

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday, September 17, 2024**  
**Virtual component using Zoom**

Call to Order:

Commission Chair Fitzgerald called the meeting to order at 10:00 A.M.

Roll Call

Commissioners in Attendance: Elizabeth Fitzgerald, Julie Sheehan, Kim Monaghan, Stacey Fitts, and John Schneck.

BABLO/DAFS Staff in attendance: Louis Luchini, Director; Tracy Willett, Acting Deputy Director Liquor; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Niall Breen, Operations/Security Supervisor; Philip Mantis, Attorney General's Office; Terrance Meehan, Financial Analyst; Deanna Lefebvre, Senior Financial Analyst; Judy Thomas, Marketing Specialist; Nicholle Clark, Liquor Operations Associate; Julie Waller, Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons and Don Potter

Scientific Games in attendance (Lottery portion only): Renee Loring, Greta Cerce, and Darrell Frecker

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: Rob Andreason, Kyle Riggs and Jeff Auprey, Southern Glazer's; Patrick Murphy, Martignetti; Gary Duncklee, RNDC; Tim Blue and Ken Grant, Rooper's; Seth Ferris, MS Walker; Dean Nowell, Bow Street; Cathy Sullivan and Micheal Meir, RSVP; Peter Murphy, Ruby Wines; Jonathan Asen, Bernstein Shur; Todd Blanchette, Stone Fence Beverage; Jett Facemyer; Mcaulay Martinez

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the August 13, 2024, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Liquor Operations:**

Director Louie Luchini provided an update on the spirits contract. The current contract has been extended until the end of November. Director Luchini also provided an update on the modernization project. He stated that BABLO is now in the later phases of testing. The project is on schedule to go live in the next couple of months. Director Luchini reported that Tracy Willett is going to Aroostook County to meet with some agency stores tomorrow. This is an effort to make connections with agency stores evenly across the state and that we work with our partners everywhere.

Director Luchini reported on August 2024 sales as follows:

**Sales report for August:**

- Shipping days: 22 TY vs. 23 LY
- Cases sold were 144,433 TY vs. 154,261 LY; -6.37%
- Dollar Sales were \$24,411,041 TY vs. \$25,841,153 LY; -5.53%
  - Bailment collected: \$293,860
  - Depletion allowances: \$1,947,749

**Sales report for YTD:**

- Cases sold were: 299,469 TY vs. 295,792 LY; +1.24%
- Dollar Sales were: \$51,095,829 TY vs \$49,640,353 LY; +2.93%
- Shipping days were 45 TY vs. 44 LY
- Spirits Profits Transfers - \$4,371,038 vs \$4,145,035 +5.45%
- Spirits Operating Profits - \$6,623,538 vs \$6,825,814 -2.96%
- Spirits Financial Activity YTD - FY 2025 vs FY 2024
- Budget to Actual Financial Performance

Acting Deputy Director Tracy Willett reported the following sales reports (sales reports attached to the minutes):

- Sales Comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales Increase

**New Business:**           None

**Old Business:**           None

**New Product Listings:**

Acting Deputy Director Tracy Willett presented sixty-one (61) new product listings for September 2024. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (New product listings distributed and attached to the minutes.)

**Quarterly Price Adjustments:**

Acting Deputy Director Tracy Willett presented seventy (70) price adjustments for quarterly price changes. A motion was made by Commissioner Sheehan to accept the price changes; the motion seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Quarterly price changes attached to the minutes)

**Delisted Items:**

Acting Deputy Director Tracy Willett presented sixty-seven (67) items for delisting. A motion was made by Commissioner Sheehan to approve the items for delisting. Motion was seconded by Commissioner Monaghan and the motion passed unanimously. (Delisted Items attached to the minutes)

**Rebates:**

Acting Deputy Director Tracy Willett presented twenty-five (25) rebates/coupons for September 2024. These rebates/coupons were standard in nature. A motion was made by Commissioner Sheehan to accept these rebates/coupons; the motion was seconded by Commissioner Monaghan.

The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebates/coupons distributed and attached to the minutes.)

**Pine State Spirits:**

- Sheila Gibbons reported on the following:
  - Feeling Fall – Cozy up with autumn flavors.
  - Fall POS Rack Art
  - Halloween 2024
  - August App Content Trends
  - August 2024 Social Performance
    - Facebook Reach- 292,000
    - Facebook Engagement- 18,216
    - Instagram Reach- 60.8K
    - Instagram Engagement- 1,255
  - August 2024 Top Social Posts
  - August 2024 Email Marketing – 32% open rate last month
  - August 2024 In The Know Newsletter – 28.85% open rate
  - Maine Spirits App – Launched January 2018, Total Downloads – 141,048; New Downloads – 3,386
  - August Happy Hour Videos
  - August Katya Videos
  - Update on the Pine State Spirits eCommerce Site

**Other Business:**      None

**Public Comments:**   None

The next Commission meeting is scheduled for Tuesday, October 8, 2024, at 10:00 a.m.

The November 2024 meeting is tentatively scheduled for November 12, 2024, at 10:00 a.m.

**Lottery Operations:**

Director Louie Luchini reported that there is an upcoming warehouse dash event in Portland on September 28, 2024. Director Luchini also reported that there will be an event at the Augusta Civic Center to celebrate Maine Lottery's 50th anniversary on October 26, 2024. Director Luchini then reported that Maine is hosting the Tri-State Lottery meeting in Portland on November 13-15, 2024.

Director Luchini reported on YTD (through September 7, 2024) sales as follows:

- Draw Sales FY25 \$13,362,486; -\$8,532,068 or -38.97%
- Fast Play Sales FY25 \$3,694,740; +\$1,403,722 or +61.27%
- Instant Game Sales FY25 \$59,200,651; -\$4,429,100 or -6.96%
- Total Combined Sales FY25 \$76,257,877; -\$11,557,446 or -13.16%
  
- Lottery Profit Transfer to General Fund
  - August Actual FY25 \$7,102,466; +\$371,697 to Budget +5.52%
  - YTD Actual FY25 \$12,795,305; +\$679,921 to Budget +5.61%
  
- Profit Transfer to Outdoor Heritage Fund
  - August Actual FY25 \$33,059; -\$43,864 to Budget -57.02%
  - YTD Actual FY25 \$75,185; -\$63,276 to Budget +45.70%

(Fiscal Year Comparison and Monthly Profit Report attached to minutes)

**New Business:** Deputy Director Michael Boardman reported about the Retailer Spotlight. Maine Lottery will be spotlighting different retailers across the state. Deputy Director Boardman also showed the Maine Lottery Minute campaign that will be run monthly on YouTube.

