



## Commission for the Las Vegas Centennial Agenda

Items listed on the agenda may be taken out of the order presented; two or more agenda items for consideration may be combined; and any item on the agenda may be removed or related discussion may be delayed at any time. Backup material for this agenda may be obtained from LuAnn D. Holmes, City Clerk, at the Office of the City Clerk, 495 South Main Street, 2nd Floor or on the city's webpage at [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov).

1. **Call to Order**
2. **Announcement Regarding: Compliance with Open Meeting Law**
3. **Public Comment:** Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion, as well as the amount of time any single speaker is allowed, may be limited.
4. For possible action to approve the Final Minutes by reference of the Regular Meeting of November 18, 2019
5. **CLC-78189** - Report by Brian Lovelin, Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2019-2020
6. **CLC-77801 ABEYANCE ITEM** - Discussion for possible action regarding a grant request by Jim White, Project Director, in the amount of \$106,200 for renovation of Safari Motel signage at 2001 Fremont Street
7. **CLC-78190** - Discussion for possible action regarding a grant request by Heidi Swank, Executive Director of the Nevada Preservation Foundation, in the amount of \$25,000 to fund the Home + History Las Vegas 2020 event
8. **CLC-78192** - Discussion for possible action regarding a grant request by Jonathan Ullman, President and Chief Financial Officer at The Mob Museum, in the amount of \$ 42,000 to fund the purchase, maintenance and staffing of an educational outreach vehicle
9. **CLC-78193** - Discussion for possible action regarding funding in the amount of \$75,000.00 for the Historic Preservation Commission to be used to provide grants and awards for historic preservation, document Las Vegas' historic resources, conduct historic preservation research, produce historic preservation reports, and engage in other related preservation activities within the scope of the Historic Preservation Commission's authority
10. **CLC-78194** - Report by Robert Summerfield, Acting Executive Director of the Commission for the Las Vegas Centennial, regarding completed and current projects and announcements relative to the Commission for the Las Vegas Centennial
11. **CLC-78195 - Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Commission and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.
12. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Commission. No subject may be acted upon by the Commission unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward and give your name for the record.

The amount of discussion on any single subject, as well as the amount of time any single speaker is allowed, may be limited.

**13. Adjournment**

Facilities are provided throughout City Hall for the convenience of persons with disabilities. Reasonable efforts will be made to assist and accommodate persons with disabilities or impairments. If you need an accommodation to attend and participate in this meeting, please call the City Clerk's office at 702-229-6311 and advise of your need at least 48 hours in advance of the meeting. Dial 7-1-1 for Relay Nevada.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

City Hall, 495 South Main Street, 1st Floor  
Clark County Government Center, 500 South Grand Central Parkway  
Grant Sawyer Building, 555 East Washington Avenue  
City of Las Vegas Development Services Center, 333 North Rancho Drive



**Commission for the Las Vegas Centennial**  
**Budget to Actual**  
**Fiscal Year Ended June 30, 2020 (As of December 2019)**

|                                                     | Actual<br>For the Year Ended<br>June 30, 2019 | July 1, 2019 - June 30, 2020<br>Budget |             | Actual<br>For the 12 Months<br>Ended 6/30/2020 | Remaining Grant<br>Funds Encumbered |
|-----------------------------------------------------|-----------------------------------------------|----------------------------------------|-------------|------------------------------------------------|-------------------------------------|
|                                                     |                                               | License Plate                          | Total       |                                                |                                     |
| <b>Beginning Fund Balance</b>                       | (3,034,072)                                   |                                        | (3,559,358) | (3,559,358)                                    |                                     |
| <b>Revenue:</b>                                     |                                               |                                        |             |                                                |                                     |
| Other Income                                        | -                                             |                                        | -           | -                                              | -                                   |
| Plate revenue July 1 thru June 30,                  | (2,036,692)                                   | (2,000,000)                            | (2,000,000) | (932,134)                                      | -                                   |
| Interest Income                                     | -                                             |                                        |             |                                                |                                     |
| Miscellaneous Income                                |                                               |                                        |             |                                                |                                     |
| <b>Total Revenue</b>                                | (2,036,692)                                   | (2,000,000)                            | (2,000,000) | (932,134)                                      | -                                   |
| <b>Expenditures:</b>                                |                                               |                                        |             |                                                |                                     |
| <b>Grants:</b>                                      |                                               |                                        |             |                                                |                                     |
| <b>General Grants</b>                               |                                               |                                        |             |                                                |                                     |
| UNLV                                                |                                               | 988                                    | 988         | -                                              | 988                                 |
| UNLV - Newspaper (Final Invoice November 2019)      | 24,283                                        | 24,194                                 | 24,194      | 24,194                                         | -                                   |
| UNLV - Commission Minutes                           | 570                                           | -                                      | -           | -                                              | -                                   |
| UNLV - Latino Voices                                | 34,545                                        | 15,455                                 | 15,455      | -                                              | 15,455                              |
| Nevada Preservation Foundation-Home History         | 3,750                                         | 215                                    | 215         | -                                              | 215                                 |
| Nevada Preservation Foundation-Home History 2019    | 16,251                                        | 3,749                                  | 3,749       | -                                              | 3,749                               |
| Nevada Preservation Foundation-Hugh Taylor Archives | 49,050                                        | 47,550                                 | 47,550      | 7,350                                          | 40,200                              |
| Nevada Preservation Foundation - Revolving Fund     | 2,731                                         | 41,969                                 | 41,969      | -                                              | 41,969                              |
| City of Las Vegas - HPC                             |                                               | 100,000                                | 100,000     | -                                              | 100,000                             |
| Blue Angel Motel Sign Rehab                         |                                               | 132,500                                | 132,500     | -                                              | 132,500                             |
| Las Vegas Springs Preserve - Historic Derricks      | 6,725                                         | 2,175                                  | 2,175       | -                                              | 2,175                               |
| Las Vegas High Academy Renovation                   |                                               | 90,000                                 | 90,000      | -                                              | 90,000                              |
| Whole Enchilada Project                             | 662,000                                       | 100,000                                | 100,000     | -                                              | 100,000                             |
| Education Grants - Junior League                    | 50,000 *                                      | 24,614                                 | 24,614      | -                                              | 24,614                              |
| Boyd Production - Historic Film                     | 199,908 *                                     | 200,530                                | 200,530     | 50,530                                         | 150,000                             |
| CLV Employee for HPC                                |                                               | 322,333                                | 322,333     | -                                              | 322,333                             |
| FSE - Visual Improvements (Reduced from \$300K)     | *                                             | 225,000                                | 225,000     | -                                              | 225,000                             |
| Restore Hay Barn-Floyd Lamb Park (CLC-77798)        | *                                             | 150,000                                | 150,000     | -                                              | 150,000                             |
| <b>Commemorative:</b>                               |                                               |                                        |             |                                                |                                     |
| Las Vegas Days - Rodeo                              | 220,000 *                                     | 180,000                                | 180,000     | -                                              | 180,000                             |
| Helldorado - Parade                                 | 125,501 *                                     | 150,000                                | 150,000     | 90                                             | 149,910                             |
| Old Timers                                          | 4,474 *                                       | 5,000                                  | 5,000       | 5,000                                          | -                                   |
| <b>Administrative:</b>                              |                                               |                                        |             |                                                |                                     |
| Accounting and Auditing                             | 3,500                                         | 4,000                                  | 4,000       | -                                              | 4,000                               |
| Administration Expenses                             | 9,752                                         | 10,000                                 | 10,000      | 3,232                                          | 6,768                               |
| Legal                                               | 1,245                                         | 5,000                                  | 5,000       | -                                              | 5,000                               |
| Internal Charges                                    | 90,551                                        | 125,000                                | 125,000     | -                                              | 125,000                             |
| Insurance                                           | 6,570                                         | 6,600                                  | 6,600       | 6,587                                          | 13                                  |
| <b>Total Expenditures</b>                           | 1,511,406                                     | 1,966,872                              | 1,966,872   | 96,983                                         | 1,869,889                           |
| <b>Fund Balance Reserve:</b>                        |                                               | 500,000                                | 500,000     |                                                |                                     |
| Total Expenditures and/or reserve                   | 1,511,406                                     | 2,466,872                              | 2,466,872   | 96,983                                         |                                     |
| Revenue (over) under Expenditures                   | (525,286)                                     |                                        | 466,872     | (835,152)                                      |                                     |
| <b>Ending Fund Balance</b>                          | (3,559,358)                                   |                                        | (3,092,486) | Unreserved Amount Available for New Grants     |                                     |

Notes:

\* Addition during year

\*\* Grant finished excess budget over actual expenditures stays with Centennial for reallocation

Submitted At Meeting

Date 1/6/20 Item 5  
by Staff

## **AGENDA MEMO**

**COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: JANUARY 27, 2020**

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**DEPARTMENT: PLANNING**

**EXECUTIVE DIRECTOR: DIANE SIEBRANDT**

☒ **Action**  
☐ **Report**

### **SUBJECT:**

**CLC-77801 ABEYANCE ITEM** – Discussion for possible action regarding a grant request by Jim White, Project Director, in the amount of \$106,200 for renovation of Safari Motel signage at 2001 Fremont Street.

### **PURPOSE:**

The applicant is requesting approval of a grant request in the amount of \$106,200.00 to supplement other funding for the renovation of the Safari Motel signage.

### **FINDINGS:**

The applicant is requesting funds to renovate the signage at Safari Motel, 2001 Fremont Street, as part of their ongoing renovation of the entire site. Per the original budget provided by the applicant, the total cost of the sign renovation is \$126,200, of which \$20,000 is being contributed by the owner with the remaining covered by this grant request. This item was held in abeyance during the November 18, 2019 meeting when the applicant was asked to obtain three bids for the work and re-present to the Commission. The applicant has obtained the requested bids in the amounts of (1) \$118,000.00, (2) \$24,108.00, and (3) \$98,500.00 for the renovation of the sign.

The renovation of the motel (not including the sign) has a projected budget of \$420,500. A grant towards this project from Economic and Urban Development, Redevelopment Division in the amount of \$95,000.00 has been approved and will be awarded as a reimbursement upon completion of the motel renovation project.

### **BACKUP DOCUMENTATION:**

1. Application
2. Signage Budget Sheet
3. Original Project Budget Sheet
4. Photos
5. Hartlauer Signs Bid
6. High Impact Sign & Design Bid
7. Yesco Bid

|                  |                                   |
|------------------|-----------------------------------|
| Form Name:       | LVCC Grant                        |
| Submission Time: | October 22, 2019 5:19 pm          |
| Browser:         | Chrome 77.0.3865.90 / Windows     |
| IP Address:      | 107.77.245.34                     |
| Unique ID:       | 548250816                         |
| Location:        | 33.448398590088, -112.07399749756 |

## GRANT GUIDELINES AND ELIGIBILITY

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## ELIGIBILITY & EVALUATION CRITERIA

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## GRANT CONDITIONS UPON AWARD

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## APPLICATION AND REVIEW PROCESS

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## GRANT APPLICATION FORM

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### PART I. Application Cover Page

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|                             |                                    |
|-----------------------------|------------------------------------|
| <b>Name of Organization</b> | 2001 Fremont Street - Safari Motel |
|-----------------------------|------------------------------------|

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|                                         |                                                                                                                                                                                                                                                                      |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organization's Mission Statement</b> | To renovate and preserve the "Safari Motel" with the original landmark signage, keeping with the City of Las Vegas Fremont District downtown master plan. To provide a safe and sure studio apartment lifestyle in a affordable protocol with all added accessories. |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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|                               |           |
|-------------------------------|-----------|
| <b>Funding Amount Request</b> | 106200.00 |
|-------------------------------|-----------|

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|                             |               |
|-----------------------------|---------------|
| <b>Authorizing Official</b> | Mary Mashhadi |
|-----------------------------|---------------|

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|                                   |           |
|-----------------------------------|-----------|
| <b>Authorizing Official Title</b> | Principal |
|-----------------------------------|-----------|

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|                                     |                                                           |
|-------------------------------------|-----------------------------------------------------------|
| <b>Authorizing Official Address</b> | 9903 Santa Monica Blvd<br>#961<br>Beverly Hills, CA 90212 |
|-------------------------------------|-----------------------------------------------------------|

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|                                         |                |
|-----------------------------------------|----------------|
| <b>Authorizing Official Title Phone</b> | (310) 666-4900 |
|-----------------------------------------|----------------|

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|                                         |                                 |
|-----------------------------------------|---------------------------------|
| <b>Authorizing Official Title Email</b> | LasVegasApartmentsLLC@Gmail.com |
|-----------------------------------------|---------------------------------|

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|--------------------------------------------------|-----------|
| <b>Primary Contact (If different from above)</b> | Jim White |
|--------------------------------------------------|-----------|

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|                              |                  |
|------------------------------|------------------|
| <b>Primary Contact Title</b> | Project Director |
|------------------------------|------------------|

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|                                |                                               |
|--------------------------------|-----------------------------------------------|
| <b>Primary Contact Address</b> | 3540 W. Sahara<br>#168<br>Las Vegas, NV 89102 |
|--------------------------------|-----------------------------------------------|

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|---------------------------------------------------|--------------------------------------------------------------------|
| <b>Primary Contact Phone</b>                      | (702) 771-1658                                                     |
| <b>Primary Contact Email</b>                      | jim.white.lva@gmail.com                                            |
| <b>Project Funding Category and Working Title</b> | Sign Preservation & Renovation                                     |
| <b>Project Address (if applicable)</b>            | 2001 Fremont Street<br>Safari Motel<br>Las Vegas, NV 89101         |
| <b>Assessor's Parcel Number (if applicable)</b>   | 139-35-802-002                                                     |
| <b>Age of Structure (if applicable)</b>           | 1950ish                                                            |
| <b>Zoning Designation (if applicable)</b>         | FBC Fremont East District                                          |
| <b>Organizations current budget</b>               | \$950,000 Purchased : \$ 821,000 Construction. Sign only \$106,200 |

## PART II. Grant Description / Narrative Questions

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2. Detail the significance of the project or resource based on its cultural, historic, architectural and/or archaeological quality and significance to the community.</b>                                                                                                                                                                                                                                                                                                                                              | Objective: Bringing back historic Safari Motel Sign which made Freemont Street famous in the 1950's. A new preserved sign with adjacent studio apartments will be a beacon of revival for East Fremont district. Keeping with the Centennial Commission and Master Vision plan of Las Vegas, Nevada. The Structural sign preservation includes interior and exterior electrical; Interior rust repair including patching and watertight integrity processes. Foundation repair. At a minimum four (4) coats of paint and sealers. Attractive sign lettering. Partners have budgeted \$20,000 preservation contribution. |
| <b>1. Provide a concise description of your project's objectives and timelines. If a preservation project, please include any prior work completed, the specific location on the building that will be affected and what materials will be used in the rehabilitation work. For example, "Wood siding will be glued to repair or replace deteriorated original wood siding on the front façade." Reference the site plans and elevations. Also, include what specific project elements Centennial funds will support.</b> | Preservation of the iconic Safari Sign, its vintage signature reflecting the glimmering of poolside days, parents, their children enjoying vacations and visits to our City of Las Vegas. Las Vegas Apartments Corporation has a standing record of preserving buildings beginning with the Arts District Apartments on Casino Center Avenue. Using the finest supplies available and experts to provide the natural and iconic Safari Sign preservation.                                                                                                                                                               |
| <b>3. Include a listing of project partners, if relevant. List other funding sources, committed and applied for as part of project budget.</b>                                                                                                                                                                                                                                                                                                                                                                            | We're requesting \$106,200. in Grant and the owners have budgeted \$20,000.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

|                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>4. Describe how the funds will be used.</b>                                                                                                                                                                                                                                                                                                        | <p>Electrical for both the interior and exterior sign. \$43,000<br/> Rust repair- Patching holes. \$16,900.<br/> Foundation Repair. \$18,000<br/> Paint and Seales: \$12,000<br/> Boom and safety equipment: @25 days: \$12,500.</p> <p>Insurance: \$3,800.</p>                                                            |
| <b>5. Provide a brief statement of your organization's history and activities. Include your experience successfully managing grants and preservation projects. Include information on any grants previously applied for from the Centennial Commission (amount of funding received; project title; date).</b>                                         | <p>Las Vegas Apartments has been awarded several EDU City of Las Vegas grants for rebuilding beginning with the Arts District Apartments. We've successfully managed to meet costs and oversight on all projects in our City. We meet all permit codes and still manage to provide cost effective resident lifestyles.</p> |
| <b>6. List key project personnel, including consultants, and briefly describe their responsibilities and qualifications.</b>                                                                                                                                                                                                                          | <p>A.) All of the key components will be sub contracted. Key components are Metal Work, Electrician and Paint Work. Third party contractor will supervise.</p>                                                                                                                                                             |
| <b>7. Describe the key activities and associated timeline for your plan.</b>                                                                                                                                                                                                                                                                          | <p>B.) Key activity will be to renovate the existing sign. The metal worker will patch any holes in the metal frame. Electrician will renovate all the electrical components so the lights will work as they did in the 1950's. The painter will clean and paint the sign. Project will take approximately 3-6 months.</p> |
| <b>8. If the project is to be phased, please describe each phase.</b>                                                                                                                                                                                                                                                                                 | <p>C.) Phasing not necessary.</p>                                                                                                                                                                                                                                                                                          |
| <b>9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos; drainage; physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.</b> | <p>D.) No limitations at this time.</p>                                                                                                                                                                                                                                                                                    |
| <b>10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any collateral material produced by your project.</b>                                                      | <p>E.) Property owner will maintain the sign once complete.</p>                                                                                                                                                                                                                                                            |

## PART III. . Budget Worksheet

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**PART IV. Additional Required Documents**

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|                               |                                                                                                                                                                                                               |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Additional Documents 1</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55147068_budgetfremontsign2019.jpg">https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55147068_budgetfremontsign2019.jpg</a> |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

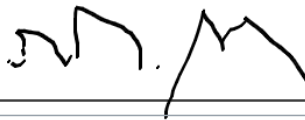
|                               |                                                                                                                                                                                                                                                 |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Additional Documents 2</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55196484_2001fremontllcownerspreservationcosts.docx">https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55196484_2001fremontllcownerspreservationcosts.docx</a> |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                               |                                                                                                                                                                                                               |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Additional Documents 3</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55196516_2001fremontoldsignage.jpg">https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55196516_2001fremontoldsignage.jpg</a> |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                               |                                                                                                                                                                                                         |
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| <b>Additional Documents 4</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55196520_streetviewsignpool.png">https://clv-aws-webteam-formstack.s3.amazonaws.com/548250816/55196520_streetviewsignpool.png</a> |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                         |                     |
|-----------------------------------------|---------------------|
| <b>Primary Contact Name &amp; Title</b> | Mary Mashhadi Owner |
|-----------------------------------------|---------------------|

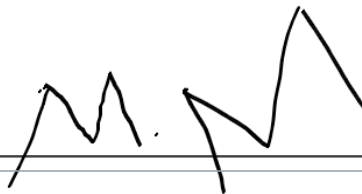
|                                             |  |
|---------------------------------------------|--|
| <b>Primary Contact Signature &amp; Date</b> |  |
|---------------------------------------------|--|



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|                                              |                     |
|----------------------------------------------|---------------------|
| <b>Authorizing Official Name &amp; Title</b> | Mary Mashhadi Owner |
|----------------------------------------------|---------------------|

|                                                  |  |
|--------------------------------------------------|--|
| <b>Authorizing Official Signature &amp; Date</b> |  |
|--------------------------------------------------|--|



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## 2001 Fremont Street Sign Renovation Breakdown

Objective: Bringing back historic Safari Motel sign which made Fremont Street famous in the 1950's.  
A new renovated sign and building will be a beacon of revival for East Fremont.

|                                       |           |
|---------------------------------------|-----------|
| Interior & Exterior Electrical        | \$43,500  |
| Interior Rust repair & patching holes | \$16,900  |
| Foundation repair                     | \$18,000  |
| Paint 4 Coats & sealer                | \$12,000  |
| Sign lettering                        | \$19,500  |
| Boom rental @500 p/day at 25 days     | \$12,500  |
| Insurance                             | \$3,800   |
| Total                                 | \$126,200 |
| Owners Contribution                   | \$20,000  |
| Grant                                 | \$106,200 |

“Centennial Commission Review Board”

2001 Fremont Safari Project Preservation

Overall Budget

Including EDU City Council Grant Award Matrix

Studio Apartments: 25.

Expense Breakdown: Owners Cost Analysis.

|                                |           |
|--------------------------------|-----------|
| Plumbing:                      | \$42,000  |
| Bathroom Fixtures/Vanities:    | \$31,000  |
| Kitchen Cabinets/Sink/Faucets: | \$21,000  |
| Kitchen Appliances:            | \$21,000  |
| Electrical Upgrading:          | \$15,000  |
| New Roof:                      | \$54,000  |
| Exterior Paint:                | \$20,000  |
| Interior Paint:                | \$21,000  |
| Flooring/Baseboards:           | \$25,000  |
| Foundation Repair:             | \$20,000  |
| Contractor/Permits:            | \$120,000 |

Total: \$420,500

EUD Grant Pending: As of 10.22.2019 - \$95,000 deduct;

Total: Owner, minus & once received by EUD: ..... \$ 325,500.























Hartlauer Manufacturing LLC DBA Hartlauer Signs  
 3915 W Hacienda Ave #115  
 Las Vegas, NV 89118  
 (702)880-4328  
 NV Contractors License #0072762  
 License Monetary Limit: \$200,000.00

**Contracting Entity:**

2001 Fremont LLC  
 2001 Fremont St.  
 Las Vegas, NV 89101

**Project Information:**

Safari Motel  
 2001 Fremont St  
 Las Vegas, NV 89101

**Contract #:**

1958

**Date:**

01/03/2020

310 666-4900

Sales Associate: Dennis Connor  
 Budgetary Numbers

| Description Of Scope Of Work                                                         | Qty | Unit Price   | Total Price  |
|--------------------------------------------------------------------------------------|-----|--------------|--------------|
| Refurbish existing Safari Motel pylon sign back to it's original Vintage Style       | 1   | \$118,000.00 | \$118,000.00 |
| SCHEMATIC DESIGN PHASE-                                                              |     |              |              |
| -Final Design Development to ensure accuracy and "era" controls                      |     |              |              |
| -Font and Color Specifications                                                       | 1   |              |              |
| -Historic Materials and Fabrication Methods                                          |     |              |              |
| -Client Approval to proceed                                                          |     |              |              |
| PRE-CONSTRUCTION PHASE                                                               |     |              |              |
| -Final Client Approval of Designs and Shop Drawings                                  |     |              |              |
| -Structural Review to ensure all existing structures are of sound physical integrity | 1   |              |              |
| CONSTRUCTION PHASE                                                                   |     |              |              |
| -Removal of existing sign elements to be brought back to Hartlauer                   |     |              |              |
| -Renovation of sign elements                                                         |     |              |              |
| -Re-installation of sign elements                                                    |     |              |              |
| -Complete punch list and closeout documentation                                      |     |              |              |

Permit, Billed At Cost

TBD

Permit Acquisition Fee

TBD

Sales Tax is determined at the completion of the job on actual cost of material used and added to the final invoice. Total includes One Year Warranty on material and labor.

