

ENTERTAINMENT VENUES

Exhibit VIII. C.9.a

Sterling Forest Resort will operate with the premise that the entire property is an entertainment venue with planning and consideration from arrival to departure for guests visiting the property. Offering compelling entertainment and events will create a strong retail base and build awareness for Sterling Forest Resort.

There are multiple venues in the cities and the featured in competitive gaming destinations surrounding the state. These properties utilize entertainment and events to attract the target gaming and retail customers in our primary market.

Offering a consistent product weekly along with our own entertainment and those in surrounding venues will help us reach this segment of the market that will be essential to the success of the overall property.

The multiple events that are currently held in the resort area including favorites such as the Spartan Race and Mighty High Music Festivals will be incorporated into the overall plan with a focus on building on the momentum the events have gained over the years.

Events will be expanded to cover all the seasons for compelling year round reasons to visit. A variety of acts will be utilized to grow the strongest base of retail customers and to target the appropriate segments of the customer base. Entry price into the various venues and attractions will range from \$10 to \$50 based on the market and demand.

Strategy and Implementation Summary

Our strategy is simple: we intend to provide our customers with a wide range of entertainment custom tailored to their tastes. Therefore, whether they require a complete package, weekend getaway or a day trip Sterling Forest Resorts will be their destination of choice.

The keys to success in achieving our goals include:

- Unique world class state of the art facility and venues.
- Exceptional delivery on the experience.
- Experienced management for booking and implementing for a diverse client base.
- Inclusion of regional performers that have a strong following.
- Cultural events to address the diversity of the population and tourists in the market.
- Incorporating entertainment throughout the property through multiple stages, viewing, exhibitions, music and larger venues...
- Communicating upcoming events on site for guests to start planning a return trip based on an experience on property.
- Targeted Marketing through various advertising channels based on the demographic base of the entertainment or event being offered.
- Creating value to gaming guests by including entertainment and events in their reinvestment strategy.
- Implementing promotions that are aspirational for upcoming events and entertainment.
- Building on events currently hosted in the area to maximize attendance.

Entertainment and events will be a primary point of difference for our retail and gaming customers and our goal is to enhance the overall entertainment value for the residents in the region.

This will be accomplished through our events on site and by utilizing venues in the region to offer diverse selection of attractions and entertainment.

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World Festival Ground: 18.5 acres

Building on the yearly success of the Renaissance Faire the World Festival Grounds will utilize the grounds year round to host displays, retail shopping and workshops. As other areas such as Sterling Gardens host various weekend the festival grounds can be used to extend the experience.

Fairground Amphitheater: 40,000 SF/2,500 capacity

This 2,500-seat venue will host events during the Renaissance Festival and music festivals, cultural events, dance troupes, premier viewing events and other programming that will be utilized to counter strong entertainment offerings at the destinations in Connecticut and Atlantic City.

The Sterling Forest resorts entertainment team will lead with the expertise, experience, and commitment to make the venture a highly successful operation.

The amphitheater will quickly become an entertainment "hot spot" with national exposure and serve as an asset to increase participation in events and entertainment in the region as we work with the surrounding venues to create synergy in our plans.

The venue will offer high-quality, wholesome entertainment in conjunction with the theatrical jousting presentations during the Renaissance Faire.

The variety of entertainment will include family-friendly presentations and the festivals such as the Mighty High Music Festival and Rock the Mountain that have developed following over many years.

Festivals will be two-three day events featured at the amphitheater in the heart of the forest with panoramic views for picturesque backdrops. Local venues will be asked to be part of the festival by offering food, music and attractions in line with the festival theme.

In addition to all day live entertainment, the festivals will include vendors selling a wide array of food, drinks and crafts. Performances will include well-known performers and newcomers including local young artists.

Special meet and greet opportunities with the various artists and auctions of signed memorabilia will be offered for donations in support local charities.

Packaging of the extensive music and events with the accommodations at Sterling Forest Resort will offer immersion into a full weekend of entertainment and as the event gains momentum it can be expanded to accommodate additional artists and attendees.

The local flavor from microbreweries, wineries and participation in the various area venues will create an expansion of the festival into the entire region. Local venues will be asked to incorporate the genre being offered at the festival for packaging with the event to encourage cross over attendance.

