

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

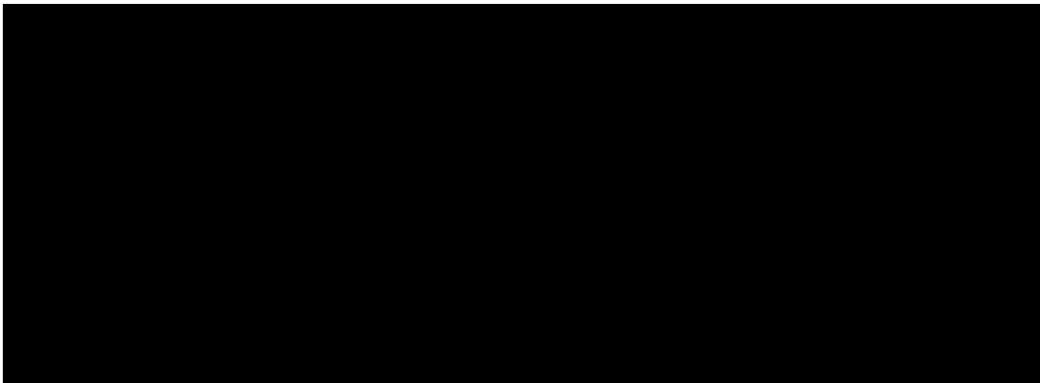
Exhibit IX.B.1.

B. REGIONAL TOURISM AND ATTRACTIONS

Tioga Downs has worked tirelessly to grow relationships with local and regional businesses. Owner Jeff Gural's vision for Tioga Downs was based on creating an economic engine for the entire region. Tioga Downs Casino Resort (TDCR), with the broader reach of a full service gaming resort property, creates an expansion of that vision.

Current Sponsorships range from mutual onsite advertising deals to ticket swaps, to creating joint tour packages. For other relationships Tioga Downs purchases products or services to provide to their guests and employees. Following please find a listing of sample relationships grouped by tenure or length of relationships:

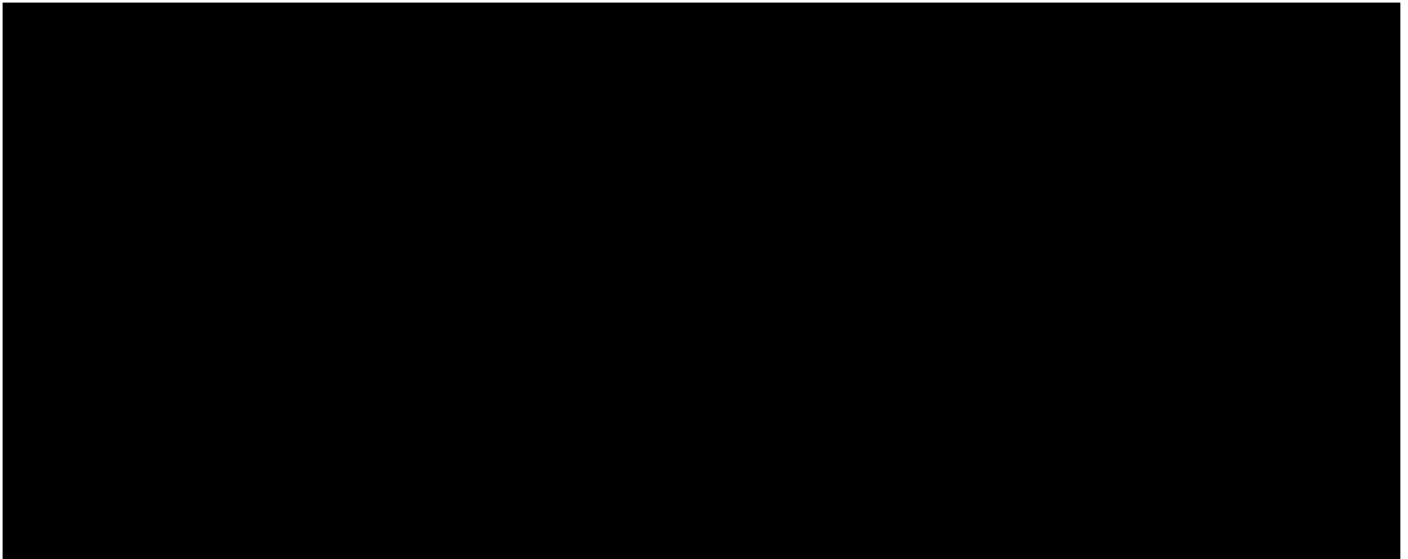
One to Three Year Relationships



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Exhibit IX.B.1. (cont.)

