

TEAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 8/30/2021

Game #	2339	Confirmed Packs	5,614
Game Name	Mucho Dinero	Active Packs	4,547
Quantity Printed	9,169,750	Warehouse Packs	12,669
Price Point	\$2	Returned Packs	65
Start Date	4/19/2021	Printed Payout Percentage	65.04%
Top Prize	\$ 30,000	Percent Sold	66.17%
Number of Top Prizes Remaining	3	Number of Weeks Out	19

Current Game Sales Analysis**TANGIBLE COSTS****Expenditure Impact:**

Cost to print tickets	\$ 210,094	Actual ticket production costs
Prize payout expense	\$ 7,376,878	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs	\$ 7,586,972
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TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 12,135,247	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 12,135,247	

Excess of Revenue over Expended	\$ 4,548,275
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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	\$	298,210
Next week	\$	312,244
Next week	\$	330,612
Avg Weekly Sales Current Game	\$	313,689
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	776,573
Percentage Of Variance In Sales		60%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2339	Printed Payout Percentage	65.04%
Game Name	Mucho Dinero	Actual Payout Percentage	60.79%
Percent Sold	66.17%	Number of Weeks Out	19
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			16

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):



8/30/2021

Scratch Ticket Strategy Coordinator Date



8/31/2021

Products Manager Date

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



9/1/2021

Lottery Operations Division Director Date




9/1/2021

Controller Date



9/1/2021

Executive Director Date



Play the Games of Texas!