Additional events being planned for the space:

- **The Sterling Forest Jazz festival:** positioned to attract jazz enthusiast from around the world by offering one of the world-class jazz performances, workshops, exhibitions and more. Packaging of this event with the other venues to offer extensions of the performances on the main stage to the other local venues is a natural fit. The weekend will also showcase local community schools and expose the young musicians to the opportunities that future musicians can realize by committing to their music.
- **Cultural Events:** showcasing the talent and variety of dance, music and performance styles from multiple cultures will be utilized to enhance the overall entertainment experience and to connect with the diverse cultures in the regional market.
 - Offering performances brought in to the United States for exclusive tours and promoting the understanding of the various cultures through the performances, exhibitions and workshops will extend past mere entertainment to an educational experience.
 - Rhythm & Blues Festival: well-known performers and newcomers including local young artists will offer the unique music styling of Rhythm and Blues.

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- Wild Country Festival: featuring established and up and coming artists from the country music genre directly targeting the gaming destinations in other states that offer multiple country acts throughout the year.
- Freestyle Frenzy: popular in the New York Metro region Freestyle is often called the concert of one-hit wonders, however they are targeted to the forty plus demographic and have a firm resurgence in the region.
- **Renaissance Faire:** the Renaissance Faire located on 600 Route 17A has been a community event for 36 seasons (2014 will be the 37 season).
 - The Faire takes you back to Elizabethan England complete with 16th Century games, rides, arts, crafts, food music and dance. Revitalization of the grounds is planned, including adding two new stages, sound equipment and seating.
 - The 7,993-square-foot jousting arena will showcase brave knights on their steeds vying to win the fair maiden as onlooker cheer the victor.
 - Repaving the walk ways, directional signage, new buildings and restrooms will be expanding the available space. With the improvements Sterling Forest Resort expects to increase the number Artisans participating in the event.

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Figure VIII. C.9.a-1. Sterling Forest World Festival Grounds and Gardens at Night



Figure VIII. C.9.a-2. Sterling Forest World Festival Grounds and Gardens During the Day



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- **The Spring Garden and Flower Show:** centered on the gardens and include activities, entertainment, retailers and workshops. During the event world renown Garden and flower speakers, (HGTV) as well as nationally known television personalities will be featured speakers and conduct demonstrations.
 - The shops will be bustling with new crafts, plants and local producers to welcome spring.
- **Summer Farmers Market:** farmers markets are more than just places to find the freshest, locally grown, and deliciously ripe fruits and vegetables of the season.
 - They're also a place where neighbors, friends and family shop for unique hand made goods, and explore the never ending variety of interesting items from welcoming vendors.
 - Consisting of a diverse group of local and surrounding area growers; stalls will be set up so the farmers can easily display and sell their goods. From apples to zucchini, and everything in between, our stalls abound with healthy selections, direct from the farmer to the consumer.
 - Each week a series of demonstrations will be held that utilize the items sold in the market for savory dishes and even for home-spun crafts.
- **Art Fair:** featuring art ranging from caricatures to sculptures art will be determined by the eye of the beholder during this eclectic mix of traditional to current art.
 - Along with vendors and exhibition artists that will be offered display areas in the gardens and throughout the resort local schools will be invited to showcase the talent of their young artists.
 - Film, music and dance art performances will be featured on the various stages in support of the fair.
- **Story Telling Festival:** people travel internationally to attend story telling festivals. Currently the largest festival draws 10,000 audience members to Jonesborough---Tennessee's oldest town---from across the United States and the world annually, including school groups whose students attend as an educational experience.
 - Working with local and international actors the Tuxedo NY event will surpass the other festivals based on the great location and new venue.
- **Fall Foliage Oktoberfest:** this festival will be built upon the internationally known Oktoberfest marking the bottom of the beer barrel and featuring local and world-wide beers and bratwurst.
 - A market featuring European inspired goods and art that features the beautiful Fall Foliage that area is famous for will enhance the festival to include all ages.
 - Featuring the apples and pumpkins grown locally in dishes, beverages and contests will bring an additional spark to the activities over the multiple festival weekends. Special Fall Foliage tours and crafts will be included in the weekend and packaged for tour groups.
- **Halloween Haunting:** the grounds turn into a scary delight as we celebrate All Hallows Eve in the fairgrounds. Hayrides, haunted houses, zombie runs and trick or treating will put an eerie glow on the face of kids young and old.

