



# FY2025

PROGRESS REPORT

# FINANCIAL HIGHLIGHTS

**\$1.3 BILLION**

Generated in total revenue for Fiscal Year 2025.

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**\$611.0 MILLION**

Transferred to the State of West Virginia.

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Transferred:

**\$93.7 MILLION**

Senior Services

**\$142.5 MILLION**

Education

**\$63.5 MILLION**

Tourism

**\$522.0 THOUSAND**

Veterans' Services

**\$46.4 MILLION**

Infrastructure Council

**\$198.8 MILLION**

Other State Agencies

**\$66.2 MILLION**

State's General Fund

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**\$29.0 MILLION**

Transferred to the PROMISE Scholarship Fund. This is included in the \$142.5 for education.

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**\$27.7 MILLION**

Paid to county and local municipalities across the state from gaming revenue.

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**\$150.7 MILLION**

Total awarded to players in traditional lottery prizes.

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**4%**

Operating costs of total sales.

# MESSAGE FROM THE DIRECTOR

Hello! Some of you reading this may be familiar with me, and some of you may be hearing from me for the first time. My name is David Bradley, and I officially took over as Acting Lottery Director in July.

The Lottery generated over \$611.0 million in proceeds for the People of West Virginia in seniors, education, and tourism in Fiscal Year 2025. These areas are ones that help drive success and create positive impacts for our beautiful state. Additionally, these are areas that we can all enjoy the benefits from.

We are committed to creating an exceptional gaming experience - one that is defined by our core values of service, innovation, respect, and accountability. We are constantly striving to provide outstanding customer service and treating all partners and players with the respect they deserve. By operating with absolute integrity and social responsibility, we aim to maximize funding for those vital programs. This, in turn, benefits all citizens of West Virginia and helps contribute to the state's prosperity and well-being.

The Lottery has generated \$13.7 billion in transfers to the State of West Virginia, with the majority of proceeds going towards the areas mentioned earlier. Education has received more than \$4.1 billion in net Lottery profits, while nearly \$1.8 billion has been invested in senior services and more than \$1.5 billion in the state's tourism industry.

It has been a year of growth, as we successfully launched our iLottery program in October and have seen steady rises in metrics not just digitally, but traditionally as well. West Virginia was the first state to launch iLottery, a new website, mobile app, and loyalty program, all concurrently.

As we continue to find ways to innovate in the gaming world, we also constantly strive to stress the importance of playing responsibly.

I am honored to present you the 2025 West Virginia Lottery Progress Report.

Best Regards,

David R. Bradley

A handwritten signature in blue ink that reads "David R. Bradley". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

# TABLE OF CONTENTS

<b>PROCEEDS</b> Overview, Education, Seniors, Veterans, Tourism	••• <b>1 - 3</b>	<b>VIDEO LOTTERY &amp; TABLE GAMES</b> Overview, Casinos	••• <b>14 - 16</b>
<b>iPLAY</b> iINSTANTs & Draw Games, Ticket Scanning, Loyalty	••• <b>4 - 5</b>	<b>CASHLESS</b> Cashless Details	••• <b>17</b>
<b>WVLOTTERY.COM</b> Player accounts, Promotions, Business Portal	••• <b>6 - 7</b>	<b>LIMITED VIDEO LOTTERY</b> Rankings by County, Proceeds to Counties/Municipalities	••• <b>18</b>
<b>TRADITIONAL GAMES</b> Instants, Draw Games	••• <b>8 - 9</b>	<b>FISCAL YEAR 2025</b> Revenue, Expenses, Distributions, Net Income	••• <b>19</b>
<b>TRADITIONAL RETAILERS</b> Top 100 Retailers, Top 10 Chains	••• <b>10 - 11</b>	<b>SALES BY PRODUCT</b> Lottery Products Last Ten Years	••• <b>20 - 21</b>
<b>TRADITIONAL SALES</b> Rankings by County	••• <b>12</b>	<b>FINANCIAL IMPACT</b> Last Ten Years	••• <b>22</b>
<b>MARKETING</b> Promotions, Social Media, Advertising	••• <b>13</b>		

# PROCEEDS

SINCE 1986,

**\$13.7 BILLION**

IN WEST VIRGINIA LOTTERY  
PROCEEDS HAVE BEEN  
GENERATED.

THESE FUNDS ARE VITAL TO  
TOMORROW'S LEADERS,  
TODAY'S SENIORS AND  
VETERANS, AND TO  
FURTHERING THE BEAUTY  
OF THE MOUNTAIN STATE.



# VETERANS

**\$22.0 MILLION GENERATED**

The West Virginia Lottery's instant ticket, Veterans' Cash, was created through special legislation in 2000 to help support funding for veterans' projects. The initiative generates revenue each year to support several programs, including a skilled nursing facility and a West Virginia Veterans' cemetery. In Fiscal Year 2025, \$522.0 thousand was appropriated for veteran services throughout the state.

# EDUCATION

**\$4.1 BILLION GENERATED**

West Virginia Lottery proceeds improve the educational experience of students around the state all the way through their curriculum, starting with the early beginnings in pre-school through their college years. Since 1986, West Virginia has invested more than \$4.1 billion from Lottery proceeds into schooling, and these proceeds have significantly improved the state's public education system by allowing for new school construction and renovations through the School Building Authority. Lottery proceeds also support Higher Education and Community and Technical College bonds.

Lottery-generated dollars have placed iPad®, computers, and other upgraded technology in classrooms across the state through the Department of Education, and helped provide higher education opportunities through the PROMISE Scholarship Program.

The PROMISE Scholarship Program has been awarded \$625.8 million to date from Lottery revenue to help West Virginia's best and brightest young students attend an in-state college or university. Since 2002, the West Virginia Lottery has helped 75,449 students pursue a college education without the burden of heavy debt and, in many cases, has been cited as the primary factor that allowed these students to obtain a college degree.



# TOURISM

**MORE THAN \$1.5 BILLION GENERATED**

Demand to explore the Mountain State's natural beauty is high, driving continued prosperity in West Virginia tourism and state parks. The West Virginia Lottery is supporting this growth, allocating nearly \$63.5 million of its Fiscal Year 2025 proceeds to the Division of Tourism, Division of Natural Resources, and the State Park Improvement Fund.

These vital funds upgrade facilities and cabins, cover clean-up services, and preserve the state's parklands. The Lottery's all-time contribution to West Virginia Tourism now totals more than \$1.5 billion.



# SENIORS

**NEARLY \$1.8 BILLION GENERATED**

Since 1986, the West Virginia Lottery has generated almost \$1.8 billion in proceeds that have helped the West Virginia Bureau of Senior Services meet nutritional, healthcare, and long-term care needs of tens of thousands of West Virginia senior citizens to help improve their quality of life.

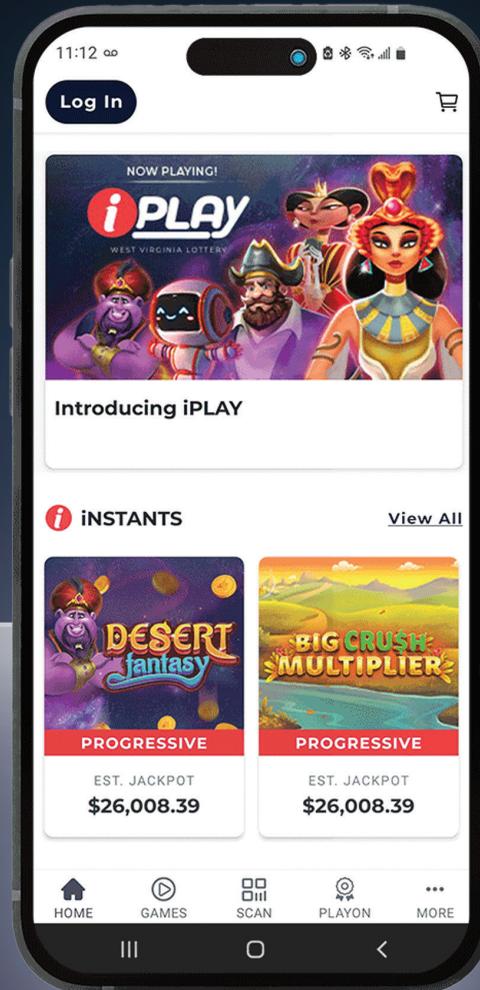
Lottery dollars are used to help provide over two million meals annually at nutrition sites and homes, and the funding is also used for senior centers, transportation needs, caregiving, matching Medicaid funding for senior services, and to help fund a property tax credit.

Overall, senior citizens in West Virginia benefited from \$93.7 million in Fiscal Year 2025.





WEST VIRGINIA LOTTERY



## FEATURES

- Scan tickets to claim reward points
- Check tickets for winners
- Redeem loyalty points
- Buy draw games
- Play e-instants

The West Virginia Lottery took a bold step forward this year with the launch of iPlay, a modern platform bringing the excitement of lottery gaming to players' fingertips. Designed to keep the Lottery competitive in a rapidly evolving market, iPlay let players enjoy instant games, buy draw tickets, check numbers, scan retail draw and Scratch Offs, redeem PlayON points, and access exclusive promotions anytime, anywhere. Blending convenience, security, and innovation, iPlay connected a new generation of players while preserving the fun and tradition that make the West Virginia Lottery a trusted part of the Mountain State's entertainment.



Since its exciting launch October 31, 2024, the West Virginia Lottery's iPlay has been transforming the way players experience their favorite games anytime, anywhere in West Virginia. With 32 INSTANT games available right at your fingertips, iPlay delivers nonstop fun and instant excitement for everyone. The app isn't just for online play; it's also perfect for retail players who can scan their tickets to see if they've won and earn PlayON points for every purchase.

