

# A FIELD GUIDE TO PLAY

*FY12 Annual Report*





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# **A FIELD GUIDE TO PLAY IN COLORADO**

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*Photo: Filoha Meadows Open Space, Pitkin County; © 2010 John Felder and The Great Outdoors Colorado Trust Fund*

**THE COLORADO LOTTERY IS A SPECIES UNTO ITSELF.** It runs like a business. It has products, sales, revenue and, of course, an annual report. But unlike most businesses, the Lottery spends its days at play. Its games provide people with a bit of daily fun and its profits are spent preserving the places in Colorado where people unwind, explore and have a good time. The symbiotic relationship between the Lottery and its state is one to behold. Consider this your guide to the rare species of business that is the Colorado Lottery.



Photo: Golden Gate Canyon State Park, Gilpin and Jefferson Counties; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund

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# ABOUT THE DEPARTMENT OF REVENUE (DOR)

## MISSION

The Department of Revenue will provide quality service to our customers in fulfillment of our fiduciary and statutory responsibilities while instilling public confidence through professional and responsive employees.

## ABOUT

The Department of Revenue is one of the few state agencies that provides services for almost every citizen of the state. From administering the collection of sales and income taxes, issuing driver licenses and vehicle registrations, administering the state and multi-state lottery Jackpot and Scratch games, to the enforcement and regulation of gaming establishments, horse racing, liquor sales, auto dealers and, most recently, medical marijuana dispensaries, the scope of the department is broad and wide-reaching.

Additionally, the Department of Revenue conducts comprehensive programs to provide information and education to serve the public and encourage voluntary compliance.

## THE FIVE GOALS OF THE DEPARTMENT OF REVENUE

Although each of our divisions performs many different functions, we are all committed to five overarching goals.

**1** .....> **Customer Service**  
DOR works to provide processes that are clear, simple, timely and convenient for—and respectful to—the customer.

**2** .....> **Fiduciary Responsibility**  
At DOR, we are devoted to providing responsible financial, resource and project management that builds a sustainable foundation, utilizing a high standard of care.

**3** .....> **Statutory Responsibility**  
Each and every one of the divisions works to promote fairness and consistency in the application of the law—regardless of the task or project.

**4** .....> **Employees**  
DOR prides itself in recruiting, developing and retaining a high-quality, diverse workforce in an environment that promotes collaboration, professional development and employee innovation.

**5** .....> **Public Confidence**  
Because DOR serves the public, it's important to maximize public trust through responsible stewardship and transparent processes.

Our success in accomplishing these goals is dependent on our relationships with our customers, stakeholders, and our employees, and aids us in meeting Governor John Hickenlooper's goals of being more efficient, effective and elegant.

## COLORADO DEPARTMENT OF REVENUE DIVISIONS AND FUNCTIONS

### MOTOR VEHICLE DIVISION

Issues driver licenses and identification cards, and maintains all driver records. The division also provides oversight and support for vehicle titling, all registration processes including the International Registration Plan, and the state's vehicle emissions program.

### TAXATION DIVISION

Collects, manages and enforces the following business-related taxes: sales, use, withholding, fuel, severance, alcoholic beverages, cigarette and tobacco. Taxation also collects, reviews and enforces individual, corporate, partnership and trust income tax returns.

### ENFORCEMENT DIVISION

Holds the responsibility of licensing and regulating businesses throughout the state through its divisions including the Gaming Division, Racing Division, Liquor and Tobacco Enforcement Division, Auto Industry Division, Hearings Division, and Medical Marijuana Enforcement Division. The charge of the Enforcement Business Group is to enforce the laws of the state concerning liquor, tobacco, and medical marijuana, have an oversight role in the gaming and racing industries and regulate motor vehicle sales as well as conduct administrative hearings as they relate to DOR functions.

### COLORADO LOTTERY

Creates and sells Lottery games of chance that are held to the highest standards of public confidence, integrity, entertainment and efficiency, in order to maximize revenue for the Lottery beneficiaries and the people of Colorado.



### LARK BUNTING

In 1931, Colorado State legislators chose this small songbird as the official state bird. The Lark Bunting can be found chirping happily across the Central and Western United States and in parts of Canada.



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# LETTER FROM THE CHAIRMAN

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Coloradans have long valued the beauty of this state—from the Rocky Mountains to the Eastern Plains and the valleys of the Western Slope. That is why it continues to be the primary mission of the Colorado Lottery and the Colorado Lottery Commission to maximize funding for our proceeds partners, Great Outdoors Colorado (GOCO), the Conservation Trust Fund and Colorado Parks and Wildlife. Since 1983, the Colorado Lottery has been returning money back to the state to preserve, protect, enhance and manage the state’s wildlife, park, river, trail and open-space heritage; all key elements of Colorado’s vital tourism and recreation economy.

We are proud that more than \$2.4 billion has been returned to the state for parks, recreation, open space, conservation education, wildlife projects and public school construction since the Lottery’s inception. Our customers and supporters have shown continued appreciation this past year for our new games—as evidenced by our historic sales year—a record \$545.3 million in FY12. This support and performance enabled the Colorado Lottery to contribute \$123.2 million to our proceeds partners for the year.

Not only are we committed to maximizing proceeds, the Colorado Lottery and Colorado Lottery Commission continue to focus on ensuring we are delivering our games with the utmost operational integrity while providing an enjoyable and responsible gaming experience. Lottery management and staff are continually planning for the future and are mindful of being proactive in anticipating challenges that may arise. The Lottery staff is committed to creating quality products for its players and improving efficiencies.

The Colorado Lottery and Lottery Commission are working hard to achieve the goals of the new fiscal year. We cannot do it without the support of our players, retailer community and proceeds partners, who enable us to focus on our mission: to improve the quality of life in Colorado and enhance our most valuable natural resource—Colorado’s great outdoors.

On behalf of the Colorado Lottery Commission,

A handwritten signature in blue ink, appearing to read "Dana Franzen".

Dana Franzen, Chair, Lottery Commission





# LETTER FROM THE DIRECTOR

On behalf of the Colorado Lottery, I am pleased to present the fiscal year 2012 Annual Report. I'd like to take a moment to reflect on some of our accomplishments, successes and priorities over the past year.

In fiscal year 2012, we reached a new sales record of \$545.3 million. Thanks to our loyal players and retail partners, the Colorado Lottery provided \$123.2 million to our proceeds partners. We also reached the remarkable \$2.4 billion milestone in proceeds given to our beneficiaries since the start of the Lottery. Through the allocation of these funds, improvements are continuously being made to Colorado that include the preservation, protection, enhancement and management of our state's natural beauty, and expanded recreational opportunities all across Colorado. Additionally, we were able to provide just over \$4.5 million to the Building Excellent Schools Today (BEST) program for public school construction. Along with Colorado Department of Education grants and matching district funds, the Lottery has assisted with funding capital construction projects around the state. For fiscal years 2008–2012, the Colorado Lottery has contributed approximately \$10.84 million and 284 schools throughout Colorado have been impacted through the BEST program.

The breakdown of proceeds for FY12 were:

- Great Outdoors Colorado: \$57.1 million
- Conservation Trust Fund: \$49.3 million
- Colorado Parks and Wildlife: \$12.3 million
- Public School Construction Fund (BEST): \$4.5 million

This past fiscal year's success was largely based on another great year in Scratch sales and a historic Mega Millions jackpot

run. Scratch ticket sales were up 5.6% from the previous year's sales, generating a record \$364.2 million. Jackpot game sales were up 4.1% from the previous year's sales, generating \$181 million. When the Mega Millions jackpot hit a record \$656 million on March 30, 2012, the Colorado Lottery sold more than \$17.7 million during the jackpot run, which ran from January 27 through March 30. This drove total Mega Millions sales to \$37.1 million for FY12, up \$12 million from FY11. Total Lottery sales were up \$26 million from FY11.

We also returned more to our players and retailers in FY12. In total, the Lottery paid out \$349.8 million in prizes—compared to \$328.3 million in FY11—and 27 players joined the hundreds of Coloradans who have become millionaires playing Colorado Lottery games. And, total commissions paid to our valued retailers increased as well, from \$34.5 million in FY11 to \$36.3 million in FY12.

It is our mission to always strive to be more efficient, elegant and effective in how we do business. In the coming year, maintaining our responsible stewardship, excellent customer service and our highly diverse and qualified workforce will continue to be key objectives for the Lottery. As the Lottery embarks on its fourth decade, the top priority is, as it always has been, to create profitable games to serve the state and generate proceeds to help preserve the environment and enhance Colorado's communities for years to come.

Abel J. Tapia, Director, Colorado Lottery

# IDENTIFYING CHARACTERISTICS OF THE LOTTERY

## THE TAGLINE

### DON'T FORGET TO PLAY™

No word better describes the Colorado Lottery than the word “play.” The Colorado Lottery profits go toward preserving and creating places for frolic and enjoying the outdoors. Naturally, the Lottery’s tagline reminds people—in three different ways—to **NEVER FORGET TO PLAY.**

#### Play in life

Play is fun, lighthearted and a basic human need. The Lottery wants to remind our players to have fun and enjoy life.

#### Play in games

The Lottery strives to offer new and different games that are fun to play and exciting to win.

#### Play in giving back

From recreation centers to state parks, the Lottery is dedicated to creating new opportunities to help Coloradans get out and play.

## THE LOGO



The current Colorado Lottery logo was introduced in 2009. To highlight the Lottery’s contribution to the great outdoors, the logo features Peak 1 in the Ten-Mile Mountain Range. The blue and green colors symbolize the Lottery’s commitment to help preserve Colorado’s natural land and water resources.

# FY12 AT A GLANCE

**TOTAL  
SALES**

**\$545.3  
MILLION**

**TOTAL  
PROCEEDS**

**\$123.2  
MILLION**

**TOTAL  
PRIZES**

**\$349.8  
MILLION**

**ANNUAL SALES PER CAPITA**

**\$106.6 MILLION**

**WEEKLY SALES PER CAPITA**

**\$2.05**

## SCRATCH™

Scratch sales: \$364.2 million

Prizes paid in Scratch: \$254.5 million

Scratch contribution to proceeds: \$59.0 million

## LOTTO™

Lotto sales: \$33.3 million

Prizes paid in Lotto: \$18.5 million

Lotto contribution to proceeds: \$11.1 million

## POWERBALL®

Powerball sales: \$81.9 million

Prizes paid in Powerball: \$39.4 million

Powerball contribution to proceeds: \$30.4 million

## MATCHPLAY™

MatchPlay sales: \$9.3 million

Prizes paid in MatchPlay: \$5.9 million

MatchPlay contribution to proceeds: \$2.1 million

## CASH 5™

Cash 5 sales: \$19.5 million

Prizes paid in Cash 5: \$10.5 million

Cash 5 contribution to proceeds: \$6.4 million

## MEGA MILLIONS™

Mega Millions sales: \$37.1 million

Prizes paid in Mega Millions: \$18.3 million

Mega Millions contribution to proceeds: \$12.2 million

# LOOKING BACK: THE SUCCESSES OF FY12

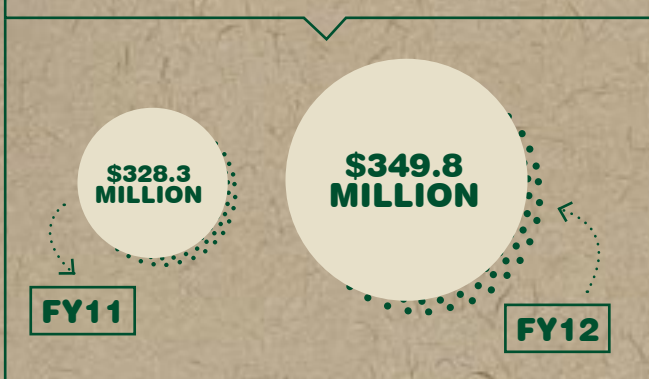
**\$545.3 MILLION**

Amount of sales achieved in FY12, the best year on record since the Lottery's inception.

