



## Lago Resort & Casino Application Exhibits

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*Submit as Exhibit IX. B.1. a description of plans for promoting local businesses in Host Municipality and nearby municipalities including developing cross-marketing strategies with local restaurants, small businesses, hotels and retail facilities. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing.*

### **IX.B.1 LOCAL BUSINESS PROMOTION**

Lago Resort & Casino seeks to promote local businesses in the Host Municipality and nearby municipalities through its Lago Rewards Partner Program. Local attractions, restaurants, small businesses, hotels and retailers have already signed up for this unique cross-marketing program. Please find copies of Lago Rewards Partners' enrollments to date following this cover page.

Lago Rewards Partner Program will promote local businesses in the following manner:

- Lago Rewards Partners are included in an online and printed guide available at Lago Resort & Casino and at Lago Rewards locations.
- Lago Rewards Players Club Members earn millions of dollars in points each year. Mass Rewards Club Members may use their points to buy local goods and services from Business Partners.
- Lago Rewards will be regularly featured in direct mail to Lago Rewards Players Club Members.
- Lago Rewards will be featured in plasma screen advertisements throughout Lago Resort & Casino.
- Lago Rewards Partners will be featured in the in-room hotel guide.
- When appropriate, select Lago Rewards Partners will be featured in mass advertising to help promote the Lago Rewards Partner Program.
- When appropriate, Lago Resort & Casino will conduct casino promotions which feature prizes purchased from Lago Rewards Partners, and Lago Rewards Partner will be included in additional mass media advertising.



## POINT PARTNER BUSINESS PARTNERSHIP

Wilmot Casino and Resort is a \$350,000,000 proposed development in Tyre. Wilmot Casino and Resort is designed to complement all that the region has to offer. Our business partnership program will help promote retail, dining, entertainment and more to get the best economic benefit for our region.



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Please take some time to sign up and become a Wilmot Casino and Resort Business Partner today.

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email address \_\_\_\_\_

Website \_\_\_\_\_

Please describe your business in 50 words or less

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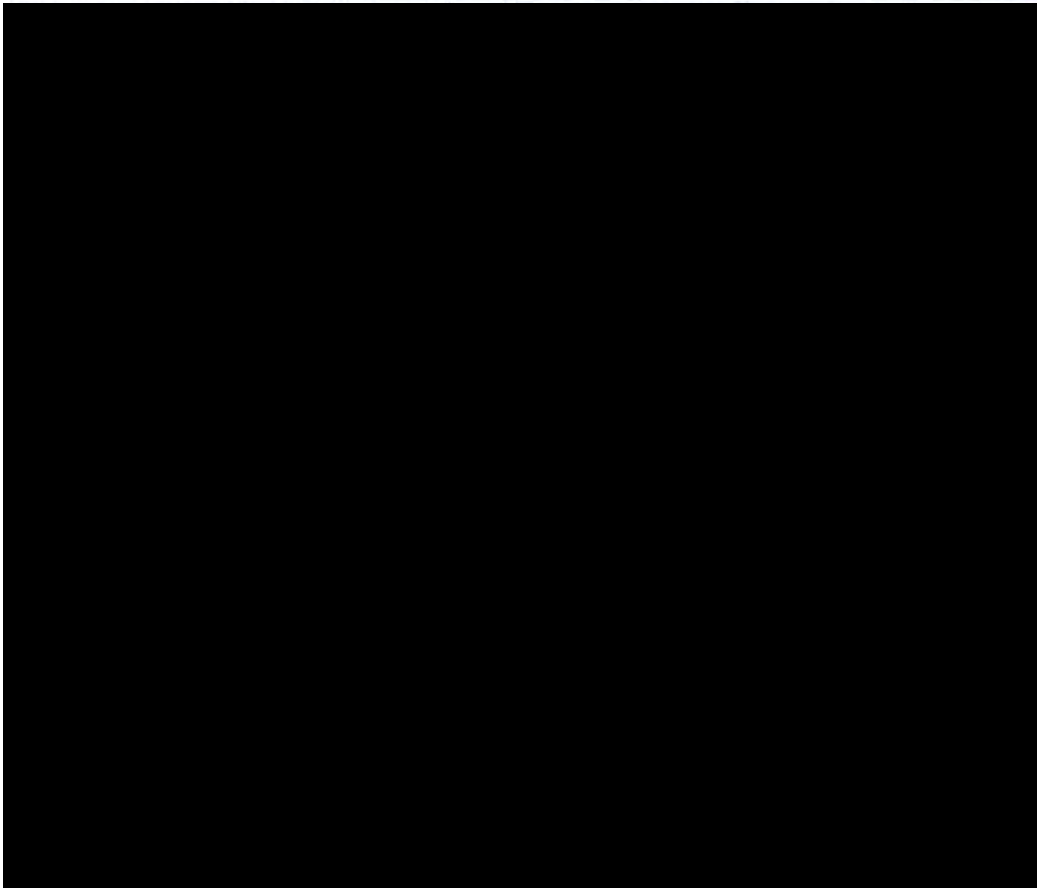


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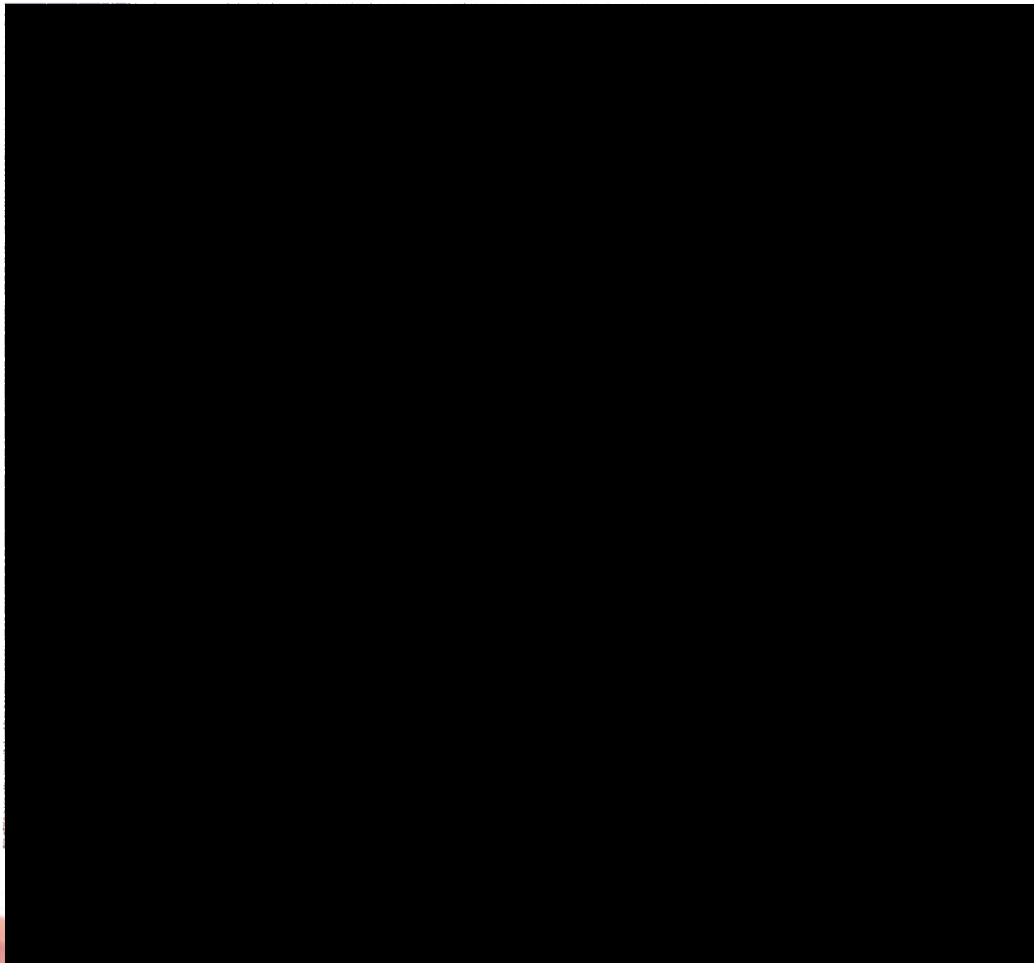
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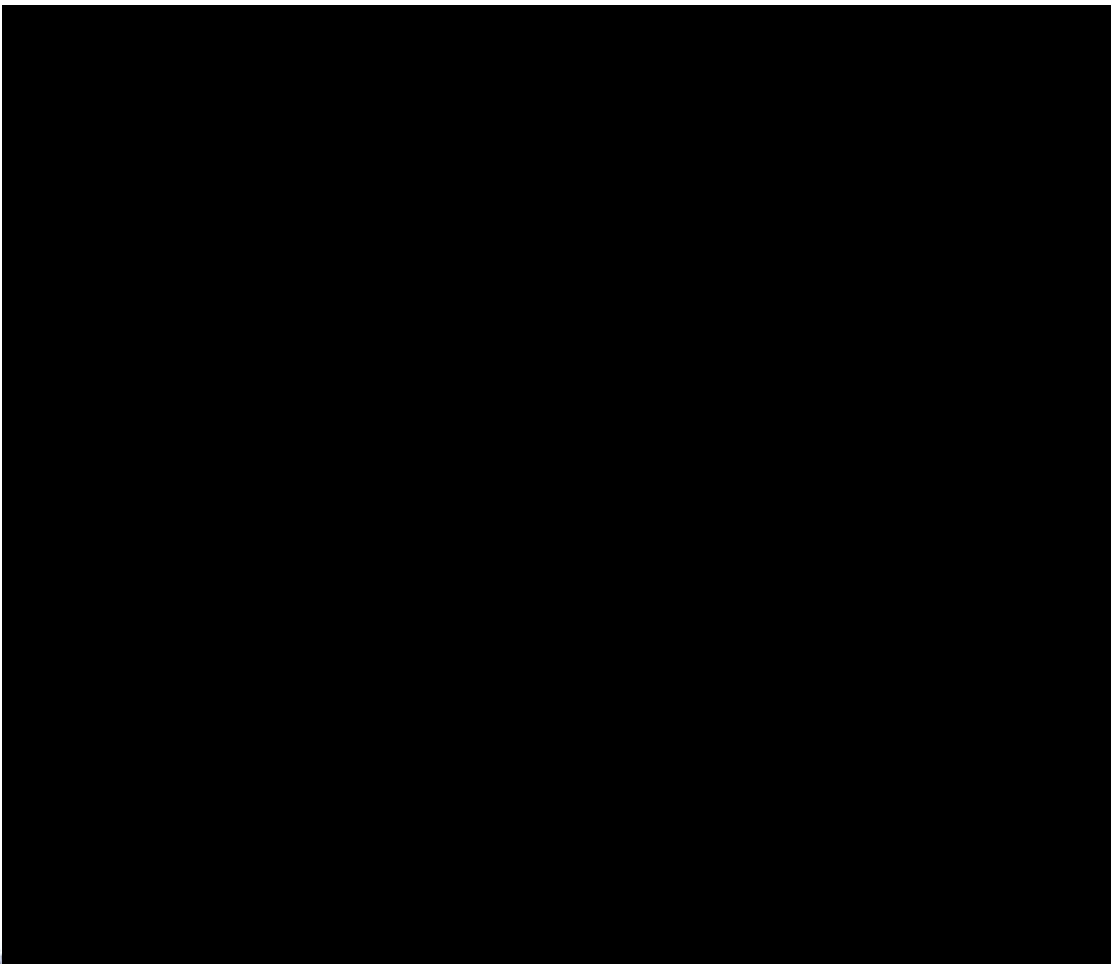


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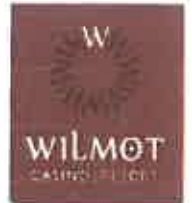
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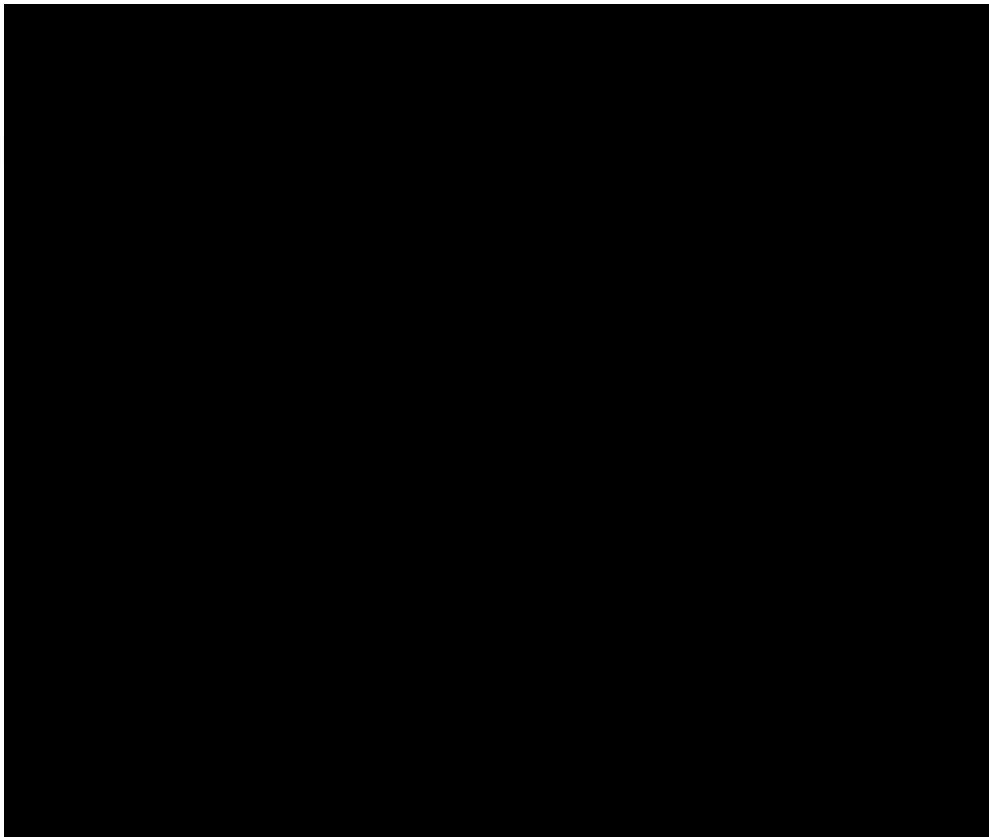


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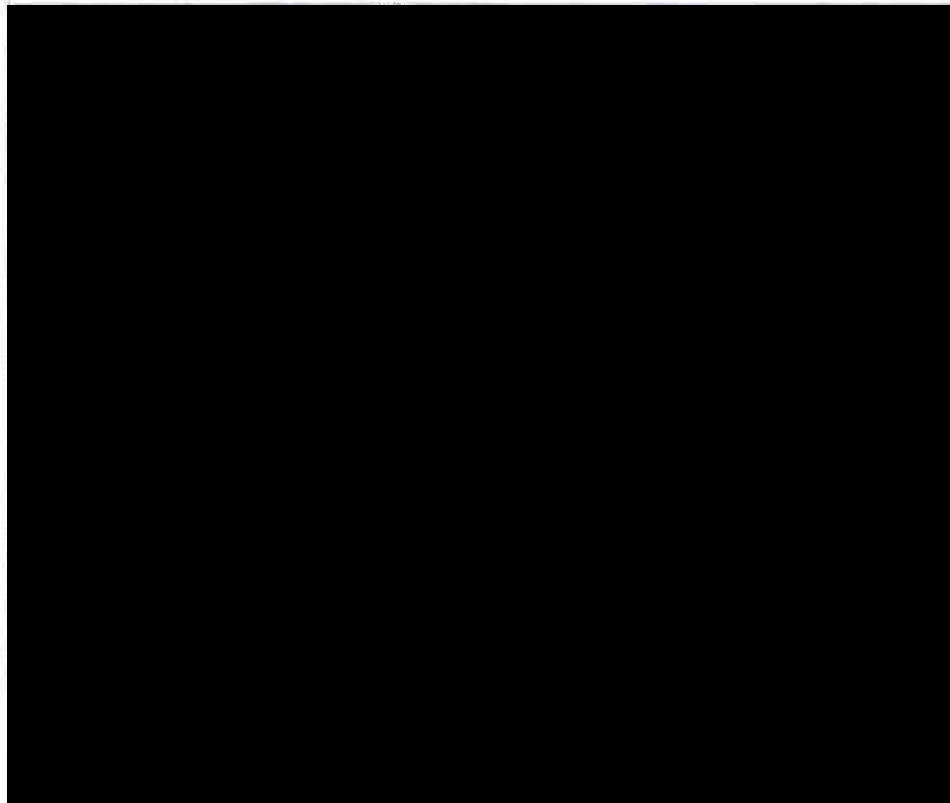


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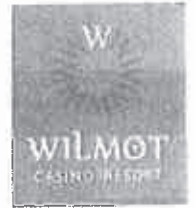
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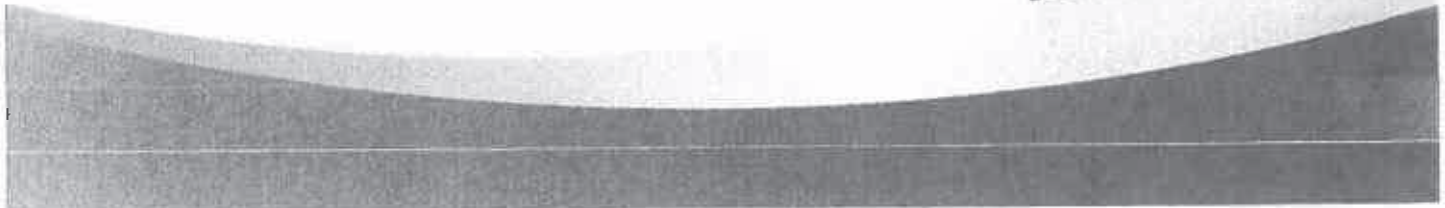


