

The Best Lottery Year Ever For Massachusetts Cities & Towns

1	485	243	750.00	+
4	370	225	845.00	+
14	567	645	475.00	+
	958		741.00	+
	55		353.00	+
	284		958.00	+
	74		351.00	+
5	248		010.00	+
	758		732.00	+
	52		433.00	+
27	117		123.00	+
2	925		877.00	+
2	585		883.00	+
	31		953.00	+
	144		875.00	+
1	029		541.00	+
1	243		842.00	+
	752			
	257			
22				
	244	851	272.0 T	

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Thirteen has been a very lucky number for The Massachusetts State Lottery. Because this year – our thirteenth year of operation – has literally shattered all records for revenue production, with extraordinary increases in game participation as well as payouts.

The 1984 gross revenues from Lottery operations exceeded \$690 million, more than double the 1983 figure. This makes us one of the fastest growing lottery systems in the country.

Naturally, this is tremendously gratifying, but it is only part of the story. In 1971, the Lottery was established by the Legislature with a specific purpose in mind: to provide revenues for the cities and towns of Massachusetts. Last year we did that better than ever before. Total distributions to municipalities more than doubled from 1983 to 1984. In 1984 the Lottery gave Massachusetts cities and towns eleven times more than we did in our first year of operation.

In a very real sense, then, the

biggest winners in The Massachusetts State Lot-

tery were the 351 cities and towns of the Common-

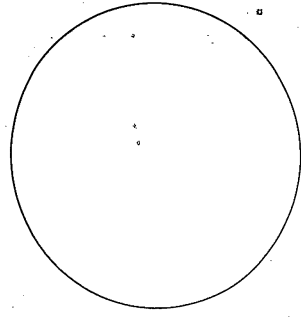
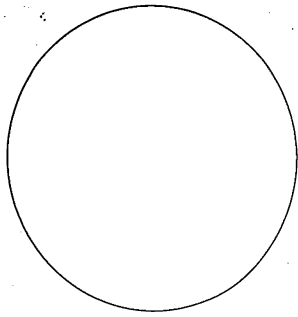
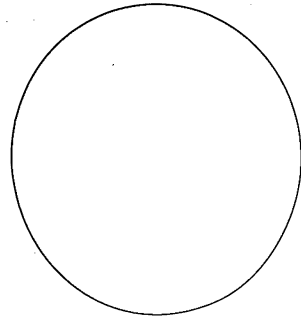
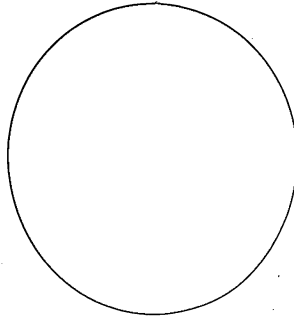
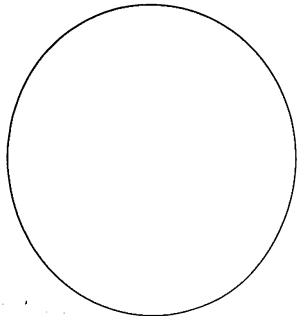
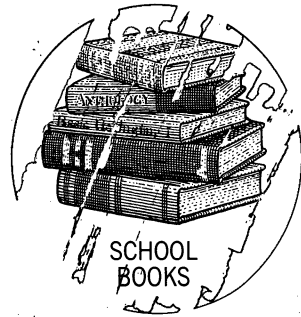
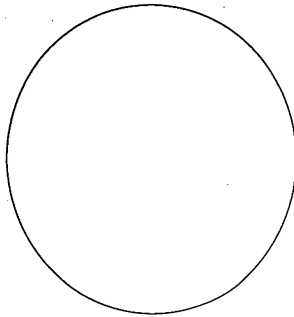
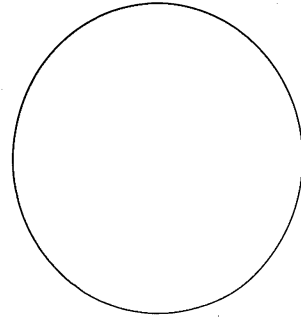
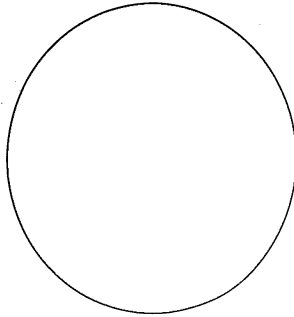
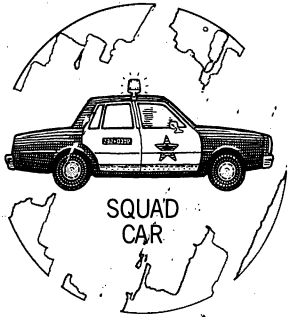
wealth who received some \$244,900,000 in Lottery

distributions directly, and through various Local

Aid formulas.

The Lottery has given our financially squeezed municipalities funds, through pooled state aid distribution, to use in any way they choose. These funds went for police and fire protection, for street lighting, and hundreds of other public projects. Our distributions were used to put extra teachers in the classroom, to repair streets and to keep after-school programs going.

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Robert Q. Crane

In a year when town managers struggled to finance essential services, the Lottery doubled its contribution. In Boston alone, we contributed over \$15 million.

That is what this Annual Report is about. We didn't just have record sales and record payouts to game winners this year. We gave record help to our cities and towns. Distributions literally touched every person in the state.

Our record year in 1984 was the result of a number of factors. Wide public acceptance of Lottery games has been the key to development over the years. This is based in no small way on the administrative expertise of our staff. The Massachusetts State Lottery has long been regarded in the industry as among the most innovative and imaginative in the country. Its success supports that reputation. In fact, many players – and winners – from neighboring states are attracted to the Massachusetts Lottery because of its large prizes.

Among the milestones reached in 1984 were two national jackpot records. On March 10th, after building for three weeks, the Megabucks jackpot reached \$18.2 million. It was won by six people. The second record, \$15.6 million, was reached on July 14th, and won by Marcia Sanford of Westfield. Other notable jackpots during the year included \$13.0 million won just before Christmas by Rosemarie Bowser of Wakefield; \$6.4 million also won in December; \$7.1 million won in June; and \$8 million and \$4 million both won in September. The latter jackpot was shared by 21 winners which is, to our knowledge, the largest number of winners on a single drawing in the country.

Following our \$18 million jackpot in March, and the tremendous surge of activity that it generated, major technological improvements were made to the central computer processing system in our Braintree Headquarters, not only to assure rapid processing of all bets but to prevent the possibility of a system overload. This leaves us well prepared for the growth we expect throughout the Eighties.

The second branch of the Lottery organization, the Beano Division, also showed continued strength as more than 900 charitable groups, which conduct the games under our supervision, netted more than \$45 million for charitable purposes.

From any point of view, 1984 was an extraordinary year for the Massachusetts Lottery. We have now moved into the number two position in per capita sales of all U.S. lotteries. And with the kind of growth the Lottery is presently experiencing, it would be hard to argue that Massachusetts isn't the number one lottery team in the country. Much of the

"I play the Lottery when I have a feeling about a number. And if I don't hit, at least I know the money's coming back to help us out here."



Steven Favulli, Firefighter

credit for this enviable position goes to the entire Lottery staff and the administrative personnel who have been with the Lottery since its inception.

Leading the way for the Lottery's extraordinary year was Megabucks. With weekly payouts as much as \$18 million, "Megabucks Mania" swept the Commonwealth in 1984.

Megabucks sales for 1984 topped \$277 million. The phenomenal growth of this game in just two years is perhaps best seen by looking at weekly sales figures.

When Megabucks was introduced in November 1982, the first month sales were \$157,000 per week. Current sales now average close to \$8 million per week. This dramatic upsurge was by no means a fluke. It was the result of a calculated move by the Lottery to turn Megabucks into a game with "megabucks" payouts.

The first move to increase Megabucks payouts and thus increase interest and excitement, was made in May, 1983. At that time, the game was changed so that players needed to match 6 out of 36 numbers to win, instead of 6 out of 30. The change automatically increased jackpots. Further, the minimum jackpot was doubled, from \$200,000 to \$400,000.

As expected; participation rose, and so did jackpots. This spiraling trend of higher jackpots causing increased participation causing higher jackpots reached a peak on March 10, 1984 when the Megabucks game reached the \$18 million mark.

The extraordinary size of this prize generated extraordinary nationwide publicity in all media and brought new players into the game. These people kept on playing throughout

the year.

Another burst of Megabucks growth came on July 18, 1984, when Wednesday drawings were initiated in addition to Saturday drawings. Interest and excitement in Megabucks rose and sales nearly doubled, going from between \$4 and \$5 million per week to nearly \$8 million per week. The result of these moves – increased jackpots and twice a week drawings – have made Megabucks the most popular state lotto game in the nation.

As Megabucks grew, The Massachusetts State Lottery made moves to accommodate and encourage this growth. One thousand new computer terminals were installed at retail outlets, bringing a total of nearly 3000 locations throughout the state where the game could be played.

A new 5-panel betting slip was also introduced in June to facilitate multiple betting. The convenient slips not only allowed 1, 2, 3, 4 or 5 games to be played on a single slip but speeded up processing times for sales agents as well.

Televised live drawings of the games beginning in July also added to players' enjoyment.

The Megabucks Game was introduced to provide revenue to support the arts in Massachusetts as well as municipal services. A maximum of \$3 million was established as the annual arts contribution. The remainder of Megabucks distributions, some \$111 million in 1984, goes into the Local Aid Fund.

As explosive as Megabucks

growth was, The Numbers Game continued to be the state's most popular lottery game in 1984.

New records were established as the levels of weekly sales, which began to creep upwards in late 1983,

"We use our share of Lottery distributions to buy free admission passes to Boston museums. I don't think there's a weekend all year when they're not checked out."



Dinal Amsden, Library Director

continued to rise. Total sales for the year exceeded \$306 million with weekly sales never dropping below \$5 million. This represents an increase of nearly one-third over the previous year, a remarkable achievement by any standard.

One of the keys to The Numbers Game's continued popularity is the ability of winners to collect within minutes of filing their claims. The Lottery's sales agents are authorized to pay winners up to \$600 immediately after the number is officially drawn each night. In addition, players winning higher amounts can go to any Lottery office – Braintree, W. Springfield, Woburn, Worcester or the Gameroom in Boston – and receive a check for any amount within a few minutes. We believe the continued success of The Massachusetts State Lottery hinges on our ability to understand our market and serve it effectively.

The implementation of fast payouts to winners reflects this philosophy. Playing The Numbers Game is a fun, exciting experience.

In another attempt to better serve players in our Lottery games we began broadcasting live drawings for games on WBZ-TV, Boston's Channel 4. The Numbers Game is shown every night at 7:55. The Big Money Game drawing appears weekly on Wednesdays, following The Numbers Game drawing. And the semi-weekly Megabucks drawings are shown at 9:55 every Wednesday and Saturday night.

Based on the momentum established in 1984, we see more growth of The Numbers Game in the coming year. One key reason for this growth is our network of on-line terminals which continues to expand, making The Numbers Game more accessible

to more people throughout the state.

After 13 years, the Lottery has become a part of the lifestyle of Massachusetts residents. Buying a ticket is now a routine to thousands of people. The Instant Game enjoyed con-

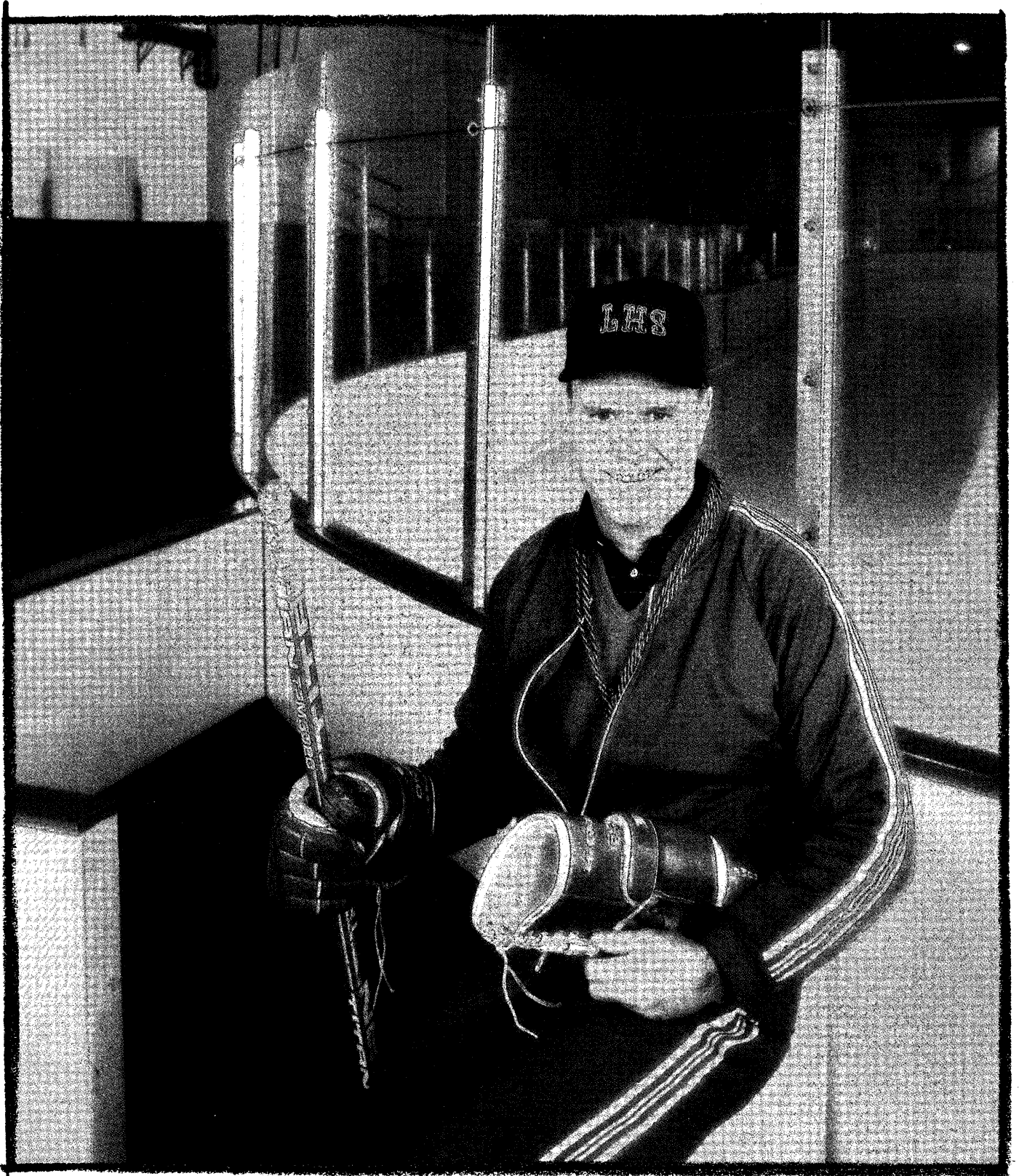
tinued success in 1984 by offering instant wealth to players through innovative game formats. Instant Game sales nearly doubled in the past year, going from \$48.5 million to \$80 million.

We have always valued creativity in developing and marketing our Lottery games. Nowhere is this more apparent than in our 1984 Instant Games. "Solid Gold", an Instant Game introduced in June, for example, offered 100 pounds of gold, or \$1,000,000 as the top prize. It is interesting to note that this particular game was supported by an innovative direct mail program which not only introduced players to "Solid Gold", but brought in many new players who helped boost sales for subsequent games as well.

"Set For Life", another innovative Instant Game, reflected players' preferences for large jackpots. The winner, one of five Grand Prize finalists, will receive \$1000 per week for the rest of his life.

Massachusetts State Lottery sales agents are vital to our success and growth. That's why we've taken steps to insure that our network of locations where lottery tickets are sold – some 3000 strong at last count – are rewarded for their efforts. Our sales agents receive a 5% commission on every ticket they sell, plus a 1% bonus on larger prizes. Agents who have sold winning tickets to Megabucks jackpots of \$1.5 million or more receive a \$15,000 bonus. In

"The kids come first around here. And if the Lottery can keep us from cutting corners on this kind of program, so much the better."



"Beaver" Robinson, High School Hockey Coach

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addition, 56 sales agents earned \$50,000 or more in commissions, including seven who earned over \$100,000.

While this revenue is important to our sales agents, since many are smaller neighborhood stores, it is really only part of the story. Because the Massachusetts State Lottery games bring customers into stores. While the game player is there, additional purchases are often made.

The Massachusetts State Lottery is a retail traffic builder for our sales agents. A method for merchants to attract customers who very often buy merchandise as well as tickets. This arrangement benefits not only the Lottery but small business and the Commonwealth as a whole.

Our excellent year for Instant Games was capped off with our "Holiday Jackpot" game. We learned during the Christmas of 1983 that games offering many prizes of smaller amounts appealed to a wide range of players. That year's game, "Holiday Bonus", offered 100 cash prizes of \$10,000, and 5000 prizes of \$100, as well as smaller amounts. The 1984 version of this game, "Holiday Jackpot", offered 1000 top prizes, each worth \$1000.

Despite a national trend away from weekly games the Massachusetts State Lottery's Big Money Game continued to make a strong contribution to our total sales.

In 1984, Big Money accounted for over \$23 million in sales, with our Season Ticket subscriptions again making a solid showing - some 50% of the total. Overall, four people won the top Big Money prize in 1984 - \$1 million each. Another 36 people won \$50,000 each.

Since the Big Money Game was initiated, 92 people in all have each won \$1 million.