**Old Business:** None

**Approval of New Games:**

Marketing Manager Lisa Rodrigue presented two (2) new games for approval.

- (\$1) WIN IT ALL
- (\$20) \$50,000 BANKROLL

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Games attached to the minutes.)

**Report on Tri-State Activities:**

Commissioner Sheehan reported that the sign-up deadline for the Tri-State meeting in November is October 9, 2024.

**Scientific Games:**

Darrell Frecker reviewed Maine Lottery sales. He reported that the Cash-Pop VIP instant promotion is currently running. Maine Lottery has added an additional draw to several games. The Powerball with the Double Play option is coming right up. Mega Millions will have a \$5 game change in April 2025. Darrell then reported on Maine Lottery projects. He stated that development for Double Play is almost completed.

Greta Cerce reported on some recent instant and draw game big winners. Greta provided updates on upcoming promotions. Greta provided an update on RewardME second chance promotion comparison of first tickets entered and unique players for August. Greta provided an update regarding systems promotions. Greta stated that last week there was a Lucky for Life nth ticket promotion on Friday the 13<sup>th</sup>. Players who purchased a Lucky for Life ticket of \$10 or more had a chance to win \$100 instantly. Greta presented the new VIPPOP promotion running September 15-21, 2024. Players that purchase a VIP Club Fast Play ticket will receive a free \$1 Cash Pop ticket.

**Fuseideas:**

Steve Mason reported that Maine Lottery activity is typically quiet during the summer months but that is not the case this year. The timing of Cash Pop shifted and Fuseideas wanted to be sure to support that. There is also the 50<sup>th</sup> Anniversary promotion running. Fuseideas has been running advertisements for those promotions steadily through July and August. Yesterday the Monopoly campaign commenced. This will take over advertising on TV and radio now through October. Steve shared the new creative for the Monopoly campaign, both TV and radio. Steve closed with saying that they will quickly be shifting into holiday promotions.

**Other Business:** None

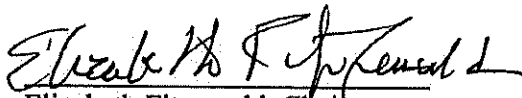
**Public Comment:** None

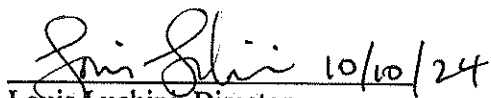
**Adjournment:**

The next Commission meeting is scheduled for Tuesday, October 8, 2024, at 10:00 a.m.

The November 2024 meeting is tentatively scheduled for November 12, 2024, at 10:00 a.m.

There being no further business Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Monaghan. The meeting adjourned at 11:48 am.

  
Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission

 10/10/24  
Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations

**Maine Spirits Business Activity for  
September 2024  
Prepared by Pine State Spirits**

Sales Data 9/1/2024 - 9/30/2024		Monthly							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		21	21	0					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		114,548	112,022	(2,527)	-2.21%	5,455	5,334	-2.21%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 19,881,252	\$ 19,753,535	\$ (127,716)	-0.64%	\$ 946,726	\$ 940,645	-0.64%	
Cost of Goods Sold		\$ 13,678,360	\$ 13,630,482	\$ (47,878)	-0.35%				
Depletion Allowances		\$ (1,922,229)	\$ (1,834,813)						
Total Cost of Good Sold		\$ 11,756,131	\$ 11,795,669	\$ 39,538	0.34%				
Sales Data 7/1/2024 - 9/30/2024		Year to Date							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		65	66	1					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		410,340	411,491	1,151	0.28%	6,313	6,235	-1.24%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 69,521,605	\$ 70,849,365	\$ 1,327,760	1.91%	\$ 1,069,563	\$ 1,073,475	0.37%	
Cost of Goods Sold		\$ 49,055,601	\$ 50,030,590	\$ 974,989	1.99%				
Depletion Allowances		\$ (5,153,899)	\$ (5,057,040)						
Total Cost of Good Sold		\$ 43,901,702	\$ 44,973,550	\$ 1,071,848	2.44%				
Other Revenue		Monthly Data				Year to Date Data			
				Variance				Variance	
		Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax		\$ 248,913	\$ 244,936	\$ (3,977)	-1.60%	\$ 896,008	\$ 900,358	\$ 4,350	0.49%
Bailment		\$ 288,875	\$ 296,719	\$ 7,843	2.72%	\$ 860,122	\$ 866,322	\$ 6,200	0.72%
Depletion Allowances		\$ 1,922,229	\$ 1,834,813	\$ (87,416)	-4.55%	\$ 5,153,899	\$ 5,057,040	\$ (96,859)	-1.88%

