f. Submit as Exhibit VIII. C.7.f a description of any particular efforts, design, operations, and/or marketing that are planned to differentiate the hotel from competitors and to maximize the potential of the market.

The Tower will be inspired by Modern high end 60's and 70's architecture and classic Concord Hotel themes. It will have a warm, nature inspired feel in a contemporary style. There will be significant elements of linear and vertical stone, vertical louvers, tall tree shapes balanced with classic architectural influences such as deco/art-nouveau/unisonian/Bauhaus/euro modernism/and lodge. It will also feature “fall leaves” inspired glass elements.

The Concord will be a gracefully organized space that fills the guest with a sense of balance, style, and most importantly, comfort. It will also take special care in not being overdone or excessive, carefully avoiding “sensory overload.” It will provide a warm and inviting experience for not only the conservative elderly “gambling junket” guest, but also for the Generation X and early Baby Boomer guests.