



HOTEL • CASINO • BINGO

## **MEDIA KIT**

**1 Main Street, Las Vegas, NV 89101**  
**[www.plazahotelcasino.com](http://www.plazahotelcasino.com)**



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## Just The Facts

|                             |   |
|-----------------------------|---|
| Original opening date:      | July 2, 1971  |
| Grand re-opening date:      | September 1, 2011   |
| Total guest accommodations: | 1,003   |
| Total gaming space:         | 80,000 sq. ft.  |
| Bingo room:                 | 400-seat / Only Bingo Room in Downtown Las Vegas  |
| Convention space:           | 30,000 sq. ft. (Largest Ballroom Downtown at 19,000 sq. ft.)  |
| Land:                       | 16.5 acres  |
| Owner:                      | Tameres Las Vegas Group   |
| Operator/Licensee:          | PlayLV Gaming   |
| Website:                    | <a href="http://www.plazahotelcasino.com">www.plazahotelcasino.com</a>  |
| Reservations:               | 702-386-2110 / 800-634-6575   |
| Social media channels:      |   |
| Facebook                    | <a href="https://www.facebook.com/Plazahotelandcasino">https://www.facebook.com/Plazahotelandcasino</a>   |
| Twitter                     | <a href="https://twitter.com/plazalasvegas">https://twitter.com/plazalasvegas</a>   |
| Instagram                   | <a href="https://instagram.com/plazalasvegas/">https://instagram.com/plazalasvegas/</a>   |
| YouTube                     | <a href="https://www.youtube.com/user/PlazaHotelCasino">https://www.youtube.com/user/PlazaHotelCasino</a>   |
| LinkedIn                    | <a href="https://www.linkedin.com/company/plaza-hotel-and-casino">https://www.linkedin.com/company/plaza-hotel-and-casino</a>   |
| Pinterest                   | <a href="https://www.pinterest.com/PlazaLasVegas/">https://www.pinterest.com/PlazaLasVegas/</a>   |
| Google+                     | <a href="https://plus.google.com/+plazahotelandcasino/posts">https://plus.google.com/+plazahotelandcasino/posts</a>   |
| Vine                        | <a href="https://vine.co/PlazaLasVegas">https://vine.co/PlazaLasVegas</a>   |
| Periscope                   | @PlazaLasVegas  |
| Vision statement:           | “The Place To Be Downtown”  |
| Review sites:               |   |
| TripAdvisor                 | <a href="http://www.tripadvisor.com/Hotel_Review-g45963-d97815-Reviews-Plaza_Hotel_Casino-Las_Vegas_Nevada.html">http://www.tripadvisor.com/Hotel_Review-g45963-d97815-Reviews-Plaza_Hotel_Casino-Las_Vegas_Nevada.html</a> |
| Yelp                        | <a href="http://www.yelp.com/biz/the-plaza-hotel-and-casino-las-vegas">http://www.yelp.com/biz/the-plaza-hotel-and-casino-las-vegas</a>   |
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## Overview

The site where the Plaza Hotel & Casino currently stands originally served as the Union Pacific train depot. The trains brought people to Las Vegas for land auctions and if travelers bought land, the cost of the train ticket was reimbursed. While the depots gave way to the hotel/casino in 1969, passenger train service continued until 1997 via the *Desert Wind* by Amtrak. The Plaza served as the stop-off for rail travelers on Amtrak as the station and ticket windows were connected to the hotel. This gave the hotel the distinction of being the only train station in the U.S. located in a casino. Today, the adjacent bus station still serves passengers and the rails are for freight carriers only.



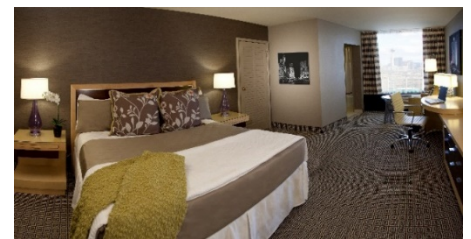
The Plaza was originally named “Union Plaza” paying homage to the Union Pacific Railroad Depot that occupied the land prior to the hotel/casino. At its opening, the Plaza was the largest downtown property at 22-stories, 504 rooms and a 66,000 sq. ft. casino. The original ownership included veteran gaming executive, Sam Boyd; attorney/casino investor, J. Kell Houssels; downtown property owner, Jackie Gaughn; and developer Frank Scott.



The site of the current glass dome once held a one-of-a-kind swimming pool, overlooking Main and Fremont Streets. Later remodeled and replaced with the Center Stage restaurant, the iconic glass dome is now home to Oscar's Beef-Booze-Broads.

