## **Exhibit IX.B.2.a. - Partnerships with Live Entertainment Venues**

Live entertainment in the Greater Binghamton Area could be categorized based on venue size and use: small theatrical venues (200-1,000 seats), large events centers (1,000 – 7,000) and semi-professional sports venues (1,000 – 7,000). In the planning process of our destination gaming resort, we engaged directly with the leaders of each of the live entertainment venues in our community in order to explore how our project might best cross-promote and support these venues' operations and initiatives. Our discussions were productive to say the least. Upon learning about the community focused nature of our project, including our local tourism and attractions booth, player point redemption program, outdoor concert venue in place of an indoor live entertainment venue, and various concepts for cross-promotion, our community was quick to embrace our program, contribute to promotional concepts and establish Memorandums of Understanding with us to outline our intentions for future affiliation.

The smaller sized theatrical and arts venues in Broome County are considered some of the highest quality in the State of New York based on anecdotal feedback from local residents, as well as national reviews by arts and theater critics. This is particularly true for our beloved and greatly appreciated theaters, including the Cider Mill Playhouse, a professional playhouse that launched in the mid 70's next to our community's landmark cider-making attraction in Endicott (3 miles from Traditions), and the Goodwill Theater and Firehouse Stage (3 miles from Traditions), a venue that attracts some of the best touring acts from around the country into our local village of Johnson City each year. Discussions with the leadership of these entities as well as with board members of the Binghamton Philharmonic Orchestra resulted in enthusiastic anticipation for the following potential cross-marketing arrangements and affiliations:



June 30, 2014 Page 1

## Exhibit IX.B.2.a



Large entertainment venues in our area are limited to the Broome County Arena and Forum Theater. Both entities are controlled and funded by Broome County. The leadership that manages these is an active participant in the Fair Game Coalition. We met with this leader along with other members of Fair Game who represent live entertainment venues from other parts of Central New York, including Syracuse and Chenango County. Following discussions, members of Fair Game were encouraged by our support for the community and productive negotiations we executed a memorandum of understanding on June 24, 2014. Copy of this agreement follows these pages in Exhibit IX.B.2.a.

Finally, we view the affiliations we have established with the semi-professional sports entertainment venues as another opportunity to increase the draw of tourism to Broome County, and refer you to exhibit IX.B.2.a.2 for more details. Collaboration of entertainment opportunities builds the critical mass necessary to attract more regional tourism.

Our ultimate goal is to make our local live entertainment attractions, as well as other local attractions, extensions of our offerings, if and whenever possible.

June 30, 2014 Page 2