







# WHAT WE DO

**World Class Service**

**Food & Beverage**

**Entertainment**

**Gaming**

**Hospitality**

**Retail**







# Set List

290	Branded Hard Rock venues
70	Countries
7.8 bn	System-wide revenues
50,000	System-wide employees
140 m	Annual guest experiences
35,000	Live music events per year
18,984	Hotel rooms in 37 hotels
31,825	Gaming positions in 16 casinos
19.1 m	Merchandise items sold
87,000+	Priceless memorabilia icons







# OUR MOTTOS

Love All – Serve All

All Is One

Save The Planet

Take Time To Be Kind







# Hard Rock Hotel & Casino Bristol

## Luxury Hotel

303 rooms plus feature Body Rock, Rock Spa, and a featured Indoor/Outdoor Pool

## World Class Smoking & Non-Smoking Gaming Areas

Over 1,500 Slots Machines & 59 Table Games  
Hard Rock Sportsbook and 14 Poker Room

## Dining venues to include:

Council Oak Steakhouse  
Hard Rock Cafe  
YouYu Noodle Bar  
Marketplace Food Hall  
Constant Grind

## State of the Art Entertainment Venue

Hard Rock Live Venue  
2,000 seats

## Retail

Rock Shop and Unity Venue  
Player's Club



1,500  
Slots

73  
Table Games

Sportsbook

303  
Hotel Rooms

2,000 seat  
Entertainment  
Venue

Body Rock &  
Rock Spa



# Executive Team



**ALLIE EVANGELISTA**  
**President**

Allie has 18 years of gaming management experience. In 2014, she relocated to Council Bluffs, IA as the Director of Casino Operations and oversaw Human Resources as well. In 2016, she joined the Meadows Casino and Racetrack in PA as the VP of Casino Operations and was promoted to General Manager. In 2019, she led the Hollywood Gaming and Racetrack property as their General Manager until leaving for Hollywood Casino Perryville in 2021. Allie has a Masters in Business Administration from Lindenwood University and a Masters in Human Resources Management from Washington University.



**MARK BEGRIN**  
**VP, Finance**

Mark is a 20-year veteran of the gaming industry. He started in Tunica, Mississippi working as a valet attendant for Horseshoe Casino. Later worked for Harrah's Casino properties in Tunica. Later Mark worked for Penn National gaming in Illinois overseeing both Hollywood Casino Aurora and Joliet. Mark's most recent position was CFO/ Vice President of Finance for Hollywood Casino Toledo and Hollywood Gaming at Mahoning Valley Race Course.



**CHRISTINE CHOI**  
**VP of Marketing**

Christine started in the hospitality industry at the Four Seasons Aviara in San Diego, CA. When her husband received an offer to join Hollywood Casino in Toledo, Ohio, she moved across country to join him! After taking some time off to enjoy motherhood, she joined the gaming industry with Penn Entertainment and worked at several different properties. Her latest property was Hollywood Casino at The Meadows in Pittsburgh, PA.



**SUNWOO CHOI**  
**VP, Food & Beverage**

Sun joins us with 17 years of experience in the Gaming and Hospitality industry. He was most recently the Vice President of Non-Gaming Operations for Hollywood Casino at Penn National Race Course in Harrisburg, PA. Sun started his gaming career at Harrah's Rincon in California and then joined Penn Entertainment in 2013 at Hollywood Casino in Toledo. Prior to his career in the gaming industry, Sun held various leadership positions at several restaurants. Sun is also a Certified Sommelier.



**AL THOMPSON**  
**VP, Gaming Operations**

Al began his gaming career in 1995 after his time in the US Marine Corps. Twenty-nine years, eight properties, and seven different gaming companies later, he feels as if he is finally home. He grew up in Beckley, WV, where his mother and sister still live. The Tri-Cities area is the closest he has lived to them since he joined the Marines at seventeen. He is a proud first-generation college graduate, having earned his Bachelor's degree in Business Management from Baker University and an Executive MBA degree from Villanova University.



**SHANNON WELLS**  
**VP, Human Resources**

Shannon started in the gaming industry in 1993 as a Table Games Dealer in Natchez, Mississippi. In 2004, she began her journey in Human Resources at Harrah's NKC as a Team Member Relations Specialist. She has held several positions in HR including helping to open Massachusetts' first casino as the VP of Human Resources. She most recently worked at Turning Stone Enterprises in Central New York as the Director of Talent Acquisition and Team Member Relations.



