

KENOTES

The Ohio Lottery newsletter for KENO
bars, taverns, restaurants and clubs



Tipplers, Put-in-Bay
Beer Barrell, Put-in-Bay



Eagle Sticks Golf Club,
Zanesville

Keno Million Dollar Club



Cliffside Sports Bar, Columbus



Roosters, New Albany



Donerick's West Henderson
Columbus

Give us a try
and see your
sales grow.





For Starters

Intralot terminal service
1-866-710-2462

Hotline
1-800-686-4208
General retailer services
Instant ticket ordering
Claims questions

Regional Sales Offices
Region 1: Cleveland regional office
216-774-5671

Region 2: Toledo regional office
1-800-589-6442

Region 3: Dayton regional office
1-800-589-6463

Region 4: Cincinnati regional office
1-800-589-9882

Region 5: Columbus regional office
1-800-589-6445

Region 6: Athens regional office
1-800-589-6466

Region 7: Akron-Canton regional office
1-800-589-6467

Region 8: Youngstown regional office
1-800-589-6468

Region 9: Lorain regional office
1-800-589-6469

Winning Numbers line
1-800-589-6446

Website
www.ohiolottery.com

Check out:

- ✓ **Tailor-made promotions**
Find out how the Ohio Lottery can enhance your special event or promotion.
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- ✓ **Retailer spotlight**
The Public House, Cleveland
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- ✓ **Keno Benefits**
Commissions, training, support and sales.
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- ✓ **Getting Started**
Straightforward steps to becoming a licensed retailer:
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- ✓ **Retailer Incentive Program update**
View the high performers among bars, taverns, restaurants and clubs, and prepare for FY20 incentive program sign up.
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Blog
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Compulsive gambling can be treated. If you or someone you know has a gambling problem, call the Problem Gambling Helpline at 1-800-589-9966.

Welcome to Kenotes

a publication for bars, taverns, restaurants and clubs selling the Ohio Lottery KENO game.

Summer's here! Your business can be a big part of what makes summer fun, bringing people together to offer some laughs, good times and a break from the routine. As you gather customers together, take part in a community festival, or celebrate a business anniversary or milestone, consider adding something extra.

As you turn through the pages of this issue, you'll get a glimpse of what we offer licensed Ohio Lottery bars, taverns, restaurants and clubs – businesses just like yours. *Keno* is an especially popular draw, providing entertainment and an opportunity for customers to purchase more of the food and beverages you offer.

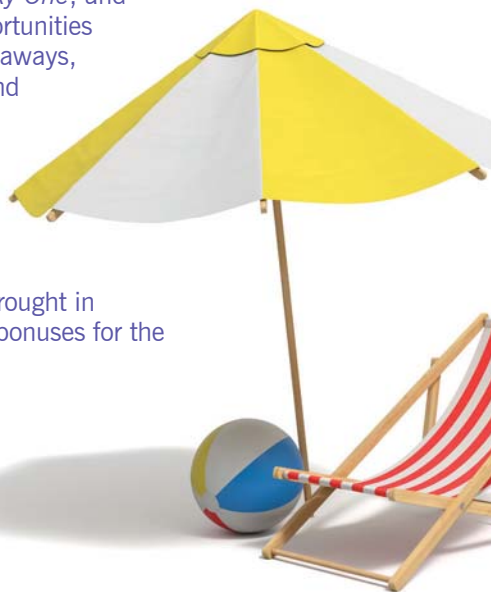
Our retailers are provided with a dedicated sales representative and support to get up and running. Bar/tavern retailers can take advantage of a variety of buy x, get y promotions for *Keno* and other popular Lottery games too – tailored to meet their specific goals and needs. In recent years, we've offered more than 350 promotions a year just like this.

Our featured retailer this month, The Public House, has great standing in the West Park neighborhood of Cleveland. It's a popular place to play *Keno* and *The Lucky One*, and the owners take advantage of various opportunities to include the Ohio Lottery in periodic giveaways, especially during the halftime of a Cleveland Browns game.

In this issue, we celebrate all our bar/tavern retailers who've taken advantage of the Retailer Incentive Program for the first quarter of 2019. By reaching certain benchmarks, our retailers overall brought in an additional \$2.9 million in commission bonuses for the quarter running January through March.