New security features make the experience safer than ever by requiring players to create an account before checking tickets, ensuring only real players are checking or entering tickets and winning. Whether you're playing, scratching, scanning, or redeeming, the iPlay app brings the full Lottery experience to your pocket with more games, more rewards, and more ways to win in West Virginia.



**32**  
Games  
Launched



# PLAYON

West Virginians are winning big with PlayON! As of June 20, 2025, more than 73,000 players had joined the excitement, with 16,000 already using their points for great rewards. Through June, four 2nd Chance Drawings brought in 265,266 ticket entries and awarded \$777,500 in prizes, while 37 Loyalty Drawings handed out \$314,000 in prizes, including 35,200 Scratch Off tickets won.

Every ticket brings a new opportunity, every point unlocks a reward, and every drawing adds to the excitement. Whether earning, playing, or winning, the fun never stops for West Virginia players. PlayON is where the West Virginia Lottery keeps the fun rolling and offers more chances to win!

Players accumulate points by redeeming over \$5 million in Scratch Offs and thousands of draw game tickets.

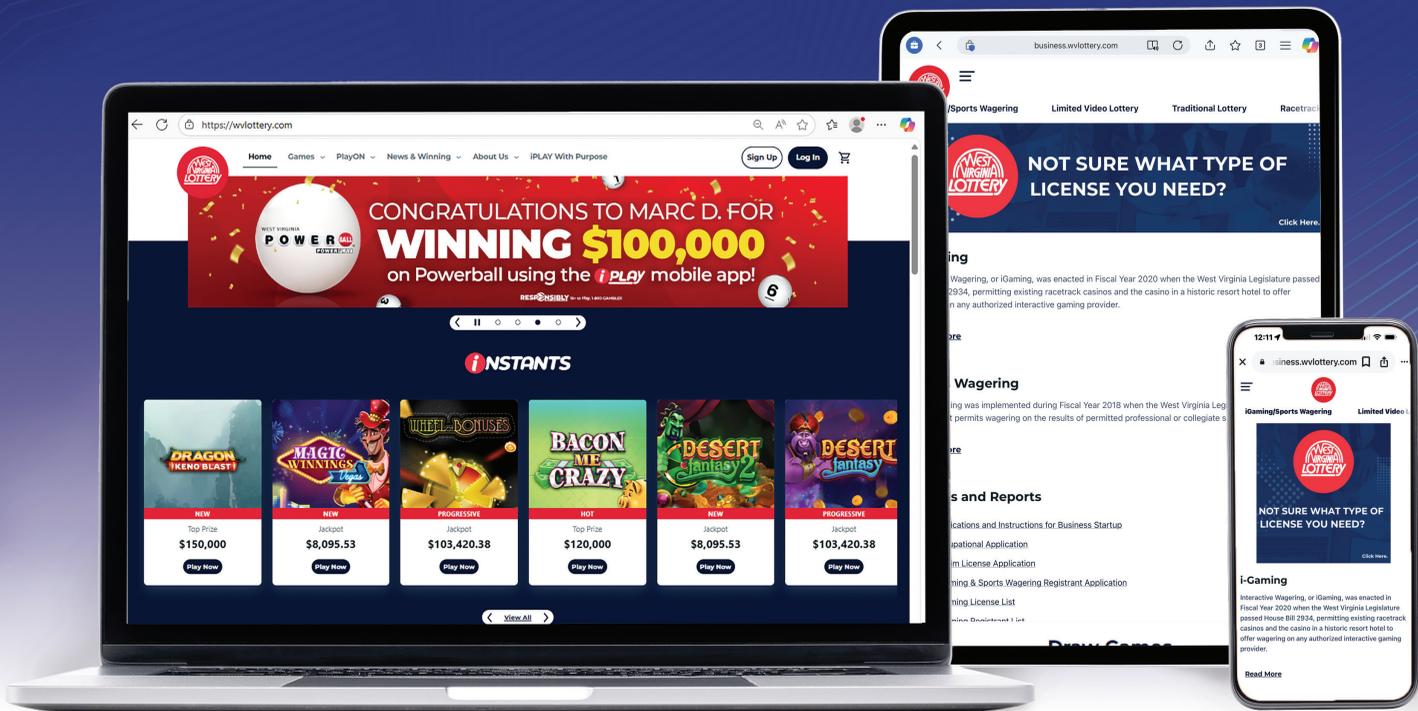
## DRAW TICKETS REDEEMED

- Powerball® : 150,989
- Mega Millions® : 57,430
- Lotto America® : 88,095
- Cash 25 : 53,763
- Daily 3 : 98,245
- Daily 4 : 69,962
- Cash Pop™ : 23,710
- Keno Go : 15,981



# Our most exciting web presence yet.

# WVLOTTERY.COM



## Welcome to the new WVLOTTERY.COM

### Where Playing, Earning, and Giving Back Come Together

The West Virginia Lottery has completely transformed the way players and partners connect with its games, programs, and community through the relaunch of WVLOTTERY.COM. This exciting new platform is more than just a website; it is a vibrant, player-focused experience that brings everything you love about the Lottery into one engaging and easy-to-use destination. Along with the launch of iLottery, the iPlay app, and PlayON, the new site gives West Virginians more ways to play responsibly, earn rewards, and stay connected to the Lottery every day.

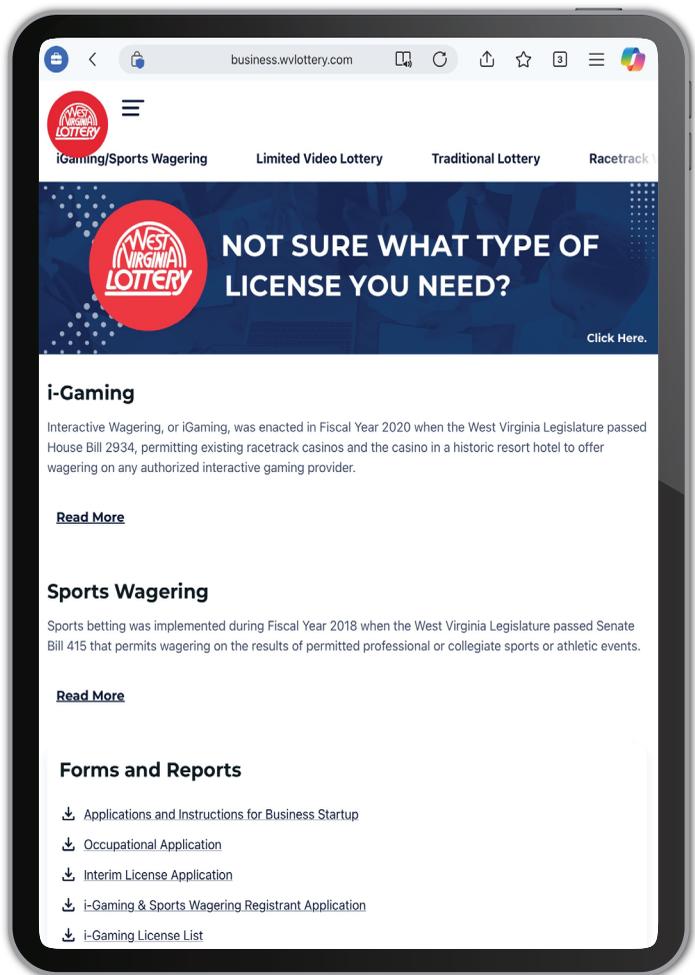
From the moment you visit WVLOTTERY.COM, you will notice how smooth, intuitive, and interactive it feels. Players can now enter 2nd Chance Drawings, earn points for Loyalty Drawings, and submit tickets directly from their personal accounts. The modern design makes it simple to explore, whether you are checking the latest winning numbers, browsing promotions, or discovering new games. The improved Retailer section helps players quickly find their favorite West Virginia Lottery retailers, while the site also makes it easy to play iINSTANT games and purchase draw games safely from home or on the go.

The fun continues in the PlayON section, where players can earn and redeem points, enter exclusive drawings, and submit tickets to unlock exciting rewards. The News and Events section keeps everyone up to date with the latest Lottery news, including recent winners, retailer highlights, iPlay offers, upcoming events, and more. Visitors can also sign up for alerts, learn how to claim prizes, and watch the nightly drawing show right from the site.

The new 'iPlay with Purpose' section celebrates how the Lottery gives back to West Virginia communities. Visitors can explore the Giving Back page to learn how Lottery proceeds support education, seniors, tourism, and important community programs across the state. For those interested in transparency, the Financial Reports section provides detailed summaries, annual reports, and audit findings that show exactly how Lottery dollars are managed and distributed responsibly.

Player safety and well-being are at the center of this new design. The Lottery Scams and Security section helps players recognize potential scams and learn ways to protect their information. The Play Responsibly area offers tools and resources in four key areas: Play Responsibly, Responsible Gaming Tools, Understanding the Odds, and Gift Responsibly. These sections help ensure that the Lottery remains a safe and enjoyable experience for everyone.

The Business Portal at [business.wvlottery.com](https://business.wvlottery.com) makes it easier than ever for business partners to find the information, applications, and resources they need to work with the Lottery. Organized into clear sections such as iGaming and Sports Wagering, Limited Video Lottery, Traditional Lottery, Racetrack Video Lottery, Table Games, Limited Gaming Facility, and Legal, the portal provides everything in one place. The Resources and Payments section offers easy access to Retailer



Resources, the Online Payment Portal, Limited Video Lottery Reporting, and other important tools to support business operations.

With its modern look, improved accessibility, and focus on transparency, responsibility, and community, the new WVLOTTERY.COM represents the next chapter in the Lottery's story. It is where entertainment meets purpose, where every ticket supports the people of West Virginia, and where the Lottery's mission to play responsibly, give back, and make a difference truly comes to life.

