95)	(7,531,072.39)	(41,126,080.47)	(56,371,215.38)
Change in net position	149,007.51	(27,290.76)	1,736,697.48	(172,954.29)
Net position beginning of period	10,908,583.53	6,763,170.92	9,320,893.56	6,908,834.45
Net position end of period	11,057,591.04	6,735,880.16	11,057,591.04	6,735,880.16

IOWA LOTTERY
Statement of Revenues, Expenses and Changes in Net Position
For the Seven Months Ending Friday, January 31, 2025

	Month ended 1/31/2025	Month ended 1/31/2024	Year-to-date 1/31/2025	Year-to-date 1/31/2024
Operating revenues:				
Scratch ticket sales	\$28,852,867.00	\$28,010,412.00	\$171,129,580.00	\$179,130,855.00
InstaPlay sales	2,589,243.00	1,988,619.00	16,149,114.00	15,140,002.00
Pick 3 sales	773,531.00	719,180.50	5,359,399.50	5,249,464.00
Powerball sales	3,268,549.50	3,847,037.50	22,501,565.00	51,100,540.50
Mega Millions Sales	1,304,786.00	1,842,706.00	20,293,833.00	24,977,638.00
Pick 4 sales	477,713.50	467,501.50	3,388,509.00	3,418,944.00
Lucky for Life sales	724,784.00	677,166.00	4,878,250.00	5,064,876.00
Lotto America sales	815,207.00	509,529.00	4,816,172.00	4,165,899.00
Pull-tab sales	1,478,441.57	1,162,412.47	8,800,138.91	7,196,968.75
Application fees	850.00	525.00	3,325.00	3,450.00
Other	861.87	551.13	59,913.71	4,255.96
Total operating revenues	<u>40,286,834.44</u>	<u>39,225,640.10</u>	<u>257,379,800.12</u>	<u>295,452,893.21</u>
Operating expenses:				
Scratch ticket prizes	18,168,296.00	18,313,533.00	116,936,905.24	124,778,716.90
InstaPlay prizes	1,787,706.21	1,689,146.92	11,648,046.43	10,923,729.18
Pick 3 prizes	464,118.60	431,508.30	3,338,481.30	3,149,678.40
Powerball prizes	1,646,142.35	1,907,208.13	11,315,760.22	25,525,683.70
Mega Millions prizes	652,393.00	921,353.00	10,186,648.35	12,488,819.00
Pick 4 prizes	286,628.10	280,500.90	2,033,105.40	2,051,366.40
Lucky for Life prizes	430,764.51	402,463.42	2,899,314.74	3,010,233.09
Lotto America prizes	407,603.50	254,764.50	2,375,792.60	2,082,949.50
Pull-tab prizes	928,219.20	725,278.87	5,516,341.99	4,501,864.83
Advertising/publicity	352,849.44	673,632.42	5,592,706.63	7,132,528.60
Retailer compensation expense	2,633,672.94	2,550,931.17	16,764,876.63	19,262,601.01
Ticket expense	284,287.15	301,616.35	1,871,066.51	1,779,996.63
Vendor compensation expense	663,031.29	624,458.56	4,213,186.62	4,740,748.11
Salary and benefits	956,808.40	944,144.89	6,286,743.28	6,145,847.58
Travel	20,616.12	16,207.26	179,383.36	150,284.48
Supplies	5,737.75	10,065.39	51,966.00	38,500.47
Printing	1,564.68	1,639.59	2,798.68	2,410.89
Postage	4,457.71	4,149.55	6,235.87	6,074.67
Communications	16,335.14	17,122.51	118,098.97	128,795.43
Rentals	8,573.36	6,618.88	60,042.89	61,606.38
Utilities	12,631.61	12,184.79	61,336.95	61,621.06
Professional fees	8,384.50	9,052.50	54,465.53	58,119.25
Vending machine maintenance	57,386.64	26,006.40	227,585.04	178,356.38
Outside services and repairs	117,083.45	88,992.19	988,951.06	852,956.53
Data processing	10,358.88	11,556.55	70,553.60	81,222.75
Equipment	57,062.80	15,914.99	381,993.64	114,983.38
Reimbursement to other state agencies	22,265.56	34,900.71	154,099.89	244,557.22
Depreciation	72,403.73	39,905.50	360,544.40	284,492.90
Amortization	45,884.70	45,884.70	321,192.90	321,192.90
MUSL/Lotto administrative expense	9,123.96	11,615.66	63,867.76	79,092.49
Debit card fees	27,310.38	17,409.04	167,205.46	150,152.15
Other	6,021.79	5,108.60	146,613.24	34,685.00
Total operating expenses	<u>30,165,723.45</u>	<u>30,394,875.24</u>	<u>204,395,911.18</u>	<u>230,423,867.26</u>
Operating income	<u>10,121,110.99</u>	<u>8,830,764.86</u>	<u>52,983,888.94</u>	<u>65,029,025.95</u>
Non-operating revenue (expenses):				
Proceeds to state causes	(10,374,206.78)	(8,763,926.97)	(52,196,451.99)	(65,844,564.18)
Interest income	69,820.69	36,552.16	574,022.77	730,724.90
Interest expense	(1,802.59)	(2,322.84)	(13,954.93)	(17,808.75)
Capital Contributions	-	-	203,250.00	-
Gain (Loss) on disposal of capital assets	-	-	865.00	30,735.00
Net non-operating revenues (expenses)	<u>(10,306,188.68)</u>	<u>(8,729,697.65)</u>	<u>(51,432,269.15)</u>	<u>(65,100,913.03)</u>
Change in net position	<u>(185,077.69)</u>	<u>101,067.21</u>	<u>1,551,619.79</u>	<u>(71,887.08)</u>
Net position beginning of period	11,057,591.04	6,735,880.16	9,320,893.56	6,908,834.45
Net position end of period	<u>10,872,513.35</u>	<u>6,836,947.37</u>	<u>10,872,513.35</u>	<u>6,836,947.37</u>

