



HOTEL • CASINO • BINGO

MEDIA KIT

1 Main Street, Las Vegas, NV 89101

www.plazahotelcasino.com

702-386-2110 / 800-634-6575

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(photo credit: Plaza Hotel & Casino)

Owner:	Tamara Las Vegas Group
Operator/Licensee:	PlayLV Gaming
CEO:	Jonathan Jossel
PR Contact:	Amy Maier, The Warren Group, 702-904-0296, amy@twgpr.com
Marketing Contact:	Natashia White, Plaza Hotel & Casino, 702-386-2279, natashia.white@plazahotelcasino.com



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Overview

Officially opening July 2, 1971, the Plaza Hotel & Casino was originally named “Union Plaza” paying homage to the Union Pacific Railroad Depot where it was built and where the first Las Vegas settlers arrived in 1905. Amtrak passenger train service continued until 1997 with the station and ticket windows connected to the hotel, giving the Plaza the distinction of being the only U.S. train station located in a casino.

At its opening, the Plaza was the largest downtown property at 22-stories, 504 rooms and a 66,000 sq. ft. casino. In the 1980’s, the second tower and convention center were added, making the Plaza the first downtown hotel to cater to the meetings and events market. The site of the current glass dome once held a one-of-a-kind swimming pool, overlooking Main and Fremont Streets. It was later transformed into the domed Center Stage restaurant, where a popular scene in *Casino* was filmed. The iconic glass dome is now home to the renowned and award-winning Oscar’s Steakhouse.



Original owners included veteran gaming executive, Sam Boyd; attorney/casino investor, J. Kell Houssels; downtown property owner, Jackie Gaughn; and developer Frank Scott. In 2004, Tamares Group took over sole ownership. Under Tamares’ ownership and the leadership of CEO Jonathan Jossel, the Plaza continues to reinvest in the property and upgrade its guest experience.

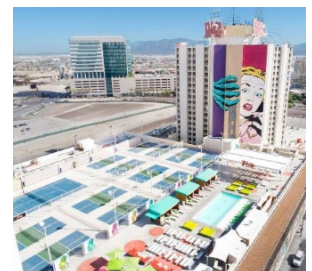


First, a \$35 million renovation updated all guest rooms, the reception area, and casino floor. Then, a \$15 million renovation created 100-plus Luxe guest rooms and suites on the top floors of the North Tower, offering premium accommodations with high end décor and energy efficiency and technology upgrades.

Most recently, the Plaza has focused on enhancing its Main Street location into a one-of-a-kind destination for cocktails, gaming, and dining. It opened the live music venue, Sand Dollar Downtown known for great headliners and craft cocktails. The Plaza also transformed its historic Main Street façade and porte-cochère with four venues: Carousel Bar, Pinkbox Doughnuts, the rooftop patio at Oscar’s steakhouse, and Brian Christopher Slots at Plaza, downtown’s only smokefree and social media friendly gaming space.



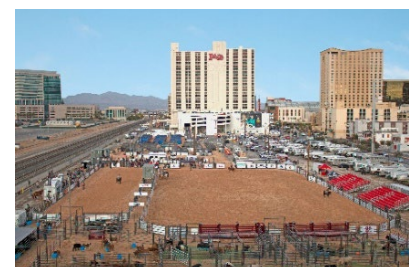
The Pool at the Plaza offers a “retro Palm Springs meets classic downtown Las Vegas” inspired outdoor space with a wet deck, hot tub, private cabanas, bar and food truck. With 12 Pickleball courts, the Plaza is the only hotel/casino in Las Vegas with so many courts dedicated to this fast-growing sport. At approximately 70,000 sq. ft., the Plaza’s rooftop pool and recreation deck is one of the largest in downtown Las Vegas. Upgraded hotel suites with direct balcony access to the pool offer a unique amenity for guests.



The Plaza boasts three unforgettable 21-story murals by internationally known artists, Shepard Fairey, D*Face and Faile on its North Tower. The murals add a vibrant artistic flare to the Plaza without compromising its historic integrity.

