

CHARLIE CRIST
Governor



LEO DIBENIGNO
Secretary

FLORIDA LOTTERY

October 5, 2010

Mr. Thad Fortune
Office of Supplier Diversity
Department of Management Services
4050 Esplanade Way
Tallahassee, Florida 32399-0950

Dear Mr. Fortune:

The Florida Lottery is submitting for your review and approval, our Minority, Service-Disabled Veteran, & Women Business Participation Plan for Fiscal Year 2010/2011.

As recognized by the Legislature in Chapter 24, Florida Statutes, the Florida Lottery is a unique activity for state government. The Lottery's business function is aligned with those similar to other entrepreneurial business enterprises and, therefore, provides unique small business opportunities for the State of Florida. This year's program plan provides information on procurement, contracting strategies, and minority retailer recruitment strategies that exemplify the spirit of minority, service-disabled veteran, & women business initiatives in Florida.

The Florida Lottery looks forward to working with the Office of Supplier Diversity in identifying opportunities for economic growth within the diverse business industry of the State of Florida.

Should you have any questions regarding the content of this program, please contact Mr. Rhett Frisbie, Director of Procurement Management or Ms. Summer Silvestri, Procurement Management Supervisor at 487-7710.

Respectfully,

A handwritten signature in blue ink that reads "Cynthia B. Jackson".

Cynthia "Marcy" Jackson
Chief Financial Officer

MJ/rf

Enclosure



Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Florida Lottery Procurement Management
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Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



TABLE OF CONTENTS

<u>Subject</u>	<u>Page</u>
Florida Lottery's Vision and Mission Statement	2
Supplier Diversity – Statement of Commitment	2
Program Overview	2
Program Staffing Resources	3
Staffing Resource Commitment	4
Procurement Exposure Initiatives	5
Procurement Educational Initiatives	8
Procurement Program Assessment	8
Minority Retailer Contracting Overview	9

Attachments

Fiscal Year 2009/2010 Minority and Women Business Contracting Summary	
Commodities	Attachment A
Contractual Services	Attachment B
Minority Retailer Outreach Strategies Update – August 2010	Attachment C

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Florida Lottery's Vision and Mission Statement

VISION

The Florida Lottery is a multi-billion dollar state revenue resource where customer value, public trust and an unwavering commitment to the enhancement of public education are cultivated and celebrated with honesty, creativity and diversity.

MISSION

Maximize Education Revenue

The Florida Lottery was created to allow the people of the state to benefit from significant additional moneys for education while playing the best lottery games available. Consistent with this, it is the mission of the Florida Lottery to maximize revenues in a manner consonant with the dignity of the state and the welfare of its citizens.

Supplier Diversity – Statement of Commitment

As an entrepreneurial governmental business entity, the Florida Lottery will continue to demonstrate leadership, commitment and innovation in educational, outreach, and contracting initiatives to ensure the expansion of economic opportunities for minority, service-disabled veteran, and women-owned business enterprises in the State of Florida.

Program Overview

Throughout the development of the State of Florida's vendor diversity program, the Florida Lottery has been a leader in support of the Department of Management Services, Office of Supplier Diversity, and its charge to ensure minority, service-disabled veteran, and women-owned business enterprises are afforded fair and equal opportunities to compete in the state's contracting process.

As a result of activities by the Florida Lottery and its Business Partners, approximately \$22 million was spent with minority and women-owned business enterprises during fiscal year 2009/2010. Refer to Attachments A and B for a breakout of expenditures.

The Florida Lottery continues to recruit minority retailers as part of its business development operations. Executive Order 99-281 provides direction to "seek untapped opportunities all across State government for minority vendors and service providers who are currently overlooked." Additionally, the plan calls for "an expansion of opportunity through improved procedures and practices that justly take into consideration a broad representation of Florida's commerce base."

During fiscal year 2009/2010, the Florida Lottery paid in excess of \$57 million to minority businesses as retailer commissions. Refer to Attachment C for the Lottery's outreach strategies for Retailer recruitment.

This plan will identify the Florida Lottery's positive impact on Florida's diverse commerce base.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Program Staffing Resources

The Lottery's program will ensure continued intentional and proactive corporate citizenship in pursuing and promoting diverse entrepreneurship whereby legitimate business needs and corporate philosophies are met and supported through a network of suppliers, retailers, and programs rich in diversity.

The Lottery's program consists of the following components:

1) Staffing Resource Commitment

Procurement - The Florida Lottery has a senior management staff member who is responsible for providing the vision and direction for the program. The Procurement Management Supervisor is responsible for the day-to-day oversight of the vendor diversity program including ensuring initiatives and procurement contracting strategies identified herein, or as may be identified and developed throughout the year are accomplished; and engaging with the Lottery's Business Partners to assist in their small and minority business activities.

Retailers - Members of the Lottery's Business Development Office pursue strategies to increase the Lottery's representation in non-traditional trade styles as well as retail businesses owned or operated by under-represented minorities.

2) Exposure Initiatives

Procurement - These activities ensure minority, service-disabled veteran and women-owned business enterprises are afforded opportunities to compete and participate in procurement activities regardless of value and procurement method.

Retailers - These activities ensure visibility of the Lottery as a viable and profitable business relationship.

3) Educational Initiatives

Procurement – These activities ensure small businesses are informed and instructed in various processes necessary to successfully compete and participate in procurement opportunities.