**SPIRITS FINANCIAL ACTIVITY - FY 2025 VS FY 2024**

Spirits Sales Budgets			Spirits Sales			Expenses			Operating Profits			Outstanding Receivables/ Adjustments		Transfers to Undedicated Revenue		
	FY25	FY24	FY25	FY24	% Variance vs Prior FY	FY25	FY24	% Variance vs Prior FY	FY25	FY24	% Variance vs Prior FY	FY25	FY24	FY25*	FY24*	% Variance vs Prior FY
July	\$ 25,124,692	\$ 23,839,331	\$ 27,724,122	\$ 25,124,692	10.35%	\$ 20,997,542	\$ 18,933,365	10.90%	\$ 6,726,580	\$ 6,191,327	8.65%	\$ 1,347,160	\$ 2,519,283	\$ 8,073,739	\$ 8,710,610	-7.31%
August	\$ 27,407,361	\$ 22,779,895	\$ 26,217,478	\$ 27,407,361	-4.34%	\$ 19,593,940	\$ 20,581,546	-4.80%	\$ 6,623,538	\$ 6,825,814	-2.96%	\$ (2,252,500)	\$ (2,680,780)	\$ 4,371,038	\$ 4,145,035	5.45%
September	\$ 21,788,181	\$ 19,549,404	\$ 21,572,706	\$ 21,788,181	-0.99%	\$ 15,280,441	\$ 15,363,844	-0.54%	\$ 6,292,265	\$ 6,424,337	-2.06%	\$ 3,032,287	\$ 518,802	\$ 9,324,552	\$ 6,943,139	34.30%
October	\$ 20,445,885	\$ 19,364,299	\$ -	\$ 20,445,885		\$ -	\$ 14,973,382		\$ -	\$ 5,472,503		\$ -	\$ 2,892,251	\$ -	\$ 8,364,754	
November	\$ 20,797,829	\$ 18,125,677	\$ -	\$ 20,797,829		\$ -	\$ 15,433,608		\$ -	\$ 5,364,221		\$ -	\$ (1,491,929)	\$ -	\$ 3,872,292	
December	\$ 23,019,035	\$ 23,592,555	\$ -	\$ 23,019,035		\$ -	\$ 17,355,154		\$ -	\$ 5,663,881		\$ -	\$ (2,079,138)	\$ -	\$ 3,584,743	
January	\$ 18,268,178	\$ 16,751,480	\$ -	\$ 18,268,178		\$ -	\$ 12,770,251		\$ -	\$ 5,497,927		\$ -	\$ 2,539,744	\$ -	\$ 8,037,671	
February	\$ 18,860,218	\$ 17,165,600	\$ -	\$ 18,860,218		\$ -	\$ 14,247,927		\$ -	\$ 4,612,291		\$ -	\$ (253,109)	\$ -	\$ 4,359,183	
March	\$ 17,737,547	\$ 19,136,483	\$ -	\$ 17,737,547		\$ -	\$ 13,078,605		\$ -	\$ 4,658,942		\$ -	\$ 130,398	\$ -	\$ 4,789,340	
April	\$ 19,192,171	\$ 17,303,554	\$ -	\$ 19,192,171		\$ -	\$ 14,147,815		\$ -	\$ 5,044,356		\$ -	\$ 872,690	\$ -	\$ 5,917,046	
May	\$ 22,454,510	\$ 19,070,481	\$ -	\$ 22,454,510		\$ -	\$ 16,905,357		\$ -	\$ 5,549,153		\$ -	\$ (1,792,430)	\$ -	\$ 3,756,723	
June	\$ 23,940,103	\$ 21,183,833	\$ -	\$ 21,452,269		\$ -	\$ 15,741,447		\$ -	\$ 5,710,822		\$ -	\$ (1,044,600)	\$ -	\$ 4,666,222	
Current FYTD	\$ 74,320,233	\$ 66,168,629	\$ 75,514,306	\$ 74,320,233	1.61%	\$ 55,871,924	\$ 54,878,755	1.81%	\$ 19,642,383	\$ 19,441,478	1.03%	\$ 2,126,947	\$ 357,306	\$ 21,769,330	\$ 19,798,784	9.95%

\* The first \$7 million of profit each year is transferred to the General Fund with the remainder going to the Highway Fund

## SPIRITS OPERATING PROFITS - BUDGET TO ACTUAL - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 6,802,618	\$ 6,726,580	\$ (76,038)	-1.12%		\$ 6,191,327	\$ 6,067,999	\$ 5,721,184	\$ 6,048,387
August	\$ 7,428,286	\$ 6,623,538	\$ (804,749)	-10.83%		\$ 6,825,814	\$ 6,693,952	\$ 6,389,136	\$ 6,060,451
September	\$ 5,886,107	\$ 6,292,265	\$ 406,158	6.90%		\$ 6,424,337	\$ 6,567,615	\$ 5,406,476	\$ 4,690,123
October	\$ 5,518,811	\$ -				\$ 5,472,503	\$ 5,354,796	\$ 4,880,468	\$ 4,960,470
November	\$ 5,614,755	\$ -				\$ 5,364,221	\$ 5,339,086	\$ 4,736,689	\$ 4,571,261
December	\$ 6,224,961	\$ -				\$ 5,663,881	\$ 5,907,314	\$ 5,685,526	\$ 5,478,292
January	\$ 4,921,104	\$ -				\$ 5,497,927	\$ 5,568,271	\$ 5,022,547	\$ 5,310,870
February	\$ 5,083,144	\$ -				\$ 4,612,291	\$ 4,510,531	\$ 4,330,259	\$ 3,975,319
March	\$ 4,774,473	\$ -				\$ 4,658,942	\$ 4,894,100	\$ 4,927,032	\$ 4,769,398
April	\$ 5,174,097	\$ -				\$ 5,044,356	\$ 4,558,763	\$ 4,794,707	\$ 5,101,498
May	\$ 6,070,436	\$ -				\$ 5,549,153	\$ 5,529,234	\$ 5,176,444	\$ 4,866,595
June	<u>\$ 6,477,029</u>	<u>\$ -</u>				<u>\$ 5,710,822</u>	<u>\$ 6,185,931</u>	<u>\$ 5,990,848</u>	<u>\$ 5,950,215</u>
Current FY YTD	\$ 20,117,011	\$ 19,642,383	\$ (474,629)	-2.36%		\$ 67,015,575	\$ 67,177,591	\$ 63,061,316	\$ 61,782,878
Budget	\$ 69,975,821								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 19,441,478	\$ 200,904	1.03%					
Projected	\$ 67,708,100								



SPIRITS PROFIT TRANSFERS - BUDGET TO ACTUAL - FY 2025									
	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	FY25	FY25	Dollars	%		FY24	FY23	FY22	FY21
July	\$ 5,000,000	\$ 8,073,739	\$ 3,073,739	61.47%		\$ 8,710,610	\$ 5,606,743	\$ 4,704,158	\$ 4,183,060
August	\$ 6,000,000	\$ 4,371,038	\$ (1,628,962)	-27.15%		\$ 4,145,035	\$ 7,385,895	\$ 7,356,027	\$ 7,102,434
September	\$ 5,500,000	\$ 9,324,552	\$ 3,824,552	69.54%		\$ 6,943,139	\$ 6,230,689	\$ 4,961,833	\$ 4,795,086
October	\$ 5,500,000	\$ -				\$ 8,364,754	\$ 8,482,477	\$ 5,452,318	\$ 4,833,933
November	\$ 5,500,000	\$ -				\$ 3,872,292	\$ 3,969,443	\$ 6,417,132	\$ 7,077,873
December	\$ 5,500,000	\$ -				\$ 3,584,743	\$ 3,837,013	\$ 3,086,738	\$ 1,893,254
January	\$ 5,500,000	\$ -				\$ 8,037,671	\$ 8,039,596	\$ 7,169,313	\$ 6,995,925
February	\$ 5,500,000	\$ -				\$ 4,359,183	\$ 5,146,656	\$ 5,115,925	\$ 3,374,817
March	\$ 5,500,000	\$ -				\$ 4,789,340	\$ 3,707,910	\$ 3,635,081	\$ 5,874,603
April	\$ 5,500,000	\$ -				\$ 5,917,046	\$ 4,087,320	\$ 4,110,132	\$ 3,679,997
May	\$ 5,500,000	\$ -				\$ 3,756,723	\$ 5,964,292	\$ 5,873,898	\$ 3,391,606
June	\$ 5,500,000	\$ -				\$ 4,666,222	\$ 4,222,768	\$ 4,205,352	\$ 7,516,843
Current FY YTD	\$ 16,500,000	\$ 21,769,330	\$ 5,269,330	31.94%		\$ 67,146,758	\$ 66,680,803	\$ 62,087,907	\$ 60,719,430
Budget	\$ 66,000,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 19,798,784	\$ 1,970,546	9.95%					
Projected	\$ 73,829,782								