Other upgrades include: A multimillion-dollar renovation to its convention center, including downtown’s largest ballroom with upgraded A/V while making the space more flexible for multiple uses; a refurbished bingo hall, the only one in downtown, with 200 new electronic bingo units; and the Plaza Gym, a 5,000 sq. ft. facility that offers guests a modern, urban-style gym that is a hybrid between a boutique CrossFit gym and typical hotel fitness center.

Located adjacent to the Plaza, the CORE Arena is downtown’s first and only equestrian center with 80 equine stalls for year-round use bringing rodeo back to downtown Las Vegas. In addition, the CORE Arena is a multipurpose venue that can host everything from monster truck shows and demolition derbies to various sporting events – further diversifying the downtown experience and attracting more business and people to the area all year long.





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Dining

From casual dining and quick bites to the classic setting of Oscar’s, one of the city’s best steakhouses, there is a dining option for everyone at the Plaza.

Oscar’s steakhouse

Bearing the name of former Las Vegas Mayor and defense attorney Oscar Goodman, Oscar’s is a classic Vegas steakhouse inside the iconic glass dome overlooking Fremont Street. It features perfectly aged steaks, made-from-scratch side dishes, and a wide variety of handcrafted cocktails, including Oscar’s favorite martinis.



Carousel Bar

An outdoor bar experience unlike any other, Carousel Bar serves handmade cocktails, beer, wine, and mocktails among life-sized Vegas-themed elements, including carousel horses moving up and down, a martini glass with a spinning olive, an oversized deck of cards, a 14-foot-tall neon showgirl sign, and a rotating ribbon of lights above the bar, all under the iconic glittering lights of the Plaza’s porte-cochère overlooking the excitement of Main and Fremont Streets.



Hash House A Go Go

Self-described as “*Twisted Farm Food*,” this down-home, comfort food comes in portions that would satisfy any ranch hand. It also boasts a creative menu and unique presentations. One of four locations in Southern Nevada, and the restaurant’s first in downtown Las Vegas.



Pop Up Pizza

The first gourmet pizzeria in downtown Las Vegas, Pop Up offers handmade pizzas using the highest quality ingredients including California tomatoes, pepperoni from the famous Ezzo Sausage Company of Cleveland, Ohio, and mozzarella from Brooklyn, New York. Pop Up Pizza offers fresh salads as well as vegetarian and vegan options too. Bar list includes draft beers and wine.



Coffee Bar

Coffee Bar offers its own Plaza Blend from the locally-owned Dark Moon Coffee Roasters to brew a delicious cup of coffee and a full selection of espresso and specialty drinks. Located in the Hotel lobby, guests can quickly pick up coffee or tea and a delicious pastry to get the day started – and then come back for an afternoon pick-me-up with a wide selection of Italian gelatos and lite bites.



Pinkbox Doughnuts

Through a giant 12-foot-tall 3D doughnut with sprinkles entrance, the award-winning Vegas-based Pinkbox Doughnuts sells more than 70 varieties of its delicious and whimsically designed doughnuts.



Food Court

Conveniently located next to the Plaza’s hotel lobby, the Food Court offers several options for a quick snack or beverage, including Aloha Hawaiian Grill and Fresh Mexican Grill that use only the freshest, finest quality ingredients available to create delicious, flavorful menu items for an authentic dining experiences. For value and on-the-go ease, the food court also features McDonald’s and Subway.



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Casino

The Plaza's 80,000 sq. ft. casino floor offers players' favorite slot machines, including penny slots, high-limit machines, classic favorites, the latest modern 3D slots, as well as multiple table games with the most lucrative odds in town, including 100% paybacks.

Table Games – The Plaza offers a variety of table games on its expansive casino floor. For blackjack players, the Plaza has the city's most liberal blackjack tables as well as \$5 blackjack all day that pays 3/2 and free bet blackjack. The Plaza offers downtown's only single zero roulette, crapless craps and 10X odds on regular craps. It also has three new, state-of-the-art roulette tables with LED gaming surface technology.

