

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

5/20/2021

Game #	2261	Confirmed Packs	8,030
Game Name	\$200 Million Ca\$h	Active Packs	3,034
Quantity Printed	5,430,340	Warehouse Packs	154
Price Point	\$50	Returned Packs	48
Start Date	8/17/2020	Printed Payout Percentage	78.05%
Top Prize	\$ 5,000,000	Percent Sold	94.83%
Number of Top Prizes Remaining	0	Number of Weeks Out	39

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 770,819	Actual ticket production costs
Prize payout expense	\$ 201,454,200	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 202,225,019

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 257,479,571	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 257,479,571

Excess of Revenue over Expended \$ 55,254,552

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	\$	3,107,300
Next week	\$	3,443,800
Next week	\$	3,771,100
Avg Weekly Sales Current Game	\$	3,440,733
Avg Weekly Sales \$50; 5M Qty*	\$	6,271,944
Percentage Of Variance In Sales		45%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<div>2261</div>	Printed Payout Percentage	<div>78.05%</div>
Game Name	<div>\$200 Million Ca\$h</div>	Actual Payout Percentage	<div>78.24%</div>
Percent Sold	<div>94.83%</div>	Number of Weeks Out	<div>39</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			<div>35</div>

*only one game at this level with 85% sell through

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



Play the Games of Texas!

Da Vinci Report

5/20/21

Week End Date:5/15/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														5/15/21	5/8/21	5/1/21	4/24/21
Sold/Closing	2253	\$5	13,996,275	\$200,000 EXTREME CASH	9/8/20	4/16/21	5/31/21	36	97.94%	47	28	226	643	\$13,415.00	\$53,300.00	\$132,730.00	\$302,255.00
	2270	\$5	7,327,125	CAESARS	11/16/20	5/9/21	6/23/21	26	94.36%	476	433	79	834	\$135,180.00	\$209,175.00	\$260,485.00	\$339,385.00
	2235	\$5	9,893,475	COWBOYS	8/17/20	4/4/21	5/19/21	39	57.12%	0	0	53,281	1,737	-\$3,405.00	\$4,170.00	-\$6,140.00	-\$3,240.00
	2267	\$5	7,281,750	HOLIDAY BUCKS	11/2/20	5/9/21	6/23/21	28	83.39%	251	124	9,124	4,394	\$5,495.00	\$49,570.00	\$55,615.00	\$49,745.00
	2236	\$5	5,627,925	HOUSTON TEXANS	8/17/20	4/4/21	5/19/21	39	66.26%	0	0	21,893	2,044	-\$3,920.00	-\$1,130.00	-\$16,900.00	-\$14,705.00
	2260	\$5	9,129,300	LADY LUCK 7	10/5/20	6/6/21	7/21/21	32	96.15%	1,275	1,103	842	53	\$258,380.00	\$299,800.00	\$357,865.00	\$372,315.00
	2263	\$5	7,337,700	MONEY MULTIPLIER	10/19/20	4/4/21	5/19/21	30	96.64%	0	0	167	1,841	-\$235.00	\$5,600.00	\$885.00	\$19,480.00
	2271	\$10	8,192,300	COOL RICHES	9/21/20	6/6/21	7/21/21	34	75.02%	4,291	3,155	27,967	395	\$605,200.00	\$664,850.00	\$771,270.00	\$775,970.00
	2244	\$10	26,557,800	MEGA LOTERIA	6/22/20	6/6/21	7/21/21	47	99.05%	1,227	411	19	901	\$288,610.00	\$414,350.00	\$656,960.00	\$981,020.00
	2261	\$50	5,430,340	\$200 MILLION CASH	8/17/20			39	94.83%	8,030	3,034	154	48	\$3,107,300.00	\$3,443,800.00	\$3,771,100.00	\$4,065,350.00