Da Vinci Report

8/30/21

Week End Date:8/28/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														8/28/21	8/21/21	8/14/21	8/7/21
Baseline	2313	\$1	9,294,450	DOUBLE DOUBLER	7/6/21			8	62.04%	10,980	10,677	463	43	\$713,380.00	\$727,361.00	\$713,454.00	\$828,164.00
	2191	\$2	7,264,875	LEVEL UP!	8/16/21			2	9.54%	18,376	12,489	19,993	9	\$851,702.00	\$533,256.00	\$500.00	\$0
	2294	\$2	9,097,000	LUCKY 3	6/21/21			10	52.86%	8,515	7,418	16,709	10	\$715,748.00	\$783,972.00	\$914,764.00	\$1,082,234.00
	2323	\$5	9,897,375	COWBOYS	8/16/21			2	4.42%	28,454	12,882	83,073	10	\$1,382,530.00	\$802,810.00	\$0	\$0
	2314	\$5	7,325,925	CRAZY CASH	7/6/21			8	43.02%	15,475	9,384	29,055	1	\$1,359,780.00	\$1,534,415.00	\$1,583,235.00	\$1,877,505.00
	2317	\$5	7,214,175	DOUBLE YOUR MONEY	7/19/21			6	39.01%	17,930	10,286	28,377	9	\$1,674,430.00	\$1,948,465.00	\$2,313,085.00	\$2,795,735.00
	2297	\$5	7,320,450	GREAT 8S	8/2/21			4	29.36%	21,893	11,593	32,721	5	\$2,401,795.00	\$2,798,865.00	\$3,421,780.00	\$2,122,235.00
	2324	\$5	5,437,800	HOUSTON TEXANS	8/16/21			2	4.37%	15,186	10,934	41,757	3	\$653,740.00	\$534,540.00	\$0	\$0
	2273	\$5	7,333,500	ROSE GOLD RICHES	6/7/21			12	61.55%	9,937	5,961	19,720	6	\$834,075.00	\$921,440.00	\$1,078,910.00	\$1,272,610.00
	2295	\$5	7,196,175	TEXAS RED WHITE & BLUE	6/21/21			10	47.31%	11,324	6,851	30,683	15	\$882,230.00	\$952,700.00	\$1,196,595.00	\$1,516,385.00
	2309	\$10	15,693,550	\$100 MILLION CASH PAYOUT	6/7/21			12	37.19%	23,740	9,555	159,834	22	\$3,667,150.00	\$3,773,980.00	\$4,032,900.00	\$4,561,840.00
	2306	\$10	8,318,950	BREAK THE BANK SUPER TICKET	8/16/21			2	6.25%	44,462	9,880	98,926	8	\$3,153,470.00	\$2,042,410.00	\$0	\$0
	2336	\$10	15,610,600	POWER 10X	8/2/21			4	15.65%	34,266	11,377	213,548	23	\$5,716,010.00	\$6,318,170.00	\$7,330,910.00	\$5,072,150.00
	2203	\$20	8,559,050	\$1,000,000 EXTREME CASH	6/7/21			12	31.54%	26,032	9,894	194,432	37	\$3,828,120.00	\$3,816,620.00	\$3,910,400.00	\$4,109,900.00
	2343	\$20	25,454,075	MILLION DOLLAR LOTERIA	6/18/21			10	14.32%	40,346	11,385	812,389	24	\$8,204,780.00	\$8,233,920.00	\$8,080,100.00	\$8,259,160.00
Mature	2277	\$1	29,734,500	10X THE CASH	1/4/21			34	88.34%	9,121	7,510	3,750	77	\$396,848.00	\$412,136.00	\$438,485.00	\$454,335.00
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			206	0.00%	0	0	2,164	18	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			206	0.00%	0	0	70	765	\$0	\$0	\$0	\$0
	2301	\$1	16,878,900	SAPPHIRE BLUE 7S	5/3/21			17	73.85%	10,351	9,400	7,289	15	\$462,025.00	\$490,735.00	\$519,061.00	\$566,486.00
	2160	\$1	30,596,400	WEEKLY HALF GRAND	12/7/20			38	69.18%	8,970	7,550	43,989	89	\$292,529.00	\$319,231.00	\$321,297.00	\$348,091.00
	2124	\$1	853,200	WINNING 7S	8/8/19			107	0.00%	0	0	4,198	576	\$0	\$0	\$0	\$0
	2246	\$2	35,700,000	BONUS GAME BINGO	9/21/20			49	74.00%	10,470	8,507	52,755	69	\$860,484.00	\$891,576.00	\$931,266.00	\$961,218.00
	2240	\$2	40,055,875	BREAK THE BANK	9/21/20			49	67.17%	10,922	8,755	78,700	23	\$881,122.00	\$933,688.00	\$964,236.00	\$980,630.00
	2339	\$2	9,169,750	MUCHO DINERO	4/19/21			19	66.17%	5,614	4,547	12,669	65	\$298,210.00	\$312,244.00	\$330,612.00	\$373,848.00
	2239	\$2	26,660,750	WEEKLY GRAND	2/22/21			27	42.63%	10,864	9,353	99,012	18	\$775,600.00	\$796,712.00	\$806,912.00	\$841,504.00
	2234	\$3	35,950,250	\$50,000 BONUS CASHWORD	2/22/21			27	42.71%	13,119	10,135	138,357	18	\$1,920,801.00	\$1,937,019.00	\$1,892,697.00	\$1,979,976.00
	2163	\$3	41,105,925	TEXAS LOTERIA	4/6/20			73	88.18%	16,590	12,344	31,766	29	\$1,349,085.00	\$1,404,423.00	\$1,393,329.00	\$1,417,296.00
	2334	\$5	10,266,675	\$50,000 POKER	3/15/21			24	79.20%	4,448	2,385	19,765	74	\$457,185.00	\$480,790.00	\$499,065.00	\$604,515.00
	2289	\$5	6,021,225	50X SPEEDWAY RICHES	4/5/21			21	86.82%	3,659	1,946	1,033	1,324	\$213,775.00	\$243,830.00	\$283,945.00	\$344,095.00
	2280	\$5	22,744,950	50X THE CASH	1/4/21			34	86.48%	13,793	7,421	16,361	20	\$1,856,650.00	\$1,979,765.00	\$2,046,435.00	\$2,100,710.00