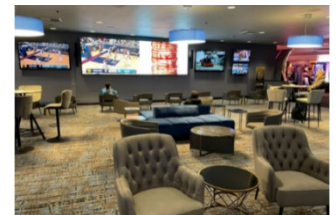


Slot Machines – Continuing to add games, the Plaza boasts more than 700 slot machines, including player favorites and some of the industry's newest games, such as downtown Las Vegas' first Wheel of Fortune 4D game. The Plaza also has the best video poker pay tables downtown with over 100 percent payback.

Bingo – The Plaza has the only bingo room in downtown Las Vegas and the highest payouts in Las Vegas. The renovated bingo room offers six daily sessions at 11 a.m., 1 p.m., 3 p.m., 5 p.m., 7 p.m. and 9 p.m. The Plaza also hosts 10 Super Bingo tournaments throughout the year that attract nearly 1,000 attendees from around the country.



Sports Book - The fully renovated William Hill Sports Book at the Plaza features an inviting lounge feel for guests to watch their favorite teams on an expansive seamless HD video wall, measuring 5 feet tall by 16.5 feet wide. The sports book also offers guests and bettors access to William Hill's mobile app, kiosks, and InPlay wagering menu just steps away from the Plaza's race & sports bar.



BC Slots - Brian Christopher is the most watched influencer for slot machine and casino videos with more than 500 million views. Guests can play his favorite slot machines in his branded, social media-friendly, and smoke-free gaming space located by the dome entrance on Main Street.



Stadium Table Games – Sixteen electronic table games including craps, roulette, multi- and single-hand blackjack, and baccarat, located in a dedicated space next to the Omaha Bar.



Plaza Rewards Players Club - Distinctly different from any other Downtown casino loyalty program, Plaza Rewards players advance quicker and earn rewards faster. New Plaza Rewards members receive: \$10 in Match Play for blackjack, roulette or craps and up to \$50 free slot play. Points can be redeemed for bingo or casino play as well as at three downtown partner restaurants.

Keno - Games run every 5-8 minutes from 11 a.m. to 9 p.m. daily. The Plaza offers MegaKeno and Mega 10 Keno giving players access to statewide progressives with higher jackpots and possible payouts in the millions. Keno monitors with live games are located throughout the casino floor, including at the Omaha Lounge, Hash House A Go Go, and inside the Bingo room on the third floor. Members of the Plaza's Rewards Players Club can earn points for Keno play.



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Hotel

The Plaza has **nearly 1,000 comfortable guest rooms and suites** that offer a stylish retreat with a nod to the Plaza's past through stunning black and white photography in every room. Hotel **suites with direct patio access to the rooftop pool** were also renovated and offer a unique amenity for guests.



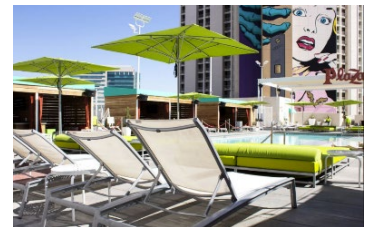
The top floors of the North Tower is home to more than 100 premium **Luxe rooms and suites** that feature redesigned floor plans, contemporary décor, high-end touches, and sought-after guest amenities, including a multitude of built-in USB charging ports, a 49-inch HD television with premium cable, coffee maker, and mini refrigerator.

Special Events

- The property has a team of professional event planners and expert caterers to assist with the planning of a convention, meeting or wedding in the Plaza's 30,000 sq. ft. **fully renovated event space**, including a 19,000 sq. ft. ballroom (the largest in downtown Las Vegas) or at Oscar's steakhouse.
- The multimillion-dollar renovation to its **convention center** provides a fresh look while making the space more flexible for multiple uses. Upgrades included: new carpet, a state-of-the-art BOSE sound system, more energy efficient LED lighting, new partition walls with improved sound absorption, and digital reader boards with smart phone connectivity to provide event information to attendees.
- **The CORE Arena** is downtown's first and only outdoor equestrian center with 80 equine stalls for year-round use. With two outdoor arenas for roping practice and exercise, the CORE Arena has brought rodeo back to downtown Las Vegas. It is also a multipurpose outdoor event venue with the capacity for nearly 3,000 people that can host everything from sporting events to demolition derbies.

