



Nearly \$2 Billion and Counting for our Schools

GOVERNOR Christopher T. Sununu
CHAIRMAN Debra M. Douglas
COMMISSIONER Paul J. Holloway
COMMISSIONER J. Christopher Williams
EXECUTIVE DIRECTOR Charles R. McIntyre

September 17, 2018

Town Administrator Derik Goodine
Town of Allenstown
16 School St
Allenstown, NH 03275

Dear Town Administrator Goodine,

It's been just over a year since Governor Sununu signed SB 191 into law establishing Keno as a revenue source to fund full-day kindergarten in New Hampshire. It was only five months after the signing of that legislation that KENO 603 launched around the state on December 15, 2017.

At this time, 65 cities and towns have approved the sale of KENO 603. Communities from small towns in the North Country to cities in the southern tier now play host to more than 150 bars, taverns, and restaurants that offer the game. Keno is not only attracting new customers, it's increasing the general foot traffic to these establishments while generating critical revenue to fund kindergarten. Because of the entertainment value of the game, businesses are reporting increased food and beverage sales.

The law gives municipalities the option to allow the sale of Keno in their communities by placing it on their annual town meeting warrant for consideration by citizens. We are fielding calls every day from businesses in communities that have yet to approve Keno 603 year about their interest in offering the game.

The 2019 town meeting will be here before we know it, so we are reaching out to you now with Keno information for your consideration. We know that you may have concerns for us before you decide whether to place the article on the town warrant, and we're available to answer any questions you, the voters, or the business owners may have about KENO 603. If staff is available, we'd be happy to send a representative from the Lottery to appear before the Board to discuss the game in advance of the warrant deadline in early 2019.

Enclosed is an update about KENO 603, including game information, sales to date, sales commissions to establishments, and more. Please call our office at (603) 271-3391 Monday through Friday, 8 a.m. to 4 p.m. with any questions or to request a Lottery representative. We appreciate your time and look forward to the opportunity to talk with you and the Select Board.

Sincerely,

Charlie McIntyre
Executive Director



Live Free or Die

New Hampshire Lottery Commission 14 Integra Drive Concord New Hampshire 03301
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Who may sell KENO 603 in New Hampshire? Approved establishments that hold a valid liquor license (per RSA 284:51).

What language is used on the town warrant specific to the sale of KENO 603? Should the Selectmen decide to place KENO on the town warrant, the suggested language for that warrant article would be: *To see if the town will vote to allow the operation of KENO within the town pursuant to the provisions of NH RSA 284:41 through 51.* (Note that a public hearing on the question must be held fifteen to thirty days prior to town meeting.) Finally, the statute describes the wording to be used for the ballot question on KENO substantially as follows: *Shall we allow the operation of KENO games within the town?*

What were the KENO 603 net sales figures in Fiscal Year 2018 (from launch on December 15, 2017 to June 30, 2018)?

Ticket Sales: \$8,272,240
Retailer Sales Commission \$ 661,779

To date in Fiscal Year 2019 (starting July 1, 2018), KENO 603 is averaging over \$400,000 per week in ticket sales.

Does a business have to pay any fees to have KENO 603 on sale at their location? Yes, approved locations pay an annual \$500 licensing fee. Once approved, NH Lottery provides all the equipment, play slips, and advertising pieces for the retailer.

How to Play KENO 603 (players use the self-service machines to place bets):

1. Select from 1 to 12 numbers (spots) from a pool of 1 to 80. An Easy Pick option is available to have the KENO 603 machine randomly select numbers for you.
2. Choose an amount to wager per draw from \$1 to \$25.
3. Pick how many consecutive drawings you'd like to enter from 1 draw up to 20 draws.
4. For the chance to increase your winnings by 3, 4, 5 or 10 times, select KENO 603 PLUS. Note that this doubles the cost of the ticket. KENO 603 Plus is not available for the 10, 11 and 12 spot play.
5. Win by matching your number(s) or spots to the 20 winning numbers drawn.

KENO 603 drawings take place every five minutes from 11:05 AM to 11:00 PM (time will change to 1:00 AM as of 9/30).

What towns and cities have approved the sale of KENO 603 in New Hampshire? The following 66 cities and towns have approved the operation of Keno:

Albany	Derry	Hudson	Newmarket	Salem
Alton	Enfield	Jaffrey	Newport	Sandown
Auburn	Epping	Laconia	Newton	Seabrook
Barnstead	Errol	Lancaster	Northfield	Shelburne
Belmont	Franklin	Lincoln	Northumberland/Groveton	Somersworth
Berlin	Gorham	Littleton	Ossipee	Tilton
Bethlehem	Goshen	Madison	Pelham	Troy
Boscawen	Hampton	Manchester	Pembroke	W Stewartstown
Bow	Haverhill/Woodsville	Milford	Pittsburg	Warren
Center Harbor	Henniker	Millsfield	Pittsfield	Washington
Charlestown	Hillsborough	Milton	Plaistow	Weare
Claremont	Hinsdale	Nashua	Raymond	Wilton
Colebrook	Hooksett	Newbury	Rollinsford	Winchester
Danville				