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- **Holiday Market:** black Friday will never be the same as the fairgrounds become home to the Holiday market featuring retailers from the region selling unique gifts and décor for the holiday season.
 - The addition of multiple holiday challenges from tree decorating to the turkey shoot – Renaissance style will differentiate the market. Special holiday décor workshops and demonstrations will be featured.
- **Winter Miracle in Ice Festival:** the wonder of snow will be realized as ice and snow sculptures are brought to life by local artists throughout the fairground. Wintery treats and activities will abound as guests are invited to stroll the grounds to enjoy the artistry of the spectacular displays.
 - Getting into the action everyone will be invited to build their own snow sculpture on the hills of the amphitheaters to become part of the display. Contests and prizes will abound as we discover new snow artists daily.

Figure VIII. C.9.a-3



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Sterling Gardens: 24.14 acres

Reviving the splendor of the Sterling Forest Gardens introduced in 1960 by Queen Beatrix of the Netherlands will create an area to see a beautiful array of flowers, trees and plants from around the world including the tulips and roses that served as the focal point for the original gardens.

The grounds will offer walking paths and discovery areas for visitors to have a full experience and walk away with additional knowledge.

Private functions from afternoon tea to the most picturesque of weddings will be offered. Garden features will extend indoors to feature areas throughout the resort.

Discover ways to cultivate a garden—big or small—even if you only have growing space on an apartment windowsill. Drop in for a garden walk or demonstration, or register for a hands-on workshop with one of our staff experts.

Novice gardeners will enjoy themed garden walks with interesting stories about plants, gardens and behind-the-scenes tours. From water gardens to window boxes, there is something for everyone to enjoy.

Chefs and garden experts combine cooking techniques with practical gardening advice, and share samples of delicious recipes in our popular cooking demonstrations. Small-scale cooking workshops offer hands-on instruction.

Figure VIII. C.9.a-4



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Garden Green House: 8,000 SF/350 capacity

Located in the Sterling Champion Rose Garden this venue provides an education component in the study of local gardening and botany. The space will be used to host lectures, workshops and special limited time displays.

Garden Amphitheater: 29,500 SF/2,500 capacity

This venue will create a beautiful setting for acts including orchestras, magicians and variety acts more suited for a smaller venue. Beyond the entertainment the amphitheater will present workshops for achieving the beautiful results found in the gardens and other helpful classes.

The facility will be marketed to large businesses for special corporate events and will be available for special private event scheduling.

Other revenue producing events could be sponsored broadcasts, and possible syndication of productions.

The Garden Amphitheater will also be used for workshops and additional stage space during the festivals presented at the Jousting Stadium Amphitheater.

Smaller festivals and events will be offered in the Garden Amphitheater as private functions, stand-alone events or as a complement to events in other areas of the resort:

- **Wine Lovers Festival:** featuring local wineries and offering workshops ranging from tastings, wine pairings and home-made wine this festival are sure to be a home run with the metropolitan set. Music will be added to create background for the immersion into everything wine. Retailers will sell wine, pairing foods and accessories along with answering questions and inquiries from festival goers.
- **Beer Crafters:** hosted as a lead into the Oktoberfest and then additionally for the summer and winter ale seasons this festival will feature beer tasting and workshops on beer crafting. Retailers will be invited to sell accessories for beer crafting along with ales brewed locally.
- **Company Picnics and Meetings:** corporations spend tremendous time and money creating team building and family gathering opportunities for their workforce.
- The Garden Amphitheater can be set for a private function and the amenities of the gardens and festivals can be utilized to provide entertainment and create an easy solution for companies trying to execute events.
- **Gardening workshops:** set in the middle of world class gardens it is a natural fit to host a series of workshops to help visitors learn the secrets to the lushest gardens in the Northeast. Offering high-tea and lunch in the garden will add elements for the day.

