## Market/Revenue Study

In addition to completing the NYS template which is found in the following pages, Traditions Resort and Casino LLC has hired The Innovation Group as a third party consultant to perform a market study for the proposed Traditions Resort & Casino project.

Exhibit VIII.A.3.A shows annual projections and gaming revenues over the first ten (10) years of operation on a high, average and low case basis. The Innovation Group has also identified all assumptions made on their analysis.

The Innovation Group utilizes a gravity model to develop their analysis. Exhibit VIII.A.3.B identifies a section from the Innovation Group's technical memo (Gaming Market Analysis) which describes the model they use.

A copy of our complete Gaming Market Analysis from the Innovation group can be found in Exhibit VIII.B.1.B.

## Traditions Revenue and Visitation Summary

A Gravity model was utilized to determine revenue derived by residents from within the defined market carve, which is defined in the technical memo provided by The Innovation Group. In addition to the local market, casinos also receive patronage and revenue from out-of-market sources including traffic intercept, tourism/non-casino hotel capture, visits to friends and family, and long-distant gamers who travel to experience different casino products. Based on dozens of player databases the Innovation Group has analyzed from existing casinos, out-of-market sources can account for between 3% and 12% of a regional casino's gaming revenue, depending upon location, level of amenity development, positioning, and depth of local population. The following sections provide ten year revenue and visitation forecasts for the proposed Traditions facility under the mid, high, and low scenarios.

In developing the 10-year forecast, it was necessary to make assumptions relating to which facilities would be awarded the licenses. We assumed that 2 licenses would come from the Catskills/Hudson Valley Region as a majority of the licensing decision will come down to economics. Forecasts show this area experiencing higher revenue forecasts because the area of the state has a higher population base, more tourist travelers, and a higher capture of out-of-state funds. Additionally, much press and conversations with experts in the region believe that 2 licenses will come from the Catskills/Hudson Valley Region. With that said, this leaves only one license available for the Southern Tier. As such, we assumed that Traditions at the Glen would receive the license, leaving Tioga Downs as a VLT only facility. Additionally, we assumed that the license would be awarded in the fall of 2014, and that Traditions Casino Resort would open after a 12-14 month constructions period.

In developing the following forecasts, we took into considerations much publicly held information as well as information that we hold in our files that are in the form of database and financial data through the many years of experience that we are under obligations to not disclose. The following is a list of metrics from facilities in the region that was used in our forecasts:

**Competitive Environment** 

	Competitive Environment										
		New	York	Pennsy	New York						
	Mighty M Gaming	Tioga Downs	Saratoga Gaming and Raceway	Vernon Downs Casino & Hotel	Finger Lakes Casino & Racetrack	Mohegan Sun at Poconos Downs	Mt. Airy Resort				
Gaming Reve	nue										
2011	\$60.92	\$56.99	\$150.42	\$42.34	\$122.01	\$274.84	\$185.38				
2012	\$63.87	\$61.70	\$159.75	\$43.68	\$129.61	\$274.92	\$189.51				
*2013	\$31.11	\$31.04	\$80.08	\$21.96	\$66.93	\$155.92	\$107.77				
Total Slots	1,100	800	1,782	767	1,200	2,332	1,985				
Total Tables	0	0	0	0	0	84	72				

Source: New York Lottery, Pennsylvania Gaming Control Board, Casinocity.com

The following is the gaming forecast for a 10-year period.