But as mentioned earlier, the real winners of this game and all the Lottery games, are much larger in number. The real winners are the 351 Massachusetts communities receiving Lottery distributions.

In 1984, a total of 23 communities received over \$1 million in Lottery distributions. Boston alone received over \$15 million. Worcester received over \$5 million. Springfield over \$4 million. And New Bedford and Fall River over \$3 million apiece. A total of over \$245 million was given to our municipalities.

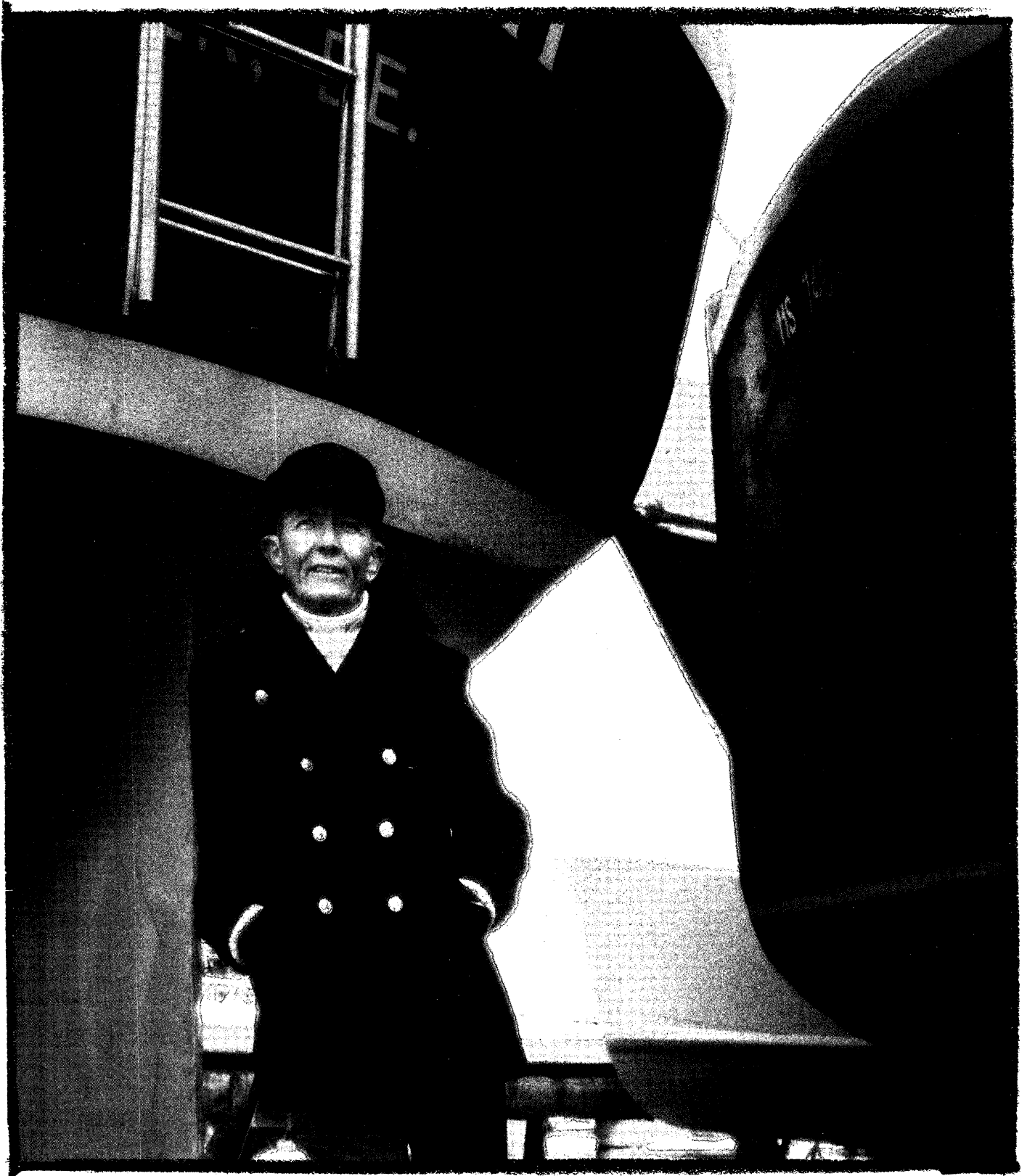
We increased our distributions to every city and town in Massachusetts in 1984. From Abington to Yarmouth, from the furthest western communities to Martha's Vineyard and Nantucket, our presence was felt.

Massachusetts communities benefited from the Lottery's activities in one other important way, too. Our Beano Division made it possible for fraternal, religious and charitable organizations to raise vitally needed funds. Beano games helped to fund educational activities, Thanksgiving and Christmas dinners for the needy, transportation for handicapped persons, the elderly and disabled veterans, and dozens and dozens of other charitable endeavors.

Over 900 charitable organizations use beano to raise funds. Over 200,000 players enjoyed weekly Beano games. And everyone came out on top. Players took home 79% of the game's revenue in prizes. Sponsoring organizations kept \$29,000,000. What was left from Beano games, charity game tickets, raffles and bazaars after all expenses, was a net revenue of over \$45 million.

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"On any given day I might be dealing with sail boats or power boats in the harbor, skin divers, moorings, lobster pots, gangways or about a dozen other things. I'll take any help I can get."



Jack McCloskey, Harbormaster

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How did this year's Beano revenues compare to 1983? In every category, they broke records. Gross revenues, for example, exceeded last year's mark by over \$10 million, with the final 1984 total coming to \$270,323,860.

Scholarships were made possible because of Beano. So were teachers' salaries, books for libraries and equipment for schools. Non-profit athletic activities, drum corps and bands were kept going, too.

Contributions were made to Cerebral Palsy, Muscular Dystrophy, the March of Dimes and many other worthwhile charities. Needy families were helped and public ambulance services were funded through Beano. Religious buildings and supplies also were beneficiaries.

The list of those who were aided by the Lottery's Beano Division goes on and on. The fact is, we helped in ways most people never imagined.

Because of our pioneering efforts in developing accountability and operational approaches and controls, the Beano Division of The Massachusetts State Lottery remains a leading authority on charitable fundraising. Our financial and security controls, our inspection procedures and our attention to the details of record-keeping, have allowed us to grow rapidly, and will help us continue to maintain this record of growth.

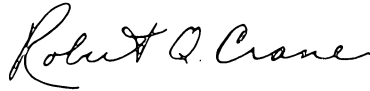
As we review 1984, one thing is clear. It was a year of tremendous successes for us. But that is only part of the story. It was also a year of tremendous value to Massachusetts, because as we have grown, every citizen of Massachusetts has benefited.

The people of Massachusetts have

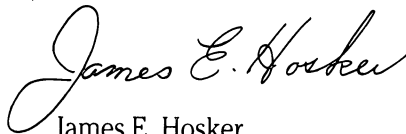
supported the Lottery to a degree that was unprecedented, and frankly, unexpected. And in return, we have supported the people of the Commonwealth with unprecedented distributions to their home towns.

We have succeeded by encouraging innovation in everything we do, from the design of our games to the configurations of our computerized betting terminals.

In the coming year, we will continue to innovate. And we will continue to grow. In 1985, as in 1984, Massachusetts will be a better place to live, at least in part, because of our work.



Robert Q. Crane
Treasurer and Receiver General
Chairman
Massachusetts State Lottery

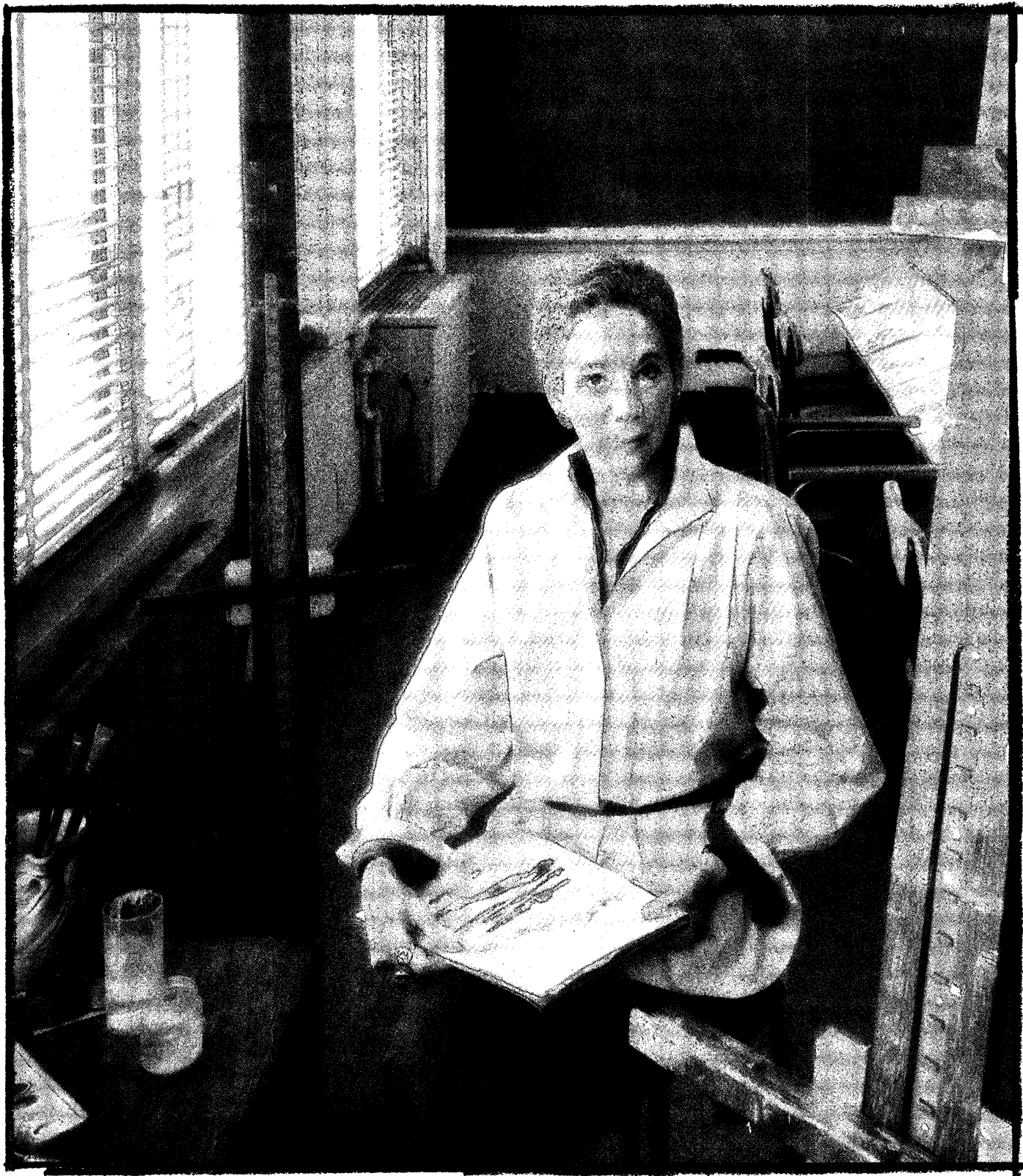


James E. Hosker
Executive Director
Massachusetts State Lottery

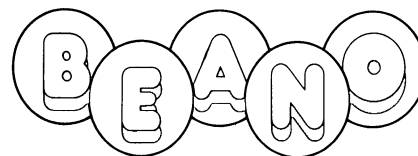
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Lottery Commissioners:

Charles V. Barry
Joseph P. McDonough
Ellen M. O'Connor
Frederick S. Pillsbury, Esq.

"I've wanted to teach watercolor techniques to the elderly for some time, but it was Beano distributions that made it possible. The students really do look forward to this every week."



Yvonne Shukovsky, Art Instructor



**Beano and
Charity Game Tickets**

\$180.3 Million reported by Beano Licensees from the sale of Beano Cards and Paper Strips. During any one week, there are over 200,000 Beano players attending the games.

\$69.4 Million reported from Charity Game Ticket Sales. During 1984 there were 225,577,728 Charity Game Tickets sold to Beano players.

\$36.5 Million available for charities throughout the Commonwealth from the combination of selling Beano cards, paper strips and Charity Game Tickets during 1984. With 74% of Gross Revenue going back to the players in prizes they not only enjoy the chance to win money, they have hours of socializing, excitement and fun.

**Raffles and Bazaars
(including Las Vegas Nights)**

\$16.4 Million reported by Raffle and Bazaar Permittees.

\$4.2 Million reported from the conduct of Las Vegas Nights. \$9.0 Million available for charities throughout the Commonwealth from Raffle/Bazaar and Las Vegas activities.

**Senior Citizen
Recreational Beano**

On March 16, 1984, Chapter 619, Acts of 1983 allowed the conduct of Recreational Beano at Senior Citizen's or Golden Age Clubs for the recreation of members. The enactment of this law allowed organizations composed of persons sixty years of age or older to conduct *Recreational Beano* within the guidelines of the Rules and Regulations promulgated for Recreational Beano.

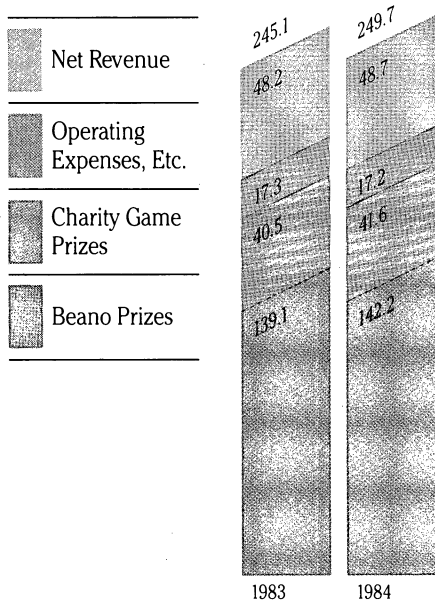
During 1984, the Lottery Commission issued 697 Certificates to Senior Citizen/Golden Age groups, at no cost, for the purpose of Recreational Beano.

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Beano became legal in the Commonwealth of Massachusetts on September 29, 1971. Effective September 4, 1973, Chapter 729 of the Acts of 1973 transferred responsibility for the control of the operation of Beano from the Massachusetts Department of Public Safety to the Massachusetts State Lottery Commission. By authority conferred in Section 38 of Chapter 10 of the General Laws, Rules and Regulations controlling Beano were adopted on March 1, 1974 and amended on October 4, 1974 and July 24, 1980.

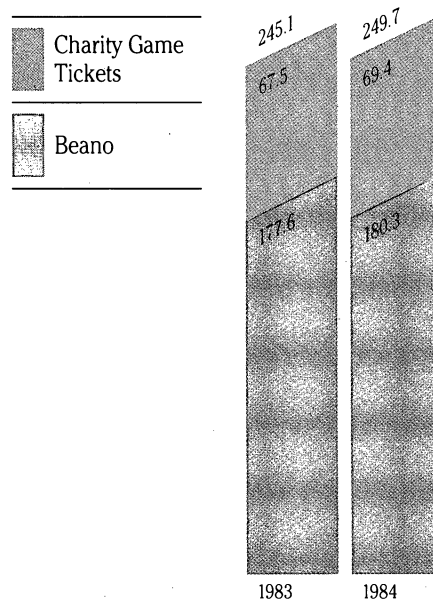
Beano Revenue

For the calendar year 1984 gross revenue reported from Beano licensees was as follows:

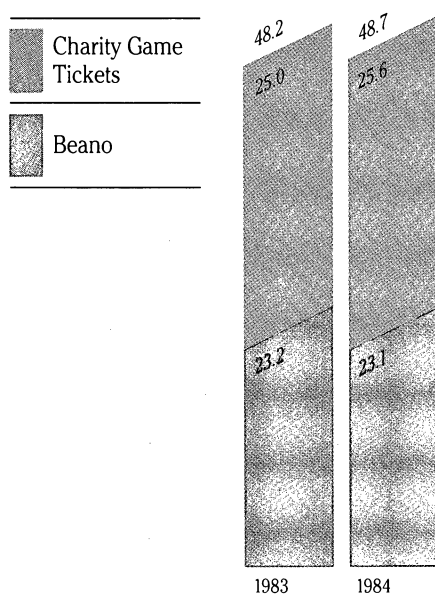
Beano gross receipts...
 \$249.7 Million appropriated by organization as follows:
 (in millions of dollars)



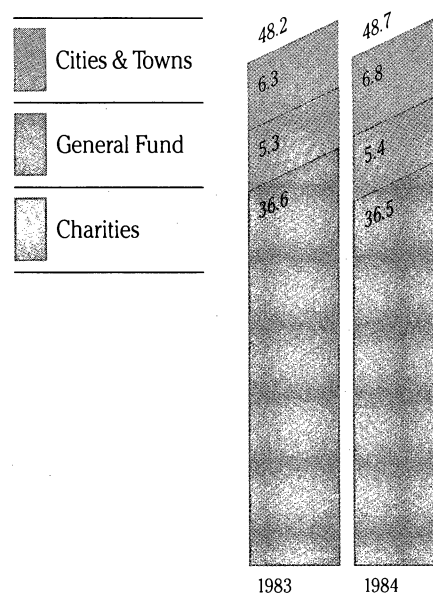
Gross Revenue
 (in millions of dollars)



Source of Net Revenue
 (in millions of dollars)

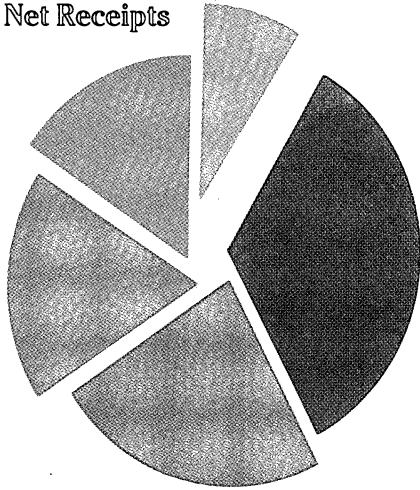


Distribution of Net Revenue
 (in millions of dollars)



Proceeds For Charity

Breakdown of Reported Charitable Expenditures of Beano and Charity Games Net Receipts



Religious	\$12,629,657	34.1%
Other	\$8,630,669	23.3%
Educational	\$6,870,543	18.5%
Charitable	\$5,649,275	15.3%
Youth Activities	\$3,275,682	8.8%
Total Funds	\$37,055,826*	

*The variance between the Charitable Expenditures and Proceeds for Beano Charities resulted from revenues generated in prior years being expended during 1984. On August 15, 1980, all Beano Licensees were notified that as a result of an amendment to the Beano Regulations (Chapter 961 CMR 3:00) there would be a limit on the amount of Net Beano Proceeds remaining undistributed to the lesser of \$50,000 or one calendar year's Net Proceeds.

