



# FISCAL YEAR 2019 IN REVIEW

## LETTER FROM THE DIRECTOR

I'm tremendously pleased to announce another record sales year for the Colorado Lottery. While this performance was certainly enabled by record jackpots from our multi-state games, we are also benefitting from continuing to introduce industry best practices in all of our products – and in the way we operate the Lottery. You can't always rely on luck when it comes to big jackpots, but you can certainly expect improvements from the elements of performance we can control.

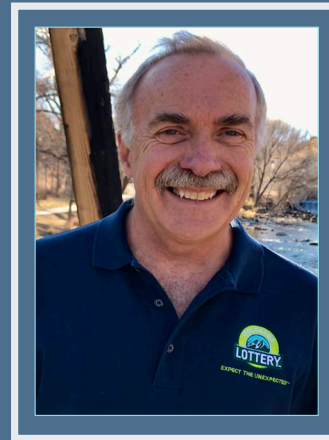
This performance improvement is guided by three principal areas of focus or pillars:

**Revenue:** Our charter is to create games people love and revenue for our beneficiaries to use to keep Colorado amazing. This means we need to constantly improve and refine our strategy, games, access and marketing to create the best possible experience for our players.

**Responsibility:** Our players and retailers expect us to operate with the highest level of integrity and responsibility. That means, in every aspect of our operation, we keep the safety of our players in the forefront of our decision-making.

To make sure we follow global standards, we are engaged in the World Lottery Association's Responsible Gaming certification program. This rigorous four-level program requires a documented and progressive commitment to responsible gaming.

**Conservation:** Helping more people understand where our proceeds go will create better understanding, and support for the Lottery. But more than providing information, we are hands on in supporting our partners, like, Colorado Parks and Wildlife, Great Outdoors Colorado, and numerous local parks, recreation and conservation organizations. Our "Runyon to the Res" clean-up project in Pueblo was the first of many activities that will allow us to walk the walk of conservation. By focusing on these three pillars, we will continue to make the Colorado Lottery fun and entertaining for our players, and a vital partner in conservation for our beneficiaries.



Thank you, and Play On.  
-Tom Seaver

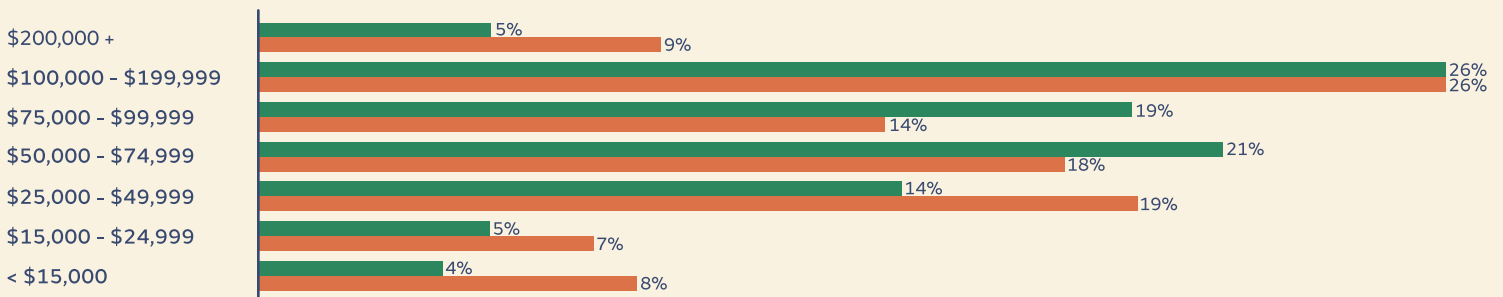
## ABOUT OUR PLAYERS

OUR PLAYERS ARE A REFLECTION OF THE GREAT STATE OF COLORADO.