**Sub Total: \$118,000.00**

**NV Sales Tax: TBD**

**Total: \$118,000.00**

**50% Deposit Due: \$59,000.00**

**Hartlauer Manufacturing, LLC is hereafter referred to as "Hartlauer Signs"**

PAYMENT TERMS: Down payment of half \$59,000.00 of the above total is due at the time of acceptance of Contract. Manufacturing of this order will not begin until deposit is received. The remaining balance of \$59,000.00 PLUS TAX AND PERMIT FEES will be paid on the day of installation, immediately after installation is complete when sign(s) are mounted and internal wiring is ready for external power. If external power is available at the time of install, internal wiring will be connected to external power as part of a complete installation. However, if external power is not available at the time of installation, installation is still complete and payment is due hereunder when sign(s) are mounted and internal wiring is ready. Checks shall be made payable to Hartlauer Signs.

LATE PAYMENT / DEFAULT: A failure to make final payment at the time of installation, unless otherwise agreed to in advance by Hartlauer Signs, shall be deemed late. Customer agrees to pay a 10% late payment surcharge of the subtotal amount of the contract that will be assessed if final balance is not received upon completion of the installation. Hartlauer Signs retains ownership of the signage at all times until final payment is complete. In the event a payment is late, if full balance due (including late payment surcharge) is not paid within 5 business days, then customer will be in material breach of this contract. If material breach occurs, Hartlauer Signs retains and may exercise all legal remedies available to it, including repossession of the signs and/or placement of liens on the property. In the event that the signage is repossessed, Hartlauer Signs may charge additional fees for removal and storage of signage and shall not be held liable for any and all patching and painting associated with the removal of all signage. Upon payment in advance of all balances and fees, Hartlauer Signs shall provide for release of the signage. Customer shall be charged \$75 per hour for reinstallation of stored signage.

PERMITS: Hartlauer Signs shall apply for and obtain permit(s) as per local municipal/county government requirements. The cost for the permit(s) is estimated as listed above in this contract. Hartlauer Signs is not liable if a local municipal/county government agency does not approve the permit application. Hartlauer Signs is not responsible for delays in manufacturing or installation due to unapproved permits.

POWER: Power to any and all signs and expressed in any subsequent change orders is the responsibility of the customer. Customer will make power available for each sign location directly to sign. If power is not provided at the time of installation, an additional fee of \$250.00 will be charged to customer for extra trip to jobsite to hook signage to power.

ACCESS: Customer is responsible for access to be able to install sign before time of installation. If access is not provided, Hartlauer Signs will return with signage for install when access is provided. Access includes but is not limited to a reasonable space for flex, workers, and an opening 2' x 3' in size at the point of access/connection. If Hartlauer Signs has to provide any materials or time for access, a reasonable charge will be assessed.

ARTWORK: All artwork, renderings, or drawings produced for this project are the sole property of Hartlauer Sign's. Hartlauer Sign's reserves all rights to all artwork, renderings, or drawings and may not be used or reproduced without written consent from Hartlauer Signs. Any changes made to the artwork, renderings, or drawings after the date of acceptance from the customer and landlord approval will result in an additional charge for new artwork at a rate of \$50.00 per hour. Customer may purchase any original trademark able artwork that Hartlauer Signs may have produced for customer.

CHANGES TO SCOPE OF WORK: Customer may make changes to the scope of work, including changes to the drawings and specifications, from time to time during construction of the project. Any such changes or modifications shall only be made by written Change Order signed by both parties. Such changes will become part of this contract. Customer agrees to pay any increase in the cost of the project as a result of the Change Order. In the event the cost of the Change Order is not known at the time the change order is executed, Hartlauer Signs shall estimate the cost thereof and customer shall pay the actual cost whether or not it is in excess of the estimated cost. Hartlauer Signs shall not be liable for delays due to circumstances beyond its control including but not limited to strikes, casualty, acts of God, illness, injury, unavailability of materials, weather, landlord approvals/disapprovals, no proper access for sign install, or no power provided.

TERMS: Hartlauer Signs' performance hereunder shall commence upon customer's signing of artwork, signing this contract and receipt of deposit. It shall terminate upon scope completion unless both parties agree otherwise. If for any reason customer elects to stop a project, the deposit is non-refundable and customer is responsible for any and all job costs incurred prior to contract termination. Hartlauer Signs may pursue other legal remedies for damages, (including lost profits) arising from project stoppage.

**OTHER TERMS:**

1. Interpretation of Documents. The drawings, and specifications signed by the customer pursuant to this contract will be a primary factor for determining installation completion. In the event of a conflict, Hartlauer Signs shall perform the work listed on the contract.
2. Entire Agreement. This contract constitutes the entire agreement of the parties. No other agreements, oral or written, pertaining to the work to be performed under this contract exists between the parties. This contract may be modified only by written agreement signed by both parties.
3. Governing Law. This contract shall be interpreted and governed in accordance with the laws of the State of Nevada.
4. Patching and Painting. Unless stated otherwise in the body of this contract, customer is responsible for any and all patching and/or painting associated with this scope of work.

ATTORNEYS' FEES AND COSTS: If any party to this contract brings a cause of action against the other party arising from or relating to this contract, the prevailing party in such proceedings shall be entitled to recover attorney fees and court costs.

WARRANTY: Hartlauer Signs agrees to repair and replace any part of the signage that is materially defective on workmanship or materials, within ONE (1) year from the date of completion of the above sign project. This warranty does not cover damage caused to the sign(s) by acts of God, war, or vandalism. The warranty will become null and void if repairs, installation and /or removal of any sign parts are performed by others within the initial one year term of the warranty.

SERVICE CALLS: When calling for sign service, allow up to (5) days from the day of your initial call for the service crew to reach the job site. Based on the nature of the service call, additional time may be required for neon repair or to obtain new parts such as ballasts, lamps, transformers, etc. Service calls outside of warranty period will be billed at our normal rate

**NOTE: This Contract will be void if not accepted within 30 calendar days.**

**For Hartlauer Signs:**

Dennis Connor

**Signature:**

Date: 01/03/2020





Hartlauer Manufacturing LLC DBA Hartlauer Signs  
3915 W Hacienda Ave #115  
Las Vegas, NV 89118  
(702)880-4328  
NV Contractors License #0072762  
License Monetary Limit: \$200,000.00

## ACCEPTANCE OF CONTRACT

**Project Information:** Safari Motel  
2001 Fremont St  
Las Vegas, NV 89101

**Contract #:** 1958

The above specifications and conditions are satisfactory and are hereby accepted. Hartlauer Signs is authorized to perform work specified herein for the agreed upon amount of:

**\$118,000.00**

**PLUS APPLICABLE TAX AND PERMIT FEES.**

**Customer Name (Legal Entity):** \_\_\_\_\_

**Authorized Signatory:** \_\_\_\_\_

**Printed Name/Title:** \_\_\_\_\_

**Date of Acceptance:** \_\_\_\_\_

**When completed please fax back all completed pages to (702) 880-4329 or scan and email copy to your Hartlauer Signs sales associate.**



Hartlauer Manufacturing LLC DBA Hartlauer Signs  
3915 W Hacienda Ave #115  
Las Vegas, NV 89118  
(702)880-4328  
NV Contractors License #0072762  
License Monetary Limit: \$200,000.00

### CUSTOMER/BILLING INFORMATION FORM

**\*COMPLETED FORM REQUIRED FOR ALL NEW CUSTOMERS\***

Accounting Contact: \_\_\_\_\_

Phone \_\_\_\_\_

Fax: \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

Email Address: \_\_\_\_\_

State Resale Tax Number: \_\_\_\_\_



HIGH IMPACT SIGN & DESIGN, LLC  
820 WIGWAM PKWY #100  
HENDERSON, NV 89014  
PHONE: 702-736-7446  
FAX: 702-644-0678  
WWW.HIGHIMPACTSIGN.COM

# PROPOSAL

192170-01

Date: 01/02/2020

Expires: 02/24/2020

Drawing Numbers:

**Project:** Safari Motel  
2001 Fremont Street  
LV, NV

**Client:** Safari Motel  
2001 Fremont Street  
LV, NV

**Contact:** Robert 310-666-4900 lasvegasapartmentsllc@gmail.com

Thank you for the opportunity to bid your sign project. Please let us know how you would like to proceed.

| Project Description:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Item Total:                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Refurbish existing pole D/F sign. Paint entire sign & cabinet returns SW Positive Red #6871, paint "Safari" cabinet matte black and paint the "Safari" and "Motel" letters white. M&I new 15 mm neon for all the letters and the zig zag design on the side using yellow and red glass. Remove & discard existing units and transformers and install new transformers. Main cabinet faces to be removed and discarded. M&I 2 new white lexan faces with stainless steel tracks installed and spaced out for change out letters. Supply and install new LED lamps in place of the incandescent lamps in the raceways around the indirect cabinet and on the vertical raceway on the one end. Raceways to be bid for steady burn only, no animation. Bid includes the removal of the fluorescent lamps from the indirect cabinet and supply & install LEDs for internal illumination. M&I 2 sets of FCO address numbers reading "2001" out of .063 white precoat. | \$24,108.00                  |
| <b>Deposit Rate: 50%</b><br><b>Deposit: \$12,054.00</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Subtotal: \$24,108.00</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Total: \$24,108.00</b>    |

PAYMENT TERMS: 50% DEPOSIT TO BEGIN WORK. PROGRESS BILLING THEREAFTER DUE UPON RECEIPT. BALANCE DUE ON COMPLETION.

THIS PRICE DOES NOT INCLUDE PRIMARY ELECTRICAL OR COMMUNICATIONS (UNLESS OTHERWISE SPECIFIED IN WRITING BY AN AUTHORIZED REPRESENTATIVE), PERMITS, QAA, SPECIAL INSPECTIONS OR ENGINEERING UNLESS SPECIFICALLY STATED.

NOTE: THIS PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED WITHIN 30 DAYS. WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED.

ANY ALTERATION FROM THE ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS, WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE TO BE PAID BY THE PURCHASER.

## TERMS AND CONDITIONS

1. UPON DEFAULT IN THE PAYMENT OF ANY SUMS HEREIN AGREED, HIGH IMPACT SIGN (THE COMPANY) MAY, AT ITS OPTION, DECLARE THE ENTIRE BALANCE PRICE FULLY DUE AND PAYABLE WITHOUT FURTHER NOTICE TO CUSTOMER; AND WHEN DECLARED, CUSTOMER AGREES TO PAY INTEREST ON SAID BALANCE, WHEN DECLARED DUE AT THE RATE OF 1.5% PER MONTH. CUSTOMER FURTHER AGREES TO PAY ALL REASONABLE COSTS OF COLLECTION OF SAID BALANCE INCURRED BY THE COMPANY, INCLUDING ATTORNEY'S FEES.
2. IN ORDER TO SECURE PAYMENT OF THE SUMS HEREIN AGREED, OR AS AGREED UNDER ANY SEPARATE WRITING, CUSTOMER HEREBY GRANTS TO HIGH IMPACT SIGN & DESIGN A SECURITY INTEREST IN THE SIGNAGE MATERIALS DESCRIBED IN THIS PROPOSAL, OR SUCH OTHER MATERIALS AS MAY BE ORDERED BY CUSTOMER FROM HIGH IMPACT SIGN & DESIGN, INCLUDING AFTER SUCH MATERIALS HAVE BEEN DELIVERED TO CUSTOMER AND INSTALLED AND UNTIL THE INVOICES RELATING THERETO ARE FULLY PAID. CUSTOMER

**Salesperson: Neal Beck**

Buyer \_\_\_\_\_ Seller \_\_\_\_\_



**HIGH IMPACT SIGN & DESIGN, LLC**  
820 WIGWAM PKWY #100  
HENDERSON, NV 89014  
PHONE: 702-736-7446  
FAX: 702-644-0678  
WWW.HIGHIMPACTSIGN.COM

# PROPOSAL

192170-01

Date: 01/02/2020

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Drawing Numbers:

**Project:** Safari Motel  
2001 Fremont Street  
LV, NV

**Client:** Safari Motel  
2001 Fremont Street  
LV, NV

**Contact:** Robert 310-666-4900 lasvegasapartmentsllc@gmail.com

HEREBY CONSENTS TO HIGH IMPACT SIGN & DESIGN FILING AND/OR RECORDING A UNIFORM COMMERCIAL CODE (UCC) FINANCING STATEMENT (FORM UCC1) (A "FINANCING STATEMENT") IN ANY APPLICABLE FILING OFFICES AS HIGH IMPACT SIGN & DESIGN DEEMS NECESSARY TO PERFECT THE SECURITY INTEREST GRANTED BY THIS PARAGRAPH. HIGH IMPACT SIGN & DESIGN MAY REMOVE AND REPOSSESS SIGNAGE WHICH HAS BEEN DELIVERED AND INSTALLED IF NOT TIMELY PAID; AND MAY ENFORCE THE SECURITY INTEREST DESCRIBED HEREIN IN ANY MANNER PERMITTED UNDER APPLICABLE LAW, INCLUDING NRS 104.9101, ET. SEQ. UPON PAYMENT IN FULL OF THE SUMS OWED TO HIGH IMPACT SIGN & DESIGN, THIS SECURITY INTEREST SHALL TERMINATE AND ANY FINANCING STATEMENT PREVIOUSLY FILED AND/OR RECORDED SHALL BE TERMINATED.

3. IT IS FURTHER AGREED BY BOTH PARTIES THAT ALL PROVISIONS IN REGARD TO THE PROJECT ARE CONTAINED IN WRITING HEREIN.

4. ALL TERMS AND CONDITIONS OF THIS CONTRACT SHALL BE BINDING UPON ANY SUCCESSORS, ASSIGNEES OR OTHER LEGAL REPRESENTATIVES OF THE RESPECTIVE PARTIES BUT NO ASSIGNMENT SHALL BE MADE BY THE CUSTOMER WITHOUT THE CONSENT IN WRITING OF THE COMPANY UNLESS FULL PAYMENT OF THE TOTAL CONSIDERATION HAS BEEN MADE.

5. THE COMPANY SHALL SECURE ALL NECESSARY PERMITS, IF REQUIRED, FROM THE JURISDICTIONAL AUTHORITY. PERMISSION FROM LANDLORD AND/OR OTHERS WHOSE PERMISSION IS REQUIRED FOR THE INSTALLATION OF THE SIGN SHALL BE THE RESPONSIBILITY OF THE CUSTOMER AND CUSTOMER SHALL BE LIABLE FOR ANY OBSTRUCTION OF DELIVERY OR COSTS ASSOCIATED WITH FAILING TO OBTAIN SUCH PERMISSION. FURTHERMORE, IF CUSTOMER EXECUTES THIS CONTRACT OF SALES WITHOUT EVER OBTAINING PERMISSION FROM PARTY OR PARTIES NECESSARY FOR THE INSTALLATION OF SAID SIGN, THEN CUSTOMER PURCHASES SAME AND IS BOUND TO THE TERMS AND CONDITIONS OF THIS CONTRACT AS THOUGH SAID PERMISSION WAS OBTAINED AND AGREES TO RELIEVE THE COMPANY FROM ANY LIABILITY FOR ITS FAILURE WITHIN 10 DAYS OF DELIVERY TO ERECT OR INSTALL SAID SIGN.

6. CUSTOMER AGREES TO PROVIDE ELECTRICAL SERVICE FEED WIRE OF SUITABLE CAPACITY AND APPROVED MATERIAL TO LOCATION OF DISPLAY IN ADVANCE OF INSTALLATION, AND TO MAKE CONNECTION OF SAID ELECTRICAL FEED TO DISPLAY.

7. WHEN PIER DRILLING IS NECESSARY, THE COMPANY WILL CONTACT APPROPRIATE AGENCY TO LOCATE PUBLIC UTILITIES. LOCATION OF PRIVATE UTILITIES IS THE SOLE RESPONSIBILITY OF THE CUSTOMER. IN THE EVENT ROCK IS ENCOUNTERED IN THE DRILLING PROCESS, TO THE POINT WHERE SPECIAL EQUIPMENT IS REQUIRED, ADDITIONAL MONIES MAY BE REQUESTED IN WRITING BY THE COMPANY.

8. ALL PRODUCTS MANUFACTURED BY THE COMPANY ARE GUARANTEED UNCONDITIONALLY AGAINST DEFECTIVE PARTS, MATERIALS AND WORKMANSHIP, WITH THE EXCEPTION OF INCANDESCENT AND FLUORESCENT LAMPS, AS THEY ARE NEVER GUARANTEED, FOR A PERIOD OF ONE (1) YEAR. FOR THE NEXT THREE HUNDRED SIXTY FIVE (365) DAYS, AND MATERIAL, WITH THE EXCEPTION OF THE LAMPS, WILL BE REPLACED AT NO COST TO THE BUYER FOR THIS MATERIAL. THE COST OF LABOR, HOWEVER, WILL BE CHARGED AT HOURLY RATES AFTER 30 DAYS.

9. THE COMPANY WARRANTS ALL NEON AGAINST DEFECTS IN MATERIALS AND WORKMANSHIP (EXCLUDES BREAKAGE) FOR A PERIOD OF 90 DAYS FROM DATE OF MANUFACTURE. THE COMPANY'S OBLIGATION UNDER THIS WARRANTY IS EXPRESSLY LIMITED TO REPLACEMENT OR REPAIR OF THE MERCHANDISE INVOLVED, AND ONLY WHEN THE DEFECTS HAVE NOT BEEN CAUSED BY MISUSES, NEGLIGENCE, IMPROPER USE, ALTERATION OR ACCIDENT BEYOND OUR CONTROL.

THIS PROPOSAL BECOMES EFFECTIVE WHEN PROPOSAL OR ARTWORK IS SIGNED, A DEPOSIT IS RECEIVED OR A WRITTEN NOTICE TO PROCEED (INCLUDING BY EMAIL OR FAX); ONCE SIGNED OR OTHER ACTION OF ACCEPTANCE IS RECEIVED THIS PROPOSAL WILL EXPIRE AFTER 30 DAYS IF DEPOSIT IS NOT RECEIVED.

BOTH PARTIES HERETO AGREE THAT THE TITLE TO SAID ELECTRICAL SIGN SHALL REMAIN IN THE COMPANY UNTIL PAID FOR IN FULL, BUT AFTER DELIVERY TO THE CUSTOMER ALL DAMAGE FROM FIRE OR OTHER CAUSES AFTER SAID DELIVERY SHALL BE ASSUMED BY CUSTOMER AND WILL NOT AFFECT THE RIGHTS OF THE COMPANY TO ENFORCE ON THE PURCHASE PRICE THEN UNPAID.

THE ABOVE PRICES, SPECIFICATIONS, AND CONDITIONS ARE SATISFACTORY AND ARE HEREBY ACCEPTED. YOU ARE AUTHORIZED TO DO THE WORK AS SPECIFIED. PAYMENT WILL BE MADE AS OUTLINED ABOVE. CONTRACTOR'S LICENSE NUMBER: 0047418A

## WARRANTY

All products actually manufactured by High Impact Sign and Design (e.g. channel letters, cabinets, pylons, etc) are guaranteed against defective parts and materials, except for incandescent and fluorescent lamps, as they are never guaranteed, to the original owner for one year. Individual components that are not manufactured by High Impact Sign and Design are warranted as detailed below.

## PARTS

High Impact Sign and Design will repair or replace defective part(s) in a timely manner, at no charge for the materials to the original owner, under the manufacturer's warranty on the following components.

- Power Supplies, Ballasts and Transformers - 1 year

**Salesperson: Neal Beck**

Buyer \_\_\_\_\_ Seller \_\_\_\_\_





**HIGH IMPACT SIGN & DESIGN, LLC**  
820 WIGWAM PKWY #100  
HENDERSON, NV 89014  
PHONE: 702-736-7446  
FAX: 702-644-0678  
WWW.HIGHIMPACTSIGN.COM

# PROPOSAL

192170-01

Date: 01/02/2020  
Expires: 02/24/2020

Drawing Numbers:

**Project:** Safari Motel  
2001 Fremont Street  
LV, NV

**Client:** Safari Motel  
2001 Fremont Street  
LV, NV

**Contact:** Robert 310-666-4900 lasvegasapartmentsllc@gmail.com

- LED modules - 1 year
- Neon Tubes - 90 days
- Incandescent and Fluorescent Lamps or Bulbs - No Warranty
- Electronic Message Center Components - 3 years
- Printed Vinyl Graphics (Laminated) - 1 year
- Printed Vinyl Graphics (Non-laminated) - 3 months
- Die Cut Vinyl Graphics - 6 months

## LABOR

High Impact Sign and Design will warranty the labor on new signs only, free of labor, during the first 90 days, thereafter labor will be incurred at standard rates.

## MISCELLANEOUS

\*Extended warranties, if any, will be reflected on the sales proposal.

High Impact Sign and Design's obligation under this warranty is expressly limited to replacement or repair of the merchandise involved, and only when the defects have not been caused by misuses, neglect, improper use, alteration or accident beyond our control, vandalism, hail, violent or electrical storms or high winds.

## Vehicle Wraps

High Impact Sign & Design will warranty our Vehicle Wrap materials for 6 months and workmanship for 90 days to the original owner. Vehicle wraps are NOT intended to compare to the quality of paint. Imperfections such as image distortion, seams, bubbles, creases and small cuts are normal. The standard for determining the quality of a vehicle wrap is to look at the overall effect from a distance of 4 to 6 feet.

High Impact Sign and Design does not cover damage to the wrap or graphics from negligence, misuse, accidents, road damage, wear and tear, or any failure not a product of the material. High Impact Sign and Design does not cover warrantable failures due to pre-existing damage to the vehicle.

