

New York Gaming Facility Location Board
Response to Request for Applications to Develop and Operate a
Gaming Facility in New York State

TIOGA DOWNS RACETRACK, LLC

Exhibit VIII.B.9.b.

Tioga Takes Off!
We Promised You!

January 2016
New Indoor Pool

January 2016
New Hotel

July 2015
New Casino

October 2014
New Parking Garage

September 2014
Golf Course

Plus More to Come!

TIOGA DOWNS
CASINO RESORT
Find Your Fun!

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Exhibit VIII.B.9.b. (cont.)

Overview of Marketing Plan and Strategy

TDCR has three monumental marketing advantages that will be highly leveraged in the marketing plans and strategies to support the opening of the resort property:

1. Established brand awareness within the marketplace
2. Established database of nearly 250,000 gaming customers
3. Speed to market with a fully operating casino (within an estimated 6 months of licensure)

Tioga Downs, over its 7 years of successful operation in the Southern Tier, has not only developed a strong and positive brand image and created a large and profitable customer database, but it has the skill sets and resources to integrate the two resources into a formidable marketing strategy.

TDCR is in the unique position to hit the ground running with a shovel-ready casino expansion, and pre-established equity in the only two sustainable competitive marketing advantages: Brand and Database. No competitor can copy how consumers “feel” about our property, and no competitor can access the information we have about our customers. These are the solid building blocks on which to drive a growth trajectory in the near term, while at the same time ensuring sustainable business in the next 3-5 years and beyond.

Case studies have shown that opening a casino property without solid brand identity and database strategies is a recipe for failure. For example, the Revel Casino Hotel in Atlantic City, NJ, a \$2.4 billion dollar product that was unparalleled in the market, filed for Chapter 11 only ten months after opening, due in part, to the fact that they failed to create a brand that casino patrons could identify with and they did not have an existing customer database to draw from, nor a focus on a database strategy to build repeat visitation. Many other casino properties have also paid the price for ineffective integration of brand and database; Margaritaville in Biloxi, MS; The Rivers, Pittsburg, PA; Diamond Jacks Casinos in Vicksburg, MS and Bossier City LA; and Miami Jai Alai, Miami, FL to name a few.

We understand that the perfect marketing mix is an integration of resources, efficiencies, and building customer loyalty to maximize revenue and cost efficiency. We have the proven ability to effectively analyze existing marketing efforts, create new marketing campaigns, and improve on existing business to drive sales growth and productivity in the following ways:

- Increase patronage from the current Tioga Downs database
- Attract gaming revenues from customers who are currently loyal to border state properties
- Influence growth of tourism and leisure travel to the Southern Tier region

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Exhibit VIII.B.9.b. (cont.)

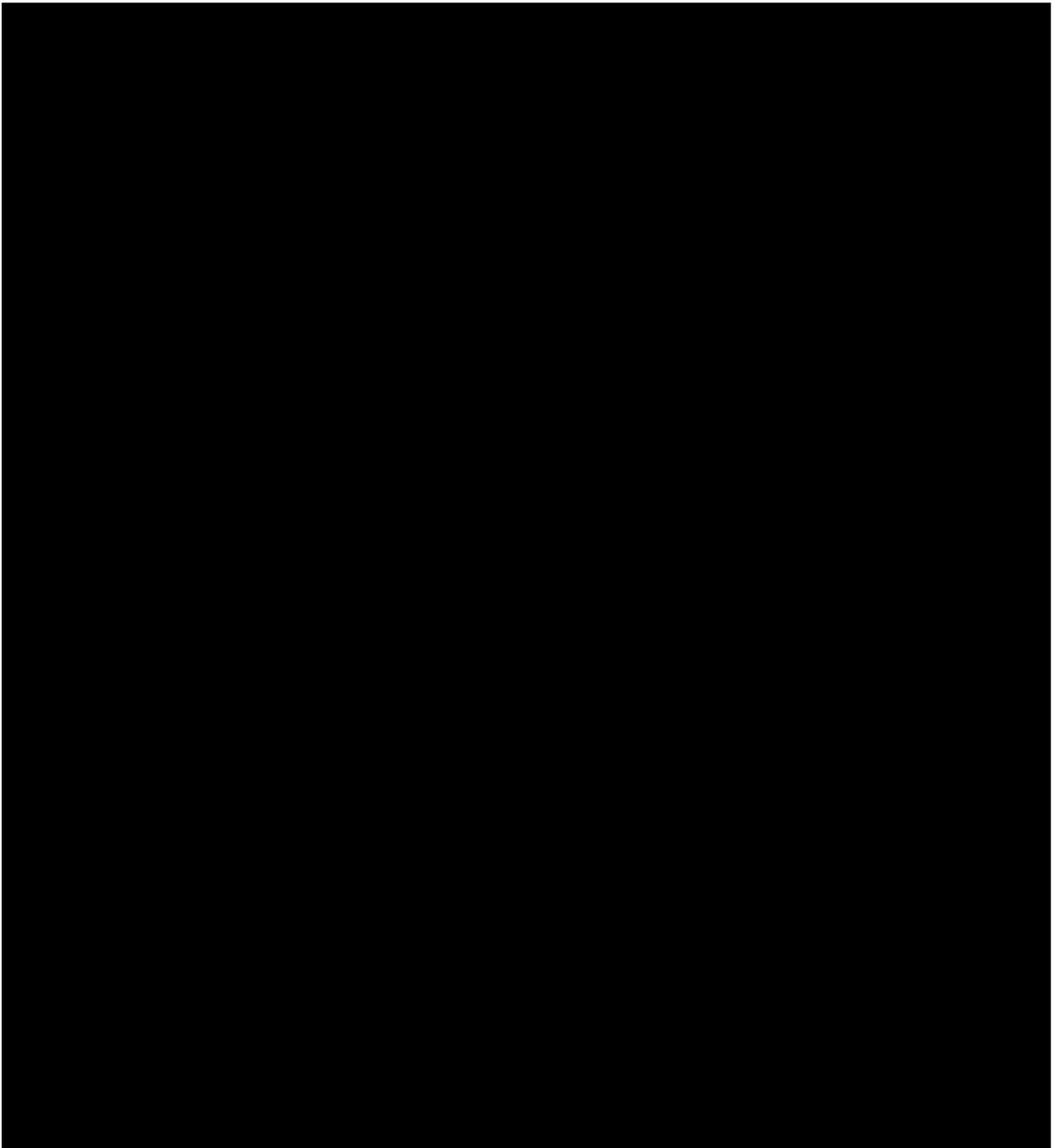
- Support economic growth of local business partners that will result from the increased consumer traffic into the area

TDCR marketing strategy will be:

- (1) Position and maintain awareness of the property as the premier entertainment destination of NY's Southern Tier among the 8 target audiences
- (2) Re-engineer the loyalty club, elevating it to "best in class" status within the industry to produce long term profitable relationships with customers
- (3) Create relevance in marketing messages and incentives, dialing into the needs/wants of each target audience
- (4) Create cross marketing opportunities with regional tourism and business establishments

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Exhibit VIII.B.9.b. (cont.)



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Exhibit VIII.B.9.b. (cont.)

Phase 1: Pre-Casino Opening Marketing Plan

Multi Channel Marketing Campaign:

1: Media Objectives:

As the advertising agency for Tioga Downs Casino since 2008, Rosanne Sall Advertising (a NYS registered WBE business), has been tasked with increasing public awareness of Tioga Downs Casino Resort and positioning it as the area's premier entertainment center.

As the agency faces the exciting challenge of promoting the property's expansion to a full gaming casino and resort facility, a renewed objective is to build upon the current, strong public-awareness level and reach our entire market area with our new message: Tioga Downs Casino Resort is the place to **"Find Your Fun!"**

A major objective targets Pennsylvania markets to bring gamers and entertainment seekers to New York State and repatriate dollars lost in New York to Pennsylvania, by taking advantage of our location along the North East Pennsylvania border. Additionally, the media plan will be crafted to drive awareness and trial among "downstate New Yorkers."

Creation of targeted marketing communications aimed at specific demographics within the core and outer markets will highlight the new venues; with table games, poker room, 1000 new slots, hotel/spa, multipurpose banquet rooms, indoor/outdoor pools w/ water slide, live entertainment, golf course, restaurants, and an outdoor adventure area. Live harness racing, outdoor concert series, gaming promotions, festivals and special events will continue to be included in advertising messages based on the seasonality.

2: Target Group Categories

In past and current marketing of Tioga Downs, the agency employed a successful "totality" approach, combining several property elements, such as gaming, dining, entertainment and racing season, to position the property as the area's premier entertainment destination.

The new Tioga Downs Casino Resort will be showcased in this totality concept.

Each of the following assets will receive individual marketing support and targeted marketing materials using:

- Broadcast Television/Regional Cable
- Radio
- Print
- Billboard/Outdoor
- Transit/Airport

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Exhibit VIII.B.9.b. (cont.)

Our goal will be to promote and introduce our upcoming full-line of products, services and amenities in the following group categories:

- **Gaming**

- 50 Table Games reaching a target of men 21+
- Poker Room reaching a target of men 21+ and adults 25+
- 1,000 Slots reaching a target of adults 25+
- Major gaming promotions and high end giveaways

At present, gaming is an integral part of the advertising approach in the core market, defined as within a 50-mile radius of Nichols, NY. Media mix includes: television/cable, radio, print, outdoor and social media.

