

### EXHIBIT IX. B. 3. LOCAL BUSINESS OWNERS

As discussed in Exhibit IX. B.1., above, the development of Traditions Resort and Casino will present a tremendous opportunity to promote and support local businesses in the greater Binghamton, New York area and surrounding regions of upstate New York. Utilizing local suppliers of goods and services will be of the highest priority.

Our plans for developing relationships with local suppliers will include both routine and strategic components.

#### Local Sourcing for Most Routine Purchases

With respect to routine purchases of goods and services, we intend to:

- Review all procurement needs for opportunities to utilize local/upstate suppliers;
- Perform an initial assessment of the goods and services offered by local/upstate suppliers and vendors, and compile a local/upstate vendor database;
- Regularly update our local/upstate vendor database; and
- Incorporate into our formal procurement policies and processes concepts to promote the engagement of local/upstate vendors, including:
  - Conducting reviews of local/upstate businesses in connection with each individual bid or RFP process;
  - Contacting qualified local/upstate businesses to determine whether they are interested in participating in our procurement opportunities; and
  - Requiring that all RFPs be made available through the casino resort's website.

In order to successfully promote the development of relationships with local/upstate suppliers, it will be critical for local businesses to understand what opportunities are available and what the business needs of Traditions Resort and Casino are. To that end, we expect to draw from the practical experience of our Manager and its affiliates, which have not only espoused intentions or goals to hire locally, **but have acted on them**. We also intend on assisting local suppliers in obtaining any and all vendor licenses that may be required by the state in order to conduct business with a licensed gaming facility.

Traditions Resort & Casino held an initial vendor fair held on April 25, 2014 in which we screened and prequalified local vendors for inclusion in our bidding activities. During this event and as follow up to this event we executed just under 100 vendor agreements (included in Exhibit-IX-B-3-A) with current and new prospective vendors.

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It is our intent to hold additional similar events which will be held in multiple locations, which may include Binghamton, Elmira, Corning, Cortland, Ithaca, Oneonta and Syracuse. We would use these trade shows as opportunities to meet with and interview businesses that have the scale and experience to provide supplies and services in support of Traditions' operations. Such goods and services would broadly include food and beverage supply; technology-related equipment and support; professional services; facilities services (electrical, plumbing and building supplies); landscaping, paving and other maintenance and repair services; organizational (MRO) supplies and services; warehouse services; laundry services; printing and other general business goods and services. Advertisements, similar to the example included below, would be placed in local newspapers and on the Traditions' website. Radio advertisements may also be used to generate further interest.



**PLEASE JOIN US!**

**WE ARE INVITING ALL  
LOCAL BUSINESSES,  
VENDORS, AND SUPPLIERS**

**VENDOR FAIR  
AT TRADITIONS RESORT**

**APRIL 25<sup>TH</sup>**

**8AM-11AM  
2PM-5PM**

FOR MORE INFORMATION VISIT US AT  
**WWW.TRADITIONSRESORT.COM**

The advertisement features a red background with a white circular logo on the left containing a stylized 'T' and the text 'TRADITIONS AT THE GLEN'. The text is arranged in a vertical hierarchy, starting with an invitation, followed by the event name, date, and times, and ending with a website link.

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Additionally, press releases, similar to those included below, would be issued to further disseminate information to media outlets.



### **Traditions to host vendor fair on Friday April 25<sup>th</sup>**

*Businesses in all industries invited to introduce themselves to the Traditions team and discuss how they can be a part of Traditions Resort & Casino*

April 14<sup>th</sup>, 2014 – The Traditions Think Big team has announced today that they will be hosting an open vendor fair where all local businesses can meet and present their skills, services and products for Traditions Resort & Casino. The free event will be held on Friday, April 25<sup>th</sup> in two sessions, one from 8 a.m. – 11 a.m. and the other from 2 p.m. – 5 p.m. at Traditions located at 4101 Watson Blvd. in Johnson City, NY. Prospective suppliers and vendors are invited to attend either of the two sessions where they will be able to meet with key members of the Traditions Think Big team, introduce their business, and present their products and/or services.

“As we strengthen our efforts to obtain a casino license which will enable us to open a gaming resort, we invite all of the local businesses in the area interested in becoming a vendor or supplier to meet with us so we can learn about their skills, services and products. Revitalization of the Southern Tier affects us all and we look forward to bringing the abundant local resources to Traditions so we can meet and determine how we may be able to partner together. Although a large turnout is expected, we look forward to meeting with every business and commit that everyone who attends will get dedicated time with a Traditions executive team member,” commented Bill Walsh, partner at Traditions at the Glen.

There is no registration required for businesses who wish to attend and they are invited to come to either open session. Attendees are encouraged to bring business cards, a summary letter describing their business and what they can offer to the project as well as any brochures, studies, and sample products they wish to leave behind for consideration. This event is for all current as well as new prospective vendors of Traditions, for all phases of this gaming project and Traditions amenities including but not limited to the following categories: hospitality, food & beverage, human resources, operations, security, golf, grounds & maintenance, construction, and spa & salon.

“As part of our ongoing efforts to revitalize our area, we invite all local vendors and suppliers interested in being a part of this exciting new venue to come to our vendor fair and meet with us. Upon completion of a meeting with our team, and with attendee approval, we will include the business information in our catalog of potential resources. We look forward to meeting everyone and learning more about the offerings that exist right here in the Southern Tier,” said Peter Walsh, partner in Traditions at the Glen.

More information on the \$150 million dollar project at Traditions and all of the many benefits it will have for the Southern Tier can be seen at [www.ThinkBigReallyBig.com](http://www.ThinkBigReallyBig.com). Members of the media are welcome to attend. Please contact Stephen Donnelly at 719-337-8238 for questions and interview requests.