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Figure VIII. C.9.a-5. Garden Ampitheater

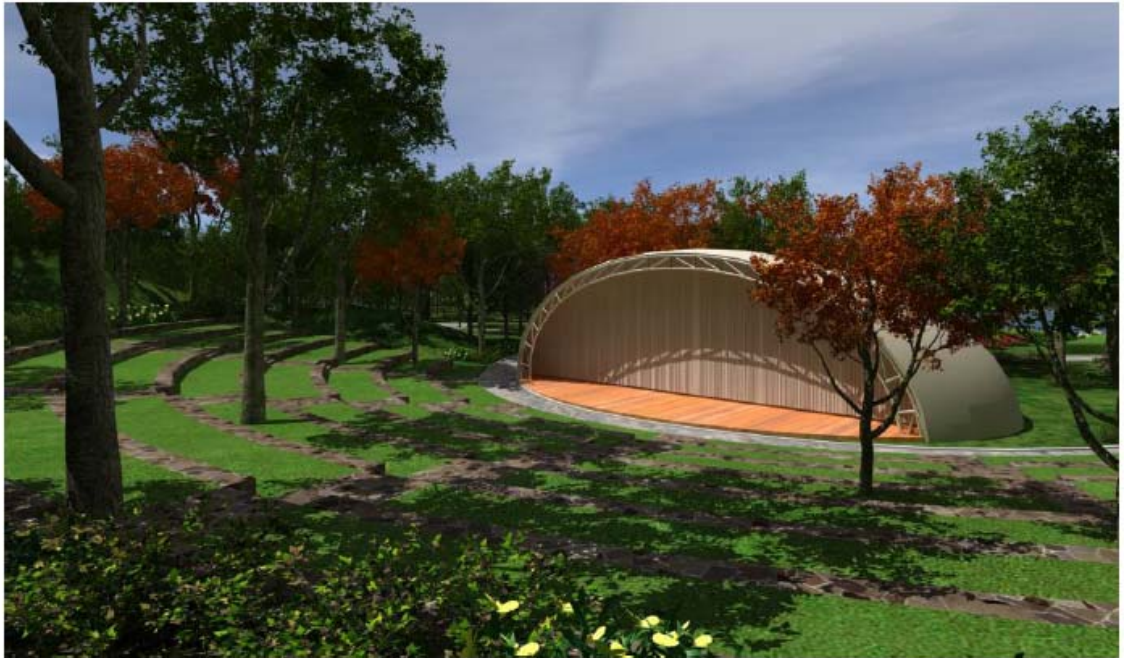


Figure VIII. C.9.a-6. Garden Ampitheater Seating



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Tuxedo Village: 101.7 acres, including slopes and parking areas

Tuxedo Ski Village

A complete revitalization of the ski resort is being undertaken to take it to the next level and introduce a year-round use concept for the area. The new Tuxedo Village featuring Adventure World will create an outdoor and sports enthusiast ultimate escape along with a great retail area for shopping and dining.

The amenities offered will transform the ski area and make the Aspen of the northeast. The multi-million dollar plans include state of the art mechanical items including ski lifts and new snow maker machines. The resort will continue to feature nighttime access to all ski and sport activities.

New slopes, snowboarding pikes and rails and a toboggan run be added along with outdoor fire pits and a new lodge featuring the customary large stone fire place to meet and relax in front of while you enjoy the lodge bar and new dining option.

The ski school will continue and trainers will be expanded to include multiple languages to entice our international visitors on to the slopes. Local schools will still be offered the ability to utilize the resort for programs including regional competitions.

Many skiers, especially novices, will want to rent their equipment. Therefore, the resort will include a new retail store and ski rental shop. Both will be stocked with rental skis and snowboards in addition to helmets, goggles, and padding.

- **Ski Lodge:** 25,516 SF/400 capacity: Offering entertainment during the height of ski season in the lodge as guests warm up or cool down from their activities at the lodge. Guests are invited to sit by a roaring fire, enjoy the soothing sounds of live entertainment and toast to another fine day at Sterling Forest Resort.
 - In addition to the retail stores featuring ski and resort ware additional shops will offer a variety of sundries, gifts and souvenirs. Additional vendors offering luxury items can be showcased throughout the year through multiple kiosks in the retail area.
 - Special events and activities will abound and focus on bringing every generation together to enjoy a multitude of activities. Special events involving the various activities, competitions and contests to keep the energy high for the season will be featured.
 - From beginners to the experienced skier the resort will offer all the amenities that make a lasting memory.



