

Wheatland

Hard Rock Hotel & Casino Sacramento begins \$65 million expansion project



Hard Rock Hotel & Casino Sacramento at Fire Mountain completes refinancing and announces plans to develop a Hard Rock Live music entertainment venue expansion and Hard Rock branded gas station.

Hard Rock Hotel & Casino Sacramento (<https://www.hardrockhotelsacramento.com/>) at Fire Mountain announced plans to develop a 2,500 seat HARD ROCK LIVE music and entertainment venue, as well as build and open ROCKTANE GAS & SMOKE (<https://www.hardrockhotelsacramento.com/en/coming-soon/rocktane>), a new Hard Rock branded and first of its kind, state-of-the-art gas service station and drive through smoke shop, bolstering the Hard Rock's economic impact in Northern California and enhancing its Wild Card Rewards Players Club benefits and unique guest amenities. **The two property enhancements equate to a more than \$65 million investment.**

In March of 2021, the Enterprise Rancheria Tribe completed a refinancing of their outstanding debt. Working with Wells Fargo to complete the transaction, the new financial instruments were over subscribed by investors, a further testament to the success of the new property and the vision of Enterprise Tribal Council.

"We would not be where we are today if it wasn't for the support we received from our community and the loyalty we have experienced from our guests," says **Glenda Nelson, Chairwoman of the Enterprise Rancheria Tribe**. "We have created an amazing destination property coupled with an amazing partnership with Hard Rock International, and our Tribal Council and Enterprise membership has an unwavering commitment to our longterm vision of growth and prosperity for all those involved."

Construction on the new HARD ROCK LIVE began in mid-June with an expected completion date of May 2022.

Construction on ROCKTANE GAS & SMOKE, started in early May with a planned completion date of early November 2021. The projects are expected to generate close to 250 construction jobs and over 200 new permanent full time and part time jobs.

“On behalf of our owner Enterprise Rancheria and Hard Rock International, we’re proud to announce these exciting new economic investments in our hometown,” says **Mark Birtha, President Hard Rock Hotel & Casino Sacramento at Fire Mountain**. “We are committed to growing our property in a way that provides our customers, and our team members, unique experiences and unparalleled value. And, at the same time, reinvests in our local community to create employment and additional benefits to the overall economy.”

According to Birtha, members of the Hard Rock’s Wild Card Rewards loyalty program and company employees will receive unique and exclusive benefits at the music and entertainment venue and a discount on their gas purchases.

HARD ROCK LIVE will be located on the North side of the current property adjacent to the existing Kumi Events Center.

The entire site will occupy 65,000 sq. feet and will feature up to 2,500 seats. A state-of-the-art audio visual entertainment venue, the HARD ROCK LIVE is designed to be the region’s premier (intimate?) music and concert destination. At the same time, it will serve as a multi-purpose event center allowing it to host all sorts of programs including meetings and tradeshow, boxing and MMA, marketing promotions, and charity and largescale catered events. Its unique program includes a second level mezzanine with VIP boxes and seating creating an intimate setting offering some of the most compelling experiences and sightlines in the market.

“Live music and entertainment are fundamental attributes of the Hard Rock brand,” says Birtha. “We are so excited to be able to provide these ‘authentic experiences that rock’ to our guests in a venue that is unparalleled in the Sacramento region. The HARD ROCK LIVE at Hard Rock Hotel & Casino Sacramento at Fire Mountain, next to Toyota Amphitheater, will become the place for entertainment and will continue to provide world class amenities to the community.”

ROCKTANE GAS & SMOKE will be located on the Southwest side of the Hard Rock property along Forty Mile Road. The entire site will occupy 45,000 sq. feet including a 4,100 sq. foot retail convenience store and drivethru smoke shop and have eight double-pumps – a total of 16 handles to dispense gas and diesel. The pumps will feature Hard Rock style lighting effects and LED TV’s, allowing for the broadcast of music videos and commercials.

“ROCKTANE GAS & SMOKE is the second Hard Rock branded gas station – the first on the West Coast right here in Northern California,” says Birtha. “Once again, Hard Rock Hotel & Casino Sacramento at Fire Mountain sets the bar high in terms of launching new products and services. What’s happening here in Sacramento will become the prototype for similar amenities at Hard Rock International properties world-wide.”

“The Hard Rock’s latest expansion shows the company’s continuing commitment to the Yuba and Sutter County communities and to the people of Northern California and gives visitors another reason to patronize the Hard Rock property and the surrounding areas,” says Gary Bradford, Board of Supervisors for Yuba Sutter Counties.

“While it’s important to add amenities, it’s critical to refresh the ones we have. Over 2 million people visited the Hard Rock Sacramento last year. It’s imperative that we continually reinvent as well as expand our property to exceed customer expectations. And, that’s our commitment to Northern California,” says Nelson.

Friedmutter Design Group is the architect of record for both projects and Sceno Plus is the designer for Hard Rock Live. Morefield Construction is overseeing the construction.



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