**Play. Earn. Enjoy. Give Back.**

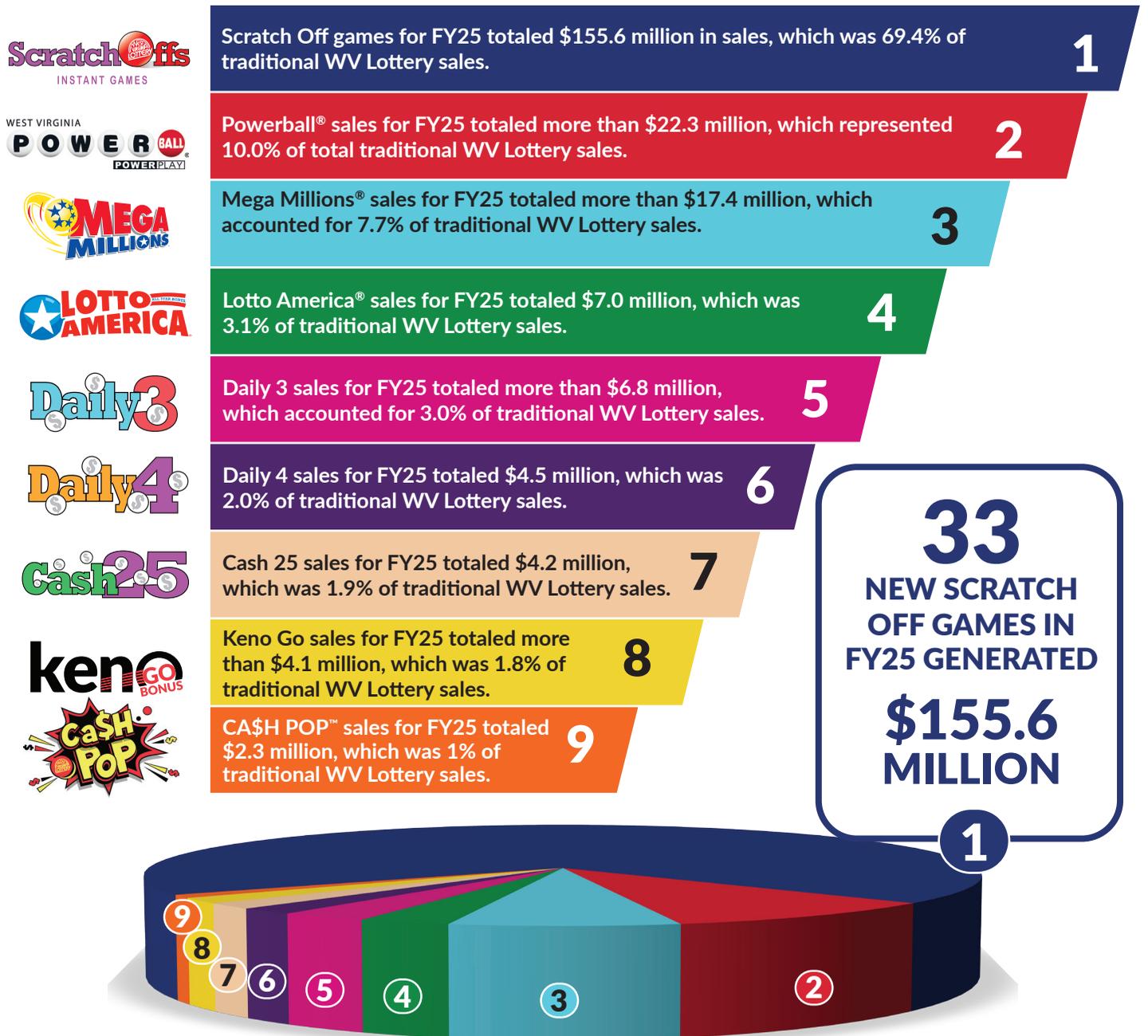


The new website is fully integrated with the iPlay system and our PlayON loyalty program, giving players complete access to all the features available in the app. It also promotes responsible gaming by encouraging players to know their limits and play responsibly.

# TRADITIONAL GAMES

The West Virginia Lottery offers a wide array of Scratch Off and draw games at over 1,500 retail locations across the state. Thirty-three new Scratch Off games were introduced during Fiscal Year 2025, responsible for 12.2 percent of fiscal sales and totaling \$155.6 million in sales. Traditional Scratch Off and draw game sales totaled \$224.0 million for the year.

The state's in-house draw games menu includes Daily 3, Daily 4, Cash 25, Keno Go, and CA\$H POP™. West Virginia also houses the play of multi-state draw games Powerball®, Mega Millions®, and Lotto America®. The most popular of these is Powerball®, which accounted for 32.6 percent of draw sales, and 1.8 percent of total sales in Fiscal Year 2025.



The Mega Millions® game restructured, transitioning to a \$5 price point but including a built-in multiplier assigned randomly at purchase, and increasing the starting jackpot. This spearheaded a 2nd Chance campaign and tied in the Lottery's new loyalty program, PlayON, that launched with iLottery in late October 2024.

Other 2nd Chance drawings included JUMBO Cash featuring the popular JUMBO ticket family which had over 800,000 entries.



# TRADITIONAL RETAILERS

# \$16,841,469

Paid to “Traditional” Lottery Retailers in Commission and Bonuses in Fiscal Year 2025!  
Sales weighted and based on Lottery audited figures.

The Lottery’s continued success is largely due to its partnerships with around 1,500 traditional retailers who employ thousands of West Virginia residents. They serve as the first line of interaction with Lottery players and a communication source to provide feedback to headquarters. The retailer - the clerks, managers, and all those involved on the retail side- serves as the “face” of the Lottery.

of sales representatives who regularly visit and assist retailers with lottery products, special promotions, and sales training.

The Lottery Marketing and Retailer Relations teams continue to establish and nurture an appreciation and gratitude for the retailers’ successful promotion of lottery products, while also taking in feedback on ways to continually improve for convenience, efficiency, effectiveness, and most importantly, to ensure integrity.

Through Brightstar, the West Virginia Lottery’s traditional gaming vendor, the Lottery uses a network

## RETAILER COMMISSIONS AND BONUSES BY COUNTY

Kanawha	\$2,048,640	Hardy	\$164,563
Berkeley	\$1,060,172	Mason	\$159,247
Raleigh	\$847,050	Hampshire	\$158,703
Monongalia	\$817,495	Braxton	\$153,569
Cabell	\$749,357	Brooke	\$153,166
Harrison	\$719,440	Barbour	\$147,001
Wood	\$704,759	Morgan	\$145,392
Marion	\$641,204	Wetzel	\$125,968
Fayette	\$588,914	Mingo	\$124,163
Jefferson	\$524,345	Tucker	\$118,517
Greenbrier	\$505,335	Taylor	\$118,296
Mercer	\$478,451	Pocahontas	\$113,314
Randolph	\$456,830	Tyler	\$94,056
Hancock	\$444,014	Roane	\$92,894
Ohio	\$410,009	Lincoln	\$90,541
Putnam	\$406,553	Grant	\$88,974
Nicholas	\$318,705	Ritchie	\$77,801
Logan	\$307,440	Summers	\$68,576
Preston	\$282,349	Webster	\$61,739
Jackson	\$253,376	Clay	\$61,517
Upshur	\$249,129	Gilmer	\$51,844
Mineral	\$216,081	Pendleton	\$48,354
Wyoming	\$212,484	Pleasants	\$45,112
McDowell	\$209,172	Calhoun	\$37,215
Lewis	\$207,060	Monroe	\$36,458
Wayne	\$201,801	Wirt	\$28,290
Boone	\$197,867	Doddridge	\$22,853
Marshall	\$195,316		

*\*Retailer commissions and bonuses paid to traditional lottery retailers for selling and cashing prizes of Scratch Off tickets and draw games including Powerball®, Mega Millions®, Lotto America®, Cash 25, Daily 3, Daily 4, Keno Go, and CA\$H POP™.*

