

MEDIA STATEMENT

Rockford Area Convention & Visitors Bureau



RACVB Supports Hard Rock Rockford Proposal

FOR IMMEDIATE RELEASE

October 4, 2019

Rockford, IL – The Rockford Area Convention & Visitors Bureau released the following statement regarding the City of Rockford’s process to certify an application for a casino entertainment complex in Rockford:

“Our board of directors appreciates the thorough and deliberative process the City of Rockford has undertaken to seek and vet applicants interested in operating a casino complex in Rockford. The process delivered three unique proposals, each with their own merits and strengths.

RACVB has advocated for a casino in Rockford for many years. Today, we are pleased to support Mayor Tom McNamara’s recommendation of Hard Rock Rockford’s proposal and encourage its approval by the City Council. We believe Hard Rock’s proposal is the strongest of those submitted and has the greatest likelihood to be approved by the Illinois Gaming Board.

Moreover, following the demise of the Clock Tower Resort, the prospect of stabilizing the city’s East State/I-90 hotel campus with an internationally-known entertainment complex and casino is highly attractive and important to the long-term health of the region’s tourism economy.

The Clock Tower was a longtime anchor of Rockford’s hospitality and tourism sector. Now, at that same site, Hard Rock Rockford and its internationally-known and respected brand will benefit the region’s reputation, and its location at the region’s primary gateway will serve as a great welcome to visitors and residents.

Our staff and board look forward to working with Hard Rock Rockford for years to come as, together, we advance efforts to enhance the region by growing the positive impacts of travel, entertainment and hospitality.”

Jennifer Furst, RACVB Board Chair

John Groh, RACVB President/CEO

About RACVB: RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities. www.gorockford.com

FOR MORE INFORMATION: John Groh, RACVB President/CEO: 815.963.8111