## Reporting Requirements

To secure repairs or replacement of components under the terms of this warranty, High Impact Sign and Design must be notified within 10 days of damage or failure. Photographs or inspection by an authorized agent of High Impact Sign and Design may be required. Inspection or alteration to sign(s) by any persons other than authorized agent of High Impact Sign and Design will void all warranties.

## Purchaser's Responsibility

Failure to adhere to terms on the purchasing agreement will void all warranties.

## Warranty Does Not Cover

Events caused by the act of nature (hail, high winds, violent storms), vandalism, of misuse, negligence or destruction, willful or otherwise, or alteration in any way without prior authorization from High Impact Sign and Design.

## Service Call Work

Service call work is inherently difficult to warranty due to new components being mixed with older components, wiring, etc. Depending on the age and conditions of the existing sign, older components may negatively impact the life of the new components installed during a service call. Consequently, we cannot warranty service call work.

**Salesperson: Neal Beck**

Buyer's Acceptance \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Seller's Acceptance \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_



## Agreement

### For Work At

2001 Fremont, LLC  
2001 Fremont St  
Las Vegas NV 89101  
United States

### Billing Address

2001 Fremont, LLC  
2001 Fremont St  
Las Vegas NV 89101  
United States

### Account Executive

040781 Taylor Lamb  
YESCO - Las Vegas  
5119 South Cameron Street  
Las Vegas NV 89118  
United States

| Date       | Project Number | Project Description                       | Terms  | Pricing Valid Until | Deposit |
|------------|----------------|-------------------------------------------|--------|---------------------|---------|
| 01/02/2020 | PRY-22216      | Safari Motel Refurbish Existing Pole Sign | Net 30 | 02/01/2020          |         |

| Item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Amount      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Nevada - Sign Sales</b><br>YESCO to refurbish (1) Existing D/F Pylon Sign and change the sign to read "SAFARI APARTMENTS"<br>Pricing includes the following:<br>Repair and replacing neon as needed.<br>Repair and replacing sheet metal as needed.<br>Replacing the attraction panel faces with white polycarbonate faces with snap-lok letters for messages.<br>Repainting the sign.<br>Replacing sockets as needed.<br>Convert internal illumination to LED<br>Converting exposed clear lamps to LED<br>Replacing flashers as needed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | \$98,500.00 |
| <b>Permits - WIP</b><br>Although YESCO may seek to obtain applicable permits, Customer shall solely bear the risk and cost of obtaining such permits.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | \$0.00      |
| <b>Exclusions</b><br>YESCO's scope excludes any permits, cost and fees associated with the closure of street lanes or pedestrian walkways as may be necessary for YESCO's performance of the Work. Customer agrees to pay YESCO for such permits, cost, and fees at YESCO's standard rates.<br><br>In the event YESCO encounters unforeseen conditions relating to the intended place of installation (for example, i. underground conditions such as caliche, hardpan, rock, pipelines, unusual soil conditions, sprinkler systems, and underground utilities; and ii. in-wall conditions such as reinforced concrete, false walls, firewalls, fire sprinkler lines, electrical conduit, and EIFS) any additional work necessary to address such conditions is excluded from YESCO's scope and YESCO and Customer agrees to pay YESCO to perform the additional work relating to such conditions on a time and material basis at YESCO's standard time and material rates. Customer waives and releases YESCO from any damage or cost arising from damage from unforeseen underground or in-wall conditions unless YESCO is notified in writing of such conditions in advance.<br><br>Due to the rapid increase of labor and material, YESCO pricing is valid for 30 days from the date of this proposal.<br><br>All work to be performed is based on a standard work shift, Monday through Friday, 5:00 a.m. to 1:30 p.m. All other time is considered overtime and is excluded from YESCO's scope.<br><br>Customer agrees to provide YESCO a sufficiently large site work area and staging area for YESCO's performance of the work and access to such areas using the vehicles and equipment that are customary in the sign and lighting industry.<br><br>YESCO's scope excludes the repair of sidewalks, curbing, asphalt, sprinkling pipes, underground pipelines, landscaping, or other site repair. If Customer desires site restoration services, Customer agrees to pay YESCO to perform the work on a time and material basis at YESCO's standard time and material rates.<br><br>In the event that an authoritative requirement prohibits reattachment or reinstallation any portion of the work until a component has been modified to comply with current building or electrical code requirement, such modification is excluded from YESCO's scope. Customer agrees to pay YESCO for the work necessary to perform such modifications at YESCO's standard time and materials rates.<br><br>YESCO's bid is subject to the review and negotiation of agreement terms. Terms and conditions are subject to change prior to final execution. |             |

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|          |             |
|----------|-------------|
| Subtotal | \$98,500.00 |
| Tax (%)  | \$0.00      |
| Total    | \$98,500.00 |

## Agreement Acceptance

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YESCO's Standard Terms and Conditions, available below and at [www.yesco.com/terms/standardtermsandconditions.pdf](http://www.yesco.com/terms/standardtermsandconditions.pdf), are an integral part of this agreement and are incorporated by reference. 2001 Fremont, LLC acknowledges that it has accessed and reviewed the Standard Terms and Conditions. Upon acceptance by an authorized agent of YESCO LLC, this agreement becomes effective as of the last date signed below. This document is a complete integration and final expression of the agreement between the parties, and may not be amended, supplemented, or otherwise modified except by written agreement executed by authorized representatives of each.

| 2001 Fremont, LLC | YESCO LLC   |
|-------------------|-------------|
| Signature         | Signature   |
| Title             | Title       |
| Name              | Name        |
| Date Signed       | Date Signed |



# Standard Terms and Conditions

**1. Terms:** The terms and conditions described in this document are incorporated by reference into a written estimate, quotation, proposal, agreement, order, or other transaction form ("Transaction Document") (together with these YESCO Standard Terms and Conditions, the "Agreement"), and pertain to the manufacturing, repair, service, installation, or other goods or services provided by YESCO (the "Work", "goods", and/or "services") as requested by you, the Customer, as further described in the Transaction Document. "YESCO" refers to the entity providing the Work, as identified in the applicable Transaction Document, or in the absence thereof, YESCO LLC, a Utah limited liability company, doing business in California as YESCO Signs LLC.

**2. Pricing Exclusions:** YESCO's pricing does not include sales and use taxes, tariffs, customs fees, duties, or other charges levied by customs or taxing authorities, including any material cost increases due to the escalation of any of these costs ("Assessments"). Assessments may be noted in the Transaction Document; however, they are only estimates. You agree to pay the actual cost for these Assessments as invoiced by YESCO. You agree to bear the risk of Assessment increases in excess of the amounts included in the Transaction Document, including increases due to changes in sales tax rates, tariff increases, or similar occurrences.

**3. Payment:** In the absence of specified payment terms in the Transaction Document, you agree to pay 50% of the purchase price upon signing this Agreement and to pay the remaining balance upon completion of the Work. You agree to pay monthly payments, if any, on the first business day of each month in advance. If you choose to make payment(s) by credit card, you agree to pay a 2% surcharge on the total amount of such payment(s).

**4. Inspection:** You must carefully inspect the Work within ten calendar days after delivery. If the Work does not meet the written requirements as the described in the Transaction Document, or if the Work has any defect in manufacture, installation, or operation, you must give YESCO written notice of the nonconformance or defect claimed within five calendar days. ABSENCE OF SUCH WRITTEN NOTICE SHALL BE CONCLUSIVE EVIDENCE THAT THE WORK IS ACCEPTABLE TO YOU AS DELIVERED. If a third-party carrier delivers any goods, you must inspect the goods and promptly notify YESCO and the carrier if any damage exists before moving the goods from the place of delivery. If damage exists, you must retain the packing materials and otherwise comply with all requirements necessary to preserve all claims against the carrier. If you or your agent moves the goods before inspecting the goods, accept the goods in a damaged condition, or otherwise fail to comply with the requirements of this paragraph, YESCO shall have no responsibility for defects notwithstanding the warranty set forth below.

**5. Installation:** If the Work involves installation of goods, additional work beyond that contemplated in the Agreement will be required if YESCO encounters subsurface or concealed conditions which are extraordinary or unexpected such as subsurface water, caliche, rock, utilities, or pipelines. You must compensate YESCO for such additional work on a time and materials basis at YESCO's standard rates. Further, YESCO shall not be responsible for damage to underground pipes, sewer lines, sprinkling systems, or any other underground obstructions unless notified of them in writing prior to commencement of the Work. Absent such written notification, you agree to pay for any resulting damage. YESCO is not an Exterior Insulation and Finish System ("EIFS") contractor, and if YESCO's responsibilities hereunder involve penetrations of EIFS, YESCO will seal such penetrations with products and procedures that are common in the sign industry—but which may not meet EIFS warranty requirements. YESCO shall thereafter have no responsibility for damage resulting from the penetrations.

## 6. Limited Warranty:

A. New Signs, Lighting, and other Manufactured Products. YESCO warrants that goods and services provided by YESCO (other than electronic displays and digitally-controlled lighting products) will be free from material defects in workmanship and materials for a period of one year from the date of delivery. This includes materials and factory labor. On-site labor is included only where YESCO performs the installation. Upon expiration of the one-year warranty, the goods are warranted solely in accordance with the manufacturer's separate warranty, if any. Electronic displays and digitally-controlled lighting products, related controllers, and similar components are warranted solely in accordance with the manufacturer's warranty, if any. B. Service and Retrofit Services. YESCO warrants that service, repair and/or lighting retrofit services will be free from material defects in workmanship for a period of 90 days from the completion of the repair, maintenance, and/or retrofit. This includes on-site labor only; any goods are warranted solely in accordance with the manufacturer's warranty, if any. YESCO's warranties exclude damage caused by ordinary wear and tear, accident, abuse, misuse, misapplication of electricity, extreme winds or rain, hail, wildlife or rodent damage, or other casualty, unless the same is caused solely by YESCO. YESCO SPECIFICALLY DISCLAIMS ANY AND ALL OTHER WARRANTIES OF ANY TYPE, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTY OF NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR PURPOSE. YESCO will either repair or replace, at YESCO's election, any part of the goods or services that prove to be materially defective during the warranty period, in accordance with the terms of the above warranties.

**7. Extended Warranty:** If the Work expressly includes an extended warranty for the recurring maintenance, service, or repair of goods over a term for a one-time, up-front payment or periodic payments over term, the provisions of this paragraph will apply. So long as your payment obligations are current, and you are not in default to YESCO or any YESCO affiliate under any agreement (e.g., a lease agreement), including this Agreement, YESCO agrees to service the goods only as described in the Work. When the goods require service, you agree to notify YESCO in writing, and YESCO shall, if practicable (e.g., parts are immediately available) and unless otherwise provided in this Agreement, acknowledge the request within five business days. YESCO's extended warranty obligations are inapplicable to damage for the same exclusions set forth in the limited warranty above, unless and to the extent the same is caused by YESCO. In the event that parts or materials become unavailable or in the event the goods or any components are or become unusually difficult or unsafe to access, YESCO may cancel its extended warranty obligations with respect to the affected goods or components and your exclusive remedy is for YESCO to proportionately credit any up-front payment or proportionately credit your periodic payment for the same. In the event that service is performed by a third party without the authorization of YESCO, YESCO may, at its option, suspend or terminate its extended warranty or service obligations without any credit to any up-front payment or reduction to any periodic payment upon written notice to you.

**8. Risk of Loss, Damage or Destruction; Insurance:** Except to the extent of damage caused by the negligent or otherwise wrongful acts of YESCO, you bear all risk of loss or damage to any goods, including, without limitation, loss or damage caused by seizure, casualty, vandalism, terrorism, accident, theft, riot, strike, insurrection, war, fire, and acts of God. Any shipments are FOB YESCO. Until your obligations are fully satisfied, at your sole cost and expense, you must insure any goods against loss or damage at least in the amount owed to YESCO for the Work, and you must name YESCO as loss payee with respect to such insurance.

**9. Liens and Taxes:** Until your obligations are fully satisfied, at your sole cost and expense you must maintain the Work free and clear of all levies, liens, and encumbrances. You must declare as required, and pay when due all taxes, fees, assessments, charges, and all associated penalties and interest (collectively "Assessments"). If YESCO, at its option, pays any Assessments, you must immediately reimburse YESCO for the same.

**10. Security Interest:** Until your obligations are fully satisfied, you agree that the Work and related goods are YESCO's property, free of any ownership claim by you, the owner of any adjacent realty, or the creditors of either. To secure the performance of your obligations, including, without limitation your payment obligations, you grant to YESCO a security interest in the goods and permission to perfect, assign, amend, continue, and terminate the security interest in any way allowed by applicable law, both as to personal property and as to fixtures.

**11. Default:** If you default in the payment of any amount when due, or fail to perform any other obligation in this Agreement after delivery of the Work or after YESCO is ready to perform the Work, whichever first occurs, or if at any time bankruptcy, receivership, or other insolvency proceedings are commenced by or against you or any guarantor, you will, without notice, become obligated to immediately pay to YESCO an amount equal to the sum of 1) all previously billed

but unpaid amounts, and 2) all unbilled remaining amounts and other payments owed to YESCO pursuant to any other agreement between you and YESCO or any of YESCO's affiliates. You agree that these remedies for default are fair and reasonable compensation for the damage to YESCO resulting from your breach, and are not a penalty. YESCO's acceptance of a late payment(s) or forbearance of any other event of default shall not operate as a waiver of YESCO's rights as to any subsequent late payment(s) or any other event of default.

**12. Repossession:** If you fail to make any payment when due or otherwise default in any of your obligations in this Agreement, YESCO may terminate this Agreement and may (but has no obligation to) repossess the goods or any component(s) thereof, without resort to judicial process, and without liability for trespass. YESCO's right of repossession includes the right to remove the goods, and also to disconnect or otherwise render the goods unusable. Repossession is not an acceptance of your surrender of the goods, and shall not require patching painting, touch up, etc. afterwards. YESCO's rights of termination and repossession shall be in addition to and not as an alternative to YESCO's right to its other remedies in this Agreement and any other remedy available at law or in equity.

**13. Indemnification:** Except to the extent of YESCO's negligence or willful misconduct, you agree to indemnify, defend, and hold harmless YESCO and its officers, directors, employees, agents, and subcontractors from any and all claims, costs, expenses (including reasonable attorney's fees), damages, and liabilities, at law or in equity arising out of or related to the Work. The provisions of this paragraph shall survive the completion of the Work and/or the termination of the Agreement.

**14. Disputes:** The parties agree to use good faith efforts to resolve any claims or disputes that may arise. If unsuccessful for any reason, at YESCO's sole option and upon YESCO's written notice to you, such claims or disputes may be submitted to formal mediation, with each party to pay one-half of the costs. In the event of litigation, venue of any action shall be in Salt Lake County, State of Utah. This Agreement shall be governed and construed in accordance with Utah law, without regard to its conflict of laws provisions. YESCO shall not be liable for special, indirect, incidental or consequential damages, including lost profits, irrespective of cause or theory. If YESCO places this Agreement with a collection agency or an attorney for collection or enforcement, you must pay all costs and expenses resulting therefrom, including reasonable attorneys' fees.

**15. Possession, Transfers, and Assignment:** Until your obligations herein are fully satisfied, you must keep any goods in your sole possession and control, and will not allow the goods to be modified, relocated, removed, or otherwise tampered with in any way without YESCO's prior written consent. If you determine to sell or otherwise transfer ownership (or other rights) to your business assets, the Work, or the real property on which any goods are located, you agree to deliver to YESCO written notice of such intention at least 30 days prior to closing. At the time of closing and with proceeds therefrom, you agree to pay to YESCO all amounts then outstanding and all unbilled remaining amounts owed to YESCO, unless YESCO has previously agreed in writing to your assignment of this Agreement. All the terms and conditions hereof shall be binding upon and inure to the benefit of the successors, assigns, and legal representatives of the respective parties, including, if applicable, successors to your interest in the Work, the real property upon which any goods are located, and any successor owners of interests in any of your business assets. You may transfer your interests, rights, and obligations in this Agreement only upon the prior written consent of YESCO. YESCO may assign its interests, rights, and obligations in this Agreement as may be expedient to perform the Work.

**16. Your Special Duties:** You agree to warrant and obtain and maintain all necessary access rights (including computer access, if necessary) for YESCO to safely perform the Work on the premises for which the Work is ordered, and to disconnect, render unusable, and/or remove the Work, or any component or part thereof, free and clear of lien, encumbrance, or claim of trespass. You agree to indemnify YESCO against and hold YESCO harmless from damage or expense resulting from a breach of this provision. The Work excludes primary-side electrical and communication wiring, service, controllers (e.g., timers and photo cells), circuit breakers, and fuses. At your own expense, you agree to furnish and maintain power lines, controllers, and data service as necessary for the performance of the goods and compliance with applicable law, and agree to install the same as designated by YESCO ready and in place for connection to the goods at the intended time of installation, if applicable. You must pay all charges for electrical and data service, if required. You agree to provide all necessary reinforcements to any previously existing building, pole, base, or any other object or surface on which the goods will be installed, or which will be utilized by YESCO in the installation or access thereof, if applicable. You agree to advise YESCO in writing of all cellular antennas, microwave, and other equipment or hazards that may be dangerous to workers. YESCO's performance is subject to you properly securing or otherwise rendering safe all such dangers whenever YESCO's employees will be in the area.

You agree to bear all permitting and other compliance costs and risks pertaining to federal, state, or local laws, regulations, and ordinances or authoritative interpretations that relate to the placement, configuration, operation, and use of the goods and services. You acknowledge that outdoor advertising laws generally prohibit advertisements that are not the principal business, products, services, or activities where the advertisement is located. You agree to be solely responsible for the procurement of outdoor advertising permits (if desired) and compliance with outdoor advertising laws. You acknowledge and agree that your rights, whether arising under contract, permit from a land use authority, or otherwise, to install or operate the Work may be or become subject to revocation, limitation, suspension, condemnation, modification, restriction, or adverse interpretation by judicial, governmental agency, or other third party action. Upon the occurrence and during the pendency of any such event, you will not be released from your payment obligations under this Agreement.

## 17. Miscellaneous Provisions:

A. No statement made by YESCO's account executive(s) will be binding on YESCO unless incorporated in this Agreement in writing. Although the Agreement may be signed by YESCO's account executive(s), the Agreement shall not be binding upon YESCO for any purpose until an executive officer or another authorized agent of YESCO accepts this Agreement by providing a written signature evidencing such acceptance on the applicable Transaction Document.

B. Time is of the essence. All past due amounts shall bear an annual interest rate of the lesser of 18% percent or the maximum rate allowed by law.

C. Performance by YESCO shall be subject to delay by strikes, breakage, fires, unforeseen commercial delays, insurrections, wars, acts of terror, acts of God, governmental regulations, or other causes beyond YESCO's reasonable control.

D. YESCO shall not be responsible for radio or television interference, nor for the replacement of light emitting diodes, neon tubing or other tubing because of color change or reduction of brilliance.

E. YESCO's listing of contractor's licenses available on the Internet at <http://www.yesco.com/licenses.html> is incorporated by reference herein.

F. If any part of this Agreement is found invalid or unenforceable, that part will be amended to achieve as nearly as possible the intent and economic effect of the original provision to the full extent permitted by law, and the remaining provisions shall continue in full force and effect.

G. Except for original works created by you or your agents, all designs, animations, or other advertising content (collectively, "Content") provided by YESCO is the sole property of YESCO. You warrant that you have the full legal right to use any original works created by you and delivered to YESCO by you for your use. You are granted a non-exclusive, non-transferable license to use the YESCO-owned Content for so long as you operate your business. You agree to not create derivative works of the YESCO-owned Content. YESCO may reject any request for Content that YESCO determines may reflect adversely on the character, integrity, or standing of any person or business.

This Agreement is a complete integration and final expression of the agreement between the parties, and may not be amended, supplemented, or otherwise modified except by written agreement executed by authorized representatives of each.



## Invoice

**Bill To**

2001 Fremont, LLC  
2001 Fremont St  
Las Vegas NV 89101  
United States

**Ship To**

2001 Fremont, LLC  
2001 Fremont St  
Las Vegas NV 89101  
United States

**Remit To**

YESCO - Las Vegas  
5119 South Cameron Street  
Las Vegas NV 89118  
United States

**Project Number**

PRY-22216

**Terms**

DUE UPON ACCEPTANCE

**Account Executive**

040781 Taylor Lamb

**Item****Amount**

**Down Payment Invoice for (Prefunding)**

Total

## ACH Payment Authorization

By completing your ACH information below, you authorize YESCO to withdraw all payment(s) pursuant to the Agreement on the applicable due date (s) from Customer's depository account as described below. Written revocation of this authorization must be received by YESCO with at least 30 days prior notice.

Name on Bank Account

Name of Bank

Checking

Savings

Bank Account Number

Routing Number

Bank City and State

E-mail Address for Receipt

Phone

Authorized Signature

Date

## **AGENDA MEMO**

**COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: JANUARY 27, 2020**

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**DEPARTMENT: PLANNING**

**EXECUTIVE DIRECTOR: DIANE SIEBRANDT**

☒ **Action**  
☐ **Report**

### **SUBJECT:**

**CLC-78190** – Discussion for possible action regarding a grant request by Heidi Swank Executive Director of the Nevada Preservation Foundation in the amount of \$25,000.00 to fund the Home + History Las Vegas 2020 event.

### **PURPOSE:**

The applicant is requesting approval of a grant request in the amount of \$25,000.00 to fund programming costs for the Home + History Las Vegas 2020 event, which takes place April 17-19, 2020.

### **FINDINGS:**

The Nevada Preservation Foundation has submitted a grant request in the amount of \$25,000.00 in order to fund a 3-day event known as Home + History Las Vegas 2020 (HHLV). The HHLV includes educational programming as well as neighborhood walking tours, bus tours of historic neighborhoods, and the Vintage Vegas Home Tour. Each tour highlights the preservation and revitalization of historic buildings throughout the city, including differing styles of architecture and the architects who played key roles in their development. The goal is to reach the local population as well as the tourism sector. The funding will cover the expenses of event staff, bus and venue rental, as well as branding and design costs. The requested \$25,000.00 will be supplemented by funding from other government and non-profit resources.

The Nevada Preservation Foundation has successfully completed grant-funded projects in the past that have increased public awareness of Las Vegas' history.