# TOP 100 RETAILERS TOTAL FISCAL YEAR SALES 2025

RETAILER	CITY	RETAILER	CITY
1 Par Mar Oil #84	Elkins	63 Sheetz #458	Princeton
2 Winners Corner WV	White Hall	64 Go-Mart #77	Rainelle
3 State Fair Of West Virginia	Lewisburg	65 Walmart #1703	Martinsburg
4 One Stop #8101	South Charleston	66 Sheetz #457	Mount Hope
5 Sheetz #234	Weirton	67 Speedway #9177	Elkins
6 Par Mar Oil #10	Sistersville	68 Sheetz #690	Morgantown
7 Sheetz #585	South Charleston	69 Sheetz #429	Triadelphia
8 BFS Foods #17	Davis	70 Sheetz #155	Martinsburg
9 Sheetz #501	Clarksburg	71 Neely's Grocery	Wheeling
10 Sheetz #220	Martinsburg	72 Little General Store #2005	Pineville
11 Giant Eagle #59	Morgantown	73 Sheetz #625	Huntington
12 Sheetz #240	Charles Town	74 Sheetz #660	Barboursville
13 Go-Mart #32	Saint Albans	75 Inwood Rocs 631	Inwood
14 Sheetz #275	Morgantown	76 One Stop #8109	South Charleston
15 Sheetz #425	Martinsburg	77 Food Lion # 2257	Inwood
16 Welch Bantam Market	Welch	78 Martin's Food Market #6107	Martinsburg
17 Co Mac #2	Oak Hill	79 Little General Store #2375	Mac Arthur
18 Speedway	South Charleston	80 Clark's Pump N' Shop #6	Wayne
19 Sheetz #482	Beckley	81 Par Mar Oil #16	Saint Albans
20 King Street Rocs 625	Martinsburg	82 Kroger #778	Charleston
21 Cheaper Cigs #4	Huntington	83 Circle K #4004	Masontown
22 Sheetz #349	Morgantown	84 Bob's Mini Mart	Mill Creek
23 Little General Store #2240	Princeton	85 7-Eleven #17109b	Keyser
24 Sheetz #546	Martinsburg	86 Lucky Store	Northfork
25 Sheetz #171	Philippi	87 Little General Store #5320	Weston
26 Kroger #803	Weirton	88 Go-Mart #95	Summersville
27 Go-Mart #90	Elkins	89 Sheetz #643	Parkersburg
28 7-Eleven 17703c	Martinsburg	90 Little General Store #4120	Charleston
29 Sheetz #180	Romney	91 Kroger #785	Charleston
30 Sheetz #612	Charleston	92 Go-Mart #20	Nitro
31 Co Mac #4	Fayetteville	93 Moler Avenue Rocs #636	Martinsburg
32 Roy's Service Center And Groce	Berkeley Springs	94 One Stop #8133	Sophia
33 Quick Check	Oak Hill	95 Sheetz #168	Keyser
34 Sheetz #137	Kearneysville	96 South Branch Station	Moorefield
35 Sheetz #144	Moorefield	97 Go-Mart #19	Craigsville
36 Go-Mart #115	Parkersburg	98 One Stop #8111	Charleston
37 Sheetz #182	Bridgeport	99 Sheetz #640	Parkersburg
38 Go-Mart #50	Beckley	100 D & J Video Rentals	Montgomery
39 Go-Mart #37	Grafton		
40 Rutter's	Martinsburg		
41 Stokes Grocery	Buffalo		
42 Sheetz #126	Berkeley Springs		
43 Giant Eagle #58	Morgantown		
44 Little General Store #2390	Beckley		
45 Sheetz #626	Fairmont		
46 Falling Waters Exxon	Falling Waters		
47 Bigley Piggly Wiggly	Charleston		
48 Rutter's	Inwood		
49 Sheetz #604	Morgantown		
50 Sheetz #561	Beckley		
51 Mountaineer Rocs #634	Martinsburg		
52 Sheetz #516	Bridgeport		
53 Sheetz #494	Scott Depot		
54 Par Mar Oil #116	Charleston		
55 Speedway #3960	Cross Lanes		
56 Par Mar Oil #97	Saint Albans		
57 Sheetz #473	Beaver		
58 Martin's Food Market #6102	Charles Town		
59 Sheetz #214	Buckhannon		
60 Go-Mart #40	Sophia		
61 Sheetz #241	Martinsburg		
62 Kroger #755	Morgantown		

## TOP TEN CHAIN RETAILERS

1



(60 Stores)

- 2 Little General, Inc. (108 Stores)
- 3 Go Mart (100 Stores)
- 4 Par Mar (129 Stores)
- 5 Walmart Stores East, LP (47 Stores)
- 6 Speedway (49 Stores)
- 7 7-Eleven (49 Stores)
- 8 Kroger Co. (40 Stores)
- 9 CAPL Retail (27 Stores)
- 10 BFS Foods (41 Stores)

\*Based on total sales



# MARKETING

**PROMOTIONS** are planned and executed by the West Virginia Lottery Marketing Team at locations across the state each year to increase awareness of Lottery proceeds, new products, and to support the community.

Fiscal Year 2025 welcomed a full slate of fairs, festivals, and retailer promotions for the team, who executed nearly 30 promotions around the state, including multi-day festivals such as annually sponsored events like the Upper Ohio Valley Italian Festival in Wheeling, the WV State Fair in Fairlea, the Strawberry Festival in Buckhannon, the Elkins Forest Festival, Chilifest in Huntington, and the Apple Butter Festival in Berkeley Springs.

The Lottery sponsors various sporting and cultural events throughout West Virginia and conducts promotions with these organizations, helping to create a positive and exciting atmosphere in communities around the state and reach players.

Additionally, the Lottery works with retailers all over the state to offer special retailer “pop-up” promotions year-round that further increase top-of-mind awareness of the West Virginia Lottery, and the products offered.

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**SOCIAL MEDIA CHANNELS** offer an affordable and effective way to connect with a wide audience across West Virginia, creating valuable opportunities for daily brand engagement with players from all walks of life.

In October 2024, the West Virginia Lottery social media efforts took on the added excitement of advertising and supporting West Virginia Lottery’s new iPlay app and website. Ads were placed on Facebook®, Instagram® and, Google® to inform folks of all the new features now available to them.

In Fiscal Year 2025, the West Virginia Lottery’s social media presence generated 15,585,963 impressions from our 86,082 followers and reached 9,879,295 users, from 768 posts across Facebook®, Instagram®, X.com, and Threads®.

Through social media, the Lottery stays connected with players, builds excitement for upcoming games, answers player questions about games, and entertains with giveaways which help build brand connection. Our platforms serve as a direct line to share news, answer questions, gather feedback, promote new games and events, run contests, and highlight the meaningful causes funded by Lottery proceeds. This engagement strengthens brand loyalty and helps foster a sense of community among players. The Lottery’s active social media strategy ensures that players feel connected, informed, and valued.

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**ADVERTISING** is key in getting the word out about our Lottery games. The Lottery uses television, radio, digital advertising, social media, POS (point-of-sale), and outdoor ads to promote the myriad of traditional Lottery games offered.

With the launch of the West Virginia Lottery’s online platform, Fiscal Year 2025 featured the iPlay television commercial and the introduction of the app and its various and popular iINSTANT cast of characters to whitewater rafters on the New River. Followed by the whimsical Winning Wonderland animated holiday commercial, the PlayON loyalty program was front and center and advertised the opportunity for players to enter retail holiday Scratch Offs into the Winning Wonderland 2nd Chance promotion. This promotion was the first 2nd Chance promotion via the iPlay app and helped boost retail holiday ticket sales whilst continuing to spread the word about the new app and its loyalty program. To start the new year, the JUMBO instant ticket family saw the most successful Scratch Off PlayON 2nd Chance promotion to date with over 800,000 entries and an increase in retail Scratch Off sales for the family of games. Finally, the Mega Millions® game change saw an extensive statewide campaign focusing on game change education and the first draw game PlayON 2nd Chance promotion, not only in West Virginia, but across all other state lotteries.

In addition, the Lottery received four Regional TV Telly awards - a Silver award for *Use of Animation* in its General Proceeds spot, a Bronze award for *2D Animation* in its Educational Proceeds commercial, and two Bronze awards for *Use of Animation* and *Fully Animated Piece* for the Winning Wonderland spot. The Telly Awards are the world’s largest honor for video and television across all screens in the advertising industry. In Fiscal Year 2025, the Tellys received more than 13,000 entries from across the globe.

# VIDEO LOTTERY & TABLE GAMES

**RACETRACK VIDEO LOTTERY** games were implemented in 1994 when the West Virginia Legislature passed the Racetrack Video Lottery Act, making video lottery terminals available to the four racetracks in the state subject to passage of local referendums. In September 1994, three racetracks (Mountaineer Casino Racetrack & Resort, Wheeling Island Hotel Casino-Racetrack, and Mardi Gras Casino & Resort) began operating with 1,200 video lottery machines. A fourth racetrack (Hollywood Casino at Charles Town Races) began video gaming in September 1997. Games offered are poker, blackjack, keno, and spinning reel types. Effective June 1999, legislative action allowed mechanical reel coin drop machines. As of June 30, 2025, the West Virginia Lottery Commission had an average of 4,440 terminals available for play at the four racetracks in the state. Racetrack Video Lottery sales were 37.3 percent of total 2025 fiscal sales.

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**TABLE GAMES** were implemented in Fiscal Year 2008 when the West Virginia Legislature passed the Racetrack Table Games Act, making table games available to the four racetracks in the state subject to passage of local referendums. In October 2007, two racetracks (Mountaineer Casino Racetrack & Resort and Wheeling Island Hotel, Casino & Racetrack) began operating with poker tables only and added full table games in December 2007. In August 2008, a third racetrack (Mardi Gras Casino & Resort) began operating with poker tables only and added full table games in October 2008. The fourth racetrack (Hollywood Casino at Charles Town Races) began operating full table games on July 1, 2010. Games offered are Poker, Blackjack, Caribbean Stud, Craps, Roulette, Three and Four Card Poker, and other miscellaneous games. Racetrack Table Games sales were 2.5 percent of total 2025 fiscal sales.

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**SPORTS WAGERING** was implemented in Fiscal Year 2019 when the West Virginia Legislature passed Senate Bill 415, allowing wagering on the results of permitted professional or collegiate sports or athletic events, authorized as West Virginia Lottery sports wagering activities. Sports Wagering Games sales were 0.5 percent of total 2025 fiscal sales.

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**LIMITED VIDEO LOTTERY** games were approved by the Legislature in April 2001. The legislation provides up to 9,000 video lottery terminals to be placed in retailer locations with specific types of West Virginia Alcohol Beverage Control Administration licenses. The first terminals were enabled for play on December 17, 2001. A total of 8,652 terminals were operating at licensed retail locations throughout the state as of June 30, 2025. Limited video lottery sales were 37.2 percent of total 2025 fiscal sales at 1,200 operating retailer locations.

