

# State Lottery and Gaming Control Agency

## MISSION

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

## 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 by maximizing lottery sales and revenue.

**Obj. 1.1** Maximize lottery revenues to support the State's programs and services (millions).

**Obj. 1.2** Ensure MLGCA operations are efficient and cost-effective to minimize the administrative costs required to generate lottery sales.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Net lottery sales (instant)	493,548	506,804	485,839	479,631	546,054	606,540	628,627
Net lottery sales (monitor)	496,731	521,673	493,570	466,231	457,656	477,322	486,003
Net lottery sales (draw)	724,124	766,416	776,710	778,128	757,156	741,080	751,614
Net lottery sales (total)	1,714,403	1,794,893	1,756,119	1,723,990	1,760,866	1,834,242	1,875,683
Ratio of administrative costs to sales	3.1%	3.0%	3.1%	3.3%	3.3%	3.3%	3.3%

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

**Obj. 2.1** Maintain a satisfied customer and retailer base.

**Obj. 2.2** Broaden the Lottery's player base.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Player Satisfaction Index	70%	60%	72%	65%	59%	68%	73%
Retailer Satisfaction Index	81%	80%	81%	N/A	89%	81%	84%
Percent of adult Marylanders who indicated they have purchased any Lottery game in the past twelve months	50%	48%	50%	63%	59%	62%	65%

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**Goal 3. Ensure integrity of gaming is maintained through strong regulatory programs while maintaining efficient and responsive oversight of the industry.**

**Obj. 3.1** Decrease the number of statutory and regulatory violations at casinos and instant bingo halls discovered during scheduled audits and reviews.

**Obj. 3.2** Conduct an efficient licensing program to be responsive to the needs of the Gaming industry and individuals and vendors doing business with it.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Number of casino audits and reviews	N/A	N/A	N/A	33	118	122	144
Number of bingo hall audits and reviews	N/A	N/A	N/A	6	43	65	65
<sup>1</sup> Number of casino regulatory and statutory findings	N/A	N/A	N/A	59	185	140	164
Number of bingo hall regulatory and statutory findings	N/A	N/A	N/A	47	11	20	20
Average processing time for non-gaming licenses (days)	N/A	N/A	9	6	6	8	8
Average processing time for sponsored gaming licenses (days)	N/A	N/A	14	8	8	10	10
Average processing time for registered vendor licenses (days)	N/A	N/A	16	6	4	5	5
Average processing time for certified vendor licenses (days)	N/A	N/A	50	26	33	40	40

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## NOTES

<sup>1</sup> Casino compliance officer findings were included in fiscal year 2015 but not fiscal year 2014.