If you would like to learn more about becoming a potential retail partner, visit www.ohiolottery.com/retailers or call 216-774-5680 to learn more.

Have a safe and happy summer!

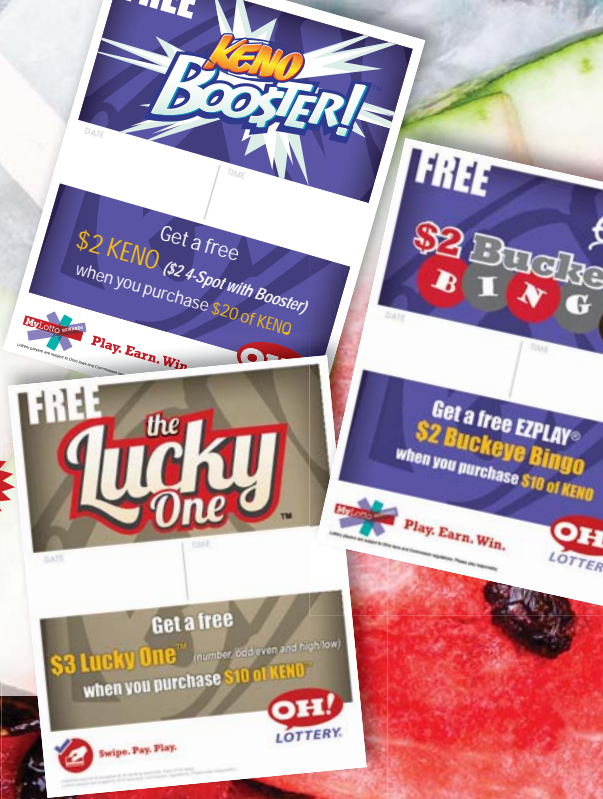


Interested in having a Lottery game promotion?

Here are a few promotions to choose from:

- Buy \$20 Keno, Get \$2 4-spot w/Booster
- Buy \$5 Keno, Get \$1 Tic Tac Toe
- Buy \$10 Lucky for Life, Get \$1 Pick 5
- Buy \$10 Keno, Get \$2 Buckeye Bingo

Popular!



TAX RELIEF KENO PARTY

Friday, April 12 • noon - midnight
Monday, April 15 • noon - midnight

Second chance drawing
Friday and Monday at 9 p.m. Win a
huge prize pack with Ohio Lottery
and Fricker's merchandise!

Get a \$1 KENO 3-SPOT with
BOOSTER with every \$5 KENO
purchase all weekend,
April 12-15 noon - midnight

**PARTY
YOUR
TAXES
OFF!**

KENO

Swipe. Pay. Play.



Summertime is Here!

*Take advantage of
promotional opportunities*

Customer appreciation days

- Bike Nights
- Happy Hours
- Fundraisers
- Anniversaries
- Sporting events and tournaments

Have a special date or event in mind? Take advantage of tailored Keno and other Lottery game promotions to generate comradery, good times and fun – and keep customers coming back.

We'll provide special deals on Lottery game play and/or point-of-sale and giveaway items to support your success.

Here are a few examples:

- Tee shirts
- Baseball caps
- Keno coasters
- Keno napkins

(Please check with your sales representative or regional office for current availability.)

Questions? Please contact your sales representative or regional sales office.



Retailer Spotlight:

The Public House, Cleveland

Nestled in the West Park neighborhood of Cleveland, The Public House is a well-known gathering place.

“It was a hot spot for years,” says owner **Kevin Arth**, who purchased the business, along with his wife and two other couples, in 2002.

The revenue Ohio Lottery games generate is put back into the business,” says Kevin Arth, owner of The Public House. “It’s a good partnership.”

It’s got the benefit of a vibrant, tight-knit community where neighbors grow up, go to school and come back to raise families of their own. Kevin grew up in the neighborhood, as did **Sean Hearn**s, a longtime bartender and cook, who became an owner in 2017.

The transition in ownership, after one of the founding couples retired, was pretty easy, says Kevin, mostly due to Sean’s years on staff. “It’s a good operation, we’ve known each other for a long time, we know what we’re doing,” he says. “It’s like family.”

