

## Exhibit IX.B.5 – Cross Marketing

*Submit as Exhibit IX.B.5 a description of plans for cross-marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing commitment.*

Capital View Casino & Resort has developed cross-marketing platforms that will benefit our local partners by increasing their visibility and customer base while helping to drive casino visits and generate gaming revenue. We've done extensive outreach to local businesses, the arts community and existing regional tourist attractions, and have developed the following cross-marketing plans.

### **Mazzone Hospitality**

Capital View Casino & Resort will feature a signature steakhouse restaurant operated by the Capital Region's premier restaurateur, Mazzone Hospitality. This emblematic local business will run a signature dining room that features locally grown and sourced products, just as Mazzone has done with much success at its exceptionally popular restaurants in Schenectady, Albany and Saratoga. This partnership will highlight the Capital Region's finest catering, fine dining and event company, rather than an outside brand based in another region of the country entirely, encouraging our customers to sample Mazzone restaurants in other parts of the region while also drawing customers to Capital View.



### **BBL Hospitality**

Local hotel partnerships will play a key role in the successful operation and construction of Capital View Casino & Resort. We have developed a partnership with BBL Hospitality to refer construction phase personnel, including contractors and consultants, to BBL's Residence Inn by Marriott Tech Valley, Holiday Inn Express and Suites in East Greenbush. Upon opening, this and other local hotel partnerships will continue and will expand as we develop agreements for accommodating our guests and fulfilling additional demand during peak times. Partner hotels will be featured on our website and will be included in our Capital Partner program.



### **Arts & Cultural Venues**

Following extensive outreach to every impacted local arts and cultural venue in the region, Capital View Casino & Resort is proud to have entered into cross-marketing agreements with The Times Union Center, The Palace Theatre, the Albany Institute of Art and History and the Park Playhouse. These agreements include on-site advertising and promotional booths, banner ads and e-blasts. They also include the ability for Capital View Players Club members to redeem their loyalty points for tickets to performances held at our partner facilities.



### **Saratoga Casino and Raceway**

Capital View is the only proposal that will work with Saratoga Casino and Raceway to increase visits at both properties through mutually beneficial cross-marketing agreements. While other bidders would actively and aggressively cannibalize racino customers – and the state and local shares of revenue generated there – Capital View Casino & Resort would produce increased gaming revenue through beneficial cross-marketing and shared database opportunities that are exclusive to this bid.



### **Rensselaer County Chamber of Commerce**

We have committed to partnering with the Rensselaer County Chamber of Commerce to market the local business community, including forming alliances with retailers, restaurants, breweries, farms and other manufacturers of locally made products. Prior to opening, we will hold a vendor fair to inform local businesses of the goods and services the casino will need. Those relationships will create additional opportunities for cross marketing.

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### **Capital Partners Program**

Capital View Casino & Resort will offer a unique and exciting program that allows our guests the ability to redeem their loyalty points for gift cards redeemable at any participating local partners. These partners will include a variety of local businesses and attractions including restaurants, retail, hotels, concerts and more, adding value for our players and benefitting local businesses. Many of the local businesses that have voiced support for Capital View Casino & Resort (as demonstrated in Exhibit IX.A.1.b) have also asked to participate in the Capital Partner program, which will enable our guests to redeem their loyalty points for gift cards redeemable at the partner location. Participating businesses will promote the fact that they are members of the program, thus raising awareness and excitement around the casino. Programs such as this are highly popular at our other facilities, as demonstrated by the Downtown Business Association Gift Card program at Saratoga Casino & Raceway. When players perceive a value add to their entertainment choice, they're more likely to return more frequently and drive additional gaming revenue and local benefit.

### **On-Site Promotional Visibility**

Capital View Casino & Resort will showcase the services and products of local restaurants, attractions and retailers throughout the facility. Our guest rooms will feature information on a wide array of area attractions and businesses. We want visitors to know that there are many great things to do in Rensselaer County and throughout this region, and we will work closely with the Rensselaer County Chamber of Commerce and other Capital Region chambers to promote these amenities.

