



Exhibit VIII.C.6.c. – Plans to Differentiate Casino

Submit as Exhibit VIII.C.6.c. a description of any particular efforts (e.g., design, operations, and/or marketing) that are planned to differentiate the casino from competitors and to maximize the potential of the market.

Tioga Downs will continue to differentiate itself from its competition through outstanding customer service, brand awareness, top level casino design and game selection, adding unique amenities in the planned expansion with high caliber dining and entertainment, and continuing to operate one of the premier harness tracks in the Northeast.

Tioga Downs is located centrally in the Southern Tier and has no competition within a near two-hour radius of the property. Tioga Downs is also located directly off Route 17 where thousands of drivers drive by each day and tens of thousands drive by each week. The location catches the eye of everyone passing the facility and is easily accessible from the highway. Located near the New York-Pennsylvania border, Tioga Downs will have the unique ability to capture Pennsylvania customers and recapture and hold New York customers that may otherwise be seeking full gaming in Pennsylvania or Tribal gaming facilities.

Top Notch Customer Service

Tioga Downs has always valued friendly customer service and guest satisfaction as one of, if not the most, important objective of daily casino operations. Tioga Downs trains every employee in new hire orientation (and recertifies annually) on a custom guest service program to ensure that every guest entering the facility is treated with a smile and warm welcome. Tioga Downs has received many comments from guests stating that they feel the more welcome at Tioga Downs than any other of the gaming choices in the area. This sentiment is further evidenced by the overwhelming public support of full gaming expansion for this property.

Brand Awareness

Tioga Downs distinguishes itself from others with its existing brand awareness and 250,000-person database. Cutting edge database and loyalty programs will be deployed against this customer information, as well as the new enrollees. Discrete granular customer knowledge also allows Tioga Downs to target advertising spend and marketing communication vehicles at an unparalleled level compared to “start-up” casinos.

Top Level Casino Design and Game Selection

Tioga Downs has infused the proposed new gaming floor with energy and excitement through the centrally located lounge/action bar. Table games pits have been strategically located to both insert action into slot areas as well as provide for more private higher limit games.



 	TIOGA DOWNS CASINO RESORT <small>TIOGA DOWNS CASINO, TOWN OF NICHOLS, TIOGA COUNTY, NEW YORK</small> <small>NEW YORK GAMING FACILITY LOCATION BOARD</small> <small>RESPONSE TO REQUEST FOR APPLICATIONS TO DEVELOP AND OPERATE</small> <small>A GAMING FACILITY IN NEW YORK STATE</small> TIOGA DOWNS LLC	VIEW OF FEATURE BAR	
		DATE JULY 2015	EXHIBIT NO. VIII.C.5.a.11.1

Unique Amenities with High Caliber Dining and Entertainment

Tioga Downs has made a particular effort to include unique amenities in the planned expansion that will add value and meet guest demand for the entire region. Tioga Downs has chosen two proven restaurant brands based in New York City to increase the food offerings at the property and add one of a kind dining experiences in upstate New York and the Southern Tier with PJ Clarke’s and Virgil’s Real Barbecue.

PJ Clarke’s will be located in the hotel amenities building and will offer world class burgers and



other sophisticated bar-bistro style fare. PJ Clarke’s is a Manhattan staple that has been in operation for more than 100 years with additional locations in New York City, Long Island, Washington, D.C., and Brazil.

Virgil’s Real Barbeque is another New York City restaurant that will be built along with the gaming floor expansion. Virgil’s will offer authentic Southern barbeque unlike anything else in the Southern Tier. Virgil’s will also be the home of a honky tonk night club that will have live country music and dancing that will be completely unique to the area. Outside of its flagship location in Times Square, Virgil’s can be found in the nationally known resort destinations of Mohegan Sun Casino in Connecticut, Atlantis Paradise Island, and Nassau Bahamas.

See Exhibit VIII.C.11 for more detail on PJ Clarke’s and Virgil’s Real Barbeque.

Operation of a Premier Harness Track in the Northeast

Tioga Downs operates one of the best harness racing tracks in the Northeast. The 5/8 mile track is fast and always in top condition to offer the most exciting live harness horse racing around. Tioga Downs runs a short season to increase the purse sizes and attract the best drivers and horses in the country with nationally recognized stake races - Roll With Joe and the Cane Pace.



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