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Resorts Atlantic City, the nation's first casino to open outside Nevada, will adopt a roaring '20s theme to capitalize on the success of "Boardwalk Empire," the HBO series about Prohibition-era Atlantic City.

Dennis Gomes, who is buying the casino-hotel with developer Morris Bailey, says dealers, cocktail servers, bellhops and others will dress in 1920s-period costumes, music from that period will play, and even the drinks and casino shows will have a roaring '20s theme.

"A lot of people here are learning 1920s songs now," Gomes told The Associated Press in an interview Thursday morning.

Gomes said the new theme is his plan to remake and save the struggling casino, which is being sold because its former owners stopped making mortgage payments due to the poor economy and cutthroat competition from slots parlors in neighboring states.

The roaring '20s theme is part of the nationwide fascination with "Boardwalk Empire," but also a nod to Resorts' own history. Its main building was built in the 1920s and the decor is already faithful to that period.

The 1920s were "more than just a decade in a history book. It was a decade that defined and shaped our nation," Gomes said. "Beyond that, it was fun, adventurous and exciting, a period in time where people simply let loose to give way to a lifestyle where entertainment was king.

"Resorts will be all of that," he said. "It will define and shape the direction Atlantic City needs to take to survive in an increasingly competitive market. It will be luxurious, it will be fun and it will be one of the leading entertainment spots in Atlantic City."

Casino Adopting 'Boardwalk Empire' Theme - ABC News

Written by Administrator

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Resorts is based in what was originally built as the Chalfont-Haddon Hall Hotel, which has been shown as part of the skyline in "Boardwalk Empire."

A recent interior renovation was done in 1920s style, eliminating the need for expensive construction. Gomes estimates the new costumes will cost about \$1 million.

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