# Executive Team



**RANDY RICE**  
**Ice President, Facilities**

Randy has 12 years of Gaming experience and 17 years construction experience. During his time in Gaming and Hospitality, he has worked at four different properties in Missouri, Iowa, Pittsburg, and Virginia. Randy is responsible for the day-to-day operations of the maintenance and cleanliness of the property. He is also instrumental in the current construction of our permanent facility.



**VAL CHOBANU**  
**Director, Food & Beverage**

Val joins us with over 25 years of management and leadership experience. He comes to us from the Sacramento area where he was the Director of Food & Beverage of the Luxury Clubhouse and Country Club. In addition to his latest experience, Val has extensive world-class training in Food & Beverage operations on the Carnival Cruise Line and Royal Caribbean International cruise ships. He has previously held the position of General Manager of Food and Beverage at the world famous Meadowood Napa Valley Resort and Spa, which is a Forbes 5-star and Relais & Chateaux property, making it one of the world's top 100 destination hotels. Val has also held positions as a General Manager of the Fifth Avenue Prime Steakhouse in Delray Beach, FL.



**HASSAN ABDEL-MONEIM**  
**Director, Hotel Operations**

Before joining the Bristol Band, Hassan has worked for Hilton, Sheraton, Radisson, and Millenium Copthorne. He first joined the Gaming Industry as a Director of Hotel Operations in 1999 at Mystic Lake Casino in Minnesota. His extensive career has provided him the opportunity to live all over the United States and abroad, including Texas, Minnesota, North Carolina, Michigan, Wisconsin, California, Arizona, Pennsylvania, England, Germany, The Sudan, and Dubai.



**RANDI DARCY**  
**Director, Surveillance**

Randi has been in the gaming industry for 6 years and has spent 5 of those years with Hard Rock. She started in Sacramento, California working as a surveillance trainee for Thunder Valley Casino and later moved to Hard Rock Sacramento to open that property. Randi took two promotions at Hard Rock Sacramento to become the surveillance department manager. She moved to Bristol two years ago to open our beautiful property.



**MARK DURBIN**  
**Director, Gaming Operations**

Mark was born in Falls Church, VA, and raised in Harpers Ferry, WV. He attended Southern New Hampshire University. Mark has spent twenty-one years in the gaming industry. His first gaming position was as a Slot Tech. He has also worked as a Slot Tech Supervisor, Slot Performance Manager, Slot Manager, Slot Director, and a Gaming Operations Director. Mark has also helped open two different properties in Pennsylvania.



**HARRISON HUTCHINSON**  
**Director, Guest Satisfaction**

Harrison is a Tri-Cities native who brings over 20 years of experience in guest satisfaction and operation, including marketing, analytics, guest service, and service recovery instruction. Throughout his career, Hutchinson has served in several award-winning positions within the hospitality industry, Director of Guest Operations, Director of Operations, Director of Guest Services, and Director of Marketing and Analytics. Recently, he returned to his Tri-Cities roots and served as a Youth Services Officer, where he provided counseling and assistance to youth and families struggling with mental health due to the effects of the pandemic.



# Executive Team



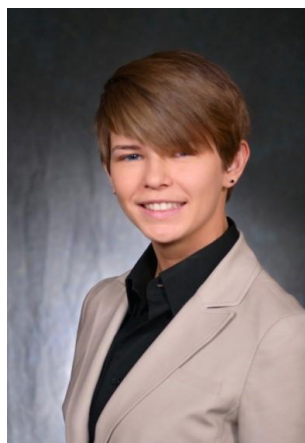
**SHANNON O'NEIL**  
**Director, Cash Operations**

Shannon was born and raised in Tampa, FL. She has worked at Seminole Gaming for 26 years and started her journey as a Money Counter. She has also worked as a Revenue Verification Clerk, Cage Supervisor, Cage Shift Manager, Cage Manager, and Director of Cage before joining the Bristol Band.



**JULIE RUTTER**  
**Director, Security**

Julie was born in Cape Town, South Africa and was in Law Enforcement (the Riot Squad) in South Africa for 7 years, and then joined the Casino world in 1998. She started as a Security Officer at Sundome Casino and worked her way up to the Deputy Director position at Montecasino before she started her Casino career in the United States at Seminole Hard Rock Hotel and Casino before being Director of Security for HRHC Bristol. She now has over 25 years in the Gaming industry.