The NEW, full-gaming Casino Resort would be promoted in the Expanded Market Area, defined as an additional 50 to 100 miles and multiple counties in NY and PA, utilizing billboards on routes (such as I 81, route 17/ I 86, NY routes 13, 14 and 414, I 390, I 88, and major PA corridors 15, 220 and 6), plus zoned cable reaching specific markets and regional print.

- **Outdoor Adventure/Entertainment**

- Waterslide
- Climbing wall
- Miniature golf course
- Batting cages
- Outdoor Pool
 - Target women 25+, adults 21+

This category would be targeted to the core marketing area, using a combination of traditional and social media to reach families, college students and a youth-oriented demographic to promote amenities such as waterslide, miniature golf and a climbing wall. *Please note: due to responsible gaming concerns, these family friendly amenities are completely detached/separate from casino gaming facility.*

- **Multiple Entertainment Venues**

A full range of entertainment, including the popular Summer Concert Series, and featuring such musical genres as:

- Country (adults 18+)
- Classic Rock (adults 25+)
- Contemporary/Alternative (adults 18+)
- Oldies (adults 35+)
- Acoustic (adults 18+)
- R&B (adults 18+)

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Exhibit VIII.B.9.b. (cont.)

Individual concerts would be targeted based on musical genre and corresponding demographics to specific radio formats, cable networks and broadcast programming.

- **PJ Clarke's, Virgil's Real Barbecue, Nightclub, expanded "Farm to Table" and County Fair Buffet**
 - Targeted at adults 25+

New and expanded options, offering varied menus for a full range of dining experiences. These would be promoted primarily in print, social media and television/cable totality ads.

- **Resort:**
 - Hotel
 - Targeted to males and females 18+
 - Multipurpose Rooms
 - Trackside Terrace #1 and #2
 - Conferences
 - Family Reunions
 - Holiday Celebrations
 - Banquets
 - Weddings
 - Receptions
 - Private Events
- **Spa**
 - Target women 18+ (inner market), 35+ (outer market)
 - Fitness Room
 - Indoor Pool

The NEW Hotel/Spa would be promoted in the Core and Expanded Market Area by creating special packages and "Stay-cations" combined with dining, golfing, concerts, special entertainment, and other events. Packages would be promoted on targeted cable networks such as Food Network, Travel Channel and cable news channels etc., dependent on the specific elements.

The Hotel/Spa would also be promoted in the Core and Expanded Market Areas as a venue for Weddings, Banquets, Spa Getaways, etc. in specialty publications, Bridal Guides, and Bridal Websites, such as theknot.com.

Billboards would be placed at strategic locations on key Interstate corridors, as mentioned above, to attract the attention of travelers and inform potential visitors of our Hotel/Spa and special events (i.e., Derbyfest, Oktoberfest, Winterfest, etc.).

- **Live Harness Racing**
 - Targeted at men 18+

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Exhibit VIII.B.9.b. (cont.)

- Adults 35-64
- Families (for family-oriented race events)

The targeted male audience for these categories will be achieved throughout the core and expanded market areas with a use of male-oriented broadcast programs (i.e. sports, news and business programs). It will also be targeted on sports radio and zoned cable using sports networks such as ESPN, MSG, SPIKE, YES, FOX, Golf Channel, etc.) This will provide a mixture of men, women and families.

- **Tioga Country Club Golf Course / New Clubhouse**
 - Targeted at adults 25+ / men 25+

We will promote the TCCC as a scenic and challenging course, emphasizing membership, tournaments, banquets, dining and other events that will be promoted on TV/cable, specifically the Golf Channel, and radio sports/news, print and billboard.

3: Geography

Tioga Downs Casino Resort is centrally located between four markets: North Eastern PA, Ithaca, Binghamton and Elmira/Corning (Nielsen Television Markets). It is in a region bordered by Oneonta/Cooperstown to the east, Bath/Hornell to the west, Cortland to the North, the Wilkes Barre/Scranton (Nielsen Television Market) area to the south and Williamsport to the South West.

The facility is uniquely positioned geographically to offer an easy commute to any segment of the total marketing area, thanks to its convenient location off I 86/17, Exit 62, which provides a direct and safe route system to all market segments.

The core marketing area, which would be targeted for Gaming, Racing, Entertainment, Hotel/Spa, Dining, Golf and all amenities and assets, encompasses a radius of approximately 50 miles from Nichols, NY

The map below shows the “Core Market Area” and the “Expanded Market Area”; the reach utilized to promote the Full Casino/Resort Facility. This “Expanded Market Area” reaches approximately 100 Miles to the East & West, and is limited to the north and south by other casino locations.

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Exhibit VIII.B.9.b. (cont.)

Binghamton, NY (Broome County) –

Television market DMA ranked #159 as defined by the Nielsen Research. This market segment includes a 4 County DMA and comprises 13 Counties in New York State and Pennsylvania.

350,000 Total Households – NSI (Nielsen) and approximately 632,000 adults 21+

Counties:	# Households
Broome, NY	77,760
Chemung, NY	34,520
Chenango, NY	19,450
Cortland, NY	17,760
Delaware, NY	18,660
Otsego, NY	23,330
Schuyler, NY	7,350
Steuben, NY	38,650
Tioga, NY	19,360
Tompkins, NY	36,510
Bradford, PA	24,500
Susquehanna, PA	16,700
Tioga, PA	16,340

Binghamton, NY Designated Market Area:

132,000 Homes / 232,000 Adults 21+.

Includes: Broome, Chenango, Delaware, and Tioga, PA counties.

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Exhibit VIII.B.9.b. (cont.)

Elmira / Corning, NY

Television market DMA ranked #174 as defined by the Nielsen Research.

The Elmira / Corning market segment services a 4 County DMA and includes a 10 County NSI (Nielsen) servicing 7 Counties in New York and 3 Counties in Pennsylvania.

216,680 Total Households – NSI (Nielsen) and approximately 390,000 adults 21+

Counties	# Households
Chemung, NY	34,520
Livingston, NY	23,390
Schuyler, NY	7,350
Steuben, NY	38,680
Tioga, NY	19,360
Tompkins, NY	36,510
Yates, NY	9,070
Bradford, PA	24,500
Potter, PA	6,960
Tioga, PA	16,340

Elmira / Corning, NY Designated Market Area

96,890 Homes / 173,000 Adults 21+.

Includes Chemung, Schuyler, Steuben, and Tioga, PA counties.

Wilkes Barre/Scranton, PA Designated Marketing Area

584,000 Homes/ 1,455,000 Adults 18+.

Includes Lackawanna, Lucerne, Wyoming, Bradford, Carbon, Clinton, Columbia, Lycoming, Monroe, Montour, North Cumberland, Schuylkill, Snyder, Sullivan, Susquehanna, Union and Wayne.

This is the 54th television market in the country and presents a great opportunity for TDCR to attract people back to NY from PA.

Waverly / Sayre / Endless Mountains, PA

Rural community – positive economic impact from natural gas drilling, home of Robert Packer hospital – stable growth with media opportunities in local Newspaper, Radio, Cable, Network affiliates.

Corning / Hornell / Bath

Corning Inc. provides stability & growth opportunities in this market – strong Newspapers and Radio groups provide coverage in this area.

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Exhibit VIII.B.9.b. (cont.)

Ithaca / Watkins Glen / Geneva

Cornell University and Ithaca College are anchors in a growing Tompkins County. Gannett newspaper and local radio outlets, along with Cable provide coverage. Watkins Glen provides tourism opportunities and proximity to wineries along Seneca Lake. Hobart and William Smith Colleges in Geneva also offer excellent target demographics.

Note: referring specifically to the adult population employed by colleges/universities and supporting businesses and visiting parents not targeting college students with a gaming message.

Oneonta / Sidney / Cooperstown

Oneonta State College, Hartwick College, Cooperstown tourism and the Baseball Hall of Fame are key elements in this area. Media opportunities include Cable, Radio & Newspaper.

Montrose, PA / New Milford, PA / Great Bend, PA

These are Pennsylvania counties that are oriented towards the Southern Tier due to close and easy access. Gas Drilling has provided much success in this rural area. Radio & weekly newspaper serve this area.

Harford, PA / Clark Summit, PA

This rural population is served mostly by zoned Cable TV, with their own Local Radio & Newspapers.

4: Media Strategy / Tactics

The media strategy takes full advantage of the Binghamton and Elmira/Corning Broadcast stations, providing network affiliated programs and local news coverage as advertising platforms to maximize exposure to TDCR's core target audience, as well as providing news and information to many of the outlying target market segments.

Broadcast TV in these markets will be supplemented by Time Warner Cable's zone system, which allows the TDCR to reach every market segment with specifically targeted commercials.

Gannett newspapers in Binghamton, Elmira, and Ithaca, NY, provide significant advertising coverage in the core market and will be supplemented by weekly, daily and regional newspapers.

Radio will play a critical role in our strategic plan. In many of our outlying areas that are underserved by Broadcast TV, radio is a valuable asset that provides localism and serves as a leading promoter of all types of entertainment, including concerts, gaming, food & beverage, and, of course, racing.

A strong, effective use of Billboard advertising within and beyond the core market will increase awareness of the expansion and new tourism opportunities.

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Exhibit VIII.B.9.b. (cont.)

Advertising plans also include transit advertising on municipal bus systems in Binghamton, Elmira, and Ithaca. Airport advertising in all regional airports will attract tourism and add to growth, while supporting yet another local government agency.

TDCR will also utilize its strong online and social media presence, building on our current Facebook, Twitter and Instagram base. Other marketing opportunities, such as movie theaters, shopping malls and cross promotions with non-profits and business organizations in the marketplace, will be utilized whenever possible and appropriate. (A detailed explanation of Social Media Strategy will be found in chapter 5-A)

The media strategy and plan was developed to reach over 90% of the population with a frequency of 5 impressions or greater to promote the upcoming expanded casino and new amenities.