### **BACKUP DOCUMENTATION:**

1. Grant Application
2. Grant Budget

## GRANT GUIDELINES AND ELIGIBILITY

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## ELIGIBILITY & EVALUATION CRITERIA

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## GRANT CONDITIONS UPON AWARD

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## APPLICATION AND REVIEW PROCESS

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## GRANT APPLICATION FORM

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### PART I. Application Cover Page

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|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name of Organization                      | Nevada Preservation Foundation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Organization's Mission Statement          | <p>Our mission is to preserve and revitalize historic buildings and places in Nevada and to cultivate a presence around cultural heritage and tourism. Retention and restoration of our built environment fosters not only a sense of place but also helps to build an engaged community for residents and visitors alike. We know that preserving our buildings is as much about our collective history as it is about strengthening neighborhoods, creating jobs, diversifying tourism, and boosting conservation.</p> <p>We accomplish this through our efforts in preservation, education and advocacy.</p> |
| Funding Amount Request                    | 25000.00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Authorizing Official                      | Heidi Swank                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Authorizing Official Title                | Executive Director                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Authorizing Official Address              | 330 W. Washington Ave. #106<br>Las Vegas, NV 89106                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Authorizing Official Title Phone          | (855) 968-3973                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Authorizing Official Title Email          | heidi.swank@nevadapreservation.org                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Primary Contact (If different from above) | Suzey Van Ness                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|                                                   |                                                    |
|---------------------------------------------------|----------------------------------------------------|
| <b>Primary Contact Title</b>                      | Director, Heritage Tourism                         |
| <b>Primary Contact Address</b>                    | 330 W. Washington Ave. #106<br>Las Vegas, NV 89106 |
| <b>Primary Contact Phone</b>                      | (702) 328-3866                                     |
| <b>Primary Contact Email</b>                      | suzey@nevadapreservation.org                       |
| <b>Project Funding Category and Working Title</b> | Home + History Las Vegas 2020                      |
| <b>Organizations current budget</b>               | 204,000                                            |

## PART II. Grant Description / Narrative Questions

### 2. Detail the significance of the project or resource based on its cultural, historic, architectural and/or archaeological quality and significance to the community.

Las Vegas is a community that is much more famous for what it implodes than what it preserves. However, looking across the city, it is clear that beyond the gaming corridors the city has retained about 70% of its older and historic buildings. Nationwide, the average retention is 80% for a larger city. Las Vegas, then, is not far behind the average. Yet, the perception is that we implode our older buildings, leaving locals and tourists alike with the notion that our historic buildings and neighborhoods have long been demolished.

We know that older and historic buildings and neighborhoods tie a community to their past and are key to creating a greater sense of pride and unity. "They provide the authenticity, the credibility, the sense of community, the sense of history that bind people in a fast-moving, 24/7, ever-changing world. They ground us." (Forum Journal, "How Creativity & Sense of Place Fuel the New Economy") We would argue that nowhere is the history of our buildings less understood than in Las Vegas. HHLV is a counter to those misunderstandings by bringing our architectural history alive through neighborhood walking tours, our Vintage Vegas Home Tour, bus tours of historic neighborhoods, and gatherings in particularly important historic buildings and homes.

Through our HHLV events we have (re-)introduced attendees to the Historic Westside School, the Liberace Mansion, the Morelli House, The Underground House Las Vegas and the private homes of Jackie Gaughan, Irwin Molasky's parents Rose and Louis, comedic xylophonist Roger Ray, Louis Prima & Keeley Smith, and myriad other individuals who made Las Vegas the city it is. In addition, HHLV highlights the development patterns of Las Vegas, the architects who played key roles in that development, and the differing styles of architecture from minimal traditional to contemporary butterfly roofed wonders. HHLV has been successful in bringing to prominence the people, buildings, and places that are our city's past.



**1. Provide a concise description of your project's objectives and timelines. If a preservation project, please include any prior work completed, the specific location on the building that will be affected and what materials will be used in the rehabilitation work. For example, "Wood siding will be glued to repair or replace deteriorated original wood siding on the front façade." Reference the site plans and elevations. Also, include what specific project elements Centennial funds will support.**

Over the past five years, the Nevada Preservation Foundation has grown what was originally the Vintage Vegas Home Tour, an afternoon of historic open houses, into a 3-day event called Home + History Las Vegas (HHLV) that celebrates the history, people, and architecture of Las Vegas. It has seen an outpouring of interest from locals and tourists alike with ticket sales increasing each year.

In fact, ticket sales in 2019 were up 52% over 2018 with out-of-market attendees increasing by 106%. The funds that may be awarded through this grant would be used to help bring Home + History Las Vegas further along and would place the Las Vegas Centennial Commission as one of three anticipated Presenting Sponsors for the weekend.

We see the potential of this weekend of events to become Southern Nevada's marquee heritage tourism event of the year, through substantial, supported growth over the next few years. While there are other similar events regionally and nationally (e.g. Palm Springs Modernism Week, Phoenix Modernism), they do not have the Las Vegas name recognition and draw that Home + History Las Vegas can build upon.

Our goal for HHLV 2020 is to grow our ticket sales from 1433 tickets to at least 1719 tickets. This is not major growth, but it would allow us to bolster HHLV's foundation to ensure long-term viability. In addition to our growing base of local supporters and attendees, we are continuing to work with the Las Vegas Convention and Visitors Authority (LVCVA) for funding to advertise across the country through various marketing vehicles. Given the significant increase in out-of-market ticket sales for HHLV 2018 and HHLV 2019, we believe significant growth in this area is attainable.

As with previous years of HHLV, we plan to partner with several other community organizations, supporting growth for this event to become the premiere heritage tourism event in Southern Nevada. We already have commitments from the Neon Museum, LVCVA, Clark County, City of Henderson and City of Boulder City. We are also reaching out to past partners such as the Mob Museum, and Regional Transportation Commission (RTC) as well as exploring new community partners in the 18b Arts District and other related downtown businesses.

In addition, we will further improve some of our existing events based on feedback from last year as well as create a few new ones. All homes on the home tour will be different from 2019 and many of the historic venues and educational topics will be changed out as well. Our focus this year is to continue growing our ticket sales and increasing local and national awareness of the event. HHLV 2020 is set to include various activities and events, such as the Vintage Vegas Home Tour, a Boulder City Bus Tour, a Pub Crawl and art exhibit in Henderson, plus historical and neighborhood walking tours, films & discussions, as well as nightly cocktail parties. All events will be held in historic homes and buildings and/or discuss historic preservation, Las Vegas history and people, and our community's

architecture. The headquarters for the event will take place at the Historic Westside School, where our office is located.

The timeline for HHLV 2020 began in July 2019 with the finalization of the events for the weekend as well as beginning our marketing and social media campaigns. With the event scheduled for April 17-19, 2020, we anticipate that the project will continue through the end of May 2020 in order to complete the post-event analysis.

We are looking forward to the possibility of continuing to work with the Las Vegas Centennial Commission, generating further excitement about historic preservation and Las Vegas history through this growing event. As we move through the next few years of HHLV, we hope to grow it into a collaborative event for which Nevada Preservation is the hub organization. This event could serve to diversify our city's tourism market and make us a significant destination for heritage tourists in the future.

**3. Include a listing of project partners, if relevant. List other funding sources, committed and applied for as part of project budget.**

Nevada Preservation is currently working to confirm our partners for HHLV 2020. Many of our partners from 2019 have expressed interest in participating in HHLV 2020 as well. Below are the partners who worked with us on HHLV 2019. In addition to these, Clark County (Presenting Sponsor) and the cities of Henderson (Gold Sponsor) and Boulder City (Silver Sponsor) are new sponsors for 2020.

**Presenting Sponsors:**

- City of Las Vegas Centennial Commission
- Las Vegas Convention and Visitors Authority

**Gold Sponsors: (provided cash or in-kind of \$5000 or more)**

- Binion's Steakhouse
- Binion's Gambling Hall & Hotel
- Dolphin Promotions
- Vintage Vegas Modernism Show
- Liberace Mansion

**Silver Sponsors: (provided cash or in-kind of \$2500 or more)**

- Vivitiv Brand Communications
- Lamar Outdoor

**Community Partners: (developed content or provided in-kind)**

- Neon Museum
- Pop Culture Tours
- Mob Museum
- Regional Transportation Commission of Southern Nevada
- Urban Adventures Las Vegas
- US Bank
- Boulder City
- City of Henderson
- Clark County
- Golden Steer Steakhouse

**Home Tour Partners:**

13 different private homeowners opened their home this year on our Vintage Vegas Home Tour and Boulder City Home Tour

**Other Funding Sources:**

- Clark County Outside Agency Grant: \$20,000 (awarded)
- Boulder City Special Event Promotion Grant: \$2,500 (awarded)
- LVCVA: \$20,000 (applied for)
- City of Henderson: \$7,000 (applied for)

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**4. Describe how the funds will be used.** Nevada Preservation Foundation sees the preservation and promotion of Nevada's architectural history and cultural heritage as important to the vitality of our state. Retention, restoration, and education regarding our built environment fosters not only a sense of place but also helps to build an engaged community. Home + History weekend is an integral piece toward cultivating this kind of community while simultaneously encouraging heritage tourism both in Las Vegas and in Nevada on the whole.

The key objectives of the 3-day event are to provide locals and tourists alike with a series of fun, engaging and educational events that promote the preservation and revitalization of historic buildings and places in Las Vegas. In 2020, HHLV will be in its fourth year as a multi-day heritage tourism event. As noted in other sections of this grant application, this event has exceeded all our expected outcomes.

In particular, the funds from this grant would be used to underwrite some of the hard costs for HHLV as well as a project manager position. While these costs range widely, they generally fall into three categories: Rental, Printing, and Operations.

Rental costs include any venue rental that is needed for events such as the Martini Tour or educational programming. We strive to hold as many events as possible at the Westside School, where our office is located. However, at times there are scheduling conflicts between events or other locations that lend a certain ambience for a particular event. This category also includes the bus rental costs for the HHLV bus tours, honoraria for out-of-town and expert speakers, and bottled water that is provided at each event.

Printing costs incorporate all of the design and printing of the collateral that is needed for various events, such as the guide for the Vintage Vegas Home Tour, the weekend program, bus tour booklets, and the like. This also includes the costs of t-shirts for our volunteers to wear while working events, making them easy for attendees to locate.

Operations costs involve insurance for the event weekend and for three staff to plan and implement the event. Suzey Van Ness, our Director of Heritage Tourism, is the Program Manager I for HHLV. She oversees most of the event planning and weekend. Our event coordinator, Rosie Lidard, will provide assistance and content development as will our executive director. Lastly, we have learned that we need to have additional staff to run the weekend. We plan to hire an additional 3 people for the weekend of HHLV who will run smaller events.

Nevada Preservation also covers a significant portion of these costs by utilizing volunteers, covering the costs of our executive director who also works on planning and putting on HHLV, and obtaining a sponsor for all catering costs at the few events that have food and/or wine and beer. We will again request support from the Las Vegas Convention and Visitors

Authority to cover the costs of our advertising. For HHLV 2019, they provided \$13,000 for promotional costs.

Lastly, we have already been awarded a grant from Clark County to support HHLV 2020 in the amount of \$20,000. This would allow funding to be shared across all major jurisdictions and open opportunities to distribute the events equally across the different cities in the Las Vegas Valley.



**5. Provide a brief statement of your organization's history and activities. Include your experience successfully managing grants and preservation projects. Include information on any grants previously applied for from the Centennial Commission (amount of funding received; project title; date).**

Nevada Preservation Foundation (NPF) is a Las Vegas based 501(c)3 non-profit. Our mission is to preserve and revitalize historic buildings and places in Nevada and to cultivate a presence around cultural heritage and tourism. One way in which we accomplish this is by promoting the preservation of our architectural heritage through community outreach and event programming. Our most successful early event was our Vintage Vegas Home Tour, which originally was a stand-alone event. Today, it is the marquee event of our larger Home + History Las Vegas event.

We started our home tour event in May 2015, and it has been quite successful. Our first year was a one-day only open house style home tour through vintage homes in Las Vegas. The inaugural tour opened at the Morelli House with keynote speaker Alan Hess, a popular architectural historian in the southwest region. The tour featured homes in the greater downtown Huntridge neighborhood, Paradise Palms and the McNeil neighborhoods. A VIP Martini Tour ticket was also available on a first come, first served basis for a cocktail reception at an exclusive home in Paradise Palms. Martini Tour tickets also included the full home tour, and sold out about two weeks prior to the event. Ticket sales for the first year were 184 and NPF profited just over \$1,000.00 for event.

In 2016, LVCVA became our advertising sponsor for our Vintage Vegas Home Tour, and we expanded the event to one and a half days. The expanded weekend bore the name Home + History Las Vegas and included a cocktail meet up, discounts at local retail businesses, and links to the city's DIY walking tours, as well as our marquee Home Tour event. Year 2 featured Pam Kueber of the nationally known blog Retro Renovation as our keynote speaker and kicked off at the Smith Center. Our VIP Martini Tour was held at the El Cortez penthouse apartment of Jackie Gaughan and sold out a full six weeks ahead of the event at 50 tickets. Again, VIP tickets included the full home tour as well. The home tour portion of the afternoon also sold out at 250 tickets and was a major success. All the events throughout the weekend were well attended and over 85% of those surveyed stated they would be likely to return next year.

HHLV 2017 again marked another growth year for this event. By all accounts, it was a huge success. Working with a variety of community partners and volunteers and supported through a generous grant from the Centennial Commission, we successfully created programming for a 2.5-day event, consisting of 16 individual events offered throughout the weekend. Ticket sales for the weekend resulted in a 64% sold out capacity, with 750 total tickets sold over the course of the weekend.

In 2018 and 2019 our ticket sales continued to grow both in-market and out-of-market. In 2018 we sold 941 tickets and in 2019 that number increased to 1433. In 2018 the event reached a 90% capacity. In 2019 we increased the number of events offered and sold 75% of ticket capacity. The out-of-market attendees jumped by 106% in 2019.

The HHLV 2019 itinerary was changed to add additional attendance capacity since we hit 90% sell-out for 2018. We aimed last year to expand our ticket sales and increase our visibility both in and out of market. Ticket sales for Home + History 2019 hit at about 1433 tickets, exceeding our goal of selling 1050. Even though we increased our ticket sales, our additional capacity put us at 75% capacity which creates opportunity for additional growth in ticket sales for 2020. Our highest out-of-market ticket sale areas were California, Washington, Pennsylvania, and Oregon.

We were able to reach these markets due to a generous grant from the LVCVA to support marketing efforts. According to our survey results, social media, word of mouth, NPF communications and previous attendance were among the most common ways that attendees learned about this year's event.

The data from the HHLV 2019 attendee survey shows overwhelming positive feedback from event attendees as well. Scores for all survey questions regarding the quality of the event and overall event logistics came in well above average, and 96% of HHLV attendees stated they plan to attend future HHLV events. In addition, the top four areas of interest for attendees were history, historic preservation, architecture and interior design. Survey comments further supplement this data. Just a couple are below.

"I enjoyed the combination of education, such as the paint color presentation which was well done, and the actual hands on view of the architecture, designs and history."

"I really enjoy touring homes, meeting the owners, and seeing what changes/upgrades/restorations they've done. Vintage Vegas Home Tour is the best!"

Additional survey comments showed that there is much excitement around the future of this event in Las Vegas, among both locals and tourists alike.

For HHLV 2020, we will be developing some new tours, but not expanding the event significantly. Our aim is to use this year to create new tours that will over time become a stock of tours that we can select from or that can serve as a springboard for new content. As always, though, each year the Vintage Vegas Home Tour features different homes from the previous year, so we plan to recruit new homes for these events. These are rather modest changes that will allow us to work on expanding our marketing efforts to bring in more out-of-market attendees.

We are extremely encouraged by the successes of HHLV so far. We believe that it is well on its way to becoming the premier heritage tourism event in Las Vegas. Similar weekends take place in major cities across the

Southwest region of the United States. Las Vegas is already at the forefront of the tourism industry but has lagged when it comes to cultural and heritage tourism. It is a common perception that Vegas has no history, and HHLV is about changing that perception. Vegas is a city unlike any other and our history is just as rich and exciting as the modern-day Vegas. We are the rebel of the western states. Relaxed divorce laws, legalized gambling, organized crime, atomic testing, world class entertainment and a forever changing resort culture only scratch the surface of our historic past. Old buildings foster and support this rich heritage and are the foundation of building cultural tourism within Las Vegas.

Centennial Commission Grants:

Beverly Green Historic District: 7/2014-1/2017 \$15,198.00

Hugh E. Taylor Archive: 3/2016-11/2017 \$107,462.68 (amount used: \$101,605.05)

HHLV 2017: 10/2016-5/2017 \$32,854.75 (amount used: \$29,744.73)

HHLV 2018: 9/2017-5/2018 \$41,800.00 (amount used: \$39,660.13)

Hugh E. Taylor Archive Phase II: 3/2018-Present \$98,600.00

HHLV 2019: 10/2018-5/2019 \$20,000

**6. List key project personnel, including consultants, and briefly describe their responsibilities and qualifications.**

Suzey Sligh Van Ness: Director, Heritage Tourism

Suzey will be the primary project manager for Home + History 2020. Her background includes 20 plus years of award-winning marketing, events, and development programs with expertise in the fields of entertainment, hospitality, non-profit, museums, education, and cultural institutions.

A native Californian, Suzey and her family moved to Las Vegas in 2005 when she joined a select team tasked with developing the Las Vegas Springs Preserve and Nevada State Museum Complex. Following the completion of this 5-year project, Suzey accepted a position as Director of Development for The Shade Tree, a non-profit serving homeless women and children in Nevada. She is excited to be joining NPF to help support the foundation's development efforts along with NPF's signature annual event Home + History Las Vegas. Suzey is also pursuing her master's degree in Sustainable Tourism with George Washington University.

Rosie Lidard, Manager, Heritage Tourism

NPF hired Rosie last year as our event contractor. She will be returning in this roll and will assist NPF staff in the overall project management and execution of Home + History. Ms. Lidard will act as the primary coordinator over select programs of HHLV.

Growing up near Gettysburg, Rosie's career in heritage tourism took off in Philadelphia, where she worked at two of the city's top attractions: Eastern State Penitentiary Historic Site and The Walnut Street Theatre until her move to Las Vegas in 2015. Rosie enjoys "everyday history" and creating community through tours. Since moving to Vegas Rosie became certified with the Las Vegas Tour Guide Guild. She has worked with Wayne Newton's Casa de Shenandoah, Circus Circus, and as volunteer guide with The Neon Museum and NPF. Rosie is excited to aid NPF in growing heritage tourism programs throughout "undiscovered" Las Vegas and the state.

Heidi Swank, Ph.D, Executive Director

Heidi is the founder of Nevada Preservation and Home + History. She oversees the strategic vision and business plan for HHLV and ensures the weekend remains a sustainable part of NPF's overall mission and plan. Heidi also secures funding and sponsorships for Home + History, works on bringing in community partners for the event, and assists with overall program management as needed.

Heidi's qualifications include her past six years of experience working as the executive director for Nevada Preservation Foundation, extensive experience in grant writing and execution with proven results, and a background in academia and education. As an educator in the field of anthropology, Heidi helped organize the Southwest Anthropology Association Conference for four years and presided as vice president during her last year coordinating this conference.

#### HHLV Weekend Staff

NPF will hire 2-3 staff to assist with the running of Home + History weekend. It is likely that these individuals will be hired from among those who have volunteered for Home + History in the past and have some event/tourism experience. We are looking at individuals who have experience at Home + History to ensure that they can seamlessly step into this role.

#### Research and Development Committee (RCDC)

The volunteer RCDC works on the research and development of content for a variety of the tours during HHLV. Members of this committee help to develop the historic district walking tours, architectural bus tours, and other programs that are heavily focused on the historical context of Southern Nevada. The committee consists of 6-8 members and is managed by Suzey Van Ness.

#### Vintage Vegas Home Tour (VVHT) Committee

The VVHT Committee works to recruit, select and secure a variety of quality houses for inclusion on the marquee Vintage Vegas Home Tour event. Committee members personally reach out to friends and contacts and use their network to aid in the search for houses. Past committee members included Steve Franklin and Jack Levine, both of whom are realtors who specialize in the type of vintage homes that are showcased on the tour. The committee consists of 3-4 members and is managed by Rosie Lidard.

#### Volunteer Coordinator & Event Volunteers

Volunteers not only serve on the various committees, but also help to staff each event, the primary of which is the Vintage Vegas Home Tour. Coordinating with and engaging a number of committed volunteers leading up to the event is crucial to the success of NPF's Home + History weekend. HHLV 2019 saw a little more than 75 volunteers work throughout the weekend, and it takes 40 volunteers alone to run the Vintage Vegas Home Tour event. Patrick Coleman acts as NPF's volunteer coordinator and recruits and oversees the volunteers for the Vintage Home Tour. Patrick works directly with Rosie Lidard to ensure all events are appropriately staffed and that volunteers have the information they need.



