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DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS

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Testimony of the Bureau of Alcoholic Beverages and Lottery Operations  
Joint Standing Committee on Veterans and Legal Affairs

Neither for Nor Against LD 1012

An Act to Fund the Operations of the University of Maine Cooperative Extension Tick Laboratory

Senator Hickman, Representative Supica, and members of the Joint Standing Committee on Veterans and Legal Affairs: I am Louis Luchini and I'm the Director of the Bureau of Alcoholic Beverages and Lottery Operations. I am here to testify neither for nor against LD 1012, *An Act to Fund the Operations of the University of Maine Cooperative Extension Tick Laboratory*, but to provide additional information to the committee.

Over the years, there have been numerous requests to create a cause-based lottery ticket to deliver dedicated revenue to a worthy cause. We believe funding the University of Maine Cooperative Extension Tick Laboratory is another worthy cause.

As you're aware, the Maine Lottery has one cause-based ticket in our portfolio – the Maine Outdoor Heritage Fund ticket. The Maine Lottery is proud of the funding that's been generated to support conservation and wildlife projects throughout Maine. However, over the years, players' interest has decreased, the revenue stream has become less dependable, and the ticket has performed poorly. Last year we revitalized the ticket and saw an initial bump in sales, but a steady decline thereafter.

Our experience has shown that creating a new instant lottery ticket will likely only cannibalize sales from other games, rather than creating new revenues from new players. We see this in our typical game management – we regularly introduce new games to keep options fresh and revenues consistent. As such, we anticipate this bill would not lead to new revenues and would decrease revenues to the General Fund.

Thank you for your time. I'm happy to answer any questions.