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.

Ownerships and partnerships changed over the years, and in 2004, Tamares Group took over sole ownership and completed a \$35 million remodel of the classic downtown property in September 2011. The majority of the interior furnishings were purchased from the Fountainbleau project which had ceased construction and included: 8,200 pieces of furniture; 1,000 light fixtures; 50,000 square yards of carpet and 300,000 square feet of marble, granite, porcelain tile and mosaics. The guest rooms are further enhanced with the legacy of the Plaza with black and white photography art.



In July 2016, after a multimillion dollar renovation, the Pool at the Plaza opened creating a rooftop pool experience unlike any other in downtown Las Vegas. A “retro Palm Springs-meets classic downtown Las Vegas” inspired outdoor space, the Pool at the Plaza offers resort style amenities, including a wet deck with lily pad daybeds, a 12-person hot tub, chaise lounge chairs, gaming, six private cabana suites and dining areas with a new bar and the pool's own food truck. The renovations also refurbished a tennis court and added 16 dedicated Pickleball courts, making the Plaza the only hotel/casino in Las Vegas with dedicated courts for this fast growing sport. The entire renovated pool deck encompasses approximately 70,000 sq. ft., making it one of the largest in downtown Las Vegas.





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**The Plaza has been featured in films, TV shows, music videos and photo shoots. Following is an overview of its place in pop culture.**

### Film History

- 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

- 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) - the Plaza is featured in opening credits and where guests meet with stars Dirk Vermin & Rob Ruckus to discuss tattoos.
- 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

- 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*
- *We Built This City* by Jefferson Starship featured scenes at the Plaza even though lyrics were about San Francisco
- The Plaza made a cameo appearance in Pink Floyd’s video *Money*.
- Featured in Mase’s *Feels So Good* video and the subsequent parody by Monster Magnet

### Photo Shoots

- 2014 Kate Spade Holiday Spread
- 2014 DJ Tiesto Public Relations Images

### Internet

- 2014 Dad’chelor Party – featuring a Lexus Hybrid with Funny or Die Founders Adam McKay & Will Ferrell. The Plaza is shown as the location the fathers find each other after being lost on a road trip.





## 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 Beef-Booze-Broads**

Former Las Vegas Mayor and defense attorney, Oscar Goodman partnered with the Plaza to create a unique steakhouse inside the iconic glass dome overlooking Fremont Street. The retro-meets modern styled restaurant and lounge feature perfectly aged steaks, made-from-scratch side dishes, and a wide variety of handcrafted cocktails, including Oscar’s favorite martinis.



### **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.



### **Beer Garden**

The most exciting thing to happen to encased meats and alcohol since the invention of the beer brat. Belly up to the bar or chill outside in the ‘backyard’ green space. Great sports viewing accompanies the foodcraft and ales.



### **Pop Up Pizza**

Las Vegas style casual gourmet pizza with a funky Downtown vibe. Pizzas are handmade with fresh ingredients daily, and be sure to check out the salads, bar snacks, vegetarian and vegan pizzas. Bar list includes draft beers and wine.



### **Zaba’s Mexican Grill**

Locally owned and operated since 2001, Zaba’s is dedicated to using only the freshest, quality ingredients to create a flavorful menu. Cuisine is a combination of Mexican, Southwestern and Tex-Mex flavors and spices.



### **Cafelatte**

Offering freshly brewed coffee, tea, espresso, cappuccino, imported ice tea, assorted juices, sodas and waters. A specialty coffee bar at affordable prices featuring Lavazza coffee. Serving Krispy Kreme doughnuts, salads, sandwiches and Italian gelatos.



### **The Pool at the Plaza Food Truck**

Headed by Shawn Giordano, the food truck offers a unique menu of seaside street food inspired by classic California cuisine, such as ahi tuna poke lettuce wraps, crispy rice paper tacos and lobster rolls. Giordano worked with Wolfgang Puck opening of Spago in Beverly Hills and Trattoria del Lupo at the Mandalay Bay Resort & Casino, then served as private chef to photographer Annie Leibovitz, and most recently, led the kitchen at downtown Las Vegas eatery PublicUs.



### **Food Court**

For value and on-the-go ease, the food court also features McDonald’s and Subway.

