



**DEPARTMENT OF
ADMINISTRATION**

**Montana Lottery | Bryan Costigan
Deputy Director**

OUR STORY

Thirty-five years ago, the voters of Montana created us.



The Montana Lottery was created by the voters of Montana in 1986. We sold our first ticket in Bozeman in 1987. It was a Scratch ticket.

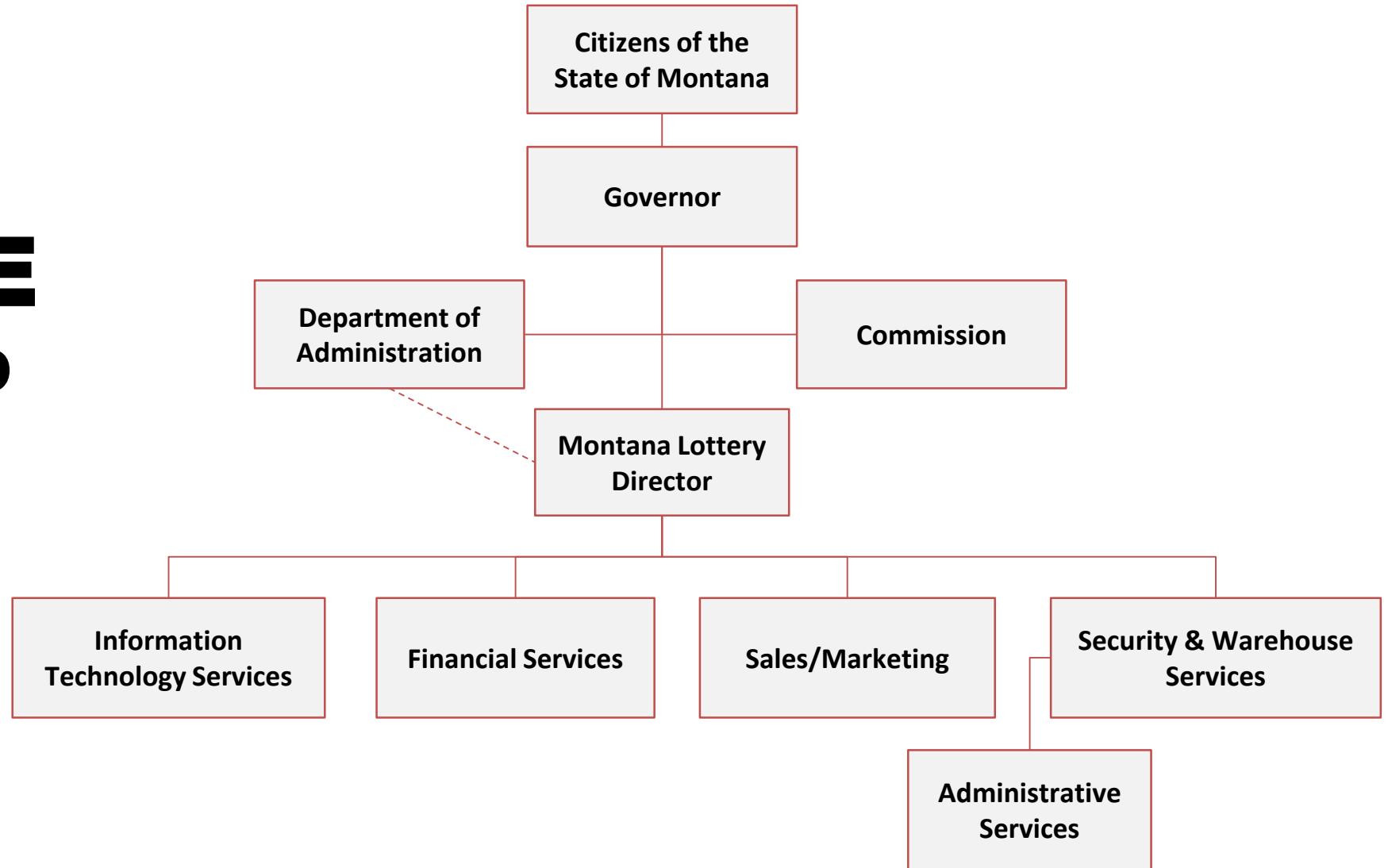


The mission of the Montana Lottery is to maximize its net transfer of revenues to the STEM Scholarship Account and the State General Fund.



The Montana Lottery operates like a business. We offer quality products that meet the expectations of Montanans.

