



PLAY ON[®]



COLORADO LOTTERY:

40 Years and \$4 Billion in Proceeds to Protect the Places Where Coloradans Play

Parks & Wildlife Commission Meeting

March 13, 2024



PLAY ON®

COLORADO LOTTERY

Our Mission

To create and sell Lottery games of chance that are held to the highest standards of integrity, entertainment and efficiency, in order to maximize proceeds for the people of Colorado.

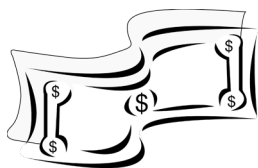




PLAY ON®

Three Pillars of the Colorado Lottery

The guiding principles of our organization:





RESPONSIBLE GAMING

BRAND NEW PROGRAM!

AMANDA QUINTANA

PLAYER HEALTH
PROGRAM MANAGER

& BEAU





RESPONSIBLE GAMING

PROBLEM GAMBLING AWARENESS MONTH

**HELP IS
AVAILABLE.**



DON'T WAIT.

If you or a loved one are struggling with a gambling problem, we encourage you to seek help by contacting one of the organizations below.

**PROBLEM GAMBLING HELPLINE
1-800-GAMBLER**



**PROBLEM GAMBLING HELPLINE
1-800-GAMBLER**



**FRIENDLY
REMINDER**



**NEVER GAMBLE WITH
MONEY NEEDED FOR
EXPENSES.**





RESPONSIBLE GAMING

COMMITMENT TO PLAYERS

COLORADANS KNOW THEIR LIMITS



Playing the Lottery is no different

Whether carving down a mountain or hiking a trail, Coloradans sure know how to have fun. We also know that part of having fun means knowing our limits. When playing the lottery, keep it fun by setting limits and playing responsibly.

[Learn More About How To Play Smart](#)



If you or someone you know is struggling with gambling, call or text the 24/7 Problem Gambling Helpline at 1-800-GAMBLER. 225 N. MAIN STREET | PUEBLO, CO 81003 | 800.999.2959 | CONTACT US | PRIVACY POLICY | UNSUBSCRIBE

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CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2025



INCREASING REVENUE

**COLORADO
LOTTO+**

SCRATCH

**POWER
BALL**

**MEGA[®]
MILLIONS**

PICK 3

CASH 5

**LUCKY[®]
FOR LIFE**

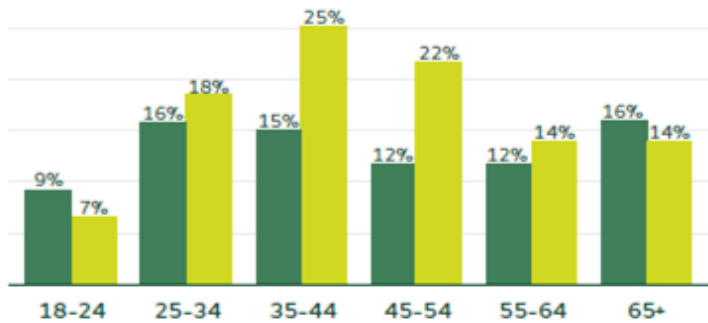


ABOUT OUR PLAYERS

OUR PLAYERS ARE A REFLECTION OF THE GREAT STATE OF COLORADO

■ 2023 Colorado Census Data Estimated Population (18+)
 ■ FY23 Colorado Lottery Player Demographic Data

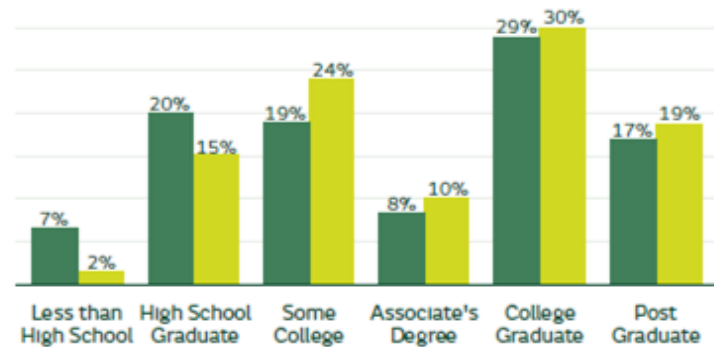
2023 AGE GROUP COMPARISON



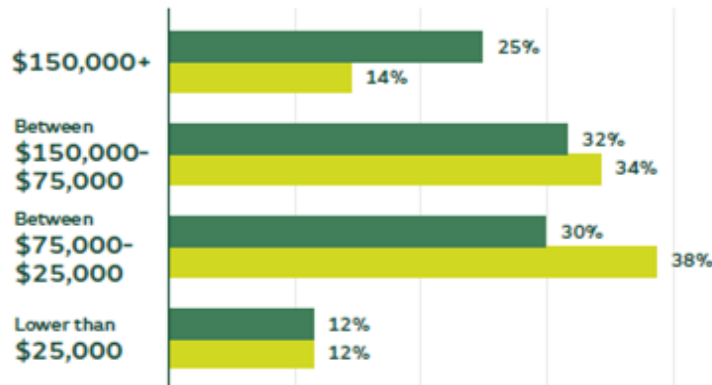
Past year Lottery player data compared with the Census Bureau adult population (18+) in Colorado.

2023 EDUCATIONAL COMPARISON

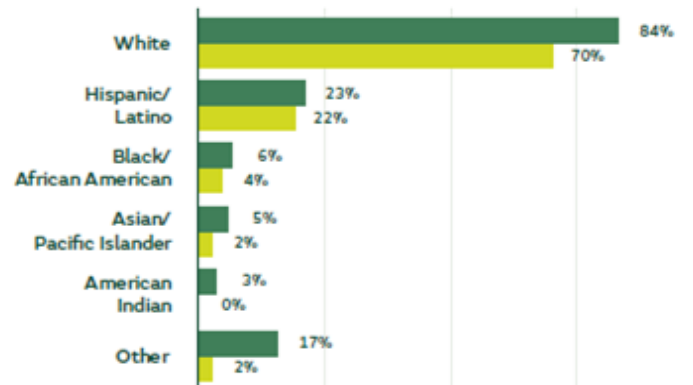
(Population 25 years and older)



2023 LOTTERY PLAYER HOUSEHOLD INCOME



2023 ETHNICITY COMPARISON





KEY FINANCIAL HIGHLIGHTS

LOTTERY SALES BREAKDOWN

The Lottery continues to break records with its total sales revenue, proceeds distributions and retailer commissions.

SALES REVENUE

2022 - \$827M | 2023 - \$890M

PROCEEDS DISTRIBUTION

2022 - \$180M | 2023 - \$195M



LAST FIVE YEARS:

TOTAL RETAILER COMMISSIONS



2019	2020	2021	2022	2023
\$52M	\$50M	\$61M	\$62M	\$66M





WHERE THE MONEY GOES

FY 2023 PROCEEDS DISTRIBUTION

\$8.2 M

\$19.5 M



\$75.7 M

\$78.1 M

\$2.25 M



\$11.3 M





GIVING BACK

\$4 BILLION+ BACK TO COLORADO



www.coloradolottery.com/giving-back



CONSERVATION

WALKING THE WALK



The Lottery's annual Runyon to the Res: Arkansas River Clean-up event in Pueblo.



2023 Lottery sponsored VOC project in Ouray





STARBURST AWARDS

EXCELLENCE IN LOTTERY FUNDS

COLORADO PARKS & WILDLIFE

COLORADO LOTTERY

FOR EXCELLENCE IN USE OF LOTTERY FUNDS

STARBURST AWARD RECIPIENT



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THANK YOU!!