



HOLLYWOOD — Hard Rock International plans to shift its corporate headquarters to South Florida from Orlando in 2018. The company will move to the Seminole Tribe’s building at 5701



Tribal headquarters in Hollywood. (Courtesy photo)

Stirling Road in Davie, within a mile of Tribal headquarters and the Seminole Hard Rock Hotel and Casino.

Purchased by the Tribe in 2014 and formerly home to Farmers Insurance, the nearly 100,000-square-foot, two-story building has hurricane impact resistant windows and shutters, an interior courtyard and 750 parking spots.

HRI has been headquartered in Orlando since the Tribe purchased the company in 2007. The company has 226 locations in 74 countries, including 175 Hard Rock Cafés, 24 hotels and 11 casinos. The Seminole Tribe owns or controls all of its hotels around the world.

The move will be conducted in phases and should be completed by spring 2018. All employees will have the opportunity to move to South Florida.

“We have many talented people in Orlando and South Florida,” said Jim Allen, CEO of Seminole Gaming and chairman of Hard Rock International. “If we can all work under the same roof, there will be a tremendous cost saving for the Tribe.”

In a statement, the company noted HRI will join forces with the Seminole Tribe and Seminole Gaming.

“There will be a readjustment during the process of the move,” Allen said. “But once we are through it, it will make Hard Rock International stronger, as efficient as possible and more profitable.”

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