

ANNUAL REPORT

2022-2023





MESSAGE FROM THE GOVERNOR

Dear Fellow Floridians,

We again have reason to celebrate the Florida Lottery's impressive achievements. During Fiscal Year 2022-23, Lottery sales surged to nearly \$10 billion. This remarkable accomplishment allowed the Lottery to continue making substantial contributions to Florida's Educational Enhancement Trust Fund (EETF). Since the EETF was established in 1988, the Lottery has transferred \$44 billion to it – solidifying the Lottery's position as a cornerstone of educational empowerment for students across the Sunshine State.

A considerable part of the Lottery's success this past fiscal year can be credited to the visionary "Keep Florida's Future Bright" initiative. This campaign is designed to significantly increase awareness of the Florida Bright Futures Scholarship Program, which offers Lottery-funded scholarships to reward Florida high school students for high academic achievement. The initiative is dedicated to ensuring all students in Florida understand that a brighter future is within their grasp.

Established by the Florida Legislature in 1997 and primarily funded by the Lottery, the Bright Futures Scholarship Program provides monetary awards for students to pursue postsecondary education at Florida universities and colleges, as well as trade and vocational schools.

To date, the Bright Futures Scholarship Program has enabled nearly one million students to pursue higher education. By raising awareness about the Bright Futures Scholarship Program and our initiative, we all can play a part in shaping a more promising future for all students in Florida.

I am confident the Lottery will continue to be a steadfast partner in education, impacting the lives and futures of countless students in the communities we proudly serve across the state.

Ron DeSantis, Governor



MESSAGE FROM THE SECRETARY

Dear Colleagues, Friends, and Fellow Floridians,

I am delighted to present the Annual Report for the Florida Lottery's Fiscal Year 2022–23.

Throughout Florida, the Lottery has played a pivotal role in shaping the educational landscape for the 2022–23 fiscal year. It brings me immense pride to showcase an annual report that sheds light on the profound impact the Lottery represents in the realm of education.

The nearly \$7 million generated each day by the Lottery has helped fund the Bright Futures Scholarship Program, empowering nearly one million talented students to pursue a higher education. These funds also allow the Lottery to enrich the overall learning experience for students across the state — playing a crucial role in financially supporting schools K through 12 — supporting the development of state-of-the-art facilities and assisting students with college application fees, test prep courses, and college readiness.

The collaborative efforts of the Florida Lottery, Governor's Office, and Florida Department of Education demonstrates a shared commitment to the new "Keep Florida's Future Bright" initiative by bolstering community development and public education initiatives, which is at the heart of our mission. This synergistic relationship among the Lottery, Governor Ron DeSantis, and Education Commissioner Manny Diaz fuels my enthusiasm for positive change, uniting diverse entities in a collective mission to uplift and empower communities while carrying forward the vision of a brighter future for Florida's students.

**Secretary of the Florida Lottery,
John F. Davis**

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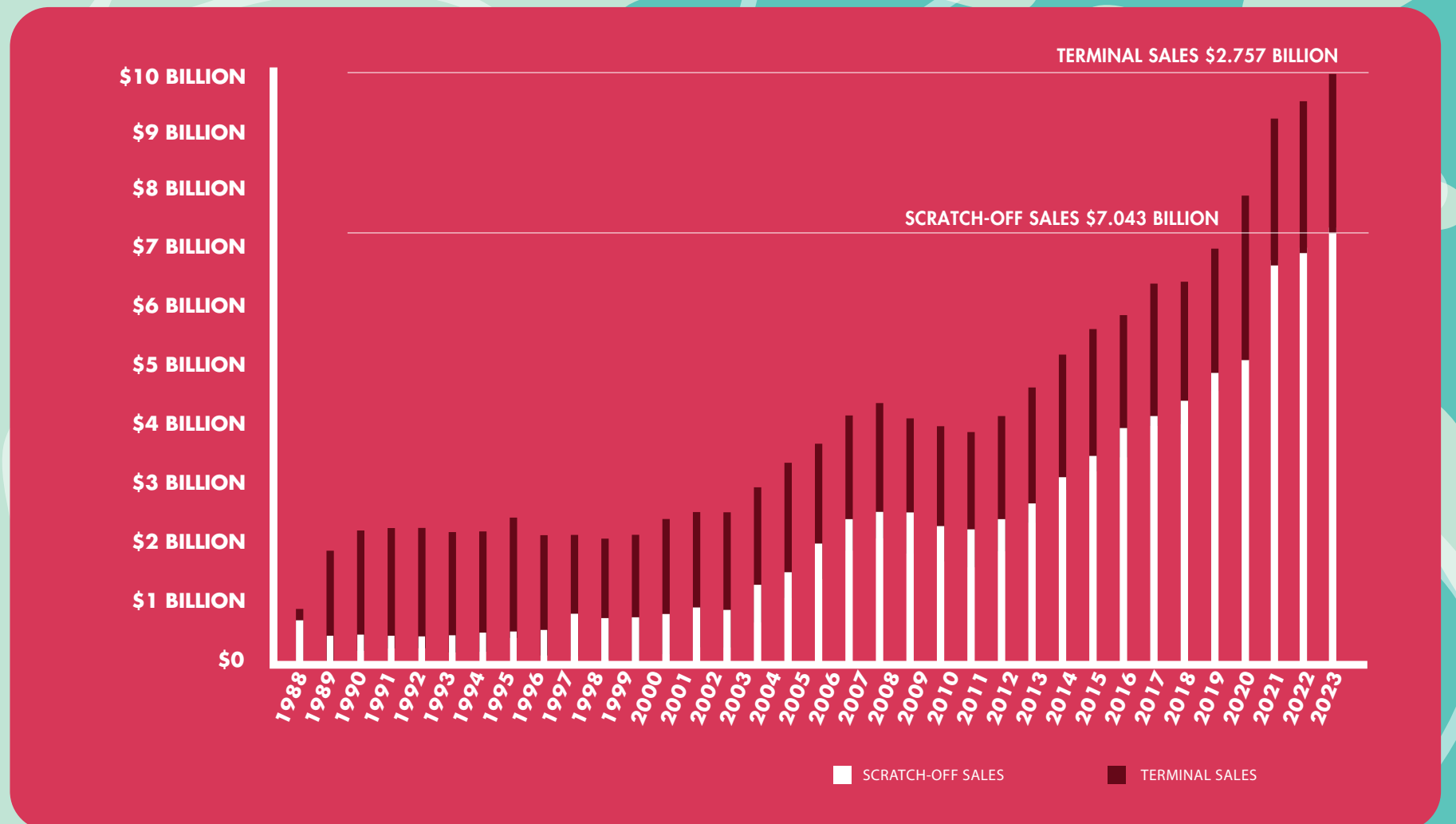
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RECORD SALES