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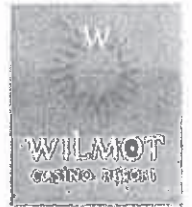
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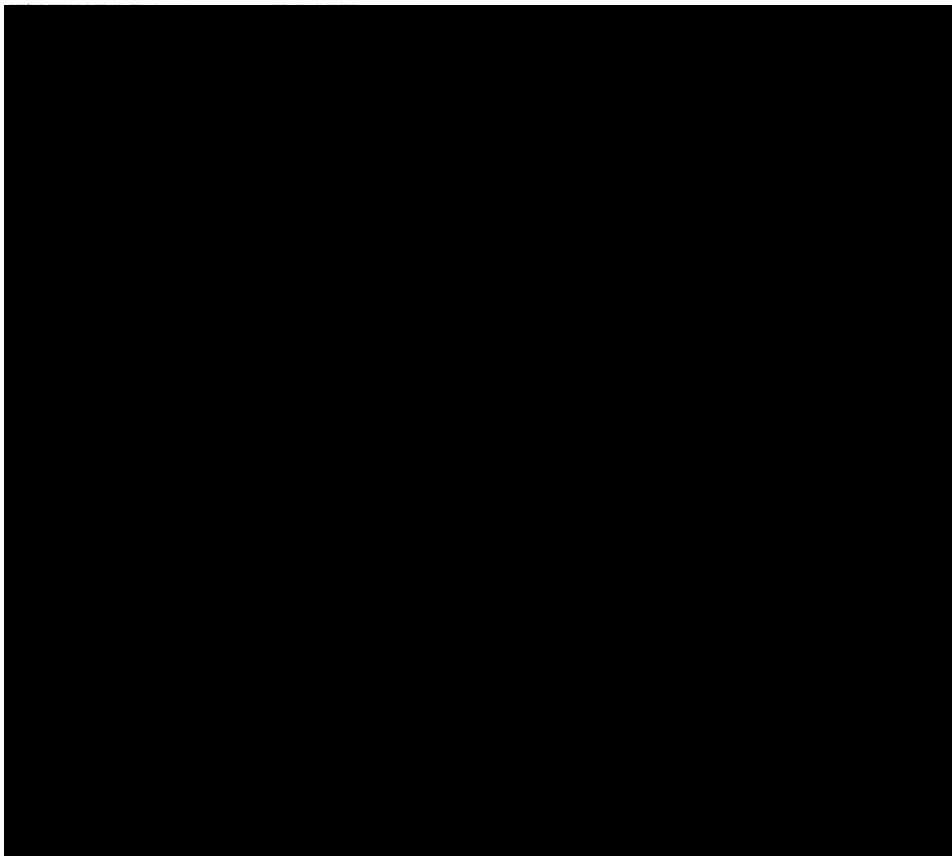


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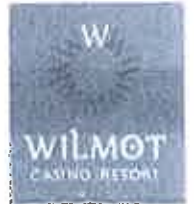
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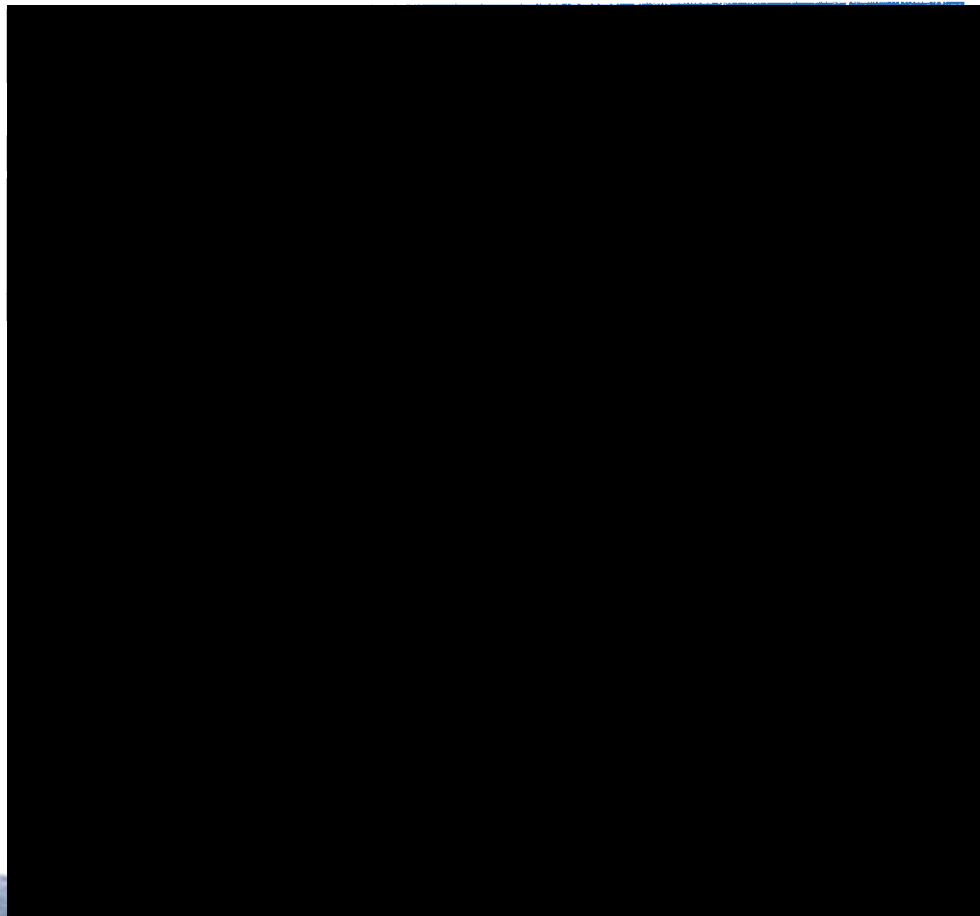


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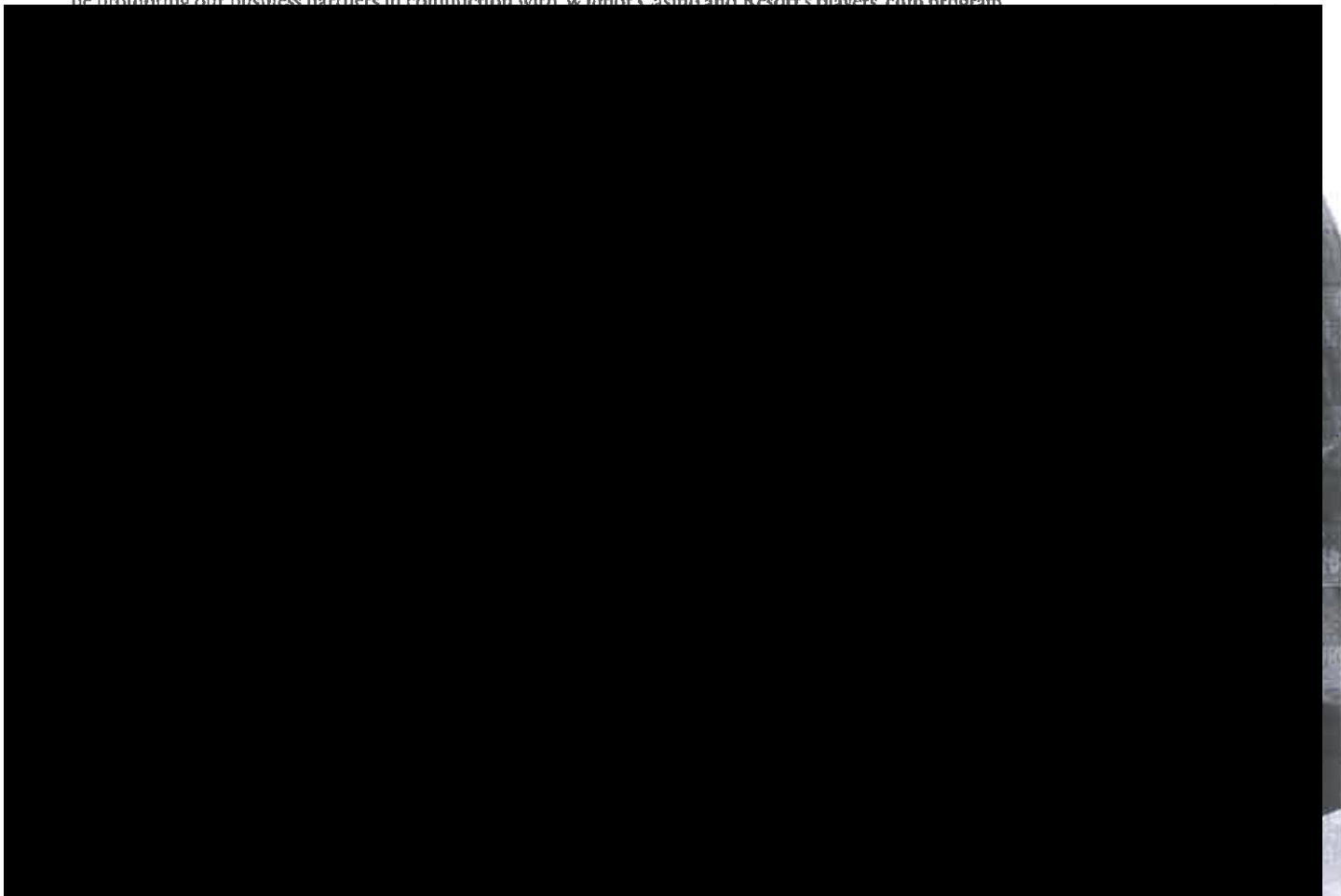
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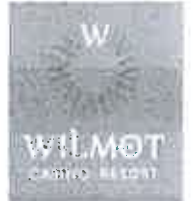
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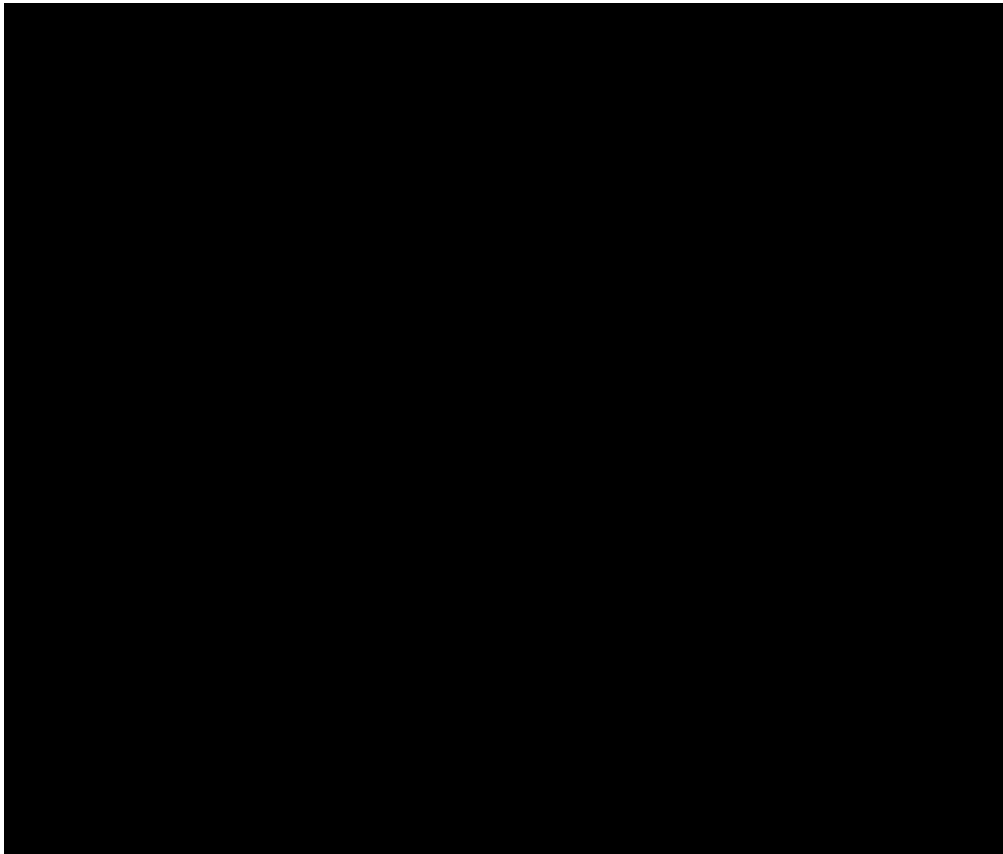


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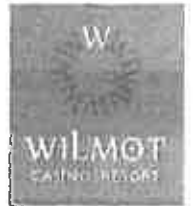
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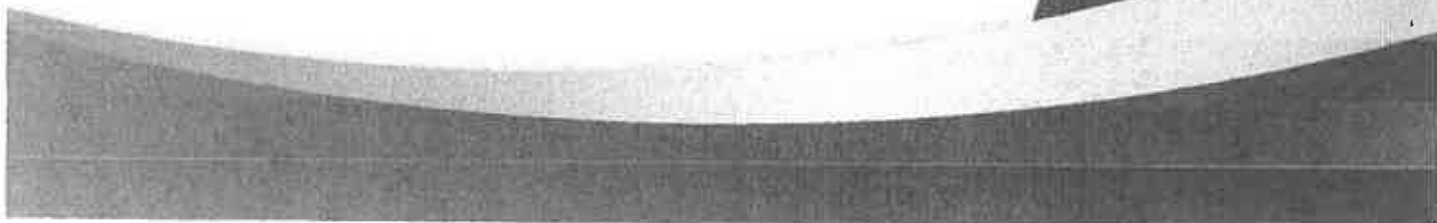
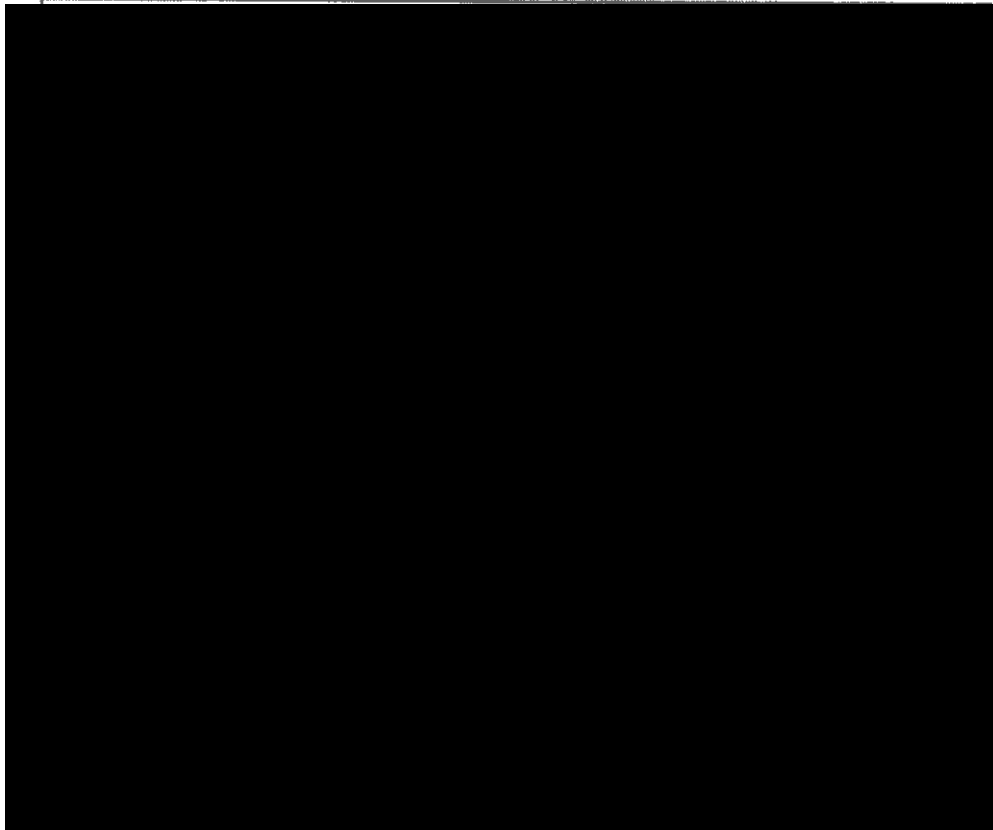


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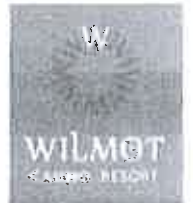
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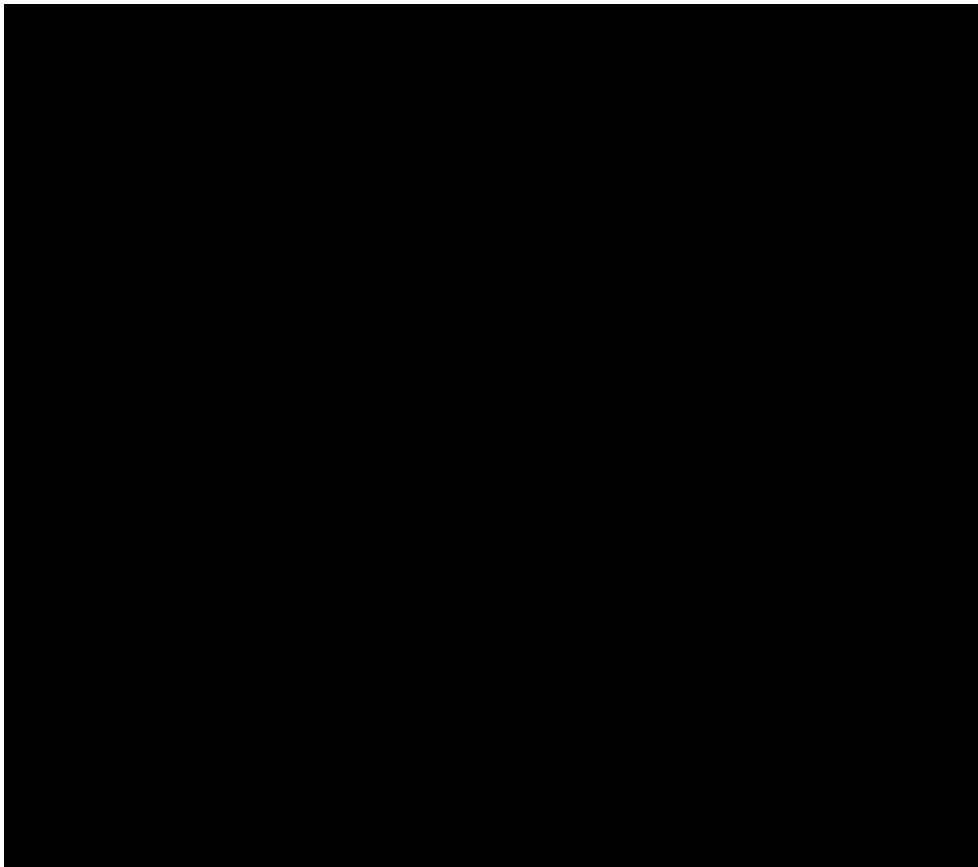