HOW WE ARE SET UP

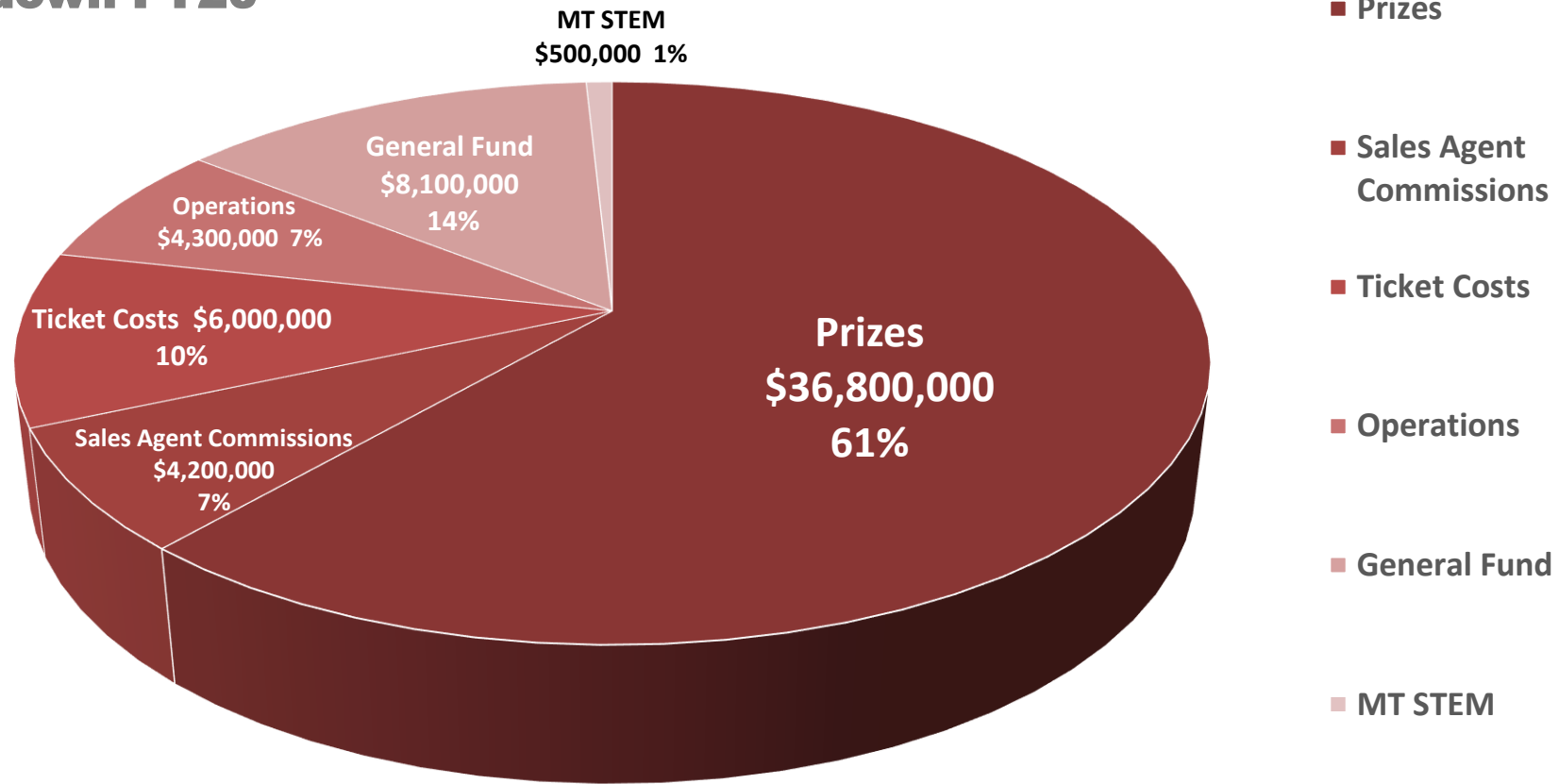




Enterprise Fund
100% Proprietary

WHERE THE MONEY GOES

Funding Breakdown FY20



CURRENT OUTLOOK

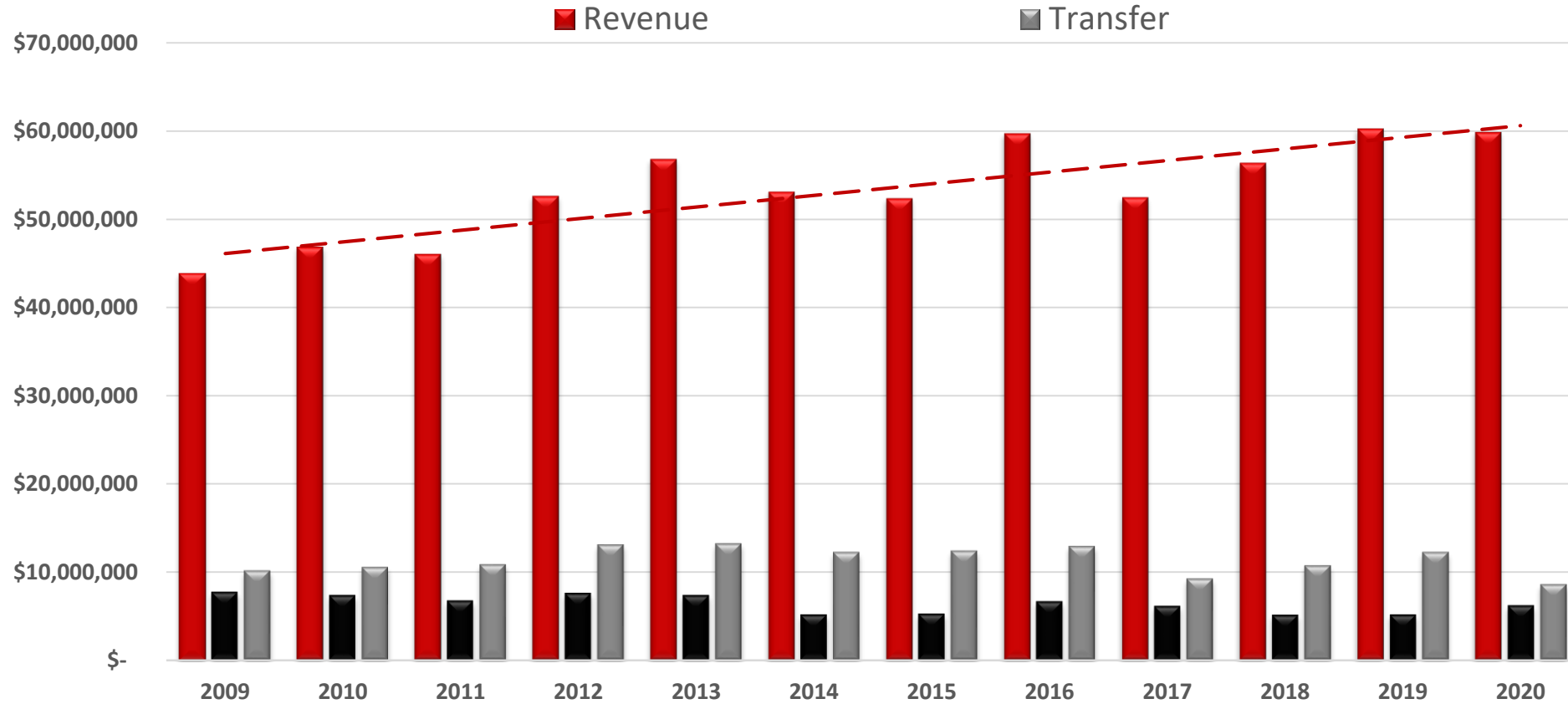
Succeeding in our present normal...

- Growing sales of our optimal product mix
- Meeting & exceeding sales projections
- Being flexible in the ever-changing world of sports
- Continued sales agent recruitment & optimization
- Identifying sales opportunities during lower jackpots
- Continuous analysis of product performance



SALES AND TRANSFERS

Revenue, Transfer and HB2 Authority FY09-FY20



KEY ACCOMPLISHMENTS

Not luck. Hard work!



\$694 Million in Prizes;
\$294 Million Transfer to State;
\$500,000 to STEM;
\$78 Million in Sales Agent
Commissions



Product
SUCCESSSES



SPORTS BET
MONTANA



SPORTS BET
MONTANA

What is Sports Bet Montana?

Brings the excitement of sports wagering to Montanans, enhancing the entertainment of sports through real-time bets and cash wins.

How can players bet?

- **Using the in-location Kiosk**
- **Using mobile app in-location only**

Sports Offered

Basketball
Baseball
Ice Hockey
Football
Soccer
Tennis
Boxing/MMA
Golf
Motor Sports
...and more!

Bet Types Offered

Moneyline
Over/Under
In-game
Parlay
Spread
Prop bets
Future bets

**Total Handle since
March 2020**

\$19.55 Million

Total Payout to Players

\$17.23 Million

**Total Sales Agents
Commission Paid**

\$1.17 Million

**Number of Licensed
Locations**

358

**Number of
Account Holders**

3,700

SPORTS BET
MONTANA

Numbers as of Jan. 4, 2021



UPCOMING ACHIEVEMENTS

Good things in store!



The Montana Lottery has created and maintains a five-year marketing plan to guide marketing strategies and business decisions.



The Montana Lottery is working toward our Level 1 verification in NASPL's Responsible Gambling program.



DP 1501

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Modified position

Request is to make modified position permanent.

THANK YOU.

