

### **Exhibit VIII.C.9.c - Entertainment Venue Marketing**

Traditions Resort & Casino has plans for a Summer Outdoor Concert Series to bring some of the world's most talented artists. These concerts will bring fans from all over the state and from out-of-state as well. The events will be marketed along with the casinos in order to increase the draw and the duration of the stay. Fans will be incentivized to stay longer than the duration of the concert. Traditions will make every effort to showcase all of the offerings of the resort and within the community to ensure out of area visitor's spending is captured in the local economy.

While the Traditions property does not have an indoor entertainment venue proposed, the Traditions team has made great efforts to partner with the numerous established venues in town. Traditions will advertise the local entertainment offerings to draw customers from out of town. This marketing effort will enhance these local venues and allow the Traditions Resort & Casino to benefit from capturing these visitors while they are in town.

The Player Loyalty Program was also established to showcase the local entertainment venues. Players will be able to redeem their points for show tickets or credit to be used at participating venues. This promotion takes the loyal player off premise to experience the local entertainment and truly see what the community has to offer. This effort increases the exposure for all small businesses in the area.

These agreements also identify the effort to package overnight stays with show tickets. Capturing these customers for an extended period of time allows greater exposure of the offerings at Traditions as well as throughout the community.

Traditions has had great success executing these agreements and anticipates growth for all parties involved.