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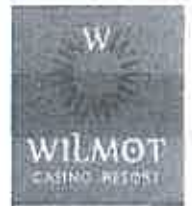
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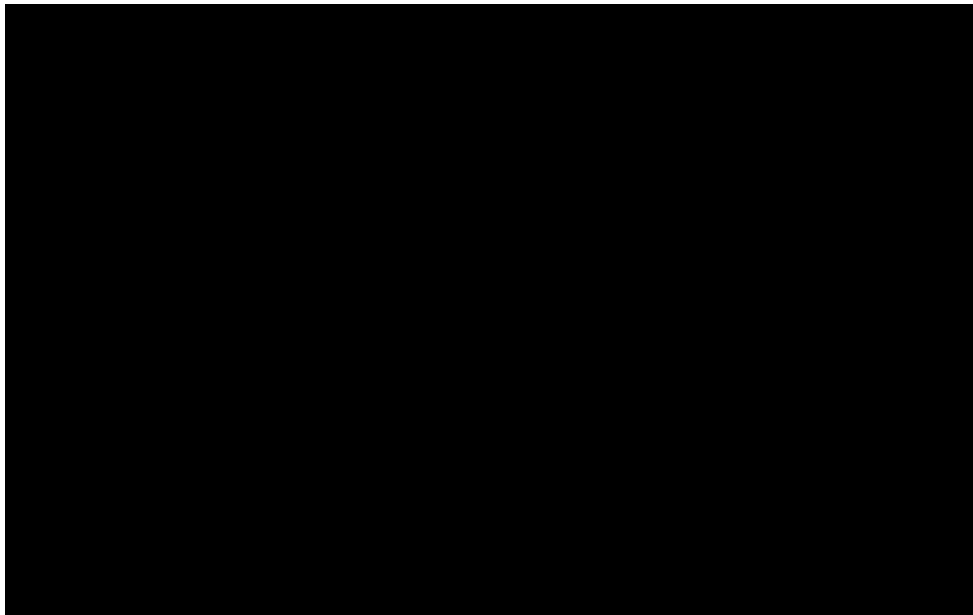


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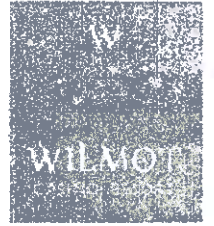


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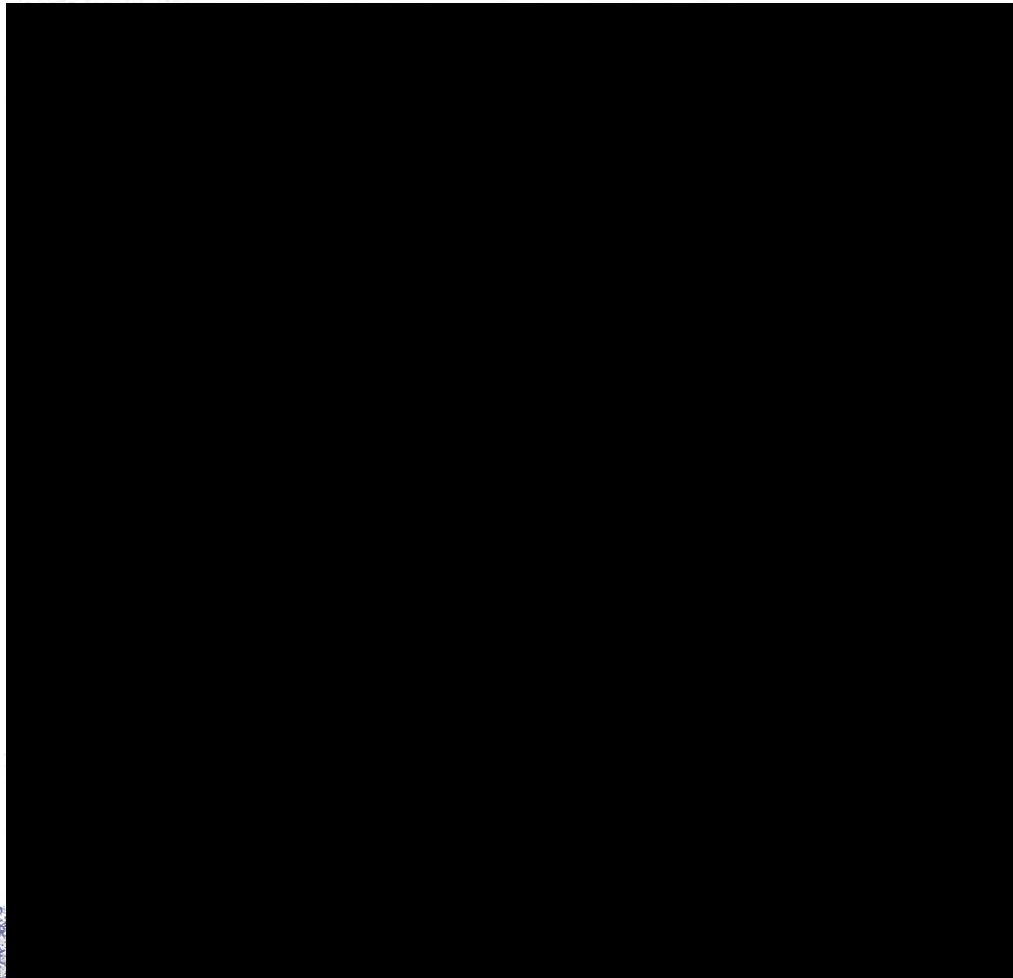
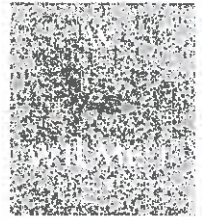
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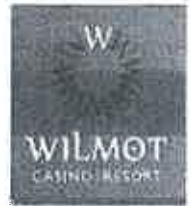




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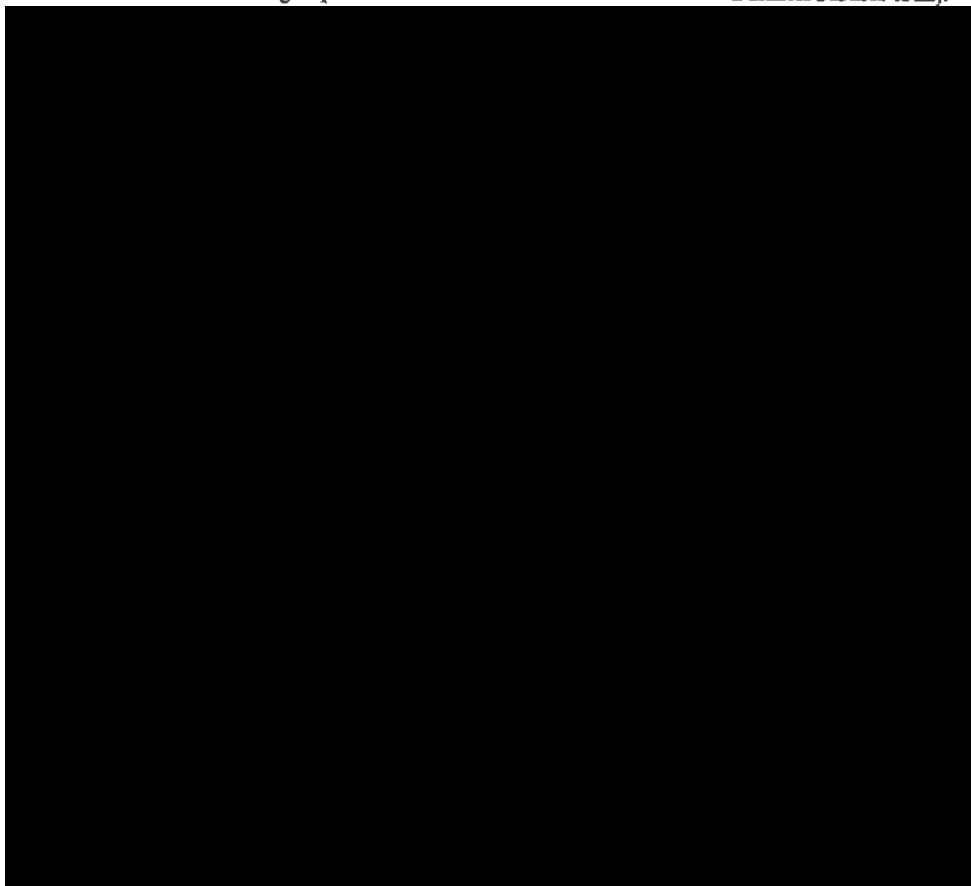


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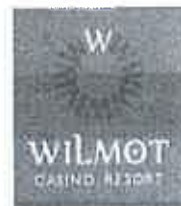
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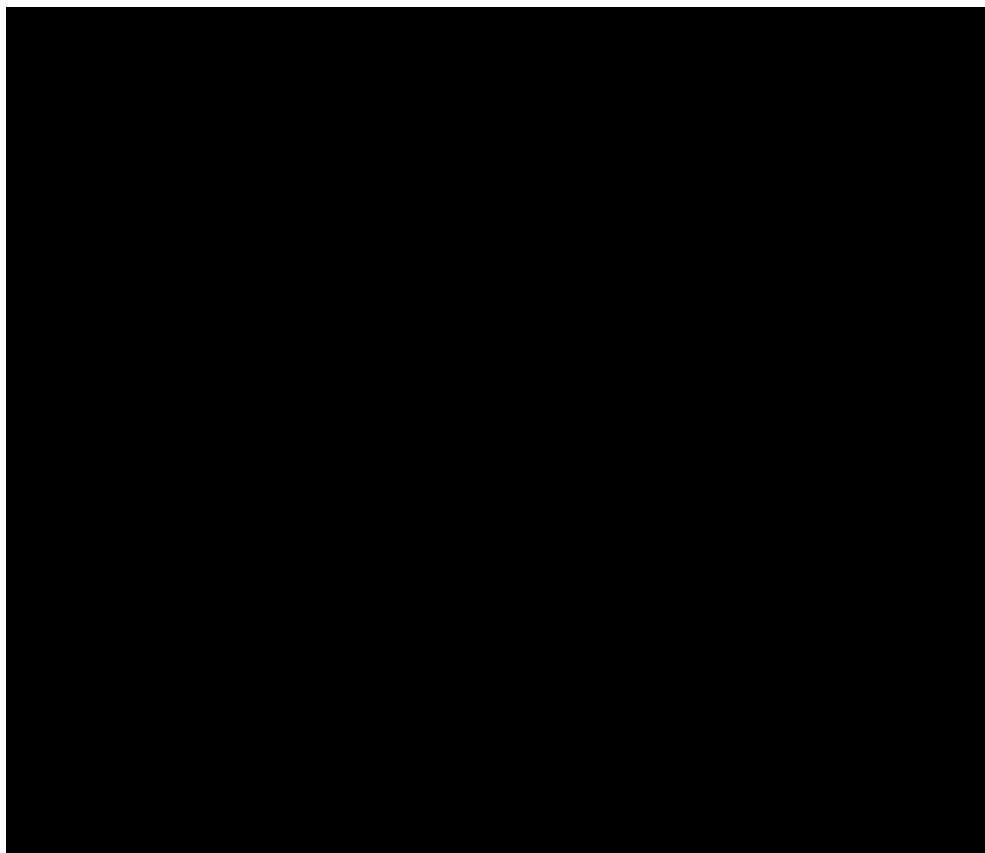


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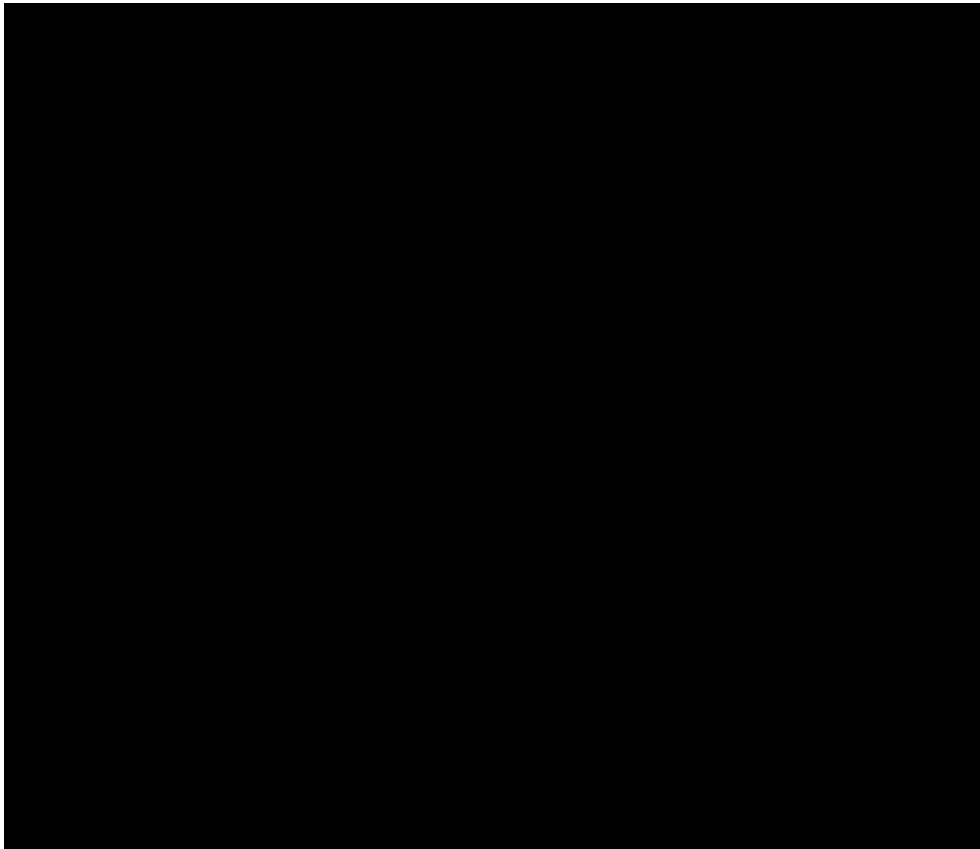


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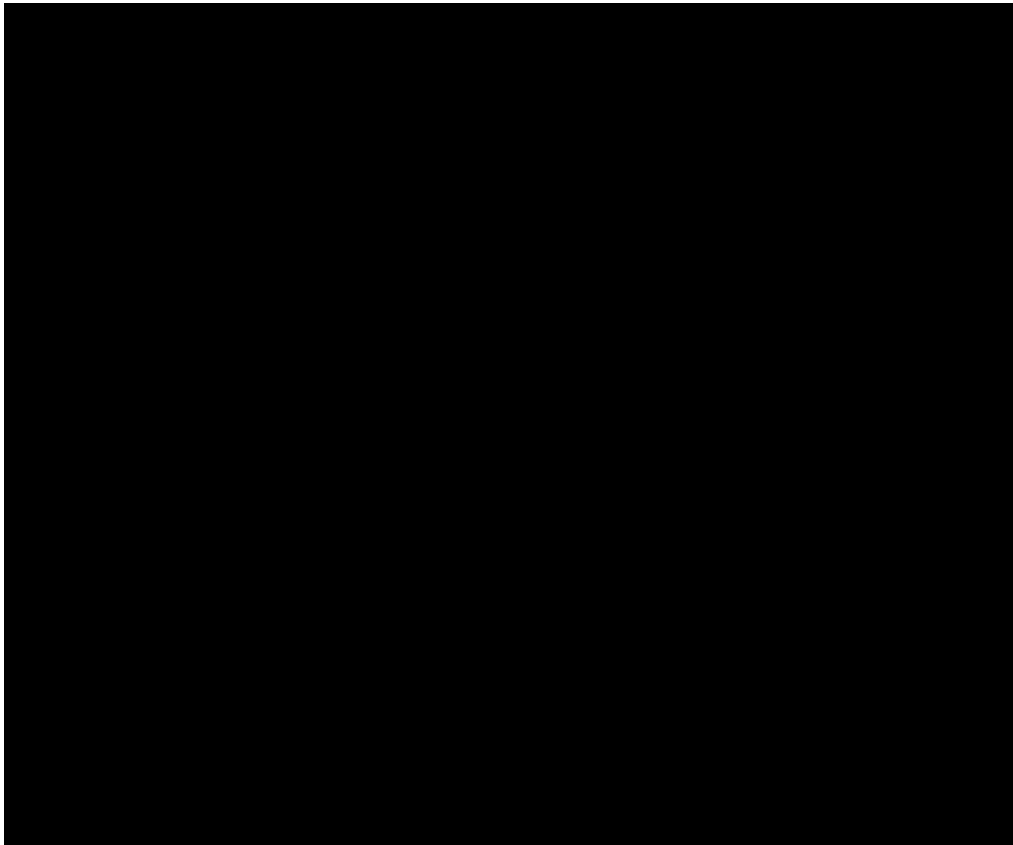


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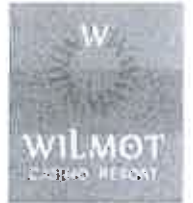
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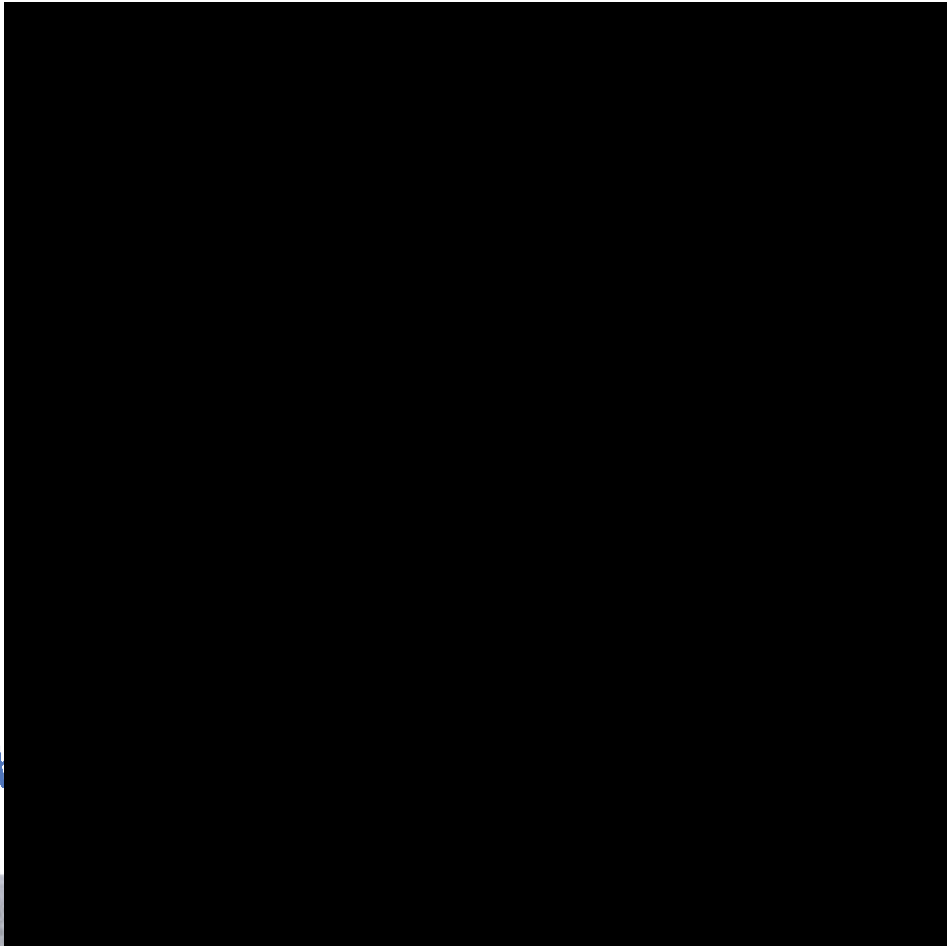