**7. Describe the key activities and associated timeline for your plan.**

HHLV 2020 Key Activities and Timeline

August 2019

- Finalize itinerary/schedule of events for 2020
- Secure marketing partnership with LVCVA
- Finalize all advertising materials and finalize marketing budget based on awarded grant funding
- Finalize overall budget and projections
- Committee Meetings to start
- Home Tour Committee: Start seeking homes for home tour
- Research & Content Committee: Begin content development for Water Over the Dam Bus Tour, Refine Seeing Stars current tour content

September 2019

- Work with Vivitiv Marketing to develop a communications plan
- Begin social media outreach
- Other communication as needed
- Meet with partner organizations to coordinate program commitments and vendors: RTC, Neon Museum, Pop Culture Tours, Dunn Edwards, Las Vegas Junior League
- Finalize sponsorship packet and begin seeking sponsors
- Finalize retail concept idea or decide to hold off until 2021

October 2019

- Work with Vivitiv firm as needed
- Submit digital ads per deadline requirements
- Program Coordination as needed
- Secure buses for tour
- Home Tour Committee: Work on securing homes and agreements for Vintage Vegas Home Tour and Martini Tour
- Negotiate final commitments/profit sharing from community partners (e.g. Neon Museum, Pop Culture Walking Tours)
- Create events for Neon (build in separate document first)
- Begin developing content for website
- Create visual paper calendar for planning

November 2019

- Create detailed action plan
- Work with Vivitiv firm as needed
- Submit print/digital ads per deadline requirements
- Finalize locations for check-in. Agreements in place.
- Home Tour Committee: Work on securing homes and agreements for Vintage Vegas Home Tour, Martini Tour
- Research & Content Committee: Finalize content development
- Potential "practice run" tour for volunteers
- Program coordination as needed
- Create all event in NPF online ticketing software
- Create maps/directions of starting locations for all events
- Finish website for Dec. 1st ticket launch

Finalize media kit and ticket launch press release  
Finalize all calendar listings

#### December 2019

Work with Vivitiv and PR consultant for PR push  
Submit print/digital ads per deadline requirements  
Work media push  
Work with volunteers to secure photos for website, marketing, and brochures  
Program coordination as needed including venue coordination, finalize catering, confirm speaker commitments  
Home Tour Committee: Finalize all homes for Vintage Vegas Home Tour, Martini Tour  
Begin securing contracts  
Research & Content Committee: Wrap up last minute content development  
Secure contracts for any/all venues to be utilized/toured as part of the program  
Launch Ticket Sales Site  
Finalize Sponsors  
Begin Sponsors' social media plans

#### January 2020

Work with Vivitiv and PR Consultant firm as needed  
Submit print/digital ads per deadline requirements  
Promote ticket sales  
Program coordination as needed including venue coordination, finalize catering, confirm speaker commitments, event insurance  
Finalize all contracts needed  
Begin program/brochure development for all applicable tours  
Collect information and write drafts  
Collect/secure photos  
Begin commemorative gift process  
Design and select final vendors  
Begin recruiting volunteers & staff for the weekend

#### February 2020

Work with Vivitiv and PR Consulting firm as needed  
Submit print/digital ads per deadline requirements  
Promote ticket sales  
Develop all event collateral (brochures, programs, etc.)  
Be ready to send out for print by end of month  
Order all commemorative gifts  
Shop for any supplies that can be stocked ahead of time  
Finalize volunteer & staffing for event weekend

#### March 2020

Work with Vivitiv and PR Consulting firm as needed  
Submit print/digital ads per deadline requirements

- Promote ticket sales
- Finalize volunteer & staffing for event weekend
- Conduct volunteer training as needed
- Order & print all collateral (beginning of the month)
- Reconfirm all tour start locations

#### April 2020

- Work with Vivitiv and PR Consulting firm as needed
- Submit print/digital ads per deadline requirements
- Promote ticket sales
- Order/shop for any remaining items asap
- Final coordination as needed

#### May 2020

- Follow up with ticket holders regarding satisfaction of the event (surveys)

- Seek follow up reports from outside consultants who provided services such as marketing and advertising services

- Create internal follow up reports to analyze success and weaknesses of the weekend as related to the event goals

- Set follow up meetings with any grant providers, sponsors and partners to report on successes and weaknesses of the weekend

**8. If the project is to be phased, please describe each phase.** This project is not phased

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**9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos; drainage; physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.** There are no known limitations.

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**10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any collateral material produced by your project.**

Our plan is modeled to grow HHLV into an extended weekend that will ultimately be something akin to Palm Springs Modernism held every February. However, our plan is not to focus exclusively on modernism and mid-century design, although this is a large component of Nevada history. Our goal is to stimulate and cultivate cultural tourism around the broader expanse of Nevada history on the whole.

Similar weekends take place in major cities across the Southwest region of the US. Las Vegas is already at the forefront of the tourism industry but has lagged behind when it comes to cultural and heritage tourism. It is a common perception that Vegas has no history, and HHLV is about changing that perception. Vegas is a city unlike any other and our history is just as rich and exciting as the modern-day Vegas. We are the rebel of the western states. Relaxed divorce laws, legalized gambling, organized crime, atomic testing, world class entertainment and a forever changing resort culture only scratch the surface of our historic past. Old buildings foster and support this rich heritage and are the foundation of building cultural tourism within Las Vegas.

In order to move in this direction, 2019 was a major year of growth for us. We expanded the event to three full days and added a variety of a la carte activities into the weekend, following the model set up by Palm Springs Modernism. These events included nightly cocktail parties at historic and architecturally significant sites, architectural bus tours, historic neighborhood walking tours, educational activities (such as films or panel discussions) as well as our marquee Vintage Vegas Home Tour. There was also a handful of free events that people took advantage of as well. In the future, we will be looking to partner with local small business owners in offering free events for local residents and tourists alike such as happy hour meet-ups, self-guided walking tours and community events that might overlap with our mission.

Until HHLV 2017, this event largely catered to local residents in the Las Vegas area. The Vintage Vegas Home Tour primarily seems to bring in middle-aged women (Baby Boomers & Gen Xers) and their spouses/partners who are nostalgic of the era they grew up in, residents of Las Vegas' older neighborhoods, modern design aficionados and members of the LGBTQ community. In addition, a significant portion of the attendees are millennials who appear to identify with the rockabilly and hipster culture and are naturally drawn to the vintage-inspired atmosphere of the event. Millennials have also embraced the revival of modern design, which is heavily showcased in this event.

In addition to our local following, we expanded our target audience beyond our local market. The LVCVA has committed to continue working with NPF on the event for the next few years as we grow. For the last two years, we were awarded grant funds for out-of-state advertising and marketing.

Last year, the Centennial Commission and the LVCVA were our two

Presenting Sponsors for HHLV 2019. We are looking for similar support for the 2020 event. However, this year we will be adding Clark County as an additional Presenting Sponsor for 2020.

In addition, NPF will be seeking sponsorships for individual events as well. This will give the local community an opportunity to invest in the mission of NPF while gaining exposure and advertising for their own businesses and ventures. Any additional sponsorship that NPF receives would be balanced with what is being asked overall from the Centennial Commission.



### PART III. . Budget Worksheet

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**Budget Worksheet File**

[https://clv-aws-webteam-formstack.s3.amazonaws.com/556815038/55273897\\_hhlv2020\\_budget.docx](https://clv-aws-webteam-formstack.s3.amazonaws.com/556815038/55273897_hhlv2020_budget.docx)

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### PART IV. Additional Required Documents

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**Primary Contact Name & Title**

Suzey Van Ness

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**Primary Contact Signature & Date**



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**Authorizing Official Name & Title**

Heidi Swank

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**Authorizing Official Signature & Date**



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**Personnel** (List by type of labor and include hourly rates of all individuals working on the grant project). Include salaries & wages, payroll taxes and benefits and professional services.

| Expense Description          | Total Hours     | Total Amount     | Grant Request    |
|------------------------------|-----------------|------------------|------------------|
| Project Manager I (\$25/hr)  | 600             | 15,000.00        | 10,000.00        |
| Event Manager (\$25/hr)      | 600             | 15,000.00        | 9,500.00         |
| Project Manager II (\$25/hr) | 200             | 5,000.00         | 0                |
| HHLV Weekend Staff (\$15/hr) | 75              | 1,125.00         | 0                |
| Volunteers (\$15/hr)         | 350             | 5,250.00         | 0                |
| <b>Total Personnel Costs</b> | <b>1,825.00</b> | <b>41,375.00</b> | <b>19,500.00</b> |

**Project Supplies & Materials** (At least three (3) competitive bids must be obtained for any procurement of services that exceed \$50,000. Justifications must be provided for all sole source procurements).

| Expense Description                      | Total Amount                 | Grant Request   |
|------------------------------------------|------------------------------|-----------------|
| Printing: Brochures, Signs, & Wayfinding | 4,000.00                     | 0               |
| Facility/Venue Costs                     | 2,500.00                     | 2,500.00        |
| Event Insurance                          | 5,000.00                     | 0               |
| Honoraria                                | 5,000.00                     | 0               |
| Bus Rental                               | 3,000.00                     | 0               |
| Hospitality                              | 1,000.00                     | 1,000.00        |
| Volunteer Gear                           | 1,000.00                     | 1,000.00        |
| Print & Digital Advertising              | 20,000.00 (LVCVA grant est.) | 0               |
|                                          |                              |                 |
| <b>Total Supplies &amp; Materials</b>    | <b>41,500.00</b>             | <b>4,500.00</b> |

**Contracted Services** (Describe and attach subcontractor estimates including design/engineering).

| <b>Expense Description</b>       | <b>Total Amount</b> | <b>Grant Request</b> |
|----------------------------------|---------------------|----------------------|
| Branding and Design              | 1,000.00            | 1,000.00             |
| Marketing Consultant             | 5,000.00 (est.)     | 0                    |
| Catering (Sponsored)             | 5,000.00 (est.)     | 0                    |
|                                  |                     |                      |
| <b>Total Contracted Services</b> | <b>11,000.00</b>    | <b>1,000.00</b>      |

**Revenue** (Include all sources of project support including grant awards, private support, corporate support and LVCC grant request).

| <b>Revenue Description</b>                  | <b>Total Amount</b> |
|---------------------------------------------|---------------------|
| Nevada Preservation Foundation Contribution | 39,375.00           |
| LVCC Grant Request                          | 25,000.00           |
| LVCVA Grant Request                         | 20,000.00 (est.)    |
| Boulder City                                | 2,500.00            |
| City of Henderson                           | 7,000.00 (est.)     |
| <b>Total Costs &amp; Support</b>            | <b>93,875.00</b>    |



# HOME + HISTORY LAS VEGAS

Commission for the Las Vegas Centennial - Page 51



NEVADA PRESERVATION  
FOUNDATION

Submitted at Meeting  
Date 1/27/2020 Item 7



# HOME + HISTORY LAS VEGAS: 2019

## 3-days, 23 events:

Bus tours, bicycle tour, walking tours, Vintage Vegas Home Tour, Martini Tour, educational events, films

## Ticket Sales: 1433

52% increase in ticket sales from 2018

75% sold out capacity

## Attendee Demographics:

640 individual attendees

62% earn 100k+

49% Bachelors & 29% Grad Degree

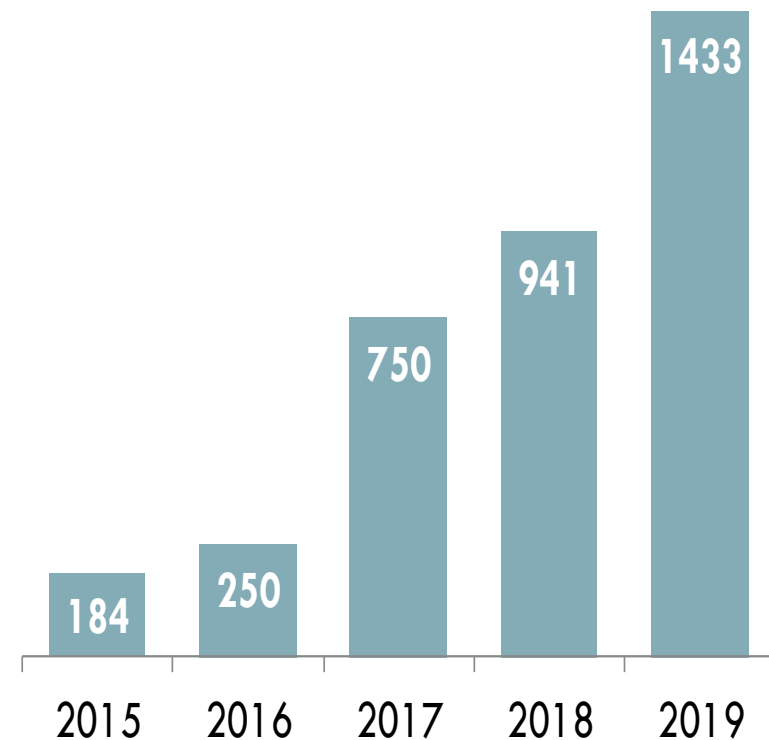
51% 40 - 59 years old

## Select Partner Organizations:

### Centennial Commission & LVCVA

Neon Museum, Mob Museum, RTC, Pop Culture Tours, Binion's Steakhouse, Boyd Gaming, The Underground House, Southern Nevada Glaziers, US Bank

## Ticket Sales





# HOME + HISTORY LAS VEGAS: 2020



*As a regular attendee of Palm Springs Modernism Week, I was so pleased with Nevada's version and can't wait for next year!"*

## Growing and Increasing Collaboration

### 2020 Goals:

Ticket Sales: 1791

Out-of-Market: 20%

### Event Development:

New bus tour, new homes for Vintage Vegas Home Tour, two new walking tours, increased ticket capacity

### Select Confirmed & Potential Partnerships:

RTC Bike Share, LV Review Journal, Neon Museum, Pop Culture Tours, Golden Steer Steakhouse, among others



# HHLV MARKETING & PROMOTION

## Marketing for HHLV 2020:

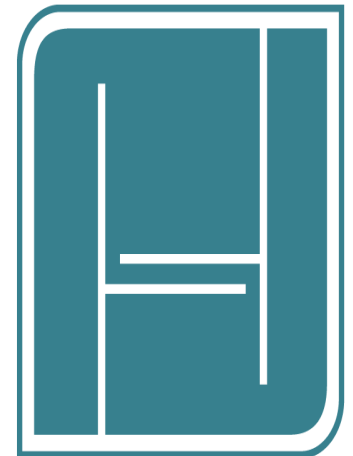
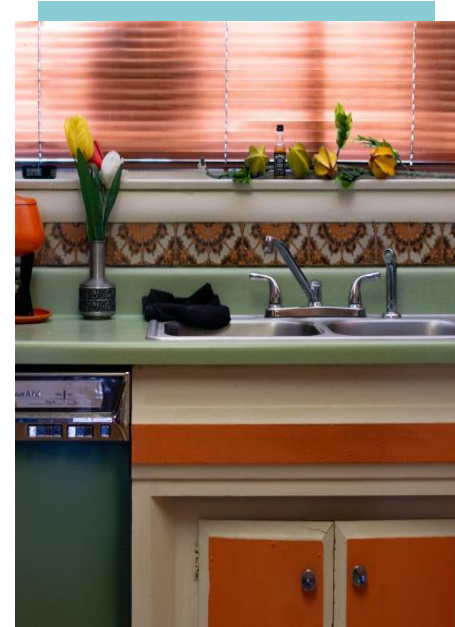
Digital Marketing continued using local company  
Vivitiv

Talking with Review Journal for HHLV 2020  
sponsorship insert

Work with LVCVA for additional out-of-market  
advertising

Creating collaboration with National Cowboy Poetry  
Gathering in Elko

Increasing digital advertising and utilize Google  
Grant funding for increasing online presence





# 2020: GROWING SUPPORT BASE

## **NPF Covered Costs: \$33,875**

- Project Manager: \$5,000
- Event Coordinator: \$7,500
- Program Manager II: \$5,000
- Weekend Staff: \$1,125
- Volunteers: \$5,250
- Marketing Consultant: \$5,000
- Catering: \$5,000

## **Clark County Covered Costs: \$20k**

- Exec Director: \$2,500
- Project Mgr: \$5,000
- Event Coord: \$4,500
- Hospitality: \$2,000
- Volunteer Gear: \$1,000
- Local Advertising: \$5,000

## **LVCC Grant Ask: \$25k**

- Project Manager: \$10,000
- Event Coordinator: \$9,500
- Venue Rental: \$2,500
- Hospitality: \$1,000
- Volunteer Gear: \$1,000
- Branding & Design: \$1,000

## **Additional Funding:**

- LVCVA: \$10k (tentative)
- City of Henderson: \$7k
- Boulder City: \$2,500





# HOME + HISTORY LAS VEGAS

Commission for the Las Vegas Centennial - Page 56



NEVADA PRESERVATION  
FOUNDATION



# 2019 EVENT SUMMARY

APRIL 26 - 28, 2019



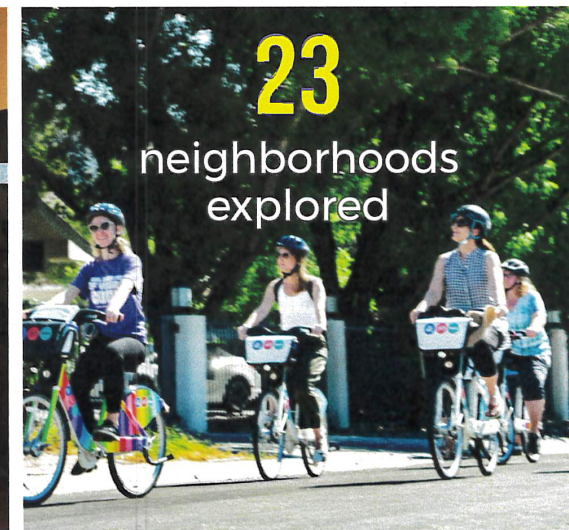
Submitted At Meeting

Date *10/16/20* Item *7*  
by *Heidi Swank*



## EVENT STATISTICS

**23 EVENTS** ticketed or free over 3 days

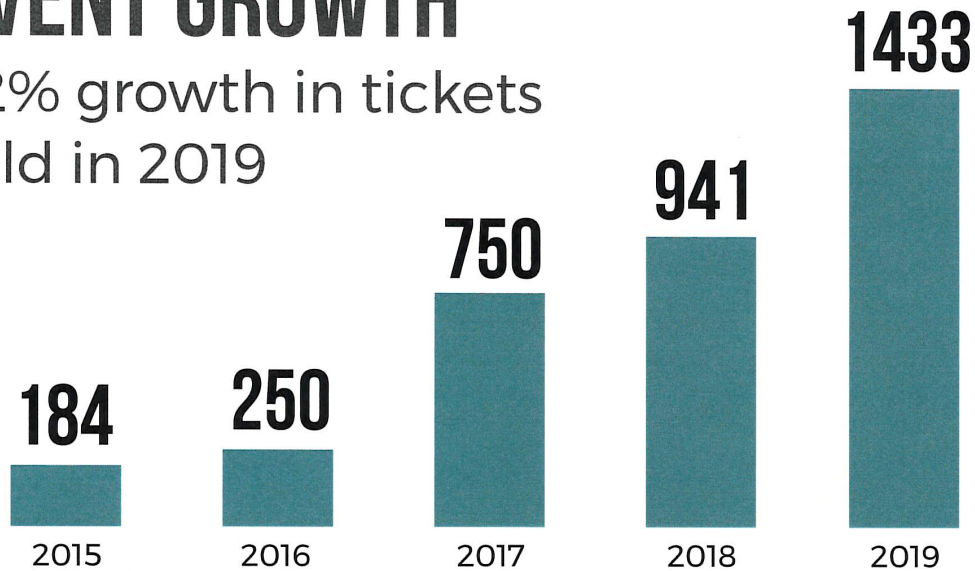




## ATTENDEES + WHO THEY ARE

### EVENT GROWTH

52% growth in tickets sold in 2019



### AGE + INCOME



### EDUCATION

49%

Bachelor's Degree

29%

Graduate Degree

### 18 STATES + CANADA

Nevada  
California  
Arizona  
Utah  
Colorado  
Oregon  
Indiana  
Alaska  
Florida  
Texas  
New York  
Virginia  
Kansas  
Oklahoma  
New Jersey  
Delaware  
Arkansas  
Michigan  
Minnesota

HOME + HISTORY LAS VEGAS 2019



## ATTENDEES + WHAT THEY DID

**75%** ticket capacity sold across the weekend





## SALES + SUPPORTERS

**\$6K** net profit across the entire weekend of events



HOME + HISTORY LAS VEGAS 2019





Home + History Las Vegas seeks to bring a greater appreciation and understanding of our community's stories, architecture, and sites. Working with organizations across the Las Vegas Valley, we encourage preservation, sustainability, and reuse through fun, educational events.



Home + History is the heritage tourism arm of the Nevada Preservation Foundation, a 501(c)3 nonprofit organization.

## **AGENDA MEMO**

**COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: JANUARY 27, 2020**

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**DEPARTMENT: PLANNING**

**EXECUTIVE DIRECTOR: DIANE SIEBRANDT**

☒ **Action**  
☐ **Report**

### **SUBJECT:**

**CLC-78192** – Discussion for possible action regarding a grant request by Jonathan Ullman, President and Chief Financial Officer at The Mob Museum, in the amount of \$42,000.00 to fund the purchase, maintenance and staffing of an educational outreach vehicle.

### **PURPOSE:**

The applicant is requesting approval of a grant request in the amount of \$42,000.00 to purchase a hybrid plug-in minivan that will be used in the museum's educational outreach programming for students, seniors and local communities.

### **FINDINGS:**

The Mob Museum has submitted a grant request in the amount \$42,000.00 in order to purchase, maintain and staff an educational outreach vehicle. The vehicle will be an eco-friendly hybrid plug-in minivan that will be equipped with historical objects and classroom materials that provide programming tools for auditorium presentations and hands-on workshops. Programming will include visits to a variety of venues, allowing staff to convey the history of organized crime and law enforcement and its imprint on the city and population of Las Vegas. The goal is to reach student populations in grades 2-12, as well as residents in senior living facilities and visitors to community centers. The Mob Museum is committed to identifying other funding sources, including an automotive dealership, as a project partner.

The Mob Museum has successfully completed grant-funded projects in the past that have increased public awareness of Las Vegas' history.

