

Gila River Hotels & Casinos – Wild Horse Pass Breaks Ground on Major Expansion



Gila River Hotels & Casinos – Wild Horse Pass recently broke ground on a \$143 million expansion project in Chandler, AZ, a move that aligns with the enterprise’s rapid growth in Arizona.

Scheduled to open in fall 2021, an 11-story hotel tower will be added to Wild Horse Pass and connect to its existing hotel. The 150-ft. tower will feature 205 guestrooms, for a total of 447 guestrooms on the property. Other highlights include rooftop dining with spectacular views, two pools, a new lounge and additional meeting space.

In partnership with Sundt Construction, Inc., TynanGroup and Friedmutter Group, this is the first expansion project for Gila River’s Wild Horse Pass property since it opened in 2009. The 26-year old enterprise, which is owned by the Gila River Indian Community (GRIC), also operates Lone Butte in Chandler and Vee Quiva in Laveen.

“This expansion is a major investment in the Gila River Indian Community and symbolic of a new chapter in our history,” said Gila River Hotels & Casinos CEO Kenneth Manuel. “It reflects our commitment to be a leader in the gaming and hospitality industry through enhanced experi-

ences and amenities, and we look forward to seeing the continued representation of our community’s culture in the expansion project.”

At the center of the Wild Horse Pass expansion project is the new hotel tower with 205 guestrooms, including 103 rooms with king beds, 63 rooms with two queen beds, six pool-side suites and 27 tower suites. In addition, the new tower will have four Gold Suites and two 1,500 sq. ft. Platinum Suites with king beds, dining rooms, and a balcony with views of the Estrella mountains.

In addition to the existing 12,000 sq. ft. of conference space at Wild Horse Pass, the expansion will feature an additional 18,000 sq. ft. of indoor meeting space and 4,000 sq. ft. of

outdoor meeting space. On the second floor of the new tower, an intimate bar and lounge will offer specialty cocktails and serve as a perfect setting to meet a colleague or enjoy a peaceful nightcap. Located on the hotel’s eleventh floor will be a rooftop dining option, which will provide guests with spectacular mountain and sunset views.

The expansion project will also feature new amenities at Wild Horse Pass, including an oversized oasis pool area for guests to soak in the sun. The pool area will feature two hot tubs, full-service cabanas and access to the Bar & Grill which will offer a full-service menu year-round. For those 21 years or older and looking for a relaxing place to unwind poolside, the new adult pool is the perfect spot. This pool provides direct access from six select suites.

The expansion will be adorned with custom artwork from 17 different artists who reside in the Gila River Indian Community. From paintings to photographs, the art will reflect the culture of Arizona and the Gila River Indian Community. The casino floor will be revamped with new carpeting, color palette, lighting fixtures and a LED screen overhanging the floor stretching 80 ft. wide and 12 ft. tall.

Choctaw Casino & Resort – Durant Unveils ‘The Link’

Visitors to southeastern Oklahoma had the opportunity to explore their wild side when The Link at Choctaw Casino & Resort – Durant debuted over Labor Day weekend.

Designed as an immersive art installation, The Link at Choctaw Casino & Resort – Durant is a new feature attraction that serves as both a stand-alone destination as well as a bridge between the resort’s two large gaming floors. Located adjacent to Guy Fieri’s American Kitchen + Bar, The Link serves as the resort’s digital response to other well-known gaming industry art installations.

“We know our guests come to stay with us for a fun escape. They’re looking for a break from their everyday routines,” said



Erica Kosemund, Senior Corporate Director of Marketing, Choctaw Casinos & Resorts. “With The Link, we’ve created a fun fantasy world creating an immersive guest experience that breaks from the norm. It really is a must-see attraction that offers guests something new to see on each visit to the resort, and provides a fantastic backdrop for photos.”

Conceptualized as a “living” attraction, The Link installation follows the hours of the day, changing from both day to night, as well as the changing seasons. The Link features a setting of other-worldly flora and fauna that offer a fantastical version of true-to-life woodland creatures. Inhabitants of The Link casually come and go from the glen, drawing viewers into their digital world. Animal appearances as well as delightful displays arise unexpectedly throughout the day and night, leaving visitors with a sense of wonder, waiting to see more.

