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Resolution

of the City Council

Welcoming Hard Rock Cafe to Sacramento

WHEREAS, Hard Rock Cafe has become a global phenomenon since its 1971 opening in London, with 76 restaurants in the world's major cities serving top-quality, moderately priced food for the entire family in a fun, musical environment; and

WHEREAS, each restaurant exclusively sells T-shirts emblazoned with the name of the city where the restaurant is located, which will give Sacramento name recognition worldwide; and

WHEREAS, Hard Rock has been involved in a wide variety of humanitarian activities around the world, and has already dived into the Sacramento community by naming the Boys and Girls Club the beneficiary of its grand opening; and

WHEREAS, Hard Rock owns the largest collection of rock-n-roll memorabilia, which is rotated through the restaurant chain, bringing interesting and historically significant artifacts to Sacramento; and

WHEREAS, local musicians will be provided a prominent venue to display their talents, and Hard Rock will employ 125 full-time and part-time workers, almost all of them from the Sacramento area; and

WHEREAS, Hard Rock Cafe is sparking a revitalization of the downtown Sacramento business community with its reputation of attracting hundreds of residents, tourists and celebrities nightly, who will pour into Downtown Plaza and Capitol Mall.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and the City Council of the city of Sacramento, that we do hereby take great pride and pleasure in welcoming the Hard Rock Cafe to Sacramento and wish it immense success and a prosperous future.

ISSUED: This 22nd Day of July, 1997.

JOE SERNA, JR., MAYOR

HEATHER FARGO, DISTRICT ONE

ROBERT KERTH, DISTRICT TWO

STEVE COHN, DISTRICT THREE

JIMMIE R. YEE, DISTRICT FOUR

LAUREN R. HAMMOND, DISTRICT FIVE

DARRELL STEINBERG, DISTRICT SIX

ROBBIE WATERS, DISTRICT SEVEN

SAMUEL C. FANNELL, DISTRICT EIGHT

VALERIE BURROWES, CITY CLERK