



Submit as Exhibit VIII.B.9.c. a description of the strategies to be used by the Applicant to deal with the cyclical/seasonal nature of tourism demand and ensure maximum use of the Gaming Facility project throughout the entire calendar year.

Because of its location in the Catskill region in upstate New York, Montreign Resort Casino will be faced with the cyclical/seasonal nature of tourism demands partially caused by changing weather. MRMI's Monticello Casino & Raceway ("MCR"), which is four (4) miles from the site of Montreign, has provided us with experience in operating in a cyclical/seasonal economic environment. As a current operator in Sullivan County, New York, we understand the cyclical/seasonal nature of tourism and its effect on gaming business and guest visits. We are uniquely positioned to address the concerns of seasonality thus ensuring maximum use of Montreign throughout the entire calendar year. Additionally, ensuring maximum use of the Gaming Facility with specific reference to the cyclical/seasonal nature of tourism is explained in our Marketing Plan (Attachment VIII.B.9.b.-1 of Exhibit VIII.B.9.b.).

THE KEY TO SUCCESS IS A LONG HISTORY OF UNDERSTANDING CYCLICAL PATTERNS OF TOURISM.

MRMI has been a casino/raceway operator in Sullivan County since 2004 and MCR has been in operation in Sullivan County for over fifty (50) years. We understand the peaks and valleys of visitor

demand and with our operational understanding of the seasonal patterns of tourism in this area of upstate New York, we continually fine tune our marketing initiatives to minimize seasonal challenges and maximize opportunities that are associated with our geographic area. We adjust our strategies to minimize business downturns by focusing on the market segments most likely to visit.



Montreign, which offers a wide range of options including a casino, a hotel, restaurants, entertainment, night life, outdoor dining/entertainment, a spa and salon and a Rees Jones designed Monster Golf Course, is part of Adelaar, which is truly a four-season destination resort. The Gaming Facility will also include an Entertainment Village and an 400,000 square foot Indoor Waterpark Lodge with 400 hotel rooms and an 80,000 square foot indoor water park. The Gaming Facility will appeal to a wide demographic audience, which will help to attract new visitors to Sullivan County, and will provide as much consistency in business volume as possible. This will also result in improved financial opportunities for local hospitality businesses, resorts and entertainment facilities. In addition, the strategic marketing of non-gaming attractions and amenities at Adelaar and the area's four season recreational amenities will assist in avoiding the cyclical/seasonal nature of tourism in the region while expanding the number of visitations by guests to Adelaar and Montreign. MRMI has a current Players' Club database of [REDACTED] names.

The Players' Club database provides an operative starting point to effectively market Montreign to our current customers and to expand the Me. Card database during the construction of Montreign (See Exhibit VIII.B.2.). In addition to combining the current Players' Club database with the Me. Card, our pre-opening marketing plan (Exhibit VIII.B.9.b.) includes plans for an aggressive acquisition of names to expand the Me. Card data base by participation in and support of regional and local community events and effective media marketing.

We have analyzed the visitation patterns of the region and understand the seasonality that the Catskills area experiences. As an example, the summer months increase the number of residents and visitors to the area but in the winter months of January and February residents and visitors decline due to the winter weather. Throughout the year, Montreign will promote special events in the region and work with area attractions and venues to drive more visitors. Montreign's marketing plan and player development initiatives, along with relationships with tour operators, ski resorts and the local Chambers of Commerce and business organizations, will aid Montreign to have a higher occupancy rate for its hotel rooms and provide a year round resort casino destination. These relationships will enhance the marketability and the complete overall guest experience while visiting Sullivan County, New York.