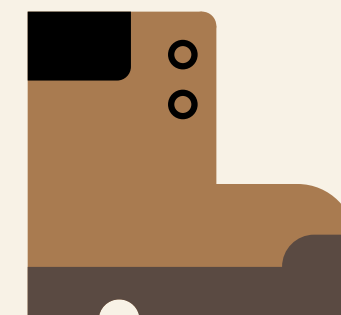
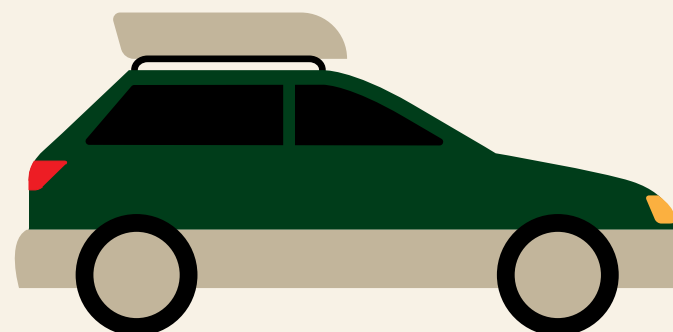
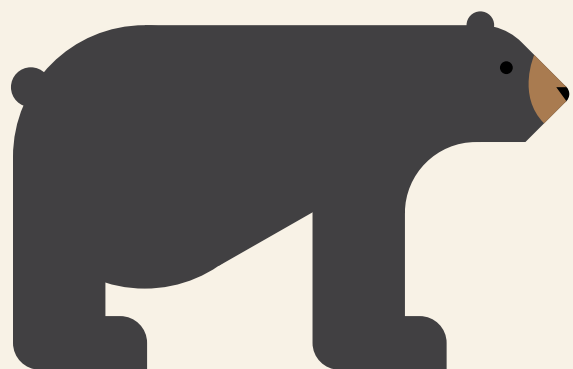
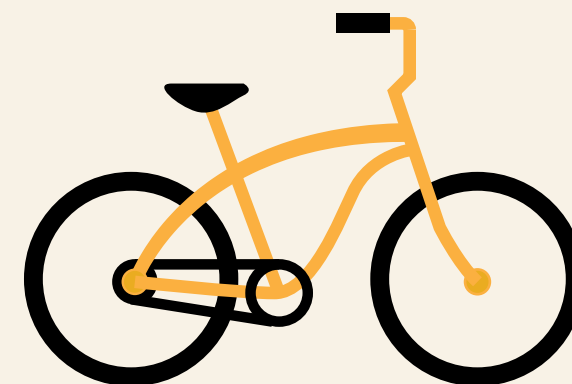




FY13 ANNUAL REPORT





30 YEARS OF PLAY

Coloradans live to play. We hike, bike, run, camp and fish. We swing, slide, splash, climb and ski. Each day, Coloradans play in hundreds of ways. And each day, the Colorado Lottery helps make all the ways we play possible. Over the last 30 years, the Colorado Lottery has proudly contributed more than \$2.5 billion to our state—funding parks, recreation, open space conservation, wildlife preservation, and much more. Lottery proceeds build pools and recreation centers. They fund state parks, dog parks, skate parks and trails. They create community playgrounds and gathering places, and even fund community events. The Colorado Lottery

has made a positive impact on every county in our state. And with each passing year, Lottery players make Colorado an even more beautiful and playful place to live than it was the year before.

This annual report is a celebration of our state, of our mission, and of the citizens of Colorado whom the Lottery ultimately serves. After all, it's because of Lottery players that Coloradans have 30 years of play to celebrate.

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ABOUT THE DEPARTMENT OF REVENUE (DOR)

MISSION

The mission of the Department of Revenue is to 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 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 we perform many diverse functions, we really are similar in a lot of ways and we are all committed to the five following overarching goals:

- 1.** Customer Service - provide processes that are clear, simple, timely, and convenient for and respectful to the customer.
- 2.** Fiduciary Responsibility - provide responsible financial, resource and project management that builds a sustainable foundation utilizing a high standard of care.
- 3.** Statutory Responsibility - promote fairness and consistency in the application of the law.
- 4.** Employees - recruit, develop, retain, and value a high-quality, diverse workforce in an environment that promotes collaboration, professional development and employee innovation.
- 5.** Public Confidence - 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, which aids us in meeting Governor John Hickenlooper's goals of being more efficient, effective and elegant.

COLORADO DEPARTMENT OF REVENUE DIVISIONS AND 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 Lottery revenue for the people of Colorado.

DIVISION OF MOTOR VEHICLES:

Issues driver's licenses, identification cards and permits; regulates commercial driving schools; provides operations support for the statewide vehicle titling and registration system; enforces the state's auto emissions program; oversees the Motorist Insurance Identification Database program and Ignition Interlock Program; and verifies compliance with registration requirements for the federal International Registration Plan and International Fuel Tax Act programs.

DIVISION OF ENFORCEMENT:

Responsible for licensing, regulation and law enforcement of Limited Stakes Gaming, Racing, Liquor and Tobacco, Auto Dealers and Medical and Retail Marijuana in the State of Colorado.

TAXATION DIVISION:

Charged with collection, administration, auditing and enforcement responsibilities for all taxes, fees, bonds and licenses covered under Colorado tax laws. This group includes the Taxpayer Service Division, Tax Auditing and Compliance Division, the Tax Conferee Section and the Tax Policy Analysis Section.



LETTER FROM THE CHAIRMAN

Thirty years—30 years is a long time. And in that time, the Lottery has faced almost every hurdle anyone could have imagined. Management and staff have learned a lot, achieved a great deal, and every day strive to grow and develop better products and business practices.

In 30 years, the Lottery has introduced exciting new games and ways to play, engaged with players, executed innovative campaigns and, most importantly, given back to the community. The Lottery Commission is proud that more than \$2.5 billion has been returned to Colorado for parks, recreation, open space, wildlife projects and public school construction since the Lottery's inception.

Customers and supporters have shown continued appreciation this past year for the new games – as evidenced by the historic sales year—a record \$566.3 million in FY13. This support, coupled with operational efficiencies, enabled the Colorado Lottery to contribute \$135.6 million to proceeds partners!

The Colorado Lottery Commission continues to focus on ensuring that the Lottery delivers games with the upmost operational integrity, while providing an enjoyable and responsible gaming experience. Lottery management and staff continue to plan for the future and are proactive in anticipating challenges that may arise.

There are more than 5 million people who call Colorado home today, with 3 million more expected by 2040. The Colorado Lottery and Lottery Commission will continue to strive in the coming years to achieve the goals set for the organization. Success will require the support of players, retailers and proceeds partners to accomplish the mission to improve the quality of life in Colorado and enhance our most valuable natural resource—Colorado's great outdoors.

Dana Franzen, Chair, Lottery Commission



LETTER FROM THE DIRECTOR

This year, the Colorado Lottery celebrated 30 years of changing lives. From the economic impact that the games have on winners and retailers, to the land it helps preserve and protect, the Colorado Lottery impacts every person who calls this state home. During our 30 years, we've reached the remarkable \$2.5 billion milestone in proceeds given to our beneficiaries and we have paid out over \$5 billion in prizes to our players. Since the first ticket was sold three decades ago, the Lottery continues to witness the enhancement and improvement to the management of our state's natural beauty all across Colorado.

In fiscal year 2013, we reached a new sales record of \$566.3 million. Thanks to our loyal players and retail partners, the Colorado Lottery also provided \$135.6 million to our proceeds partners.

The breakdown of proceeds for FY13 is:

- Great Outdoors Colorado: \$59.2 million
- Conservation Trust Fund: \$54.2 million
- Colorado Parks and Wildlife: \$13.6 million
- Public School Construction Fund (BEST): \$8.6 million

Jackpot games sales were up 9.2 percent from previous year's sales, generating \$197.7 million. When the Powerball jackpot hit a record \$590 million on May 18, the Colorado Lottery sales reached more than \$23.1 million during the jackpot run, which ran from March 31 through May 18. This drove total Powerball sales to \$116.7 million for FY13, up \$34.9 million from FY12. Scratch ticket sales were up 1.2 percent from previous year's sales generating a record \$368.6 million. In late April, our new Jackpot game, Pick 3, was successfully introduced with multi-city launch events and generated \$1.9 million in sales in FY13. For the second year in a row, Lottery proceeds as a percentage

of total sales have increased from 21.8 percent in FY11 to 22.6 percent in FY12, with another increase in FY13 to 24.0 percent. These increases can be attributed to a focus on all areas where savings could be realized. Our Scratch games contributed \$60.8 million to our proceeds partners and the family of Jackpot games contributed \$73.2 million, making this our most profitable year to date. We also returned more to our players and retailers in FY13. In total, the Lottery paid out \$348.2 million in prizes—15 players joined the hundreds of Coloradans who have become millionaires playing Colorado Lottery games.

It is our mission to always strive to be more efficient 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. In order to continue to thrive, we have and will continue to closely examine our administrative and operating costs, expand our retailer base, maximize our marketing and sales partnerships with our current retailers and, as always, continue to offer new and innovative games and improve our current lineup of games. We'll also have a focus on solidifying the new Pick 3 game in the market.

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



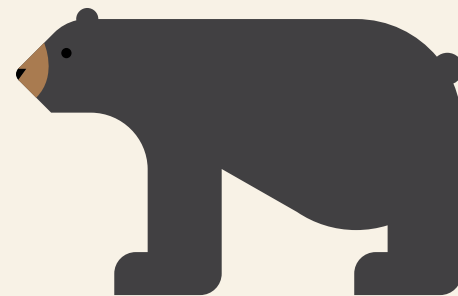
PLAY IS IMPORTANT



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

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

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



One of the best things about living in Colorado is our ability to get out and play in our beautiful state. It only makes sense that the Lottery's tagline "Don't Forget to Play" reminds Coloradans to get out and play the Lottery too.

FIGURES & FACTS: BY THE NUMBERS



\$566.3 MILLION



\$135.6 MILLION



\$348.2 MILLION

SCRATCH™

Scratch sales: \$368.6 million
Prizes paid in Scratch: \$254.9 million
Scratch contribution to proceeds: \$60.8 million

POWERBALL®

Powerball sales: \$116.7 million
Prizes paid in Powerball: \$53.9 million
Powerball contribution to proceeds: \$46.4 million

MEGA MILLIONS™

Mega Millions sales: \$23.2 million
Prizes paid in Mega Millions: \$11.5 million
Mega Millions contribution to proceeds: \$8.3 million

LOTTO™

Lotto sales: \$32.6 million
Prizes paid in Lotto: \$14.1 million
Lotto contribution to proceeds: \$12.0 million

CASH 5™

Cash 5 sales: \$21.3 million
Prizes paid in Cash 5: \$11.6 million
Cash 5 contribution to proceeds: \$7.1 million

MATCHPLAY™

Prizes paid in MatchPlay: \$0.2 million
(The MatchPlay game was retired in FY13)

PICK 3™

Pick 3 sales: \$1.9 million
Prizes paid in Pick 3: \$1.0 million
Pick 3 contribution to proceeds: (\$1.0) million
(Pick 3 was introduced late in FY13)

HOLIDAY RAFFLE™

Holiday Raffle sales: \$2.0 million
Prizes paid in Holiday Raffle: \$1.0 million
Holiday Raffle contribution to proceeds: \$0.3 million

\$1.6 MILLION contributed to proceeds from interest earned (not tied to specific product)

LOOKING BACK: SUCCESSES OF FY13

Sold **\$368.6** million in Scratch games—a **\$4.4** million increase over last year.

Contributed **\$135.6** million to proceeds beneficiaries.

Surpassed **\$2.5** billion in proceeds, a huge milestone.

Successfully launched and rolled out the new Pick 3 Jackpot game in FY13.

Partnered with Great Outdoors Colorado (GOCO) and Colorado Parks and Wildlife agencies at various events across the state to promote the Lottery and the projects it helped create and preserve.

Gave **15** Starburst Awards to communities throughout the state in recognition of excellence in the use of Lottery funds.

Managed the sponsorship of the Problem Gambling Helpline to help **197** people overcome issues related to problem gambling. The Lottery supported the initiative with an education and awareness campaign during Problem Gaming Awareness week in March and other efforts throughout the year.

Established a strong social media presence of more than **40,000** fans/followers on Facebook, nearly **1,500** followers on Twitter, **500** on Pinterest and an active Instagram site. The Colorado Lottery is the first lottery to start Pinterest and Instagram channels in the social media ecosphere and we are considered to be trailblazers in the lottery industry in overall social media execution.

Launched an innovative digital and social campaign/contest supporting the Colorado Lottery's **30TH ANNIVERSARY**, which drove a record number of contest entries for any Colorado Lottery contest held on a social media platform and was

the Lottery's first foray into Instagram. Gained **33,416** new MyLottery members, reaching over **260,000** total MyLottery members.

With more than **14 MILLION** visits to the Lottery website annually, the website was ranked the **5TH MOST** visited website in the state (behind major news channels).

Developed and launched a mobile version of coloradolottery.com to better serve the increasing percentage of players who choose to visit us through their mobile devices.

Distributed more than **50** press releases, garnering local and national coverage for winners, jackpot amounts and proceeds projects.

Fielded over **2,500** consumer emails.

Designed the Pueblo headquarters' new office space.

Developed and distributed sales and proceeds numbers certificates to display at all of our **3,000+** retailers.

Created **DOZENS** of notable marketing campaigns in support of the launch and promotion of multiple Jackpot and Scratch games.