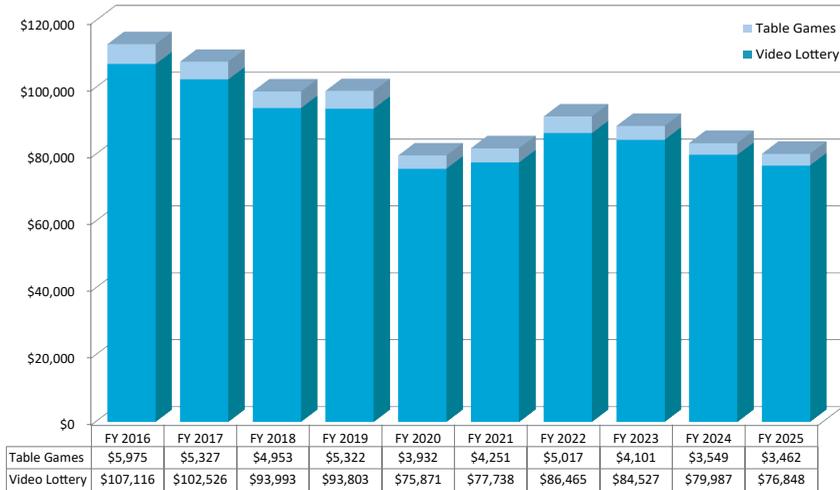
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**INTERACTIVE WAGERING** now most commonly referred to as iGaming, was implemented in Fiscal Year 2020 when the West Virginia Legislature passed House Bill 2934, permitting existing racetrack casinos and the Historic Resort Casino to offer wagering on any authorized interactive game. Authorized interactive games are computerized or virtual versions of any game of chance or digital simulation thereof, including, but not limited to, casino-themed slot simulations, table games, and other games approved by the Commission. Interactive Wagering sales were 3.6 percent of total 2025 fiscal sales.

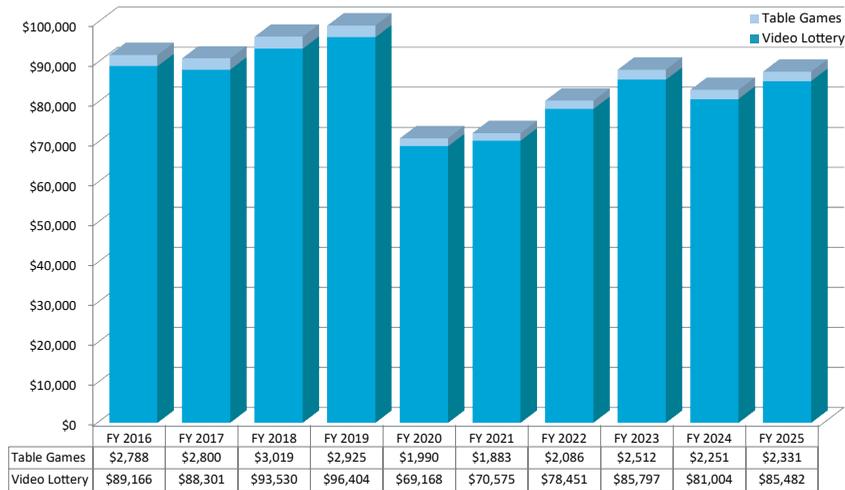
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**THE HISTORIC RESORT** implemented video lottery and table games in Fiscal Year 2010 when the West Virginia Legislature passed the Casino Act, which also required the passage of local referendum. In October 2009, The Greenbrier began operating both video lottery and table games. Table games offered are Blackjack, Roulette, and Three Card Poker

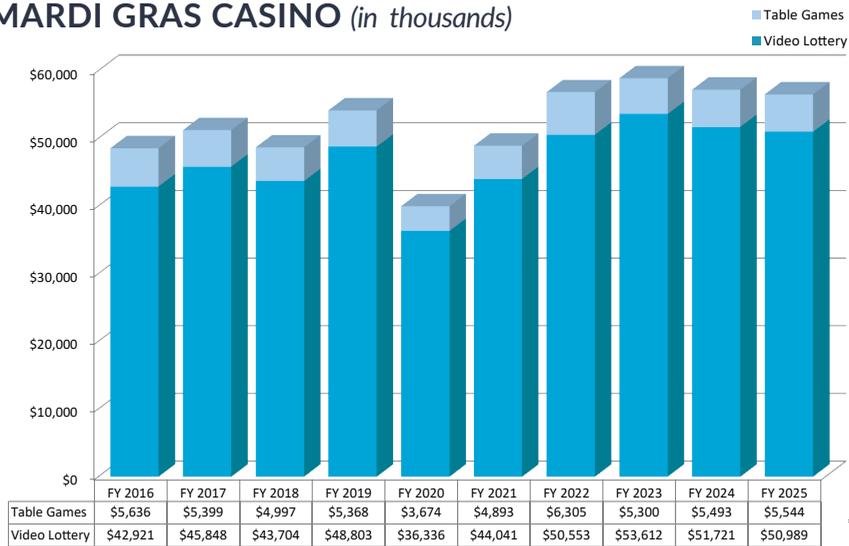
## MOUNTAINEER CASINO (in thousands)



## WHEELING ISLAND CASINO (in thousands)



## MARDI GRAS CASINO (in thousands)

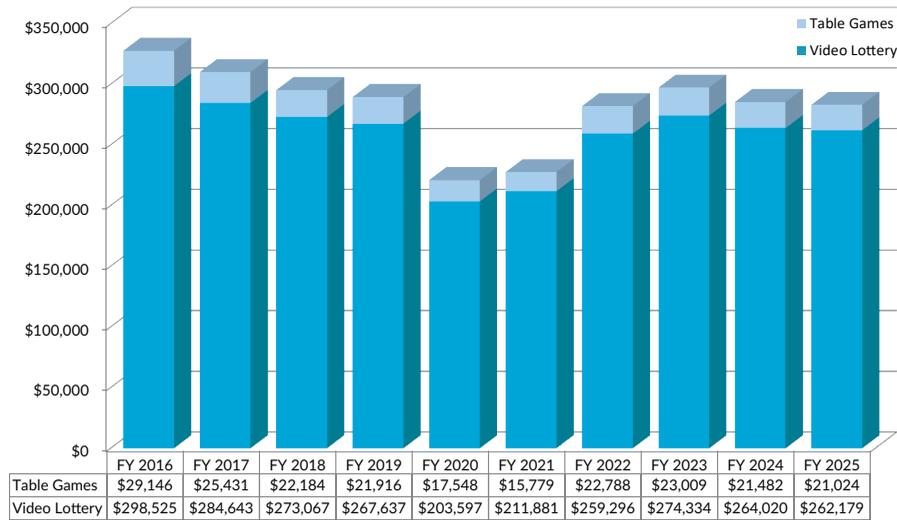
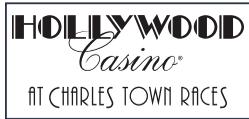


\* Table games reported as Adjusted Gross Receipts (AGR)

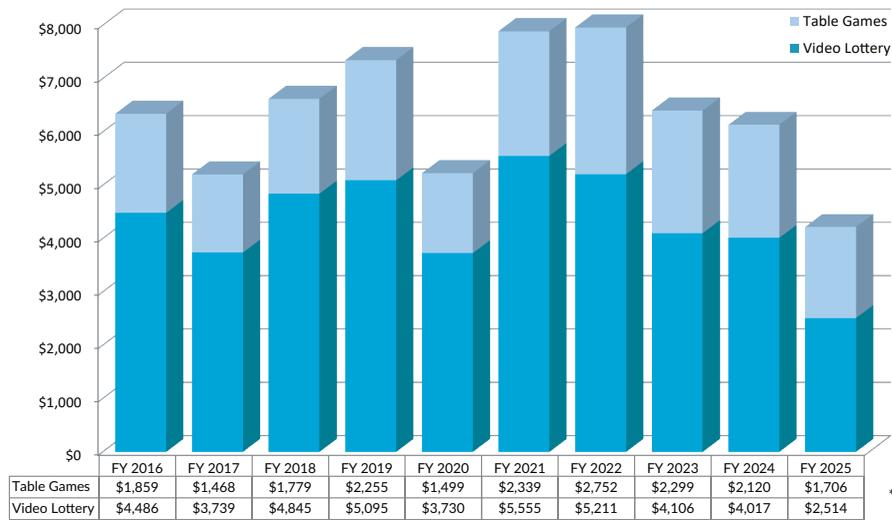
# VIDEO LOTTERY & TABLE GAMES

Continued

## HOLLYWOOD CASINO (in thousands)



## HISTORIC RESORT (in thousands)



\* Table games reported as Adjusted Gross Receipts (AGR)



# CASH CREDIT DEBIT IT'S HERE!

*Limit of \$200 per transaction  
on debit and credit purchases.*



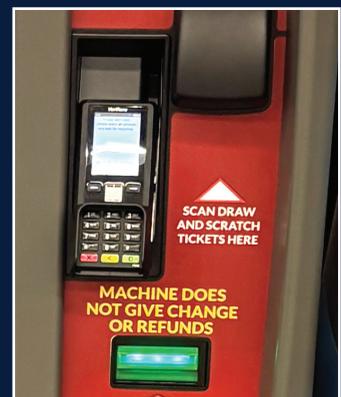
**LOTTERY VENDING MACHINES NOW TAKE DEBIT, CREDIT AND CASH!**

Press the “PAY WITH CARD” button on the touch screen and follow the instructions or insert cash. Then pick and play today!