Liability for 2261 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 07/23/2020 - 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	\$50.00	36436	\$1,821,800.00	642404	\$32,120,200.00	94.63%	5138872
2	2	N/A	\$100.00	3714	\$371,400.00	64134	\$6,413,400.00	94.53%	5133083
3	3	N/A	\$100.00	6966	\$696,600.00	128814	\$12,881,400.00	94.87%	5151744
4	4	N/A	\$100.00	20842	\$2,084,200.00	386440	\$38,644,000.00	94.88%	5152451
5	0	N/A	\$200.00	952	\$190,400.00	17228	\$3,445,600.00	94.76%	5145978
6	0	N/A	\$200.00	3841	\$768,200.00	73016	\$14,603,200.00	95.00%	5158953
7	0	N/A	\$200.00	3846	\$769,200.00	73068	\$14,613,600.00	95.00%	5158801
8	0	N/A	\$200.00	2250	\$450,000.00	43034	\$8,606,800.00	95.03%	5160525
9	0	N/A	\$500.00	129	\$64,500.00	2128	\$1,064,000.00	94.28%	5119966
10	0	N/A	\$500.00	1814	\$907,000.00	34387	\$17,193,500.00	94.99%	5158230
11	0	N/A	\$500.00	1273	\$636,500.00	23597	\$11,798,500.00	94.88%	5152381
12	0	N/A	\$500.00	1349	\$674,500.00	25754	\$12,877,000.00	95.02%	5160055
13	0	N/A	\$1,000.00	58	\$58,000.00	397	\$397,000.00	87.25%	4738120
14	0	N/A	\$1,000.00	153	\$153,000.00	986	\$986,000.00	86.57%	4700891
15	0	N/A	\$1,000.00	312	\$312,000.00	2181	\$2,181,000.00	87.48%	4750730
16	0	N/A	\$1,000.00	61	\$61,000.00	395	\$395,000.00	86.62%	4703912
17	0	N/A	\$1,000.00	248	\$248,000.00	1584	\$1,584,000.00	86.46%	4695228
18	0	N/A	\$10,000.00	9	\$90,000.00	81	\$810,000.00	90.00%	4887305
19	0	N/A	\$10,000.00	10	\$100,000.00	84	\$840,000.00	89.36%	4852644
20	0	N/A	\$5,000,000.00	0	\$0.00	4	\$20,000,000.00	100.00%	5430340
Totals:				84263	\$10,456,300.00	1,519,716	\$201,454,200.00		

NO. OF TICKETS:	5,430,340	Minimum:	5,292,000	TEXAS LOTTERY COMMISSION										
NO. POOLS:	45.25	Maximum:	5,508,000	"\$200 MILLION CASH" - GAME NO. 2261										
PACK SIZE:	20	END OF PRODUCTION PRIZE STRUCTURE								17-Jul-20		VERSION B		
PACKS/POOL:	6,000													
PACKS/GAME:	271,517													
5,430,340		\$50 TICKETS		\$271,517,000		REVENUE		PRIZE FUND		\$211,910,500		PAYOUT %:		78.05%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS		ODDS OF 1 IN:	WINNERS IN 45.25 POOLS	WINNERS IN 20 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
				TO WIN:	WIN:							
1	1	G	\$50	1	\$50	8.00	678,840	2.500	15,000.000	\$33,942,000	16.02%	LOW-TIER ****
2	2	G	\$100	1	\$100	80.04	67,848	0.250	1,500.000	\$6,784,800	3.20%	
3	3	G	\$50 x 2	2	\$100	39.99	135,780	0.500	3,000.000	\$13,578,000	6.41%	
4	4	G	\$50"2X"	1	\$100	13.33	407,282	1.500	9,000.000	\$40,728,200	19.22%	
5	0	M	\$200	1	\$200	298.70	18,180	0.067	400.000	\$3,636,000	1.72%	
6	0	M	\$50"2X" x 2	2	\$200	70.66	76,857	0.283	1,700.000	\$15,371,400	7.25%	
7	0	M	\$100"2X"	1	\$200	70.60	76,914	0.283	1,700.000	\$15,382,800	7.26%	
8	0	M	\$50 + \$50 + \$100	3	\$200	119.92	45,284	0.167	1,000.000	\$9,056,800	4.27%	
9	0	M	\$500	1	\$500	2,406.00	2,257	0.008	50.000	\$1,128,500	0.53%	
10	0	M	\$50"2X" + \$50"2X" + \$50 x 6	8	\$500	150.01	36,201	0.133	800.000	\$18,100,500	8.54%	
11	0	M	\$50"10X"	1	\$500	218.35	24,870	0.092	550.000	\$12,435,000	5.87%	
12	0	M	\$100"5X"	1	\$500	200.36	27,103	0.100	600.000	\$13,551,500	6.39%	MID-TIER 41.84%
13	0	H	\$1,000	1	\$1,000	11,934.81	455	0.002	10.000	\$455,000	0.21%	HIGH-TIER
14	0	H	\$50 x 20	20	\$1,000	4,767.64	1,139	0.004	25.000	\$1,139,000	0.54%	
15	0	H	\$50"2X" x 2 + \$100 + \$100"2X" + \$100"5X"	5	\$1,000	2,178.24	2,493	0.009	55.000	\$2,493,000	1.18%	
16	0	H	\$100 x 10	10	\$1,000	11,908.64	456	0.002	10.000	\$456,000	0.22%	
17	0	H	\$50"20X"	1	\$1,000	2,964.16	1,832	0.007	40.000	\$1,832,000	0.86%	
18	0	H	\$10,000	1	\$10,000	60,337.11	90	0.000	2.00000	\$900,000	0.42%	
19	0	H	\$50 x 6 + \$100 x 17 + \$500 x 10 + \$1,000 + \$2,000	35	\$10,000	57,769.57	94	0.000	2.00000	\$940,000	0.44%	
20	0	H	\$5,000,000	1	\$5,000,000	1,357,585.00	4 ***	0.000	0.088888	\$20,000,000	9.44%	
						3.39	1,603,979	5.91	35,444.089	\$ 211,910,500	100.00%	100.00%
						3.3855						

