

## VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

### C. LAND, CONSTRUCTION AND DESIGN OF PHYSICAL PLANT

#### 10. NON-GAMING AMENITIES

*Submit as Exhibit VIII. C.10.b. a description of plans, if any, to highlight Host Municipality local and regional products, brands and cuisine in restaurants, lounges, bars, retail spaces and ancillary amenities. Describe any proposed tie--ins or ventures with Host Municipality, local and regional establishments. Provide copies of any agreements or arrangements for the same. Describe how the Gaming Facility will complement and be compatible with the Host Municipality's culture and how it will showcase, stimulate and improve the use of existing and future attractions, including tourism and convention facilities within the Host Municipality and nearby municipalities*

The Applicant through its affiliate casino, Maryland Live! Casino, has extensive and positive experience working within the community and with local and regional businesses in partnering programs, cross marketing and tie-ins. This Applicant plans to follow that approach.

The Applicant's facility was specifically designed to become part of the over Region's resources for the promotion of tourism. LIVE!'s amenities are geared to the shorter term visitor who has an orientation toward casino gambling, thereby not supplanting other attractions and amenities such as golf clubs, nature trails, National Parks and the like. The Applicant plans to highlight the availability of the region's other activities by partnering in joint marketing programs. LIVE!'s Event Center has again been designed as not to compete with other entertainment outlets as its size with 3000 seats will dictate entertainment offerings that could not be accommodated by area venues of much more limited size.

The Applicant's facility was specifically designed to become part of the over Region's resources for the promotion of tourism. LIVE! will have only about 300 rooms and suites which are to be used primarily for casino marketing purposes, thereby enhancing the opportunities for other lodging facilities in their region to improve their occupancy. There are 10 lodging establishments within 20 miles of the site: three bed and breakfasts, a Holiday Inn Express, a Courtyard by Marriott, a very limited service Super 8, a Howard Johnson Inn, an Econo-Lodge, a Hilton Garden Inn and Bear Mountain Inn. There are currently no up-scale hotels in the target market area that would compete with luxury product LIVE! will offer.

The Applicant's intention is to join with local and regional businesses and attractions to combine the opportunities to market the overall region. LIVE! plans to work closely with local businesses on cross marketing opportunities. Local partners will be encouraged to add to the list of potential marketing opportunities that will be mutually beneficial:

- Promotional Partnerships

- LIVE! is projecting to hold quarterly mass market brand programs that will range in value from \$500,000 to \$1,000,000 in cash and merchandise prizes.
- Local business partners will be included for such program such as Car dealerships, Electronics, jewelry, spas, vacation destinations, etc.
- Mass market programs will employ the full arsenal of LIVE!'s media and communication reach including but not limited to:

TV, Radio, Print, Outdoor, Viral, Social, Digital, Web, On-Property, Direct Mail, Electronic Mail, Events, Promotions, merchandising and employee branding,

- Local Business partners will be featured in all applicable medium
- Player Discounts
  - LIVE!'s database will be substantial. The Applicant expects to join with various local business to provide valuable discounts and awards to our card holders in effort to enhance the features of our card program and to leverage our database power to drive business to and for the partners.
- Employee Discounts
  - Much Like the player database we also hope to partner with local business to provide our large employee base with exclusive offers to enhance our benefit package and drive business to and for partner businesses
- Website
  - LIVE! will have an extremely robust and cutting edge website. Local partners will be afforded access on the LIVE! site through the Partner Page
- Database Marketing Reach
  - The reach of the LIVE! database will become one of the largest of any company, if not the largest, in the greater New York market. The total LIVE! database is

estimated to reach 2,000,000 unique names over the age of 21 by the end of year one.

- The frequency and volume of the LIVE! database marketing program is estimated to a minimum of 3 touches a month to a database of near 500,000 unique customers each touch.

- Database Marketing Offerings

- Direct Mail/Electronic Mail

- LIVE! will include Local Business Partners in its applicable Direct Mail programing in the form of offers, specials and general marketing.

- Social

- LIVE!'s social media program will be designed to be cutting edge and the most effective gaming social media program on the East Coast. LIVE! will have a separate media program for key social sites and will utilize them as a main means of advertising and customer communication
- LIVE! can work with Local Business partners on scheduled programming, messaging and announcements

- Entertainment partnership

- LIVE! can provide Local Business partners with concert tickets and VIP access to select concerts and events in the venue. Tickets, shows and details will be mutually agreed upon

- Buffet Comp package

- LIVE! can also provide a certain number of food certificates for use by Local business partners as part

of the marketing package. Details will be mutually agreed upon

- Merchandise Acquisition
  - LIVE!, will work directly with local businesses to provide the merchandise or related products for giveaways.
- In-Store Cross Promotion
  - Local businesses would work with LIVE! on in-store cross promotion of the brand program including but not limited to:
    - In-store Merchandising display
    - POS collateral
    - In store video display
    - Employee buttons
- Merchandise display
  - Local business partners would be allowed to create a large merchandising display(s) to be placed on LIVE! property as a key marketing tool for the promotional activation.

Cross Marketing Partnerships: The Applicant has implemented a “Local Business Partnership Program” for businesses throughout the Hudson Valley. At no cost to the local business, we are committing to develop customized cross-marketing plans with each participating business, utilizing a redemption of “loyalty points” earned at our facility at their business, promotion and patron discount programs, and advertising partnerships.

- Gift Card Program: Live! Hotel & Casino New York will institute a gift card program in which we will use gift cards to incentivize visits and to allow patrons to utilize player points to purchase goods at nearby businesses.
- Stay, Play, and Shop Program: The Applicant will partner with local attractions, such as area wineries, organic farms, entertainment venues, bed & breakfast establishments, area historical organizations, and others to develop specific packages to attract visitors for unique excursions in the region.

In summary, the Applicant is committed to the expansion of tourism in the Hudson Valley and beyond, by identifying and partnering with the areas’ resources in as comprehensive manner as is possible.

Additionally, the Applicant intends to purchase and promote local and New York products in its food and beverage program. LIVE! has agreed to participate in the “TASTE NY” by taking the “Pride of New York Pledge.” Through its Purchasing Department, LIVE! will assist local business interested in supplying the Project with product or services through vendor conferences and

through website notification, further will pursue a structuring of purchase contracts into smaller components in order to facilitate doing business locally with local business.

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