Progress Report 2017
• Exceeded the $1 billion mark in sales for the 15th consecutive year with sales of more than $1.1 billion.

• Transferred more than $477 million to the State of West Virginia.

• Transferred $69.1 million for senior citizens, $94.2 million for education, $64.7 million for tourism, $53 million to the State’s General Fund, $33.1 million to the Infrastructure Council, and $116.5 million to other state agencies.

• Transferred $29 million to the PROMISE Scholarship Fund.

• Paid a total of $27.9 million to county and local municipalities across the State from gaming revenue.

• Awarded players a total of $85.3 million in traditional lottery prizes.

• Saw an increase in Facebook fans of 18,291 people.

• Kept operating costs under 2.9 percent.
Our Commission

The Commission was created in 1985 to assist and advise the Director of the Lottery and to carry on a continuous study of West Virginia Lottery operations throughout the state. Members are appointed by the Governor with the approval of the Senate. In accordance with state law, the Lottery Commission is required to have seven members comprised of a lawyer, a certified public accountant, a computer expert, a marketing specialist, and one member in law enforcement. An additional two members represent the “public at large.” No more than four members may be from the same political party. Unless filing an unexpired appointment, members serve overlapping terms of five years and are eligible for successive appointments to the Commission.

Kenneth Greear, Chairman
William Clayton, Vice Chairman
Roy Shrewsbury, II, Beckley
Douglas A. Bicksler, Lewisburg
Andrew B. Kozalens, Fairmont
William R. Laird IV, Oak Hill
Dan A. Marshall, Parkersburg

Leadership

I am humbled by the opportunity to serve the people of West Virginia as Lottery Director, and honored to be able to present the West Virginia Lottery’s 2017 Progress Report.

The West Virginia Lottery’s mission to operate responsibly with the highest standards of integrity have helped to provide an important revenue stream for programs that benefit the citizens of West Virginia for more than 30 years.

Since inception, the Lottery has generated more than $9.5 billion in gaming revenue for the State of West Virginia with the majority of proceeds going to education, seniors and tourism. Education has received a total of more than $3.1 billion in net lottery profits, while over $1.1 billion has been invested in senior services, and in excess of $1 billion has been invested in the state’s tourism industry.

Despite the challenges that come with an ever-changing gaming industry, West Virginia Lottery sales exceeded the $1 billion mark, for the 15th consecutive year in fiscal year 2017, with sales totaling more than $1.1 billion. This resulted in a cash transfer of more than $477 million to the State of West Virginia for the year ending on June 30, 2017.

The Lottery’s fiscal year-end performance is a direct result of the diligence and hard work of our Lottery employees, licensed retailers and operators, casinos, and the Lottery players who collectively make all of our accomplishments possible.

Alan H. Larrick
Director
West Virginia Lottery proceeds improve the quality of life of our seniors. Since 1986, the Lottery has generated more than $1.2 billion in proceeds that have helped the West Virginia Bureau of Senior Services meet the nutritional, health, and long-term care needs of tens of thousands of West Virginia senior citizens. Lottery dollars are used to help provide more than two million meals annually at county nutrition sites and homes statewide. The funding also is used for senior centers, transportation needs, caregiving, matching Medicaid funding for senior services, and to fund a property tax credit for seniors. Overall, West Virginia senior citizens benefitted from an estimated $79 million in Lottery revenue in FY 2017.

Senior Citizens

More than $1.2 billion in proceeds to senior citizens since 1986.

West Virginia Lottery proceeds improve the educational experience of West Virginia students from pre-school through their college years. Since 1986, West Virginia has invested more than $3 billion from Lottery proceeds into education. These proceeds have significantly improved West Virginia’s public education system by allowing for new school construction, and renovations, through the State School Building Authority. Lottery proceeds also help support Higher Education, and Community and Technical College bonds. Lottery generated dollars have placed computers and upgraded technology in classrooms across the State through the West Virginia Department of Education, and have helped provide higher education opportunities to our best and brightest students through the PROMISE Scholarship Program.