In collaboration with corporate and independent retail partners, the Lottery celebrated another record-breaking sales year, further increasing contributions to benefit Florida's students and schools.

This fiscal year marked a historic milestone as the agency concluded with a remarkable \$9.8 billion in sales – a more than \$477 million increase (5.12%) over the previous year.

The Lottery's Product and Sales team led the dedicated efforts to introduce innovative games and compelling promotions—optimized for Florida's diverse population—and distribute product and marketing materials through its network of contracted retailers.



GAMES

In Fiscal Year 2022-23, the Lottery made a remarkable achievement when Scratch-Off sales soared beyond \$7 billion for the second consecutive year. This period also marked the third successive year in which weekly Scratch-Off sales consistently exceeded \$100 million throughout the fiscal year.

The key driver behind this success was the introduction of 41 new Scratch-Off games, including the nationally acclaimed \$50 game, \$1,000,000 A YEAR FOR LIFE SPECTACULAR, and a \$30 game, FLORIDA 300X THE CASH, both ranking among the top three performing Scratch-Off games in the country.

Notably, Florida Scratch-Off games outshined comparable products nationwide with the best-selling \$20, \$5, and \$2 games. Themed-game collections featuring FLORIDA X THE CASH, MONOPOLY™ DOUBLER, and GOLD RUSH DOUBLER collectively achieved sales of \$1.97 billion during the year. These popular brands not only enriched the product assortment but also provided players with a range of play styles, price points, and enticing prizes. The Lottery's commitment to strategic game design, portfolio management, and market execution led to Florida leading the country in Scratch-Off sales.

The Lottery's portfolio of Draw games also met a milestone – surpassing \$2.75 billion in sales and generating a remarkable \$984 million in revenue for education. The surge in Draw game sales was fueled by several high jackpots throughout the year. POWERBALL® and MEGA MILLIONS® had three jackpots grow beyond \$1 billion, along with a \$754 million jackpot. In addition, two FLORIDA LOTTO® jackpots soared past \$40 million. Together, these jackpots produced more than \$595 million in additional revenue earmarked for Florida students and schools.

The classic fan favorite FANTASY 5® game was enhanced to include a midday drawing, offering players more opportunities to play and win daily. Over a span of 15 weeks, an impressive 11% increase in sales was observed compared to the same period the previous year. Implementing a midday draw created more than 3.2 million additional FANTASY 5 winners and generated approximately \$8,000,000 in revenue in the final 103 days of this fiscal year. These outstanding results make evident the Lottery's commitment to innovation and player satisfaction.



PROMOTIONS

The Lottery, committed to maximizing revenue and increasing transfers to education, implemented robust advertising campaigns, and mass-appeal promotions to further drive sales. These strategic efforts – including Bonus Play opportunities, in-store offers, and other time-limited incentives for players and retailers – were designed to excite the public with unique prizes, attract new players, and enhance overall value.

