



GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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Legislative reception set Jan. 25

Each January members of the Georgia Association of Convenience Stores (GACS) join members of the Georgia Beverage Association and Georgia Food Industry Association to host a legislative reception in Atlanta near the state Capitol.

The event this year will be held Tuesday, Jan. 25, from 4:30-6:30 p.m. at the Sloppy Floyd Room on the 20th floor of the Twin Towers, across from the state Capitol.

This event allows legislators and regulators to put a face on the industry. The event is free for GACS members, and GACS leaders strongly urge each member to take the opportunity to meet with their legislators and share an industry perspective with them.

Historically, the event is highly anticipated and well attended. Those usually attending include the governor, lieutenant governor, legislative leaders, regulators such as the Department of Revenue and Department of Agriculture commissioners, and Insurance and Fire safety commissioner, and others.

Contact GACS at 770-736-9723 or email Kevin@gacs.com or Sharon@gacs.com for details.



Paul Tash photo

GREG HAMMOND, chief operating officer for Bad Dog Games, shows the company's new game platform at AEI in Las Vegas last June. Bad Dog has installed its first games in the Georgia market.



DOG DAYS

New manufacturer launches GA games

By Paul Tash

Georgia Amusement Journal

After introducing its products to the Georgia COAM market at the Southern Amusement and Entertainment Expo in Duluth last August, Bad Dog Games has completed the first installations of its new Hollywood Skill game suite in the state.

Hollywood Skill is unique to the Georgia market, notable for its games and business model, said Greg Hammond, chief operating officer for Bad Dog Games.

The Hollywood platform originally offers three games: "Winions Beach Party," "Triple Double American Eagle" and "Summer Nights."



Each original game targets a different player persona in Georgia gaming communities, Hammond said. "Winions Beach Party" is a high-energy game with multiple ways to win and features medium to low volatility. "Summer Nights" combines a serene aesthetic with unique 3-on-3-reel game play and incorporates the same medium to low volatility. "Triple Double American Eagle" and its locking Respin bonus target more aggressive players with higher volatility and wilder ride.

Hollywood Skill's platform is as unique as its player-centric games, Hammond added. In each

See BAD DOG Page 3



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Bad Dog

from Page 1

quarter of 2022 and beyond, Bad Dog, based in Fort Worth, TX, will introduce a new game title for Hollywood Skill. Owners will have the option of purchasing any new game title at any time, adding it to any board.

Purchased new games will install via a software update with no physical board changes required. The owner of a Hollywood Skill board operates all licensed games free of any additional costs – no play reloads or periodic reactivations.

“We have high expectations for Hollywood Skill,” Hammond said. “We believe the Georgia market is ready for a high-quality, affordable platform that can deliver ongoing value in the form of new games,

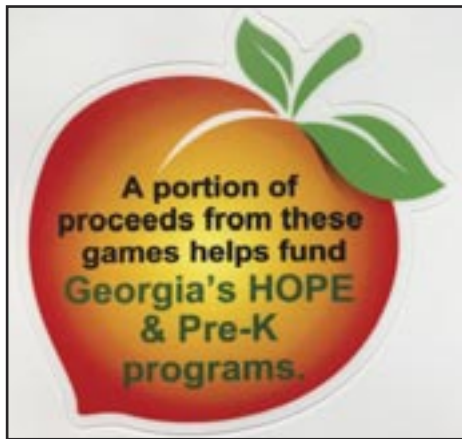
without requiring hardware replacement.”

The first game available for individual purchase in March 2022 will be Bad Dog’s “Golden Buffalo.”

“Our innovative custom development framework enables shorter time-to-market for high-quality titles such as Golden Buffalo,” said Brian Cook, chief executive officer for Bad Dog Games. “We are excited to make this unique take on a

venerable classic the debut game for purchase for Hollywood Skill.”

Bad Dog Games will be hosting a product launch event in February in Duluth, GA. The event will feature an overview for technical leaders and a launch party. For dates and details or to register, contact Bad Dog Games at (8) 555-BADDOG (855-522-3364) or via www.baddoggames.com.



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Journal Opinion

GACS strategy to build on success

**By Sharon Shuford
GACS Membership**

These three simple words – Collective, Collaborative, Community – describe the values at the heart of the GACS vision and mission as an association. Later this month, when GACS leadership meets to review and update its strategic plan, these words will once again serve as touchstones for their conversation.

Looking back, when the GACS Board and Young Professional Leaders met in 2017 to formalize a new strategic plan for the organization, they first defined the why (what are we here to do?) and the where (just where do we want to go?). Their answers help define the association’s purpose.

The reason the organization is here, GACS laid out formally, is to advance the success of the industry through political engagement, knowledge circulation and relevant services. These have become the three

pillars of GACS membership. The goal or vision, for GACS collectively, is to collaboratively advance the C-Store business in service to its consumers and



Sharon Shuford

its communities.

With a well defined understanding of purpose, GACS leadership established their desired outcomes and strategies to get there.

