



AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: MARCH 5, 2014

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH H. FRETWELL

Consent Discussion

SUBJECT:
ADMINISTRATIVE:

Report regarding an update on the Neon Museum from Bill Marion, Chair, Board of Directors, Neon Museum, Las Vegas, Nevada

Fiscal Impact

- No Impact Augmentation Required
 Budget Funds Available

Amount:
Funding Source:
Dept./Division:

PURPOSE/BACKGROUND:

Founded in 1996, the Neon Museum is a non-profit 501 (c) 3 organization dedicated to collecting, preserving, studying and exhibiting iconic Las Vegas signs for educational, historic and cultural enrichment. In addition to an approximately two-acre Neon Museum campus, which includes the outdoor exhibition space known as the Neon Boneyard, the museum also encompasses a visitors' center housed inside the former La Concha Motel lobby. Public education, outreach, research, archival preservation and a grant-funded neon sign survey represent a selection of the museums ongoing projects. Bill Marion, Chair of the Board of Directors, will be giving the update.

RECOMMENDATION:

Report only; no action required

BACKUP DOCUMENTATION:

Submitted at Meeting - PowerPoint Presentation by Bill Marion, Chair, Board of Directors, Neon Museum

Minutes:

BILL MARION, Chair, Board of Directors, Neon Museum, indicated that ROB McCOY will be taking his place at the Neon Museum. He provided a PowerPoint presentation about the Neon Museums inception and what the City's return investments have been. He thanked the City Council for their support. When the Neon museum acquired the La Concha, it was a turning point for the museum, as they were able to rebuild it and laid the foundation to fundraise in order to create a full-time operating museum. He proudly announced that in October 2012 the museum opened to great accolades and from that point on they have been operating in the black from earned revenues. The Neon Museum is a debt-free entity. They are providing educational

CITY COUNCIL MEETING OF: MARCH 5, 2014

programs, opened the museum at night, initiated a night tour and created full and part time jobs. Their total revenue for 2013 has been approximately \$2 million; \$1 million from tour revenues and the rest from photo shoots and events. Since its opening in October 2012, the Neon Museum has been featured in the New York Times, Today Show, Associated Press, and many other news media. The Neon Museum attracts visitors from out-of-state and around the world, Facebook and Twitter reached thousands. The future goal is to expand and add to their education programming and will do additional fundraising to accomplish those goals. MR. MARION introduced DANIELLE KELLY, Executive Director, Neon Museum.

MAYOR GOODMAN mentioned that former MAYOR JONES was passionate about the lost value of the neon signs and put her efforts to saving the neon signs. She congratulated MR. MARION and was proud to see the strides made by people who are creative and passionate.

MR. MARION agreed the initiative of former MAYOR JONES and BARBARA MOLASKY and he thanked many City employees, CITY MANAGER ELIZABETH FRETWELL, DEPUTY CITY MANAGER SCOTT ADAMS and the Public Information Office, for their support. He presented NANCY DEANER, Director of Cultural Affairs, who has been on the board for 16 years and served both as Chair and President of the Board with a Neon Flame. MS. DEANER stated that it has been an incredible project because it is saving Las Vegas history. She thanked the City for its support.

MAYOR GOODMAN and COUNCILMAN BARLOW congratulated MS. DEANER and the Councilman thanked her for the amazing work she has done while on the Neon Museum Board. COUNCILWOMAN TARMANIAN stated that whenever she hears about the Neon Museum she thinks back at its very beginning, all the hard work, many disappointments but passion and persistence created a great museum.

