

**Exhibit VIII.C.7.f**  
**Plans to Differentiate Hotel from Competitors**

*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 Schenectady site location paired with a strong national hotel brand, like aloft or Four Points by Sheraton, offers many competitive advantages to other proposed sites. A re-use of an industrial urban plot of land located on the Erie/Mohawk waterway offers a unique opportunity to visitors of the region. Whether the visitor is a business traveler, casino guest, or parent visiting one of the local colleges, the hotel marketing efforts will be focused on promoting the existing city resources through leveraging the hotel brand marketing tools. Hotel “stay and play” packages will be developed around key local venues. Our approach to marketing the hotel is to maximize the casino visitor’s stay through enticing them to add additional nights and stay longer to explore the region. Through partnerships with the arts in the Schenectady community, we can package hotel rooms with tickets to Proctor’s Theater, the ballet and symphony orchestra, and local museums. These hotel packages along with listing various attractions near and around the hotel will be visible on the hotel brand booking web site as well as all on line travel agencies (OTA’s) giving national exposure to these venues through no additional marketing dollars spent. BBLH working with the national hotel brand is well versed in the art of eMarketing which encompasses the use of social media, local marketing, mobile, and reputation management to maximize revenue generation.

Further, there is currently no hotel product situated on water in the Capital Region. The water way is another unique resource to the site offering visitor’s an opportunity to take advantage of water sports and recreation during their casino visit. Located on the Erie/Mohawk River, the canal system attracts boating enthusiast from around the region. The site will offer a place to dock the boat and come in, stay and play. Packages and preferred rates can also be marketed to boaters who wish to dock at the marina. The marina also has potential to generate additional revenue with boat slip rentals and reservations.

A strategy of cross marketing the casino, hotel and meeting facility will be implemented to maximize revenue. Attending regional and national travel and tourism trade shows to promote the entire facility will be paramount. BBLH’s sales leadership team has years of experience in the convention and meeting industry. This sales force will give us the competitive advantage to leverage our existing relationships with professional meeting planners throughout the region.