TDCR will keep connected to the community through on-going press conferences announcing all construction, expansion and improvement plans as well as charitable campaigns and contributions.

New “Sponsorship Opportunities” with other established organizations, similar to the current Tioga Downs partnerships with the Binghamton Mets, The Binghamton Senators, Elmira Jackals, and Watkins Glen will also be developed. Partnerships with Local Theater Groups, including the current relationship with the Goodwill Theater will be utilized. Other regional tourist venues such as the Corning Museum of Glass and the Finger Lakes Wineries present great co-promotional opportunities.

These sponsorships and partnerships will serve to greatly enhance public awareness of TDCR and reconfirm our commitment to the people and the communities we serve, thereby strengthening our positive image as a good neighbor.

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Exhibit VIII.B.9.b. (cont.)



Location-based social media, GPS advertising and mobile marketing platforms will be incorporated into the media plans.

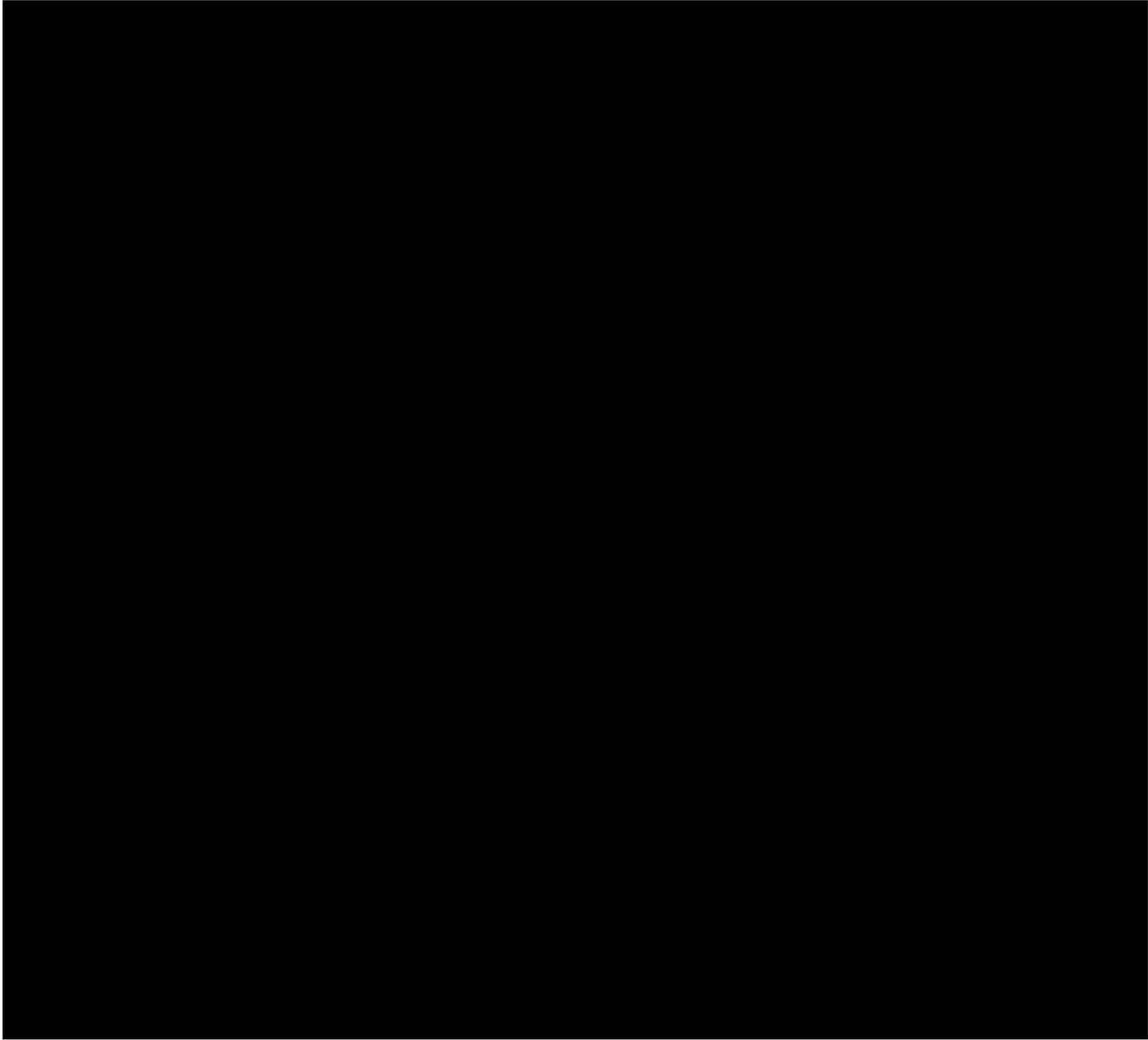
Customers can be targeted with location-based data, which is an invaluable tool in our industry that relies on the physical location of our prospective customers. By simply “knowing” that a customer is physically near our resort, we can geo-target that customer with appropriate advertising to generate walk-in tour traffic.

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Exhibit VIII.B.9.b. (cont.)