The most popular promotions of the year included Holiday Cash Bonus Play and Daily Doubler Bonus Play, in which players could enter their tickets for additional chances to win cash and Lottery coupons. A staggering 76,000 players enthusiastically participated, submitting over 4.4 million FLORIDA X THE CASH Scratch-Off and CASH POP Draw game tickets into the Holiday Cash Bonus Play, which awarded more than 4,000 prizes.

In January 2023, the Lottery introduced the Daily Doubler Bonus Play, featuring an impressive \$1.8 million in instant-win prizes. The promotion averaged 292,000 daily entries, encompassing daily Draw games and GOLD RUSH DOUBLER tickets.

In February 2023, the Lottery joined the 50th anniversary celebration of the iconic television game show, The Price is Right®, by launching a new Scratch-Off game featuring an exciting COME ON DOWN® Challenge Bonus Play Promotion. Twenty fortunate Florida players were whisked away on a four-day/three-night trip for two to Las Vegas to participate in the COME ON DOWN Challenge Event alongside Lottery enthusiasts nationwide, with the opportunity to win up to \$50 million. These promotions elevated the Lottery experience for players and delivered on producing millions of dollars more for education than traditional product launches.



DISTRICT OFFICES & CORPORATE ACCOUNTS

For the fifth consecutive year, the Lottery surpassed its annual sales goal, with the Miami, Tampa, and Orlando offices each exceeding **\$1.6 billion** in sales. Notably, the Fort Myers and West Palm Beach district offices achieved a significant high point by surpassing \$1 billion in sales for the year. In an intriguing comparison, if these district offices operated independently as U.S. lottery jurisdictions, they would rank 16th, 17th, 20th, 24th, and 25th in sales, respectively, compared to other lotteries nationwide.

The combined sales for the Miami, Tampa, Orlando, Fort Myers, and West Palm Beach districts reached an astounding **\$7.5 billion** in sales during Fiscal Year 2022-23, showcasing the sustained success of the Lottery's regional presence.

Throughout the state, Lottery offices processed more than 364,000 claims during the fiscal year. Additionally, the agency aided in collecting, on behalf of the state of Florida, more than \$7.3 million in state-owed debt.

The Lottery's Corporate Accounts team remained focused on growth and development within corporate chains across Florida. Actively seizing opportunities to enhance awareness about products, promotions and education, the team also emphasized to chain retailer partners the Lottery's commitment to integrity of operations and responsible gaming. This comprehensive approach has contributed to the Lottery's sustained success and positive impact on the state.

CORPORATE ACCOUNT SALES

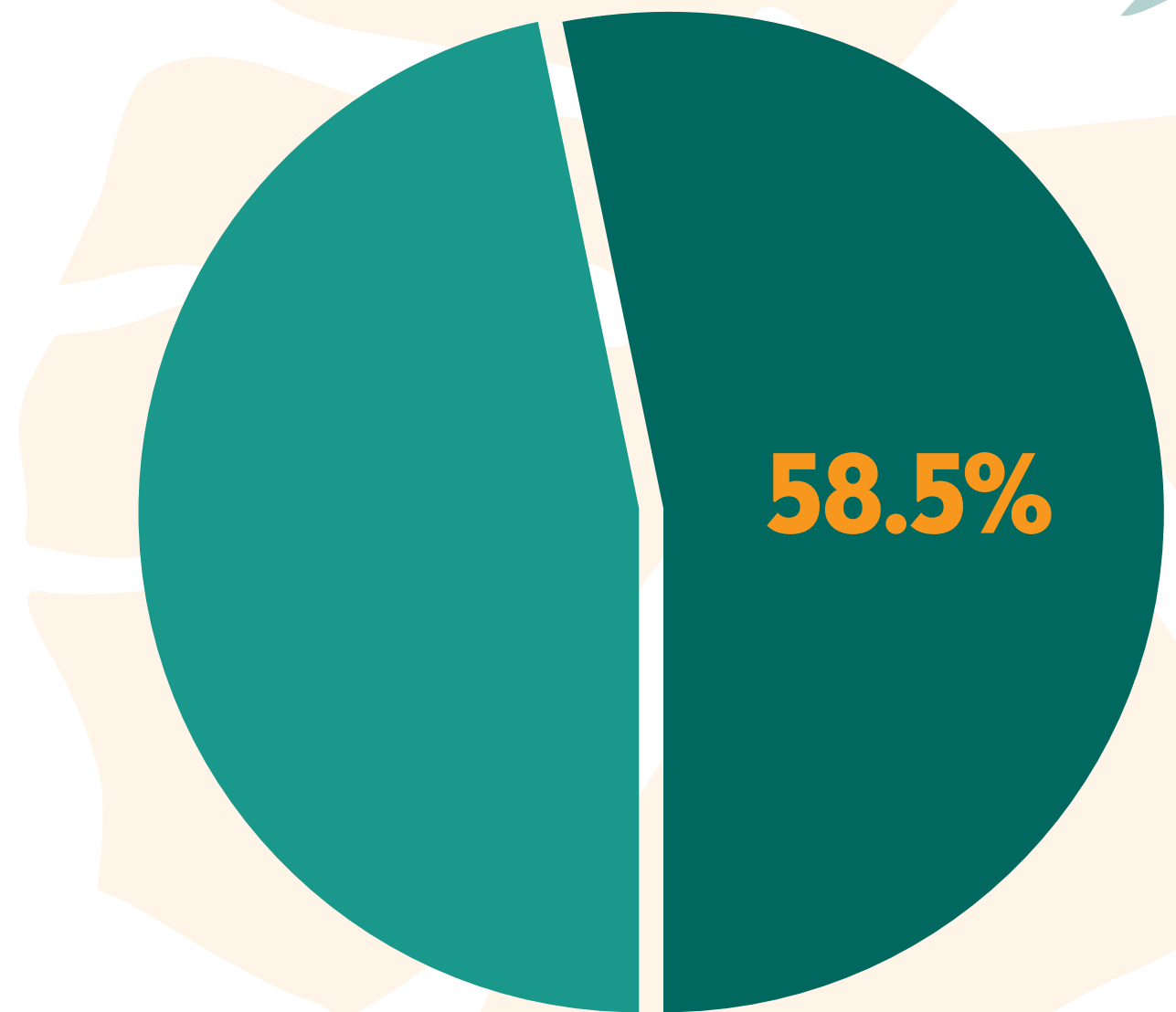
Compared to the previous fiscal year 2021–22, the Lottery experienced an impressive 8.9% increase in sales from corporate accounts. This success can be attributed to a series of strategic initiatives aimed at enhancing the Lottery’s category presence, leading to year-over-year growth in both Scratch-Off and Draw game sales.