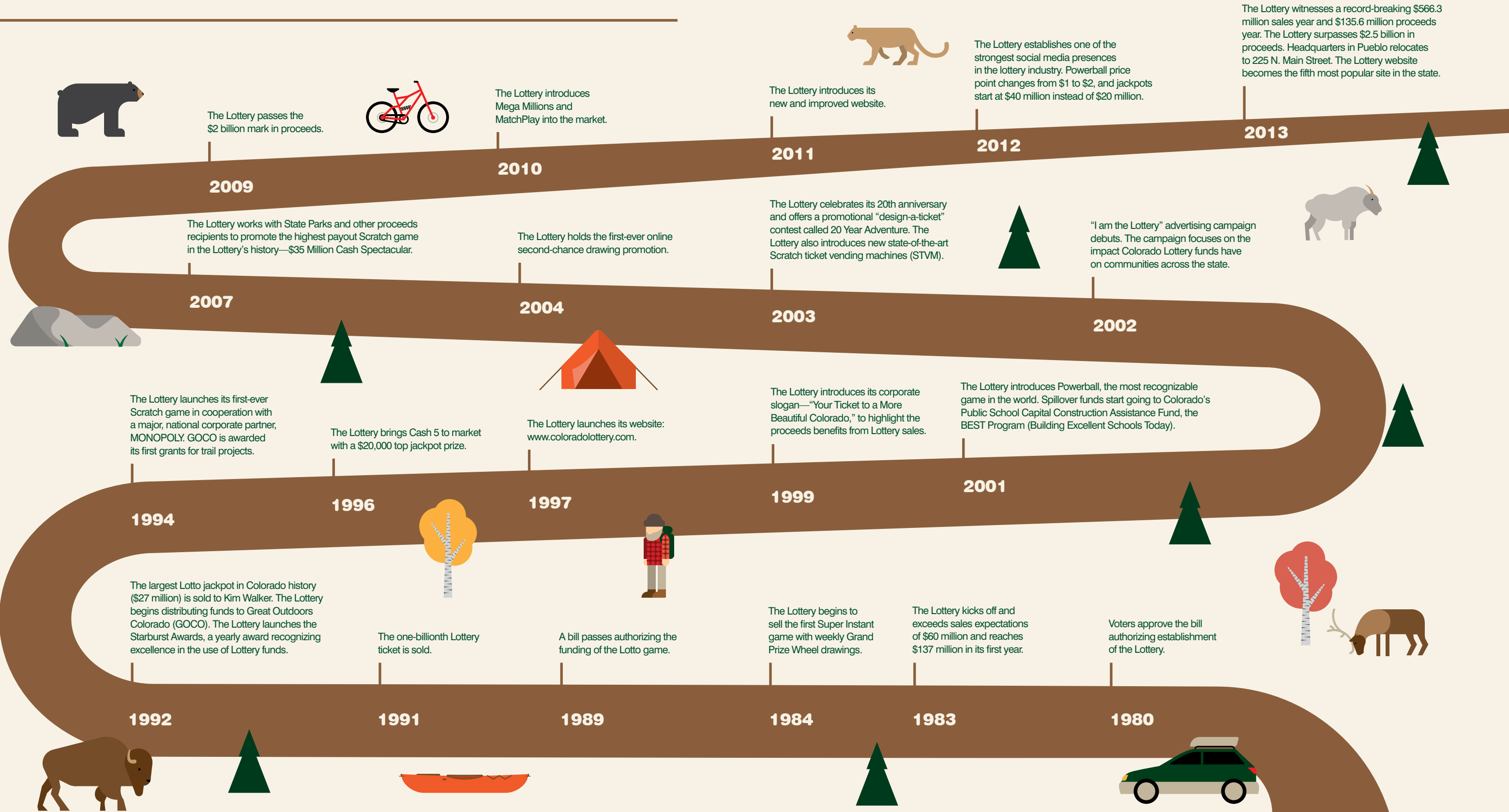
PARTNERED with towns, cities and counties all over the state to regularly develop and post outdoor segment videos to showcase how Lottery funds are utilized.

Sponsored several sports teams across the state, including the Colorado Rockies, Colorado Springs Sky Sox, and Grand Junction Rockies.

Achieved **\$566.3** million in sales—the best year on record since the Lottery's inception AND a \$21 million increase over last year.

Executed the Protect Your Prize education and awareness campaign to help protect people from lottery frauds and scams.

30 YEARS OF PLAYING: IN COLORADO



SCRATCH™ THROUGH THE YEARS

The Lottery has come a long way since selling its first Scratch ticket in 1983. That year, the Lottery posted total sales of \$136.9 million. In FY13, total Scratch sales were \$368.6 million—or \$231.7 million higher.

April 27, 1983 – The first Colorado Lottery “millionaire” was Carolynn Andersen of Cederegedge, who won the top prize in the Instant Money Made from Scratch second-chance drawing.

October 1, 1984 – The Lottery began its first “SuperInstant” game with weekly grand prize wheel drawings.

2004 – In August, the Colorado Lottery introduced its first-ever second-chance Internet promotion. Players who purchased a \$2 Coral Cash ticket could enter their non-winning tickets into a drawing through the Lottery’s website.

2007 – The first \$20 Scratch game Colorado Millionaire, is launched.

2009 – Celebrated selling \$5 billion in Scratch tickets with events across the state. (Thousands of people lined up in Denver, Pueblo, Grand Junction and Fort Collins for a free \$5 Scratch ticket.)



2003

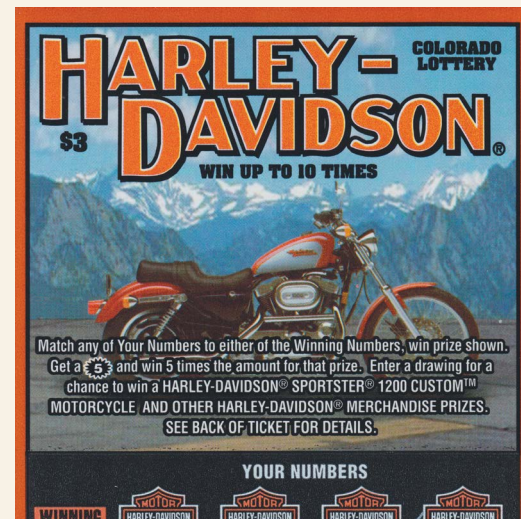


2003

RETRO SCRATCH TICKETS

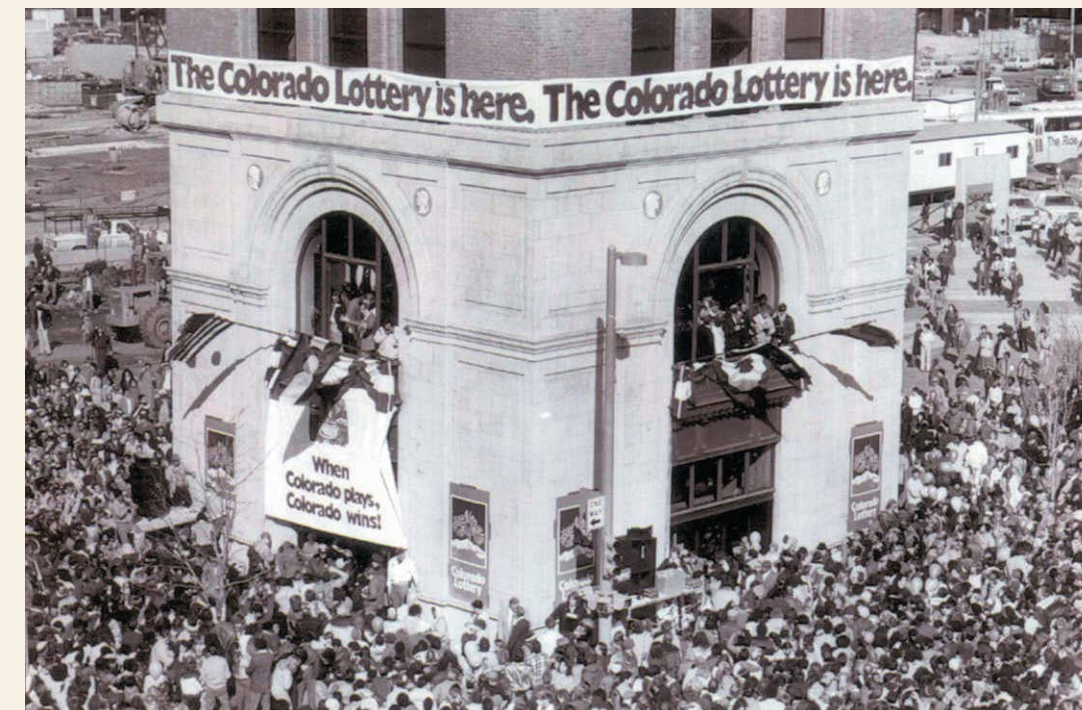


1995



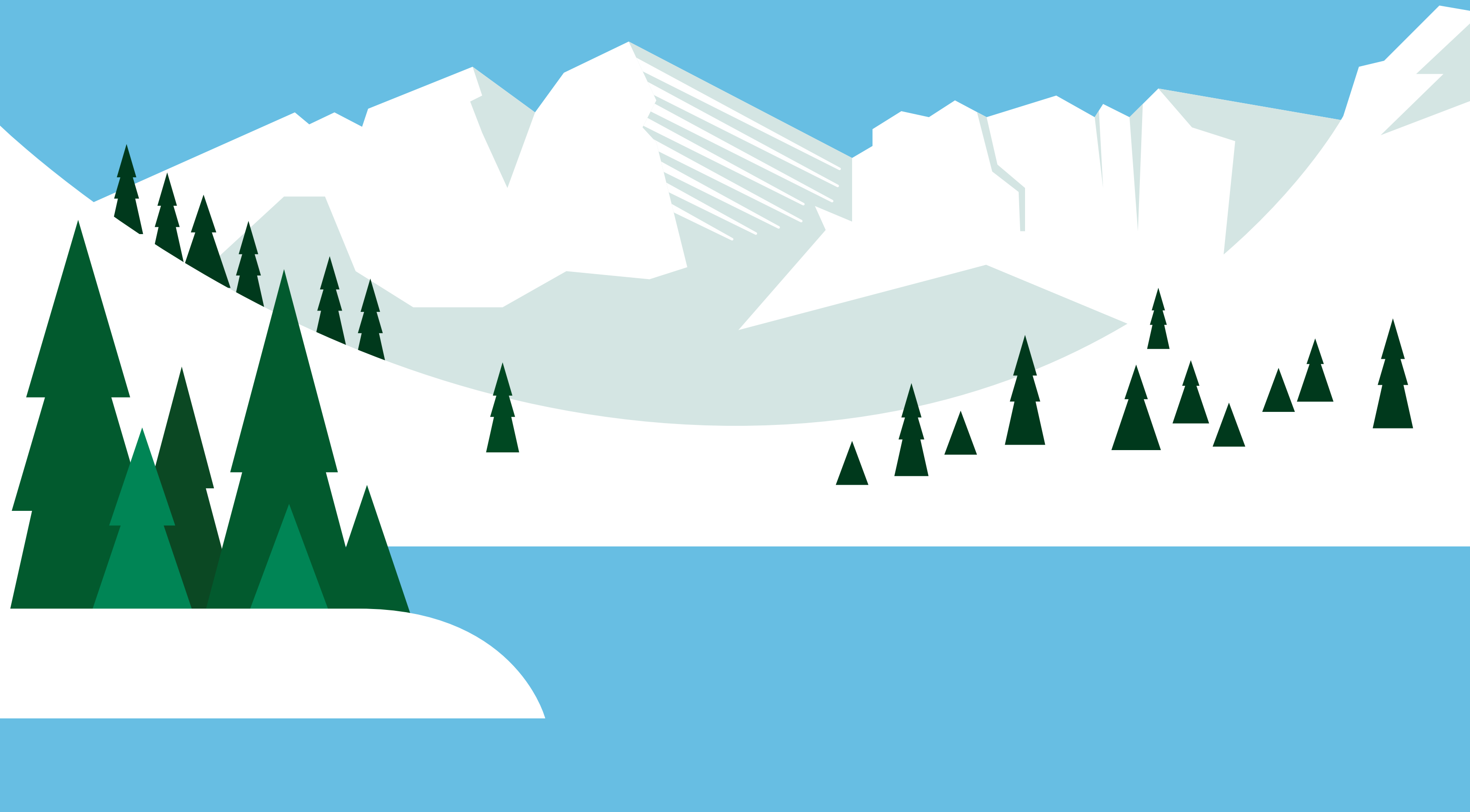
2002

LOTTERY LAUNCH



To celebrate the opening of the Colorado Lottery in 1983, free Lottery tickets were thrown from the D&F Tower on 16th Street in Denver to future players below.

ABOUT THE LOTTERY



HOW THE LOTTERY OPERATES

The Colorado Lottery is a division of the Department of Revenue (DOR) 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, we fund our entire operation—salaries, infrastructure, retailer commissions and prizes—through the sale of our games. Thanks to our loyal players and retail partners, we are able to give back to the state of Colorado through all of our ticket sales for Scratch, Powerball, Mega Millions, Lotto, Cash 5, Pick 3 and Holiday Raffle. All Lottery proceeds are directed to Great Outdoors Colorado (GOCO), the Conservation Trust Fund and Colorado Parks and Wildlife to fund parks, recreation, 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 through the Building Excellence in Schools Today (BEST) program. Like all DOR 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

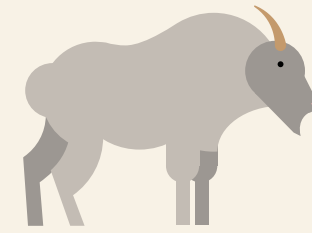
Dick Reeve—Vice-Chair, Attorney

Robin Wise—Commissioner, Public

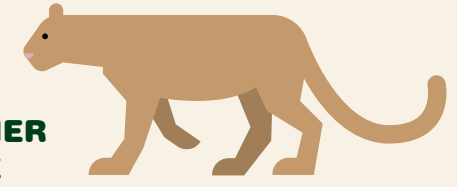
Margie Martinez Perusek—Commissioner, Law Enforcement

Frances Koncilja—Commissioner, Public

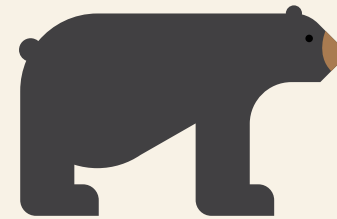
CORE VALUES



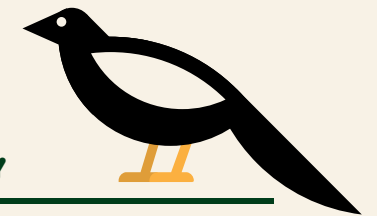
QUALITY



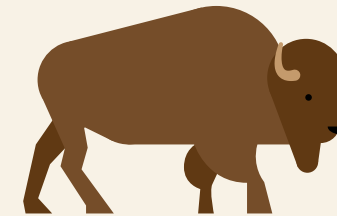
CUSTOMER SERVICE



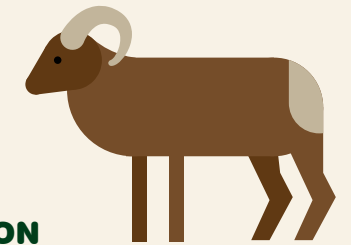
INNOVATION



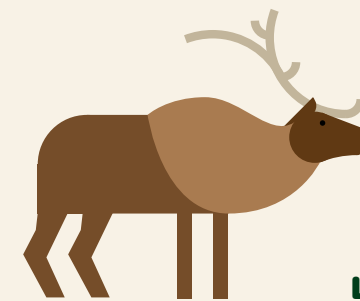
INTEGRITY



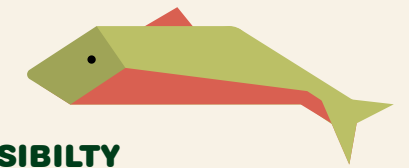
RESPECT



EMPLOYEE SATISFACTION



LEADERSHIP



SOCIAL RESPONSIBILITY

The Lottery operates based on eight core values that are integrated into everything we do. We like to think these values define us, not only as the Lottery, but as Coloradans.