October 4, 2024

**Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison**  
**State Fiscal Year 2025, as of September 30, 2024**

	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	Total
Budget Projection													
Gross Sales	25,124,692	27,407,361	21,788,181	20,445,885	20,797,829	23,019,035	18,268,178	18,860,218	17,737,547	19,192,171	22,454,510	23,940,103	259,035,710
Cost of Goods Sold	(16,017,000)	(17,472,000)	(13,890,000)	(13,034,000)	(13,259,000)	(14,675,000)	(11,646,000)	(12,023,000)	(11,308,000)	(12,235,000)	(14,315,000)	(15,262,000)	(165,136,000)
Warehousing & Distribution	(1,338,074)	(1,451,074)	(1,173,074)	(1,106,074)	(1,123,074)	(1,233,074)	(998,074)	(1,028,074)	(972,074)	(1,044,074)	(1,205,074)	(1,279,074)	(13,950,889)
Trade Marketing	(565,000)	(617,000)	(490,000)	(460,000)	(468,000)	(518,000)	(411,000)	(424,000)	(399,000)	(432,000)	(505,000)	(539,000)	(5,828,000)
Gross Profit	7,204,618	7,867,286	6,235,107	5,845,811	5,947,755	6,592,961	5,213,104	5,385,144	5,058,473	5,481,097	6,429,436	6,860,029	74,120,821
BABLO Operating Costs	(402,000)	(439,000)	(349,000)	(327,000)	(333,000)	(368,000)	(292,000)	(302,000)	(284,000)	(307,000)	(359,000)	(383,000)	(4,145,000)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,802,618	7,428,286	5,886,107	5,518,811	5,614,755	6,224,961	4,921,104	5,083,144	4,774,473	5,174,097	6,070,436	6,477,029	69,975,821
Actual Performance													
Gross Sales	27,724,122	26,217,478	21,572,706	-	-	-	-	-	-	-	-	-	75,514,306
Cost of Goods Sold	(18,939,800)	(17,460,314)	(13,630,482)	-	-	-	-	-	-	-	-	-	(50,030,596)
Warehousing & Distribution	(1,339,657)	(1,229,570)	(999,408)	-	-	-	-	-	-	-	-	-	(3,568,635)
Trade Marketing	(596,515)	(546,601)	(442,938)	-	-	-	-	-	-	-	-	-	(1,586,054)
Gross Profit	6,848,149	6,980,993	6,499,879	-	-	-	-	-	-	-	-	-	20,329,022
BABLO Operating Costs	(121,570)	(357,455)	(207,614)	-	-	-	-	-	-	-	-	-	(686,639)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,726,580	6,623,538	6,292,265	-	-	-	-	-	-	-	-	-	19,642,383
Variance													
Gross Sales	2,599,430	(1,189,882)	(215,475)	-	-	-	-	-	-	-	-	-	1,194,073
Cost of Goods Sold	(2,922,800)	11,686	259,518	-	-	-	-	-	-	-	-	-	(2,651,596)
Warehousing & Distribution	(1,583)	221,504	173,666	-	-	-	-	-	-	-	-	-	393,587
Trade Marketing	(31,515)	70,399	47,063	-	-	-	-	-	-	-	-	-	85,946
Gross Profit	(356,468)	(886,293)	264,772	-	-	-	-	-	-	-	-	-	(977,989)
BABLO Operating Costs	280,430	81,545	141,386	-	-	-	-	-	-	-	-	-	503,361
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	(76,038)	(804,749)	406,158	-	-	-	-	-	-	-	-	-	(474,629)
Transfer to Undedicated revenue													
Operating Profit	6,726,580	6,623,538	6,292,265	-	-	-	-	-	-	-	-	-	19,642,383
Outstanding Receivables	1,347,160	(2,252,500)	3,032,287	-	-	-	-	-	-	-	-	-	2,126,947
Other Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-
Transfer to Undedicated revenue	8,073,739	4,371,038	9,324,552	-	-	-	-	-	-	-	-	-	21,769,330
Performance Indicators													
Actual/Budget Indicators													
Sales	110.3%	95.7%	99.0%										29.2%
COGS	118.2%	99.9%	98.1%										30.3%
Operating Profit	98.9%	89.2%	106.9%										28.1%
Actual Performance Indicators													
COGS/Sales	68.3%	66.6%	63.2%										66.3%
Operating Profit/Sales	24.3%	25.3%	29.2%										26.0%

# Maine County Case Analysis through September 2024

Sales Region	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 6 Months	Cases Last 6 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 9 Months	Cases Last 9 Month Prior Year	% Change	Case Diff vs. Prior Year
State of Maine	409,697	408,349	0.33%	1,347	757,768	768,233	-1.36%	-10,464	1,060,441	1,081,600	-1.96%	-21,159
ANDROSCOGGIN	33,221	33,194	0.08%	27	62,624	63,316	-1.09%	-692	90,662	92,516	-2.00%	-1,854
AROOSTOOK	14,288	14,178	0.78%	110	27,820	27,436	1.40%	385	40,314	40,436	-0.30%	-122
CUMBERLAND	117,754	116,121	1.41%	1,633	213,786	216,926	-1.45%	-3,139	292,625	299,632	-2.34%	-7,007
FRANKLIN	10,045	9,924	1.22%	122	18,763	17,945	4.56%	819	28,362	28,299	0.22%	63
HANCOCK	24,164	24,330	-0.68%	-166	41,707	42,650	-2.21%	-943	54,225	55,184	-1.74%	-959
KENNEBEC	34,476	34,445	0.09%	31	65,894	66,503	-0.92%	-609	94,994	96,178	-1.23%	-1,185
KNOX	10,511	10,562	-0.49%	-52	19,428	20,054	-3.12%	-626	27,481	28,494	-3.55%	-1,013
LINCOLN	11,071	10,959	1.02%	112	20,180	20,460	-1.36%	-279	27,585	28,120	-1.90%	-535
OXFORD	12,070	12,404	-2.69%	-334	22,524	23,517	-4.22%	-993	32,380	33,963	-4.66%	-1,583
PENOBSCOT	44,210	44,322	-0.25%	-112	84,128	85,574	-1.69%	-1,445	120,155	122,741	-2.11%	-2,586
PISCATAQUIS	4,680	4,899	-4.47%	-219	8,550	8,965	-4.63%	-415	11,901	12,794	-6.98%	-893
SAGadahoc	9,144	9,024	1.34%	121	17,320	17,298	0.13%	22	24,776	24,953	-0.71%	-177
SOMERSET	12,414	12,170	2.00%	243	23,644	23,355	1.23%	288	34,032	33,677	1.06%	355
WALDO	7,516	7,679	-2.12%	-163	14,327	14,793	-3.15%	-466	20,307	21,008	-3.33%	-701
WASHINGTON	8,545	8,695	-1.73%	-150	16,146	16,668	-3.13%	-522	22,947	23,424	-2.04%	-477
YORK	55,587	55,443	0.26%	144	100,925	102,774	-1.80%	-1,849	137,694	140,182	-1.78%	-2,488
Months Included:	Sep 24, Aug 24, Jul 24	Sep 23, Aug 23, Jul 23			Sep 24, Aug 24, Jul 24, Jun 24, May 24, Apr 24	Sep 23, Aug 23, Jul 23, Jun 23, May 23, Apr 23			Sep 24, Aug 24, Jul 24, Jun 24, May 24, Apr 24, Mar 24, Feb 24, Jan 24	Sep 23, Aug 23, Jul 23, Jun 23, May 23, Apr 23, Mar 23, Feb 23, Jan 23		