Key partnerships with Southeastern Grocers (Winn-Dixie®, Harveys®, and Fresco y Más® supermarkets) played a pivotal role in driving this growth. Initiatives focused on jackpot awareness, product assortment, and customer convenience contributed to the year-over-year increase in Lottery sales. Notably, an increase in Scratch-Off facings in Winn-Dixie Liquor stores and the successful statewide launch of QUICKTICKET™ in all Southeastern Grocers supermarkets exemplify these successful endeavors. QUICKTICKET provides consumers a convenient way to purchase MEGA MILLIONS® and POWERBALL® tickets at checkout, accompanied by customized mini-digital jackpot signs highlighting current jackpots.

In collaboration with Publix®, the Lottery improved its in-store digital marketing by introducing a three-brand, mini, digital jackpot sign in supermarket and liquor store locations. The signage prominently displays current jackpots for POWERBALL, MEGA MILLIONS, and FLORIDA LOTTO®. This initiative aligns with ongoing category enhancements, particularly in Publix Liquor stores.

The Lottery’s Corporate Account team remains dedicated to ensuring product availability and customer convenience. This commitment is reflected in projects such as fixture design improvements and location enhancements within stores. For example, the relocation of Lottery terminals to the service desks at Walmart® Supercenters provides a consistent and easily accessible location across Supercenter stores, facilitating ticket purchase and redemption.

Additionally, efforts to engage with consumers through chain-specific digital marketing platforms align with evolving retail trends that emphasize digital advertising and promotional content. The Lottery’s proactive approach to enhancing the customer experience has undeniably contributed to its continued success in the corporate accounts sector.



THE LOTTERY’S CORPORATE PARTNERSHIPS ACCOUNTED FOR NEARLY 58.5% OF ALL FLORIDA LOTTERY TICKET SALES IN FISCAL YEAR 2022-23.

CONTRIBUTIONS TO EDUCATION

The Florida Lottery, a beacon of opportunity and hope, plays a pivotal role in shaping the educational landscape of the Sunshine State. Beyond being a source of entertainment and excitement, the Lottery is a steadfast supporter of education, fueling dreams, and fostering a brighter future for students in Florida.

The Lottery's sole mission is to maximize revenues to enhance education in Florida. Since the Lottery's start in 1988, it has transferred more than \$44 billion to the Educational Enhancement Trust Fund (EETF). For **21 straight years**, the Lottery has been able to transfer more than **\$1 BILLION** to the EETF, including over **\$2.4 billion** during Fiscal Year 2022–23. Through the Lottery, Florida's public schools have received more than \$24 billion for Pre–K and K–12 programs, as well as for school construction projects. Florida's public colleges and universities have received a combined total of more than \$11 billion.

The Lottery is also the primary contributor to the Florida Bright Futures Scholarship Program, which was established in 1997 by the Florida Legislature to assist students in pursuing postsecondary education and career goals. To date, more than **\$8 billion** in Lottery revenue has been used to fund the Bright Futures Scholarship Program – including **\$598 million** in Fiscal Year 2022–23 — allowing nearly one million students to attend college.

When you play the Florida Lottery, you're not just trying out your luck — you're contributing to the educational foundation that propels Florida forward.