COMMITMENT TO PLAYING SMART

We love that Coloradans love to play the Lottery. However, for a few, playing the Lottery can develop into a problem. Coloradans care about each other's well-being, so since 1998, the Colorado Lottery and its employees have pledged to make responsible gaming practices an integral part of how we conduct our business. As part of our commitment, all Lottery products include a "Play Responsibly" message along with a 24-hour Problem Gambling helpline telephone number. This information is included on our point-of-sale materials, in our public relations efforts, on the Colorado Lottery website and in our advertising messages. We also provide our retail distribution network with educational tools to help them recognize problem gambling and provide "Play Smart" brochures for placement in our retailers' consumer play centers.



We are active in the Problem Gambling Coalition of Colorado (PGCC) by serving on the board and advisory council. The mission of the PGCC is to increase awareness, advocate treatment and promote research and education on problem gambling. In FY13, the helpline directed 197 people with gambling addictions to treatment options. The Lottery also partnered with the PGCC to introduce the 2013 Scholarship Program. The program provides students an opportunity to disseminate their message by creating a poster addressing the issue of underage gambling. The winner of the poster contest was awarded a \$2,000 scholarship.

Additionally, we work with a number of organizations that are active in addressing problem gambling issues like the Problem Gambling Coalition of Colorado (PGCC) (<http://www.problemgamblingcolorado.org/>). We also work with the Center for Dependency, Addiction and Recovery (CeDar) (<http://www.cedarcolorado.org/>) and the University of Denver (<http://www.du.edu/education/resources/community/problem-gambling/>) to sponsor conferences that focus on problem gambling in Colorado.



Our players come first and an integral part of this mission is to always protect them. Every day, criminals and con artists are finding new ways to scam our players out of their hard-earned money or good fortune. It's important that they are aware of these scams and know how to protect themselves.

We have 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 sign the back of their ticket—the best protection when it comes to ensuring a ticket is not stolen. This campaign ensures that we are protecting and reaching our players by sending this message through our retailer point-of-sale signage, brochures, pens, and Scratch and Jackpot tickets. In addition, the campaign continues this message through the Colorado Lottery website, ongoing compliance investigations and media tours.

PLAYER INTERACTION

The Colorado Lottery's website is one of the busiest websites in the state of Colorado with more than 4 million unique visitors a year. It's the best tool we have for interacting and communicating with our players. We're constantly enhancing this crucial communication tool to tell our players about winning numbers, jackpot amounts, product campaigns and events going on around the state. Our valued MyLottery core players group hit an all-time high membership level of over 260,000 and we sent more than approximately 48.6 million emails in FY13 with exclusive jackpot and promotion information. We also reach our players by having a strong social media presence through Facebook, Twitter, Pinterest, Instagram and YouTube! Our Facebook membership is more than 40,000 strong and we like to engage our players through regularly executed promotional contests that allow our players to get in on winning both Scratch and Jackpot tickets and by posting winners' photos. Additionally, we communicate with citizens across the state through our consumer email platform. Last year, we answered over 2,500 consumer emails, covering all kinds of questions about everything from claiming prizes and game payout prize structures to where our proceeds go and where they can find certain items on our website.



30TH ANNIVERSARY CAMPAIGN

To introduce players to our newly launched Instagram account, and celebrate the Lottery's 30TH anniversary, we developed our first integrated digital contest. We asked our players to post Instagram photos that highlight the Lottery's proceeds-based winning moments. Players posted photos across Instagram, Facebook, Pinterest and Twitter, which helped to increase the number of Scratch tickets in the grand prize. The contest had 30,000 entries and generated more than 900 shares from our Facebook posts alone.



30TH Anniversary Scratch Ticket

To celebrate our 30th anniversary, the Lottery launched a replica of our first Scratch game ever—\$1 Instant Money Made from Scratch. Just like in 1983, this game offered players the chance to win up to \$10,000 instantly.



CUSTOMERS COME FIRST

Lottery tickets are sold anywhere the Colorado Dream is being lived; like the gas station where you fuel up on your way to ski a powder day, or the grocery store where you stock up for the Broncos game. We value our partnerships with our more than 3,000 retail partners across the state of Colorado. The past 30 years would not have been possible without their hard work and dedication. Lottery retailers range from independent “mom and pop” shops, liquor stores, bars and restaurants, to gas stations, convenience stores and grocery stores, so players can find the Lottery just about anywhere. Our retailers earn a commission for every ticket they sell and every prize they pay out. In FY13, our retail partners earned over \$37.6 million in commissions, and cash payments in retailer bonuses were approximately \$4.6 million, for a total of \$42.2 million in retailer compensation.

We could not have accomplished this without our incredible sales staff. The Lottery’s sales force is a dedicated group of employees who ensure Scratch ticket orders and delivery, work with our retailers to implement marketing promotions and ensure the play centers are well stocked and have the most current point-of-sale materials available. They also work hard to make sure that retailers are meeting their sales goals in order to maximize our proceeds contributions.

SALES BOOSTER PROGRAM

This program was developed to improve and enhance Lottery presence at individual retail locations through the use of point-of-sale and signage, both exterior and interior, designed specifically for their store. The objectives at each location are to drive traffic to the store, keep customers in the store, and attract customers back to the store with the promotion of winner awareness. The ultimate goal is to increase overall sales at these high-volume locations.



BEFORE



AFTER

THE TOP 10 SELLING RETAILER CHAINS BY SALES VOLUME FOR FY13:

- | | |
|---|--|
| 1 7-Eleven | 6 Circle K |
| 2 King Soopers/City Market | 7 Kum & Go |
| 3 CST Brands (Valero/Diamond Shamrock) | 8 Suncor Energy |
| 4 Loaf 'N Jug | 9 Pacific Convenience & Fuel (Conoco) |
| 5 Safeway | 10 Alta Convenience |

THE TOP 10 SELLING RETAILERS BY SALES VOLUME FOR FY13:

- | | |
|----------------------------------|-------------------------------------|
| 1 Stateline Oasis - Carr | 6 B.G.'s - Grand Junction |
| 2 Borderline - Carr | 7 King Soopers - Littleton |
| 3 Loaf 'N Jug - Dinosaur | 8 King Soopers - Westminster |
| 4 King Soopers - Denver | 9 7-Eleven - Fort Morgan |
| 5 Discount Gas - Lakewood | 10 Loaf 'N Jug - Pueblo |

As we celebrate our 30th year in operation, we also celebrate our strong, 30-year partnership with Loaf 'N Jug, our very first retailer. Licensed in 1982, Loaf 'N Jug has been a valued partner in promoting and selling our products, and they continue to support us year after year.

The chain with the most licensed Lottery stores is 7-Eleven with 314 outlets.



EVENTS & SPONSORSHIPS

We continued to show our commitment to our players by reaching out to Colorado’s communities through events and sponsorships. The Lottery participates in community events to sell tickets and to educate the public about how to play Lottery games and how Lottery funds are utilized throughout Colorado. This year, the Lottery participated in events like the Wild Wild West Fest in Pueblo, REI Bike to Work Day, Country Jam in Grand Junction, the Larimer County Fair, Taste of Colorado in Denver, Bandimere Speedway, Sky Sox games, Rockies games, 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, reaching more than 5.2 million people. We take the Dream Machine, our very own “moving retailer,” with us to sell tickets at events and our players love it.



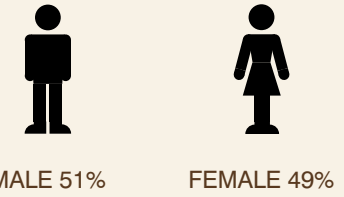
RESEARCH & PLAYER FINDINGS

In an effort to continually measure our performance, the Colorado Lottery conducted several research studies in FY13. We wanted to know how the general public and our players perceive us as an organization, what kind of games our players are interested in, and the general demographics of our players.

Age Breaks (% of adult population)

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

Gender Breaks



ACCORDING TO AN FY13 SURVEY:

Colorado residents’ feelings toward the Colorado Lottery:

- 43%** of Coloradans strongly favor
- 35%** of Coloradans somewhat favor
- 12%** of Coloradans slightly favor
- 7%** of Coloradans not in favor

3% of Coloradans have no opinion

Use of proceeds is what Coloradans like the most about the Lottery, followed by our game offerings. The vast majority of residents support Lottery proceeds being used for each of its current purposes.

90% of Coloradans support the current uses of Lottery proceeds.

Additional Findings

Television ads (**35%**), television news (**26%**) and the Colorado Lottery website, coloradolottery.com (**26%**) are the top three media sources for finding out about jackpots.

80% of players claim to currently use Quick Picks for at least one game.

40% of current Quick Pick players always use this method.

Nearly **7** in **10** Coloradans have heard of the new Pick 3 game.

When asked which Colorado Lottery games they had ever played, respondents answered:



WINNERS AND WINNING



EVERYDAY WINNERS

At the Lottery, we love winners. So in FY13, we worked on making our winners feel even more special by celebrating their victories with them and sharing photos on social media.

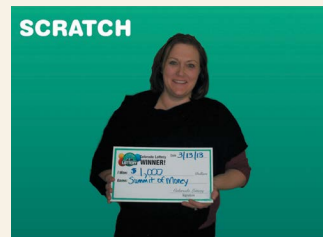
In FY13, Colorado winners took home a total of \$348.2 million, bringing the total prizes paid since the Lottery's inception in 1983 to more than \$5 billion. For Jackpot games, Colorado saw five Powerball millionaires, four Lotto millionaires, two Mega Millions millionaires, 106 Cash 5 \$20,000 winners and 1,013 Pick 3 winners of \$250 or more. For Scratch games, we had three Scratch game \$1 million winners and one second-chance drawing millionaire winner.



Adam D. | \$10K



Amy T. | \$20K



Anica L. | \$1K



Arianna G. | \$20K



Baxter S. | \$7,777



Carlos L. | \$40K



Connie O. | \$20K



Cynthia R. | \$5K



Loren K. | \$40K



Mathew D. | \$10K



Michael K. | \$20K



David Z. | \$4K



Steven S. | \$1M



Joan M. | \$10K



Kelly G. | \$50K



Steve S. | \$50K



Shemeka L. | \$40K



Robert C. | \$20K



Norman T. | \$10K

PINTEREST: THE PIN A DREAM CAMPAIGN

Pinterest is a natural fit for the Lottery because users tend to pin things they would love to have or do someday, i.e. "the dream". The Lottery is about helping players realize their dreams through the dream of winning big. To help make that connection with users and start engaging them with the Lottery on Pinterest, the Lottery held a Pinterest contest that invited users to pin images representing what they would do or buy if they won big playing the Lottery. We utilized our large audience on Facebook to drive participants to the contest and encouraged them to interact with us on the new platform. The campaign helped kick-start our Pinterest presence. The contest pin was re-pinned over 300 times and we netted 467 followers, the most Pinterest followers of any U.S. lottery.



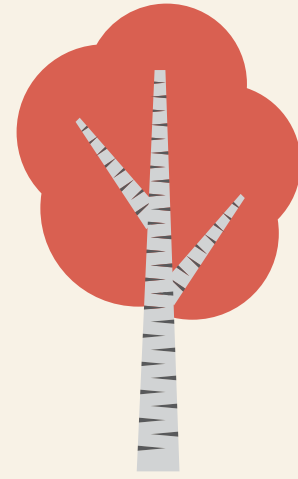
ALL FUN AND GAMES



FY13 SALES BY GAME

SCRATCH™

\$368.6M



POWERBALL®

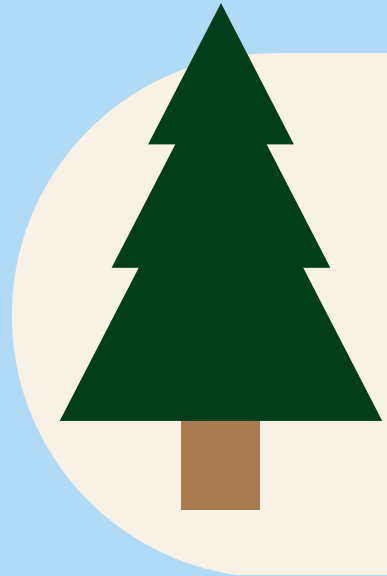
\$116.7M

MEGA MILLIONS™

\$23.2M

LOTTO™

\$32.6M



CASH 5™

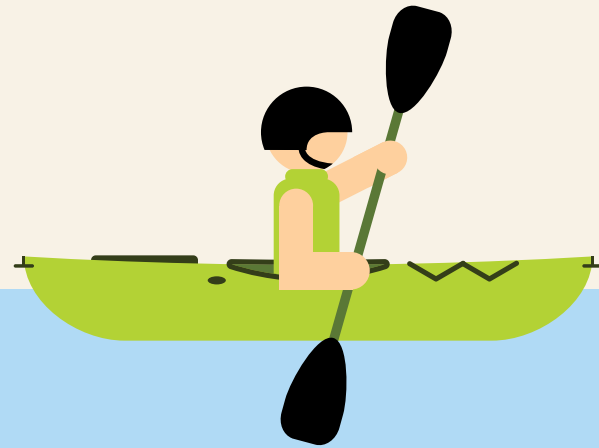
\$21.3M

PICK 3™

\$1.9M

HOLIDAY RAFFLE™

\$2.0M



Scratch is the Denver of Colorado Lottery games. Known for its fast-paced, instantaneous winning, and huge variety of games and play styles, it's a lot like our state's cultural epicenter.