## TAP | SWIPE | INSERT

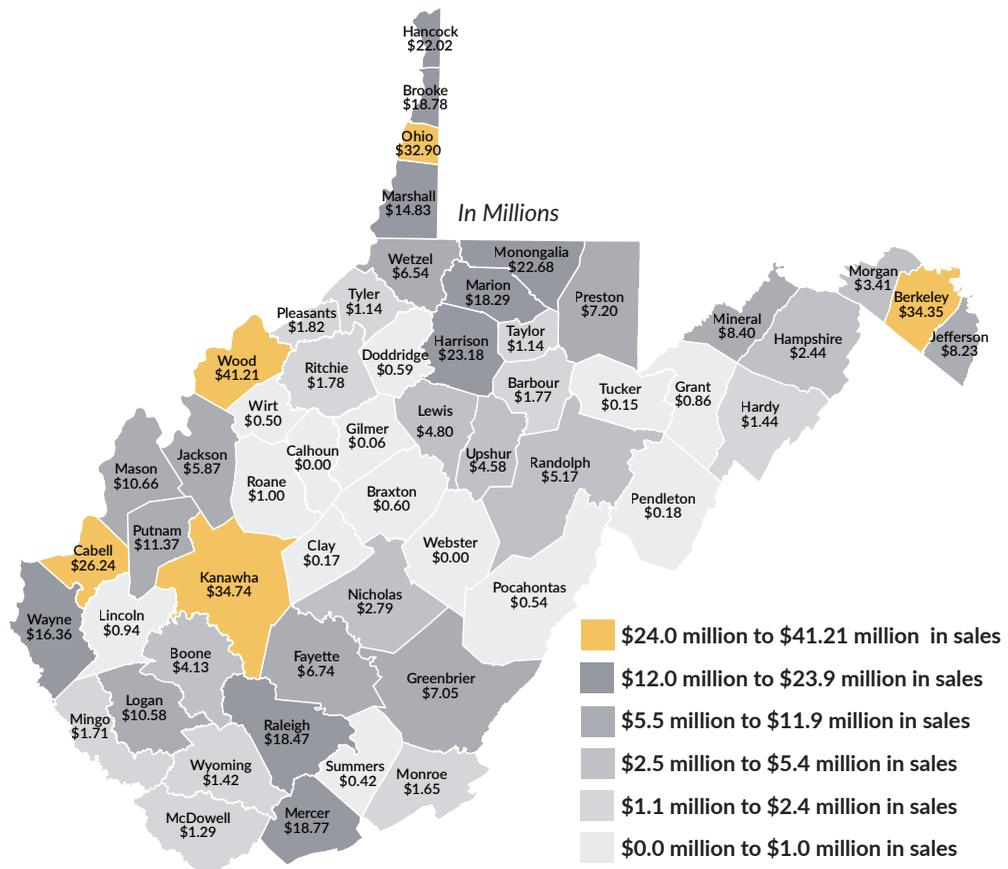
In 2024, the West Virginia Lottery made purchasing lottery even easier by introducing cashless payments—something our players have been asking for! They can now tap, swipe, or insert a credit or debit card at any West Virginia Lottery vending terminal to buy up to \$200 of Scratch Offs or draw-based games in a single transaction. Additional machines were added to the field when retail space and permissions were provided throughout the year.

Players can also scan their tickets to check for winners and redeem winning tickets for up to \$50 in credits right on the machine. It's fast, secure, and designed with safeguards to promote responsible play—adding a whole new level of convenience to the West Virginia Lottery experience.



# LIMITED VIDEO LOTTERY REVENUE

1	Wood	\$41,205,649
2	Kanawha	\$34,737,680
3	Berkeley	\$34,352,758
4	Ohio	\$32,901,008
5	Cabell	\$26,243,352
6	Harrison	\$23,184,751
7	Monongalia	\$22,683,723
8	Hancock	\$22,020,487
9	Brooke	\$18,780,242
10	Mercer	\$18,774,419
11	Raleigh	\$18,468,882
12	Marion	\$18,288,769
13	Wayne	\$16,356,294
14	Marshall	\$14,829,500
15	Putnam	\$11,371,212
16	Mason	\$10,657,252
17	Logan	\$10,582,154
18	Mineral	\$8,399,369
19	Jefferson	\$8,226,922
20	Preston	\$7,196,417
21	Greenbrier	\$7,054,625
22	Fayette	\$6,741,465
23	Wetzel	\$6,542,631
24	Jackson	\$5,869,754
25	Randolph	\$5,174,972
26	Lewis	\$4,804,591
27	Upshur	\$4,582,152
28	Boone	\$4,134,945
29	Morgan	\$3,408,924
30	Nicholas	\$2,789,052
31	Hampshire	\$2,441,273
32	Pleasants	\$1,822,012
33	Ritchie	\$1,780,753
34	Barbour	\$1,768,459
35	Mingo	\$1,711,505
36	Monroe	\$1,654,162
37	Hardy	\$1,442,919
38	Wyoming	\$1,419,762
39	McDowell	\$1,288,903
40	Tyler	\$1,138,532
41	Taylor	\$1,136,263



**TOTAL: \$473,964,112**

## LIMITED VIDEO LOTTERY PROCEEDS TO COUNTIES/MUNICIPALITIES

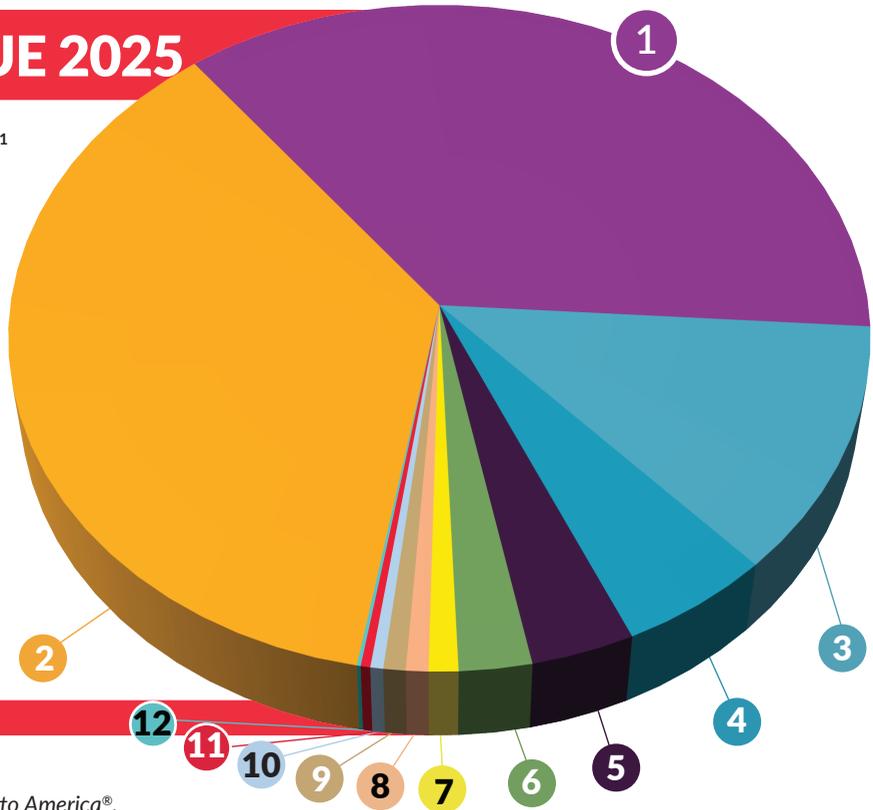
1	Wood	\$655,244	20	Upshur	\$166,908	39	Boone	\$56,672
2	Ohio	\$582,825	21	Preston	\$161,423	40	Pocahontas	\$55,854
3	Kanawha	\$545,560	22	Mason	\$151,755	41	Grant	\$49,115
4	Berkeley	\$464,245	23	Mingo	\$134,137	42	Monroe	\$46,869
5	Cabell	\$443,075	24	Jackson	\$130,576	43	Doddridge	\$42,674
6	Hancock	\$433,039	25	Mineral	\$127,476	44	Ritchie	\$33,037
7	Harrison	\$395,729	26	McDowell	\$127,371	45	Pleasants	\$29,499
8	Marion	\$352,384	27	Greenbrier	\$119,746	46	Webster	\$27,807
9	Monongalia	\$342,365	28	Hardy	\$114,195	47	Wyoming	\$16,955
10	Brooke	\$326,624	29	Fayette	\$99,715	48	Taylor	\$16,545
11	Mercer	\$308,283	30	Nicholas	\$98,491	49	Roane	\$15,653
12	Marshall	\$287,241	31	Hampshire	\$98,216	50	Pendleton	\$11,717
13	Putnam	\$287,205	32	Wetzel	\$90,081	51	Summers	\$11,461
14	Raleigh	\$278,810	33	Lincoln	\$88,715	52	Tucker	\$8,397
15	Barbour	\$262,956	34	Braxton	\$88,106	53	Clay	\$6,906
16	Jefferson	\$248,508	35	Randolph	\$81,332	54	Gilmer	\$6,459
17	Logan	\$205,272	36	Lewis	\$73,006	55	Calhoun	\$608
18	Wayne	\$184,955	37	Morgan	\$59,817			
19	Wirt	\$169,567	38	Tyler	\$58,883			

**TOTAL: \$9,280,063**

Two percent of gross profit is distributed to counties and incorporated municipalities in the manner prescribed by statute.