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Adventure World

The ski resort area is transformed into Adventure World from spring to fall and will be an attraction for the truly adventurous and nature lovers alike.

The attractions are all planned to include the natural beauty of the forest and to offer varying degrees of physical activity. Zip lines, endurance challenges and obstacles, mountain bike trails and climbs are all on tap for those who like to live on the edge and push themselves to their limit.

For those who prefer a more relaxed approach to their outdoor activity multiple hiking trails, bike trails and horseback rides will be available. Additional cross-fit areas will be incorporated into the trails as a connection to areas featured throughout the resort.

The various activities and areas in Adventure World make it a natural fit for corporate retreats that feature team building as well as company picnics and private functions. Event space can be easily provided and packaged with the resort or with Sterling Gardens.



Stables: 9,289 SF

Guests from young and young at heart can rent horses for a trail ride to enjoy the beautiful surroundings. All experience level of riders will be welcomed with trail leaders on hand to help the less experienced riders.



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ESPA Spa: 61,357 SF

The award winning ESPA spas are featured world-wide in luxury resort destinations. The immediate brand recognition as being a top tier spa from associations with Ritz Carton, Four Seasons, The Oriental Mandarin and Resorts World Sentosa across 55 countries will set the venue apart from surrounding spas.

Having a brand following creates a synergy that will be utilized to invite guests to enjoy special opening events, product launches and wellness weekends.

Events and shows centered at the spa will create exclusive experiences to differentiate the ESPA spa from surrounding destinations and will target guests currently utilizing the spas at destinations regionally at gaming destinations, nationwide and worldwide.

Events will include introduction of product lines, new treatments, charitable support weekends, organic treatments using seasonal plants and food items, yoga and other opportunities to create a unique experience.

Clients who have the disposable income to indulge in massage and body treatments for self-pampering or relaxation will be the core of our business.

Spa-goers have really become better traveled and more sophisticated. More is expected from every spa experience. What is interesting is that spa-goers are now more than willing to spend any amount just to experience complete luxury and exclusivity in a spa.

The two level ESPA spa will feature treatments and products known world-wide for the effectiveness and healing attributes. In addition to their product line ESPA creates custom products for their clients to address their specific areas of concerns and needs.

Luxury spas now have a new niche with men that are seeking out treatments and the ESPA spa has been successful in creating product lines and treatments form men.



ESPA [pron e'spa] *noun*. A 'World' of Spa and Wellness.

Value: verb. The Ultimate Spa Experience for the Guest, Commercial Value for the Client

Intricacy: adverb. (presented simply)

Origin: A luxury global brand, highly experienced team, worldwide support network and a genuine commitment to delivering the best.



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Fitness Center: 12,030 sq. ft./89 capacity

Featuring the latest state-of-the-art equipment to cover circuit training, aerobic and cross fit regiments the fitness center will feature special workshops, seminars and wellness events.

Wedding Chapel: 2,120 SF/300 capacity

Weddings from the intimate to the outrageous will be easily accommodated at the venue.

The amenity set creates a perfect location for pre-wedding functions from showers and rehearsal dinners to exciting bachelor and bachelorette parties.

The wedding chapel is one of many locations that ceremonies can be held with a variety of areas for the reception and post ceremony events.

Sterling Resorts provide a great backdrop for weddings, civil unions and anniversaries. Our consultants are experienced and dedicated professionals with many years of event planning experience.

We give our customers our undivided attention. We will listen to their needs and work with them to create the event of their dreams.

Sterling Forest Resorts plan to incorporate the community business as recommended vendors for the wedding clients.

Figure VIII. C.9.a-7. Wedding Chapel



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Grand Ballroom: 20,880 SF/ 800-1600 capacity

Entertainment and events in the ballroom will cover a broad scope of the client base. Various concert formats will be utilized from dance party to the Asian concerts that are currently a draw for the gaming jurisdictions in New Jersey and Connecticut.

