

CHARLIE CRIST
Governor



LEO DIBENIGNO
Secretary

FLORIDA LOTTERY

October 9, 2008

Torey Alston, Executive Director
Office of Supplier Diversity
Department of Management Services
4050 Esplanade Way
Tallahassee, Florida 32399-0950

Dear Mr. Alston:

The Florida Lottery is submitting for your review and approval, our Small and Minority Business Participation Program for Fiscal Year 2008/2009.

As recognized by the Legislature in Chapter 24, Florida Statutes, the Florida Lottery is a unique activity for state government. The Lottery's business function is aligned with those similar to other entrepreneurial business enterprises and, therefore, provides unique small business opportunities for the State of Florida. This year's program plan provides information on procurement, contracting strategies, and minority retailer recruitment strategies that exemplify the spirit of small and minority business initiatives in Florida.

The Florida Lottery looks forward to working with the Office of Supplier Diversity in identifying opportunities for economic growth within the diverse business industry of the State of Florida.

Should you have any questions regarding the content of this program, please contact Mr. Rhett Frisbie, General Services Director at 487-7702.

Respectfully,

A handwritten signature in blue ink, appearing to read "Terry Perkins".

Terry Perkins
Chief Administrative Officer

TP/rf

Enclosure



Minority & Women Business Participation Plan Fiscal Year 2008-2009



Florida Lottery • Purchasing Office
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Minority & Women Business Participation Plan

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Minority & Women Business Participation Plan

Minority and Women Business Participation Mission Statement

As an entrepreneurial governmental business entity, the Florida Lottery will continue to demonstrate leadership, commitment and innovation in educational, outreach, and contracting initiatives to ensure the expansion of economic opportunities for minority and women businesses in the State of Florida.

Program Overview

Throughout the development of the State of Florida's minority business program, the Florida Lottery has been a leader in support of the Department of Management Services, Office of Supplier Diversity, and its charge to ensure minority and women owned businesses are afforded fair and equal opportunities to compete in the state's contracting process.

As a result of activities by the Florida Lottery and its Business Partners, approximately \$18 million was spent with minority and women owned businesses for fiscal year 2007/2008.

The Florida Lottery continues to recruit minority retailers as part of its business development operations. Executive Order 99-281 provides direction to "seek untapped opportunities all across State government for minority vendors and service providers who are currently overlooked." Additionally, the plan calls for "an expansion of opportunity through improved procedures and practices that justly take into consideration a broad representation of Florida's commerce base."

During fiscal year 2007/2008, the Florida Lottery paid in excess of \$68 million to minority and women businesses as retailer commissions.

This plan will identify the Florida Lottery's positive impact on Florida's diverse commerce base.



Minority & Women Business Participation Plan

Program Staffing Resources

The Lottery's program will ensure continued intentional and proactive corporate citizenship in pursuing and promoting diverse entrepreneurship whereby legitimate business needs and corporate philosophies are met and supported through a network of suppliers, retailers, and programs rich in diversity.

The Lottery's program consists of the following components:

1) **Staffing Resource Commitment**

Procurement - The Florida Lottery has a senior management staff member who is responsible for providing the vision and direction for the program. The General Services Specialist is responsible for the day-to-day oversight of initiatives and procurement contracting strategies identified herein, or as may be identified and developed throughout the year. Additionally, the Florida Lottery has a Vendor Diversity Consultant whose responsibilities include engaging with the Lottery's Business Partners to assist in their small and minority business activities.

Retailers - Members of the Lottery's Business Development Office pursue strategies to increase the Lottery's representation in non-traditional trade styles as well as retail businesses owned or operated by under-represented minorities.

2) **Minority and Women Exposure Initiatives**

Procurement - These activities ensure minority and women businesses are afforded opportunities to compete and participate in procurement activities regardless of value and procurement method.

Retailers - These activities ensure visibility of the Lottery as a viable and profitable business relationship.

3) **Minority and Women Business Educational Initiatives**

Procurement – These activities ensure small businesses are informed and instructed in various processes necessary to successfully compete and participate in procurement opportunities.

Retailers – These activities ensure minority owned businesses are successful in contracting with the Lottery and that unreasonable barriers are identified and removed in the recruitment process.



Minority & Women Business Participation Plan

Staffing Resource Commitment

Senior Management Oversight (Procurement) – The designated senior manager, Mr. Rhett Frisbie, General Services Director, is integral to the success of the Lottery’s Minority and Women Business Participation Program as it relates to procurement and contractual matters. As a senior manager, Mr. Frisbie ensures agency procurement directives pertaining to vendor diversity are communicated to all employees involved in the acquisition process of commodities and services.

Program Management (Procurement) – The Lottery’s Minority and Women Participation Program activities are systematically implemented and administered by representatives of the Office of General Services.

Ms. Summer Silvestri serves as General Services Specialist and is directly responsible as a team leader for the Lottery’s procurement operation, and provides subject matter expertise ensuring successful implementation of initiatives as well as identification of new initiatives.

Ms. Angela Jackson serves as the Lottery’s Vendor Diversity Consultant and is directly responsible for assisting the Lottery business units, as well as the Lottery’s Business Partners in successfully achieving their minority and women business strategies.

Ms. Deborah Castleberry serves as the General Services Contract Manager and is responsible for cooperative contract management activities and is engaged with the General Services Specialist and Vendor Diversity Consultant on minority and women business activities.

Steps are being implemented using internal agency report cards to measure spending in each division. The Lottery consistently encourages all agency staff involved in the purchasing process to obtain 2 or more quotes from minority and women owned businesses.

Senior Management Oversight (Retailers) – The Deputy Secretary of Business Development, Research and Development, Dr. Dennis Harmon, is responsible for oversight of all matters pertaining to retailer contracting. Dr. Harmon monitors the systematic implementation of outreach strategies of the Business Development unit.

Program Management (Retailers) - Minority retailer recruitment initiatives fall under the management of Ms. Gina Gibson, Director of Business Development. Ms. Gibson is responsible for developing and implementing minority retailer outreach strategies and provides subject matter expertise ensuring successful implementation of initiatives, as well as identification of new strategies.



Minority & Women Business Participation Plan

Procurement Exposure Initiatives

Florida Lottery Website

The Lottery's web page for procurement operations and activities will be updated to include relevant information on contracting opportunities and contact information. This web page is currently under construction. Once this webpage is re-launched, many of the previous initiatives will be reinstated as indicated below:

- The Lottery has initiated contracting strategies that stipulate Business Partners will provide a 90-day spending plan which will be posted on the Lottery's website;
- The Lottery will continue to be a leader in posting information and hyperlinks to the Office of Supplier Diversity's website and posting the Annual Matchmaker Tradeshow and Exposition information as soon as it is available;
- The Florida Lottery ensures the minority and women business web link is prominently displayed on the Lottery's main web page; and
- For vendors that Lottery representatives meet at the annual or regional Matchmaker events, the Lottery will post their company information with their corporate name being a URL hyperlink to their website. This will provide additional value to these vendors for the money invested in their attendance at a State of Florida sponsored event.