Today, four years later,

GACS looks back on the association’s successes – achieving both the desired results and a successful process. The association has checked off nearly all

Team members will do this collaboratively with a sense of community ..., understanding that there is indeed strength in numbers.

the measures it outlined, which would indicate it had accomplished its goals: increased engagement, improved revenue, stronger legislative impacts, and increased involvement of young professionals in leadership

roles. It did this through advocacy, education, and services, while an enhanced technology platform and considered resource deployment enabled it to take the necessary steps.

Which is why, when it convenes later this month, the GACS new leadership team will once again undertake the task of strategic planning. It will review the old plan, confirm a mission and vision, set new strategic goals for the next 2-3 years, and task the staff with implementing those strategies. Most importantly, team members will do this collaboratively with a sense of community within their industry, understanding that there is indeed strength in numbers.

We look forward to reporting on progress.

For information about GACS, or to join GACS or attend a GACS event, contact GACS at 770-736-9723 or email Kevin@gacs.com or Sharon@gacs.com.

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COAM calendar

— REPORTING DATES —

Jan. 20: Each monthly report should be submitted by Location License Holders in electronic format via the www.gacoam.com website as required by the GLC by the 20th of each following month.

— MEETINGS/OTHER —

Jan. 19: COAM Advisory Board, **CANCELLED**
Jan. 25: GACS Legislative Reception, Capitol
March 15-17: Amusement Expo International, Las Vegas
April 19: COAM Advisory Board, Lottery headquarters, Atlanta
Aug. 24-25: Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth, GA

Write us
 The Georgia Amusement Journal welcomes letters to the editor. Letters must include the writer’s name and address. The word limit is 300. Mail to Georgia Amusement Journal, P.O. Box 4307, Butte MT 59702, or you can email us at paul@tashcommunications.com. The Journal reserves the right not to print letters it finds objectionable.

You’ll Love The Classifieds

Journal Opinion

AMOA finalizes Expo education topics

By **Lori Schneider**

AMOA Executive Director

Join us in Las Vegas in March and build the business of play by attending Amusement Expo International (AEI) 2022. March 15 is Education Day at the Westgate Las Vegas, and the trade show takes place March 16-17 at the Las Vegas Convention Center, South Hall.

We are building an education program for AEI 2022 that will feature a full selection of expert-led sessions and discussions, including:

- Pinball 3.0: Build a Pinball Community with Tournaments and Other Engaging Events;
- The Ever-Evolving World of Cashless;
- Diversification: A Necessary Key for Today's Route Operations;
- Legalized Gaming 2022: What You Need to Know;

- ATM Route Operations 2022;
- Attract People to Your Games;



Lori Schneider

- Crypto-Currency and Coin-Op: Putting the Pieces Together;
- And the ever-popular Oper-

ator roundtables.

For more information visit www.amusementexpo.org for session details and registration.

AMOA On Campus Program (Spring Session) – May 21-23, University of Notre Dame, Notre Dame, IN

AMOA On Campus Program (Fall Session) – Oct. 27-29, Westin Chicago Northwest, Itasca, IL

AMOA On the Road Program – Oct. 27-28, Westin Chicago Northwest, Itasca, IL

Be sure to engage with us at www.amoa.com for details on these and many other AMOA programs.

AMOA is a national trade association representing the interests of operators, distributors, manufacturers and suppliers in the amusement entertainment industry. GAMOA is an active participant in the AMOA State Council.

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Here's a list of other events:

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AMOA HAS CREATED items to assist operators in relaying a message of safety to its customers, including a poster and a sticker (above), that are available from the organization.

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From the Lottery

GLC reminds licensees of 50 percent rule

The COAM Division of the Georgia Lottery Corporation (GLC) recently sent out a notice reminding coin-operated amusement machine (COAM) location licensees about the 50 percent rule they must comply with.

The GLC encouraged compliance among Class B COAM licensees and addressed “the prohibition within the COAM law against a location deriving more than 50 percent of its gross retail business receipts from COAMs (also known as the gross retail receipts rule).”

The COAM law prohibits a COAM location licensee from deriving more than 50 percent of its business receipts from the operation of COAMs within its location. The GLC called this restriction one of the most significant COAM laws, even as significant as the prohibition against redeeming cash for COAM prizes. It requires that a location have a viable and functional business other than the operation of COAMs and states that COAMs cannot be the primary business purpose of the location. COAM loca-

tions cannot solely be in the business of wagering.

To calculate its business receipts properly and accurately for purposes of the gross retail receipts rule, a location licensee must separate its business receipts from its COAM revenue receipts, the GLC noted. Separation of business receipts from COAM revenue includes separation of the location’s gross COAM revenue (into the COAMs), as well as the net COAM revenue (prize credits issued for redemption) from the location licensee’s gross retail receipts.