### **BACKUP DOCUMENTATION:**

1. Grant Application
2. Grant Budget

|                  |                               |
|------------------|-------------------------------|
| Form Name:       | LVCC Grant                    |
| Submission Time: | December 19, 2019 9:59 am     |
| Browser:         | Chrome 79.0.3945.79 / Windows |
| IP Address:      | 174.71.229.50                 |
| Unique ID:       | 566115720                     |
| Location:        |                               |

## GRANT GUIDELINES AND ELIGIBILITY

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## ELIGIBILITY & EVALUATION CRITERIA

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## GRANT CONDITIONS UPON AWARD

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## APPLICATION AND REVIEW PROCESS

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## GRANT APPLICATION FORM

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### PART I. Application Cover Page

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|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name of Organization</b>                      | 300 Stewart Avenue Corporation d/b/a The Mob Museum                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Organization's Mission Statement</b>          | <p>The Mob Museum is a 501(c)3 nonprofit organization with an educational mission to advance the public understanding of organized crime's history and impact on American society.</p> <p>True stories of Mob history are brought to life in an eye-opening style via interactive exhibits, high-tech theater presentations and nearly 1,000 artifacts, the largest collection of Mob and law enforcement memorabilia under one roof.</p> |
| <b>Funding Amount Request</b>                    | 42000.00                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Authorizing Official</b>                      | Jonathan Ullman                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Authorizing Official Title</b>                | President & CEO                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Authorizing Official Address</b>              | 300 Stewart Avenue<br>Las Vegas, NV 89101                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Authorizing Official Title Phone</b>          | (702) 229-5358                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Authorizing Official Title Email</b>          | jullman@themobmuseum.org                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Primary Contact (If different from above)</b> | Adrina Ramos-King                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Primary Contact Title</b>                     | Manager, Strategic Partnerships                                                                                                                                                                                                                                                                                                                                                                                                           |



|                                            |                                                       |
|--------------------------------------------|-------------------------------------------------------|
| Primary Contact Address                    | 300 Stewart Avenue<br>Las Vegas, NV 89101             |
| Primary Contact Phone                      | (702) 724-8619                                        |
| Primary Contact Email                      | aramos-king@themobmuseum.org                          |
| Project Funding Category and Working Title | Educational Outreach Vehicle                          |
| Organizations current budget               | Budget documents and audited financials are included. |

**PART II. Grant Description / Narrative Questions**

**2. Detail the significance of the project or resource based on its cultural, historic, architectural and/or archaeological quality and significance to the community.**

The Mob Museum is a nationally acclaimed historic institution and cultural attraction in downtown Las Vegas that tells the story of organized crime and its intersection with Las Vegas history in an authentic, honest, and engaging way. The Museum has established itself as a unique place of learning through its unparalleled exhibition experience and high quality public programs. From Courtroom Conversations and Author Talks to Community Safety Forums, the Museum has demonstrated its capacity to consistently deliver smart and appealing programs. It also has a proven track record at identifying enhancements to the museum experience that benefit the guest as well as the Museum, such as guided tours and audio tours. With past Las Vegas Centennial Commission support, the Museum developed a robust educational outreach program that shares the history of organized crime and law enforcement and its unique imprint on Las Vegas, through classroom workshops and auditorium presentations at schools in Clark County.

Investigating History The Mob Museum's educational outreach program, introduces Clark County students in grades 2-12, to the history of Las Vegas, Prohibition, organized crime, criminal justice and forensic science. Educators travel to schools with historical objects and activities that bring content to life through hands-on, standards-based presentations. They spark excitement for social studies and science topics with immersive and inquiry-based educational experiences. The educational lesson plans have become increasingly popular with teachers and school administrators alike. Since February 2016, Museum Educators have presented to over 15,000 students in Clark County, and the program continues to grow. In fall 2019, the Museum presented in more classrooms, and to more students, than in any fall semester in the past. A breakdown of outreach presentations scheduled through the 2019-2020 academic school year is provided below:

|                            |      |
|----------------------------|------|
| ? Presentations            | 78   |
| ? Classrooms               | 101  |
| ? Participants             | 3403 |
| ? % Title I, presentations | 79%  |
| ? % Title I, classrooms    | 77%  |
| ? % Title I, participants  | 84%  |

More and more, teachers are looking for ways to find the time and resources for fieldtrips that take advantage of high quality educational programming outside of the classroom. The Museum's educational outreach program addresses these barriers and provides teachers and students with a unique resource that complements classroom objectives. These experiences also have the potential to create a broader appreciation and interest in local arts and culture institutions, like The Mob Museum.

Talking through Time is The Mob Museum's newest outreach program, which aims to provide interactive, content-rich presentations to seniors that encourage conversations and personal recollections. These programs, which are presented in senior living facilities as well as community centers,

incorporate historical objects, fascinating multimedia and engaging educator-led discussions. Focused on Las Vegas history topics, these program topics broaden the scope of the stories that The Mob Museum is able to interpret and preserve. Since June 2018, the Museum has provided 42 presentations to over 700 seniors. Locations for presentations include:

- ? Clark County Library District Libraries (Main Library, Sahara West, Centennial Hills, Summerlin)
- ? City of Las Vegas Senior Centers (Derfelt, Las Vegas Senior Center, Cora Coleman, Doolittle)
- ? Clark County Senior Centers (West Flamingo)
- ? Other Community Centers (The Center)
- ? Nevada HAND Senior Living Properties (Over 20 locations - low income senior residences)
- ? Private Senior Living Centers (Atria Seville)
- ? Senior Clubs (Spring Mountain Rotary, Sun City Summerlin Men's Club)

In 2019, we have had 22 presentations with over 500 attendees. Nearly all attendees live in zip codes classified as low-income. The Museum is proud to share that all presentations held at libraries, public community centers and Nevada HAND locations will continue to be offered free of charge to the organization.

**1. Provide a concise description of your project's objectives and timelines. If a preservation project, please include any prior work completed, the specific location on the building that will be affected and what materials will be used in the rehabilitation work. For example, "Wood siding will be glued to repair or replace deteriorated original wood siding on the front façade." Reference the site plans and elevations. Also, include what specific project elements Centennial funds will support.**

Since inception, the Educational Outreach Program has been well received within Southern Nevada schools and senior centers. The Museum continues to invest in the program to offer top-notch curriculum based on Nevada history, including interesting/age appropriate artifacts to highlight from the Museum collection. This program significantly represents the goals of our mission by transporting the Museum directly to students and seniors, increasing their accessibility to a unique cultural and historic resource in downtown Las Vegas.

The educational outreach program cannot continue to grow without obtaining a new educational outreach vehicle. The Museum simply cannot sustain the level of commitment and growing number of reservations, with our existing vehicle that has presented numerous mechanical issues. The acquisition of an educational outreach vehicle will be an essential component to fulfilling the goals of the Museum's educational programs. The Museum is requesting funding to purchase a new minivan to accomplish two primary purposes:

- ? To transport educators and educational materials to schools and senior centers; and
- ? To serve as a mobile educational environment.

Las Vegas Centennial Commission funds will specifically support vehicle acquisition costs to include taxes and registration, vehicle retrofitting to support lesson plans, and the vehicle wrap. The project plans include utilizing the vehicle to provide increased opportunities for hands-on and interactive activities at schools, as well as locations such as community centers, fairs, and other public gatherings. The vehicle will be wrapped according to Museum brand standards and shall include the Las Vegas Centennial Commission logo.

The Mob Museum continues to invest significant resources on an annual basis to bring educational experiences to underserved communities. Please support the Museum to provide safe, reliable and cost-effective transportation between the Museum and all presentation sites.

**3. Include a listing of project partners, if relevant. List other funding sources, committed and applied for as part of project budget.**

The Las Vegas Centennial Commission will play an integral role to sustain and grow the operations of the educational outreach program by funding a significant share of the vehicle acquisition cost, taxes and registration, any required vehicle retrofit or modifications, as well as the vehicle wrap. The Museum is the principal source of funding for the educational outreach programs and is currently funding the following items on an annual basis:

Annual expenses for Educational Outreach:

Expense: Actual Cost: Total:

Vehicle- Maintenance

Maintenance, Gas, Car Washes & Registration

\$ 4,000 \$ 4,000

Staffing- Administrative

Educational Programs Mgr. (160 hrs x \$32.37/hr)

Volunteer/Community Partnerships Mgr. (275 hrs x \$35.68/hr)

Staffing- Training

Educators (28.5 hrs x \$17.50/hr)

Educational Programs Mgr (33 hrs x \$32.37/hr)

Volunteer/Community Partnerships Mgr. (6 hrs x \$35.68/hr)

Staffing- Presentations

Educators (188 hrs x \$17.50/hr)

Educational Programs Mgr.(14.5 hrs x \$32.37/hr)

Volunteer/Community Partnerships Mgr. (6 hrs x \$35.68/hr)

Staffing- Curriculum Development & Artifacts

Educational Programs Mgr. (75 hrs x \$32.37/hr)

Sr. Director of Content (10 hrs x \$64.42/hr)

\$ 5,179.99

\$ 9,811.15

\$ 498.75

\$ 1,068.37

\$ 214.06

\$ 3,290

\$ 469.44

\$ 374.61

\$ 2,428.12

\$ 644.20 \$14,991.14



\$ 1,781.18

\$ 4,134.05

\$ 3,072.32

Supplies- Collateral  
Rack Cards (1,000 units)  
Trifold Brochures (2000 units)  
Outreach Vehicle? Wrap Design and Production  
Replacement Objects and Classroom Materials

\$ 250

\$ 750

\$ 1,000

\$ 1,127

\$3,127

Marketing- Labor  
Graphic Design Labor (35 hrs x \$25/hr)  
Production/Sourcing Labor (5 hrs x \$25/hr)  
Project Management Labor (20 hrs x \$25/hr)

\$ 875

\$125

\$500 \$ 2,500

TOTAL ANNUAL MOB MUSEUM EDUCATIONAL OUTREACH  
PROGRAM INVESTMENT

\$ 33,605.69

With respect to other funding sources, the Museum is committed to identifying a local car dealership as a project partner. The intent is to ask for a vehicle price mark down of at least \$5,000. In the unlikely event a partner is not identified, the Museum is committed to contribute the \$5,000 difference.

Sourcing a hybrid plug-in outreach vehicle is significant to the Museum and its future budgeting process for this project. The selected vehicle included within this application, can drive 40 miles on a charge without having to burn gas. With the exception of a few outlier schools, the majority of the visits can be accomplished within this radius. This will save the Museum

valuable financial resources and also staff time that would be spent going to the gas station to refill the gas tank.

**4. Describe how the funds will be used.** To continue to offer off-site educational outreach visits, Las Vegas Centennial Commission funds will be used to acquire the outreach vehicle and pay for ancillary, project-essential costs. The vehicle online build price estimate and a quote for the fabrication and installation of the vehicle wrap are enclosed for reference.

Expense: Centennial Commission Funding: The Mob Museum/ Automotive Dealership Funding: Total Amount:

2019 Chrysler Pacifica Hybrid Touring Plus Minivan with Power Lift Gate and Navigation System, or similar  
\$ 33,930 \$ 5,000 \$ 38,930

Other Expenses:

Taxes

\$ 3,200 \$ 3,200

Registration

\$ 715 \$ 715

Services:

Design, fabrication and installation of vehicle wrap

\$3,394.50 \$ 3,394.50

**TOTAL AMOUNT REQUESTED**

\$ 41,239.50 \$ 5,000 \$ 46,239.50

In the event the Museum can successfully negotiate an increased donation from an automotive dealership partner above \$5,000, the investment from the Centennial Commission shall be lowered accordingly.

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**5. Provide a brief statement of your organization's history and activities. Include your experience successfully managing grants and preservation projects. Include information on any grants previously applied for from the Centennial Commission (amount of funding received; project title; date).**

Opened in 2012, the Museum is a popular destination and cultural attraction in downtown Las Vegas, having welcomed more than 2.4 million visitors from all 50 states and 36 countries. As an accredited institution with the American Alliance of Museums, the Museum has established itself as a unique educational resource and leading center of learning in the community. Its extraordinary collection of artifacts, high-tech presentations, and interactive exhibits immerse visitors in this eye-opening chapter of Las Vegas and American history. The Museum offers a dynamic array of onsite public programs-nearly 100 in 2019-led by subject experts and professionals on various Museum themes and topics. Public programs are also available for viewing via LiveStream, an offering the Museum added in 2014 to increase accessibility of its educational programs.

In addition to the ways in which the Museum brings history to life within the walls of its historic building, the Museum also offers a number of outreach programs focused on Las Vegas history. Its educational outreach program, launched in 2016 with support from the Las Vegas Centennial Commission, serves an average of 5,000 students each year - the vast majority residing in low-income areas and benefitting from free presentations. Modeled after this program, the Museum expanded its outreach to seniors and has served close to 700 seniors via 43 presentations, since June 2018.

The Museum has ample past experience managing grants and preservation projects. Begun as a public works project, the Museum has successfully navigated two significant renovations while ensuring the historical integrity of the Museum was preserved. As a result of participating in complex funding opportunities such as historic tax credits and new markets tax credits, the Museum has the sophistication, financial expertise, and capacity to track and monitor expenses, submit necessary reports, and ensure the timely completion of promised deliverables. The Museum has received past funding from the Reynolds Foundation, Union Pacific Foundation, Stanley W. Ekstrom Foundation, and Nevada Humanities. As previously mentioned, the Museum has also received generous support from the Las Vegas Centennial Commission. Past LVCC-funded projects include:

? 5/5/2014 The creation and initial launch of The Mob Museum Multilingual Services - Audio Tour \$61,740

Audio Tours, currently offered in 7 languages, were launched in November 2014. To date, over 64,000 guests have taken advantage of this amenity. To date for 2019, the Museum has sold 10,131 audio tours to guests.

? 8/10/15 The creation and initial launch of The Mob Museum Educational Outreach Program \$76,135

The start up costs allowed for development of curriculum, staff and educator training, acquisition of objects and artifacts, as well as sourcing the portable trunks. Since launching, the Museum has served nearly 15,000 students in Southern Nevada with curriculum-based presentations. 79% of the presentations have been provided at no cost to students of Title

I Schools.



**6. List key project personnel, including consultants, and briefly describe their responsibilities and qualifications.**

? Claire White, Educational Programs Manager

Claire White joined The Mob Museum in 2015 to help create educational and interpretive programs as part of the Museum's Las Vegas Centennial Commission-funded Educational Outreach Program. Claire oversees the educational outreach program and her role in this project is to approve that the vehicle meets the space and technology needs of the program, as well as contains the necessary resources for the Museum educators who will be driving it for the near future.

? Adrina Ramos-King, Manager of Strategic Partnerships

Adrina is responsible for achieving annual contributed revenue targets through individual giving, new corporate sponsorships and on-mission community partnerships. She plans and executes various events, programs and meetings for key external constituents, the Museum Advisory Council and all Museum donors. Adrina's role in this project is to cultivate and identify a partnership with an automotive dealer, negotiate a reduction in vehicle price for the Museum and see that all contributing parties are properly acknowledged and recognized.

? Cristin Haught, Project Manager

Cristin Haught will assume responsibility for this project and will ensure it remains on time and on budget. She will help facilitate cross-departmental cooperation, as execution of this project will require collaboration with staff across several departments at the Museum. She will also be responsible for submitting eligible expenses for reimbursement. Cristin has played a key role in managing the various project teams related to the Museum's recent \$9.2 million renovation, helping to ensure on time and on budget completion.

? Mark Achenbach, Chief Operating Officer

Mark provides oversight of all of our public operating departments (Guest Services, Mediated Experiences, Educators, F&B, Distillery, Technology/Facilities and Security, together with our Human Resources function) and is responsible for our in-house legal work. For this project, Mark will be partaking in vehicle contract negotiation and has the authority to approve and sign all paperwork.

**7. Describe the key activities and associated timeline for your plan.**

The project scope for the educational outreach vehicle acquisition and necessary improvements will take approximately two to three months, with a start date of February 1, 2020.

**Key Activities Estimated Time frame**

Identify automotive partner, negotiate sponsorship and purchase vehicle Feb 1 - Mar 1

Design, fabricate and install vehicle wrap Mar 1 - Apr 1

Estimated Project completion April 15

The Museum has set a goal to have the new outreach vehicle available for use and on the streets for presentations, by April 15, 2020.

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**8. If the project is to be phased, please describe each phase.**

The project does not need to be phased. It should be complete within two to three months, if the Museum is awarded Las Vegas Centennial Commission grant funds.

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**9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos; drainage; physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.**

There are no known project limitations to report at this time.

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**10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any collateral material produced by your project.**

The acquisition of the outreach vehicle will greatly enhance the Museum's ability to bring history lessons and exhibit artifacts outside of the Museum walls. The plans for operation and maintenance of the project at the conclusion of the grant include the following:

- ? Utilize all benefits of the vehicle warranty.
- ? Obtain regular maintenance and repairs as needed.
- ? Comprehensive insurance coverage for the life of the vehicle.
- ? Ensuring all drivers of the vehicle have added the Museum as an additional insured on their vehicle insurance policies.

If awarded grant funds, the acquisition of a new educational outreach vehicle will play a central role in expanding the Museum's reach and impact by preserving our past history in Las Vegas and delivering rich cultural experiences to students in our community. The Las Vegas Centennial Commission will be prominently recognized on the vehicle wrap itself and on our website. The Museum is grateful to the Las Vegas Centennial Commission for its past support and consideration of this new project.

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**PART III. . Budget Worksheet**

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**PART IV. Additional Required Documents**

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|                               |                                                                                                                                                                                                                                               |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Additional Documents 1</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55147068_lvccgrantapplication_finalapprovedapp.pdf">https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55147068_lvccgrantapplication_finalapprovedapp.pdf</a> |
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| <b>Additional Documents 2</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55196484_budgetattachment.pdf">https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55196484_budgetattachment.pdf</a> |
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| <b>Additional Documents 3</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55196516_themobmuseum9442chryslerpacifcafullwrapproofquote.pdf">https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55196516_themobmuseum9442chryslerpacifcafullwrapproofquote.pdf</a> |
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|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Additional Documents 4</b> | <a href="https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55196520_chryslerpacifcahybridbuildquote.pdf">https://clv-aws-webteam-formstack.s3.amazonaws.com/566115720/55196520_chryslerpacifcahybridbuildquote.pdf</a> |
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|                                         |                                                      |
|-----------------------------------------|------------------------------------------------------|
| <b>Primary Contact Name &amp; Title</b> | Adrina Ramos-King, Manager of Strategic Partnerships |
|-----------------------------------------|------------------------------------------------------|

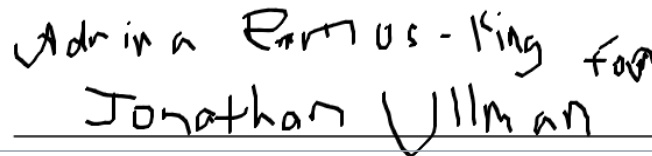
|                                             |  |
|---------------------------------------------|--|
| <b>Primary Contact Signature &amp; Date</b> |  |
|---------------------------------------------|--|



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|                                              |                                                    |
|----------------------------------------------|----------------------------------------------------|
| <b>Authorizing Official Name &amp; Title</b> | Jonathan Ullman, President & CEO of The Mob Museum |
|----------------------------------------------|----------------------------------------------------|

|                                                  |  |
|--------------------------------------------------|--|
| <b>Authorizing Official Signature &amp; Date</b> |  |
|--------------------------------------------------|--|



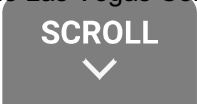
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# SUMMARY

NET PRICE  
**\$39,430**

FINANCE ESTIMATE  
**\$645** monthly for  
60 months

LEASE ESTIMATE  
**\$593** monthly for  
48 months





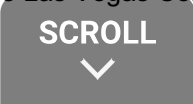
# EXTERIOR

**Exterior Colors:** Bright White Clear-Coat Exterior Paint    \$0

**Wheels:** 17-Inch x 7-Inch Polished Aluminum Wheels    \$0    [DETAILS](#)

**Tires:** 235/65R17 BSW All-Season Tires    \$0    [DETAILS](#)

**Doors:** Power Liftgate    \$495    [DETAILS](#)





# INTERIOR

**Interior Colors:** Cloth Low-Back Bucket Seats    \$0    [DETAILS](#)

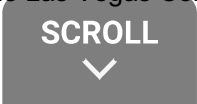
**Sound Systems:** Uconnect® 4C NAV with 8.4-Inch Display    \$695    [DETAILS](#)

# POWERTRAIN

3.6L V6 eHybrid Engine    \$0    [DETAILS](#)

eFlite Si-EVT Transmission    \$0    [DETAILS](#)

Pricing and offers may change at any time without notification. To get full pricing details, see your dealer.



# LAS VEGAS CENTENNIAL HISTORY GRANT PROPOSAL

## **SUPPORTING THE MOB MUSEUM'S EDUCATIONAL OUTREACH PROGRAM**

January 27, 2020



*We Did It Our Way!*

Commission for the Las Vegas Centennial - Page 81

Submitted at Meeting  
Date 1/27/2020 Item 8  
by Jonathan Ullman

**THE MOB MUSEUM**

National Museum of Organized Crime & Law Enforcement®



# INVESTIGATING HISTORY

Classroom workshops and auditorium presentations for 2<sup>nd</sup> - 12<sup>th</sup> graders:

- ✓ Increase access to the historical relevance and educational mission of the Museum by offering traveling presentations at Clark County schools.
- ✓ Support the fulfillment of national and state curriculum standards with hands-on activities, and engaging discussions led by Museum educators.
- ✓ Educate, involve, and inspire students about the history and culture of Las Vegas.





## RECEIVED PRESERVATION EDUCATION AWARD

CITY OF LAS VEGAS HISTORIC PRESERVATION COMMISSION  
JULY 2016

### Presentations since Spring 2016

**Presentations: 433**

**Classrooms: 493**

**Participants: 15,056**

**% Title I, presentations: 72%**

**% Title I, classrooms: 70%**

**% Title I, participants: 69%**

### Presentations currently scheduled for Spring 2020

**Presentations: 72**

**Classrooms: 96**

**Participants: 3701**

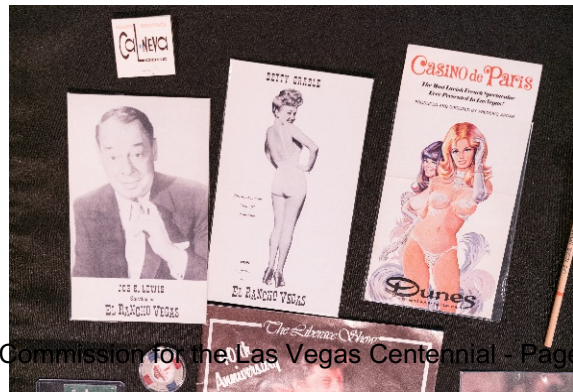
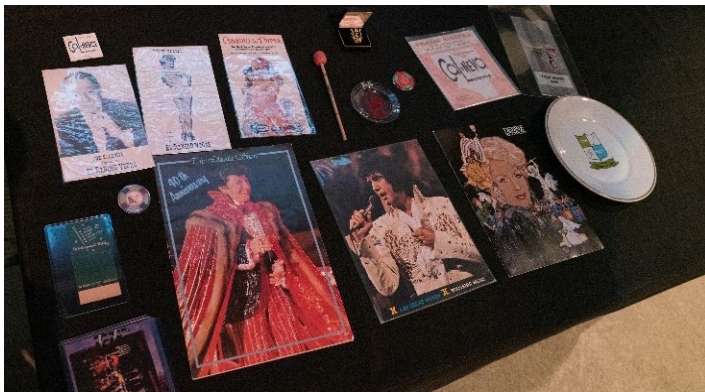






## TALKING THROUGH TIME (SENIOR OUTREACH)

A content-rich educational program designed to reach seniors where they reside.