**KATE TILLEY**  
**Director, Player Development**

Kate was born in Halifax, Canada and graduated from University of South Florida with a Bachelor's in Business Management. Kate has been with Seminole Hard Rock since 2011 and recently moved to the Tri-Cities area in 2023. Kate has hospitality and gaming experience as a Beverage Manager, Casino Host, Executive Host, and is now the Director of Player Development.



**CARLOS WELD**  
**Director, IT**

Carlos has been working for Hard Rock for 18 years. He started at Tampa Hard Rock as a PC Support Engineer. He worked his way up to network administrator and then to IT Manager. In 2022 Carlos got the opportunity to come to Bristol to open this property as Director of IT.



**DARIN CRALLE**  
**Director, Entertainment**

Darin was born and raised in Marion, Virginia. He joins Hard Rock Bristol with almost 25 years of experience in Entertainment Management, including managing Barter Theatre's backstage operations, and managing Blumenthal Performing Arts Center in Charlotte, NC.



**SEAN HUEY**  
**Executive Chef**

Sean was born and raised in Guam. He began his Culinary career at the Hilton Guam in 1995. His career has taken him to Arizona, Nevada, Washington, and Oregon. During his time in Las Vegas, he helped open the Wynn while also working at Mandalay Bay's steakhouse. He was the Executive Chef at Angel of the Winds Casino in Washington and has spent the last six years in Oregon at Mountain Casino.



# Property Demographics



## Employment:

- More than 68,000 applications
- Over 1,300 Active Team Members
  - 900+ Full Time
  - 400+ Part Time/On Call
  - 200 salaried Team Members
- 458 Team Members have taken on new positions in 2025: transfers or promotions
- Starting wage to \$18/hour for non-tipped positions
- 52 current open positions





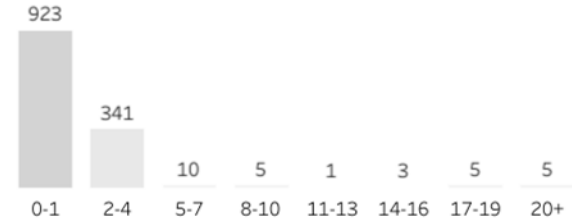
## BRISTOL

Date refreshed: 10/13/2025

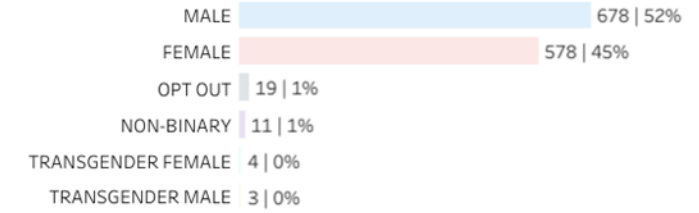
### HEAD COUNT

FT	903
J1	10
LV	5
OC	48
PT	337
Total	1,303

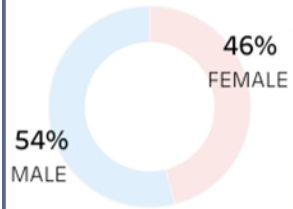
### TENURE



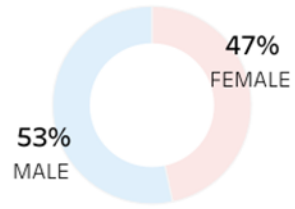
### GENDER



### WOMEN IN WORKFORCE



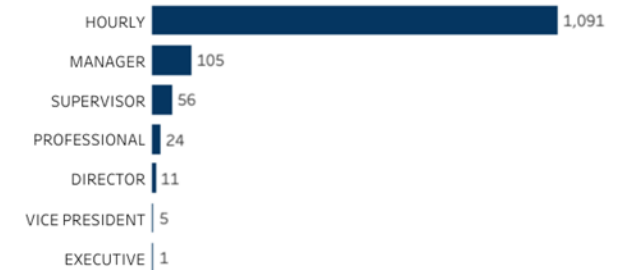
### WOMEN IN MANAGEMENT



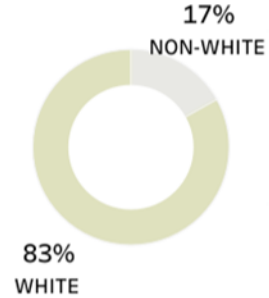
### WOMEN BY JOB LEVEL

	EXECUTIVE	VICE PRESIDENT	DIRECTOR	MANAGER	SUPERVISOR	PROFESSIONAL	HOURLY
WHITE (NON-HISPANIC)		1	3	43	14	10	417
BLACK / AFRICAN AMERICAN				3		1	18
TWO OR MORE RACES (NON-HISPANIC)				2	1		16
HISPANIC / LATINO	1						15
OPT OUT				1	1	1	12
ASIAN / INDIAN SUBCONTINENT		1	1			1	5
NATIVE AMERICAN / ALASKAN						1	6
NATIVE HAWAIIAN / PACIFIC ISLANDER							2
MIDDLE EASTERN / NORTH AFRICAN							1
Grand Total	1	2	3	50	16	14	492