Religious

Expenditures for Religious Purposes and Activities, e.g. Cleric's Salaries, Maintenance of Religious Buildings, Purchase of Religious Supplies.

Youth Activities

Non-Profit Athletic Activities, Drum Corps (Buses and Operations). High School Athletic Bands. Donations to Organized Youth Activities for Athletic, Recreational, Civic, Oratorical Contests, Picnics and the like, including Travel and Entertainment.

Charitable

Cerebral Palsy, Muscular Dystrophy, Heart Fund, March of Dimes, Retarded Children, Senior Citizen's Activities and Other Charities Approved by the Internal Revenue Service as Tax Exempt Charitable Organizations.

Educational

Scholarships where Recipients are not limited to Children of the Members of the Licensee and Selection Committee; Teachers' Salaries, Exchange Student Funds, Books for Libraries and Equipment for Schools or Other Educational Organizations.

Other

Firemen's Activities, Patriotic, Public Ambulance or Rescue Service, Handicapped Children, Hospital Donations, Children's Christmas Parties, Police Relief, Maintenance & Operational Expenses, Aid to Needy Families, Environmental Use for Town.

Beano Taxes

Calendar year taxes paid to the Massachusetts State Lottery Commission by Beano Licensees. . . . \$9.0 Million

Appropriated as follows:

Three-fifths to the General Fund \$5.4 Million
Two-fifths to the Lottery for expenses of controlling Beano* \$3.6 Million

*Any unappropriated balance goes to Local Aid Fund.

Charity Game Tickets

Gross receipts from sale of Charity Game Tickets to Beano organizations \$6.9 Million

Appropriated as follows:

Maximum 50% allowed expenses for purchasing and selling tickets. Any money not so expended (but at least 50%) goes to Local Aid Fund.

Beano and Charity Game Licenses

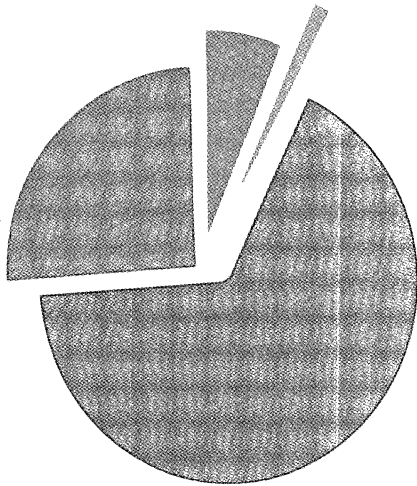
(\$50.00 per annum) \$46,000

Appropriated as follows:

All license fees to the Commission, subject to appropriation.

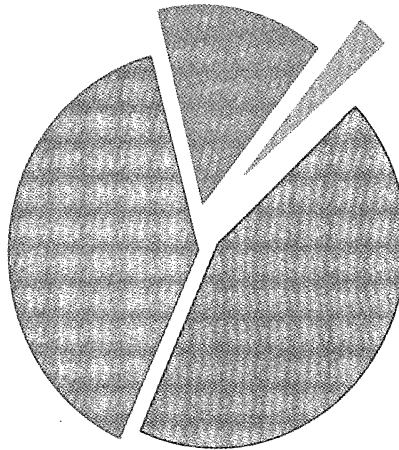
Beano Summary of Revenues, Calendar Year 1984

Gross Revenue



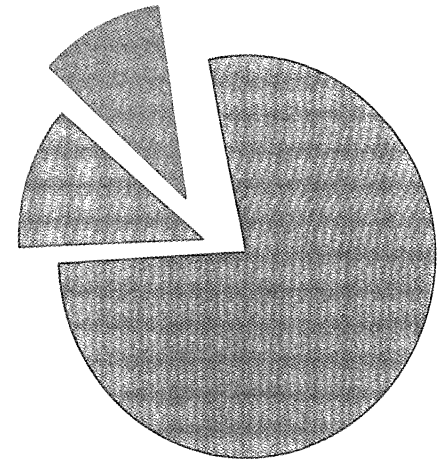
Beano	\$180,340,991	66.7%
Charity Games	\$69,386,784	25.7%
Raffles	\$16,356,314	6.1%
Bazaars and Las Vegas Nights	\$4,239,771	1.5%
Total Funds	\$270,323,860	

Source of Distributed Funds (Net Revenue)



Charity Games	\$25,613,611	43.6%
Beano	\$23,098,892	39.3%
Raffles	\$8,341,719	14.2%
Bazaars and Las Vegas Nights	\$1,738,306	2.9%
Total Funds	\$58,792,528	

Recipients of Distributed Funds



Charities	\$45,561,232	77.5%
Cities & Towns	\$6,792,598	11.6%
General Fund	\$6,438,698	10.9%
Total Funds	\$58,792,528	

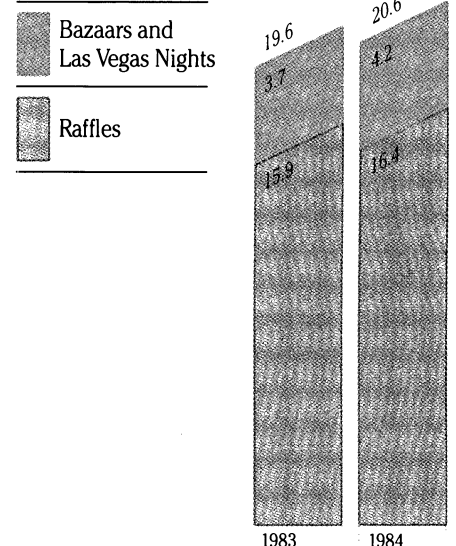
Raffle and Bazaars (including Las Vegas Nights)

1984 Calendar Year taxes paid to the Lottery Commission by Raffle/Bazaar Licensees \$1,029,803

Appropriated as follows:
All sums received by the Commission from the tax imposed are paid into the Treasury of the Commonwealth.

Of the \$20.6 Million spent on Raffle and Bazaar activities the Net Revenue available for Distribution for these activities were as follows:
Available for Charities . . . \$9,007,824
Tax (for the General Fund) \$1,029,803
Total \$10,037,627

Gross Revenue (in Millions of Dollars)



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**Summary of Financial Statements by Cities
and Towns Conducting Beano for the Period
January 1, 1984 - December 31, 1984**

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Abington	13,517	5	1,300,544	18.22	63,609	126,271	178,727	304,998
Acushnet	8,704	1	251,503	15.74	12,575	26,351	36,602	62,953
Adams	10,381	2	336,333	16.42	16,817	37,218	15,239	52,457
Agawam	26,271	5	713,284	16.19	35,664	49,084	76,168	125,252
Amesbury	13,971	1	169,567	13.86	8,476	26,285	12,879	39,164
Andover	26,370	1	167,427	13.20	8,371	(2,591)	26,620	24,029
Arlington	48,219	3	485,381	17.65	24,197	(8,163)	64,551	56,388
Ashburnham	4,075	2	222,856	15.52	11,148	12,276	17,156	29,432
Athol	10,634	1	154,138	18.13	7,687	(2,581)	17,549	14,968
Attleboro	34,196	8	1,992,642	17.56	99,632	247,993	237,112	485,105
Auburn	14,845	3	626,650	20.13	31,308	40,113	18,122	58,235
Ayer	6,993	1	95,405	14.51	4,772	(16,001)	19,995	3,994
Barnstable	30,898	8	1,522,744	16.58	76,253	164,088	209,659	373,747
Barre	4,102	1	67,809	18.52	3,393	(1,519)	2,663	1,144
Bellingham	14,300	2	475,745	15.78	23,791	133,448	19,319	152,767
Belmont	26,100	2	313,044	17.61	15,774	(18,693)	33,765	15,072
Beverly	37,655	4	746,128	14.57	37,304	27,640	122,541	150,181
Billerica	36,727	6	919,856	16.09	45,988	(10,496)	138,690	128,194
Blackstone	6,570	2	351,011	18.38	17,541	37,518	21,749	59,267
Boston	562,994	79	16,896,090	18.97	839,226	1,428,972	2,464,640	3,893,612
Bourne	13,874	6	1,000,889	17.83	50,095	115,649	126,653	242,302
Braintree	36,337	5	1,265,559	20.38	63,331	149,839	199,717	349,556
Brewster	5,226	1	172,543	15.54	8,632	35,254	16,967	52,221
Bridgewater	17,202	1	180,054	16.89	9,025	2,250	23,072	25,322
Brockton	95,172	19	5,052,331	19.59	252,333	358,436	641,009	999,445
Brookline	55,062	4	552,222	18.93	27,330	38,846	55,707	94,553
Burlington	23,486	2	368,204	18.45	18,410	456	52,334	52,790
Cambridge	95,322	16	2,491,364	20.09	124,788	181,883	301,586	483,469
Canton	18,182	3	546,259	18.86	27,313	(6,615)	71,035	64,420
Charlemont	1,149	1	55,584	21.83	2,779	(1,543)	5,353	3,810
Charlton	6,719	1	94,088	18.51	4,708	279	4,646	4,925
Chatham	6,071	1	122,089	17.08	6,105	20,605	13,140	33,745
Chelmsford	31,174	3	556,450	15.22	27,823	7,472	91,551	99,023
Chelsea	25,431	11	1,733,125	18.68	86,649	36,791	238,751	275,542
Chicopee	55,112	19	4,470,579	16.23	223,912	651,490	283,702	935,192
Clinton	12,771	3	422,872	19.18	21,149	14,691	19,822	34,513
Colrain	1,552	1	75,747	20.13	3,787	5,335	6,745	12,080
Dalton	6,797	1	144,656	17.78	7,230	(1,919)	16,530	14,611
Danvers	24,100	4	1,041,570	15.31	52,080	87,499	179,262	266,761
Dartmouth	23,966	5	962,448	14.65	48,131	87,260	154,281	241,541

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City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Dedham	25,298	2	518,882	19.57	25,939	31,629	56,598	88,227
Deerfield	4,517	2	274,421	19.28	13,725	24,302	21,182	45,484
Dennis	12,360	2	242,201	17.07	12,140	15,488	28,385	43,873
Dracut	21,249	4	497,026	15.56	24,804	(39,247)	74,286	35,039
Dudley	8,717	2	278,157	19.60	13,908	33,366	0	33,366
East Bridgewater	9,945	1	181,522	18.32	9,074	(9,560)	12,812	3,252
East Longmeadow	12,905	1	69,968	13.67	3,499	6,145	5,167	11,312
Eastham	3,472	1	134,633	18.23	6,591	(1,248)	14,495	13,247
Easthampton	15,580	3	473,606	19.11	23,677	67,221	29,571	96,792
Easton	16,623	1	173,495	17.87	8,675	(8,799)	19,962	11,163
Edgartown	2,204	1	51,239	18.99	2,572	90	0	90
Everett	37,195	9	1,541,187	18.66	77,034	90,852	198,909	289,761
Fairhaven	15,759	1	110,547	12.45	5,527	(4,428)	19,285	14,857
Fall River	92,574	16	2,536,090	13.46	126,849	153,899	525,826	679,725
Falmouth	23,640	4	476,425	15.62	23,826	10,518	47,810	58,328
Fitchburg	39,580	15	3,862,056	20.27	192,660	262,945	330,290	593,235
Foxborough	14,148	1	52,823	14.48	2,589	(5,143)	8,462	3,319
Framingham	65,113	8	1,284,345	20.01	64,427	196,566	100,116	296,682
Franklin	18,217	2	322,456	16.89	16,124	10,595	31,508	42,103
Gardner	17,900	10	1,561,821	15.98	78,117	101,221	154,808	256,029
Georgetown	5,687	1	41,273	12.68	2,064	2,169	3,312	5,481
Gloucester	27,768	4	583,010	15.63	29,149	18,432	87,522	105,954
Grafton	11,238	1	147,690	17.35	7,385	6,468	7,403	13,871
Granby	5,380	2	183,644	18.73	9,182	18,919	13,002	31,921
Granville	1,204	1	31,545	12.73	1,571	(905)	2,065	1,160
Great Barrington	7,405	1	190,073	16.49	9,557	36,603	18,026	54,629
Greenfield	18,436	3	404,167	19.94	20,208	(1,801)	33,442	31,641
Groton	6,154	1	44,897	11.37	2,276	(3,842)	4,296	454
Hadley	4,125	1	157,668	17.62	7,883	31,841	11,468	43,309
Hamilton	6,960	1	108,046	14.81	5,383	(358)	15,773	15,415
Hanover	11,358	4	1,003,470	18.08	50,166	23,235	146,639	169,874
Hanson	8,617	1	183,689	16.13	9,184	(4,436)	21,721	17,285
Hardwick	2,272	1	135,255	18.90	6,763	14,102	14,511	28,613
Haverhill	46,865	6	946,824	12.53	47,342	109,938	149,863	259,801
Hingham	20,339	2	361,313	18.38	17,998	41,130	42,665	83,795
Hinsdale	1,707	1	42,555	13.50	2,179	(9,348)	7,812	(1,536)
Holbrook	11,140	3	720,247	20.27	35,991	53,066	86,322	139,388
Holden	13,336	1	128,346	20.54	6,417	(6,803)	5,889	(914)
Holland	1,589	1	28,042	15.17	1,393	(599)	1,606	1,007
Holliston	12,622	2	282,870	17.26	14,143	13,207	32,820	46,027
Holyoke	44,678	11	1,907,471	15.60	95,340	269,693	103,112	372,805
Hudson	16,408	5	1,172,378	19.43	58,599	224,779	94,070	318,849
Hull	9,714	2	248,310	18.16	12,424	1,090	28,245	29,335
Ipswich	11,158	3	409,633	14.66	20,481	32,979	55,044	88,023
Kingston	7,362	3	678,035	18.95	33,889	55,630	93,597	149,227

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Lakeville	5,931	2	198,608	15.28	9,930	15,769	10,951	26,720
Lawrence	63,175	21	4,229,489	12.71	211,453	73,149	839,088	912,237
Lee	6,247	2	209,215	17.24	10,470	36,916	23,616	60,532
Leicester	9,446	2	284,538	22.24	14,226	(3,179)	9,638	6,459
Lenox	6,523	1	3,646	13.21	185	(66)	417	351
Leominster	34,508	10	1,983,248	18.80	97,759	57,696	212,478	270,174
Lexington	29,479	1	220,918	19.04	11,046	(299)	24,802	24,503
Littleton	6,970	1	171,318	13.77	8,566	28,806	25,740	54,546
Lowell	92,418	17	3,493,723	15.23	167,748	108,171	649,127	757,298
Ludlow	18,150	5	990,305	18.93	49,493	43,936	31,823	75,759
Lynn	78,471	19	3,453,849	15.43	172,781	252,079	460,082	712,161
Lynnfield	11,267	2	437,389	17.27	21,874	18,641	73,741	92,382
Malden	53,386	13	3,104,213	18.67	155,220	407,961	406,953	814,914
Manchester	5,424	1	182,286	17.25	9,115	4,682	17,407	22,089
Marblehead	20,126	2	303,004	16.11	15,150	(12,177)	47,044	34,867
Marion	3,932	1	147,569	18.94	7,377	2,867	12,859	15,726
Marlborough	30,617	5	1,013,788	18.81	50,812	176,469	86,461	262,930
Marshfield	20,916	2	200,502	14.55	10,025	(21,158)	34,587	13,429
Mattapoisett	5,597	2	212,799	14.16	10,640	(11,150)	33,939	22,789
Maynard	9,590	6	687,645	18.62	34,380	18,642	98,310	116,952
Medfield	10,220	1	145,836	16.16	7,634	(9,933)	23,721	13,788
Medford	58,076	9	2,255,808	18.15	112,406	195,307	355,660	550,967
Medway	8,447	2	508,740	17.92	25,437	66,247	70,072	136,319
Melrose	30,055	4	623,703	19.23	31,235	(26,269)	87,326	61,057
Mendon	3,108	1	224,683	18.22	11,238	31,400	17,951	49,351
Merrimac	4,451	1	52,797	14.28	2,638	(5,113)	10,001	4,888
Methuen	36,701	2	209,734	12.25	10,341	(243)	43,584	43,341
Milford	23,390	2	327,827	17.33	16,398	(499)	39,691	39,192
Millbury	11,808	2	374,849	22.78	18,752	32,403	7,837	40,240
Milton	25,860	3	1,075,424	21.30	53,771	170,542	156,756	327,298
Montague	8,011	1	119,778	21.22	5,989	(247)	6,136	5,889
Nahant	3,947	1	162,273	15.12	8,114	11,773	24,547	36,320
Nantucket	5,087	1	20,640	13.23	1,032	390	0	390
Natick	29,461	3	498,445	15.88	24,909	24,833	66,157	90,990
New Bedford	98,478	14	2,606,961	14.64	130,245	228,312	385,013	613,325
Newbury	4,529	1	136,883	16.11	6,844	6,759	13,237	19,996
Newburyport	15,900	3	509,810	15.73	25,534	27,474	60,992	88,466
Newton	83,622	3	629,468	18.19	31,473	14,794	71,385	86,179
North Adams	18,063	6	990,040	19.33	49,503	102,542	33,425	135,967
North Andover	20,129	3	327,063	14.85	16,351	(21,124)	63,789	42,665
North Attleboro	21,095	2	480,439	18.23	24,022	17,070	59,571	76,641
North Brookfield	4,150	1	114,785	18.58	5,739	(4,652)	6,641	1,989
North Reading	11,455	1	107,016	16.18	5,447	(12,429)	9,720	(2,709)
Northampton	29,286	8	1,163,774	18.89	58,076	63,752	89,665	153,417
Northbridge	12,246	4	776,874	19.04	38,844	47,262	48,021	95,283