Lottery Business Partners

The Lottery maintains a web page that lists the Lottery's Business Partners and their representative contact information. This is the result of contracting strategies that require the provision of pertinent contact information for posting on the Lottery's website, thereby providing easy access to vendors that may be seeking subcontracting opportunities. As new contracts are awarded, this information is updated.

The Lottery encourages its Business Partners to participate in the annual Matchmaker event by sponsoring and staffing a booth. During the 2007 Matchmaker event, Business Partners GTECH Corporation and Scientific Games International were Platinum Sponsors. Both GTECH Corporation and Scientific Games International sponsored minority businesses for this event.



Minority & Women Business Participation Plan

Procurement Exposure Initiatives (continued)

Cooperative Contract Management

This initiative has provided an increased focus on subcontracting activities by providing subject matter expertise resources to contract managers and Business Partners. This strategy also helps identify procurement activities in which small businesses could compete for subcontracting opportunities with the Business Partners.

During solicitation development, minority and women business participation opportunities are identified for consideration by any proposing vendor. Specific language requires reporting of anticipated opportunities and subsequent procurement activities.

The Lottery continues to consult with the Office of Supplier Diversity in the crafting of creative small business participation language to be included in solicitations and contracts. This language provides OSD contact information for consultation on small business initiatives. This initial communication builds the foundation for consultation between the Lottery, OSD, and the eventual contractor.

During the review of solicitation submissions, Purchasing Office staff compiles a supplemental listing of minority and women business participation opportunities for the successful vendor. This list includes subcontracting as well as day-to-day provisioning for operations.

The Lottery creates a Minority and Women Business Participation Plan for each successful vendor in appropriate contract awards.

Business Partner Highlight

The Lottery will highlight Business Partners that demonstrate a corporate philosophy that embraces the participation of minority and women business in the economic life of the State of Florida. The Business Partner will be afforded an opportunity to provide a letter to the Lottery outlining their corporate philosophy on small businesses. This letter will be posted on the Lottery's website. Additionally, the Business Partner's name will be hyperlinked to contact information on the Lottery's Business Partner web page.

Minority and Women Business Highlight

The Lottery will highlight minority and women owned businesses that have successfully performed services and/or provided commodities to the Department or its Business Partners. The small business entity will be afforded an opportunity to provide a letter describing benefits participating in the State of Florida's certification program. This letter will be posted on the Lottery's website. The minority and women business entity's name will also be a hyperlink to their corporate web page. This will provide positive exposure for the minority and women businesses.



Minority & Women Business Participation Plan

Procurement Exposure Initiatives (continued)

Business Trade Fairs

The Lottery will continue to be a leader by identifying and attending/sponsoring events that facilitate personal interaction and fostering inclusive relationships between minority and women businesses and the Lottery.

These outreach activities are core to the Lottery's business strategies in vendor diversity as well as retailer recruitment.

Procurement - Small Business Education

"Doing Business with the Lottery Manual"

The Lottery will develop a manual for minority and women business entities providing guidance on how to access opportunities with the Lottery and its Business Partners as well as registration for certification as a small business. This manual will be made available for downloading from the Lottery's website. The Lottery will continue to educate minority and women about the benefits of certification.

Minority and Women Business Trade Fairs

Sponsorship and attendance at these events have provided opportunities for Purchasing Office staff to meet with new and established minority businesses.

Matchmaking opportunities for vendors with the Lottery's Business Partners are often identified at these events.

Procurement Program Assessment

This activity assesses historical data to determine an appropriate approach for implementation of each initiative. Each activity will be monitored for success as well as opportunities for enhancement, with communication to the Office of Supplier Diversity, as necessary for additional review.

The Florida Lottery believes that a critical element to the success of the program as outlined, herein, is to provide a semi-annual report to the Office of Supplier Diversity on its efforts as opposed to just providing an annual plan. This status report will be submitted during February 2009.



Minority & Women Business Participation Plan

Minority Retailer Contracting Overview

The Florida Lottery is charged with the responsibility to retain a representative ratio of minority retailers. The Business Development Office has been proactive in recruiting minority retailers by developing and aggressively implementing strategies specifically tailored to the unique lottery business environment.

The Lottery's statutory requirements concerning minority retailer participation were recently reviewed by the Office of Program Policy Analysis & Government Accountability (OPPAGA) in report number 07-09. Page 4 of the report is excerpted and is included in this plan as Attachment #2.

Additionally, the Florida Lottery continues its efforts with the Department of Business and Professional Regulation (DBPR) in identifying opportunities to access and review data contained in LicenseEase, DBPR's Online Licensing System. It is anticipated that the data will facilitate business efficiencies and streamline the identification of non-traditional trade styles such as barbershops, hair salons, restaurants, and hotels/motels.

The below chart depicts retailer commissions by minority classification for fiscal year 2007/2008:

Florida Lottery Distribution of Retailer Commission by Minority Status Fiscal Year 2007/2008	
Minority Classification	Commission Amount
AFRICAN AMERICAN	\$1,550,130.37
AMERICAN WOMAN	\$2,804,701.42
ASIAN AMERICAN	\$48,256,479.41
HISPANIC AMERICAN	\$14,911,831.44
NATIVE AMERICAN	\$656,162.64
TOTAL:	\$68,179,305.28



Fiscal Year 2007/2008
Contracting Summary: Contractual Services
by Minority and Object Codes

A - NON - MINORITY		
Object Code	Object Code Description	Amount
131305	PROFESSIONAL FEES - CONSULTING	\$509,882.08
132100	CUSTODIAL AND JANITORIAL SERVICES	\$148,721.00
132700	INFORMATION TECHNOLOGY SERVICES	\$50,000.00
132701	PROFESSIONAL FEES - SOFTWARE INSTALL ATION	\$5,100.00
132720	ON-LINE CONTRACT PAYMENTS	\$21,157,009.57
132721	SGI CONTRACT PAYMENTS	\$54,000,000.00
132727	MONTHLY ALTERA VISION UPGRADES	\$1,536,000.00
132728	ADDITIONAL TERMINALS	\$2,261,209.67
132729	GIFT CARD PROCESSING FEES	\$1,602,371.76
132804	PROFESSIONAL FEES - TRAINING	\$20.00
133200	EMPLOYMENT ADVERTISING & JOB OPPORTUNITY	\$1,224.88
133430	ADVERTISING - GAMBLING INITIATIVE	\$1,164,274.92
133468	PROMOTIONS - MISCELLANEOUS OTHER	\$98.25
133471	TV COMMERCIAL PRODUCTION	\$500,788.78
133472	RADIO COMMERCIAL PRODUCTION	\$179,014.42
133473	PRINT ADS	\$930,293.24
133474	OUTDOOR CREATIVE PRODUCTION	\$957.39
133475	INTERNET NET ACCESS AND SERVICES	\$606,994.28
133477	EVENT SPONSORSHIP UNDER 77201	\$563,276.74
133478	SPONSORSHIPS	\$315,968.50
133480	SPECIAL EVENTS	\$235,875.00
133481	TV/CABLE	\$8,802,541.37
133482	RADIO/SMALL MARKET	\$4,499,701.49
133483	PRINT MEDIA (NEWSPAPERS & MAGAZINES)	\$1,269,573.83
133484	OUTDOOR ADVERTISING	\$5,881,751.61
133485	SPONSORSHIP THRU ADVERTISING AGENCY	\$263,395.00
133487	AGENCY FEES	\$3,572,578.36
133488	DRAW NETWORK FEE	\$809,083.94
133489	OTHER ADVERTISING EXPENSES	\$196,206.62
133492	RETAILER PROMOTIONS - OTHER	\$5,516.08
134200	MAILING AND DELIVERY SERVICES	\$103,552.47
134515	BANK FEES - BANKING CONTRACT	\$30,052.64
134800	LINEN AND LAUNDRY SERVICES	\$2,154.96
134900	FINGERPRINTING & BACKGROUND CHECK SERVICES	\$12,142.16
139900	INDEPENDENT CONTRACTOR-NOT OTHERWISE CLASSIFIED	\$79,248.00
221000	TELEPHONE	\$183,795.39
221020	TELEPHONE EQUIPMENT AND SUPPLIES	\$922.83
221100	CELLULAR TELEPHONES	\$94,906.28
221200	PAGER	\$8,474.65