Pursuant to the COAM law, in any review of a location licensee’s compliance with the gross retail receipts rule, GLC reviews the location licensee’s gross retail business sales compared to the location’s share of COAM revenue. A location licensee is permitted to add the commission from commission-

tail receipts but only the commission (and not the full value of the good). Georgia Lottery tickets are a commission-based product. For a COAM location licensee who is also a lottery retailer, GLC adds lottery ticket sales commissions to the location’s business sales figures

when GLC calculates the location’s compliance with the gross retail receipts rule.

The GLC also noted that a location licensee is required to retain records of all its COAM transactions for at least the last full five calendar years, including up to present day. A location licensee must also maintain separate COAM records, including redemption records. Consequently, COAM revenue and/or redemption figures should not be included in the required monthly sales figures reported to GLC and should be treated separately from non-COAM business revenue. GLC said it may require additional records from location licensees to separate business

receipts from COAM revenue and/or redemption amounts for purposes of compliance with the COAM law.

As a reminder, COAM location licensees are responsible for remitting proper sales and use tax to Georgia Department of Revenue.

Finally, the GLC said location licensees and location license applicants “are strongly encouraged to review the Location License Holder Guide available at gacoam.com under documents for valuable COAM compliance information.”

Anyone considering applying for a COAM license or any COAM licensee may find it helpful to review administrative orders regarding the gross retail receipts rule. They explain the law and demonstrate the importance of the gross retail receipts rule, as well as the consequences for those that abuse it. Continued enforcement of the COAM law’s gross retail receipts rule is key to advancing compliance amongst COAM locations and to encourage the lawful operation of COAMs.



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ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
26-Dec-21	01-Jan-22	05-Jan-22	11-Jan-22
02-Jan-22	08-Jan-22	12-Jan-22	19-Jan-22*
09-Jan-22	15-Jan-22	19-Jan-22	25-Jan-22
16-Jan-22	22-Jan-22	26-Jan-22	01-Feb-22
23-Jan-22	29-Jan-22	02-Feb-22	08-Feb-22
30-Jan-22	05-Feb-22	09-Feb-22	15-Feb-22
06-Feb-22	12-Feb-22	16-Feb-22	23-Feb-22*
13-Feb-22	19-Feb-22	23-Feb-22	01-Mar-22
20-Feb-22	26-Feb-22	02-Mar-22	08-Mar-22
27-Feb-22	05-Mar-22	09-Mar-22	15-Mar-22
06-Mar-22	12-Mar-22	16-Mar-22	22-Mar-22
13-Mar-22	19-Mar-22	23-Mar-22	29-Mar-22
20-Mar-22	26-Mar-22	30-Mar-22	05-Apr-22
27-Mar-22	02-Apr-22	06-Apr-22	12-Apr-22
03-Apr-22	09-Apr-22	13-Apr-22	19-Apr-22
10-Apr-22	16-Apr-22	20-Apr-22	26-Apr-22
17-Apr-22	23-Apr-22	27-Apr-22	03-May-22
24-Apr-22	30-Apr-22	04-May-22	10-May-22
01-May-22	07-May-22	11-May-22	17-May-22
08-May-22	14-May-22	18-May-22	24-May-22
15-May-22	21-May-22	25-May-22	01-Jun-22*
22-May-22	28-May-22	01-Jun-22	07-Jun-22
29-May-22	04-Jun-22	08-Jun-22	14-Jun-22
05-Jun-22	11-Jun-22	15-Jun-22	22-Jun-22*
12-Jun-22	18-Jun-22	22-Jun-22	28-Jun-22
19-Jun-22	25-Jun-22	29-Jun-22	06-Jul-21*

*Indicates sweep or push date has been changed to accommodate holiday
Note: Holidays on a Thursday and Friday may delay the availability of the Location Period Accounting Report on the following Monday

Keep COAMs connected

To ensure accurate reporting of financial data to the Central Accounting System, the Georgia Lottery Corporation (GLC) says it is imperative the Location License Holders (LLHs) ensure all equipment remains connected to the site controller and powered up at all times.

The GLC maintains a record of those LLHs that are repeat offenders of failing to ensure the continuous connectivity and operation of Class B COAMs.

Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license.

Decommission COAMs correctly

The proper procedure to decommission coin-operated amusement machines (COAMs) can be found on the COAM Division website, www.gacoam.com. The COAM decommission procedure should be followed when there is:

- A change of master, change of ownership, or cancellation letter received by GLC;
- A COAM game board swapped out with a different game;
- A COAM malfunction.

To proceed with the decommissioning:

1. Call Intralot before disconnecting the COAMs from a location and removing those COAMs. The Master License Holder (MLH) needs to contact the Intralot Hotline at 877-261-6242 to properly decommission COAMs. The COAMs must be connected to the site controller at this time.

2. Intralot will let you know when the COAMs are decommissioned. The Intralot representative will perform steps on the Intralot system that prepares the COAMs for the decommission. Once the steps are complete, Intralot will notify the MLH the machines have been decommissioned.

3. Disconnect decommissioned COAMs from the site controller.

Decommissioned COAM(s) now can be removed from the location. It is imperative MLHs follow all operational and technical procedures in order to ensure accurate reporting of financial data to the Central Accounting System.

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