Schools and Education

More than $3 billion to schools and education since 1986.
Promise Scholarships

Every West Virginia college student has hopes and dreams for a bright future and to realize their full potential. High school seniors entering colleges and universities across the state benefit from lottery dollars through the PROMISE Scholarship Program. In FY 2017, approximately $29 million from limited video lottery revenue was directed to the PROMISE Scholarship program to reward West Virginia’s best and brightest students with the opportunity to attend an in-state college or university. Since 2002, the West Virginia Lottery has provided $400 million to the PROMISE Scholarship Program and in turn has helped more than 55,000 West Virginia students pursue a college education without the burden of heavy debt. In many cases, the PROMISE Scholarship has been cited as the primary factor that allowed these deserving students to obtain a college degree.

PROMISE SCHOLARS

Bailee Wiley
Hometown: Logan, WV
Southern WV Community and Technical College

"I think the Promise Scholarship motivates people to stay in the state after they are through with their education. The Promise Scholarship motivated me to achieve my goals. I want to give back to my state and pay forward what they have done for me."

Trent Kalkum-Snyder
Hometown: McMechen, WV
Bethany College

"I am very proud to have received the Promise Scholarship...it’s allowed me to go to the school of my dreams and helped me pay for it. I think the Promise Scholarship has helped me because in the beginning it showed me how much I needed to study to get where I need to go."

Kate McLaughlin
Hometown: Charleston, WV
Alderson Broaddus University

"My dream for the future is to be a successful entrepreneur...I am proud to have received the Promise Scholarship. I think the Promise Scholarship has been cited as the primary factor that allowed these deserving students to obtain a college degree.

Lucas Trevato
Hometown: Morgantown, WV
WV Wesleyan

"The day I got the Promise Scholarship was an exciting day because that meant that I would go to college in West Virginia. I am proud to have received the Promise Scholarship. Having the people of West Virginia help me with the Promise Scholarship was extremely exciting."

Kelley Walls
Hometown: Oceana, WV
Concord University

"My family was experiencing financial difficulty so getting the Promise Scholarship was a blessing. I plan to attend WVU in 2018 to study law. I hope I will achieve my dream of becoming a child advocacy lawyer. I am confident that I will reach my full potential...my promise."

Kate McLaughlin
Hometown: Charleston, WV
Alderson Broaddus University

"I am the first generation of my family to achieve a four-year degree. I have a dream of practicing law here in the state of West Virginia. The Promise Scholarship has definitely changed my life."

Sydney Miller
Hometown: Teays Valley, WV
WV State University

"My family was experiencing financial difficulty so getting the Promise Scholarship was a blessing. I plan to attend WVU in 2018 to study law. I hope I will achieve my dream of becoming a child advocacy lawyer. I am confident that I will reach my full potential...my promise."

Eli Tilly
Hometown: Oak Hill, WV
Marshall University Graduate

"I worked hard to achieve my dream of a college education. When I graduate, I hope to stay in West Virginia and give back to the people who helped me become who I am today and helped me with my education. The Promise Scholarship helps me go to college debt-free."

Kelsey Walls
Hometown: Oceana, WV
Concord University

"I worked hard to achieve my dream of a college education. When I graduate, I hope to stay in West Virginia and give back to the people who helped me become who I am today and helped me with my education. The Promise Scholarship helps me go to college debt-free."

Michael Raines
Hometown: Winfield, WV
West Virginia University

"When I found out I had the Promise Scholarship, I was really happy because that was a huge weight off of my shoulders. The Promise Scholarship made me not have to worry about how to pay for college, but being able to focus on my studies. I am very grateful for the Promise Scholarship."

$400 MILLION in Lottery Proceeds and 55,000 Promise Scholarships awarded since 2002
West Virginia’s scenic beauty, and wide-range of outdoor activities, attracts visitors from around the world. From 1994 to 2017, $214.7 million of revenue generated by Racetrack Video Lottery was directed to advertising funds for the state tourism industry through a matching grants program established with the West Virginia Division of Tourism. In FY 2017, the Lottery contributed $5.7 million to the Division of Tourism. In addition, Lottery revenue appropriated by the West Virginia Legislature from other gaming sources to the Division of Tourism totaled $8.1 million. With additional appropriations for the Division of Natural Resources and the State Park Improvement Fund, the cash transfers used in enhancing the state’s tourism industry was $14.3 million.

