

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.4.

Exhibit IX.B.5.

Exhibit IX.B.4: copies of local agreements designed to expand Gaming Facility draw (i.e. number of patrons brought to Region)

Exhibit IX.B.5: descriptions of plans for cross-marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing commitment.

Due to the overlap between these exhibits, TDCR is submitting one narrative and accompanying contracts and agreements which are intended to serve as responses for both IX.B.4 and IX.B.5.

Since its inception, Tioga Downs' ownership has embraced its corporate responsibility as a regional economic driver. Going forward as a full service gaming resort, Tioga Downs Casino Resort (TDCR) will seek to increase its already considerable role in driving regional tourism. For example, Tioga Downs today participates in local, county and statewide tourism leadership initiatives including the recent Governor's Tourism Summit and the Tioga County Tourism Office. In the following material, Tioga Downs/TDCR has outlined current and future sponsorships, partnerships, memberships, cross-marketing opportunities and other strategies and tactics to promote regional tourism and attractions and to support and build local and regional businesses. A sampling of the larger opportunities are profiled in detail below:

Finger Lake Wine Festival at Watkins Glen Race Track

Since 1996, Watkins Glen International has invited guests to celebrate the Finger Lakes by tasting the top wines in the region, enjoying food made by local chefs using the bounties of locally grown ingredients, and traversing the famed road course in the official WGI pace car. The weekend festivities also include live music, concessions, a variety of local gourmet cheese and a fireworks display. Tioga Downs in support of the Finger Lakes Wineries is the sponsor of "Camping at The Glen" that is available throughout the weekend festivities and continues to grow in popularity. Locals and visitors from all around total an estimated attendance of 25,000 that enjoy this annual wine celebration.



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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

Binghamton Air Show

For years the Binghamton Airport and the City of Binghamton hosted an airshow that left memories for many residents. For the past eight years they were unable to host the show for many reasons, one being the lack of support due to the sagging economy. In 2014, the airport officials decided to bring the airshow back to life, however were struggling to find adequate sponsors. Tioga Downs stepped up to provide \$40,000 to underwrite. This airshow will draw Southern Tier residents and air show enthusiasts from across the Midlantic Region into Broome County for two days in July.



National Warplane Wings Of Eagles: Red Tail Tuskegee Airmen Event

The Tuskegee Airmen, the famed World War II era African American military airmen, were honored with a day of events ending with an evening gala celebration. Over 15,500 served during World War II and with so many that have left our ranks, it was an honor for Tioga Downs and Jeff Gural to sponsor a day of events to pay tribute to our American heroes.

NASCAR @ Watkins Glen, Watkins Glen, NY

Tioga Downs began its partnership with Watkins Glen International in 2008 sponsoring “The 125 at the Glen” race the day before NASCAR. This sponsorship provided a terrific cross-promotion opportunity as Tioga Downs trackside signage was captured by the ESPN cameras. Included in the sponsorship were tickets for Tioga Downs to invite VIP’s to attend a major local and national attraction. Food and beverage was provided to all VIP’s and was so well received by our customers that our partnership with Watkins Glen International has continued to grow. From 2009 to present, Tioga Downs VIP’s are given weekend passes that include prime location seats and a wristband for “The Bog” sponsored by Hazlitt Wineries for unlimited food and beverage.

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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

Tioga County Club

Tioga Country Club, a storied 18 hole golf course with a panoramic view of rolling hilltops, is located just minutes from Tioga Downs. Tioga Downs has entered into a lease agreement contingent on receiving a full casino license. As part of the agreement, Tioga Downs Casino Resort (TDCR) will build a new state of the art clubhouse including amenities such as a fully equipped pro shop, locker facilities, restaurant, bar, and a banquet room. Enhancing the Tioga Country Club will create another reason for extended stays in Tioga County.