Jan. 2023 + 1 day vs Jan. 2022, August 2022 +1 day vs August 2021, July 2022 -1 day vs July 2021, May 2022 +1 day vs May 2021

\*Cases are 9Lt Equivalent

\*Excludes Bailments, Depletions, and In-State Distillers

24.98%

23.62%

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

3 Month Trend	July Cases	August Cases	September Cases	Total 3 Months	% Change Prior Year	July \$	August \$	September \$	Total 3 Months	% Change Prior Year	July Profit \$	August Profit \$	September Profit \$	Total 3 Months	% Change Prior Year
FY24	5,967	4,968	4,409	15,344	2.70%	\$2,203,408	\$1,782,455	\$1,661,243	\$5,647,106	4.13%	\$600,418	\$472,591	\$453,829	\$1,526,838	1.56%
FY23	5,248	5,260	4,432	14,940		\$1,897,652	\$1,920,823	\$1,604,495	\$5,422,970		\$527,592	\$530,231	\$445,622	\$1,503,445	
Variance	719	-292	-23	404		\$305,756	-\$138,368	\$56,748	\$224,136		\$72,826	-\$57,640	\$8,207	\$23,393	

New Items for Commission Approval  
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
HPM ASSOCIATES	FLIGHT SPIRITS	75965	FLIGHT SPIRITS AMERICANO VODKA COFFEE	750	6	\$67.50	\$19.99	VODKA	
HPM ASSOCIATES	FLIGHT SPIRITS	18315	FLIGHT SPIRITS FLIGHT 1923 SBW	750	6	\$134.83	\$39.99	BOURBON	
HPM ASSOCIATES	FLIGHT SPIRITS	38332	FLIGHT SPIRITS FLIGHT VDK 7 TIMES DIST	750	12	\$48.02	\$9.99	VODKA	
HPM ASSOCIATES	GALAXY MARKETING	78380	DILL*ISH PICKLEBACK SHOT DILL PICKLE VDK	750	12	\$135.85	\$19.99	VODKA	
HPM ASSOCIATES	GALAXY MARKETING	78381	DILL*ISH PICKLEBACK SHOT SPCY PICKLE VDK	750	12	\$135.85	\$19.99	VODKA	
HPM ASSOCIATES	MHW, LTD	88947	COMISARIO ANEJO TEQUILA	750	6	\$252.67	\$75.99	TEQUILA	
HPM ASSOCIATES	MHW, LTD	85014	COMISARIO BLANCO DIA DE LA MORTAS TEQ	750	6	\$149.33	\$44.99	TEQUILA	
HPM ASSOCIATES	MHW, LTD	87375	COMISARIO BLANCO TEQUILA	750	6	\$149.33	\$44.99	TEQUILA	
HPM ASSOCIATES	MHW, LTD	88949	COMISARIO REPOSADO TEQUILA	750	6	\$172.67	\$51.99	TEQUILA	
MARTIGNETTI	E.J. GALLO WINERY	26576	HORSE SOLDIER SIGNATURE SMALL BATCH BBN	750	6	\$253.43	\$74.99	BOURBON	
MARTIGNETTI	E.J. GALLO WINERY	18650	HORSE SOLDIER STRAIGHT BOURBON WHISKEY	750	6	\$185.70	\$54.99	BOURBON	
MARTIGNETTI	E.J. GALLO WINERY	26572	HORSE SOLDIER RSV BRL STRAIGHT BBN	750	6	\$304.16	\$89.99	BOURBON	
MARTIGNETTI	MARTIGNETTI	17485	COOPERSTOWN BASEBALL BTL W/JIM RICE SIG	750	6	\$473.50	\$139.99	BOURBON	
MARTIGNETTI	PRESTIGE BEVERAGE	88191	SIEMPRE ANEJO TEQUILA	750	6	\$182.67	\$54.99	TEQUILA	
MARTIGNETTI	PRESTIGE BEVERAGE	88181	SIEMPRE PLATA TEQUILA	750	6	\$149.30	\$44.99	TEQUILA	
MARTIGNETTI	PRESTIGE BEVERAGE	87944	SIEMPRE REPOSADO TEQUILA	750	6	\$166.00	\$49.99	TEQUILA	

