



Exhibit VIII.C.10.b. – Promotion of Local and Regional 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.

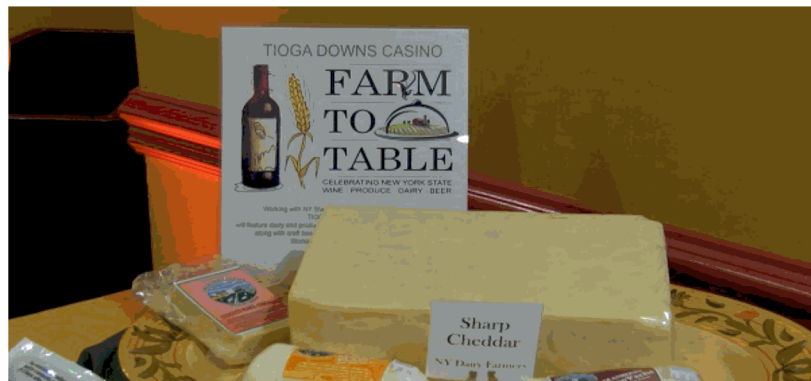
For a decade Tioga Downs and the Southern Tier’s business community have enjoyed a strong partnership. This partnership will only grow once Tioga Downs expands.

Tioga Downs has already developed, and will continue to expand, several initiatives that focus on local and regional products, brands, and cuisine. These programs include Tioga Downs’ Farm to Table, New York State Wine & Craft Beer, and agricultural promotion programs. These initiatives are designed not only to increase direct purchases of New York State and regional products but also to increase our guests’ awareness of these products and the families and local businesses that provide them.

Tioga Downs’ Farm to Table Program – Promoting Locally Grown Food

Through the New York State Farm to Table Program, Tioga Downs purchases New York farm-grown or farm-raised food products, products produced by New York food processors and New York wines and craft beers. The Farm to Table program is designed to increase purchases of New York State products and guest awareness of these products. The Farm to Table program also creates tourism activities that directly benefit New York State producers of food products, wines and craft beers.

To connect with local farmers and vendors, Tioga Downs’ Food & Beverage Director and Purchasing Manager collaborates with the



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Tioga County branch of the New York State Farm Bureau and the Cornell Cooperative Extension - Tioga County Branch. New York farmers and food producers have been encouraged to present products that can be used by food venues at Tioga Downs. These products are featured in a number of ways. For example, the serving line at the County Fair Buffet features placards that highlight all New York grown or processed food items. Tioga Downs purchases locally sourced products directly from New York producers as well indirectly through distributors. Locally sourced products include fresh produce, dairy products, artisan cheese, poultry, and meats, such as:

- Englebert Farms - Nichols NY (Specialty meats and cheeses)
- Bulich Farms - Catskill, NY (mushrooms)
- Port Byron Farms - Port Byron, NY (red potatoes)

As part of its Farm to Table efforts, Tioga Downs has created a series of promotions that promote agriculture and food production. For example, in August 2015, Tioga Downs will host

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fourth annual “Corntastic Festival.”

three-day Corntastic Festival, Tioga Downs’ staff locally grown corn and provides it free to guests. festival includes competitions for corn shucking, hauling and corn eating. Over one ton of local corn was purchased and given away by Tioga Downs at each of the last three annual events.

Down’s inaugural Appletastic will be held in the fall of 2015. New York State apples will be distributed free to our guests over the course of this three-day, weekend event. Appletastic will showcase New York apples through engaging activities such as an apple pie eating contest, an “apple as a key ingredient” baking competition, and bobbing for apples.

Tioga Downs will continue its annual New York State Hot Dog weekend promotion, featuring Nathan’s hot dogs from Jericho, and Felix Roma hot dog buns from Endicott. Hot dogs are sold for \$1 with a free, extensive toppings bar.