In FY13, we introduced 45 Scratch games. The sales from Scratch games topped \$368.6 million, returned \$60.8 million to proceeds and we paid out \$254.9 million in Scratch prizes in FY13. Since FY10, Scratch sales have increased by more than \$40 million to \$368.6 million in FY13.

NUMBER OF GAMES INTRODUCED BY PRICE POINT:

- \$1 games: 12
- \$2 games: 6
- \$3 games: 8
- \$5 games: 10
- \$10 games: 6
- \$20 games: 3

BEST-SELLING GAMES LAUNCHED IN FY13, BY PRICE POINT:

Best Selling \$1 Game

Name: 7-11-21
Top prize: \$21,000



Best Selling \$2 Game

Name: Steel 7's
Top prize: \$42,000



Best Selling \$3 Game

Name: Bonus Quadrupler Crossword
Top prize: \$40,000



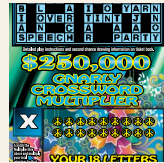
Best Selling \$5 Game

Name: Super Big, Bigger, Biggest Crossword
Top prize: \$100,000



Best Selling \$10 Game

Name: Gnarly Crossword Multiplier
Top prize: \$250,000



Best Selling \$20 Game

Name: Monopoly Millionaire
Top prize: \$1,000,000



Best Selling Games Overall

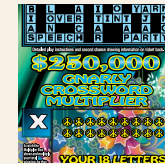
Name: \$20,000,000 Series III
Price of ticket: \$20
Top prize: \$75,000



Name: Monopoly Millionaire
Price of ticket: \$20
Top prize: \$1,000,000



Name: Gnarly Crossword Multiplier
Price of ticket: \$10
Top prize: \$250,000



Holiday Games

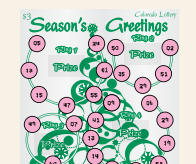
\$1 Reindeer Round-Up



\$2 Ho Ho Holidays



\$3 Season's Greetings

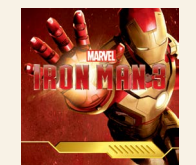


\$5 Holiday Wishes



Licensed Property Games

\$5 Iron Man 3



\$20 Monopoly Millionaire



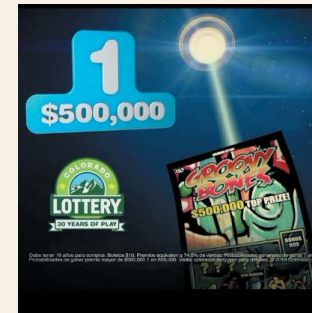
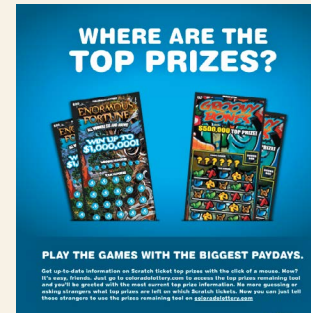
IRON MAN 3™ SCRATCH CAMPAIGN

With this campaign, we wanted our players to experience the excitement of the Iron Man™ world with the new Iron Man 3™ Scratch ticket. After all, what's more exciting than a crime-fighting-billionaire-genius? We gave the game full marketing support complete with all traditional tactics such as billboards, online banners, printed point-of-sale and even cinema advertising. When taking into consideration the sales results of Iron Man 3™ compared to other similar \$5 games, Iron Man 3™ was the best-performing \$5 (non-crossword) game since \$5 Deal or No Deal in 2007 and the first \$5 Broncos game in 2009.



TOP PRIZES REMAINING CAMPAIGN

We wanted to keep the fire lit following our great Scratch sales run during the holidays. This campaign was specifically catered to our Lottery players who love to dream of winning big and love the immediate gratification of playing Scratch games. Scratch players in Colorado are savvy, and they know when games have been out in the market for some time and when they still have top prizes remaining. The two games (Enormous Fortune and Groovy Bones) were in the market for a while, but the Lottery needed to sell the inventory so we could launch new games. We aired two :15 TV spots, ran point-of-sale messaging and revised the look of the Top Prizes Remaining webpage. Enormous Fortune sold out just eight weeks after the advertising campaign started running and sales of Groovy Bones increased to an average of nearly \$665,000 per week—a weekly increase of \$332,000.



TOP PRIZES REMAINING CAMPAIGN

DON'T TOSS YOUR SECOND-CHANCE CAMPAIGN

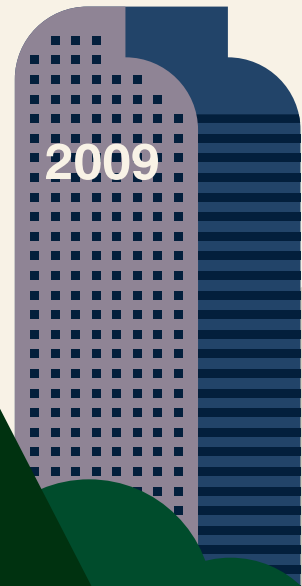
DON'T TOSS YOUR SECOND-CHANCE CAMPAIGN

In addition to our game-specific second-chance drawings, the Lottery launched the Don't Toss Your Second-Chance campaign. We created a second-chance drawing for all Scratch tickets that didn't already have their own second-chance gameplay. This meant that during the time period the campaign ran, every single Scratch ticket was eligible for a second-chance drawing. The campaign was supported by television and radio spots, online banners, outdoor signage, point-of-sale materials and website presence. The advertising featured a raccoon that entered Scratch tickets found in the trash into second-chance drawings online. More than 1.54 million tickets were entered into the drawing.

FISCAL YEAR SCRATCH™ SALES & PROCEEDS

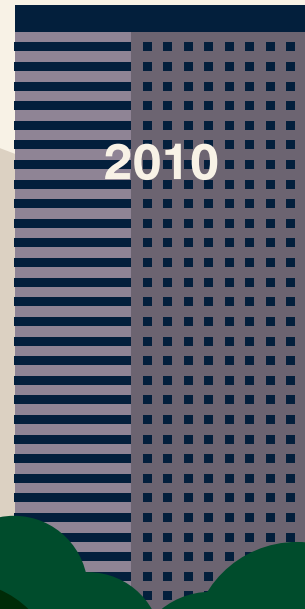
SALES
\$328.3M

PROCEEDS
\$59.3M



SALES
\$328.1M

PROCEEDS
\$52.8M



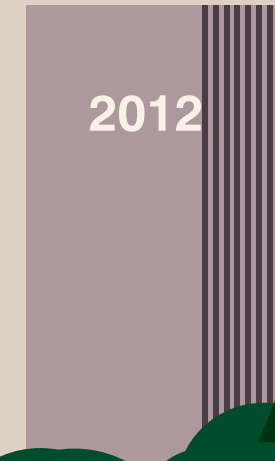
SALES
\$344.9M

PROCEEDS
\$54.9M



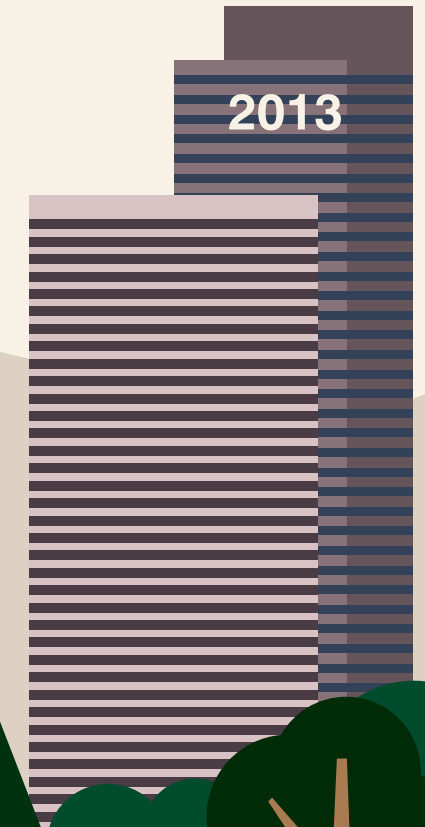
SALES
\$364.2M

PROCEEDS
\$59.0M



SALES
\$368.6M

PROCEEDS
\$60.8M



POWERBALL®

Powerball is the 14er of the Colorado Lottery. With consistently monumental jackpots, Powerball is the peak to which Lottery players aspire.

Throughout all 45 jurisdictions that sell Powerball, there were a total of 18 overall jackpot winners in FY13. The lowest jackpot won was \$40 million in the state of Texas on May 29, 2013, and the highest in Florida for \$590.5 million on May 18, 2013. Overall, there was an average Powerball jackpot of \$186.3 million in FY13. In Colorado, there were two \$2 million winners, three \$1 million winners and a total of 68 winners of \$10,000—\$40,000.

Although Powerball is sold in multiple states, proceeds from the sale of Powerball tickets in Colorado stay right here, helping to make our state more beautiful every day.

POWERBALL FACTS:

We had the following number of winners of \$10,000 or more in FY13:

Prize Level	Count
\$2,000,000	2
\$1,000,000	3
\$40,000	21
\$10,000	47
.....	
Total	73

More than \$428 million of Powerball sales have gone to Colorado parks, recreation, open space, conservation education and wildlife projects, key elements of Colorado's vital tourism and recreation economy.

Since Colorado began offering Powerball in 2001, the game has generated more than \$1 billion in sales.

To date, Colorado has hit one Powerball jackpot. In October of 2007, the SEEP Financial Group became multimillionaires by winning a \$20 million jackpot.

MEGA MILLIONS™

Mega Millions is the Powder Day of the Colorado Lottery. Like skiing in Colorado, Mega Millions is adventurous and has a consistently high jackpot. But, from time to time, Mega Millions gets a huge dumping and Lottery players can find themselves floating down a mountain on an epic avalanche of fresh cash.

Mega Millions is another multistate Jackpot game offered in Colorado and is played in 45 jurisdictions. Mega Millions is \$1 per play and drawings are held on Tuesday and Friday each week. The jackpot starts at \$12 million and continues to grow until there is a winner. The Megaplier option gives players a chance to multiply their winnings for an additional \$1 per play and win \$1 million without winning the jackpot.

In FY13, the Colorado Lottery sold \$23.2 million in Mega Millions tickets, awarded \$11.5 million in prizes, and contributed \$8.3 million to proceeds.

Throughout all 45 jurisdictions that sell Mega Millions, there were a total of 16 overall jackpot winners. The lowest jackpot that was won in FY13 was \$15 million on September 18, 2012 in New York and the highest jackpot was \$190 million on May 17, 2013, with one winner in New Jersey and one in Virginia. In Colorado, there were two \$1 million winners and a total of 34 winners of \$10,000—\$250,000.

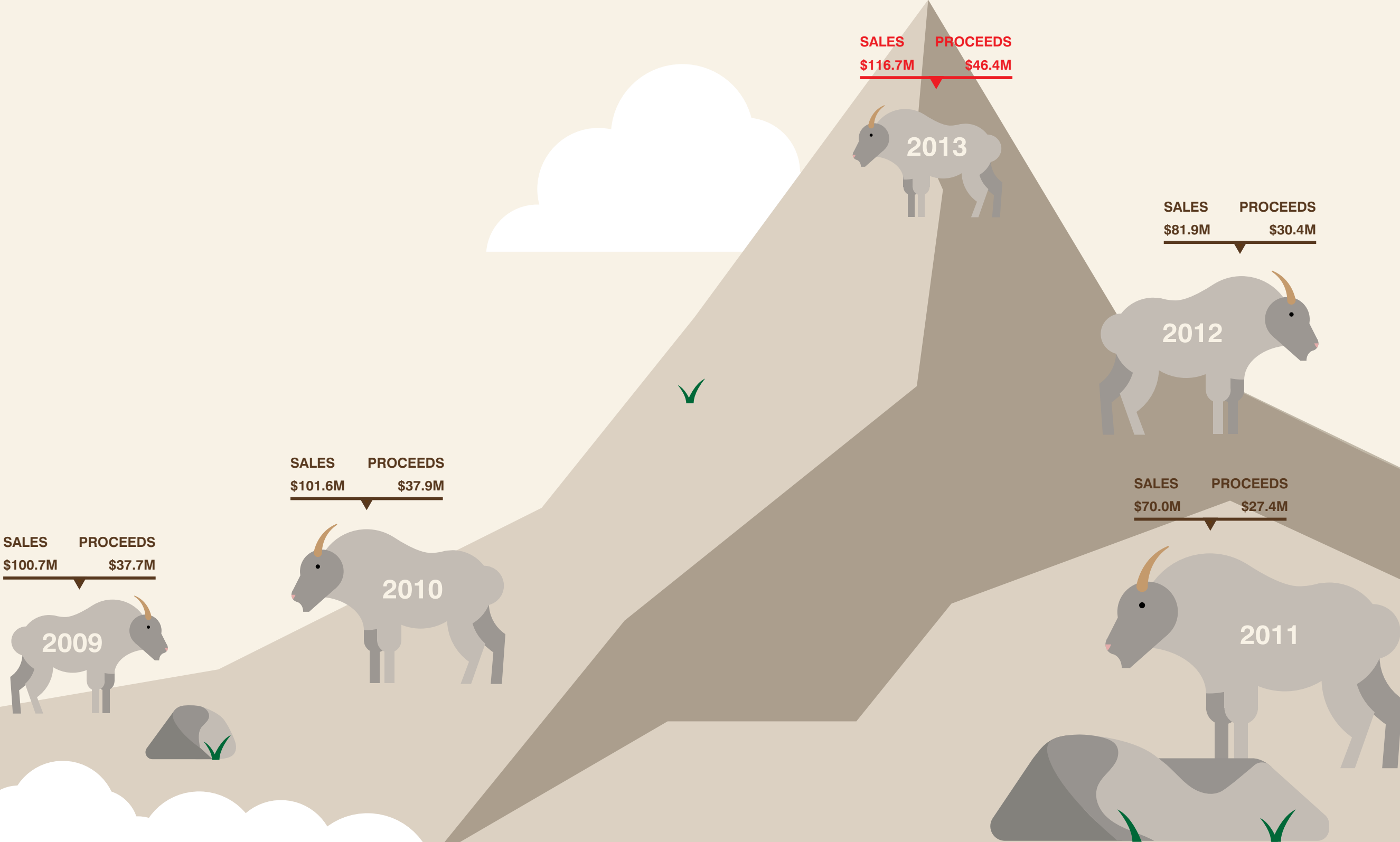
Mega Millions complements Powerball (the other multi-state game offered in Colorado), and just like Powerball, proceeds from the sale of Mega Millions tickets in Colorado stay in our state.

