

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.7.a.*

**INTRODUCTION**

The proposed hotel at Tioga Downs has been designed to complement and be operated in conjunction with the existing and proposed expanded Tioga Downs Casino and Racetrack.

**DESCRIPTION OF HOTEL**

The proposed subject hotel will comprise 137 guest rooms including a Bride’s room as reflected in the following table.

Table 1 – Guest Room Mix

Floor	Rooms	King	Queen	Suites	ADA
Ground	15	7	6	1	1
Second	23	12	9	1	1
Third <sup>1</sup>	24	11	9	1	2
Fourth	25	13	9	1	2
Fifth	25	13	9	1	2
Sixth	25	13	10		2
Total	137	69	52	5	10

Guest rooms range in size from 424 square feet to 869 square feet. The following table highlights guest room sizes. Guest rooms are larger than typical for a hotel of this style and type (this is discussed further under Level of Service).

Table 2 – Guest Room Mix

Room Type	Sq. Ft.
King	430
King Extended	543
Double Queen	430
Suite	755 – 869
ADA	538
Bride’s Room	424

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<sup>1</sup> Bride’s room included in room count

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(Exhibit VIII.C.7.a. cont.)

Food and beverage offerings will include an all-day restaurant with a private dining room, a bar, and a Western themed restaurant (which will be added in Phase 3). The food and beverage facilities are depicted in the following table.

Table 3 – Food & Beverage Facilities

	Restaurant	Private Dining	Bar	Western Theme Restaurant & Bar (Phase 3)	
				Restaurant	Bar
Square Footage (net)	2,510	484	1,056	3,960	709
Seats	112	16	43	150-220	20
Licensed Capacity	167	32	70	264	47

The proposed hotel as planned will comprise a total gross floor area of 86,072. The following table provides a summary of the net and gross floor area of the facilities and amenities.

Table 4– Floor Area Facilities and Amenities

	Net Area (sf)	Gross Area (sf)
<b>Ground Floor</b>		<b>15,035</b>
Lobby	767	
Admin. Office	913	
Reception Corridor	744	
Racing Lobby	1447	
E/M	391	
Flood Monitoring	221	
Housekeeping	78	
Business Center	100	
Corridor	1122	
Washrooms	47	
<b>Total</b>	<b>5830</b>	
<b>Second Floor</b>		<b>13,442</b>
Corridor	1186	
Housekeeping Supply	248	
Housekeeping Office	112	
Housekeeping Room	107	
Vending	97	
<b>Total</b>	<b>1750</b>	
<b>Third Floor</b>		<b>14,200</b>
Corridor	1100	
Coat Check Lobby	276	
Coat Check	287	
Low Voltage	34	

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*(Exhibit VIII.C.7.a. cont.)*

Vending	65	
Housekeeping	107	
<b>Total</b>	<b>1869</b>	
<b>Typical Floor 4-6</b>		<b>14,200</b>
Corridor	1168	
Housekeeping Room	107	
Vending	97	
<b>Total</b>	<b>1750</b>	
<b>Mechanical Floor</b>		
Mechanical Room		759

The proposed Tioga Downs Hotel will also include an approximate 6,500 square foot Event Center for weddings, special events, meetings, conferences and indoor entertainment. The event venue capacity is reflected in the following table.

Table 5 – Wedding, Meeting and Event Capacities

	Theatre	Concerts	Weddings / Banquets
Capacity	930	600	410

## **BRANDING**

Tioga Downs features a county-fair-theme. This theme has been incorporated throughout the interior design of the proposed subject hotel.

The proposed subject hotel will be operated as an independent hotel, and branded as the Tioga Downs Hotel. The proposed hotel will be positioned as an integral component of a destination resort, which also includes the racetrack, the proposed expanded casino, an event and entertainment venue and a golf course. (Tioga Downs announced in mid-April that we have signed an option for a 99-year lease to take over the Tioga Country Club, which features an 18-hole golf course, if we are successful in our application for the casino gaming license.

While branding is an important consideration for transient hotels, as a destination resort, we are selling to an audience that is drawn to value and an experience that’s something different, and as such, our branding encompasses the entire resort experience and will promote the Southern Tier as a destination of choice for both new guests and as a place to live and work.

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*(Exhibit VIII.C.7.a. cont.)*

The Tioga Downs Experience will range from gaming and horse racing to a wide range of food and beverage experiences in the casino and the hotel, live entertainment and concert series, our new Winterfest (a holiday event with music, fireworks, and light shows that will run from Thanksgiving to New Year's Eve) and golf.

Our objective is to induce new demand into the Southern Tier. Our location, product, service, experience, and distribution (sales & marketing) capabilities are all valuable in positioning Tioga Downs and the Southern Tier for success.

We have support systems, best practices and policies and procedures across all disciplines. The branding of the Tioga Downs hotel will be further supported with a strong PR and advertising strategy geared to drive new demand into the Southern Tier and with a very strong direct sales program to capture group business.

The proposed subject hotel will also be supported with integrated reservations and marketing platform from TravelClick, a third-party global business-to-business software company. Over 37,000 hoteliers use TravelClick's products worldwide.

Our branding is designed to create a destination resort that focuses on unique experiences throughout the year.

We will build upon our existing Players Club platform and will be introducing a loyalty program that will focus on dining, accommodation, golf and entertainment events.

### **LEVEL OF SERVICE**

The proposed subject property will be positioned as a full-service 3.5-star hotel. As a destination resort, the proposed property will feature upscale décor, with a whimsical country fair theming. The proposed hotel will have a highly trained staff and the level of service will reflect a degree of refinement not typical for a three-star hotel. The focus of service will be an engaging and

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*(Exhibit VIII.C.7.a. cont.)*

dynamic guest experience. The multi-faceted nature of Tioga Downs will provide a full spectrum of experiences to be enjoyed by guests.

Tioga Downs has a strong employee and guest focused culture. Team members are trained to promote guest satisfaction and customer loyalty, with a sense of style and a focus on details.

Guest rooms have been designed at roughly 100-150 square feet per room larger than the typical branded transient hotels in the primary competitive market. The larger guest rooms create an ambiance that complements the destination resort experience and contributes to the value proposition of Tioga Downs as a destination.