Tioga Downs will be embarking on its 2nd Annual Spiedie Eating Contest in the summer of 2015, which in its inaugural year featured the number one world ranked competitive eater, Joey Chestnut. Tioga Downs teams up with Lupo's Spiedies from Endicott to put on this event that is featured during live racing. This event is free to the public and drew more than 5,000 guests in 2014.



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in the summer of 2015 will be Belly Busting Burger Battle.

Tioga Downs is inviting local and restaurants to participate in a burger tasting battle where the community will decide which burger is the best. The event will held alongside the track and inside Trakside Tent and will feature burgers from the Rail House Restaurant & Taproom in Waverly, The Railroad Station Bar Grill in Nichols, The Cellar Restaurant in Owego, and Fat Jack's BBQ in Ithaca. All

proceeds will go to The Salvation Army.

Tioga Downs Farmers Market

The Tioga Downs Antique and General Marketplace, held on Tioga Downs' premises, added a Farmers Market in May 2014. The Farmers Market is open on weekends from May through September. Local farmers are offered free setups to market their products and produce. Tioga Downs promotes the market through a number of different publicity channels.

The poster features a yellow background with a blue and red central graphic. At the top, 'TIOGA DOWNS' is written in a large, blue, serif font, with 'ANTIQUE AND GENERAL MARKETPLACE' in a smaller, red, sans-serif font below it. The central graphic consists of a red rounded rectangle containing 'FARMER'S MARKET' in white, bold, sans-serif font, and 'STARTING MAY 31, 2014 • SATURDAYS 9AM-3PM' in a smaller white font below it. Below this is a dark blue rounded rectangle containing 'FREE SET UPS' in large white, bold, sans-serif font, followed by 'FOR THE FIRST YEAR TO LOCAL FARMERS SELLING PRODUCE OR OTHER LOCAL FARM GOODS' in smaller white font. At the bottom, 'CONTACT' is written in red, followed by contact information for Fran Antalek and Wanda Husick. Social media icons for Facebook, Twitter, YouTube, and Pinterest are on the left. The Tioga Downs Casino logo is in the center, and the 'Farm to Table' logo is on the right. A small disclaimer at the bottom right states: 'Management reserves the right to modify or change products at any time.'

TIOGA DOWNS
ANTIQUE AND GENERAL MARKETPLACE

FARMER'S MARKET
STARTING MAY 31, 2014 • SATURDAYS 9AM-3PM

FREE SET UPS
FOR THE FIRST YEAR
TO LOCAL FARMERS SELLING
PRODUCE OR OTHER LOCAL FARM GOODS

CONTACT Fran Antalek: (607) 239-8353 / lantalek@stny.rr.com
Wanda Husick: (607) 427-2573 / wanda@decodog.com

TIOGA DOWNS
Casino
Racing & Entertainment

TIOGA DOWNS CASINO
FARM TO TABLE

You must be 18 to play video gaming machines. Please play responsibly.

Management reserves the right to modify or change products at any time.



PROMOTION OF LOCAL WINERIES

Another initiative to highlight local and regional products is Tioga Downs' promotion of Finger Lakes wines. The region is the largest and most acclaimed winemaking region in the Eastern United States. Tioga Downs began offering a wine list in 2008 that features many wines from the region, including those from Bully Hill, Pleasant Valley, Glenora Wine Cellars and Wagner's.

Tioga Downs promotes local wineries in an number of other ways. For example:

- Bully Hill Winery sponsors the Tioga Downs Summer Concert Series
- Tioga Downs hosts a Vino at the Casino Wine Festival, to which local wineries are invited to participate
- Tioga Downs has been a major sponsor of the Finger Lakes Wine Festival at Watkins Glen International
- Tioga Downs partners with various travel and tourism associations to package casino and wine tours
- With a casino expansion, Tioga Downs will become an Associate Member of the Finger Lakes Wine Country Tourism Association



PROMOTION OF LOCAL BREWERIES AND DISTILLERIES

In 2012, Governor Cuomo and legislative leaders announced an agreement to strengthen and support New York's craft breweries and small batch distilleries. Since then breweries and distillers have grown rapidly throughout the Finger Lakes region. This growth has created business for the hop farms located in the Southern Tier Finger Lakes region. Two large hop farms that supply to the breweries and brewpubs are from Odessa and Canandaigua, NY.