Attachment 1A

Object Code	Object Code Description	Amount
223000	INFORMATION TECHNOLOGY COMMUNICATIONS	\$1,928.58
225000	POSTAGE	\$116.55
227000	FREIGHT	\$231.49
227080	PROMOTIONS-FREIGHT CHARGES	\$15,867.79
229000	COMMUNICATIONS/FREIGHT OTHER	\$664.00
242010	SERVICE REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$175,070.92
242020	REPAIRS & MAINTENANCE OFFICE EQUIPMENT (SERVICE)	\$13,949.00
242030	INFORMATION TECHNOLOGY (SERVICES)	\$827,129.57
242040	REPAIRS & MAINTENANCE SECURITY EQUIPMENT (SERVICE)	\$9,086.25
242050	REPAIRS & MAINTENANCE BUILDING & MISC. (SERVICE)	\$8,065.32
243030	I.T. REPAIR & MAINTENANCE (NON-CONTRACTED)	(\$2,584.76)
243050	BUILDING REPAIR & MAINTENANCE (NON-CONTRACTED)	\$250.00
261000	IN-STATE TRAVEL-OTHER	\$618.18
261010	TRAVELER'S EXPENSES	(\$4,335.00)
261065	REGISTRATION FEES	\$275.00
261080	TRAVEL ON ADVERTISING CONTRACTS	\$10,000.00
261300	MILEAGE - IN STATE	\$214.40
261400	IN STATE TRAVEL-HOTEL	\$1,107.16
261500	IN STATE TRAVEL-AIRFARE	\$3,765.21
	A - NON-MINORITY TOTAL	\$112,646,097.82
B - SMALL BUSINESS - STATE		
132900	LAWN CARE, GROUNDS KEEPING & LANDSCAPING	\$31,140.00
133478	SPONSORSHIPS	\$5,000.00
221000	TELEPHONE	\$8,765.80
242010	SERVICE - REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$2,287.42
242020	REPAIRS & MAINTENANCE OFFICE EQUIPMENT (SERVICE)	\$9,967.78
242030	INFORMATION TECHNOLOGY (SERVICES)	\$29.85
242050	REPAIRS & MAINTENANCE BUILDING & MISC. (SERVICE)	\$1,196.50
261010	TRAVELER'S EXPENSES	(\$1,445.00)
261065	REGISTRATION FEES	\$0.00
	B - SMALL BUSINESS - STATE TOTAL	\$56,942.35
D - NON-PROFIT MINORITY		
227000	FREIGHT	\$2.73
	D - NON-PROFIT MINORITY TOTAL	\$2.73
E - GOVERNMENTAL AGENCY		
261000	IN-STATE TRAVEL-OTHER	\$59.00
261500	IN STATE TRAVEL-AIRFARE	\$29.50
	E - GOVERNMENTAL AGENCY TOTAL	\$88.50

Attachment 1A

Object Code	Object Code Description	Amount
H - AFRICAN AMERICAN - CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$119,835.00
132100	CUSTODIAL AND JANITORIAL SERVICES	\$31,486.75
133478	SPONSORSHIPS	\$5,000.00
242010	SERVICE - REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$180.00
242040	REPAIRS & MAINTENANCE SECURITY EQUIPMENT (SERVICE)	\$240.00
261500	IN STATE TRAVEL-AIRFARE	\$929.20
H - AFRICAN AMERICAN - CERTIFIED MBE TOTAL		\$157,670.95
I - HISPANIC - CERTIFIED		
131305	PROFESSIONAL FEES - CONSULTING	\$1,702.28
132100	CUSTODIAL AND JANITORIAL SERVICES	\$18,379.17
133440	RESEARCH	\$259,403.29
133471	TV COMMERCIAL PRODUCTION	\$175,865.85
133472	RADIO COMMERCIAL PRODUCTION	\$40,620.65
133473	PRINT ADS	\$4,009.41
133480	SPECIAL EVENTS	\$2,500.00
133481	TV/CABLE	\$2,008,716.59
133482	RADIO/SMALL MARKET	\$1,052,148.91
133483	PRINT MEDIA (NEWSPAPERS & MAGAZINES)	\$54,088.76
133487	AGENCY FEES	\$536,484.00
133489	OTHER ADVERTISING EXPENSES	\$4,145.93
221020	TELEPHONE EQUIPMENT AND SUPPLIES	\$201.00
227000	FREIGHT	\$750.00
242010	SERVICE - REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$818.26
261030	TRAVEL FOR OPS CONTRACTS	\$9,043.77
261080	TRAVEL ON ADVERTISING CONTRACTS	\$10,596.71
I - HISPANIC - CERTIFIED TOTAL		\$4,179,474.58
J - ASIAN/HAWAIIAN - CERTIFIED MBE		
223000	INFORMATION TECHNOLOGY COMMUNICATIONS	\$1,285.00
242020	REPAIRS & MAINTENANCE OFFICE EQUIPMENT (SERVICE)	\$1,581.00
J - ASIAN/HAWAIIAN - CERTIFIED MBE TOTAL		\$2,866.00
M - AMERICAN WOMAN - CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$186,582.00
133488	DRAW NETWORK FEE	\$203,392.30
133492	RETAILER PROMOTIONS - OTHER	\$17,421.47
221020	TELEPHONE EQUIPMENT AND SUPPLIES	\$26.60
223000	INFORMATION TECHNOLOGY COMMUNICATIONS	\$328.35
227000	FREIGHT	\$1,316.91
227080	PROMOTIONS-FREIGHT CHARGES	\$230.00
242020	REPAIRS & MAINTENANCE OFFICE EQUIPMENT (SERVICE)	\$27,562.51
242030	INFORMATION TECHNOLOGY (SERVICES)	\$1,080.00
261000	IN-STATE TRAVEL-OTHER	\$25.00

