

VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

B. ECONOMICS

9. MARKETING PLANS

Submit as Exhibit VIII. B.9.b the Applicant's marketing plans for the proposed Gaming Facility with specific reference to pre---opening marketing and opening celebrations. Include the minimum annual dollar amounts, kinds and types of general promotion and advertising campaigns that will likely be undertaken, and the proposed market to be reached; the number of visitors who are projected to stay overnight at the Gaming Facility; and other examples of joint marketing ventures, if any, undertaken by the Applicant in other jurisdictions.

Attachment included:

Marketing Plan - Live! NY