

Seminole HARD ROCK

by Allan Anderson

Peter Morton and Isaac Tigrett established the first Hard Rock Cafe in London in 1971. Hard Rock International began its global expansion in 1982 when Tigrett and Morton agreed to develop their own Hard Rock Cafes in various parts of the globe. Morton opened Hard Rock Cafes in Los Angeles, San Francisco, Chicago and Houston. Tigrett opened locations in New York, Dallas, Boston, Washington, D.C., Orlando, Paris and Berlin, eventually selling his interest to Mecca Leisure. In 1990, The Rank Group Plc acquired Mecca and continued expansion of the concept in its geographic territory. Rank then acquired Hard Rock America from Peter Morton in 1996 and consolidated worldwide control of the brand.



The Seminole Tribe own and/or franchises a world-wide network of 123 Hard Rock Cafes in 46 countries. Hard Rock International owns, operates or has licensed rights to seven full service hotels, including Las Vegas, Bali, Pattaya, Universal Orlando, Chicago, Tampa and Hollywood, Fla., as well as Biloxi, Miss. (opening 07/07/07). Hard Rock operates hotels and casinos in Las Vegas, Tampa, Hollywood and Biloxi (delayed because of Hurricane Katrina), as well as one stand-alone casino in London, England.

More than 90 percent of the Seminole Tribe's budget is currently derived from gaming revenue. The Tribe owns and operates Seminole

In March 2007, the Seminole Tribe of Florida acquired Hard Rock International, Inc. and other related entities from The Rank Group Plc for approximately \$965 million. Seminole Hard Rock Entertainment, Inc., is a wholly owned subsidiary of The Seminole Tribe of Florida.

The Seminole Tribe of Florida is headquartered in Hollywood, Fla., near Fort Lauderdale. It is a sovereign government with an elected Tribal Council of five members. Governmental expenditures are earmarked for police and fire protection, emergency medical services, education, health care, housing, water treatment, economic development, and parks and recreation. Its business operations currently include cattle ranching, citrus production, tourism promotion, sports management, tobacco sales and gaming.

Hard Rock Hotels & Casinos in Tampa and Hollywood, Fla. The Tribe also owns and operates five more non-Hard Rock Florida casinos in Coconut Creek and Hollywood on the Southeast coast, in Immokalee near Naples, on the Brighton Reservation north of Lake Okeechobee and on the Big Cypress Reservation south of Lake Okeechobee.

The Seminole Tribe has long been recognized for innovation in its gaming and other businesses. It opened the first high-stakes bingo hall and casino in the United States in 1979. That facility was the forerunner of the Indian Gaming movement throughout North America. Analysts believe today's Seminole Tribe operates one of the most profitable gaming enterprises in the world. Nearly 3,300 Seminole Indians live on and off reservations throughout Florida. Seminoles pay taxes, serve in the U.S. Armed



Seminole Hard Rock Hotel & Casino, Tampa, Florida

Forces, and vote in elections. They are descended from a few hundred Seminoles that escaped into the Everglades in the mid-1800s, when the U.S. Government attempted to relocate all of Florida’s Seminoles and other Indians to Oklahoma in what became known as “The Trail of Tears.” For more information on the Seminole Tribe of Florida, visit www.semtribe.com.

Hard Rock, Tampa, Florida

The Seminole Hard Rock Hotel & Casino officially opened with the smashing of a guitar, ‘Hard-Rock-style,’ and Flying Elvi skydivers in Elvis costumes jumping from an altitude of 10,000 feet and performing death-defying free-fall airborne acrobatics before parachuting to earth. With the official guitar smash, the Flying Elvi skydivers and concerts by Hootie & the Blowfish, the grand opening of the Seminole Hard Rock Hotel & Casino ushered in a new dimension of entertainment excitement in Tampa Bay.

The Seminole Hard Rock Hotel & Casino Tampa blends the excitement of Hard Rock with a first-class boutique hotel and Las Vegas-style casino. The complex consists of a 90,000 square foot casino within a 210,000 sq. ft. low-rise building, a 12-story hotel tower and an enclosed parking facility with more than 2600 free parking spaces,



House Chips

Grand Opening Chips

all situated on 37 acres. The hotel also includes 10,000 square feet of meeting space, including an 8,000 square feet grand ballroom divisible into eight sections.

The Seminole Hard Rock Hotel & Casino Tampa is located east of the city and just off I-4 at North Orient Road on the Seminole Indian Reservation in Tampa. It is 20 minutes east of Tampa International Airport, 10 minutes east of downtown Tampa, and five minutes east of historic Ybor City on I-4. It is located about one hour west of Orlando-area attractions, via I-4.

