

Exhibit VIII.C.6.c
Plans to Differentiate Casino

Submit as Exhibit VIII.C.6.c, a description of any particular efforts (e.g., design, operations, and/or marketing) that are planned to differentiate the casino from competitors and to maximize the potential of the market.

Capital Region Gaming business plan is multi-faceted. Generating sustainably strong revenues requires an integrated approach that involves Design and Construction, Marketing, Operations, Team Member Culture (hiring and training), Customer Satisfaction, and Community Involvement. Capital Region Gaming's principals have substantial experience as new entrants into both new and mature gaming markets and an outstanding record of success in generating above-market revenue.

As a new entrant, each of our affiliated properties has successfully achieved revenues to become the market leader (Chicago area in Illinois and Pittsburgh area) or an enhanced competitive position that far exceeds its fair share of gaming revenue (Philadelphia, PA).

Design and Construction

Capital Region Gaming will be a first-rate facility which will offer great dining, entertainment and hospitality features to supplement and enhance customers' experiences at the casino. Not only will the property provide a range of food & beverage venues and hotel, it also will contain a banquet facility, meeting rooms and a day spa. These new venues will attract gaming and non-gaming customers – small to medium-sized business groups, private parties, entertainment customers not just from the immediate area but also from other parts of the region. They will provide a diverse array of jobs, and will further diversify the local economy.

Rush Street Gaming ("RSG") has a proven track record of designing and constructing properties with quality finish levels and non-gaming amenities that distinguish it in the market. The property will be aesthetically integrated into the community and designed to be LEED certified or better. The development has been designed to be sensitive to and enhance the waterfront and adjacent planned harbor. Further, in order to improve the customer experience, the property will incorporate easy ingress/egress, clear pathways, good sight lines, and helpful signage. Please refer to other exhibits in this RFA response for a more detailed description of the program and facility.

Marketing

To ensure a successful opening, RSG affiliated casinos conduct detailed demographic studies to develop comprehensive media and marketing plans and understand where their customers will be coming from. Capital Region Gaming intends to follow this blueprint and additionally leverage the current data concerning New York residents and their visitation patterns to casinos in neighboring states to help identify where Capital Region Gaming's facility needs to target its resources.

Once operations commence, RSG's primary revenue growth strategy has been first to rapidly build a customer database via targeted and strategic acquisition programs, where customers can receive free slot play, prizes, and be eligible for enticing rewards for signing up. RSG affiliated casinos also

target customers already in the market and playing at competitors by matching their loyalty card level that they have attained elsewhere. Additionally, properties send compelling offers to their customers based primarily on theoretical win, but in some cases varying the offer by geographic location and frequency of visits to ensure that they a) are not over-reinvesting but b) are giving extra incentives to customers who live in “battleground areas” of relatively equal drive time between themselves and their competitor(s).

RSG and its property marketing teams also conduct awareness studies and focus groups to look at market penetration, intent to visit and other key indicators on both quantitative and qualitative bases to ensure that they tailor their promotions to customers based on theoretical win, frequency, and geography. RSG affiliated properties generate regular reports that look at customer segmentation based on age, geography, theoretical win, gender, etc. and measure changes in customer spend and visitation to ensure that they are continuously improving marketing efforts, gaming product, and non-gaming amenities.

The bedrock of RSG loyalty marketing is “Rush Rewards” – a program that offers customers various perquisites for their play and for increasing their loyalty. Customers reaching the highest tier earn additional entries in sweepstakes, are eligible for exclusive promotions and events, get higher food and other discounts in dining outlets, have special lines reserved just for them at the cage and players club, and at certain giveaways. They also receive personalized service from hosts, and access to a private lounge area.

Operations

RSG affiliated properties pride themselves on hiring a strong and experienced executive team that understands our company culture but also invests in learning the local area and integrating themselves into the community.

RSG affiliated casinos believe it is essential to establish themselves as important contributors to the community. All RSG affiliated casinos partner with their respective community through participation in local events and sponsorships of local professional sport teams, entertainment, and tourist attractions. RSG affiliated casinos leverage their locations near local attractions through a variety of sponsorships and partnerships. In addition, senior management of all properties serve on a variety of local boards engaged in promoting travel and tourism, as well as business development. Casino team members participate in a variety of charitable events, and the casinos donate funds to support worthy causes. Please see Attachment “A” for examples of community involvement, sponsorships and partnerships.