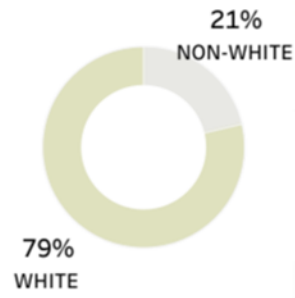
### HEADCOUNT BY JOB LEVEL



### DIVERSITY IN WORKFORCE



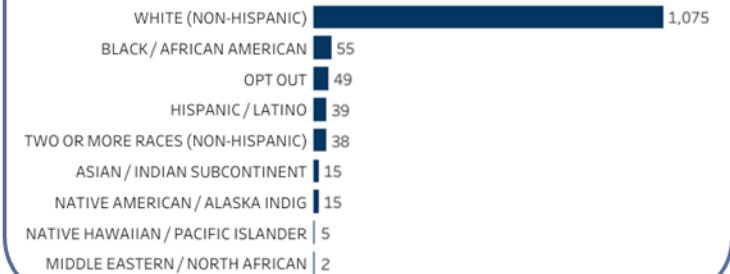
### DIVERSITY IN MANAGEMENT



### ETHNICITY BY JOB LEVEL

	EXECUTIVE	VICE PRESIDENT	DIRECTOR	MANAGER	SUPERVISOR	PROFESSIONAL	HOURLY
WHITE (NON-HISPANIC)		2	8	86	49	17	913
BLACK / AFRICAN AMERICAN				6	2	1	46
OPT OUT				2	2	2	43
HISPANIC / LATINO	1		1	4	1		32
TWO OR MORE RACES (NON-HISPANIC)	1		1	3	1	2	30
ASIAN / INDIAN SUBCONTINENT	2			2	1	1	9
NATIVE AMERICAN / ALASKAN				1		1	13
NATIVE HAWAIIAN / PACIFIC ISLANDER			1	1			3
MIDDLE EASTERN / NORTH AFRICAN							2
Grand Total	1	5	11	105	56	24	1,091

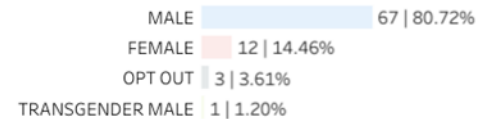
### HEADCOUNT BY RACE & ETHNICITY



### VETERAN IN WORKFORCE



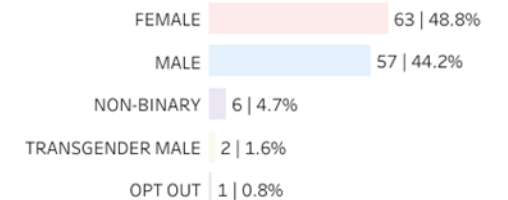
### HEADCOUNT BY VETERANS GENDER



### DISABILITY IN WORKFORCE



### HEADCOUNT BY DISABILITY GENDER





# Community Impact



- **Taxes:**
  - \$106,165,476 Gaming Taxes
  - \$35,388,487 Locally (12 counties & 2 cities)
  - \$5,527,749 City of Bristol, VA
  - \$1,707,122 Sales and Use Tax
  - \$1,953,898 Property/Real Estate Tax
- **Supporting State & Local Businesses:**
  - \$177,823,010 spent in VA vendors
- **Philanthropy:**
  - More than \$2M in Charitable Contributions to local nonprofits
  - 4,200+ hours volunteered by Team Members to community
- **Visitors:**
  - Over 5M visitors from all 50 States and other countries



# Team Member Engagement





# Community Engagement



We are excited to partner with the Ronald McDonald House in Johnson City throughout 2025 to provide meals to families staying at the house. Our next opportunity to serve the families of RMHC is Monday, July 7th!



RMHC  
Southern Appalachian

MONDAY  
JULY 7, 2025  
DINNER STARTS  
AT 5PM (PLEASE ARRIVE  
AT 4:30 TO HELP SET UP)

418 N. STATE OF FRANKLIN ROAD  
JOHNSON CITY, TN 37604

FOR MORE INFO CONTACT: MICHELE PICK



CLICK OR SCAN  
THE QR CODE  
TO SIGN UP



## Hard Rock Hotel & Casino Bristol Team Member Blood Drive

Thursday, July 31

7 a.m. to 7 p.m. | Mobile parked  
outside Team Member Entrance.

