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Jacobs Entertainment Hosts Celebration of Reno's Neon Line District Milestone
Completion of \$400 million Phase One marks major transformation of Reno's Neon Line District

RENO, Nev. (May 18, 2026)—[Jacobs Entertainment](#) (JEI) officials were joined by local dignitaries and community leaders to celebrate the completion of the J Resort \$400 million, five-year Phase One of development. The celebration took place in the property's new 4th Street expansion.

Phase One of the redevelopment included the creation of J Resort's Festival Grounds, the expansion and redesign of the property's new 4th Street front entrance, the opening of the Elera Spa, the development of the Downtown Reno Amateur Sports Association (DRASA) and preliminary soccer fields, and the addition of the new housing development, 245 N. Arlington.

J Resort has become a growing hub for entertainment, arts and hospitality in downtown Reno, bringing new energy and experiences to the area through significant investment and redevelopment efforts. Locals and visitors now have access to a broad mix of amenities and entertainment offerings, from gaming and live concerts to dining, wellness and public art, helping further position Reno's Neon Line District as a vibrant destination in Northern Nevada.

"Today marks an important milestone for J Resort and the continued evolution of downtown Reno," said Jonathan Boulware, President of J Resort. "Over the past five years, we've transformed this property into a destination that brings together entertainment, hospitality, arts, wellness and community experiences. As we celebrate the completion of Phase One, we're excited about our vision for what's next for Reno's Neon Line District and the future of arts and entertainment in downtown Reno."

The vision video highlights several future developments planned for the region, including the Rolling Art Banquet Hall, a conference space, a 4th Street pedestrian bridge encased in an arch replicating the historic Reno arch, a 4,000-seat Vegas-style showroom, and a 55-story, 600-room tower expansion.

Since Jacobs Entertainment acquired what is now J Resort, the company has transformed the western portion of downtown Reno through significant redevelopment efforts, including the installation of numerous public art pieces along West 4th Street, the addition of affordable and market-rate housing through 245 N. Arlington, and the renovation of the historic Gibson Building and Renova Flats.

J Resort's Festival Grounds is entering its second season of hosting a wide range of concerts and events alongside the J Resort Glow Plaza. Reno's Neon Line District continues to evolve as a destination to live, work and play in Northern Nevada.

"When we acquired this property nearly a decade ago, we saw an opportunity to help reimagine this part of downtown Reno," said Jeff Jacobs, CEO of Jacobs Entertainment. "Today, with the festival grounds,

Elera Spa, public art, new housing developments and the DRASA's initial soccer fields now in place, we've completed an important first phase in bringing that vision to life. We believe Reno's Neon Line District has the potential to become one of the most unique entertainment and cultural destinations in the West, and we're continuing to invest in projects and experiences that will shape the future of downtown Reno for years to come."

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About Jacobs Entertainment, Inc.

Led by Chief Executive Officer Jeff Jacobs, Jacobs Entertainment, Inc. (JEI) is a privately held company that develops, owns, and operates gaming, hospitality, and entertainment facilities across the United States. JEI is in the midst of an ambitious revitalization project in downtown Reno, Nevada, with hundreds of millions of dollars invested into Reno's Neon Line District. This arts-focused entertainment district blends gaming, hospitality, entertainment, food and beverage, and both affordable and market-rate housing. JEI continues to build one of the West Coast's preeminent live, work, and play areas of urban renewal.

JEI's diverse portfolio includes casinos, hotels, mixed-use developments, and entertainment venues in Colorado, Louisiana, Nevada, and Ohio. In addition to the J Resort, notable properties include The Lodge Casino and The Gilpin Casino in Black Hawk, Colorado; Gold Dust West Casinos in Nevada; Cash Magic truck stop casinos in Louisiana; and the Nautica Waterfront District in Cleveland, Ohio. JEI is committed to delivering exceptional guest experiences through strategic investments, community partnerships, and a dedication to ethical leadership and operational excellence. Jacobs Entertainment currently has over \$1 billion of upcoming projects in its development pipeline, including Reno, Nevada, Denver, Colorado, and Eleuthera, Bahamas.