MEGA MILLIONS FACTS:

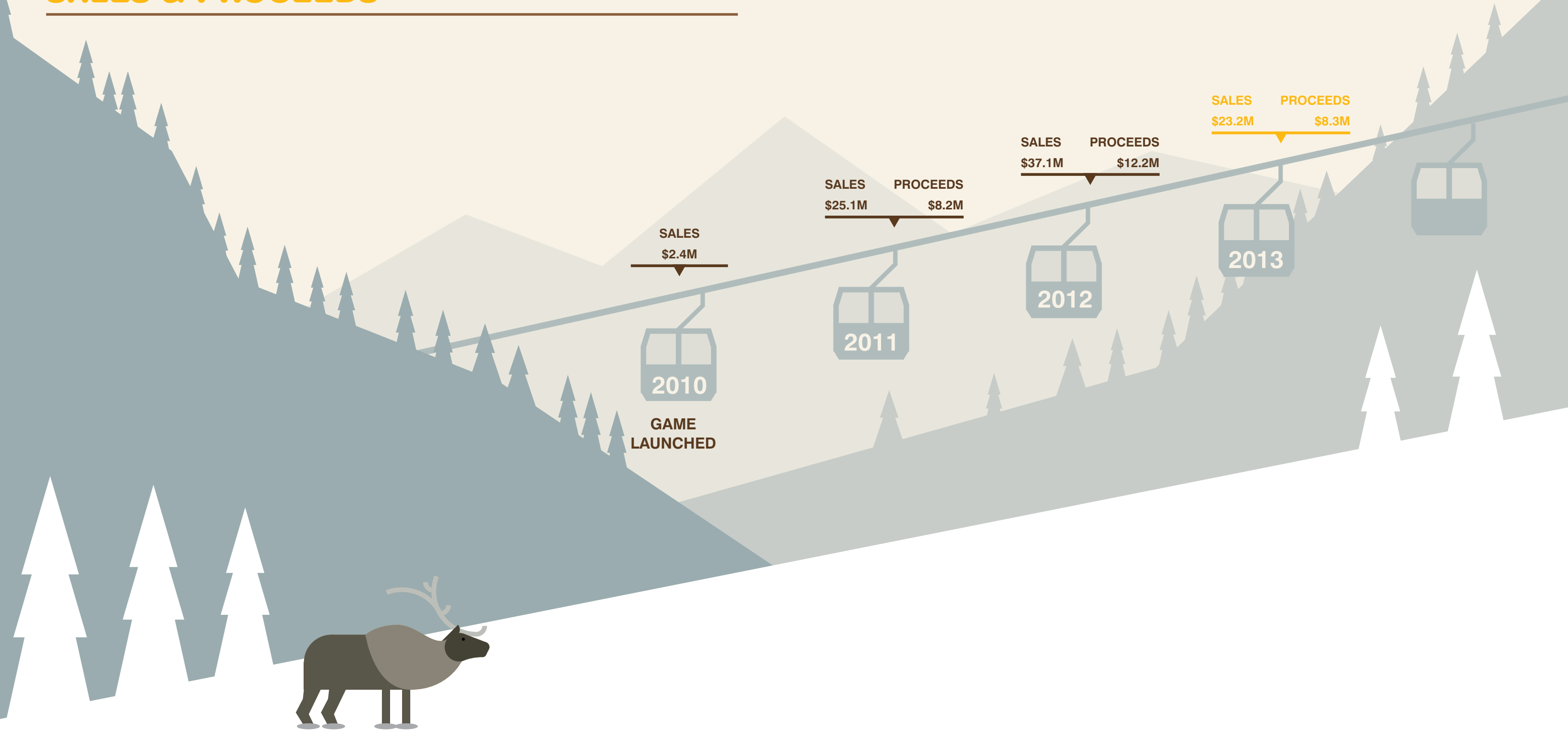
We had the following number of winners of \$10,000 or more in FY13:

Prize Level	Count
\$1,000,000	2
\$250,000	6
\$40,000	4
\$30,000	5
\$10,000	19
.....	
Total	36

FISCAL YEAR POWERBALL® SALES & PROCEEDS



FISCAL YEAR MEGA MILLIONS™ SALES & PROCEEDS



Lotto is the Columbine Flower of the Lottery. Born and raised in our beautiful state, it's fondly referred to as "Colorado's Game."

Twenty-four years young in FY13, in that time, Lotto has created 397 millionaires. Lotto is Colorado's original Jackpot game, giving people in the state the chance to become an instant millionaire with the best odds of any growing Jackpot game to win more than a million dollars. The Lotto jackpot starts at \$1 million annuity value and increases after each drawing when no ticket matches all six numbers drawn. The game has a "rolling" jackpot, one that grows with each drawing—when the previous jackpot is not won. The drawings are held on Wednesday and Saturday every week. In FY13, Lotto saw sales of \$32.6 million and contributed \$12 million to our beneficiaries. Four jackpots were won over the year, averaging \$4.1 million. The lowest jackpot won was \$2.8 million and the largest jackpot reached \$6.2 million. We paid \$14.1 million in Lotto prizes in FY13.



Kim Walker

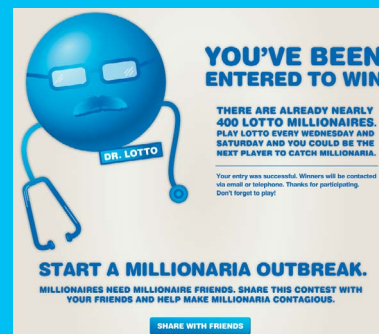
LOTTO FACTS:

We had four millionaire winners in FY13.

The largest Lotto jackpot ever won was \$27 million. Kim Walker of Boulder won the entire prize.

LOTTO MILLIONARIA CAMPAIGN

With MatchPlay leaving the market, we wanted to take the opportunity to remind players about Colorado's original Jackpot game. Since Lotto has created nearly 400 millionaires, we created a character, Dr. Lotto, to help bring awareness to all the players who have caught Lotto Millionaria. We featured him across social media platforms and on web/email materials. We also promoted a 60-second radio spot and executed a Facebook contest featuring the concept. The contest had over 5 million impressions and 5,752 entries.



Cash 5 is our most winnable in-state Jackpot game; it's like Colorado's 300 days of sunshine. We had 106 \$20,000 winners in FY13 with 16 jackpot hits in April alone. We paid out a grand total of \$11.6 million in Cash 5 prizes. Cash 5 is a lot like our Colorado weather; chances are, it's going to be a bright, sun-shiny day. In FY13, Cash 5 sales came in at \$21.3 million, contributing \$7.1 million to proceeds.

CASH 5 FACTS:

In FY13, we had \$9,473,507 in winnings (not including jackpot winners).

We averaged 8.8 jackpot winners each month.

Cash 5 has seven drawings per week.

Total Cash 5 \$20K Winners Over the Past 5 Years:

2009	91
2010	98
2011	97
2012	97
2013	106
.....	
Total	489

CASH 5 WINNERS



Alejandro S. | \$20K



Brandon P. | \$20K



Charlolette C. | \$20K



Christine T. | \$20K



Jackie W. | \$20K



Janette W. | \$20K

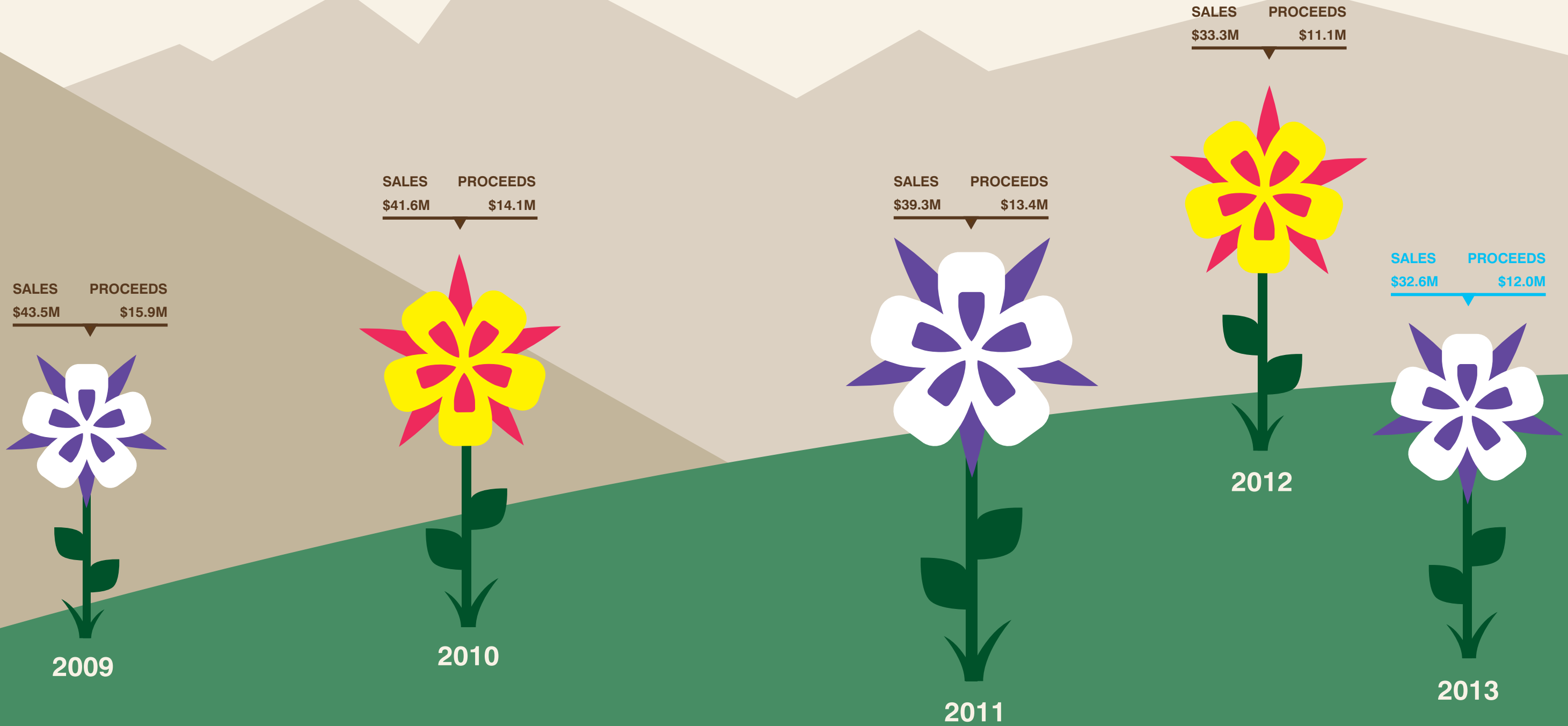


Jeffrey M. | \$20K

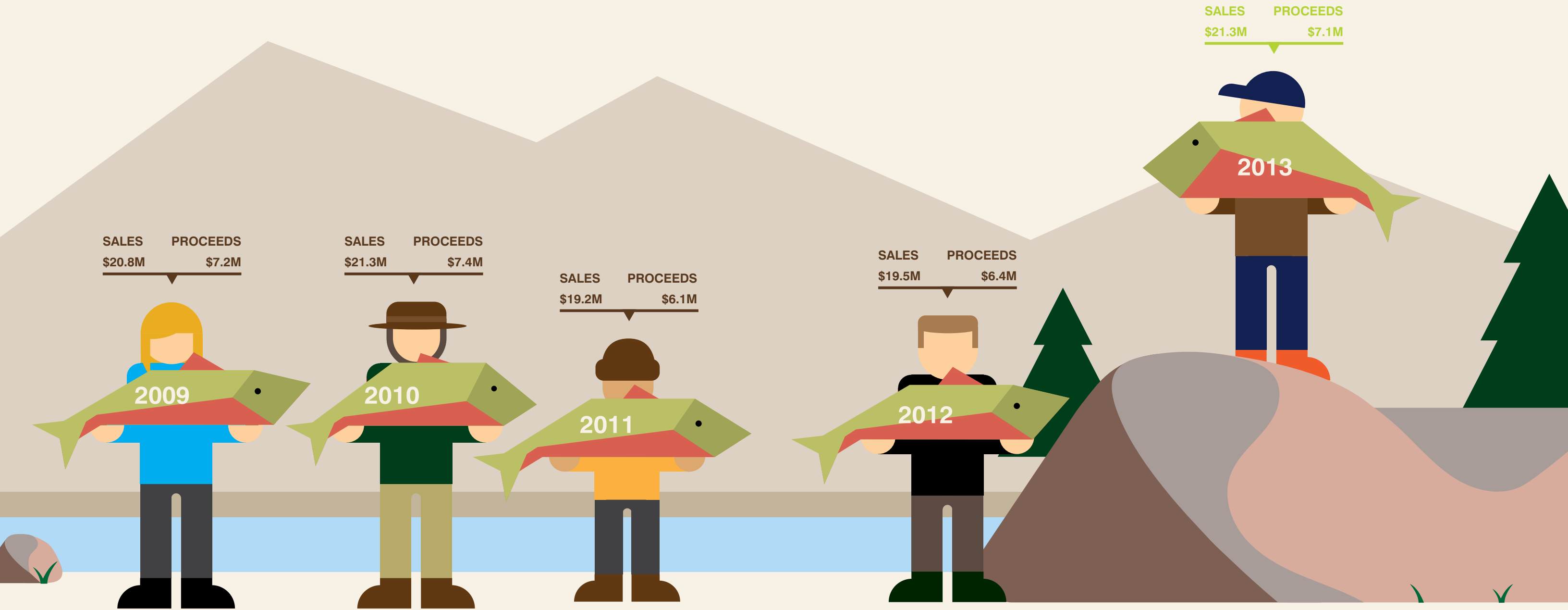


Andrew K. | \$20K

FISCAL YEAR LOTTO™ SALES & PROCEEDS



FISCAL YEAR CASH 5™ SALES & PROCEEDS



PICK 3™

Introduced late into FY13, Pick 3 is the newest Jackpot game for the Colorado Lottery. It's like the new community park down the street—easily accessible, open for play every day, and a whole lot of fun for everybody.