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Norton	12,690	1	313,374	17.55	15,669	56,276	31,281	87,557
Norwood	29,711	5	960,525	16.16	47,875	56,037	166,005	222,042
Oak Bluffs	1,984	2	86,368	18.08	4,326	15,140	(126)	15,014
Orange	6,844	3	598,341	19.46	29,916	41,295	42,882	84,177
Orleans	5,306	2	274,938	18.18	13,684	46,791	28,950	75,741
Oxford	11,680	1	136,833	20.06	6,842	(1,026)	8,225	7,199
Palmer	11,389	3	557,307	17.14	27,865	92,384	24,794	117,178
Peabody	45,976	10	2,027,407	16.27	100,898	46,325	289,923	336,248
Pembroke	13,487	4	1,036,731	18.62	51,842	81,716	161,863	243,579
Pepperell	8,061	2	153,871	12.83	7,691	(6,462)	31,961	25,499
Pittsfield	51,974	10	2,086,375	17.06	104,021	228,364	289,219	517,583
Plymouth	35,913	3	351,575	18.98	17,578	(27,125)	55,519	28,394
Provincetown	3,536	2	82,409	12.89	4,126	(11,328)	11,676	348
Quincy	84,743	16	3,677,155	18.58	183,788	395,224	526,097	921,321
Randolph	28,218	6	1,196,777	18.09	59,838	62,931	157,781	220,712
Reading	22,678	2	273,347	16.01	13,665	31,238	50,106	81,344
Revere	42,423	11	1,940,795	17.73	97,004	79,025	245,552	324,577
Rockland	15,695	3	602,384	16.09	30,121	32,026	76,696	108,722
Russell	1,570	1	102,604	18.86	5,180	129	5,941	6,070
Rutland	4,334	1	63,255	19.59	3,162	(2,790)	2,834	44
Salem	38,220	9	2,074,847	15.23	103,557	205,223	345,132	550,355
Salisbury	5,973	1	128,677	15.96	6,433	(15,408)	14,314	(1,094)
Sandwich	8,727	1	163,639	19.52	8,182	471	16,156	16,627
Saugus	24,746	3	485,541	14.61	24,205	(1,186)	78,014	76,828
Scituate	17,317	2	116,877	14.65	5,844	(15,647)	22,368	6,721
Sharon	13,601	3	775,810	20.28	38,565	10,627	132,837	143,464
Shrewsbury	22,674	4	1,294,912	21.83	64,741	156,210	27,771	183,981
Somerville	77,372	18	3,766,369	18.95	187,593	468,091	624,073	1,092,164
South Hadley	16,399	2	339,984	16.23	17,037	41,556	26,146	67,702
Southbridge	16,665	5	1,360,792	19.76	68,039	230,823	71,466	302,289
Southwick	7,382	4	539,650	18.12	26,899	46,143	37,738	83,881
Spencer	10,774	2	416,206	18.91	20,765	29,898	10,652	40,550
Springfield	152,319	35	9,101,610	17.62	455,046	1,534,987	561,656	2,096,643
Stoneham	21,424	3	772,382	19.27	38,623	69,856	126,651	196,507
Stoughton	26,710	6	1,567,155	20.45	78,361	63,802	214,987	278,789
Sudbury	14,027	1	177,998	12.74	8,900	16,448	22,469	38,917
Sutton	5,855	1	171,037	22.43	8,552	12,301	9,027	21,328
Swansea	15,461	2	249,298	12.62	12,465	8,458	65,093	73,551
Taunton	45,001	8	1,979,020	17.35	98,925	299,193	195,927	495,120
Tewksbury	24,635	4	879,793	16.75	44,002	45,148	173,436	218,584
Tisbury	2,972	1	34,900	18.93	1,745	958	0	958
Townsend	7,201	1	32,921	14.93	1,646	(3,866)	4,501	635
Upton	3,886	1	89,803	17.15	4,490	8,172	5,723	13,895
Uxbridge	8,374	2	311,117	17.66	15,634	1,540	16,683	18,223
Wakefield	24,895	4	1,042,926	17.20	52,195	135,203	187,526	322,729

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Walpole	18,859	1	273,654	17.65	13,683	40,151	34,556	74,707
Waltham	58,200	11	2,573,197	19.28	128,919	280,463	271,412	551,875
Ware	8,953	1	372,680	16.99	18,634	37,338	19,617	56,955
Wareham	18,457	4	650,665	17.76	32,534	56,966	43,602	100,568
Watertown	34,384	9	1,906,636	19.03	95,287	190,906	198,714	389,620
Webster	14,480	2	547,946	19.73	27,397	62,112	20,719	82,831
Wellesley	27,209	1	46,991	15.29	2,350	(10,118)	4,692	(5,426)
West Bridgewater	6,359	1	268,457	17.66	13,423	41,095	33,875	74,970
West Springfield	27,042	5	485,930	16.44	24,290	43,808	34,961	78,769
Westborough	13,619	1	155,573	19.58	7,799	(5,117)	9,266	4,149
Westfield	36,465	7	1,336,517	16.53	66,557	185,343	80,306	265,649
Westford	13,434	1	42,065	11.88	2,112	(7,906)	9,842	1,936
Westport	13,763	3	604,673	14.20	30,230	24,855	125,691	150,546
Westwood	13,212	1	557,377	20.35	27,869	95,589	79,760	175,349
Weymouth	55,601	11	2,144,045	17.53	106,880	134,774	290,264	425,038
Whitman	13,534	5	791,177	18.95	39,556	(8,896)	85,323	76,427
Willbraham	12,053	1	231,096	17.58	11,555	5,912	4,835	10,747
Wilmington	17,471	1	115,335	17.03	5,773	(15,673)	15,759	86
Winchendon	7,019	1	199,366	15.51	9,968	14,284	28,694	42,978
Winchester	20,701	3	760,058	18.47	38,013	86,357	109,380	195,737
Windsor	598	1	49,471	15.40	2,473	2,469	3,588	6,057
Winthrop	19,294	4	635,706	21.01	31,789	73,304	37,115	110,419
Woburn	36,626	10	2,102,293	18.20	105,119	38,050	307,745	345,795
Worcester	161,799	33	9,091,281	21.07	430,525	1,420,799	182,159	1,602,958
Yarmouth	18,449	1	131,324	14.76	6,566	24,043	18,122	42,165
Grand Totals	5,070,896*	916*	180,340,991	17.25	8,974,898	15,476,957	21,092,789	36,569,746

* Total Population of cities and towns with Beano Activity.
 These figures were taken from the 1980 U.S. Department of Commerce, Bureau of the Census.

** Of the 916 Number of Licensees, 14 games terminated during 1984.

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Summary of Financial Statements by County for the Period January 1, 1984 - December 31, 1984

County	Population**	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Barnstable	147,925	30	4,189,200	16.77	209,608	421,580	517,517	939,097
Berkshire	145,110	28	4,052,365	17.43	202,434	432,779	407,872	840,651
Bristol	474,641	62	12,395,121	15.34	619,534	1,135,192	1,870,139	3,005,331
Dukes	8,942	3	172,507	18.51	8,642	16,188	(126)	16,062
Essex	633,632	107	18,858,898	14.53	942,159	902,754	3,017,318	3,920,072
Franklin	64,317	11	1,528,038	19.79	76,405	67,340	115,741	183,081
Hampden	443,018	101	20,565,909	16.98	1,028,263	2,927,547	1,253,874	4,181,421
Hampshire	138,813	19	2,766,983	18.02	138,270	250,720	205,862	456,582
Middlesex	1,367,034	191	37,457,637	17.95	1,865,814	2,882,616	5,222,185	8,104,801
Nantucket	5,087	1	20,640	13.23	1,032	390	0	390
Norfolk	606,587	79	17,383,679	18.70	868,456	1,481,539	2,386,195	3,867,734
Plymouth	405,437	66	13,766,612	18.39	686,573	740,505	1,760,068	2,500,573
Suffolk	650,142	103	21,205,718	18.49	1,054,669	1,618,093	2,986,058	4,604,151
Worcester	646,352	115	25,977,684	19.80	1,273,039	2,599,714	1,350,086	3,949,800
Total by Counties	5,737,037	916	180,340,991	17.24	8,974,898	15,476,957	21,092,789	36,569,746

** These figures were taken from the 1980 State Census.

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Types of Organizations Conducting Beano

Type	Number as of December 31, 1984
Church or Religious	502
Fraternal	252
Veterans Organization Chartered by the Congress of the United States or included in Clause (12) of Section Five of Chapter 40 of the General Laws	88
Non-Profit Athletic Association	42
Volunteer Non-Profit Fire Company or Volunteer Non-Profit Ambulance Service	10
Non-Profit Organization for the Interest of Retarded Children	7
Boston Firemen's Relief Fund	1
Total	902

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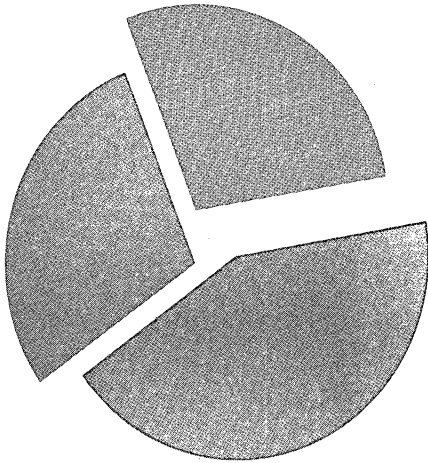
Games by Occasion Day

Day	Number
Monday	129
Tuesday	144
Wednesday	132
Thursday	156
Friday	133
Saturday	69
Sunday	139
Total	902

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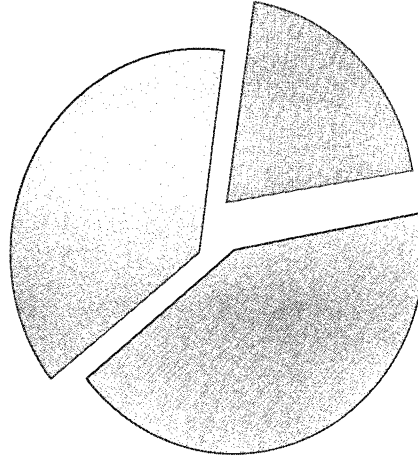
1984 Summary of Revenues Twelve Months Ended November 30, 1984

Gross Revenue Total Funds
\$961,199,477



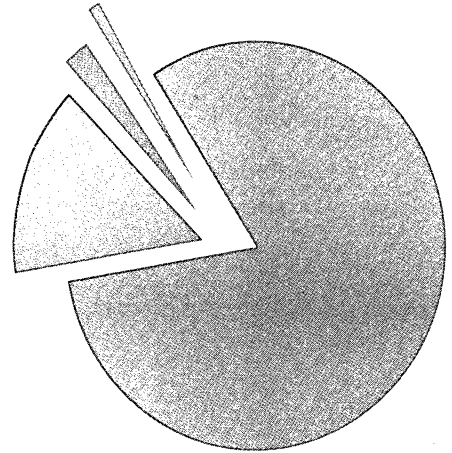
	Lottery	\$412,585,666	42.9%
	Arts Lottery	\$277,597,837	28.9%
	Beano	\$271,015,974	28.2%

Source of Distributed Funds
(Net Revenue)
\$300,133,726



	Lottery	\$126,307,632	42.1%
	Arts Lottery	\$114,616,498	38.2%
	Beano	\$59,209,596	19.7%

Recipients of Distributed Funds
Total Funds
\$300,133,726

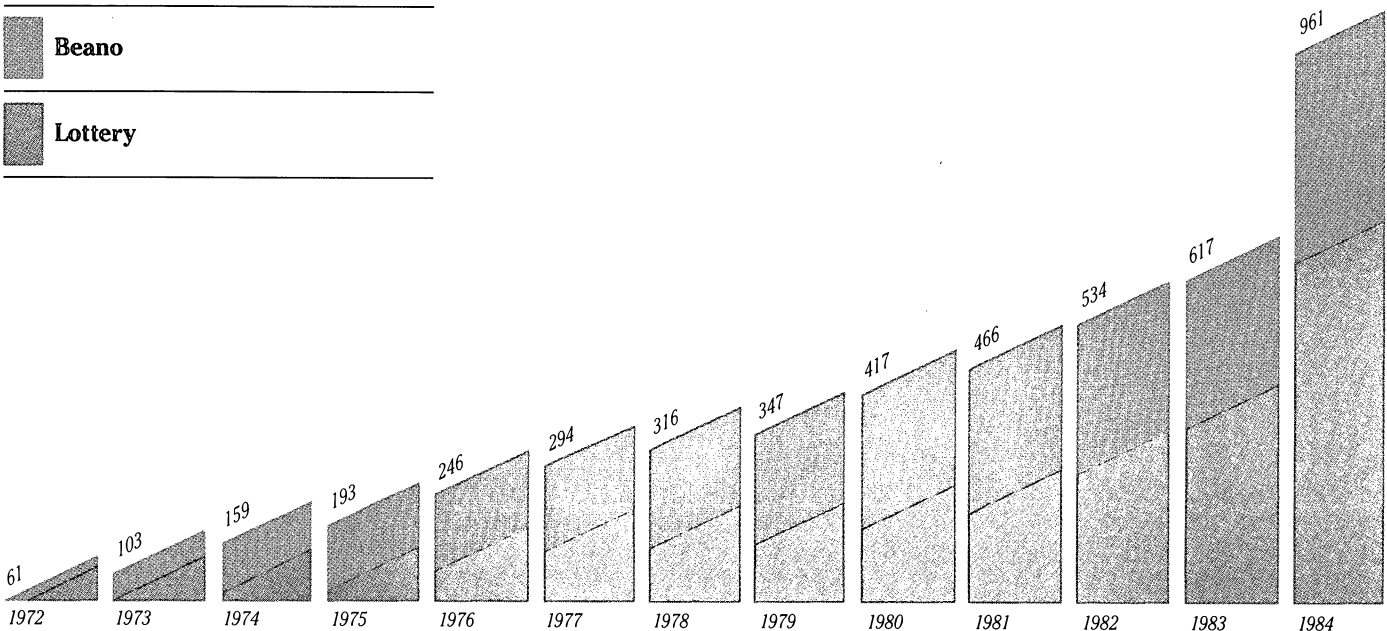


	Cities & Towns	\$244,861,272	81.6%
	Charities	\$45,726,026	15.2%
	General Fund	\$6,438,698	2.2%
	Arts Councils	\$3,107,730	1.0%

1972-1984 Gross Revenue Lottery & Beano (\$ Millions)

Beano

Lottery



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Massachusetts State Lottery Commission Statements Of Operations
Twelve Months Ended November 30, 1984

Lottery

Revenues:

Numbers Game sales	\$306,197,806
Instant Game ticket sales	80,176,046
Weekly Game ticket sales	10,686,465
Season ticket plan sales	12,534,578
Equipment rentals	1,395,278
Interest on invested funds	1,591,361
Other income	4,132
	<u>412,585,666</u>

Allocation of Revenues:

Prizes	236,768,160
Other expenses:	
Agents commissions	19,948,116
Operating expenses:	
Salaries and wages	8,848,728
Advertising and promotion expense	6,949,999
Rent - office and equipment	7,537,255
Printing, office supplies and expense	4,585,625
Agents bonuses	2,574,819
Other operating expenses	4,638,046
MSLC Operating expense allocation	(6,659,008)
Total other expenses	48,423,580
Total prizes and other expenses	285,191,740
Net Revenue	<u>\$127,393,926</u>

Distribution of Funds:

Cities and towns	
Lottery net revenues per statement of operations	\$127,393,926
Lottery net revenues undistributed at Nov. 30, 1984	(1,067,028)
Lottery net revenues undistributed at Nov. 30, 1983	(19,266)
	<u>\$126,307,632</u>

Arts Lottery

Revenues:

Megabucks Game sales	\$277,237,787
Interest on invested funds	360,050
	<u>277,597,837</u>

Allocation of Revenues:

Prizes	138,211,410
Other expenses:	
Agent commissions	13,829,904
Operating expenses:	
MSLC operating expense allocation	5,903,008
Advertising and promotion expense	2,074,370
Printing, office supplies and expense	978,260
Agent bonuses	1,971,170
Other operating expenses	13,217

Total other expenses	24,769,929
Total prizes and other expenses	162,981,339
Net Revenue	<u>\$114,616,498</u>

Distribution of Funds:

Arts Council expenditures	
& Local Arts Councils	\$3,107,730
Local Aid Fund	111,508,768 (1)
	<u>\$114,616,498</u>

(1) Actual distributions are made on July 1 and January 1 of each year

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Massachusetts State Lottery Commission
Beano Division Statement of Operations
Twelve Months Ended November 30, 1984

Statement Of Operations By Beano Licensees
Twelve Months Ended November 30, 1984

Revenues:

Charity Game ticket sales	\$6,981,616
License Fees	46,000
Beano Tax	9,014,805
Raffle & Bazaar Tax	1,029,761
Miscellaneous	8,111
	<u>17,080,293</u>

Expenses:

Salaries and wages	1,173,515
Printing, office supplies and expense	1,790,892
Other operating expenses	884,590
Total expenses	<u>3,848,997</u>

Net Revenue \$13,231,296

Distribution of Funds:

Cities and towns	
Beano net revenues from Lottery operations	\$6,792,598
Beano net revenues undistributed at November 30, 1984	9,617
Beano net revenues undistributed at November 30, 1983	242,657
	<u>\$7,044,872</u>
General Fund	
Beano net revenues from Lottery operations	<u>\$6,438,698</u>

Revenues:

Beano Games	\$180,612,849
Charity Game Tickets	69,815,880
Raffle and Bazaars	20,587,245
	<u>271,015,974</u>

Allocation of Revenues:

Prizes	
Beano Games	142,573,625
Charity Game Tickets	41,889,528
Raffle and Bazaars	10,293,623
Taxes:	
Beano Games	9,014,805
Raffle and Bazaars	1,029,761
Cost of Charity Game Tickets	6,981,616
Other Operating Expenses	13,506,990
Total prizes, taxes and expenses	<u>225,289,948</u>
Net Revenue	<u>\$45,726,026</u>

Distribution Of Funds:

Charities	<u>\$45,726,026</u>
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Massachusetts State Lottery Commission
15 Rockdale Street
Braintree, Massachusetts 02184
Telephone 617•848•7755



Robert Q. Crane

In a year when town managers struggled to finance essential services, the Lottery doubled its contribution. In Boston alone, we contributed over \$15 million.