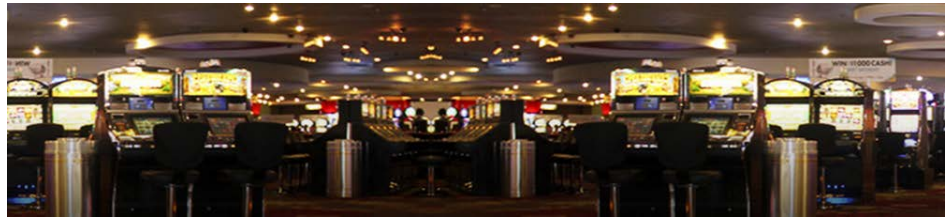


## Casino

The Plaza’s 80,000 sq. ft. casino floor offers players’ favorite slot machines including vintage coin machines and multiple table games with the most lucrative odds in town, including 100% paybacks.

### **Table Games –**

The Plaza offers 21 table games on its expansive casino floor. For blackjack players, the Plaza offers the city’s most liberal blackjack tables as well as \$5 blackjack all day that pays 3/2 and free bet blackjack. The Plaza is also home to crapless craps and 10X odds on regular craps, the only in downtown Las Vegas.



### **Slot Machines –**

The Plaza has over 500 slot machines, including classic games like Double Diamond, Triple Double Diamond, Double Red White and Blue, and Triple Strike as well as the latest the HD and 3D-action packed games. And in September 2015, the Plaza added more than two dozen classic coin machines that used to be at the classic Las Vegas Club, including Catch the Heat, Deuces Wild and Jokers Wild.

### **Bingo –**

The Plaza has the only bingo room downtown and the highest payouts in all of Las Vegas. The newly 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. Players compete daily to win the Plaza Bingo Room’s \$5,000 Bonanza Progressive, \$15,000 Plaza Progressive Coverall, \$10,000 Progressive Dual Daub and the Triple Bingo that pays \$1000. The Plaza also hosts \$150,000 Super Bingo tournaments throughout the year.



### **Royal Rewards Players Club -**

Distinctly different from any other Downtown casino loyalty program, Royal Rewards™ offers new members instant tier matching from any other Las Vegas Players Club and rewards all players with the industry’s fastest tier advancement and more free slot play than ever before. And new members can receive “\$500 On Us,” a loss rebate for game play on slots or video poker. For details: <http://www.plazahotelcasino.com/casino/royal-rewards/>



### **Sports Book -**

The renovated William Hill Race & Sports Book was unveiled in 2013 as Downtown’s largest sports book. The completely redesigned sports book features 75 TV screens, including 80-inch displays for sports viewing. The space also includes 25 high- and low-top tables with seating, 37 carrels and 12 display boards located above the wagering counter.





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## Hotel



At the end of 2011, the hotel reopened after completing a \$35 million renovation to all guest rooms and casino floor. A new reception area, dining options and lounge spaces were also introduced. The Plaza offers more than 1,000 guest rooms and suites that provide a comfortable and stylish retreat with a nod to the Plaza's past through stunning black and white photography in every room. The property also has a team of professional event planners and expert caterers that can assist with the planning of a convention, meeting or wedding in the Plaza's 30,000 sq. ft. event space, 19,000 sq. ft. ballroom or at Oscar's steakhouse.

### *Resort Amenities*

- Free shuttle service to McCarran International Airport for hotel guests (discounted airport drop of service for non-hotel guests)
- Fitness Center
- Rooftop Pool
- Free Self and Valet Parking
- Early check in (based on availability)
- Baggage storage (gratuity not included)
- In-room internet
- Local/800 phone calls
- 2 bottles of water per stay
- Boarding pass printout (maximum of 2 per room)
- Plaza Perks (property coupon book valued over \$300.00)

### *In Room Amenities*

- Average size is 325 square feet
- One king or two queen size beds
- 32" remote controlled television with cable and pay-per-view movies
- AM/FM clock radio
- Combination safe
- Private bath, most with tub/shower
- Bath products
- Hair dryer
- Iron/Board
- Accessible accommodations available upon request



## Designations

- 2015      *Casino Player* magazine
- ▶ Best Pizza - Pop Up Pizza
  - ▶ Best Coffee Shop – Cafelatte
  - ▶ Best View – Oscar’s
- OpenTable* – Diner’s Choice: Oscar’s
- 2014      *OpenTable* – Diner’s Choice: Oscar’s
- 2012      *Las Vegas Review Journal* – Best of Las Vegas: Downtown Hotel
- Las Vegas Review Journal* – Best of Las Vegas: New Restaurant - Oscar’s
- CNN Go* – “9 New Reasons to Visit Las Vegas” - Oscar’s
- Fodor’s* – “Five Hot New Las Vegas Restaurants Not To Miss” - Oscar’s