

FOR IMMEDIATE RELEASE

## **Fine Entertainment to Launch 180,000-Square-Foot Hospitality and Entertainment Destination in the Heart of Downtown Reno**

**The iconic former Harrah's Casino - now known as Reno Revival - together with the Reno Arch plaza, will be reimagined as a world-class entertainment hub, anchored by Fine Entertainment.**

**Reno, NV — [Insert Date]** — Fine Entertainment, the Las Vegas-based hospitality group behind some of Nevada's most beloved bars, restaurants, and nightlife destinations, is thrilled to announce plans for a 180,000-square-foot entertainment and dining complex in downtown Reno. Slated to open in 2026, the development will transform the legendary Harrah's Reno property and the historic Reno Arch plaza into a one-of-a-kind destination for locals and visitors.

"This project will bring an entirely new energy to downtown Reno," said Jonathan Fine, CEO of Fine Entertainment. "We're curating a collection of experiences that rival major entertainment capitals, while celebrating Reno's unique spirit. This will be a place the community can take pride in and visitors will seek out year-round."

---

### **A Diverse Lineup of Venues**

The complex will debut with a wide range of culinary and nightlife concepts, including:

- **The Mint** – A retro-inspired cocktail lounge blending timeless style, inventive mixology, and live music.
- **The George Sportsmen's Lounge** – A stadium-style sports experience with gourmet dining and community-driven entertainment featuring local marching bands, singers, and dancers.
- **PKWY Tavern** – A locals-first bar and restaurant known for its craft beer selection, rewards app, and community sponsorships.
- **Smelly Cat** – A karaoke and music venue offering live band and DJ-led singalongs.
- **The BLVD Grille** – A refined yet welcoming dining destination featuring premium steaks, cocktails, and live music.
- **Speakeasy lounge** – A hidden, intimate cocktail bar with soulful live performances and a mysterious ambiance.
- **Future country bar** – A lively country-themed bar with line dancing, live music, and authentic honky-tonk charm.
- **Underground nightclub** – A high-energy, state-of-the-art nightclub designed to attract world-renowned DJs and top-tier musical acts, positioning Reno as a serious player in the global nightlife scene.

Additional food concepts, including a signature burger brand and a Mexican restaurant, will be announced over the coming months, further solidifying the development as a culinary powerhouse.

---

## **Entertainment Every Day of the Week**

The new complex will host large-scale entertainment and events seven days a week, making downtown Reno a vibrant, all-hours destination. From live music and DJ sets to themed nights and community events, Fine Entertainment's programming will create an unmatched energy and sense of place at the heart of the city.

---

## **Revitalizing a Reno Landmark**

The project represents a major investment in Reno's downtown revitalization, breathing new life into the former Harrah's property while honoring its history. Its prime location under the iconic Reno Arch ensures the development will become a central gathering spot and a major draw for both locals and visitors.

---

## **About Fine Entertainment**

Fine Entertainment is a leading Las Vegas-based hospitality group known for creating award-winning bars, restaurants, and nightlife venues. With a portfolio that blends high-energy sports bars, innovative restaurants, and entertainment-driven nightlife experiences, the company is committed to exceptional service, immersive design, and strong community connections.

## **About Revival**

Revival is a transformative mixed-use redevelopment of the former Harrah's Hotel and Casino property in downtown Reno, spanning more than 1.2 million square feet across two full city blocks. Led by Ahlquist Development and Madison Capital Group, the project blends residential, hospitality, office, retail, and entertainment to create a vibrant urban district in the heart of downtown Reno. Designed to honor the city's historic legacy while ushering in a bold, future-focused era, Revival is positioned as a cultural and economic catalyst for Downtown, reconnecting Reno's local community and attracting world-class partners to set a new standard for destination-driven development in Northern Nevada.