That is what this Annual Report

is about. We didn't just have record sales and record payouts to game winners this year. We gave record help to our cities and towns. Distributions literally touched every person in the state.

Our record year in 1984 was the result of a number of factors. Wide public acceptance of Lottery games has been the key to development over the years. This is based in no small way on the administrative expertise of our staff. The Massachusetts State Lottery has long been regarded in the industry as among the most innovative and imaginative in the country. Its success supports that reputation. In fact, many players – and winners – from neighboring states are attracted to the Massachusetts Lottery because of its large prizes.

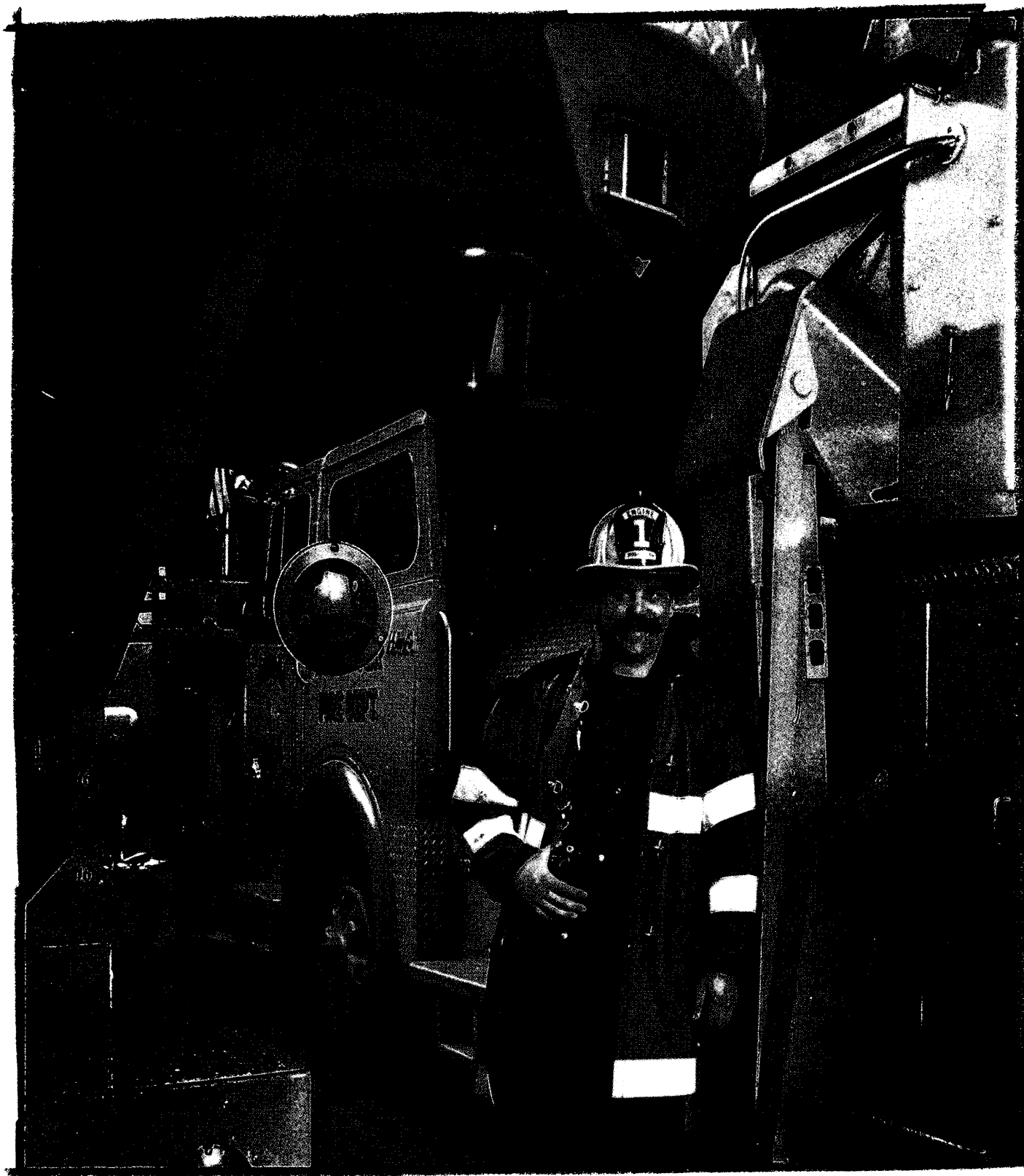
Among the milestones reached in 1984 were two national jackpot records. On March 10th, after building for three weeks, the Megabucks jackpot reached \$18.2 million. It was won by six people. The second record, \$15.6 million, was reached on July 14th, and won by Marcia Sanford of Westfield. Other notable jackpots during the year included \$13.0 million won just before Christmas by Rosemarie Bowser of Wakefield; \$6.4 million also won in December; \$7.1 million won in June; and \$8 million and \$4 million both won in September. The latter jackpot was shared by 21 winners which is, to our knowledge, the largest number of winners on a single drawing in the country.

Following our \$18 million jackpot in March, and the tremendous surge of activity that it generated, major technological improvements were made to the central computer processing system in our Braintree Headquarters, not only to assure rapid processing of all bets but to prevent the possibility of a system overload. This leaves us well prepared for the growth we expect throughout the Eighties.

The second branch of the Lottery organization, the Beano Division, also showed continued strength as more than 900 charitable groups, which conduct the games under our supervision, netted more than \$45 million for charitable purposes.

From any point of view, 1984 was an extraordinary year for the Massachusetts Lottery. We have now moved into the number two position in per capita sales of all U.S. lotteries. And with the kind of growth the Lottery is presently experiencing, it would be hard to argue that Massachusetts isn't the number one lottery team in the country. Much of the

"I play the Lottery when I have a feeling about a number. And if I don't hit, at least I know the money's coming back to help us out here."



Steven Favulli, Firefighter

credit for this enviable position goes to the entire Lottery staff and the administrative personnel who have been with the Lottery since its inception.

Leading the way for the Lottery's

extraordinary year was Megabucks. With weekly payouts as much as \$18 million, "Megabucks Mania" swept the Commonwealth in 1984.

Megabucks sales for 1984 topped \$277 million. The phenomenal growth of this game in just two years is perhaps best seen by looking at weekly sales figures.

When Megabucks was introduced in November 1982, the first month sales were \$157,000 per week. Current sales now average close to \$8 million per week. This dramatic upsurge was by no means a fluke. It was the result of a calculated move by the Lottery to turn Megabucks into a game with "megabucks" payouts.

The first move to increase Megabucks payouts and thus increase interest and excitement, was made in May, 1983. At that time, the game was changed so that players needed to match 6 out of 36 numbers to win, instead of 6 out of 30. The change automatically increased jackpots. Further, the minimum jackpot was doubled, from \$200,000 to \$400,000.

As expected, participation rose, and so did jackpots. This spiraling trend of higher jackpots causing increased participation causing higher jackpots reached a peak on March 10, 1984 when the Megabucks game reached the \$18 million mark.

The extraordinary size of this prize generated extraordinary nationwide publicity in all media and brought new players into the game. These people kept on playing throughout

the year.

Another burst of Megabucks growth came on July 18, 1984, when Wednesday drawings were initiated in addition to Saturday drawings. Interest and excitement in Megabucks rose and sales nearly doubled, going from between \$4 and \$5 million per week to nearly \$8 million per week. The result of these moves – increased jackpots and twice a week drawings – have made Megabucks the most popular state lotto game in the nation.

As Megabucks grew, The Massachusetts State Lottery made moves to accommodate and encourage this growth. One thousand new computer terminals were installed at retail outlets, bringing a total of nearly 3000 locations throughout the state where the game could be played.

A new 5-panel betting slip was also introduced in June to facilitate multiple betting. The convenient slips not only allowed 1, 2, 3, 4 or 5 games to be played on a single slip but speeded up processing times for sales agents as well.

Televised live drawings of the games beginning in July also added to players' enjoyment.

The Megabucks Game was introduced to provide revenue to support the arts in Massachusetts as well as municipal services. A maximum of \$3 million was established as the annual arts contribution. The remainder of Megabucks distributions, some \$111 million in 1984, goes into the Local Aid Fund.

As explosive as Megabucks

growth was, The Numbers Game continued to be the state's most popular lottery game in 1984.

New records were established as the levels of weekly sales, which began to creep upwards in late 1983,

"We use our share of Lottery distributions to buy free admission passes to Boston museums. I don't think there's a weekend all year when they're not checked out."



Dinal Amsden, Library Director

continued to rise. Total sales for the year exceeded \$306 million with weekly sales never dropping below \$5 million. This represents an increase of nearly one-third over the previous year, a remarkable achievement by any standard.

One of the keys to The Numbers Game's continued popularity is the ability of winners to collect within minutes of filing their claims. The Lottery's sales agents are authorized to pay winners up to \$600 immediately after the number is officially drawn each night. In addition, players winning higher amounts can go to any Lottery office – Braintree, W. Springfield, Woburn, Worcester or the Gameroom in Boston – and receive a check for any amount within a few minutes. We believe the continued success of The Massachusetts State Lottery hinges on our ability to understand our market and serve it effectively.

The implementation of fast payouts to winners reflects this philosophy. Playing The Numbers Game is a fun, exciting experience.

In another attempt to better serve players in our Lottery games we began broadcasting live drawings for games on WBZ-TV, Boston's Channel 4. The Numbers Game is shown every night at 7:55. The Big Money Game drawing appears weekly on Wednesdays, following The Numbers Game drawing. And the semi-weekly Megabucks drawings are shown at 9:55 every Wednesday and Saturday night.

Based on the momentum established in 1984, we see more growth of The Numbers Game in the coming year. One key reason for this growth is our network of on-line terminals which continues to expand, making The Numbers Game more accessible

to more people throughout the state.

After 13 years, the Lottery has become a part of the lifestyle of Massachusetts residents. Buying a ticket is now a routine to thousands of people.

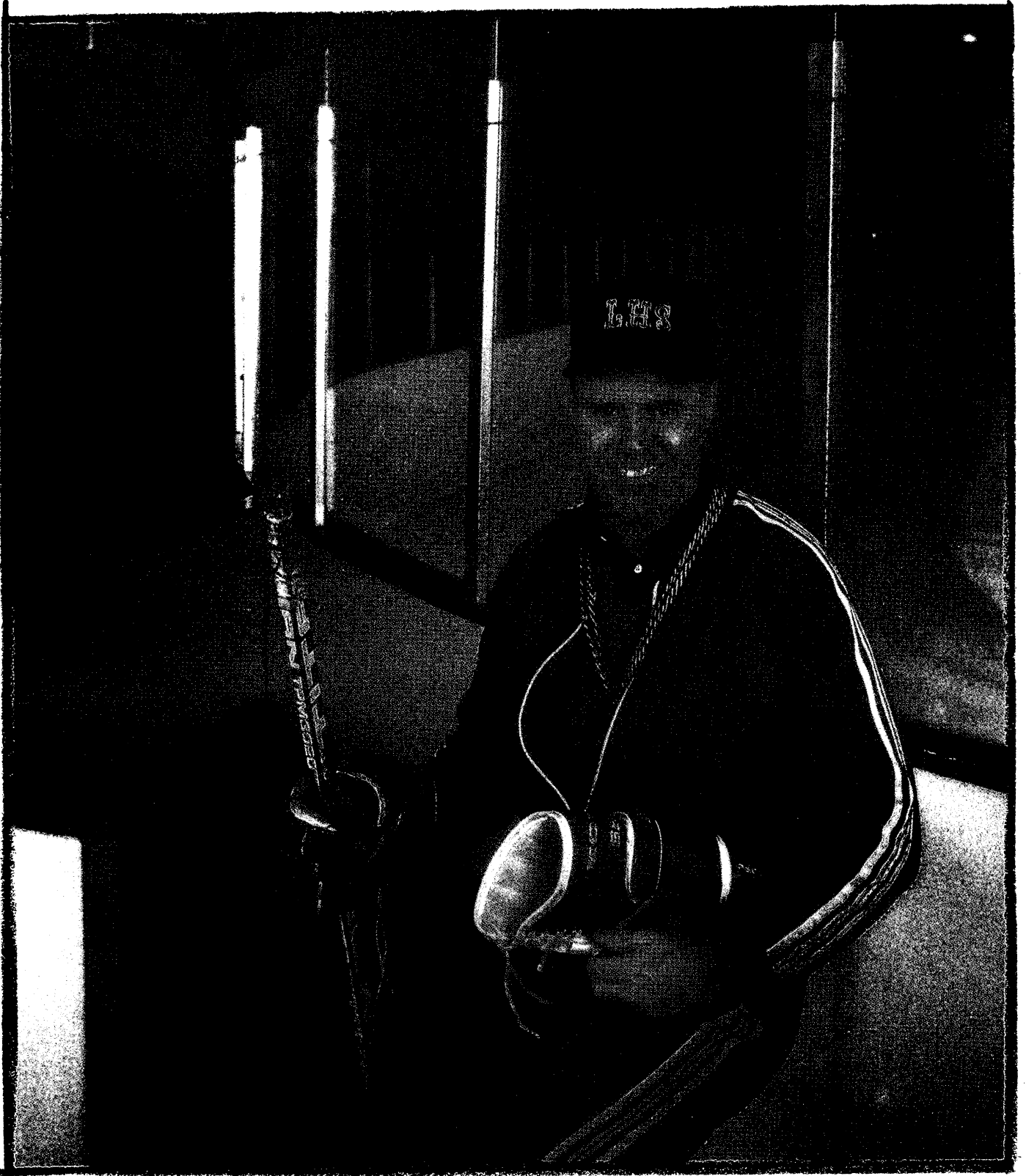
The Instant Game enjoyed continued success in 1984 by offering instant wealth to players through innovative game formats. Instant Game sales nearly doubled in the past year, going from \$48.5 million to \$80 million.

We have always valued creativity in developing and marketing our Lottery games. Nowhere is this more apparent than in our 1984 Instant Games. "Solid Gold", an Instant Game introduced in June, for example, offered 100 pounds of gold, or \$1,000,000 as the top prize. It is interesting to note that this particular game was supported by an innovative direct mail program which not only introduced players to "Solid Gold", but brought in many new players who helped boost sales for subsequent games as well.

"Set For Life", another innovative Instant Game, reflected players' preferences for large jackpots. The winner, one of five Grand Prize finalists, will receive \$1000 per week for the rest of his life.

Massachusetts State Lottery sales agents are vital to our success and growth. That's why we've taken steps to insure that our network of locations where lottery tickets are sold – some 3000 strong at last count – are rewarded for their efforts. Our sales agents receive a 5% commission on every ticket they sell, plus a 1% bonus on larger prizes. Agents who have sold winning tickets to Megabucks jackpots of \$1.5 million or more receive a \$15,000 bonus. In

"The kids come first around here. And if the Lottery can keep us from cutting corners on this kind of program, so much the better."



"Beaver" Robinson, High School Hockey Coach

.....

addition, 56 sales agents earned \$50,000 or more in commissions, including seven who earned over \$100,000.

While this revenue is important to our sales agents, since many are smaller neighborhood stores, it is really only part of the story. Because the Massachusetts State Lottery games bring customers into stores. While the game player is there, additional purchases are often made.

The Massachusetts State Lottery is a retail traffic builder for our sales agents. A method for merchants to attract customers who very often buy merchandise as well as tickets. This arrangement benefits not only the Lottery but small business and the Commonwealth as a whole.

Our excellent year for Instant Games was capped off with our "Holiday Jackpot" game. We learned during the Christmas of 1983 that games offering many prizes of smaller amounts appealed to a wide range of players. That year's game, "Holiday Bonus", offered 100 cash prizes of \$10,000, and 5000 prizes of \$100, as well as smaller amounts. The 1984 version of this game, "Holiday Jackpot", offered 1000 top prizes, each worth \$1000.