All donors will earn a T-shirt.  
Plus be entered to win  
two tickets to the MLB  
Speedway Classic at  
Bristol Motor Speedway.

Walk-ins welcome.



Marsh  
Regional Blood Center



Scan the QR  
code to sign up!





# Community Engagement



COMING SOON

## CULTURE CLUB EVENTS

Mark your calendars and look out for sign ups throughout the summer/fall!

### August:

4th: Feeding Southwest VA (full)

11th: Second Harvest (spots still available!)

16th: Bristol Regional Speech & Hearing "Run Your Mouth 5K" (full)

23rd: Appalachian Highlands Honor Flight's "Dragon Boat Race" (full)

### September:

1st: Ronald McDonald House Dinner (coming soon!)

6th: TriCities Stair Climb (Fallen Firefighters Foundation) (full)

### October:

4th: Walk to End Alzheimer's (coming soon!)

13th: Second Harvest Food Bank (coming soon!)

18th: American Cancer Society's Making Strides Walk (coming soon!)



If you have any questions, please reach out to Michele Fick.

On Monday, August 11, we will once again partner with Second Harvest Food Bank of Northeast Tennessee. Volunteers are needed from 9-11:30am or 1-3pm.

- Please give everyone a chance to sign up and do not sign up for both shifts. If we are short on volunteers, I will contact you about whether or not you would like to work both shifts.
- You may only sign up for yourself. Do not sign up for yourself and another Team Member. Multiple sign ups will be deleted.

THIS IS FOR TEAM MEMBERS ONLY. PLEASE DO NOT REGISTER FRIENDS AND FAMILY. BECAUSE THIS IS A VOLUNTEER EVENT, YOU WILL NOT BE PAID FOR PARTICIPATING. PLEASE MAKE SURE THAT THIS EVENT DOES NOT CONFLICT WITH YOUR SCHEDULE BEFORE YOU SIGN UP TO PARTICIPATE.

Please wear the PURPLE Culture Club Shirt. No new shirts will be given for this activity unless this is your first volunteer event.



CLICK OR SCAN THE QR CODE TO SIGN UP



## Bristol Regional Speech & Hearing Center

Run Your Mouth  
5K

Saturday, August 16th  
8:30 AM

Steele Creek Park (Rotary Pavillion)

This is for team members only. Please do not register friends and family. Because this is a volunteer event, you will not be paid for participating. Please make sure that this event does not conflict with your schedule before you sign up to participate.

SIGN UP HERE



COMING SOON

Honor Flight of the Appalachian Highlands  
**2025 DRAGON BOAT RACE**  
PRESENTED BY HARD ROCK HOTEL & CASINO BRISTOL



**When:** Saturday, August 23rd

**Where:** Winged Deer Park

**Why:**

Proceeds from this event will benefit Honor Flight of the Appalachian Highlands (HFAH) which provides a 3-day trip for groups of Veterans and Guardians to Washington, DC. HFAH provides travel, food, and hotel for all Veterans & Guardians.

**FEEDING**  
SOUTHWEST VIRGINIA



Want to be a part of our next Culture Club volunteer opportunity?

Feeding Southwest Virginia needs 10 volunteers to pack food bags on  
Monday, August 4<sup>th</sup> from 9am - 12p.m.

This is for team members only. Please do not register friends and family. Because this is a volunteer event, you will not be paid for participating. Please make sure that this event does not conflict with your schedule before you sign up to participate.

Please wear the PURPLE Culture Club Shirt. No new shirts will be given for this activity unless this is your first volunteer event.



To sign up, click or scan the QR code!