Attachment 1A

Object Code	Object Code Description	Amount
261080	TRAVEL ON ADVERTISING CONTRACTS	\$1,707.42
261300	MILEAGE - IN STATE	\$25.00
261500	IN STATE TRAVEL-AIRFARE	\$100.00
	M - AMERICAN WOMAN - CERTIFIED MBE TOTAL	\$439,797.56
N - AFRICAN AMERICAN - NON-CERTIFIED MBE		
132100	CUSTODIAL AND JANITORIAL SERVICES	\$10,053.08
134900	FINGERPRINTING & BACKGROUND CHECK SERVICE	\$12.50
221000	TELEPHONE	\$2,265.50
225000	POSTAGE	\$40,000.00
242010	SERVICE - REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$325.00
242030	INFORMATION TECHNOLOGY (SERVICES)	\$5,895.00
	N - AFRICAN AMERICAN - NON-CERTIFIED MBE TOTAL	\$58,551.08
O - HISPANIC - NON-CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$1,027.12
242010	SERVICE - REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$3,779.60
	O - HISPANIC - NON-CERTIFIED MBE TOTAL	\$4,806.72
P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE		
132701	PROFESSIONAL FEES - SOFTWARE INSTALLATION	\$62,000.00
	P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE TOTAL	\$62,000.00
R - AMERICAN WOMAN - NON-CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$58,968.00
133478	SPONSORSHIPS	\$14,000.00
133480	SPECIAL EVENTS	\$3,500.00
134900	FINGERPRINTING & BACKGROUND CHECK SERVICE	\$12.50
242010	SERVICE - REPAIRS & MAINTENANCE VEHICLES (SERVICE)	\$655.68
242020	REPAIRS & MAINTENANCE OFFICE EQUIPMENT (SERVICE)	\$3,017.62
242030	INFORMATION TECHNOLOGY (SERVICES)	\$2,558.64
242040	REPAIRS & MAINTENANCE SECURITY EQUIPMENT (SERVICE)	\$19,495.18
242050	REPAIRS & MAINTENANCE BUILDINGS & MISC. (SERVICE)	\$95.00
243050	BUILDING REPAIR & MAINTENANCE (NON-CONTRACTED)	\$0.00
	R - AMERICAN WOMAN - NON-CERTIFIED MBE TOTAL	\$102,302.62
S - 51% MINORITY BOARD OF DIRECTORS		
133478	SPONSORSHIPS	\$8,000.00
133480	SPECIAL EVENTS	\$5,000.00
	S - 51% MINORITY BOARD OF DIRECTORS TOTAL	\$13,000.00

Attachment 1A

Object Code	Object Code Description	Amount
T - 51% MINORITY EMPLOYEES		
133478	SPONSORSHIPS	\$2,700.00
133480	SPECIAL EVENTS	\$3,600.00
T - 51% MINORITY EMPLOYEES TOTAL		\$6,300.00
U - 51% MINORITY COMMUNITY SERVED		
133478	SPONSORSHIPS	\$22,000.00
133480	SPECIAL EVENTS	\$4,000.00
U - 51% MINORITY COMMUNITY SERVED TOTAL		\$26,000.00
V - OTHER NON-PROFIT		
133478	SPONSORSHIPS	\$14,500.00
133480	SPECIAL EVENTS	\$13,000.00
261400	IN STATE TRAVEL-HOTEL	\$158.01
V - OTHER NON-PROFIT TOTAL		\$27,658.01
FY 08 CONTRACTUAL SERVICES TOTAL		\$117,783,558.92



**Fiscal Year 2007/2008
Contracting Summary: Commodities
by Minority and Object Codes**

A - NON-MINORITY		
Object Code	Object Code Description	Amount
230000	PRINTING AND REPRODUCTION	\$11,909.81
241010	REPAIRS & MAINTENANCE VEHICLES (COMMODITY)	\$3,205.96
261400	IN STATE TRAVEL-HOTEL	\$22,247.55
261500	IN STATE TRAVEL-AIRFARE	\$1,473.70
262400	OUT-OF-STATE TRAVEL-HOTEL	\$1,102.97
262500	OUT-OF-STATE TRAVEL-AIRFARE	\$2,832.12
271000	UTILITIES-ELECTRICITY	\$49,292.88
273000	UTILITIES-WATER AND SEWERAGE	\$422.38
274000	UTILITIES-GARBAGE COLLECTION	(\$316.59)
342000	MEDICAL SUPPLIES	\$479.88
371000	GASOLINE	\$62,770.24
371010	FUEL & LUB-GASOLINE-FEDERAL EXCISE TAX	\$0.00
373000	DIESEL FUEL	(\$1,889.67)
379090	TOLL FEES FOR SALES FLEET	\$17,578.57
391000	INFORMATION TECHNOLOGY SUPPLIES	\$17,104.18
393000	APPLICATION SOFTWARE (LICENSES)	\$58,818.85
393077	APPLICATION SOFTWARE-CONTRACTED SERVICES	\$0.00
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DATA)	\$7,988.50
399011	LOTTO PLAYSTATIONS	\$262,440.00
399012	PLAYSTATIONS SUPPLIES	\$73,355.15
399013	DISTRICT FIELD SUPPLIES	\$564.48
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$28,780.15
399083	MATERIALS AND SUPPLIES - OTHER	\$18,400.00
412000	GENERAL LIABILITY INSURANCE	\$2,970.00
434000	FROM NON-GOVERNMENTAL ENTITIES	\$3,324,597.59
443000	POSTAGE EQUIPMENT RENTAL	\$12,588.61
444000	OFFICE EQUIPMENT RENTAL	\$28,668.50
449080	RENTAL OTHER MISC. EQUIPMENT FOR PROMOTION	\$9,200.81
492000	SUBSCRIPTIONS	\$33,450.16
493000	DUES	\$30,756.25
498000	STATE AWARDS TO STATE EMPLOYEES-NONTAXABLE	\$100.00
499000	OTHER CURRENT CHARGES-OTHER	\$3,359.14
499014	REFERENCE BOOKS AND MATERIALS	\$5,853.25
499075	NOTARY PUBLIC FEES	\$4,501.53
499104	PERQUISITES - UNIFORMS	\$7,023.20
499310	ROYALTIES FOR GAMES	\$1,581,509.56
511040	BOOKS & OTHER \$25 TO \$250	\$57.54
512040	FURNITURE & EQUIPMENT EXPENSE	\$14,028.57
516000	INFORMATION TECHNOLOGY EQUIPMENT	\$2,301,076.60
516040	INFORMATION TECH EQUIPMENT - LESS THAN \$100	\$9,230.50

