

## **Exhibit VIII.C.9.c (Entertainment Venues Contemplated):**

*Submit as Exhibit VIII.C.9.c. a description of the extent to which entertainment venues and plans are contemplated to be used for casino and/or other marketing. Include the manner in which the Gaming Facility will enhance entertainment venues already existing in the Host Municipality and nearby municipalities.*

Hudson Valley Casino & Resort's goal is to use entertainment on property and off-site as a competitive tourism component to grow the market visitation. Casino and hotel marketing strategies will include using the Event Center as an amenity to draw occupancy to the resort. In addition, the resort will partner with entertainment venues in the region to collaborate on attracting new business to the area.

Entertainment is very appealing to casino patrons and leisure guests and even business and meetings travelers, and the property will seek to leverage entertainment venues in and near the municipality in order to attract these guests to visit. A comprehensive marketing plan will be developed to use the resources in the region to appeal to the various guest segments outlined above. A number of the initiatives contemplated to be developed include:

- a) Seek out opportunities to increase off site venue tickets sales through promoting via remote sales outlets and/or property website links and interactive marketing campaigns;
- b) Include a list of static entertainment venue offerings as part of the resort's marketing collateral for group, corporate, tour and travel, GDS, consortia and other pertinent hotel sales segments;
- c) Develop a hotel/concierge education program whereby our employees can promote the various amenities available in the market;
- d) Use regional entertainment venue's shows as an attraction for gaming and leisure guests in various hotel packages, VIP events, and ticket partnerships;
- e) Inclusion in Rush Rewards Plus program to encourage redemption opportunities for entertainment venue ticket sales;
- f) Sponsorships, partnerships, and cross promotional opportunities will be examined with entertainment operators in the market.