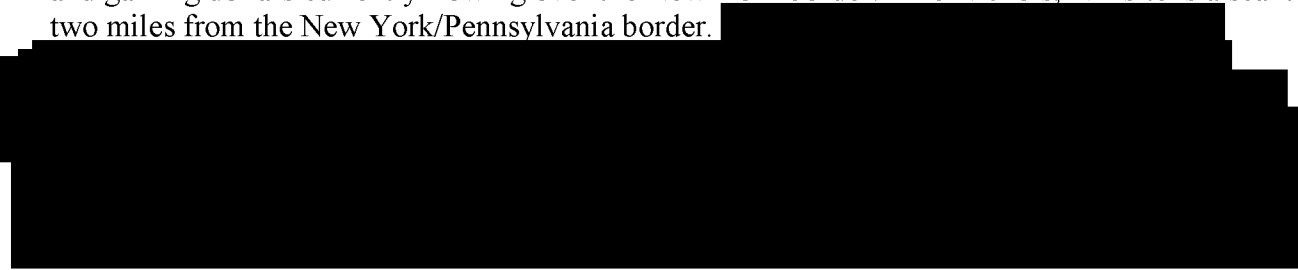


New York Gaming Facility Location Board  
Response to Request for Applications to Develop and Operate a  
Gaming Facility in New York State

**TIOGA DOWNS RACETRACK, LLC**

*Exhibit VIII.B.1.*

Tioga Downs' proposed site location for an expanded casino resort is uniquely positioned to maximize visitation and spend from Pennsylvania residents as well as recapture entertainment and gaming dollars currently flowing over the New York border. The Nichols, NY site is a scant two miles from the New York/Pennsylvania border.



By adding non-gaming amenities including brand restaurants, hotel, spa, event center, table games, upgrading 802 existing VLT machines to 1,000 slot machines and building on their regional tourism focus, Tioga Downs Casino Resort will be even more effective at drawing out of area players to the Southern Tier region. Following, please find Union Gaming projections of gaming, non-gaming, racing and other revenues derived from non New York residents:

**TIOGA DOWNS RACETRACK, LLC**

*Exhibit VIII.B.1 (cont.)*



## **TIOGA DOWNS RACETRACK, LLC**

### *Exhibit VIII.B.1 (cont.)*

The applicant's confidence to achieve – and exceed – the above out of state revenue projections stem from an operating history focused on driving regional tourism and visitation. Tioga Downs' executive team eagerly look forward to the opportunities that an expansion into Tioga Downs Casino Resort will bring in terms of their ability to broaden the appeal of the Region and to drive additional out of state visitation.

Marketing plan components that focus on out of state visitors include group sales, motor coach, regional tourism plans, database marketing, social media and traditional media placement and public relations efforts. Many of these components sprung from specific strategies to broaden the regional appeal for travelers inside and outside of New York. The basis for the planned investments including hotel, restaurants, event center, and expanded gaming – as well as their attendant marketing strategies – stem from a desire to establish a competitive product vis-à-vis out of state gaming competition. For detailed marketing plans please view the following exhibits:

- VIII.B.2: Player Database and Loyalty Program
- VIII.B.5: Regional Economic Plan Coordination
- VIII.B.9a: Target Market Segments
- VIII.B.9b: Marketing, Promotion, Advertising
- VIII.B.9c: Seasonal Tourism Demand
- IX.A.1.b: Evidence of Local Support
- IX.B.4: Local Agreements
- IX.B.5: Cross-Marketing

Tioga Downs' location and drive time from other New York state existing VLT facilities and Native American casinos moderate the effect of any potential cannibalization. Please see following studies for additional details:

- Union Gaming “Gaming Market Study”
- Spectrum Gaming “Eastern Southern Tier NY”