■ 2018 Lottery Players ■ 2018 Estimated Colorado Population

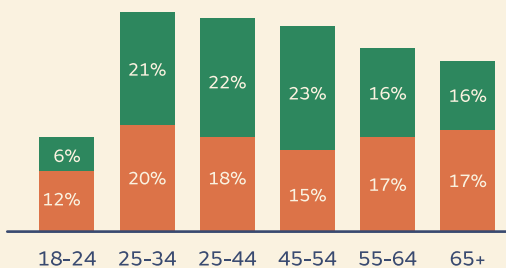
### HOUSEHOLD INCOME COMPARISON

Note: 6% of Lottery Players Refused to Answer



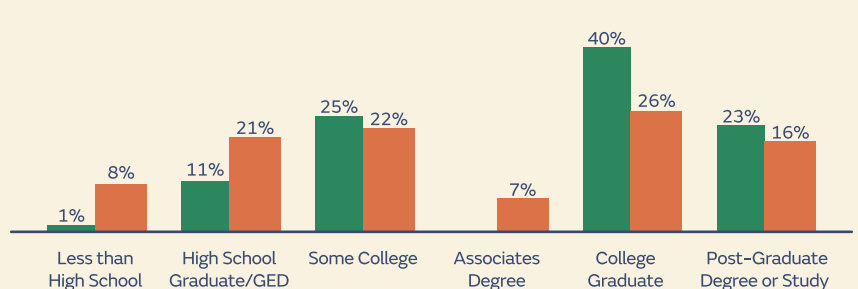
### AGE GROUP COMPARISON

Note: 22% of the estimated population is under the age of 18 and now included below

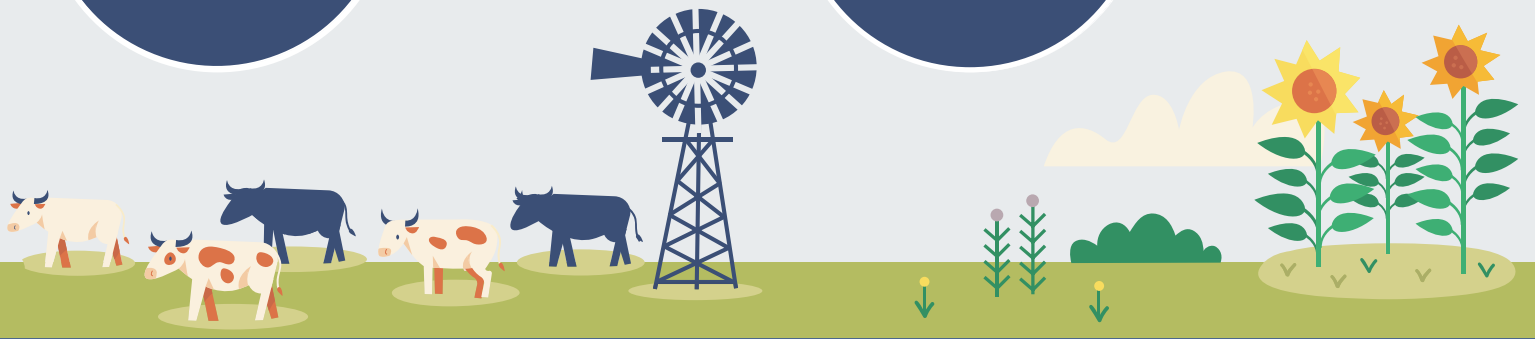
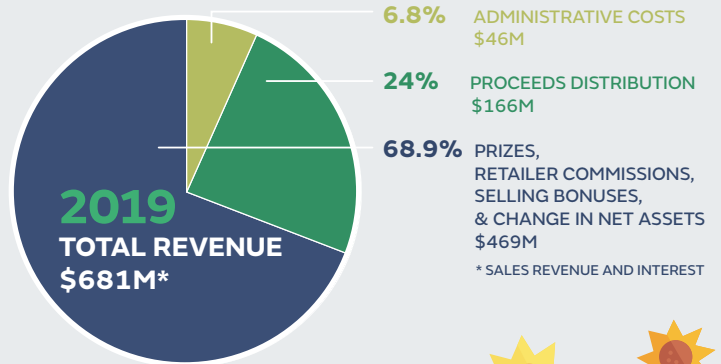
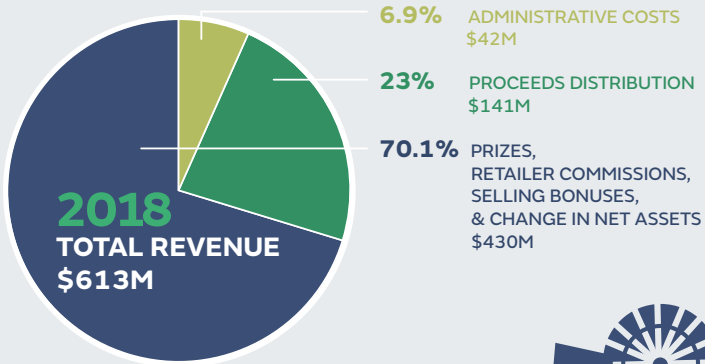