Retailers – These activities ensure minority owned businesses are successful in contracting with the Lottery and that unreasonable barriers are identified and removed in the recruitment process.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Staffing Resource Commitment

Senior Management Oversight (Procurement) – The designated senior manager, Mr. Rhett Frisbie, Director of Procurement Management, is integral to the success of the Lottery's Minority, Service-Disabled Veteran, and Women-Owned Business Participation Program as it relates to procurement and contractual matters. As a senior manager, Mr. Frisbie ensures agency procurement directives pertaining to vendor diversity are communicated to all employees involved in the acquisition process of commodities and services.

Program Management (Procurement) – The Lottery's Minority, Service-Disabled Veteran, and Women-Owned Business activities are systematically implemented and administered by representatives of the Office of Procurement Management.

Ms. Summer Silvestri serves as Procurement Management Supervisor and is directly responsible for the Lottery's procurement operation, provides subject matter expertise ensuring successful implementation of initiatives as well as identification of new initiatives, and is responsible for assisting the Lottery business units, as well as the Lottery's Business Partners in successfully achieving their minority, service-disabled veteran, and women-owned business strategies.

Senior Management Oversight (Retailers) – The Deputy Secretary of Business Development, Research and Development, Dr. Dennis Harmon, is responsible for oversight of all matters pertaining to retailer contracting. Dr. Harmon monitors the systematic implementation of outreach strategies of the Business Development unit.

Program Management (Retailers) - Minority retailer recruitment initiatives fall under the management of Ms. Gina Melton, Director of Business Development. Ms. Melton is responsible for developing and implementing minority retailer outreach strategies and provides subject matter expertise ensuring successful implementation of initiatives, as well as identification of new strategies.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Procurement Exposure Initiatives

Florida Lottery Website

The Lottery's web page for procurement operations and activities continues to include relevant information on contracting opportunities and contact information. The following initiatives have been reinstituted:

- The Lottery has contracting strategies that stipulate its Business Partners will provide a 90-day spending plan to be posted on the Lottery's website. For the current Business Partner spending plans, please visit the Lottery's website at the below link: [\[http://www.flalottery.com/inet/procurement-businesspartnersMain.do\]](http://www.flalottery.com/inet/procurement-businesspartnersMain.do)
- The Lottery will continue to be a leader in posting information and hyperlinks to the Office of Supplier Diversity's website and posting the Annual MatchMaker Tradeshow and Exposition information as soon as it is available.
- For vendors that Lottery representatives meet at the annual or regional Matchmaker events, the Lottery posts their company information with their corporate name being a URL hyperlink to their website. This provides additional value to these vendors for the money invested in their attendance at a State of Florida sponsored event.

During the upcoming fiscal year, the Florida Lottery will work to ensure the minority, service-disabled veteran and women-owned business web link is prominently displayed on our Procurement Management web page.

Lottery Business Partners

The Lottery maintains a web page that lists the Lottery's Business Partners and their representative contact information. This is the result of contracting strategies that require the provision of pertinent contact information for posting on the Lottery's website, thereby providing easy access to vendors that may be seeking subcontracting opportunities. As new contracts are awarded, this information is updated.

The Lottery encourages its Business Partners to participate in the annual MatchMaker event by sponsoring and staffing a booth. During the 2009 Matchmaker event, Business Partners GTECH Corporation and Scientific Games International were Sponsors.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Procurement Exposure Initiatives (continued)

Cooperative Contract Management

This initiative has provided an increased focus on subcontracting activities by providing subject matter expertise resources to Contract Managers and Business Partners. This strategy also helps identify procurement activities in which small businesses could compete for subcontracting opportunities with the Business Partners.

During solicitation development, minority, service-disabled veteran and women business participation opportunities are identified for consideration by any proposing vendor. Specific language requires reporting of anticipated opportunities and subsequent procurement activities.

The Lottery continues to consult with the Office of Supplier Diversity in the crafting of creative small business participation language to be included in solicitations and contracts. This language provides OSD contact information for consultation on small business initiatives. This initial communication builds the foundation for consultation between the Lottery, OSD, and the eventual contractor.

During the review of solicitation submissions, Procurement Management staff compiles a supplemental listing of minority and women business participation opportunities for the successful vendor. This list includes subcontracting opportunities as well as day-to-day provisioning for operations.

The Lottery will create (where necessary) a Minority and Women Business Participation Plan for each successful vendor in appropriate contract awards.

Minority, Service-Disabled Veteran and Women-Owned Business Highlight

The Lottery will pursue highlighting minority, service-disabled veteran, and women-owned business enterprises that have successfully performed services and/or provided commodities to the Department or its Business Partners. The small business entity will be afforded an opportunity to provide a letter describing benefits participating in the State of Florida's certification program. This letter will be posted on the Lottery's website. The minority, service-disabled veteran, and women-owned business enterprises name will also be a hyperlink to their corporate web page. This will provide positive exposure for the minority, service-disabled veteran, and women-owned business enterprises.

Business Trade Fairs

The Lottery will continue to be a leader by identifying and attending/sponsoring events that facilitate personal interaction and fostering inclusive relationships between minority, service-disabled veteran, and women-owned business enterprises and the Lottery.

