

Worksheet P - Site Profitability Part 2 of 2

Site name _____ Date evaluated _____

Your organization is responsible for how it operates its lawful gambling business. Because each site is unique, you need to determine what will work best for your organization. Use these questions to help analyze each site's operation and determine if changes are needed.

Yes	No	PAYOUT PERCENTAGE	Yes	No	CASH SHORTAGES	Yes	No	ADVERTISING and MARKETING
		1. Is the payout percentage for pull-tab and tipboard games higher than the state average of 81.8? If yes, consider payouts closer to 79-80% to maximize profits.			9. Do they exceed .3% of gross receipts?			23. Do you have an advertising and marketing plan, such as: ___newspaper ___radio/TV ___signs ___website ___social media ___special events; promotions ___other
					10. Have you had to reimburse your account for excess cash shortages?			
Yes	No	SHOULD YOU EXPAND?			11. Would changing to another type of operation to another help solve a cash shortage problem?			24. Are you using technology to your advantage in promoting your operations? ____ website with calendar of events; how to play; special offers; coupons; location, directions; how profits spent ____ Facebook; Twitter ____ LED displays; animation ____ QR codes
		2. While a single site may be profitable, will adding sites bring your organization to an income level where you would owe combined receipts tax, causing a profitable site to become unprofitable?			12. Would assigning games to individual sellers or bartenders work better?			
		3. Look at the site's history. Are there problems that made it unprofitable?	Yes	No	TYPE OF OPERATION/SALES METHOD			25. Does the lessor offer special promotions?
		4. Is expansion worth the extra effort? Will it provide additional income?			13. Are there certain days or hours when pull-tab sales at your booth are slow? Consider whether the booth should be open during slow hours.			
Yes	No	EXPENSES; UNREPORTED LIABILITIES			14. Should your booth become a bar operation?			26. Are signs: ___ attention-getting ___readable ___placed appropriately ___lighted ___animated
		5. Has payroll ever been postponed because of insufficient funds?			15. Should the bar operation become a booth operation or dispenser?			
		6. Do you still owe money to the auditor who did last year's annual audit?			16. Should bingo be conducted?			27. Have you reviewed your advertising and marketing efforts to determine if they are reaching your intended audience?
		7. Do you owe back rent to the lessor?			17. Should bingo be conducted at a different time or day?			
		8. Have you paid gambling expenses out of the general fund? This is not allowed; all gambling expenses must be paid from the gambling checking account. NOTE: Shared expenses can be paid by sponsors of your gambling event. Some shared expenses, such as advertising or web site, can be paid by others. Contact your compliance specialist for assistance.			18. Should an alternative raffle or meat raffle be conducted?			28. Have you determined what could attract new customers to your site?
			Yes	No	MONITORING OF SITE; REDUCING THEFT			29. Is your site appealing...inside and out... to customers ?
					19. Does anyone audit games while games are in play?			Yes No DON'T FORGET... EMPLOYEES and VOLUNTEERS ARE IMPORTANT
					20. Does anyone visit the site to monitor conduct and games? How often?			
					21. Are LG861 records and prize receipts reviewed to detect possible problems?			30. Have employees been trained on promoting games? Internal controls?
					22. Are IOU's found at the site?			31. Have employees been trained on your customer service policies? A smile and a personal greeting are priceless! So is a "Thank you."
								32. Have employees been trained on how to conduct games and maintain records?