Keno came to The Public House in 2009 after Kevin noticed the availability and convenience of *Keno* and other Lottery games through self-serve vending on a trip to Put-In-Bay. That’s what sold him – the ability to offer the entertainment option without taking up too much of his staff’s time serving customers food and beverages.

The last three years have been incredibly good for his Lottery business, with Lottery sales up almost 48% over the last three years.

Kevin and Sean believe that the growth of group play, as well as familiarity with *Keno* and other Lottery games, has made a difference.

“You might have 7 or 8 guys throw in a \$20 for a 10-spot play,” says Kevin.



Kevin

Keno makes up a little more than half of his Lottery sales, with *Lucky One*, the Ohio Lottery's newest monitor game, another 33%. Progressive EZPLAY® Games, like *Twenty 20s*, whose recent jackpot broke \$600,000, are also popular.

"The operation of Lottery goes fairly smoothly, and our rep is great," says Sean. "Bob helps translate what's going on (back at the Lottery), and keeps things simple," he says, complimenting the bar's sales representative **Bob Suhayda**.

All in all, both Kevin and Sean feel good about the business and its place in the community's social fabric. In fact, Kevin and Sean shared how two bartenders at The Public House recently got engaged and brought the celebration with them to the bar. As a neighborhood gathering place, Sean says that The Public House hasn't changed that much.

"The technology may have changes, but the people are the same. It's just organic."



Sean



The Public House, Cleveland

- Current operation since 2002
- Employees: 30, mostly part-time
- Joined the Ohio Lottery in 2009
- **Owners Kevin Arth and Sean Hearn**s take care of the two Lottery vending machines on site – MP and Touch & Win vending. The main, clerk-operated terminal, which adjoins the kitchen and bar, is used by the rest of the staff for cashing winning tickets for customers.
- **Held Survivors Day promotion** on March 18, 2019 – the day after St. Patrick's Day – offering a \$3 *Lucky One* wager free with the purchase of \$10 in *Keno*. Currently, The Public House is the top *Lucky One* retailer in the state.
- **Provides giveaways**, including Lottery, for half time during Browns games.
- A sponsor of the Hooley, the neighborhood's community block party held in June, celebrating the community's spirit and Irish heritage.

Learn the benefits of becoming an Ohio Lottery retailer



Bar, tavern, restaurant and club retailers:

Earn **an average of \$7,500** in commissions annually

Receive **5.5%** commission on sales.

Prize cashing earns retailers an additional **1%-1.5%**.

Average KENO transaction: **\$8.50**

Have opportunity to sell all games and get the latest games exclusive to the bar/tavern trade channel.



Entertainment

Excitement

Variety for customers

Hands-on support

Additional income

Promotions

Benefits and Support

- ✓ **Personal service by dedicated sales representative**
Regular visits provide point-of-sale, merchandising, promotional support and financial guidance.
- ✓ **Training** and other assistance by your sales representative and regional office staff.
- ✓ **Equipment installation and maintenance at NO COST**
Includes self-service terminals to make selling *Keno* and other Lottery games simple. Monitors to display *Keno* drawing results and supporting equipment.
- ✓ **Financial reports:** Daily, weekly and by shift for you to balance.
- ✓ **Signage, promotions and merchandise**
Statewide, regional and retailer-specific promotions available to support your business.
- ✓ **Marketing and social media at no cost** to advance your Lottery business.



A customer favorite

KENO

FY14: \$298.1 million

FY15: \$329.5 million

FY16: \$365.9 million

FY17: \$396.3 million

FY18: \$421.1 million

FY19: \$450 million (estimate)
(Fiscal Year: July 1-June 30)

KENO sales grew 6.9% over the past year

Sales are increasing

Winners made \$291.5 million playing Keno, with much of that going back into your business. (FY19 estimate)

Fun Facts

Keno makes an average of **440,000 winners per week**.

Nearly **80%** of Keno prizes from \$1 to \$500 are reinvested into additional tickets or products in your establishment.

Contact us to learn more:

Visit www.ohiolottery.com/retailers or call 1-216-774-5680

Getting Started is easy



Fill out an online application. Application includes a background check on all business principals.
<https://www.ohiolottery.com/Retailers/Become-A-Retailer>



Remit a \$25 application fee. Secure your business with a refundable liability deposit (starting deposit: \$500) to cover potential sales owed.