**\$364.2 MILLION**

Amount sold in Scratch games, which accounts for 66.8% of all Lottery sales and the Lottery's biggest seller.

## AMOUNT OF PRIZES AWARDED



Surpassed \$2.4 billion in proceeds since the Lottery's inception, a huge milestone.

Distributed more than 43 press releases garnering local and national coverage for winners, new games and other Lottery milestones.

**216** → Number of people helped through our sponsorship of the Problem Gambling Helpline, supported with an education and awareness campaign during National Problem Gambling Awareness Week in March and other efforts throughout the year.

**15** → Number of large-scale events executed in communities around the state, reaching more than 5.2 million people across Colorado.

Partnered with Great Outdoors Colorado and Colorado Parks and Wildlife agencies across the state to promote the Lottery and the projects it helped create and preserve.

**\$57.1 MILLION**

Proceeds Great Outdoors Colorado amount that was met for the eleventh year in a row.

**15** → Number of Starburst Awards given in recognition of excellence in proceeds projects.

Received more than 14 million visits to the Lottery website.

Continued a focus on the Protect Your Prize education and awareness campaign.

NUMBER OF CONSUMER EMAILS ANSWERED

OVER 3,200

33,416

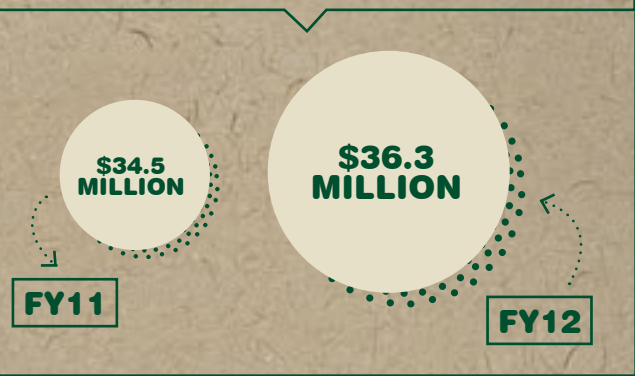
Number of new MyLottery Members, a 17% increase from FY11.

\$123.2 MILLION

Amount contributed to proceeds beneficiaries.

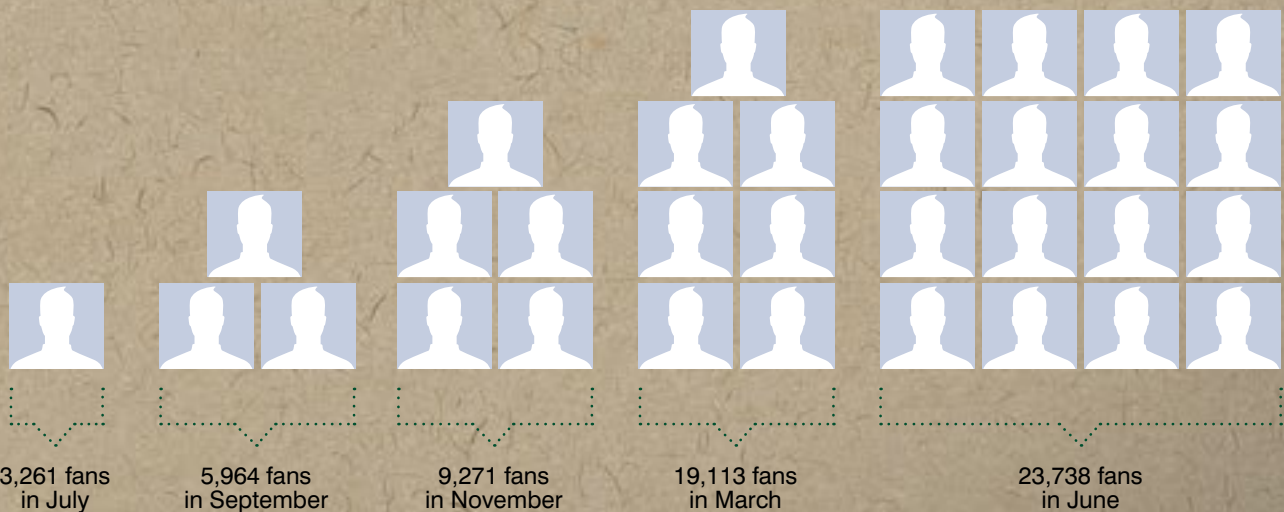
10 → Number of notable marketing campaigns created in support of the launch and promotion of multiple Jackpot and Scratch games to achieve the record \$545.3 million in sales.

AMOUNT PAID IN COMMISSIONS TO RETAILERS



Established a strong social media presence of 23,738 fans/followers on Facebook and nearly 1,500 followers on Twitter.

THE EVOLUTION OF THE LOTTERY'S FACEBOOK PRESENCE IN FY12





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# ABOUT THE LOTTERY

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*Photo: Lower Loop Trail, Gunnison County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*

***A species devoted to  
providing play in Colorado***

# HOW THE LOTTERY OPERATES

The Colorado Lottery is a division of the Department of Revenue and is an enterprise fund that receives no money from the State General Fund. Tax money does not support our operation in any way. In fact, the entire operation—salaries, infrastructure, retailer commissions and prizes—is funded by the sale of Lottery games. Thanks to loyal players and retail partners, the Lottery is able to give back to the state of Colorado through the ticket sales of Powerball, Mega Millions, Lotto, MatchPlay, Cash 5 and Scratch. All Lottery proceeds are directed to Great Outdoors Colorado (GOCO), the Conservation Trust Fund and Colorado Parks and Wildlife, funding parks, recreation, and open space, trails, wildlife, and conservation education in Colorado. In the event that the money directed toward GOCO exceeds its annual cap, portions of the proceeds are directed to underfunded public schools for capital improvements. Like all Department of Revenue agencies, the Colorado Lottery operates with the integrity and security expected of a state agency, takes pride in the services provided to the people of Colorado, and works hard to earn and maintain the public trust.

## MISSION

The Colorado Lottery creates and sells Lottery games of chance that are held to the highest standards of integrity, entertainment and efficiency, in order to maximize proceeds for the people of Colorado.

## VISION

The Colorado Lottery will be an industry leader, built on strong relationships with our customers, partners and co-workers. We will deliver superior products, operate with innovative and efficient processes and demonstrate a commitment to excellent customer service.

## BOARD OF COMMISSIONERS

- Dana Franzen—Chair, CPA
- Dick Reeve—Vice-Chair, Attorney
- Robin Wise—Commissioner, Public
- Margie Martinez Perusek—Commissioner, Law Enforcement
- Betty Martinez—Commissioner, Public, 2nd term expired June 30, 2012



### ROCKY MOUNTAIN COLUMBINE

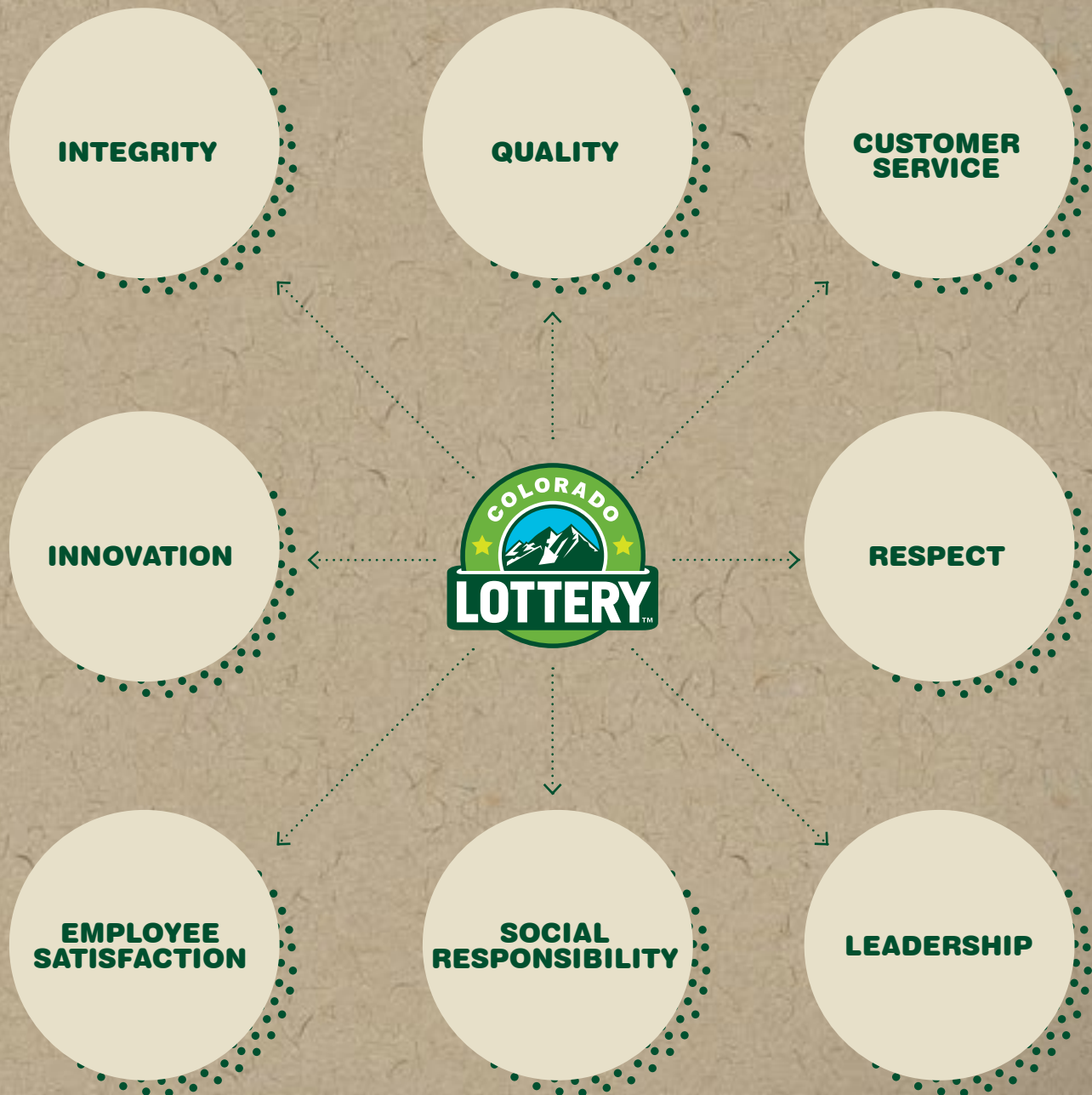
In 1899, this lavender-blue and white flower with a yellow center was adopted as the Colorado State Flower. Found on cliffs and rocky slopes, this flower is often spotted by summer hikers, bikers and outdoor enthusiasts.



