

ISSUE 6



APRIL - JUNE 2017

from the Georgia Lottery Corporation - COAM Division

## NOW OPEN!

**2017 - 2018 COAM Licensing Application Period**  
**(07/01/17 thru 06/30/18)**



### HELPFUL HINTS FOR COAM LICENSING APPLICATION

The coin operated amusement division (COAM) Division is pleased to announce the opening of our 2017 - 2018 licensing application period. The 2017 - 2018 licensing period begins July 1, 2017 and concludes June 30, 2018. Applicants may access the COAM online application process by visiting [www.gacoam.com](http://www.gacoam.com). Below, you will find some helpful hints that will ensure the timely and efficient processing of your COAM application:

- ✓ Make sure to apply for the correct **type** (Master, Location, Manufacturer or Distributor) and **class** of COAM license (Class A and/or Class B). **Note:** Location Licensees who are in possession of **both** Class A and Class B machines in the same business location, or anticipate having **both** Class A and Class B machines in the same business location **anytime** during the licensing year, must apply for a Class B license.
- ✓ Have all registration information available prior to logging into the licensing application, including your [www.gacoam.com](http://www.gacoam.com) username and password, STI number, method of payment information and any identification or citizenship information that may be required to complete your application.
- ✓ Master and Location licensees are **NOT REQUIRED TO MAIL IN COAM APPLICATIONS**.
- ✓ If you encounter problems with the COAM Licensing website ([www.gacoam.com](http://www.gacoam.com)) or have any questions, please contact the Georgia Lottery Corporation (GLC) COAM Helpline at 1 (800) 746-8546 and select Option 6 and then 3.

### June 30, 2017

Deadline for Master Licensees to purchase additional Class A and Class B decals and for Location Licensees to add Class A and Class B machines for the 2018 licensing period (07/01/2017 - 06/30/2018).

### July 1, 2017

Date a **\$1,000 late fee will be assessed to Location Class A and Class B licensees, Master Class A and Class B licensees and Manufacturer and Distributor licensees** that have not RENEWED for the 2018 licensing period (07/01/2017 - 06/30/2018). Existing COAM licensees will not be allowed to apply for a new license to avoid payment of late fee.

### July 12, 2017

COAM Advisory Board Meeting (9:30 am EST) at the Georgia Lottery Headquarters located at 250 Williams Street, Suite 3000, Atlanta, GA 30303.

### September 30, 2017

Deadline to submit a RENEWAL Location Class A and Class B License, Master Class A and Class B License and Manufacturer and Distributor license. **If a holder of a 2017 COAM license fails to renew its license or its license application is not approved on or before this date, the person or entity will no longer be allowed to operate COAMs.**

Effective **July 1, 2017**, the GLC shall update its revenue share by one percent (1%). COAM law requires that Location Licensees place all COAM proceeds into a separate bank account no later than the next business day after the Location Licensee collects funds. The updated percentage distribution for the Location License Holders (LLHs), Master License Holders (MLHs) and the GLC is listed below:

✓ Location License Holder	46%
✓ Master License Holder	46%
✓ Georgia Lottery Corporation	8%

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## CLASS B MASTER LICENSE AUCTION

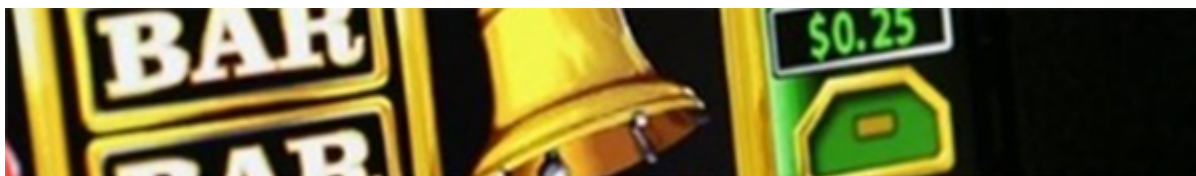


The GLC's COAM Division hosted its first Class B Master License Auction May 3, 2017, at Georgia Lottery headquarters. Prequalified participants were provided an opportunity to bid for up to five (5) COAM Class B Master Licenses. The event was a huge success for the COAM industry and the GLC. To date, the Georgia Lottery has returned more than \$18.4 billion to the state of Georgia for education, and COAM revenues have contributed greatly to this amount.