EDUCATION PARTNERSHIPS HIGHLIGHT

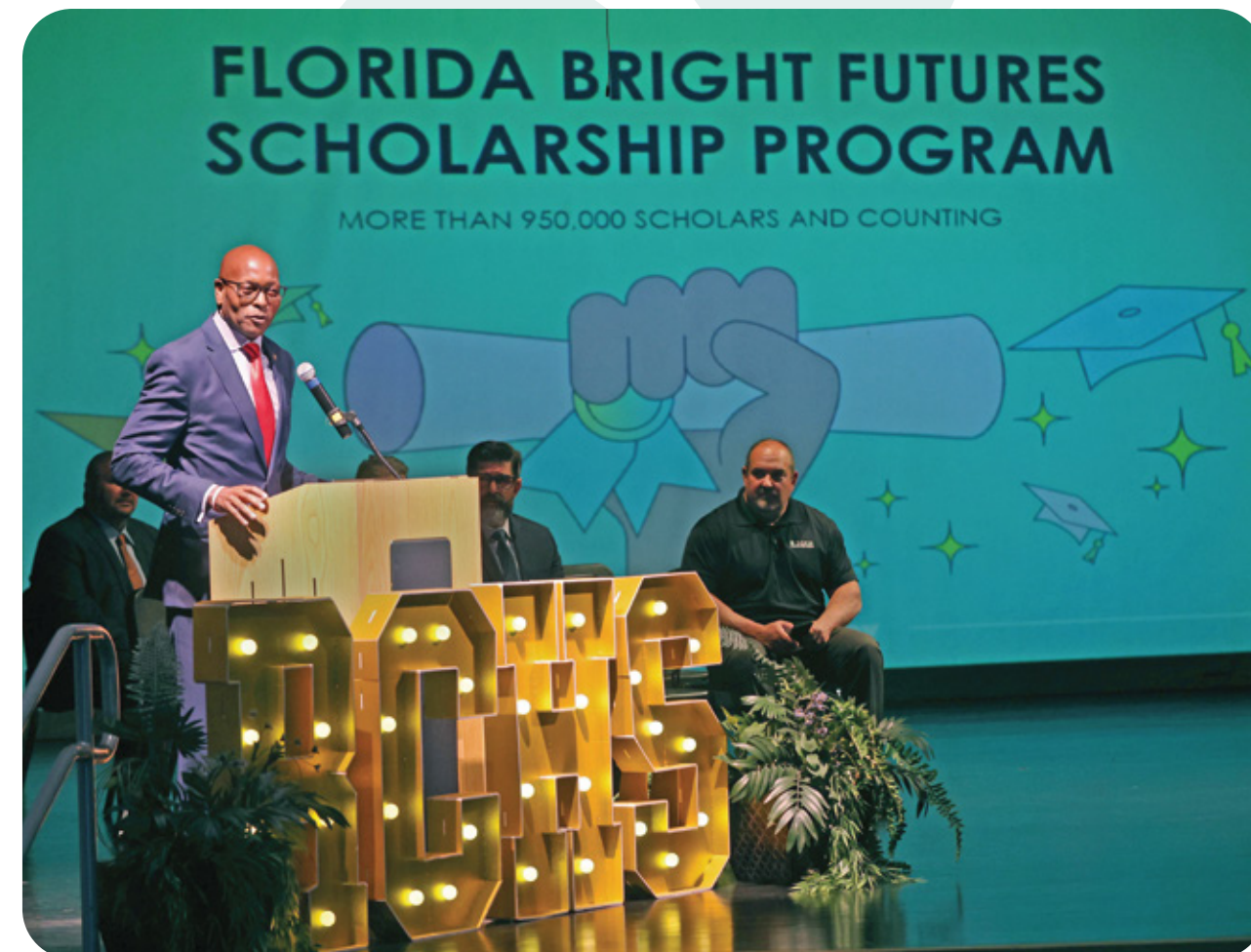


To raise awareness of the Lottery's commitment to enhancing education in Florida – and, specifically, highlight its contributions to the Bright Futures Scholarship Program – one of the tasks of the agency's Partnerships and Engagements (P&E) team is to implement statewide partnerships with diverse, education-minded organizations, as well as with universities, colleges, and K–12 schools.

In the summer of 2022, the Lottery, in partnership with the Florida Department of Education, introduced the "Keep Florida's Future Bright" initiative, a bold campaign to raise visibility and awareness of Bright Futures scholarships, because every child should have an equal opportunity to achieve a quality, higher education. The initiative's goals include increasing the number of students who apply for the Bright Futures scholarship, boosting the number of recipients, and creating additional pathways for underserved communities. Through the "Keep Florida's Future Bright" initiative, the Florida Lottery has become a driving force behind educational advancements.

Through strategic partnerships, the P&E team creates speaking, presentation, and outreach opportunities for Lottery Secretary John F. Davis, District Managers, Executive Leadership, and other Lottery employees to share the agency's story of supporting education in Florida, including funding the Bright Futures Scholarship Program.

