

VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

C. LAND, CONSTRUCTION AND DESIGN OF PHYSICAL PLANT

6. 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.

The Applicant's assessment of the unmet demand in the 90 minute market circle around the proposed sight is in excess of \$2 billion annually. Our research further demonstrates that some New Yorkers, primarily from the New York Metropolitan area are spending nearly \$100 million a month and over \$1 billion yearly in out-of-State gaming venues in Connecticut, New Jersey and Pennsylvania.

The Applicant has developed a building plan to attract the unmet demand, repatriate the dollars currently being lost to out-of-State casinos, and at the same time, create a facility that would complement an expected destination, longer stay, multi-faceted casino hotel resort in the Catskills Region.

It is anticipated that LIVE! will have over five million visitors annually based upon its contemplated program.

The Applicant's facility was designed primarily for the single day visitor, that is, for persons whose primary interest was gaming but who would be interested in fine food, world class entertainment and a renowned Spa experience. The building plan contains over 300 upscale rooms and suites which are planned to be utilized by the Applicant for marketing purposes to support the casino, special events, entertainment and its banquet/exhibition components. The intention of the Applicant was to establish a facility that would not displace other lodging establishments in the Region, rather to assist in growing their occupancy through general public visitors.

With this backdrop in mind, the Applicant has proposed a casino housing 190 table games, 3200 slot machines and 80 poker games. Significantly, there are three "special condition" areas for the higher limit players; one each for high limit tables and slots and an area designed with games and amenities for the anticipated Asian demand. Each of these areas offers a "separation" from the main casino floor with dedicated restrooms, food service and localized cashiering.

Our research indicates that the table games market in the 90 minute market will be substantial, and offers the greatest opportunity to capture the unmet demand currently in the market and to repatriate the monies lost to out-of-State casinos. Significantly, in the areas of the largest population, Empire City and Resorts World do not currently offer live table games; that area also

includes a significant number of Asian gamers as our independent market study observes who are seeking out-of-State gaming opportunities for live table game play .

In order to broaden the appeal and the market, LIVE! will have six different dining experiences, including three gourmet rooms and a celebrity chef, and venues like The Cheesecake Factory, Bobby Flay Steaks and Bobby's Burger Palace. The Event Center will offer world class entertainment and will seat 3000 for concerts, but also serve as a multi-function room for special events, banquets and exhibitions. For the ultimate escape, LIVE! will offer a superior day spa and an indoor pool experience.

The Applicant does not have a gaming venue in the primary target market, nor does either of its gaming company co-owners. Both co-owners are applicants for the sole remaining casino license in Philadelphia, which at best is an adjunct market to the Applicant's proposed location. Because of its citified environment, a Philadelphia casino would be primarily a local draw. In short, the Applicant would be dedicated to business development of the LIVE! venue in New York and not have any motivation of diverting that business elsewhere.

The Applicant also has the opportunity to draw from the dual data bases of its gaming company co-owners, to attract known customers from other areas of the country for special events and entertainment, thereby offering their better customers a totally different gaming experience.

In short, LIVE! will be an attractive outlet for that component of the more dedicated gaming market that tends to devote less time than vacationers whose interest includes more leisure time and non-gaming activities