

Submit as Exhibit IX.B.5. a description of plans for cross-marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing commitment.

Since its inception, Tioga Downs has embraced its corporate responsibility as a regional economic driver. As a full service gaming resort, Tioga Downs will seek to build upon that foundation and increase its already considerable role in driving regional tourism in the Southern Tier.

Today, Tioga Downs participates in local, county and statewide tourism leadership initiatives including the 2014 Governor's Tourism Summit and the annual NYS Tourism Conference. Below is a list of the current and future sponsorships, partnerships, memberships, cross-marketing opportunities and other strategies and tactics Tioga Downs takes and will take to promote regional tourism and attractions and to support and help build local and regional businesses.

Finger Lake Wine Festival at Watkins Glen Race Track

Since 1996, Watkins Glen International has invited guests to celebrate the Finger Lakes by tasting the top wines in the region, enjoying food made by local chefs using the bounties of locally grown ingredients, and traversing the famed road course in the official WGI pace car. The weekend festivities also include live music, concessions, a variety of local gourmet cheese and a fireworks display. In 2014, Tioga Downs was the sponsor of "Camping at The Glen" available throughout the weekend festivities and continues to grow in popularity. Locals and visitors from all around total an estimated attendance of 25,000 that enjoy the annual wine celebration.



Binghamton Air Show

For years the Binghamton Airport and the City of Binghamton hosted an airshow that left memories for many residents. For eight years they were unable to host the show for many reasons, one being the lack of support due to the sagging economy. In 2014, the airport officials decided to bring the airshow back to life, however were struggling to find adequate sponsors. Tioga Downs stepped up to provide \$40,000 to help underwrite the airshow which drew Southern Tier residents and air show enthusiasts from across the Mid-Atlantic Region into Broome County for two days in July.



National Warplane Wings Of Eagles: Red Tail Tuskegee Airmen Event

The Tuskegee Airmen, the famed World War II era African American military airmen, were honored with a day of events ending with an evening gala celebration. Over 15,500 served during World War II and with so many that have left our ranks, it was an honor for Tioga Downs to sponsor a day of events to pay tribute to our American heroes.



NASCAR @ Watkins Glen, Watkins Glen, NY

Tioga Downs began its partnership with Watkins Glen International in 2008 sponsoring “The 125 at the Glen” race the day before NASCAR. This sponsorship provided a terrific cross-promotion opportunity as Tioga Downs trackside signage was captured by the ESPN cameras. Included in the sponsorship were tickets for Tioga Downs to invite VIP’s to attend a major local and national attraction. Food and beverage was provided to all VIP’s and was so well received by our customers that our partnership with Watkins Glen International has continued to grow. From 2009 to present, Tioga Downs VIP’s are given weekend passes that include prime location seats and a wristband for “The Bog” sponsored by Hazlitt Wineries for unlimited food and beverage. A copy of the Watkins Glen/Tioga Ticket Purchase Agreement is attached here.

Tioga Country Club

Tioga Country Club, a storied 18 hole golf course with a panoramic view of rolling hilltops, is located just minutes from Tioga Downs. Tioga Downs has entered into a lease agreement contingent on receiving a full casino license. As part of the agreement, Tioga Downs will build a new state of the art clubhouse including amenities such as a fully equipped pro shop, locker facilities, restaurant, bar, and a banquet room. Enhancing the Tioga Country Club will create another reason for extended stays in Tioga County.



		<p>TIOGA DOWNS CASINO RESORT TIOGA DOWNS CASINO, TOWN OF NICHOLS, TIOGA COUNTY, NEW YORK <small>NEW YORK GAMING FACILITY LOCATION BOARD RESPONSE TO REQUEST FOR APPLICATIONS TO DEVELOP AND OPERATE A GAMING FACILITY IN NEW YORK STATE</small></p>	<p>EXTERIOR VIEW OF TIOGA COUNTRY CLUB CLUBHOUSE</p> <table border="1"> <tr> <td data-bbox="1031 1904 1161 1930"> <small>SITE</small> JULY 2015 </td> <td data-bbox="1161 1904 1284 1930"> <small>SHRIFT#</small> VIII.C.5.a.9.7 </td> </tr> </table>		<small>SITE</small> JULY 2015	<small>SHRIFT#</small> VIII.C.5.a.9.7
<small>SITE</small> JULY 2015	<small>SHRIFT#</small> VIII.C.5.a.9.7					

Finger Lakes Wine Country Tourism Marketing Association (FLWCTMA)

