

VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

C. LAND, CONSTRUCTION AND DESIGN OF PHYSICAL PLANT

6. CASINO

Submit as Exhibit VIII. C.6.e. any details of casino operation that the Applicant believes should be included in the evaluation of its operation.

The LIVE! brand is new to the New York Metropolitan Area, suburban New York, New Jersey and Connecticut. The brand is both fresh and refreshing. Most important, the brand does not compete with itself in overlapping gaming markets. The track record of the LIVE! brand in every instance throughout the country has been overwhelmingly positive, attracting market segments of all age groups and with interests ranging from casino gambling to LIVE! world class entertainment to audience participation in music and dancing. Fine restaurants with celebrity chefs and National brands, as well as LIVE! branded outlets, entertainment bars and cafes and retail programs complete these Entertainment Districts. This is exactly what this Applicant is proposing for the State of New York: an Entertainment District comprised of multiple entertainment offerings, an upscale boutique hotel, marquee restaurants including The Cheesecake Factory, Bobby Flay Steaks and Bobby's Burger Palace, a world class Spa an indoor pool area, and a vibrant, diversified casino that has been designed to maximize the repatriation of dollars currently going to out-of-State gaming outlets and to attract the out-of-State gaming market through the attraction. The layout of the gaming floor takes advantage of the diversified market by providing dedicated areas with games and special services geared to a particular segment of the marketplace, while at the same time offering a full array of casino games appealing to the general gaming public.