



**Submit as Exhibit VIII.C.6.c. a description of any particular efforts (e.g., design, operations, and/or marketing) that are planned to differentiate the casino from competitors and to maximize the potential of the market.**

Alternative #2 program will provide a new entertainment environment with exceptional service. The current status of design is conceptual, and further evaluation of the competitive environment will be part of the process in finalizing design. The design will be fresh, contemporary, and make use of natural materials and follow sustainable practices.

The marketing efforts will remain basically the same, while more focused on maintaining and growing a local market, and working with reduced capacity and amenities, as described in Exhibits VIII. C.5.a.-ALT-2 and VIII. C.10.-ALT-2.