Tioga County is the Eastern Gateway to the Finger Lakes Region with an immediate view of Historic Downtown Owego along the Susquehanna River. The Finger Lakes Region is known for the five Finger Lakes, wineries, farms, agriculture, aviation, museums, and Tioga Downs. In 2001 when the Finger Lakes Wine Country tourism initiative began, it was difficult for some counties to partner due to the required financial investment. In addition, Tioga County was not eligible to participate due to the original by-laws of the governing organization. Due to the positive relationships built up between Tioga Downs and FLWCTMA, as of June 1, 2014, Tioga County Local Development Agency (LDC), d.b.a. “Tioga County Tourism Office” is now eligible to join Finger Lakes Wine Country Tourism Marketing Association as county partners of the organization. Full membership in FLWCTMA is contingent upon Tioga Downs Casino being awarded a full casino gaming license; at which point Tioga Downs Casino Resort would be eligible to participate as a funding organization.



Shopping Shuttle to Historic, Owego, NY

Tioga Downs, together with Tioga County Economic Development and Planning are exploring the possibility of offering Tioga Downs Casino hotel guests shuttle bus transport to the quaint village of Owego, NY for shopping excursions.



Tioga Downs Works For The Southern Tier



Current Tourism/Attractions Partnerships, Memberships and Agreements

Chambers of Commerce – Since 2006 – Present

- *Tioga County Chamber (BOD seat)*
- *Greater Valley Chamber- PA*
- *Watkins Glen Chamber, Watkins Glen*
- *Corning Chamber, Corning*
- *Greater Binghamton Chamber*
- *Chemung County Chamber*
- *Tompkins Chamber*
- *Geneva Chamber*

Tourism/Convention & Visitor Bureau Partnerships

- *Tioga County CVB*
- *Grater Valley CVB*
- *Watkins Glen (Committee member)*
- *Ithaca CVB*
- *Greater Binghamton CVB*
- *Chemung County (committee member)*
- *Corning and Finger Lakes Steuben County CVB (Committee member)*

Pennsylvania Visitors Bureau Partnerships

- *Endless Mountains Visitors Bureau -covering Sullivan, Bradford, Wyoming and Susquehanna counties.*

Tourism Associations

- *Finger Lakes Tourism Alliance (2005 to present)*
- *American Bus Association (2012 to present)*
- *Destinations of New York (2008 to present)*
- *Pennsylvania Bus Association (2009 to present)*
- *Best of Southern Tier Network (early 2014)*
- *New York State Tourism Industry Association*



Tradeshows - Annually

- *American Bus Association Marketplace (Annually Co-sponsor NYS Auction)*
- *Pennsylvania Bus Association Marketplace*
- *Empire State Tourism Conference*
- *Destinations Group Travel Show*
- *Toronto Women's Show*
- *Yankee Trails World Travel Show*
- *Maryland Bus Association Marketplace*
- *Pennsylvania Bus Assoc. and Greater New Jersey Motorcoach Annual Meeting*
- *Military Reunion Connection Marketplace*
- *Gov. Cuomo's Tourism Summit*
- *Annual NYC Sales Exchange/Networking (Buyers & Domestic Operators)*

Attraction Partnerships

Chemung County attractions

- *Mark Twain, Christmas House*
- *Elmira First Arena*

Steuben County

- *Gaffer District (Market Street, Corning)*
- *Corning Museum of Glass*
- *Keuka Wine Trail*

Broome County

- *Speedie Fest*
- *Binghamton Air Show*
- *Broome County Arena*

Schuyler County

- *Seneca Lake Wine Trail*
- *Watkins Glen International (NASCAR/Wine Festival)*

Finger Lakes Region

- *Craft Breweries, and wineries*

Tioga County

- *Strawberry Fest and Tioga County Fair*



Current Travel/Tourism Packages (*would be enhanced with new Tioga Downs Casino amenities*)

Tioga Downs Members- Hotel Package
Discounts

- *New Year's Eve*
- *Valentine's Day, Derby Day*
- *Polkapalooza and/or any festival*
- *Summer Concert Series*

Regional packages include:

Chemung County Itinerary

- *Wining, Dining and Gaming*
- *Mark Twain Country/ Museums*
- *Aviation Package*

Tioga County Itinerary

- *A Little Slice of History*
- *Wine and Dine in the Finger Lakes*

Finger Lakes Itinerary

- *Wine, Dine & Try your LUCK in the Finger Lakes*
- *Perfect Days in Corning and the Finger Lakes (Steuben CVB)*
- *Shopping Adventure in Finger Lakes Wine Country*

Watkins Glen Chamber Itinerary

- *Stacycation*
- *Beyond the Checkered Flag*
- *Fresh Air, Rainy Day*
- *Family*
- *Wine and Beer*
- *Romance*

