



## Exhibit VIII.B.9.a. - Target Market

*Submit as Exhibit VIII.B.9.a. a detailed description of the target market segments of the Gaming Facility.*

The new resort property at Tioga Downs will allow Tioga Downs to change its story.....Changing from a local Racino to a regional entertainment destination, changing the way we think about ourselves, the way we talk about ourselves, and most importantly, the audiences that we talk to.

Our world will become bigger as we'll be able to create a relevant and enticing brand positioning to both the gaming and non-gaming sectors, from Canada down throughout the Northeast and Mid-Atlantic States.



**Who are we?**

*An established and successful operator of gaming, racing and entertainment with roots firmly planted in New York's Southern Tier and the Finger Lakes Region.*

**Who can we become?**

*The premier entertainment destination in the Southern Tier. A major tourist attraction that will partners with the Finger Lakes wineries, Corning Museum of Glass, and Watkins Glen International to increase visitation in the region. Expanded gaming offerings will appeal to a broader demographic than the current VLT facility does.*

**What can we own?**

*Fun! However you like to spend your leisure time, you can find something fun to do at Tioga Downs Casino.*

How we will benefit our customers, our employees, and our community?

*To be the best gaming entertainment company. . . to consistently deliver pleasurable and fairly priced leisure activities to its customers, to provide a safe and motivating workplace for its employees, and to support the economic and social good of its community in all ways possible.*

Why will customers come again and again?

*Our customer experience and superior level of guest service that personifies FUN for every patron of all ages. A NEW experience with every visit!!!*

**Find Your Fun!**

- Get VIP Parking at our New Parking Garage.** Feel safe and secure any time of day.
- After a fun-packed day when you've had your fill, stay at our all new hotel.**
- Nothing lifts the spirits like a vigorous swim in our new pool.** Or just lounge.
- Indulge every sense and completely be taken away at our our new sporty spa.**
- Dine oh so fine in one of our many new restaurants where you meet the chef and get a free snack.**
- How well do you know your wines? Enjoy a new Cabernet at Finger Lakes wine tasting.**
- Have you heard about our new Farmers Market? It doesn't get any fresher anywhere.**
- Play your favorite table game like Poker or Roulette, then enjoy one of our exciting slots.**
- Catch the game and enjoy a cold one with friends at our famous Coasters Sports Bar. Go team!**
- Join our Holiday Festival and get into the spirit with caroling and crafts for all young at hearts.**
- Meet you at the Club! Enjoy a challenging round of golf at Tioga Country Club.**
- Experience our Farm to Market Program where you get healthy food from local farms.**

**TIOGA DOWNS CASINO RESORT Find Your Fun!**

Tioga Downs Works For The Southern Tier

**Brand Positioning Statement:**

*Tioga Downs is a unique, highly recognized, loyal corporate citizen of the Southern Tier. The award of a casino license will allow Tioga Downs to expand and grow upon its current regional brand. With expanded gaming offerings it will offer its existing players more gaming options while appealing to new players who prefer table games. With a hotel, spa and added restaurant features, Tioga Downs will not only sustain its current brand but it will appeal to patrons from further away and who may prefer to extend their visit to the region beyond a day trip.*

**What's on your fun list?**

Meeting new people			Love the track
A good steak			Competing with each other
And what if?			Incredible buffet
Big-name Entertainment			Swimming
The wine tours			The thrill of poker
Thursday nights			Cherry Slushes
Me and the spa			Golfing
Water slide			2am snacks
Bloody Marys			Sex in the City Game

**It's all here! It's all new!**

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**TIOGA DOWNS CASINO RESORT**  
 Find Your Fun!

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