



Freedom Plaza introduces momentum partnership program to Manhattan's East River communities and Greater NYC area

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Manhattan, NY The New York State Restaurant Association applauds Soloviev Group and Mohegan for its commitment to enhancing economic development in Manhattan's East River Communities and New York City.

Mohegan, operating partner for Manhattan's proposed East River cultural and community destination Freedom Plaza by the Soloviev Group, is dedicated to bringing sustainable financial prosperity to local businesses by introducing the Mohegan Momentum Partnership Program for New York City. The New York State Restaurant Association, a nonprofit organization that provides valuable resources and support services to hospitality members, joins Mohegan and Soloviev Group in announcing this exciting economic development initiative.

Mohegan is offering local businesses the opportunity to participate in its Momentum Partnership Program, which would provide millions of dollars annually in flexible gaming-based rewards, incentivizing its hotel and gaming venue guests to visit and support local, New York City and Greater New York City area restaurants, retail stores, and other businesses. Restaurants that have joined the program include Il Monello, Tuscany Steakhouse, and the two Midtown Manhattan locations of Il Tinello, among others. Participating businesses will have the choice of accepting either the cash equivalent of gaming and hospitality complex rewards via reimbursement, or providing guests with special discounts and unique offers. Reimbursement will be provided by Mohegan and determined based on the partnership agreement.

"The Mohegan Momentum Partnership Program for New York City is an avant-garde approach to economic development. This program goes beyond traditional incentives and investments, bringing new energy and enthusiasm to the potential of socially responsible development. Local restaurants will have unprecedented access to a larger customer base, prosperous partnerships and brand awareness exceeding what many owners would be able to achieve independently. It must serve as an example for future ventures. I applaud Mohegan and the Soloviev Group for their commitment to social responsibility and championing this effort," said Melissa Fleischut, president and chief executive officer, New York State Restaurant Association.

Mohegan and Soloviev Group are mission-driven companies with a deep sense of social responsibility, and are fundamentally invested in stimulating the local communities in which they operate. Unlike other programs, in which such rewards are only redeemable within the confines of an entertainment complex's properties, the Mohegan Momentum Partnership Program for New York

City will be a catalyst for independent local business patronage, creating additional revenue and exponentially expanding these establishments' customer base.

“With various establishments bidding to attain a Gaming Facility license in New York City, it is imperative for New Yorkers to consider factors beyond just local and state tax revenue gain, but also the effort that organizations are willing and able to make to better the surrounding communities and businesses. Mohegan and the Soloviev Group are two global leaders in socially and environmentally responsible development, and we are firmly committed to energizing local communities through funding infrastructure, charitable giving, sustainability initiatives, and local sourcing of vendors,” said Ray Pineault, CEO and president, Mohegan.

“The enthusiasm we have received from our initial consultations with a broad range of community stakeholders regarding opportunities the Mohegan Momentum Partnership Program for New York City offers has been inspiring. Our mission is to address vital community needs, which are being communicated in meaningful conversations with local stakeholders. We look forward to continuing our robust community outreach and engaging in these important discussions in the weeks and months ahead,” said Michael Hershman, CEO, Soloviev Group.

“As a local business in Manhattan’s Turtle Bay neighborhood, we are very excited for the opportunity to join the Mohegan Momentum Partnership Program for New York City,” said Steve Haxihaj, veteran restaurateur and owner of Il Monello, beloved Italian American restaurant. “This new program will introduce our restaurant to Mohegan’s loyal guests, significantly expanding our marketing reach and creating new streams of revenue.”

The Mohegan Momentum Partnership Program for New York City will be an economic catalyst in New York, as it has proven to be for other locations' neighboring markets in Massachusetts, Connecticut, and Pennsylvania. Businesses and attractions partnering with Mohegan as part of ongoing Momentum Partnership Programs include Gillette Stadium, The TD Garden Proshop, Samuel Adams Brewery, and The Palace Theater.

The Mohegan complex at Freedom Plaza will attract visitors from New York, the Northeast region, across America, and around the world, resulting in productive new relationships for surrounding businesses. Participating establishments will be included in various promotional activities in local and regional markets. Such activities may include digital advertising, social media engagement and direct marketing to Momentum members and prospects, as well as print advertising, radio and broadcast advertising, onsite activations, inclusion on Freedom Plaza’s and Mohegan’s websites, and community initiatives.

Mohegan and the Soloviev Group, share a vision to deliver on fundamentals that strengthen local communities, including carbon-neutral development, creating new public open space, significantly increasing affordable housing to help alleviate the current shortage, and generating thousands of new jobs, as well as other economic benefits for the neighborhood and the entire city. The partners are are thrilled to have the support of local businesses as they pursue the New York Gaming Facility license that will make the benefits of the proposed Freedom Plaza development possible.