Endless Mountain PA Itinerary

- *Rails and Trails Tour Along Pennsylvania's Northern Tier*
- *Blue Ribbon Entertainment Fairs and Festivals*
- *Endless Reasons to Get Away This Winter*

Tioga Downs Works For The Southern Tier



Planned Travel/Tourism Packages

FIND YOUR FUN Packages to include hotel stay with itineraries:

- *GET HOOKED at Tioga Downs:* fishing, lakes, and wineries
- *CLOSE Your Eyes and Relax at Tioga Downs:* Spa, golf, and wineries
- *Gentlemen's Southern Tier Tour at Tioga Downs:* Regional craft brewers, golf, poker, races
- *Ladies' Southern Tier Tour at Tioga Downs:* Wineries, antiques, spa and gaming
- *Southern Tier Golf Tour at Tioga Downs:* Golf at area courses, spa, dining and gaming
- *Southern Tier Snow Tour at Tioga Downs:* Ski Greek Peak, snowmobile, spa and gaming

Current Travel and Tourism Publications *(to be expanded with TDCR)*

- *Chamber Business Directories (across the region)*
- *Tioga County NY Visitors Guide*
- *I Love New York*
- *Mark Twain Visitors Guide*
- *Watkins Glen and Schuyler County Travel Guide*
- *Finger Lakes Tourism Alliance Travel Guide*
- *Finger Lakes Tourism Group Travel Planner*
- *Fingerlakes.org - Banner ads on Home Page and Attractions Page, Vacation Fun Lead Generator -vacationfun.com*
- *Destinations of NYS Travel Guide*
- *Endless Mountains Visitors Guide - PA*
- *American Bus Association Motorcoach and Travel Industry Directory*
- *Pennsylvania Bus Association Motorcoach and Travel Industry Directory*
- *Interstate 86 Travel Guide*
- *Pennsylvania 2014 Vacation Guide*

Tioga Downs Works For The Southern Tier



Brochure Distributions (hotels, inns, information centers, sporting venues, restaurants)

Grapevine Distribution

- 51 NY locations
 - *Binghamton*
 - *Ithaca*
 - *Watkins Glen*
 - *Elmira*
 - *Horseheads*
 - *Corning*
 - *Hammondsport*
 - *Penn Yan*
 - *Waverly*

Tioga County, PA

- *Tioga County Visitors Center (PA Grand Canyon)*

Susquehanna County, PA

- *I-81 Welcome Center*

Destinations of NYS

- *Henry Hudson Tours of Saugerties*
- *NY Travel Plaza Information*
- *Sloatsburg*
- *Plattekill*
- *New Baltimore*