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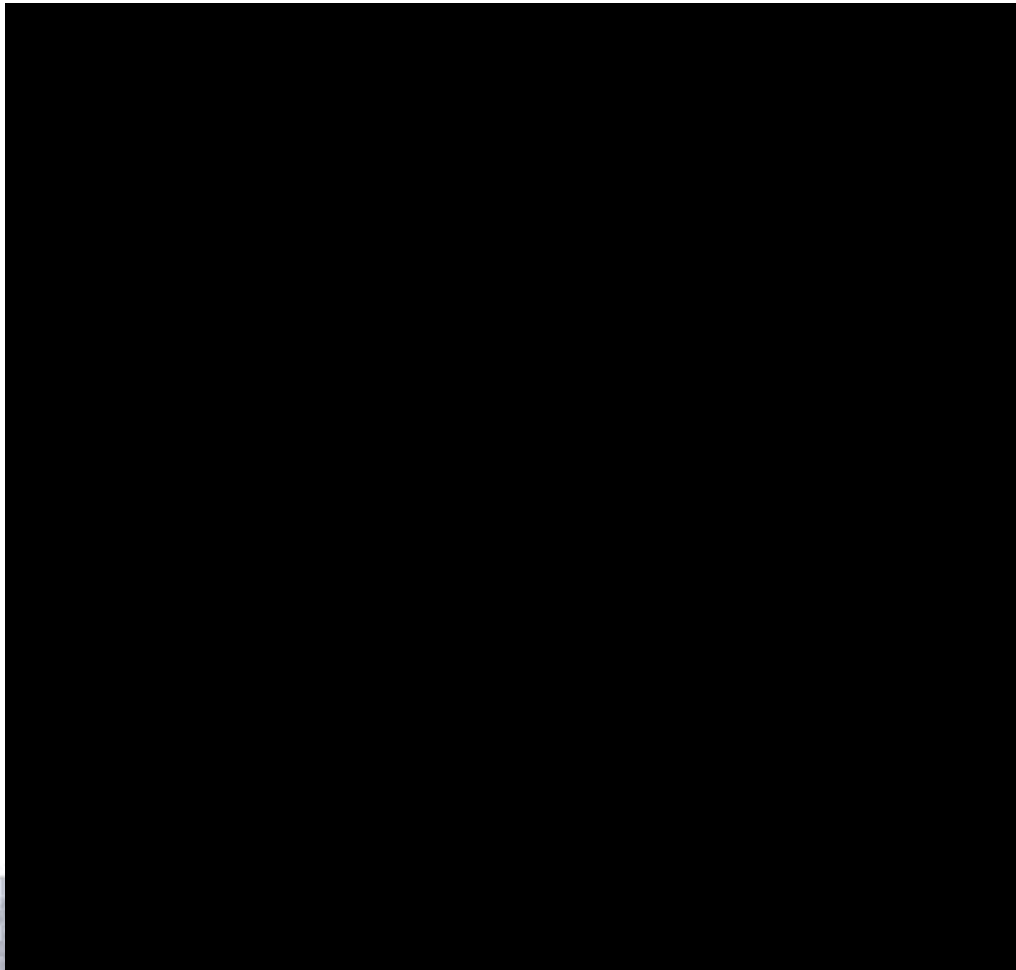


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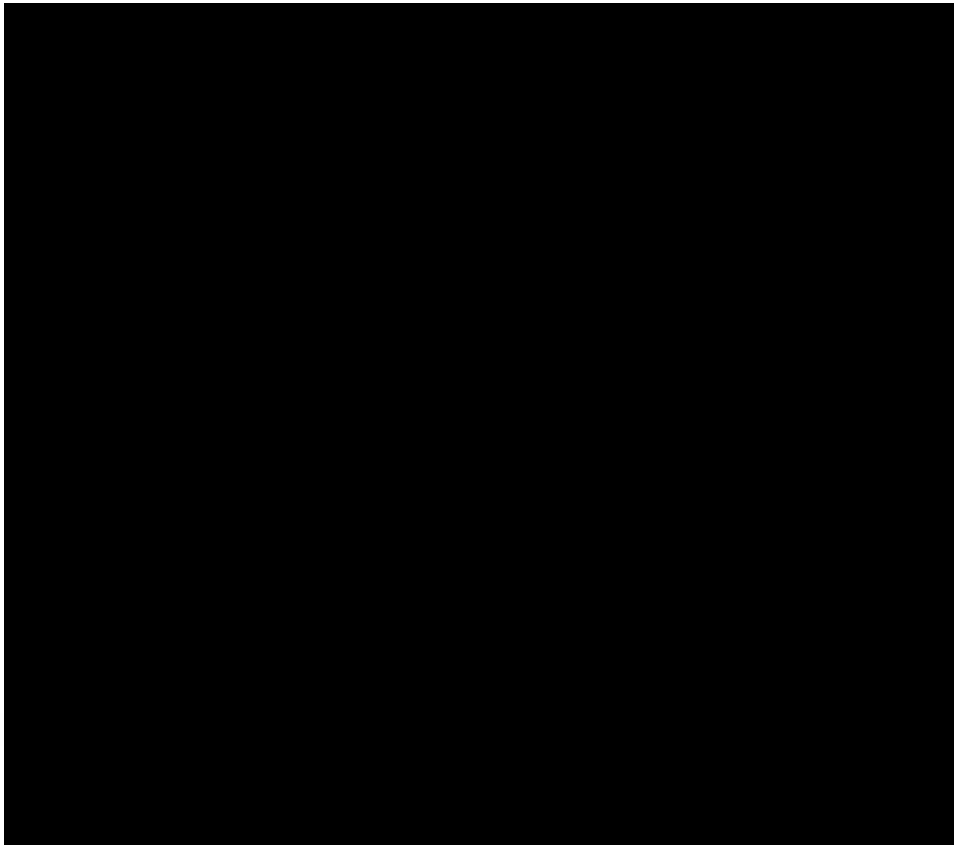


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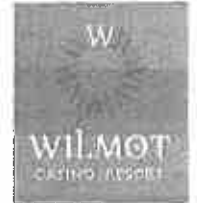
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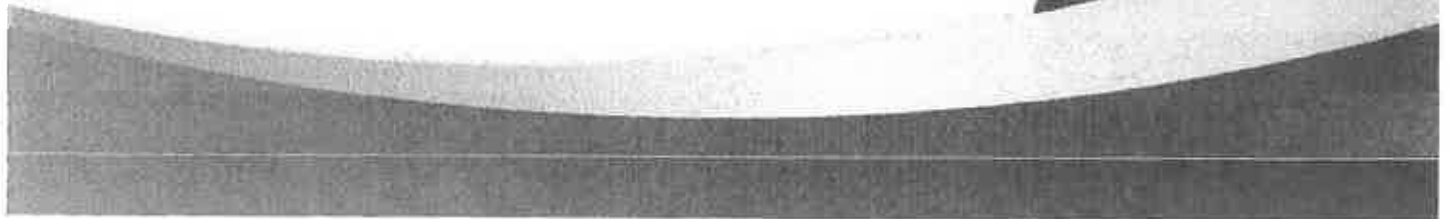
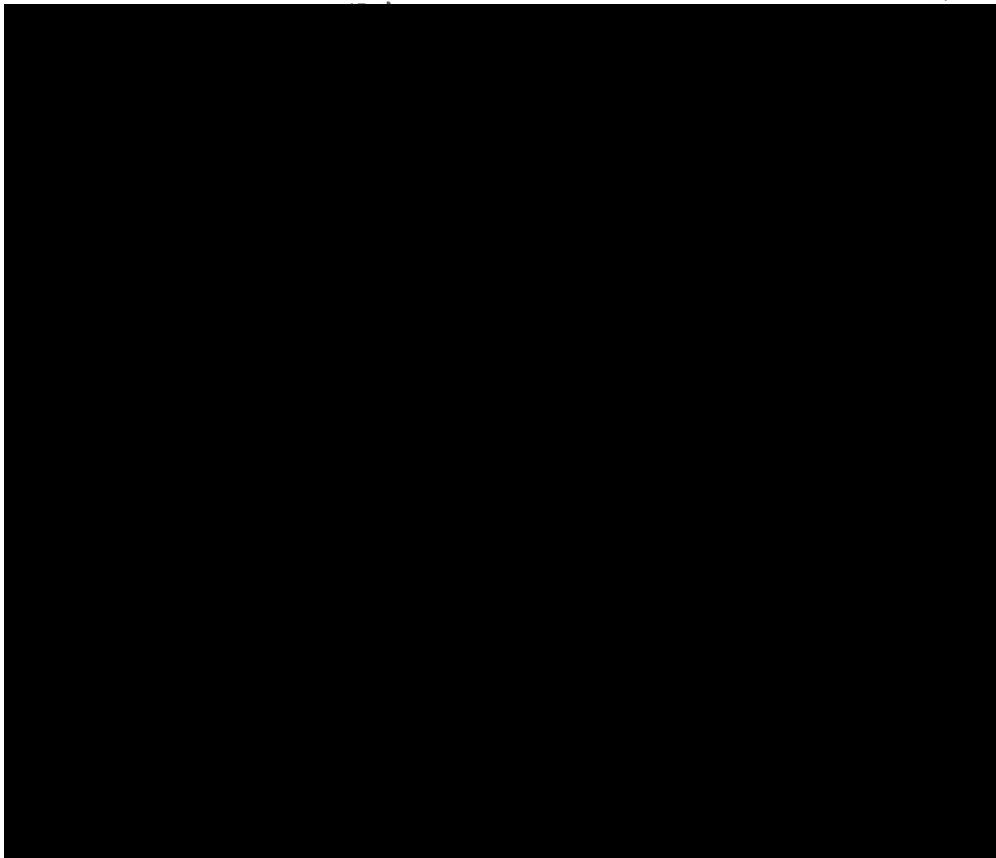


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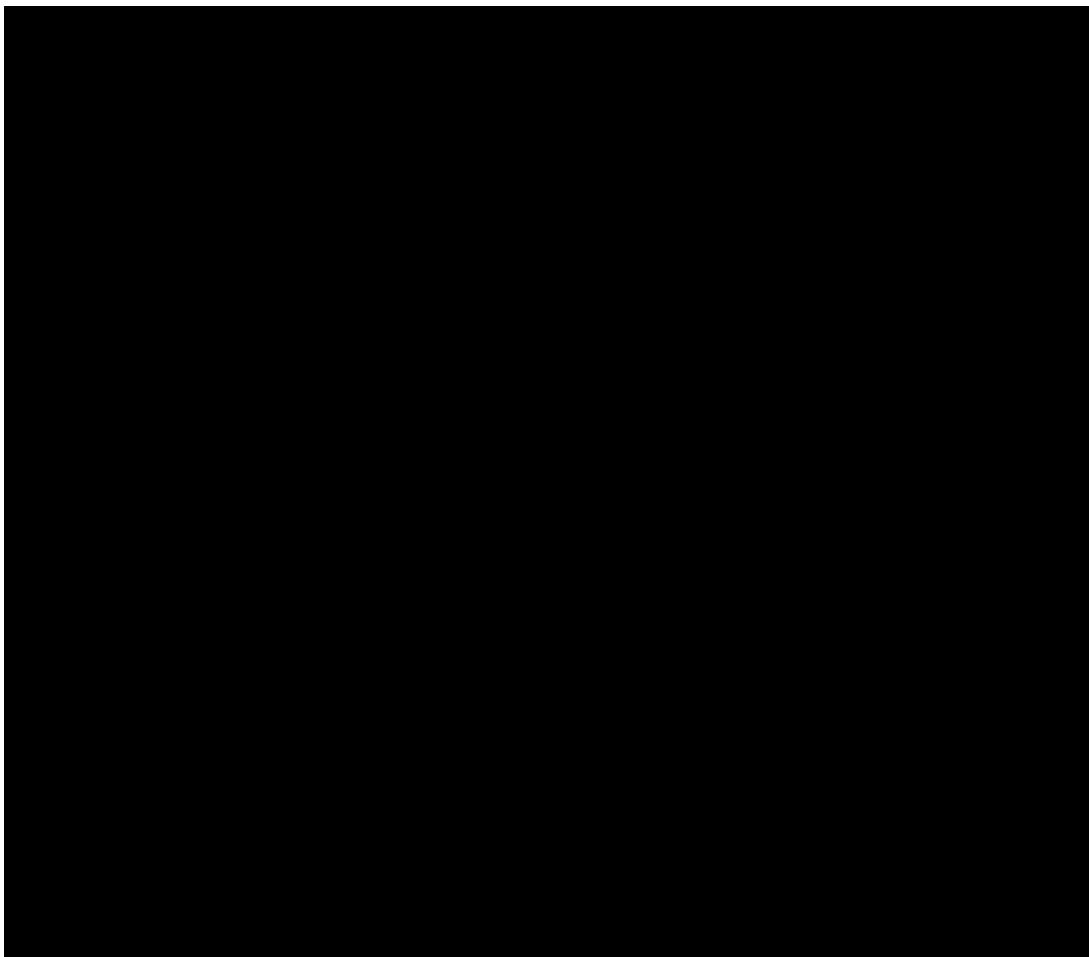


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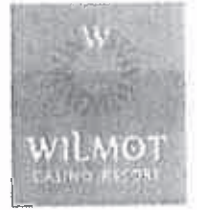
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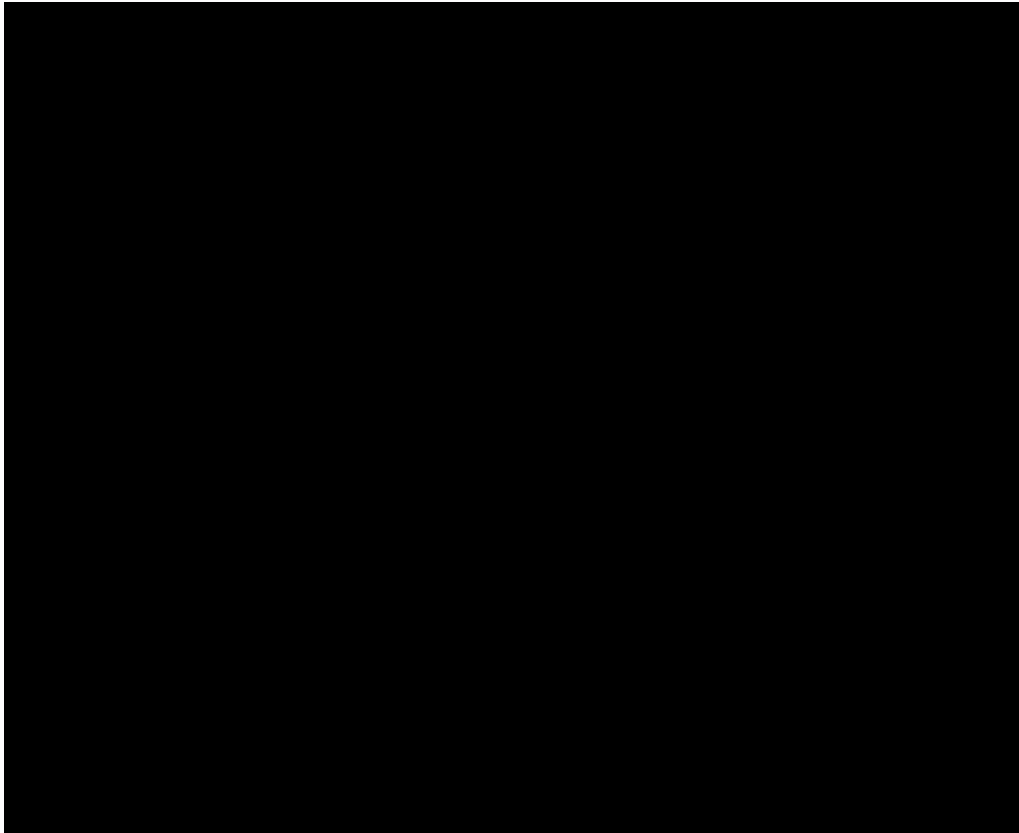


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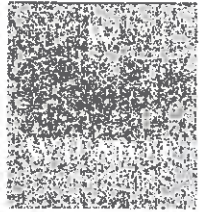
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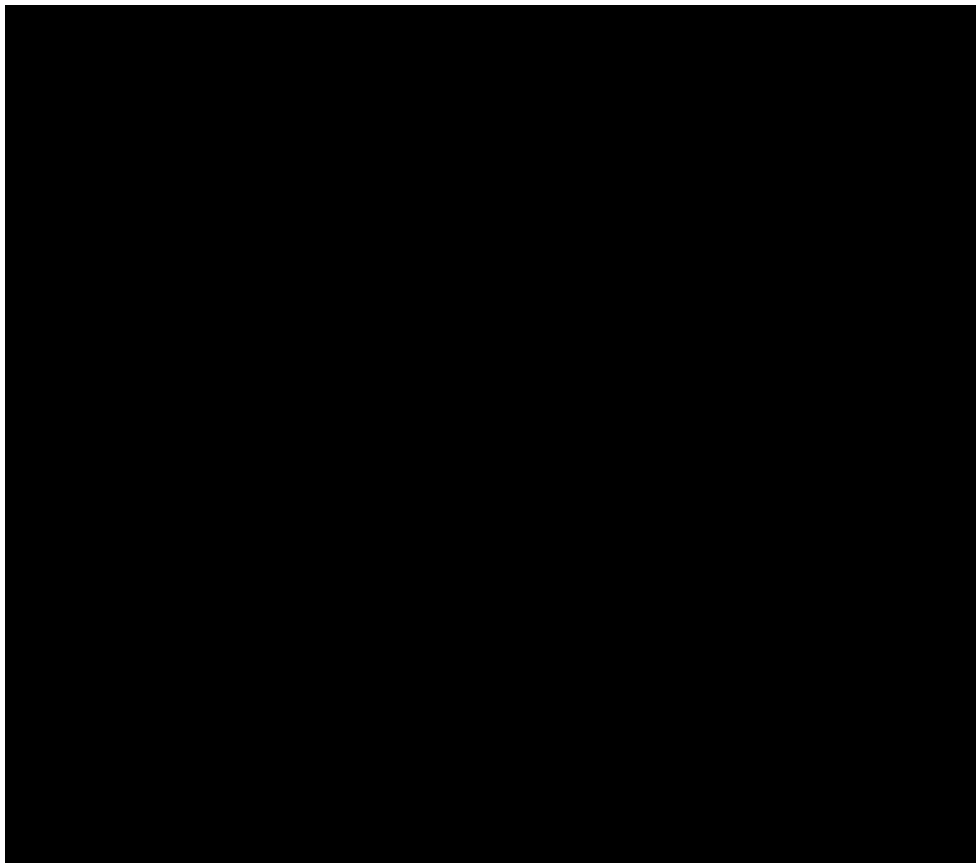


