

## **IX. LOCAL IMPACT AND SITING FACTORS**

### **B. REGIONAL TOURISM AND ATTRACTIONS**

#### **5. CROSS MARKETING**

*Submit as Exhibit IX. B.5. a description of plans for cross--marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross---marketing commitment.*

The Hudson Valley boasts a considerable number of attractions for visitors looking to experience an array of activities, ranging from Revolutionary War landmarks to world class wine and culinary experiences. Live! Hotel & Casino New York will be ideally located to promote these activities and, along with the Orange County Partnership, area Chambers, and others, we will seek to partner with area businesses and organizations to create one-of-a-kind opportunities for guests to enjoy the region.

In addition to direct, local cross-marketing partnerships with small businesses and organizations outlined in the Local Business Promotion response, examples of the types of larger scale cross-marketing activities we would seek to develop include:

- **Explore Our History:** Partner with the New York State Office of Parks, Recreation, and Historic Preservation to develop site-specific tours throughout the region. Live! Hotel & Casino New York will develop tours of the area historical sites in cooperation with these organizations. For example, the attached document outlines a tour of four key attractions within approximately a one hour round trip drive: West Point Museum, Washington's Headquarters, The National Purple Heart Hall of Honor, and Knox's Headquarters.
- **Explore Our Wine:** Partner with area wineries and distilleries to create wine tours of the Hudson Valley. The Company is in discussions with Brotherhood Winery, the oldest winery in the United States and its neighbor in Washingtonville, to coordinate such events should we be fortunate enough to win the gaming license. The Company will also seek to establish agreements to sell Hudson Valley wine at our facility. A map of the many wineries and distilleries in proximity to our facility is included.
- **Explore Our Food:** Partner with "Taste NY" and area sustainable and organic farms in the region to develop tours of their facilities and farmers markets. For example, the attached document outlines a tour of six such businesses within approximately a one hour round trip drive: Continental Organics, a Service-Disabled Veteran Owned Small Business fishery and vegetable business; Udderly Fresh Farm, one of New York's only state licensed raw milk producers; Roe Orchards, Pine Hill Farm, Hidden Acres Game Bird Farm, and South Blooming Grove's own Blooming Hill Farm, who supply produce to over 50 top tier restaurants in the five boroughs of New York City. The Company intends also to promote and purchase products from these sources for use in the Project.

**Attachments Include:**

Taste NY Pledge

Hudson\_Valley\_Wineries

Organic\_Farm\_Tour

Revolutionary\_War\_Tour