New Items for Commission Approval  
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MS WALKER	M.S. WALKER, INC.	72143	ST ELDER ESPRESSO COFFEE LIQ	375	12	\$74.97	\$11.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	BROWN FORMAN BEVERAGE	25744	JACK DANIEL'S SGL BRL PR SP RLS COY HILL	700	6	\$287.35	\$84.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	BROWN FORMAN BEVERAGE	76187	WOODFORD RSV MASTER CL MADERIA CSK 700ML	700	6	\$575.56	\$169.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	6341	THE MACALLAN A NIGHT ON EARTH JEREZ	750	6	\$425.40	\$124.99	SCOTCH	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	8942	THE MACALLAN HARMONY COLL VIBRANT OAK SM	750	6	\$681.07	\$199.99	SCOTCH	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	22314	WYOMING WHISKEY NATIONAL PARKS NO.4 SBW	750	6	\$270.36	\$79.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	22313	WYOMING WHISKEY OLD FAITHFUL 10 YR SBW	750	1	\$282.33	\$499.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	KOBRAND CORPORATION	68476	GUYOT CREME DE CASSIS DE DIJON	750	12	\$223.00	\$32.99	BITTERS	
RNDC NEW HAMPSHIRE LLC	MCCORMICK DISTILLING CO	68339	FIVE FARMS SINGLE BATCH IRISH CREAM LIQ	375	16	\$167.18	\$19.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	76568	SHOTTY'S GREEN TEA SHOT W/WHK 8-8PK	50	8	\$41.28	\$9.99	COCKTAILS	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	102272	SHOTTY'S/4F-CKTL TRAY 24P:PM/SD/MP/MRG G	50	6	\$74.25	\$23.99	COCKTAILS	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	42812	CLEMENT CUVEE HOMERE RUM MARTINIQUE	700	6	\$463.41	\$139.99	RUM	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	44202	CLEMENT RHUM GR RSV 15 YR AGED MARTINQ	750	6	\$662.28	\$199.99	RUM	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	78390	SUGARLANDS FIELD & STREAM HONEY PECN SHN	750	6	\$91.02	\$26.99	CORDIALS	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	4266	JOHNNIE WALKER BLK LBL SQUID GAMES EDT	750	12	\$268.84	\$39.99	SCOTCH	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	78091	SMIRNOFF STRAWBERRY FLV VODKA DSS PET	375	12	\$62.94	\$9.99	VODKA	

New Items for Commission Approval  
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
SOUTHERN GLAZERS LLC	HOTALING & CO., LLC	73982	LUXARDO DEL SANTO GREEN HERBAL LIQUEUR	750	12	\$283.20	\$41.99	CORDIAL	
UNBROKERED	ARBOR DISTILLERY LLC	46781	SASQUATCH SAWMILL MAINE MADE SILVER RUM	750	12	\$220.00	\$31.49	RUM	
UNBROKERED	H&S SPIRITS	25739	H&S SPIRITS A NUTTER ONE PEANUT BTR FLV	750	12	\$309.00	\$42.99	WHISKEY	
UNBROKERED	H&S SPIRITS	72144	H&S SPIRITS HARD COFFEE MILK COFFEE LIQ	750	12	\$164.00	\$22.99	CORDIALS	
Total New Items - 36									



VAPS Listings for Commission Approval  
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MS WALKER	CALEDONIA SPIRITS	102528	BARR HILL RSV TOM CAT OAK CSKS/ROCK GLS	750	6	\$150.94	\$45.99	GIN	
MS WALKER	SERRALLES USA, LLC	102535	DON Q RESERVA 7 ANEJO/2 ESP MARTINI GLS	750	3	\$49.39	\$29.99	RUM	
<b>Total VAP Items- 2</b>									

**Coupons/Rebates for Commission Approval**  
**October 8, 2024**

Product	Size	Offer	Effective	Expiration	Approved
BEAR FIGHT WHISKEY - AMERICAN SINGLE MALT OR KENTUCKY RESERVE	750 ML	\$6 IRC	9/15/2024	1/1/2025	
CUTWATER - ANY VARIANT	355 ML-4 PACK OR LARGER	\$5 DIGITAL	9/4/2024	11/5/2024	
BIB & TUCKER WHISKEY - DOUBLE CHAR BOURBON	750 ML	\$5 IRC	10/1/2024	2/28/2025	
CANTERA NEGRA TEQUILA - ANY VARIANT EXCLUDING CAFÉ	750 ML	\$5 IRC	10/1/2024	2/28/2025	
GREY GOOSE VODKA ESSENCES - WHITE PEACH & ROSEMARY, WATERMELON & BASIL OR STRAWBERRY & LEMONGRASS	750 ML OR 1 L	\$5 DIGITAL OR MIR	10/1/2024	1/5/2025	
FRANGELICO LIQUEUR	750 ML OR LARGER	\$6 MIR	10/1/2024	12/31/2024	
CUTWATER - ANY VARIANT	355 ML-4 PACK	\$2 IRC	11/1/2024	11/30/2024	
HIGH WEST WHSKEY - ANY VARIANT	750 ML	\$3 IRC	10/1/2024	11/30/2024	
HERRADURA TEQUILA - SILVER REPOSADO, ANEJO, ULTRA OR LEGEND	750 ML	\$5 MIR	11/1/2024	12/31/2024	
JACK DANIELS TENNESSEE WHISKEY - APPLE, FIRE, HONEY OR GENTLEMAN JACK	2-750 ML	\$8 MIR	11/1/2024	12/31/2024	
OLD FORESTER - 86 OR 100 PROOF	750 ML	\$3 DIGITAL OR MIR	11/1/2024	12/31/2024	
OLD FORESTER - 86 OR 100 PROOF	750 ML	\$2 IRC	11/1/2024	12/31/2024	
ZING ZANG RTD - BLOODY MARY, BLAZING BLOODY MARY, MARGARITA, OR MANGO MARGARITA	355 ML-4 PACK OR 1.75 L	\$5 MIR	10/13/2024	3/31/2024	
GREY GOOSE VODKA - ORIGINAL OR FLAVORED	1.75 L	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	

**Coupons/Rebates for Commission Approval**  
**October 8, 2024**

Product	Size	Offer	Effective	Expiration	Approved
PATRON TEQUILA - SILVER, REPOSADO, ANEJO OR ORANGE LIQUEUR	750 ML	\$8 DIGITAL OR MIR	11/1/2024	12/31/2024	
DEWARS BLENDED SCOTCH WHISKY - WHITE LABEL, 12YR, OR 15YR	1.75 L	\$7 DIGITAL OR MIR	11/1/2024	1/5/2025	
BOMBAY - SAPPHIRE GIN OR DRY GIN	1.75 L	\$7 DIGITAL OR MIR	11/1/2024	1/5/2025	
BACARDI RUM - SUPERIOR, GOLD, BLACK, SPICED OR FLAVORED	1.75 L	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	
ANGELS ENVY KENTUCKY STRAIGHT BOURBON WHISKEY	750 ML	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	
PATRON TEQUILA - SILVER, REPOSADO OR ANEJO	1.75 L	\$20 DIGITAL OR MIR	11/1/2024	12/31/2024	
CAZADORES TEQUILA - BLANCO, REPOSADO, ANEJO, EXTRA ANEJO, CRISTALINO OR CAFÉ	750 ML	\$6 DIGITAL OR MIR	11/1/2024	12/31/2024	
BACARDI RUM - CUATRO, RESERVA OCHO OR GRAN RESERVA DIEZ	750 ML OR 1 L	\$5 DIGITAL OR MIR	11/1/2024	12/31/2024	
DEWARS BLENDED SCOTCH WHISKY - 12YR, 15YR, OR 18YR	750 ML OR LARGER	\$5-\$7 DIGITAL OR MIR	11/1/2024	1/5/2025	
SVEDKA VODKA	750 ML OR LARGER	\$1 IRC	10/1/2024	12/31/2024	
GREY GOOSE VODKA OR FLAVORS	1.75 L	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	
CAZADORES TEQUILA - BLANCO OR REPOSADO	1.75 L	\$8 DIGITAL OR MIR	11/1/2024	12/31/2024	
<b>Total Coupons/Rebates - 26</b>					

