



Submit as Exhibit VIII.B.9.b. the Applicant’s marketing plans for the proposed Gaming Facility with specific reference to pre-opening marketing and opening celebrations. Include the minimum annual dollar amounts, kinds and types of general promotion and advertising campaigns that will likely be undertaken, and the proposed market to be reached; the number of visitors who are projected to stay overnight at the Gaming Facility; and other examples of joint marketing ventures, if any, undertaken by the Applicant in other jurisdictions.

Should a Gaming Facility License be awarded in Southern Orange County, Montreign will require changes to its marketing and advertising efforts. While the strategies, promotions and advertising efforts will be similar, our market focus will be concentrated to our primary and secondary markets. Montreign’s Marketing Plan for the proposed Gaming Facility in Alternative #2 is attached as Attachment VIII.B.9.b.-1-ALT-2. The Marketing Plan includes specific reference to pre-opening marketing and opening celebrations in Sections VII. A and B.

Included in the Marketing Plan are the minimum annual dollar amounts, kinds and types of general promotion and advertising campaigns that will likely be undertaken by Montreign, and the proposed market to be reached.

As detailed in Section VII. I of the Marketing Plan, the annual number of visitors who are projected to stay overnight at the Gaming Facility is 311,000.