Tioga Downs currently offers craft beer from our region and New York State, including:



Ithaca Beer Co., Ithaca, NY



Roosterfish, Watkins Glen, NY

TIOGA DOWNS Casino

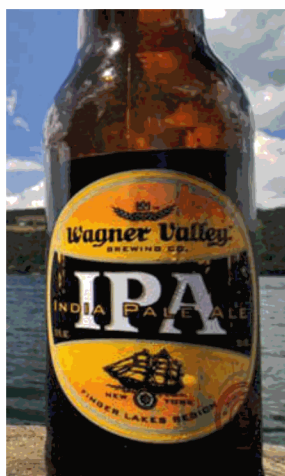
Racing & Entertainment



Upstate Brewing Company, Elmira, NY



Southern Tier Brewery, Lakewood, NY



Wagner Brewery, Lodi, NY



Brooklyn Brewery, Brooklyn, NY

Tioga Downs Works For The Southern Tier

Menu cards highlighting an expanded list of New York State wines and craft beers are in place at all tables located in the Coasters Sports Bar, the County Fair Buffet and the Carousel Bar. From time to time, guests are offered tasting flights of local wines and beers at value prices.

Tioga Downs is planning a General Manager's Harvest Dinner event, where all ingredients will be sourced from local farmers. Food courses will be paired with local wines and craft beers. This event will include a "Meet Your Farmer" component, at which farmers, brewers, and winemakers will be invited to discuss their products while they are being served.

Tioga Downs will be holding its first annual World Beer Festival to promote local breweries. Guests will be able to sample and enjoy many craft brews from established and up and coming breweries in the region. Admission to the festival will include a souvenir sampling glass and unlimited tastings from more than 50 breweries. There will also be VIP tickets that will include a VIP entrance, VIP lounge and exclusive, private tastings. Also featured will be the Art of Beer which will include exhibits about the history of brewing beer and other beer education.





Other Regional Tourism Attractions:

Tioga Downs will continue to advertise and partner with other regional tourism attractions, such as the Corning Museum of Glass, Finger Lakes Wine Country and Watkins Glen International. Tioga Downs has been a sponsor of the *Tioga Downs 125* at Watkins Glen International. All of these partnerships will allow Tioga Downs to attract guests seeking a truly unique getaway. Such regional tourism destinations and events are also promoted to club members as off-property entertainment excursions and VIP events.

Relax...with a Local Brand

Upon expansion, Tioga Downs will include AgeLess SPA, as the exclusive spa operator. With two current Southern Tier locations (Corning and Horseheads), the spa will expand the brand's reach to new audiences.

A promotional graphic for AgeLess SPA. It features a stylized illustration of a horse's head in profile, with a green leaf-like shape below it. The text "AgeLess" is prominently displayed in a large, dark font, with "www.agelessllc.com" below it. In the top right corner, it says "AgeLess Integrative Medical Spa Horseheads, NY 607.846.3962". In the bottom left corner, it says "AgeLess SPA At Radisson Hotel Corning Corning, NY 607.684.6121". At the bottom right, the phrase "Stay Young!" is written in a cursive, gold font.

Tioga Downs Works For The Southern Tier



Information relating to local and regional amenity promotion can also be found in Exhibits:

- VIII.B.2. Local Business Database Programs
- VIII.B.9.c. Strategies for Cyclical/Seasonal Nature of Tourism Demand
- IX.B.1. Local Business Promotion
- IX.B.3. Local Business Owners
- IX.B.4. Local Agreements
- IX.B.5. Cross Marketing