These outreach activities are core to the Lottery's business strategies in vendor diversity as well as retailer recruitment.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Procurement Exposure Initiatives (continued)

Service-Disabled Veteran Business Enterprises

The Lottery will explore opportunities to expand its current Vendor Diversity Contractual Requirements placed in the majority of its solicitations to include requirements, as applicable, for its Business Partners to extend opportunities to service-disabled veteran business enterprises.

Mentor Protégé Program

The Lottery will continue to be an advocate of this program. As posted on the Office of Supplier Diversity's webpage, the Lottery's business partner GTECH Corporation partnered with Flamingo Graphics as a result of this program in 2008. In compliance with the program Flamingo Graphics graduated out of the program and GTECH partnered with Browning Communications in the Mentor Protégé Program.

The Lottery will strive to encourage our other business partners to participate in the program.

Facility Leasing Activity

The Lottery recognizes that our Lease activity is one of those areas that has untapped opportunities. Over the course of the fiscal year, the Lottery will work with its headquarters and district office landlords in an effort to capture spend data for minority, service-disabled veteran, and women-owned business enterprises.

Vendor Registration and Certifications

The Lottery will continue to work with the Department of Management Services (DMS) and the OSD to increase the number of registered vendors and to certify minority, service-disabled veteran and women-owned business enterprises in the State of Florida.

Retailer Commissions

During fiscal year 2008/2009, with the assistance of OSD, the Lottery made great strides in capturing its' minority retailer commissions. At this time, the Lottery is able to count retailer spend under the non-certified categories. During the current fiscal year, the Lottery will work with OSD in an effort to capture this spend as certified minority dollars.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



Procurement Exposure Initiatives (continued)

Division Report Cards

The Lottery consistently encourages all agency staff involved in the purchasing process to obtain two (2) or more quotes from minority, service-disabled veteran, and women-owned business enterprises. The Lottery will review procurement activity at the division level and provide assistance to ensure opportunities are afforded to minority, service-disabled veteran, and women-owned business enterprises.

Procurement – Educational Initiatives

“Doing Business with the Lottery Manual”

The Lottery is finalizing the development of a manual for minority, service-disabled veteran, and women-owned business enterprises to provide guidance on how to access opportunities with the Lottery and its Business Partners as well as registration for certification as a small business. This manual will be made available for downloading from the Lottery's website. The Lottery will continue to educate minority, service-disabled veteran, and women-owned business enterprises about the benefits of certification.

Trade Fairs

Sponsorship and attendance at these events have provided opportunities for Purchasing Office staff to meet with new and established minority, service-disabled veteran, and women-owned business enterprises. During fiscal year 2009/2010 the Florida Lottery:

- Sponsored and attended the MatchMaker 2009 Trade Show & Expo, and additionally 2 of its Business Partners, GTECH Corporation and Scientific Games International also sponsored and attended this event.
- Participated in regional matchmaker events in Fort Myers, Tallahassee, and Jacksonville.

Matchmaking opportunities for vendors with the Lottery's District Offices and Business Partners are often identified at these events.

Procurement Program Assessment

This activity assesses historical data to determine an appropriate approach for implementation of each initiative. Each activity will be monitored for success as well as opportunities for enhancement, with communication to the Office of Supplier Diversity, as necessary for additional review.

Minority, Service-Disabled Veteran & Women Business Participation Plan

Fiscal Year 2010-2011



The Florida Lottery believes that a critical element to the success of the program as outlined, herein, is to provide a semi-annual report to the Office of Supplier Diversity on its efforts as opposed to just providing an annual plan. This status report will be submitted around February 2011.

Minority Retailer Contracting Overview

The Florida Lottery is charged with the responsibility to retain a representative ratio of minority retailers. The Business Development Office has been proactive in recruiting minority retailers by developing and aggressively implementing strategies specifically tailored to the unique lottery business environment.

The Florida Lottery continues its efforts with the Department of Business and Professional Regulation (DBPR) in accessing and reviewing data contained in LicenseEase, DBPR's Online Licensing System. The data obtained facilitates business efficiencies and streamlines the identification of non-traditional trade styles such as barbershops, hair salons, restaurants, and hotels/motels.

The below chart depicts retailer commissions by minority classification for fiscal year 2009/2010:

Florida Lottery Distribution of Retailer Commission by Minority Status Fiscal Year 2009/2010	
Minority Classification	Commission Amount
African American	\$1,394,535.73
American Woman	\$2,464,901.41
Asian American	\$40,405,387.58
Hispanic American	\$12,870,106.64
Native American	\$319,321.00
TOTAL:	\$57,454,254.36



Fiscal Year 2009/2010 Contracting Summary: Commodities by Minority and Object Codes

