

**Senate Finance**

**03/03/2026 02:00 PM**

**SB26-117 Permissible Methods of Selling Lottery Tickets**

**Typed Text of Testimony Submitted**

<b>Name, Position, Representing</b>	<b>Typed Text of Testimony</b>
Michael Grant For Vibe Tribe Adventures	I am in full support of this bill. I believe the prohibition on the use of credit and noncash basis for the purchase of lottery tickets and scratch off, and the prohibition of online lottery tickets sales is in the best interest of Coloradans.
Kendra Mullins Amend Orophile Outdoor Adventures	<p>Dear Members of the Colorado General Assembly,</p> <p>My name is Kendra Mullins, founder of Orophile Outdoor Adventures in Colorado Springs. I am writing to respectfully request an amendment to Colorado Senate Bill 26-117.</p> <p>Since 1983, the Colorado Lottery has supported parks, trails, schools, and open spaces across Colorado. Through programs such as Great Outdoors Colorado (GOCO), lottery proceeds are reinvested into projects that protect our natural landscapes and expand outdoor access for families across the state.</p> <p>Recently, my hiking group spent a weekend at YMCA of the Rockies enjoying Estes Park. One of our favorite experiences was walking the scenic trail around Lake Estes, a beautiful, accessible path that reflects the kind of community investment made possible in part through GOCO funding supported by lottery proceeds. Seeing families and visitors enjoying that trail was a reminder of how lottery dollars directly enhance quality of life throughout Colorado.</p> <p>I support the bill's effort to prohibit the use of credit cards for lottery purchases. Allowing credit card transactions can put financially</p>

	<p>vulnerable families at greater risk, and I believe we should protect individuals from accumulating gambling-related debt.</p> <p>However, I respectfully request that the legislature amend the bill to continue allowing regulated online lottery sales while maintaining the prohibition on credit card use. Many Coloradans primarily use digital payment methods, and some residents may not have reliable transportation to purchase tickets in person. As society moves increasingly away from cash-based transactions, limiting purchases exclusively to in-person sales could reduce participation and, ultimately, decrease funding for the outdoor and community projects that benefit all of us.</p> <p>Allowing online sales with responsible safeguards, would strike a balanced approach: protecting vulnerable populations while preserving accessibility and sustaining revenue for parks, trails, and schools across our state.</p> <p>Thank you for your time, your service, and your continued commitment to Colorado’s communities and natural spaces. I appreciate your thoughtful consideration of this amendment.</p> <p>Sincerely, Kendra Mullins</p>
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**March 3, 2026**

**Colorado Senate Finance Committee**

**Senator Cathy Kipp, Chair**

**Re: Opposition to SB 26 – 117**

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Chair Kipp,

Allwyn North America submits this testimony in strong support of the Colorado Lottery's iLottery initiative and in strong opposition to SB 26 – 117, which would undermine the Lottery's recently promulgated rules authorizing digital lottery sales in the state. By way of background, Allwyn North America is a full-service lottery operator, supplier, and business partner to state lotteries across North America, and a leading multinational lottery operator with a presence across Europe and North America.

In the United States, Allwyn serves as the private manager of the Illinois Lottery — currently the fastest-growing lottery in the country for year-over-year sales performance for the second consecutive year — and operates the iLottery platform that has made Illinois a national model for responsible digital lottery expansion. It is from that direct operating experience that Allwyn submits this testimony. The concerns most commonly raised about iLottery — that it will erode retail sales, shift existing players online, or exceed the Lottery's legal authority — are not supported by the evidence. To the contrary, experience in the most competitive iLottery markets in the country demonstrates that digital lottery expansion is among the most retail-friendly and revenue-positive decisions a state lottery can make.

The most compelling proof of this comes from Illinois, where iLottery revenues grew by more than 1,100% between 2018 and 2025. Over that same period, in-store play held steady at 77% of total lottery sales. Retail was not cannibalized — it was sustained, while an entirely new and substantial revenue stream was built alongside it. A longer-term view reinforces this finding: historical data from 2015 through 2025 shows that iLottery launch years consistently correlate with stronger traditional sales growth, while other gaming expansions — Video Gaming Terminals, iGaming — correlate with flat or declining in-person lottery revenues. If protecting retail is the goal, iLottery is the expansion model that best achieves it.

iLottery also expands the lottery's player base rather than simply redistributing existing players to a new channel. Illinois again provides the data: following its iLottery launch, the state saw double-digit growth in playership among young adults (up 11%), high-income earners (up 12%), and college graduates (up 13%) — demographics not historically well-captured by the retail model. Since 2019, Illinois iLottery sales have grown 11.7 times and total playership has grown 3.7 times, and this occurred in a market simultaneously navigating aggressive VGT and sports betting competition. That kind of growth is not a reshuffling of existing players. It is a genuine and durable expansion of who plays the lottery.

Colorado is, without question, already a digital gaming market. Sports betting has grown at an average annual rate of 58% since its 2020 launch, demonstrating that Coloradans are both comfortable with and enthusiastic about regulated online gaming. Yet the Lottery is not participating in that growth in a meaningful way. The Colorado Lottery currently grows at approximately 4.8% annually, while the broader state gaming market expands at 6.3%. That gap represents real, foregone revenue — dollars that could be directed to Colorado's Great Outdoors Fund and other public

Cc: All Senate Finance Committee Members

beneficiaries, but are instead flowing elsewhere. iLottery is the Lottery's most direct path to closing that gap.

Allwyn North America also wishes to address directly the question of the Lottery's rulemaking authority. We believe the Lottery acted squarely within its delegated statutory authority in promulgating the rules that authorize iLottery. The Lottery's enabling statutes vest it with broad authority to conduct and manage lottery games in a manner that maximizes revenues for state beneficiaries. Expanding into digital channels through a transparent, public rulemaking process — with notice, public comment, and Commission review — is precisely the kind of considered, within-bounds administrative action the legislature contemplated when it created that framework. These rules reflect sound administrative practice and should not be disturbed.

Allwyn North America respectfully urges the Committee to allow the Lottery's iLottery rules to stand and to support the Lottery's efforts to bring digital lottery to Colorado. The evidence from the nation's leading iLottery states is clear, and Colorado's retailers and beneficiaries deserve the same opportunity to benefit from it. We appreciate the Committee's consideration and welcome any questions.

Best,

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