Keep the future bright isn't just a slogan—it's a promise fulfilled with every ticket, ensuring that the light of opportunity continues to shine on the faces of Florida's youth.



WINNERS

The Lottery is proud to share the excitement as players discover they have won hundreds or millions of dollars playing our games. The journey to claim a prize is unique to each winner. However, for each lucky winner, unveiling a life-changing win is a delicate dance, and each Lottery winner's tempo varies.

Since 1988, Lottery games have paid more than \$91.2 billion in prizes and made about 3,800 people millionaires.

During the 2022-23 fiscal year, Lottery Draw games paid more than \$1.55 billion in prizes – including making 55 millionaires! In addition, Scratch-Off games paid more than \$5.09 billion in prizes, creating 269 millionaires.

As we welcomed 324 new millionaires into the Lottery family, this year's winners' stories were remarkable. Notable moments included:

In a heartwarming story, **Geraldine Gimblet** – a devoted mother who had sacrificed her life savings to support her daughter as she underwent cancer treatments – experienced an amazing turn of good fortune! Just one day after her daughter rang the bell to mark the end of her chemo treatment, Ms. Gimblet scratched her way to an amazing \$2 million victory on a \$10 Scratch-Off ticket.

Another winner, **Harrison Porter**, said he was experiencing trying times when he won a \$4 million prize playing the \$250,000 YEAR FOR LIFE Scratch-Off game. Porter said one of the first things he planned to do was find a new home.

A couple of winners struck good fortune twice! **Scottie Grant** came to Lottery Headquarters for the first time in December 2022 to claim his \$1 million prize. A few months later, when he appeared in the Winner's Lounge again, he smiled and said, "I'm back!" Grant had again won \$1 million on the same Scratch-Off game, 500X THE CASH.

Altovise Morris was another two-time winner, claiming a \$1 million prize from the 500X THE CASH Scratch-Off game. In November 2022, she told Lottery officials she would be back! And just as she had predicted, she returned in January 2023 to claim her second \$1 million prize. She said her second lucky win came right after closing on her new home.

Among our Lottery winners, a recurring story unfolds. They check their tickets multiple times to make sure their win is real! Even as the realization sets in, most winners still can't believe it has happened to them!



GERALDINE GIMBLET

Geraldine Gimblet spent her life savings taking care of her daughter, who underwent cancer treatment. Gimblet won \$2 million on a Scratch-Off game just one day after her daughter rang the bell for her final chemo treatment.



HARRISON PORTER

Harrison Porter, who was going through rough times, said the first thing he planned to do was purchase a new forever home.



SCOTTIE GRANT

Scottie Grant happily made two trips to Lottery Headquarters in Tallahassee to claim his \$1 million prizes after winning the 500X THE CASH Scratch-Off game twice!

ORGANIZATIONAL OVERVIEW

AS REQUIRED BY SUBSECTION 24.105(4), FLORIDA STATUTES, THE FOLLOWING INFORMATION REFLECTS THE ORGANIZATIONAL STRUCTURE OF THE FLORIDA LOTTERY AS OF JUNE 30, 2023.

Office of the Secretary directs the operations of the Lottery and is responsible for the effective management of the Lottery in accordance with directives identified in statutes and corresponding rules, policies, and procedures.

The Chief of Staff assists the Secretary in providing excellence in customer service, overall organization, direction, and coordination, both in day-to-day activities and long-range planning.

Legislative Affairs coordinates legislative activity for the Lottery and assists with implementing statutory changes, budget, and proviso language directives.

Communications and Partnerships promotes awareness and understanding of the state's use of Lottery money to provide enhancements to public education in Florida.

Communications provides public relations support for game launches, promotions, and events, and coordinates all Lottery activities with the news media, including spokesperson interviews and media inquiries, news conferences, press releases, and social media efforts.

Partnerships & Engagements identifies, evaluates, negotiates, and implements statewide partnerships with diverse, education-minded organizations and agencies, as well as with universities, colleges, and K–12 schools, to continually serve the Lottery's sole mission of maximizing revenues to enhance education in Florida. Through partnerships, the Lottery generates speaking, presentation, and outreach opportunities for the Secretary, District Managers, Executive Leadership, and other employees to share the Lottery's story of supporting education in Florida, including funding the Bright Futures Scholarship Program.

Support Services provides day-to-day operational services, including facility management, fleet management, property and inventory control, warehouse operations, records management, and mail operations. The unit also oversees janitorial and other administrative contracted services.

Procurement Management provides strategic services in the acquisition of commodities and contractual services necessary for the Lottery's operation. Procurement manages and administers the contract management process and provides resources to Lottery Contract Managers in the monitoring of contract deliverables.

Human Resources provides strategic leadership relative to employee management. The unit administers a comprehensive human resources program, including recruitment, employee relations, career development, performance management, recognition, payroll, benefits, classification and pay, attendance and leave, workers' compensation, and policy administration.

Finance and Budget oversees the development and monitoring of the Lottery's budget, all financial reporting, disbursements, and cash flow monitoring.

