

Exhibit IX.B.1 (Local Business Promotion):

Submit as Exhibit IX.B.1. a description of plans for promoting local businesses in Host Municipality and nearby municipalities including developing cross-marketing strategies with local restaurants, small businesses, hotels and retail facilities. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing.

The Applicant understands the collective benefit of partnering with the local business community. The Applicant will borrow on the successful concepts employed by Rush Street Gaming operated casinos, as well as collaborate with local and regional businesses and organizations to identify best in class opportunities.

The Rush Rewards Plus Program will allow Hudson Valley Casino & Resort to link its customer loyalty program, Rush Rewards, to the local business community, promoting trial and patronage of partner restaurants, Shawangunk Wine Trail, breweries, hotels, and community businesses. Partners are allowed to craft their own individual offers to encourage trial. Additionally, partners are promoted on the casino website, collateral, and through direct mail and e-mail throughout the year. An example of the Rush Rewards Plus program and its current partners are shown below for SugarHouse Casino in Philadelphia.

Example of local promotion:



Gain the Advantage with Rush Rewards Plus!

Show your Rush Rewards card at participating local businesses to receive exclusive discounts and offers.



In addition to Rush Rewards Plus, Rush Street Gaming, LLC operated properties regularly engage with area restaurants and attractions as customer incentives and through partnerships. SugarHouse Casino in Philadelphia partners with approximately 15 hotels and 70 restaurants throughout the city with the purpose of rewarding our best customers for their loyalty. They have set up direct bill accounts to send individual customers or host large group events.

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While Hudson Valley Casino & Resort will operate an on premise hotel, we anticipate partnering with local hotels in order to offer customers choice based on price, availability and location. This will encourage local and regional hotels to participate in cross-marketing efforts with the casino resort that can benefit overall area occupancy. Partner hotels will be featured on the website and in direct mail and email guest communication. A casino package, which Hudson Valley Casino & Resort can provide to the hotel free of charge, enhances the hotel's bookings by adding value to the consumer. Examples from Rivers Casino Pittsburgh's web site below illustrate the use and promotion of the package and a direct link to book on the partner hotel's web site. Rivers Pittsburgh is currently offering this package with 27 hotels.

The hotel partner package has directly produced over [REDACTED] room nights this year.

HOTELS

Scroll down to view our outstanding Hotel Partners. All offers are subject to availability.

Hotel Coupon Redemption:
All guests redeeming free slot play coupons provided by a hotel partner must be age 21 or over and obtain a player's card for FREE. Valid state issued photo ID, driver's license or valid passport must be presented to obtain a card. This is a limited one-time only offer and Rivers Casino reserves all rights to alter or change this promotion with notice.

- RESIDENCE INN NORTH SHORE – 0.8 MILES**
Our Rivers Casino Stay and Play package is a winner here at the Residence Inn by Marriott Pittsburgh North Shore! Get in on the action at the North Shore of Pittsburgh and visit Rivers Casino. We will get you started with complimentary transportation to the casino and \$10 of free slot play for up to two people PLUS an additional \$10 gift card. Our all-suites hotel includes:
 - * A hot breakfast buffet
 - * A full kitchen and areas for sleeping, working and relaxing
 - * An indoor stationary lap pool and fitness room
 - * An exterior patio and fire pit
 - * A location that is walking distance from many area attractions and some of Pittsburgh's finest restaurants[BOOK NOW](#)
- HYATT PLACE NORTH SHORE – 0.8 MILES**
Located in North Shore and less than a quarter mile from downtown Pittsburgh, the Hyatt Place Pittsburgh-North Shore hotel is centrally located to popular area attractions such as the Carnegie Science Center, Heinz Hall for the Performing Arts and the Rivers Casino. For sports fans, the hotel is within walking distance to PNC Park and Heinz Field and less than two miles from the Consol Energy Center, home to the Pittsburgh Penguins.
Hyatt Place Pittsburgh-North Shore is the perfect hotel for business and leisure travelers. Westinghouse Electric Corporation, Del Monte Foods, IBM, H. J. Heinz Company and PPG are all within minutes of the hotel. Enjoy a day of shopping at the Strip District or visit nature's splendor at the Phipps Conservatory & Botanical Gardens. Explore the Pittsburgh Zoo & PPG Aquarium, stroll through the campus of University of Pittsburgh or attend an event at the David L. Lawrence Convention Center.
[Book Now](#)
- SPRING HILL SUITES MARRIOTT – 1.4 MILES**
The Spring Hill Suites Stay and Play package at The Rivers Casino. Your stay includes: Enjoy overnight accommodations in our newly renovated rooms. Complimentary breakfast buffet including eggs, sausage, muffins, bagels, fruit, cereal and beverages. Complimentary casino and attractions shuttle. \$10 free play voucher **for up to two people per stay**. Click on the link below and look for DEALS AT THIS HOTEL. Book yours today!!!
[Book Now](#)
- THE PRIORY HOTEL – 1.6 MILES**
With its massive gaming floor and elegant finishes, the Rivers Casino has fast made a name as one of the most compelling casinos in North America. And better yet, this world class facility is The Priory's North Shore neighbor, located just a short drive away (with no bridges to cross!) from The Priory's complimentary parking. To celebrate the Rivers Casino arrival in the neighborhood, The Priory is proud to announce its Rivers Casino Package. This package includes: An overnight in a Priory Hotel standard guest room Two \$10 vouchers for slots play at the Rivers Casino A \$50 food and beverage gift card for use in the Rivers Casino's many restaurants and bars, including the fabulous Andrew's Steakhouse Complimentary valet parking (with your Rivers Casino Player's Card) And, in your room upon check in, a gift basket containing a bottle of champagne, and two scratch-off lottery tickets (you never know - you might get lucky!). This package is complete for \$249 per night plus tax. So come to Pittsburgh and try your luck! Please note: There is no change given for the food and beverage gift card; the entire value of the card must be used. Also, please note that on the days of Pittsburgh Steeler and University of Pittsburgh football games, the Rivers Casino does not offer free parking for casino patrons. *Purchasing a Rivers Casino Package allows registered hotel guest and one additional guest in room, to receive the \$10 free slot play vouchers, valid for one time use during guest stay dates. Guest must present Rivers Casino Package Free Play Rack Card, which will be given to guest purchasing a Rivers Casino Package, upon check in at the hotel. Card information must be completed, and signed by authorized Hotel Management. Incomplete information on this card will make this offer invalid. See Rivers Casino Package Free Play Rack Card for rules and details." Call now: 412-231-3338

