THE neon MUSEUM® Las Vegas

HISTORY. BROUGHT TO LIGHT.

FY2024
ANNUAL REPORT

Meeting the Need

If there was a common thread to the last fiscal year at The Neon Museum, it was "meeting the need." While 160,000 guests experienced the Museum last calendar year, 30,000 were turned away due to sell out nights. To meet the need of a growing audience, we initiated a self-guided admission with an optional Museum Guide-led tour. This expands our capacity dramatically and will hopefully allow more people the opportunity to enjoy the Neon Boneyard. Further, for several years, guests expressed a desire to explore the Museum's collection at their own pace, read the toppers, utilize our app, and share memories while taking photos at their own speed. The self-guided experience met that need as well. We had calls for more information, so we met that need by offering our new *Viva Las Vegas! Movies* tour and *Illuminating Las Vegas* tour - both providing new perspectives on Las Vegas.

Our community has needs and The Neon Museum is making every effort to meet them. From our field trips to school outreach to programming designed for aging populations, we are sharing the stories of Las Vegas for every life stage. As a community, we should collect individual stories from our broad and diverse visitors (and pre-visitors!) - without that, these stories are lost to the wind. We met that need in two distinct ways: an interactive audio-visual booth (see more about R.A.C.H.E.L. on page 10) and a filmed oral history in the Neon Boneyard. Each of these stories are Las Vegas-centric and capture a cross section of people from natives to transplants to visitors – all archived in our Collection for research, promotional, and educational purposes.

We celebrate this town's progress with its ever changing skyline. We do that by playing a very important role in preservation with critical collections from Tropicana, The Mirage, and Siegfried & Roy, we can ensure these stories are told well after the iconic buildings are replaced.

The Board and staff have enjoyed identifying needs and finding solutions, but this work couldn't have been accomplished without **you**. Your support of the work in the following pages is our greatest accomplishment. We're thankful for the trust you have in us to ensure the *Stories of Las Vegas* endure.

With great thanks,

Stevi Wara
Chair, 2022-2024

Aaron Berger
Executive Director

Meeting the Visitors' Needs

The Neon Museum values feedback from visitors and members.
Their valuable insights led the Museum to consider new ways to meet their needs.

- **Guests want options! In addition to guided tours, they want to explore the Neon Boneyard at their own pace, allowing them to read toppers, utilize the Museum app, and share memories of the signs, people, and events that encompass these signs.**

- **A new evening self-guided experience debuted for guests from September through December 2023. Due to its success, the evening admission was adopted daily starting January 1, 2024.**

- **Documented History in 3D for researchers, educators, and training purposes. Learn more about how The Neon Museum is using this application outside our walls on page 10.**

Meeting the Visitors' Needs ✦ NEW TOURS

The Neon Museum expanded its educational initiatives finding new ways to help tell the story of Las Vegas and bring the city to light.

These two new tours appeal to a broad audience, increase repeat visitation, and improve the overall guest experience.

VIVA LAS VEGAS! MOVIES TOUR

Embark on a cinematic journey through the glittering streets of Las Vegas. The guided experience invites film enthusiasts and city explorers alike to delve into the iconic backdrops and neon-lit landscapes gracing the silver screen.

ILLUMINATING LAS VEGAS TOUR

This tour uses daylight to bring The Neon Museum's often hidden signs into the spotlight. Shining a spotlight on new stories in the Neon Boneyard is a chance to deepen understanding and appreciation of Las Vegas' radiant history.

Have you experienced either of these new tours?

Learn more!

"The Museum guides I talked to were so knowledgeable and shared stories that really added to our understanding. I did love the signs around the museum, which added human context to the stories of the signs and Las Vegas history."