"Mid Scenario"

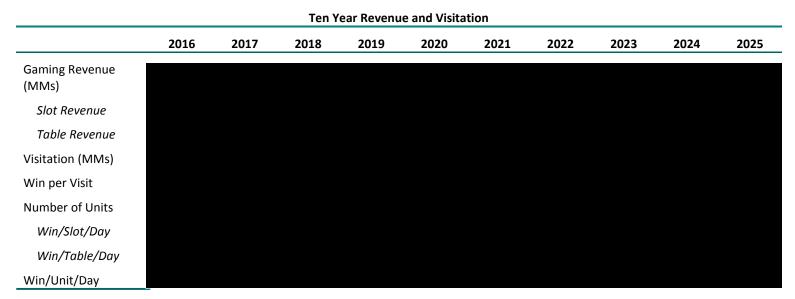
**Ten Year Revenue Forecast** 

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Locals										
Non-Subject Hotel										
Subject-Hotel										
Traffic Intercept										
Total										

Source: The Innovation Group

<sup>\*</sup>revenues through June 2013

## Exhibit VIII.A.3



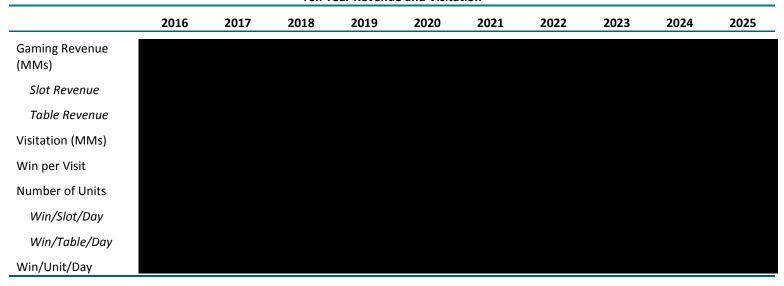
Source: The Innovation Group

"High Scenario"

### **Ten Year Revenue Forecast** 2017 2018 2019 2021 2022 2024 2025 2016 2020 2023 Locals Non-Subject Hotel Subject-Hotel Traffic Intercept Total

Source: The Innovation Group

### **Ten Year Revenue and Visitation**



Source: The Innovation Group

"Low Scenario"

**Ten Year Revenue Forecast** 2017 2018 2020 2021 2022 2023 2024 2025 2016 2019 Locals Non-Subject Hotel Subject-Hotel Traffic Intercept Total

Source: The Innovation Group

# Exhibit VIII.A.3

### **Ten Year Revenue and Visitation** 2017 2016 2018 2019 2020 2021 2022 2023 2024 2025 **Gaming Revenue** (MMs) Slot Revenue Table Revenue Visitation (MMs) Win per Visit **Number of Units** Win/Slot/Day Win/Table/Day Win/Unit/Day

Source: The Innovation Group

# Exhibit VIII.A.3

	Template for Item VIII.A.3.	- Gaming revenues a	and visitation for first 1	10 years
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#### **HIGH-CASE**

NAME OF APPLICANT:	Traditions @ The Glen Resort and Casino (Johnson City, NY)
Instructions	
Submit 10-year projections, starting from date of opening: Projected Opening Date (mm/dd/yyyy):	1/1/2016
POPULATE EMPTY CELLS, BLANKS AND BRACKETED INFORMATION AS NECESSARY.     IN ADDITION TO COMPLETING THIS WORKSHEET, THE APPLICANT SHALL PROVIDE (IN THE ASSUM	IPTIONS SECTION) A DETAILED DESCRIPTION OF ALL ASSUMPTIONS RELEVANT TO THE PROJECTIONS INCLUDED HEREIN.

PROVIDE ALL DOLLAR AMOUNTS IN CURRENT-YEAR (UNINFLATED) DOLLARS
 ADD ROWS AS NECESSARY. PLEASE DO NOT DELETE COLUMNS.