Note:
"2X" = win DOUBLE the prize by revealing a "2X" Play Symbol.
"5X" = win 5 TIMES the prize by revealing a "5X" Play Symbol.
"10X" = win 10 TIMES the prize by revealing a "10X" Play Symbol.
"20X" = win 20 TIMES the prize by revealing a "20X" Play Symbol.

Consolidated odds are 1 in:	\$50	8.00	678,840	* Each of the following GLEPS will be used in approximately 25% of each pack of 20 tickets.
	\$100	8.89	610,910	** Numbers are rounded.
	\$200	25.00	217,235	*** This number of prizes is guaranteed delivery to the Lottery.
	\$500	60.05	90,431	**** The \$50 and \$100 prize levels are included in the GLEPS and programmed as low tier prizes.
	\$1,000	851.82	6,375	
	\$10,000	29,512.72	184	
	\$5,000,000	1,357,585.00	4	
			1,603,979	



INTEROFFICE MEMO

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

Payment Approval (VIA EMAIL)

July 31, 2020

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

Vendor Name	Pollard Banknote Limited
Invoice Number	8516551
Invoice Amount:	\$770,819.45
Tx Game Name:	Game #2261 \$200 Million Cash
P.O. Number (if applicable)	362-20-9010RV1RL016

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

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)
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

August 10, 2020

INVOICE NO.: 8516551

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	Due Date: August 27, 2020

Invoice Date	Order No.	Your Order	Customer No.
July 28, 2020	1088322		5008

Order name: \$200 MILLION CASH #2261**PO Number:**

Product Description	Quantity	Unit Price	Amount
Ticket Size 12 x 4	5,430,340	39.90 /M	216,670.57
Integrated Overprints / Continuous Image	5,430,340	12.00 /M	65,164.08
Spectrum process applied to Scratch FX®	5,430,340	84.00 /M	456,148.56
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	27,836.24 Ea	27,836.24

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

Before Taxes:	770,819.45 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	770,819.45 USD

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

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

Closing Scratch Ticket Game Analysis
2/24/19-2/27/21

Average Number of Weeks for 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 17	Week 17	3M	None	None	None	None
10M-14.99M	Week 16	None	None	Week 25	4M	Week 16*	None	None	Week 51*
15M-19.99M	Week 23	None	Week 31	Week 48	5M	Week 13*	None	Week 38*	Week 35*
20M-24.99M	None	None	None	Week 38	6M	Week 14	Week 24	None	None
25M-29.99M	Week 32*	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 21	Week 40	None	None
>35M	None	Week 63	None	Week 42*	>9M	Week 30	Week 36*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$560,738	\$776,573	\$927,958	\$1,946,842	3M	None	None	None	None
10M-14.99M	\$607,596	None	None	\$2,218,148	4M	\$2,364,236	None	None	\$3,873,162
15M-19.99M	\$633,975	None	\$1,585,325	\$1,515,020	5M	\$3,760,439	None	\$3,506,730	\$6,271,944
20M-24.99M	None	None	None	\$2,468,328	6M	\$4,039,631	\$4,400,564	None	None
25M-29.99M	\$776,998	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,381,845	\$3,828,587	None	None
>35M	None	\$1,061,088	None	\$4,122,095	>9M	\$4,682,820	\$5,671,831	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