Four to Six Year Relationships



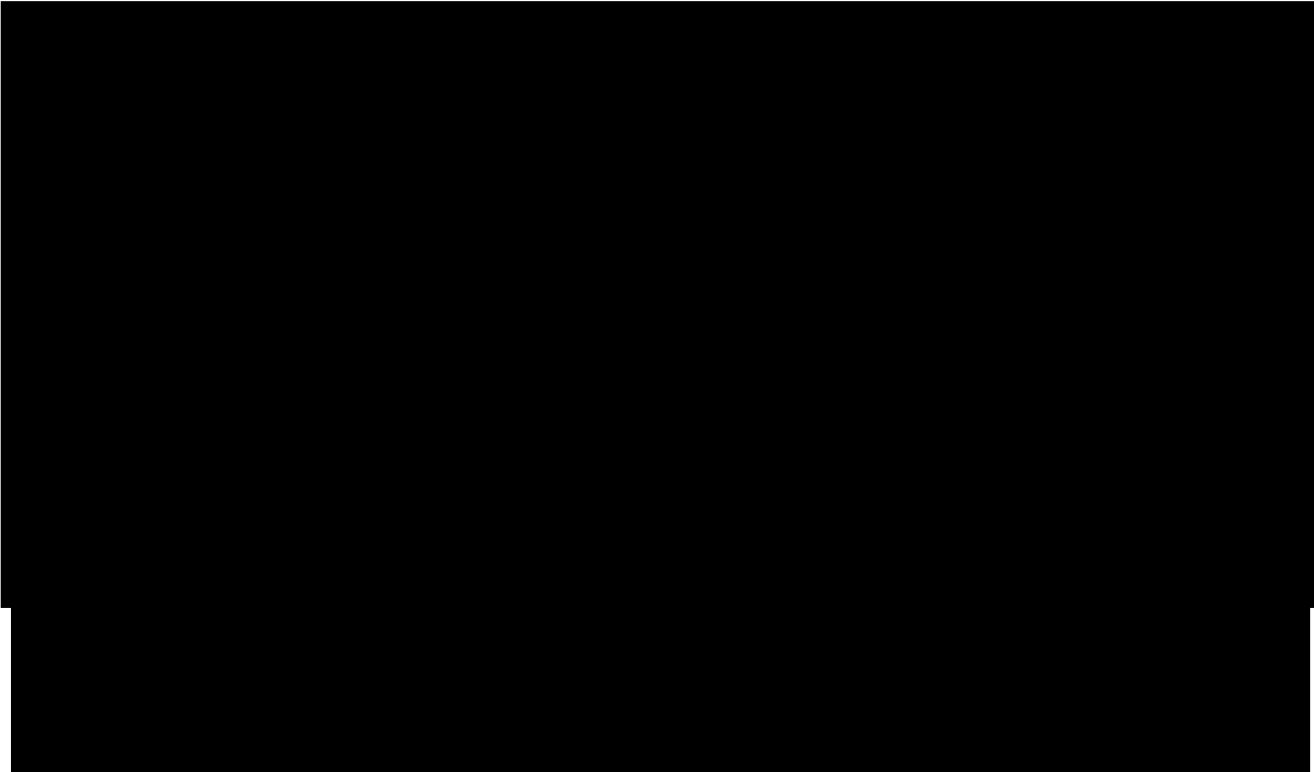
Hotel Partnerships

Tioga Downs currently enjoys relationships with the following area hotels, and expects to continue to develop and support such initiatives going forward. Cross marketing programs include promoting the local hotels on the Tioga Downs website and offering travel packages with a “stay and play” feature. Tioga Down’s Player Development team markets hotel discounts during major events/festivals to their VIP player base. With a full casino program coming online pursuant to an expanded gaming license, TDCR expects to continue to partner with area hotels. Additionally, based on the expected peak demand for hotel rooms generated by the casino expansion, TDCR will establish “virtual hotel” programs with area partners. Essentially, “virtual hotel” partners become a seamless extension of TDCR, through purchase of a set inventory of rooms which are in turn made available to TDCR gaming patrons via their established TDCR casino hosts. TDCR also expects their focus on regional tourism will create a significant increase in the overnight motor coach business to the area. (For more information on motor coach programs and marketing, please see Exhibits VIII.B.9, XI.B.)

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Exhibit IX.B.1. (cont.)

Current Hotels



