

VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

C. LAND, CONSTRUCTION AND DESIGN OF PHYSICAL PLANT

9. ENTERTAINMENT VENUES

Submit as Exhibit VIII. C.9.a. a description of the entertainment venues proposed for the Project Site whether located inside or outside the Gaming Facility, the square footage and patron capacity of each (minimum/maximum), admission charges/price, the contemplated frequency of events (e.g., number of entertainment events and entertainment days), and uses/types of entertainment to which the venues will be dedicated. Describe and provide copies of any arrangements or agreements with promoters, artists, or performance companies or troupes. Substantiate (e.g., by comparison to analogous projects) the bases for such plans and estimates.

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Central to the LIVE! Hotel and Casino NY amenities features a premiere, multi-functional, Concert, Event and Conference Venue. The two level, 80,000 square foot facility incorporates fixed and retractable seating for 3,000 concert guests, focused on a full-headliner stage. Easily converted, the flat floor of the great hall accommodates nearly 20,000 square feet of conference /banquet/corporate uses, supported by state of the art lighting, AV systems, and stage production technology.

Anticipated entertainment events include: Signature Concert Series supporting national touring acts, regional Musical Talent, Comedy Club performances, Dance Parties, Super Bowl, World Cup and live Sporting Event televised broadcasts. Back of house stage, performer green rooms, and production facilities are connected to a large, dedicated loading dock.

The facility incorporates the functions and features of numerous Live! Entertainment venues operated by the Owner. These facilities, and others that are similar are located in Baltimore, Kansas City, and Philadelphia.

Entertainment Overview

In order to ensure that the LIVE! brand is appropriately represented at the property, live entertainment will be a key component of the marketing and branding strategy. The entertainment strategy will exist on multiple levels [through event center programming.](#)

- [Sports Café/Lounge programming](#)
- [Event Center programming](#)
- [Ballroom](#)

[Sports Café/Lounge](#)

[The Sports Café will be a cornerstone of our Live! Brand ensuring we live entertainment will be present all year round.](#)

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- ~~The Lounge will feature nightly club bands 365 days a year~~
- ~~Broadcasting all of the local and national games~~
- ~~Featuring Local/Regional Bands as well as occasional National Headliners~~
- ~~Bands will be booked to ensure optimal routing, pricing and attendance~~
- ~~Night may be themed to attach multiple demographics on programed nights~~

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Event Center

Our 3,000 seat Event Center would be used to host the very best of national touring headliners from Billy Joel to Toby Keith to Louis C.K.. A full schedule of headliners will be programmed to attract both gaming customers and visitors from out of state. The opportunity to offer such a venue has been substantiated by the Rams Head Live! Facility at Maryland Live! Casino at a smaller scale, but its popularity has convinced the Applicant that this larger venue for its proposed location will be a successful market draw.

Ballroom

The ~~Event Center will~~ ~~Ballroom will also~~ be the ideal venue for hosting events for our players, local and out-of-state ~~conferences~~ ~~ventions~~ and other functions. The ~~Event Center~~ ~~Ballroom~~ will provide ~~thousands of 20,000~~ square feet of flexible indoor and meeting space that can accommodate meetings and conferences of all sizes. ~~This e-Ballrooms'~~ contemporary space will offer marketing flexibility that ~~will be is~~ a remarkable success in meeting the variety of demands expected.

~~Sports Café/Lounge~~ Programming

- On weekend evenings during non-peak sports periods, live regional acts will play the lounge.
- Because this is primarily a sports lounge, sports will be the predominant factor with entertainment being used to supplement programming of this room.
- Types of Bands/Schedule

Mondays	Open Mic	Open the stage to any act wanting to preform/DJ to supplement
Tuesdays	Disco	Groove to the sights and sounds of the 70's
Wednesdays	Country	Line dancing and boot kicking at it's best
Thursdays	80's	Big dair, jelly bracelets, and lots of makeup
Fridays	Locals	Local Bands Only Please
Saturdays	Locals	The hottest act we can find
Sundays	Latin/Salsa	Tango, Salsa.... Basically dirty dancing

Event Center Programming

- The Event Center will allow for a key differentiating factor from most of the regional properties. The venue size will allow for major headline acts such as the Eagles, Elton John, Bruce Springsteen, Carrie Underwood, Lady Antebellum, Journey, Earth, Wind & Fire, Katie Perry, Chicago, and many more.
- The Event Center will be a key marketing component allowing for the branding of LIVE! live to be carried into regional messaging.
- Schedule
 - 2-3 headliners Per month
 - A Acts, 5-10 Per year
 - B Acts, 10-15 Per Year
 - C Acts, 10-15 Per Year
 - Broadway/Production Shows, 3 Per Year

Pricing of general admissions will vary depending upon the act, as will the number of complementary admissions that LIVE! will use for marketing purposes.

Ballroom Programming

- The event center ballroom will be predominately used for Sales and player dinner/event functions as well as banquets and exhibits
- ~~The~~ The event center ballroom, when not leased for banquets, can be used to host C level or lower acts.
- Special Event utilization of the room will be fairly high, as this will be an ideal space for F&B service to go hand and hand with high level events.

Possible Image Entertainment

Our goal is to make LIVE! the place the “place to be and the place to be seen”.

~~In order to do this we must understand what that means in this market.~~

Sports are certainly a major draw in New York. Being associated with key sports figures and local celebrities is certainly a strategy that the applicant we will employ ~~;- however, it is not going to get us notoriety.~~ Sports These figures are staples of the market and rarely get a mention in the media if they appear somewhere. ~~It's not gossip column material, it's normal.~~ But it is highly effective for such an association to become known by the gaming public.

~~What we are striving for is to be gossip column material.~~ We want comments made stating, “Did you see who was at LIVE! this weekend” or “you never know who is going to show up at LIVE!”. In order to effectively “wow” the market ~~the applicant plans to we must~~ employ a popular strategy in L.A., Las Vegas and New York City; ~~by we must~~ endorse ~~inge~~ celebrity appearances.

True celebrity appearances will not only create a lot of buzz but will be unlike anything this ~~gaming~~ market has seen. ~~This plan will put LIVE! It will truly put us~~ on the map in terms of “the place to be and the place to be seen”.

1. Appearance Guidelines

- a. Some ~~celebrities~~ would be hired as Celebrity hosts for certain events.
- ~~b.~~ Some ~~celebrities~~ would be unannounced to the press. If any announcements are made they would be in the form of “leak” ~~suggesting~~
- ~~e.b. Image portrayed will be~~ they dropped by on their own because LIVE! is the new hip place to be.
- ~~d.c.~~ PR agencies will either leak that they are coming or report they were here to the local gossip and nightlife columns.
- ~~e.d.~~ Word-of-mouth buzz will be a larger portion of our communication.
- ~~f.e.~~ Basic duties of the “non-host” would be varied depending on the celebrity ~~and the activity.~~

2. Schedule

- a. One ~~celebrity~~ announced for the Grand opening Events as a host
- b. One ~~celebrity~~ each month for the next three months, unannounced as gossip column notes.
- c. One ~~celebrity~~ every quarter from there on until the image is firmly rooted.