		GROSS GAMING REVENUES
LOCAL MARKET PARTICIPANTS (Teachers and restore within 400 minutes of security	Unit of Measure	
LOCAL MARKET PARTICIPANTS (Total local market patrons within 120 minutes of gaming facility)		
Primary Market Area (30 Minutes from Gaming Facility)	#/\$ Millions	
Secondary North Market Area (40 Minutes North of Gaming Facility)	#/\$ Millions	
Secondary South Market Area (40 Minutes South of Gaming Facility)	#/\$ Millions	
Secondary East Market Area (40 Minutes East of Gaming Facility)	#/\$ Millions	
Tioga Downs Market Area (40 Minutes West of Gaming Facility)	#/\$ Millions	
Tertiary North Market Area (70 Minutes North of Gaming Facility)	#/\$ Millions	
Tertiary Northeast Market Area (70 Minutes Northeast of Gaming Facility	#/\$ Millions	
Poconos Market Area (115 Minutes South of Gaming Facility)	#/\$ Millions	
Catskills Market Area (115 Minutes Southeast of Gaming Facility)	#/\$ Millions	
Tertiary West Market Area (115 Minutes West of Gaming Facility)	#/\$ Millions	
Turning Stone Market Area (115 Minutes North of Gaming Facility	#/\$ Millions	
Total Adult Population	#	
Total local market participants	#/\$ Millions	
Total annual estimated gross gaming revenues from local market participants	\$ Millions	
Visitation		
Local market gaming visitors	#	
Average Visits per year	#	
Total local market gaming visitation	#	
Average spend per visit	 S	
	•	
TOURISTS (Patrons from more than 120 [miles/minutes] of gaming facility		
Tourist gaming visits per year	#	
(State of origin)	#	
Total Out of Market Visitors	#	
Total gaming visits per year	#	
Annual religion to all control and a second control		
Annual estimated gross gaming revenue from tourist gaming visitors - slots/electronic games	\$	
Annual estimated gross gaming revenue from tourist gaming visitors - house banked table games	\$	
Annual estimated gross gaming revenue from tourist gaming visitors - Other	\$	
Total annual estimated gross gaming revenues from tourist gaming visitors	\$	
TOTALS		
TOTALS		
TOTAL ANNUAL GROSS GAMING REVENUES - SLOTS/ELECTRONIC GAMES	\$	
TOTAL ANNUAL GROSS GAMING REVENUES - TABLE GAMES	s	
TOTAL ANNUAL GROSS GAMING REVENUES - OTHER	\$	
TOTAL ANNUAL GROSS GAMING REVENUE	\$	
Recaptured Revenue from Out of State venues	\$	
Cannibalized gross gaming revenue from existing NY tribal casinos and racetrack Video Lotteries		
(i.e., cannibalization of existing NY tribal casino and racetrack VLT gross gaming revenues)	\$	
Net New Gaming Revenue (sourced in-State)	\$	
Net New Gaming Revenue (sourced out-of-State) TOTAL ANNUAL GROSS GAMING REVENUE	\$	
TOTAL ARROAL GROSS SAMING REVENUE	Þ	

<sup>†</sup> Include detailed description of the geographic borders and municipalities and/or Zip Codes included in each Geographic Area

umptions .	
revenue numbers are in millions	
nibilization effect was only calculated in year one, and it was assumed that revenue increases in the out years were from new sources.	
following provides zip codes included in each geographic area of the local market:	
tonorming promote the coordinates and coordinates are considered and coordinates and coordinates are considered and coordinates and coordinates are considered and coordinates are co	



Template fo	or Item VIII.A.3.	<ul> <li>Gaming i</li> </ul>	revenues and	visitation f	or fi	rst 10	years
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#### **AVERAGE CASE**

NAME OF APPLICANT:	Traditions @ The Glen Resort and Casino (Johnson City, NY)
Instructions	
Submit 10-year projections, starting from date of opening: Projected Opening Date (mm/dd/yyyy):	1/1/2016_
	TIONS SECTION) A DETAILED DESCRIPTION OF ALL ASSUMPTIONS RELEVANT TO THE PROJECTIONS INCLUDED HEREIN.
PROVIDE ALL DOLLAR AMOUNTS IN CURRENT-YEAR (UNINFLATED) DOLLARS     ADD BOWS AS NECESSARY, PLEASE DO NOT DELETE COLUMNS.	