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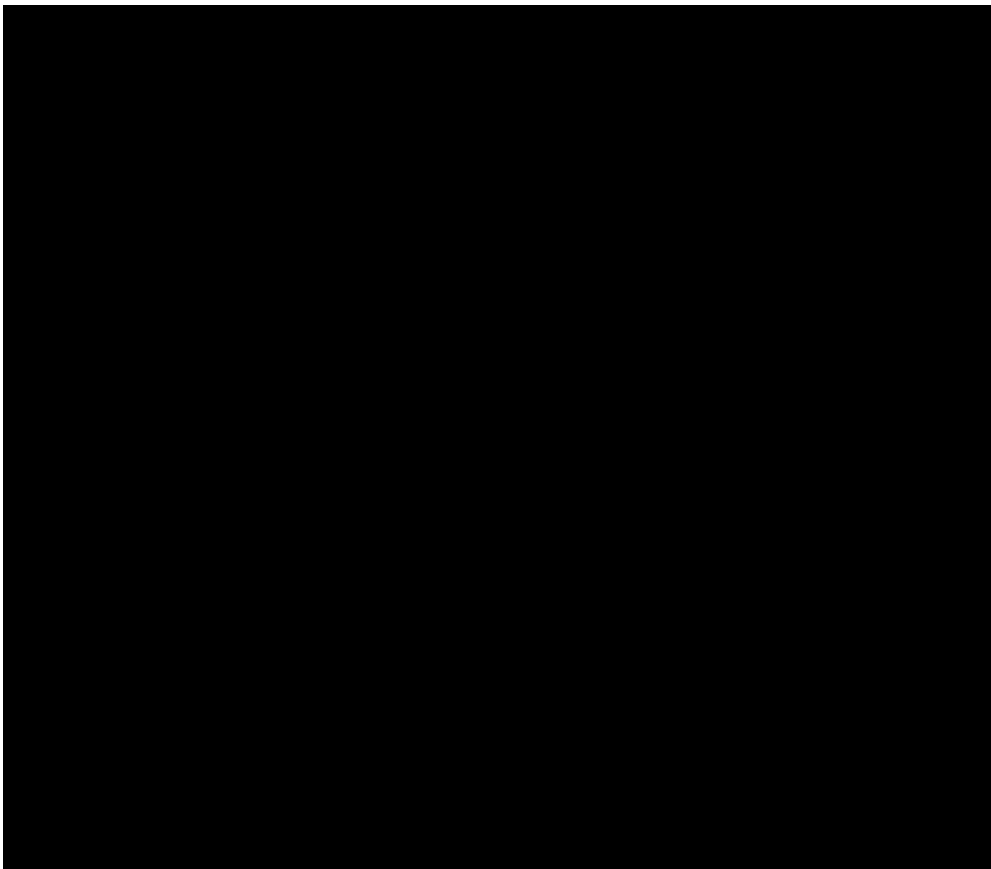


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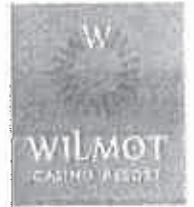
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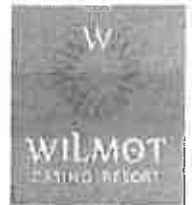
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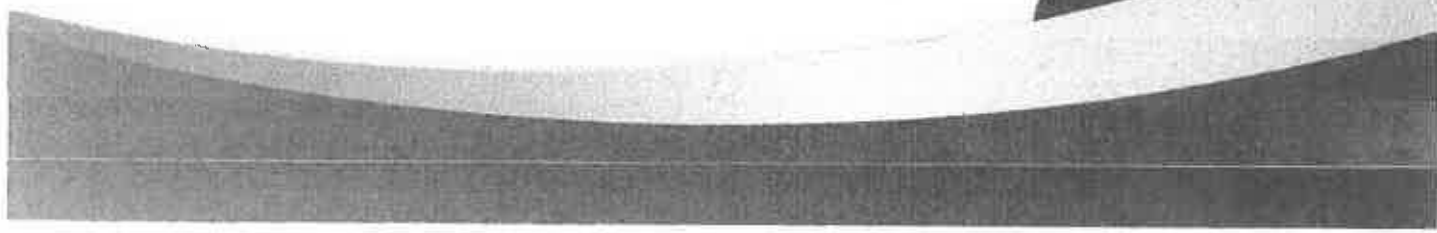
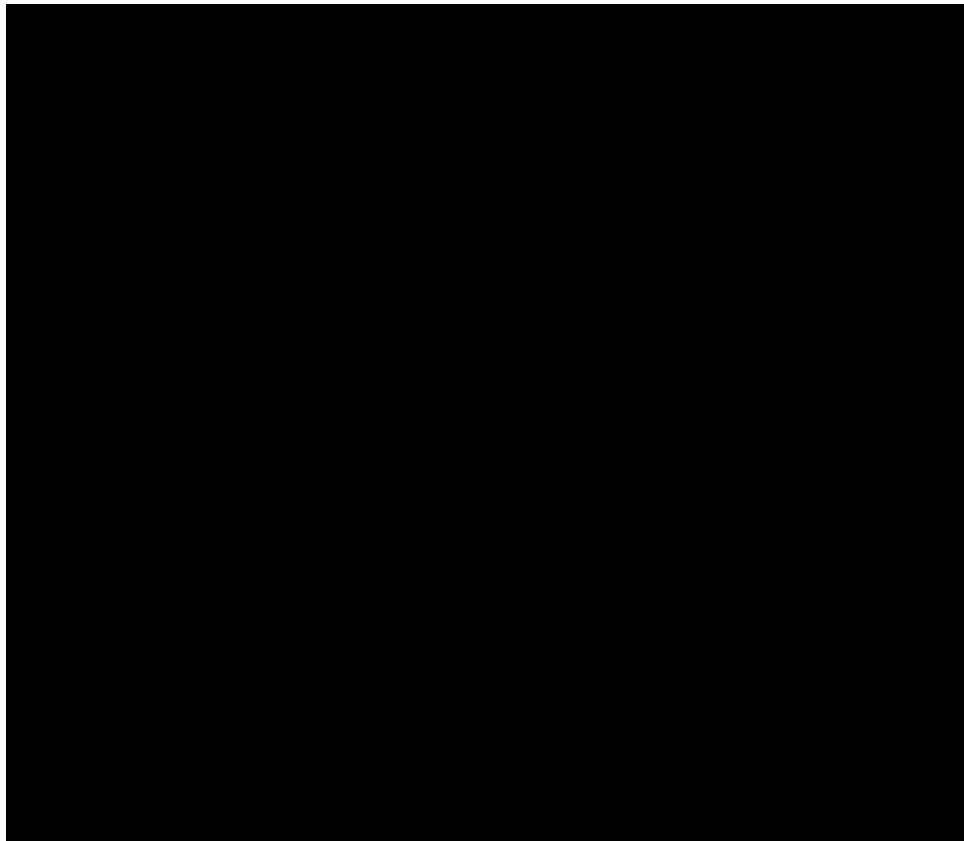


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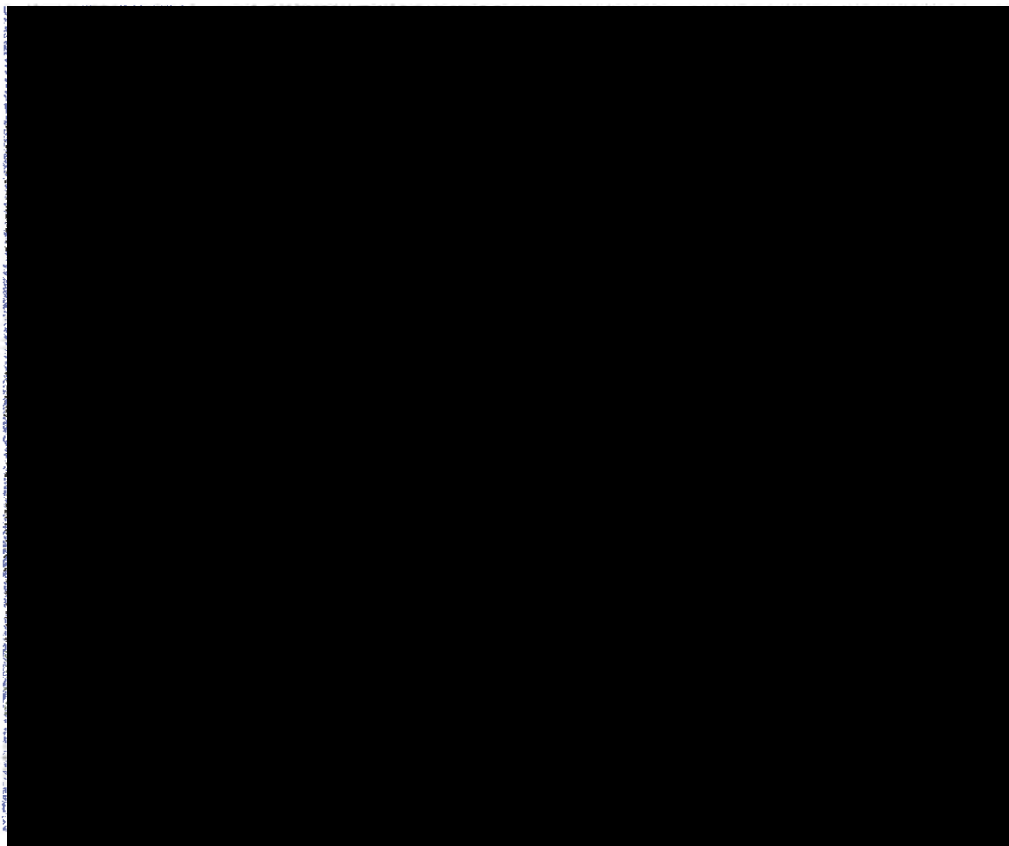


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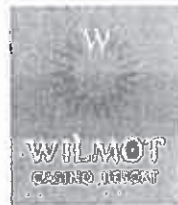




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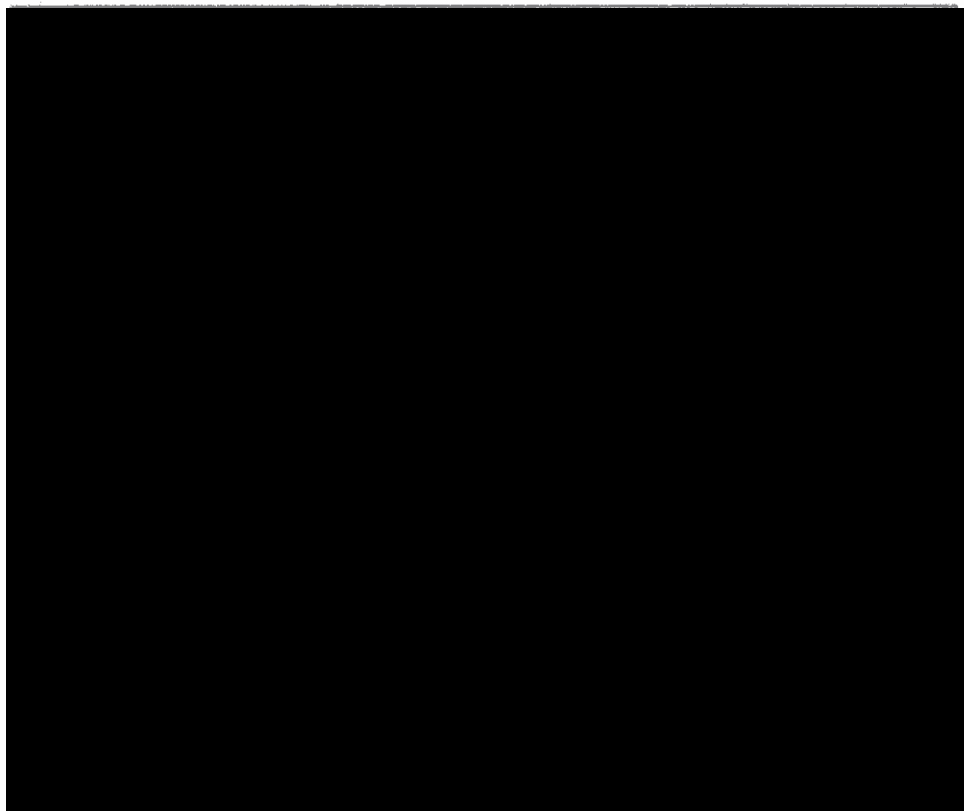


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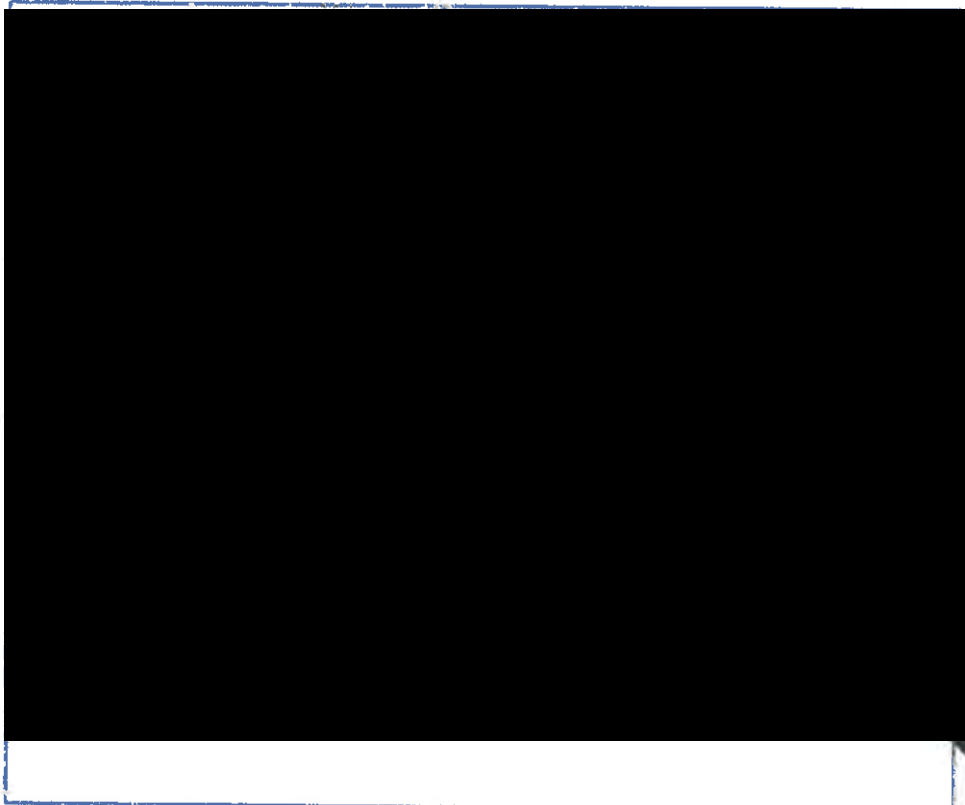


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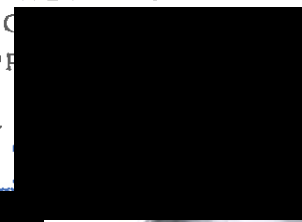
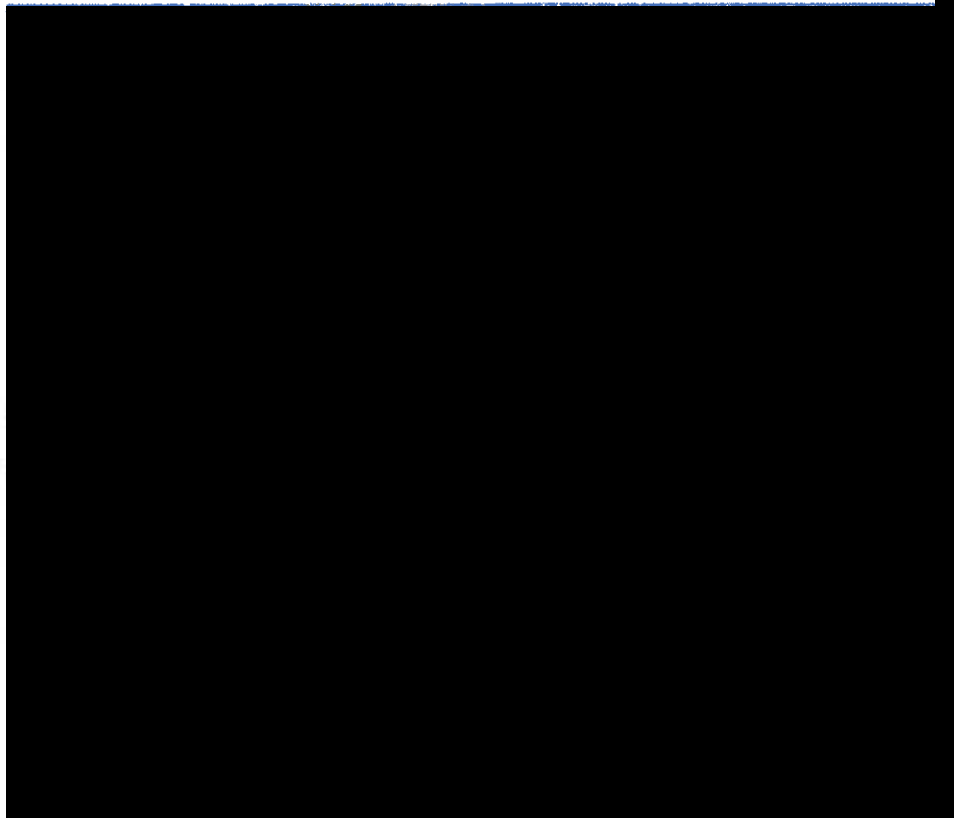


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Submit as Exhibit IX. B.2.a The identity of any entertainment venue that requested an agreement which the Applicant declined. Explain the reasons for the declination, and describe the nature of the discussions or negotiations the Applicant had with the entertainment venue that requested the agreement as to why it merited treatment as an impacted live entertainment venue.