Additionally, Tioga Downs utilizes area restaurants and hotels for employee events. Examples include annual multi-day off-property strategy meetings and holiday parties/employee recognition events. Typically these events involve attendees utilizing hotels and meeting rooms, restaurants, wine tours, and other hospitality services.

Sample past event venues:

- *Glenora Winery, Watkins Glen NY,*
- *Harbor Hotel, Watkins Glen, NH*
- *Ramada Geneva Lakefront Hotel, Geneva, NY*
- *N. 5, Binghampton, NY*
- *Tony R's, Corning, NY*

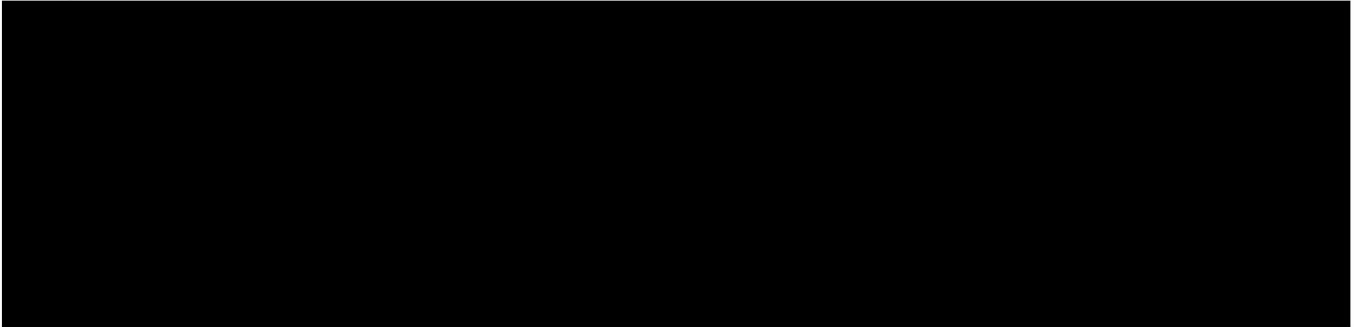
Should TDCR be successful in the pursuit of a casino license, off-property meetings will grow in both size and frequency. Additionally, local hotels and restaurants would be utilized to host trainers, contractors, and vendors traveling to the area to assist with project development and the property opening. Currently, Tioga Downs places national entertainers and their crews at local hotels, and would expect to continue this practice following an expansion.

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Exhibit IX.B.1. (cont.)

Local Transportation Companies

Currently, Tioga Downs utilizes area transportation companies including:



As Tioga Downs expands to TDCR, demand for local transportation services will increase, with a commensurate ability to grow cross-promotion opportunities.