GROSS GAMING REVENUES

		Adult Population of								
AL MARKET PARTICIPANTS (Total local market patrons within 120 minutes of gaming	Unit of Measure	Geographic Area	Year 1 (2016)	Year 2 (2017)	Year 3 (2018)	Year 4 (2019)	Year 5 (2020) Year 6 (2021)	Year 7 (2022)	Year 8 (2023)	Year 9 (2024)
IIIV)										
mary Market Area (30 Minutes from Gaming Facility)	#/\$ Millions									
condary North Market Area (40 Minutes North of Gaming Facility)	#/\$ Millions									
econdary South Market Area (40 Minutes South of Gaming Facility)	#/\$ Millions									
econdary East Market Area (40 Minutes East of Gaming Facility)	#/\$ Millions									
oga Downs Market Area (40 Minutes West of Gaming Facility)	#/\$ Millions									
ertiary North Market Area (70 Minutes North of Gaming Facility)	#/\$ Millions									
rtiary Northeast Market Area (70 Minutes Northeast of Gaming Facility	#/\$ Millions									
oconos Market Area (115 Minutes South of Gaming Facility)	#/\$ Millions									
atskills Market Area (115 Minutes Southeast of Gaming Facility)	#/\$ Millions									
ertiary West Market Area (115 Minutes West of Gaming Facility)	#/\$ Millions									
urning Stone Market Area (115 Minutes North of Gaming Facility	#/\$ Millions									
otal Adult Population	#									
etal local market participants	#/\$ Millions									
tal annual estimated gross gaming revenues from local market participants	\$ Millions									
sitation										
ocal market gaming visitors	#									
verage Visits per year	#									
otal local market gaming visitation	#									
verage spend per visit	\$									
* * *	•									
OURISTS (Patrons from more than 120 [miles/minutes] of gaming facility										
ourist gaming visits per year	#									
(State of origin)	#									
(State of origin)	#									
(State of origin)	#									
(State of origin)	#									
(State of origin)	#									
otal Out of Market Visitors	#									
otal gaming visits per year	#									
nnual estimated gross gaming revenue from tourist gaming visitors - slots/electronic games	s									
Innual estimated gross gaming revenue from tourist gaming visitors - house banked table games	s									
nnual estimated gross gaming revenue from tourist gaming visitors - Other	\$									
otal annual estimated gross gaming revenues from tourist gaming visitors	\$ \$									
oral annual estimated gross gaming revenues from tourist gaming visitors	•									
OTALS .										
TOTAL ANNUAL GROSS GAMING REVENUES - SLOTS/ELECTRONIC GAMES	\$									
OTAL ANNUAL GROSS GAMING REVENUES - TABLE GAMES	\$									
OTAL ANNUAL GROSS GAMING REVENUES - OTHER	\$									
OTAL ANNUAL GROSS GAMING REVENUE	\$									
	_									
ecaptured Revenue from Out of State venues	\$									
annibalized gross gaming revenue from existing NY tribal casinos and racetrack Video Lotterie										
e., cannibalization of existing NY tribal casino and racetrack VLT gross gaming revenues)	s s									
	\$									
let New Gaming Revenue (sourced in State)										
Net New Gaming Revenue (sourced in-State) Net New Gaming Revenue (sourced out-of-State)	s									

<sup>†</sup> Include detailed description of the geographic borders and municipalities and/or Zip Codes included in each Geographic Area

Assumptions

All revenue numbers are in millions Cannibilization effect was only calculated in year one, and it was assumed that revenue increases in

The following provides zip codes included in each geographic area of the local market:



Tomplate for	Itom VIII A 2	- Gaming revenues an	d vicitation	for first 10 v	marc

ADD ROWS AS NECESSARY. PLEASE DO NOT DELETE COLUMNS.

