
FISCAL UPDATE Article

Fiscal Services Division

October 29, 2025



Ground Floor, State Capitol Building

Des Moines, Iowa 50319

515.281.3566

IOWA LOTTERY COMMISSION MEETING — OCTOBER 2025

Meeting. The Iowa Lottery Commission met on October 27, 2025, via teleconference. The Commission approved the minutes from the September 29, 2025, meeting.

Chief Executive Officer (CEO) Update. Matt Strawn, Iowa Lottery CEO, reported that Lottery sales through September of fiscal year (FY) 2026 totaled approximately \$118.0 million, a 15.0% increase compared to the same time period in FY 2025, and an increase of 6.2% compared to the five-year average. Lottery proceeds totaled approximately \$24.9 million through September of FY 2026, a 38.6% increase compared to the same time period in FY 2025, and an increase of 4.1% compared to the five-year average.

Contract Extensions. The Commission approved extending the Iowa Lottery's creative advertising services contract with Strategic America through FY 2027. Additionally, the Commission approved a media planning, buying, and products contract renewal with Flynn Wright that will be effective through FY 2027.

Game Rule Approvals. The Board approved seven new lottery games for sale.

Next Meeting. The next Iowa Lottery Commission meeting is scheduled for Tuesday, December 16, 2025, in Clive. Matt Strawn reminded the Commission that another meeting may need to be scheduled prior to the December 16, 2025, meeting to approve additional lottery games.

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