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## Master License Holders



### Automated Email Notification

Be on the lookout for yet another way to recognize when machines in your location may need your attention. In addition to information remaining available through your management portal, the GLC's COAM Division will begin sending daily automated emails to alert Master License Holders (MLHs) their your machines are DISCONNECTED from the Central Accounting System for 24 hours or more. These emails will assist you with resolving the connectivity issue(s) in a timely manner.

**From:** COAM Reporting  
**Sent:** Wednesday, May 31, 2017 5:16 PM  
**Subject:** Email Notification From Intralot Pertaining to NOT CONNECTED COAMs

Class B Master License Holders,

Beginning **June 6, 2017**, you will begin receiving emails at the primary email address listed on the iGEM System of those machines that show as Active but are NOT CONNECTED to the Central Accounting System. The email will show as being sent from "COAM Down" and will display "Alarm Notification" in the subject line.

A sample email is displayed below which will list the last date the machines reported to the Central Accounting System, the Location License Number, as well as other machine information.

If the connectivity issues have not been resolved within two (2) business days from the email notice you may be issued a citation from the Georgia Lottery Corporation/COAM Division which may result in fines or revocation of your Master License.

If you have any questions regarding the email, you may contact Intralot at 1-877-261-6242.

## Additional Decals

Please note that if a MLH orders and submits payment for additional decals for its COAMs, the payment must clear before the GLC will print the ordered decals. A payment may take 5-7 business days to clear if paid by ACH (electronic transfer of funds).

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## Location License Holders



## Reporting of Gross Retailer Receipts

All Class B Location License Holders (LLHs) are required to report monthly Gross Retail Receipts for business locations (separately and by location) ONLY. Each monthly report should be submitted in electronic format via the [www.gacoam.com](http://www.gacoam.com) website as required by the GLC by the 20th of each month following. For example, the report for the month of September 2017 will be due by October 20, 2017, and subsequent reports due on the 20th of each month thereafter for the previous month. "Gross Retail Receipts" means the total revenue derived by a business at any one business location from the sale of goods and services and the commission earned at any one business location on the sale of goods and services but shall not include revenue from the sale of goods or services for which the business will receive only a commission. Revenue from the sale of goods and services at wholesale shall not be included.

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## Enforcement and Compliance



### **Prohibited Redemption Prizes**

Georgia law prohibits any form of cash payout as a form of redemption for COAM awards. Redemption of COAM awards from Class B COAMs can only be made for non-cash business merchandise (up to \$5 per play) or lottery tickets at the location where the game is played. No alcohol, tobacco, or firearms can be redeemed as COAM prizes.

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## **COAM Legal Corner**



### **Use of Georgia Lottery Logos and Marks**

While there is no prohibition in the COAM law regarding advertisement of the availability of COAM games at a location, please be aware that any advertisement or message must still comply with other applicable laws and rules, including not using the Georgia Lottery name or any other protected names or marks without permission. Additionally, any terminology or images used in any advertisement of COAMs within a location should be consistent with applicable law and rules (for example, no images of cards or cash). Further, as GLC does not own or operate COAMs, it would be inappropriate and impermissible to refer to the COAMs as any variation of Georgia Lottery games or machines.

### **Current Contact Information**

It is extremely important that each COAM licensee provide Georgia Lottery Corporation with a reliable email address as well as, other contact information that GLC can use to communicate directly with the licensee. At times, GLC needs to communicate directly with licensees regarding the status of their licenses, announcements, arbitration related information and other inquiries. If the GLC is unable to reach a licensee or a licensee fails to respond to communications from the GLC that requires a response, it may impact the licensee's ability to operate COAMs.

### **Expiration of 2017 COAM Licenses**

Any COAM Licensee that receives a notice from GLC that its application for the 2018 license period has been denied will not be allowed to operate COAMs on or after July 1, 2017 as the Licensee's 2017 license will have expired on June 30, 2017.