Finger Lakes Wine Country Tourism Marketing Association (FLWCTMA)

Tioga County is the Eastern Gateway to the Finger Lakes Region with an immediate view of Historic Downtown Owego along the Susquehanna River. The Finger Lakes Region is known for the five Finger Lakes, wineries, farms, agriculture, aviation, museums, and Tioga Downs. In 2001 when the Finger Lakes Wine Country tourism initiative began, it was difficult for some counties to partner due to the required financial investment. In addition, Tioga County was not eligible to participate due to the original by-laws of the governing organization. Due to the positive relationships built up between Tioga Downs and FLWCTMA, as of June 1, 2014, Tioga County Local Development Agency (LDC), d.b.a. "Tioga County Tourism Office" is now eligible to join Finger Lakes Wine Country Tourism Marketing Association as county partners of the organization. Full membership in FLWCTMA is contingent upon Tioga Downs Casino being awarded a full casino gaming license; at which point Tioga Downs Casino Resort would be eligible to participate as a funding organization.



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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

Shopping Shuttle to Historic, Owego, NY

Tioga Downs, together with Tioga County Economic Development and Planning are exploring the possibility of offering TDCR hotel guests shuttle bus transport to the quaint village of Owego, NY for shopping excursions.



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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

Current Tourism/Attractions Partnerships, Memberships and Agreements

Chambers of Commerce – Since 2006 – Present

- *Tioga County Chamber (BOD seat)*
- *Greater Valley Chamber- PA*
- *Watkins Glen Chamber, Watkins Glen, NY*
- *Corning Chamber, Corning*
- *Greater Binghamton Chamber*
- *Chemung County Chamber*
- *Tompkins Chamber*
- *Geneva Chamber*

Tourism/Convention & Visitor Bureau Partnerships

- *Tioga County CVB*
- *Grater Valley CVB*
- *Watkins Glen (Committee member)*
- *Ithaca CVB*
- *Greater Binghamton CVB*
- *Chemung County (committee member)*
- *Corning and Finger Lakes Steuben County CVB (Committee member)*

Pennsylvania Visitors Bureau Partnerships

- *Endless Mountains Visitors Bureau -covering Sullivan, Bradford, Wyoming and Susquehanna counties.*

Tourism Associations

- *Finger Lakes Tourism Alliance (2005 to present)*
- *American Bus Association (2012 to present)*
- *Destinations of New York (2008 to present)*
- *Pennsylvania Bus Association (2009 to present)*
- *Best of Southern Tier Network (early 2014)*

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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

Tradeshows – Annually

- *American Bus Association Marketplace (Annually Co-sponsor NYS Auction)*
- *Pennsylvania Bus Association Marketplace*
- *Empire State Tourism Conference*
- *Destinations Group Travel Show*
- *Toronto Women’s Show*
- *Yankee Trails World Travel Show*
- *Maryland Bus Association Marketplace*
- *Pennsylvania Bus Assoc. and Greater New Jersey Motorcoach Annual Meeting*
- *Military Reunion Connection Marketplace*
- *Gov. Cuomo’s Tourism Summit*
- *Annual NYC Sales Exchange/Networking (Buyers & Domestic Operators)*

Attraction Partnerships

Chemung County attractions

- *Mark Twain, Christmas House*
- *Elmira First Arena*

Steuben County

- *Gaffer District (Market Street, Corning)*
- *Corning Museum of Glass*
- *Keuka Wine Trail*

Broome County

- *Speedie Fest*
- *Binghamton Air Show*
- *Broome County Arena*

Schuyler County

- *Seneca Lake Wine Trail*
- *Watkins Glen International (NASCAR/Wine Festival)*

Finger Lakes Region

- *Craft Breweries, and wineries*

Tioga County

- *Strawberry Fest and Tioga County Fair*

Current Travel/Tourism Packages (would be enhanced with new TDCR amenities)

Tioga Downs Members- Hotel Package Discounts

- *New Year’s Eve*
- *Valentine’s Day, Derby Day*
- *Polkapalooza and/or any festival*

Regional packages include:

