

MINORITY BUSINESS PARTICIPATION



2024



IN THE
GEORGIA LOTTERY CORPORATION



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INTRODUCTION

Since its inception in 1993, the Georgia Lottery Corporation (“GLC” or “Corporation”), as a responsible citizen of the corporate and government communities, has engaged in a concerted effort to ensure the fair involvement of minority business enterprises (“MBEs”) in its operations. By maintaining a systematic record of these practices, the GLC can monitor the success of these programs. Pursuant to Section 14 of the Georgia Lottery for Education Act (Official Code of Georgia §50-27-1, et seq., as amended) the GLC will “report the results of minority business participation to the Governor (of Georgia) at least on an annual basis.” The GLC Board of Directors and employees are pleased to present this report documenting the scope of minority business participation in GLC operations for the period October 1, 2023, through September 30, 2024.





THE GLC AND Minority-Owned Businesses



The GLC’s purchasing or procurement process continues to provide a major opportunity for the involvement of minority businesses. Expenditures by the GLC with minority businesses can be divided within two (2) categories: a) direct procurement opportunities with the GLC; and b) subcontracts with the GLC’s major vendors. A total of \$9,234,743.30 was spent with MBEs during this reporting period, an increase of \$1,688,322.91 from last year.

To conduct its corporate operations, the GLC regularly purchases products and services utilizing several MBEs as providers.

During the 2024 reporting period, a total of \$1,653,843.70 was spent by the GLC directly with minority-owned businesses in Georgia. Figures do not include lease payments, subscriptions, utilities, taxes, investment banking services and payments to governmental entities.

Partnering with the GLC’s major procurement vendors provides most of the contracting opportunities for minority businesses. The GLC currently has three (3) major procurement contractors: BBDO Atlanta for advertising services; IGT Corporation (“IGT”) for on-line lottery gaming services; and Scientific Games Corporation (“Scientific Games”) for instant ticket printing and distribution services. Since 1993, over \$274,980,212.27 has been paid to MBEs for products and services.

During the current reporting period, MBEs received a total of \$7,580,899.60 out of the total dollars spent with the three (3) major procurement contractors. IGT was the largest major contractor of MBEs; its minority subcontractors were paid a total of \$4,751,335 for services rendered. BBDO Atlanta advertising agency sent \$2,554,258.88 to its minority subcontractors and minority-owned media. Scientific Games procured a total of \$275,305.72 from its minority subcontractors.

The GLC is proud to announce that in November 2024, the GLC renewed its contract with the CPA firm of Melissa D. Preston (pictured here) to supervise the GLC daily drawings and Mega Millions drawings. The extension is through October 2029, based on the excellent performance when Preston first won the contract in 2020.



Melissa Preston,
CPA Founder & President



THE GLC AND Minority-Owned Retailers



The GLC’s mission is to maximize revenues for the Lottery for Education Account through the sale of entertaining lottery tickets. Retailers throughout the state partner with the Corporation to promote and sell lottery products. The GLC’s sales division continually recruits new corporate and independent retail outlets to help achieve its mission of increasing profits for Georgia’s HOPE Scholarship and Pre-K Programs. The contributions of these outlets, or retailers, have been an important factor in the success of the GLC.

Of all minority retailers, 3,258 (95.3%), identified themselves as members of the Asian American population. Our records reflect that African Americans compose the second largest ethnic group of minority retailers, with 112 outlets (3.3%) of all identified minority retailers. Hispanic American retailers represented less than two percent (1.2%) of minority retailers, and Native Americans were less than one percent (0.2%) of all minority retailers.

GLC Retailer Network (October 1, 2023 through September 30, 2024)

| | | |
|-------------------------|--------------|--|
| Not Given | 3,777 | |
| Non-Minority | 1,533 | |
| Asian-American | 3,258 | |
| African-American | 112 | |
| Hispanic | 42 | |
| Native-American | 6 | |

For the 2024, reporting period, the GLC enjoyed contracting relationships with a total of 8,728 retailer accounts. Of that total number, an estimated 3,418 retailers have identified themselves as minority-owned or controlled by a member of an ethnic minority group. Almost half of all retailers did not identify their ethnicity on their retailer application.