It is a daily game where players only have to pick three numbers and can win a top prize of \$500. Although the game was only available for a little over two months during FY13, Pick 3 produced \$1.9 million in sales and over 350 winners of the top prize.

WINNERS: 15,710

PRIZES PAID: \$996,200

PICK 3 LAUNCH CAMPAIGN

To successfully launch and establish Pick 3 as a new long-term game for the Colorado Lottery, we executed a fully integrated campaign that included paid, owned and earned tactics in order to deliver the key message that Pick 3's ease-of-play is unmatched. We created a game simulator on the website that offered a tutorial on how to play the game. We also executed a launch event in three markets across the state where the Lottery gave away free tickets, chances to enter the Cash Cube and a grand-prize Fiat 500 POP. We held a Top Chef Contest that had 3,199 entries, the most of any contest Comcast has run in Denver. Players entered by picking three Colorado ingredients they would want to have prepared for them at a three-course dinner. The winner received their desired meal prepared by Top Chef Hosea Rosenberg for themselves and nine guests. As a result of this integrated campaign, Pick 3 had the highest awareness level of any previous Colorado game at the time of launch.



HOLIDAY RAFFLE™

During FY13, the Lottery offered one raffle game called "Holiday Raffle." The Holiday Raffle game was available from October 1, 2012, through January 1, 2013. The price of each ticket was \$5 and each ticket contained a six-digit raffle number. Only 999,999 tickets were available, each offering a shot at one of the 4,255 prizes available. The Holiday Raffle game sales came in at \$2.0 million.

SKIP THE MISTLETOE, GET LUCKY WITH THESE
Buy 4 \$5 Holiday Raffle tickets, get a \$3 Season's Greetings Scratch ticket free!
Promotion available at King Soopers & City Market stores
Offer valid while supply of free \$3 Season's Greetings Scratch tickets lasts.

YOUR TICKET TO BIG TIDINGS
HOLIDAY RAFFLE
\$500,000 TOP PRIZE. DRAWING JANUARY 2ND.

HOLIDAY MAGIC SOLD HERE
Buy four \$5 Holiday Raffle tickets, get a \$3 Season's Greetings Scratch ticket free!
Promotion available at Albertsons Stores
Offer valid while supply of free \$3 Season's Greetings Scratch tickets lasts.

1 DAY LEFT TO BUY
HOLIDAY RAFFLE
\$5 TICKETS \$500,000 TOP PRIZE

2 DAYS LEFT TO BUY
HOLIDAY RAFFLE
\$5 TICKETS \$500,000 TOP PRIZE

FISCAL YEAR PICK 3™ SALES

SALES
\$78,753

APRIL 2013

SALES
\$981,755

MAY 2013

SALES
\$889,369

JUNE 2013

FISCAL YEAR HOLIDAY RAFFLE™ SALES



GIVING BACK

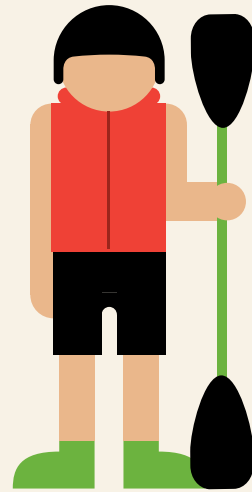


FISCAL YEAR PROCEEDS

WHAT THE LOTTERY HAS GIVEN BACK TO THE STATE



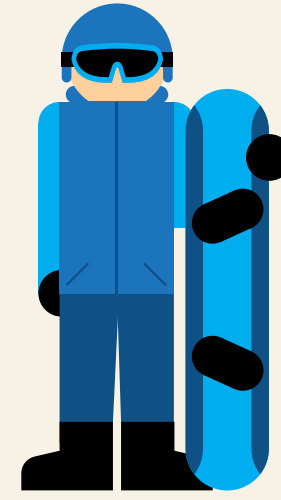
\$104.1M
2004



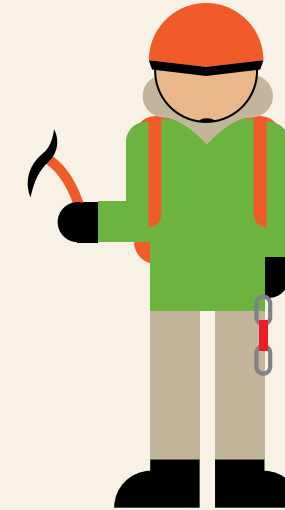
\$122.3M
2008



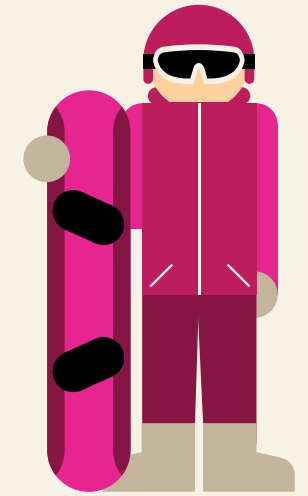
\$103.8M
2005



\$125.6M
2006



\$119.6M
2009



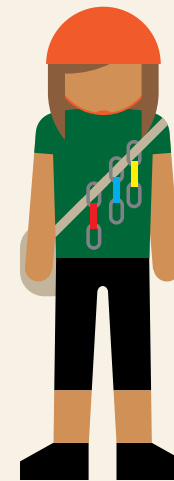
\$119.0M
2007



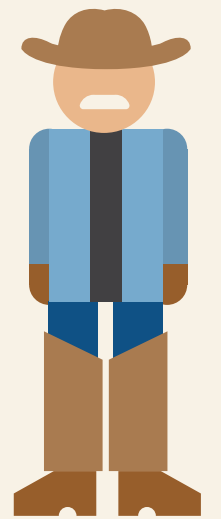
\$112.9M
2010



\$113.4M
2011



\$123.2M
2012



\$135.6M
2013

PROCEEDS BENEFICIARIES

Proceeds Totals for FY13

Great Outdoors Colorado.....	\$59.2M
Conservation Trust Fund	\$54.3M
Colorado Parks and Wildlife	\$13.6M
Public School Construction Assistance (BEST Program).....	\$8.6M
Total Proceeds	\$135.6M

Every time a ticket is sold, we contribute money for parks, trails, enhanced wildlife habitats, recreation centers and opportunities to go fishing, climb a mountain, experience wildlife or just enjoy a great day at one of the hundreds of parks across Colorado. In fact, the profits from the Lottery have created or enhanced more than 1,100 community parks and outdoor areas, provided wildlife education for more than half a million children, built or maintained more than 750 miles of hiking and biking trails and protected more than 1 million acres of beautiful Colorado wilderness.

When you look around the state, you'd be hard pressed not to find examples of Colorado Lottery proceeds at work. Since we began in 1983, we've returned more than \$2.5 billion (in FY13, more than \$135.6 million) to Colorado for projects across the state. The recipients were:

GOCO 20TH ANNIVERSARY CAMPAIGN

In order to further communicate the Lottery's proceeds message and demonstrate the benefits of the strong 20-year relationship between Great Outdoors Colorado (GOCO) and the Colorado Lottery, we created the GOCO 20th anniversary campaign. The Lottery hosted a contest and a Facebook application that allowed fans to explore a sampling of former GOCO board member John Fielder's iconic Colorado photographs. The campaign educated players about the Lottery's proceeds message and showed them the connection between their play and the beautiful outdoor spaces that they help preserve. The contest ran for four weeks and offered weekly prizes, like signed John Fielder guidebooks. Grand prizes included a signed John Fielder picture book and framed print. The contest had a total of 1,982 entries and generated 803 new Facebook fans.



GREAT OUTDOORS COLORADO (GOCO)

goco.org

Great Outdoors Colorado gives money to projects that impact communities across the state. The Colorado Lottery is GOCO's only funding source and gives GOCO 50 percent of our proceeds, up to a \$35 million cap in 1992 dollars, adjusted for inflation. If this percentage exceeds the adjusted cap, the remainder goes to under-funded public school districts to address facility safety issues. In FY13, the distribution to GOCO was \$59.2 million.



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

dola.state.co.us

The Conservation Trust Fund receives 40 percent of our 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. We distributed more than \$54.2 million through the fund in FY13 for open space and land acquisition, equipment purchases, facility development, park maintenance and renovation or restoration of local facilities.



COLORADO PARKS AND WILDLIFE

parks.state.co.us

Colorado Parks and Wildlife receives 10 percent of our 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 FY13, \$13.6 million was distributed directly to state parks.



DIVISION OF PUBLIC SCHOOL CAPITAL CONSTRUCTION ASSISTANCE - BUILDING EXCELLENT SCHOOLS TODAY (BEST)

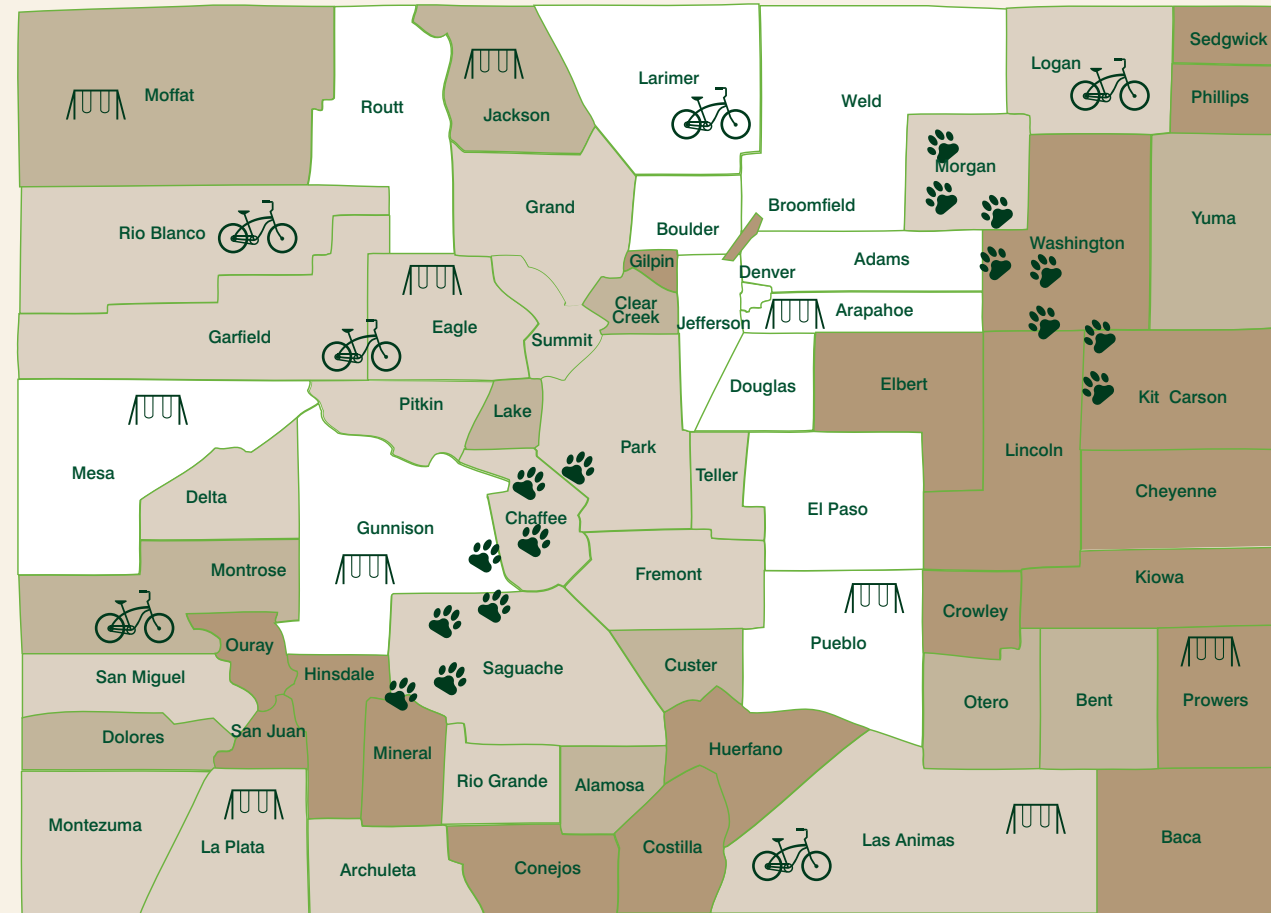
cde.state.co.us/cdefinance/capconstmain

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 FY13, \$8.6 million was distributed to improve conditions at some of Colorado's under-funded schools.

BENEFICIARY SUCCESSES OF FY13

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.



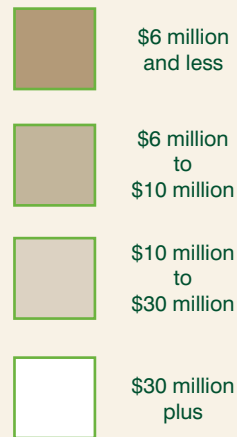
If you come across a new playground in your area, chances are the Colorado Lottery and its proceeds partners have been present.



The presence of outdoor enthusiasts, such as hikers and bikers, is often a good sign that the Colorado Lottery has been in an area.



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.



GREAT OUTDOORS COLORADO (GOCO):

GOCO was created specifically to preserve, protect and enhance Colorado's parks, rivers, trails, open spaces and wildlife through grants to local governments and land trusts and investments. In FY13 alone, the Great Outdoors Colorado Board received \$135.6 million in Lottery funds for numerous projects throughout Colorado. These projects include the preservation of land in parks, trails, wildlife habitats, river corridors, playgrounds and open spaces.

GOCO grants awarded in FY13 helped to:

- Leverage \$27.9 million in matching funds for projects awarded GOCO grants
- Protect 13 properties in 13 counties, ensuring that 9,900 acres of open space and agricultural lands are preserved forever
- Create or improve more than 13 miles of trails that connect communities and regions statewide, and lay the groundwork for more miles to come
- Develop playgrounds and parks in 15 rural communities with populations of less than 2,000
- Protect more than 20 miles of land and wildlife habitat along Colorado's rivers
- Provide 16 new play yards and outdoor learning areas for 6,000 school kids
- Create three new bike areas and six new skate parks in Colorado communities
- Conserve 3,790 acres of land along state and national scenic byways
- Protect more than 1,200 acres of wetlands
- Send 17,000 urban kids fishing for the first time
- Fund research to protect and recover threatened and declining species like the Colorado River cutthroat trout and the Canada lynx
- Protect more than 68,000 acres of wildlife habitat so big game and other species like the sage grouse can survive and thrive
- Open Staunton State Park near metro Denver. Staunton is Colorado's newest state park. It measures 3,828 acres and boasts over 20 miles of trails for hiking, biking and horseback riding, a natural climbing wall and a waterfall.