# CORE VALUES

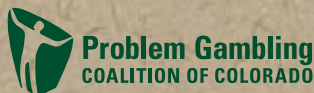
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The Lottery operates based on eight core values that are integrated into everything we do. These values are:



# COMMITMENT TO PLAYING SMART

A smart and protective species, the Colorado Lottery understands that gaming can be detrimental for some people and the Lottery is committed to promoting responsible gaming. The Colorado Lottery and its employees pledge to make responsible gaming practices an integral part of how they conduct their business. As part of its commitment, all Lottery products include a “Play Responsibly” message, along with a 24-hour Problem Gambling Hotline telephone number. This information is included in point-of-sale materials, public relations efforts, the Colorado Lottery website, on the back of Lottery tickets and in advertising messages. The Lottery also provides its retail distribution network with educational tools to help them recognize problem gambling, as well as “Play Smart” brochures for placement in retailers’ consumer play centers.



When seen in the wild, you’ll notice the Lottery not only encourages play, but also encourages everyone to be responsible when playing. The Lottery understands it has an obligation to address problem gambling and takes steps to inform players that help is available. It co-sponsors the Problem Gambling Helpline with the Colorado Division of Gaming and includes the toll-free telephone number on all of its products. In FY12, the Lottery directed 216 people with gambling inquiries to treatment options. In FY12, the Lottery also partnered with the Problem Gambling Coalition of Colorado (PGCC) to introduce the 2012 Scholarship Program providing students an opportunity to win a scholarship through a poster contest—designing a poster addressing the issue of underage gambling.

Additionally, the Lottery can be found working with a number of organizations that are active in addressing problem gambling issues like the PGCC (<http://www.problemgamblingcolorado.org/>). It serves on the board and the advisory council for the PGCC and also works with the Center for Dependency, Addiction and Recovery (CeDar) (<http://www.cedarcolorado.org/>) and the University of Denver (<https://portfolio.du.edu/port/port?portfolio=pgtrc>) to sponsor conferences that focus on problem gambling in Colorado.



Like a mama bear protects her cubs, the Lottery’s basic instinct is to always keep its players and their prizes safe. Every day, criminals and con artists are finding new ways to scam players out of their hard-earned money or good fortune. It’s important that Lottery players are aware of these scams and know how to protect themselves. The Lottery has strong internal measures in place to guarantee that fair and equitable games are offered to the playing public. As part of this effort, the Colorado Lottery has developed an ongoing awareness campaign called “Protect Your Prize.” The goal of the campaign is to educate players to be aware of potentially fraudulent activity, what to do if they suspect wrongdoing, and enlist them to provide the best protection when it comes to winning Lottery prizes—a signature on the back of their ticket. By reaching players with this message through retailer point-of-sale signage, brochures, pens, the website, media tours and Scratch and Jackpot tickets, the Lottery helps ensure that their players’ winnings are protected. Ongoing compliance investigations are routinely implemented by the Lottery’s investigation team to protect against retailer fraud.

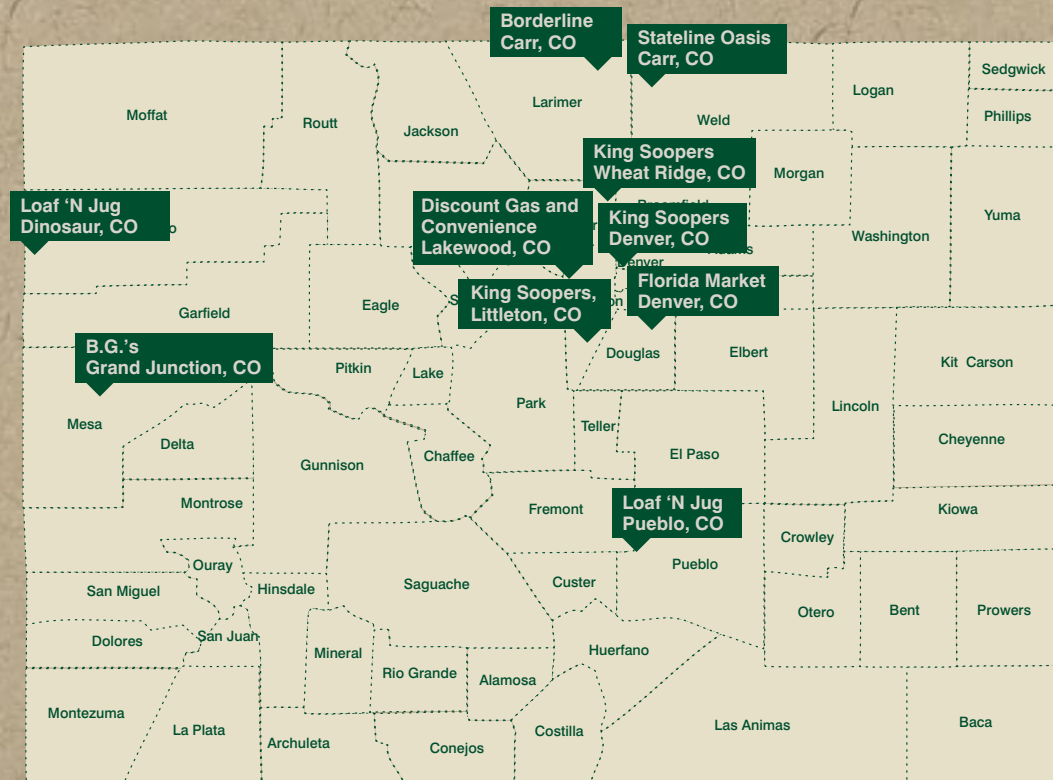
# CUSTOMER AND COMMUNITY FIRST

Lottery games can be found in the stores of more than 3,000 retail partners across the state of Colorado, from Dinosaur to Lamar and Holyoke to Cortez. Players can find this resilient breed almost anywhere as the Lottery makes its home in retailers ranging from independent “mom and pop” shops, liquor stores, bars and restaurants to large chain grocery stores, gas stations and convenience stores. Retailers earn a commission for every ticket they sell and bonuses for selling and validating winning tickets. In FY12, retail partners earned \$36.3 million in commissions, and \$5.3 million in bonuses for a total of \$41.6 million in retailer compensation.

## THE TOP 10 SELLING RETAILER CHAINS BY SALES FOR FY12:

- |                            |                                 |
|----------------------------|---------------------------------|
| 1 7-Eleven                 | 6 Circle K                      |
| 2 King Soopers/City Market | 7 Pacific Convenience and Fuels |
| 3 Valero                   | 8 Kum & Go                      |
| 4 Loaf 'N Jug              | 9 Suncor                        |
| 5 Safeway                  | 10 Pester Marketing             |

## THE TOP 10 SELLING RETAILERS BY SALES VOLUME FOR FY12:



# PLAYER INTERACTION

Even the most inexperienced observer will note that the Colorado Lottery seems to relish the company of its players. One of its favorite activities is interacting with lifelong fans and new players across the state.

## Colorado Lottery Players from the winning species



**JAMES RUIZ**  
(Scratch winner)



**JENNIFER BROWN**  
(Cash 5 winner)



**STEPHANIE CANTU**  
(Scratch winner)

See more winning species on p.26



[www.coloradolottery.com](http://www.coloradolottery.com)

**MyLottery  
core players**

**OVER  
227,000**

**Lottery emails sent**

**MORE THAN 500,000  
A MONTH**

The Colorado Lottery's website is one of the busiest websites in the state of Colorado, with more than four million unique visitors a year. This crucial communication tool is constantly enhanced to tell players about winning numbers, jackpot amounts, product campaigns and events going on around the state. In FY12, the valued MyLottery core players group hit an all-time high membership level of over 227,000 and the Lottery sent more than 500,000 emails a month, highlighting exclusive jackpot and promotion information. A strong social media presence on Facebook, Twitter and YouTube also helped the Lottery reach its players. The Facebook membership grew to more than 23,000 strong in FY12 and fans are often engaged through regularly executed promotional contests that allow players to win both Scratch and Jackpot tickets. Additionally, the Lottery communicates with citizens across the state through the consumer email platform. Last year, more than 3,200 consumer emails were answered, covering all kinds of questions—from claiming prizes and game payout prize structures, to where proceeds go and where players can find certain items on the website.

Throughout the year, the Lottery continued to show its commitment to reaching Colorado's players in person through events and sponsorships. The Lottery participates in community events to both educate the public about the Lottery and to sell tickets. This year the Lottery participated in events like the Wild Wild West Fest in Pueblo, REI Bike to Work Day in Denver, Country Jam in Grand Junction, the Larimer County Fair, A Taste of Colorado in Denver, Chilies and Frijoles Festival in Pueblo, the State Fair in Pueblo, the National Western Stock Show in Denver, and numerous other events throughout the state. And, the Lottery has recently added The Dream Machine to its event repertoire. The Dream Machine is essentially a mobile retailer that allows ticket sales at events. Based on recent migration patterns, it appears players have been flocking to it.

The Lottery Speaker's Bureau allows us to go out into communities and speak to civic organizations about the Lottery and how it is improving the quality of life in our state. In FY12, more than 42 municipalities were visited to spread the word about how proceeds are allocated and utilized. The Lottery visited organizations like Kiwanis, Optimist Clubs and local municipalities, talking to citizens about Lottery games and how Lottery dollars are used to improve their communities.

These tools allow the Lottery to reach thousands of people every year, informing players and citizens who want to learn more about the Lottery and how it is helping to enhance the quality of life in Colorado.

## THE DREAM MACHINE



# FAVORABILITY RESEARCH AND PLAYER FINDINGS

The Colorado Lottery is a breed that often evokes strong feelings. In an effort to continually measure performance, the Colorado Lottery conducted several research studies in FY12. The agency was curious about how the general public and players perceive it as an organization, what kind of games players are interested in, and the general demographics of players.

## EVERYDAY PLAYERS

### GENDER BREAKS



FEMALE

### COLORADO LOTTERY PLAYERS

51%



MALE

49%

### AGE BREAKS (% of adult population)

### COLORADO LOTTERY PLAYERS

18-24	11%
25-34	20%
35-44	20%
45-54	20%
55-64	14%
65+	15%



### WAPITI

More commonly referred to as "Elk," these impressive antlered animals make their home in the forests and mountains across our state. Over the years, Lottery funded projects have protected more than 70,000 acres of habitat for these big game animals.