# FISCAL YEAR REVENUE 2025

- 1 \$475.5 RACETRACK VIDEO LOTTERY <sup>1</sup>
- 2 \$474.0 LIMITED VIDEO LOTTERY
- 3 \$155.6 INSTANT GAMES
- 4 \$68.5 DRAW GAMES<sup>2</sup>
- 5 \$46.2 INTERACTIVE WAGERING
- 6 \$32.4 TABLE GAMES (tax)
- 7 \$13.1 eINSTANTS
- 8 \$9.9 LICENSE AND PERMIT FEES
- 9 \$9.8 NONOPERATING INCOME
- 10 \$5.7 SPORTS WAGERING
- 11 \$4.2 HISTORIC RESORT
- 12 \$1.7 MISCELLANEOUS



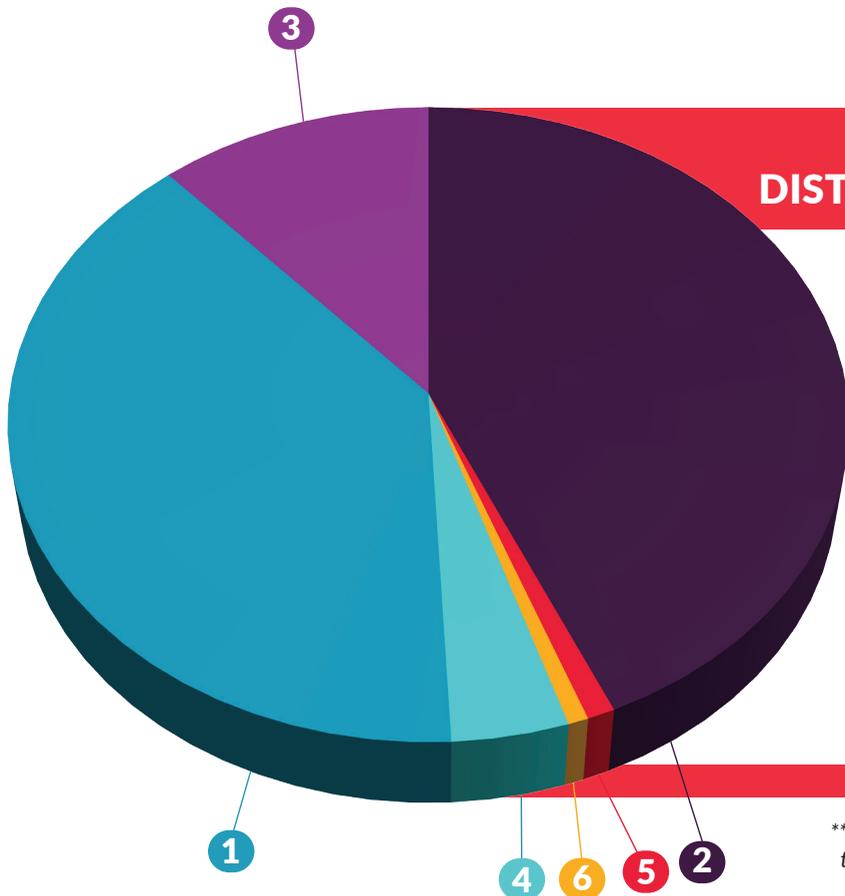
1 Video lottery machines at bars/taverns.  
 2 Draw Games such as Powerball®, Mega Millions®, Lotto America®, Cash 25, Daily 3, Daily 4, Keno Go, and CA\$H POP®.

# FISCAL YEAR 2025 EXPENSES, DISTRIBUTIONS, AND NET INCOME

- 1 \$563.5 DISTRIBUTED TO THE STATE OF WEST VIRGINIA
- 2 \$508.8 PAID IN COMMISSIONS\*\*
- 3 \$150.7 PRIZES PAID TO TRADITIONAL PLAYERS
- 4 \$53.4 ADMINISTRATIVE EXPENSES
- 5 \$12.8 DISTRIBUTED TO THE CAPITAL REINVESTMENT FUND
- 6 \$9.3 DISTRIBUTED TO MUNICIPALITIES AND COUNTIES\*\*

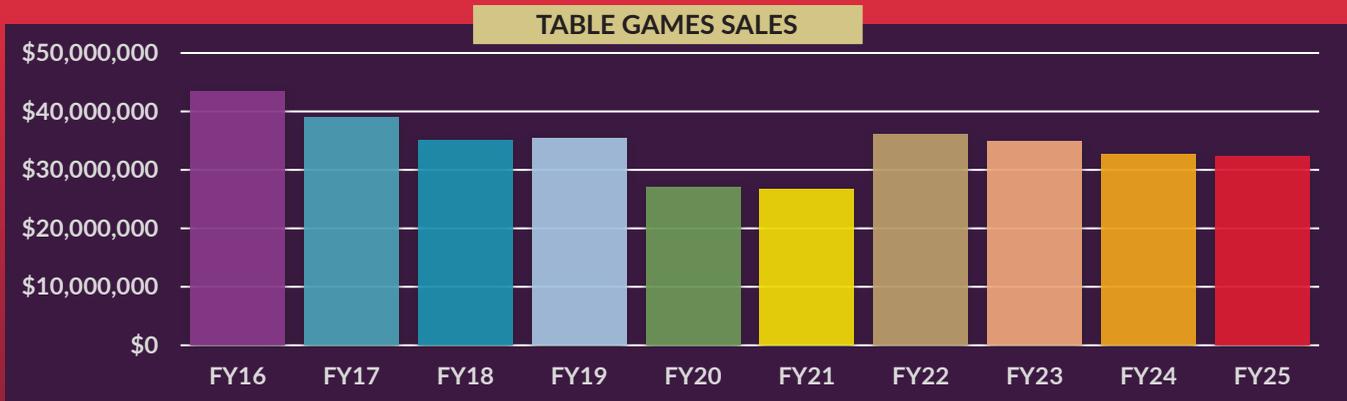
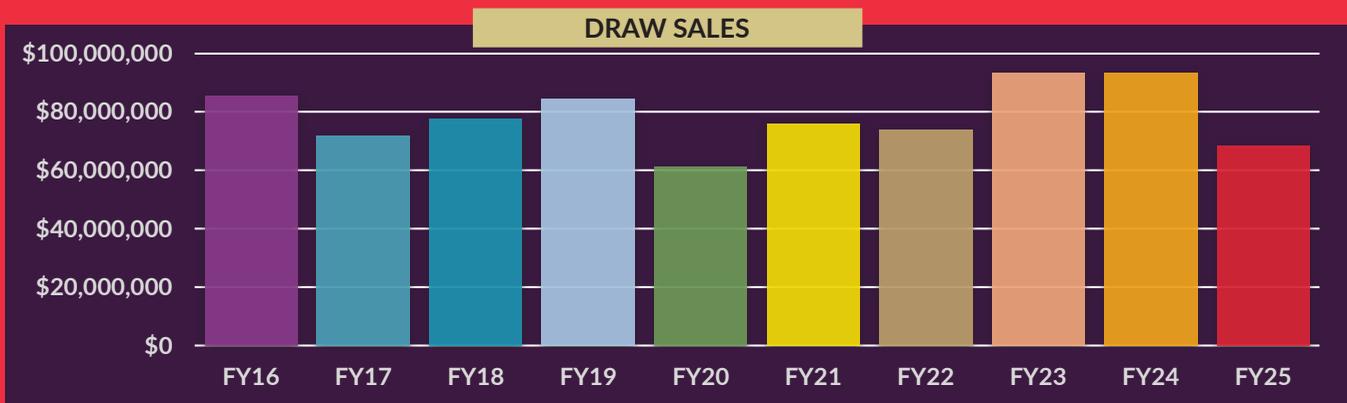
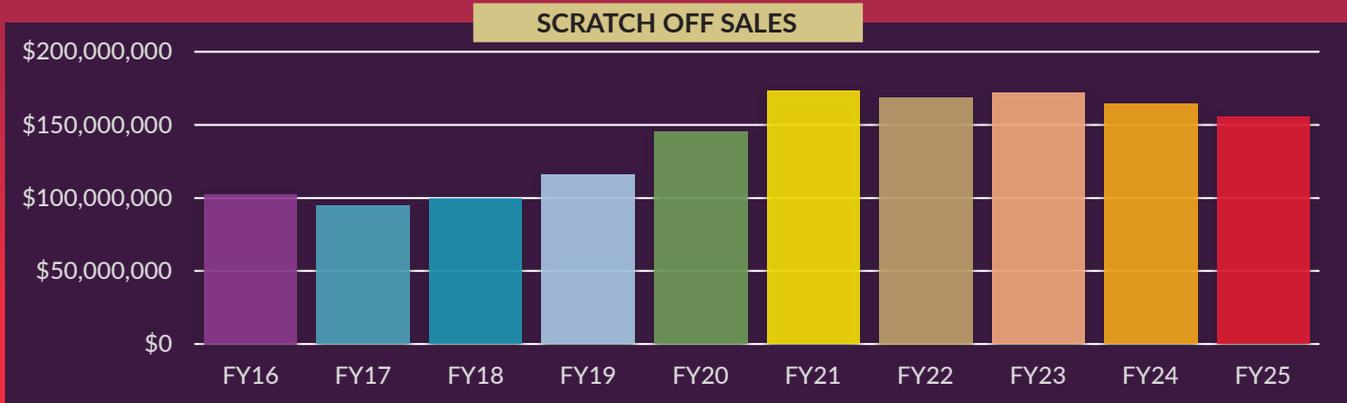
\*In Millions

\*\* \$18.4 million is included in commissions that are paid to the municipalities and counties.



