

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

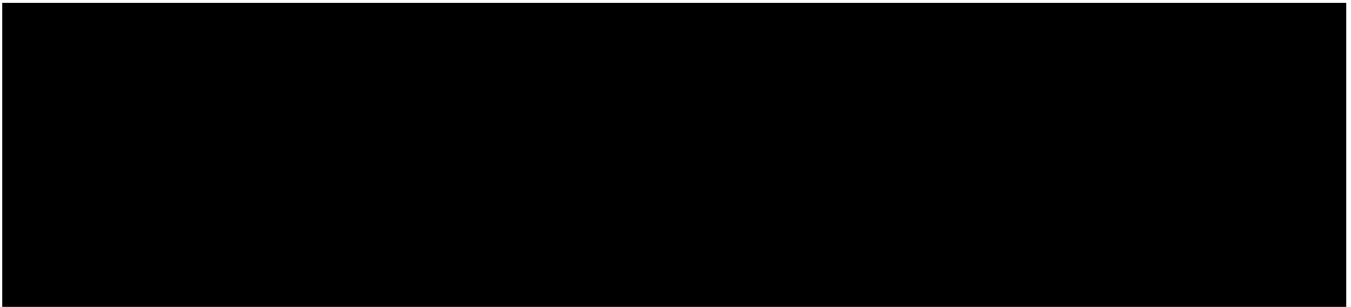
TIOGA DOWNS RACETRACK, LLC

Exhibit VIII.B.9.c.

Marketing Strategies and Seasonality Cycles

Tioga Downs has seven years of historical data on which to base analytical based decisions regarding the cyclical nature of the Southern Tier gaming market revenues. Additionally, our relationships with our various regional tourism partners have allowed TDCR to develop a keen insight into regional trends. The following outlines the strategic approaches that have proven successful thus far, and how they will be adjusted for the resort property.

- 1) Tioga Downs' database gaming customers have established visitation patterns, with known and measured impacts due to seasonality. In addition to regular monthly direct mailings, events and promotions are planned to mediate the low seasonality trending as well as to maximize the potential of the high seasonality.



- 4) Food and beverage specials will be featured throughout the year
- 5) Special events created around holidays and seasonal activities will be featured throughout the year. Particular emphasis on the low visitation months of November, December, January and February.

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Exhibit VIII.B.9.c (cont.).

Sample Special Events Calendar

Fall

- Foliage tours
- Vino at the Casino
- Oktoberfest/Pokapolluza
- Veterans Day F&B specials
- Pro football game/pep rallies
- Hunting packages
- Thanksgiving Turkey Giveaway

Winter

- Ski packages
- Holiday get-away packages
- Holiday craft fairs, parties and promotions
- New Year's Gala
- Holiday Lights Festival
- Super Bowl
- Valentine's sweetheart packages
- Snowmobile enthusiast packages
- Comic Book Show

Spring

- Mardi Gras-NY style
- St. Patrick's Day events
- Mother's Day
- Car and Motor Cycle Shows
- Bridal Showcase

Summer

- Derby Day
- Racing
- Outdoor concerts
- Farmer's, Antique and Flea Markets
- Memorial Day Car Giveaway
- July 4th Fireworks
- Spedi/Hot Dog Eating contest

In addition, events will be featured on 3-day holiday weekends throughout the calendar year:

- Spa weekends
- Review and headliner entertainment
- Festivals
- Gaming tournaments (slots, tables, poker)