A - NON-MINORITY		
Object Code	Object Code Description	Amount
131303	PROF FEES -TENANT BROKERAGE CONSULTING S	\$87,226.28
132730	SCRATCH-OFF SPECIAL PRINTING FEATURES	\$80,717.35
230000	PRINTING AND REPRODUCTION	\$23,049.85
243020	OFFICE EQUIP-REPAIR & MAINT(NON-CONTRACT	\$2,859.57
243040	SECURITY EQUIP-REPAIR & MAINT(NON-CONTRA	\$3,207.00
261400	IN STATE TRAVEL-HOTEL	\$239.57
261500	IN STATE TRAVEL-AIRFARE	\$2,212.70
262400	OUT-OF-STATE TRAVEL-HOTEL	\$330.38
262500	OUT-OF-STATE TRAVEL-AIRFARE	\$1,933.70
271000	UTILITIES-ELECTRICITY	\$437,042.31
272000	UTILITIES-NATURAL GAS	\$2,118.66
273000	UTILITIES-WATER AND SEWERAGE	\$17,186.90
274000	UTILITIES-GARBAGE COLLECTION	\$150.00
279000	UTILITIES-OTHER	\$20,742.44
371000	GASOLINE	\$420,687.12
373000	DIESEL FUEL	\$44.34
379090	TOLL FEES FOR SALES FLEET	\$24,766.25
391000	INFORMATION TECHNOLOGY SUPPLIES	\$92,561.16
393000	APPLICATION SOFTWARE (LICENSES)	\$56,420.75
393077	APPLICATION SOFTWARE-CONTRACTED SERVICES	\$9,852.00
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DP	\$15,190.68
399012	PLAYSTATIONS SUPPLIES	\$60,872.00
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$3,057.14
399083	MATERIALS AND SUPPLIES - OTHER	\$32.01
412000	GENERAL LIABILITY INSURANCE	\$2,463.91
434000	FROM NON-GOVERNMENTAL ENTITIES	\$3,184,397.49
441000	INFORMATION TECHNOLOGY EQUIP RENTAL	\$11,136.00
442000	COPY EQUIPMENT RENTAL	\$5,529.08
443000	POSTAGE EQUIPMENT RENTAL	\$48,525.80
444000	OFFICE EQUIPMENT RENTAL	\$6,181.00
449080	RENTAL OTHER MISC. EQUIP. FOR PROMO EVEN	\$168.05
449082	LEASE FOR VENDING MACHINES	\$3,103,830.13
492000	SUBSCRIPTIONS	\$24,036.07
493000	DUES	\$27,442.27
498000	STATE AWARDS TO STATE EMPLOYEES-NONTAXAB	\$0.00

Florida Lottery
Minority Business Utilization Plan
Attachment A

Object Code	Object Code Description	Amount
498100	STATE AWARDS TO STATE EMPLOYEES-TAXABLE	\$2,767.30
499000	OTHER CUR CHGS-OTHER	\$4,743.07
499014	REFERENCE BOOKS AND MATERIALS	\$6,923.79
499075	NOTARY PUBLIC FEES	\$3,931.63
499104	PERQUISITES - UNIFORMS	\$468.82
499310	ROYALTIES FOR GAMES	\$330,000.00
511040	BOOKS & OTHER \$25 TO \$250	\$1,172.18
512040	FURNITURE & EQUIP EXPENSE	\$20,470.13
516000	INFORMATION TECHNOLOGY EQUIPMENT	\$24,424.00
516040	INFORMATION TECH EQUIP - LESS THAN \$100	\$137,273.48
750000	STATE FINANCIAL ASSISTANCE	\$1,119,000.00
	A - NON-MINORITY TOTAL	\$9,427,384.36
B - SMALL BUSINESS - STATE		
243030	I.T. REPAIR & MAINTENANCE(NON-CONTRACTED	\$4,817.44
393000	APPLICATION SOFTWARE (LICENSES)	\$10,638.30
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DP	\$222.40
498000	STATE AWARDS TO STATE EMPLOYEES-NONTAXAB	\$88.40
499000	OTHER CUR CHGS-OTHER	\$22.45
499080	COST OF TICKETS	\$179.50
	B - SMALL BUSINESS - STATE TOTAL	\$15,968.49
C - SMALL BUSINESS - FEDERAL		
512040	FURNITURE & EQUIP EXPENSE	\$1,528.00
	C - SMALL BUSINESS - FEDERAL TOTAL	\$1,528.00
D - NON-PROFIT MINORITY		
449080	RENTAL OTHER MISC. EQUIP. FOR PROMO EVEN	\$9.90
	D - NON-PROFIT MINORITY TOTAL	\$9.90
H - AFRICAN AMERICAN - CERTIFIED MBE		
230000	PRINTING AND REPRODUCTION	\$19,582.00
391000	INFORMATION TECHNOLOGY SUPPLIES	\$103.48
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DP	\$30.00
	H - AFRICAN AMERICAN - CERTIFIED MBE TOTAL	\$19,715.48
I - HISPANIC - CERTIFIED		
230000	PRINTING AND REPRODUCTION	\$9.00
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$259.00
	I - HISPANIC - CERTIFIED TOTAL	\$268.00