Liability for 2339 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 02/10/2021 - 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	\$2.00	379707	\$759,414.00	549913	\$1,099,826.00	59.15%	5424329
2	2	N/A	\$4.00	72463	\$289,852.00	110763	\$443,052.00	60.45%	5543258
3	3	N/A	\$4.00	141416	\$565,664.00	212838	\$851,352.00	60.08%	5509242
4	4	N/A	\$5.00	71179	\$355,895.00	112454	\$562,270.00	61.24%	5615412
5	5	N/A	\$8.00	31596	\$252,768.00	53942	\$431,536.00	63.06%	5782630
6	6	N/A	\$8.00	47052	\$376,416.00	75234	\$601,872.00	61.52%	5641504
7	7	N/A	\$10.00	13773	\$137,730.00	22910	\$229,100.00	62.45%	5726875
8	8	N/A	\$10.00	32444	\$324,440.00	53191	\$531,910.00	62.11%	5695663
9	9	N/A	\$10.00	17881	\$178,810.00	30975	\$309,750.00	63.40%	5813677
10	10	N/A	\$20.00	8984	\$179,680.00	15503	\$310,060.00	63.31%	5805473
11	11	N/A	\$20.00	17688	\$353,760.00	31183	\$623,660.00	63.81%	5850920
12	0	N/A	\$30.00	1401	\$42,030.00	2420	\$72,600.00	63.33%	5807588
13	0	N/A	\$30.00	2072	\$62,160.00	3672	\$110,160.00	63.93%	5861998
14	0	N/A	\$30.00	1735	\$52,050.00	3061	\$91,830.00	63.82%	5852503
15	0	N/A	\$50.00	909	\$45,450.00	1587	\$79,350.00	63.58%	5830285
16	0	N/A	\$50.00	1121	\$56,050.00	1944	\$97,200.00	63.43%	5815984
17	0	N/A	\$50.00	1685	\$84,250.00	3089	\$154,450.00	64.70%	5933254
18	0	N/A	\$50.00	1734	\$86,700.00	3066	\$153,300.00	63.88%	5857177
19	0	N/A	\$100.00	282	\$28,200.00	493	\$49,300.00	63.61%	5833144
20	0	N/A	\$100.00	680	\$68,000.00	1246	\$124,600.00	64.69%	5932247
21	0	N/A	\$100.00	673	\$67,300.00	1235	\$123,500.00	64.73%	5935346
22	0	N/A	\$100.00	213	\$21,300.00	367	\$36,700.00	63.28%	5802238
23	0	N/A	\$100.00	668	\$66,800.00	1255	\$125,500.00	65.26%	5984418
24	0	N/A	\$1,000.00	6	\$6,000.00	14	\$14,000.00	70.00%	6418825
25	0	N/A	\$30,000.00	3	\$90,000.00	5	\$150,000.00	62.50%	5731093
			Totals:	847365	\$4,550,719.00	1,292,360	\$7,376,878.00		