Attachment 1B

Object Code	Object Code Description	Amount
517000	MOTOR VEHICLES-PASSENGER	\$6,051.85
519040	OTHER PROPERTY LESS THAN \$1000	\$1,513.61
	A -NON-MINORITY TOTAL	\$8,015,098.38
B - SMALL BUSINESS - STATE		
230000	PRINTING AND REPRODUCTION	\$12.33
241030	INFORMATION TECHNOLOGY (COMMODITY)	\$59,934.18
261400	IN STATE TRAVEL-HOTEL	\$293.78
261500	IN STATE TRAVEL-AIRFARE	\$166.80
341800	EDUCATIONAL-TRAINING SUPPLIES	\$51.00
393000	APPLICATION SOFTWARE (LICENSES)	\$1,500.00
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$3,125.95
492000	SUBSCRIPTIONS	\$699.00
493000	DUES	\$130.00
498000	STATE AWARDS TO STATE EMPLOYEES-NONTAXABLE	\$85.95
499014	REFERENCE BOOKS AND MATERIALS	\$769.00
	B - SMALL BUSINESS - STATE TOTAL	\$66,767.99
C - SMALL BUSINESS - FEDERAL		
230000	PRINTING AND REPRODUCTION	\$3,460.13
393000	APPLICATION SOFTWARE (LICENSES)	\$104,987.50
	C - SMALL BUSINESS - FEDERAL TOTAL	\$108,447.63
D - NON-PROFIT MINORITY		
449080	RENTAL OTHER MISC. EQUIPMENT FOR PROMOTION	\$21.17
	D - NON-PROFIT MINORITY TOTAL	\$21.17
E - GOVERNMENTAL AGENCY		
262500	OUT-OF-STATE TRAVEL-AIRFARE	\$48.00
271000	UTILITIES-ELECTRICITY	\$452,410.82
272000	UTILITIES-NATURAL GAS	\$6,494.75
273000	UTILITIES-WATER AND SEWERAGE	\$13,530.35
274000	UTILITIES-GARBAGE COLLECTION	\$16,073.31
279000	UTILITIES-OTHER	\$22,054.90
499000	OTHER CURRENT CHARGES-OTHER	\$97.50
	E - GOVERNMENTAL AGENCY TOTAL	\$510,709.63
F - NON-CERTIFIED MINORITY		
493000	DUES	\$150.00
	F - NON-CERTIFIED MINORITY TOTAL	\$150.00

Attachment 1B

Object Code	Object Code Description	Amount
H - AFRICAN AMERICAN - CERTIFIED MBE		
261500	IN STATE TRAVEL-AIRFARE	\$397.80
262500	OUT-OF-STATE TRAVEL-AIRFARE	\$1,523.80
499000	OTHER CURRENT CHARGES-OTHER	\$122.00
517000	MOTOR VEHICLES-PASSENGER	\$193,635.00
H - AFRICAN AMERICAN - CERTIFIED MBE TOTAL		\$195,678.60
I - HISPANIC - CERTIFIED		
230000	PRINTING AND REPRODUCTION	\$20,361.10
241010	REPAIRS & MAINTENANCE VEHICLES (COMMODITY)	\$5,470.83
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$0.00
I - HISPANIC - CERTIFIED TOTAL		\$25,831.93
J - ASIAN/HAWAIIAN - CERTIFIED MBE		
230000	PRINTING AND REPRODUCTION	\$1,262.00
391000	INFORMATION TECHNOLOGY SUPPLIES	\$9,197.00
J - ASIAN/HAWAIIAN - CERTIFIED MBE TOTAL		\$10,459.00
M - AMERICAN WOMAN - CERTIFIED MBE		
230000	PRINTING AND REPRODUCTION	\$23,629.00
230080	PROMOTIONAL PRINTING AND PHOTOGRAPHY	\$10,266.00
262500	OUT-OF-STATE TRAVEL-AIRFARE	\$25.00
391000	INFORMATION TECHNOLOGY SUPPLIES	\$25,393.72
393000	APPLICATION SOFTWARE (LICENSES)	\$38,412.50
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DATA)	\$33.32
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$3,758.10
399083	MATERIALS AND SUPPLIES - OTHER	\$152,435.11
442000	COPY EQUIPMENT RENTAL	\$317.48
444000	OFFICE EQUIPMENT RENTAL	\$42,423.76
449080	RENTAL OTHER MISC. EQUIPMENT FOR PROMOTION	\$246.42
498000	STATE AWARDS TO STATE EMPLOYEES-NONTAXABLE	\$1,198.00
499000	OTHER CURRENT CHARGES-OTHER	\$740.00
499104	PERQUISITES - UNIFORMS	\$20,785.00
512000	FURNITURE AND EQUIPMENT	\$2,291.35
512040	FURNITURE & EQUIPMENT EXPENSE	\$2,968.76
516000	INFORMATION TECHNOLOGY EQUIPMENT	\$78,340.90
516002	ASPIRE EQUIPMENT	\$8,376.81
516040	INFORMATION TECH EQUIPMENT - LESS THAN \$100	\$6,543.00
519040	OTHER PROPERTY LESS THAN \$1000	\$0.00
M - AMERICAN WOMAN - CERTIFIED MBE TOTAL		\$418,184.23
N - AFRICAN AMERICAN - NON-CERTIFIED MBE		
230000	PRINTING AND REPRODUCTION	\$550.00
241010	REPAIRS & MAINTENANCE VEHICLES (COMMODITY)	\$240.00
271000	UTILITIES-ELECTRICITY	\$4,897.42
492000	SUBSCRIPTIONS	\$96.00
N - AFRICAN AMERICAN - NON-CERTIFIED MBE TOTAL		\$5,783.42

Attachment 1B

Object Code	Object Code Description	Amount
O - HISPANIC - NON-CERTIFIED MBE		
241010	REPAIRS & MAINTENANCE VEHICLES (COMMODITY)	\$707.22
512040	FURNITURE & EQUIP EXPENSE	\$1,754.68
516040	INFORMATION TECH EQUIPMENT - LESS THAN \$100	\$341.99
O - HISPANIC - NON-CERTIFIED MBE TOTAL		\$2,803.89
P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE		
393000	APPLICATION SOFTWARE (LICENSES)	\$99,177.36
P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE TOTAL		\$99,177.36
Q - NATIVE AMERICAN - NON-CERTIFIED MBE		
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DATA)	\$1,481.48
Q - NATIVE AMERICAN - NON-CERTIFIED MBE TOTAL		\$1,481.48
R - AMERICAN WOMAN - NON-CERTIFIED MBE		
393000	APPLICATION SOFTWARE (LICENSES)	\$6,387.70
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$32,404.44
499000	OTHER CURRENT CHARGES-OTHER	\$35.00
499104	PERQUISITES - UNIFORMS	\$1,365.51
516000	INFORMATION TECHNOLOGY EQUIPMENT	\$14,454.00
R - AMERICAN WOMAN - NON-CERTIFIED MBE TOTAL		\$54,646.65
S - 51% MINORITY BOARD OF DIRECTORS		
493000	DUES	\$550.00
S - 51% MINORITY BOARD OF DIRECTORS TOTAL		\$550.00
V - OTHER NON-PROFIT		
241010	REPAIRS & MAINTENANCE VEHICLES (COMMODITY)	\$432.03
V - OTHER NON-PROFIT TOTAL		\$432.03
FY 08 COMMODITIES TOTAL		\$9,516,223.39