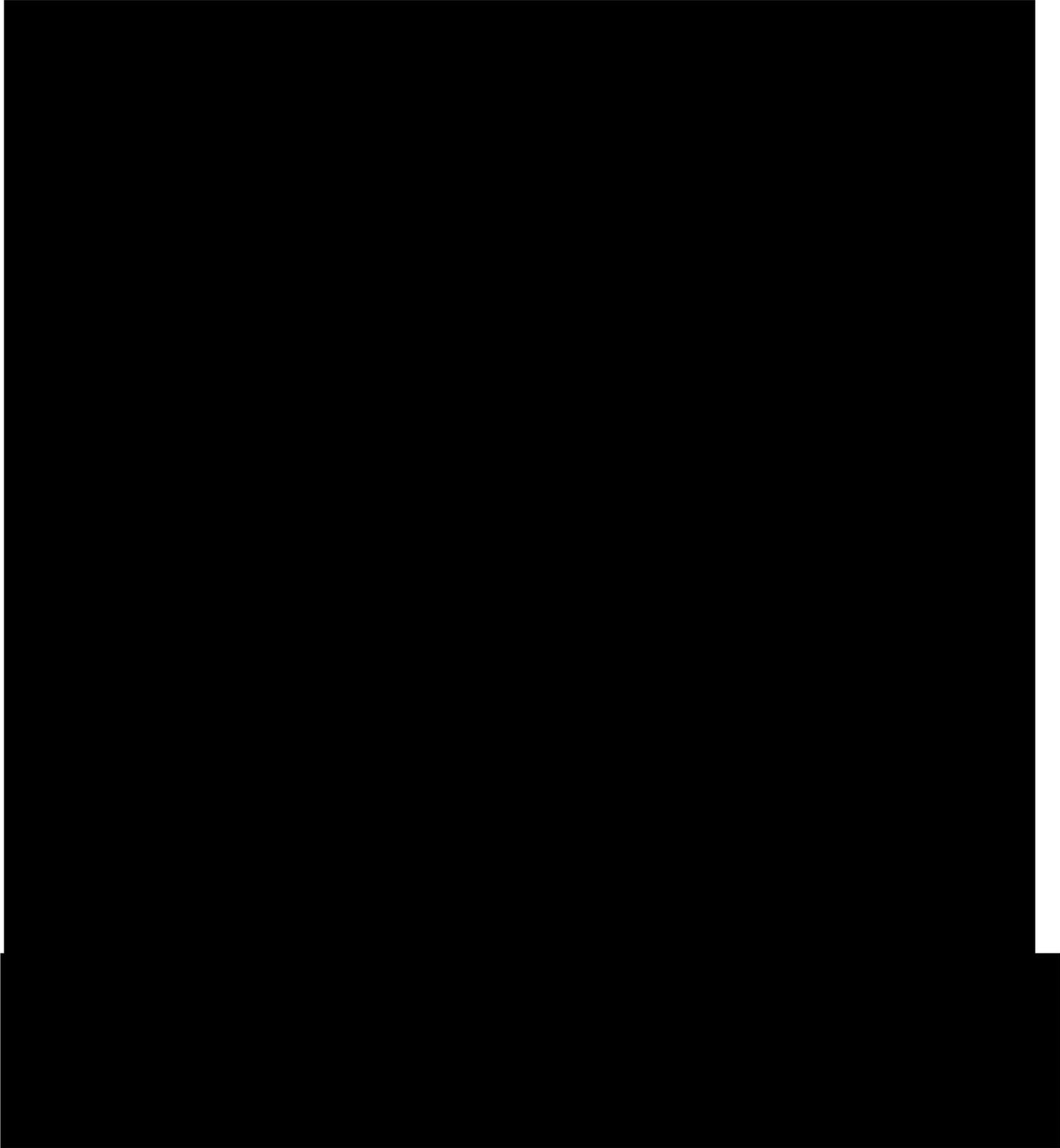
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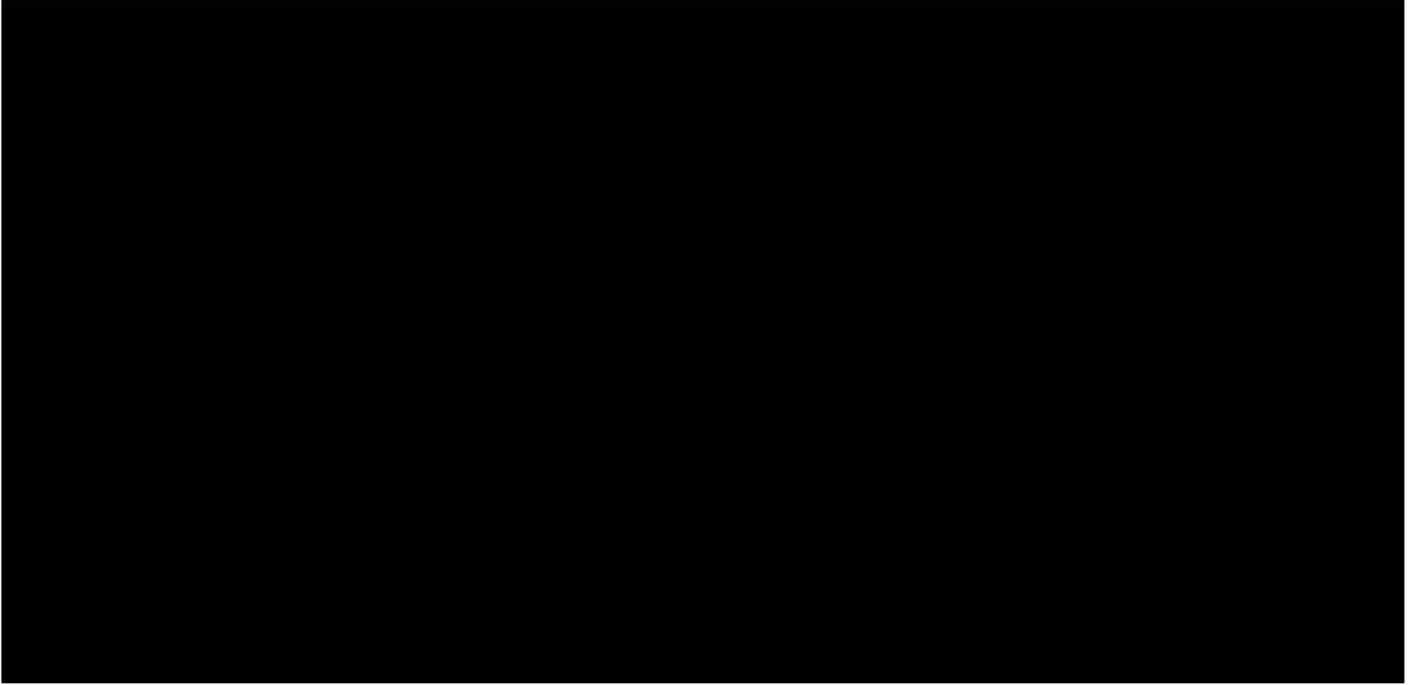
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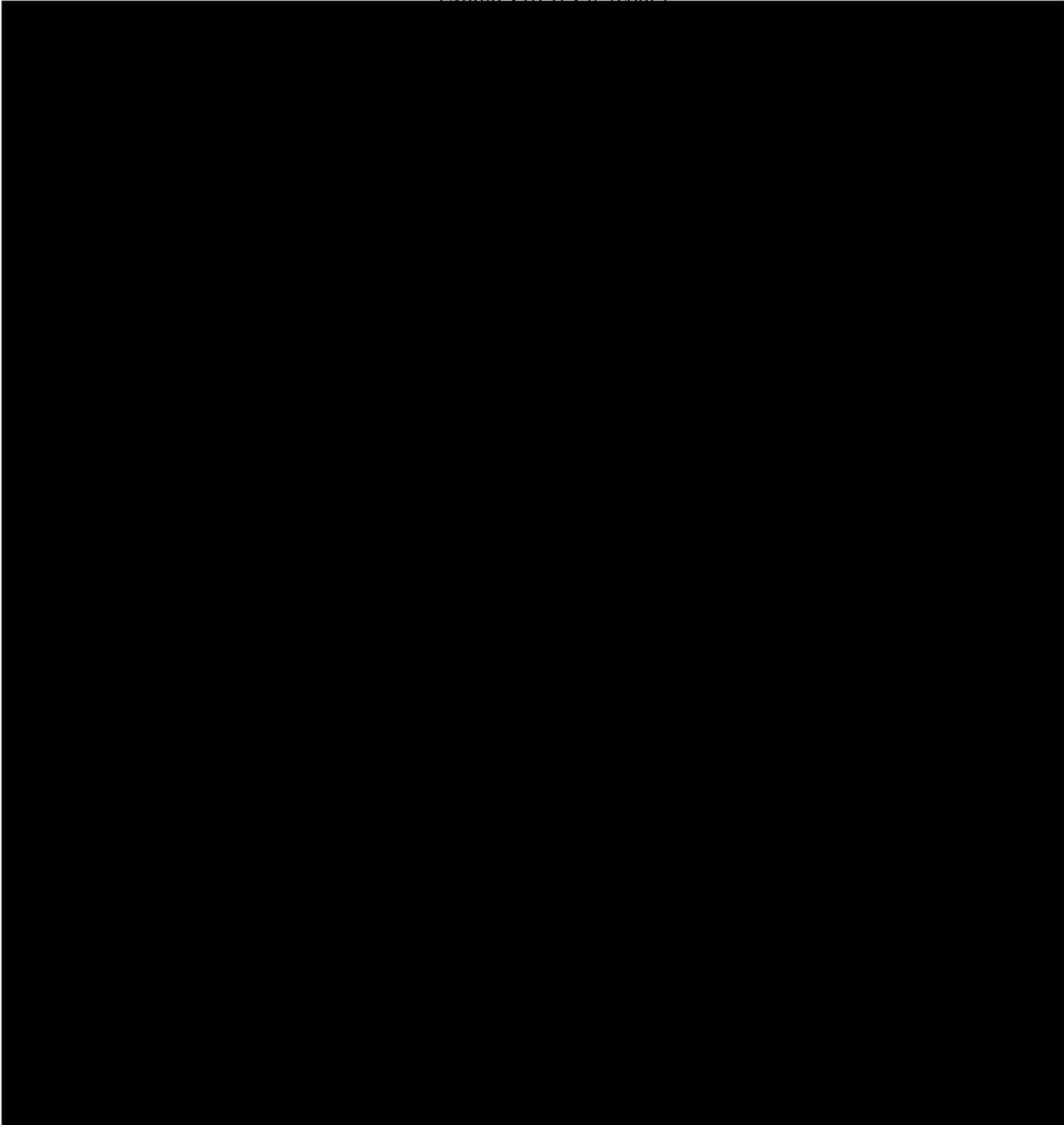
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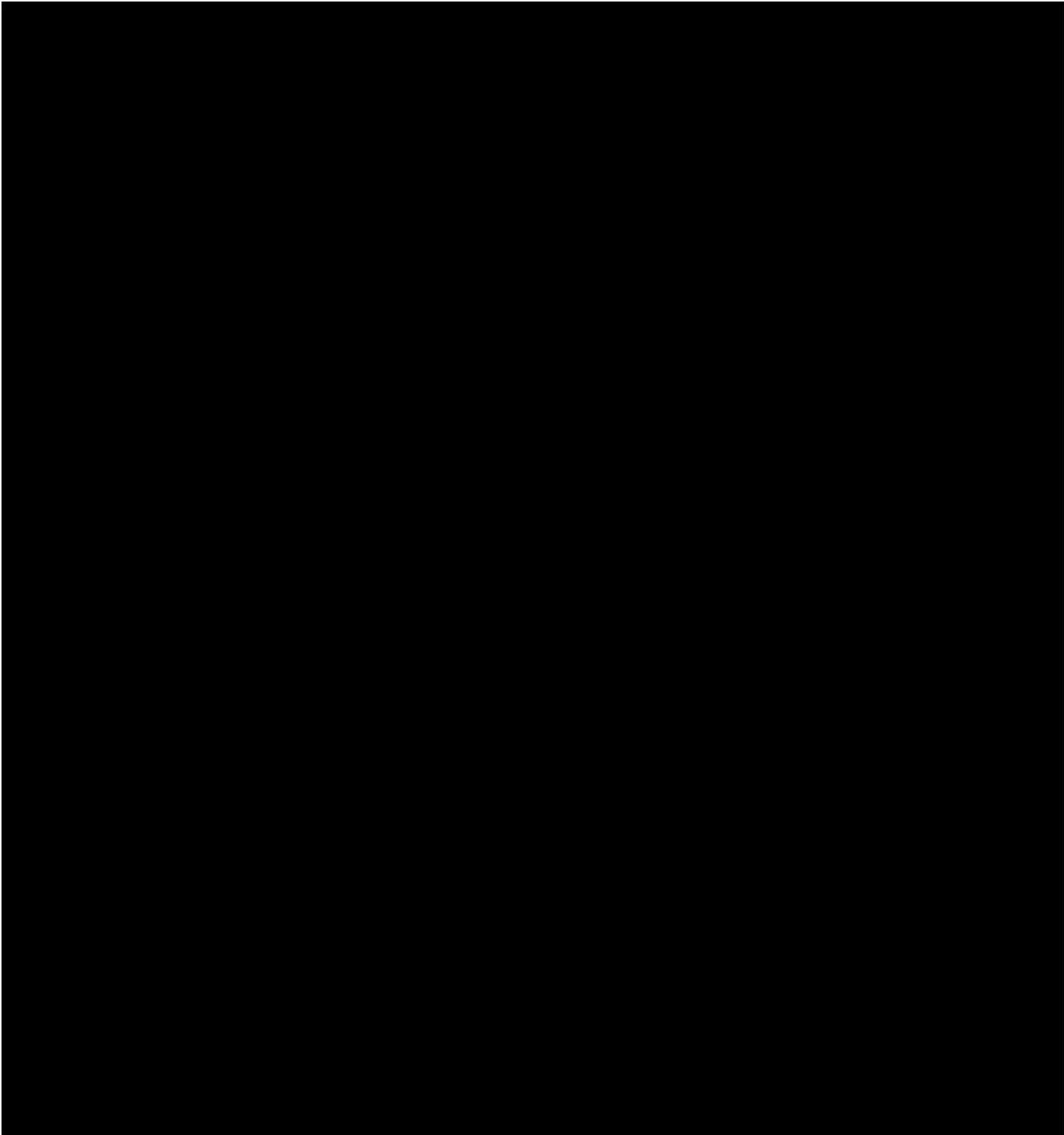
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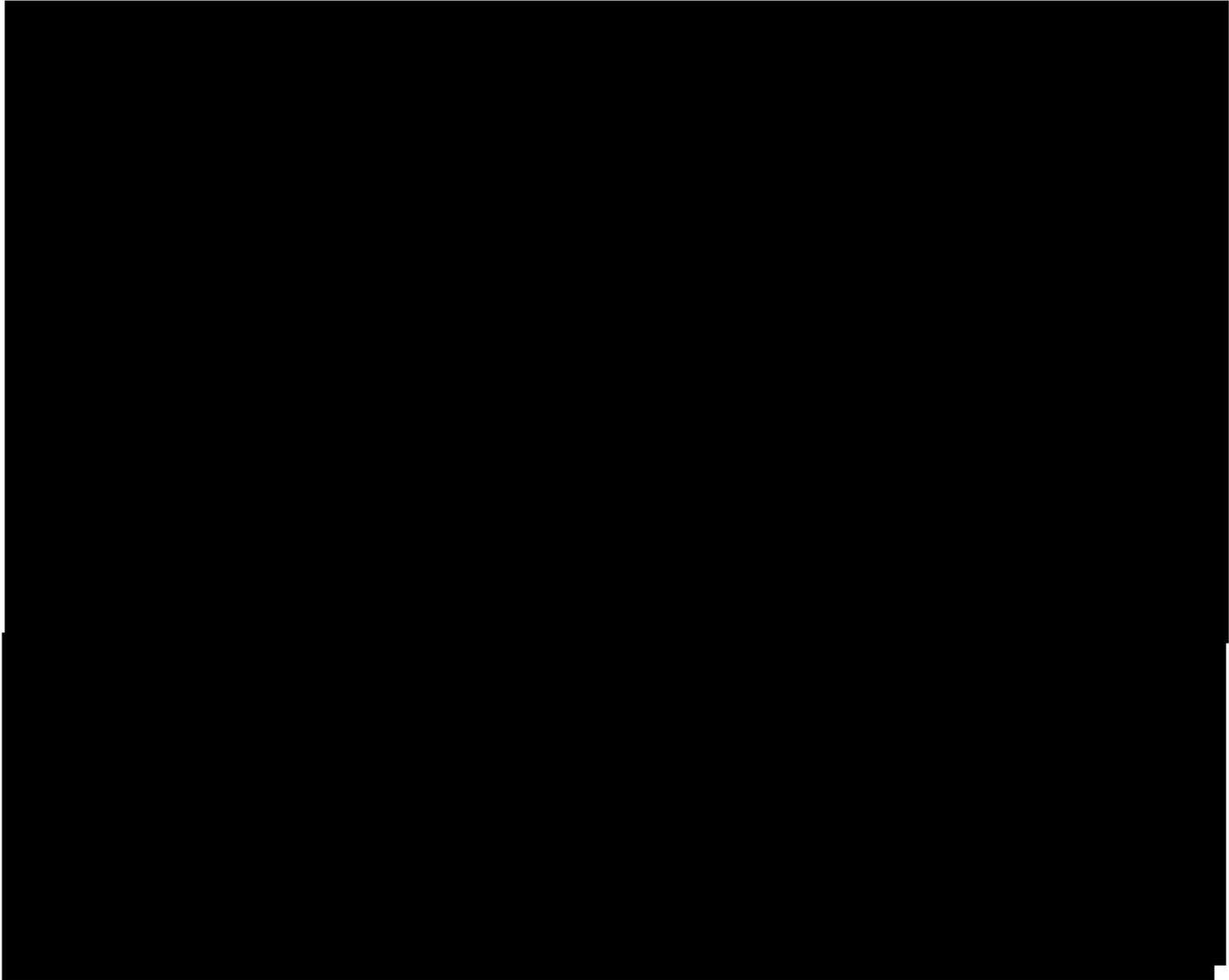
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Exhibit VIII.B.9.b. (cont.)



