

## Exhibit IX.B.4 (Local Agreements):

*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).*

The Applicant team's experience in the combined six states where we or our affiliates operate demonstrates that visitation to our facilities is greater when our guests are offered multiple attractions in our community - including nearby historic sites, arts and entertainment venues, restaurants and convention facilities. Hudson River Casino & Resort is minutes away from many of the area's premier tourist attractions, including historic Hyde Park, West Point, Walkway Over the Hudson, and the area's many hiking and biking opportunities. The proximity to these attractions will be essential.

To meet this goal, we've developed partnerships with local entertainment venues on both sides of the Hudson River, as evidenced in the agreements with The Mid-Hudson Civic Center, Dutchess Stadium, Shadowland Theatre, Sugarloaf Performing Arts Center, Paramount Theatre and Just Off Broadway Theatre in [Exhibit IX.B.2.a](#).

As part of our business and branding plan, Hudson Valley Casino & Resort will incorporate iconic elements of the region into the project and will work with local restaurants, farmers, craft brewers and distilleries to feature local wines, spirits and produce throughout the facility. To further promote the area's growing agri-tourism industry and to encourage visitors to these area attractions to also visit our facility, the project will employ cross-marketing of local agriculture and beverages at the resort and provide transportation for patrons to local wineries, orchards, farms, distilleries and craft breweries. We will also expand the gaming facility draw with our rewards program, which will add value for our players and benefit local businesses. Many of the dozens of local businesses that have voiced support for Hudson Valley Casino & Resort (as demonstrated in [Exhibit IX.A.1.b](#)) have also asked to participate in the this rewards 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 Rush Rewards Plus Program (as further described in [Exhibit IX.B.1](#)) and 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.