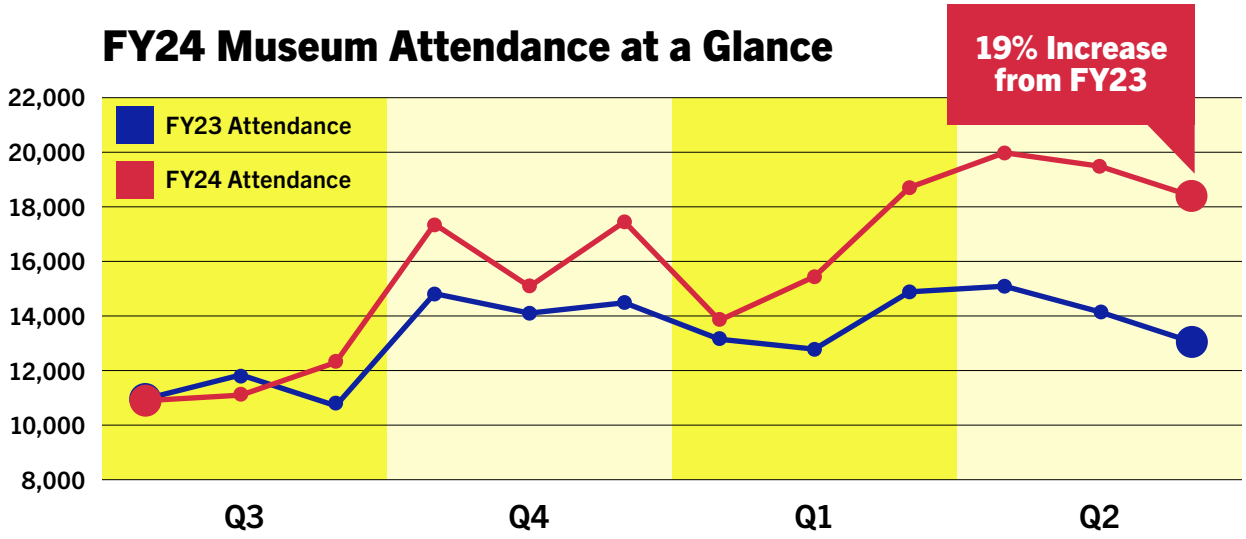
- J Nelson

"Learning the History Tour was really cool but we now offer a more diverse set of tours that allows us to connect with guests and illuminate history in the way they are interested in. The new tours give The Neon Museum more "replay value" and allow the guest to come back and experience us again and again."

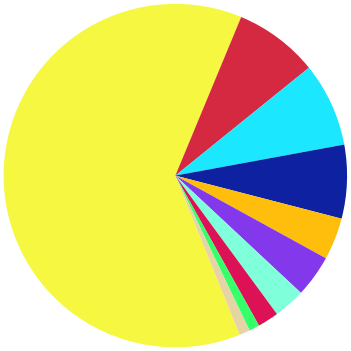
- Steve K

YEAR IN *Numbers*

FY24 Museum Attendance at a Glance



Total Tickets Sold: 238,574



- Adult: 63%
- Nevada Resident: 8%
- Senior (65+): 8%
- Child (17 and under): 7%
- Military: 4%
- Museums For All: 4%
- Student: 3%
- Member: 2%
- Group Sales: 1%
- Other: 1%

Including no-shows

FY24 Attendance
219,488
Admission + Additional Guests

Event Attendance
9,406

Kids & Families Attendance
20,404

Blue Star Attendance
1,015
Free admission for active duty military personnel and their families

Museums for All Attendance
9,530
Free or reduced admission with an EBT card

"As Museum Guides, we have seen a substantial expansion to our tour offerings which have catered to varied guest interests and allowed us to explore Las Vegas history through fresh lenses. We are now able to provide a more multifaceted approach to our discussion of the collection—from overlooked and under-appreciated signs and histories to the city's cinematic and entertainment connections to more classic stories of our past and present. We are illuminating more of the complex and exciting fabric of Las Vegas than ever before!"

- Leah H

K-12 Education

FIELD TRIPS

- Served 1,628 students across 25 schools in the 2023-2024 school year.
- Increased from two to three days a week to accomodate increased need.
- Positive feedback from teachers stating the activities were invaluable for their classes.

UNDERWRITTEN BY
ROGER THOMAS AND ARTHUR LIBERA FAMILY FUND

TONY & RENEE MARLON FOUNDATION

MUSEUM ON WHEELS

Brought the Museum straight to the classroom

- **1,729 students across eight schools.**
- **Free for middle schools in the Clark County School District.**
- **Supplemental learning materials for middle school students who typically aren't offered field trips.**

MADE POSSIBLE BY

MGM RESORTS INTERNATIONAL™

CLARK COUNTY NEVADA

STEAM SATURDAY

This monthly program offers fun make-and-take activities, hands-on learning, and demonstrations designed to promote creative and critical thinking.