# Community Engagement



Feeding Southwest Virginia



Top Fundraising Team



BRSH "Run Your Mouth 5K"



Honor Flight of Appalachian Highlands Dragon Boat Race



# Community Engagement



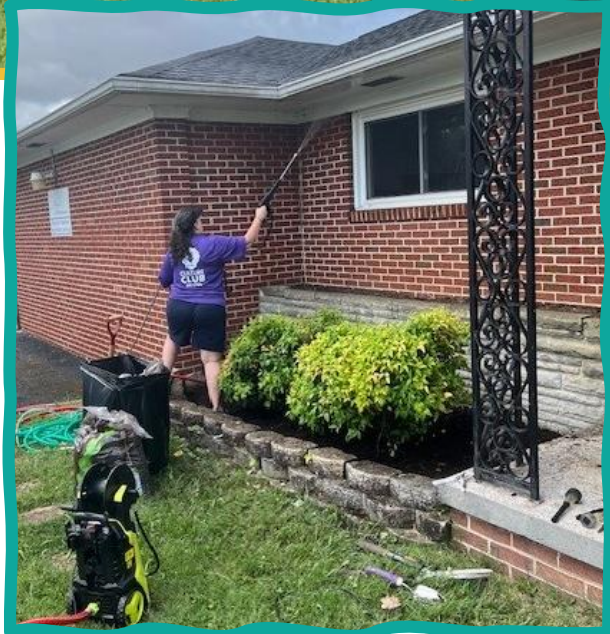
Abuse Alternatives



Week of Caring



Boys & Girls Club of the Mtn Empire



**CULTURE CLUB**



GET INVOLVED. GIVE BACK.





# Charitable Contributions



**2022 Total: \$286,555.41**

**2023 Total: \$406,061.00**

**2024 Total: \$591,323.48**

**2025 Total (YTD): \$726,303.15**

**GRAND TOTAL: \$2,010,243.04**





# Supporting Our Communities



## Partnership with Virginia Tourism



## Non-Profit Board Seats

- Bristol Chamber of Commerce
- United Way of Bristol
- Explore Bristol
- Ronald McDonald House
- Bristol Regional Speech & Hearing
- Boone Lake Association
- Abuse Alternatives
- Habitat for Humanity
- Bristol Humane Society
- Branch House
- Second Harvest Food Bank
- The Animal Shelter of Sullivan Co.
- Abingdon Arts Council
- Big Brother Big Sister
- Boys & Girls Club
- Ballad Health

## Presenting Sponsor Miss Virginia 2024 and 2025

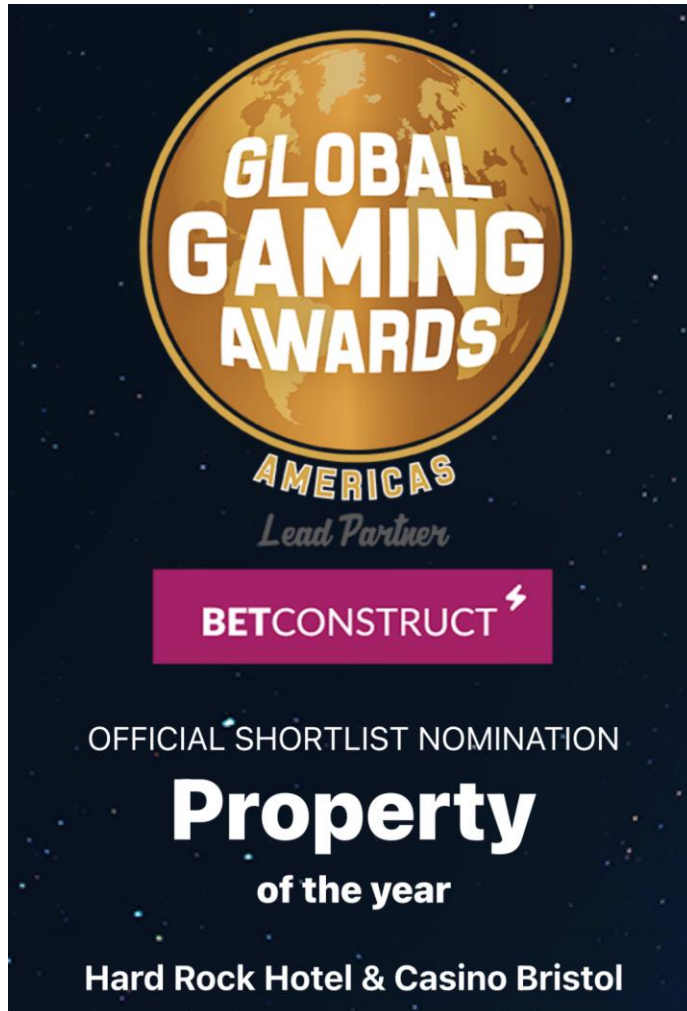




# Property Recognition



## 3<sup>rd</sup> Place Property of the Year Global Gaming Awards Americas 2025



## Executive Chef Finalist for Chef of the Year - 2025



## Wine Spectator Award of Excellence Council Oak 2025

