

## Exhibit IX.B.4 – Local Agreements

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*Submit as Exhibit IX. B.4. copies of local agreements designed to expand Gaming Facility draw (i.e., number of patrons brought to the Region).*

Capital View Casino & Resort has developed many cross-marketing platforms that will generate increased visits to both our partners and our gaming facility in order to maximize revenue generation for the region. We're best positioned to begin driving consistent visits from opening day because of our exclusive existing database of over 360,000 known players. We're the only proposal that can work with Saratoga Casino and Raceway to increase visits at both properties. While other bidders would actively and aggressively cannibalize racino customers – and the state's share of revenue generated there – Capital View Casino & Resort would produce increased gaming revenue through beneficial cross marketing and shared database opportunities that are exclusive to this bid.

Furthermore, our experience in the 11 states where we operate demonstrates that visitation to our facilities is greater when our guests are offered multiple attractions in our community – including nearby historic sites, entertainment venues, restaurants and convention facilities.

To meet this goal, we've developed partnerships with local entertainment venues as evidenced in the agreements with The Times Union Center, The Palace Theatre and Park Playhouse in Exhibit IX.B.2.a. These agreements include event tickets, on-site advertising and promotional booths, banner ads and e-blasts. They also include the ability for Capital View Players Club members to redeem their loyalty points for tickets to performances held at our partner facilities. This key element of the agreements encourages players to earn more points in order to redeem them for popular performances.

We'll also expand the gaming facility draw with the Capital Partner program, which will add value for our players and benefit local businesses. Many of the dozens of local businesses that have voiced support for Capital View Casino & Resort (as demonstrated in Exhibit IX.A.1.b) have also asked to participate in the Capital Partner program, which will enable our guests to redeem their loyalty points for gift cards redeemable at the partner location. Programs such as this are highly popular at our other facilities, as demonstrated by the Downtown Business Association Gift Card program at Saratoga Casino & Raceway. When players perceive a value add to their entertainment choice, they're more likely to return more frequently and drive additional gaming revenue and local benefit.

Another example of a local agreement that will be used to expand Gaming Facility draw is our alliance with Mazzone Hospitality to own and operate a gourmet steakhouse inside of CVCR. The widely recognized excellence of Mazzone restaurants will draw visitors to the facility to experience the newest addition to their growing family of top flight New York eateries.



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## **CAPITAL VIEW CASINO & RESORT ANNOUNCES RESTAURANT ALLIANCE WITH MAZZONE HOSPITALITY, THE CAPITAL REGION'S PREMIER FINE DINING AND CATERING COMPANY**

(Albany, NY) – Capital View Casino & Resort, a joint project of Saratoga Casino and Raceway and Churchill Downs Incorporated, today announced a restaurant alliance with Mazzone Hospitality, the Capital Region's preeminent catering, fine dining and event company.

The arrangement with Mazzone Hospitality is the first step in creating a new, high-end dining facility with a focus on locally-grown and sourced products inside the proposed \$300 million casino project. The restaurant will be in the tradition of the exceptional standards of Mazzone Hospitality's seven other restaurants in the Capital Region.

Last month, Capital View Casino & Resort announced commitments to the community that will enhance local businesses, tourism, and community groups and will spur economic growth throughout the Capital Region, a model that is already successfully employed between Saratoga Casino and Raceway and businesses and attractions in Saratoga Springs.

“Mazzone Hospitality starts and ends each day with an appreciation of our clients and the responsibility we have to deliver delicious and artfully presented food and impeccable service,” said **Angelo Mazzone, owner of Mazzone Hospitality**. “That tradition will continue with this new restaurant at Capital View Casino & Resort, allowing us to align with two world-class organizations that share our values and commitment to customers. We really like the vision for Capital View Casino & Resort and are honored and privileged to be a part of this exciting project.”

“We could not be more thrilled to announce this alliance with a business that is not only an industry leader, but also locally owned and operated, and part of the fabric and tradition of the Capital Region,” said **Rita Cox, SVP of Marketing and External Affairs at Saratoga Casino and Raceway**. “Our goal has always been to build a regional casino resort

destination that showcases the very best of the Capital Region and we're very proud to be able to provide the best in the region for our guests with Mazzone Hospitality."

Rooted in family traditions and servicing the Capital Region for the past 23 years, Mazzone Hospitality's relentless desire to please their customers and guests has rewarded them with deep customer loyalty. Mazzone Hospitality offers creative full service dining and catering, and has over 30 years of experience delivering flawless and memorable weddings, social events and galas in the Capital Region. Starting in 1981 as Peggy's, a small pizza restaurant in downtown Schenectady, Mazzone Hospitality has expanded across three counties and now employs up to 750 employees.

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