Florida Lottery
Minority Business Utilization Plan
Attachment A

M - AMERICAN WOMAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
230000	PRINTING AND REPRODUCTION	\$3,495.02
261400	IN STATE TRAVEL-HOTEL	(\$96.71)
261500	IN STATE TRAVEL-AIRFARE	\$125.00
262500	OUT-OF-STATE TRAVEL-AIRFARE	\$128.00
391000	INFORMATION TECHNOLOGY SUPPLIES	\$464.78
393000	APPLICATION SOFTWARE (LICENSES)	\$3,639.00
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DP	\$3,190.00
399081	PROMOTIONAL MATERIALS & SUPPLIES	\$851.05
442000	COPY EQUIPMENT RENTAL	\$64,942.34
499014	REFERENCE BOOKS AND MATERIALS	(\$218.77)
512040	FURNITURE & EQUIP EXPENSE	\$5,345.19
516040	INFORMATION TECH EQUIP - LESS THAN \$100	\$2,860.00
	M - AMERICAN WOMAN - CERTIFIED MBE TOTAL	\$84,724.90
N - AFRICAN AMERICAN - NON-CERTIFIED MBE		
261500	IN STATE TRAVEL-AIRFARE	\$25.00
391000	INFORMATION TECHNOLOGY SUPPLIES	\$2,037.94
	N - AFRICAN AMERICAN - NON-CERTIFIED MBE TOTAL	\$2,062.94
O - HISPANIC - NON-CERTIFIED MBE		
230000	PRINTING AND REPRODUCTION	\$395.00
393000	APPLICATION SOFTWARE (LICENSES)	\$5,159.00
399012	PLAYSTATIONS SUPPLIES	\$4,693.00
434000	FROM NON-GOVERNMENTAL ENTITIES	\$110,944.56
499000	OTHER CUR CHGS-OTHER	\$328.51
	O - HISPANIC - NON-CERTIFIED MBE TOTAL	\$121,520.07
P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE		
393000	APPLICATION SOFTWARE (LICENSES)	\$47,075.61
516040	INFORMATION TECH EQUIP - LESS THAN \$100	\$1,998.00
	P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE TOTAL	\$49,073.61
Q - NATIVE AMERICAN, NON-CERTIFIED MBE		
393000	APPLICATION SOFTWARE (LICENSES)	\$60,533.26
	Q - NATIVE AMERICAN - NON-CERTIFIED MBE TOTAL	\$60,533.26
R - AMERICAN WOMAN - NON-CERTIFIED MBE		
121000	TEMPORARY EMPLOYMENT	\$644.00

Florida Lottery
Minority Business Utilization Plan
Attachment A

Object Code	Object Code Description	Amount
399005	OTHER M&S-SECURITY (EXCLUDE OFFICE & DP	\$130.00
499000	OTHER CUR CHGS-OTHER	\$873.60
499104	PERQUISITES - UNIFORMS	\$1,398.78
	R - AMERICAN WOMAN - NON-CERTIFIED MBE TOTAL	\$3,269.98
S - 51% MINORITY BOARD OF DIRECTORS		
493000	DUES	\$550.00
	S - 51% MINORITY BOARD OF DIRECTORS TOTAL	\$550.00
U - 51% MINORITY COMMUNITY SERVED		
261400	IN STATE TRAVEL-HOTEL	\$388.00
	U - 51% MINORITY COMMUNITY SERVED TOTAL	\$388.00
V - OTHER NON-PROFIT		
169500	DENTAL INSURANCE	\$88.36
261400	IN STATE TRAVEL-HOTEL	\$537.08
	V - OTHER NON-PROFIT TOTAL	\$625.44
Z - NO SELECTION		
391000	INFORMATION TECHNOLOGY SUPPLIES	\$183.96
512040	FURNITURE & EQUIP EXPENSE	\$362.92
	Z - NO SELECTION TOTAL	\$546.88
	FY 2010 COMMODITIES TOTAL	\$9,788,169.31



Fiscal Year 2009/2010 Contracting Summary: Contractual Services by Minority and Object Codes

A - NON-MINORITY		
Object Code	Object Code Description	Amount
131305	PROFESSIONAL FEES - CONSULTING	\$254,985.50
132100	CUSTODIAL AND JANITORIAL SERVICES	\$19,890.28
132700	INFORMATION TECHNOLOGY SERVICES	\$256,986.25
132701	PROF FEES - SOFTWARE INTALL AND CONSULTANT	\$147,960.82
132720	ON-LINE CONTRACT PAYMENTS	\$20,792,440.67
132721	SGI CONTRACT PAYMENTS	\$27,155,698.12
132727	MONTHLY ALTERA VISION UPGRADES	\$1,536,000.00
132728	ADDITIONAL TERMINALS	\$2,940,000.00
132729	GIFT CARD PROCESSING FEES	\$1,960,200.00
132804	PROFESSIONAL FEES - TRAINING	\$22,518.50
133468	PROMOTIONS - MISCELLANEOUS OTHER	\$125.00
133470	MISCELLANEOUS PRODUCTION	\$43,385.47
133471	TV COMMERCIAL PRODUCTION	\$744,328.03
133472	RADIO COMMERCIAL PRODUCTION	\$62,359.61
133473	PRINT ADS	\$72,747.58
133474	OUTDOOR CREATIVE PRODUCTION	\$2,573.49
133475	INTERNET NET ACCESS AND SERVICES	\$1,839,870.93
133477	EVENT SPONSORSHIP UNDER 77201	\$390,580.00
133478	SPONSORSHIPS	\$391,250.00
133480	SPECIAL EVENTS	\$235,435.00
133481	TV/CABLE	\$9,221,684.60
133482	RADIO/SMALL MARKET	\$3,873,966.12
133483	PRINT MEDIA (NEWSPAPERS & MAGAZINES)	\$240,762.12
133484	OUTDOOR ADVERTISING	\$5,640,802.91
133485	SPONSORSHIP THRU ADVERTISING AGENCY CNT	\$125,750.00
133487	AGENCY FEES	\$2,324,277.93
133488	DRAW NETWORK FEE	\$528,141.66
133489	OTHER ADVERTISING EXPENSES	\$0.00
134200	MAILING AND DELIVERY SERVICES	\$41,036.31
134515	BANK FEES - BANKING CONTRACT	\$43,074.76
134800	LINEN AND LAUNDRY SERVICES	\$2,772.28
134900	FINGERPRINTING & BACKGROUND CHECK SERVICES	\$9,064.58
139900	INDEPENDENT CONTRACTOR-NOT OTHERWISE CLASSIFIED	\$17,086.84
139902	OFFICE RELOCATION EXPENSE	(\$4,755.00)
221000	TELEPHONE	\$40,914.33