### **IX. B.2.a AGREEMENTS WITH ENTERTAINMENT VENUES**

Lago Resort and Casino has identified 6 facilities in the Region that may be impacted by the proposed "THE VINE" event and entertainment center. These Facilities are labeled on ATTACHMENT 1 and are listed below:

- 1. Canandaigua Music and Art Center**- Located on the Fingerlakes Community College Campus at 3355 Marvin Sands Drive, Canandaigua, NY and is a NY not-for-profit 501(c)(3). According to their website "Newly renovated in 2006, this \$13.5 million facility is the result of a privately-funded undertaking through the sale of 54 VIP boxes. Constellation Brands secured the naming rights. This state-of-the-art facility nurtures the arts for our community and provides the ultimate venue for music and entertainment. CMAC features 5,000 covered seats and lawn seating for up to 10,000 guests. In recent years, CMAC has attracted sold out shows and top-notch musical performers such as: Dave Matthews, Kenny Chesney, Sugarland, Lady Antebellum, Bob Dylan, Mumford & Sons, Kid Rock, Snoop Dogg, The Allman Brothers and Lynyrd Skynyrd. CMAC also accommodates musical theatre, dance, ballet and children's activities in addition to being the summer home of the Rochester Philharmonic Orchestra." CMAC is approximately 30 miles from our site and is the closest impacted facility.
- 2. Ithaca State Theatre** – Located in downtown Ithaca, NY at 107 W State St, 14850 According to their website "State Theatre of Ithaca Inc. is a 501(c)3 not-for-profit organization that owns and operates Tompkins County's last remaining historic theatre. Our mission is to enhance the cultural life of Ithaca and the Finger Lakes by preserving, operating and promoting the historic State Theatre as an active venue for national, international and community performances and programming." Ithaca State Theatre is approximately 47 miles from our site.
- 3. Landmark Theatre** – Located in Syracuse, NY at 362 S. Salina Street, 13202 According to their website "the Theatre hosts dozens of events a year. Legends that appeared as the theatre reopened included Gregory Peck, Lena Horne, Tony Bennett, Harry Belafonte, Pete Seeger and Bob Dylan. 2006 saw Celtic Woman, Ratdog, many stage plays, corporate fundraisers and private events, Chicago, Jerry Seinfeld, Al Gore, LeAnn Rimes and the tour of So You Think You Can Dance, just to name a few." Landmark Theatre is approximately 42 miles from our project site.  
The Landmark Theatre is approximately 45 miles from our project site.
- 4. Clemens Center** – Located in Elmira, NY at 207 Clemens Center Pkwy, 14901 according to their website "Located in the central Southern Tier of New York State, the Clemens Center is the region's premier performing arts center. On the Powers Theater and Mandeville Hall stages, the Center presents a vast spectrum of performance experiences. From blockbuster Broadway shows and dazzling dance programs to rousing rock 'n' roll concerts and feel-good family entertainment, the Clemens Center excites and delights audiences of all ages!"



## Lago Resort & Casino Application Exhibits

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The Clemens Center is approximately 70 miles from our project site.

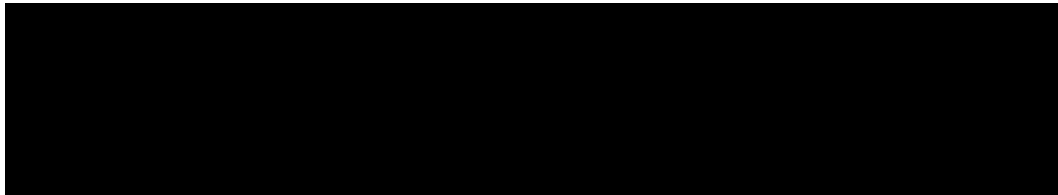
- 5. The Forum Theatre** - Located in Binghamton, NY at One Stuart st., 13901 According to their website "The Broome County Forum Theatre, a historical building, is a 1,500-seat performing arts theatre. It is home to Broadway In Binghamton, the Tri-Cities Opera, and the Binghamton Philharmonic. The Forum hosts a wide variety of other events, including concerts, comedians, conventions, talent competitions, and recitals. It also houses a Robert Morton Theatre Organ"

The Forum Theatre is approximately 94 miles from our project site

- 6. Rochester Broadway and Theatre Leagues** -Operates in Downtown Rochester out of the Rochester Auditorium Theatre -885 East Main Street, Rochester New York 14605

RBTL owns and manages Rochester's Auditorium Theatre. The Auditorium Theatre is home to a full season of touring Broadway shows, the M&T Bank Broadway Season. The Auditorium Theatre also hosts a number of live concerts, comedy and dramatic events throughout the year and is used by local performing groups for recitals and other presentations. As a leader in presenting, production and administration of arts and entertainment in Rochester, the Rochester Broadway Theatre League is set for a leading role in future planning for the community. According to The Broadway League, the estimated annual economic impact of RBTL events on the Rochester community is \$30 million. RBTL is 46 miles from our project site.

On June 19, 2014 Lago Resort and Casino signed an MOU with Canandaigua Music and Arts Center. "CMAC" Please see Attachment 2 for this MOU. The deal points are:



Fair Game Coalition is the selected representative for the Ithaca State Theatre, Landmark Theatre, Clemens Center, Rochester Broadway and Theater Leagues, and The Forum Theatre. Lago Resort & Casino has been working with the Fair Game Coalition since May 13, 2014 to come to an agreement. Here is a timeline and description of the meetings and deal structures that have taken place as of now:

First meeting took place on May 23, 2014 at the Gould Hotel in Seneca Falls. Representing the Fair Game Coalition was Philip Morris-CEO Proctors Theatre in Albany, NY Thomas Weildemann- Executive Director, The Clemens theatre Elmira, NY, Doug Levine- Executive Director of The State Theatre, and Albert Noccioillino- President of NAC Entertainment. The nature of this meeting was to discuss both our organizations and how we could benefit one another. The meeting went very well, except for one request that was unsubstantiated. This was .05% of Net Revenue would be paid to the Upstate Theatre League without explanation to how this number was created.

The first written offer was made by Lago Resort to Fair Game Coalition on May 27, 2014 based on the discussion on the 23<sup>rd</sup> the deal points were:

- \$250,000 over the course of 10 years to be used in advertising, and sponsorship.
- Ticket Purchasing by our concierge service to accommodate our guests





## Lago Resort & Casino Application Exhibits

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- To work with their schedules to avoid conflicts of events
- To not prohibit performers from performing at Fair Game Theatres, or to create any type of exclusive

Please see ATTACHMENT 3 for the MOU dated May 27.

A counter offer was received from Upstate Theatres May 28, 2014. The deal points were:

- Booking Partnership that would control the Fair Game Facilities and Lago's proposed Entertainment venue "The Vine."
- Limiting The Vine's performance days from Sunday through Thursday
- \$100,000.00 annual floor payment for advertising, and sponsorship
- \$100,000.00 annual floor payments of ticket purchases
- .05% Net Revenue(Gross Gaming Revenue – State Tax – Free Play) Annual Payment (Estimated at \$ 860,000.00)

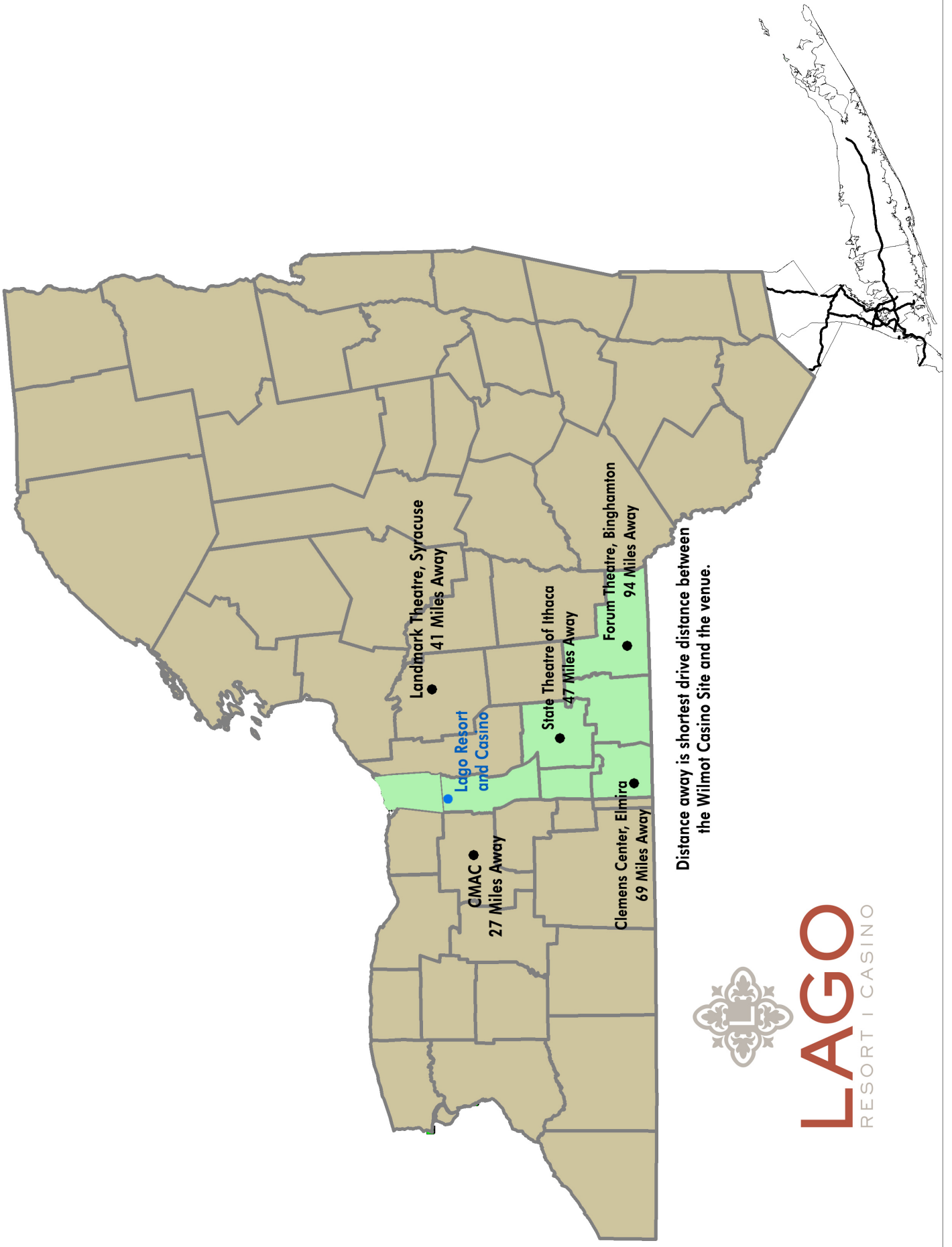
Please see ATTACHEMENT 4 for the MOU dated May 28.

Lago Resort and Casino responded to this offer on June 16, 2014. Deal Points were:

- Lago Increased offer from \$250,000.00 cap to \$1,000,000.00 floor over ten years. Offer to be used for sponsorship, advertising, and ticket purchasing
- We also restated our above offers:
- To work with their schedules to avoid conflicts of events
- To not prohibit performers from performing at Upstate Theatres, or to create any type of exclusive
- We also will allow all the Regional Entertainment Venues to become Lago Rewards Business Partners. Lago Rewards Club Members may use their points to buy tickets at all regional entertainment venues that participate in Lago Rewards Business Partnership. Lago Rewards Business Partners participate free of charge. Lago pays 100% of advertising, promotion and to administrate the program.
- Lago requested that Fair Game quantify the impact on the 4 venues within 94 miles that they represent. Please see ATTACHMENT 1 for visual reference.
- Lago declined the offer to have one booking agent for the total of 5 venues. There were multiple reasons for this, but two big ones are that the 4 venues represented by the Fair Game Coalition are not the only venues in the area nor are they the closest to our facility. Secondly having an outside third party provision places entirely too much power in that third party who's financial compensation formula appears to favor the coalition as well as who's efforts may not be to expand the regional offerings and drive tourism.

Please see ATTACHEMENT 5 for the above offer.

Lago Resort and Casino as of June 19, 2014 is awaiting response from the Fair Game Coalition. Lago will continue to work in good faith and does believe that an agreement will be reached between both parties.



Distance away is shortest drive distance between the Wilmot Casino Site and the venue.



**LAGO**  
RESORT | CASINO

**MEMORANDUM OF AGREEMENT  
BETWEEN  
FRIENDS OF THE CONSTELLATIONS BRANDS – MARVIN SANDS  
PERFORMING ARTS CENTER, INC.  
AND  
WHITETAIL 414, LLC**

This MEMORANDUM OF AGREEMENT (“MOU”), dated as of the 20th day of June 2014, is entered into by FRIENDS OF THE CONSTELLATION BRANDS – MARVIN SANDS PERFORMING ARTS CENTER, INC., a New York Not-For-Profit Corporation with offices at 3355 Marvin Sands Drive, Canandaigua, NY 14424 (“CMAC”) and WHITETAIL 414, LLC, a New York limited liability company with offices at 1265 Scottsville Road, Rochester, New York 14623 (on behalf of a to be formed entity “Casino Developer”).

WHEREAS, the New York State Legislature passed the Upstate New York Gaming Economic Development Act in the Fall of 2013 (“2013 Gaming Act”) and by statewide voter referendum on November 5, 2013, the electorate approved a constitutional amendment to permit “class 3”, or what is considered full casino gaming operations; and

WHEREAS, the 2013 Gaming Act called for establishing “four destination resort casinos in upstate New York” through a competitive process whereby up to four (4) gaming licenses will be awarded in what was identified as Region 1 (Catskill Region – Colombia, Delaware, Dutchess, Greene, Orange, Sullivan and Ulster Counties), Region 2 (Capital Region – Albany, Fulton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie and Washington Counties), and Region 5 (Upstate Region – Broome, Seneca, Tioga, Tompkins Counties and portions of Chemung, Schuyler and Wayne east of State Route 14); and

WHEREAS, representatives of Casino Developer and representatives of CMAC met to review preliminary designs for the proposed Wilmot Casino and Resort, to be located on approximately 84 acres at the Northeast intersection of the NYS Thruway and State Route 414, in the Town of Tyre, Seneca County, New York (“Wilmot Casino”) featuring a casino, hotel, spa, as well as dining and entertainment but with limited entertainment venues so as to encourage relationships with nearby entertainment venues like CMAC; and

WHEREAS, the Casino Developer intends to apply for a gaming license for the Wilmot Casino by June 30, 2014 through a competitive process where scoring is in part a function of having a relationship with facilities like those operated by CMAC and the parties intend this MOU to constitute “establishing a fair and reasonable partnership with live entertainment venues that may be impacted by a gaming facility under which the gaming facility actively supports the mission and the operation of the impacted entertainment venues” as contemplated by the 2013 Gaming Act.

NOW, THEREFORE, in consideration of the above premises and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, subject to the conditions described herein, the parties agree as follows:

1. Support of Wilmot Casino Proposal by CMAC. CMAC hereby expresses support for the proposed development of the Wilmot Casino and supports the Wilmot Casino application for the Region 5 gaming license contemplated by the 2013 Gaming Act.

2. Support of CMAC operations by Casino Developer. The Wilmot Casino has not been designed to compete with CMAC performances and it is in the mutual best interest of the Casino Developer and CMAC to develop a relationship that promotes patrons of the Wilmot Casino patronizing the CMAC facilities and performances. The Wilmot Casino will use CMAC's booking agent to assist Wilmot Casino with artist bookings. Subject to receipt of the Region 5 gaming license for the Wilmot Casino, Casino Developer will cross promote CMAC performances and activities and shall advertise with CMAC in amounts to be determined from time to time and to also acquire box seats, regular seats and lawn seats in quantity determined from time to time through Wilmot Casino concierge services to meet Wilmot Casino guest demands.

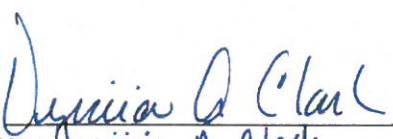


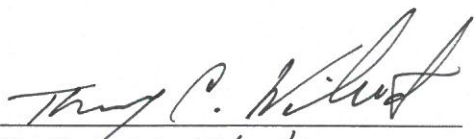
5. This MOU may be executed in counterparts, each of which shall be deemed an original and a signature on a page transmitted by facsimile or e-mail shall be permitted and deemed to be binding. Upon written notice to CMAC, this MOU and the rights and obligations hereunder may be freely assigned by Casino Developer to an entity affiliated with the Casino Developer that obtains the Region 5 gaming license for the Wilmot Casino. If the Region 5 gaming license is not awarded to the Wilmot Casino through the application to be submitted by the Casino Developer in the pending competitive round, this MOU shall be deemed terminated unless the parties hereto enter an amendment to extend the term. Once effective, this MOU shall continue for the first ten (10) operating years of the Wilmot Casino.

IN WITNESS WHEREOF, the parties have caused this MOU to be executed as of the date first set forth above.

**FRIENDS OF THE CONSTELLATION  
BRANDS – MARVIN SANDS  
PERFORMING ARTS CENTER, INC.**

**WHITETAIL 414, LLC**

By:   
Name: Virginia A. Clark  
Title: President + Executive Director  
Date: June 20, 2014

By:   
Name: Thomas C. Wilmot  
Title: VP  
Date: 06/20/14



**AGREEMENT  
BETWEEN  
UPSTATE THEATRES FOR A FAIR GAME  
AND  
WHITETAIL 414, LLC**

This AGREEMENT (“Agreement”), dated as of the 1<sup>ST</sup> day of June 2014, is entered into by UPSTATE THEATRES FOR A FAIR GAME, an organization representing the Upstate Theatres described in Schedule A with offices at 432 State St, Schenectady, NY 12305 Attn: Philip Morris (“Upstate Theatres”) and WHITETAIL 414, LLC, a New York limited liability company with offices at 1265 Scottsville Road, Rochester, New York 14623 (on behalf of a to be formed entity “Casino Developer”).

