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LB 332

SENATOR JANSSEN: Thank you, Senator Cudaback, members of the Legislature. I wasn't going to speak on this, but with being as we're trying to kill some time till the amendment gets back downstairs, Senator McDonald has introduced a resolution this summer for the General Affairs Committee to study the expenditures from the lottery on their advertising, and maybe it's a good thing. Maybe that's a good thing, so that anyone that wants to hear about the technique of advertising that our revenue...or that our lottery does do can voice their opinions, and you may...some of you maybe get your eyes opened a little bit to what happens with the advertising. You know, this is a large state geographically. Some of the smaller states can cover the whole state with one television advertisement. That doesn't work in Nebraska. We're too...we're too big of a state. But it's...any of you that have ever been in the retail business will know that advertising is...and I'm not standing here defending the advertising that the lottery does, but it seems as though every time there is a loose dollar somewhere that we go running to the lottery, just as the State Fair amendment was, you know, and that's not exactly the way it was intended to be. But, you know, when there are dollars there, people are after them. But Nebraska does rank in the bottom of the per capita...in some areas we're near the bottom in the population in millions of dollars of sales throughout the...throughout the state, and anyone that's in business knows that if you don't advertise you're not going to see any growth in your sales. So with that, I just wanted to let everyone know that there...we will be having a hearing this summer and have the Department of Revenue come in and show what happens. When you cut back on your advertising, your sales will eventually go down. And we have an obligation now to fund the State Fair. We also have an obligation to take care of those from gambling that has caused...not only by our lottery. Sure, there...you can have addiction to the lottery also. You can get an addiction to sports betting, and where are any of the revenues from the sports betting, which is big in this state? It's big throughout the whole country, and that's adding to the problems. And we got one source of revenue to help those, and I'm glad to see that Senator McDonald is pursuing this. I'm glad to see that Senator Jensen found an extra \$500,000. With that, we'll wait