Florida Lottery Business Partner's

Summary of Minority Vendor Activity
YTD June 30, 2008

1-Certified MBE

MC	Business Classification	Contractual Service	Commodities
H	AFRICAN AMERICAN - CERTIFIED MBE	\$453,623.21	\$20,890.16
I	HISPANIC - CERTIFIED	\$7,405,837.10	\$780,161.78
M	AMERICAN WOMAN - CERTIFIED MBE	\$6,216,946.46	\$731,569.63
Certified MBE Sum:		\$14,076,406.77	\$1,532,621.57

2-Non Certified MBE

MC	Business Classification	Contractual Service	Commodities
N	AFRICAN AMERICAN - NON-CERTIFIED MBE	\$86,546.64	\$0.00
O	HISPANIC - NON-CERTIFIED MBE	\$82,644.34	\$0.00
R	AMERICAN WOMAN - NON-CERTIFIED MBE	\$70,489.01	\$0.00
Non-Certified MBE Sum:		\$239,679.99	\$0.00
Total:		\$14,316,086.76	\$1,532,621.57

The Lottery’s long-term statewide goal is to reduce the population per retailer ratio to 1,200 to 1 by increasing the number of retailers (sales terminals) from 13,000 to 15,000.⁷ As shown in Exhibit 2, the market penetration of lottery retailers varies across the state. In Fiscal Year 2005-06, the Lottery met its retailer goal in less than a quarter of the counties (15 of 67). In addition, in 31 counties the population per retailer is above the average for the state (1,457:1) and substantially above the Lottery’s long-term goal. The Lottery’s Fort Myers district has the most (9) counties above the average population per retailer likely due to the population growing faster than businesses in the area.

The department is actively soliciting retailers through advertising and direct contact and by pursuing leads developed through trade organizations and gaming system vendors, and accessing state agency data on businesses operating in the state. A particular focus is on recruiting more minority retailers to diversify

minority representation in an effort to comply with Florida statutes.⁸

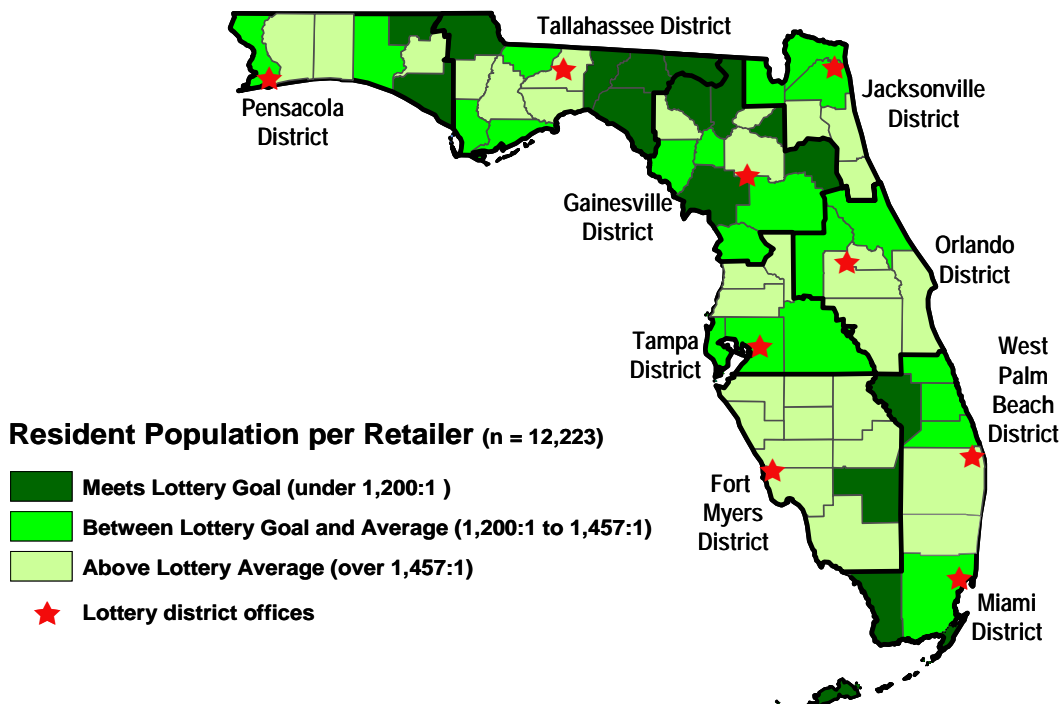
Variable prize payout for on-line games modestly boosts revenues; further expansion is possible. The department reports it does not expect the same increased rate of return from using variable prize payouts for on-line games as it experienced with scratch-off games, but does expect to see an overall positive return from using this strategy. The Lottery used the variable prize payout strategy to increase the percentage of sales that goes to prizes so that players have more opportunities to win. This results in players buying more tickets and increasing the transfer of dollars into the Educational Enhancement Trust Fund.

To initiate the new variable prize strategy to stimulate on-line sales, the Lottery launched Cash for the Holidays during November and December 2005 as an add-on promotion to its existing on-line games. Players who purchased a Florida LOTTO,

⁷ Currently, the Lottery has the spending authority to operate up to 13,000 sales terminals.

⁸ Section 24.113, F.S., requires that 15% of the retailers shall be minority business enterprises; however, no more than 35% of such retailers shall be owned by the same type of minority person.

Exhibit 2
Florida Resident Population per Lottery Retailer Varies Across the State With Only 15 Counties Meeting the Lottery’s Long-Term Market Penetration Goal of 1,200 Residents per Retailer



Source: OPPAGA analysis of Lottery data.

**OUTREACH STRATEGIES
RETAILER RECRUITMENT
UNDER-REPRESENTED MINORITY GROUPS AND
TRADITIONAL AND NON-TRADITIONAL TRADE STYLES
Updated: August 26, 2008**

The Florida Lottery is pursuing strategies to increase its retailer network's representation of non-traditional lottery businesses and businesses owned by women and diverse minorities.

Overall Goals:

1. Substantially increase the number of Lottery retailers in traditional and non-traditional trade styles.
2. Substantially increase the number of Lottery retailers owned or operated by under-represented minorities.

Strategy One: Increase Florida Lottery membership in and sponsorship of minority chambers of commerce and business associations around the state.

Rationale: Lottery participation in these organizations builds awareness among a broad range of businesses, including minority businesses, of the benefits of being a Lottery retailer and of the Lottery's role in funding education in Florida. Networking within these organizations also increases the Lottery's ability to identify potential new Lottery retailers.

Lead Responsibility: Gina Gibson – Business Development

Objectives:

1. Complete the process of joining a minimum of three additional minority organization memberships.
2. Secure three additional sponsorships involving minority business organizations by June 30, 2006.
3. Secure three additional sponsorships involving minority business organizations by June 30, 2007.
4. Secure three additional sponsorships involving minority business organizations by June 30, 2008.
5. Continue this trend each year.

Status: Completed the process for membership in 2006 for the following three minority organizations:

- The Florida State Hispanic Chamber of Commerce (Miami);
- The Minority Chamber of Commerce (Miami); and
- The First Coast Chamber of Commerce (Jacksonville)

Also, completed the process for the sponsorship in 2006 for the Hispanic

Attachment 3

Business & Consumer Expo. The Business Development unit also hired a bi-lingual account executive to help expand our minority outreach.