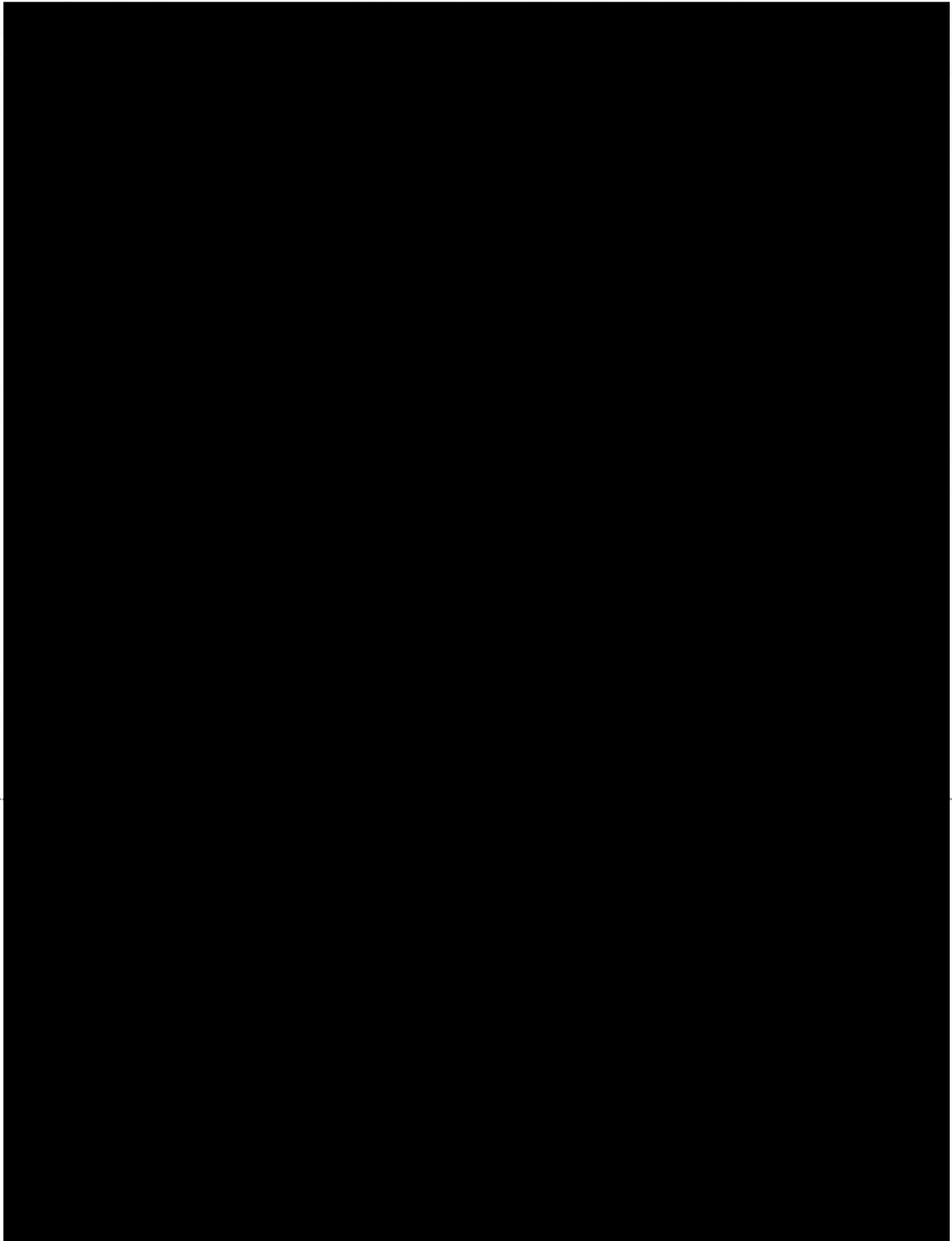
Finger Lakes Tourism Alliance

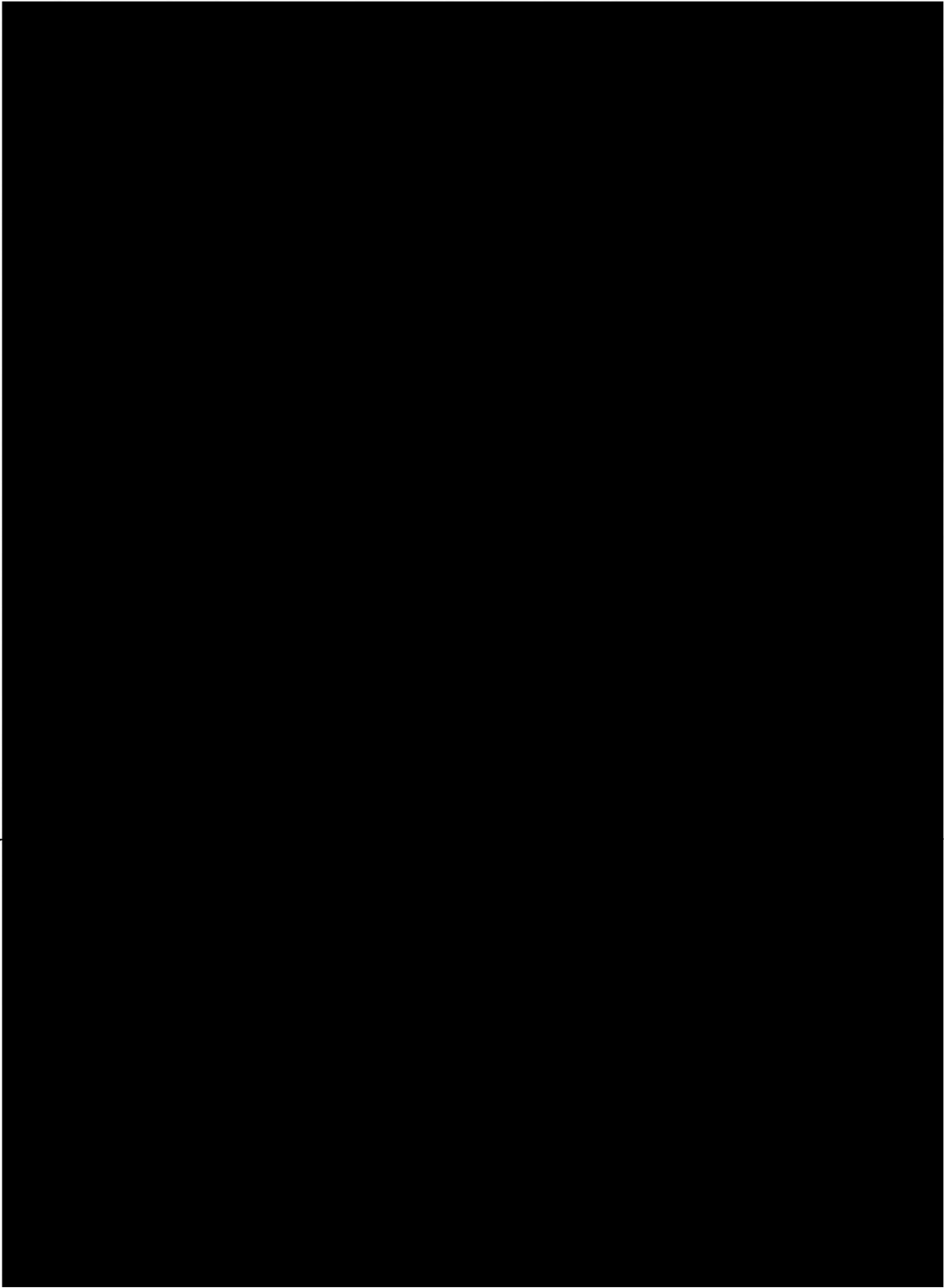
- *NYS Thruway Information Center at Pembroke*
- *NYS Information Center at Warner*
- *NYS Information Center I-86 Chautauqua*
- *NYS Gateway Information Center Binghamton, NY*
- *Prebles Information Center, RT 81 Preble, NY*