WHEREAS, the New York State Legislature passed the Upstate New York Gaming Economic Development Act in the Fall of 2013 (“2013 Gaming Act”) and by statewide voter referendum on November 5, 2013, the electorate approved a constitutional amendment to permit “class 3”, or what is considered full casino gaming operations; and

WHEREAS, the 2013 Gaming Act called for establishing “four destination resort casinos in upstate New York” through a competitive process whereby up to four (4) gaming licenses will be awarded in what was identified as Region 1 (Catskill Region – Colombia, Delaware, Dutchess, Greene, Orange, Sullivan and Ulster Counties), Region 2 (Capital Region – Albany, Fulton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie and Washington Counties), and Region 5 (Upstate Region – Broome, Seneca, Tioga, Tompkins Counties and portions of Chemung, Schuyler and Wayne east of State Route 14); and

WHEREAS, representatives of Casino Developer and representatives of UPSTATE THEATRES met to review preliminary designs for the proposed Wilmot Casino and Resort, to be located on approximately 84 acres at the Northeast intersection of the NYS Thruway and State Route 414, in the Town of Tyre, Seneca County, New York (“Wilmot Casino”) featuring a casino, hotel, spa, as well as dining and entertainment but with limited entertainment venues so as to encourage relationships with nearby entertainment venues like UPSTATE THEATRES; and

WHEREAS, the Casino Developer intends to apply for a gaming license for the Wilmot Casino by June 30, 2014 through a competitive process where scoring is in part a function of having a relationship with facilities like those operated by UPSTATE THEATRES and the parties intend this Agreement to constitute “establishing a fair and reasonable partnership with live entertainment venues that may be impacted by a gaming facility under which the gaming facility actively supports the mission and the operation of the impacted entertainment venues” as contemplated by the 2013 Gaming Act.

NOW, THEREFORE, in consideration of the above premises and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, subject to the conditions described herein, the parties agree as follows:



1. Support of Wilmot Casino Proposal by UPSTATE THEATRES. UPSTATE THEATRES hereby expresses support for the proposed development of the Wilmot Casino and supports the Wilmot Casino application for the Region 5 gaming license contemplated by the 2013 Gaming Act.

2. Support of UPSTATE THEATRES operations by Casino Developer. The Wilmot Casino has not been designed to compete with UPSTATE THEATRES performances and it is in the mutual best interest of the Casino Developer and UPSTATE THEATRES to develop a relationship that promotes patrons of the Wilmot Casino patronizing the UPSTATE THEATRES facilities and performances. Subject to receipt of the Region 5 gaming license for the Wilmot Casino, Casino Developer will cross promote UPSTATE THEATRES performances and activities and shall advertise with UPSTATE THEATRES in amounts to be determined from time to time with a targeted annual payment of \$25,000 per year and to also acquire box seats, regular seats in quantity determined from time to time through Wilmot Casino concierge services to meet Wilmot Casino guest demands.

3. Negative Covenants. Casino Developer will not prohibit any of its acts from performing within the four (4) theatres affiliated with UPSTATE THEATRES within seventy (70) miles of the Wilmot Casino (the Landmark in Syracuse, Ithaca State Theatre, Clemens Center Elmira NY, and The Forum Theatre in Binghamton NY., herein the "Supported Theatres"). Additionally, the Casino Developer shall make efforts not to conflict with schedules of the Supported Theatres as announced from time to time and in particular will use best efforts to avoid conflicts with the nights when the Supported Theatres have large acts performing similar to the schedules now kept by the Supported Theatres.

4. This Agreement may be executed in counterparts, each of which shall be deemed an original and a signature on a page transmitted by facsimile or e-mail shall be permitted and deemed to be binding. Upon written notice to UPSTATE THEATRES, this MOU and the rights and obligations hereunder may be freely assigned by Casino Developer to an entity affiliated with the Casino Developer that obtains the Region 5 gaming license for the Wilmot Casino. If the Region 5 gaming license is not awarded to the Wilmot Casino through the application to be submitted by the Casino Developer in the pending competitive round, or if the gaming license is terminated at a later date, this Agreement shall be deemed terminated unless the parties hereto enter an amendment to extend the term.

IN WITNESS THEREOF, the parties have caused this Agreement to be executed as of the date first set forth above.

**UPSTATE THEATRES FOR A FAIR GAME**

**WHITETAIL 414, LLC**

By: \_\_\_\_\_  
Name:  
Title:  
Date:

By: \_\_\_\_\_  
Name:  
Title:  
Date:

**SCHEDULE A**  
**UPSTATE THEATRES**



**Upstate New York**

- A. Shea's - Buffalo
- B. Landmark - Syracuse
- C. Stanley - Utica
- D. State Theater - Ithaca
- E. Clemens Center - Elmira
- F. Forum Theater - Binghamton
- G. Bethal Woods Center for the Arts - Bethal
- H. UPAC - Kingston/Bardavon - Poughkeepsie
- I. Proctors - Schenectady
- J. Saratoga Performing Arts Center; Saratoga City Center - Saratoga Springs
- K. Palace Theater; Times Union Center - Albany

**Over 95,500,000 million dollars in aggregate budgets.**

**Over 600 full time employees.**

**Over 2,300 other Full Time local jobs and generate over \$4,050,000 for New York State in taxes and a similar amount for our localities. \*Via Americans for the Arts Economic Impact Calculator**

**Over \$225 MILLION of capital investment both public and private over the last 10 years.**

## Memorandum of Understanding

xx June 2014

This agreement has been entered into by The Upstate Theater Coalition for a Fairgame (Fairgame), an LLC coalition of upstate municipal or not-for-profit live entertainment facilities, officed at 432 State Street, Schenectady, NY 12305 (schedule A) and Whitetail, 414, LLC, a New York based limited liability company with offices at 1265 Scottsville Road, Rochester, NY 14623 (Casino Developer).

This agreement recognizes that New York State is in the competitive process of selecting live gaming operators for each of three regions in the state and that the Gaming Commission has made clear the need for applicant gaming operators to "actively support the mission and operation of impacted live entertainment venues..."

It is the intent of the Casino Developer to construct and operate an entertainment facility of a substantial size (over 2,500 seats) and to book a significant number (up to 100 per year) of live entertainment events that are currently events that would occur within the region's Fairgame facilities.

Recognizing that it is not the intent of the Casino Developer to cause harm, and also recognizing the limited marketplace represented by the Finger Lakes/Southern Tier region, the following actions are to be put into place and acknowledged in the Casino Developer's Gaming application and will extend the entire life of the Casino Developer's license or its assigns:

- 1) The Finger Lakes/Southern Tier Fairgame facilities will, along with the Casino Developer, form a booking partnership for all events in such facilities. This partnership will employ one booking agent, responsible to all the partners, who will make offers, coordinate calendars, guarantee that there are not exclusivity agreements in performer contracts and alternate performers, as appropriate, between the facility of the Casino Developer and the Fairgame facilities. This agent will be paid for on a percentage of artist contract basis.
- 2) The Casino Developer agrees to use its entertainment facility for live entertainment events exclusively Sunday through Thursday. Friday and Saturday the Casino Developer facility will be used for sporting/conference or locally based activities.
- 3) It is the intent of the Casino Developer to promote the events of the Fairgame Facilities and to use its gaming "loyalty" programs to purchase and distribute tickets to Fairgame Facilities. The Casino Developer agrees that such tickets will be at least 100,000 dollars per year.
- 4) the Casino Developer will promote the casino within the Fairgame facility with sponsorships, advertising and promotions that will be at least a value of \$100,000.
- 5) The Casino Developer will support the Fairgame Facilities with a quarterly payment of .005 of Net Gaming Revenues, defined as Gross Gaming revenues minus "free play" minus State Gaming Taxes.

It is the intent of both parties to execute this Agreement into a full form contract upon the successful award of the Gaming license by the State of New York.

Date: 6/16/2014

Mr. Morris

Upstate Coalition for a Fairgame ("Fairgame Coalition")

Re: Fairgame Coalition's Proposed Memorandum of Understanding ("MOU")

Thank you for your May 28<sup>th</sup> letter and proposed MOU. Rest assured we at Whitetail 414 ("Whitetail") understand the importance of this process and are committed to the creation of a mutually beneficial agreement designed to aid the vitality and longevity of the entertainment venues in our host and nearby communities.

Let me start by saying that several of the items detailed in the MOU's paragraphs are consistent with what we at Whitetail expected in an MOU on this topic. We believe that any agreement should be aimed at creating a mutually beneficial environment, one in which all of our venues benefit from the introduction of a major tourist attraction to the area. Understanding the importance of cooperation in achieving the goal of a mutually beneficial agreement, or MOU, Whitetail looks forward to continuing our discourse on the matters related to the MOU and working quickly towards a mutual understanding as to their meaning, effect and enforcement.

There are, however, areas within the proposed MOU with which we have several questions and we believe, require a more thorough vetting. For example, in paragraph #5 the Coalition sets forth a proposal whereby the "Casino Developer will support the Fairgame Facilities with a quarterly payment of .005 of Net Gaming Revenues" which as you know amounts to a net revenue tax of .05%. Although Whitetail is not opposed to supporting locally impacted facilities, financially or otherwise, the amount of this request is an overreach. Another issue we'd like to discuss is the scheduling limitations spelled out in paragraph #2. As stated, our venue would be prohibited from hosting live entertainment events on Friday and Saturday nights, or the weekend. Again, I believe event coordination, including scheduling, is an effort from which we can all benefit. It is, however, unreasonable to think that we'd agree to what might easily be deemed a crippling prohibition. Finally, paragraph #1's suggests the use of one booking agent for all venues in an effort to help with coordinating the venues' schedules. Although we recognize the need for event coordination, this suggestion goes beyond what is necessary to accomplish the stated goal. Among other reasons in opposition, such a provision places entirely too much power in a third party who's financial compensation formula appears to favor the coalition, an association of venues that will generate the greatest number of contracts.

As you might imagine, when introducing a project like ours to the community, adherence to the law is paramount; and Whitetail's commitment in this area is, and will remain, unquestioned. Thus, adhering to the letter of the law during this process is imperative. Understandably then, in reviewing the portions of the law dealing with the support of existing entertainment venues Whitetail, for better or worse, will adhere to its legal mandate.



The language of the Request for Applications (“RFA”) Section VIII.C.9., asks the applicant to describe their facility by providing specific information including but not limited to, size, entertainment choices and frequency, and charging and price. Notably, this section closes mandating the applicant to “Include the manner in which the Gaming Facility will enhance the venues already existing in the Host Municipality and nearby municipalities.” The entertainment venues are discussed further in the RFA in the section entitled “Partnerships with Live Entertainment Venues.” Section IX.B.2. Here, the RFA introduces the applicant’s responsibility of reaching an agreement with the “live entertainment venues that may be impacted by the gaming facility.” Our position as supported by the RFA’s language confines our obligation to venues “that may be impacted by our Gaming facility” Section IX.B.2., and is the basis for our questioning of the figure provided in the proposed MOU’s paragraph #5. Our research and figures as to the appropriate amount of support that would fulfill our obligation under letter of the law, differs significantly from the amounts proposed in paragraph #5 of the proposed MOU.

In an effort to continue our next round of talks perhaps you can provide us with the research and figures that led to the proposal that Whitetail “support the Fairgame Facilities with a quarterly payment of .005 of Net Gaming Revenues.” It would also be helpful to our efforts if you could provide us with some information as to how you currently generate revenue. It is our understanding that revenue comes into facilities in these ways: ticket sales, sponsorship, advertising, and charitable giving. Is this correct? If so, we would only be interested in being a part of current revenue generators and not participating in a tax. Whitetail is willing to quadruple our original offer and commit to \$1,000,000.00 over the course of 10 years (The term of our Gaming License) with a guarantee of \$100,000.00 annually in combined advertising, sponsorship, and ticket purchasing. This is a floor and if there is demand for more tickets and a solid return on our advertising dollars then these numbers would increase.

Please let me know if you would like us to draft a MOU with the above terms as discussed in this letter, and based on the commitments sent in the 5/27/14 MOU from Whitetail.

Kind Regards,

James A. Wilmot

Assistant Vice President of Gaming



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.

## **IX.B.5 DESCRIPTION OF PLANS FOR CROSS MARKETING WITH OTHER ATTRACTIONS**

### **Tourism Partners**

Lago Resort & Casino seeks to attract more visitors to the State by partnering with local, regional and State tourism to support programs and cooperative advertising opportunities. Lago Resort & Casino will participate in Tourism Information Centers' staff training and will provide timely collateral and information. Lago will list the property in conjunction with other nearby attractions in travel guides, and when appropriate, post "Travel Deals" to entice visitors to extend their stay in New York State. In addition, Lago Resort & Casino will seek additional opportunities to participate in cooperative advertising, annual Tourism Conferences, and travel shows.

### **Tourism Information Centers**

Staffed Tourism Information Centers (TIC) are located at several travel plazas and interchanges along the Thruway system. At these centers, travelers may obtain literature about destinations and attractions in New York State and directional assistance. Currently, Finger Lakes Tourism Association operates Thruway information Centers at Pembroke and Warners Thruway stops and the Chautauqua Welcome Center. Lago Resort & Casino will work with Finger Lakes Tourism Association to participate in programs. Some TICs operate year round and others are seasonal. All TICs located within the Thruway Travel Plazas operate from May through October, at a minimum.

### **Attractions as Lago Rewards Partners**

Lago Resort & Casino seeks to promote local attractions in the Host Municipality and nearby municipalities through its Business Partner Program. Local attractions, restaurants, small businesses, hotels and retailers have already signed up for this unique cross-marketing program. Please find copies of Lago's Lago Rewards Partners enrollments from nearby attractions in this exhibit.

Lago's Lago Rewards Partner Program will promote local businesses in the following manner:

- Lago Rewards Partners are included in an online and printed guide available at Lago Resort & Casino and at Lago Rewards Partner locations.
- Lago Rewards Players Club Members earn millions of dollars in points each year. Lago Rewards Club Members may use their points to buy local goods and services from Lago Rewards Partners.
- Lago Rewards Partners will be regularly featured in direct mail to Lago Rewards Players Club Members.
- Lago Rewards Partners will be featured in plasma advertisements throughout Lago Resort & Casino.
- Lago Rewards Partners will be featured in the in-room hotel guide.
- When appropriate, select Lago Rewards Partners will be featured in mass advertising to help promote the Lago Rewards Partner Program.



## Lago Resort & Casino Application Exhibits

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- When appropriate, Lago Resort & Casino will conduct casino promotions which feature prizes purchased from Lago Rewards Partners and Lago Rewards Partner will be included in additional mass media advertising.



### **Savor NY**

Taste the just-picked freshness of Up State New York. At Savor NY, local vendors bring the region directly to Lago Resort & Casino's guests with a wide variety of wines, regional brews, fruits, cheeses, and irresistibly delicious baked goods and other area specialties. Savor NY will have flexible, high traffic space to allow a large variety of sampling, displays and live cooking demonstrations or events. Featured vendors will be rotated monthly.

Please find MOU's attached outlining Lago's tourism partnerships with local entities:

Rose Lummis Boat Tours

Eagle Rock Fishing Charters

Finger Lakes Sky Divers

Finger Lakes Water Adventures

Seneca Falls Country Club

Seneca Lake Fishing Charter Services

Silver Creek Golf Course

Water to Wine Tours

# POINT PARTNER BUSINESS PARTNERSHIP

Wilmot Casino and Resort is a \$350,000,000 proposed development in Tyre. Wilmot Casino and Resort is designed to complement all that the region has to offer. Our business partnership program will help promote retail, dining, entertainment and more to get the best economic benefit for our region.



This partnership program will reward loyal casino guests by allowing them to spend their players' club points throughout the region. Casino customers can redeem their points for a gift certificate to any one of our business partners. Our players will earn hundreds of thousands of dollars in points each year and if you enroll, they can choose to spend their rewards at your business.

Nothing will make us happier than giving our customers what they want. You are receiving this invitation because we believe that your goods or services are a great fit for Wilmot Casino and Resort's target demographic.

Will you please take a few minutes to enroll in the program? In October 2014 NY Gaming will decide if Wilmot Casino and Resort will become a reality. There is no cost to participants. If NY Gaming Commission grants Wilmot Casino and Resort a license, we'll be promoting our business partners in conjunction with Wilmot Casino and Resort's players' club program.

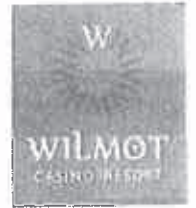
Please take some time to sign up and become a Wilmot Casino and Resort Business Partner today.



WCS

# POINT PARTNER BUSINESS PARTNERSHIP

Wilmot Casino and Resort is a \$350,000,000 proposed development in Tyre. Wilmot Casino and Resort is designed to complement all that the region has to offer. Our business partnership program will help promote retail, dining, entertainment and more to get the best economic benefit for our region.

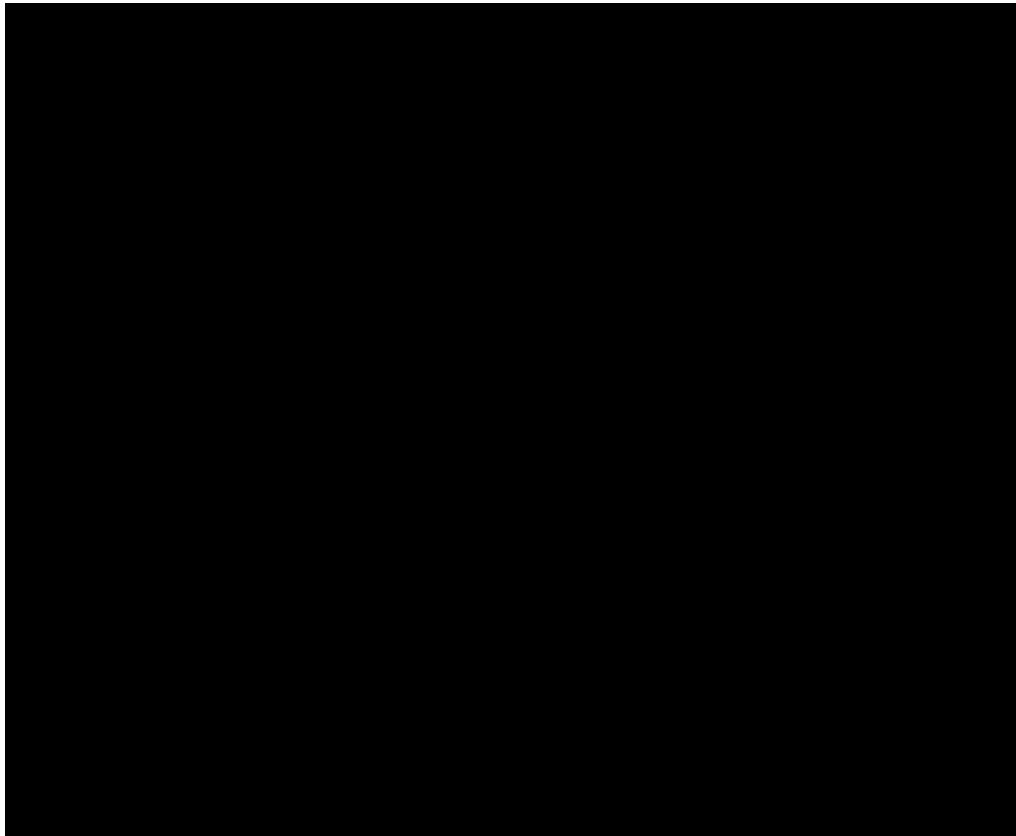


This partnership program will reward loyal casino guests by allowing them to spend their players' club points throughout the region. Casino customers can redeem their points for a gift certificate to any one of our business partners. Our players will earn hundreds of thousands of dollars in points each year and if you enroll, they can choose to spend their rewards at your business.