Florida Lottery
Minority Business Utilization Plan
Attachment A

Object Code	Object Code Description	Amount
221100	CELLULAR TELEPHONES	\$82,916.29
223000	INFORMATION TECHNOLOGY COMMUNICATIONS	\$1,139.52
225000	POSTAGE	\$15.90
227000	FREIGHT	\$7,265.38
242010	SERV. - REPAIRS & MAINT. VEHICLES (SERVICES)	\$249,186.64
242020	REPAIRS & MAINT. OFFICE EQUIPMENT (SERVICES)	\$8,857.78
242030	INFORMATION TECHNOLOGY (SERVICES)	\$785,325.90
242040	REPAIRS & MAINT. SECURITY EQUIP (SERVICES)	\$2,445.00
242050	REPAIRS & MAINT. BLDGS & MISC. (SERVICE)	\$664.72
261000	IN-STATE TRAVEL-OTHER	\$1,369.30
261100	PER DIEM - IN STATE	(\$260.00)
261200	MEALS - CLASS A&B - IN STATE	(\$145.00)
261300	MILEAGE - IN STATE	(\$262.55)
261400	IN STATE TRAVEL-HOTEL	\$239.57
261500	IN STATE TRAVEL-AIRFARE	\$2,212.70
	A - NON-MINORITY TOTAL	\$82,115,125.76
B - SMALL BUSINESS - STATE		
133478	SPONSORSHIPS	\$7,500.00
133480	SPECIAL EVENTS	\$2,500.00
221000	TELEPHONE	\$9,314.24
221020	TELEPHONE EQUIPMENT AND SUPPLIES	\$16,430.03
227000	FREIGHT	\$417.64
242010	SERV. - REPAIRS & MAINT. VEHICLES (SERVICES)	\$5,365.00
242020	REPAIRS & MAINT. OFFICE EQUIPMENT (SERVICES)	\$15,588.34
242030	INFORMATION TECHNOLOGY (SERVICES)	\$75,020.03
243030	I.T. REPAIR & MAINTENANCE(NON-CONTRACTED	\$4,817.44
	B - SMALL BUSINESS - STATE TOTAL	\$136,952.72
C - SMALL BUSINESS - FEDERAL		
227000	FREIGHT	\$35.00
	C - SMALL BUSINESS - FEDERAL TOTAL	\$35.00
H - AFRICAN AMERICAN - CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$162,410.00
132100	CUSTODIAL AND JANITORIAL SERVICES	\$28,584.00
133478	SPONSORSHIPS	\$5,000.00
139902	OFFICE RELOCATION EXPENSE	\$20,157.00
221020	TELEPHONE EQUIPMENT AND SUPPLIES	\$11.13
223000	INFORMATION TECHNOLOGY COMMUNICATIONS	\$217.14
227000	FREIGHT	\$1,080.00
242040	REPAIRS & MAINT. SECURITY EQUIP (SERVICES)	\$13,938.60
	H - AFRICAN AMERICAN - CERTIFIED TOTAL	\$231,397.87

Florida Lottery
Minority Business Utilization Plan
Attachment A

I - HISPANIC - CERTIFIED		
Object Code	Object Code Description	Amount
131305	PROFESSIONAL FEES - CONSULTING	\$108,108.00
132100	CUSTODIAL AND JANITORIAL SERVICES	\$7,400.00
132604	RESEARCH	\$253,720.88
133455	PROMOTIONS - SIGNS	\$2,065.46
133470	MISCELLANEOUS PRODUCTION	\$12,655.00
133471	TV COMMERCIAL PRODUCTION	\$728,339.08
133472	RADIO COMMERCIAL PRODUCTION	\$73,383.00
133473	PRINT ADS	\$2,477.71
133474	OUTDOOR CREATIVE PRODUCTION	\$22,840.33
133475	INTERNET NET ACCESS AND SERVICES	\$110,638.49
133481	TV/CABLE	\$2,449,286.91
133482	RADIO/SMALL MARKET	\$2,024,716.97
133483	PRINT MEDIA (NEWSPAPERS & MAGAZINES)	\$85,361.75
133484	OUTDOOR ADVERTISING	\$963,089.70
133487	AGENCY FEES	\$845,938.86
261080	TRAVEL ON ADVERTISING CONTRACTS	\$5,721.60
	I - HISPANIC - CERTIFIED TOTAL	\$7,695,743.74
J - ASIAN/HAWAIIAN - CERTIFIED MBE		
242020	REPAIRS & MAINT. OFFICE EQUIPMENT (SERVICES)	\$1,782.00
	J - ASIAN/HAWAIIAN - CERTIFIED TOTAL	\$1,782.00
M - AMERICAN WOMAN - CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$443,906.50
132700	INFORMATION TECHNOLOGY SERVICES	\$2,923.00
133488	DRAW NETWORK FEE	\$70,743.00
227000	FREIGHT	\$689.14
242020	REPAIRS & MAINT. OFFICE EQUIPMENT (SERVICES)	\$24,861.57
242030	INFORMATION TECHNOLOGY (SERVICES)	\$3,492.00
261400	IN STATE TRAVEL-HOTEL	(\$96.71)
261500	IN STATE TRAVEL-AIRFARE	\$125.00
	M - AMERICAN WOMAN - CERTIFIED TOTAL	\$546,643.50
N - AFRICAN AMERICAN - NON-CERTIFIED MBE		
131305	PROFESSIONAL FEES - CONSULTING	\$10,880.00
132100	CUSTODIAL AND JANITORIAL SERVICES	\$21,920.79
133488	DRAW NETWORK FEE	\$4,250.00
133489	OTHER ADVERTISING EXPENSES	\$750.00
223000	INFORMATION TECHNOLOGY COMMUNICATIONS	\$124.08
225000	POSTAGE	\$50,000.00
242010	SERV. - REPAIRS & MAINT. VEHICLES (SERVICES)	\$1,383.00

