

Exhibit VIII.B.9.c - Strategy to ensure maximum use

A significant strength in this project is that Seneca Gaming Corporation (“casino manager”) has been in the casino operations in Western New York for over 11 years and has a wealth of knowledge pertaining to cyclical/seasonal nature of tourism demand and the strategies and tactics, outlined in Exhibit VIII. B. 9. b., to ensure maximum use of facilities throughout the entire calendar year. This is evident by the financial viability and strength of the Seneca Casinos brand. Through strategic planning and execution of a comprehensive events and marketing calendar, supported by continuous direct marketing efforts, visitation patterns can be steered to meet the needs of the facility. The casino manager has extensive experience in marketing to patrons during the harsh winter months in Western New York and will bring that same strategy to Traditions.