LOW CASE

NAME OF APPLICANT:	Traditions @ The Glen Resort and Casino (Johnson City, NY)
Instructions	
Submit 10-year projections, starting from date of opening: Projected Opening Date (mm/dd/yyyy):	1/1/2016
- POPULATE EMPTY CELLS, BLANKS AND BRACKETED INFORMATION AS NECESSARY.  - IN ADDITION TO COMPLETING THIS WORKSHEET, THE APPLICANT SHALL PROVIDE (IN THE ASSUMI PROVIDE ALL DOLLAR AMOUNTS IN CURRENT-YEAR (LININFLATED) DOLLARS	PTIONS SECTION) A DETAILED DESCRIPTION OF ALL ASSUMPTIONS RELEVANT TO THE PROJECTIONS INCLUDED HEREIN.

GROSS GAMING REVENUES Unit of Measure LOCAL MARKET PARTICIPANTS (Total local market patrons within 120 minutes of gaming facilitv)
Primary Market Area (30 Minutes from Gaming Facility) #/\$ Millions Secondary North Market Area (40 Minutes North of Gaming Facility) #/\$ Millions Secondary South Market Area (40 Minutes South of Gaming Facility) #/\$ Millions Secondary East Market Area (40 Minutes East of Gaming Facility) #/\$ Millions Tioga Downs Market Area (40 Minutes West of Gaming Facility) #/\$ Millions Tertiary North Market Area (70 Minutes North of Gaming Facility) #/\$ Millions Tertiary Northeast Market Area (70 Minutes Northeast of Gaming Facility #/\$ Millions Poconos Market Area (115 Minutes South of Gaming Facility) #/\$ Millions Catskills Market Area (115 Minutes Southeast of Gaming Facility) #/\$ Millions Tertiary West Market Area (115 Minutes West of Gaming Facility) #/\$ Millions Turning Stone Market Area (115 Minutes North of Gaming Facility #/\$ Millions Total Adult Population Total local market participants #/\$ Millions Total annual estimated gross gaming revenues from local market participants \$ Millions Local market gaming visitors Average Visits per year Total local market gaming visitation Average spend per visit TOURISTS (Patrons from more than 120 [miles/minutes] of gaming facility Tourist gaming visits per year (State of origin) (State of origin) \_ (State of origin) \_ (State of origin) (State of origin) Total Out of Market Visitors Total gaming visits per year Annual estimated gross gaming revenue from tourist gaming visitors - slots/electronic games Annual estimated gross gaming revenue from tourist gaming visitors - house banked table games Annual estimated gross gaming revenue from tourist gaming visitors - Other Total annual estimated gross gaming revenues from tourist gaming visitors TOTALS TOTAL ANNUAL GROSS GAMING REVENUES - SLOTS/ELECTRONIC GAMES TOTAL ANNUAL GROSS GAMING REVENUES - TABLE GAMES TOTAL ANNUAL GROSS GAMING REVENUES - OTHER TOTAL ANNUAL GROSS GAMING REVENUE Recaptured Revenue from Out of State venues Cannibalized gross gaming revenue from existing NY tribal casinos and racetrack Video Lotteries (i.e., cannibalization of existing NY tribal casino and racetrack VLT gross gaming revenues) Net New Gaming Revenue (sourced in-State) Net New Gaming Revenue (sourced out-of-State)

TOTAL ANNUAL GROSS GAMING REVENUE

Assumptions		
All revenue numbers are in millions  Cannibilization effect was only calculated in year one, and it was assumed that revenue in	creases in the out years were from new sources.	
The following provides zip codes included in each geographic area of the local market:		

 $<sup>^{\</sup>dagger}\, Include\,\, detailed\,\, description\,\, of\,\, the\,\, geographic\,\, borders\,\, and\,\, municipalities\,\, and/or\,\, Zip\,\, Codes\,\, included\,\, in\,\, each\,\, Geographic\,\, Area$ 