Next steps: New minority event sponsorship opportunities are being researched, and the Business Development Unit is in the process of gaining memberships and developing relationships in additional chambers and business associations.

Additionally, the Florida Lottery is a member of the Hispanic Chamber of Metro Orlando and the African-American Chamber of Commerce Central Florida. Since 2004, the Lottery has partnered with the Florida Regional Minority Business Council (FRMBC). The Lottery was a participating sponsor in the FRMBC's Business Expo in 2005 and 2006.

Strategy Two: Place retailer recruitment advertisements in minority business organization publications and community newspapers. Place retailer recruitment radio spots as public service messages with minority radio stations.

Rationale: This is a direct way to communicate with minority business owners who may be interested in becoming Lottery retailers.

Lead Responsibility: Ileana McClay – Marketing
Gina Gibson--Business Development

Objectives:

1. Develop and place ads in a minimum of three publications with the first advertisements appearing February 6, 2006 and again each year through June 30, 2008.
2. Generate a minimum of five bona fide retailer prospects per month by June 2006, and again each year through June 30, 2008.

Status: A radio media buy was preceded with a visit by Dexter Santos to General Managers of African-American and Hispanic radio stations to develop a partnership and strategy to include participation in community events to recruit retailers. Fourteen weekly minority newspapers ran ads from Feb thru March 2006. Six minority magazines ran ads the last week of March, April, May and June of 2006. Eleven daily newspapers and nine other business publications ran advertisements as well.

The Lottery's general market advertising agency developed advertising concepts and presented these to the Lottery. These concepts were refined for placement in various publications. Advertisements began appearing on February 6, 2006. In all, the Lottery has purchased advertising space in 14 minority community newspapers and 6 minority magazines to run its Lottery Retailer advertisement.

The Business Development Unit is continuing to work with the Marketing and Advertising units to utilize minority radio stations, minority media vendors, and publications.

Attachment 3

Strategy Three: Build an integrated, public relations campaign to generate newspaper and newsletter articles promoting the Lottery's effort to recruit retailers.

Rationale: This is another avenue for communicating directly with non-traditional trade style and minority business owners who may be interested in becoming Lottery retailers.

Lead Responsibility: Jackie Barreiros/Communications
Gina Gibson – Business Development

Objective: By June 30, 2006, and continuing each year through June 30, 2008, place a minimum of three stories about the benefits of being a Lottery retailer and feature testimonials from minority retailers, in community newspapers, minority chamber publications and on minority business websites.

Status: Using recommendations from the districts, an African-American retailer was selected from each of the nine districts and feature articles are published on a regular basis.

Communications is developing a story for the minority media highlighting the value of being a Florida Lottery retailer. MRD will assist in placing versions of this article in various publications.

Strategy Four: Directly recruit businesses in traditional and nontraditional trade styles identified from G-TECH's retailer optimization program.

Rationale: The Lottery retailer network is dominated by convenience stores and grocery stores. In an effort to expand this network and increase sales, the Lottery is continually exploring traditional and nontraditional venues for ticket sales, e.g., restaurants, bus stations, beauty salons, independent drug stores and other trade styles. Several of these trade styles hold the promise of increasing minority representation in our network.

Lead Responsibility: Gina Gibson - Business Development
Lyla King – Retailer Contracting

Objective: Increase the number of traditional and nontraditional trade style Lottery retailer locations by 20 by June 30, 2006, by 50 by December 31, 2006 and continue this trend each year.

1. By June 30, 2006, contact at least 1000 nontraditional trade style locations for recruitment (12 contacts per business day).
2. Generate 300 legitimate prospects for visits by Business Development and District Office staff.
3. Receive Lottery retailer applications from at least 75 of the total contacts.

4. Continue this trend each year.

Nontraditional Trade Style Recruitment Process:

- Using GTECH's Retailer Optimization Program and other sources, Marketing Research identifies 1,000 prospects in nontraditional trade styles, along with contact information.
- Prospects are called directly by members of the Business Development Unit.
- A log of the prospects, their responses is shared with Retailer Contracting.
- Business Development ensures prompt follow-up, in-person visits to each prospect lead (Business Development and Sales conduct these visits).
- Business Development closely tracks prospect status for weekly progress reports, focusing initially on whether or not the prospect submits an application.
- Business Development coordinates a prompt, smooth process of application review, retailer notification, retailer training and installation.

Status: Completed all actions described above and Business Development continually performs the recruitment actions referenced above. Additionally in 2008, the Business Development Office created and is following a written action plan that includes continued minority outreach efforts .

Strategy Five: Identify and remove any unreasonable barriers to the successful recruitment of minority-owned and traditional and nontraditional trade style retailers.

Rationale: It is important to ensure that retailer requirements and sales performance standards make it possible for smaller businesses in traditional and nontraditional trade styles to become Lottery retailers. This must be accomplished while treating existing retailers fairly and maintaining the highest standards of Lottery retailer integrity and customer service.

Lead Responsibility: Gina Gibson – Business Development
Louisa Warren – Legal

Objective: Develop guidelines for sales projections and rules.

Status: Rule 53ER07-15, Suspension and Termination of Retailer Contract, which was promulgated in 2007, provides that a terminal may be removed from the retailer with the lowest average weekly ticket sales of all retailers statewide if an application is received from a business with higher projected sales. There is no minimum sales requirement applicable to retailers.

Attachment 3

**TABLE 1
CHANGES IN LEVELS OF MINORITY BUSINESS RETAILERS
FEBRUARY 2006 – AUGUST 2008**

Category	Feb. 2006	Feb. 2008	Change from Feb 2006-2008	Percentage Change Feb 2006 to Feb 2008	Jun-08	Change from Feb 2008 to June 2008	Percentage Change from Feb 2008 to June 2008	8-Aug	Change from Jun 2008 to Aug 2008	Percentage Change from Jun 2008 to Aug 2008
African American	175	183	8	5%	186	3	2%	180	-6	-3%
Hispanic American	1,115	1,218	103	9%	1,211	-7	-1%	1,194	-17	-1%
Asian American	2,966	2,843	-123	-4%	2,846	3	0%	2,825	-21	-1%
Native American	60	39	-21	-35%	36	-3	-8%	35	-1	-3%
American Woman*	268	245	-23	-9%	254	9	4%	252	-2	-1%
Total Minority	4,584	4,528	-56	-1%	4,533	5	0%	4,486	-47	-1%
Total Non-Minority	8,227	8,631	404	5%	8,795	164	2%	8,681	-114	-1%
Total	12,811	13,159	348	3%	13,328	169	1%	13,167	-161	-1%

Attachment 3

TABLE 2A
FY 07/08 Analysis of Lottery Retailer Trade Styles
by Minority Business Category

