

Exhibit VIII.C.9.b
Marketing of Entertainment Venues

As a major goal of the Act is to enhance the State's live entertainment venues, submit as Exhibit VIII.C.9.b, a description of how the entertainment venues proposed for the Project Site are distinguished (whether by design or intended use) and intended to complement the impacted live entertainment venues identified pursuant to Item IX.B.2.

See Exhibit IX.B.2.a for a copy of the Memorandum of Understanding dated June 24, 2014 by and among The Upstate Theater Coalition for a Fairgame ("Fairgame"), the Venues (as defined in the MOU), and Capital Region Gaming, LLC.

The Rivers Casino & Resort at Mohawk Harbor intends to differentiate its entertainment program from the current marketplace from a design, use and programming perspective. Thus, the Entertainment Lounge will not compete with local and regional entertainment offerings but instead enhance the overall region as a complete entertainment destination.

From a design perspective, the intimate size of the space will be both warm and lively in its interior finishes. Located off of the casino floor, it will become a programmatic anchor to the entire resort and the look and feel will be unique in the market and create a strong energy and vibe on the property. The Entertainment Lounge will have the flexibility to be used for a large range of activities. This allows the operator to find many uses for the venue, from a sports bar to an additional meeting space, a casino party location, and of course an entertainment center. With regards to programming, the goal will be to use this room regularly for functions which bring new business to the resort and overall market. Event calendar opportunities that will be explored include sports events, live bands and DJ's, comedians, local social and charity programs, and even smaller touring acts not currently booking in the area.

As outlined prior, the resort's goal is to work collaboratively with entertainment venues in the region to both support and attract new business. The Rivers Casino & Resort at Mohawk Harbor intends to help broaden the visibility of the entertainment offered in the region which will be to the benefit of other entertainment and hospitality operators in the market. Guests searching out entertainment experiences will find a wide range of products available at various venues and will stay in the resort and other hotel properties and partake of multiple entertainment programs while they are in the general area.