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Exhibit VIII.B.9.b. (cont.)



Tourism/Travel Media

Tioga Downs currently partners with surrounding county chambers for advertising, travel shows, and brochure exchanges. With major events such as concerts, festivals, and promotions, Tioga Downs advertises with local travel information sites, chamber newsletters, and by sponsoring local events.

Going forward, Tioga Downs Casino Resort will continue to leverage their Finger Lakes Region location, and promote tourism throughout the year. Holding relationships with the multiple chambers of commerce, conference and visitors bureaus, and regional tourism partners below, TDCR will target individuals and groups seeking the adventure and relaxation the Finger Lakes region has to offer.

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Exhibit VIII.B.9.b. (cont.)

Regional and Global Tourism Media Partners

Finger Lakes Wine Country (Corning Enterprises)

- Finger Lakes Travel Magazine
- Web Marketing
- Mobile
- Email listing
- Social Media
- Seasonal Promotions
- Co-op advertising opportunities
- Representation at all major tourism and travel shows

Finger Lakes Tourism Alliance

- Group Travel Planner
- Travel Guide
- Vacation Fun Guide
- Web site – In Season Ad/Attractions Page (June – September)
- Web site – Out of Season Ad/Attraction Page (October – December)
- Public Newsletter – Exclusive (November)
- Representation at AAA Travel Odyssey & Vacation Expo & Southern New England, Toronto Women’s Show (partner), Connecticut Expo (partner), and US Outdoorsman Central

Destinations of New York

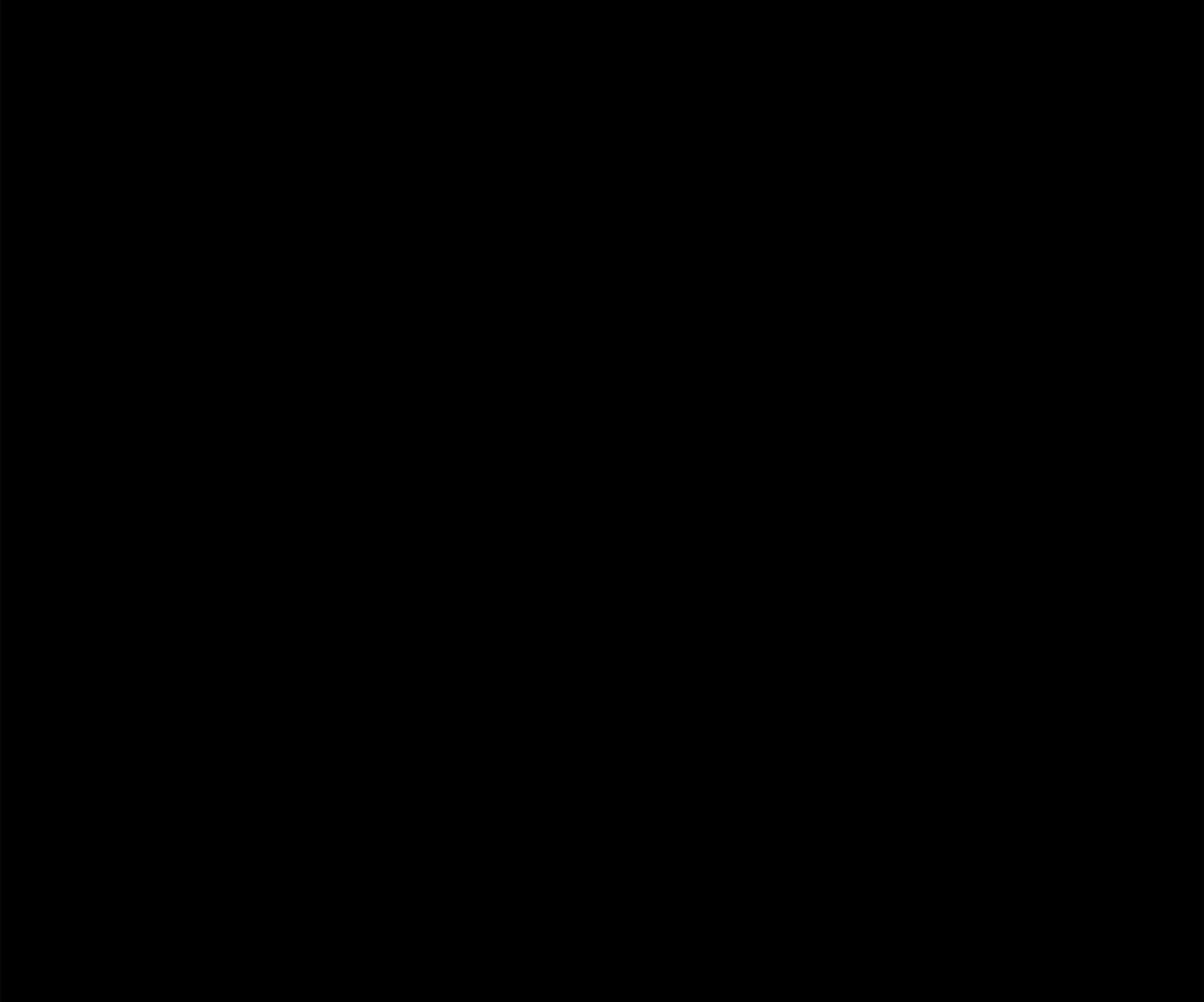
- Travel Guide – Explore 11 Regions of NYS (digital online in 8 languages)
- Brochure Distribution
- Travel Show representation – Sponsoring
- NYS – Where to Shop, Dine, Stay and Play listing
- Participate with selected motor coach/tour operator co-op mailings and sales blitzes

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Exhibit VIII.B.9.b. (cont.)