Resort Amenities

- **The Sand Dollar Downtown** – the iconic Vegas music venue opened its second location at the Plaza in 2022 offering live entertainment from local bands and national headliners along with original handcrafted cocktails, pizza, and pool tables.
- **The Pool at the Plaza** – a rooftop pool and recreation deck with resort style furnishings, hot tub, private cabanas, cocktail bar, food truck, and 12 dedicated Pickleball courts, the most of any hotel-casino in Las Vegas.
- **The Plaza Gym** offers traditional cardiovascular equipment alongside athletic sports style training options to create a unique hybrid between a boutique CrossFit gym and typical hotel fitness center.
- Classic Vegas showroom with crushed red velvet seating and cocktail service.
- Business center and shipping services from an onsite UPS Store
- Gourmet snacks from Las Vegas Jerkys
- In-Room amenities include combination safe, 32-inch remote controlled television with cable and pay-per-view movies, hair dryer, AM/FM clock radio, 2 bottles of water per day, in-room internet, iron/board
- Free Self-Parking for hotel guests





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The Plaza has a prominent place in pop culture - featured in films, TV shows and music videos

Motion Pictures

- 2018 *White Boy Rick* – Scenes are filmed at the Plaza's porte-cochère
- 2016 *Jason Bourne* – Plaza appears at the end of the car chase scene
- 2014 *Good Kill* – Air Force drone pilot (Ethan Hawke) walks out the main hotel entrance to a car
- 2013 *The Hangover Part III* - Mr. Chow (Ken Jeong) is seen parachuting from the Strip to the roof of Stu's (Ed Helms) limousine when they crash into a fire hydrant in front of the Plaza.
- 2013 *Step Up 5* - The Plaza is shown as a location cast members are walking along on the sidewalk.
- 2010 *Get Him to the Greek* – The Plaza showroom is featured.
- 2010 *Kites* - The father of one the actresses owns the Plaza.
- 2008 *The Grand* - The hotel tower for "The Rabbit's Foot" is the Plaza.
- 2004 *The Girl Next Door* – Danielle (Elisha Cuthbert) performs at a convention that appears to be at the Plaza.
- 2003 *Looney Tunes: Back in Action* - The Plaza serves as the Yosemite Sam's Wooden Nickel Casino.
- 2001 *The Mexican* - Samantha and Winston stay at the Plaza and Frank is killed by being thrown from a balcony.
- 2000 *Pay It Forward* - A scene starring Kevin Spacey plays inside the Center Stage restaurant, now Oscar's.
- 1995 *Casino* - Ginger (Sharon Stone) and Sam (Robert DiNero) argue in the Center Stage restaurant, now Oscar's, and Oscar Goodman made a cameo appearance.
- 1994 *The Stand* - The Plaza played the role of headquarters for Randal Flagg.
- 1993 *Honey, I Blew Up the Kid* - The Plaza is in the background as giant baby Adam walks through downtown
- 1992 *Cool World* – The Plaza had a major role.
- 1989 *Back to the Future Part II* - A model of the Plaza serves as the hotel tower
- 1971 *Diamonds Are Forever* - The Union Plaza is visible as James Bond evades the police