# WHAT DID WE LEARN?

**56%** → of Coloradans have positive feelings toward the Lottery.

**56%** → of past year's players would recommend Colorado Lottery games to friends.

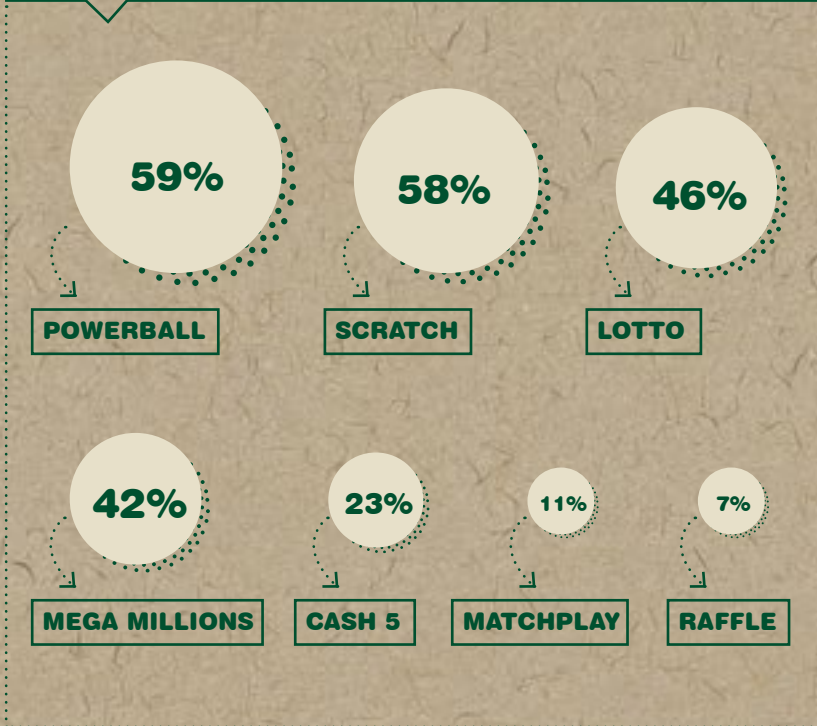
**25%** of Coloradans are aware of the \$2.4 billion the Lottery has returned to the state in the past 29 years.

**30%** are aware of signs in parks that show they were funded by the Lottery.

## WHEN ASKED IF THEY HAVE EVER PLAYED ANY OF THE COLORADO LOTTERY'S GAMES, RESPONDENTS ANSWERED:

23% have never played Colorado Lottery games, 76% have played and 1% responded that they didn't know.

## WHEN ASKED WHICH COLORADO LOTTERY GAMES THEY HAD EVER PLAYED, RESPONDENTS ANSWERED:



The Colorado Lottery website is the most popular communication channel for obtaining winning numbers and information about contests and promotions.

**43%** of Coloradans use the Lottery website for winning numbers, **WHILE** **39%** are interested in Lottery contests and promotions on Facebook.

**80%** of players claim to currently use Quick Picks for at least one game and **40%** of current Quick Pick players always use Quick Picks.



*Photo: Yampa River State Park, Route and Moffat Counties; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*



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# **WINNERS AND WINNING**

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***Woohoo! Hurray! Yay!  
The calls of the Colorado Lottery***

# EVERYDAY WINNERS

From those who have won hundreds of dollars to those winning millions of dollars, the Colorado Lottery encounters winners every day. Over the past year, the Lottery has had the opportunity to more closely observe the behavior of its winners.



**FIGURE 1.** At first, winner doesn't realize he/she has won.

**FIGURE 2.** Spontaneous exclamation of excitement occurs.

**FIGURE 3.** Winners often use winnings to pay off bills and debt, or to buy a much-needed new car.

In FY12, Colorado winners took home a total of \$349.8 million, bringing the total prizes paid since the Lottery's inception in 1983 to more than \$5 billion. For jackpot games, Colorado had eight Lotto millionaires, 13 Powerball millionaires, two Raffle millionaires and two Mega Millions millionaires. For Scratch games, the Lottery had five players win \$1 million.

## POWERBALL WINNERS



Some may think a million-dollar Powerball winner is just a myth, but in FY12, the Colorado Lottery had the privilege of seeing (and photographing) two in the wild.

## SCRATCH WINNERS



This year, the Colorado Lottery introduced many new winners to the great outdoors, including this \$140,000 winner.

## MATCHPLAY WINNERS



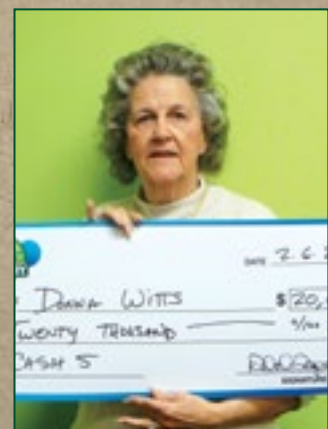
## MEGA MILLIONS WINNER



## LOTTO WINNER



## CASH 5 WINNER





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# ALL FUN AND GAMES

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*Photo: Molas Lake Park, San Juan County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*

***The playing patterns  
of the Colorado Lottery***



*Photo: Chatfield State Park, Douglas and Jefferson Counties; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*

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# FY12 SALES BY GAME

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**SCRATCH™**

**\$364.2  
MILLION**

**POWER  
BALL®**

**\$81.9  
MILLION**

**LOTTO™**

**\$33.3  
MILLION**

**CASH 5™**

**\$19.5  
MILLION**

**MATCH  
PLAY™**

**\$9.3  
MILLION**

**MEGA  
MILLIONS®**

**\$37.1  
MILLION**



# SCRATCH

(Winous Instantaneous)

**DESCRIPTION:** Scratch is one of the most popular games in the Lottery family. It's known for its exciting gameplay, bright colors and various price points. With good odds and legions of loyal fans, Scratch winners can be found all across the state.

**HABITAT:** Lottery retailers across Colorado

**NUMBER OF UNIQUE SPECIES:** 49 games launched in FY12

## BEST-SELLING GAMES LAUNCHED IN FY12, BY PRICE POINT



### \$1 GAME: REINDEER GAME

Avg. weekly sales: \$330,809  
Avg. per capita weekly sales: \$0.07  
Prize payout: 61%  
Top prize: \$5,000



### \$2 GAME: SUPER 7-11-21

Avg. weekly sales: \$190,646  
Avg. per capita weekly sales: \$0.04  
Prize payout: 64.5%  
Top prize: \$42,000



### \$3 GAME: SPECIAL 4 SQUARE BINGO

Avg. weekly sales: \$336,151  
Avg. per capita weekly sales: \$0.07  
Prize payout: 65%  
Top prize: \$40,000



### \$5 GAME: SUPER LEMON LIME CROSSWORD

Avg. weekly sales (1st 12 wks): \$557,388  
Avg. per capita weekly sales: \$0.11  
Prize payout: 72%  
Top prize: \$100,000



### \$10 GAME: MAGIC CROSSWORD

Avg. weekly sales: \$634,208  
Avg. per capita weekly sales: \$0.12  
Prize payout: 75%  
Top prize: \$250,000



### \$20 GAME: MILLIONS SERIES II

Avg. weekly sales: \$902,883  
Avg. per capita weekly sales: \$0.18  
Prize payout: 77.5%  
Top prize: \$1,000,000



**PRIZES  
AWARDED:**

**\$254.5  
MILLION**

**RETURNED TO  
PROCEEDS:**

**\$59.0  
MILLION**



**GREENBACK  
CUTTHROAT**

Listed as threatened both federally and in Colorado, the Lottery has funded habitats to preserve the beautiful official state fish.



**PROMOTING THE LOTTERY: MAJESTIC  
TREASURES SCRATCH CAMPAIGN**

To help boost Scratch sales during the first quarter of FY12, the Colorado Lottery developed a marketing campaign to promote the \$20 "Majestic Treasures" Scratch game. Marketing support featured a pirate theme and included a 30-second television commercial and a 60-second radio commercial. The Majestic Treasures game offered a top prize of \$75,000 and consistently generated approximately \$700,000 to \$800,000 in sales per week. The marketing support for this game ran the weeks of August 13–27—approximately 12 weeks after the game launched. In addition to traditional media, the Colorado Lottery also integrated a Facebook contest into the campaign. At the end of the TV and radio commercials, people were prompted to "like" the Colorado Lottery on Facebook to participate in a "treasure hunt" to win \$600 worth of Majestic Treasures Scratch tickets. The Colorado Lottery gained 2,638 Facebook fans during the run of the contest.

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# FISCAL YEAR SCRATCH SALES

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2008

**\$336.0  
MILLION**

2009

**\$328.3  
MILLION**

2010

**\$328.1  
MILLION**

2011

**\$344.9  
MILLION**

2012

**\$364.2  
MILLION**



Photo: Confluence Park, Denver County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund



# POWERBALL

*(Jackpot Maximus)*

**DESCRIPTION:** Known for its enormous life-changing jackpots, Powerball is Colorado's most popular Jackpot game. FY12 was an exciting year for Powerball when the price migrated from \$1 to \$2 to play and the starting jackpots evolved to \$40 million. Although Powerball can be found across the United States, the proceeds of Powerball tickets sold in Colorado stay in Colorado.

**HABITAT:** Played in 42 states, plus the jurisdictions of Washington D.C., and the U.S. Virgin Islands

**DRAWING DAYS:** Wednesday and Saturday

**PRICE:** \$2 to play; \$1 to add Power Play

**NUMBER OF COLORADO POWERBALL MILLIONAIRES:** 13

## POWERBALL HAD THE FOLLOWING NUMBER OF WINNERS OF \$10,000 OR MORE IN FY12:



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**PRIZES AWARDED:**

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**\$39.4  
MILLION**

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**RETURNED TO PROCEEDS:**

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**\$30.4  
MILLION**

**THE PLAYING PATTERNS OF POWERBALL**

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Since Colorado began selling Powerball in 2001, the game has generated approximately \$1 billion in sales.

More than \$382 million of Powerball proceeds have gone to Colorado parks, recreation, open space, conservation education and wildlife projects, key elements of Colorado's vital tourism and recreation economy since 2001.

Colorado Powerball players have won more than \$263 million in prizes playing Powerball since the game was first offered in our state in 2001.

**PROMOTING THE LOTTERY: \$2 POWERBALL CAMPAIGN**

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To spread the word of Powerball's price change and enhancements, we launched an integrated marketing campaign. The campaign, centered around the theme of "Huge is Better than Big," included 30-second television commercials, online flash banners, outdoor bulletin boards, 30-second radio commercials and a contest on our Facebook page. Each element of the campaign informed players of not only the price change, but also the added benefits that came with \$2 Powerball. Additionally, we held a contest on Facebook

that gave away a year's worth of the new \$2 Powerball tickets. This promotion added 5,844 new Colorado Lottery Facebook fans, equating to a 40.6% growth rate—higher than that of any previous promotion.

The campaign was well received with 82% of our tracking study respondents stating they would continue playing the game at \$2, and only 6% saying they would stop playing.

