

## LETTER FROM THE DIRECTOR

It was another great year at the Colorado Lottery. If you only read the first sentence of annual reports, you can go on with your day, but you'll miss some great news on our "3 pillars"—Revenue, Responsibility, and Conservation.

Revenue was driven by record multi-state jackpots. In fact, Lottery Jackpot game sales were over \$300 million for the first

time ever. Scratch game sales did not experience the steep growth of previous years due to economic headwinds (great jargon term for a slow economy). But, despite these blustery conditions, the Lottery still broke our previous total sales and proceeds record—over \$900 million for the first time ever, and is sneaking up on \$200 million in proceeds.

Our relationships with our proceeds partners continued to strengthen, and we had a terrific assortment of projects that were funded with Lottery dollars that were also featured as "Starburst Award" winners. We completed our 5th annual Runyon clean up event, and continued to work with our outdoor partners.

We are also proud to be one of only a handful of U.S. lotteries with a full time Player Health Manager. This is important because we can continue to ensure that everything we do is done responsibly and with best practices. Enjoy this year's report!

*Theresa Sand*

# COLORADO KEEPS ON WINNING

## REVENUE



- Scientific Games Extended Partnership (SGEP) - This partnership launched new retail recruitment, a new Scratch ordering system, and an expanded network of merchandising hardware.
- Lottery Revenue Generation Solution (LRGS) - The LRGS contract was awarded in FY24. The conversion to a new Central Gaming System at the end of FY25 will improve the integrity, security, and efficiency of the Lottery's operations.

## RESPONSIBILITY



- The Lottery, the Department of Gaming, and problem gambling partners celebrated the first Problem Gambling Awareness Month day at the Capitol.
- FY24 Performance Audit - The Lottery completed a successful Performance Audit and implemented improvements to compliance and investigations, Commissioner onboarding, the restricted database, and couriers.

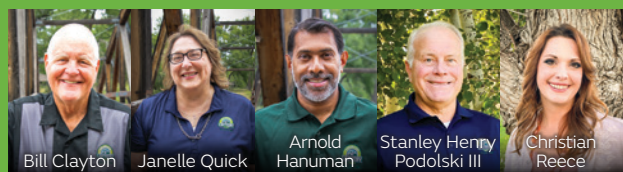
## CONSERVATION



- The Lottery launched its first People's Choice Starburst Award, which went to Panorama Park in Colorado Springs with 16,000 votes, a chance for partners, players, and the public to vote on their favorite proceeds projects.



## LOTTERY COMMISSIONERS



The Colorado Lottery Commission exercises oversight over the sale of Lottery products in Colorado, including what new games will be offered and requirements for retailers who sell Lottery products. To learn more, visit: [www.coloradolottery.com/about/commissioners/](http://www.coloradolottery.com/about/commissioners/)

## PLAYERS KEEP WINNING



Waldemar "Bud" T. of Montrose won the \$5.7 million Colorado Lotto+ jackpot. Bud was on a backpacking trip with his golden retriever when his winning numbers were chosen in September. When he returned from his trip and checked his numbers, he thought, "it must be a mistake!"

## LOTTERY SALES BREAKDOWN

The Lottery continues to break records with its total sales revenue, proceeds distributions and retailer commissions.

### SALES REVENUE

2023 - \$890M | 2024 - \$901M

### PROCEEDS DISTRIBUTION

2023 - \$195M | 2024 - \$196M

SCRATCH: \$588,644,647

JACKPOT: \$312,111,716

TOTAL: \$900,756,363

2024

## LAST FIVE YEARS: TOTAL RETAILER COMMISSIONS



2020

\$50M

2021

\$61M

2022

\$62M

2023

\$66M

2024

\$67M

## BENEFICIARY PROCEEDS

GOCO: \$81,771,604

CONSERVATION TRUST FUND: \$78,555,310

COLORADO PARKS & WILDLIFE: \$19,638,827

OUTDOOR EQUITY FUND: \$3,000,000

BEST: \$8,211,267

WILDLIFE CASH FUND: \$2,605,632

PARKS/OUTDOOR RECREATION  
CASH FUND: \$2,605,632



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