

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.C.6.c.

Tioga Downs Casino Resort (TDCR) will continue to differentiate itself from its competition through outstanding customer service, leveraging consumer insights, adding unique amenities in the planned expansion, offering high caliber dining and entertainment, and continuing to operate one of the premier harness tracks in the Northeast.

Tioga Downs has always valued friendly customer service and guest satisfaction as one of, if not the most, important objective of daily casino operations. Tioga Downs trains every employee in new hire orientation (and recertifies annually) on a custom guest service program to ensure that every guest entering the facility is treated with a smile and warm welcome. Tioga Downs has received many comments from guests stating that they feel the more welcome at Tioga Downs than any other of the gaming choices in the area. This sentiment is further evidenced by the overwhelming public support of full gaming expansion for this property.

From a marketing standpoint, the TDCR application is distinguished from others due to their existing brand awareness and 250,000-person database. Cutting edge database and loyalty programs will be deployed against this customer information, as well as the new enrollees. Discrete granular customer knowledge also allows TDCR to target advertising spend and marketing communication vehicles at an unparalleled level compared to “start-up” casinos.

With regards to casino design and game selection, TDCR has infused the proposed new gaming floor with energy and excitement through the centrally located lounge/action bar. Table games pits have been strategically located to both insert action into slot areas as well as provide for more private higher limit games.

Tioga Downs operates one of the best harness racing tracks in the Northeast, and will continue to offer racing as TDCR. The 5/8 mile track is fast and is always in top condition to offer some of the most exciting live harness horse racing around. Tioga Downs runs a short season to increase the purse sizes and attract some of the best drivers and horses in the entire country, especially during the nationally recognized stake races like *Roll With Joe* and the *Cane Pace*.

TDCR has made a particular effort to include unique amenities in the planned expansion that will add value and meet guest demand for the entire region. TDCR has chosen two proven restaurant brands based in New York City to increase the food offerings at the property and add one of a kind dining experiences in upstate New York and the Southern Tier with PJ Clarke’s and Virgil’s Real Barbecue. PJ Clarke’s will be located in the hotel amenities building and will offer world class burgers and other sophisticated bar-bistro style fare. PJ Clarke’s is a Manhattan staple that has been in operation for more than 100 years with additional locations in New York City, Long Island, Washington, D.C., and Brazil. Virgil’s Real Barbecue is another New York City restaurant that will be built along with the gaming floor expansion. Virgil’s will offer authentic Southern barbeque unlike anything else in the Southern Tier. Virgil’s will also be the home of a honky tonk night club that will have live country music and dancing that will be completely

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(Exhibit VIII.C.6.c. cont.)

unique to the area. Outside of its flagship location in Times Square, Virgil's can be found in the nationally known resort destinations of Mohegan Sun Casino in Connecticut, Atlantis Paradise Island, and Nassau Bahamas. *See Exhibit VIII.C.11 for more detail on PJ Clarke's and Virgil's Real Barbeque.*

TDCR is located centrally in the Southern Tier and currently Tioga Downs has no competition within a near two-hour radius of the property. TDCR is also located directly off I-86 where thousands of drivers pass each day and tens of thousands pass each week. The location catches the eye of everyone passing the facility and is easily accessible from the highway. Located on the New York-Pennsylvania border, TDCR will have the unique ability to capture Pennsylvania customers and recapture and hold New York customers that may otherwise be seeking full gaming in Pennsylvania or Tribal gaming facilities.