The West Virginia Lottery’s instant ticket game, Veterans’ Cash, was created through special legislation in 2000 to help support funding for veterans’ projects. The initiative has generated revenue each year to support a skilled nursing facility and a cemetery for West Virginia’s veterans. In FY 2017, a total of $630,106 was generated for veterans.

**MORE THAN**

$1 BILLION
TO STATE PARKS AND TOURISM SINCE 1986.

**MORE THAN**

$12.5 MILLION
TO VETERANS’ PROJECTS SINCE 2002.
The West Virginia Lottery offers an array of instant and online games that are available for sale at more than 1,482 retail locations across the State.

Online games include the in-state drawing games of Daily 3, Daily 4 and Cash 25. They also include the popular multi-state games of Powerball®, Mega Millions® and Hot Lotto® as well as West Virginia’s Travel Keno product that is restricted to lottery retailers with specific types of ABCA licenses. The most popular of these games is Powerball®, which accounted for $34.5 million in sales in FY 2017.

Daily 3 sales for FY 2017 totaled $8.1 million which accounted for 4.9% of traditional Lottery sales.

Daily 4 sales for FY 2017 totaled more than $4.8 million which accounted for 2.9% of traditional Lottery sales.

Cash 25 sales for FY 2017 totaled more than $4.9 million which accounted for 3% of traditional Lottery sales.

Instant Game sales for FY 2017 totaled more than $94.4 million which accounted for 56.7% of traditional Lottery sales.

Travel Keno sales for FY 2017 totaled more than $3.8 million which accounted for 2.3% of traditional Lottery sales.

POWERBALL® sales for FY 2017 totaled $34.5 million which represented 20.7% of total traditional Lottery sales.

HOT LOTTO SIZZLER® sales for FY 2017 was $4.8 million which accounted for 2.9% of traditional Lottery sales.

Mega Millions® sales for FY 2017 was more than $11.1 million which accounted for 6.6% of traditional Lottery sales.
The West Virginia Lottery marketing team plans and executes a wide range of special promotions at events across the state each year to increase awareness and support our local communities.

The Lottery sponsors the Upper Ohio Valley Italian Festival in Wheeling, the West Virginia Italian Heritage Festival in Clarksburg, the Apple Butter Festival in Berkeley Springs, the Forest Festival in Elkins, Chili Fest and Dawg Dazzle in Huntington, the West Virginia International Auto Show in Charleston, the State Fair in Fairlea, and multiple other events around the state.

The Lottery also sponsors and conducts special promotions at sporting events and concerts across the State. The Lottery is a proud sponsor of WVU and Marshall University Athletics, West Virginia Power and West Virginia Black Bears Baseball, the Wheeling Nailers Hockey, multiple in-state road races and walks, the West Virginia Symphony Orchestra, and other special events.

Advertisements are key in getting the word out about our Lottery games. The Lottery utilizes TV, radio, newspaper, internet, social media and outdoor ads to promote our games.

“You Never Know. It Could Happen to You” was the theme of one of our campaigns that demonstrates that winning does happen and dispels the misconception no one ever wins. The commercials were produced by an in-state production company, utilized West Virginia talent, and were shot at various locations in West Virginia.

More than 18,200 West Virginians joined the West Virginia Lottery Facebook Community in FY 2017 and ranks among the fastest growing U.S. Lottery Fan pages.

The West Virginia Lottery uses this social media channel to not only deliver news and information directly to its players, but to answer questions, promote new games, raise awareness of the good causes that lottery proceeds support, and receive valuable feedback.

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In addition, the Lottery works with retailers all over the state to offer special retailer promotions year-round that further increase top of mind awareness about the Lottery and the products we offer.

