



**Submit as Exhibit IX.B.4. copies of local agreements designed to expand Gaming Facility draw (i.e., number of patrons brought to the Region).**

Developed over several years, Adelaar will have a variety of spaces, products, destinations, amenities and experiences. Clustered development will protect valuable open space and preserve the Catskills character while creating centers of activity that attract visitors from the New York Metropolitan areas and beyond. Adelaar has been planned to contain a variety of land uses and building types with

## **THE INTENT TO SUPPORT A RESORT COMMUNITY WHERE RESIDENTS AND VISITORS CAN LIVE, WORK, PLAY, SHOP AND DISCOVER.**

However, building a four-season master planned resort is not, in and of itself, enough to draw more visitors to the region. It could be said that a contributing factor to the decline of the Borscht Belt was a failure to engage in regional advertising and marketing. As discussed throughout this application, Montreign intends to engage in cross-marketing, and will negotiate agreements, with other local and regional attractions in an effort to bring more patrons to the region. Empire has entered into, and will continue to explore, agreements with local and regional entities (See Exhibits VIII.B.2., VIII.C.9.c., VIII.C.10.b., IX.B.1., IX.B.2.a. and IX.B.5.) for cross marketing purposes. Montreign will offer its Me. Card rewards points program with eligible hospitality, restaurants, entertainment venues and retail establishments both within Adelaar and at other local and regional establishments. The goal of these relationships is to create an experience for our guests that is amplified because of increased choices and opportunities. We will offer packages to our patrons that will provide overnight stays and tickets to the various area attractions and we will have an interactive kiosk that will include a guide to area attractions for our guests. The interactive guide will highlight the region's recreational and cultural attractions, and we will provide guests with information about them.