



## Exhibit IX.B.1. - Local Business Promotion

*Submit as Exhibit IX.B.1. a description of plans for promoting local businesses in Host Municipality and nearby municipalities including developing cross-marketing strategies with local restaurants, small businesses, hotels and retail facilities. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing.*

Since 2006 Tioga Downs has worked to develop and grow relationships with local and regional businesses. The vision for Tioga Downs was based upon creating an economic engine for the entire region and for nearly a decade it has made great strides toward that goal. The expansion to a full scale casino resort will further allow Tioga Downs to accomplish that objective on a broader scale. Current sponsorships range from mutual onsite advertising deals, ticket swaps, to creating joint tour packages. Tioga Downs is proud to be a team member with the many local businesses it promotes across the Southern Tier:

### Existing One to Three Year Relationships

- *Admar Supply (National)*
- *Austin Excavating*
- *B&E Disposal*
- *Binghamton Mets Baseball*
- *Binghamton Zoo at Ross Park*
- *Climans Green Liang Architects*
- *Crawford Farms*
- *Elmira Jackals*
- *Elmira Pioneers Baseball*
- *Finn Tack*
- *Hinman, Howard & Kattell, LLP*
- *LPCiminelli*
- *McCullaugh Coffee*
- *Maine Source, Inc.*
- *Microtel Inn and Suites*
- *Pheasant Hill County Club*
- *Russ the Big Guy (local artist)*
- *Sam A. Lupo & Sons*
- *Southern Tier Harley Davidson*
- *Sure Temp*
- *The Goat Boy*
- *Tioga Country Club*
- *Tioga County Stop DWI*
- *Van Gundy Insurance*

### Existing Four to Six Year Relationships

- *A Balloon Affair*
- *Acumark Digital*
- *American Fireworks*
- *Binghamton Senators Hockey*
- *Blue Chip Farms*
- *Briggs & Stratton-Ferris*
- *Bully Hill Vineyards*
- *Clinton Tractor*
- *Dicks Sporting Goods*
- *Elmira/Corning Regional Airport*
- *Global Graphics*
- *Hackerthreads/Red Barn Computers*
- *HUB International Northeast*
- *Jims RV*
- *M&J Oil and Lube*
- *Nichols Family Fitness Center*
- *Owego Treadway Hotel*
- *Radigan Broadcasting, Silk Limo*
- *Testani Distributions (Anheuser Busch)*
- *Tioga State Bank.*
- *W&W Nursery*
- *Watkins Glen International*

Tioga Downs Works For The Southern Tier