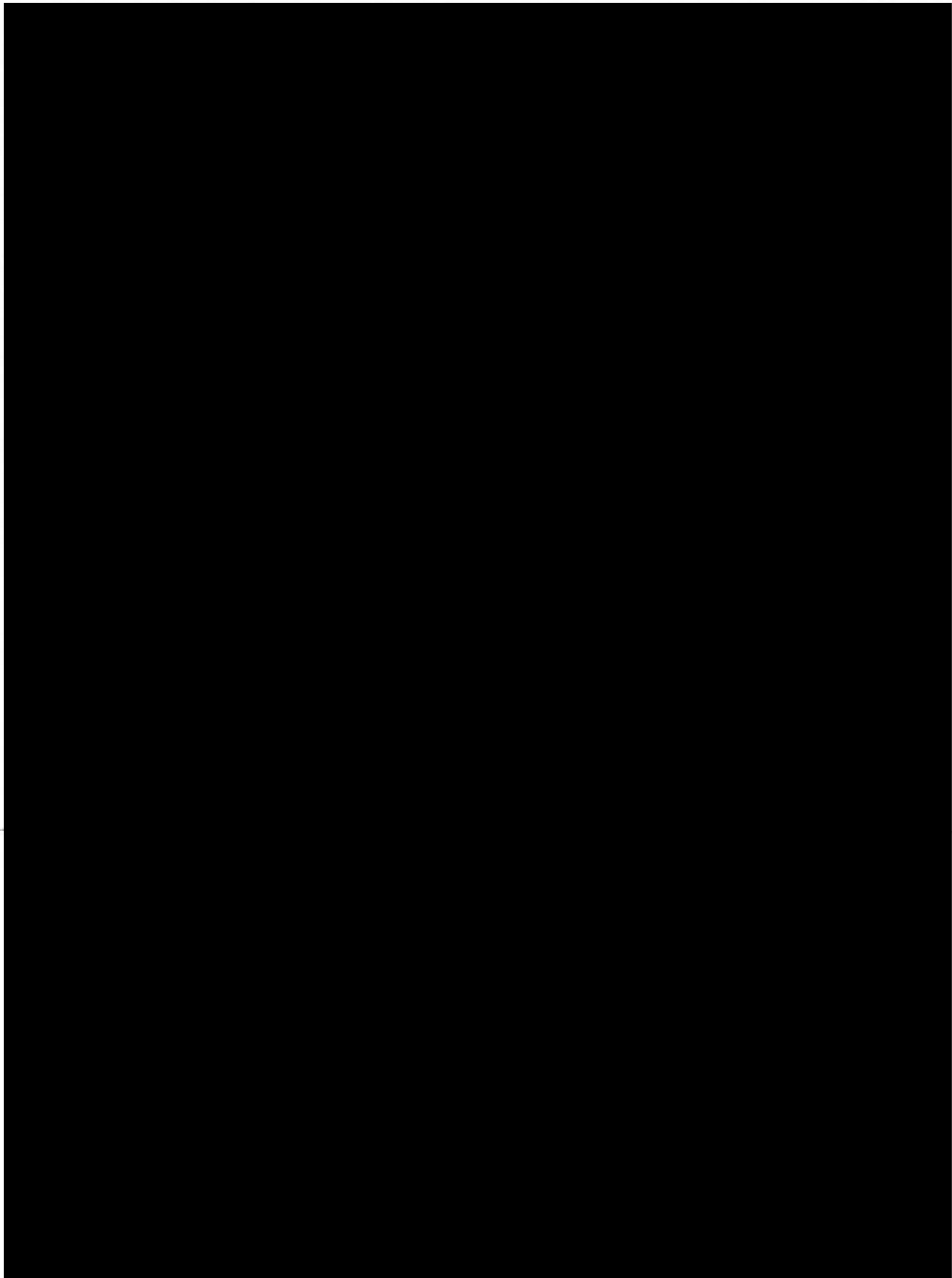
PA Distribution

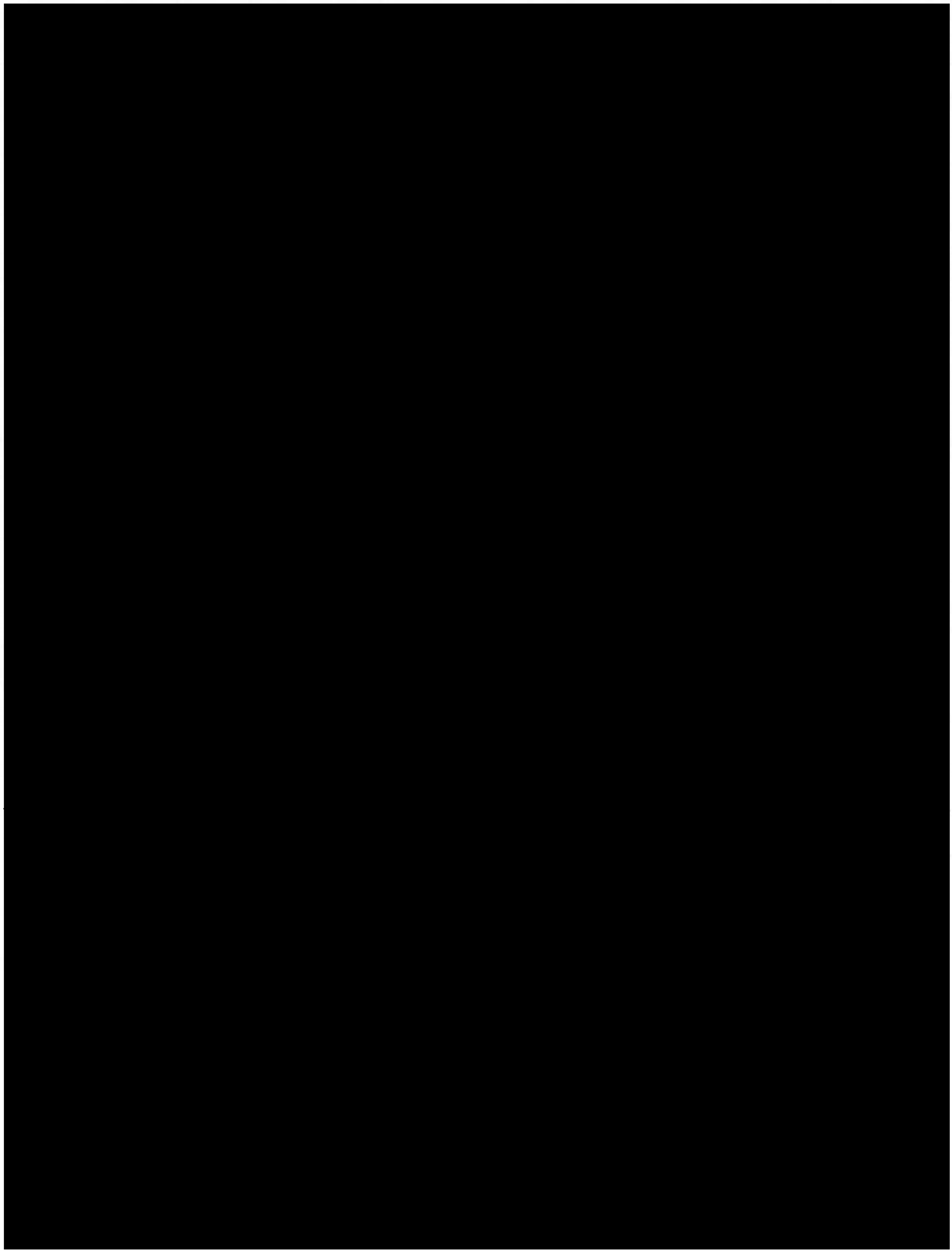
- *Tioga County Motels and Hotels*
- *Endless Mountains Visitors Bureau*
- *Wyoming County*
- *Susquehanna County*
- *Sullivan County*
- *Bradford County*