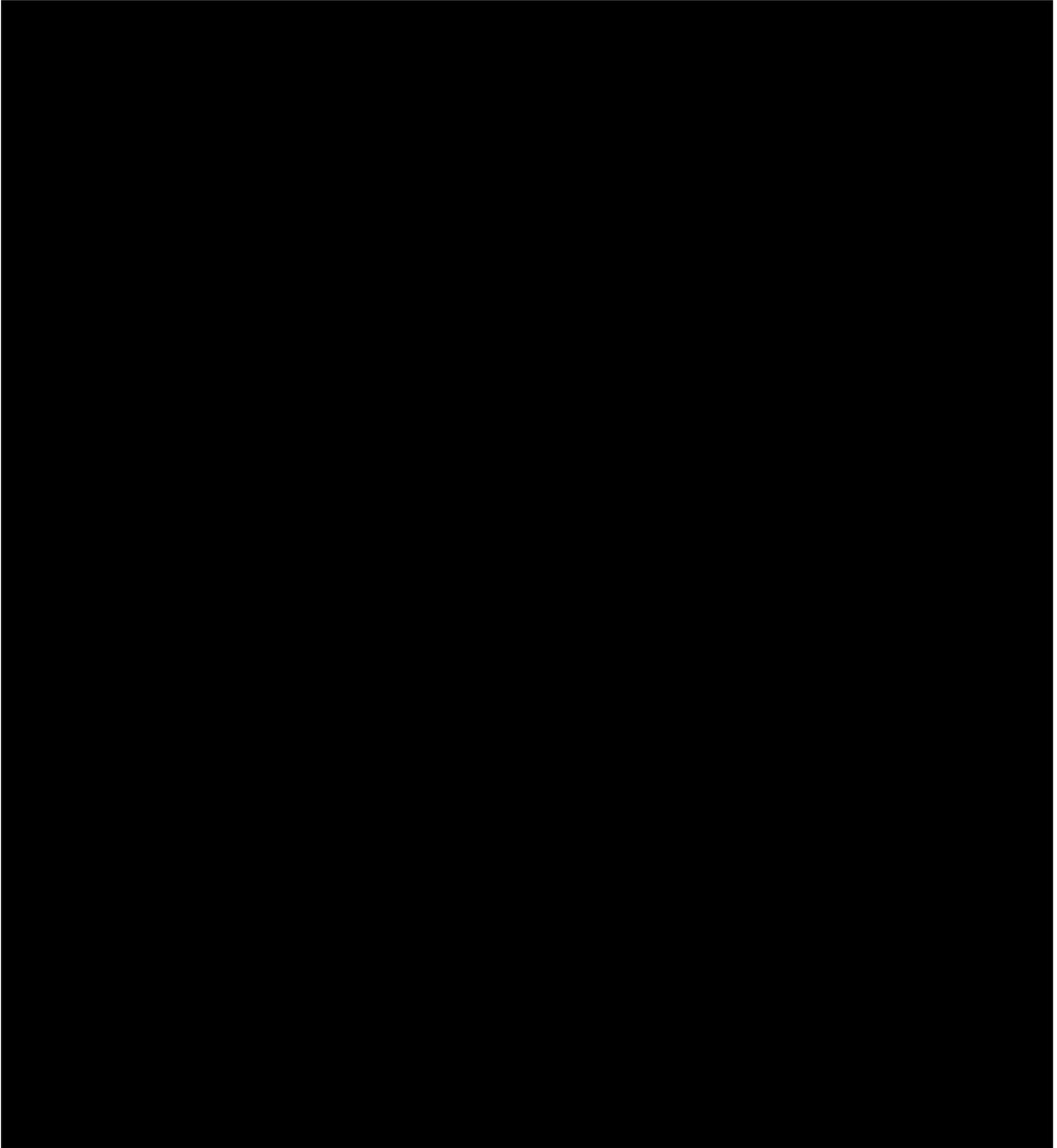
I Love New York

- Travel Guide listing
- Utilize the I Love NY logo on advertising (red heart, green heart, and rainbow heart)



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Exhibit VIII.B.9.b. (cont.)

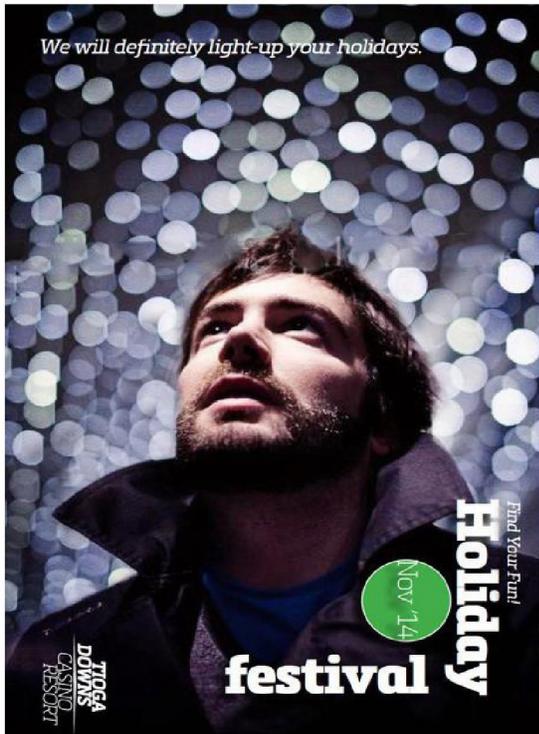


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Exhibit VIII.B.9.b. (cont.)

WinterFest Celebration

TDCR believes the holiday season is the perfect time of year to let the community know how much we appreciate their patronage and support. The WinterFest Celebration will be a “must see” event, featuring a technologically advanced computer lightshow, holiday parades, holiday decorations, live carolers and much more. Running Thanksgiving through New Year’s, the WinterFest will be free to the public and fun for all Southern Tier families as well as driving off-peak visitation from out-of-market visitors.



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Exhibit VIII.B.9.b. (cont.)

Tourism Development

TDCR will continue to commit resources to support tourism development in New York State. Targeting the following demographic groups or activity interests as defined in the *I love NY Tourism Summit* our marketing efforts will include:

Heritage Tourism: Tours to various historical landmarks throughout the region, hosting Veteran's originations and events, and consideration of staging a Revolutionary War enactment of the Battle of Newtown at the property

Cultural Tourism: Packages and transport offered to hotel guests to arts and cultural attractions such as Corning Museum of Glass, regional production theaters, summer stock, Glimmerglass Opera, etc

Culinary Tourism: Cross marketing opportunities with regional restaurants as part of the Players' Club Regional Business Club Partnership Program, cooking shows with locally grown ingredients

Sports Tourism: Customer trips to local sports team events, pro team events and The Baseball Hall of Fame

Agri-Tourism: Farm to market events, vineyard tours, harvest festivals and farm show event

Outdoor Tourism: Packages that involve hiking, fishing, boating, skiing, snowmobiling and wildlife watching throughout the Finger Lakes Region.

Adventure Tourism: Guided excursions from the TDCR hotel to the PA Grand Canyon, PA water gap and The Finger Lakes to enjoy outdoor activities such as white water rafting, kayaking, and rock climbing

LGBT Tourism: TDCR will seek to host meetings and functions for these special interest groups

Geo-Tourism: TDCR will promote volunteerism opportunities in database mailers, on social media as well as commit paid staff hours to participate in various volunteer activities

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Exhibit VIII.B.9.b. (cont.)