GOCO BY THE NUMBERS:

To Date:

- 1 million acres preserved
- 750+ miles of trails preserved
- 1,100 parks and outdoor areas preserved

Outdoor Recreation in Colorado Generates Annually:

- \$13.2 billion in consumer spending
- 125,000 jobs
- \$4.2 billion in wages and salaries
- \$994 million in state and local tax revenue

BENEFICIARY SUCCESSES OF FY13

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

The following are highlights of the distribution of Conservation Trust Funds to eligible local governments in 2012 (calendar year):

- A total of \$50,559,729 was distributed, with a per capita amount of \$10.01
- 466 local governments received Conservation Trust Funds
- 100% of the entities were reviewed for compliance during the year, based on staff review of status and spending reports
- 29 local governments were selected for an in-depth review based on a computer-generated list

2012 Expenditures by Project Category

- New Conservation Sites—acquisition, development and maintenance of: \$6.8 million
- Public Sites—capital improvements and maintenance of: \$35.7 million
- TV Translator Facilities—acquisition, operation and maintenance of: \$75,439

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. Coloradans are never more than 50 miles from a state park, enabling easy, affordable access and limitless opportunities to hike, fish, bike, camp, hunt and more.

In FY 2013, Lottery funding benefitted parks across the entire state ranging from investments for visitor centers; improved water treatment facilities; road improvements; dam, shoreline and river bank maintenance/stabilization, trails; and more.

Small Region Projects - \$3,123,402

Over \$3 million was expended on miscellaneous small region projects. These projects were completed on state park buildings, infrastructure and equipment. A small amount of this funding also supported the “Trails in State Parks” project, which included both Cherry Creek and Roxborough State Parks.

Capital Construction - \$2,269,784

- Cherry Creek State Park - Asphalt Resurface \$17,742
- Cherry Creek and Chatfield State Parks - Dog Area Management Plan \$67,282
- Chatfield State Park - New Headquarters Building \$69,083
- Chatfield State Park - Phase 5 & 6 Road Improvements \$497,245
- Eleven Mile State Park - Vault Toilet Replacement \$141,298
- James M. Robb Colorado River State Park - Riverbank Stabilization \$6,105
- Lake Pueblo State Park - Master Plan \$65,449
- Mueller State Park - Road Refurbishment \$225,820

Capital Construction - \$2,269,784 (cont'd.)

- Navajo State Park - Boat Storage Expansion \$5,725
- Navajo State Park - Water System and Evaluation \$52,672
- North Sterling State Park - Marina Bay Restoration \$697,863
- Regional (Northwest and Southwest) - Dam Safety \$124,930
- Regional (Northwest and Southwest)- Road Maintenance \$18,255
- Roxborough State Park - Well House \$84,100
- State Forest State Park - Domestic Water System \$46,175
- Statewide - Facility Retrofits for Energy Efficiency \$130,604
- Trinidad State Park - Electrical Infrastructure \$9,648

Information Technology - \$977,093

The Governor’s Office of Information Technology has serviced and enhanced Colorado Parks and Wildlife’s operational goals in various ways in 2013. This service has been in the form of technological infrastructure upgrades, application enhancements, technical support, and providing network connectivity for all the park locations and support centers.

Water Acquisitions - \$151,966

Lottery funding provides the means to support ongoing efforts to manage and/or develop water resources for drinking, sanitation and recreational needs in various state parks. This funding is used to retain the services of consulting engineers and hydrologists to assist the Division and the Office of Attorney General to adjudicate water rights and obtain approval for plans for augmentation from state water courts.

DIVISION OF PUBLIC SCHOOL CAPITAL CONSTRUCTION ASSISTANCE

Building Excellent Schools Today (BEST Program)

Starting in 2000, Colorado school districts began 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 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—2013, the Colorado Lottery has contributed \$19.48 million, and last year alone, the Lottery distributed \$8.64 million to this program. Through November of 2013, 325 school facilities throughout the state have been impacted by the BEST program.

FY13 STARBURST AWARD WINNERS

Congratulations to the 15 winners of the FY13 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. We are proud to feature these winners.

2013 COLORADO LOTTERY STARBURST WINNERS:



TOWN OF FRISCO
FRISCO BIKE PARK



TOWN OF LARKSPUR
LARKSPUR COMMUNITY PARK ENHANCEMENT



TOWN OF DEL NORTE
LOOKOUT MOUNTAIN PARK



CITY OF BRIGHTON
CARMICHAEL PARK



CITY OF BURLINGTON
PARMER PARK



CITY OF SALIDA
SALIDA TURF FIELD



COAL CREEK CANYON PARK & RECREATION DISTRICT
TURF FIELD AT COAL CREEK CANYON SCHOOL



COLUMBINE KNOLLS RECREATION DISTRICT
WOODEN POOL SHELTER



EL PASO COUNTY PARKS
EL PASO COUNTY PARKS MASTER PLAN



GRAND JUNCTION PARKS AND RECREATION
LINCOLN PARK ARBORETUM, TRAILS & UNIVERSALLY ACCESSIBLE PLAYGROUND



TOWN OF NEDERLAND
PARKS, RECREATION, OPEN SPACE & TRAILS MASTER PLAN



NORWOOD PARKS & RECREATION DISTRICT
NORWOOD BALL FIELD



TOWN OF FREDERICK
RECREATION AREA PHASE 2



TOWN OF TELLURIDE
TELLURIDE TOWN PARK GRANDSTANDS



PHILLIPS COUNTY
HOMESTEADER'S PARK PLAYGROUND, TURF FIELD AND DISC GOLF COURSE

ESTIMATED PROCEEDS PER COUNTY THROUGH FY13

ADAMS COUNTY	
Great Outdoors Colorado (GOCO):	\$19,163,822
Conservation Trust Fund:	\$83,174,358
Parks & Wildlife/Greenway Program:	\$590,250
ALAMOSA COUNTY	
Great Outdoors Colorado (GOCO):	\$4,913,955
Conservation Trust Fund:	\$3,556,343
Parks & Wildlife/Greenway Program:	\$10,000
ARAPAHOE COUNTY	
Great Outdoors Colorado (GOCO):	\$19,991,890
Conservation Trust Fund:	\$114,559,349
Parks & Wildlife/Greenway Program:	\$3,367,089
ARCHULETA COUNTY	
Great Outdoors Colorado (GOCO):	\$8,710,270
Conservation Trust Fund:	\$2,172,889
Parks & Wildlife/Greenway Program:	\$1,855,897
BACA COUNTY	
Great Outdoors Colorado (GOCO):	\$1,200,446
Conservation Trust Fund:	\$1,050,036
BENT COUNTY	
Great Outdoors Colorado (GOCO):	\$5,448,917
Conservation Trust Fund:	\$1,417,527
Parks & Wildlife/Greenway Program:	\$1,750,000
BOULDER COUNTY	
Great Outdoors Colorado (GOCO):	\$17,714,262
Conservation Trust Fund:	\$63,375,894
Parks & Wildlife/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 FY02. Distributions to the city, made in previous years, are listed under Adams and Jefferson counties.	
Great Outdoors Colorado (GOCO):	\$461,375
Conservation Trust Fund:	\$5,482,408
CHAFFEE COUNTY	
Great Outdoors Colorado (GOCO):	\$8,838,192
Conservation Trust Fund:	\$3,701,467
Parks & Wildlife/Greenway Program:	\$1,968,674
CHEYENNE COUNTY	
Great Outdoors Colorado (GOCO):	\$457,034
Conservation Trust Fund:	\$531,389
CLEAR CREEK COUNTY	
Great Outdoors Colorado (GOCO):	\$7,004,721
Conservation Trust Fund:	\$2,092,348
Parks & Wildlife/Greenway Program:	\$32,500

CONEJOS COUNTY	
Great Outdoors Colorado (GOCO):	\$3,157,711
Conservation Trust Fund:	\$1,932,544
COSTILLA COUNTY	
Great Outdoors Colorado (GOCO):	\$1,693,371
Conservation Trust Fund:	\$830,474
CROWLEY COUNTY	
Great Outdoors Colorado (GOCO):	\$336,625
Conservation Trust Fund:	\$1,206,124
CUSTER COUNTY	
Great Outdoors Colorado (GOCO):	\$6,355,441
Conservation Trust Fund:	\$772,527
DELTA COUNTY	
Great Outdoors Colorado (GOCO):	\$6,170,870
Conservation Trust Fund:	\$6,479,945
Parks & Wildlife/Greenway Program:	\$43,000
DENVER COUNTY	
Great Outdoors Colorado (GOCO):	\$22,706,127
Conservation Trust Fund:	\$129,666,242
Parks & Wildlife/Greenway Program:	\$2,566,380
DOLORES COUNTY	
Great Outdoors Colorado (GOCO):	\$9,314,220
Conservation Trust Fund:	\$423,023
Parks & Wildlife/Greenway Program:	\$200,000
DOUGLAS COUNTY	
Great Outdoors Colorado (GOCO):	\$38,140,853
Conservation Trust Fund:	\$40,044,681
Parks & Wildlife/Greenway Program:	\$4,459,000
EAGLE COUNTY	
Great Outdoors Colorado (GOCO):	\$18,030,783
Conservation Trust Fund:	\$8,915,228
Parks & Wildlife/Greenway Program:	\$4,161,000
EL PASO COUNTY	
Great Outdoors Colorado (GOCO):	\$48,025,022
Conservation Trust Fund:	\$119,736,951
Parks & Wildlife/Greenway Program:	\$4,379,000
ELBERT COUNTY	
Great Outdoors Colorado (GOCO):	\$1,966,811
Conservation Trust Fund:	\$4,192,020

ESTIMATED PROCEEDS PER COUNTY THROUGH FY13

FREMONT COUNTY

Great Outdoors Colorado (GOCO):	\$3,434,193
Conservation Trust Fund:	\$9,966,253
Parks & Wildlife/Greenway Program:	\$50,025

GARFIELD COUNTY

Great Outdoors Colorado (GOCO):	\$12,098,594
Conservation Trust Fund:	\$10,101,513
Parks & Wildlife/Greenway Program:	\$470,448

GILPIN COUNTY

Great Outdoors Colorado (GOCO):	\$1,178,392
Conservation Trust Fund:	\$1,015,872
Parks & Wildlife/Greenway Program:	\$1,968,300

GRAND COUNTY

Great Outdoors Colorado (GOCO):	\$12,323,603
Conservation Trust Fund:	\$2,753,343
Parks & Wildlife/Greenway Program:	\$4,900

GUNNISON COUNTY

Great Outdoors Colorado (GOCO):	\$30,241,732
Conservation Trust Fund:	\$3,150,414

HINSDALE COUNTY

Great Outdoors Colorado (GOCO):	\$933,392
Conservation Trust Fund:	\$164,835
Parks & Wildlife/Greenway Program:	\$93,750

HUERFANO COUNTY

Great Outdoors Colorado (GOCO):	\$3,305,037
Conservation Trust Fund:	\$1,733,197
Parks & Wildlife/Greenway Program:	\$820,244

JACKSON COUNTY

Great Outdoors Colorado (GOCO):	\$7,223,524
Conservation Trust Fund:	\$383,001
Parks & Wildlife/Greenway Program:	\$961,145

JEFFERSON COUNTY

Great Outdoors Colorado (GOCO):	\$29,619,160
Conservation Trust Fund:	\$119,070,656
Parks & Wildlife/Greenway Program:	\$26,781,091

KIOWA COUNTY

Great Outdoors Colorado (GOCO):	\$668,784
Conservation Trust Fund:	\$394,917

KIT CARSON COUNTY

Great Outdoors Colorado (GOCO):	\$1,913,732
Conservation Trust Fund:	\$1,854,367

LA PLATA COUNTY

Great Outdoors Colorado (GOCO):	\$8,957,678
Conservation Trust Fund:	\$10,058,535
Parks & Wildlife/Greenway Program:	\$130,900

LAKE COUNTY

Great Outdoors Colorado (GOCO):	\$6,412,156
Conservation Trust Fund:	\$1,791,641
Parks & Wildlife/Greenway Program:	\$1,841,000

LARIMER COUNTY

Great Outdoors Colorado (GOCO):	\$42,215,858
Conservation Trust Fund:	\$57,242,924
Parks & Wildlife/Greenway Program:	\$1,591,312

LAS ANIMAS COUNTY

Great Outdoors Colorado (GOCO):	\$9,129,463
Conservation Trust Fund:	\$3,687,386
Parks & Wildlife/Greenway Program:	\$246,521

LINCOLN COUNTY

Great Outdoors Colorado (GOCO):	\$1,433,939
Conservation Trust Fund:	\$1,366,426

LOGAN COUNTY

Great Outdoors Colorado (GOCO):	\$3,009,773
Conservation Trust Fund:	\$4,824,050
Parks & Wildlife/Greenway Program:	\$7,067,863

MESA COUNTY

Great Outdoors Colorado (GOCO):	\$32,501,478
Conservation Trust Fund:	\$27,990,088
Parks & Wildlife/Greenway Program:	\$7,768,153

MINERAL COUNTY

Great Outdoors Colorado (GOCO):	\$5,425,066
Conservation Trust Fund:	\$184,354
Parks & Wildlife/Greenway Program:	\$7,000

MOFFAT COUNTY

Great Outdoors Colorado (GOCO):	\$6,859,748
Conservation Trust Fund:	\$3,082,126

MONTEZUMA COUNTY

Great Outdoors Colorado (GOCO):	\$8,770,179
Conservation Trust Fund:	\$5,373,691
Parks & Wildlife/Greenway Program:	\$116,550