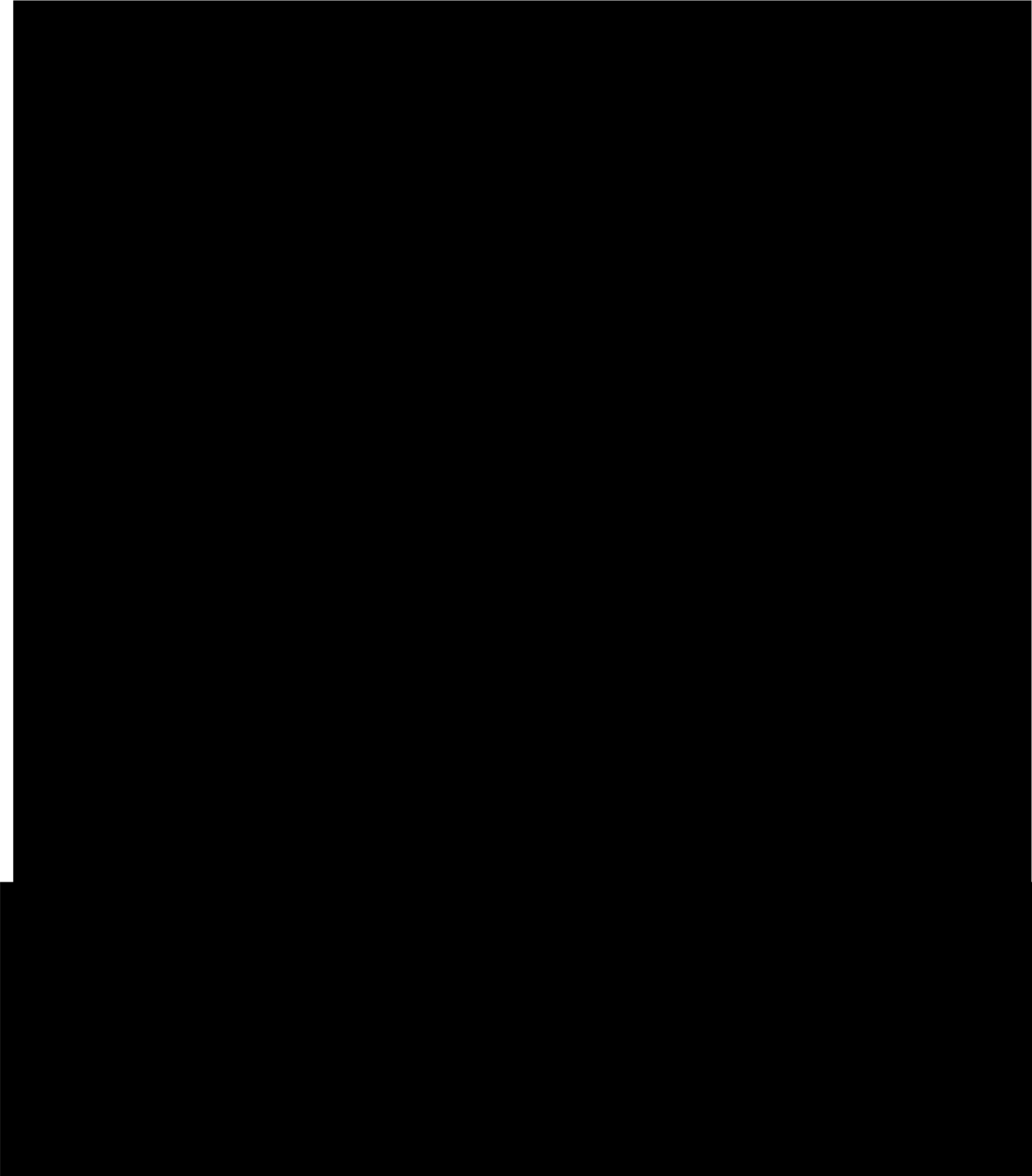
Choice of Spa Brands and Operator

TDCR considered tapping into a national brand for their spa offering however has decided to work with a local/regional business, “Ageless Spa.” With current locations at Radisson Hotel, Corning, NY and Arnot Mall, Horseheads, a TDCR location will help expose their brand to a greater audience and develop their brand reach.