Budget prepares the annual legislative budget request and any necessary budget amendments for the Lottery, while monitoring expenditures to ensure budgetary compliance and coordinating the development of the Lottery's Long-Range Program Plan.

Finance is responsible for making payments to vendors in accordance with subsection 215.422 of the Florida Statutes; receipting and investing funds to maximize earnings for education, and producing statutorily required monthly financial reports and annual financial statements.

Claims Processing processes the prize payments of tickets submitted to Lottery Headquarters, assists district offices with the payment of prizes presented at field offices, and coordinates all withholding and reporting requirements with the Internal Revenue Service.

Security provides security services for the Lottery, including protecting buildings and facilities, investigative activities, and game draws. In addition, the Division of Security conducts background investigations for vendors, retailers, and employees, and manages the department's safety awareness program and the Lottery's Continuity of Operations Plan (COOP).

Investigations and Operational Support units investigate questionable claims and allegations of illegal activity, oversees drawing activities and audit requirements, operate the forensic laboratory, and are responsible for emergency management and internal professional development and training.

Background/Intelligence and Central Alarm Station (CAS) units conduct background investigations on potential vendors, contractors, retailers, and employees, as well as provide analytical support for criminal investigations. These units also manage the Lottery's retailer integrity compliance program, and aid retailers in reducing ticket theft while informing the public of Lottery-related scams and other fraudulent activity. The CAS unit monitors the physical security of all Lottery facilities and provides maintenance and support for the integrated security system.

General Counsel provides consultation, direction, and representation in all legal matters affecting the Lottery.

Gaming Operations consists of five teams that work together to ensure Lottery operations are maintained securely, with an emphasis on exceeding customers' needs. Together, these teams support the gaming system and the Lottery's ability to secure, and sell games while ensuring operational productivity and efficiency.

Games Administration supports Lottery staff, retailers, and players by working with vendors to resolve system-related issues and providing support on matters related to game transactions and ticket inventory. The unit coordinates terminal gaming functions for Lottery games, including closing game sales prior to draws, inputting winning numbers into the gaming system, and setting the games to pay winners. Games Administration also serves as a system coordinator and liaison to all Lottery retailers. The team answers phone calls from retailer and player hotlines, addressing questions related to games, prizes, promotions, and other various facets of Lottery operations.

Information Security Management develops and coordinates cyber security infrastructure and programs to provide protection and ensure integrity for the Lottery's computers, data, and networks.

Information Resources provides strategic and automated solutions to fulfill the Lottery's business needs through efficient and effective development and deployment of the Lottery's information technology resources.

Project Management requires an active Project Management Professional (PMP®) certification. The Lottery Project Managers work independently and possess advanced administrative and technical knowledge. The Project Managers are responsible for providing guidance to staff on the overall direction, coordination, implementation, execution, control, and completion of critical projects.

Data Management provides oversight and guidance on the process of receiving, storing, organizing, and maintaining data created and collected by the Lottery, in an effort to safeguard valuable information, creating a foundation for making well-informed business decisions in the future.

Retailer Contracting assesses and approves retailer applications, entering into contracts with retailers deemed most beneficial to public interest, and ensuring statewide availability of Lottery tickets for player convenience. This unit directly supports the Lottery's efforts in the recruitment and retention of retailers. Throughout the application and contract renewal phases, the team evaluates the integrity and financial reliability of all Lottery retailers. Retailer contracting is also responsible for collection efforts by monitoring retailer payment delinquencies and coordinating financial reviews of retailers, as necessary.

Marketing oversees all areas related to marketing the agency, including advertising, graphics, and brand operations.

Advertising drives sales by supporting product launches and raising awareness about Lottery products and their contributions to education. In addition to traditional radio and television media buys targeting General, Hispanic, and Haitian markets, the Lottery advertises on static and digital billboards, social media platforms, and maintains a consistent presence on Lottery television carrier stations to showcase Lottery game drawings.

Graphics provides overall art design and direction for the agency and Lottery assets. Graphics staff are responsible for developing and producing all point-of-sale materials for Lottery marketing and promotional signage, averaging more than 20 campaigns annually. Additionally, the Graphics team oversees quality control for printed materials, logo usage, publications, promotional items, and Lottery presentations.

Brand Operations is responsible for overseeing the Draw Studio, brand contracts, and handling any special projects. This unit also oversees the Lottery's Responsible Gaming

Product & Sales assists the Secretary by using product, research, and sales data to drive, develop and execute business strategy and achieve sales and performance goals.

Corporate Sales is responsible for growing and developing the Lottery's corporate business. This unit operates as a liaison between the Lottery and the main corporate offices of retailers statewide.

District Offices manage the sale, promotion, and redemption of Lottery products across a statewide network of over 13,500 Lottery retailers. Each of the nine district offices, in addition to office management staff, maintains a team of sales representatives who assist in promoting and selling Lottery products at the retail level.