MONTROSE COUNTY

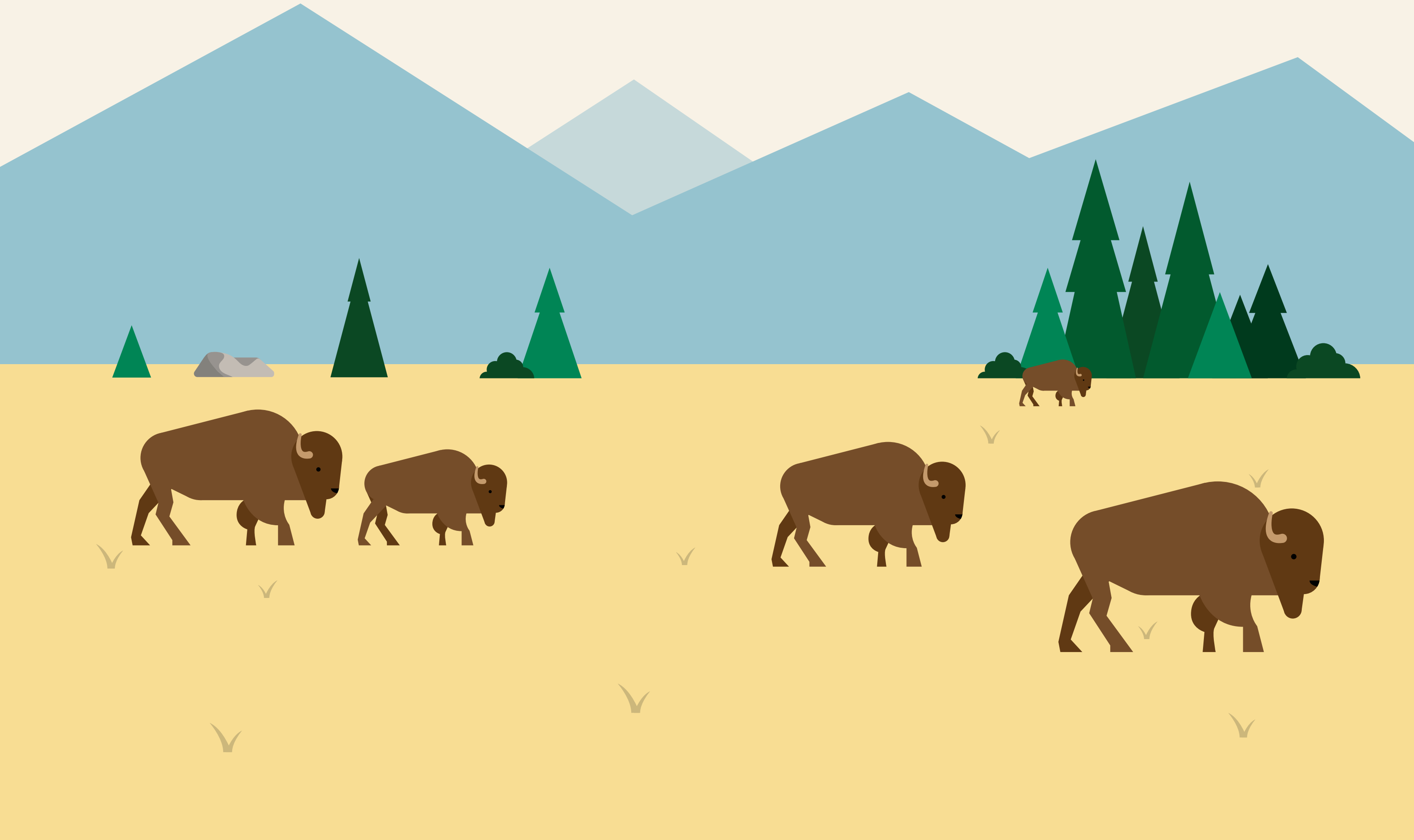
Great Outdoors Colorado (GOCO):	\$2,748,733
Conservation Trust Fund:	\$7,895,719
Parks & Wildlife/Greenway Program:	\$116,550

ESTIMATED PROCEEDS PER COUNTY THROUGH FY13

MORGAN COUNTY	
Great Outdoors Colorado (GOCO):	\$5,305,875
Conservation Trust Fund:	\$6,278,305
Parks & Wildlife/Greenway Program:	\$3,585,000
OTERO COUNTY	
Great Outdoors Colorado (GOCO):	\$3,545,733
Conservation Trust Fund:	\$4,853,486
OURAY COUNTY	
Great Outdoors Colorado (GOCO):	\$2,944,680
Conservation Trust Fund:	\$827,676
PARK COUNTY	
Great Outdoors Colorado (GOCO):	\$14,324,844
Conservation Trust Fund:	\$3,025,121
Parks & Wildlife/Greenway Program:	\$1,441,729
PHILLIPS COUNTY	
Great Outdoors Colorado (GOCO):	\$1,315,039
Conservation Trust Fund:	\$1,081,980
Parks & Wildlife/Greenway Program:	\$23,184
PITKIN COUNTY	
Great Outdoors Colorado (GOCO):	\$8,355,281
Conservation Trust Fund:	\$3,574,879
PROWERS COUNTY	
Great Outdoors Colorado (GOCO):	\$1,606,688
Conservation Trust Fund:	\$3,259,324
Parks & Wildlife/Greenway Program:	\$3,800
PUEBLO COUNTY	
Great Outdoors Colorado (GOCO):	\$18,257,767
Conservation Trust Fund:	\$33,669,457
State Parks/Colorado Greenway Program:.....	\$2,177,056
RIO BLANCO COUNTY	
Great Outdoors Colorado (GOCO):	\$12,702,815
Conservation Trust Fund:	\$1,535,795
RIO GRANDE COUNTY	
Great Outdoors Colorado (GOCO):	\$9,010,337
Conservation Trust Fund:	\$2,883,645
Parks & Wildlife/Greenway Program:	\$10,000
ROUTT COUNTY	
Great Outdoors Colorado (GOCO):	\$49,357,947
Conservation Trust Fund:	\$4,528,794
Parks & Wildlife/Greenway Program:	\$4,183,626

SAGUACHE COUNTY	
Great Outdoors Colorado (GOCO):	\$13,092,506
Conservation Trust Fund:	\$1,367,732
Parks & Wildlife/Greenway Program:	\$10,000
SAN JUAN COUNTY	
Great Outdoors Colorado (GOCO):	\$1,035,315
Conservation Trust Fund:	\$152,957
SAN MIGUEL COUNTY	
Great Outdoors Colorado (GOCO):	\$10,213,260
Conservation Trust Fund:	\$1,418,133
Parks & Wildlife/Greenway Program:	\$8,000
SEDGWICK COUNTY	
Great Outdoors Colorado (GOCO):	\$700,469
Conservation Trust Fund:	\$642,622
SUMMIT COUNTY	
Great Outdoors Colorado (GOCO):	\$6,360,398
Conservation Trust Fund:	\$5,120,328
Parks & Wildlife/Greenway Program:	\$187,224
TELLER COUNTY	
Great Outdoors Colorado (GOCO):	\$8,296,813
Conservation Trust Fund:	\$4,460,048
Parks & Wildlife/Greenway Program:	\$4,057,300
WASHINGTON COUNTY	
Great Outdoors Colorado (GOCO):	\$417,160
Conservation Trust Fund:	\$1,213,307
WELD COUNTY	
Great Outdoors Colorado (GOCO):	\$36,450,393
Conservation Trust Fund:	\$44,595,836
Parks & Wildlife/Greenway Program:	\$3,385,500
YUMA COUNTY	
Great Outdoors Colorado (GOCO):	\$3,358,637
Conservation Trust Fund:	\$2,325,049
Parks & Wildlife/Greenway Program:	\$2,236,900

BY THE NUMBERS



FISCAL YEAR 2013 FINANCIAL STATEMENTS

The following information is taken from the "Colorado Lottery Financial and Compliance Audit, June 30, 2013 and 2012." The audit was completed by Eide Bailly, 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 Colorado Office of the State Auditor, www.state.co.us/auditor:

[http://www.leg.state.co.us/OSA/coauditor1.nsf/UID/E56D98451589C14A87257BF30050496D/\\$file/1313F+Lottery+Financial+June+2013+Contract.pdf?OpenElement](http://www.leg.state.co.us/OSA/coauditor1.nsf/UID/E56D98451589C14A87257BF30050496D/$file/1313F+Lottery+Financial+June+2013+Contract.pdf?OpenElement)

A bound report of the audit may be obtained by calling the Colorado Office of the State Auditor at 303-869-2800 and referencing report control number 2114-12.

From the Financial and Compliance Audit:

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

Members of the Legislative Audit Committee:

We have completed the financial statement audit of the Colorado Lottery as of and for the year ended June 30th, 2013. Our audit was conducted 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.

We are engaged to conduct our audit pursuant to Section 24-35-211, C.R.S., which requires the State Auditor to audit the Lottery Fund. The reports we have issued as a result of this engagement are set forth in the table of contents which follows.

Eide Bailly LLP

Greenwood Village, Colorado
September 16, 2013

COLORADO LOTTERY STATEMENTS OF NET POSITION JUNE 30, 2013 & 2012

ASSETS	2013	2012
Current Assets:		
Cash and Investments	42,624,838	32,331,921
Accounts Receivable, net of the allowance for doubtful accounts of \$129,441 in 2013 and \$227,135 in 2012	20,260,613	19,491,886
Consignment Inventory, at Cost	107,001	119,406
Warehouse Inventory, at Cost	1,064,149	908,062
Prepaid Expenses	51,345	72,562
Total Current Assets	\$64,107,946	\$52,923,837
Reserve and Restricted Assets:		
Cash and Investments-Operating Reserve	1,300,000	1,300,000
Cash and Investments-Licensed Agent Recovery		
Reserve Receipts	388,870	351,031
Prepaid Prize Expense with MUSL	4,941,494	4,994,022
Total Reserve and Restricted Assets	\$6,630,364	\$6,645,053
Capital Assets:		
Equipment	5,946,887	6,079,410
Leasehold Improvements	64,711	64,711
Less Accumulated Depreciation and Amortization	(4,111,276)	(3,312,253)
Total Capital Assets	\$1,900,322	\$2,831,868
TOTAL ASSETS	\$72,638,632	\$62,400,758

COLORADO LOTTERY STATEMENTS OF NET POSITION JUNE 30, 2013 & 2012

LIABILITIES	2013	2012
Current Liabilities:		
Accounts Payable	2,349,687	2,025,621
Prize Liability	25,389,816	22,647,331
Payable to MUSL	1,439,549	1,244,205
Wages and Benefits	872,731	842,256
Retailer Bonus Liability	706,712	812,029
Funds Available for Distribution	37,298,362	28,984,076
Total Current Liabilities	\$68,056,857	\$56,555,518
Long-Term Liabilities:		
Accrued Annual and Sick Leave	858,365	836,456
Expired Warrants Liability	60,725	60,910
Total Long-Term Liabilities	919,090	897,366
TOTAL LIABILITIES	\$68,975,947	\$57,452,884
NET POSITION		
Net Investment in Capital Assets	1,900,322	2,831,868
Restricted-Licensed Agent Recovery Reserve	388,870	351,031
Restricted-Operating Reserve	1,300,000	1,300,000
Unrestricted-Other	73,493	464,975
TOTAL NET POSITION	\$3,662,685	\$4,947,874

COLORADO LOTTERY STATEMENTS OF REVENUES, EXPENSES AND CHANGES IN FUND NET POSITION FOR THE YEARS ENDED JUNE 30, 2013 AND 2012

	2013	2012
OPERATING REVENUES		
Gross Ticket Sales	566,286,598	545,303,548
DIRECT OPERATING EXPENSES		
Prize Expense	345,640,028	347,536,804
Powerball Prize Variance	5,902,283	(5,672,459)
Mega Millions Prize Variance	(1,281,856)	775,906
Retailer Commissions and Bonuses	42,213,870	41,640,942
Cost of Tickets and Vendor Fees	11,181,932	11,048,025
Total Direct Operating Expenses	\$403,656,257	\$395,329,218
GROSS PROFIT ON SALE OF TICKETS	\$162,630,341	\$149,974,330
OTHER OPERATING EXPENSES		
Marketing and Communications	13,627,884	13,388,426
Administration Fees Paid to MUSL	148,940	137,472
Wages and Benefits	9,166,190	8,950,454
Professional Services	139,806	409,244
State Agencies Services	158,648	128,181
Department of Revenue Services	586,212	495,367
Travel	70,001	110,638
Equipment (including loss on disposition of equipment of \$3,411 and \$34,093, respectively)	59,522	205,608
Depreciation	977,298	1,048,886
Accrued Annual and Sick Leave	21,224	30,116
Space Rental	728,305	733,444
Rents for Equipment	31,788	33,009
Motor Pool Leasing	364,798	387,512
Materials and Supplies	92,032	137,755
Telephone	185,898	156,179
On-Line Telecommunications	415,230	353,216
Data Processing Supplies and Services	53,805	33,077
Equipment Maintenance	286,600	617,332
Postage	9,524	54,789
Printing	23,927	13,066
Delivery Expense	927,943	982,487
Other	574,892	116,080
Total Other Operating Expenses	\$28,650,467	\$28,522,338
OTHER OPERATING REVENUE	\$289,398	\$201,559

**COLORADO LOTTERY STATEMENTS OF REVENUES, EXPENSES AND CHANGES
IN FUND NET POSITION FOR THE YEARS ENDED JUNE 30, 2013 AND 2012**

	2013	2012
TOTAL OPERATING INCOME	\$134,269,272	\$121,653,551
NONOPERATING REVENUES (EXPENSES)		
Investment Income	77,300	343,764
Funds Distributed for Current Year	(98,333,399)	(94,265,400)
Funds Available for Distribution for Current Year	(37,298,362)	(28,984,076)
Total Nonoperating Revenues (Expenses)	(\$135,554,461)	(\$122,905,712)
NET INCOME (LOSS)	(\$1,285,189)	(\$1,252,161)
NET POSITION, BEGINNING OF YEAR	\$4,947,874	\$6,200,035
Net Change in Net Position	(\$1,285,189)	(\$1,252,161)
NET POSITION, END OF PERIOD	\$3,662,685	\$4,947,874



DON'T FORGET TO PLAY™





DEPARTMENT OF REVENUE

Barbara Brohl—Executive Director

COLORADO LOTTERY COMMISSIONERS FY13

Dana Franzen—Chair, Certified Public Accountant

Dick Reeve—Vice-Chair, Attorney

Robin Wise—Commissioner, Member of the Public

Margie Martinez Perusek—Commissioner, Law Enforcement

Frances Koncilja—Commissioner, Member of the Public

Colorado Lottery

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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