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# FISCAL YEAR POWERBALL SALES

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2008

**\$109.6  
MILLION**

2009

**\$100.7  
MILLION**

2010

**\$101.6  
MILLION**

2011

**\$70.0  
MILLION**

2012

**\$81.9  
MILLION**



*Photo: Bear Creek Canyon, San Miguel County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*



# MEGA MILLIONS

*(Filthium Richus)*

**DESCRIPTION:** In its second year in Colorado, Mega Millions has found its place among the Colorado Lottery family of games. The Mega Millions jackpot starts at \$12 million, but in FY12, Mega Millions made national news headlines with its record-setting \$656 million jackpot. Like its relative, Powerball, all of the proceeds from Mega Millions tickets sold in Colorado stay in the state.

**HABITAT:** Played in 42 states, plus the jurisdictions of Washington D.C., and the U.S. Virgin Islands

**DRAWING DAYS:** Tuesday and Friday

**PRICE:** \$1 to play; \$1 to add Megaplier

**NUMBER OF COLORADO MEGA MILLIONS MILLIONAIRES:** 2

**PRIZES AWARDED:**

**\$18.3 MILLION**

**RETURNED TO PROCEEDS:**

**\$12.2 MILLION**



## **BIGHORN SHEEP**

The Bighorn Sheep is Colorado's official state animal, as Colorado is home to the largest population of the species in the world. People can see these animals scampering on steep, rocky cliffs across the state.



## MEGA MILLIONS HAD THE FOLLOWING NUMBER OF WINNERS OF \$10,000 OR MORE IN FY12.

PRIZE LEVEL	COUNT
\$1,000,000	2
\$250,000	3
\$40,000	6
\$30,000	8
\$20,000	1
\$10,000	28

**TOTAL**  
**48**

## THE \$656 MILLION MEGA MILLIONS JACKPOT: THE LARGEST JACKPOT EVER RECORDED

In FY12, the United States witnessed a Mega Millions jackpot of mythical proportions. The Mega Millions jackpot went two months without being hit—skyrocketing to a record-setting sum of \$656 million. During this amazing run, the Lottery received a massive amount of media attention and broke weekly and daily sales records. For example, the average weekly sales for Mega Millions is \$450,000. The weekly sales total between March 25 and March 31 was \$11,462,229.



## PROMOTING THE LOTTERY: MEGA MILLIONS CAMPAIGN

To promote Mega Millions as the Lottery's only \$1 Mega-Jackpot game, the Lottery created a campaign highlighting the game as the best way to spend that dollar in your pocket. The campaign's centerpiece was an animated TV spot featuring a grumpy old dollar bill.



# FISCAL YEAR MEGA MILLIONS SALES

2010

**\$2.4  
MILLION**

2011

**\$25.1  
MILLION**

2012

**\$37.1  
MILLION**



*Photo: Roxborough State Park, Douglas County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*



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# LOTTO

(*Gamus Colorado*)

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**DESCRIPTION:** Born and raised in the Centennial State, Lotto is often referred to as “Colorado’s Game.” Unlike Powerball and Mega Millions, Lotto’s habitat extends only to the four borders of the Rocky Mountain State—making it a favorite of natives and visitors alike. Since its introduction in 1989, Lotto has made more than 393 millionaires.

**HABITAT:** Lotto is only found in Colorado

**DRAWING DAYS:** Wednesday and Saturday

**PRICE:** \$1 to play

**NUMBER OF FY12 COLORADO LOTTO MILLIONAIRES:** 8

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## PRIZES AWARDED:

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**\$18.5  
MILLION**

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## RETURNED TO PROCEEDS:

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**\$11.1  
MILLION**

### LOTTO MILLIONARIA CONTINUES TO SPREAD

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In FY12, eight winners joined the legions of other Lotto millionaires. The prizes were awarded in July 2011, September 2011, October 2011, November 2011, December 2011, February 2012, and two winners in June 2012.

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# FISCAL YEAR LOTTO SALES

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2008

**\$41.1  
MILLION**

2009

**\$43.5  
MILLION**

2010

**\$41.6  
MILLION**

2011

**\$39.3  
MILLION**

2012

**\$33.3  
MILLION**



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# CASH 5

*(Pecunia Moolah V)*

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**DESCRIPTION:** Unique among the Jackpot games with drawings every night of the week, Cash 5 has become a favorite game for players who enjoy the fun of the Lottery every night. In FY12, 97 lucky Coloradans won the \$20,000 Cash 5 jackpot.

**HABITAT:** The region of the Mile High state, Colorado

**DRAWING DAYS:** Every day of the week

**PRICE:** \$1 to play

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## PRIZES AWARDED:

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**\$10.5  
MILLION**

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## RETURNED TO PROCEEDS:

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**\$6.4  
MILLION**

### THE PLAYING PATTERNS OF CASH 5

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In FY12, Cash 5 created 3,176,857 non-jackpot winners.

Cash 5 had 97 \$20,000 jackpot winners in FY12.

August was the luckiest month, with 13 jackpot hits.

Cash 5 averaged 8.1 jackpot winners each month.

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# FISCAL YEAR CASH 5 SALES

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2008

**\$19.1  
MILLION**

2009

**\$20.8  
MILLION**

2010

**\$21.3  
MILLION**

2011

**\$19.2  
MILLION**

2012

**\$19.5  
MILLION**



# MATCHPLAY

*(Winnus Tripili)*

**DESCRIPTION:** MatchPlay was first introduced in Colorado in 2010. For \$2, the game offered three lines of play on each ticket and four ways to win. After three years, MatchPlay migrated away from the Colorado Lottery product family due to reduced playership.

**HABITAT:** MatchPlay was found only in Colorado

**DRAWING DAYS:** Tuesday and Friday

**PRICE:** \$2 to play

## PRIZES AWARDED:

**\$5.9 MILLION**

## RETURNED TO PROCEEDS:

**\$2.1 MILLION**

### THE PLAYING PATTERNS OF MATCHPLAY

In FY12, MatchPlay had 1,129,963 winners (not including \$1,000 winners and Jackpot winners).

MatchPlay had 85 \$1,000 winners.

There were nine jackpot winners.

The game was ended on June 29, 2012.



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# FISCAL YEAR MATCHPLAY SALES

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2010

**\$6.2  
MILLION**

2011

**\$11.4  
MILLION**

2012

**\$9.3  
MILLION**





# GIVING BACK





*Photo: Colorado State Forest State Park, Jackson and Larimer Counties; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*

***Fun, games and giving back:  
The symbiotic relationship between  
Colorado and its Lottery***



*Photo: James M. Robb, Colorado River State Park, Mesa County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*

# FISCAL YEAR PROCEEDS DOLLARS

2002

**\$110.0  
MILLION**

2003

**\$104.8  
MILLION**

2004

**\$104.1  
MILLION**

2005

**\$103.8  
MILLION**

2006

**\$125.6  
MILLION**

2007

**\$119.0  
MILLION**

2008

**\$122.3  
MILLION**

2009

**\$119.6  
MILLION**

2010

**\$112.9  
MILLION**

2011

**\$113.4  
MILLION**

2012

**\$123.2  
MILLION**

# PROCEEDS BENEFICIARIES



**The relationship between the Colorado Lottery and the state of Colorado is a great one.** The Lottery is able to return its sales profits to create, improve and preserve parks, recreational facilities, open space and trails in every community across the state. Proceeds from the Lottery have created or enhanced more than 1,000 community parks, provided wildlife education for more than 500,000 children, built or maintained more than 700 miles of hiking and biking trails and protected more than 700,000 acres of beautiful Colorado wilderness. Since we began in 1983, the Lottery has returned more than \$2.4 billion (in FY12, more than \$123.2 million) to Colorado for projects across the state. The FY12 recipients were:



**GREAT  
OUTDOORS  
COLORADO**

**GREAT OUTDOORS COLORADO TRUST FUND (GOCO)**

<http://www.goco.org>

Great Outdoors Colorado (GOCO) awards grants to projects that impact communities across the state. The Colorado Lottery is GOCO's only funding source, and gives GOCO 50% of its proceeds, up to a \$35 million cap in 1992 dollars, adjusted for inflation. If this percentage exceeds the adjusted cap, the remainder goes to underfunded public school districts to address facility safety issues. In FY12, the distribution to GOCO was \$57.1 million.



**DEPARTMENT OF LOCAL AFFAIRS (DOLA),  
ADMINISTRATION OF THE CONSERVATION TRUST  
FUND (CTF)**

<http://www.dola.state.co.us>

The Conservation Trust Fund receives 40% of the Lottery's proceeds. Then local parks and recreation providers receive money from the Conservation Trust Fund in proportion to their population so that every town, city, county and special district in Colorado benefits from Lottery funds. In FY12, the Lottery distributed more than \$49.3 million through the fund for open space and land acquisition, equipment purchases, facility development, park maintenance and renovation or restoration of local facilities.



**COLORADO PARKS AND WILDLIFE**

<http://parks.state.co.us>

Every year, Colorado Parks and Wildlife receives 10% of the Colorado Lottery's proceeds. Colorado's 42 state parks use Lottery money for trail construction and maintenance, land acquisition, equipment and facility purchases and maintenance of state parks facilities. The Lottery improves the state park experience for more than 12 million annual visitors. In FY12, \$12.3 million was distributed directly to state parks.



**DIVISION OF PUBLIC SCHOOL CAPITAL  
CONSTRUCTION ASSISTANCE—BUILDING  
EXCELLENT SCHOOLS TODAY (BEST PROGRAM)**

Any proceeds money beyond the GOCO cap is directed to the Colorado Department of Education's Public School Capital Construction Assistance Fund and is used to address health and safety issues in public schools. In FY12, \$4.5 million was distributed to address health and safety issues by providing funds to rebuild, repair or replace the state's K-12 facilities in need.

# BENEFICIARY SUCCESSES OF FY12



## GREAT OUTDOORS COLORADO (GOCO):

In FY12, the Great Outdoors Colorado Board awarded \$57.6 million in Lottery funds for 156 projects in 53 counties. These projects preserved land in wildlife habitat, provided new and enhanced community outdoor recreation areas, protected wildlife species, improved existing facilities at state and local parks, and expanded the state's trail system. Grants awarded in FY12 included \$29.5 million for eight river corridor projects that will help protect more than 3,000 acres of publicly accessible open space along Colorado rivers and result in critical trail development. These projects will increase opportunities for recreation along creeks and rivers statewide.

### GOCO GRANTS AWARDED IN FY12 ARE HELPING TO:

- Protect more than 24,086 acres of open space in perpetuity, including land along river corridors and in mountain valleys, land for wildlife habitat, agricultural land, and land in urban areas.
- Create or enhance 30 community parks and outdoor recreation areas including skate parks, ball fields and playgrounds. Nine of these grants went to small communities to assist them with projects costing \$60,000 or less.
- Construct, maintain, plan and design trails throughout the state by helping to fund 31 trail projects through GOCO's continued partnership with the Colorado State Trails Program.
- Support Colorado wildlife by funding 14 projects for non-game species and habitat protection, and opportunities for Coloradans to watch and learn about the state's vast wildlife.
- Support Colorado's state parks by funding 33 projects to enhance facilities, provide quality experiences for visitors, and expand environmental education opportunities.
- Advance nine initiatives that help communities produce plans to protect and enhance open space, wildlife habitat and parks.



