

VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

C. LAND, CONSTRUCTION AND DESIGN OF PHYSICAL PLANT

9. ENTERTAINMENT VENUES

As a major goal of the Act is to enhance the State's live entertainment venues, submit as Exhibit VIII. C.9.b. a description of how the entertainment venues proposed for the Project Site are distinguished (whether by design or intended use) and intended to complement the impacted live entertainment venues identified pursuant to Item IX.B.2.

The LIVE! entertainment venue of over 80,000 square feet is a flexible event space boasting comfortable show seating for up to 3,000 people. The event center has excellent sightlines and state-of-the-art acoustics, lighting and sound.

The Event Center will allow for a key differentiating factor from most of the regional properties based upon capacity. 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! to be carried into regional messaging.

As part of our partnerships with the region and the community, performances booked into the Event Center will support and compliment the localized venues by increasing the over number of visitors to the area.