THE GLC AND Employment



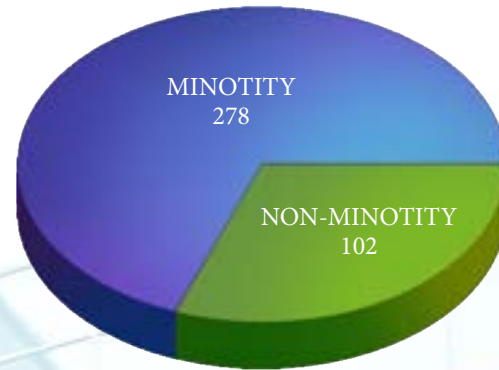
Within the Georgia Lottery’s employee base, 278 persons (73%) are members of ethnic minority groups, and 214 persons (56%) are women.

GLC Employee Ethnicity Breakdown

| | |
|-------------------------|-------------|
| <i>African-American</i> | 260 (68.4%) |
| <i>White</i> | 102 (26.8%) |
| <i>Asian-American</i> | 5 (1.3%) |
| <i>Hispanic</i> | 6 (1.6%) |
| <i>Unspecified</i> | 2 (0.5%) |
| Total Population | 380 |

GLC Employee Gender Breakdown

| | |
|-------------------------|-------------|
| <i>Total Females</i> | 214 (56.3%) |
| <i>Total Males</i> | 166 (43.7%) |
| Total Population | 380 |



The GLC generated over \$6 billion in gross sales and \$1.49 billion in profits in Fiscal Year 2024, with an employee population of only 380 employees statewide.

In 1996, the GLC’s Board of Directors formally adopted the Corporation’s Equal Employment Opportunity Policy (“Policy”). This policy incorporates fair standards for the hiring and promotion of employees at the GLC.

During the reporting period of this document, 17 individuals comprised senior management.

Of these 17 individuals, seven were minorities and five were women.

Of the sales force, 62 percent are minorities and 51 percent are women.

Of the non-sales staff, 78 percent are minorities and 58 percent are women.



THE GLC AND Community Events

The Georgia Lottery Corporation proudly supports Georgia’s communities through select minority sponsorships and events. These sponsorships help to highlight the Georgia Lottery’s commitment to education in Georgia through the lottery-funded HOPE Scholarship and Georgia’s PreK programs.

Over the last year, the Georgia Lottery has supported the following minority organizations through sponsorships:



- **Atlanta Dream WNBA- Women’s Basketball (Sponsor of HBCU Night)**
- **Fountain City Classic HBCU Football Classic featuring Fort Valley University and Albany State University**
- **Davis Broadcasting Women’s Empowerment Luncheon**

The GLC also employs minority freelancers to produce various marketing and promotional materials, including animations and videography. Among those freelancers are the outstanding talents Aaron Faulkner (5 Points Media) and Trinh Do (Trinh Do Designs).

*For general information about minority freelance marketing opportunities contact:
Larry Small at lsmall@galottery.org.*

*Contact:
Chanda J. Brown at cbrown@galottery.org for general inquiries about GLC minority sponsorships.*

For minority sponsorship consideration, please send proposals to sponsorships@galottery.org

CONCLUSION

The Georgia Lottery Corporation continues to fulfill its statutory mission by generating revenues for selected educational programs in Georgia through the operation of an efficient, well-run enterprise. Since inception, the Georgia Lottery has raised more than \$28.7 billion for specific educational programs in Georgia. These programs have benefited more than 2.1 million HOPE recipients and 2.2 million Pre-K students throughout the state of Georgia. The GLC's partnerships with MBEs are an important factor in its success. The GLC continues to actively recruit minority-owned retailers to sell our products, and strongly supports and encourages the participation of minority business enterprises in its procurement process.

Board of Directors

John H. Irby, Chair

Carol "Missy" Burgess, Vice-Chair

Trey Allen

Tyler Barr

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Gretchen Corbin, President & CEO



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