

2024 J Resort Glow Plaza Annual Update

Presented by

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Jonathan Boulware, Jacobs Entertainment Regional Vice President

NOVEMBER 20, 2024 – RENO CITY COUNCIL

J RESORT GLOW PLAZA



J RESORT GLOW PLAZA



23. The applicant shall present an annual report of the project's operations to the City Council, with the first report to be completed within one year of this conditional use permit approval.

2024 J RESORT GLOW PLAZA EVENTS

Event Name	Date
Glow Plaza 2023	10/11/2023 - 12/31/2023
Reno Decompression	10/14/2023
Cinco De Mayo	5/4/2024 (two days)
Bone Thugs-N-Harmony Concert	5/24/2024 2041 tickets sold
Reno Night Market	5/31/2024 1000 to 2000 people
Don Felder Concert	6/14/2024
90's House Party	6/21/2024
Blue Oyster Cult Concert	7/5/2024 1115 tickets sold
Maoli Concert	7/19/2024 2355 tickets sold
Blues Traveler Concert	7/20/2024 1143 tickets sold
Reno Night Market	7/26/2024

2024 J RESORT GLOW PLAZA EVENTS

Trampled by Turtles Concert	8/4/2024	1554 tickets sold
Goldfinger with Unwritten Law	8/9/2024	
Tacos and Tequila	8/17/2024	
Reno Night Market	8/23/2024	
Hispanic Concert	8/31/2024	
Asian Moon Festival	9/15/2024	2100 guests
Everclear	9/21/2024	1266 Tickets Sold
Reno Night Market	9/27/2024	
Nora En Pure Concert	10/4/2024	

**J Resort sponsored the event with
a \$93,000 donation**

A vibrant, abstract poster for a Tina Turner concert. The background is a colorful, textured collage of paint splatters and brushstrokes in shades of purple, blue, green, and yellow. In the center, a black and white photograph of Tina Turner is overlaid, showing her singing into a microphone with her eyes closed and a joyful expression. She has her signature voluminous, feathered hair.

**THE MUSIC OF
TINA TURNER**

PRESENTED BY J RESORT

**SATURDAY
AUGUST 3, 2024**

GATES 5:30PM | CONCERT 6:30PM
THE GLOW PLAZA

TICKETS AT RENOPHIL.COM

**CONDUCTED BY LAURA JACKSON,
MUSIC DIRECTOR AND CONDUCTOR.**

Celebrate the timeless musical legacy of Tina Turner – an iconic survivor whose songs underscored the soundtrack of a generation and ignited hearts worldwide. Enjoy an extraordinary concert that will feature Tina's greatest hits, which include "What's Love Got to Do With It?," "Proud Mary," and many others. Renowned vocalists Matthew Johnson, LeKisha Jones, and Nova Y. Payton will join Music Director & Conductor Laura Jackson and the Reno Phil to deliver an exhilarating concert of chart-topping hits that will be nothing short of "Simply the Best."





Maoli Concert



Bone Thugs-N-Harmony Concert



Reno Night Market



J RESORT GLOW PLAZA DAYTIME AND NIGHTTIME ACTIVATION



J RESORT GLOW PLAZA - BONDA ZITA



J RESORT GLOW PLAZA - EVERCLEAR



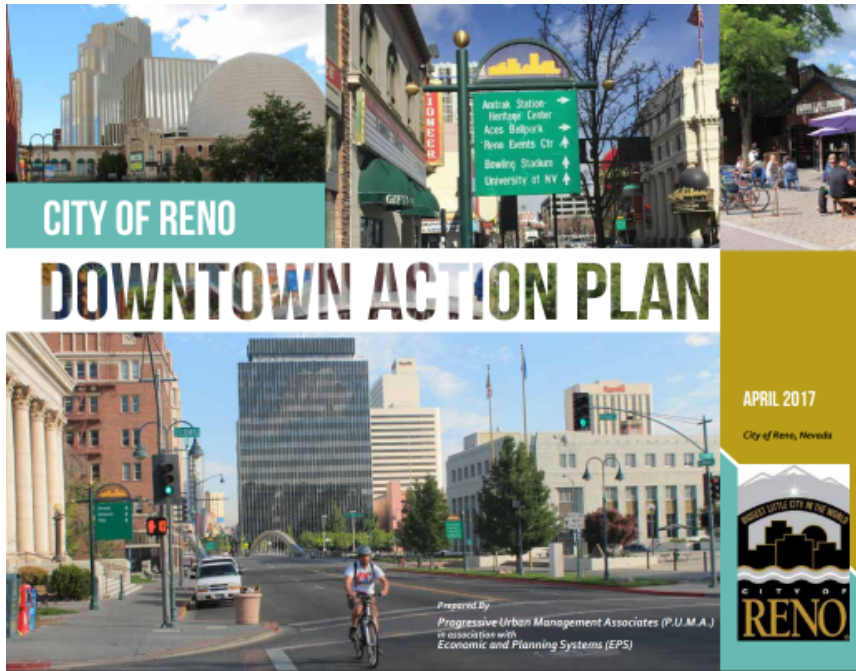
MASTER PLAN AND DOWNTOWN ACTION PLAN POLICIES

- **1.1B: Community Development**. The proposed Glow Plaza provides a community venue which will attract visitors to this once neglected portion of Downtown Reno, promote patronizing businesses in the area, and improve on quality of life for Reno residents.
- **1.2A: Arts and Outdoor Recreation Tourism**. The proposed Glow Plaza will assist in the revitalization of Downtown Reno and will add a new venue for arts and cultural events.
- **1.4E: Arts and Culture**: The proposed Glow Plaza will provide an attractive venue and platform for local and regional artists and encourage the growth, creation and retention of artists and creative entrepreneurs.
- **1.5B: Urban Revitalization**. The proposed Glow Plaza will be consistent with the efforts to revitalize Downtown Reno by providing a safe and accessible venue for the arts which contributes to efforts to create a vibrant urban core.

MASTER PLAN AND DOWNTOWN ACTION PLAN POLICIES

- **3.1C: Tourism and Entertainment**: The proposed Glow Plaza will provide a venue for artistic and cultural expression, appealing to locals and visitors as an entertainment destination for annual events and community gatherings.
- **3.1G: Arts and Culture**: The proposed Glow Plaza will enhance and promote arts and culture within Downtown Reno by increasing the variety of high-quality venues accessible individuals who wish to celebrate the arts, culture heritage, and history.
- **3.2B: Public Spaces**: The proposed Glow Plaza will provide a public gathering and event space which will expand recreational uses and activities year-round.
- **3.2C: Pedestrian Realm**: The proposed Glow Plaza will integrate pedestrian friendly walkways and spaces as well as decorative lighting, public art, with designed distinctive urban elements to improve the appearance and utility of a previously blighted area.
- **4.2D: Community Amenities**: The proposed Glow Plaza will encourage community access to public art and entertainment amenities in addition to promoting community engagement and well-rounded and healthy lifestyles.

RENO DOWNTOWN ACTION PLAN



2525 J RESORT EXPANSION PLANS













J RESORT FESTIVAL GROUNDS (PARTNERED WITH JMF PRESENTS, LLC)



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245 NORTH ARLINGTON - TENANTS MOVE IN BY MARCH 1ST





Questions?