IOWA LOTTERY
Statement of Revenues, Expenses and Changes in Net Position
For the Eight Months Ending Friday, February 28, 2025

	Month ended 2/28/2025	Month ended 2/29/2024	Year-to-date 2/28/2025	Year-to-date 2/29/2024
Operating revenues:				
Scratch ticket sales	\$23,660,392.00	\$24,455,378.00	\$194,789,972.00	\$203,586,233.00
InstaPlay sales	3,230,746.00	1,841,070.00	19,379,860.00	16,981,072.00
Pick 3 sales	681,481.00	722,804.50	6,040,880.50	5,972,268.50
Powerball sales	2,767,162.50	3,734,013.50	25,268,727.50	54,834,554.00
Mega Millions Sales	1,221,627.00	2,365,402.00	21,515,460.00	27,343,040.00
Pick 4 sales	417,908.50	458,515.50	3,806,417.50	3,877,459.50
Lucky for Life sales	632,290.00	668,494.00	5,510,540.00	5,733,370.00
Lotto America sales	767,021.00	479,515.00	5,583,193.00	4,645,414.00
Pull-tab sales	1,217,840.03	1,053,122.48	10,017,978.94	8,250,091.23
Application fees	425.00	600.00	3,750.00	4,050.00
Other	5,898.95	808.75	65,812.66	5,064.71
Total operating revenues	34,602,791.98	35,779,723.73	291,982,592.10	331,232,616.94
Operating expenses:				
Scratch ticket prizes	15,610,214.96	16,327,444.91	132,547,120.20	141,106,161.81
InstaPlay prizes	2,298,041.90	1,235,549.44	13,946,088.33	12,159,278.62
Pick 3 prizes	408,888.60	433,682.70	3,747,369.90	3,583,361.10
Powerball prizes	1,395,590.10	1,882,248.15	12,711,350.32	27,407,931.85
Mega Millions prizes	610,813.50	1,182,701.00	10,797,461.85	13,671,520.00
Pick 4 prizes	250,745.10	275,109.30	2,283,850.50	2,326,475.70
Lucky for Life prizes	375,792.07	397,309.38	3,275,106.81	3,407,542.47
Lotto America prizes	383,510.50	239,757.50	2,759,303.10	2,322,707.00
Pull-tab prizes	762,467.13	658,893.46	6,278,809.12	5,160,758.29
Advertising/publicity	268,366.25	963,683.43	5,861,072.88	8,096,212.03
Retailer compensation expense	2,244,683.12	2,354,971.28	19,009,559.75	21,617,572.29
Ticket expense	468,826.42	349,353.18	2,339,892.93	2,129,349.81
Vendor compensation expense	566,709.25	577,097.80	4,779,895.87	5,317,845.91
Salary and benefits	841,689.41	836,349.46	7,128,432.69	6,982,197.04
Travel	23,174.69	19,394.37	202,558.05	169,678.85
Supplies	3,066.37	6,623.05	55,032.37	45,123.52
Printing	-	-	2,798.68	2,410.89
Postage	311.51	371.12	6,547.38	6,445.79
Communications	16,485.46	17,278.68	134,584.43	146,074.11
Rentals	12,459.88	8,590.85	72,502.77	70,197.23
Utilities	10,482.27	9,897.32	71,819.22	71,518.38
Professional fees	7,934.00	8,281.65	62,399.53	66,400.90
Vending machine maintenance	52,044.24	26,006.40	279,629.28	204,362.78
Outside services and repairs	209,788.21	128,508.28	1,198,739.27	981,464.81
Data processing	12,039.38	11,561.10	82,592.98	92,783.85
Equipment	117,893.91	39,039.90	499,887.55	154,023.28
Reimbursement to other state agencies	22,098.70	34,392.57	176,198.59	278,949.79
Depreciation	73,479.41	40,043.60	434,023.81	324,536.50
Amortization	45,884.70	45,884.70	367,077.60	367,077.60
MUSL/Lotto administrative expense	1,530.62	11,626.88	65,398.38	90,719.37
Debit card fees	28,084.27	18,766.56	195,289.73	168,918.71
Other	6,578.71	5,084.25	153,191.95	39,769.25
Total operating expenses	27,129,674.64	28,145,502.27	231,525,585.82	258,569,369.53
