

No More Biloxi Blues

Hurricane Katrina left much devastation in her path. But as the rebuilding of the Gulf Coast's hospitality community continues, one of her victims has re-emerged bigger—and better—than before. Nearly one year after Katrina's devastating tidal surge washed the Grand Casino Biloxi ashore and badly damaged the Bayview Hotel across the street, Harrah's took advantage of the situation and renovated the hotel into the Grand Biloxi Casino Hotel & Spa (thanks to the new laws, casinos can now be located on land).

Photos by Peter Malinowsk

For the new look, the casino giant turned to a trusted design firm it has worked with for eight years: New Orleansbased Montgomery Roth. "Ironically, we were inspired by the now calm waters of the Gulf of Mexico," says principal Lisa Roth of the design of the 33,000-square-foot casino,

16,000-square-foot Bellissimo Spa, and more than 500 rooms. Suites are filled with original art from regional artists, while warm organic colors, natural stone finishes, and dark walnut casegoods are found throughout.

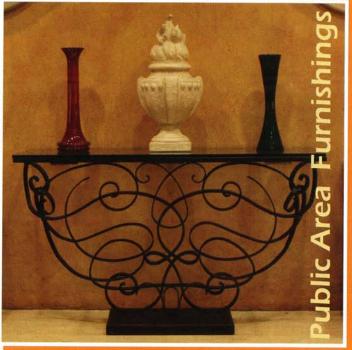
But the project meant more than a new opening for both Harrah's and Montgomery Roth. It was a win-win situation for the community. "It's jobs for the residents and a place for locals to enjoy," Roth says. At 7,000 employees, of which 1,500 employees are from Grand Biloxi (the spa's entire staff is composed of pre-Katrina employees and the company tried to bring back as many former hires as possible), Harrah's Entertainment is one of the largest employers in Mississippi.



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