Nothing will make us happier than giving our customers what they want. You are receiving this invitation because we believe that your goods or services are a great fit for Wilmot Casino and Resort's target demographic.

Will you please take a few minutes to enroll in the program? In October 2014 NY Gaming will decide if Wilmot Casino and Resort will become a reality. There is no cost to participants. If NY Gaming Commission grants Wilmot Casino and Resort a license, we'll be promoting our business partners in conjunction with Wilmot Casino and Resort's players' club program.

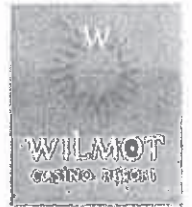
Please take some time to sign up and become a Wilmot Casino and Resort Business Partner today.





# POINT PARTNER BUSINESS PARTNERSHIP

Wilmot Casino and Resort is a \$350,000,000 proposed development in Tyre. Wilmot Casino and Resort is designed to complement all that the region has to offer. Our business partnership program will help promote retail, dining, entertainment and more to get the best economic benefit for our region.

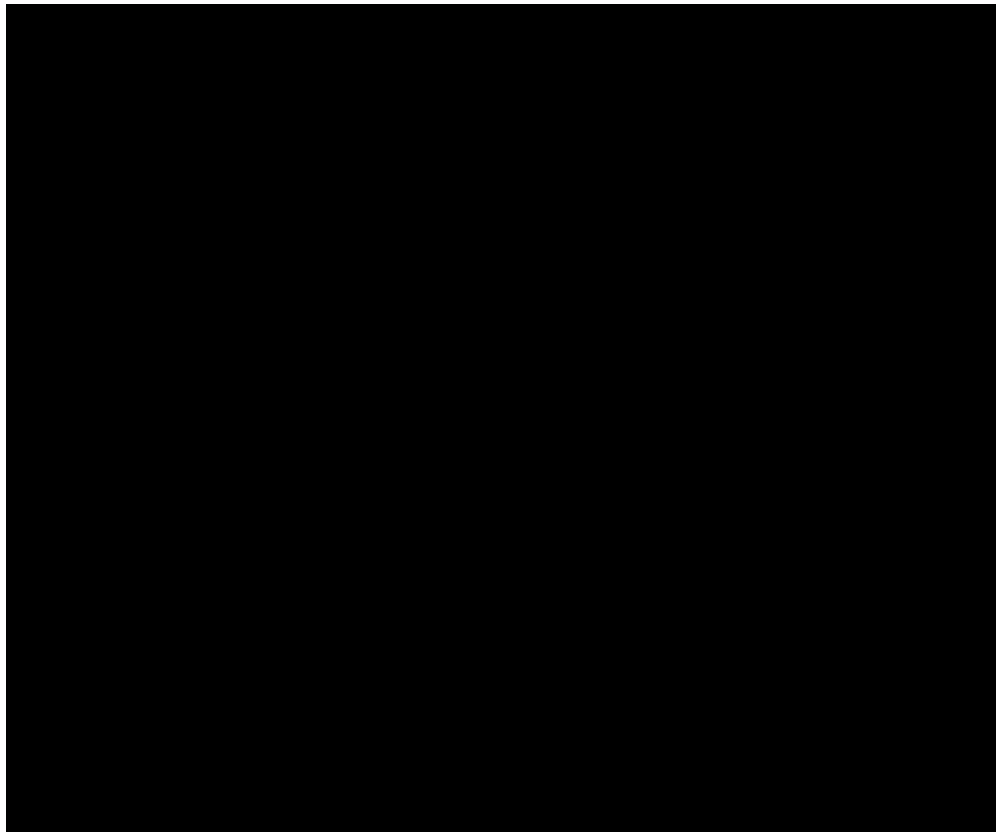


This partnership program will reward loyal casino guests by allowing them to spend their players' club points throughout the region. Casino customers can redeem their points for a gift certificate to any one of our business partners. Our players will earn hundreds of thousands of dollars in points each year and if you enroll, they can choose to spend their rewards at your business.

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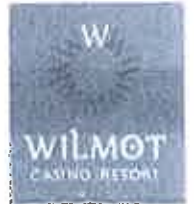
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# POINT PARTNER BUSINESS PARTNERSHIP

Wilmot Casino and Resort is a \$350,000,000 proposed development in Tyre. Wilmot Casino and Resort is designed to complement all that the region has to offer. Our business partnership program will help promote retail, dining, entertainment and more to get the best economic benefit for our region.

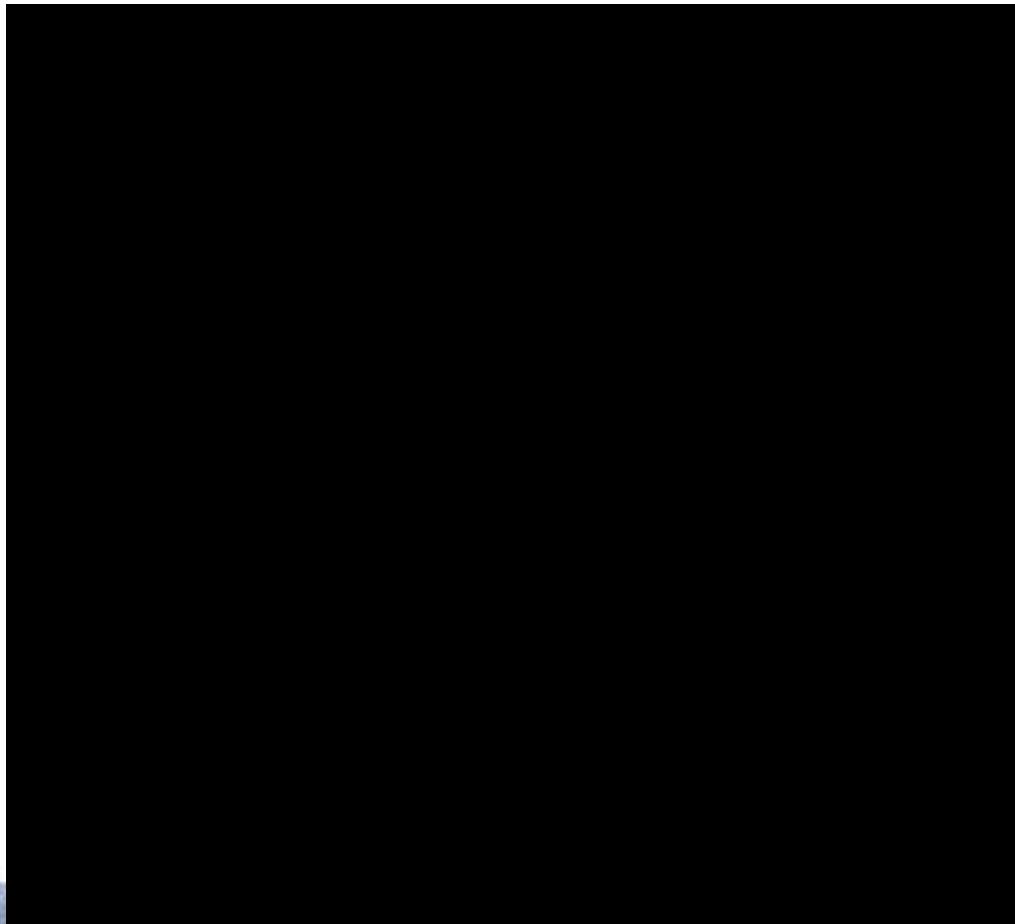


This partnership program will reward loyal casino guests by allowing them to spend their players' club points throughout the region. Casino customers can redeem their points for a gift certificate to any one of our business partners. Our players will earn hundreds of thousands of dollars in points each year and if you enroll, they can choose to spend their rewards at your business.

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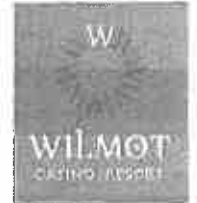
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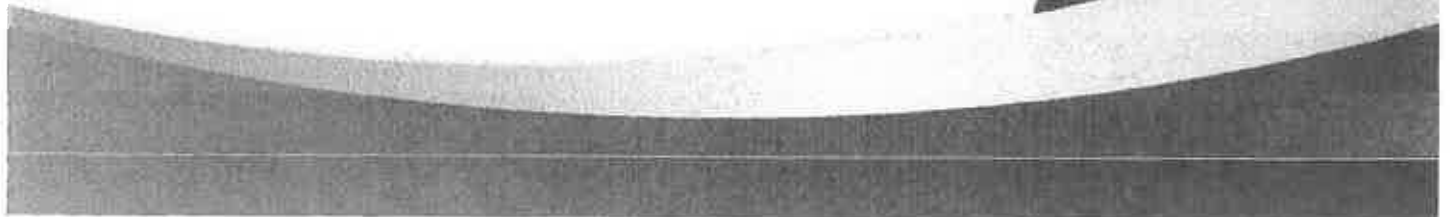
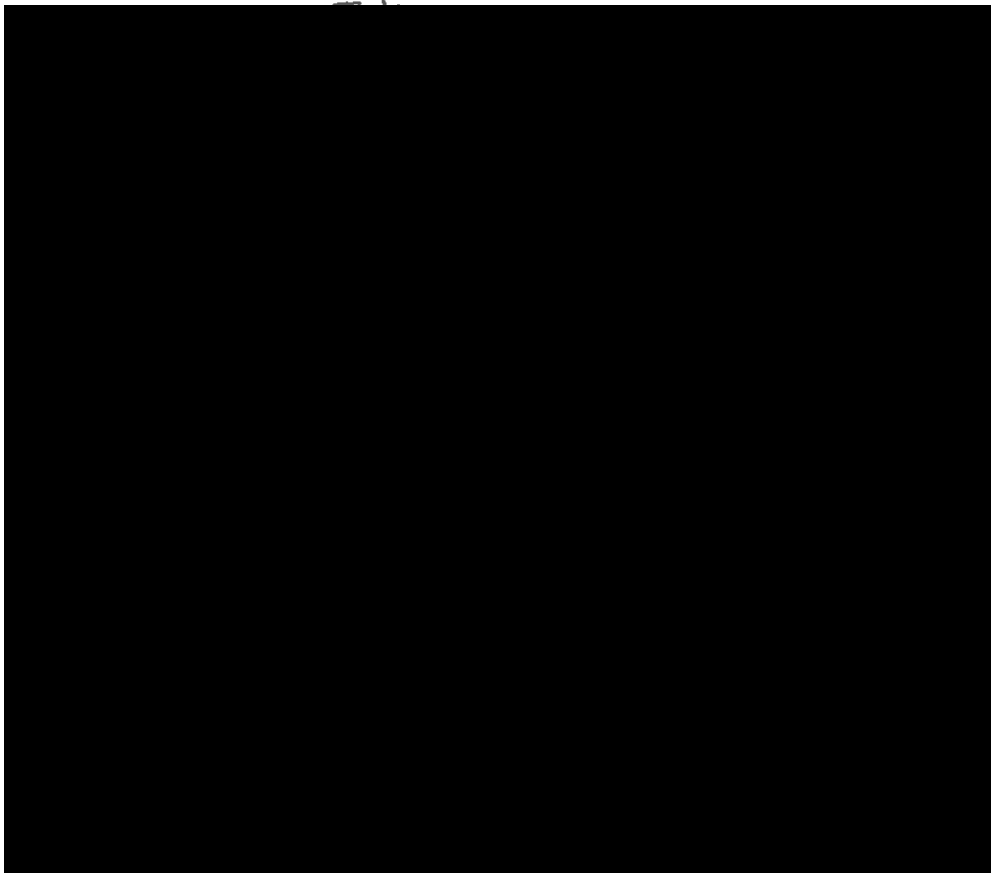


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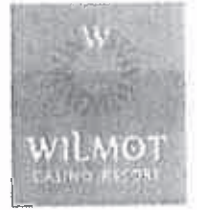
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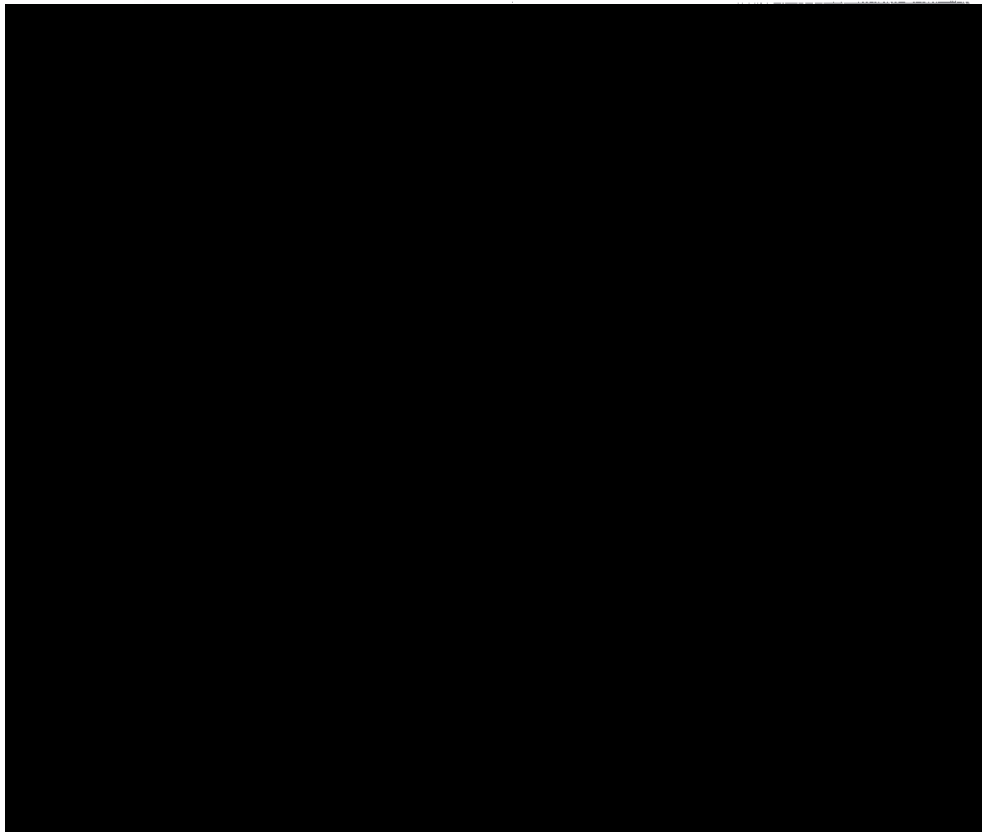


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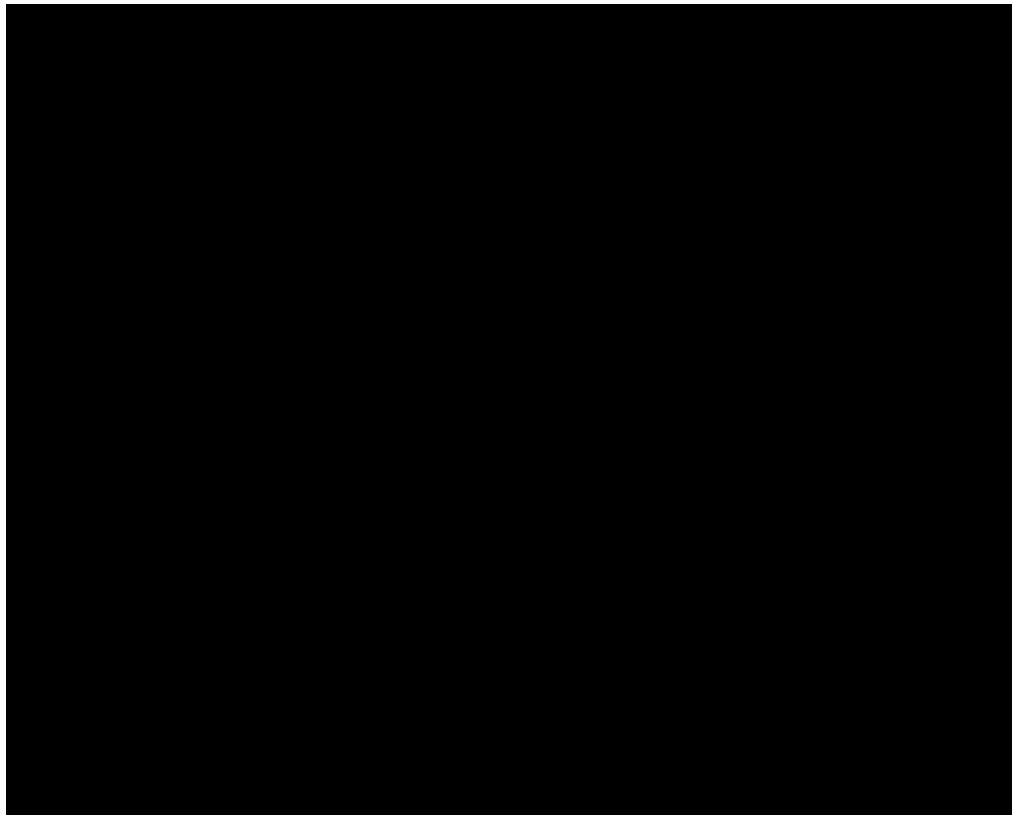


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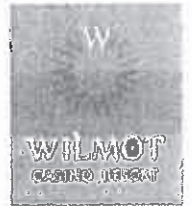




yes

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