NO. OF TICKETS:	9,169,750	Minimum:	8,937,600	TEXAS LOTTERY COMMISSION				
NO. POOLS:	38.21	Maximum:	9,302,400	"MUCHO DINERO" - GAME NO. 2339 END OF PRODUCTION PRIZE STRUCTURE 2-Feb-21				
PACK SIZE:	125							
PACKS/POOL:	1,920							
PACKS/GAME:	73,358							
9,169,750		\$2 TICKETS	\$18,339,500	REVENUE	PRIZE FUND	\$11,927,597	PAYOUT %	65.04%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 38.21 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 240,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$2	1	\$2	9.86	929,620	12.67	24330.958	\$1,859,240	15.59%	
2	2	L	\$4	1	\$4	50.05	183,226	2.50	4795.577	\$732,904	6.14%	
3	3	L	\$2"DBL"	1	\$4	25.88	354,254	4.83	9271.895	\$1,417,016	11.88%	
4	4	L	\$5	1	\$5	49.94	183,633	2.50	4806.229	\$918,165	7.70%	
5	5	L	\$2 x 4	4	\$8	107.20	85,538	1.17	2238.787	\$684,304	5.74%	
6	6	L	\$4"DBL"	1	\$8	74.99	122,286	1.67	3200.593	\$978,288	8.20%	
7	7	L	\$10	1	\$10	249.97	36,683	0.50	960.105	\$366,830	3.08%	
8	8	L	\$5"DBL"	1	\$10	107.08	85,635	1.17	2241.326	\$856,350	7.18%	
9	9	L	\$2 x 5	5	\$10	187.69	48,856	0.67	1278.709	\$488,560	4.10%	
10	10	L	\$20	1	\$20	374.47	24,487	0.33	640.899	\$489,740	4.11%	
11	11	L	\$2 + \$4"DBL" + \$5 x 2	4	\$20	187.63	48,871	0.67	1279.101	\$977,420	8.19%	LOW-TIER 81.90%
12	0	M	\$30	1	\$30	2,399.83	3,821	0.05	100.000	\$114,630	0.96%	
13	0	M	\$5 x 2 + \$10"DBL"	3	\$30	1,596.40	5,744	0.08	150.000	\$172,320	1.44%	
14	0	M	\$2 x 5 + \$4 x 5	10	\$30	1,911.96	4,796	0.07	125.000	\$143,880	1.21%	
15	0	M	\$50	1	\$50	3,673.78	2,496	0.03	65.000	\$124,800	1.05%	
16	0	M	\$10 x 5	5	\$50	2,991.76	3,065	0.04	80.000	\$153,250	1.28%	
17	0	M	\$5 x 2 + \$20"DBL"	3	\$50	1,920.77	4,774	0.07	125.000	\$238,700	2.00%	
18	0	M	\$10"DBL" + \$30	2	\$50	1,910.36	4,800	0.07	125.000	\$240,000	2.01%	
19	0	M	\$100	1	\$100	11,831.94	775	0.01	20.000	\$77,500	0.65%	
20	0	M	\$50"DBL"	1	\$100	4,761.03	1,926	0.03	50.000	\$192,600	1.61%	
21	0	M	\$5 x 6 + \$10 x 2 + \$20 + \$30	10	\$100	4,805.95	1,908	0.03	50.000	\$190,800	1.60%	
22	0	M	\$20 x 5	5	\$100	15,809.91	580	0.01	15.000	\$58,000	0.49%	MID-TIER
23	0	M	\$10 x 10	10	\$100	4,768.46	1,923	0.03	50.000	\$192,300	1.61%	15.92%
24	0	H	\$1,000	1	\$1,000	458,487.50	20	-	0.523	\$20,000	0.17%	HIGH-TIER
25	0	H	\$30,000	1	\$30,000	1,146,218.75	8 ***	-	0.209	\$240,000	2.01%	2.18%
						4.29	2,139,725	29.17	56,000	\$ 11,927,597	100.00%	100.00%

Note: "DBL" = win DOUBLE the prize by revealing one (1) "Stack of Cash" Play Symbol.

Consolidated odds are 1 in:

\$2	9.86	929,620
\$4	17.06	537,480
\$5	49.94	183,633
\$8	44.12	207,824
\$10	53.57	171,174
\$20	125.00	73,358
\$30	638.52	14,361
\$50	605.86	15,135
\$100	1,289.33	7,112
\$1,000	458,487.50	20
\$30,000	1,146,218.75	8
		2,139,725

- * Each of the following GLEPS will be used in approximately 16.67% of each pack of 125 tickets.
- ** Numbers are rounded.
- *** This number of prizes is guaranteed delivery to the Lottery.

CALLOUT:	Not Applicable for this game.
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INTEROFFICE MEMO

Gary Grief, Executive Director Tyler Vance, Acting Charitable Bingo Operations Director

Payment Approval

February 24, 2021

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

Vendor Name	Pollard
P.O. Number (if applicable)	362-21-9010RL013
Tx Game Name	Game #2339 Mucho Dinero
Invoice Number	8519801
Invoice Amount	\$210,094.19

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.

JB 2/24/2021



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

2/24/2021

Date

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

2/25/2021

Date

Ryan Mindell (Lottery Operations Division Director)

2/26/2021

Date

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

March 6, 2021



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

INVOICE NO.: 8519801

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: March 25, 2021

Invoice Date	Order No.	Your Order	Customer No.
February 23, 2021	1108617		5008

Order name: MUCHO DINERO #2339

PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 4	9,169,750	13.73 /M	125,900.67
Four colour process / Spectrum base graphics	9,169,750	4.00 /M	36,679.00
Integrated Overprints / Continuous Image	9,169,750	4.00 /M	36,679.00
Additional scene within a book	9,169,750	0.71 /M	6,510.52
Inserts	1	4,325.00 Ea	4,325.00

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

Before Taxes:	210,094.19 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	210,094.19 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