



Exhibit IX.B.1. - Local Business Promotion

Submit as Exhibit IX.B.1. a description of plans for promoting local businesses in Host Municipality and nearby municipalities including developing cross-marketing strategies with local restaurants, small businesses, hotels and retail facilities. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing.

Since 2006 Tioga Downs has worked to develop and grow relationships with local and regional businesses. The vision for Tioga Downs was based upon creating an economic engine for the entire region and for nearly a decade it has made great strides toward that goal. The expansion to a full scale casino resort will further allow Tioga Downs to accomplish that objective on a broader scale. Current sponsorships range from mutual onsite advertising deals, ticket swaps, to creating joint tour packages. Tioga Downs is proud to be a team member with the many local businesses it promotes across the Southern Tier:

Existing One to Three Year Relationships

- *Admar Supply (National)*
- *Austin Excavating*
- *B&E Disposal*
- *Binghamton Mets Baseball*
- *Binghamton Zoo at Ross Park*
- *Climans Green Liang Architects*
- *Crawford Farms*
- *Elmira Jackals*
- *Elmira Pioneers Baseball*
- *Finn Tack*
- *Hinman, Howard & Kattell, LLP*
- *LPCiminelli*
- *McCullaugh Coffee*
- *Maine Source, Inc.*
- *Microtel Inn and Suites*
- *Pheasant Hill County Club*
- *Russ the Big Guy (local artist)*
- *Sam A. Lupo & Sons*
- *Southern Tier Harley Davidson*
- *Sure Temp*
- *The Goat Boy*
- *Tioga Country Club*
- *Tioga County Stop DWI*
- *Van Gundy Insurance*

Existing Four to Six Year Relationships

- *A Balloon Affair*
- *Acumark Digital*
- *American Fireworks*
- *Binghamton Senators Hockey*
- *Blue Chip Farms*
- *Briggs & Stratton-Ferris*
- *Bully Hill Vineyards*
- *Clinton Tractor*
- *Dicks Sporting Goods*
- *Elmira/Corning Regional Airport*
- *Global Graphics*
- *Hackerthreads/Red Barn Computers*
- *HUB International Northeast*
- *Jims RV*
- *M&J Oil and Lube*
- *Nichols Family Fitness Center*
- *Owego Treadway Hotel*
- *Radigan Broadcasting, Silk Limo*
- *Testani Distributions (Anheuser Busch)*
- *Tioga State Bank.*
- *W&W Nursery*
- *Watkins Glen International*

Tioga Downs Works For The Southern Tier



Hotel Partnerships

Tioga Downs has built strong relationships with many of the Southern Tier’s hotels, and even with the development of its own hotel, Tioga Downs expects to continue to develop and support such initiatives going forward. Cross marketing programs include promoting the local hotels on the Tioga Downs website and offering travel packages with a “stay and play” feature. Tioga Down’s Player Development and Group Sales teams market hotel discounts during major events, festivals and concerts to VIP guests.

Tioga Downs expects to continue to partner with area hotels to increase occupancy, casino traffic and new membership. Existing partners include:

Corning, NY

Stay-Bridge Suites
Comfort Inn
Radisson Hotel
Hampton Inn

Elmira/Horseheads, NY

Candlewood Suite
Fairfield Inn
Hilton Garden Inn
Holiday Inn Express
Holiday Inn

Waverly, NY

Apple Ridge B&B

Ithaca, NY

La Tourelle Hotel & Spa

Owego, NY

Owego Treadway Inn
Hampton Inn
Holiday Inn Express

Binghamton, NY

Double Tree

Watkins Glen, NY

Harbor Hotel

Sayre, PA

Comfort Inn and Suites
Hampton Inn and Suites, and Microtel Inn

Towanda, PA

Crystal Inn and Suites

Currently, Tioga Downs places national entertainers and their crews at local hotels, and would expect to continue this practice following an expansion.

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Tioga Downs utilizes area restaurants and hotels for employee events. Examples include annual multi-day off-property strategy meetings and holiday parties/employee recognition events. Typically these events involve attendees utilizing hotels and meeting rooms, restaurants, wine tours, and other hospitality services. Past venues include:

- Glenora Winery, Watkins Glen NY
- Harbor Hotel, Watkins Glen, NH
- Ramada Geneva Lakefront Hotel, Geneva, NY
- N. 5, Binghamton, NY
- Tony R's, Corning, NY

Local Transportation Companies

Current cross promotion includes Tioga Downs' signage on taxis; placement of information throughout key Tioga Down's food & beverage outlets. Tioga Downs utilizes area transportation companies including:

- Terp's
- Silk Limo
- Valley Cab Service

Choice of Spa Brands and Operator

Tioga Downs decided to partner with a local/regional business, "Ageless Spa." With current locations located at Radisson Hotel, Corning, NY and Arnot Mall, Horseheads, a Tioga Downs location will give greater exposure to the Ageless Spa brand which in turn will build a greater audience and develop their brand reach.