Meet with an Ohio Lottery team member to get your questions answered and get on your way.

Big Winners!

January-April 2019 *KENO* winners of \$5,000 and up at Ohio's bars, restaurants, taverns and clubs.

Date won	Prize won	Winner	Retailer
1/3/19	\$8,200	Mark Gardner, Madison	The Shore Tavern Ltd, Madison
1/4/19	\$5,502	Robert Haslage, Lorain	Dale's Pub & Grub, Elyria
1/12/19	\$5,505	Mark Petrelle, Powell	Average Joe's Taphouse, Powell
1/12/19	\$20,000	Nathaniel Crnjak, Norwalk	Pat's Tavern, Sandusky
1/13/19	\$5,540	Lauren King, Dayton	O'Leary's Pub & Grub, Dayton
1/17/19	\$10,000	William Butscha, Cincinnati	Curnayn's Tavern, Cincinnati
1/18/19	\$5,000	Hubert Livers III, Akron	BPOE #1923, Cuyahoga Falls
1/25/19	\$100,017	Wesley Throne, New Philadelphia	Veterans of Foreign Wars #1445, New Philadelphia
1/31/19	\$7,200	David Dolson, Stow	Brubaker's Pub #3, Hudson
2/2/19	\$5,070	Alison Duebber, Cincinnati	Filling Station, Cincinnati
2/2/19	\$5,558	Alyssa Palivec, Broadview Hts	Winking Lizard Tavern, Brunswick
2/5/19	\$5,000	Dana Shook, Columbus	Rooster Hilliard, Hilliard
2/6/19	\$5,020	John Boice, Canal Winchester	King's Pizza Pub, Canal Winchester
2/8/19	\$6,000	Robert Fitzsimmons, Powell	Chubby's Sports Grill, Columbus
2/9/19	\$5,005	Elizabeth Horvath, Centerville	Submarine House Bar and Grill, Centerville
2/17/19	\$30,004	Lori Maloney, Georgetown	Community Bowling Lanes, Georgetown
2/18/19	\$10,000	David Rulong, Sandusky	Old Dutch Tavern, Sandusky
2/20/19	\$5,015	Judy Gerdson, Cincinnati	Game On Sports Bar, Cincinnati
2/22/19	\$8,204	Kyle Thacker, Avon Lake	American Legion Post #211, Avon Lake
2/22/19	\$5,521	Gary Krugh, Leavittsburg	University at Larchmont, Warren
2/23/19	\$5,000	Raymond Repka, Cleveland	Last Stop Inn, Parma
2/23/19	\$5,000	John Fye, Canton	MDM Pizza, Canton
2/24/19	\$8,200	Jerry Suttles, Jackson Ctr	Fricker's Sidney #127, Sidney
2/24/19	\$10,012	Harbans Rai, Brecksville	Red Circle Bar and Lanes, Parma
2/25/19	\$10,017	April Henry, Marysville	Rooster's Marysville, Marysville
2/26/19	\$6,150	Christopher Brown, West Jefferson	Pat's Pizza & Pub, West Jefferson



Patricia, Parkersburg, WV, won a Rock'n 7s jackpot prize.





Chris, Eastlake, won
\$6,003 playing Keno.



Vicky, of Beaver, OH, is paying
bills and buying tools for her
home with her recent EZPLAY
Quick Spot win.