Promotions

Counties Ranked

In Millions

1 Kanawha(158) $21,404,082.50
2 Berkeley(71) $9,437,777.50
3 Raleigh(58) $8,805,610.00
4 Monongalia(71) $8,191,000.00
5 Wood(74) $7,244,279.50
6 Cabell(81) $7,177,052.00
7 Harrison(77) $7,067,651.50
8 Marion(55) $6,003,524.00
9 Fayette(53) $5,526,263.00
10 Mercer (51) $5,327,020.50
11 Jefferson(39) $5,219,712.50
12 Ohio(53) $4,958,655.50
13 Hancock(45) $4,364,285.00
14 Greenbrier(41) $4,351,710.00
15 Putnam(34) $3,989,954.50
16 Randolph(29) $3,795,502.50
17 Logan(43) $3,399,628.00
18 Jackson(24) $2,845,440.50
19 Preston(31) $2,693,245.50
20 Nicholas(25) $2,540,910.00
21 Upshur(24) $2,478,178.00
22 Lewis(24) $2,198,978.50
23 Mineral(24) $2,167,522.00
24 Mcdowell(15) $2,139,522.00
25 Wayne(27) $2,078,295.00
26 Boone(24) $2,021,331.00
27 Marshall(18) $1,953,238.50
28 Brooke(19) $1,760,297.50
29 Hampshire(15) $1,662,495.50
30 Barbour(11) $1,598,642.00
31 Hardy(12) $1,534,459.00
32 Braxton(14) $1,528,149.50
33 Wyoming(20) $1,490,184.50
34 Mason(21) $1,488,488.50
35 Wetzel(16) $1,364,369.50
36 Morgan(8) $1,285,344.50
37 Pocahontas(11) $1,145,140.00
38 Mingo(15) $1,057,979.50
39 Taylor(8) $1,050,695.50
40 Roane(6) $919,951.50
41 Lincoln(12) $853,019.00
42 Monroe(7) $818,158.50
43 Ritchie(7) $809,692.00
44 Tucker(7) $749,659.50
45 Clay(5) $742,925.00
46 Tyler(7) $715,733.00
47 Summers(5) $715,459.00
48 Webster(4) $691,420.50
49 Grant(9) $652,722.00
50 Gilmer(6) $528,188.00
51 Pleasants(5) $504,177.50
52 Pendleton(9) $439,078.00
53 Calhoun(3) $315,098.00
54 Doddridge(3) $281,108.50
55 Wirt(2) $232,056.00

Traditional Sales FY 2017

- $21.4 million in sales
- $6 million to $9.4 million in sales
- $3.3 million to $5.5 million in sales
- $2 million to $2.8 million in sales
- $1 million to $1.9 million in sales
- $2.2 million to $1 million in sales
The West Virginia Lottery has an estimated 1,500 retailers who are vital to the Lottery’s success, and serve as the “face” of the Lottery to our players.

When a customer walks into a store to buy a lottery ticket, they are not greeted by Lottery employees, but by store clerks who are at the point of sale. These contacts and the resulting sales are pivotal to the Lottery meeting its obligations to the State.

The Lottery, through our vendor IGT, uses a network of sales representatives that visit every retailer in the state on a regular basis and works to train and assist retailers in regards to lottery products and sales. Just like all products and services, commissions and bonuses are paid to Traditional Lottery Retailers for selling and cashing prizes of Instant tickets and Online tickets.

**FY 2017 TRADITIONAL RETAILER COMMISSIONS AND BONUSES BY COUNTY**

$12,527,263

Paid to “Traditional” Lottery Retailers in Commissions and Bonuses in FY 2017!

