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 Marie Puleo /  March 6, 2022 /  5.8k

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BY MARIE PULEO | POMPANO BEACH REAL ESTATE AND DEVELOPMENT REPORTER

The Isle Casino Pompano Park is getting a major makeover and a new name. Last month, Caesars Entertainment, owner and operator of Isle Casino Pompano Park, held a groundbreaking ceremony for several projects to expand and renovate the casino, which is being rebranded as Harrah's Pompano Beach.

The enhancements to the casino are the first phase in a multi-phase development of the 223-acre Isle Casino property, located on the southeast corner of Powerline Road and SW Third Street (Racetrack Road).

The Cordish Companies, in partnership with [Caesars Entertainment](#), is redeveloping the area surrounding the casino facility into Live! Resorts Pompano – a large-scale mixed-use project that includes entertainment, retail, dining, hotel, residential, office and logistics elements. The joint venture was announced by Caesars Entertainment (formerly Eldorado Resorts) in 2018.

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The Cordish Companies has already constructed 12 Live! facilities in cities throughout the United States, including Atlanta, Baltimore, St. Louis and Philadelphia.

Caesars Entertainment operates over 55 gaming and entertainment destinations, including Caesars Palace in Las Vegas.

“Outside of the Las Vegas strip, this is the largest development that this company will do for quite some time,” said Caesars Entertainment CEO Tom Reeg at the Pompano groundbreaking.

As part of the rebranding to Harrah’s Pompano Beach, the casino’s interior will undergo extensive renovations, including new lights and flooring throughout, new restaurant space, remodeling of public restrooms, and a rebrand of the existing poker room as South Florida’s official World Series of Poker (WSOP) Poker Room.

A four-level, 580,000-square-foot parking garage is currently being constructed off the northern access road at 777 Isle of Capri Drive on the east side of the existing casino building.

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A new section is being added to connect the parking garage to the existing casino, which will ease access to the casino and provide an expanded gaming area. The garage, which is designed to look more like a building than a parking structure, will add more than 1,500 parking spaces.

A significant portion of the Isle Casino property is currently surface parking areas. The new parking garage will serve the casino, and is not technically part of the Live! Resorts Pompano development, but it is being built to free up some of the surface parking areas so they can be developed by The Cordish Companies.

The next phase of construction, which will be starting soon, includes a new smoking terrace addition to the casino and a new 14-seat bar. Curre

small smoking patio accessible only through the Laurel Lounge, which is reserved for certain loyalty club members. The new smoking terrace will add 12,500 square feet of outdoor gaming that will be open to the general public without having to go through the Laurel Lounge.

The parking garage, the casino's interior renovations and the gaming terrace are expected to be completed at approximately the same time. Once that happens, the Harrah's Pompano Beach name will officially take effect, which is expected to be in about six months, according to Jennifer Swope, director of marketing for Isle Casino Pompano Park.

"Harrah's Pompano Beach is just one piece of a collaborative effort with The Cordish Companies to reimagine this area of Pompano Beach," said Reeg.

"It is incredibly exciting for The Cordish Companies to join our partners, Caesars Entertainment, and the City of Pompano Beach to celebrate this milestone," said David Cordish, CEO and Chairman of The Cordish Companies.

Cordish said it was an important step in advancing "this game-changing project that will provide thousands of new jobs and create a unique destination for residents and visitors to the region."

Isle Casino Pompano Park currently features 1,500 slots, 40 poker tables, electronic table games, two restaurants and racing amenities, including a high-tech sports bar and an area where patrons can wager on simulcast races.

Isle Casino Pompano Park is home to Florida's last remaining harness racing track, which dates to the mid-1960s. The harness racing track and grandstand will eventually be replaced by components of the Live! Resorts Pompano project.

Currently, the City of Pompano Beach is reviewing site plans for several components of Live! Resorts Pompano – an e-commerce distribution center, an entertainment complex, a retail development that includes a Publix, and a ~~Tongolf~~ facility

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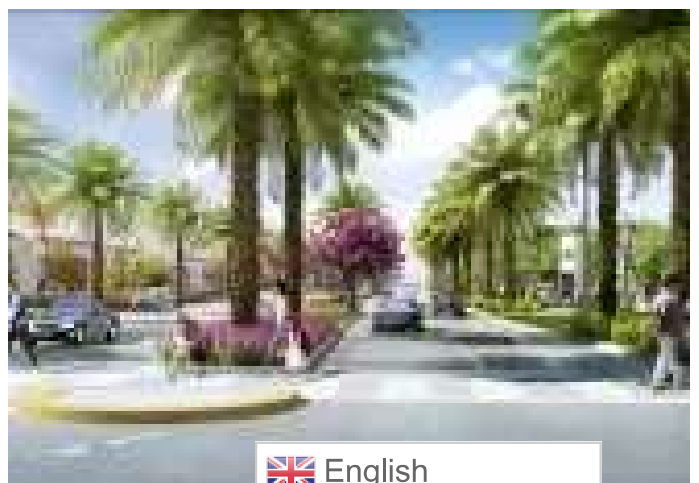
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