

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.10.b.

Eat, Drink and Be Merry

Tioga Downs currently offers a New York State Farm to Table program, and looks forward to opportunities for program expansion which would arise due to a successful casino application. The current program encompasses purchasing NY farm-grown or Farm-raised food products, food products produced by New York State-based food processors and New York State wines and craft beers. Tioga Downs' Farm to Table program is designed not only to increase direct purchases of New York State products but also to increase our guests' awareness of such products. The Farm to Table program is also designed to create tourism activities at Tioga Downs that will directly benefit New York State producers of food products, wines and craft beers.

Tioga Downs Food & Beverage Director and Purchasing Manager collaborated with the Tioga County branch of the New York State Farm Bureau and the Cornell Cooperative Extension – Tioga County Branch to help connect with local farmers. New York farmers and food producers have been encouraged to present products that can be used by The County Fair Buffet and other food outlets at Tioga Downs. These products include fresh produce, dairy products, artisan cheese, poultry, and meats. Tioga Downs purchases products from New York State (and nearby Pennsylvania producers) as well as from local farmers sourced through Maines and Ginsberg distributors. Examples include:

- *Englebert Farms – Nichols NY (Specialty meats and cheeses)*
- *Bulich Farms – Catskill, NY (mushrooms)*
- *Port Byron Farms – Port Byron, NY (red potatoes)*
- *Tracley Yeagle Farm – Rome, PA (corn)*

Because of flexible menu planning, the County Fair Buffet can showcase New York State products that are available long term or on a seasonal basis.

Tioga Downs' New York State Farm to Table program also involves promoting New York State products to our guests. The serving line at the County Fair Buffet features placards that highlight all New York grown or processed food items.

As part of our Regional Farm to Table efforts, we have created a series of racing promotions that also promote agriculture and food production. In August, 2014 Tioga Downs will feature the 3rd Annual Corntastic Three Day Festival. Corntastic involves Tioga Downs' staff roasting up locally grown corn and providing it at no cost to our guests. The Corntastic Festival also includes

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Exhibit VIII.C.10.b. (cont.)

competitions for corn shucking, corn hauling and corn eating. For the previous Festivals, over a ton of local sweet corn was purchased by Tioga Downs each year and distributed free to guests.

Tioga Down' Inaugural Appletastic is planned for September, 2014. New York State apples will be distributed free of charge to our guests over a festive fall three day weekend. Appletastic also showcases New York apples through fun challenges including an apple pie eating contest, an "apple as a key ingredient" baking competition and children's activities such as bobbing for apples.

Tioga Downs will also continue our annual NY Hot Dog weekend promotion, which will feature Nathan's hot dogs (Jericho, NY) and Felix Roma hot dog buns (Endicott, NY).

The Tioga Downs Antique and General Marketplace added a Farmers Market in May, 2014 that operates on Saturdays through September. Local farmers were offered free setups to market their products and produce. Promotion of the Farmer's Market is ongoing throughout the Tioga Downs property and other external communication vehicles (including press releases, website and print advertisements).

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Exhibit VIII.C.10.b. (cont.)

Tioga Downs features and promotes Finger Lakes Wines. The Finger Lakes is the largest and most acclaimed winemaking region in the Eastern United States. Tioga Downs began offering a wine list in 2008 that features many wines and related promotions to drive tourism in our region. Wines featured at Tioga Downs represent wineries such as Bully Hill, Pleasant Valley, Glenora, and Wagner's. These wineries are located on Keuka and Seneca Lakes.

- *Bully Hill Winery sponsors Tioga Downs Summer Concert Series*
- *Area wineries are invited to participate in the Tioga Down Vino at the Casino Wine Festival*
- *Tioga Downs is a major sponsor of the Finger Lakes Wine Festival at Watkins Glen International*
- *Tioga Downs is a sponsor of "Wine on Ice" at the Elmira Arena*
- *Tioga Downs' partners with Travel and Tourism associations to package casino and wine tours.*
- *With casino expansion, Tioga Downs Casino Resort will become an Associate Member of the Finger Lakes Wine Country Tourism Association*



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Exhibit VIII.C.10.b. (cont.)

In 2012, Governor Cuomo and the Legislative leaders announced an agreement to strengthen and support New York’s craft breweries and small batch distilleries. Since then breweries and distillers have grown rapidly throughout the Finger Lakes region. This growth has created business for the hop farms located in the Southern Tier Finger Lakes region. Two large hop farms that supply to the breweries and brewpubs are from Odessa and Canandaigua, NY.

TDCR currently offers craft beer from our region and New York State, including:



Ithaca Beer Co., Ithaca, NY



Roosterfish, Watkins Glen, NY



Upstate Common Sense, Elmira, NY



Southern Tier Brewery, Lakewood, NY



Wagner Brewery, Lodi, NY



Brooklyn Brewery, Brooklyn, NY

Menu cards highlighting an expanded list of New York State wines and craft beers are in place at all tables located in the Coasters Sports Bar, the County Fair Buffet and the Carousel Bar.

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Exhibit VIII.C.10.b. (cont.)

In addition, there are Racing promotions planned for the 2014 Racing Season that will feature New York State craft beers and New York State wines. At each of these promotions, guests will be able to purchase flights of 4 selections at value prices.

During a 2014 Fall weekend, Tioga Downs will invite up to 300 guests for a “Meet Your Farmer at the Harvest Dinner.” For this Harvest Dinner, the Tioga Downs culinary team will source ingredients from local farmers to create a menu featuring New York State grown meats, cheese and produce. Food courses will be paired with New York State craft beers and wines. Local farmers, brewers and winemakers will be invited to discuss their products during the dinner courses.

Tioga Downs’ Farm to Table, New York State Wine & Craft Beer, and agricultural promotion programs are designed not only to increase direct purchases of New York State and regional products but also to increase our guests’ awareness of these wonderful products and the families and local businesses that provide them.

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Exhibit VIII.C.10.b. (cont.)

Relax...with a Local Brand

An expanded Tioga Downs Casino Resort will include a local brand, AgeLess SPA, as the spa operator. With two current Southern Tier locations (Corning and Horseheads), the new TDCR AgeLess SPA will expand the brand's reach to new audiences.



Cross-Reference – Please also see following exhibits:

- VIII.B.2. ➤ *Local Business Database Programs*
- VIII.B.9.c. ➤ *Strategies for Cyclical/Seasonal Nature of Tourism Demand*
- IX.B.1. ➤ *Local Business Promotion*
- IX.B.3. ➤ *Local Business Owners*
- IX.B.4 ➤ *Local Agreements*
- IX.B.5. ➤ *Cross Marketing*