### FY 2017 TRADITIONAL RETAILER LEADERS

<table>
<thead>
<tr>
<th>Retailer</th>
<th>City</th>
<th>FY 2017 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger #92</td>
<td>Huntington</td>
<td>$372,593.50</td>
</tr>
<tr>
<td>Kroger #24</td>
<td>Wheeling</td>
<td>$291,159.00</td>
</tr>
<tr>
<td>Go Mart #39</td>
<td>Nitro</td>
<td>$294,487.50</td>
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<tr>
<td>Kroger #803</td>
<td>Weirton</td>
<td>$368,882.00</td>
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<tr>
<td>Go Mart #32</td>
<td>Saint Albans</td>
<td>$394,735.50</td>
</tr>
<tr>
<td>Kroger #59</td>
<td>Morgantown</td>
<td>$496,682.00</td>
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<tr>
<td>Charles Town Center</td>
<td>Charleston</td>
<td>$528,781.50</td>
</tr>
<tr>
<td>Lynn’S Self Serv</td>
<td>Elkins</td>
<td>$601,835.00</td>
</tr>
<tr>
<td>Kroger #58</td>
<td>Morgantown</td>
<td>$356,417.00</td>
</tr>
<tr>
<td>Mole’s Peanut Patch</td>
<td>Beckley</td>
<td>$53,230.82</td>
</tr>
<tr>
<td>Kroger #755</td>
<td>Morgantown</td>
<td>$320,841.50</td>
</tr>
<tr>
<td>Quick Check</td>
<td>Oak Hill</td>
<td>$323,434.00</td>
</tr>
<tr>
<td>Go Mart #67</td>
<td>Princeton</td>
<td>$338,955.00</td>
</tr>
<tr>
<td>State Fair Of WV</td>
<td>Lewisburg</td>
<td>$339,173.00</td>
</tr>
<tr>
<td>Go Mart #24</td>
<td>Charleston</td>
<td>$303,827.00</td>
</tr>
<tr>
<td>Shop &amp; Go #2</td>
<td>Charleston</td>
<td>$303,184.00</td>
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<tr>
<td>Bourbon Street Cafe</td>
<td>Weirton</td>
<td>$350,214.00</td>
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<tr>
<td>Little General #2480</td>
<td>Beckley</td>
<td>$350,661.00</td>
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<tr>
<td>Giant Eagle #58</td>
<td>Morgantown</td>
<td>$356,417.00</td>
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<tr>
<td>Kroger #813</td>
<td>Morgantown</td>
<td>$281,635.00</td>
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<tr>
<td>Go Mart #37</td>
<td>Grafton</td>
<td>$290,530.00</td>
</tr>
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<td>Go Mart #52</td>
<td>Grafton</td>
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<td>Go Mart #37</td>
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<td>Go Mart #84</td>
<td>Bridgeport</td>
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<tr>
<td>Kroger #755</td>
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</tr>
<tr>
<td>Kroger #813</td>
<td>Morgantown</td>
<td>$244,075.50</td>
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</table>

### FY 2017 TOP 100 RETAILERS

<table>
<thead>
<tr>
<th>Retailer</th>
<th>City</th>
<th>FY 2017 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger #102</td>
<td>Montgomery</td>
<td>$328,180.00</td>
</tr>
<tr>
<td>Kroger #100</td>
<td>Charleston</td>
<td>$328,180.00</td>
</tr>
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<tr>
<td>Kroger #100</td>
<td>Charleston</td>
<td>$328,180.00</td>
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### FY 2017 TOP TEN CHAIN RETAILERS

<table>
<thead>
<tr>
<th>Retailer</th>
<th>City</th>
<th>FY 2017 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go Mart (103 Stores)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little General (106 Stores)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-Eleven (93 Stores)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speedyway (63 Stores)</td>
<td></td>
<td></td>
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<tr>
<td>Sheetz (53 Stores)</td>
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<td></td>
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<tr>
<td>1 Stop (40 Stores)</td>
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<td></td>
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<tr>
<td>Par Mar (32 Stores)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kroger (36 Stores)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROCS (14 Store)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle K (17 Stores)</td>
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</tbody>
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### FY 2017 LOTTERY SALES

<table>
<thead>
<tr>
<th>Retailer</th>
<th>City</th>
<th>FY 2017 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger #102</td>
<td>Montgomery</td>
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<td>Kroger #100</td>
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<td>Montgomery</td>
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</tr>
<tr>
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<td>Charleston</td>
<td>$328,180.00</td>
</tr>
</tbody>
</table>
Video, Racetrack and Table Games