## DEPARTMENT OF LOCAL AFFAIRS (DOLA), ADMINISTRATION OF CONSERVATION TRUST FUND (CTF)

The Department of Local Affairs distributes CTF dollars from net Lottery proceeds to over 460 eligible local governments: counties, cities, towns and Title 32 special districts that provide park and recreation services in their service plans. CTF funds are distributed quarterly on a per capita basis.

**A TOTAL OF \$45,260,730 WAS DISTRIBUTED,  
WITH A PER CAPITA AMOUNT OF**

**\$8.93**

**465** → local governments  
received Conservation  
Trust Funds.

**31** → local governments were  
selected for an in-depth review  
based on a computer-generated list.

**100%**

of the entities were reviewed for compliance during the year,  
based on DOLA staff review of status and spending reports.





## COLORADO PARKS AND WILDLIFE

The high quality of life that Colorado offers is due in no small part to the abundance of recreational activities available to citizens, which includes an extensive state park system.

In FY11 and 12, Colorado Lottery grants have aided parks across the entire state ranging from investments such as visitor centers; improved water treatment facilities; road improvements; dam, shoreline and river bank maintenance and stabilization; trails and more. Lottery funding in FY12 by the Division of Parks and Wildlife can be broken out into four categories: Small Region Projects, Capital Construction, Information Technology, and Water Acquisitions.

### SMALL REGION PROJECTS

**\$3,855,779**

Miscellaneous small region projects intended to enhance recreational opportunities. Funding contributed to over 50 unique projects.

Expenditures ranging from \$600 to over \$220,000 in FY12

Capital projects undertaken at existing parks for minor repair and major improvement purposes. Funding contributed to 24 unique projects.

Expenditures ranging from \$3,000 to \$225,000 in FY12

### CAPITAL CONSTRUCTION (examples below)

**\$3,723,623**

Cherry Creek State Park and Chatfield State Park—Dog Area Management Plan

\$229,904

James M. Robb—Colorado River State Park—River Bank Stabilization

\$293,513

Golden Gate Canyon State Park—Wastewater Treatment System

\$189,955

Lake Pueblo State Park—Water System Refurbishment, North/South Side

\$1,511,709

Regional: Northwest and Southwest Region Dam Safety

\$103,512

Roxborough State Park—Well House

\$77,438

Trinidad State Park—Electrical Infrastructure

\$224,713

St. Vrain State Park—Blue Heron Reservoir

\$551,011

### INFORMATION TECHNOLOGY

**\$1,111,565**

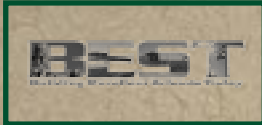
The Office of Information Technology accomplished many support services for the Division, including Help Desk support, inventory refresh, infrastructure upgrades and broadband services.

### WATER ACQUISITIONS

**\$225,681**

The Lottery funding provides the means to support ongoing efforts to manage and/or develop water resources for drinking, sanitary and recreational needs in various state parks.

# BENEFICIARY SUCCESSES OF FY12



## COLORADO DEPARTMENT OF EDUCATION'S DIVISION OF CAPITAL CONSTRUCTION ASSISTANCE—BUILDING EXCELLENT SCHOOLS TODAY (BEST) PROGRAM:

From 2000–2008 Colorado school districts started receiving money from the state, spillover funds from the Colorado Lottery, along with Colorado Department of Education grants and matching district funds, to assist with funding capital construction projects around the state. In 2008, the Building Excellent Schools Today (BEST) program was created. With no new taxes, the BEST program leverages proceeds from the School Trust Lands and additional state Lottery proceeds to raise capital that assists in the repair of hundreds of existing schools and the construction of many new ones. Through fiscal years 2008–2012, the Colorado Lottery has contributed \$10.84 million, and last year alone, the Lottery distributed \$4.5 million to this program. Through November 2012, 284 schools across the state have been impacted by the BEST program.

**STUDENTS IMPACTED:**

**OVER 113,800**

**181 GRANTS FUNDED FOR A TOTAL**

**OVER \$979 MILLION**

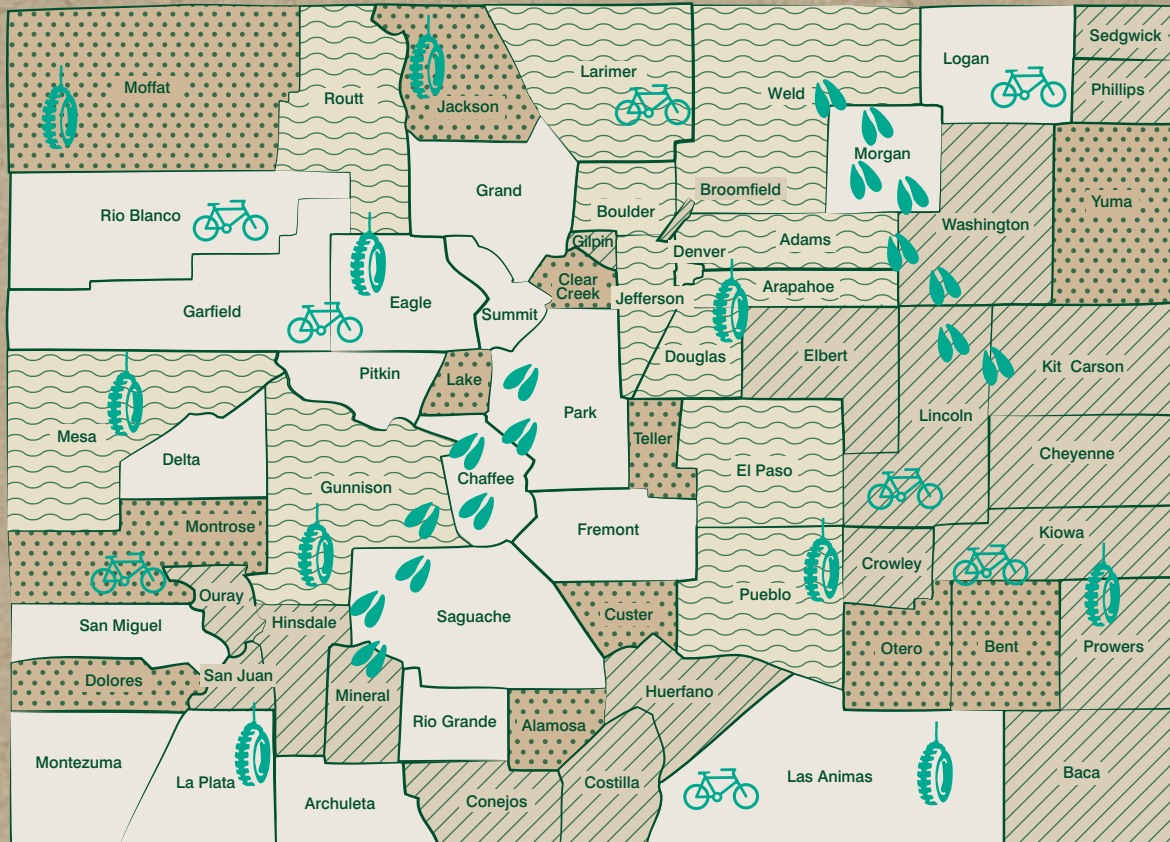







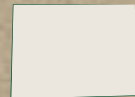

## BISON

These majestic mammals can be found in plains across Colorado. People travel from around the world to see our herds. In fact, people coming to view wildlife in their natural setting contributes more than \$1.2 billion in revenue to our state.

# THE IMPACT OF THE LOTTERY ACROSS COLORADO

No matter where you are in Colorado, you'll find signs of the Colorado Lottery's positive impact on our state.



	<p>If you come across a new playground in your area, chances are the Colorado Lottery and its proceeds partners have been present. In FY12 alone, Lottery proceeds helped create and enhance 54 parks and recreation areas.</p>		<p>\$6,000,000 and less</p>
	<p>The presence of outdoor enthusiasts, such as hikers and bikers, is often a good sign that the Colorado Lottery has been in an area.</p>		<p>\$6,000,000 to \$10,000,000</p>
	<p>Animal footprints are often a sign of Lottery impact. Over the years, proceeds from the Lottery have led to the preservation of many acres of open spaces and animal habitat.</p>		<p>\$10,000,000 to \$30,000,000</p>
			<p>\$30,000,000 plus</p>

# FY12 STARBURST WINNERS

Congratulations to the 15 winners of the FY12 Starburst Awards. These prestigious awards recognize excellence in the use of Lottery funds to create a lasting impact on our communities and environment. Starburst nominations are reviewed and winning projects are chosen based on the creativity of the project, economic and social impact to the community, and whether the project achieved its goal.



**AURORA**  
*Paul C. Beck Recreation Center*

**BOULDER COUNTY PARKS  
& OPEN SPACE**  
*Betasso Trail Expansion Project*



**CENTENNIAL**  
*Centennial Central Park*





**CRESTED BUTTE**  
*Kochevar Open Space*

**CLEAR CREEK METRO DISTRICT**  
*Idaho Springs Ball Field*



**DENVER**  
*New Westwood Park*



**FORT COLLINS**  
*Fossil Creek Trail*



**HIGHLANDS RANCH METRO DISTRICT**  
*Civic Green Park*



**LARIMER COUNTY**  
*Plug in to Nature*

2012 STARBURST AWARD

**NEDERLAND**  
*Chipeta Park Toddler Playground*



**PUEBLO**  
*City Park Shelters*



**OLATHE**  
*Olathe Community Park*



**VAIL**  
*Red Sandstone  
Elementary School*



**THORNTON**  
*Springvale Park Disc  
Golf Course*

**WHEAT RIDGE**  
*Discovery Park*

2012 STARBURST AWARD

# FY12 PROCEEDS DISTRIBUTION TOTALS BY COUNTY

## ADAMS COUNTY

Great Outdoors Colorado (GOCO):	\$18,669,046
Conservation Trust Fund:	\$78,290,707
Parks & Wildlife/Colorado Greenway Program:	\$590,250

## ALAMOSA COUNTY

Great Outdoors Colorado (GOCO):	\$4,913,955
Conservation Trust Fund:	\$3,387,180
Parks & Wildlife/Colorado Greenway Program:	\$10,000

## ARAPAHOE COUNTY

Great Outdoors Colorado (GOCO):	\$19,375,220
Conservation Trust Fund:	\$108,235,972
Parks & Wildlife/Colorado Greenway Program:	\$3,282,065

## ARCHULETA COUNTY

Great Outdoors Colorado (GOCO):	\$8,710,270
Conservation Trust Fund:	\$2,042,702
Parks & Wildlife/Colorado Greenway Program:	\$1,797,500

## BACA COUNTY

Great Outdoors Colorado (GOCO):	\$1,200,446
Conservation Trust Fund:	\$1,009,091

## BENT COUNTY

Great Outdoors Colorado (GOCO):	\$5,448,917
Conservation Trust Fund:	\$1,349,275
Parks & Wildlife/Colorado Greenway Program:	\$1,750,000

## BOULDER COUNTY

Great Outdoors Colorado (GOCO):	\$17,386,762
Conservation Trust Fund:	\$60,127,348
Parks & Wildlife/Colorado Greenway Program:	\$5,609,922

## BROOMFIELD COUNTY

Broomfield County has only recently been incorporated. The county has been receiving its own Conservation Trust Funds since Fiscal Year 2002. Distributions to the city, made in previous years, are listed under Adams and Jefferson counties.

