



Exhibit VIII.C.9.c. -Entertainment Venues Contemplated

Submit as Exhibit VIII.C.9.c. a description of the extent to which entertainment venues and plans are contemplated to be used for casino and/or other marketing. Include the manner in which the Gaming Facility will enhance entertainment venues already existing in the Host Municipality and nearby municipalities.

Tioga Downs will partner with entertainment venues in the Southern Tier because it is already doing so. Tioga Downs understands the connection between live entertainment and casino gaming and the importance of this well established connection throughout the industry.

Entertainment is not only well received by gaming patrons, but has become an expected part of the casino experience.

Tioga Downs leverages entertainment in its marketing to all of its target markets through:

- Ticket availability and seating for headliner and production show entertainment events positioned as a privilege benefit exclusive to members in the top tiers of the player club.
- Offering top customers meet and greet opportunities with entertainment talent.
- Affording all players club members with the ability to purchase show tickets in advance and/or at a discount or with players club reward points .
- Using headliner entertainment events will be advertised to attract new customers on the database, especially reach markets (i.e., 75 miles plus)

Entertainment also serves to build our brand among non-customers. Nationally known acts drive traffic to the property from audiences that would not have come for the gaming alone. Tioga Downs has proven this through offering nationally known talent such as Chubby Checker, Michael Bolton, Charlie Daniels Band, Michael McDonald, Creedence Clearwater Revival, and Pam Tillis, to name a few.

Tioga Downs heightened emphasis on booking national acts will enhance the region's existing venues by better meeting the requirements of minimum commitment and routing of some acts otherwise unobtainable.