



## Agenda

- What is KENO 603?
- How to Play KENO 603
- Where KENO 603 is Sold and Legislative Changes
- KENO 603 Commissions
- Benefits to KENO 603 Retailers
- Benefits to Municipalities
- Potentially Eligible Locations in New London
- What are Games of Chance?
- Where Games of Chance are Offered and Legislative Changes

## **WHAT IS KENO 603?**

- KENO 603 is rapid draw numbers game
- 20 winning numbers drawn, every 5 minutes from 11:05 am to 1 am
- Sales occur 24/7 (or whenever the business is open)
- This is a NH only game, unlike any other draw game offered by the NH Lottery

# HOW TO PLAY KENO 603

- Minimum play = \$1
- Select up to **12 spots** (numbers) **from a field of 80** on a play slip, or use Easy Pick to have the Lottery terminal select your numbers
- **20 winning numbers are randomly chosen** for each drawing
- Winning numbers are displayed on the monitor **and** are viewable on the **NH Lottery mobile app**
- Players win based on how many of the winning numbers match their numbers

**KENO 603**

1. TO ADD KENO PLUS, MARK BOX (Pay up to 10 times the price!)

By marking KENO PLUS, ticket cost will double.  KENO PLUS

2. HOW MANY SPOTS (NUMBERS) DO YOU WANT TO PLAY?

1  2  3  4  5  6  7  8  9  10  11  12

KENO PLUS NOT AVAILABLE FOR THE 70, 75, 80, 85, 90, 95, 100 games.

3. PICK YOUR OWN SPOTS (NUMBERS) OR CHOOSE THE EASY PICK OPTION

EASY PICK

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80

4. HOW MUCH DO YOU WANT TO WAGER FOR DRAW?

\$  1  2  3  4  5  10  25  50

5. HOW MANY CONSECUTIVE DRAWS DO YOU WANT TO PLAY? (NUMBER OF DRAWS IS PLAYED PER DRAW - TOTAL PRICE)

1  2  3  4  5  10  20

**NH Lottery** KENO 603 only valid 24/7. Winning times & locations from NH Lottery website. PLEASE SEE REGIONS AND AGENTS LISTING.



## WHERE KENO 603 IS SOLD AND LEGISLATIVE CHANGES

### KENO 603 is Permitted In:

- 84 towns
- 1 unincorporated township
- 9 cities

As of Fall 2025

### Location Overview:

- 252 pubs/taverns
- 320 convenience/grocery stores

As of February 17, 2026

### Legislative Changes:

- July 2025:
  - Extended hours: KENO 603 is now on sale 24/7 (or within a retailer's hours of operation)
  - Vote to Prohibit: unless towns/cities vote to ban KENO 603, retailers will be eligible as of June 1, 2027.
- July 2023: Removed \$500 licensing fee.
- July 2022: The Legislature voted to expand KENO 603. In any municipality that votes for KENO 603, it is then available for bars & taverns as well as convenience stores and grocery stores (or other locations that offer lottery).\*
  - **No KENO 603 monitor is permitted in convenience stores/grocery stores.**

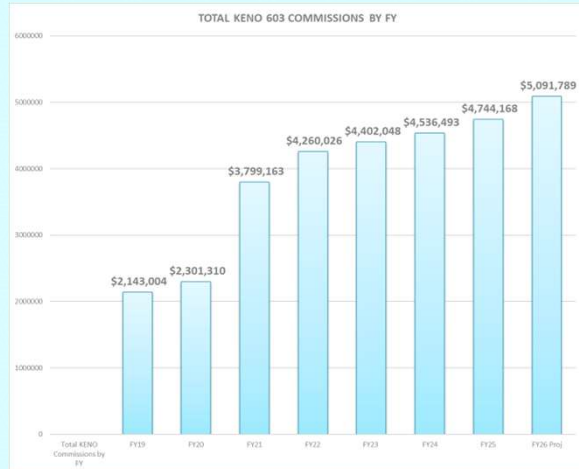
\*With passage of Keno locally, it is not automatically added to locations; each business must apply for a Keno license.

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# KENO 603 COMMISSIONS BY FISCAL YEAR

## FY25 KENO 603 Commission Recap:

- Over \$59 million in total KENO 603 sales
- Over \$4.7 million in KENO 603 commissions for retailers (8% commission)
- \$8,251 average annual commission per KENO 603 retailer (just on KENO 603)



## **BENEFITS TO KENO 603 RETAILERS**

- Selling commissions: 8% KENO 603; 5% all other lottery games
- Cashing commission: 1% on select games
- Selling incentive: For prizes sold/claimed of \$10,000+, 1% of prize amount, capped at \$75,000!
- 3 out of 4 responding KENO 603 retailers agree that KENO 603 has brought in new customers, increased their total number of customers, and encourages customers to spend more time and money at their business (bars and taverns specific).
- KENO 603 is reported to be responsible for an increase in their business's food and beverage revenues, an increase of 1%-10% (bars and taverns specific).
- Responding KENO 603 retailers report that KENO 603 provides additional revenue, improves their customers' experience and is easy to offer (bars and taverns specific).
- For convenience stores, this is simply one more game to offer, but the commission is 3% higher than other games sold. These retailers have asked to be able to sell the game, as they have been cashing KENO 603 tickets since December 2017 (without a commission for it).

## **BENEFITS OF KENO 603 TO MUNICIPALITIES**

- Area businesses have the opportunity to offer a game that **brings in foot traffic** and is known to **generate ancillary revenue**.
- With KENO 603 offered in 94 jurisdictions, adjacent municipalities without KENO 603 are **losing customers to businesses that offer it in other jurisdictions**.
- All revenue from KENO 603 and lottery games **support education in NH** through the Education Trust Fund. **Over 3 billion dollars transferred since 1964!**

## **KENO 603 ELIGIBILITY FOR NEW LONDON**

- There are 14 Potential KENO 603 Retailers in New London:
  - **8 restaurants, bars, taverns**
  - **6 gas stations, grocery stores** – 4 are current NH Lottery Retailers
- **KENO 603 will not automatically be enabled at potential locations.**
  - Specifically, bars and taverns that are eligible (have a bar area that is apportioned to those 18+) must submit for, and be approved for, a KENO 603 license.
- Provides additional foot traffic and revenue to local New London businesses.

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## WHAT ARE GAMES OF CHANCE?

- Games of Chance include your **typical casino games** (poker, roulette, blackjack, craps, etc.).
- **A license is required** to operate these games and operators must partner with up to 2 licensed charities. **These charities share 35% of revenue generated on their assigned game date.**
- Certain operators may also offer Historic Horse Racing and Video Lottery Terminals (regulated differently).

## WHERE GAMES OF CHANCE ARE OFFERED AND LEGISLATIVE CHANGES

### Games of Chance are Permitted In:

- All 234 municipalities in New Hampshire

As of January 30, 2026

### Legislative Changes:

- July 2025:
  - Vote to Prohibit: Municipalities may vote to ban Games of Chance.
  - Prior to this, Games of Chance were allowed across the state with no need to Vote to Allow.

### Facilities Overview:

- Current licensed Games of Chance facilities are in the following cities/towns:
  - Hampton (2)
  - Salem (2)
  - Nashua (2)
  - Belmont (1)
  - Rochester (1)
  - Conway (1)
  - Dover (1)
  - Keene (1)
  - Lebanon (1)
  - Manchester (1)
  - Seabrook (1)

As of January 30, 2026