

Cincinnati casino to close June 6; will reopen June 8 as Jack

Written by Administrator
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Workers change the signage of the former Horseshoe Casino Cincinnati to Jack Casino, Thursday, May 26, 2016. Jack Entertainment (formerly Rock Gaming) last year bought out its operating partner Caesars Entertainment and also announced it would assume day-to-day management of the Horseshoe Casinos in Ohio by mid-2016. (Photo: The Enquirer/Kareem Elgazzar)

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UPDATE: Horseshoe Casino Cincinnati will close for 40 hours starting June 6 to transfer operations from Caesars Entertainment to owner Jack Entertainment and to rebrand under the new name Jack Cincinnati Casino pending regulatory approval.

During this time, the casino's parking structure will be closed to the public. However, credentialed Hamilton County employees who have a parking pass will be permitted to use their reserved spaces in the garage.

The downtown casino will close at 11:59 p.m. on June 6. The casino is scheduled to reopen as Jack Cincinnati Casino at 4 p.m. on June 8, pending regulatory approval.

The garage will also reopen to the public on June 8.

The name change is elaborate because everything inside and out with the "Horseshoe" name or logo on it has to go.

External and internal signage must be changed as well as every felt on the gambling tables, all the slot machines, every pair of dice and every deck of cards. Slots, dice and cards must be inspected before they are put in play to ensure compliance with regulatory standards.

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PREVIOUS STORY: The "Jack" casino name crept onto Cincinnati's skyline on Thursday as workers erected Horseshoe's new moniker.

Starting in the morning, workers began affixing J-A-C-K to the Downtown casino's 80-foot marquee visible from Interstate 71. The name change is part of the former Horseshoe Casino Cincinnati's rebranding as Detroit mogul Dan Gilbert moved into active management of his budding gambling empire. His gambling arm, Rock Gaming, changed its name to Jack Entertainment earlier this year.

Jack Entertainment previously said the Horseshoe transition in Cincinnati would happen in June. All in, the company is spending \$40 million to rebrand ThistleDown Racino and Horseshoe Cleveland as well as Greektown Casino in Detroit.

Jack Entertainment's other properties have already changed their name in Ohio. Gilbert, who also owns Quicken Loans and the Cleveland Cavaliers, bought out former operating partner Caesars Entertainment in 2015 and decided to assume day-to-day operations of its gambling properties.

The Horseshoe brand belongs to Caesars Entertainment that was tapped by Gilbert after successfully campaigning in 2009 to get Ohioans to approve a constitutional amendment to legalize casinos. Knowing the properties in Cincinnati and Cleveland would compete with Penn National's Hollywood brand casinos, Caesars agreed to use its Horseshoe brand in Ohio.

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