Operating income	7,473,117.34	7,634,221.46	60,457,006.28	72,663,247.41
Non-operating revenue (expenses):				
Proceeds to state causes	(8,038,965.61)	(8,136,451.20)	(60,235,417.60)	(73,981,015.38)
Interest income	104,983.62	183,259.96	679,006.39	913,984.86
Interest expense	(1,760.42)	(2,281.15)	(15,715.35)	(20,089.90)
Capital Contributions	-	-	203,250.00	-
Gain (Loss) on disposal of capital assets	2,385.00	-	3,250.00	30,735.00
Net non-operating revenues (expenses)	(7,933,357.41)	(7,955,472.39)	(59,365,626.56)	(73,056,385.42)
Change in net position	(460,240.07)	(321,250.93)	1,091,379.72	(393,138.01)
Net position beginning of period	10,872,513.35	6,836,947.37	9,320,893.56	6,908,834.45
Net position end of period	10,412,273.28	6,515,696.44	10,412,273.28	6,515,696.44

IOWA LOTTERY
PERFORMANCE MEASURES
FY 2025
February 28, 2025

MONTH		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Gross Sales	Budget FY 2025	33,294,292	33,131,492	29,528,175	35,096,767	31,776,182	34,717,957	40,096,418	32,955,206	38,531,320	35,722,834	38,471,119	34,363,238
	Actual '25	34,251,832	35,238,989	33,121,327	34,879,157	35,595,520	43,944,615	40,285,123	34,596,468	-	-	-	-
Prize Expense	Budget FY 2025	20,990,585	20,811,061	18,829,824	21,865,948	20,231,064	21,962,495	24,985,431	20,990,768	24,326,007	22,988,379	24,508,156	21,900,108
	Actual '25	22,234,304	22,923,267	21,670,189	23,025,223	22,563,902	29,061,640	24,771,871	22,096,064	-	-	-	-
Operating Expenses	Budget FY 2025	1,339,307	1,315,397	1,257,890	1,334,920	1,253,756	1,312,808	1,371,523	1,257,337	1,308,465	1,291,577	1,359,530	1,337,869
	Actual '25	1,332,681	1,184,983	1,101,129	1,147,144	1,095,886	1,224,700	1,275,352	1,152,907	-	-	-	-
Total Proceeds	Budget FY 2025	6,928,110	5,720,132	5,364,280	6,856,663	5,912,764	5,185,374	8,038,398	6,744,334	6,011,026	6,771,090	7,370,696	6,142,912
	Actual '25	6,629,199	5,017,168	6,340,353	6,998,824	8,204,277	8,632,425	10,374,207	8,038,966	-	-	-	-
YEAR TO DATE													
Gross Sales	Budget FY 2025	33,294,292	66,425,784	95,953,959	131,050,726	162,826,908	197,544,865	237,641,283	270,596,489	309,127,809	344,850,643	383,321,762	417,685,000
	Actual '25	34,251,832	69,490,821	102,612,148	137,491,305	173,086,825	217,031,440	257,316,563	291,913,031	-	-	-	-
Prize Expense	Budget FY 2025	20,990,585	41,801,646	60,631,470	82,497,418	102,728,482	124,690,977	149,676,408	170,667,176	194,993,183	217,981,562	242,489,718	264,389,826
	Actual '25	22,234,304	45,157,571	66,827,760	89,852,983	112,416,885	141,478,525	166,250,396	188,346,460	-	-	-	-
Operating Expenses	Budget FY 2025	1,339,307	2,654,704	3,912,594	5,247,514	6,501,270	7,814,078	9,185,601	10,442,938	11,751,403	13,042,980	14,402,510	15,740,379
	Actual '25	1,332,681	2,517,664	3,618,793	4,765,937	5,861,823	7,086,523	8,361,875	9,514,782	-	-	-	-
Total Proceeds	Budget FY 2025	6,928,110	12,648,242	18,012,522	24,869,185	30,781,949	35,967,323	44,005,721	50,750,055	56,761,081	63,532,171	70,902,867	77,045,779
	Actual '25	6,629,199	11,646,367	17,986,720	24,985,544	33,189,821	41,822,246	52,196,453	60,235,419	-	-	-	-