2/26/19	\$5,000	Scott Zickel, Medina	Johnny J's Pub & Grille, Medina
3/1/19	\$10,000	Thomas Colter, Perrysburg	Jed's Perrysburg, Perrysburg
3/3/19	\$10,000	Jackie Bell, Newark	Dew Drop Inn, Newark
3/5/19	\$8,200	Don Glaros, Lakewood	Game On Lakewood, Lakewood
3/8/19	\$8,208	Susan Dankworth, Troy	Submarine House Bar & Grill, Troy
3/8/19	\$6,002	William Iddings, Irondale	American Legion Post 70, Wellsville
3/11/19	\$8,200	Jerry Suttles, Jackson Ctr	The Heidout Restaurant & Bar LLC, Jackson Ctr
3/12/19	\$5,017	Walid Iwais, Cleveland	Pit Stop Deli, Cleveland
3/14/19	\$10,006	Vicki Kandle, Massillon	Loby's, Canton
3/15/19	\$5,050	Earl Chapman, Racine	Gloeckner's Café, Pomeroy
3/18/19	\$5,004	Kevin Allen Jr, Bowling Green	Al-Mar Lanes, Bowling Green
3/19/19	\$11,000	Robert Ward, Springboro	Roosters Springboro, Springboro
3/19/19	\$15,000	Jon Plunkett, Lebanon	Fricker's Mason #128, Cincinnati
3/19/19	\$8,001	Edward Miller, Columbus	Hale's Ales, Hilliard
3/23/19	\$20,008	Christina Roark, Mentor	Ale Haus Tavern, Mentor
3/27/19	\$5,505	Dean Poole, West Chester	By Golly's, Milford
3/27/19	\$5,505	Kenneth Langford, Cincinnati	By Golly's, Milford
3/27/19	\$5,505	Donald Zwislser, Akron	American Legion Charles Faust Post 281, Cuyahoga Falls
3/30/19	\$10,000	Glenn Shannon, Erie	Vermilion Valley Plaza #06, Amherst
3/30/19	\$5,500	Gregory Harnist, Harrison	Dew Drop Inn Bar & Grill, Clevel
3/31/19	\$5,505	Jonathan Schleuder, Canton	The Basement of North Canton, N Canton
4/3/19	\$11,010	Kathleen Verdream, Canfield	Coaches Austintown, Youngstown
4/4/19	\$6,150	Kailey Shuba, Strongsville	Bar Code, Parma
4/5/19	\$10,000	Ronald Kamer, Pickerington	Shade on the Canal, Canal Winchester
4/9/19	\$6,002	Shery Snell, Xenia	Roosters Xenia, Xenia
4/14/19	\$5,000	Mark Anderson, Xenia	Slim's Neighborhood Bar and Grille, Spring Valley
4/15/19	\$8,002	Bryan Kennedy, Temperance	Fricker's #104, Sylvania
4/20/19	\$10,010	Richard Cohen, Cincinnati	Bramble Patch, Cincinnati
4/20/19	\$10,000	Jerry Long, Mount Orab	Double E Café, Williamsburg
4/29/19	\$6,604	Philip McFadden, Dayton	American Legion Post 598, Kettering

Retailer Incentive Program, Q1 2019

Barberton Civitan Club
Incentive earner Q1 2019

Congratulations to all our bar/tavern retailers who've earned a bonus this quarter.

Top Performers

Among bars, taverns,
restaurants and clubs

Region 1

Thistledown, North Randall
Islander, Middleburg Hts
Merry Arts Pub & Grille, Lakewood
American Legion Post 91, Berea
Inn Cahoots, Seven Hills

Region 2

Bellevue Eagles, Bellevue
FOE Aerie 2246, Montpelier
Good Times Sportsbar & Grill, Toledo
Sylvania Lodge 1579, Toledo
Knotty Pine Café, Toledo

Region 3

Amvets Post #726, Eldorado
BPOE Lodge 51, Springfield
The Union Club, Springfield
Moose 1645, Miamisburg
Fricker's #123, Troy

Region 4

Miami Valley Gaming, Lebanon
Fricker's #107, Cincinnati
Pat's Place, Waynesville
Bramble Patch, Cincinnati
Curnayn's Tavern, Cincinnati



Overall

- Amvets Post #726, Eldorado
- Bellevue Eagles, Bellevue
- BPOE Lodge 51, Springfield
- Knights of Columbus, Massillon
- Fat Jack's Pizza III, Lima
- Loyal Order of Moose Lodge #701, Ironton
- Miami Valley Gaming, Lebanon
- Jack Cleveland Casino LLC
- FOE Aerie 2246, Montpelier
- Coaches Bar & Grill, Columbus



Region 5

Coaches Bar & Grill, Columbus
Classics Sports Bar, Westerville
Scioto Downs, Columbus
Moose Lodge #1167, Delaware
Roosters, New Albany

