

NON-GAMING AMENITIES

Exhibit VIII. C.10.b

Sterling Forest Resort Local and Regional Flavor

The areas locally and regionally surrounding the resort will be weaved throughout the property and marketing plan as a benefit to not only the local region but to the overall experience for visitors to Sterling Forest Resort.

The locally grown and produced products will be featured in a variety of areas in the Resort along with communication about the product and how the consumer can purchase the products while in the region. Among the top priorities to highlight the locally produced goods:

- Food and beverage items featured in dishes in the various dining outlets.
- Hospitality baskets for VIPs.
- Special markets hosted in World Festival Grounds.
- Retail outlets featuring goods for purchase.
- Farm to table cooking demonstrations in restaurants and as part of the festivals presented on site. (ex; Apple Cider marinades, sauces and spicy presented during the Renaissance Faire)
- Player Development and promotional gift giveaways.
- Events that invite local retailer and producers to present.
- Sponsorship of local events and charitable efforts such as meal programs that can feature locally grown produce and food items.
- Co-promoting events that feature retailers to include brand marketing on property and promotion details at the retailer. (ex; Coach product giveaway with co-promotion from Woodbury Commons Coach outlet)



Local venues offer a chance for guests visiting the resort to enhance their overall visit and connect with the region to become advocates for visiting Tuxedo and all that is offered regionally.

Our support of local venues will not stop at advertising them within our property but to actively utilize the venues for marketing to our gaming clients with special events. Proposed events with regional venues include:

- Pub crawls and Charitable Poker runs including the various venues in the area and retailers.
- Foodie weekends that feature multiple dining experiences in the region including the local wineries and beer crafters.
- Craft Beer and Wine festivals featuring local producers.
- Extension of festival themes to the local retailers and venues. For example: having all local retailers offer Oktoberfest themed merchandise during the Fall Festival or venues that feature Jazz during the evening to let festival goers continue to enjoy through the evening.

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- Special packages that feature some of the local flavor of the region such as: apple picking weekends, antique shopping, Woodbury Common shopping weekends and local festival and entertainment venue packages.
- A guide offering services for local vendors will be presented to guests, meeting planners and private function planners.
- Weddings are a focus of the property and partnerships with local florists, decorators, rental providers and services such as salons will be necessary to complete the event.
- Partnerships with pet spas and boarding facilities for overnight visitors to utilize locally.
- Partnerships with local hotels to market the region and create opportunities to utilize rooms throughout the market to satisfy the inventory needed for larger festivals and events.

Partnering with the local and state Convention and Visitor Bureaus to extend the reach of the marketing for the region and enhance the visitor experience is important to the overall success of our resort.

Offering 1000 rooms and multiple spaces and venues for meetings, conventions, exhibits and functions Sterling Forest Resort will offer a strong partnership and advocacy to the local CVB and the I Love New York campaigns. Our support will take on an array of approaches:

- Participation in national and international tour and travel tradeshow.
- Membership in organizations to network tourism and travel.
- Support current and add FAM trips to the region.
- Offer support for publication and broadcast efforts to secure tour and travel editorial.
- Attend and secure membership in meeting planner and ABA (American Bus Association).
- Participate in publications, collateral and website initiatives implemented by CVBs.
- Sponsor events to network and create synergy in the local communities for enhancing the regional appeal.
- Invite local CVB to participate as our guest in shows they are not currently attending.
- Help with a stronger connection to international guests based on our relationships with travel and tour operators that book to our multiple overseas destinations.

The culture and history of the region along with the beauty of the surroundings are being carefully considered as we develop Sterling Forest Resort. Our commitment to restore Sterling Forest Gardens to the splendor of years past when Queen Beatrix presented the original gardens is just the start of our commitment to enhance and not detract from the location.

The project is being built to take full advantage of the natural surrounding and to continue to be cognizant of the gentle and pristine area that residents and visitors expect when visiting the areas nestled within Sterling Forest.

Enhancing the ski and festival areas will increase visitation, but the planned site improvements will mitigate traffic flow issues while the business plan includes improve connection to public transportation.

Continuing the cultural events including the presentation of the Renaissance Faire and the long-standing music festivals has been included in the plan. The extension of the season with additional festivals and events will offer opportunities for other events to extend into what was traditionally not pursued due to not being sustainable or viable because of lack of interest or visitors.