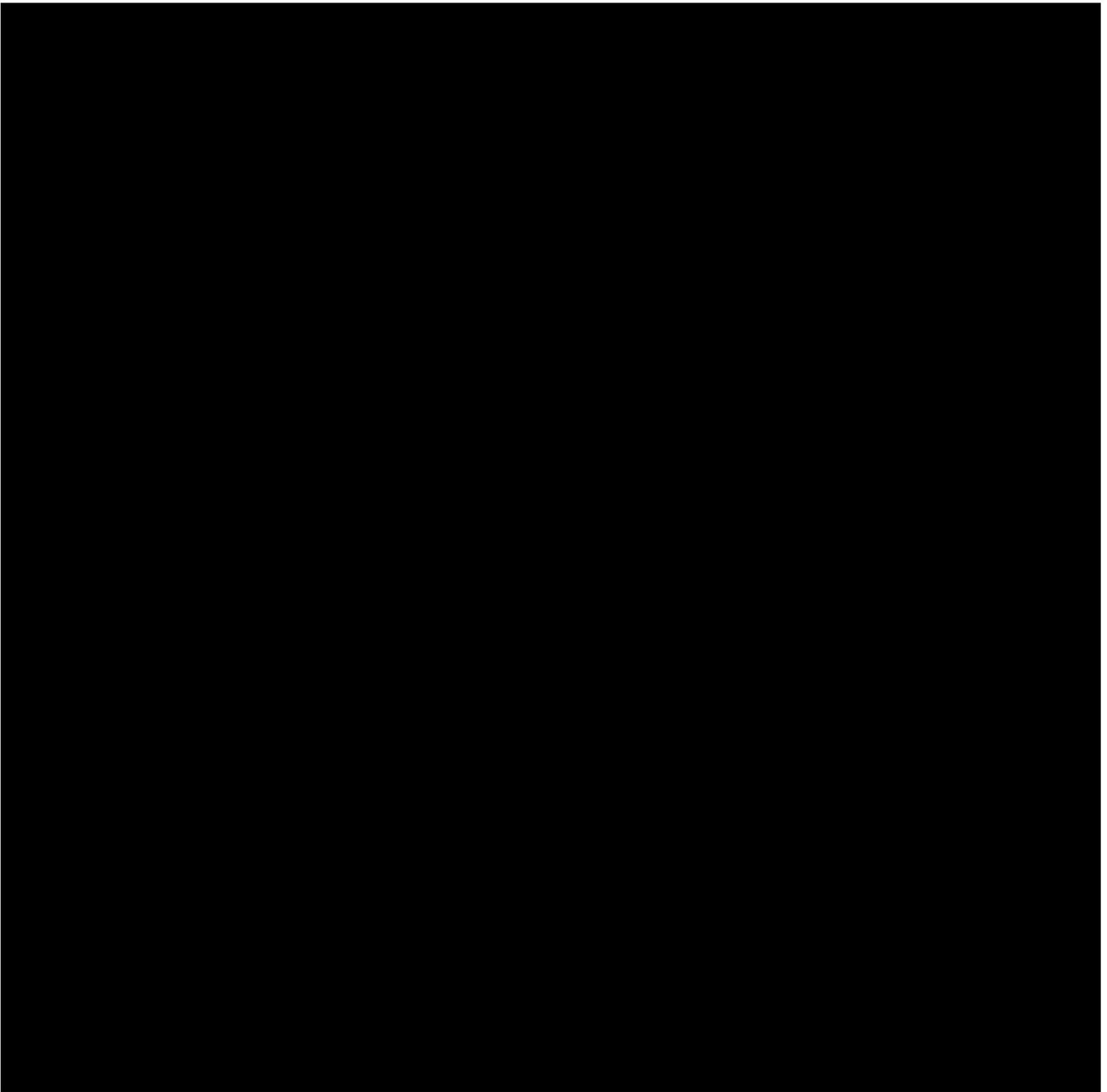
Customer Profile Model Generation

Advanced database analytics have proven that best prospects often “look” and “behave” like best customers. By analyzing our own database, we can effectively create a prospecting profile model that will score propensity to patronize a casino resort. Using this model, we will be able to target the most cost efficient spending of advertising and customer development marketing efforts.



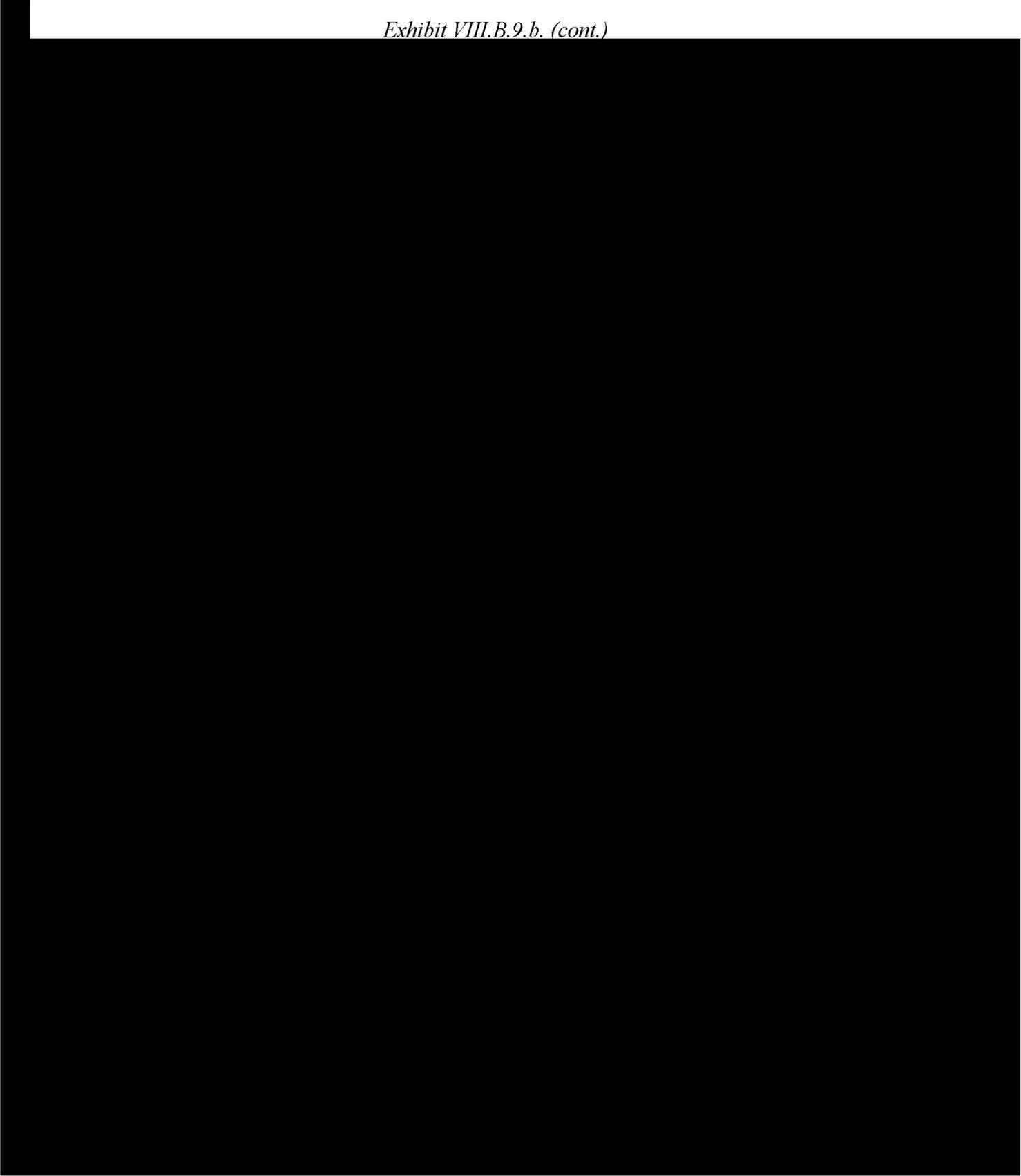
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Exhibit VIII.B.9.b. (cont.)



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Exhibit VIII.B.9.b. (cont.)



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Exhibit VIII.B.9.b. (cont.)

TIOGA DOWNS RACETRACK, LLC

Exhibit VIII.B.9.b. (cont.)

Casino Opening Celebration

TDCR plans to mark the opening of the new casino with a month-long celebration in July 2015. Events will include:

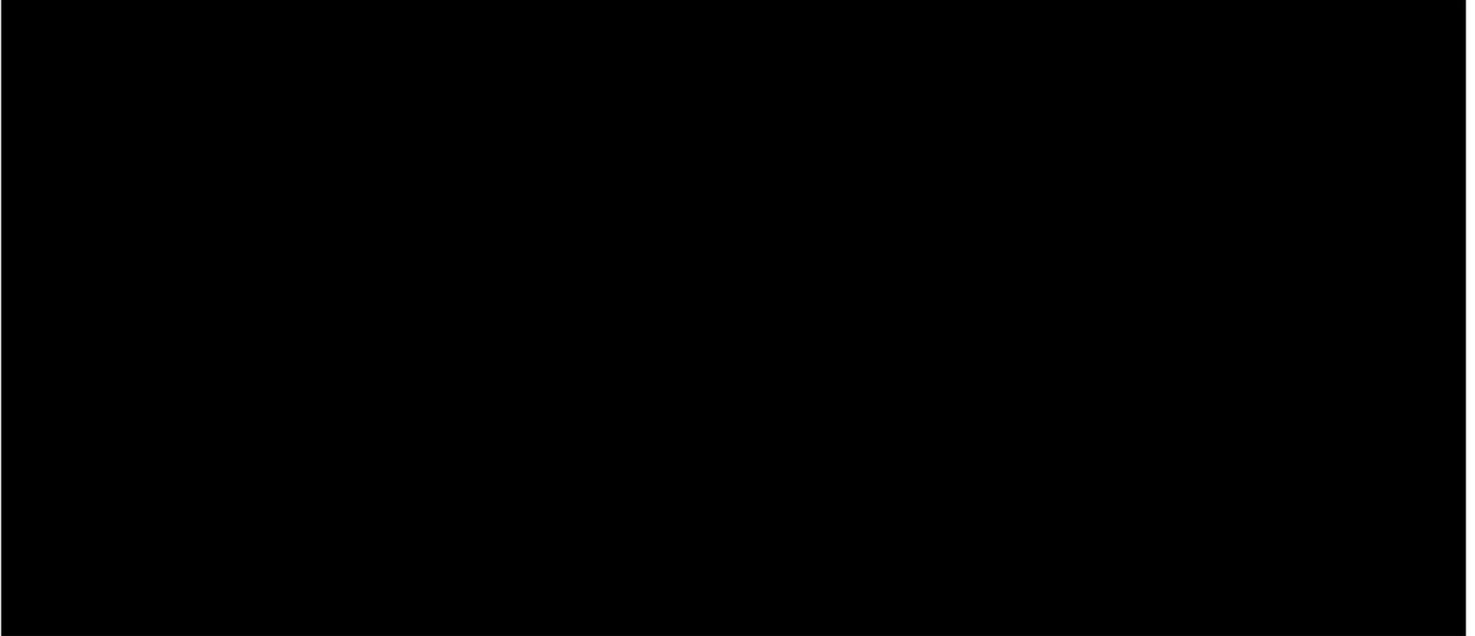
- Ribbon cutting ceremony with local, regional and state dignitaries
- 2 headliner concerts (Preferred acts will hail from and/or have affiliation with upstate New York and/or be relevant to target downstate customers to incent travel to Southern Tier.
- Fireworks show every Friday night
- Month-long million dollar sweepstakes (Cash, car, and Free Play prizes)
- Horse show and wine tasting event
- VIP players card launch event

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Exhibit VIII.B.9.b. (cont.)