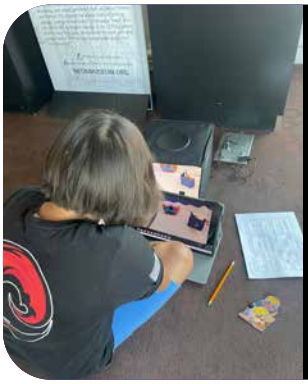
- **STEAM Saturday served 1,309 community members in the 2023-2024 year.**
- **Over the past year, new community partnerships have been developed through STEAM Saturday to increase the range of available activities and introduce guests to other community organizations.**

MEOW WOLF FOUNDATION

THE Les Paul FOUNDATION
INSPIRING CREATIVITY · SUPPORTING INNOVATION

NEVADA ARTS COUNCIL

COX Charities



SUMMER CAMP

Students explored new concepts and ideas surrounding animation, stop-motion, storytelling, and Las Vegas history.

- **2024 hosted a three, half-day experience for students 9-12.**
- **Inaugural Summer Camp filled quickly with feedback to expand for additional dates.**

MADE POSSIBLE THROUGH GENEROUS SUPPORT FROM

GENE HAAS FOUNDATION

LIFELONG *Learning*

TEEN TAKEOVER

The Museum partnered with the students of the Las Vegas Chapter of Jack and Jill of America. During the February STEAM Saturday event, the group 'took over' by leading Museum operations.

MEMOIR WORKSHOP

Six-week writing workshop series led by award-winning writer and teaching artist Joylynn Ross, encouraging older adults to write about their favorite memories of Las Vegas.

- **10 participants, including community leaders, former elected officials and key Las Vegas entertainment professionals.**
- **Participants presented their personal and memorable stories among loved ones and Nevada Arts Council members.**

MADE POSSIBLE BY

NEVADA ARTS COUNCIL

NEON@HOME (FORMERLY COUCH TOURS)

Virtual programs extend The Neon Museum's impact beyond the physical Neon Boneyard and enhance the Museum's relevance on a national and international scale.

Hidden Signs in the Neon Boneyard

Hispanic Heritage in Las Vegas

Las Vegas' Film History

Black Experience in Nevada

FORGING COMMUNITY PARTNERS / SUMMER PLANNING

Established partnerships include Poetry Promise, North Las Vegas & Las Vegas Clark County Library Districts, Get Outdoors Nevada, National Weather Service, Osher Institute of Lifelong Learning at UNLV, Boys & Girls Club, YMCA, city and county senior centers.

Curation

THE PERSONA, THE PERSON: DEBBIE REYNOLDS IN LAS VEGAS

First large-scale exhibition curated in partnership with Todd Fisher, who oversees the Debbie Reynolds estate. The exhibition was a reflection of Debbie Reynolds's life in Las Vegas through a personal and professional lens. The Exhibition contained costumes ranging from her first Las Vegas performance in 1962 at the Riviera Hotel and Casino to her last public performance in 2013 at the South Point Hotel and Casino.

MADE POSSIBLE THROUGH GENEROUS SUPPORT FROM

SOUTH POINT HOTEL • CASINO • SPA

3D scan of Debbie Reynold's Exhibition at City Hall.

SUPER BOWL EXHIBITION

The Super Bowl LVIII Host Committee invited The Neon Museum to participate in multiple media and Host Committee parties to bring Las Vegas history to the forefront of Super Bowl events. The Museum curated a small exhibition containing Steve Wynn's Showstopper's Vegas Vickie and paired it with education collection objects to spell out Las Vegas LVIII. The Learning Team also created sports-related content to showcase the impact of sports in Las Vegas over the years.

SUBJECT MATTER TOPPERS

The Museum launched new content highlighting perspectives that have been historically underrepresented in the museum sector, notably featuring Black, Latino and Hispanic, Indigenous, and Native Communities.

- **The Museum worked with students of the Las Vegas chapter of Jack and Jill of America in a groundbreaking Teen Takeover program. Participants collaborated on the content presented during Black History Month and assisted in the curation, editing, and presentation.**

Asian Pacific American Heritage Month Subject Matter Topper, displayed in the month of May throughout the Neon Boneyard.

When designing this content and approaching the research, the Museum uses precise and considerate language that is accessible to as many people as possible and includes diverse voices.

"Amazing. We loved seeing the signs and learning the history. The pride themed signage was great as well as the recognition of the local tribes."

- Adam B

Four generations of the Escobedo family visited The Neon Museum and gave the staff a tour. The family was very moved by their inclusion in the content the Museum presented.

