

## Montana Lottery

### 2025 Biennium Objectives, Goals, Strategies, and Measures (OGSM)

**Objective:** The mission of the Montana Lottery is to maximize the transfer of its net revenue to the state's General Fund and to the Montana STEM Scholarship program by providing products that meet the expectations of consumers and the State of Montana while adhering to the highest standards of security and integrity, which is critical to maintaining public confidence in the agency and its products.

Goal	Strategy	Measure
Operational Efficiency	Continue to streamline operations to increase efficiency within the organization. Also continue to develop and market new lottery products within our legacy business and increase our presence with regards to Sports Bet Montana throughout the State.	Report on progress to the strategy bi-annually to the Lottery Commission.
	Optimize the sports wagering system, concentrating on the stabilization of all critical infrastructure to minimize terminal population health issues experienced by sales agents while ensuring increased revenue generated by the product.	Work with our central gaming system vendor to identify and resolve current terminal and network issues, enhance real-time monitor tools, proactively identify, and resolve issues. Define a more robust maintenance schedule is in place to provide better service to the sales agents and reduce sales losses.