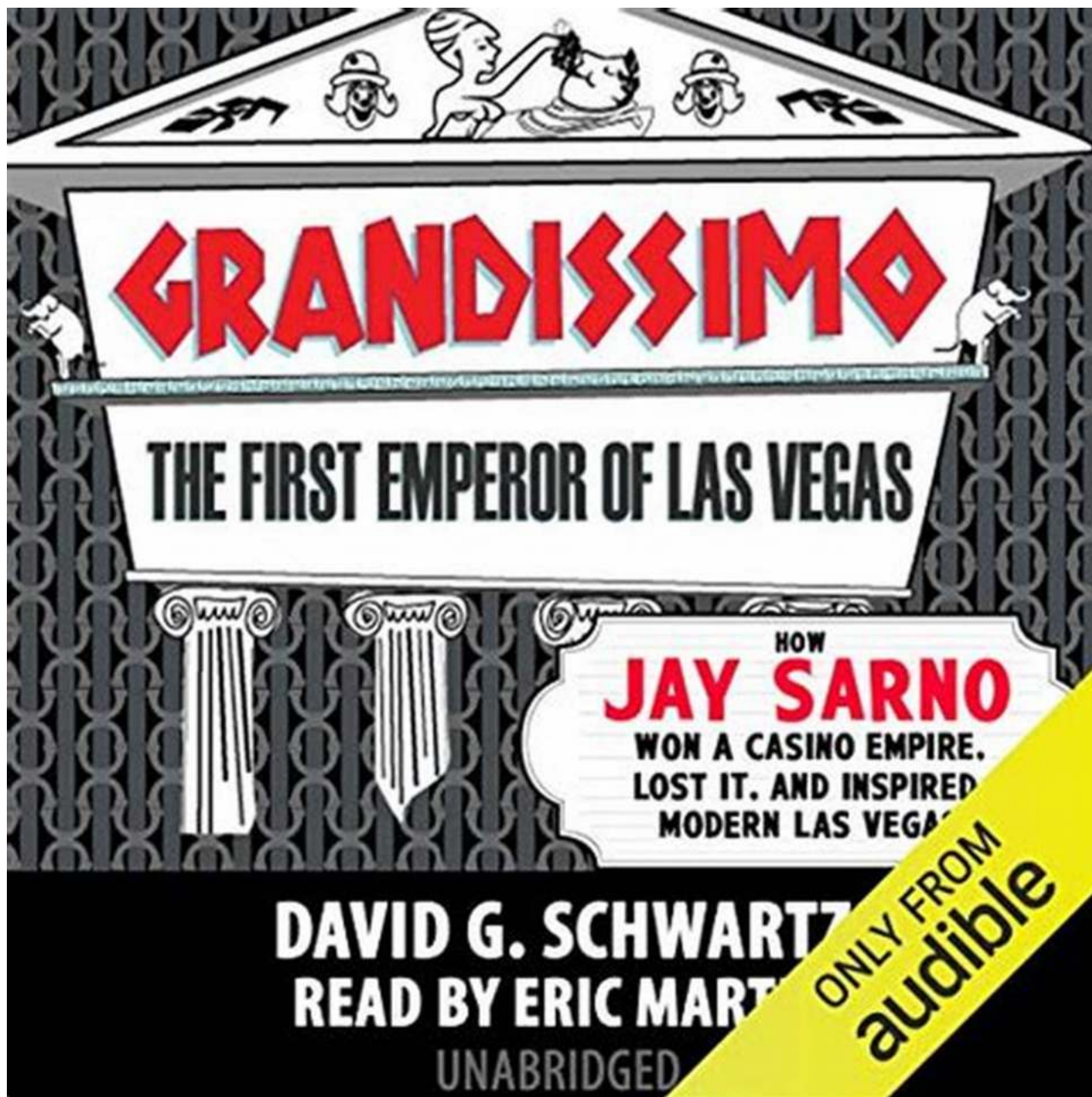


Grandissimo: The First Emperor of Las Vegas



Las Vegas, known as the Entertainment Capital of the World, has a rich history filled with larger-than-life characters who shaped the city into what it is today. From the glamorous showgirls of the Rat Pack era to the iconic hotel-casinos that dot the famous Las Vegas Strip, there is one name that stands above them all - Grandissimo.

Grandissimo, widely regarded as the First Emperor of Las Vegas, was a visionary who transformed Sin City into the ultimate playground for adults. His larger-than-life persona and bold innovations redefined the concept of luxury and entertainment in the gambling capital of the world.



Grandissimo: The First Emperor of Las Vegas

by David G. Schwartz (Kindle Edition)

★★★★☆ 4.5 out of 5

Language : English
File size : 11747 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 328 pages
Lending : Enabled



The Rise of a Legend

Born in a small town in Nevada, Grandissimo had humble beginnings. However, his innate talent for business and his unwavering ambition propelled him towards greatness. He quickly realized the potential of Las Vegas and set out to revolutionize the entertainment industry with his audacious ideas.

Grandissimo's first venture was the construction of the monumental Grandissimo Hotel and Casino. This architectural marvel became an instant symbol of opulence, attracting tourists from around the globe. The lavish interiors, extravagant shows, and world-class gambling facilities set the standard for luxury in Las Vegas.