Florida Lottery
Minority Business Utilization Plan
Attachment A

Object Code	Object Code Description	Amount
261500	IN STATE TRAVEL-AIRFARE	\$25.00
	N - AFRICAN AMERICAN - NON-CERTIFIED TOTAL	\$95,227.87
O - HISPANIC - NON-CERTIFIED MBE		
132100	CUSTODIAL AND JANITORIAL SERVICES	\$3,700.00
227000	FREIGHT	\$126.76
242010	SERV. - REPAIRS & MAINT. VEHICLES (SERVICES)	\$443.50
242030	INFORMATION TECHNOLOGY (SERVICES)	\$1,172.50
	O - HISPANIC - NON-CERTIFIED TOTAL	\$5,442.76
P - ASIAN/HAWAIIAN - NON-CERTIFIED MBE		
132701	PROF FEES - SOFTWARE INTALL AND CONSULT	\$66,130.00
242030	INFORMATION TECHNOLOGY (SERVICES)	\$10,309.50
	P - ASIAN/HAWAIIAN - NON-CERTIFIED TOTAL	\$76,439.50
R - AMERICAN WOMAN - NON-CERTIFIED MBE		
132700	INFORMATION TECHNOLOGY SERVICES	\$5,114.36
134900	FINGERPRINTING & BACKGROUND CHECK SERVIC	\$20.00
242010	SERV. - REPAIRS & MAINT. VEHICLES (SERVICES)	\$355.85
242030	INFORMATION TECHNOLOGY (SERVICES)	\$3,627.00
261500	IN STATE TRAVEL-AIRFARE	\$223.60
	R - AMERICAN WOMAN - NON-CERTIFIED TOTAL	\$9,340.81
S - 51% MINORITY BOARD OF DIRECTORS		
133478	SPONSORSHIPS	\$12,500.00
	S - 51% MINORITY BOARD OF DIRECTORS TOTAL	\$12,500.00
T - 51% MINORITY EMPLOYEES		
132100	CUSTODIAL AND JANITORIAL SERVICES	\$8,100.00
133477	EVENT SPONSORSHIP UNDER 77201	\$3,500.00
133480	SPECIAL EVENTS	\$3,500.00
	T - 51% MINORITY EMPLOYEES TOTAL	\$15,100.00
U - 51% MINORITY COMMUNITY SERVED		
133478	SPONSORSHIPS	\$35,000.00
261400	IN STATE TRAVEL-HOTEL	\$388.00
	U - 51% MINORITY COMMUNITY SERVED TOTAL	\$35,388.00

Florida Lottery
Minority Business Utilization Plan
Attachment A

V - OTHER NON-PROFIT		
Object Code	Object Code Description	Amount
133477	EVENT SPONSORSHIP UNDER 77201	\$22,000.00
133480	SPECIAL EVENTS	\$9,750.00
169500	DENTAL INSURANCE	\$88.36
261400	IN STATE TRAVEL-HOTEL	\$537.08
	V - OTHER NON-PROFIT TOTAL	\$32,375.44
	FY 2010 CONTRACTUAL SERVICES TOTAL	\$91,009,494.97



Florida Lottery
Distribution of Commission by Minority Status
for Fiscal Year 2010

Last Queried
9/09/2010 as of
9:47:46 AM
GMT-04:00

Minority Classification	Commission Amount
AFRICAN AMERICAN	\$1,394,535.73
AMERICAN WOMAN	\$2,464,901.41
ASIAN AMERICAN	\$40,405,387.58
HISPANIC AMERICAN	\$12,870,108.64
NATIVE AMERICAN	\$319,321.00
Total:	\$57,454,254.36

The categories used here are based on the framework used in the State's Minority Business Enterprise statute, ss.288.703(2), F.S. The placement of an owner in a particular category is based on his or her response to a question in the Lottery Retailer Application form. The figures for the "American Woman" category are significantly understated. They include only women not already counted in the African American, Hispanic American, Asian American or Native American categories. In addition, to be placed in the "American Woman" category, a female business owner must operate a small business as defined by Florida Statute, (has fewer than 200 employees and a net worth of not more than \$5 million.)

