

VIII. ECONOMIC ACTIVITY AND BUSINESS DEVELOPMENT

C. LAND, CONSTRUCTION AND DESIGN OF PHYSICAL PLANT

9. ENTERTAINMENT VENUES

Submit as Exhibit VIII. C.9.c. a description of the extent to which entertainment venues and plans are contemplated to be used for casino and/or other marketing. Include the manner in which the Gaming Facility will enhance entertainment venues already existing in the Host Municipality and nearby municipalities.

Lounge Programming

- On weekend evenings during non-peak sports periods, live regional acts will play the lounge.
- Sports will also play a predominant factor with entertainment being used to supplement programming of this room to make use of the TV monitors.
- Types of Bands/Schedule

Mondays	Open Mic	Open the stage to any act wanting to perform/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 hair, 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! 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

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

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 visitor ship to the area.

Possible Image Entertainment

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

Sports are certainly a major draw in New York. Being associated with key sports figures and local celebrities is a strategy that the applicant will employ. Sports figures are staples of the market and rarely get a mention in the media if they appear somewhere. But it is highly effective for such an association to become known by the gaming public. 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 employ a popular strategy in L.A., Las Vegas and New York City; by endorsing 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! 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 they dropped by on their own because LIVE! is the new hip place to be.

- c. PR agencies will either leak that they are coming or report they were here to the local gossip and nightlife columns.
- d. Word-of-mouth buzz will be a larger portion of our communication.
- 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.