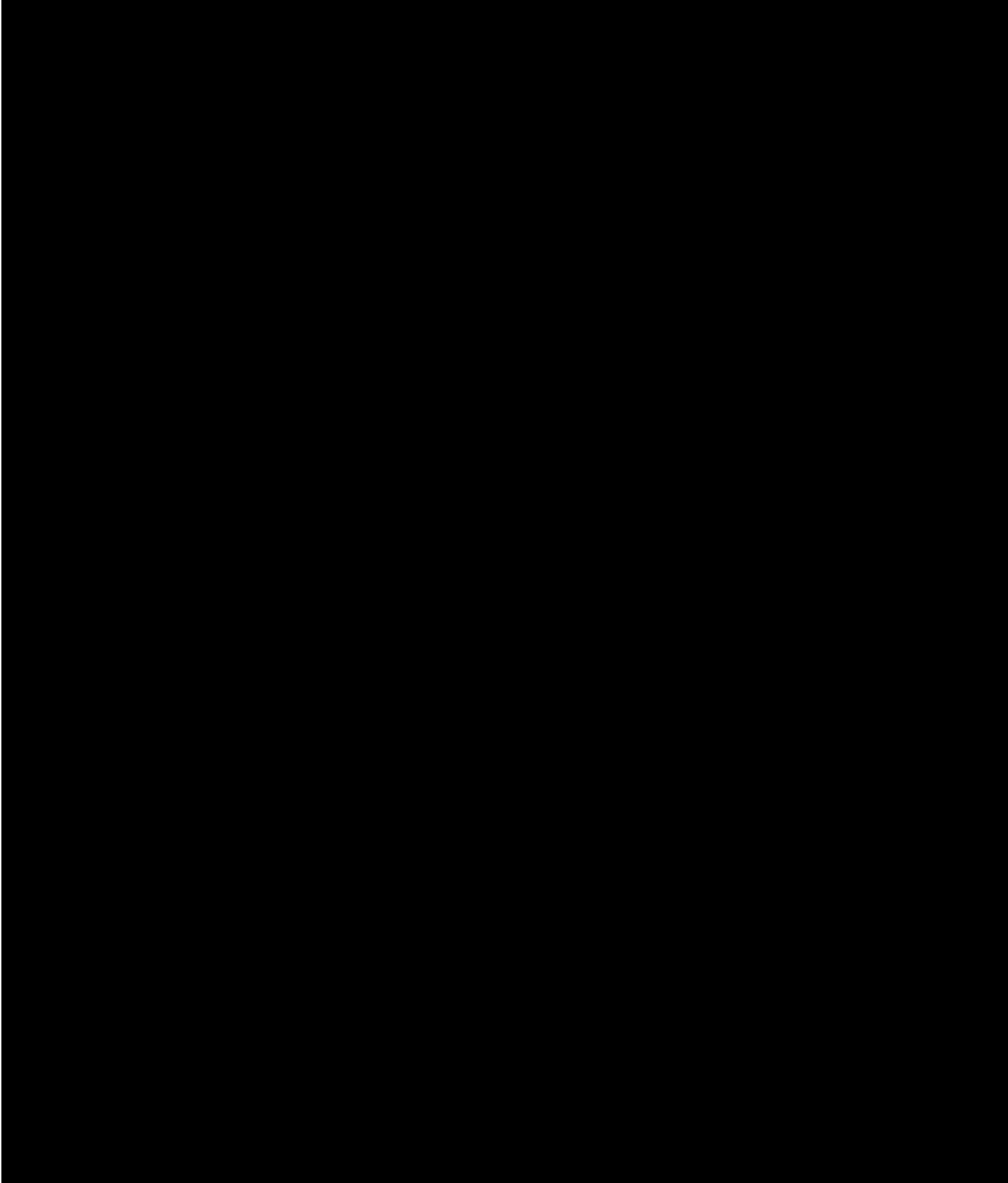
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Exhibit IX.B.1. (cont.)