Changes in Levels of Minority Business Retailers
February 2006 to August 2010
Table 1

Category	Feb 2006	Feb 2008	Change from Feb 2006 to Feb 2008	Percentage Change Feb 2006 to Feb 2008	June 2008	Change from Feb 2008 to June 2008	Percentage Change from Feb 2008 to June 2008	Aug 2008	Change from June 2008 to Aug 2008	Percentage Change from June 2008 to Aug 2008	Oct 2009	Change from Aug 2008 to Oct 2009	Percentage Change from Aug 2008 to Oct 2009	August 2010	Change from Oct 2009 to Aug 2010	Percentage Change from Oct 2009 to Aug 2010
African American	175	183	8	5%	186	3	2%	180	-6	-3%	181	1	1%	173	-8	-4%
Hispanic American	1,115	1,218	103	9%	1,211	-7	-1%	1,194	-17	-1%	1,145	-49	-4%	1,130	-15	-1%
Asian American	2,966	2,843	-123	-4%	2,846	3	0%	2,825	-21	-1%	2,855	30	1%	2,818	-37	-1%
Native American	60	39	-21	-35%	36	-3	-8%	35	-1	-3%	30	-5	-14%	27	-3	-10%
American Woman	268	245	-23	-9%	254	9	4%	252	-2	-1%	236	-16	-6%	228	-8	-3%
Total Minority	4,584	4,528	-56	-1%	4,533	5	0%	4,486	-47	-1%	4,447	-39	-1%	4,376	-71	-2%
Total Non-Minority	8,227	8,631	404	5%	8,795	164	2%	8,681	-114	-1%	8,758	77	1%	8,829	71	1%
Total	12,811	13,159	348	3%	13,328	169	1%	13,167	-161	-1%	13,205	38	0%	13,205	0	0%

Analysis of Lottery Retailer Trade Styles by Minority Business Category
as of August 2010
Table 2

TRADE STYLE	TOTAL RETAILERS	AFRICAN AMERICAN	AMERICAN WOMAN	HISPANIC AMERICAN	TOTAL MINORITY	TOTAL % MINORITY
AIRPORT	8	3	1		4	50%
AUTO PARTS	5		1	3	4	80%
BAKERY	21	2		14	16	76%
BARBER SHOP/HAIRDRESSER	1				0	0%
BAR/TAVERN/LOUNGE	63	1	4	1	6	10%
BEAUTY SUPPLY	2	1			1	50%
BINGO HALL	3				0	0%
BOWLING ALLEY	18		2	1	3	17%
CAR WASH	5			2	2	40%
CHECK CASHING/MONEY SERVICING	21	3	2	3	8	38%
CLOTHING/SHOES	6		2	3	5	83%
COFFEE/DELI/SUB SHOP	51		2	21	23	45%
CONVENIENCE STORE - NO GAS PUMPS	2740	77	65	144	286	10%
CONVENIENCE STORE - WITH GAS PUMPS	6401	41	79	265	385	6%
DEPARTMENT STORE	79			3	3	4%
DOLLAR STORE/DISCOUNT STORE	174	8	1	71	80	46%
DRUG STORE/PHARMACY	128	2	3	70	75	59%
FINANCIAL SERVICES	23	2		8	10	43%
FLEA MARKET	11		1	2	3	27%
FLORIST	2			2	2	100%
GAS STATION/AUTO REPAIR	82	2	1	22	25	30%
GIFT/CARD SHOP	40		9	3	12	30%
HARDWARE/BUILDING SUPPLIES	4				0	0%
HOTEL/MOTEL	5				0	0%
ICE CREAM SHOP	5				0	0%
JEWELRY STORE	2			1	1	50%
LAUNDRY/DRY CLEANER	21		1	11	12	57%
MAIL SERVICES/COPY CENTER	60		6	11	17	28%
NEWSSTAND/TOBACCONIST/SUNDRIES	105	1	3	18	22	21%
NON-PROFIT ORGANIZATION	3				0	0%
PACKAGE LIQUOR STORE	871	10	26	110	146	17%

Analysis of Lottery Retailer Trade Styles by Minority Business Category
as of August 2010
Table 2

TRADE STYLE	TOTAL RETAILERS	AFRICAN AMERICAN	AMERICAN WOMAN	HISPANIC AMERICAN	TOTAL MINORITY	TOTAL % MINORITY
PARI-MUTUEL	10				0	0%
RESTAURANT - LIQUOR	72		7	31	38	53%
RESTAURANT - NO LIQUOR	17			7	7	41%
SHOPPING MALL	20		2	1	3	15%
SMALL GROCERY/MEAT/FISH MARKET	333	13	3	103	119	36%
SPORTS ARENA/AMUSEMENT PARK	2				0	0%
SUPERMARKET	1646	4	3	168	175	11%
TELECOMMUNICATIONS CENTER	24		1	17	18	75%
TRAVEL AGENCY	1		1		1	100%
TRAVEL PLAZA/TRUCK STOP	44			4	4	9%
UNKNOWN/OTHER	39	3	2	4	9	23%
VIDEO STORE	8			6	6	75%
WHOLESALE CLUB	29				0	0%
TOTALS:	13205	173	228	1130	1531	12%