The creation of this program  
was partially funded by grant  
from Nevada Humanities

Since June 2018 when the program began, we have presented **over 40 presentations** to **over 700 seniors**. 74% of presentations for low income neighborhoods and community centers.

In 2019, we completed over 20 presentations with over 400 attendees.

We intend to surpass reservations in 2020.



*We Did It Our Way!*

# EDUCATIONAL OUTREACH PROGRAM FUNDING

To continue growing this program, a new educational outreach vehicle is needed to transport educators and artifacts to school sites.

|                                                        | Las Vegas Centennial Commission Funding | The Mob Museum/<br>Dealership Support | Total Cost  |
|--------------------------------------------------------|-----------------------------------------|---------------------------------------|-------------|
| <b>Acquisition of New Educational Outreach Vehicle</b> | \$41,239.50                             | \$5,000                               | \$46,239.50 |

|                                                                                                                                                                                                                                                                                                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Museum's Annual Investment</b> <ul style="list-style-type: none"> <li>✓ Program staffing</li> <li>✓ Educator training</li> <li>✓ Curriculum development</li> <li>✓ Classroom supplies</li> <li>✓ Artifacts</li> <li>✓ Marketing/collateral pieces</li> <li>✓ Vehicle maintenance</li> </ul> | \$33,600 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

Included within Las Vegas Centennial Commission Funding Request:

- 2019 Chrysler Pacifica Hybrid Touring Plus Minivan: \$33,930
- Design, Fabrication & Installation of Wrap: \$3,394.50
- Taxes: \$3,200
- Registration: \$715







*"Sharing the artifacts **made the lesson come alive** for the students. Thank you for a great presentation and an opportunity for the students to enjoy **a field trip without ever having to leave their seats**. Much appreciated!"*

— Lisa Mullinix, Dearing Elementary School



*We Did It Our Way!*





*"They loved the pictures and **being able to touch the artifacts**. It was like Las Vegas history became **more real and exciting** due to this awesome presentation."*

— Charlene Ohi, Las Vegas Day School



# EDUCATIONAL OUTREACH TOPICS

## BUILDING A COMMUNITY IN THE DESERT (Grades 2-7)

What do you need to build a city in a desert? Students learn how a railroad created Las Vegas as educators present objects and images related to the city's 1905 settlement and its early years as a railroad depot.

## LAS VEGAS & THE HOOVER DAM (Grades 2-7)

Why is the Hoover Dam so important to Las Vegas? Students will discover why the dam was constructed and what life was like for the workers who built the dam – both on the job and in 1930s Southern Nevada.

## LAS VEGAS THROUGH THE AGES (Grades 4-12)

A crash course in Las Vegas history! Educators bring the history of Las Vegas to life through objects, images, and stories -- from the earliest Paiute inhabitants to the Mob's influence to the modern suburbs and megaresorts.

## PROHIBITION & AMERICAN SOCIETY (Grades 7-12)

Students meet some of the Prohibition era's movers and shakers – bootleggers, flappers, mob bosses, and more, as educators present objects and documents related to American life during Prohibition and explore societal changes and the dramatic increase in crime.



# SENIOR OUTREACH



The creation of this program  
was partially funded by grant  
from Nevada Humanities





# SENIOR OUTREACH TOPICS



## **LAS VEGAS AND THE MOB**

Mobsters didn't start Las Vegas, but they helped develop the city into what it is today. Discover who was here before the Mob, why the Mob came to Las Vegas and how they controlled its major casinos for a half decade. Memorabilia and historical objects transport participants back to the Las Vegas of yesteryear, when mobsters like Benjamin "Bugsy" Siegel and Tony Spilotro ruled the casino floor.

## **LAS VEGAS ENTERTAINERS**

What would Las Vegas be without its world-class entertainment? This multimedia presentation recalls the performances of some of the biggest names in Las Vegas history: the Rat Pack, Elvis Presley and many more. Learn about where the stars lived, worked and played during their time in Las Vegas, and how big paychecks kept them coming back.

## **AFRICAN AMERICANS IN LAS VEGAS**

African Americans have played an important part in the history of Las Vegas. This presentation explores the experience of local African American residents, as well as African American entertainers who graced the stage at some of the city's most famous venues. Learn about the challenges and discrimination African Americans faced in Las Vegas' early years, how the Westside developed and much more.

# TESTIMONIALS

*“The visit helped the students make a **personal connection to what they had read**. Learning about Las Vegas, its founding fathers and the Townsite, made the lesson personal. They were able to reflect on the old ways communities in Las Vegas functioned by touching the milk glass and handling the train replicas and other objects.”*

— Maryanne Green, Lunt Elementary School

*“Additionally, **the format is great for our students with learning disabilities**. They are able to listen and see to make history come alive for them, instead of having to read a text that is often above their reading level.”*

— Niki Smead, Treem Elementary School



*“The Mob Museum’s Senior Outreach Program has partnered with the Las Vegas-Clark County Library District to present history programs for our Las Vegas Stories series... presenters are always professional and display **a thorough knowledge of the topics** being discussed that are **entertaining as well as educational**. These programs **help our community have a better understanding of the history of our town**. It has been a pleasure working with them this past year.”*

— Suzanne Scott, Performing Arts Center Coordinator, Clark County Library District



*We Did It Our Way!*



# THANK YOU FOR YOUR GENEROUS SUPPORT!



*We Did It Our Way!*



*We Did It Our Way!*

# Las Vegas Centennial Commission Grant Application

## The Mob Museum - Educational Outreach Vehicle

12/19/2019

1. **Detail the significance of the project or resource based on its cultural, historic, architectural and/or archaeological quality and significance to the community.**

The Mob Museum is a nationally acclaimed historic institution and cultural attraction in downtown Las Vegas that tells the story of organized crime and its intersection with Las Vegas history in an authentic, honest, and engaging way. The Museum has established itself as a unique place of learning through its unparalleled exhibition experience and high quality public programs. From Courtroom Conversations and Author Talks to Community Safety Forums, the Museum has demonstrated its capacity to consistently deliver smart and appealing programs. It also has a proven track record at identifying enhancements to the museum experience that benefit the guest as well as the Museum, such as guided tours and audio tours. With past Las Vegas Centennial Commission support, the Museum developed a robust educational outreach program that shares the history of organized crime and law enforcement and its unique imprint on Las Vegas, through classroom workshops and auditorium presentations at schools in Clark County.

**Investigating History** The Mob Museum's educational outreach program, introduces Clark County students in grades 2-12, to the history of Las Vegas, Prohibition, organized crime, criminal justice and forensic science. Educators travel to schools with historical objects and activities that bring content to life through hands-on, standards-based presentations. They spark excitement for social studies and science topics with immersive and inquiry-based educational experiences. The educational lesson plans have become increasingly popular with teachers and school administrators alike. Since February 2016, Museum Educators have presented to over 15,000 students in Clark County, and the program continues to grow. In fall 2019, the Museum presented in more classrooms, and to more students, than in any fall semester in the past. A breakdown of outreach presentations scheduled through the 2019-2020 academic school year is provided below:

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More and more, teachers are looking for ways to find the time and resources for fieldtrips that take advantage of high quality educational programming outside of the classroom. The Museum's educational outreach program addresses these barriers and provides teachers and students with a unique resource that complements classroom objectives. These

experiences also have the potential to create a broader appreciation and interest in local arts and culture institutions, like The Mob Museum.

**Talking through Time** is The Mob Museum's newest outreach program, which aims to provide interactive, content-rich presentations to seniors that encourage conversations and personal recollections. These programs, which are presented in senior living facilities as well as community centers, incorporate historical objects, fascinating multimedia and engaging educator-led discussions. Focused on Las Vegas history topics, these program topics broaden the scope of the stories that The Mob Museum is able to interpret and preserve. Since June 2018, the Museum has provided 42 presentations to over 700 seniors. Locations for presentations include:

- ❖ Clark County Library District Libraries (Main Library, Sahara West, Centennial Hills, Summerlin)
- ❖ City of Las Vegas Senior Centers (Derfelt, Las Vegas Senior Center, Cora Coleman, Doolittle)
- ❖ Clark County Senior Centers (West Flamingo)
- ❖ Other Community Centers (The Center)
- ❖ Nevada HAND Senior Living Properties (Over 20 locations – low income senior residences)
- ❖ Private Senior Living Centers (Atria Seville)
- ❖ Senior Clubs (Spring Mountain Rotary, Sun City Summerlin Men's Club)

In 2019, we have had 22 presentations with over 500 attendees. Nearly all attendees live in zip codes classified as low-income. The Museum is proud to share that all presentations held at libraries, public community centers and Nevada HAND locations will continue to be offered free of charge to the organization.

- 2. Provide a concise description of your project's objectives and timelines. If a preservation project, please include any prior work completed, the specific location on the building that will be affected and what materials will be used in the rehabilitation work. Also, include what specific project elements Centennial funds will support.**

Since inception, the Educational Outreach Program has been well received within Southern Nevada schools and senior centers. The Museum continues to invest in the program to offer top-notch curriculum based on Nevada history, including interesting/age appropriate artifacts to highlight from the Museum collection. This program significantly represents the goals of our mission by transporting the Museum directly to students and seniors, increasing their accessibility to a unique cultural and historic resource in downtown Las Vegas.

The educational outreach program cannot continue to grow without obtaining a new educational outreach vehicle. The Museum simply cannot sustain the level of commitment and growing number of reservations, with our existing vehicle that has presented numerous mechanical issues. The acquisition of an educational outreach vehicle will be an essential



component to fulfilling the goals of the Museum's educational programs. The Museum is requesting funding to purchase a new minivan to accomplish two primary purposes:

- ❖ To transport educators and educational materials to schools and senior centers; and
- ❖ To serve as a mobile educational environment.

Las Vegas Centennial Commission funds will specifically support vehicle acquisition costs to include taxes and registration, vehicle retrofitting to support lesson plans, and the vehicle wrap. The project plans include utilizing the vehicle to provide increased opportunities for hands-on and interactive activities at schools, as well as locations such as community centers, fairs, and other public gatherings. The vehicle will be wrapped according to Museum brand standards and shall include the Las Vegas Centennial Commission logo.

The Mob Museum continues to invest significant resources on an annual basis to bring educational experiences to underserved communities. Please support the Museum to provide safe, reliable and cost-effective transportation between the Museum and all presentation sites.

**3. Include a listing of project partners, if relevant. List other funding sources, committed and applied for as part of project budget.**

The Las Vegas Centennial Commission will play an integral role to sustain and grow the operations of the educational outreach program by funding a significant share of the vehicle acquisition cost, taxes and registration, any required vehicle retrofit or modifications, as well as the vehicle wrap. The Museum is the principal source of funding for the educational outreach programs and is currently funding the following items on an annual basis:

**Annual expenses for Educational Outreach:**

| <b>Expense:</b>                                                                                                                                                                | <b>Actual Cost:</b>                   | <b>Total:</b> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------|
| <b>Vehicle— Maintenance</b><br>Maintenance, Gas, Car Washes & Registration                                                                                                     | \$ 4,000                              | \$ 4,000      |
| <b>Staffing— Administrative</b><br>Educational Programs Mgr. (160 hrs x \$32.37/hr)<br>Volunteer/Community Partnerships Mgr. (275 hrs x \$35.68/hr)                            | \$ 5,179.99<br>\$ 9,811.15            | \$14,991.14   |
| <b>Staffing— Training</b><br>Educators (28.5 hrs x \$17.50/hr)<br>Educational Programs Mgr (33 hrs x \$32.37/hr)<br>Volunteer/Community Partnerships Mgr. (6 hrs x \$35.68/hr) | \$ 498.75<br>\$ 1,068.37<br>\$ 214.06 | \$ 1,781.18   |
| <b>Staffing— Presentations</b><br>Educators (188 hrs x \$17.50/hr)                                                                                                             | \$ 3,290<br>\$ 469.44                 | \$ 4,134.05   |



|                                                                                                                                                                                          |                                          |                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---------------------|
| Educational Programs Mgr.(14.5 hrs x \$32.37/hr)<br>Volunteer/Community Partnerships Mgr. (6 hrs x \$35.68/hr)                                                                           | \$ 374.61                                | \$ 3,072.32         |
| <b>Staffing— Curriculum Development &amp; Artifacts</b><br>Educational Programs Mgr. (75 hrs x \$32.37/hr)<br>Sr. Director of Content (10 hrs x \$64.42/hr)                              | \$ 2,428.12<br>\$ 644.20                 |                     |
| <b>Supplies— Collateral</b><br>Rack Cards (1,000 units)<br>Trifold Brochures (2000 units)<br>Outreach Vehicle? Wrap Design and Production<br>Replacement Objects and Classroom Materials | \$ 250<br>\$ 750<br>\$ 1,000<br>\$ 1,127 | \$3,127             |
| <b>Marketing— Labor</b><br>Graphic Design Labor (35 hrs x \$25/hr)<br>Production/Sourcing Labor (5 hrs x \$25/hr)<br>Project Management Labor (20 hrs x \$25/hr)                         | \$ 875<br>\$125<br>\$500                 | \$ 2,500            |
| <b>TOTAL ANNUAL MOB MUSEUM EDUCATIONAL<br/>OUTREACH PROGRAM INVESTMENT</b>                                                                                                               |                                          | <b>\$ 33,605.69</b> |

With respect to other funding sources, the Museum is committed to identifying a local car dealership as a project partner. The intent is to ask for a vehicle price mark down of at least \$5,000. In the unlikely event a partner is not identified, the Museum is committed to contribute the \$5,000 difference.

Sourcing a hybrid plug-in outreach vehicle is significant to the Museum and its future budgeting process for this project. The selected vehicle included within this application, can drive 40 miles on a charge without having to burn gas. With the exception of a few outlier schools, the majority of the visits can be accomplished within this radius. This will save the Museum valuable financial resources and also staff time that would be spent going to the gas station to refill the gas tank.

#### 4. Describe how the funds will be used.

To continue to offer off-site educational outreach visits, Las Vegas Centennial Commission funds will be used to acquire the outreach vehicle and pay for ancillary, project-essential costs. The vehicle online build price estimate and a quote for the fabrication and installation of the vehicle wrap are enclosed for reference.

| Expense: | Centennial<br>Commission<br>Funding: | The Mob Museum/<br>Automotive Dealership<br>Funding: | Total<br>Amount: |
|----------|--------------------------------------|------------------------------------------------------|------------------|
|----------|--------------------------------------|------------------------------------------------------|------------------|

|                                                                                                           |                     |                 |                     |
|-----------------------------------------------------------------------------------------------------------|---------------------|-----------------|---------------------|
| 2019 Chrysler Pacifica Hybrid Touring Plus Minivan with Power Lift Gate and Navigation System, or similar | \$ 33,930           | \$ 5,000        | \$ 38,930           |
|                                                                                                           |                     |                 |                     |
| <b>Other Expenses:</b>                                                                                    |                     |                 |                     |
| Taxes                                                                                                     | \$ 3,200            |                 | \$ 3,200            |
| Registration                                                                                              | \$ 715              |                 | \$ 715              |
|                                                                                                           |                     |                 |                     |
| <b>Services:</b>                                                                                          |                     |                 |                     |
| Design, fabrication and installation of vehicle wrap                                                      | \$3,394.50          |                 | \$ 3,394.50         |
|                                                                                                           |                     |                 |                     |
| <b>TOTAL AMOUNT REQUESTED</b>                                                                             | <b>\$ 41,239.50</b> | <b>\$ 5,000</b> | <b>\$ 46,239.50</b> |

In the event the Museum can successfully negotiate an increased donation from an automotive dealership partner above \$5,000, the investment from the Centennial Commission shall be lowered accordingly.

- 5. Provide a brief statement of your organization's history and activities. Include your experience successfully managing grants and preservation projects. Include information on any grants previously applied for from the Centennial Commission (amount of funding received, project title, and date).**

Opened in 2012, the Museum is a popular destination and cultural attraction in downtown Las Vegas, having welcomed more than 2.4 million visitors from all 50 states and 36 countries. As an accredited institution with the American Alliance of Museums, the Museum has established itself as a unique educational resource and leading center of learning in the community. Its extraordinary collection of artifacts, high-tech presentations, and interactive exhibits immerse visitors in this eye-opening chapter of Las Vegas and American history. The Museum offers a dynamic array of onsite public programs—nearly 100 in 2019—led by subject experts and professionals on various Museum themes and topics. Public programs are also available for viewing via LiveStream, an offering the Museum added in 2014 to increase accessibility of its educational programs.

In addition to the ways in which the Museum brings history to life within the walls of its historic building, the Museum also offers a number of outreach programs focused on Las Vegas history. Its educational outreach program, launched in 2016 with support from the Las Vegas Centennial Commission, serves an average of 5,000 students each year – the vast majority residing in low-income areas and benefitting from free presentations. Modeled

after this program, the Museum expanded its outreach to seniors and has served close to 700 seniors via 43 presentations, since June 2018.

The Museum has ample past experience managing grants and preservation projects. Begun as a public works project, the Museum has successfully navigated two significant renovations while ensuring the historical integrity of the Museum was preserved. As a result of participating in complex funding opportunities such as historic tax credits and new markets tax credits, the Museum has the sophistication, financial expertise, and capacity to track and monitor expenses, submit necessary reports, and ensure the timely completion of promised deliverables. The Museum has received past funding from the Reynolds Foundation, Union Pacific Foundation, Stanley W. Ekstrom Foundation, and Nevada Humanities. As previously mentioned, the Museum has also received generous support from the Las Vegas Centennial Commission. Past LVCC-funded projects include:

❖ **5/5/2014 The creation and initial launch of The Mob Museum Multilingual Services – Audio Tour \$61,740**

Audio Tours, currently offered in 7 languages, were launched in November 2014. To date, over 64,000 guests have taken advantage of this amenity. To date for 2019, the Museum has sold 10,131 audio tours to guests.

❖ **8/10/15 The creation and initial launch of The Mob Museum Educational Outreach Program \$76,135**

The start up costs allowed for development of curriculum, staff and educator training, acquisition of objects and artifacts, as well as sourcing the portable trunks. Since launching, the Museum has served nearly 15,000 students in Southern Nevada with curriculum-based presentations. 79% of the presentations have been provided at no cost to students of Title I Schools.

**6. List key project personnel, including consultants, and briefly describe their responsibilities and qualifications.**

❖ **Claire White, Educational Programs Manager**

Claire White joined The Mob Museum in 2015 to help create educational and interpretive programs as part of the Museum's Las Vegas Centennial Commission-funded Educational Outreach Program. Claire oversees the educational outreach program and her role in this project is to approve that the vehicle meets the space and technology needs of the program, as well as contains the necessary resources for the Museum educators who will be driving it for the near future.

❖ **Adrina Ramos-King, Manager of Strategic Partnerships**

Adrina is responsible for achieving annual contributed revenue targets through individual giving, new corporate sponsorships and on-mission community partnerships. She plans and executes various events, programs and meetings for key external constituents, the Museum Advisory Council and all Museum donors. Adrina's role in this project is to cultivate and identify a partnership with an

automotive dealer, negotiate a reduction in vehicle price for the Museum and see that all contributing parties are properly acknowledged and recognized.

❖ **Cristin Haught, Project Manager**

Cristin Haught will assume responsibility for this project and will ensure it remains on time and on budget. She will help facilitate cross-departmental cooperation, as execution of this project will require collaboration with staff across several departments at the Museum. She will also be responsible for submitting eligible expenses for reimbursement. Cristin has played a key role in managing the various project teams related to the Museum's recent \$9.2 million renovation, helping to ensure on time and on budget completion.

❖ **Mark Achenbach, Chief Operating Officer**

Mark provides oversight of all of our public operating departments (Guest Services, Mediated Experiences, Educators, F&B, Distillery, Technology/Facilities and Security, together with our Human Resources function) and is responsible for our in-house legal work. For this project, Mark will be partaking in vehicle contract negotiation and has the authority to approve and sign all paperwork.

**7. Describe the key activities and associated timeline for your plan.**

The project scope for the educational outreach vehicle acquisition and necessary improvements will take approximately three months, with a start date of February 1, 2020.

| Key Activities                                                          | Estimated Time frame |
|-------------------------------------------------------------------------|----------------------|
| Identify automotive partner, negotiate sponsorship and purchase vehicle | Feb 1 – Mar 1        |
| Design, fabricate and install vehicle wrap                              | Mar 1 – Apr 1        |
| Estimated Project completion                                            | April 15             |

The Museum has set a goal to have the new outreach vehicle available for use and on the streets for presentations, by April 15, 2020.

**8. If the project is to be phased, please describe each phase.**

The project does not need to be phased. It should be complete within 2-3 months, if the Museum is awarded Las Vegas Centennial Commission grant funds.



- 9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos, drainage, physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.**

There are no known project limitations to report at this time.

- 10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any collateral material produced by your project.**

The acquisition of the outreach vehicle will greatly enhance the Museum's ability to bring history lessons and exhibit artifacts outside of the Museum walls. The plans for operation and maintenance of the project at the conclusion of the grant include the following:

- ❖ Utilize all benefits of the vehicle warranty.
- ❖ Obtain regular maintenance and repairs as needed.
- ❖ Comprehensive insurance coverage for the life of the vehicle.
- ❖ Ensuring all drivers of the vehicle have added the Museum as an additional insured on their vehicle insurance policies.

If awarded grant funds, the acquisition of a new educational outreach vehicle will play a central role in expanding the Museum's reach and impact by preserving our past history in Las Vegas and delivering rich cultural experiences to students in our community. The Las Vegas Centennial Commission will be prominently recognized on the vehicle wrap itself and on our website. The Museum is grateful to the Las Vegas Centennial Commission for its past support and consideration of this new project.

## **AGENDA MEMO**

**COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: JANUARY 27, 2020**

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**DEPARTMENT: PLANNING**

**EXECUTIVE DIRECTOR: DIANE SIEBRANDT**

☒ **Action**  
☐ **Report**

### **SUBJECT:**

**CLC-78193** - Discussion for possible action regarding funding in the amount of \$75,000.00 for the Historic Preservation Commission to be used to provide grants and awards for historic preservation, document Las Vegas' historic resources, conduct historic preservation research, produce historic preservation reports, and engage in other related preservation activities within the scope of the Historic Preservation Commission's authority

### **PURPOSE:**

To approve funding in the amount of \$75,000.00 to the Historic Preservation Commission (HPC) that will be used to provide funding for historic commemoration and preservation purposes and initiatives.