Team Member Culture and Customer Satisfaction

Our management teams focus on providing outstanding customer service and a superior work environment. In fact, █████ of the management team’s bonus is based on customer service and team member satisfaction improvement.

For customer service, RSG properties measure dozens of customer interactions, track service improvement, and reward both team members and management for delivering continuous

improvement in customer service. Team members at our other affiliated casinos can earn up to \$600 per year in service bonuses and can also earn and redeem points for prizes and merchandise through our Inspired Service Ace Rewards program for delivering great customer service interactions.

Additionally, management is heavily incented to provide a great work environment and continuously improve team member satisfaction. To this end, our properties take great care to ensure that their team members enjoy competitive benefits and excellent working conditions. RSG properties provide outstanding training, educational, wellness and financial programs, as shown in Attachment "B". Further, the executive team at all three properties lead regular interactive meetings for all employees at which the executive team provides updates on property performance, upcoming events and new developments.

All of our executives have an open door policy and our General Managers, department heads and managers, all conduct round tables, focus groups, Q&A sessions and other interactive sessions where team members have an opportunity to engage directly with senior leadership, ask questions and give feedback/suggestions.

Results

Our results have been outstanding in each of our markets:

- Rivers Casino in Pittsburgh opened with slot market share just above 42% in the first several months of operations and has increased it to over 56% based on the last six months of operations, and has been the market leader every month since November of 2010. Rivers Casino has been the table game market leader every month since table games opened in July of 2010 with a market share generally in the high 60% to high 70% range. Rivers Casino currently has over [REDACTED] people in its database.
- SugarHouse Casino in Philadelphia has had the highest win per table per day of any property in the state since its opening in September 2010 and (excluding the small resort casinos) has had the highest slot win per unit per day since August 2011. SugarHouse's database is currently over [REDACTED] customers.
- In Des Plaines, Rivers Casino has been the market leader by more than a 2:1 margin over its nearest Illinois competitor in both slots and table games since opening. Rivers Casino's database is currently over [REDACTED] customers. Rivers success has continued unabated into 2014. In 2013, Rivers was the only Chicagoland casino to show gaming revenue growth and through April 2014 Rivers revenue is up 1.0% while the Chicago market is down 8.7%.

RSG believes these strategies to be highly sustainable and are specifically designed to maximize long-term performance. In fact, each property is successful and has improved market share over time. The strategies are sustainable because they offer customers better value for their loyalty and offers rewards tailored to their level of play. RSG's focus on customer service is also a strategy tailored to long-term success, as over the long-run, RSG believes that customers will increase their loyalty to a casino that offers superior service.

Awards

As a measure of RSG's success, each casino has won numerous awards from a wide range of different groups. Please see Attachment "C" for a list of awards and recognitions each casino has received. Among many honors, in Pittsburgh, Rivers Casino has been named Best Overall Gaming Resort by *Casino Player Magazine* for four years in a row and has taken home 116 "Best Of" awards since opening in 2009. It was named Best Overall Casino by *Strictly Slots Magazine* four years in a row. It has also won numerous community awards including awards for outstanding employer.

SugarHouse Casino was named the best place to work in 2012, 2013, and 2014 by the *Philadelphia Business Journal* in the "extra-large" employer category, and has been honored as a "Top 20" place to work for three years in a row. SugarHouse was also named a top workplace by the *Philadelphia Inquirer* for three consecutive years and has been honored with many community service awards by various local groups. General Manager, Wendy Hamilton, was named one of the top 40 business leaders in Philadelphia under the age of 40 by the *Philadelphia Business Journal* (2011), and Mary Cheeks, SugarHouse and Rivers Pittsburgh's CFO was honored by the *Philadelphia Tribune* in its "Women on the Move" special publication (2011). Also, Rose Cook, SugarHouse Casino's VP of Gaming, was selected as a "Top in Ops" award winner by *Casino Enterprise Management* (2012).

Rivers Casino in Des Plaines was named by the *Chicago Tribune* one of Chicago's Top 20 workplaces in 2012 and 2013 and Best Casino in 2012 by the *Chicago Reader*. It also is the first LEED Certified Gold casino in the world and received the 2012 Chicago Commercial Real Estate Special Achievement Award and Chicago Building Congress 2012 Merit Award – New Construction Suburbs. It also has received a large number of awards and recognitions by various community groups that it has served since its opening.