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To maximize the intended benefit of the trade shows, we would require that management-level employees of Traditions participate in interviewing and qualifying the vendors that participate, including directors, managers and other representatives with responsibility for areas such as: Procurement; Food and Beverage; Facilities and Maintenance; Information Technology; Finance; Design and Construction and Resort Operations.

Other efforts would include the support of, and participation in, local chambers of commerce and similar regional groups and efforts to develop private sector jobs, and to “buy local.”



By way of example, the parent entity of our Manager actively participates in the Buffalo Niagara Partnership (an employer-funded economic development organization and the regional chamber of commerce), including initiatives such as its annual “Buy Local Challenge”. We believe such efforts are an important component of a comprehensive plan to develop and maintain relationships with local and upstate businesses.

Traditions Resort and Conference Center is currently a Greater Binghamton Chamber Member and participates in chamber activities to promote the use of local goods and services throughout our region. In addition, Traditions Resort & Casino values the activities and mission of other local organizations such as Binghamton Rising.



### **Strategic Relationships to Complement and Support Local Businesses and Institutions**

Beyond routine procurement needs, we are also confident that the operation of a thriving casino resort can present tremendous opportunities for **strategic** collaboration with established local businesses, as well as those just starting out. Once again, we look to the *actual* efforts and results of our Manager to provide both a template for, and proof of, what can be accomplished.

### Co-branding and Gift Card Programs

Casino success is often viewed as coming at the expense of local lodging, food and beverage and similar offerings. Our management team has effectively turned this notion on its head at its successful Buffalo Creek Casino in the inner harbor district of Buffalo, New York, where it has entered into strategic marketing and similar relationships with distinctive local restaurants and brands to not only support them, but to highlight them and drive additional business to their properties. Traditions has already initiated similar efforts in anticipation of receipt to the license in the Southern Tier Region.

### Co-Branding

At Seneca Buffalo Creek's *Buffalo Savors* restaurant, guests may choose quality menu items featured from some of Western New York's most notable restaurants, including:

- **Iconic "beef on weck" from *Charlie the Butcher*;**
- **Local WNY pizza from *Franco's Pizza*;**
- ***Duff's Famous Wings* (the primary local competitor to the world famous *Anchor Bar*);**
- **Locally made hot dogs from *Sahlen's*; and**
- **Sandwiches featuring *Ilio DiPaolo's* (another WNY institution) famous family sauce and served on hometown-baked *Costanzo's* rolls.**

For dessert and bakery items, our patrons can choose from selections from *Chrusciki's* polish bakery (a growing local brand significantly benefitting from the volume of business being generated by our Manager's affiliates), *DiCamillo's* famous Niagara Falls bakery, or *Stuffed Chocolate* of Amherst, NY, among other local options.

Traditions intends on providing a similar experience in our "Taste of the Tier" food

### Gift Card Program

Beyond such efforts, we would anticipate assessing the viability of gift card programs to integrate local business offerings into our promotional activities in at least two ways. First, gift cards from local businesses can be acquired by the casino for promotional giveaways to patrons. Second, gift cards can be made available by the casino as a point reward/redemption item to be acquired by patrons enrolled in the casino's player's club. Beyond gift cards, point redemption activities can be further expanded to potentially include direct acquisition of local goods and services.

Traditions has already reached out to work with local businesses in our community to participate with our program. Exhibit-IX-B-3-b contains several letters from businesses in our community interesting in participating in this program. In addition, several of the MOUs included in Exhibit-IX-B-2-a also reflect the desire to participate in this program.

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Other strategic opportunities will be pursued on a case-by-case basis with the intention of achieving “win-win” outcomes with local businesses. As an additional example of how this may work, at our Manager’s affiliate in Niagara Falls, NY (Seneca Niagara Casino and Hotel), recognizing both its internal needs for high quality and fresh bakery products and the funding needs of a new community college-run culinary institute in downtown Niagara Falls, the casino negotiated a multi-faceted sponsorship and service arrangement that provides both funding to the culinary arts school while also making the school its long-term primary supplier of baked goods for its Niagara casino resort, among other commitments.

### **Conclusion**

In all, we envision a comprehensive approach to maximizing our use of local goods and services, and are confident in our ability to execute our plan. With respect to procurement, generally, we believe that a systematic focus on local sourcing will be critical. To supplement these efforts, we intend to think and act strategically to seek out opportunities to collaborate with local businesses in ways that are mutually beneficial. We believe the success of our Manager and its affiliates in sourcing locally highlight both the feasibility of this approach, as well as the significant impact such an approach can achieve, with Seneca Gaming Corporation and its subsidiaries having acquired more than \$200 million in goods and services from local businesses over the past three years.

Leveraging the experience and efforts of our Manager, we expect to replicate that success on a scale commensurate with the size and offerings of our proposed casino resort.

### **The Tradition’s Foundation**

In anticipation of the receipt of the license, Traditions Foundation, a Walsh Family entity, was formed to continue and grow our philanthropic outreach to help sustain not-for-profits in our community, region and state through the revenue generated from Traditions Resort & Casino.

The Traditions Foundation was established to formally establish this giving to the community. Along with numerous donations given to local fund raisers throughout the year, Traditions also hosts various charitable events put on by our own staff who volunteer their time to give back. From the Wine & Pizza Fund raiser to the No Shave November “Shave offs”, Traditions has, and will continue to take steps to improve the quality of life of the members of our community.

The Traditions Foundation is currently completing our application for 501(c)3 designation and plans to expand our giving through the revenue generated from the Traditions Resort & Casino. A percent of profits will be allocated annually to non-for-profits through a competitive process. The casino license award will allow the Traditions Foundation to give back in much larger ways to further improve the lives of the individuals in our community.