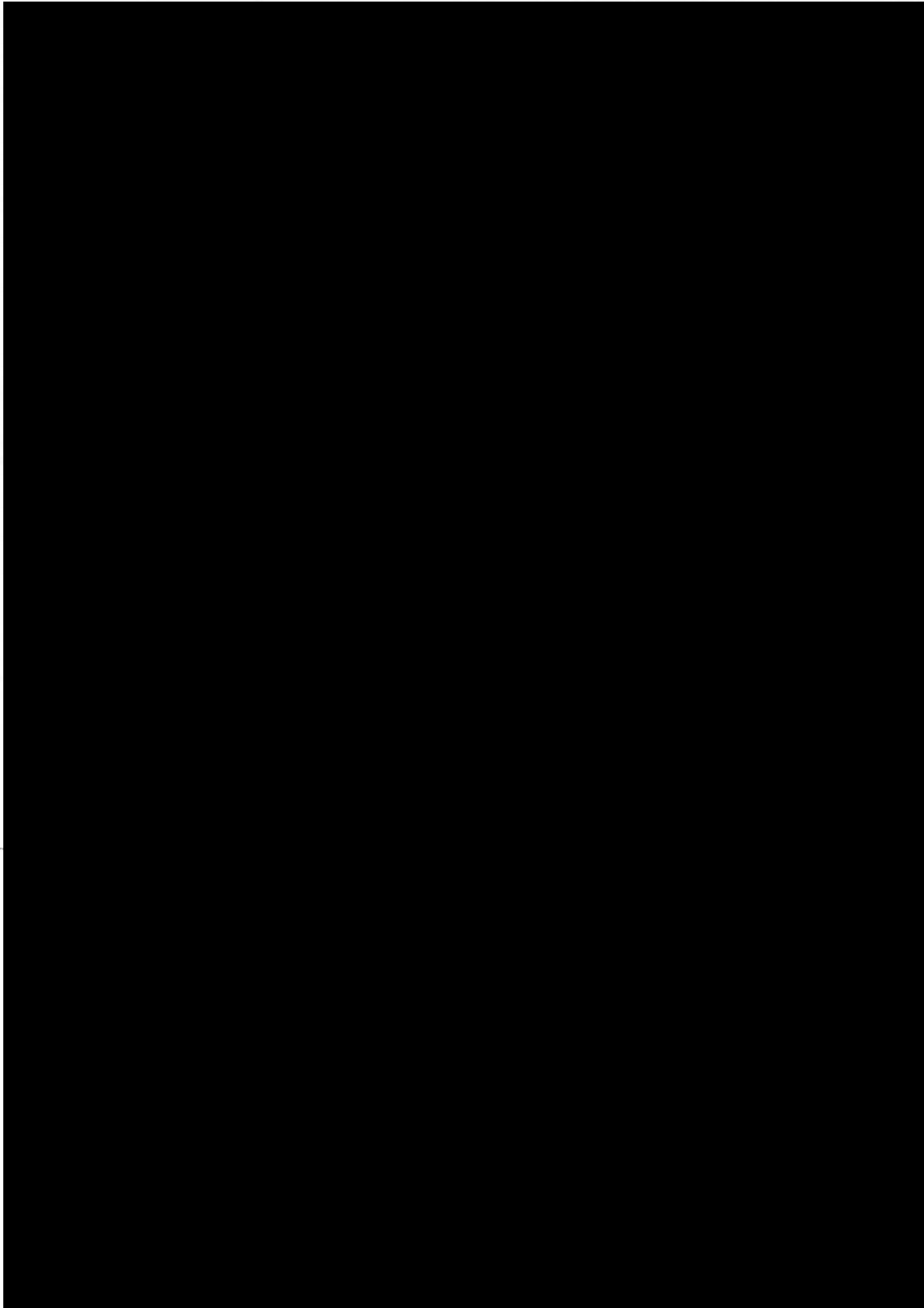
Tioga Downs further refers the Board to Exhibits IX.B.1. and IX.B.4.