Region 6

Loyal Order of Moose Lodge #701,
Ironton
Loyal Order of Moose #2263,
Waverly
Shade on State Street, Athens
Denny's Blue Angel, Bellaire
Roosters, Waverly

Region 7

Knights of Columbus, Massillon
Brubaker's Pub #3, Hudson
306 Lounge, Mentor
Barberton Civitan Club Inc.,
Barberton
Walther's Café, Canton

Brubaker's Pub
#3, Hudson
Incentive
earner Q1 2019

Village Inn,
Chippewa Lake
Incentive earner
Q1 2019

Region 8

Hollywood Gaming Mahoning,
Youngstown
Loyal Order of Moose #1012,
Cortland
Spirits Ultra Lounge, Youngstown
Iroquois Lounge, Ashtabula
Veterans of Foreign Wars #1445,
New Philadelphia

Region 9

Mansfield Eagles, Mansfield
The Lone Tree Tavern, North
Ridgeville
Roosters, Mansfield
Village Inn, Chippewa Lake
Grafton VFW Hicks-Hysell P #334,
Grafton



Loyal order of Moose Lodge
#701, Ironton
Incentive earner Q1 2019

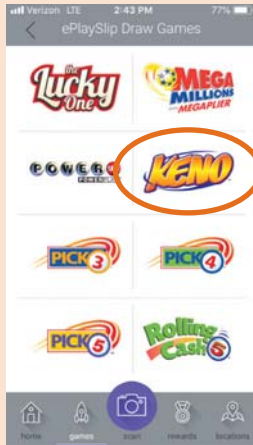
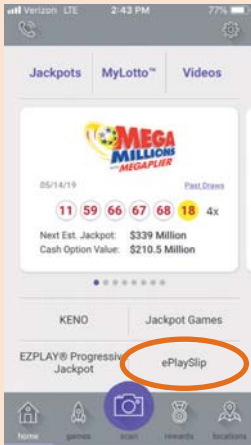


Talk to your sales representative
to finalize Retailer Incentive
Program opportunities for
Fiscal Year 2020.

Go mobile: Digital playslip processing

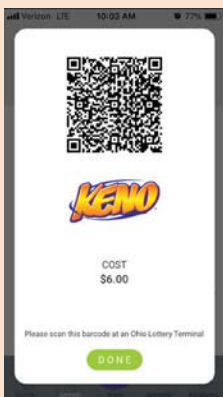
It's easy for customers to create an "ePlaySlip" using their mobile phone. Check out these easy steps to help your players:

1. Press "ePlaySlip" on the home screen
2. Choose what you want to play and spend.



3. The final step creates a QR code with the wager.

Retailers: Scan the wager's QR code using your handheld scanner or place it in the Photon's camera bed to capture the transaction. Collect the payment, provide your customers with their tickets and they're good to go!



New Games: Just Out

EZPLAY Games

NEW \$1 Hot Dice

Top prize: \$1,000

Odds: 1 in 4.87

Payout: 61.3%

Play style: Sum match.

\$2 Cornhole

Top prize: \$20,000

Odds: 1 in 4.58

Payout: 63.5%

Play style: Number/points match.

\$2 OH My Stars

Top prize: \$20,000

Odds: 1 in 3.38

Payout: 71.0%

Play style: Number match.



Touch & Win



Summer Blast™

Top prize: \$400

(for \$1 wager)

Blended payout: 78.9%

Play style: Three symbol match.



Jackpot Drop

Top prize: \$1,000 (for \$1 wager)

Blended payout: 79.9%

Play style: Tile/number match.



Smooth Sailin'

Top prize: \$1,000 (for \$1 wager)

Blended payout: 79.8%

Play style: Symbol match.

Classics Sports Bar of Columbus is an Ohio Lottery executive earner.

THE OHIO LOTTERY
615 West Superior Ave. Cleveland, Ohio 44113-1879

Like what you see? Learn
the benefits of becoming
an Ohio Lottery retailer.
See inside for more.



The Ohio Lottery is an Equal Opportunity
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1-800-686-4208 | www.ohiolottery.com
Please Play Responsibly

Patrick McDonald, Director

A publication of the Ohio Lottery's
Office of Marketing/Communications

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1-800-589-9966

Total copies printed: 8,400 Unit Cost: \$0.431 Publication Date: 07/19

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