

## IX. LOCAL IMPACT AND SITING FACTORS

### B. REGIONAL TOURISM AND ATTRACTIONS

#### 1. LOCAL BUSINESS PROMOTION

*Submit as Exhibit IX. B.1. a description of plans for promoting local businesses in Host Municipality and nearby municipalities including developing cross--marketing strategies with local restaurants, small businesses, hotels and retail facilities. Provide copies of any contracts, agreements or other understandings evidencing such cross--marketing.*

Our unmatched experience in regional gaming has proven that customers look to enjoy more than the amenities provided at our facilities. We are proud of our strong history of promoting our broader communities across the country, and are working diligently to duplicate this success in the Hudson Valley. To do so, we are currently implementing the following strategies in advance of the awarding of a gaming license.

- **Cross Marketing Partnerships:** We have implemented a “Local Business Partnership Program” for businesses throughout the Hudson Valley. At no cost to the local business, we are committing to develop customized cross-marketing plans with each business, utilizing a redemption of “loyalty points” earned at our facility at their business, promotion and patron discount programs, and advertising partnerships.
- **Gift Card Program:** Live! Hotel & Casino New York will institute a gift card program where we will use gift cards to incentivize visits and to allow patrons to purchase goods at nearby businesses.
- **Stay, Play, and Shop Program:** We will partner with local attractions, such as area wineries, organic farms, entertainment venues, bed & breakfast establishments, area historical organizations, and more to develop specific packages to attract visitors for unique excursions in the region.

To date, we have met with over 100 businesses and organizations and are in discussions with many on formalizing agreements in advance of the awarding of a gaming license. The Applicant expects to have many more signed cross-marketing agreements signed in the near future, and intends to continue to reach out to additional area establishments.

We currently have signed cross-marketing agreements with the following:

	Business/Organization	Town
1	C & G Country Store	South Blooming Grove

2	Century 22 Communities LLC	West Point
3	F & J Pizzeria	Washingtonville
4	Gerri Anne's Company	Monroe
5	Golf Club at Mansion Ridge	Monroe
6	Limoncello	Goshen
7	Michelino's K&C Pizzeria	South Blooming Grove
8	Museum Village	Monroe
9	Napoli's Family Restaurant	Washingtonville
10	New Street Tavern	Goshen

**Program Description**

LIVE! plans to work closely with local businesses on cross marketing opportunities. Local partners will be encouraged to add to the list of potential marketing opportunities that can be mutually beneficial:

- Promotional Partnerships
  - LIVE! is projecting to hold quarterly mass market brand programs that will range in value from \$500,000 to \$1,000,000 in cash and merchandise prizes.
  - Local business partners will be included for such program such as Car dealerships, Electronics, jewelry, spas, vacation destinations, etc.
  - Mass market programs will employ the full arsenal of LIVE!'s media and communication reach including but not limited to:
    - TV, Radio, Print, Outdoor, Viral, Social, Digital, Web, On-Property, Direct Mail, Electronic Mail, Events, Promotions, merchandising and employee branding,
    - Local Business partners will be featured in all applicable medium
- Player Discounts
  - LIVE!'s database will be substantial. The applicant expects to partner with various local business to provide valuable discounts and awards to our card holders in effort to enhance the features of our card program and to leverage our database power to drive business to and for the partners.
- Employee Discounts
  - Much Like the player database we also hope to partner with local business to provide our large employee base with exclusive offers to enhance our benefit package and drive business to and for partner businesses
- Website

- LIVE! will have an extremely robust and cutting edge website. Local partners will be afforded access on the LIVE! site through the :
  - Partner Page
- Database Marketing Reach
  - The reach of the LIVE! data base will become one of the largest of any company, if not the largest, in the greater New York market. The total LIVE! data base is estimated to reach 2,000,000 unique names over the age of 21 by the end of year one.
  - The frequency and volume of the LIVE! data base marketing program is estimated to a minimum of 3 touches a month to a database of near 500,000 unique customers each touch.
- Database Marketing Offerings
  - Direct Mail/Electronic Mail
    - LIVE! will include Local Business Partners in its applicable Direct Mail programing in the form of offers, specials and general marketing.
- Social
  - LIVE!'s social media program will be designed to be cutting edge and the most effective gaming social media program on the East Coast. LIVE! will have a separate media program for key social sites and will utilize them as a main means of advertising and customer communication
  - LIVE! can work with Local Business partners on scheduled programming, messaging and announcements
- Entertainment partnership
  - LIVE! can provide Local Business partners with concert tickets and VIP access to select concerts and events in the venue. Tickets, shows and details will be mutually agreed upon
- Buffet Comp package
  - LIVE! can also provide a certain number of food certificates for use by Local business partners as part of the marketing package. Details will be mutually agreed upon
- Merchandise Acquisition
  - LIVE!, will work directly with local businesses to provide the merchandise or related products for giveaways.
- In-Store Cross Promotion
  - Local businesses would work with LIVE! on in-store cross promotion of the brand program including but not limited to:
    - In-store Merchandising display
    - POS collateral
    - In store video display
    - Employee buttons
- Merchandise display

- Local business partners would be allowed to create a large merchandising display(s) to be placed on LIVE! property as a key marketing tool for the promotional activation.

Additionally, the Applicant is a strong supporter of local business and local economic growth. While it has a detailed plan for the development of cross-marketing programs with local businesses on a direct basis as previously described, the Applicant has also developed a significant and unique program to attract new technology and manufacturing businesses to the Hudson Valley Region and promote job growth and the enhancement of the tax base in the region.

The Applicant's "Angel Incubator-H2V2 Program ("H2V2")" will inject, through direct contributions by the Applicant, \$1.5 million per year [every year for as long as the Applicant operates a gaming facility from the site] into supporting new start up and out-of-state business relocations into the Hudson Valley region. The program will be administered by a Board of Directors comprised of representatives from New York colleges and universities and the Applicant. The program's emphasis will be on job creation and developing industries of the future, including manufacturing, computer and life sciences and research.

H2V2 shall have discretion in attracting new businesses to make outright grants, loans, guarantee private loans, equity investments or a combination of the four. All monies accruing to H2V2 from these businesses shall be reinvested by H2V2, along with the annual contribution by Applicant in attracting additional new business to the Greater Hudson Valley Region. In this regard, H2V2 shall be modeled after the success of the Federal Government's Urban Development Action Grant Program of the 1970's and 1980's which was run by Cordish Companies CEO, David Cordish.

H2V2, in partnership with Applicant, may elect to build an incubator building in the Hudson Valley to further the goal of attracting businesses to the Greater Hudson Valley and, in particular, start-up businesses. In this eventuality, Applicant agrees to a one-time additional contribution of \$1 million, in addition to its annual contribution pledge, to construct the incubator space.