TRADE STYLE	Total	AFRICAN AMERICAN	AMERICAN WOMAN	HISPANIC AMERICAN	TOTAL MINORITY	TOTAL % MINORITY	NonTraditional Trade Style Potential	Included in Business Development's List	Number of Nontraditional, Minority Lottery Retailers
AIRPORT	10	4			4	40%	YES	NO	-
AUTO PARTS	2			1	1	50%	YES	YES	1
BAKERY	17			13	13	76%	YES	YES	13
BAR/TAVERN/LOUNGE	63	1	7	3	11	17%	NO	NO	-
BARBER SHOP/HAIRDRESSER	5		1	1	2	40%	YES	YES	2
BINGO HALL	3				0	0%	NO	NO	-
BOWLING ALLEY	13		1	1	2	15%	NO	NO	-
CHECK CASHING/MONEY SERVICING	35	1	3	9	13	37%	YES	NO	-
CLOTHING/SHOES	4			2	2	50%	YES	NO	-
COFFEE/DEL./SUB SHOP	45		4	17	21	47%	YES	YES	21
CONVENIENCE STORE - NO GAS PUMPS	2542	60	67	130	257	10%	NO	NO	-
CONVENIENCE STORE - WITH GAS PUMPS	6483	50	103	311	464	7%	NO	NO	-
DEPARTMENT STORE	5			3	3	60%	YES	NO	-
DOLLAR STORE/DISCOUNT STORE	162	6	2	64	72	44%	YES	YES	72
DRUG STORE/PHARMACY	102	3	3	61	67	66%	YES	YES	67
FLEA MARKET	6		1	1	2	33%	YES	YES	2
FLORIST	4			3	3	75%	YES	YES	3
GAS STATION/AUTO REPAIR	71	1	2	22	25	35%	YES	NO	-
GIFT/CARD SHOP	39	2	7	3	12	31%	YES	YES	12
HARDWARE/BUILDING SUPPLIES	4				0	0%	NO	YES	0
HOTEL/MOTEL	2				0	0%	NO	YES	0
JEWELRY STORE	4		1	1	2	50%	YES	YES	2
LAUNDRY/DRY CLEANER	22	2	2	10	14	64%	YES	YES	14
MAIL SERVICES/COPY CENTER	55	1	6	5	12	22%	NO	YES	12
NEWSSTAND/TOBACCONIST/SUNDRIES	129	3	8	21	32	25%	NO	NO	-
NON-PROFIT ORGANIZATION	4				0	0%	NO	NO	-
PACKAGE LIQUOR STORE	644	10	29	92	131	20%	NO	NO	-
RESTAURANT - LIQUOR	56		1	38	39	70%	YES	YES	39
RESTAURANT - NO LIQUOR	21	1		8	9	43%	YES	YES	9
SHOPPING MALL	20		1	2	3	15%	NO	NO	-
SMALL GROCERY/MEAT/FISH MARKET	280	11	6	99	116	41%	YES	YES	116
SPORTS ARENA/AMUSEMENT PARK	7		1		1	14%	NO	NO	-
STATE AGENCY	3				0	0%	NO	NO	-
SUPERMARKET	1736	4	6	169	179	10%	NO	NO	-
TRAVEL PLAZA/TRUCK STOP	40		1	4	5	13%	NO	NO	-
UNKNOWN	84	9	5	16	30	36%	YES	NO	-
VIDEO STORE	21		1	8	9	43%	YES	YES	9
WHOLESALE CLUB	22					0%	NO	NO	-
TOTALS	12765	169	269	1118	1556	12.19%			394

Attachment 3

TABLE 2B
FY 08/09 Analysis of Lottery Retailer Trade Styles
by Minority Business Category

TRADE STYLE	AFRICAN AMERICAN	AMERICAN WOMAN	ASIAN AMERICAN	HISPANIC AMERICAN	NATIVE AMERICAN	TOTAL MINORITY	NON-MINORITY	TOTAL RETAILERS	TOTAL % MINORITY	TOTAL % NON-MINORITY
AIRPORT	4	1				5	5	10	50.00%	50.00%
AUTO PARTS				1		1	1	2	50.00%	50.00%
BAKERY			2	14		16	8	24	66.67%	33.33%
BARBER SHOP/HAIRDRESSER			1			1	3	4	25.00%	75.00%
BAR/TAVERN/LOUNGE	1	8	5	2	1	17	50	67	25.37%	74.63%
BINGO HALL						0	2	2	0.00%	100.00%
BOWLING ALLEY		1	1	1		3	12	15	20.00%	80.00%
CHECK CASHING/MONEY SERVICING	2	3	3	7		15	15	30	50.00%	50.00%
CLOTHING/SHOES			1	2		3	0	3	100.00%	0.00%
COFFEE/DELI/SUB SHOP	1	4	6	18	1	30	12	42	71.43%	28.57%
CONVENIENCE STORE - NO GAS PUMPS	75	64	1107	130	5	1381	1282	2663	51.86%	48.14%
CONVENIENCE STORE - WITH GAS PUMPS	39	88	1326	294	17	1764	4735	6499	27.14%	72.86%
DEPARTMENT STORE			1	1		2	98	100	2.00%	98.00%
DOLLAR STORE/DISCOUNT STORE	9	2	20	90		121	73	194	62.37%	37.63%
DRUG STORE/PHARMACY	2	2	2	72		78	42	120	65.00%	35.00%
FLEA MARKET		1	1	2		4	7	11	36.36%	63.64%
FLORIST				2		2	0	2	100.00%	0.00%
GAS STATION/AUTO REPAIR	1	2	7	19		29	43	72	40.28%	59.72%
GIFT/CARD SHOP		10	2	3		15	25	40	37.50%	62.50%
HARDWARE/BUILDING SUPPLIES						0	4	4	0.00%	100.00%
HOTEL/MOTEL						0	5	5	0.00%	100.00%
JEWELRY STORE						0	2	2	0.00%	100.00%
LAUNDRY/DRY CLEANER		1	1	12	1	15	9	24	62.50%	37.50%
MAIL SERVICES/COPY CENTER	1	7	9	13		30	48	78	38.46%	61.54%
NEWSSTAND/TOBACCONIST/SUNDRIES	1	3	21	22	4	51	59	110	46.36%	53.64%
NON-PROFIT ORGANIZATION						0	3	3	0.00%	100.00%
PACKAGE LIQUOR STORE	8	27	146	114	2	297	450	747	39.76%	60.24%
RESTAURANT - LIQUOR	1	2	2	28		33	32	65	50.77%	49.23%
RESTAURANT - NO LIQUOR	4		3	10		17	16	33	51.52%	48.48%
SHOPPING MALL		3	3	1		7	20	27	25.93%	74.07%
SMALL GROCERY/MEAT/FISH MARKET	18	7	65	111	1	202	141	343	58.89%	41.11%
SPORTS ARENA/MUSEMENT PARK						0	5	5	0.00%	100.00%
STATE AGENCY						0	2	2	0.00%	100.00%
SUPERMARKET	4	6	71	179	3	263	1361	1624	16.19%	83.81%
TRAVEL PLAZA/TRUCK STOP		1	5	4		10	31	41	24.39%	75.61%
UNKNOWN	8	5	11	32		56	63	119	47.06%	52.94%
VIDEO STORE		1		10		11	3	14	78.57%	21.43%
WHOLESALE CLUB						0	27	27	0.00%	100.00%
TOTAL:	179	249	2822	1194	35	4479	8694	13173	34.00%	66.00%