Current Month Year to Date

Prize Payout - Budget	63.69%	63.07%
Prize Payout - Actual	63.87%	64.52%
Sales - Actual increase (decrease) vs. Budget		7.88%
Proceeds - Actual increase (decrease) vs. Budget		18.69%

IOWA LOTTERY
PERFORMANCE MEASURES
FY 2025

February 28, 2025		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
MONTH													
Gross Sales	Budget FY 2025	33,294,292	33,131,492	29,528,175	35,096,767	31,776,182	34,717,957	40,096,418	32,955,206	38,531,320	35,722,834	38,471,119	34,363,238
	5-year av.	38,478,055	35,156,671	33,617,696	36,862,933	36,686,715	37,487,209	43,679,417	33,799,737	38,134,271	38,018,612	38,367,013	35,436,376
	Actual '24	49,622,689	45,383,189	38,382,065	44,439,178	36,700,677	41,692,825	39,224,564	35,778,315	46,478,492	40,738,868	38,444,958	32,995,294
	Actual '25	34,251,832	35,238,989	33,121,327	34,879,157	35,595,520	43,944,615	40,285,123	34,596,468	-	-	-	-
Prize Expense	Budget FY 2025	20,990,585	20,811,061	18,829,824	21,865,948	20,231,064	21,962,495	24,985,431	20,990,768	24,326,007	22,988,379	24,508,156	21,900,108
	5-year av.	24,025,247	22,387,492	21,336,167	23,523,457	22,411,540	25,215,600	26,787,270	21,005,325	24,853,948	24,527,985	24,667,051	22,704,975
	Actual '24	31,264,114	27,582,044	24,938,776	29,349,141	22,441,971	28,011,239	24,925,757	22,632,696	29,272,906	26,176,721	24,677,185	21,295,203
	Actual '25	22,234,304	22,923,267	21,670,189	23,025,223	22,563,902	29,061,640	24,771,871	22,096,064	-	-	-	-
Operating Expenses	Budget FY 2025	1,339,307	1,315,397	1,257,890	1,334,920	1,253,756	1,312,808	1,371,523	1,257,337	1,308,465	1,291,577	1,359,530	1,337,869
	5-year av.	1,071,772	1,130,423	1,117,142	1,128,681	1,113,312	1,083,346	1,142,167	1,059,105	1,152,775	1,120,156	1,136,239	972,361
	Actual '24	1,108,707	1,176,130	1,075,057	1,102,678	1,116,711	1,038,117	1,180,069	1,066,066	1,073,230	1,221,112	1,137,805	641,039
	Actual '25	1,332,681	1,184,983	1,101,129	1,147,144	1,095,886	1,224,700	1,125,352	1,152,907	-	-	-	-
Total Proceeds	Budget FY 2025	6,928,110	5,720,132	5,364,280	6,856,663	5,912,764	5,185,374	8,038,398	6,744,334	6,011,026	6,771,090	7,370,696	6,142,912
	5-year av.	9,164,175	7,203,935	7,561,299	8,439,148	9,050,985	7,037,999	11,063,867	8,034,347	7,927,917	8,396,649	8,197,242	7,176,161
	Actual '24	11,582,796	11,022,157	8,226,480	9,363,309	9,222,202	7,663,694	8,763,927	8,136,451	11,182,156	9,081,442	7,462,047	4,915,347
	Actual '25	6,629,199	5,017,168	6,340,353	6,998,824	8,204,277	8,632,425	10,374,207	8,038,966	-	-	-	-
YEAR TO DATE													
