

VIGO COUNTY CASINO OPERATIONS 4-33-6.7-3

SECTION A (3)

IC 4-33-6.7-3 Required information for applications and proposals; description of proposed facilities

(3) A description of the proposed gaming facilities and proposed nongaming amenities, including any lodging facilities, dining facilities, and retail facilities, at the proposed casino.

THE PROJECT

Hard Rock's internal development team has extensive experience developing cafes, hotels, and casinos throughout the world and a dedicated team focused on identifying the costs and financial requirements for each project.

Applicant intends to leverage the power of the Hard Rock brand, with a focus on relevant sources of entertainment and a concept and design that is sensitive to local community.

PHASE 1: PROJECT OVERVIEW	
NUMBER OF SLOT MACHINES	850
NUMBER OF TABLE AND POKER GAMES	35
NUMBER OF RESTAURANTS & BARS	6
ENTERTAINMENT VENUES	Velvet Sessions Showroom - 300 seated guests
RETAIL	1,000 square foot Rock Shop



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Hard Rock is an industry leader in marrying gaming with non-gaming offerings and is committed to developing a best-in-class entertainment destination casino that is much more than a “slots-in-a-box” facility. Hard Rock’s dynamic properties cater to the evolving and distinctive needs of today’s modern guests who seek a reprieve from traditional, predictable venues, and who connect with the authentic and powerful Hard Rock vibe. What differentiates the experience for a Hard Rock guest is the outstanding service provided by our dedicated team members. The constant live entertainment, innovative design, latest technology and overall exhilarating environment is what helps drive Hard Rock property to success. Hard Rock’s award winning casino and integrated resort designs are respectful of the local communities and bring beautiful, light filled interiors that are full of energy, a stark contrast to the dark casino designs of our competitors and the past. The array of other amenities, such as music memorabilia, only further enhance the experience for guests and give them reason to keep coming back. People often have their favorite pieces of memorabilia and visit them in the same way they may visit their favorite painting at an art gallery. To that end, non-gaming offerings at any Hard Rock casino are a primary asset to drive casino visitation. Hard Rock wins the hearts and loyalty of customers by competing strongly on areas like upscale hotel rooms, high quality restaurants, top quality entertainment, vibrant public spaces, convenient and safe parking, and friendly and engaging team members. It is through this mix of amenities that Hard Rock continues to show the capability to attract customers from 8 to 80 years old.

We believe the project and what we plan to build will be a major attraction and an economic driver for the city, Vigo County, and regional community. Hard Rock locations have proven time and again to entice customers to drive further, appeal to a more diverse crowd and achieve significant repeat guests and high customer satisfaction. Our proposal has been designed to encapsulate Hard Rock’s brand pillars and will truly be a destination casino that Vigo County and the members of the Terre Haute community will be proud of. The following sections outline the key components and characteristics of the proposed resort.

RESTAURANTS & BARS

OVER 500 FOOD AND BEVERAGE SEATS

HARD ROCK CAFE®

The Hard Rock Cafe is a centerpiece of the Hard Rock brand. This exciting venue that will serve a high-quality varied menu and offer full service three meals per day. Our Cafe will have seating for 155 guests and be filled with music, videos, live entertainment and memorabilia.

FOOD HALL

A Food Hall is a critical component of the proposed Food and Beverage program. This venue will provide seating for approximately 175 guests.

HARD ROCK CENTERBAR AND SPORTSBOOK

The center of activity on the Casino floor will be the Hard Rock Centerbar. Visible from the main entrance and located at the end of the “yellow brick road”, this will be an energetic space that will seat 75 guests where they can interact, watch sports and enjoy music videos.

STEAKHOUSE

Fine dining is another important component of the overall entertainment experience. The proposed steakhouse will seat 60 guests for dinner along with 8 guests at the bar that will be open to the casino floor.

CONSTANT GRIND

Hard Rock’s branded coffee shop is called Constant Grind and will offer a variety of food, beverages and convenience items 24-hours per day and seating for 25 guests.

HIGH LIMIT LOUNGE

An amenity to high limit players will be a small lounge and bar area within the High Limit Gaming. This will include a 12 seat bar, comfortable seating and light snack service.

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ENTERTAINMENT

More than just a place a place eat or sleep, the Hard Rock experience is one favored by entertainment seekers. Applicant is committed to bringing a mix of local and world-class entertainment. Entertainment is what differentiates a Hard Rock from other casinos. Market after market, Hard Rock’s entertainment-focused strategy has proven successful at helping drive incremental visitors and revenue.

VELVET SESSIONS SHOWROOM

Entertainment is a cornerstone of the Hard Rock brand. Velvet Sessions is Hard Rock’s branded club-style showroom that will host live music, comedy and other events. At its heart, Velvet Sessions will accommodate 300 seated guests for live music and other shows. The space can be readily transformed to host any type of event. There will be support space for food service that will include bar service within the venue as well as a bar on the Casino floor just outside the doors.

HARD ROCK CAFE

Music is the heart and soul of the Hard Rock brand and for more than four decades Hard Rock has been committed to supporting live music and emerging artists from around the globe. Hard Rock supports aspiring local musicians by regularly scheduling performances at the Hard Rock Cafe between the bar and dining areas. The performances and live music permeate the gaming floor and will be the heart of the casino floor and filling it with high energy and excitement.



RETAIL

The casino development will have a Hard Rock brand “Rock Shop” retail store, proposed to be at least 1,200 square feet. Rock Shop will offer a variety of signature Hard Rock Cafe memorabilia and merchandise.

Together all these amenities mentioned will ensure Rocksino Terre Haute becomes a regional destination casino that is a must visit attraction with entertainment options for all ages.