Television Production

- 2021 *The Cleaning Lady* (Fox)
- 2021 *Hacks* (HBO Max) – Scene includes Plaza's lights in Episode 5 "Falling"
- 2018 *The Degenerates* (Netflix) – Episodes and trailer included scenes in the Plaza's casino and porte cochere
- 2017 *Little Women: Atlanta: Monie Gets Married* (Lifetime)– cast and crew stays at the Plaza for bachelor and bachelorette parties, with scenes throughout the property
- 2017 *Vivica's Black Magic* (Lifetime) – Plaza's showroom featured in episodes 7 and 8
- 2016 *The Legend of Master Legend* (Amazon Original) – Plaza appears in opening scene
- 2016 *Real World Las Vegas* (MTV) – Cast dined at Oscar's in Episode 7, "The Tipping Point"
- 2016 *Final Table* (CBS Sports) – filmed professional poker players Phil Hellmuth & Antonio Esfandiari in the party pit
- 2015 William Hill commercial – aired during the Super Bowl featuring Oscar Goodman and Pete Rose at Oscar's
- 2015 *The Player* (NBC) – The show's trailer was filmed at the Plaza.
- 2014 *Driving Vegas* (A&E) - the Plaza serves as the location where high roller players gamble at table games.
- 2014 *Vicarious Escapes* (AWE TV) - Oscar's is featured as a must-visit restaurant in Las Vegas
- 2013 *Billy Gardell & the Road Dogs* (Showtime) - a comedy special filmed in the Plaza Showroom
- 2013 *Parts Unknown* (CNN) - Antony Bourdain interviews Oscar Goodman at Oscar's steakhouse
- 2013 *Bad Ink* (A&E) - featured in opening credits and where guests meet with stars Dirk Vermin & Rob Ruckus.
- 2013 *Soul Train Music Awards* Commercial promotional spot, hosted by Anthony Anderson
- 2012 *Brain Games* (National Geographic) - Plaza table games and slot machines featured
- 2012 *Soul Train Music Awards* Commercial promotional spot, hosted by Cedric the Entertainer
- 2011 *Park Secrets* (Travel Channel) – The Plaza and Oscar's are featured in the Wild West episode
- 2010 *The Odds* (CBS) - features the Plaza as well as Fremont Street Experience and starred Donald Faison.

Music Video

- The Killers – *The Man*
- Olly Murs - *You Don't Know Love*
- Adam Lambert - *Another Lonely Night*
- Collie Buddz - *Light It Up*
- Sam Smith - *Money On My Mind*
- Flo Rida featuring Future - *Tell Me When You Ready*
- Iggy Azalea featuring T.I. - *Change Your Life*
- Lil Wayne - *No Worries*
- Jefferson Starship - *We Built This City*
- Pink Floyd's - *Money*
- Mase's - *Feels So Good*
- The Weekend – *Heatless*
- Quavo & Takeoff – *Hotel Lobby*
- E-girls – *Love Queen*



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2023 Designations / Awards

Casino Player magazine

- Best Steakhouse (Downtown), Oscar's Steakhouse
- Best Breakfast (Downtown), Hash House A Go Go
- Best Coffee Shop (Downtown), Coffee Bar
- Best After-Hours Spot (Downtown), The Sand Dollar Downtown
- Best Bar (Downtown), The Sand Dollar Downtown

2022 Designations / Awards

Casino Player magazine

- Best Steakhouse (Downtown), Oscar's Steakhouse
- Best Breakfast (Downtown), Hash House A Go Go
- Best Coffee Shop (Downtown), Coffee Bar
- Best View (Downtown), Oscar's Steakhouse
- Best Place to Celebrate (Downtown), Oscar's Steakhouse
- Best Late-Night Dining (Downtown), The Sand Dollar Downtown
- Best Hotel Staff (Downtown)
- Favorite Casino Resort for a Staycation (Downtown)
- Best Slot Tournaments (Downtown)
- Best Reel Slots (Downtown)
- Best Bingo (Downtown)
- Best Keno (Downtown)

Strictly Slots magazine

- Best Reel Slots (Downtown)
- Casino Where You Feel Luckiest (Downtown)
- Best Penny Slots (Downtown)
- Friendliest Casino (Downtown)

Las Vegas Review-Journal Best of Las Vegas

- The Sand Dollar Downtown – downtown bar and specialty cocktails

Professional Rodeo Cowboys Association (PRCA) RAM Wilderness Circuit Finals Rodeo

- Nevada Small Rodeo of the Year 2022 – the Las Vegas Days Rodeo as presented by the CORE Arena at the Plaza Hotel & Casino