### **FINDINGS:**

The HPC is requesting funding in the amount of \$75,000.00 in order to support a variety of commemoration historic preservation initiatives. Funding received in the past supported surveys of historic neighborhoods and landmarks throughout the city, educational awards for historically minority populations, oral history projects, public awareness campaigns and funding the production and installation of plaques and markers for historic properties. Funding for the current year would allow the HPC to continue and expand on their historic preservation priorities.

The HPC has successfully has successfully completed grant-funded projects in the past that have increased public awareness of Las Vegas' history.

### **BACKUP DOCUMENTATION:**

1. Original MOU and Amendments

**MEMORANDUM OF UNDERSTANDING BETWEEN THE COMMISSION FOR  
THE LAS VEGAS CENTENNIAL AND THE CITY OF LAS VEGAS**

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is made and entered into this 4<sup>th</sup> day of OCTOBER, 2006, by and between the COMMISSION FOR THE LAS VEGAS CENTENNIAL, a Nevada non-profit corporation ("Commission") and the CITY OF LAS VEGAS ("City") on behalf of the HISTORIC PRESERVATION COMMISSION ("HPC").

**RECITALS**

WHEREAS, the Commission is the administrator of certain funds received from the issuance of special license plates commemorating the 100<sup>th</sup> anniversary of the founding of the City of Las Vegas (the "Centennial"); and

WHEREAS, NRS 482.37903 requires that fees collected from the issuance of the Centennial license plates be used for projects relating to the commemoration of the history of the City of Las Vegas, including, without limitation, historical markers, tours of historic sites and improvements to or restoration of historic buildings or structures; and

WHEREAS, the City has created the HPC whose role is to advise the City Council and Planning Commission on matters relating to historic preservation; and

WHEREAS, the HPC desires certain Centennial grant funds for the purpose of providing grants and awards for historic preservation uses and for utilizing the funds for historic documentation, research and reports; and

WHEREAS, the Commission is able to provide the Centennial Grant funds to the City to be utilized by HPC for historic commemoration and preservation purposes.

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

**1. Grant of Funds.** Subject to the terms of this MOU, the Commission hereby agrees to provide to City a grant in the total amount of Seventy Five Thousand and 00/100 Dollars (\$75,000.00) to be used by HPC for certain projects (collectively the "Projects") described as follows:

1.1 \$55,000 shall be allocated for the following purposes:

A. Historic Resource Survey and Inventory: Consultants will be hired to complete historic surveys of individual historic properties and historic neighborhoods within the City of Las Vegas.

- B. **Research and Documentation:** Consultants will be hired to photograph, do physical documentation and use library archives to complete reports, back-up information for lectures and other presentations for neighborhood meetings and professional conferences.
  - C. **Nomination Reports:** Consultants will be hired to conduct research and documentation to prepare reports nominating historic resources to the City of Las Vegas Historic Property Register, and/or State and National Registers of Historic Places.
  - D. **Commissioner Training and Development:** Historic Preservation Commissioners will be sent to professional training conferences in the field of historic preservation.
- 1.2 \$15,000 – Small Grant (\$1,000 to \$5,000): The City, through the HPC, will provide small grant awards to owners of historic properties that cannot pay for historic rehabilitation projects due to economic hardship, or who need matching funds for larger grants.
  - 1.3 \$5,000 – Awards Program: Awards will be given throughout the year and during the Historic Preservation Month held in May to those individuals and groups that have given significant and exemplary time, money, labor, etc. toward historic preservation projects.

**2. Administration of the Centennial Grant Funds.** The City's Historic Preservation Officer in conjunction with HPC will administer and monitor the Projects described above in Section 1 and the disbursement of the Centennial Grant funds provided herein.

**3. Request for Funds.** Subject to the City and HPC's compliance with this MOU, the City shall furnish to the Executive Director of the Commission with a requisition for the payment of the Centennial Grant funds. The requisition shall include the amount requested, applicable invoices, description of the project and other related documentation evidencing the expenses incurred. The Executive Director will review the disbursement request within ten (10) business days to see if it complies with this Agreement.

**4. Local, State and Federal Laws.** The City shall carry out the Projects or cause such Projects to be carried out in conformity with all applicable laws, including, without limitation, all applicable federal, state and local laws.

**5. Cost Overruns.** If the cost of the Projects, or any portion thereof, exceeds the amounts set forth in this MOU, the City shall pay the amount of the excess from the City's



own funds or any other funds obtained by the City or pledged to the City to pay any such excess, as long as such excess amounts are not paid from the Centennial Grant funds.

**6. Acknowledgment.** The City agrees that it will acknowledge the support of the Commission in all publicity related to the Projects, including, press/media releases and opportunities for the promotion of the Projects.

**7. Indemnification.** Subject to the rights and limitations set forth in NRS Chapter 41, the City shall protect, indemnify and hold the Commission for the Las Vegas Centennial, its officers, directors, committees, employees and agents, harmless from and against any and all third party claims arising out of the Projects or this MOU.

**8. Termination.** The Commission shall have the right to terminate this MOU if the Commission determines, in its sole reasonable judgment, that the City, through its HPC, fails to diligently pursue the Projects to completion. Termination shall be effective by the Commission providing thirty (30) calendar days written notice to terminate to the City.

**9. Notices.** All notices, demands, instruction and other communications required or permitted to be given to or made upon any party hereto shall be in writing and shall be personally delivered or sent by regular mail, addressed as follows:

|                 |                                                                                                   |
|-----------------|---------------------------------------------------------------------------------------------------|
| If to the City: | City of Las Vegas<br>Historic Preservation Commission<br>731 S. Fourth St.<br>Las Vegas, NV 89101 |
|-----------------|---------------------------------------------------------------------------------------------------|

|                       |                                                                                                                                   |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| If to the Commission: | Commission for the Las Vegas Centennial<br>c/o Executive Director<br>400 Stewart Ave., 8 <sup>th</sup> fl.<br>Las Vegas, NV 89101 |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------|

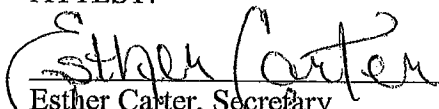
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IN WITNESS WHEREOF, the Commission and the City have caused this Agreement to be executed as of the day and year first above written.

COMMISSION FOR THE LAS VEGAS  
CENTENNIAL

By:   
Oscar B. Goodman, President

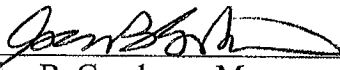
ATTEST:

  
Esther Carter, Secretary

APPROVED AS TO FORM:

Sept. 28, 2006  
Date

CITY OF LAS VEGAS

By:   
Oscar B. Goodman, Mayor

ATTEST:

  
BARBARA JO RONEMUS, City Clerk

APPROVED AS TO FORM:

 11/2/06  
Date

**AMENDED AND RESTATED MEMORANDUM OF UNDERSTANDING  
BETWEEN THE COMMISSION FOR THE LAS VEGAS CENTENNIAL  
AND THE CITY OF LAS VEGAS**

THIS AMENDED AND RESTATED MEMORANDUM OF UNDERSTANDING ("MOU") is made and entered into this 5<sup>TH</sup> day of September, 2007, by and between the COMMISSION FOR THE LAS VEGAS CENTENNIAL, a Nevada non-profit corporation ("Commission") and the CITY OF LAS VEGAS ("City") on behalf of the HISTORIC PRESERVATION COMMISSION ("HPC").

**RECITALS**

WHEREAS, the Commission is the administrator of certain funds received from the issuance of special license plates commemorating the 100<sup>th</sup> anniversary of the founding of the City of Las Vegas (the "Centennial"); and

WHEREAS, NRS 482.37903 requires that fees collected from the issuance of the Centennial license plates be used for projects relating to the commemoration of the history of the City of Las Vegas, including, without limitation, historical markers, tours of historic sites and improvements to or restoration of historic buildings or structures; and

WHEREAS, the City has created the HPC whose role is to advise the City Council and Planning Commission on matters relating to historic preservation; and

WHEREAS, the HPC desires certain Centennial grant funds for the purpose of providing grants and awards for historic preservation uses and for utilizing the funds for historic documentation, research and reports; and

WHEREAS, the Commission is able to provide the Centennial Grant funds to the City to be utilized by HPC for historic commemoration and preservation purposes; and

WHEREAS, the parties entered into the original MOU in March 2007 and now desire to amend and restate the MOU to update the allocation of Centennial Grant funds.

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

**1. Grant of Funds.** Subject to the terms of this MOU, the Commission hereby agrees to provide to City a grant in the total amount of Seventy Five Thousand and 00/100 Dollars (\$75,000.00) to be used by HPC for certain projects (collectively the "Projects") described as follows:

1.1 \$55,000 shall be allocated for the following purposes:

- A. Historic Resource Survey and Inventory: Consultants will be hired to complete historic surveys of individual historic properties and historic neighborhoods within the City of Las Vegas.
  - B. Research and Documentation: Consultants will be hired to photograph, do physical documentation and use library archives to complete reports, back-up information for lectures and other presentations for neighborhood meetings and professional conferences.
  - C. Nomination Reports: Consultants will be hired to conduct research and documentation to prepare reports nominating historic resources to the City of Las Vegas Historic Property Register, and/or State and National Registers of Historic Places.
  - D. Commissioner Training and Development: Historic Preservation Commissioners will be sent to professional training conferences in the field of historic preservation.
  - E. Historic Markers and Plaques: The Historic Preservation Commission may provide for the purchase and installation of historic markers and plaques within the Public Right of Way for historic buildings, structures, sites and/or objects.
- 1.2 \$15,000 – Small Grants (\$1,000 to \$5,000). The City, through the HPC, will provide small grant awards to organizations and individuals for the purpose of commemorating the history of the city of Las Vegas including, but not limited to, historic markers, tours of historic sites, cultural heritage and tourism, oral history, historic survey, documentation, museums and archives, and education.
  - 1.3 \$5,000 – Awards Program: Awards will be given throughout the year and during the Historic Preservation Month held in May to those individuals and groups that have given significant and exemplary time, money, labor, etc. toward historic preservation projects.

**2. Administration of the Centennial Grant Funds.** The City's Historic Preservation Officer in conjunction with HPC will administer and monitor the Projects described above in Section 1 and the disbursement of the Centennial Grant funds provided herein.

**3. Request for Funds.** Subject to the City and HPC's compliance with this MOU, the City shall furnish to the Executive Director of the Commission with a requisition for the payment of the Centennial Grant funds. The requisition shall include the amount requested, applicable invoices, description of the project and other related documentation evidencing the expenses incurred. The Executive Director will review the



disbursement request within ten (10) business days to see if it complies with this Agreement.

**4. Local, State and Federal Laws.** The City shall carry out the Projects or cause such Projects to be carried out in conformity with all applicable laws, including, without limitation, all applicable federal, state and local laws.

**5. Cost Overruns.** If the cost of the Projects, or any portion thereof, exceeds the amounts set forth in this MOU, the City shall pay the amount of the excess from the City's own funds or any other funds obtained by the City or pledged to the City to pay any such excess, as long as such excess amounts are not paid from the Centennial Grant funds.

**6. Acknowledgment.** The City agrees that it will acknowledge the support of the Commission in all publicity related to the Projects, including, press/media releases and opportunities for the promotion of the Projects.

**7. Indemnification.** Subject to the rights and limitations set forth in NRS Chapter 41, the City shall protect, indemnify and hold the Commission for the Las Vegas Centennial, its officers, directors, committees, employees and agents, harmless from and against any and all third party claims arising out of the Projects or this MOU.

**8. Termination.** The Commission shall have the right to terminate this MOU if the Commission determines, in its sole reasonable judgment, that the City, through its HPC, fails to diligently pursue the Projects to completion. Termination shall be effective by the Commission providing thirty (30) calendar days written notice to terminate to the City.

**9. Notices.** All notices, demands, instruction and other communications required or permitted to be given to or made upon any party hereto shall be in writing and shall be personally delivered or sent by regular mail, addressed as follows:

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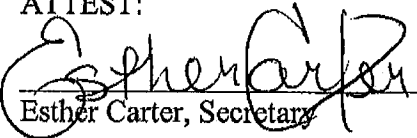
|                       |                                                                                                                                   |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| If to the Commission: | Commission for the Las Vegas Centennial<br>c/o Executive Director<br>400 Stewart Ave., 8 <sup>th</sup> fl.<br>Las Vegas, NV 89101 |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------|

IN WITNESS WHEREOF, the Commission and the City have caused this Agreement to be executed as of the day and year first above written.

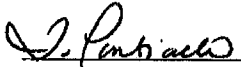
COMMISSION FOR THE LAS VEGAS  
CENTENNIAL

By:   
Oscar B. Goodman, President

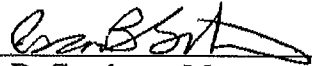
ATTEST:

  
Esther Carter, Secretary

APPROVED AS TO FORM:

 8/16/07  
Date

CITY OF LAS VEGAS

By:   
Oscar B. Goodman, Mayor

ATTEST:

  
~~Beverly E. Bridges, City Clerk~~  
By: Vicky Darling  
Acting Chief Deputy City Clerk

APPROVED AS TO FORM:

 8/16/07  
Date

**FIRST AMENDMENT TO THE AMENDED AND RESTATED MEMORANDUM OF  
UNDERSTANDING BETWEEN THE COMMISSION FOR THE LAS VEGAS  
CENTENNIAL AND THE CITY OF LAS VEGAS**

THIS FIRST AMENDMENT TO THE AMENDED AND RESTATED MEMORANDUM OF UNDERSTANDING ("First Amendment") is made and entered into this 20<sup>th</sup> day of February, 2013, by and between the COMMISSION FOR THE LAS VEGAS CENTENNIAL, a Nevada non-profit corporation ("Commission") and the CITY OF LAS VEGAS ("City") on behalf of the HISTORIC PRESERVATION COMMISSION ("HPC").

**RECITALS**

WHEREAS, the Commission and the City entered into the Amended and Restated Memorandum of Understanding ("MOU") which provided Centennial Grant Funds for the purpose of providing grants for historic commemoration and preservation purposes; and

WHEREAS, the Commission and City desire to amend the MOU to update the disbursement and reporting process for the Centennial Grant Funds.

NOW, THEREFORE, the Commission and City agree to amend the MOU as follows:

1. Section 2 of the MOU shall be amended to read as follows:

**Administration of the Centennial Grant Funds.** The City's Historic Preservation Officer in conjunction with HPC and the City's Department of Planning will administer and monitor the Projects described above in Section 1 and the disbursement of the Centennial Grant Funds herein.

2. Section 3 shall be deleted and the following shall be inserted in its place:

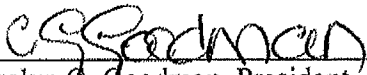
A. **City Council Approval.** A budget for the Projects will be submitted in conjunction with the annual budget for the Department of Planning. The budget will be accompanied by detailed project descriptions, currently funded project status and a copy of the signed MOU between the Commission and the HPC. If approved by the City Council, the Centennial Grant Funds will be transferred to the Department of Planning for project administration and monitoring.

B. **Request for Funds.** Upon approval of the budget by the City Council, and subject to the City and HPC's compliance with this MOU, the Department of Planning shall furnish to the Executive Director of the Commission with a requisition for the payment of the Centennial Grant Funds. The requisition shall include the total amount awarded, and will include documentation a detailed budget, project descriptions and other related evidence as presented with the Centennial Grant application.

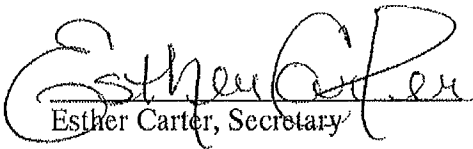
C. **Annual Reporting Requirements.** The City's Historic Preservation Officer will provide a budget on an annual basis to the Commission for consideration at the Commission's budget meeting generally held in July of each fiscal year. The budget will be accompanied by detailed project descriptions and the currently funded project status report.

3. Except as hereinabove set forth, the MOU shall remain valid and in full force and effect.

COMMISSION FOR THE LAS VEGAS  
CENTENNIAL

By:   
Carolyn G. Goodman, President

ATTEST:

  
Esther Carter, Secretary

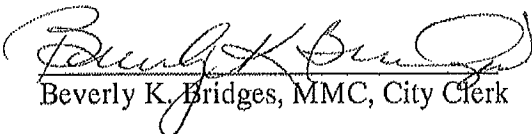
APPROVED AS TO FORM:

 1/28/13  
Date

CITY OF LAS VEGAS

By:   
Carolyn G. Goodman, Mayor

ATTEST:

  
Beverly K. Bridges, MMC, City Clerk

APPROVED AS TO FORM:

 1/28/13  
Date

**SECOND AMENDMENT TO THE AMENDED AND RESTATED MEMORANDUM OF  
UNDERSTANDING BETWEEN THE COMMISSION FOR THE LAS VEGAS  
CENTENNIAL AND THE CITY OF LAS VEGAS**

THIS SECOND AMENDMENT TO THE AMENDED AND RESTATED MEMORANDUM OF UNDERSTANDING ("Second Amendment") is made and entered into this 4<sup>th</sup> day of February, 2015, by and between the COMMISSION FOR THE LAS VEGAS CENTENNIAL, a Nevada non-profit corporation ("Commission") and the CITY OF LAS VEGAS ("City") on behalf of the HISTORIC PRESERVATION COMMISSION ("HPC").

**RECITALS**

WHEREAS, the Commission and City entered into the Amended and Restated Memorandum of Understanding dated September 5, 2007 and the First amendment to the Amended and Restated Memorandum of Understanding dated February 20, 2013 (collectively the "MOU") which provided Centennial Grant Funds for the purpose of providing grants for historic commemoration and preservation purposes; and

WHEREAS, the Commission and City desire to amend the MOU to reallocate the Centennial Grant Funds to be used by HPC for the Projects.

NOW, THEREFORE, the Commission and City agree to amend the MOU as follows:

1. Section 1.1 shall be amended to read as follows:

1.1 \$75,000 shall be allocated to the Operating Fund for the following purposes:

- A. Historic Resource Survey and Inventory: Consultants will be hired to complete historic surveys of individual historic properties and historic neighborhoods within the City of Las Vegas.
- B. Research and Documentation: Consultants will be hired to photograph, do physical documentation and use library archives to complete reports, back-up information for lectures and other presentations for neighborhood meetings and professional conferences.
- C. Nomination Reports: Consultants will be hired to conduct research and documentation to prepare reports nominating historic resources to the City of Las Vegas Historic Property Register, and/or State and National Registers of Historic Places.
- D. Commissioner Training and Development: Historic Preservation Commissioners will be sent to professional training conferences in the field of historic preservation.



E. Historic Markers and Plaques: The Historic Preservation Commission may provide for the purchase and installation of historic markers and plaques within the Public right of Way for historic buildings, structures, sites and/or objects.

F. Awards Program: Awards will be given throughout the year and during Historic Preservation Month held in May to those individuals and groups that have given significant and exemplary time, money, labor, etc. toward historic preservation projects.

G. Public Outreach and Education: The Historic Preservation Commission may provide for costs associated with producing and distributing brochures and newsletters, providing historical tours, lectures, honorariums, and Historic Preservation and Archaeological Awareness Month, including the Helldorado Parade.

2. Section 1.2 shall be amended to read as follows:

1.2 \$25,000 shall be allocated to the Small Grants fund with the option to renew annually in January through reallocation of Operating Funds. Small Grants may be awarded in amounts of \$1,000 to \$5,000 with a maximum of \$25,000 awarded annually. The City, through the HPC, will provide Small Grant awards to organizations and individuals for the purpose of commemorating the history of the city of Las Vegas including, but not limited to, historic markers, tours of historic sites, cultural heritage and tourism, oral history, historic survey, documentation, museums and archives, education and historical rehabilitation of properties listed on the city of Las Vegas Historic Property Register.

3. Section 1.3 shall be deleted in its entirety.

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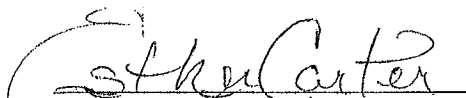
4. Except as hereinabove set forth, the MOU shall remain valid and in full force and effect.

IN WITNESS WHEREOF, the Commission and the City have caused this Second Amendment to be executed as of the day and year first above written.

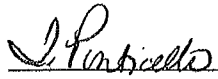
CENTENNIAL FOR THE LAS VEGAS  
COMMISSION

By:   
Carolyn G. Goodman, President

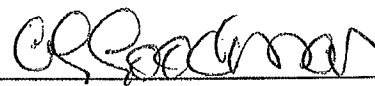
ATTEST:

  
Esther Carter, Secretary

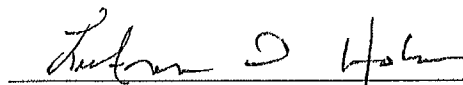
APPROVED AS TO FORM:

 1/16/15  
Date

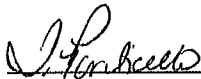
CITY OF LAS VEGAS

By:   
Carolyn G. Goodman, Mayor

ATTEST:

  
LuAnn D. Holmes, MMC, Acting City Clerk

APPROVED AS TO FORM:

 1/16/15  
Date

# Historic Preservation Commission

## Examples of Past Projects

- **Historic Preservation Month**

- Funding for Helldorado Days Parade
- Historic Preservation Awards
- Booth at the Cultural History Fair at the Springs Preserve
- Photo Exhibitions
- Lecture Series
- Hosting Walking Tours of Historic Sites

- **Professional Development**

- Conferences
- Memberships

- **Small Grants**

- Plaques and Markers for Historic Properties
- Brochures for Historic Venues
- Oral History Transcriptions
- Surveys of Historic Places
  - Neighborhoods
  - Entertainment Districts
  - Highways
  - Motels

# Item 10

# CLC-78194

Updates on Projects and Announcements

# Hay Barn at Floyd Lamb Park at Tule Springs





# Fremont Street Experience LED Sign





# Blue Angel at Hartlauer Signs for Restoration





# Old Victory Hotel Fire



# Updates

- Las Vegas: The Early Years
  - Documentary Part II
- Updating Grant Language
  - In-progress as part of the website update
- Las Vegas High School Grant (Approved June 2018)
  - Centennial Commission Grant to renovate the entry to the Performing Arts Center
- Strategic Plan?