

**IOWA LOTTERY AUTHORITY PERFORMANCE PLAN  
FY 2009**

<b>Name of Agency:</b> Iowa Lottery Authority			
<b>Agency Mission:</b> "The Iowa Lottery strives to administer lottery games in a secure manner to maximize revenue while maintaining the dignity of the state and the welfare of its people."			
Core Function	Outcome Measure(s)	Outcome Target	Link to Strategic Plan Goal(s)
<b>CF: Sales &amp; Distribution</b>			We will administer the Iowa Lottery to produce maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Sell and distribute lottery products			
<b>Desired Outcome(s):</b>			
Maximize sales	Total Sales	\$245,330,000	
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
<b>1. Instant ticket development &amp; management</b> Org. # 8000's, 9100	Total instant ticket sales	\$135,000,000	<ul style="list-style-type: none"> <li>• Encourage retailers to maximize # of games carried</li> <li>• Launch new games every 3 weeks to leverage advertising shelf life</li> </ul>
<b>2. Online game development &amp; management</b> Org. # 8000's, 9250	Total online game sales	\$ 89,330,000	<ul style="list-style-type: none"> <li>• Utilize promotions to encourage purchases</li> <li>• Emphasize Powerball as the nation's most popular lotto game &amp; one that offers large jackpots</li> <li>• Promote other lotto games as offering better odds and diversity in playing options</li> </ul>
<b>3. Pull-tab development &amp; management</b> Org. # 8000's, 9100	Total pull-tab sales	\$ 21,000,000	<ul style="list-style-type: none"> <li>• Offer variety of pull-tab games</li> <li>• Feature nostalgic themes on games (e.g., Betty Boop, Pink Panther, etc.)</li> <li>• Offer games featuring competitive social sports (e.g., billiards, darts, bowling, etc)</li> </ul>

Core Function	Outcome Measure(s)	Outcome Target	Link to Strategic Plan Goal(s)
<b>CF: Resource Management</b>			We will administer the Iowa Lottery to produce maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Maintain secure & efficient lottery operations			
<b>Desired Outcome(s):</b>			
Maximize revenues transferred	Total Funds Transferred to General Fund, Veterans' Fund, Gambler's Treatment Fund	\$ 61,330,900	
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
<b>1. Lottery Operations &amp; Advertising</b> Org. # 1010, 2010, 3000's, 4000	Percent of operating & advertising budget* to total sales	9%	<ul style="list-style-type: none"> <li>Develop an effective employee force that is professional, knowledgeable, and skilled</li> <li>Make efficient purchasing decisions</li> <li>Maintain integrity and security in production and delivery of lottery products while utilizing the highest level of technology available</li> <li>Maintain accurate and timely accounting of both incoming revenues and outgoing expenditures</li> <li>Maintain internal lottery computer systems such that they are operational at all times needed</li> </ul>
<b>2. Transfers to the General Fund</b> Org. #7000	Total Funds Transferred to General Fund	\$57,090,040	<ul style="list-style-type: none"> <li>Maximize sales &amp; minimize administrative costs</li> <li>Make accurate and timely transfers to the General Fund</li> </ul>
<b>3. Transfers to Veterans Fund</b> Org. #7400	Total Funds Transferred to Veterans Fund	\$ 3,011,310	<ul style="list-style-type: none"> <li>Maximize sales</li> <li>Make accurate and timely transfers to the Veterans' Fund</li> </ul>
<b>4. Transfers to Gamblers' Assistance Fund</b> Org #6000	Total Funds Transferred to Gambler's Assistance Fund	\$ 1,229,550	<ul style="list-style-type: none"> <li>Maximize sales</li> <li>Make accurate and timely transfers to the Gambler's Treatment Fund</li> </ul>

\*Lottery Operating & Advertising Budget includes all administrative & advertising expenses incurred by the Lottery, but excludes other costs including, but not limited to, prize payments, retailer compensation, vendor compensation, and instant and pull-tab ticket vending machine and inventory expense. These liabilities are reflected under the Sales & Distribution core function.

Core Function	Outcome Measure(s)	Outcome Target	Link to Strategic Plan Goal(s)
<b>CF: Enforcement &amp; Investigation</b>			We will administer the Iowa Lottery to produce maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Enhance the safety and well being of the public through the enforcement of Lottery gaming laws.			
<b>Desired Outcome(s):</b>			
Prevent the purchase of Lottery products by minors	Total Number of complaints filed	1	
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
<b>1. Enforce Lottery gaming laws to prevent the purchase of Lottery products by minors. Investigate those incidences where law has been violated and initiate appropriate action (i.e. suspend retailer).</b>	Total number of complaints filed/investigated/resolved to total complaints filed	100%	<ul style="list-style-type: none"> <li>Information pieces printed by the Lottery &amp; placed on vending machine/terminals contain the message "Must be 21 to play".</li> <li>Continue to educate and work with retailers to ensure that age guidelines for playing are enforced.</li> </ul>
Core Function	Outcome Measure(s)	Outcome Target	Link to Strategic Plan Goal(s)
<b>CF: Reconciliation Clearing Account</b>			We will administer the Iowa Lottery to produce maximum amount of net revenues in a manner that maintains the dignity of the state and general welfare of the people
Receive/hold assets and issue prize payments to Lottery annuitants.			
<b>Desired Outcome(s):</b>			
Prize payments due are issued to Lottery annuitants.	Annual Prize Payments Due	\$5,107,000	
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
<b>1. The Lottery jackpot winners' fund receives/ holds assets, which are used to make annual payments to Lottery winners.</b>	Percent of Prizes Paid to Prizes Due	100%	<ul style="list-style-type: none"> <li>Maintain accurate and timely accounting of both incoming revenues and outgoing expenditures</li> </ul>