RACETRACK VIDEO LOTTERY games were implemented in 1994 when the West Virginia Legislature passed the Racetrack Video Lottery Act, making video lottery terminals available to the four racetracks in the state subject to passage of local referendums. In September 1994, three racetracks (Mountaineer Casino Racetrack & Resort, Wheeling Island Hotel Casino & Racetrack, and Mardi Gras Casino & Resort) began operating with 1,200 video lottery machines. A fourth racetrack (Hollywood Casino at Charles Town Races) began video gaming in September 1997. Games offered are poker, blackjack, keno, and spinning reel types. Effective June 1999, legislative action has allowed mechanical reel coin drop machines. As of June 30, 2017, the West Virginia Lottery Commission had an average of 6,109 terminals available for play at the four racetracks in the state. Racetrack Video Lottery sales were 46.3 percent of total fiscal year 2017 sales.

LIMITED VIDEO LOTTERY games were approved by the Legislature in April 2001. The legislation provides up to 5,000 video lottery terminals to be placed in retail locations with specific types of West Virginia Alcohol Beverage Control Administration licenses. The first terminals were enabled for play on December 17, 2001. A total of 6,216 terminals were operating at licensed retail locations throughout the state as of June 30, 2017. Limited video lottery sales were 32.2 percent of total fiscal year 2017 sales at 1,125 operating retail locations.

HISTORIC RESORT implemented video lottery and table games in fiscal year 2010 when the West Virginia Legislature passed the Casinos Act, which also required the passage of local referendums. In October 2009, the Greenbrier began operating both video lottery and table games. Table Games offered are Black Jack, Boulette and Three Card Poker.

TABLE GAMES were implemented in fiscal year 2006 when the West Virginia Legislature passed the Racetrack Table Games Act, making table games available to the four racetracks in the state subject to passage of local referendums. In October 2007, two racetracks (Mountaineer Casino Racetrack & Resort and Wheeling Island Hotel Casino & Racetrack) began operating with poker tables only and added full table games in December 2007. In August 2008, a third racetrack (Mardi Gras Casino & Resort) began operating with poker tables only and added full table games in October 2008. The fourth racetrack (Hollywood Casino at Charles Town Races) began operating full table games on July 1, 2010. Games offered are Poker, Blackjack, Caribbean Stud, Craps, Roulette, Three and Four Card Poker, and other miscellaneous games. Racetrack Table Games sales were 9.4 percent of total fiscal year 2017 sales.

COMPETITION FROM BORDERING STATES

Ohio
- Hollywood Columbus
- Hollywood Toledo
- Presque Isle
- Hollywood Gaming Dayton
- Hollywood Gaming Dayton
- Scioto Downs
- Hollywood Gaming Dayton
- Hollywood Mahoning Valley
- Thistle Downs
- Horseshoe Cincinnati
- Belterra Park
- Horseshoe Cleveland
- Hollywood Gaming Dayton

Pennsylvania
- Mohegan Sun
- Penn National
- Parx
- Sands Bethlehem
- Harrah’s Philadelphia
- The Rivers
- Presque Isle
- SugarHouse
- The Meadows
- Valley Forge
- Mount Airy
- Nemacolin

Maryland
- Hollywood Casino Perryville
- Ocean Downs
- Maryland Live Casino
- Horseshoe Casino Baltimore
- National Harbor
The table lists the proceeds from Video Lottery Sales FY 2017 to counties and municipalities in West Virginia. The proceeds are categorized into different types of revenue and expenses, and the distribution is shown in a pie chart. The main sources of revenue include Limited Video Lottery, Racetrack Video Lottery, License and Permit Fees, and miscellaneous income. Expenses are also listed, including administrative expenses and miscellaneous non-operating income. The total revenue is $347.6 million, while the total expenses are $477 million, leading to a net income of $90.4 million. The text also mentions the state's fiscal year revenue and the last ten years' distribution.
Lottery Sales by Product
Last Ten Years

Financial Impact
Last Ten Years

TEN YEAR REVENUE
Detailed Revenue Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Instant Sales</th>
<th>Online Sales</th>
<th>Racetrack Video Sales</th>
<th>Limited Video Lottery Sales</th>
<th>Table Game Sales</th>
<th>Historic Resort Sales</th>
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