A 50-foot-tall signature Hard Rock guitar modeled after one played by Paul McCartney greets visitors who arrive at the hotel and casino complex. A multi-level fountain highlights another pair of oversized, artistic guitars, perched in front of the hotel's porte cochere main entrance, which leads into the modern hotel lobby, highlighted by extra-large, framed photos of rock music legends such as Jerry Garcia of the Grateful Dead, The Doors' Jim Morrison, Peter Townsend of The Who, and others. In keeping with the Hard Rock theme, the hotel and casino showcase signed, one-of-a-kind pieces of music memorabilia. Actual guitars are showcased inside the lobby, with the most valuable items in the hotel's rock music memorabilia collection displayed in clear, protective cases. The hotel lobby provides access to the Body Rock full-service fitness center & spa, as well as to the Green Room 24-hour restaurant, guestroom elevators, pool deck and arcade to the parking garage.

250 contemporary guestrooms and suites are located in a 12-story hotel tower. All Seminole Hard Rock Hotel guestrooms include unique extras like Tivoli stereo and CD systems, and ultra-luxury beds with linens of Egyptian cotton and European duvets. Typical guestrooms have natural daylight to the bathrooms, separate enclosures for tub and shower and fully-stocked mini bars, as well as

hairdryers, personal safes, coffee makers, three telephones, T1 direct Internet access, bathrobes and an iron and ironing board. There is also the ultra rock star experience in the Apollo Suite or Filmore Suite, the two largest suites in the hotel.

Body Rock is a full-service fitness center offering massages and facials, manicures and pedicures, body treatments and waxing services, and personal training in the fully-equipped fitness center & spa. Men's and women's steam rooms and Jacuzzi pools add to the Body Rock pampering options.

The casino is open 24 hours every day, the 90,000 square foot casino offers live action poker and more than 2,500 gaming machines, including Wheel of Fortune, Monopoly, Double Diamond and Red White & Blue. The casino also boasts Florida's largest poker room with more than 50 poker tables dedicated to Omaha Hi-Lo, Texas Hold 'Em and 7 Card Stud. High ceilings rise to a center skylight over the Casino Center Bar with its "Tower of Power" audiovisual experience.



On Sunday, April 29th at the Seminole Hard Rock's Lobby Bar, the first ever Limited Edition Seminole Hard Rock Girls Poker Chip Case went on sale! The girls featured in the months of the 2007 Seminole Hard Rock Girls calendar have their own poker chips all in a case that comes complete with a certificate of authenticity. Individual chips went on sale May 1st, and a new chip will be rolled out every two weeks after.

Floyd's, Tampa Bay's hottest restaurant and nightclub is open until 6 a.m. on weekends. Dinner is served nightly from 5 to 10 p.m. A lobby bar featuring live entertainment every night, as well as two dramatic "walls of fire" and a circular bar underneath a canopy of metals and rich woods. There is also a Food Marketplace and new 24-hour restaurant, the Green Room, with a separate coffee and dessert bar. The Green Room features casual dining and a breakfast menu available 'round the clock.

The tropical pool area features a backdrop of cascading fountains and terraced areas, where specially-equipped cabanas featuring televisions and refrigerators overlook the pool from inside traditional Seminole "chickees." Adjacent areas are designed to include beach volleyball, horseshoes and table tennis. A separate wading pool complements the main swimming pool, which features a sand-bottom beach entry at one end.



Common reverse



Seminole Hard Rock Girls poker chips with case



Seminole Hard Rock Hotel & Casino, Hollywood, Florida

Hard Rock, Hollywood, Florida

The Seminole Hard Rock Hotel & Casino opened on May 11, 2004 and included the traditional smashing of an acoustic guitar, Hard Rock-style, and a painting-to-music performance by high-energy artist Michael Israel. While loudspeakers blared Rock And Roll All Nite, the song made famous by the rock group Kiss, Israel created a vibrant canvas in tribute to Kiss leader Gene Simmons. Leaders of the Seminole Tribe of Florida, which owns the elaborate Seminole Hard Rock project, officially cut the grand opening ribbon to usher in a new dimension of entertainment for South Florida. The 12-story Mediterranean-style tower has 500 spacious guest rooms including 63 suites with panoramic views. The Hotel and Casino is located in the heart of Hollywood, Fla. on US 441.