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## **Central Accounting System**



### **Machine Hard Reset Procedure**



MLHs may find it necessary to perform a hard reset for a machine at a location if either a machine malfunction is encountered, or a game board needs to be swapped out regardless if it is the same game or not. The following steps must be followed by the MLH in order to successfully perform a machine hard reset:

- Call Intralot Hotline at [877-261- 6242](tel:877-261-6242) PRIOR to performing a hard reset (RAM clear) on a machine
- Intralot personnel will notify the MLH when the machine is ready for the hard reset
- MLH performs the hard reset
- MLH will contact Intralot and notify them the hard reset has been completed
- MLH will perform a coin test on the machine to verify meters are captured correctly

## **Site Controllers**

Any person who intentionally damages or tampers with a site controller or COAMs connected to a site controller, cradle point, modem, cable, wiring and/or antenna at a location may be subject to severe penalties, including large fines and criminal charges.

It is also imperative there is no electrical power interruption to the site controller and machines in order to ensure accurate reporting of financial data. Therefore, business locations must ensure the electrical power to the site controller and machines are on at all times to ensure the timely and accurate transfer of financial data from the site controller to the Central Accounting System. Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license, and criminal penalties may also apply per GLC RU 12.1.14 (9).

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## **Manufacturers and Distributors**



### **Purchase of Equipment from Manufacturer or Distributor**

The COAM law (O.C.G.A. 50-27-70, et al) provides that any manufacturer or distributor that sells or supplies COAMs and components of COAMs within the State of Georgia must hold a valid COAM manufacturer or distributor license to lawfully conduct such activity. As a reminder, any purchase of COAMs, parts, software or hardware must be in compliance with the applicable provisions of the COAM law. In other words, any master licensee that is purchasing COAMs or components of COAMs should only be purchasing such equipment from a manufacturer or distributor that holds a valid COAM manufacturer or distributor license issued by GLC.



**Tradestyles are now part of the COAM application process for locations.**

Trade styles help identify potential ways to maximize revenue in your business relationship with the Georgia Lottery Corporation. Own a bar/lounge/tavern? Do you have a Trade Style? Are you a bowling center with COAMs and no instant lottery tickets? Discover the cross-promotional opportunities and benefits of being both a retail and COAM business partner. If you are a COAM Location Licensee and are interested in becoming a Georgia Lottery Retailer, please contact your nearest [GLC District Sales Office](#) or call the GLC Headquarters at (404) 215-5000 today!

## STAYING CONNECTED

### GEORGIA LOTTERY CORPORATION

#### Mailing Address

COAM Division  
P.O. Box 56927  
Atlanta, GA 30343

#### GLC COAM Helpline

1(800) 746-8546

Option 6 and 2 - COAM Reporting

Option 6 and 3 - COAM

Licensing/Renewals

#### GLC COAM Website

[www.gacoam.com](http://www.gacoam.com)

#### GLC COAM Helpline

1(800) 746-8546

#### GLC COAM Website

[COAMReporting@galottery.org](mailto:COAMReporting@galottery.org)

**Option 4 and 1 - COAM License  
Applications**

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**INTRALOT USA**

**Mailing Address**

11360 Technology Circle  
Duluth, GA 30097

**Intralot email - Operational Issues**

[Georgia.hotline@intralot.us](mailto:Georgia.hotline@intralot.us)

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**Intralot Helpline**

11360 Technology Circle  
[1\(877\) 261-6242](tel:1(877)261-6242)

**Intralot email - Audit issues**

[GACOMAudit@intralot.us](mailto:GACOMAudit@intralot.us)

**Intralot portal website**

[www.gacoamrpt.com](http://www.gacoamrpt.com)

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RESPONSIBLE GAMING  
1-888-ADMIT IT or [1\(888\) 236-4848](tel:1(888)236-4848)

ANONYMOUS TIPLINE TO REPORT FRAUD, ABUSE OR CASH PAYOUTS  
[1\(855\) 515-0004](tel:1(855)515-0004)