The ability to utilize the space in many ways will allow use for larger events such as player parties and tradeshow to smaller more intimate events like book signings and demonstrations.

Covering internal and external events the ballroom will be available to host formal dinners and events as well as larger cocktail parties.

From weddings to charitable receptions the professional team will be available to execute flawlessly. Meetings will be easy to execute with several break-out rooms and configurations along with sound and video systems.

Bar 360: 4,480 SF/99 seats

Centrally located on the casino floor the Bar 360 will feature live music and acts throughout the week and showcase local as well as regional talent.

Positioning of Happy Hours and the central location will make this the natural meeting place for guests and can be incorporated into meeting and conventions for casual gatherings.

Along with the center stage surrounded with multiple video screens will feature music videos, sporting events and event viewing parties.

Wine Bar: 690 SF/32 seats

Enjoy a vino by the glass, flight or bottle in the intimate and relaxed atmosphere of Sterling Forest wine bar. Our wine experts will guide you down a path of taste delights as they recommend pairing and suggest the next flavor to savor.

Irish Pub: 1,595 SF/64 seats

Located in the retail concourse this venue will offer a quick brew and bite while listening to music and meeting with friends.

Highland Bar: 670 SF/30 seats

Located on the main floor, a place to relax with lite food choices and a full bar. Seats 157, 6 large screen TV's a small entertainment on the weekends. Those seeking the local bar feel will be at home when they pull up a chair and meet with old friends while meeting new.

Dining/Nightclub: 2,025 SF/135 seats

This restaurant can be utilized for private events and functions along with offering fine dining. The design will be comparable to the New York City Tao that boasts a strong brand affiliation for the high-end of the Manhattan and NY Metro region.

The ability to hold private functions in an exclusive setting will meet with the highest expectations of any company or group visiting Sterling Forest. Private VIP areas will be offered for exclusive bookings to include high-end gamers.

The restaurant is a sought after commodity for the high-value tourists visiting New York City and will lend to our tourism campaign for the property.

Sky Club (Level 6): 16,570 SF/1105 capacity

On the top floor of the hotel this high-energy club that will feature DJs and performances that will be competitive with the night clubs that have been main drivers for the Vegas, Atlantic City and Connecticut gaming destinations.

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Offering exclusive VIP areas and bottle service will create an aspirational element to the club. Celebrities will be utilized to build the club volume and awareness in the market along with extensive social media campaigns and advertising to target demographics.

H2O

- **Outdoor Pool Area:** accommodating up to 4020 guests the multiple outdoor pools will be utilized in the summer months for hotel guests with the ability to separate adult and children swim areas to accommodate the diverse clients expected at the resort.
 - Having two pools will allow the accommodation of private events and still offer swimming to resort guests.
- **Indoor Pool Area:** 15,555 SF/750 capacity
 - Offering guests an option to enjoy the water even when the temperature drops.
- **H2O Club:** at night the indoor pool area will transform into a night club with feature performers and theme nights, events and utilized for private events. The night club will cater to the crowd that cannot get into the Sky Club and those with a smaller entertainment budget for their night out.



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Regional Events

Support of the regional events and venues will enhance the overall success of the resort and help create a broader base of customers that would not be available through our entertainment and event efforts.

Tickets for events and the promotion of those events will be achieved and supported through multiple avenues.

- Through the database a guest profile of entertainment and event preferences will identify guests for a pre-sale with supporting resort offers that will enhance the desire of the guest to attend.
- Player Development will also use events as to garner visits from their base.
- Promoting upcoming events for partner venues will begin as details and tickets for each become available.
- Utilizing multiple screens throughout the casino and the in-room video loop we will be able to touch all visitors to the resort.
- The events will be showcased at events and entertainment presented at the resort to target the demographics most likely to participate and in the website for the resort and direct marketing pieces to the database.
- A primary driver of support for the venues will be in the ability for guests to purchase tickets at the resort with cash or Genting Rewards points.
- Offering packages that include rooms, dining, transportation and tickets to the events regionally will be used to attract returning and new attendees.