Guests arriving at the hotel and casino are greeted by the hotel's tropical landscaping and a 50-foot neon guitar modeled after one played by Jimi Hendrix. A Hard Rock Store and a Seminole cultural retail store are located near the main entrance, adjacent to the guest registration lobby and reception desk.



In keeping with the Hard Rock theme, the hotel and casino showcase, one-of-a-kind pieces of music memorabilia, including many signed by the artists. Hundreds of pieces of memorabilia at the Seminole Hard Rock Hotel & Casino in Hollywood pay homage to several rock music genres, including the Originators of rock music, the British Invasion, Heavy Metal, Legends of Soul, and Southern Rock. The following are represented: Elvis, The Beatles, Madonna, Elton John, Aerosmith, The Who, the Rolling Stones, as well as South Florida's Gloria Estefan and the Bee Gees.

A 4.5-acre lagoon-style pool area of more than 19,000 square feet meanders around the pool bar nestled into the towering rock mountain, which provides a dramatic backdrop to a 182-foot waterslide and a 12-person elevated spa. The pool features dramatic waterfalls, hot tubs and a shallow pool for large parties to enjoy. Deluxe poolside cabanas have been created from traditional frond-covered Seminole chickees and are equipped with televisions and refrigerators, phones, ceiling fans and solid teak and aluminum lounge chairs. Jungle-like landscaping creates a lush and tropical oasis, with dramatic tree plantings and colorful masses of flowers and shrubs.

The focal points for dining and entertainment are the Council Oak, one of South Florida's best steak and seafood restaurants, and the Hard Rock Cafe. The hotel also includes a 24-hour restaurant, the Blue Plate, as well as the Constant Grind coffee bar. The 3,000 sq. ft. Beach Club is the entertainment hub of the pool area. The center bar, located in the middle of the Seminole Hard Rock Casino, provides a birds-eye view of the casino floor while surrounding a metal "Tower of Power" multimedia area, with nearly 70 plasma screen TVs. A variety of food concepts and menu items are available at the 250-seat Food Court.

The Seminole Okalee Indian Village invites you to experience the culture and history of the Seminole People. The facility introduces visitors to the Tribal ways of life through live arts and crafts demonstrations in our authentic Seminole Village. It is also home to over 30 species of Florida animals including: alligators, turtles, river otters, the endangered Florida Panther, and more!

The Seminole Hard Rock Hotel & Casino in Hollywood is open every day, 24 hours-a-day. 48 live-action Poker tables and over 2,100 of the hottest gaming machines on the planet, including all the favorites like Video Poker, Blues Brothers, Cleopatra, Enchanted Unicorn, Hexbreaker, Little Green Men, Monopoly, Spam, Texas Tea and Wheel of Fortune plus classics like Double



House Chips



Grand Opening Chips

Diamond, Red, White & Blue and Five Times Pay. Fifty tables of live-action Poker, with everything from Seven-Card Stud and Texas Hold'em to Omaha. Must be 18 years or older to gamble.



Hard Rock Live, an acoustically superior state-of-the-art arena, features seating for 5,500 music lovers, sports fans or conventioners in comfort and style. Get close to the action for national acts, world championship boxing, and more.



Paradise Theatre is a 12,000 square-foot state-of-the-art facility on two levels of sheer elegance and sophistication that brings the magic of Las Vegas entertainment together with the spirit, and love and passion of Broadway, that has never been seen before live on stage. It provides the most talented, showgirls in the world, creating magical, sensual and explosive choreographed acts that rival Cirque Du Soleil, live and up close. Paradise Theatre is Cutting Edge Dance/Theatre that exceeds all expectations and “pushes the limit of live entertainment to a new dimension!”



The club district, which is located just outside the Hotel and Casino, offers a nightclub experience like no other in South Florida. Visit one of the 9 clubs and lounges featuring dj's spinning the hottest tunes, live bands as well as dancers, tattoo artists and much more. Straight from New York is a spin-off of the world-renowned celebrity ultra-lounge Pangaea and The Gryphon. Murphy's Law has a following that parties until the sun comes up and the Improv Comedy Club features the country's funniest comedians on a weekly basis. Sing-a-long at 88s Dueling Pianos, play some trickshot at Knighttime Billiards, or dance the night away at Passions or Spirits. Called the voice of new Jazz culture, Jazziz Bistro has given many of the hottest Jazz, Blues and New World artists their start.

I would like to thank the following people for making this article possible:

Gina Araya
Public Relations & Advertising Coordinator
Seminole Hard Rock Hotel & Casino, Tampa

Victoria Martinez
Dan Klores Communications

Steve Bedo
Von McKenzie
Mark Lighterman
Greg Susong