## Fiscal Year Comparison Through September 28, 2024

### Draw

Game		FY 24		FY 25	Variance	% Variance
Gimme5	\$	309,042	\$	285,925	\$ (23,117)	-7.48%
World Poker Tour	\$	263,423	\$	-		
Lotto America	\$	615,043	\$	503,981	\$ (111,062)	-18.06%
Lucky for Life	\$	1,615,514	\$	1,634,308	\$ 18,794	1.16%
Pick 4	\$	1,189,987	\$	1,144,459	\$ (45,529)	-3.83%
Pick 3	\$	1,546,053	\$	1,424,133	\$ (121,920)	-7.89%
Megabucks	\$	2,426,638	\$	2,721,470	\$ 294,832	12.15%
Mega Millions	\$	8,463,539	\$	3,747,560	\$ (4,715,979)	-55.72%
Powerball	\$	9,808,502	\$	4,165,785	\$ (5,642,717)	-57.53%
Cash POP			\$	1,572,794		
<b>Total Draw Sales</b>	<b>\$</b>	<b>26,237,741</b>	<b>\$</b>	<b>17,200,415</b>	<b>\$ (9,037,326)</b>	<b>-34.44%</b>

<b>Fast Play</b>	<b>\$</b>	<b>3,000,980</b>	<b>\$</b>	<b>4,971,032</b>	<b>\$1,970,052</b>	<b>65.65%</b>
------------------	-----------	------------------	-----------	------------------	--------------------	---------------

### Instant

		FY 24		FY 25	Variance	% Variance
<b>Price Point</b>						
\$1	\$	1,010,365	\$	1,069,028	\$ 58,663	5.81%
\$2	\$	3,549,142	\$	3,239,798	\$ (309,344)	-8.72%
\$3	\$	5,676,960	\$	4,616,730	\$ (1,060,230)	-18.68%
\$5	\$	16,442,820	\$	18,431,100	\$ 1,988,280	12.09%
\$10	\$	19,952,300	\$	21,061,710	\$ 1,109,410	5.56%
\$20	\$	8,589,060	\$	6,634,800	\$ (1,954,260)	-22.75%
\$25	\$	10,104,000	\$	10,953,200	\$ 849,200	8.40%
\$30	\$	14,814,150	\$	13,012,440	\$ (1,801,710)	-12.16%
<b>Total Instants</b>	<b>\$</b>	<b>80,138,797</b>	<b>\$</b>	<b>79,018,806</b>	<b>\$ (1,119,991)</b>	<b>-1.40%</b>

<b>Total Combined</b>	<b>\$</b>	<b>109,377,518</b>	<b>\$</b>	<b>101,190,253</b>	<b>\$ (8,187,265)</b>	<b>-7.49%</b>
-----------------------	-----------	--------------------	-----------	--------------------	-----------------------	---------------

## LOTTERY PROFIT TRANSFER TO GENERAL FUND - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 5,384,615	\$ 5,692,839	\$ 308,224	5.72%		\$ 9,806,382	\$ 9,717,486	\$ 6,947,748	\$ 5,271,349
August	\$ 6,730,769	\$ 7,102,466	\$ 371,697	5.52%		\$ 5,183,984	\$ 4,164,540	\$ 5,512,697	\$ 6,929,644
September	\$ 5,384,615	\$ 5,728,269	\$ 343,654	6.38%		\$ 6,731,498	\$ 3,493,085	\$ 4,726,583	\$ 4,822,725
October	\$ 5,384,615					\$ 1,967,191	\$ 6,675,164	\$ 7,001,996	\$ 5,891,358
November	\$ 6,730,769					\$ 5,635,499	\$ 7,184,011	\$ 4,207,005	\$ 4,884,356
December	\$ 5,384,615					\$ 10,519,423	\$ 7,138,319	\$ 7,560,351	\$ 6,588,148
January	\$ 5,384,615					\$ 13,908,262	\$ 6,858,726	\$ 5,233,306	\$ 10,216,388
February	\$ 5,384,615					\$ 5,390,259	\$ 4,162,612	\$ 4,065,525	\$ 4,697,925
March	\$ 6,730,769					\$ 10,132,468	\$ 5,356,396	\$ 8,336,659	\$ 7,465,530
April	\$ 5,384,615					\$ 7,503,463	\$ 5,635,410	\$ 7,114,263	\$ 4,318,331
May	\$ 6,730,769					\$ 5,177,697	\$ 6,231,137	\$ 5,612,671	\$ 6,444,655
June	<u>\$ 5,384,619</u>					<u>\$ 6,717,158</u>	<u>\$ 5,467,786</u>	<u>\$ 5,005,102</u>	<u>\$ 3,117,308</u>
Current FY YTD	\$ 17,499,999	\$ 18,523,574	\$ 1,023,575	5.85%		\$ 88,673,283	\$ 72,084,673	\$ 71,323,906	\$ 70,647,717
Budget	\$ 70,000,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 21,721,863	\$ (3,198,289)	-14.72%					
Projected	\$ 75,617,185								

PROFIT TRANSFER TO OUTDOOR HERITAGE FUND - FY 2025									
	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 61,538	\$ 42,125	\$ (19,413)	-31.55%		\$ 153,382	\$ 89,099	\$ 31,025	\$ 44,271
August	\$ 76,923	\$ 33,059	\$ (43,864)	-57.02%		\$ 125,007	\$ 106,400	\$ 15,870	\$ 61,305
September	\$ 61,538	\$ 28,075	\$ (33,463)	-54.38%		\$ 193,218	\$ 96,902	\$ 204,657	\$ 22,000
October	\$ 61,538					\$ 80,969	\$ 159,481	\$ 39,081	\$ 30,111
November	\$ 76,923					\$ 80,510	\$ 54,908	\$ 61,385	\$ 25,152
December	\$ 61,538					\$ 170,836	\$ 73,814	\$ 82,083	\$ 39,372
January	\$ 61,538					\$ 6,751	\$ 60,536	\$ 57,444	\$ 117,214
February	\$ 61,538					\$ 100,517	\$ 61,158	\$ 24,591	\$ 13,392
March	\$ 76,923					\$ 188,446	\$ 69,357	\$ 49,369	\$ 11,061
April	\$ 61,538					\$ 73,441	\$ 85,448	\$ 35,089	\$ 22,323
May	\$ 76,923					\$ 66,264	\$ 79,279	\$ 36,210	\$ 60,231
June	\$ 61,542					\$ 169,856	\$ 171,189	\$ 105,123	\$ 25,904
Current FY YTD	\$ 199,999	\$ 103,260	\$ (96,739)	-48.37%		\$1,409,196	\$ 1,107,570	\$ 741,928	\$ 472,336
Budget	\$ 800,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 471,607	\$ (368,347)	-78.10%					
Projected	\$ 308,548								