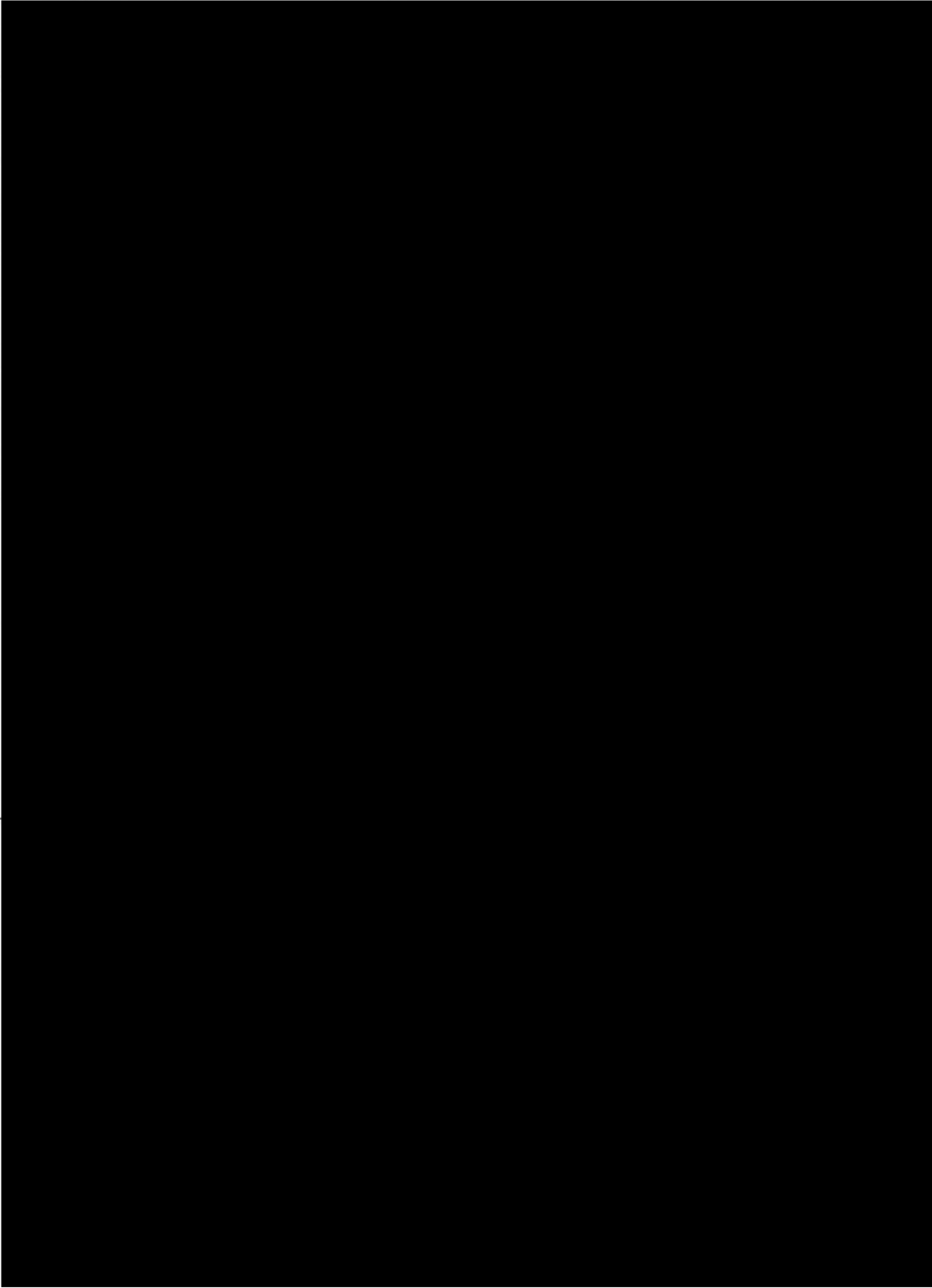












Linn Redder

From: Erica L. Miller
Sent: Sunday, June 14, 2015 10:21 PM
To: Linn Redder
Subject: Fwd: Destinations of New York State

Importance: High

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Charlie Daley <charlie@donys.com>
Date: 06/14/2015 4:05 PM (GMT-05:00)
To: "Erica L. Miller" <emiller@tiogadowns.com>
Subject: Destinations of New York State

June 14, 2015

Erica,

Destinations of New York State and Travel Plaza Information Centers has been affiliated and has enjoyed promoting Tioga Downs Casino Racing & Entertainment for the past nine years. We look forward to promoting your current and expanded programs including hotel and entertainment venues in the Domestic Consumer & Group Tour Markets and International Markets. The Marketing efforts by Tioga Downs has been exceptional over the years compared to many other similar venues throughout New York State.

We look forward to the continuation of working with you and the Tioga Downs TEAM in promoting your products!

Best regards,

Charlie

Charlie Daley, CTIS, CTP

Destinations of New York State

Destinations Group Travel Show

Travel Plaza Information Centers

19 W. Bridge St./P.O. Box 10

Saugerties, NY 12477

Tel: 845-246-8733

Fax: 845-246-1913

Cell: 

Visit our publications online:

www.destinationsny.com

www.newyorkstategolfersguide.com

www.nysvacationplanner.com