Despite a national trend away from weekly games the Massachusetts State Lottery's Big Money Game continued to make a strong contribution to our total sales.

In 1984, Big Money accounted for over \$23 million in sales, with our Season Ticket subscriptions again making a solid showing - some 50% of the total. Overall, four people won the top Big Money prize in 1984 - \$1 million each. Another 36 people won \$50,000 each.

Since the Big Money Game was initiated, 92 people in all have each won \$1 million.

But as mentioned earlier, the real winners of this game and all the Lottery games, are much larger in number. The real winners are the 351 Massachusetts communities receiving Lottery distributions.

In 1984, a total of 23 communities received over \$1 million in Lottery distributions. Boston alone received over \$15 million. Worcester received over \$5 million. Springfield over \$4 million. And New Bedford and Fall River over \$3 million apiece. A total of over \$245 million was given to our municipalities.

We increased our distributions to every city and town in Massachusetts in 1984. From Abington to Yarmouth, from the furthest western communities to Martha's Vineyard and Nantucket, our presence was felt.

Massachusetts communities benefitted from the Lottery's activities in one other important way, too. Our Beano Division made it possible for fraternal, religious and charitable organizations to raise vitally needed funds. Beano games helped to fund educational activities, Thanksgiving and Christmas dinners for the needy, transportation for handicapped persons, the elderly and disabled veterans, and dozens and dozens of other charitable endeavors.

Over 900 charitable organizations use beano to raise funds. Over 200,000 players enjoyed weekly Beano games. And everyone came out on top. Players took home 79% of the game's revenue in prizes. Sponsoring organizations kept \$29,000,000. What was left from Beano games, charity game tickets, raffles and bazaars after all expenses, was a net revenue of over \$45 million.

.....

"On any given day I might be dealing with sail boats or power boats in the harbor, skin divers, moorings, lobster pots, gangways or about a dozen other things. I'll take any help I can get."



Jack McCloskey, Harbormaster

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How did this year's Beano revenues compare to 1983? In every category, they broke records. Gross revenues, for example, exceeded last year's mark by over \$10 million, with the final 1984 total coming to \$270,323,860.

Scholarships were made possible because of Beano. So were teachers' salaries, books for libraries and equipment for schools. Non-profit athletic activities, drum corps and bands were kept going, too.

Contributions were made to Cerebral Palsy, Muscular Dystrophy, the March of Dimes and many other worthwhile charities. Needy families were helped and public ambulance services were funded through Beano. Religious buildings and supplies also were beneficiaries.

The list of those who were aided by the Lottery's Beano Division goes on and on. The fact is, we helped in ways most people never imagined.

Because of our pioneering efforts in developing accountability and operational approaches and controls, the Beano Division of The Massachusetts State Lottery remains a leading authority on charitable fundraising. Our financial and security controls, our inspection procedures and our attention to the details of record-keeping, have allowed us to grow rapidly, and will help us continue to maintain this record of growth.

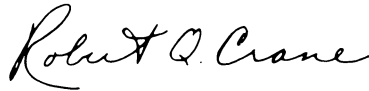
As we review 1984, one thing is clear. It was a year of tremendous successes for us. But that is only part of the story. It was also a year of tremendous value to Massachusetts, because as we have grown, every citizen of Massachusetts has benefited.

The people of Massachusetts have

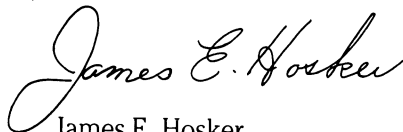
supported the Lottery to a degree that was unprecedented, and frankly, unexpected. And in return, we have supported the people of the Commonwealth with unprecedented distributions to their home towns.

We have succeeded by encouraging innovation in everything we do, from the design of our games to the configurations of our computerized betting terminals.

In the coming year, we will continue to innovate. And we will continue to grow. In 1985, as in 1984, Massachusetts will be a better place to live, at least in part, because of our work.



Robert Q. Crane
Treasurer and Receiver General
Chairman
Massachusetts State Lottery

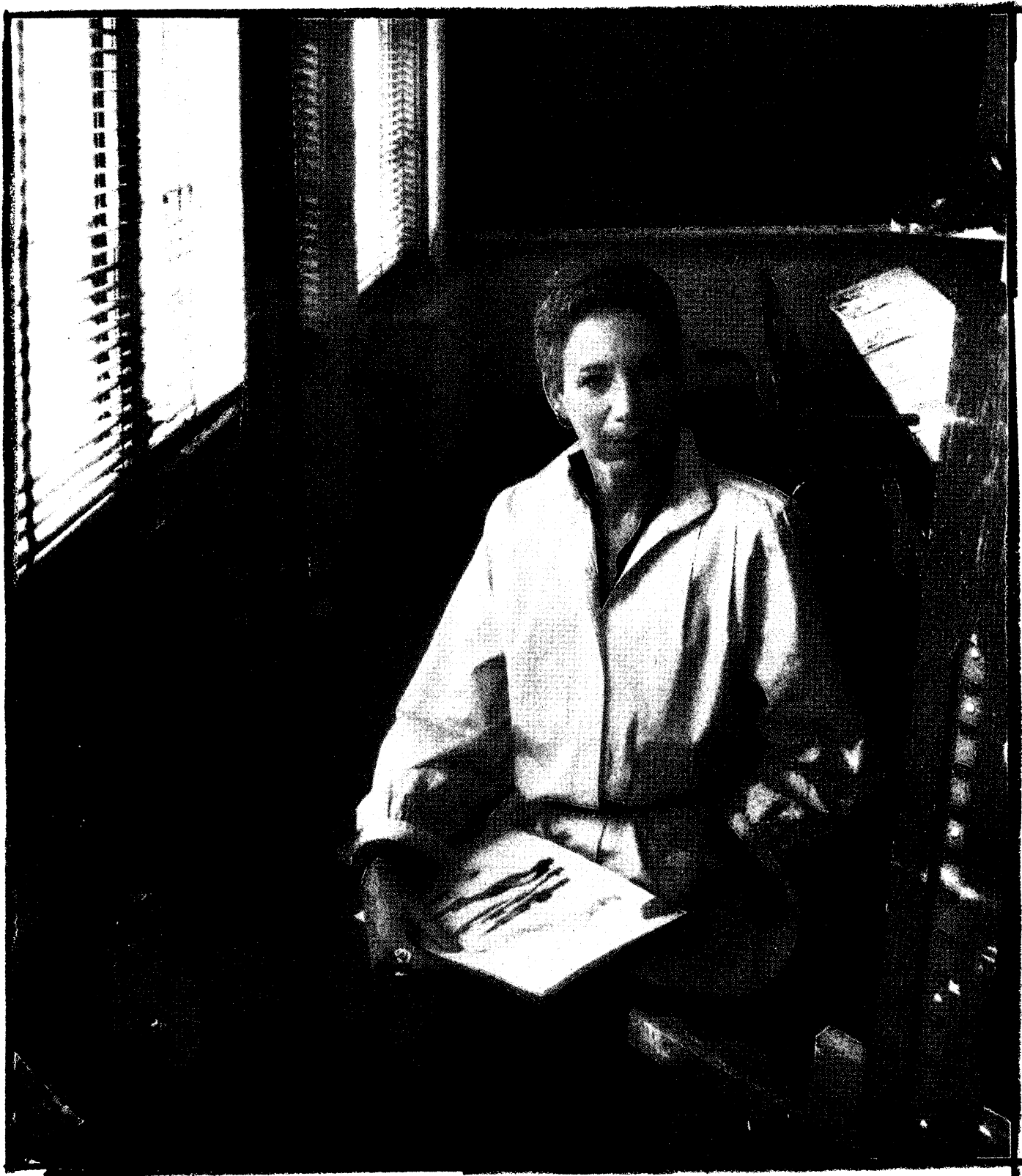


James E. Hosker
Executive Director
Massachusetts State Lottery

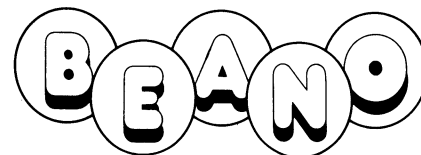
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Lottery Commissioners:

Charles V. Barry
Joseph P. McDonough
Ellen M. O'Connor
Frederick S. Pillsbury, Esq.

"I've wanted to teach watercolor techniques to the elderly for some time, but it was Beano distributions that made it possible. The students really do look forward to this every week."



Yvonne Shukovsky, Art Instructor



**Beano and
Charity Game Tickets**

\$180.3 Million reported by Beano Licensees from the sale of Beano Cards and Paper Strips. During any one week, there are over 200,000 Beano players attending the games.

\$69.4 Million reported from Charity Game Ticket Sales. During 1984 there were 225,577,728 Charity Game Tickets sold to Beano players.

\$36.5 Million available for charities throughout the Commonwealth from the combination of selling Beano cards, paper strips and Charity Game Tickets during 1984. With 74% of Gross Revenue going back to the players in prizes they not only enjoy the chance to win money, they have hours of socializing, excitement and fun.

**Raffles and Bazaars
(including Las Vegas Nights)**

\$16.4 Million reported by Raffle and Bazaar Permittees.

\$4.2 Million reported from the conduct of Las Vegas Nights. \$9.0 Million available for charities throughout the Commonwealth from Raffle/Bazaar and Las Vegas activities.

**Senior Citizen
Recreational Beano**

On March 16, 1984, Chapter 619, Acts of 1983 allowed the conduct of Recreational Beano at Senior Citizen's or Golden Age Clubs for the recreation of members. The enactment of this law allowed organizations composed of persons sixty years of age or older to conduct *Recreational Beano* within the guidelines of the Rules and Regulations promulgated for Recreational Beano.

During 1984, the Lottery Commission issued 697 Certificates to Senior Citizen/Golden Age groups, at no cost, for the purpose of Recreational Beano.

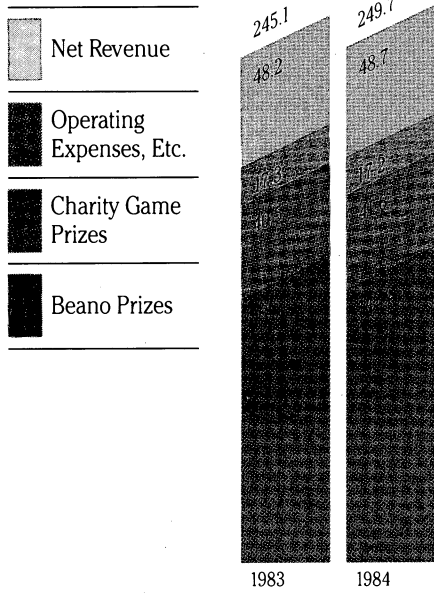
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Beano became legal in the Commonwealth of Massachusetts on September 29, 1971. Effective September 4, 1973, Chapter 729 of the Acts of 1973 transferred responsibility for the control of the operation of Beano from the Massachusetts Department of Public Safety to the Massachusetts State Lottery Commission. By authority conferred in Section 38 of Chapter 10 of the General Laws, Rules and Regulations controlling Beano were adopted on March 1, 1974 and amended on October 4, 1974 and July 24, 1980.

Beano Revenue

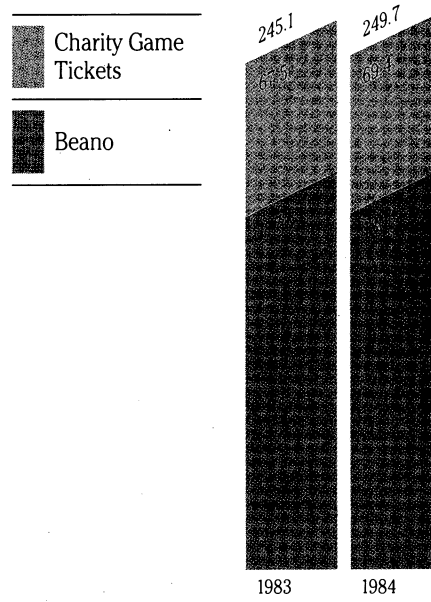
For the calendar year 1984 gross revenue reported from Beano licensees was as follows:

Beano gross receipts... \$249.7 Million appropriated by organization as follows:

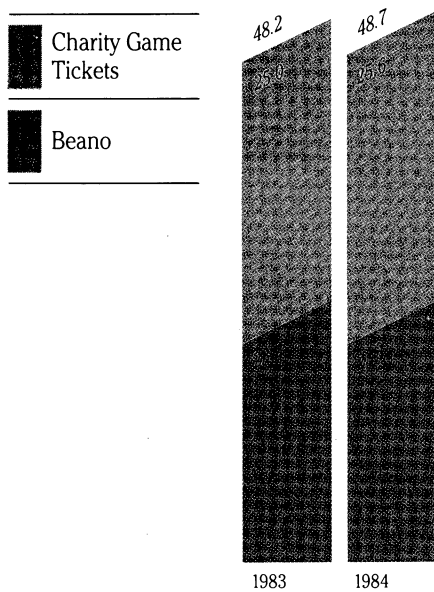
(in millions of dollars)



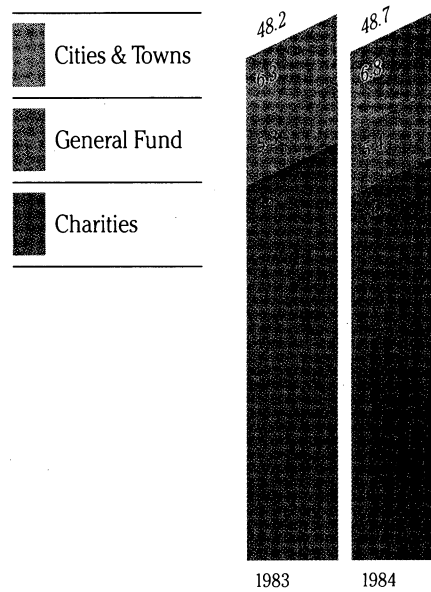
Gross Revenue
(in millions of dollars)



Source of Net Revenue
(in millions of dollars)

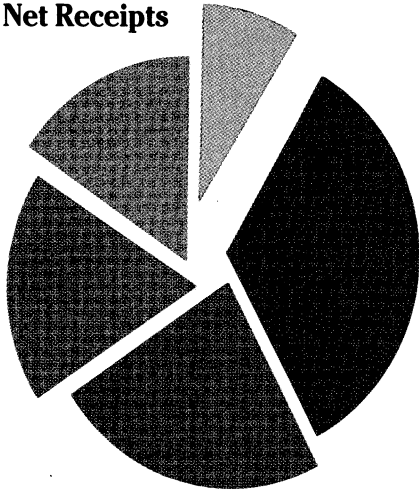


Distribution of Net Revenue
(in millions of dollars)



Proceeds For Charity

Breakdown of Reported Charitable Expenditures of Beano and Charity Games Net Receipts



Religious	\$12,629,657	34.1%
Other	\$8,630,669	23.3%
Educational	\$6,870,543	18.5%
Charitable	\$5,649,275	15.3%
Youth Activities	\$3,275,682	8.8%
Total Funds	\$37,055,826*	

*The variance between the Charitable Expenditures and Proceeds for Beano Charities resulted from revenues generated in prior years being expended during 1984. On August 15, 1980, all Beano Licensees were notified that as a result of an amendment to the Beano Regulations (Chapter 961 CMR 3:00) there would be a limit on the amount of Net Beano Proceeds remaining undistributed to the lesser of \$50,000 or one calendar year's Net Proceeds.

Religious

Expenditures for Religious Purposes and Activities, e.g. Cleric's Salaries, Maintenance of Religious Buildings, Purchase of Religious Supplies.

Youth Activities

Non-Profit Athletic Activities, Drum Corps (Buses and Operations). High School Athletic Bands. Donations to Organized Youth Activities for Athletic, Recreational, Civic, Oratorical Contests, Picnics and the like, including Travel and Entertainment.

Charitable

Cerebral Palsy, Muscular Dystrophy, Heart Fund, March of Dimes, Retarded Children, Senior Citizen's Activities and Other Charities Approved by the Internal Revenue Service as Tax Exempt Charitable Organizations.

Educational

Scholarships where Recipients are not limited to Children of the Members of the Licensee and Selection Committee; Teachers' Salaries, Exchange Student Funds, Books for Libraries and Equipment for Schools or Other Educational Organizations.

Other

Firemen's Activities, Patriotic, Public Ambulance or Rescue Service, Handicapped Children, Hospital Donations, Children's Christmas Parties, Police Relief, Maintenance & Operational Expenses, Aid to Needy Families, Environmental Use for Town.

Beano Taxes

Calendar year taxes paid to the Massachusetts State Lottery Commission by Beano Licensees. . . . \$9.0 Million

Appropriated as follows:

Three-fifths to the
General Fund \$5.4 Million
Two-fifths to the Lottery for expenses of controlling Beano* . . . \$3.6 Million

*Any unappropriated balance goes to Local Aid Fund.

Charity Game Tickets

Gross receipts from sale of Charity Game Tickets to Beano organizations \$6.9 Million

Appropriated as follows:

Maximum 50% allowed expenses for purchasing and selling tickets. Any money not so expended (but at least 50%) goes to Local Aid Fund.

