

ulstercountyalive.com

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June 11, 2014

Dear Sirs,

The Ulster County Tourism Department will partner with the Nevele Resort, Casino & Spa, upon the Nevele receiving a casino license this fall, to expand the gaming facility's draw by helping to increase the number of patrons brought to the region through collaborative advertising and promotional efforts.

The Nevele Resort, Casino & Spa will dedicate resources for overall marketing expenditures to cross-market and support programs driven by the Ulster County Tourism Department.

This includes many promotional areas, including placement on the county's popular website Ulstercountyalive.com, which averages more than 25,000 visits monthly. The Nevele Resort Casino & Spa will also be featured in the county's award-winning travel guide, will be invited to participate in numerous trade and travel shows throughout the New York City area, Connecticut, New Jersey and Pennsylvania, and will be invited to participate in cooperative advertising ventures to draw guests, regional tourists, business/group travelers from the New York City metropolitan area and beyond.

The Nevele Resort, Casino & Spa has pledged to partner with both local and regional tourism entities, including the 10-county Hudson Valley Tourism and the four-county Catskill Association for Tourism Services. Both regional tourism groups work diligently to promote tourism in their respective regions with active websites, distribution of numerous promotional materials and marketing efforts with I Love NY, the state's official tourism office.

The Ulster County Tourism Department is looking forward to this opportunity to work with the Nevele Resort, Casino & Spa.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard J. Remsnyder". The signature is fluid and cursive, with a long horizontal stroke at the beginning and a large loop at the end.

Richard J. Remsnyder
Ulster County Tourism Director