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The Tioga Downs Casino Regional Business Club Partnership Program is a WIN-WIN:

Tioga Downs will support local businesses within the player's club model by allowing members to convert earned points into gift cards or discounts at local businesses. This will create an economic boost to the Southern Tier and the Finger Lakes Regions.

Tioga Downs proposes a whole new strategic approach to partnering with local businesses within the players club marketing program. Tioga Downs will distribute a free annual book of discounts and traffic driving discounts from regional businesses to its club members, positioned as an exclusive benefit of membership.

A Win for Regional Businesses in the Tier

- Directs new customers to participating businesses and increases brand awareness
- Discounts at regional businesses will not be contingent on club members either 1) earning enough points to redeem offers or 2) opting to spend point balances on other awards within the club model.
- Business discounts will be available to the customers throughout the entire year with no strings attached, dramatically increasing the chances of redemptions
- Businesses will receive the benefit of aggressive marketing efforts in all mediums with hundreds of FREE marketing impressions for the businesses each month to an audience that lives, works and spends money for goods and services in their trading area

A Win for Tioga Downs

- The community discounts will be considered a valuable benefit of the club, offering discounts on the goods and services our members will appreciate most in their day-to-lives.
- The program will enhance loyalty of our better customers
- The booklet will be positioned as a strong upfront enticement to attract new members to join the club. "Join Tioga Downs Casino players club and receive \$500 worth of discounts and special offers at area businesses for the goods and services you want most"

Note: Tioga Downs recognizes that sensitivities may exist with local fundraising groups using a similar merchant discount booklet marketing program. Every effort will be made to developing non-competing practices.

Tioga Downs Works For The Southern Tier



Promoting Local Agricultural Brands

Tioga Downs existing “Farm to Table” program features local products in food and beverage outlets. This program includes an extensive wine offering with Bully Hill Vineyards. Please see Exhibit V111.C.10.b for details on the local business promotion programs such as: Farm to Table, Regional Wines, Regional craft beers, and festivals.

Tioga Downs has agreed to purchase from Englebert Farms of Nichols, New York organic cheeses and organic meats to use for green room amenities for entertainers performing in our Concert Series. Englebert Farms will also provide meats, cheeses and other ingredients for our Meet Your Farmer Harvest Dinner.

Tioga Downs sells draft beer brewed by Rooster Fish Brewing Co of Watkins Glen, New York and Upstream Brewery of Elmira, New York. Rooster Fish is registered by the State of New York as a Farm Brewery and their management has stated the goal of producing their products from 100% New York State ingredients. Current New York State beers purchased and resold by Tioga Downs include Saranac of Utica, NY, Southern Tier of Lakewood, NY, Wagner Brewing of Lodi, NY, Capt. Lawrence of Elmsford, NY, Ithaca Brewing of Ithaca, NY, Brooklyn Brewing of Brooklyn, NY and Ommegang Brewery, Cooperstown, NY.

Tioga Downs’ revised wine list features a variety of New York State Wines, including Bully Hill and Pleasant valley of Hammondsport, NY, Wagner winery of Lodi, NY, Lucas Vineyards of Interlaken, NY and Glenora Winery of Dundee, NY. All of our current New York State wine offerings are available by the glass to help maximize sales of these products.

Tioga Downs’ Food and Beverage Operations currently purchase a variety of New York State food products. We currently purchase food products from NY State companies such as Lactalis of Buffalo, NY, Nathan’s Hot Dogs of Jericho New York, Felix Roma bread products from Endicott, NY, Byrne Dairy of Syracuse, NY, Cuba Cheese from Cuba, NY, Rich’s from Buffalo, NY, Bulich Farms from Catskill, NY, red potatoes from Port Byron, NY and Lupo’s marinades from Endicott, NY. We continue to look at opportunities to increase the number of New York State vendors. Our Farm to Table program will assist us in recruiting New York State farmers and producers of food and beverage products.

Tioga Downs Works For The Southern Tier



Please see the attached Sponsorship Agreements for the above-referenced Tioga Downs partners in promotion across the Southern Tier and beyond.

Please also refer to the following exhibits for additional detail on support and partnerships with regional businesses, organizations and tourism:

- VIII.C.10.b. - Local and Regional Products Featured
- IX.A.1.b. - Evidence of Local Support
- IX.B.3. - Local Business Owners
- IX.B.4. - Local Agreements
- IX.B.5. - Cross Marketing

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