Beano and Charity Game Licenses

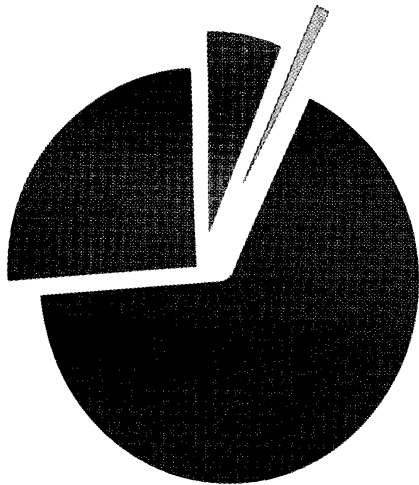
(\$50.00 per annum) \$46,000

Appropriated as follows:

All license fees to the Commission, subject to appropriation.

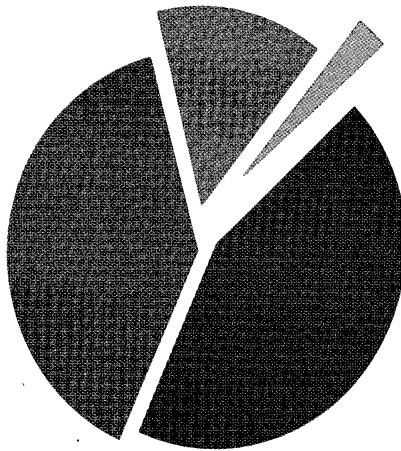
Beano Summary of Revenues, Calendar Year 1984

Gross Revenue



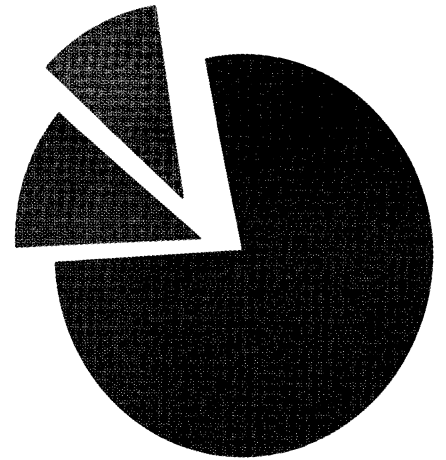
Beano	\$180,340,991	66.7%
Charity Games	\$69,386,784	25.7%
Raffles	\$16,356,314	6.1%
Bazaars and Las Vegas Nights	\$4,239,771	1.5%
Total Funds	\$270,323,860	

Source of Distributed Funds (Net Revenue)



Charity Games	\$25,613,611	43.6%
Beano	\$23,098,892	39.3%
Raffles	\$8,341,719	14.2%
Bazaars and Las Vegas Nights	\$1,738,306	2.9%
Total Funds	\$58,792,528	

Recipients of Distributed Funds



Charities	\$45,561,232	77.5%
Cities & Towns	\$6,792,598	11.6%
General Fund	\$6,438,698	10.9%
Total Funds	\$58,792,528	

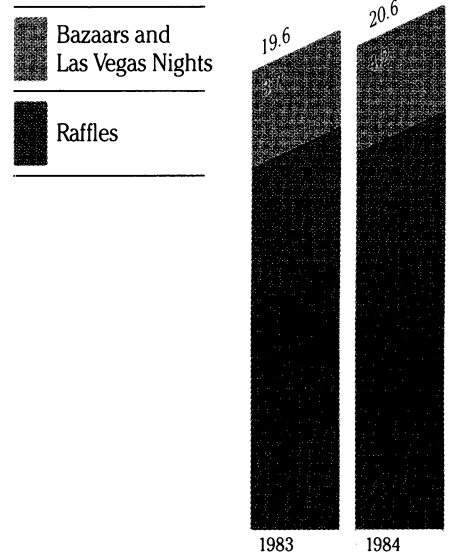
Raffle and Bazaars (including Las Vegas Nights)

1984 Calendar Year taxes paid to the Lottery Commission by Raffle/Bazaar Licensees \$1,029,803

Appropriated as follows:
All sums received by the Commission from the tax imposed are paid into the Treasury of the Commonwealth.

Of the \$20.6 Million spent on Raffle and Bazaar activities the Net Revenue available for Distribution for these activities were as follows:
Available for Charities . . . \$9,007,824
Tax (for the General Fund) \$1,029,803
Total \$10,037,627

Gross Revenue (in Millions of Dollars)



1983 1984

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**Summary of Financial Statements by Cities
and Towns Conducting Beano for the Period
January 1, 1984 - December 31, 1984**

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Abington	13,517	5	1,300,544	18.22	63,609	126,271	178,727	304,998
Acushnet	8,704	1	251,503	15.74	12,575	26,351	36,602	62,953
Adams	10,381	2	336,333	16.42	16,817	37,218	15,239	52,457
Agawam	26,271	5	713,284	16.19	35,664	49,084	76,168	125,252
Amesbury	13,971	1	169,567	13.86	8,476	26,285	12,879	39,164
Andover	26,370	1	167,427	13.20	8,371	(2,591)	26,620	24,029
Arlington	48,219	3	485,381	17.65	24,197	(8,163)	64,551	56,388
Ashburnham	4,075	2	222,856	15.52	11,148	12,276	17,156	29,432
Athol	10,634	1	154,138	18.13	7,687	(2,581)	17,549	14,968
Attleboro	34,196	8	1,992,642	17.56	99,632	247,993	237,112	485,105
Auburn	14,845	3	626,650	20.13	31,308	40,113	18,122	58,235
Ayer	6,993	1	95,405	14.51	4,772	(16,001)	19,995	3,994
Barnstable	30,898	8	1,522,744	16.58	76,253	164,088	209,659	373,747
Barre	4,102	1	67,809	18.52	3,393	(1,519)	2,663	1,144
Bellingham	14,300	2	475,745	15.78	23,791	133,448	19,319	152,767
Belmont	26,100	2	313,044	17.61	15,774	(18,693)	33,765	15,072
Beverly	37,655	4	746,128	14.57	37,304	27,640	122,541	150,181
Billerica	36,727	6	919,856	16.09	45,988	(10,496)	138,690	128,194
Blackstone	6,570	2	351,011	18.38	17,541	37,518	21,749	59,267
Boston	562,994	79	16,896,090	18.97	839,226	1,428,972	2,464,640	3,893,612
Bourne	13,874	6	1,000,889	17.83	50,095	115,649	126,653	242,302
Braintree	36,337	5	1,265,559	20.38	63,331	149,839	199,717	349,556
Brewster	5,226	1	172,543	15.54	8,632	35,254	16,967	52,221
Bridgewater	17,202	1	180,054	16.89	9,025	2,250	23,072	25,322
Brockton	95,172	19	5,052,331	19.59	252,333	358,436	641,009	999,445
Brookline	55,062	4	552,222	18.93	27,330	38,846	55,707	94,553
Burlington	23,486	2	368,204	18.45	18,410	456	52,334	52,790
Cambridge	95,322	16	2,491,364	20.09	124,788	181,883	301,586	483,469
Canton	18,182	3	546,259	18.86	27,313	(6,615)	71,035	64,420
Charlemont	1,149	1	55,584	21.83	2,779	(1,543)	5,353	3,810
Charlton	6,719	1	94,088	18.51	4,708	279	4,646	4,925
Chatham	6,071	1	122,089	17.08	6,105	20,605	13,140	33,745
Chelmsford	31,174	3	556,450	15.22	27,823	7,472	91,551	99,023
Chelsea	25,431	11	1,733,125	18.68	86,649	36,791	238,751	275,542
Chicopee	55,112	19	4,470,579	16.23	223,912	651,490	283,702	935,192
Clinton	12,771	3	422,872	19.18	21,149	14,691	19,822	34,513
Colrain	1,552	1	75,747	20.13	3,787	5,335	6,745	12,080
Dalton	6,797	1	144,656	17.78	7,230	(1,919)	16,530	14,611
Danvers	24,100	4	1,041,570	15.31	52,080	87,499	179,262	266,761
Dartmouth	23,966	5	962,448	14.65	48,131	87,260	154,281	241,541

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City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Dedham	25,298	2	518,882	19.57	25,939	31,629	56,598	88,227
Deerfield	4,517	2	274,421	19.28	13,725	24,302	21,182	45,484
Dennis	12,360	2	242,201	17.07	12,140	15,488	28,385	43,873
Dracut	21,249	4	497,026	15.56	24,804	(39,247)	74,286	35,039
Dudley	8,717	2	278,157	19.60	13,908	33,366	0	33,366
East Bridgewater	9,945	1	181,522	18.32	9,074	(9,560)	12,812	3,252
East Longmeadow	12,905	1	69,968	13.67	3,499	6,145	5,167	11,312
Eastham	3,472	1	134,633	18.23	6,591	(1,248)	14,495	13,247
Easthampton	15,580	3	473,606	19.11	23,677	67,221	29,571	96,792
Easton	16,623	1	173,495	17.87	8,675	(8,799)	19,962	11,163
Edgartown	2,204	1	51,239	18.99	2,572	90	0	90
Everett	37,195	9	1,541,187	18.66	77,034	90,852	198,909	289,761
Fairhaven	15,759	1	110,547	12.45	5,527	(4,428)	19,285	14,857
Fall River	92,574	16	2,536,090	13.46	126,849	153,899	525,826	679,725
Falmouth	23,640	4	476,425	15.62	23,826	10,518	47,810	58,328
Fitchburg	39,580	15	3,862,056	20.27	192,660	262,945	330,290	593,235
Foxborough	14,148	1	52,823	14.48	2,589	(5,143)	8,462	3,319
Framingham	65,113	8	1,284,345	20.01	64,427	196,566	100,116	296,682
Franklin	18,217	2	322,456	16.89	16,124	10,595	31,508	42,103
Gardner	17,900	10	1,561,821	15.98	78,117	101,221	154,808	256,029
Georgetown	5,687	1	41,273	12.68	2,064	2,169	3,312	5,481
Gloucester	27,768	4	583,010	15.63	29,149	18,432	87,522	105,954
Grafton	11,238	1	147,690	17.35	7,385	6,468	7,403	13,871
Granby	5,380	2	183,644	18.73	9,182	18,919	13,002	31,921
Granville	1,204	1	31,545	12.73	1,571	(905)	2,065	1,160
Great Barrington	7,405	1	190,073	16.49	9,557	36,603	18,026	54,629
Greenfield	18,436	3	404,167	19.94	20,208	(1,801)	33,442	31,641
Groton	6,154	1	44,897	11.37	2,276	(3,842)	4,296	454
Hadley	4,125	1	157,668	17.62	7,883	31,841	11,468	43,309
Hamilton	6,960	1	108,046	14.81	5,383	(358)	15,773	15,415
Hanover	11,358	4	1,003,470	18.08	50,166	23,235	146,639	169,874
Hanson	8,617	1	183,689	16.13	9,184	(4,436)	21,721	17,285
Hardwick	2,272	1	135,255	18.90	6,763	14,102	14,511	28,613
Haverhill	46,865	6	946,824	12.53	47,342	109,938	149,863	259,801
Hingham	20,339	2	361,313	18.38	17,998	41,130	42,665	83,795
Hinsdale	1,707	1	42,555	13.50	2,179	(9,348)	7,812	(1,536)
Holbrook	11,140	3	720,247	20.27	35,991	53,066	86,322	139,388
Holden	13,336	1	128,346	20.54	6,417	(6,803)	5,889	(914)
Holland	1,589	1	28,042	15.17	1,393	(599)	1,606	1,007
Holliston	12,622	2	282,870	17.26	14,143	13,207	32,820	46,027
Holyoke	44,678	11	1,907,471	15.60	95,340	269,693	103,112	372,805
Hudson	16,408	5	1,172,378	19.43	58,599	224,779	94,070	318,849
Hull	9,714	2	248,310	18.16	12,424	1,090	28,245	29,335
Ipswich	11,158	3	409,633	14.66	20,481	32,979	55,044	88,023
Kingston	7,362	3	678,035	18.95	33,889	55,630	93,597	149,227

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Lakeville	5,931	2	198,608	15.28	9,930	15,769	10,951	26,720
Lawrence	63,175	21	4,229,489	12.71	211,453	73,149	839,088	912,237
Lee	6,247	2	209,215	17.24	10,470	36,916	23,616	60,532
Leicester	9,446	2	284,538	22.24	14,226	(3,179)	9,638	6,459
Lenox	6,523	1	3,646	13.21	185	(66)	417	351
Leominster	34,508	10	1,983,248	18.80	97,759	57,696	212,478	270,174
Lexington	29,479	1	220,918	19.04	11,046	(299)	24,802	24,503
Littleton	6,970	1	171,318	13.77	8,566	28,806	25,740	54,546
Lowell	92,418	17	3,493,723	15.23	167,748	108,171	649,127	757,298
Ludlow	18,150	5	990,305	18.93	49,493	43,936	31,823	75,759
Lynn	78,471	19	3,453,849	15.43	172,781	252,079	460,082	712,161
Lynnfield	11,267	2	437,389	17.27	21,874	18,641	73,741	92,382
Malden	53,386	13	3,104,213	18.67	155,220	407,961	406,953	814,914
Manchester	5,424	1	182,286	17.25	9,115	4,682	17,407	22,089
Marblehead	20,126	2	303,004	16.11	15,150	(12,177)	47,044	34,867
Marion	3,932	1	147,569	18.94	7,377	2,867	12,859	15,726
Marlborough	30,617	5	1,013,788	18.81	50,812	176,469	86,461	262,930
Marshfield	20,916	2	200,502	14.55	10,025	(21,158)	34,587	13,429
Mattapoisett	5,597	2	212,799	14.16	10,640	(11,150)	33,939	22,789
Maynard	9,590	6	687,645	18.62	34,380	18,642	98,310	116,952
Medfield	10,220	1	145,836	16.16	7,634	(9,933)	23,721	13,788
Medford	58,076	9	2,255,808	18.15	112,406	195,307	355,660	550,967
Medway	8,447	2	508,740	17.92	25,437	66,247	70,072	136,319
Melrose	30,055	4	623,703	19.23	31,235	(26,269)	87,326	61,057
Mendon	3,108	1	224,683	18.22	11,238	31,400	17,951	49,351
Merrimac	4,451	1	52,797	14.28	2,638	(5,113)	10,001	4,888
Methuen	36,701	2	209,734	12.25	10,341	(243)	43,584	43,341
Milford	23,390	2	327,827	17.33	16,398	(499)	39,691	39,192
Millbury	11,808	2	374,849	22.78	18,752	32,403	7,837	40,240
Milton	25,860	3	1,075,424	21.30	53,771	170,542	156,756	327,298
Montague	8,011	1	119,778	21.22	5,989	(247)	6,136	5,889
Nahant	3,947	1	162,273	15.12	8,114	11,773	24,547	36,320
Nantucket	5,087	1	20,640	13.23	1,032	390	0	390
Natick	29,461	3	498,445	15.88	24,909	24,833	66,157	90,990
New Bedford	98,478	14	2,606,961	14.64	130,245	228,312	385,013	613,325
Newbury	4,529	1	136,883	16.11	6,844	6,759	13,237	19,996
Newburyport	15,900	3	509,810	15.73	25,534	27,474	60,992	88,466
Newton	83,622	3	629,468	18.19	31,473	14,794	71,385	86,179
North Adams	18,063	6	990,040	19.33	49,503	102,542	33,425	135,967
North Andover	20,129	3	327,063	14.85	16,351	(21,124)	63,789	42,665
North Attleboro	21,095	2	480,439	18.23	24,022	17,070	59,571	76,641
North Brookfield	4,150	1	114,785	18.58	5,739	(4,652)	6,641	1,989
North Reading	11,455	1	107,016	16.18	5,447	(12,429)	9,720	(2,709)
Northampton	29,286	8	1,163,774	18.89	58,076	63,752	89,665	153,417
Northbridge	12,246	4	776,874	19.04	38,844	47,262	48,021	95,283