Product provides direction, oversight, and evaluation of daily business functions, and long-term strategy related to Product Development, Portfolio Management, and Business Development across industry game groups and agency-contracted product and promotion vendors with the primary focus of managing programs aimed at increasing Lottery playership, sales, and revenue for the state's Educational Enhancement Trust Fund (EETF).

Research initiates and oversees consumer market studies, primarily contracted through the Lottery's research vendor of record. The unit's projects center on consumer, retailer, retail environment, and advertising campaign analysis. This unit also provides valuable data used in developing products, forecasting revenue, performance tracking, market research and analysis, and assessing overall program effectiveness to support the Florida Lottery's mission.

Office of the Inspector General provides a centralized point for coordinating and overseeing activities that promote accountability, integrity, and efficiency in government, which includes assisting the Secretary in establishing internal control systems necessary to ensure fiscal accountability and integrity within the Lottery. This division is responsible for performing information technology compliance and performance audits of the Lottery, as well as internal administrative investigations, and preparing reports of said findings of those audits and investigations.



FINANCIAL OVERVIEW

INCLUDED HERE IS A SUMMARY OF THE LOTTERY’S FINANCIAL OVERVIEW FOR FISCAL YEAR 2022-23. TO VIEW THE FULL REPORT IN ITS ENTIRETY, [CLICK HERE](#).

Condensed Statements of Net Position for fiscal years 2023, 2022, and 2021 (in thousands).

	2023	2022	2021
Current Assets	\$ 447,928	\$ 293,373	\$ 423,888
Restricted Assets	344,549	345,355	383,675
Capital Assets, Net of Depreciation	27,937	26,703	7,564
Total Assets	820,414	665,431	815,127
Total Deferred Outflows of Resources	13,802	12,799	14,583
Current Liabilities	468,272	313,459	434,036
Current Liabilities Payable from Restricted Assets	23,619	22,390	22,273
Noncurrent Liabilities	276,575	280,827	305,069
Total Liabilities	768,466	616,676	761,378
Total Deferred Inflows of Resources	21,609	29,033	17,018
Net Position:			
Invested in Capital Assets	3,663	3,897	7,564
Restricted Net Position	118,038	91,978	105,007
Unrestricted Net Position	(77,560)	(63,354)	(61,257)
Total Net Position	\$ 44,141	\$ 32,521	\$ 51,314

The Lottery’s Accounting team continues to hold the Government Finance Officers Association’s (GFOA) Certificate of Achievement for Excellence in Financial Reporting for its Annual Comprehensive Financial Report. The award is the highest form of recognition in governmental accounting and financial reporting. The certificate is awarded to entities who go above and beyond the minimum requirements of generally accepted accounting principles and evidences a spirit of transparency and full disclosure.

2023 AWARDS

2023 INTERNATIONAL GRAPHIS ADVERTISING AWARDS

In November 2023, the Marketing team won several International Graphics Advertising Awards. These awards are dedicated to showcasing the work of exceptional talent in Design, Advertising, Photography, and Art/Illustration.

GOLD

- It's Your Ticket TV
- X the Cash (Gull Invaders) TV
- World of Excitement (Salon) TV
- World of Excitement (Car Wash) TV

SILVER

- World of Excitement (Billboard)
- X the Cash (Wrestler) TV



2023 MUSE ADVERTISING AWARDS

The Advertising team designed a mini-series for the launch of the WEEK FOR LIFE Scratch-Off game. That earned the Florida Lottery the 2023 Muse Award, which highlights notable influencer marketing campaigns.

During the 2023 Muse Awards, the Lottery came home with a total of three awards: two Gold Awards for the Gull Invaders (WEEK FOR LIFE) campaign and one Silver Award for the Scratch Factor (X the Cash Scratch-Offs).

Overall, the Gull Invaders campaign helped the Lottery sell over \$30 million WEEK FOR LIFE Scratch-Off tickets and surpassed its previous campaign sales, but more importantly, it raised almost \$24 million for education in Florida.



GOLD

- **Gull Invaders (Branded Content)**
- **Gull Invaders (Website)**



SILVER

- **Scratch Factor (Social Media)**

2023 HERMES CREATIVE AWARDS

In 2023, three different campaigns of the Lottery were nominated for the Hermes Awards. The Lottery won two Gold awards and one Platinum award.



PLATINUM

- **Scratch Factor**



GOLD

- **Gull Invaders**
- **AWI Poster**



2023 RADIO MERCURY AWARDS

In 2023, the “Bungee Jumping” radio spot for the X THE CASH Scratch-Off game was nominated for a Radio Mercury Award, which is the most prestigious radio competition in the world. The spot also won under “Best Use of Sound Design in a Broadcast Radio Spot.”



2023 THE TELLY AWARDS

The Lottery won two Silver Telly Awards for the Scratch Factor Livestream, supporting X THE CASH Family of Scratch-Offs. The campaign was recognized for excellence in the categories of: *Social for Branded Content* and *the Use of Live Stream for Branded Content*.