Innovations That Transformed Las Vegas

Known for his innovative spirit, Grandissimo introduced several groundbreaking concepts that forever changed the face of Las Vegas. One of his most notable contributions was the invention of the modern casino resort.

Previously, casinos were standalone establishments that solely focused on gambling. Grandissimo saw an opportunity to create a comprehensive entertainment experience. He combined luxurious accommodations, fine dining, live performances, and top-tier gambling facilities all under one roof. This revolutionary idea laid the foundation for the mega-resorts that now dominate the Las Vegas Strip.

Furthermore, Grandissimo's visionary approach extended beyond the physical aspects of his establishments. He understood the importance of customer service and developed a customer-centric approach that personalized the Las Vegas experience. From tailored loyalty programs to exclusive perks for high-rollers, Grandissimo ensured that every guest felt like royalty.

The Legacy Lives On

Although Grandissimo's reign as the First Emperor of Las Vegas ended with his passing, his legacy continues to inspire and influence the city's ever-evolving landscape.

Many of the iconic hotel-casinos that define Las Vegas today owe their existence to Grandissimo's pioneering vision. Countless entrepreneurs have followed in his footsteps, striving to emulate the grandeur and innovation he brought to the city.

As the Entertainment Capital of the World continues to reinvent itself, the spirit of Grandissimo lives on. His audacity, creativity, and unwavering commitment to excellence remain a testament to the power of one person's vision to shape an entire industry.

So, the next time you find yourself strolling down the Las Vegas Strip, take a moment to appreciate the grandeur and extravagance that surrounds you, all thanks to the First Emperor of Las Vegas - Grandissimo.



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Jay Sarno built two path-breaking Las Vegas casinos, Caesars Palace (1966) and Circus Circus (1968), and planned but did not build a third, the Grandissimo, which would have started the mega-resort era a decade before Steve Wynn built The Mirage. As mobsters and accountants battled for the soul of the last American frontier town, Las Vegas had endless possibilities—if you didn't mind high stakes and stiff odds. Sarno invented the modern Las Vegas casino, but he was part of a dying breed—a back-pocket entrepreneur who'd parlayed a jones for action and a few Teamster loans into a life as a Vegas casino owner.

For all of his accomplishments, his empire didn't last. Sarno sold out of Caesars Palace shortly after it opened—partially to get away from the bookies and gangsters who'd taken over the casino—and he was forced to relinquish control of Circus Circus when the federal government indicted him on charges of offering

the largest bribe in IRS history—a bribe he freely admitted paying, on the advice of his attorney, Oscar Goodman. Though he ultimately walked out of court a free man, he never got Circus back. And though he guessed the formula that would open up Las Vegas to millions in the 1990s with the design of the Grandissimo, but he wasn't able to secure the financing for the casino, and when he died in 1984, it remained only a frustrating dream.

Sarno's casinos--and his ideas about how to build casinos--created the template for Las Vegas today. Before him, Las Vegas meant dealers in string ties and bland, functional architecture. He taught the city how to dress up its hotels in fantasy, putting toga dresses on cocktail waitresses and making sure that even the stationery carried through with the theme. He saw Las Vegas as a place where ordinary people could leave their ordinary lives and have extraordinary adventures. And that remains the template for Las Vegas today.

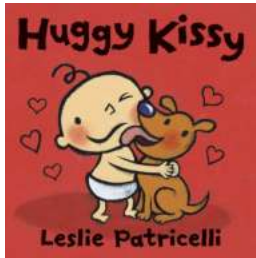
Grandissimo is the story of how Jay Sarno won and lost his casino empire, inventing modern Las Vegas along the way.

In Grandissimo, you'll learn Jay's fascinating story, and also plenty of things you never knew about Las Vegas, including:

- the true story about how Jimmy Hoffa's Teamsters Union first started funding Sarno projects
- how Steve Wynn ended up answering the telephone in Hoffa's suite on the second day Caesars Palace was open
- how Sarno, represented by Oscar Goodman, beat a seemingly-airtight case against him when he was accused of offering the largest bribe in IRS history to an undercover agent

- how Sarno's unbuilt Grandissimo became the template for the 1990s "mega-resort" era in Las Vegas

From start to finish, it's the story of the man who inspired modern Las Vegas.



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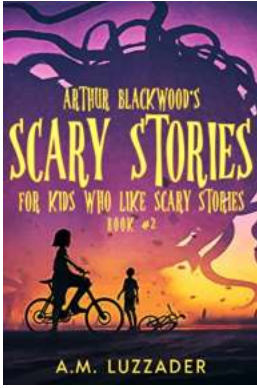
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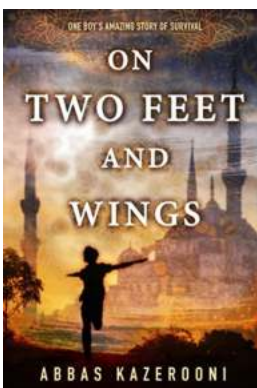
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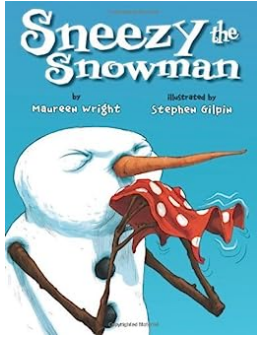
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