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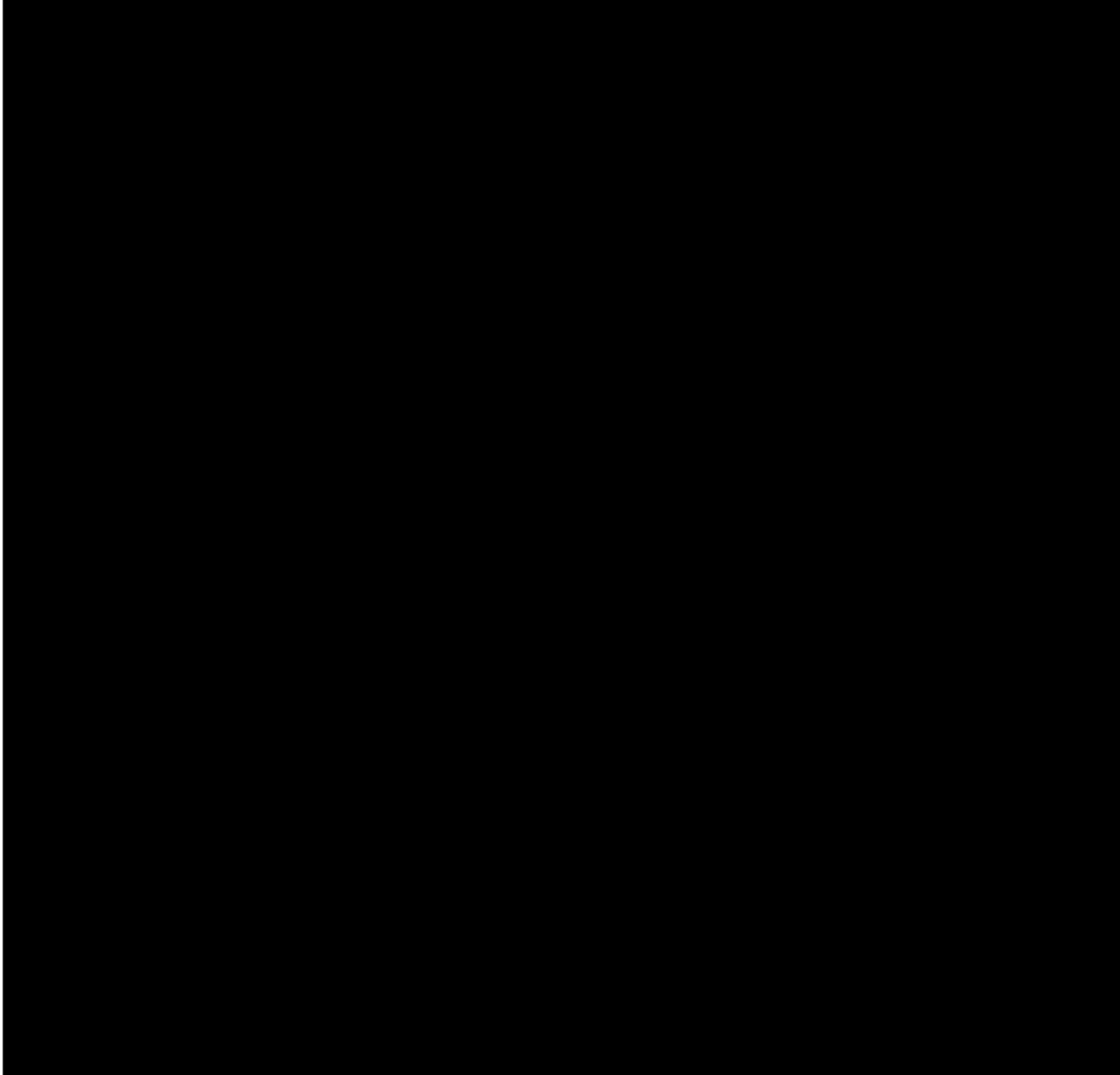
Exhibit IX.B.1. (cont.)



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Exhibit IX.B.1. (cont.)

Promoting Local Agricultural Brands



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Exhibit IX.B.1. (cont.)

Please also see following exhibits for additional detail on support and partnerships with regional businesses, organizations and tourism:

- *VIII.C.10.b* ➤ *Local and Regional Products Featured*
- *IX.A.1.b* ➤ *Evidence of Local Support*
- *IX.B.1.* ➤ *Local Business Promotion*
- *IX.B.3.* ➤ *Local Business Owners*
- *IX.B.4* ➤ *Local Agreements*
- *IX.B.5.* ➤ *Cross Marketing*