October 8, 2024

---

**New Instant Games for Approval**



- Top Prize \$1,000.
- KEY NUMBER MATCH with a 2X multiplier.
- Overall odds 1:4.45
- Quantity: 960,000
- Game number 668

Match any of YOUR NUMBERS to the WINNING NUMBER, win prize shown. Reveal a “MONEY ROLL” symbol, win DOUBLE the prize shown.





- Top Prize \$100,000.
- KEY NUMBER MATCH with an INSTANT WIN feature and 2X & 5X multipliers.
- Overall odds 1:3.87
- Quantity: 960,000
- Game number 671

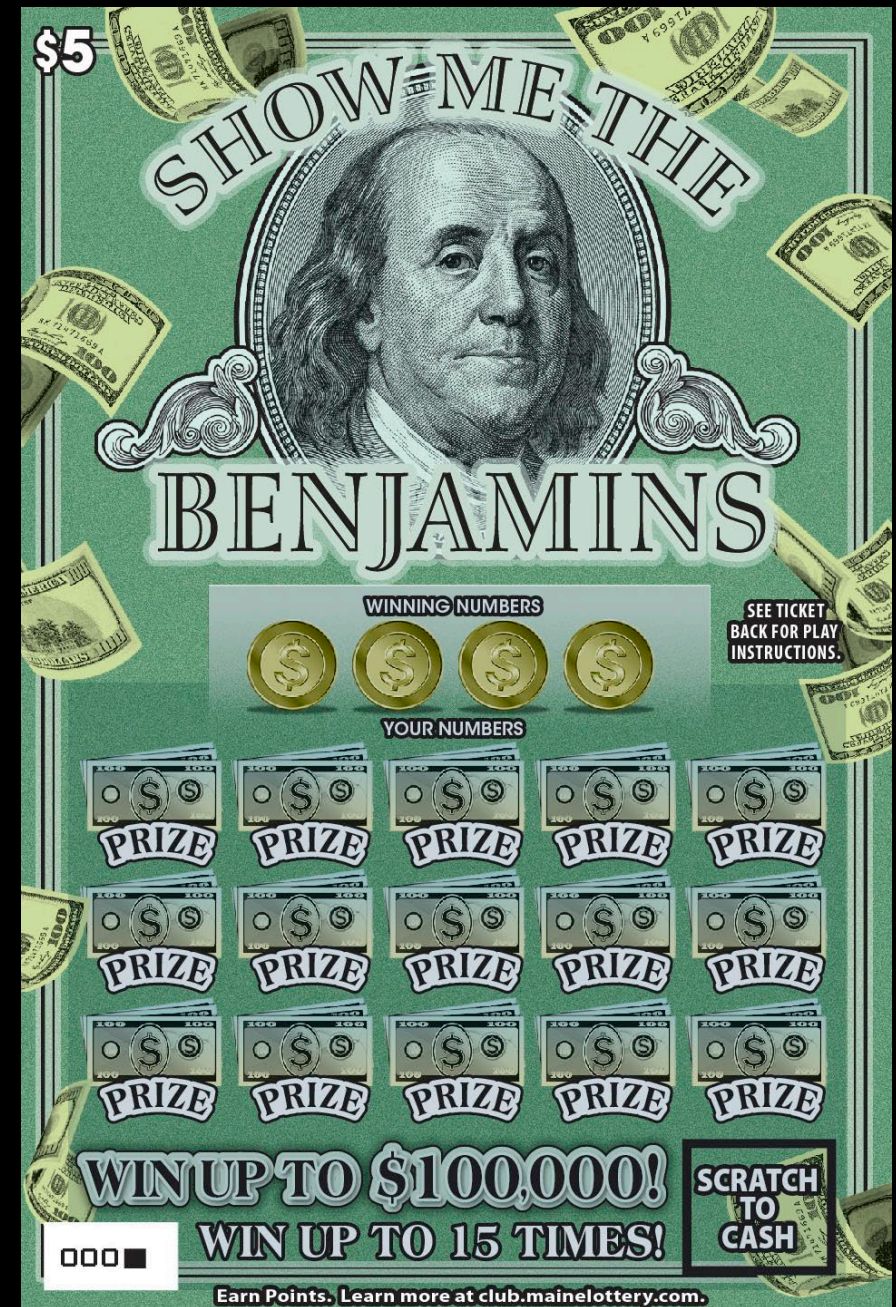
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “STACK OF CASH” symbol, win prize shown instantly. Reveal a “2X” symbol, win 2 times the prize shown. Reveal a “5X” symbol, win 5 times the prize shown.





- Top Prize \$100,000.
- KEY NUMBER MATCH with an INSTANT WIN feature and 2X & 5X multipliers.
- Overall odds 1:3.87
- Quantity: 960,000
- Game number 670

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “5X” symbol, win 5 times the prize shown. Reveal a “\$50 BURST” symbol, win \$50 instantly. Reveal a “BENJAMIN” symbol, win \$100 instantly!





- Top Prize \$250,000.
- KEY NUMBER MATCH play style with 5X and 10X multipliers, WIN ALL and INSTANT WIN features and \$25, \$50, \$100, & \$200 INSTANT WIN BONUS features.
- Overall odds 1:3.47
- Quantity: 1,200,000
- Game number 660

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “STACK OF COINS” symbol, win prize shown instantly! Reveal a “5X” symbol, win 5 times the prize shown. Reveal a “10X” symbol, win 10 times the prize shown. Reveal a “BAG OF CASH” symbol, win all 20 prizes! BONUS BOXES: Reveal “BURST” symbol in any BONUS box, win prize shown instantly!



- Prizes: \$50 or \$100.
- KEY NUMBER MATCH play style with TWO INSTANT WIN features.
- Overall odds 1:9.23
- Quantity: 1,560,000
- Game number 665

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “\$50 burst” symbol, win \$50 instantly! Reveal a “\$100 burst” symbol, win \$100 instantly!