# SALES BY PRODUCT

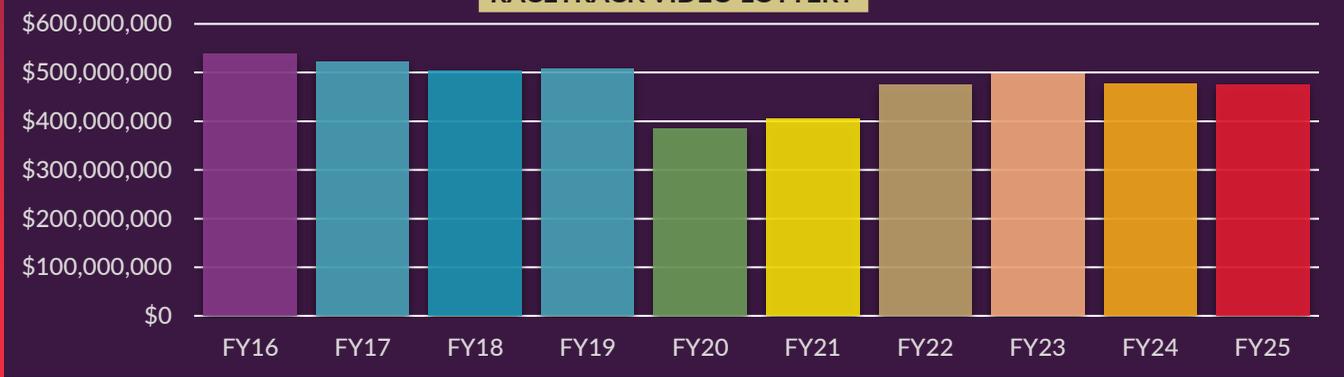
LAST TEN YEARS



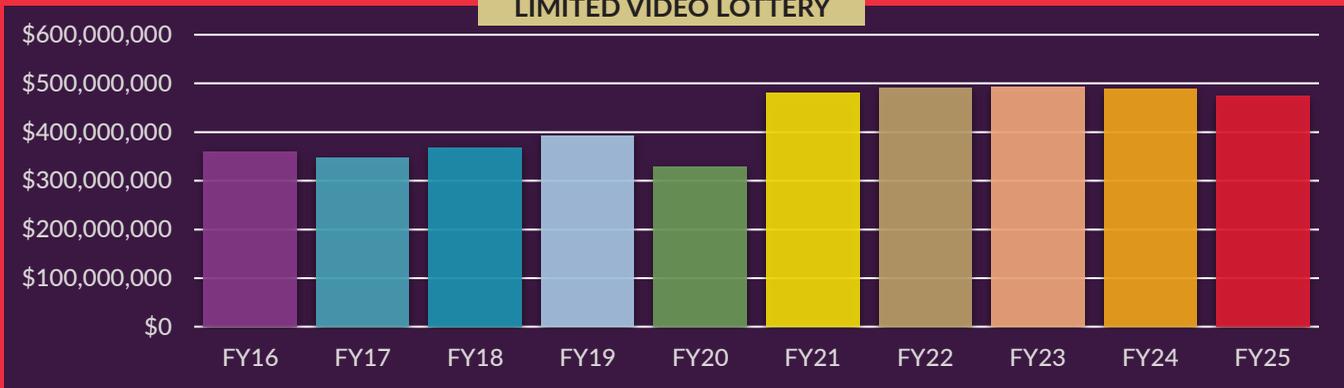
# SALES BY PRODUCT

LAST TEN YEARS

RACETRACK VIDEO LOTTERY



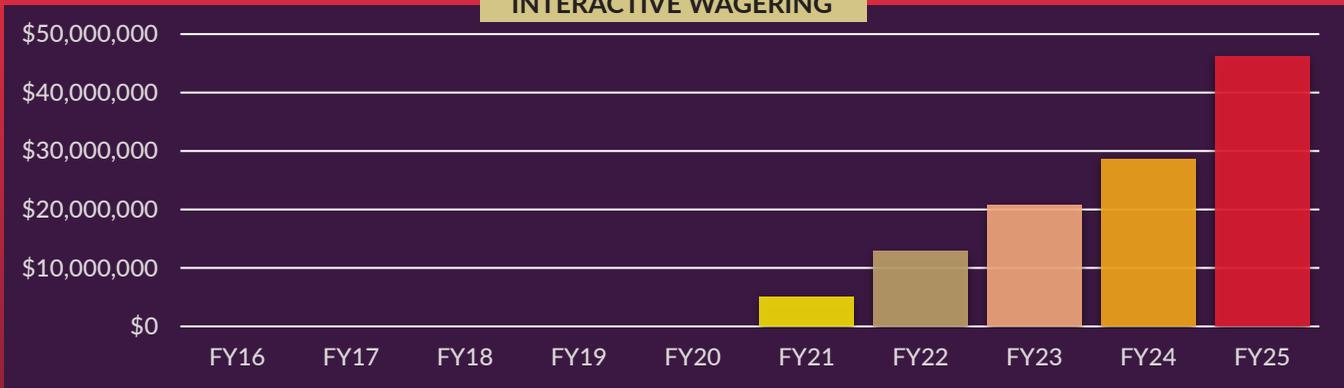
LIMITED VIDEO LOTTERY



SPORTS WAGERING



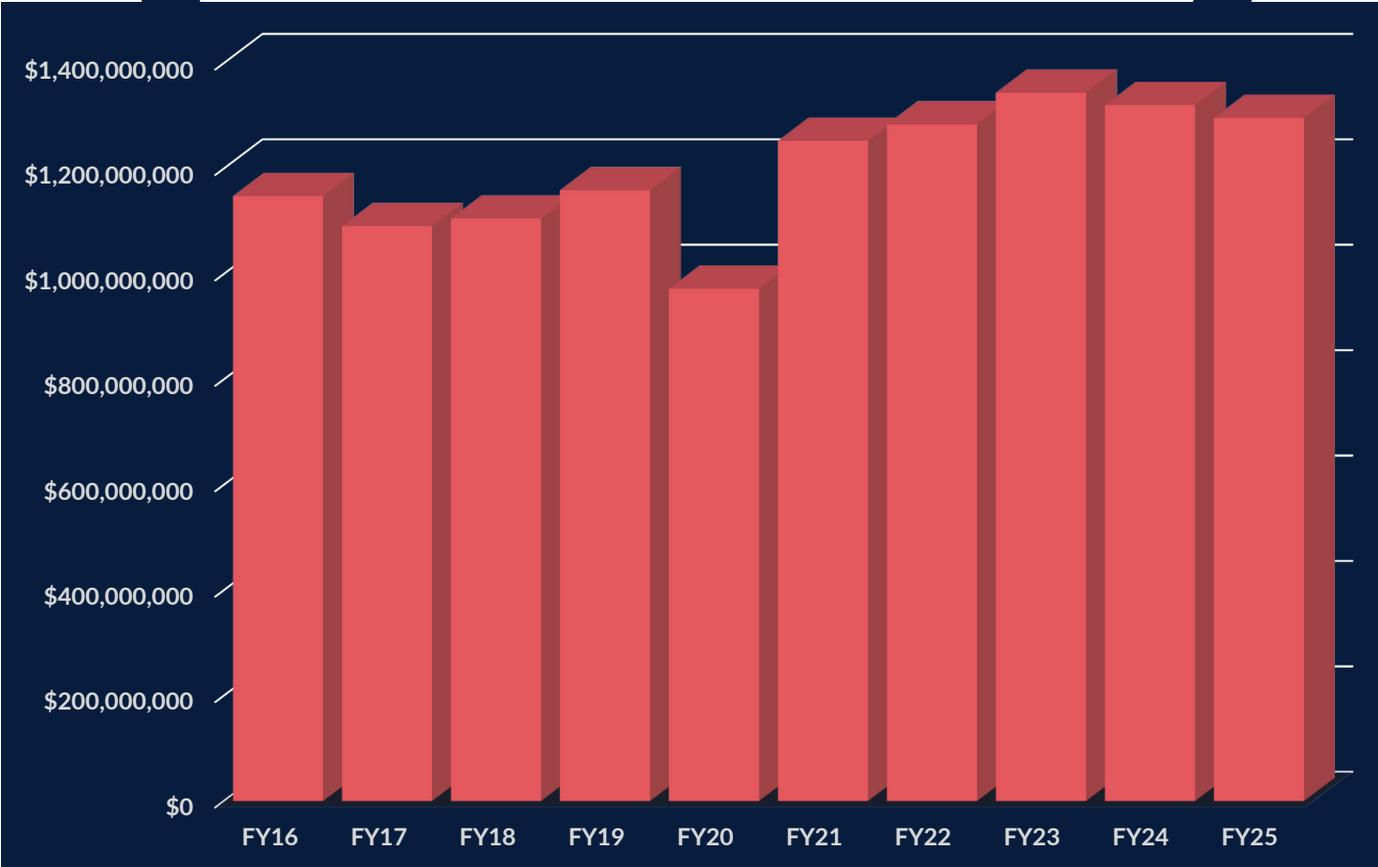
INTERACTIVE WAGERING

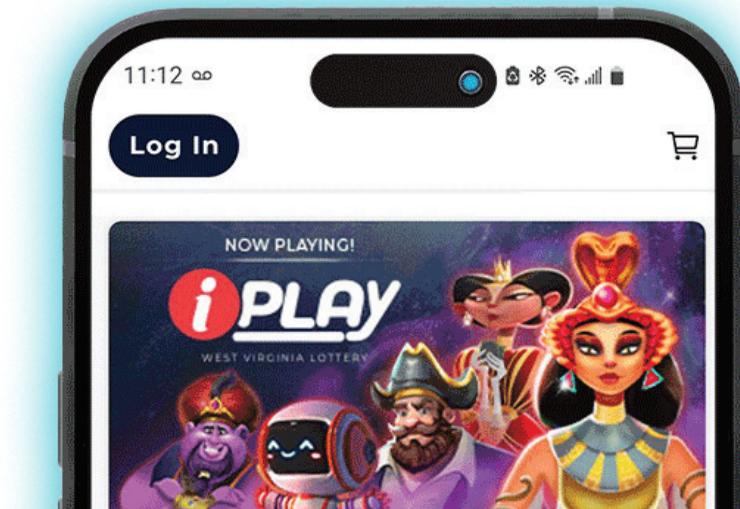


# FINANCIAL IMPACT

## TEN YEAR REVENUE Detailed Revenue Numbers

FY 2016 .....	\$1,147,951,706
FY 2017 .....	\$1,091,129,086
FY 2018 .....	\$1,105,479,909
FY 2019 .....	\$1,159,086,844
FY 2020 .....	\$972,249,062
FY 2021 .....	\$1,252,893,801
FY 2022 .....	\$1,284,149,192
FY 2023 .....	\$1,344,207,228
FY 2024 .....	\$1,320,452,599
FY 2025 .....	\$1,296,418,400





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iPlay lets you buy draw tickets like Powerball® and Mega Millions®, play iINSTANT games, and scan physical tickets to check for wins - all from your phone. You can also earn and redeem rewards through the PlayON loyalty program, view winning numbers, find retailers, and manage responsible gaming.

**Scan the QR code below to get started.**



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**FY2025**  
PROGRESS REPORT