Duck Duck Shed

Duck Duck Shed, organized and presented by The Neon Museum, showed Las Vegas as a cultural hotspot rather than a cultural afterthought through the city's architecture, design, and culture.

Highlights included:

Cirque du Soleil's "O" panel featured artists, technical, creative, and wardrobe leadership for an on-stage experience.

Aaron Berger moderated a discussion with unparalleled industry leaders Elaine Wynn, Gillian Wynn and Roger Thomas about the use of light into casino spaces.

Opening night at Sphere for the screening of Postcard from Earth, followed by a discussion with critic Christopher Hawthorne of the groundbreaking building's architecture.

A gastronomic delight exploring and tasting food through the ages with food historian Sarah Lowman at Main Street Provisions.

Author, architect, and scholar Stefan Al provided a new perspective on the evolution of experiential design on the Las Vegas Strip.

Duck Duck Shed for Ducklings introduced architecture and design concepts to K-12 children through hands-on activities and playful learning.

Duck Duck Shed offered 29 individual programs in four days, resulting in a 22% increase in ticket purchases compared to the first Duck Duck Shed conference, with attendees from four countries and 27 states.

Post-event surveys indicated that nearly 98% of attendees said they would return.

MADE POSSIBLE BY: LAS VEGAS Centennial 1905-2005

Oral HISTORY

R·A·C·H·E·L

RECORD AND COLLECT HISTORICAL EXPERIENCES IN LAS VEGAS

R.A.C.H.E.L. (Record And Collect Historical Experiences in Las Vegas) is a new audio-visual storytelling tool that allows users to record their Las Vegas story for The Neon Museum's historical archives.

The Museum's Collection and Archives Team is currently chronicling the content for possible inclusion in future historical projects. R.A.C.H.E.L. was at numerous Super Bowl LVIII parties, final days at the Tropicana, and The Neon Museum.

The Neon Museum's visitor, John, shares their Las Vegas Story

THE TROPICANA PRESERVED IN 3D

The Museum's efforts resulted in the digital preservation of over 13 spaces at the Tropicana, including the Sky Room (formerly The Beach Club), multiple hotel suites, the theater, pool area, casino floor featuring its infamous stained glass, wedding chapel, and lounge.

The Learning Team leverages the captured spaces at the Tropicana as educational tools, aiming to enhance programs with immersive visuals.

Kaylee O'Donnell, The Neon Museum's Community Outreach Coordinator, at the Tropicana taking scans of the property before it's closure.

Reminiscing the rich history of the Tropicana

Tropicana employee, Ana Velasquez, expresses her feelings before the property closes

Oral HISTORY ✦ WALKS & TALKS

The Museum has taken a fresh approach to the concept of Oral Histories by using the Museum's collection as inspiration for interviews. Traditional Oral Histories have the subject in a chair recounting facts from their personal and professional life. Walk & Talks allow intimate conversation with key Las Vegas figures using the Neon Boneyard as the spark for memories, personal stories, and experiences like no other. This year's interviews included:

KATY PERRY

Entertainer and singer, Katy Perry had her Las Vegas residency at Resorts World starting in 2021.

Featured Walks & Talks:

ROGER THOMAS

VP of Design for Wynn Corporation c. 1978-2008

JAY SARNO JR.

Son of Jay Sarno, who opened and operated Caesars Palace (1960) and Circus Circus (1968)

TIM BURTON

Film director & Producer recalling the exhibition *Lost Vegas: Tim Burton @ The Neon Museum* from 2019.

These interviews are available to researchers by contacting The Neon Museum's Collections department at collections@neonmuseum.org

Re-illuminated Riviera Hotel & Casino's Star October 23, 2023. Designed by Marge Williams in the early 1990s, the signage was originally displayed on the exterior of the building.

The Museum loaned its first piece to a non-profit organization in Las Vegas, Make-A-Wish of Southern Nevada. As part of the Museum's greater vision of reintroducing historic neon into the Las Vegas landscape, a Riviera Star in Summerlin is now visible for free viewing to the public. Make-A-Wish of Southern Nevada sponsored the restoration and installation of the historic star to become a beacon of light for community members.

Palms Casino Resort sign re-illuminated November 1, 2023. Signage from early 2000s billboard.

The Museum had the Palms sign in its collection since 2013, and in 2020, it became a prioritized piece for restoration due to its deteriorating condition. The Museum received grant funding from the San Manuel Gaming and Hospitality Authority to restore this sign and create content surrounding Indigenous people in Nevada.