### **Capital Concierge**

Capital View Casino & Resort will feature a signature concierge – the Capital Concierge – staffed by a professional and knowledgeable team that will provide patrons with detailed information for and special promotions to local amenities, including restaurants, tourist attractions and lodging. The Capital Concierge will also assist patrons in utilizing the complimentary Capital Shuttle to local attractions and businesses.



# THE CASINO at East Greenbush

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## **THE CASINO AT EAST GREENBUSH OUTLINES COMMITMENTS TO COMMUNITY THAT PROMOTE LOCAL BUSINESSES, REGIONAL ATTRACTIONS AND COMMUNITY ORGANIZATIONS**

*The Capital Region's Leading Casino Proposal Enhances Bid by Creating Mutually  
Beneficial Partnerships, Boosting Local Economy*

*Casino Will Offer Celebrity Poker Tournament, Promotions & Transportation to a  
Variety of Local Attractions*

(East Greenbush, NY) – The Casino at East Greenbush today announced commitments to the community that will enhance local businesses, tourism, and community service groups and will spur economic growth throughout the Capital Region. The model is already successfully employed between Saratoga Casino and Raceway and businesses and attractions in Saratoga Springs, including the successful Player Rewards Program that boosts local businesses, direct business partnerships with Saratoga Olive Oil, Saratoga Salsa and Saratoga Brewery, and the promotion of regional attractions like Saratoga Race Course.

“We know from experience in multiple states that strong local partnerships are the key to a thriving casino that lifts up an entire community and spurs growth throughout the region,” **said Rita Cox, SVP of Marketing and External Affairs at Saratoga Casino and Raceway.** “As we develop our plan for The Casino at East Greenbush, a critical element is to grow the local economy and elevate local businesses. Our team has deep ties in the area and a track record of successful partnerships that have helped businesses thrive in our host communities in Saratoga Springs, Colorado and Kentucky.”

The **Player Rewards Program** will be a cornerstone of The Casino at East Greenbush's community partnership programming. Building on the popular Downtown Business Association gift card program already in place in Saratoga, the casino will provide players with an option to exchange the reward points they earn for gift cards to participating local restaurants, hotels, services or retailers.

The Casino at East Greenbush will feature a Player Rewards program that will allow guests to redeem earned points for gift cards that can be used at area businesses

and attractions, driving visitors to the region's many great existing restaurants, shops and cultural sites. The program will also allow guests to participate in exciting promotions, receive great offers and earn points redeemable for free play, food and beverage at any of the casino's dining locations, tickets to shows at the entertainment venues, hotel rooms and merchandise.

"We want visitors to a destination style resort casino to know that there are many great things to do in Rensselaer County and throughout this region. We will recommend businesses that would like to be part of a rewards program and local tourism sites to The Casino at East Greenbush," said Carrie Hillenbrandt, Director of Hospitality, BBL Hospitality.

The Casino at East Greenbush will also feature an **annual celebrity poker tournament**, in which participants will play for a local charity of their choice. All winnings will be donated to charitable organizations within the Capital Region, bringing financial support and increased visibility to these great local organizations.

In addition to these programs, The Casino at East Greenbush will also feature:

**On-Site Promotional Visibility:** The Casino at East Greenbush will showcase the services and products of local restaurants, attractions and retailers throughout the casino to the millions of guests each year. Each promotion will be customized to maximize the benefit to the individual business.

**Capital Concierge:** The Casino at East Greenbush will have a professional and knowledgeable concierge service to provide patrons with detailed information for, and special promotions to, local amenities including restaurants, tourist attractions and lodging.

**Destination Shuttle:** The Casino at East Greenbush will provide a convenient shuttle service that will take guests to and from a wide array of local and regional attractions, including restaurants and retailers in the Town of East Greenbush.

"Saratoga Casino and Raceway has allowed us to use space for our events allowing our organization to grow. We hope that community groups in Rensselaer will have the same opportunities," said Heather Straughter, Co-Founder of Jake's Help From Heaven.

Businesses and community groups that would like more information about the current programs and proposed additional partnerships with The Casino at East Greenbush are invited to contact us via email: [casino.at.eastgreenbush@gmail.com](mailto:casino.at.eastgreenbush@gmail.com) or Facebook: <https://www.facebook.com/CasinoEastGreenbush>.

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