### EDUCATION COMPARISON

Note: The Lottery does not track Associates Degrees



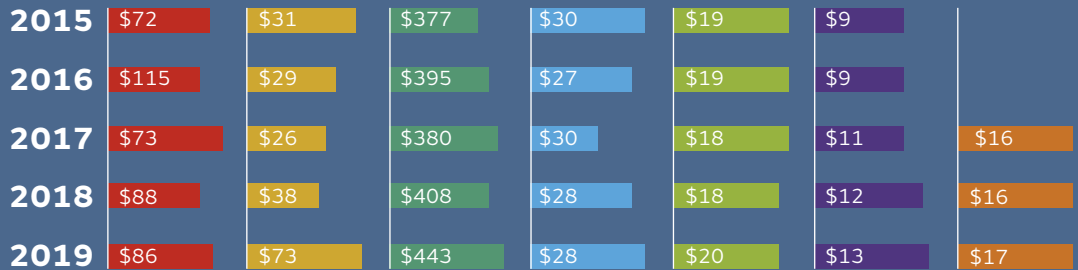
# KEY FINANCIAL HIGHLIGHTS



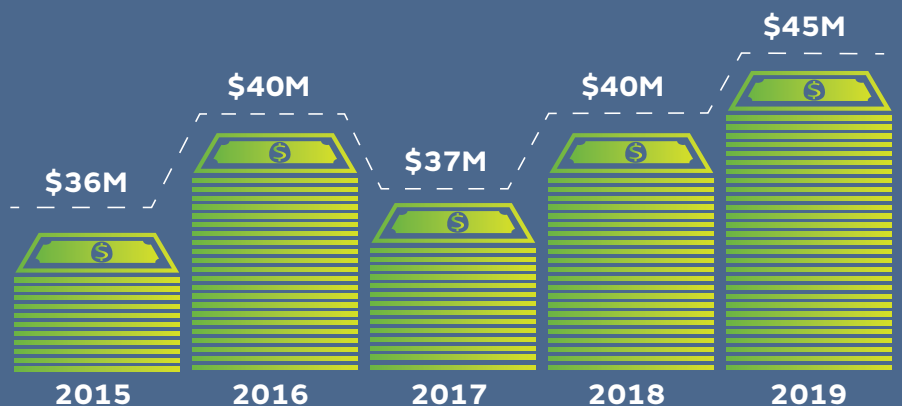
## LOTTERY SALES BREAKDOWN (IN MILLIONS)

**SALES REVENUE:**  
2018 - \$612M  
2019 - \$680M

**PROCEEDS DISTRIBUTION:**  
2018 - \$140.7M  
2019 - \$166.5M



## LAST FIVE YEARS: TOTAL RETAILER COMMISSIONS



# TOP 10 INDEPENDENT RETAILERS

- 1. Daytona Mart (Aurora)
- 2. Borderline #1 (Carr)
- 3. National Essentials at DEN Int'l Airport
- 4. Florida Market
- 5. Discount Gas (Denver)
- 6. Three Seven Corner Mart (Aurora)
- 7. Gateway Services (Dinosaur)
- 8. In-N-Out Conoco (Cañon City)
- 9. Z Stop (Golden)
- 10. A-Z Convenience (Aurora)