Celebrating the Indigenous history of Las Vegas

Re-illuminated Tropicana Las Vegas Casino Resort sign on April 2, 2024.

The 1978 Tropicana sign designed by Raul Rodriguez and Jack Dubois adorned the porte-cochere of the property until 2010. Approximately 70% of the intact neon units on the sign were able to be preserved and re-illuminated. With the closure of such a historic property, the Museum and Bally's Corporation honored its history by restoring the 1978 sign from the Museum's collection the day after the property closed to the public.

Re-illuminated Flamingo Las Vegas Hotel & Casino signs on May 19, 2024.

The 1967 pylon and facade signage were donated to the Museum in 2001. Emily Conner Cooper, widow of Pat Cooper, became inspired to help fund the restoration of the Flamingo signage to honor her husband Pat, who performed at the Flamingo with Bobby Darin in 1963. The project came to fruition with Felicia French of Opuzen Foundation and Andrew Pascal of PLAYSTUDIOS who also donated. The restoration took five months, with two months of pre-planning before the sign was removed from the Neon Boneyard.

The Neon Museum hosted the Flamingo Ball spring fundraiser to honor the relighting of the historic signs.

See the Flamingo Ball Highlights

Collections ✦ ACQUISITIONS

The Collections Department is a team that stewards the sign and archival collections. Their responsibilities include researching and cataloging the signs, as well as preserving new and existing artifacts.

COLLECTIONS COMMITTEE

The Collections Committee reports to the Museum's Board of Trustees. The Committee reviews and approves the Museum's Collections Management Policy, which went through a thorough review this fiscal year. They also review incoming sign acquisitions and fine art pieces.

ACQUISITIONS

- 4 Fine Art Pieces
- Over 800 photographs
- Over 500 ephemera pieces including matchbooks, programs, and carpet samples
- Approximately 35 pieces of archival materials including technical drawings, yearbooks, periodicals and advertisements
- 2 Signs
- 4 Oral Histories

Leticia Maldonado shows The Neon Museum team a blueprint of the art piece she constructed titled *Electric Hustler (Seated)*.

Collections ✦ FINE ART & EPHEMERA

FINE ART

Kristen Moore's *Silver Slipper (LV Blvd.)* and *The Flame (Neon Boneyard)*. Acrylic on panel, 2022.

Leticia Maldonado's *Electric Hustler (Seated)*. Neon, 2018.

Gabe Barcia Columbo's *Sin City Saint Machine*. Tin nicho box, neon and iPad, 2022.

EPHEMERA AND ARCHIVAL COLLECTIONS

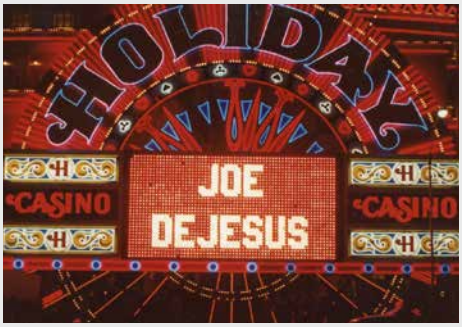
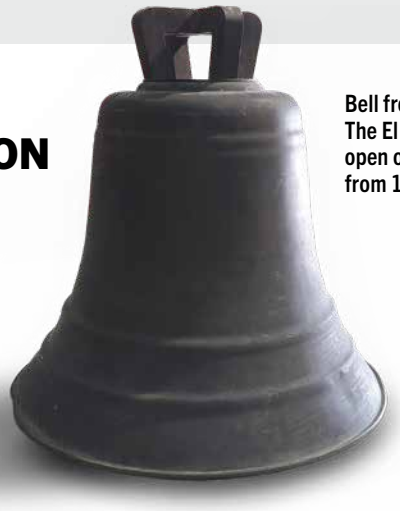


Photo collection and papers from Joe DeJesus, who worked in the sign industry for over 35 years. Photos range from his time working with Sign Systems Incorporated and shows the process to fabricate, install and maintain neon signs.

Photographs and Oral History book from Raul Rodriguez' family showcasing Flamingo Hotel and Casino sign images.

Objects from the Tropicana such as black jack table layouts, decks of cards and carpet samples (pictured above) document the branding of the Tropicana at the time of its closure.

SIGN COLLECTION



Bell from El Rancho Hotel and Casino. The El Rancho Hotel and Casino was open on the northern end of The Strip from 1982-1992.