“As industry trendsetters, we set out to create an attraction

that couldn’t be found at any other casino-resort,” said Skyelar Perkins, Senior Corporate Director of Slot Operations. “Our goal was to draw guests between our two casino floors and encourage them to stay and play in the adjacent gaming space by giving them something unique to enjoy. We know our guests expected an elevated experience at Choctaw Casino & Resort – Durant, and it’s gratifying to see we’ve delivered on that promise.”

Commissioned in partnership by Choctaw Nation and Gaming Capital Group, The Link at Choctaw Casino & Resort – Durant was conceptualized, designed and animated by The Publicity Lab, an integrated marketing communications creative solutions agency. JCM Global, one of the world’s leading transaction technologies suppliers for the gaming industry, serves as The Link’s technology and hardware supplier providing design, installation and fabrication services through JCM’s Digital Signage Solutions.

Jamul Casino Opens ‘The Rooftop’ Event Venue

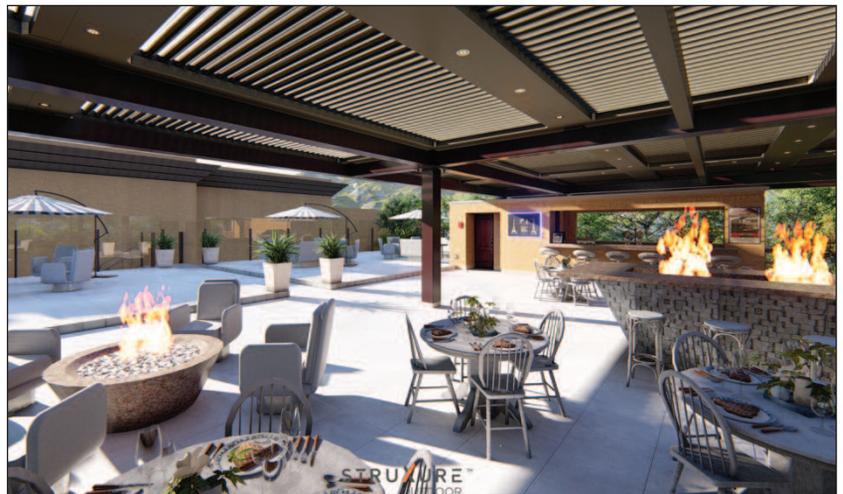
Jamul Casino, located in Jamul, CA, recently announced that its newest event venue, The Rooftop, is open for all-season events and accepting reservations for weddings, corporate parties, holiday celebrations, birthdays, anniversaries, and more. With state-of-the-art, flexible options, The Rooftop offers an opportunity to enjoy spectacular mountain views and exquisite cuisine in a one-of-a-kind setting.

Jamul Indian Village Chairwoman, Erica M. Pinto, said, “The Rooftop was truly a passion project for the tribe. With the casino’s views into the mountains and Otay open space preserve, we knew we had the opportunity to create something that didn’t exist anywhere else. We envisioned an all-purpose, all-event, all-season venue that wows our guests from the minute they step off the elevator. We were thrilled to partner with the talented team at QualCraft to make this vision a reality.”

Michael Jacobs Bonnett, Owner of QualCraft Construction, says, “The Rooftop project was a true collaboration between the Jamul Indian Village Tribe, Jamul Casino management, and the design-build team at QualCraft. We instantly appreciated the tribe’s vision for having a uniquely adaptable venue, and we went about sourcing the best vendors globally to provide a truly state-of-the-art space.”

For maximum flexibility, numerous amenities in the 10,000 sq. ft. space are movable, including a large horizontal fire feature, cabanas, resort-quality furniture, and custom partition panels. A floating floor with removable tiles by LA-based Tile Tech allows for multiple access points to power and utilities throughout The Rooftop.

The key to the all-weather, all-season flexibility of The



Rooftop is a pivoting, motorized, louvered pergola by StruXure. This technology offers access to sunlight and fresh air, or a completely weather-tight option in less-than-ideal conditions. A vertical sliding glass system by Sweden-based Svalson lines the perimeter of The Rooftop. These extremely innovative “sliding windows” are found in only one other location in San Diego County.

The high-tech A/V system includes 33 speakers and subwoofers throughout The Rooftop and around the teak dance floor to create high-quality sound zones, minimize the sound leaving the venue, and offer an immersive audio experience. Additionally, The Rooftop also features a 16’ x 6’ state-of-the-art portable LED video wall available to add visually stunning video and graphics to any special event.

The Rooftop has its own private, red-carpet entrance and elevator to take guests directly from the valet parking area to the venue for a truly VIP start to any event. ♣