TWO VIABLE WAYS FOR THE U.S. TO RAISE REVENUE

A Discussion of a National Lottery and Advertising on Dot-Gov Websites

Honors Thesis Defended by Lisa Nelson

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AGENDA

- National Lottery
- Advertising on Dot-Gov Websites
- Conclusion
NATIONAL LOTTERY
IN THE U.S.
HISTORY OF LOTTERIES IN THE U.S.

- Started in the 17th century in all British Colonies
  - Many different forms
- National lotteries failed
- Banned across states by end of 19th century
- Now in 42 states and Washington DC
UK, New Zealand, Canada, Australia
UK lottery started by Camelot in 1994
- Privately run
- Email fraud

Figure 1.1 UK National Lottery Revenues

- Returned in prizes (45%)
- National Lottery Distribution Fund (28%)
- UK Government Lottery Tax (12%)
- Camelot Group PLC (5%)
- Retailer (5%)
- Reserved for Future Super Draws and Scratch offs (5%)
POSIVES OF NATIONAL LOTTERY IN THE U.S.

- Amount of possible revenue
- Voluntary
- Supported by states
- Ever evolving
NEGATIVES OF A NATIONAL LOTTERY IN THE U.S.

- Social evil
- Hidden tax
- Semi national lottery
  - State lotteries
ADVERTISING ON DOT-GOV WEBSITES
POSITIVE OUTCOMES

- Revenue generator
- Advertising already on governmental owned property
  - Texas
- Need more money to update websites
NEGATIVE OUTCOMES

- Reputation of government
  - Needs extensive regulations
  - Social implication
- Risk of malware
WA State Ferries websites began advertising
  - Directs to dot-com website

Expanding the project

Strict regulations

Other states have projects
Reduce national deficit
Temporary and re-evaluated
Format
- Like lotteries today
- Option on Tax Return
DOT-GOV ADVERTISING

- Pilot Program
- Regulations
- Positive advertising
- Attractive to possible advertisers
QUESTIONS?