Transportation services are also an area of opportunity for local partnerships. In addition to offering hotel guests complimentary shuttle services to local area hotels, restaurants, and attractions, the Casino Resort will contract services for shuttles and limousines for both groups and individual travelers. For example, Rivers Casino Des Plaines contracts shuttle service to area hotels and the train line stop, while SugarHouse contracts trolleys which stop at key locations for both locals and tourists throughout Philadelphia. Rivers Casino and Resort will be seeking area transportation businesses to contract.

Cross-promotional opportunities will also be customized to the site. As example, Rivers Casino Pittsburgh partners with The Gateway Clipper, a local tour river boat, on a sightseeing cruise of the City of Pittsburgh. Rivers Casino Pittsburgh works with neighboring Science Center to create evening attractions targeting adults that include demonstrating the science of casino games and prizes. Hudson Valley Casino & Resort will seek these types of local and regional opportunities as part of the core strategy of community alliance.

Hudson Valley Casino & Resort will actively participate and partner with local business and organizations that maximize area tourism and local business spend. The Resort is a proud member of the Orange County Chamber of Commerce. Rush Street Gaming, LLC operated properties have a strong history of participation and leadership within these organizations. SugarHouse Casino in Philadelphia is an active member of

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local organizations including the Chamber of Commerce, Hotel and Motel Association, Pennsylvania Convention and Visitors Bureau and the Greater Philadelphia Tourism and Marketing Corporation. Rivers Casino Pittsburgh is an active member of Visit Pittsburgh, serving Pittsburgh's Convention and Visitors Bureau, and in 2012 received The Tourism Partner Award for outstanding partnership and ongoing collaboration. Additionally Rivers Pittsburgh is a member of the Pittsburgh Social Exchange, the North Shore Chamber of Commerce, and actively participates with Destination Greater Pittsburgh, The Airport Chamber of Commerce, and SKAL Pittsburgh. Hotel and Lodging Association. Rivers Casino Des Plaines participates in the Rosemont Chamber of Commerce, Des Plaines Chamber of Commerce, Chicagoland Chamber of Commerce, and the Illinois Restaurant Association. All RSG operated casinos participate in Familiarity tours and appreciation events with a variety of organizations, including showcases, travel shows, group leader mailings, and fundraisers. SugarHouse Casino participates in major sponsorships with Philadelphia tourism web sites.

In the community, Hudson Valley Casino & Resort will strive to be a strong partner. As example, in Philadelphia, SugarHouse Casino is the title sponsor of the Mummers Parade. This tradition dates back to the early 1900s and continues from the casino's financial contribution. Three years ago, the parade lost city funding. This parade impacts many local neighborhood communities and businesses not just on parade day, but as crews prepare for the event year-round. SugarHouse's title sponsorship allows the legacy of this parade to also contribute to the Saint Patrick's Day Observation Association, Polish American Cultural Center, and the 1942 Society.

The Hudson Valley Casino & Resort marketing team realizes that Destination Marketing is absolutely critical to the success of the property and the region. More importantly, it is a competitive advantage with regards to the unique appeal this part of the United States and Upstate New York possesses from a quality and experiential perspective.

Hudson Valley Casino & Resort will focus its Orange County tourism campaign on four major aspects, including:

- 1) Recreation
- 2) Historic and Cultural
- 3) Unique Attractions
- 4) Events

Hudson Valley Casino & Resort will work closely with Hudson Valley Tourism, Inc. (the 10-county region designated by I LOVE NEW YORK to promote tourism for the area) to build partnerships with entities listed below, and to further enhance visibility of this campaign regionally and throughout the US. By promoting this in markets where RSG currently has properties and advertises, as well as in other markets in the Northeast and throughout the US, the region will be able to expand its reach to a new clientele who will consider visiting for a unique hospitality experience.