TIOGA DOWNS RACETRACK, LLC

Exhibit VIII.B.9.b. (cont.)



Development of Motor Coach Business

As a member of American Bus Association, TDCR is planning the following strategies to quickly expand its motor coach revenues:

Overnight Runs: *Location! Location! Location!*

- TDCR is the perfect location within the Finger Lake Region to offer convenient access to all tourist attractions
- TDCR will be an active participant in coordinating runs with marquee regional attractions such as: Corning Museum of Glass (Note: In 2013, nearly 160,000 visitors to the Corning Museum of Glass arrived by Motor Coach); Finger Lakes Wine Country
- TDCR will be positioned as a “mid-way overnight stop” for the Canada to NYC lines

Day Runs: *Put some FUN in your day!*

- TDCR’s location lends itself to be a quick and easy ride from four major markets; Binghamton, Elmira/Corning, Ithaca, and Northern Pennsylvania
- Drawing on the experience of TDCR’s management in producing profitable Motor Coach business in other regional gaming markets throughout the US, TDCR will offer its tour operators and bus customers “best in class” day-trip incentive packages. For example:

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Exhibit VIII.B.9.b. (cont.)

- *Take the Bus to TDCR*: Free tote bag, Free Play incentive, buffet discount, free ice cream cone, and just prior to pulling out, an on-bus departing celebration if any group member wins a jackpot
- Free meals and non-alcoholic beverages for bus driver
- Unlike other casinos, TDRC does not require a minimum stay to qualify for packages
 - Incentive values will be strengthened for runs originating from PA and other regional markets with competitive gaming properties

Motor Coach Companies with which Tioga Downs has pre-existing relationships:

- Covered Wagon
- Martz Trailways
- Bigsby Bus Tour
- D & F Travel
- Carpe Diem Travel
- Flagship Travel
- Onondaga Coach
- Princess Tour
- Judy's Tour
- Susquehanna Trailways
- Quality Coach
- Bus of America
- Swarthout Tours
- King Cole Bus
- Shoreline Tours
- Know How Bus Tours
- Lavker Bus Tours

Development of Group Sales Business

Serving the Local Community:

One of the most exciting components in our new venture is the ability to offer community-based groups and organizations conveniently located, well appointed and affordable meeting venues at which to hold their events.

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Exhibit VIII.B.9.b. (cont.)

We offer a variety of spaces to meet the requirements of every size group and nature of event:

- Meetings/Conferences/Banquets/Events
 - Multi-purpose rooms in new hotel 600
 - Winners Circle” Lounge capacity 100
 - Stage front capacity 500
 - Trackside Tent 400
 - Owners Box 20

- Local groups such as Seniors, Red Hatters, Veteran’s Organizations, or any group of 20 or more, will receive discounted room rental, discounted buffet/catering, free play, and amenities as needed

- Town Days and Day at the Races – Offered to local municipalities, schools and businesses to enjoy a day at the races. This package includes discounted food/beverage, trackside tent, race programs, rides in the starter truck, announcements, signage and advertisement in race program

Evolving into the Premier Group Sales Local within the Region:

TDCR Group Sales will expand their group sales effort outside the local community into the Southern Tier and NE PA.

To compliment the well appointed hotel, the multi-purpose rooms, trackside terraces and current banquet spaces, TDCR group sales will produce a full and year-round calendar of events.

Proposed packages to include:

- *Hotel*
- *Event space*
- *Spa*
- *Fitness Center*
- *Restaurants*
- *Golf*
- *Outdoor Adventure Land (Mini Golf, Batting Cages, and Rock Climbing)*
- *Gaming Bonuses*
- *Concerts*
- *Weekend entertainment venues*
- *Racing*

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Exhibit VIII.B.9.b. (cont.)

When appropriate, packages will incorporate visits local attractions throughout the Finger Lakes region

- *Wineries*
- *Museums*
- *Gorges*
- *Shopping*
- *Craft Beer Tours*
- *Historical Sites*
- *Restaurants*
- *Sporting events*
- *Outdoor Recreation – Fishing, skiing, hiking, and boating*

Development of Tourism Packages

TDCR will seek to cross market its facility with area attractions by developing exciting and reasonably priced 2-5 day packages that incorporate use of the resort facilities, gaming offers, transportation and tickets to tourism venues.

In addition, on an on-going basis, tourism tickets, packages and special events will be sold in the TDCR gift shop and through hotel concierge services, promoted in customer database mailings and offered as customer rewards in the players club.

Tioga Downs has established alliances with most of the area's tourism entities. (See Exhibits IX.B.1, IX.B.3 and IX.B.4 for full listing). The resort amenities will facilitate the obvious expansion and deepening of these relationships.

Media Press Conferences and Hard Hat Tours

An important component of brand awareness will be media coverage. TDCR will conduct several media events throughout the resort building process, including hard hat tours of the construction.

Monthly Newsletter

Notwithstanding the importance of attracting new customers to the resort, Tioga Downs' current loyal customers are and will remain our top priority.

As we build the resort property, we will make sure current customers are "in the know" by featuring news stories in our monthly newsletters. We want them to be among the first to experience the new resort by offering them advance sale hotel rooms and other amenities prior to opening.

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Exhibit VIII.B.9.b. (cont.)

Hotel Soft Opening/New Year's VIP Customer Event

We plan to open the new hotel with a New Year's Celebration with our VIP Customers. The event will include a complimentary hotel stay, themed party and dinner in the new restaurant.

Grand Opening Events:

We plan two resort grand opening events. The first celebration will be held in January 2016 marking the opening of the hotel and its indoor amenities. This event will be gaming centric, primarily catering to our database of casino customers and will aim to attract trial from customers of nearby competing casinos.

The second and larger of the two events will be held in May 2016, marketing the opening of the adventure zone outdoor amenities. The event will take a wider focus, positioning the property as a destination resort.

Events planned for these celebrations are outlined below:

JANUARY 2016

"FIND YOUR FUN"

GRAND OPENING OF TIOGA DOWNS HOTEL, PJ CLARKE'S AND AGELESS SPA

The first of two resort grand opening celebrations will be held in January 2016, when the hotel opens to the public. The gala will include:

- Indoor Headliner Concert
- Indoor show of local businesses who are in alliance with the casino players club
- FIND YOUR FUN casino sweepstakes (Prize package will support the FIND YOUR FUN positioning and include: Cash, FP, tourism packages and tickets, Hotel complimentaires, Spa complimentaries and Food complimentaries)
- FIND YOUR FUN slot and BJ tournaments
- Restaurant promotions
- Spa promotions

MAY 2016

"FIND YOUR FUN"

GRAND OPENING OF THE TIOGA DOWNS CASINO RESORT

- Outdoor Headliner Concert
- Family Fun Festival (Pool, Waterslide, Batting cages, Putt Putt, Bouncy House, 2K children's race on track, carnival games, face painting and crafts, etc)
- Classic Car Giveaway

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Exhibit VIII.B.9.b. (cont.)

Overview of Creative and Branding Strategy Post-Resort Opening

Building the Brand

The brand promise: *Find Your Fun at Tioga Downs Casino Resort!* will be supported with an emergence of impactful retail promotional events, live entertainment, casino player events, and leisure travel and tourism packages.

Program tactics will be customized to each of the eight target audiences to gain maximum levels of participation from established patrons, new gaming patrons, racing patrons, tourists, non-gaming resort patrons and the business community.

Reinforcing the FUN Entertainment Brand

Marketing efforts will:

- Recognize and reward patronage to keep customers engaged and drive repeat visitation
- Analyze data and solicit feedback from all target audiences to determine:
 - Ways to improve the experience
 - Most effective modes in which to communicate
 - Most effective offers and incentives
- Elevate levels of market awareness by developing advertising messages and promotions that are distinctive, memorable and motivating

There's always FUN to find at Tioga Downs Casino Resort

The marketing strategy will emphasize the frequency and variety of entertainment options to

- Increase visitation among the brand's established casino and racing customers
- attract new customers who are looking for a more diverse entertainment experience than gaming alone

As a key component of delivering the entertainment brand to every patron, the entertainment events will be supplemented with an extensive promotional calendar comprised of a mix of the following formats:

- Signature weekday promotions that are gaming centric and will feature smaller prize values

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Exhibit VIII.B.9.b. (cont.)

- Quarterly sweepstakes that feature high value prizes (cars, boats, etc). This format will allow customers to play for advantage/multiple entries for extended lead times prior to prize drawings. Drawings will be held on weekends to maximize attendance at the peak of the event
- Monthly sweepstakes, featuring a large number of lower value prizes (i.e., BBQ grills, small electronics, etc) to be awarded mostly on weekdays

Promotions will be supported with targeted mass media advertising, direct mail and impactful displays on property.