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Norton	12,690	1	313,374	17.55	15,669	56,276	31,281	87,557
Norwood	29,711	5	960,525	16.16	47,875	56,037	166,005	222,042
Oak Bluffs	1,984	2	86,368	18.08	4,326	15,140	(126)	15,014
Orange	6,844	3	598,341	19.46	29,916	41,295	42,882	84,177
Orleans	5,306	2	274,938	18.18	13,684	46,791	28,950	75,741
Oxford	11,680	1	136,833	20.06	6,842	(1,026)	8,225	7,199
Palmer	11,389	3	557,307	17.14	27,865	92,384	24,794	117,178
Peabody	45,976	10	2,027,407	16.27	100,898	46,325	289,923	336,248
Pembroke	13,487	4	1,036,731	18.62	51,842	81,716	161,863	243,579
Pepperell	8,061	2	153,871	12.83	7,691	(6,462)	31,961	25,499
Pittsfield	51,974	10	2,086,375	17.06	104,021	228,364	289,219	517,583
Plymouth	35,913	3	351,575	18.98	17,578	(27,125)	55,519	28,394
Provincetown	3,536	2	82,409	12.89	4,126	(11,328)	11,676	348
Quincy	84,743	16	3,677,155	18.58	183,788	395,224	526,097	921,321
Randolph	28,218	6	1,196,777	18.09	59,838	62,931	157,781	220,712
Reading	22,678	2	273,347	16.01	13,665	31,238	50,106	81,344
Revere	42,423	11	1,940,795	17.73	97,004	79,025	245,552	324,577
Rockland	15,695	3	602,384	16.09	30,121	32,026	76,696	108,722
Russell	1,570	1	102,604	18.86	5,180	129	5,941	6,070
Rutland	4,334	1	63,255	19.59	3,162	(2,790)	2,834	44
Salem	38,220	9	2,074,847	15.23	103,557	205,223	345,132	550,355
Salisbury	5,973	1	128,677	15.96	6,433	(15,408)	14,314	(1,094)
Sandwich	8,727	1	163,639	19.52	8,182	471	16,156	16,627
Saugus	24,746	3	485,541	14.61	24,205	(1,186)	78,014	76,828
Scituate	17,317	2	116,877	14.65	5,844	(15,647)	22,368	6,721
Sharon	13,601	3	775,810	20.28	38,565	10,627	132,837	143,464
Shrewsbury	22,674	4	1,294,912	21.83	64,741	156,210	27,771	183,981
Somerville	77,372	18	3,766,369	18.95	187,593	468,091	624,073	1,092,164
South Hadley	16,399	2	339,984	16.23	17,037	41,556	26,146	67,702
Southbridge	16,665	5	1,360,792	19.76	68,039	230,823	71,466	302,289
Southwick	7,382	4	539,650	18.12	26,899	46,143	37,738	83,881
Spencer	10,774	2	416,206	18.91	20,765	29,898	10,652	40,550
Springfield	152,319	35	9,101,610	17.62	455,046	1,534,987	561,656	2,096,643
Stoneham	21,424	3	772,382	19.27	38,623	69,856	126,651	196,507
Stoughton	26,710	6	1,567,155	20.45	78,361	63,802	214,987	278,789
Sudbury	14,027	1	177,998	12.74	8,900	16,448	22,469	38,917
Sutton	5,855	1	171,037	22.43	8,552	12,301	9,027	21,328
Swansea	15,461	2	249,298	12.62	12,465	8,458	65,093	73,551
Taunton	45,001	8	1,979,020	17.35	98,925	299,193	195,927	495,120
Tewksbury	24,635	4	879,793	16.75	44,002	45,148	173,436	218,584
Tisbury	2,972	1	34,900	18.93	1,745	958	0	958
Townsend	7,201	1	32,921	14.93	1,646	(3,866)	4,501	635
Upton	3,886	1	89,803	17.15	4,490	8,172	5,723	13,895
Uxbridge	8,374	2	311,117	17.66	15,634	1,540	16,683	18,223
Wakefield	24,895	4	1,042,926	17.20	52,195	135,203	187,526	322,729

City/Town	Population*	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Walpole	18,859	1	273,654	17.65	13,683	40,151	34,556	74,707
Waltham	58,200	11	2,573,197	19.28	128,919	280,463	271,412	551,875
Ware	8,953	1	372,680	16.99	18,634	37,338	19,617	56,955
Wareham	18,457	4	650,665	17.76	32,534	56,966	43,602	100,568
Watertown	34,384	9	1,906,636	19.03	95,287	190,906	198,714	389,620
Webster	14,480	2	547,946	19.73	27,397	62,112	20,719	82,831
Wellesley	27,209	1	46,991	15.29	2,350	(10,118)	4,692	(5,426)
West Bridgewater	6,359	1	268,457	17.66	13,423	41,095	33,875	74,970
West Springfield	27,042	5	485,930	16.44	24,290	43,808	34,961	78,769
Westborough	13,619	1	155,573	19.58	7,799	(5,117)	9,266	4,149
Wesfield	36,465	7	1,336,517	16.53	66,557	185,343	80,306	265,649
Wesftord	13,434	1	42,065	11.88	2,112	(7,906)	9,842	1,936
Westport	13,763	3	604,673	14.20	30,230	24,855	125,691	150,546
Westwood	13,212	1	557,377	20.35	27,869	95,589	79,760	175,349
Weymouth	55,601	11	2,144,045	17.53	106,880	134,774	290,264	425,038
Whitman	13,534	5	791,177	18.95	39,556	(8,896)	85,323	76,427
Wilbraham	12,053	1	231,096	17.58	11,555	5,912	4,835	10,747
Wilmington	17,471	1	115,335	17.03	5,773	(15,673)	15,759	86
Winchendon	7,019	1	199,366	15.51	9,968	14,284	28,694	42,978
Winchester	20,701	3	760,058	18.47	38,013	86,357	109,380	195,737
Windsor	598	1	49,471	15.40	2,473	2,469	3,588	6,057
Winthrop	19,294	4	635,706	21.01	31,789	73,304	37,115	110,419
Woburn	36,626	10	2,102,293	18.20	105,119	38,050	307,745	345,795
Worcester	161,799	33	9,091,281	21.07	430,525	1,420,799	182,159	1,602,958
Yarmouth	18,449	1	131,324	14.76	6,566	24,043	18,122	42,165
Grand Totals	5,070,896*	916*	180,340,991	17.25	8,974,898	15,476,957	21,092,789	36,569,746

* Total Population of cities and towns with Beano Activity.

These figures were taken from the 1980 U.S. Department of Commerce, Bureau of the Census.

** Of the 916 Number of Licensees, 14 games terminated during 1984.

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**Summary of Financial Statements by County for
the Period January 1, 1984 - December 31, 1984**

County	Population**	Number of Licensees	Gross Beano Receipts	Per Capita Spending	5% Tax	Beano Net Profit (Loss)	Charity Games Profit (Loss)	Total Profit (Loss) Beano & Charity Games
Barnstable	147,925	30	4,189,200	16.77	209,608	421,580	517,517	939,097
Berkshire	145,110	28	4,052,365	17.43	202,434	432,779	407,872	840,651
Bristol	474,641	62	12,395,121	15.34	619,534	1,135,192	1,870,139	3,005,331
Dukes	8,942	3	172,507	18.51	8,642	16,188	(126)	16,062
Essex	633,632	107	18,858,898	14.53	942,159	902,754	3,017,318	3,920,072
Franklin	64,317	11	1,528,038	19.79	76,405	67,340	115,741	183,081
Hampden	443,018	101	20,565,909	16.98	1,028,263	2,927,547	1,253,874	4,181,421
Hampshire	138,813	19	2,766,983	18.02	138,270	250,720	205,862	456,582
Middlesex	1,367,034	191	37,457,637	17.95	1,865,814	2,882,616	5,222,185	8,104,801
Nantucket	5,087	1	20,640	13.23	1,032	390	0	390
Norfolk	606,587	79	17,383,679	18.70	868,456	1,481,539	2,386,195	3,867,734
Plymouth	405,437	66	13,766,612	18.39	686,573	740,505	1,760,068	2,500,573
Suffolk	650,142	103	21,205,718	18.49	1,054,669	1,618,093	2,986,058	4,604,151
Worcester	646,352	115	25,977,684	19.80	1,273,039	2,599,714	1,350,086	3,949,800
Total by Counties	5,737,037	916	180,340,991	17.24	8,974,898	15,476,957	21,092,789	36,569,746

** These figures were taken from the 1980 State Census.

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Types of Organizations Conducting Beano

Type	Number as of December 31, 1984
Church or Religious	502
Fraternal	252
Veterans Organization Chartered by the Congress of the United States or included in Clause (12) of Section Five of Chapter 40 of the General Laws	88
Non-Profit Athletic Association	42
Volunteer Non-Profit Fire Company or Volunteer Non-Profit Ambulance Service	10
Non-Profit Organization for the Interest of Retarded Children	7
Boston Firemen's Relief Fund	1
Total	902

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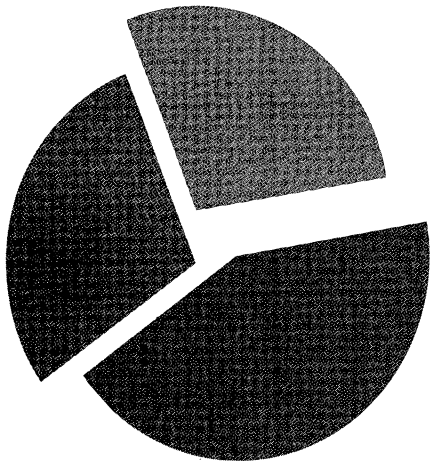
Games by Occasion Day




Day	Number
Monday	129
Tuesday	144
Wednesday	132
Thursday	156
Friday	133
Saturday	69
Sunday	139
Total	902

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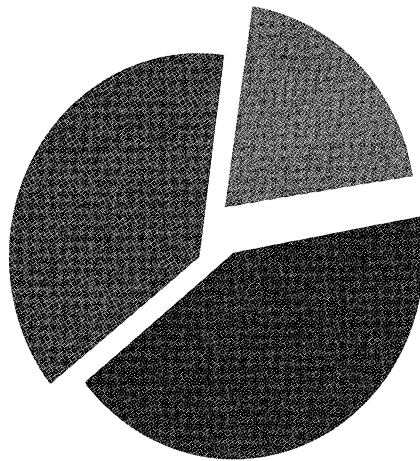
1984 Summary of Revenues Twelve Months Ended November 30, 1984




Gross Revenue Total Funds
\$961,199,477



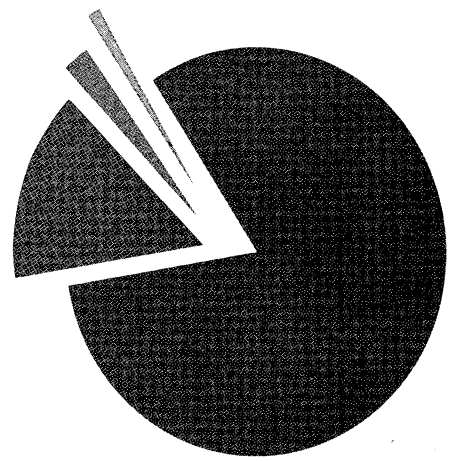
 Lottery	\$412,585,666	42.9%
 Arts Lottery	\$277,597,837	28.9%
 Beano	\$271,015,974	28.2%





Source of Distributed Funds (Net Revenue)
\$300,133,726



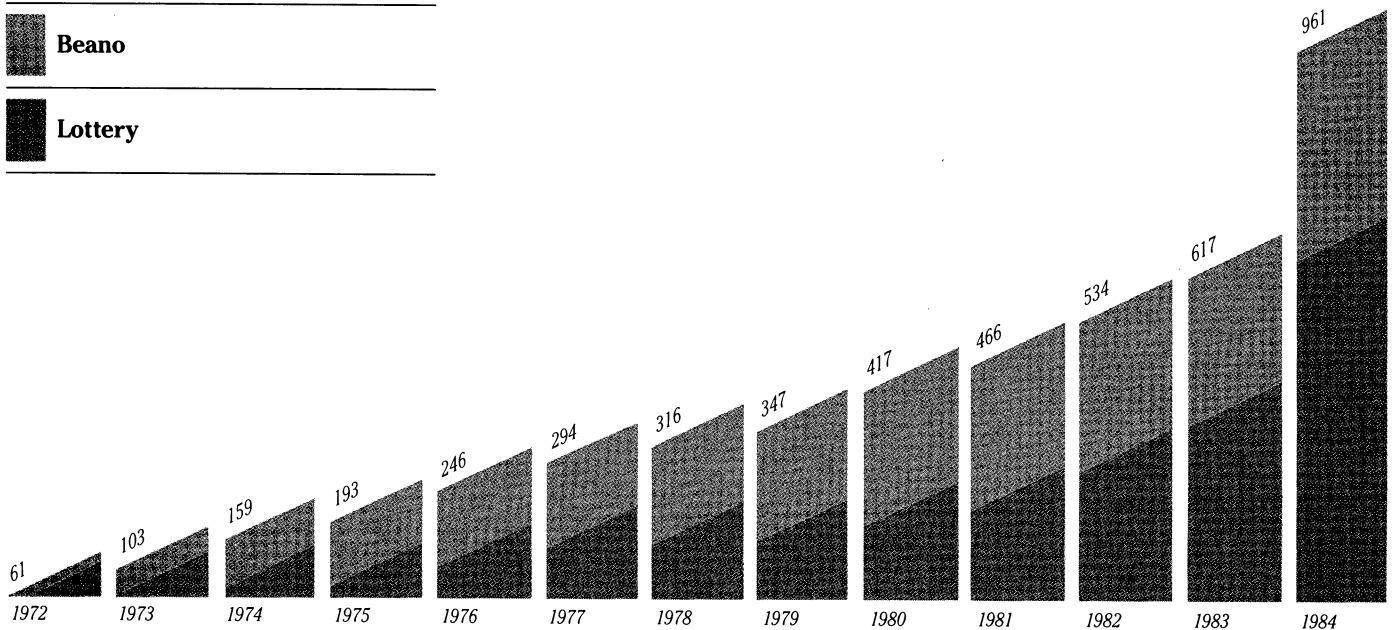
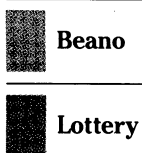
 Lottery	\$126,307,632	42.1%
 Arts Lottery	\$114,616,498	38.2%
 Beano	\$59,209,596	19.7%

Recipients of Distributed Funds Total Funds
\$300,133,726



 Cities & Towns	\$244,861,272	81.6%
 Charities	\$45,726,026	15.2%
 General Fund	\$6,438,698	2.2%
 Arts Councils	\$3,107,730	1.0%

1972-1984 Gross Revenue Lottery & Beano (\$ Millions)



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Massachusetts State Lottery Commission Statements Of Operations
Twelve Months Ended November 30, 1984

Lottery

Revenues:

Numbers Game sales	\$306,197,806
Instant Game ticket sales	80,176,046
Weekly Game ticket sales	10,686,465
Season ticket plan sales	12,534,578
Equipment rentals	1,395,278
Interest on invested funds	1,591,361
Other income	4,132
	<hr/>
	412,585,666

Allocation of Revenues:

Prizes	236,768,160
Other expenses:	
Agents commissions	19,948,116
Operating expenses:	
Salaries and wages	8,848,728
Advertising and promotion expense	6,949,999
Rent - office and equipment	7,537,255
Printing, office supplies and expense	4,585,625
Agents bonuses	2,574,819
Other operating expenses	4,638,046
MSLC Operating expense allocation	(6,659,008)

Total other expenses	48,423,580
Total prizes and other expenses	285,191,740

Net Revenue \$127,393,926

Distribution of Funds:

Cities and towns	
Lottery net revenues per statement of operations	\$127,393,926
Lottery net revenues undistributed at Nov. 30, 1984	(1,067,028)
Lottery net revenues undistributed at Nov. 30, 1983	(19,266)
	<hr/>
	\$126,307,632

Arts Lottery

Revenues:

Megabucks Game sales	\$277,237,787
Interest on invested funds	360,050
	<hr/>
	277,597,837

Allocation of Revenues:

Prizes	138,211,410
Other expenses:	
Agent commissions	13,829,904
Operating expenses:	
MSLC operating expense allocation	5,903,008
Advertising and promotion expense	2,074,370
Printing, office supplies and expense	978,260
Agent bonuses	1,971,170
Other operating expenses	13,217

Total other expenses 24,769,929

Total prizes and other expenses 162,981,339

Net Revenue \$114,616,498

Distribution of Funds:

Arts Council expenditures	
& Local Arts Councils	\$3,107,730
Local Aid Fund	111,508,768 (1)
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	\$114,616,498

(1) Actual distributions are made on July 1 and January 1 of each year

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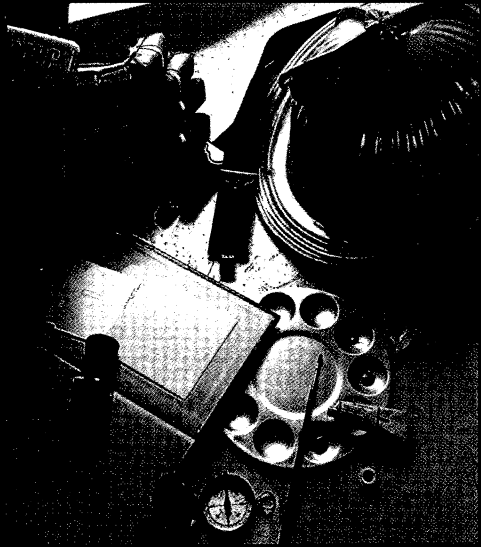
Massachusetts State Lottery Commission
Beano Division Statement of Operations
Twelve Months Ended November 30, 1984

Statement Of Operations By Beano Licensees
Twelve Months Ended November 30, 1984

Revenues:	
Charity Game ticket sales	\$6,981,616
License Fees	46,000
Beano Tax	9,014,805
Raffle & Bazaar Tax	1,029,761
Miscellaneous	8,111
	<u>17,080,293</u>
Expenses:	
Salaries and wages	1,173,515
Printing, office supplies and expense	1,790,892
Other operating expenses	884,590
Total expenses	<u>3,848,997</u>
Net Revenue	<u>\$13,231,296</u>
Distribution of Funds:	
Cities and towns	
Beano net revenues from Lottery operations	\$6,792,598
Beano net revenues undistributed at November 30, 1984	9,617
Beano net revenues undistributed at November 30, 1983	242,657
	<u>\$7,044,872</u>
General Fund	
Beano net revenues from Lottery operations	<u>\$6,438,698</u>

Revenues:	
Beano Games	\$180,612,849
Charity Game Tickets	69,815,880
Raffle and Bazaars	20,587,245
	<u>271,015,974</u>
Allocation of Revenues:	
Prizes	
Beano Games	142,573,625
Charity Game Tickets	41,889,528
Raffle and Bazaars	10,293,623
Taxes:	
Beano Games	9,014,805
Raffle and Bazaars	1,029,761
Cost of Charity Game Tickets	6,981,616
Other Operating Expenses	13,506,990
Total prizes, taxes and expenses	<u>225,289,948</u>
Net Revenue	<u>\$45,726,026</u>
Distribution Of Funds:	
Charities	\$45,726,026

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Massachusetts State Lottery Commission
15 Rockdale Street
Braintree, Massachusetts 02184
Telephone 617•848•7755

5-698

Comm. from the Mass. State Lottery, transmitting a copy of its Annual Report for the year 1984.

In City Council,