Chemung County Itinerary

- *Wining, Dining and Gaming*

Tioga County Itinerary

- *A Little Slice of History*

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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

- *Mark Twain Country/ Museums*
- *Aviation Package*
- *Wine and Dine in the Finger Lakes*

Finger Lakes Itinerary

- *Finger Lakes Mystery tour?*
- *Wine, Dine & Try your LUCK in the Finger Lakes*
- *Perfect Days in Corning and the Finger Lakes (Steuben CVB)*
- *Shopping Adventure in Finger Lakes Wine Country*

Watkins Glen Chamber Itinerary

- *Staycation*
- *Beyond the Checkered Flag*
- *Fresh Air, Rainy Day*
- *Family*
- *Wine and Beer*
- *Romance*

Endless Mountain PA Itinerary

- *Rails and Trails Tour Along Pennsylvania's Northern Tier*
- *Blue Ribbon Entertainment Fairs and Festivals*
- *Endless Reasons to Get Away This Winter*

Planned Travel/Tourism Packages

FIND YOUR FUN Packages to include hotel stay with itineraries:

- *GET HOOKED at Tioga Downs Casino Resort*
 - *fishing, lakes, and wineries*
- *CLOSE Your Eyes and Relax at Tioga Downs Casino Resort*
 - *Spa, golf, and wineries*
- *Gentlemens' Southern Tier Tour at Tioga Downs Casino Resort*
 - *Regional craft brewers, golf, poker, races*
- *Ladies' Southern Tier Tour at Tioga Downs Casino Resort*
 - *Wineries, antiques, spa and gaming*
- *Southern Tier Golf Tour at Tioga Downs Casino Resort*
 - *Golf at area courses, spa, dining and gaming*
- *Southern Tier Snow Tour at Tioga Downs Casino Resort*
 - *Ski Greek Peak, snowmobile, spa and gaming*

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Exhibit IX.B.4. and Exhibit IX.B.5. (cont.)

Current Travel and Tourism Publications (to be expanded with TDCR)

- *Chamber Business Directories (across the region)*
- *Tioga County NY Visitors Guide*
- *I Love New York*
- *Mark Twain Visitors Guide*
- *Watkins Glen and Schuyler County Travel Guide*
- *Finger Lakes Tourism Alliance Travel Guide*
- *Finger Lakes Tourism Group Travel Planner*
- *Fingerlakes.org – Banner ads on Home Page and Attractions Page, Vacation Fun Lead Generator –vacationfun.com*
- *Destinations of NYS Travel Guide*
- *Endless Mountains Visitors Guide – PA*
- *American Bus Association Motorcoach and Travel Industry Directory*
- *Pennsylvania Bus Association Motorcoach and Travel Industry Directory*
- *Interstate 86 Travel Guide*
- *Pennsylvania 2014 Vacation Guide*

Brochure Distributions (hotels, inns, information centers, sporting venues, restaurants)

Grapevine Distribution

- 51 NY locations
 - *Binghamton*
 - *Ithaca*
 - *Watkins Glen*
 - *Elmira*
 - *Horseheads*
 - *Corning*
 - *Hammondsport*
 - *Penn Yan*
 - *Waverly*

Destinations of NYS

- *Henry Hudson Tours of Saugerties*
- *NY Travel Plaza Information*
- *Sloatsburg*
- *Plattekill*
- *New Baltimore*

Tioga County, PA

- *Tioga County Visitors Center (PA Grand Canyon)*

Susquehanna County, PA

- *I-81 Welcome Center*

Fingerlakes Tourism Alliance

- *NYS Thruway Information Center at Pembroke*
- *NYS Information Center at Warner*
- *NYS Information Center I-86 Chautauqua*
- *NYS Gateway Information Center Binghamton, NY*
- *Prebles Information Center, RT 81 Preble, NY*

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PA Distribution

- *Tioga County Motels and Hotels*
- *Endless Mountains Visitors Bureau*
- *Wyoming County*
- *Susquehanna County*
- *Sullivan County*
- *Bradford County*