# TOP 10 CHAIN RETAILERS

- 1. King Soopers
- 2. 7-Eleven
- 3. Circle K Stores
- 4. Albertsons/Safeway
- 5. Loaf 'N Jug
- 6. Kum & Go
- 7. Alta Convenience
- 8. United Pacific
- 9. Suncor Energy Sales Inc.
- 10. Maverik



# PROCEEDS PAYOUTS FOR 2019

GREAT OUTDOORS COLORADO (GOCO).....	\$68,494,436
CONSERVATION TRUST FUND (CTF).....	\$66,584,464
COLORADO PARKS & WILDLIFE (CPW).....	\$16,646,117
BUILDING EXCELLENT SCHOOLS TODAY (BEST)....	\$14,736,143



# PROCEEDS HIGHLIGHT: CRAZY FRENCH RANCH

It's official. Colorado will soon open a new state park.

The Crazy French Ranch property near Trinidad, including the iconic Fishers Peak, will become Colorado's 42nd state park. The \$25.4 million acquisition project was finalized in February 2019, and was the result of a unique partnership between the City of Trinidad, The Nature Conservancy, and The Trust for Public Land. The property was held in private ownership for more than 100 years.

The project is being funded primarily with Lottery proceeds, including \$7 million from Colorado Parks and Wildlife (CPW), and a total of \$17.25 million committed by Great Outdoors Colorado (GOCO). The park project is one of the largest funding commitments in GOCO's history. The Lottery's proceeds partners are already hard at work on plans to open the 19,200-acre property to the public by the fall of 2020.



# WINNER HIGHLIGHT:

## A Second-Chance for the Holidays



What better time to win a quarter-million-dollar prize than right before the holidays? There was no time like the present for one Denver man.

On December 19, 2018, Diego B. won \$250,000 in a Second-Chance Drawing for the Scratch game Wonka's Golden Ticket. The Lottery's Prize Surprise crew found him at work

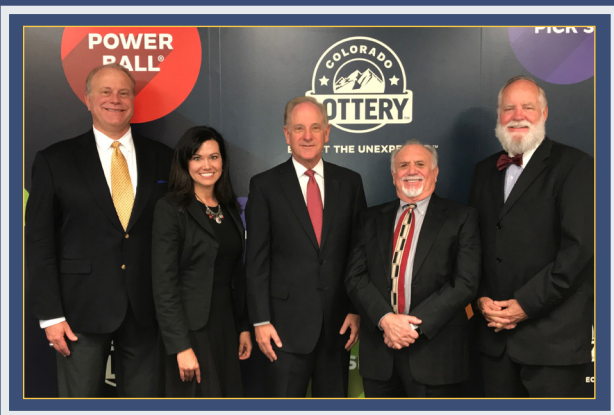
and presented him with a big check. In complete shock, Diego fell to his knees crying, not able to believe what was happening.

Diego said he moved to Colorado four years earlier from Iowa, where a failed relationship and other struggles eventually left him homeless and living in his car for nearly a year. Diego said he befriended his current boss, Cory, in a Mitsubishi aficionado group on Facebook. Cory told Diego if he moved to Denver he would give him a job and help get him back on his feet.

"I keep thinking I don't deserve this," Diego said, with tears in his eyes. "I'm going to make a lot of people happy with this money."

Diego said he has a son in Iowa, whom he planned to spoil with Christmas gifts. He told Lottery staff that he had dreams of someday moving to Alamosa and building a home.

## PLAY RESPONSIBLY



# LOTTERY COMMISSION

(Left to right) Stan Podolski, Stella Peterson, Jim Bensberg, The Honorable Charles Dennis Maes, Bill Clayton

The Colorado Lottery Commission has an important role in the oversight and governance of the Colorado Lottery and in fulfilling its fiduciary responsibilities with regard to all Lottery games. To learn more, visit: [www.coloradolottery.com/about/commissioners/](http://www.coloradolottery.com/about/commissioners/)



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