Gross Sales	Budget FY 2025	33,294,292	66,425,784	95,953,959	131,050,726	162,826,908	197,544,865	237,641,283	270,596,489	309,127,809	344,850,643	383,321,762	417,685,000
	5-year av.	38,478,055	73,634,726	107,252,422	144,115,355	180,802,070	218,289,279	261,968,696	295,768,433	333,902,704	371,921,316	410,288,329	445,724,705
	Actual '24	49,622,689	95,005,878	133,387,943	177,827,121	214,527,798	256,220,623	295,445,187	331,223,502	377,701,994	418,440,862	456,885,820	489,881,114
	Actual '25	34,251,832	69,490,821	102,612,148	137,491,305	173,086,825	217,031,440	257,316,563	291,913,031	-	-	-	-
Prize Expense	Budget FY 2025	20,990,585	41,801,646	60,631,470	82,497,418	102,728,482	124,690,977	149,676,408	170,667,176	194,993,183	217,981,562	242,489,718	264,389,826
	5-year av.	24,025,247	46,412,739	67,748,906	91,272,363	113,683,903	138,899,503	165,686,773	186,692,098	211,546,046	236,074,031	260,741,082	283,446,057
	Actual '24	31,264,114	58,846,158	83,784,934	113,134,075	135,576,046	163,587,285	188,513,042	211,145,738	240,418,644	266,595,365	291,272,550	312,567,753
	Actual '25	22,234,304	45,157,571	66,827,760	89,852,983	112,416,885	141,478,525	166,250,396	188,346,460	-	-	-	-
Operating Expenses	Budget FY 2025	1,339,307	2,654,704	3,912,594	5,247,514	6,501,270	7,814,078	9,185,601	10,442,938	11,751,403	13,042,980	14,402,510	15,740,379
	5-year av.	1,071,772	2,202,195	3,319,337	4,448,018	5,561,330	6,644,676	7,786,843	8,845,948	9,998,723	11,118,879	12,255,118	13,227,479
	Actual '24	1,108,707	2,284,837	3,359,894	4,462,572	5,579,283	6,617,400	7,797,469	8,863,535	9,936,765	11,157,877	12,295,682	12,936,721
	Actual '25	1,332,681	2,517,664	3,618,793	4,765,937	5,861,823	7,086,523	8,361,875	9,514,782	-	-	-	-
Total Proceeds	Budget FY 2025	6,928,110	12,648,242	18,012,522	24,869,185	30,781,949	35,967,323	44,005,721	50,750,055	56,761,081	63,532,171	70,902,867	77,045,779
	5-year av.	9,164,175	16,368,110	23,929,409	32,368,557	41,419,542	48,457,541	59,521,408	67,555,755	75,483,672	83,880,321	92,077,563	99,253,724
	Actual '24	11,582,796	22,604,953	30,831,433	40,194,742	49,416,944	57,080,638	65,844,565	73,981,016	85,163,172	94,244,614	101,706,661	106,622,008
	Actual '25	6,629,199	11,646,367	17,986,720	24,985,544	33,189,821	41,822,246	52,196,453	60,235,419	-	-	-	-

	Current Month	Year to Date
Prize Payout - Budget	63.69%	63.07%
Prize Payout - 5-Year Average	62.15%	63.12%
Prize Payout - Actual	63.87%	64.52%
Sales - Actual increase (decrease) vs. 5-Year Average		(1.30%)
Proceeds - Actual increase (decrease) vs. 5-Year Average		(10.84%)
Sales - Actual increase (decrease) vs. Budget		7.88%
Proceeds - Actual increase (decrease) vs. Budget		18.69%