El Rancho rendering
Charles Barnard Collection.

Collections ✦ PRESERVATION

The Commission for the Las Vegas Centennial funded a structural assessment of the historic La Concha Motel lobby. This was conducted by **Mel Green**, who oversaw moving the La Concha from the Las Vegas Strip to its current location, and **Al White**, who conducted laser analysis, ground-penetrating radar testing, and structure scans. This assessment ensures the proper preservation of this 63-year-old concrete structure.

FUNDED BY

LAS VEGAS Centennial 1905-2005

L to R: Mel Green, Emily Feller, The Neon Museum's Senior Collections Manager and Al White.

MATERIAL TESTING PROGRAM:

The Museum has been working with Architectural Resource Group (ARG) conservators since 2020 to implement a Conservation Treatment Plan. The next step in this process was to conduct a Material Testing Program. This project uses objects selected from the Education Collection to conduct conservation testing. These samples were tested for metal alloys and paint veneers. The collections staff will conduct monthly color and gloss readings of the samples for a minimum of one year. Once the test cycle is completed, the samples will return to the conservator to determine how reversible each application is.

Funded by the Sign Conversation Fund

LEARN MORE

Membership

"The Neon Museum continues to find innovative ways to respect and document a variety of multigenerational experiences of American culture and entertainment. Preserving the visual excitement of the city is a key to remembering family stories of Las Vegas visits and adventures."

- Stardust member, Liisa Larson from Belmont, California. Liisa has been a generous donor to the Museum since 2013.

All Members make an impact! **927** Memberships **51%** of Members live outside of Nevada

Member events included:

Exhibition Opening Reception:
The Persona, The Person: Debbie Reynolds in Las Vegas

Palms Sign Re-illumination Event

Members Mingle

Follies Showgirls Panel Discussion

NEON@HOME
Exploring Heritage: Hispanic and Latinx History in Las Vegas

NEON@HOME
Viva Las Vegas Movies

NEON@HOME
Black Heritage in Las Vegas & Beyond

The support of our members allows us to offer programming to families at little to no charge, removing one possible barrier to experiencing the collection.

- For our STEAM Saturday programs, we have grown our partnership with the Clark County and North Las Vegas Library Districts. Libraries offer admission to STEAM Saturday, which can be "checked out" from the library at no cost. The number of people who join us by using library passes has steadily increased over the last year.
- We were able to subsidize the cost of admission for over 11,000 people including lower income families, veterans, seniors, and students.

GIVE TO THE NEON MUSEUM

BARBARA MOLASKY ACQUISITION FUND

The Barbara Molasky Acquisition Fund allows The Neon Museum to purchase historical artifacts, signage, and ephemera, and allows us to grow our fine art collection.

ANNUAL FUND

Your unrestricted gift is vital to the ongoing mission-based programs of the museum including youth and adult education, access programs and exhibition of historic signs as public art, in the Neon Boneyard and North Gallery.

SIGN CONSERVATION FUND

Your generous gift will further the restoration, and preservation efforts for The Neon Museum's iconic collection.

KEEP THE MUSEUM *Glowing*

Tropicana Las Vegas management team in front of the re-illuminated Tropicana sign. The restoration of the Tropicana sign was made possible by a collaboration between The Neon Museum and Bally's Corporation to preserve the history of the iconic property.

Tribal Chair Latisha Prieto and members of San Manuel Mission Indians with artist Matt Cruz in front of the re-illuminated Palms Casino Resort Sign. The Palms sign restoration was made possible by the San Manuel Gaming and Hospitality Authority.

L to R: Scott Rosenzweig, President & CEO of Make-A-Wish of Southern Nevada (also a member of The Neon Museum), and Aaron Berger, Executive Director of The Neon Museum, pose in front of a re-illuminated Riviera star. The Riviera star restoration was made possible by Make-A-Wish of Southern Nevada.

L to R: Felicia French, Andrew Pascal, Jesse Hartlauer, founder of Hartlauer Signs, Aaron Berger, Executive Director of The Neon Museum, and Emily Conner Cooper. The Flamingo sign restoration was made possible by Emily Conner Cooper, Felicia French of Opuzen Foundation, and Andrew Pascal of PLAYSTUDIOS.

YOUR SUPPORT *Made a Difference*

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Events With A Twist
Fariba Zand Von Leer
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THE neon MUSEUM® Las Vegas
HISTORY, BROUGHT TO LIGHT

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