



### **AGENCY MISSION**

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 1:**

Continue to streamline operations, increasing efficiency within the organization by decreasing operational costs, while increasing revenue.

#### **Goal 2:**

Develop and market the innovation of current product offerings within our legacy business, by building increased brand awareness of the various products, widening our player funnel and increasing channels of distribution.

#### **Goal 3:**

Support our retail partners offering all products, including Sports Bet Montana, Montana Lottery's exclusive sportsbook product, with dynamic strategic placement of brand awareness messaging.

#### **Goal 4:**

Obtain a cutting-edge central gaming system through a contract that continues to improve our product line and provides a stable technological operation environment adhering and exceeding current IT standards.