Great Outdoors Colorado (GOCO):	\$461,375
Conservation Trust Fund:	\$4,862,673

## CHAFFEE COUNTY

Great Outdoors Colorado (GOCO):	\$8,013,192
Conservation Trust Fund:	\$3,507,171
Parks & Wildlife/Colorado Greenway Program:	\$1,968,674

## CHEYENNE COUNTY

Great Outdoors Colorado (GOCO):	\$457,034
Conservation Trust Fund:	\$511,144

## CLEAR CREEK COUNTY

Great Outdoors Colorado (GOCO):	\$7,004,721
Conservation Trust Fund:	\$1,995,395
Parks & Wildlife/Colorado Greenway Program:	\$32,500

## CONEJOS COUNTY

Great Outdoors Colorado (GOCO):	\$3,157,711
Conservation Trust Fund:	\$1,843,312

## COSTILLA COUNTY

Great Outdoors Colorado (GOCO):	\$1,522,971
Conservation Trust Fund:	\$790,881

## CROWLEY COUNTY

Great Outdoors Colorado (GOCO):	\$336,625
Conservation Trust Fund:	\$1,143,388

## CUSTER COUNTY

Great Outdoors Colorado (GOCO):	\$6,355,441
Conservation Trust Fund:	\$727,040



## DELTA COUNTY

Great Outdoors Colorado (GOCO):	\$6,170,870
Conservation Trust Fund:	\$6,151,049
Parks & Wildlife/Colorado Greenway Program:	\$43,000

## DENVER COUNTY

Great Outdoors Colorado (GOCO):	\$22,706,127
Conservation Trust Fund:	\$122,951,223
Parks & Wildlife/Colorado Greenway Program:	\$2,566,380

## DOLORES COUNTY

Great Outdoors Colorado (GOCO):	\$8,784,720
Conservation Trust Fund:	\$400,940
Parks & Wildlife/Colorado Greenway Program:	\$200,000

## DOUGLAS COUNTY

Great Outdoors Colorado (GOCO):	\$37,890,853
Conservation Trust Fund:	\$36,883,496
Parks & Wildlife/Colorado Greenway Program:	\$3,892,672

## EAGLE COUNTY

Great Outdoors Colorado (GOCO):	\$16,430,783
Conservation Trust Fund:	\$8,355,287
Parks & Wildlife/Colorado Greenway Program:	\$4,161,000

## EL PASO COUNTY

Great Outdoors Colorado (GOCO):	\$45,883,322
Conservation Trust Fund:	\$112,844,733
Parks & Wildlife/Colorado Greenway Program:	\$4,379,000



### YELLOW-BELLIED MARMOTS

You can spot these large ground squirrels scampering up boulders in many Lottery proceeds locations. To protect themselves from predators such as coyotes, hawks and bobcats, the marmot lives in rocky habitats with plenty of shelter and a social system of alarm calls.

## ELBERT COUNTY

Great Outdoors Colorado (GOCO):	\$1,966,811
Conservation Trust Fund:	\$3,941,595

## FREMONT COUNTY

Great Outdoors Colorado (GOCO):	\$3,220,343
Conservation Trust Fund:	\$9,453,907
Parks & Wildlife/Colorado Greenway Program:	\$50,025

## GARFIELD COUNTY

Great Outdoors Colorado (GOCO):	\$11,621,674
Conservation Trust Fund:	\$9,493,328
Parks & Wildlife/Colorado Greenway Program:	\$470,448

## GILPIN COUNTY

Great Outdoors Colorado (GOCO):	\$1,178,392
Conservation Trust Fund:	\$956,932
Parks & Wildlife/Colorado Greenway Program:	\$1,968,300

## GRAND COUNTY

Great Outdoors Colorado (GOCO):	\$11,722,803
Conservation Trust Fund:	\$2,596,530
Parks & Wildlife/Colorado Greenway Program:	\$4,900

## GUNNISON COUNTY

Great Outdoors Colorado (GOCO):	\$29,810,532
Conservation Trust Fund:	\$2,983,846

## HINSDALE COUNTY

Great Outdoors Colorado (GOCO):	\$933,392
Conservation Trust Fund:	\$155,957
Parks & Wildlife/Colorado Greenway Program:	\$93,750

## HUERFANO COUNTY

Great Outdoors Colorado (GOCO):	\$3,305,037
Conservation Trust Fund:	\$1,663,183
Parks & Wildlife/Colorado Greenway Program:	\$820,244

## JACKSON COUNTY

Great Outdoors Colorado (GOCO):	\$7,223,524
Conservation Trust Fund:	\$368,228
Parks & Wildlife/Colorado Greenway Program:	\$914,970

## JEFFERSON COUNTY

Great Outdoors Colorado (GOCO):	\$29,111,630
Conservation Trust Fund:	\$113,230,479
Parks & Wildlife/Colorado Greenway Program:	\$26,781,091

## KIOWA COUNTY

Great Outdoors Colorado (GOCO):	\$668,784
Conservation Trust Fund:	\$379,420

## KIT CARSON COUNTY

Great Outdoors Colorado (GOCO):	\$1,813,732
Conservation Trust Fund:	\$1,766,227

## LA PLATA COUNTY

Great Outdoors Colorado (GOCO):	\$8,912,678
Conservation Trust Fund:	\$9,496,777
Parks & Wildlife/Colorado Greenway Program:	\$130,900

## LAKE COUNTY

Great Outdoors Colorado (GOCO):	\$5,810,706
Conservation Trust Fund:	\$1,711,655
Parks & Wildlife/Colorado Greenway Program:	\$1,841,000

## LARIMER COUNTY

Great Outdoors Colorado (GOCO):	\$41,876,141
Conservation Trust Fund:	\$53,941,104
Parks & Wildlife/Colorado Greenway Program:	\$1,591,312

## LAS ANIMAS COUNTY

Great Outdoors Colorado (GOCO):	\$7,029,463
Conservation Trust Fund:	\$3,525,263
Parks & Wildlife/Colorado Greenway Program:	\$236,873

## LINCOLN COUNTY

Great Outdoors Colorado (GOCO):	\$1,433,939
Conservation Trust Fund:	\$1,308,038

## LOGAN COUNTY

Great Outdoors Colorado (GOCO):	\$3,009,773
Conservation Trust Fund:	\$4,584,040
Parks & Wildlife/Colorado Greenway Program:	\$6,370,000

## MESA COUNTY

Great Outdoors Colorado (GOCO):	\$32,033,228
Conservation Trust Fund:	\$26,392,186
Parks & Wildlife/Colorado Greenway Program:	\$7,762,048

## MINERAL COUNTY

Great Outdoors Colorado (GOCO):	\$4,710,946
Conservation Trust Fund:	\$176,687
Parks & Wildlife/Colorado Greenway Program:	\$7,000

## MOFFAT COUNTY

Great Outdoors Colorado (GOCO):	\$6,859,748
Conservation Trust Fund:	\$2,936,841

## MONTEZUMA COUNTY

Great Outdoors Colorado (GOCO):	\$8,770,179
Conservation Trust Fund:	\$5,098,858
Parks & Wildlife/Colorado Greenway Program:	\$116,550

## MONTROSE COUNTY

Great Outdoors Colorado (GOCO):	\$2,374,349
Conservation Trust Fund:	\$7,452,047
Parks & Wildlife/Colorado Greenway Program:	\$116,550

## MORGAN COUNTY

Great Outdoors Colorado (GOCO):	\$4,750,875
Conservation Trust Fund:	\$5,971,839
Parks & Wildlife/Colorado Greenway Program:	\$3,585,000

## OTERO COUNTY

Great Outdoors Colorado (GOCO):	\$2,827,962
Conservation Trust Fund:	\$4,649,457

## OURAY COUNTY

Great Outdoors Colorado (GOCO):	\$2,594,680
Conservation Trust Fund:	\$780,578

## PARK COUNTY

Great Outdoors Colorado (GOCO):	\$14,257,029
Conservation Trust Fund:	\$2,851,231
Parks & Wildlife/Colorado Greenway Program:	\$1,300,431



### MOUNTAIN LIONS

In the past, these large cats roamed the U.S. from the Atlantic to the Pacific. Now they are mostly limited to the Western states. Although they tend to stay away from humans, hikers and campers always need to be wary of these formidable hunters.

## PHILLIPS COUNTY

Great Outdoors Colorado (GOCO):	\$965,039
Conservation Trust Fund:	\$1,034,536
Parks & Wildlife/Colorado Greenway Program:	\$23,184

## PITKIN COUNTY

Great Outdoors Colorado (GOCO):	\$8,355,281
Conservation Trust Fund:	\$3,390,012

## PROWERS COUNTY

Great Outdoors Colorado (GOCO):	\$1,463,158
Conservation Trust Fund:	\$3,124,108
Parks & Wildlife/Colorado Greenway Program:	\$3,800

## PUEBLO COUNTY

Great Outdoors Colorado (GOCO):	\$18,183,517
Conservation Trust Fund:	\$31,934,858
Parks & Wildlife/Colorado Greenway Program:	\$2,111,607

## RIO BLANCO COUNTY

Great Outdoors Colorado (GOCO):	\$10,852,815
Conservation Trust Fund:	\$1,462,417

## RIO GRANDE COUNTY

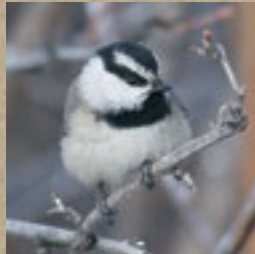
Great Outdoors Colorado (GOCO):	\$8,997,737
Conservation Trust Fund:	\$2,754,789
Parks & Wildlife/Colorado Greenway Program:	\$10,000

## ROUTT COUNTY

Great Outdoors Colorado (GOCO):	\$49,232,207
Conservation Trust Fund:	\$4,277,720
Parks & Wildlife/Colorado Greenway Program:	\$4,183,626

## SAGUACHE COUNTY

Great Outdoors Colorado (GOCO):	\$12,525,942
Conservation Trust Fund:	\$1,300,054
Parks & Wildlife/Colorado Greenway Program:	\$10,000



### MOUNTAIN CHICKADEE

These small birds can be found in all of Colorado's mountain ranges, with the highest concentration in the San Juan Mountains.

