

# Maryland Lottery and Gaming Control Agency

## MISSION

The mission of the Maryland Lottery and Gaming Control Agency (MLGCA) is to provide revenue through the sale of entertaining lottery and gaming products to support programs and services benefiting the citizens of Maryland. We administer and promote the sale of lottery and gaming products in a secure and responsible manner. This is achieved in partnership with a network of licensed lottery retailers and casino and sports betting operators.

## VISION

We envision ourselves as an innovative, adaptive, and responsible business that will continue to provide a reliable source of revenue for State government operations well into the future. We will utilize the latest technological tools and resources to provide a range of entertaining products and access opportunities that appeal to a broad player base.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Support State government operations and good causes by maximizing traditional lottery sales and revenues (profits).

- Obj. 1.1 Maximize lottery revenues (profits) through sales growth in all game categories.
- Obj. 1.2 Maximize lottery revenues (profits) through effective marketing and advertising spending.
- Obj. 1.3 Ensure MLGCA operations are efficient, cost-effective, and adequate to grow lottery sales.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Scratch-off games sales (in thousands)	\$676,753	\$750,889	\$812,426	\$852,739	\$993,407	\$1,000,684	\$1,011,119
Monitor games sales (in thousands)	\$483,643	\$483,994	\$498,058	\$489,483	\$572,194	\$603,606	\$614,586
Terminal-based games sales (in thousands)	\$771,149	\$807,911	\$886,423	\$847,546	\$1,048,707	\$1,038,359	\$1,021,244
Total sales (in thousands)	\$1,931,545	\$2,042,794	\$2,196,907	\$2,189,768	\$2,614,308	\$2,642,649	\$2,646,949
Ratio of administrative costs to sales	3.5%	3.4%	3.5%	3.6%	3.5%	3.5%	3.5%

### Goal 2. Ensure the long-term sustainability of the Maryland Lottery.

- Obj. 2.1 Maintain a fresh and relevant portfolio of lottery games to increase lottery playership.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Player Satisfaction Index	71.3%	71.5%	70.4%	69.8%	69.4%	69.9%	70.4%
Retailer Satisfaction Index	86.2%	83.8%	87.7%	83.3%	83.1%	83.5%	83.6%
Percent of surveyed adults who are aware of the Maryland Lottery	82.0%	81.0%	84.0%	81.0%	74.0%	81.0%	83.0%
Percent of surveyed adults who rate their overall opinion of the Maryland Lottery as a four or five out of five	57.0%	57.0%	59.0%	58.0%	63.0%	63.0%	64.0%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	73.0%	71.0%	74.0%	70.0%	69.0%	71.0%	72.0%

# Maryland Lottery and Gaming Control Agency

**Obj. 2.2** Support Maryland businesses and the lottery retail network.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Number of lottery retailers	4,440	4,446	4,385	4,349	4,379	4,429	4,479
Population/retailer ratio	1,355	1,350	1,368	1,383	1,380	1,365	1,350
Total commissions paid	\$145,883	\$153,725	\$165,508	\$163,733	\$197,223	\$191,419	\$183,952

**Goal 3. Support State government and good causes by maximizing casino profit contributions.**

**Obj. 3.1** Assist casinos in maximizing profit contributions.

**Obj. 3.2** Ensure the integrity of gaming through effective and efficient regulatory oversight, while encouraging a strong and viable employment base.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Total casino gaming revenue (in thousands)	\$1,420,942	\$1,678,966	\$1,760,409	\$1,279,974	\$1,745,722	\$1,906,966	\$1,945,219
Total casino contributions to good causes (in thousands)	\$592,239	\$671,651	\$712,204	\$520,840	\$719,390	\$796,039	\$810,044
Total licensed casino employees	8,807	9,144	9,122	8,952	9,000	9,000	9,000
Total licenses issued	4,887	5,281	4,658	4,411	4,600	4,600	4,600
Number of casino audits and reviews	103	135	108	48	78	84	84
Number of bingo hall audits and reviews	27	65	65	52	13	65	65
Number of casino regulatory and statutory findings	109	126	71	70	51	60	60
Number of bingo hall regulatory and statutory findings	9	1	0	0	0	0	0

**Goal 4. Support State government and good causes by maximizing sports betting profit contributions.**

**Obj. 4.1** Assist sports betting operators in maximizing profit contributions.

**Obj. 4.2** Ensure the integrity of sports betting through effective and efficient regulatory oversight, while encouraging a strong and viable employment base.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Total sports betting gaming revenue (in thousands)	N/A	N/A	N/A	N/A	N/A	\$43,700	\$120,030
Total sports betting contributions to good causes (in thousands)	N/A	N/A	N/A	N/A	N/A	\$15,682	\$25,910
Total licensed sports betting employees	N/A	N/A	N/A	N/A	N/A	300	1,256
Total licenses issued	N/A	N/A	N/A	N/A	N/A	320	1,355
Number of sports betting audits and reviews	N/A	N/A	N/A	N/A	N/A	10	10
Number of sports betting regulatory and statutory findings	N/A	N/A	N/A	N/A	N/A	0	0

# Maryland Lottery and Gaming Control Agency

**Goal 5. Support State government and good causes by maximizing fantasy gaming competition profit contributions.**

**Obj. 5.1** Assist fantasy gaming competition operators in maximizing profit contributions.

<b>Performance Measures</b>	<b>2017 Act.</b>	<b>2018 Act.</b>	<b>2019 Act.</b>	<b>2020 Act.</b>	<b>2021 Act.</b>	<b>2022 Est.</b>	<b>2023 Est.</b>
Total fantasy gaming competition betting revenue (in thousands)	N/A	N/A	N/A	N/A	N/A	TBD	TBD
Total fantasy gaming competition betting contributions to good causes (in thousands)	N/A	N/A	N/A	N/A	N/A	TBD	TBD
Total licensed fantasy gaming competition employees	N/A	N/A	N/A	N/A	N/A	TBD	TBD
Total registered operators	N/A	N/A	N/A	N/A	16	18	18