



Nearly \$2 Billion and Counting for our Schools

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December 7, 2018

Select Board Chair Ryan Carter
Town of Allenstown
16 School St
Allenstown, NH 03275

Dear Select Board Chair Carter,

I'm reaching out to follow up on the letter sent to you earlier this fall about KENO 603 offered by the New Hampshire Lottery. To date, Keno sales have exceeded \$18 million, with \$10 million in sales since July 1, 2018. The game is currently offered in 66 cities and towns across New Hampshire at more than 160 retail locations that include bars, taverns, restaurants, and fraternal organizations.

We recently engaged the University of New Hampshire Survey Center in Durham to survey those retail locations about Keno's impact on their business. With an outstanding response rate of 70%, highlights of the survey show that

- three-quarters of those responding say that KENO 603 has brought in new customers, increased their total number of customers, and encouraged customers to stay longer;
- the vast majority say that offering the game has had a positive effect on their customers' overall experience; and
- nearly half say that their food and beverage revenues have increased since they began hosting KENO 603.

Municipalities have the option to allow Keno by voting for it at annual town meeting. With the warrant deadline fast approaching, we would be happy to send a Lottery representative to appear before the Board to talk about the legislation and game. You may also hear business owners in your community express their interest and request your support to place Keno on the warrant.

Enclosed is a brief summary of the survey and timeline of KENO 603. Please call our office with any questions about the bill, the benefits to local businesses, or to request a representative at 271-3391 Monday through Friday, 8 AM to 4 PM. Thank you for your consideration, and best wishes for the holiday season.

Sincerely,


Charlie McIntyre
Executive Director



Live Free or Die

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