## SAN JUAN COUNTY

Great Outdoors Colorado (GOCO):	\$1,035,315
Conservation Trust Fund:	\$145,484

## SAN MIGUEL COUNTY

Great Outdoors Colorado (GOCO):	\$10,213,260
Conservation Trust Fund:	\$1,337,066
Parks & Wildlife/Colorado Greenway Program:	\$8,000

## SEDGWICK COUNTY

Great Outdoors Colorado (GOCO):	\$307,036
Conservation Trust Fund:	\$617,121

## SUMMIT COUNTY

Great Outdoors Colorado (GOCO):	\$6,360,396
Conservation Trust Fund:	\$4,817,906
Parks & Wildlife/Colorado Greenway Program:	\$187,224

## TELLER COUNTY

Great Outdoors Colorado (GOCO):	\$8,266,813
Conservation Trust Fund:	\$4,207,223
Parks & Wildlife/Colorado Greenway Program:	\$3,831,480

## WASHINGTON COUNTY

Great Outdoors Colorado (GOCO):	\$417,160
Conservation Trust Fund:	\$1,161,840

## WELD COUNTY

Great Outdoors Colorado (GOCO):	\$36,135,994
Conservation Trust Fund:	\$41,800,803
Parks & Wildlife/Colorado Greenway Program:	\$3,385,500

## YUMA COUNTY

Great Outdoors Colorado (GOCO):	\$3,358,637
Conservation Trust Fund:	\$2,216,146
Parks & Wildlife/Colorado Greenway Program:	\$2,236,900



### BLACK BEAR

With the Grizzly Bear vanishing from the area, the black bear is Colorado's biggest predator. These bears can be found all across the state, and it isn't rare to see a large bear lumbering down a mountain town's main street.







*Photo: Medano-Zapata Ranch, Alamosa County; © 2010 John Fielder and The Great Outdoors Colorado Trust Fund*



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# BY THE NUMBERS

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## FY12 FINANCIAL STATEMENTS:

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The following information is taken from the *Colorado Lottery Financial and Compliance audit, June 30, 2012 and 2011*. The audit was completed by CliftonLarsonAllen, LLP. Only the Colorado Lottery's basic financial statements are included in this annual report. For the complete Financial and Compliance audit, please visit the website of the office of the state auditor, [www.state.co.us/auditor](http://www.state.co.us/auditor)

### To find the Colorado Lottery Financial and Compliance Audit, visit this URL:

[http://www.leg.state.co.us/OSA/coauditor1.nsf/UID/CA11730B9BA40BFD87257A9400756FC2/\\$file/2114-12+CO+Lottery+Fin+2012+and+11+rel+Oct+2012.pdf?OpenElement](http://www.leg.state.co.us/OSA/coauditor1.nsf/UID/CA11730B9BA40BFD87257A9400756FC2/$file/2114-12+CO+Lottery+Fin+2012+and+11+rel+Oct+2012.pdf?OpenElement)

A bound report of the audit may be obtained by calling the office of the state auditor at 303-869-2800 and referencing report control number 2114-12.

### From the audited report, Financial and Compliance Audit:

- Independent Auditor's Report
- Colorado Lottery Statement of Net Assets
- Colorado Lottery Statements of Revenues, Expenses and Changes in Net Assets

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### Members of the Legislative Audit Committee:

We have audited the accompanying financial statements of the major fund and remaining fund information of the Colorado Lottery, an enterprise fund and private purpose fund of the State of Colorado, as of and for the years ended June 30, 2012 and 2011, which collectively comprise the Colorado Lottery's basic financial statements as listed in the table of contents. These financial statements are the responsibility of the Colorado Lottery's management. Our responsibility is to express opinions on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinions.

As discussed in Note 1—Nature of Operations and Summary of Significant Accounting Policies, the financial statements of the Colorado Lottery are intended to present the financial position and the changes in financial position and, where applicable, cash flows for only that portion of the financial reporting entity, the State of Colorado, that is attributable to the transactions of the Colorado Lottery. They do not purport to, and do not, present fairly the financial position of the State of Colorado as of June 30, 2012 and 2011, and the changes in its financial position, or, where applicable, its cash flows, for the years then ended in conformity with accounting principles generally accepted in the United States of America.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the major fund and remaining fund information of the Colorado Lottery as of June 30, 2012 and 2011, and the respective changes in financial position and cash flows, where applicable, thereof for the years then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with Government Auditing Standards, we have also issued our report dated September 24, 2012 on our consideration of the Colorado Lottery's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with Government Auditing Standards and should be considered in assessing the results of our audit.

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis on pages 10 through 25 be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. However, we did not audit the information and express no opinion on it.

Our audits were conducted for the purpose of forming opinions on the financial statements that collectively comprise the Colorado Lottery's basic financial statements. The revenue and expense schedules and budgetary comparison information listed in the table of contents are presented for purposes of additional analysis and are not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the basic financial statements as a whole.

*CliftonLarsonAllen LLP*

Greenwood Village, Colorado

September 24, 2012

**COLORADO LOTTERY  
STATEMENTS OF NET ASSETS  
June 30, 2012 and 2011**

	<u>2012</u>	<u>2011</u>
<b>Current Assets</b>		
Cash and investments	\$ 32,331,921	\$ 37,353,939
Accounts receivable, net of the allowance for doubtful accounts of \$227,135 in 2012 and \$169,428 in 2011	19,491,886	19,236,806
Consignment inventory, at cost	119,406	132,308
Warehouse inventory, at cost	908,062	1,100,188
Prepaid expenses	<u>72,562</u>	<u>78,931</u>
<b>Total current assets</b>	<u>52,923,837</u>	<u>57,902,172</u>
<b>Reserve and Restricted Assets</b>		
Cash and investments - Operating reserve	1,300,000	1,400,000
Cash and investments - Licensed agent recovery reserve receipts	351,031	402,793
Prepaid prize expense with MUSL	<u>4,994,022</u>	<u>4,430,127</u>
<b>Total reserve and restricted assets</b>	<u>6,645,053</u>	<u>6,232,920</u>
<b>Capital Assets</b>		
Equipment	6,079,410	6,378,722
Leasehold Improvements	64,711	64,711
Less accumulated depreciation and amortization	<u>(3,312,253)</u>	<u>(2,660,778)</u>
<b>Total capital assets</b>	<u>2,831,868</u>	<u>3,782,655</u>
<b>Total assets</b>	<u>62,400,758</u>	<u>67,917,747</u>

	<u>2012</u>	<u>2011</u>
<b>Current Liabilities</b>		
Accounts payable	2,025,621	1,252,207
Prize liability	22,647,331	32,042,529
Payable to MUSL	1,244,205	255,935
Wages and benefits	842,256	843,900
Accrued annual and sick leave	-	24,835
Retailer bonus liability	812,029	809,699
Funds available for distribution	<u>28,984,076</u>	<u>25,612,785</u>
<b>Total current liabilities</b>	<u>56,555,518</u>	<u>60,841,890</u>
<b>Long-Term Liabilities</b>		
Accrued annual and sick leave	836,456	807,224
Expired warrants liability	<u>60,910</u>	<u>68,598</u>
<b>Total long-term liabilities</b>	<u>897,366</u>	<u>875,822</u>
<b>Total liabilities</b>	<u>57,452,884</u>	<u>61,717,712</u>
<b>Net Assets</b>		
Investment in capital assets	2,831,868	3,782,655
Restricted - Licensed agent recovery reserve	351,031	402,793
Restricted - Operating reserve	1,300,000	1,400,000
Unrestricted - Other	<u>464,975</u>	<u>614,587</u>
<b>Total net assets</b>	<u>\$ 4,947,874</u>	<u>\$ 6,200,035</u>

**COLORADO LOTTERY**  
**STATEMENTS OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS**  
**Years Ended June 30, 2012 and 2011**

	<u>2012</u>	<u>2011</u>
<b>Operating Revenues</b>		
Gross ticket sales	\$ 545,303,548	\$ 518,920,841
<b>Direct Operating Expenses</b>		
Prize expense	347,538,804	326,624,241
Powerball prize variance	(5,672,459)	792,467
Megamillions prize variance	775,906	(677,717)
Retailer commissions and bonuses	41,640,942	39,584,088
Cost of tickets and vendor fees	11,048,025	10,920,112
Total direct operating expenses	<u>395,329,218</u>	<u>377,243,191</u>
Gross profit on sale of tickets	<u>149,974,330</u>	<u>141,677,650</u>
<b>Other Operating Expenses</b>		
Marketing and communications	13,388,426	14,823,254
Administration fees paid to MUSL	137,472	116,175
Wages and benefits	8,950,454	8,636,669
Professional services	409,244	614,802
State agencies services	128,181	129,813
Department of Revenue services	495,367	528,542
Travel	110,638	146,229
Equipment (including loss on disposition of equipment of \$34,093 and \$110,479, respectively)	205,608	198,071
Depreciation	1,048,886	795,467
Accrued annual and sick leave	30,116	(144,923)
Space rental	733,444	704,995
Rents for equipment	33,009	32,046
Motorpool leasing	387,512	352,785
Materials and supplies	137,755	152,417
Telephone	156,179	143,733
Online telecommunications	353,216	372,579
Data processing supplies and services	33,077	32,899
Equipment maintenance	617,332	365,071
Postage	54,789	65,786
Printing	13,066	6,097
Delivery expense	982,487	963,827
Other	118,080	86,822
Total other operating expenses	<u>28,522,338</u>	<u>29,123,156</u>

**COLORADO LOTTERY**  
**STATEMENTS OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS**  
**(Continued)**  
**Years Ended June 30, 2012 and 2011**

	<u>2012</u>	<u>2011</u>
<b>Operating Income</b>	<u>121,451,992</u>	<u>112,554,494</u>
<b>Nonoperating Revenues (Expenses)</b>		
Other revenue	201,558	184,871
Investment income	343,764	560,155
Funds distributed for current year	(94,265,400)	(87,748,208)
Funds available for distribution for current year	<u>(28,984,076)</u>	<u>(25,612,785)</u>
<b>Total nonoperating revenues (expenses)</b>	<u>(122,704,153)</u>	<u>(112,615,967)</u>
<b>Net Loss</b>	<u>\$ (1,252,161)</u>	<u>\$ (61,473)</u>
<b>Net Assets, Beginning of Year</b>	\$ 6,200,035	\$ 6,261,508
<b>Net Change in Net Assets</b>	<u>(1,252,161)</u>	<u>(61,473)</u>
<b>Net Assets, End of Year</b>	<u>\$ 4,947,874</u>	<u>\$ 6,200,035</u>



## DEPARTMENT OF REVENUE

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Barbara Brohl—Executive Director

## COLORADO LOTTERY COMMISSIONERS FY12

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Dana Franzen—Chair, Certified Public Accountant

Dick Reeve—Vice-Chair, Attorney

Robin Wise—Commissioner, Member of the Public

Margie Martinez Perusek—Commissioner, Law Enforcement

Betty Martinez—Commissioner, Member of the Public, 2<sup>nd</sup> term  
expired June 30, 2012

### Colorado Lottery

#### Headquarters

225 N. Main Street

Pueblo, CO 81003-3032

719.546.2400

### Denver Office

720 S. Colorado Blvd.

Suite 110A

Denver, CO 80246-1904

303.759.3552

### Fort Collins Office

3030 South College Avenue

Suite 100

Fort Collins, CO 80525-2557

970.416.5993

### Grand Junction Office

State Office Building

222 S. 6th St.

Room 112

Grand Junction, CO 81501-2758

970.248.7053