



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.

The public is encouraged to send comments electronically prior to the meeting via e-mail to meetingcomments@lasvegasnevada.gov. E-mails MUST contain the meeting name, date and item number in the subject. E-mails received up to an hour before the meeting will be considered public record, read during the meeting where appropriate and will be included in the backup. A time limit may be imposed on the reading of comments as is done during meetings when comments are made in person.

1. **Call to Order and Roll Call**
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 January 25, 2021
5. **20-0289-CLC1 - ABEYANCE ITEM** - Report by Heidi Swank, Executive Director of the Nevada Preservation Foundation, regarding the final project report on the Home + History 2020 Event
6. **20-0160-CLC1 - TABLED ITEM** - Discussion for possible action regarding approval of a grant request by Marja Bigas, Management Analyst with the City of Las Vegas Office of Administrative Services, in the amount of \$150,000 for the production of the 2021 Las Vegas Days Parade
7. **21-0121-CLC1** - Report by Brian Lovelin, Financial Analyst with the City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2021
8. **21-0123-CLC1** - Discussion for possible action regarding approval of a balance of \$16,985 for a grant request by the DISCOVERY Children's Museum, located at 360 Promenade Place, to produce a documentary film that was originally approved by the Commission for the Las Vegas Centennial during the meeting of January 25, 2021, Case Number: 21-0003-CLC1 - Ward 5 (Crear)
9. **21-0124-CLC1** - Discussion for possible action regarding approval of a request by Department of Planning staff for funding up to \$11,000 to host the premiere of the documentary film, "The City of Las Vegas: The 1930s" at the Art Houz Theaters, located at 814 South 3rd Street - Ward 3 (Diaz)
10. **21-0125-CLC1** - Discussion for possible action regarding the approval of a licensing agreement with the City of Las Vegas to air historical documentaries and share revenue generated therefrom
11. **21-0126-CLC1** - Report by Department of Planning staff regarding the steps necessary to create a City of Las Vegas Museum

12. **21-0127-CLC1** - Report by Diane Siebrandt, 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
13. **21-0128-CLC1 - 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.
14. **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.
15. **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
IN ACCORDANCE WITH THE STATE OF NEVADA EXECUTIVE DEPARTMENT
DECLARATION OF EMERGENCY DIRECTIVE 006
The City of Las Vegas website – www.lasvegasnevada.gov
and
The Nevada Public Notice Website – notice.nv.gov

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION:

DR. DIANE SIEBRANDT

☐ Action

☒ Report

SUBJECT:

20-0289-CLC1 - ABEYANCE ITEM - Report by Heidi Swank, Executive Director of the Nevada Preservation Foundation, regarding the final project report on the Home + History 2020 Event

PURPOSE

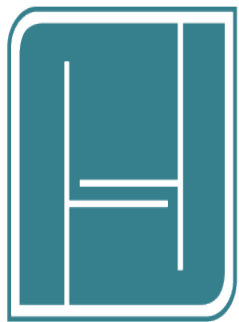
On January 27, 2020 the Centennial Commission awarded a grant in the amount of \$25,000 to the Nevada Preservation Foundation to produce the Home + History 2020 Event. The event was set to run April 17-19 and include educational programming as well as neighborhood walking tours, bus tours of historic neighborhoods, and the Vintage Vegas Home Tour. Each tour was set to highlight 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. While the event was held, the advent of the COVID-19 Pandemic required that programming change its dates to September 11-13 and switch to a mainly on-line/virtual attendance, with only small socially distancing groups attending the in-person walking tours. Despite the pandemic obstacles, the events took place for another successful Home + History Event.

Findings:

Report only

BACKUP DOCUMENTATION:

None



HOME + HISTORY LAS VEGAS

Commission for the Las Vegas Centennial

Submitted at Meeting

Date: 3/22/2021 Item 5

By Nevada Preservation Foundation



NEVADA PRESERVATION
FOUNDATION

CYNTHIA AMMERMAN

EXECUTIVE DIRECTOR

MA, Urban Planning + Historic Preservation

Post Grad, Universidad de Chile, Chilean Studies

- 15+ years in real estate & built environment policy
- Presented on the Corporate & Cultural Modernist Landscapes in Warsaw, Poland 2016
- FEMA, National Park Service, Department of State, NASVAB, Municipalities, Private Developers
- 20th Century Heritage related to entertainment economy, sacred structures, immigration (Jewish & Latin American)
- Co-founder Kansas City Latin Jazz Orchestra
- Since 2016 has produced over 400 events related to placemaking & cultural preservation

Commission for the Las Vegas Centennial - Page 5



HISTORY AT HOME: APRIL 2020

3-days, 8 Free Virtual Events:

Virtual Walking Tours, Talks by Alan Hess, Chris Nichols, and Peter Morouzzi, Tour of the Hugh Taylor Archive, Movie Watch Party

What is History at Home?

- Virtual history program to replace the delayed Home + History
- NPF Staff pivoted from to a virtual format, recruited speakers, and created 3 tours
- 8 Events : 450 registrants



Fifty Years of Architectural History with Chris Nichols

Join Architectural Historian Chris Nichols as he discusses some of the most important mid-century books that have made an impact on our architectural landscape in the past 50 years.

[To view Part 1 of this program click here.](#)

[To view Part 2 of this program click here.](#)



Las Vegas' Contributions to American Architecture with Alan Hess



From Fremont Street to The Strip, Las Vegas' architecture has long fascinated, mesmerized, and confounded conventional critics. It has always pushed the boundaries, and so it has always been controversial and misunderstood.

Alan Hess, author of the architectural history "Viva Las Vegas" explores the ideas, architects, and culture that created these unique buildings, and explains why they are some of the most original and influential designs in architectural history – and why remaining examples should be preserved.

[To view this program click here.](#)

HOME + HISTORY LAS VEGAS: 2020

3-days, 16 events:

Self-guided tours, bicycle tour, walking tours, Martini Tour,
educational events

Mix of virtual, self-guided, and outdoor in-person events

Ticket Sales: 483

9 sold out events

50% sell out rate

Attendee Demographics:

75% earn 75k+

54% Bachelors & 27% Grad Degree

43% 40 - 59 years old

Select Partner Organizations:

Centennial Commission & Clark County

LVCVA, City of Henderson, Boulder City, Neon Museum, Vivitiv,
RTC, Golden Steer Steakhouse





HOME + HISTORY LAS VEGAS: 2020

A Unique Event for a Unique Year

Self-Guided Tours:

- *Water over the Dam
- Mid-Mod Mix Up
- *Curbside Collection: Extreme Homes of Las Vegas

Virtual Martini Tour:

- McNeil Home of Jon Sparer and John Klai
- Themed Cocktail Developed and Presented by ReBar Team
- Curbside Pick-Up of Charcuterie Tray and Bottles of Wine created by Honey Salt and Carson Kitchen

Other New Events for 2020:

- Paradise Lost? Walking Tour
- Vegas Modern with Peter Morouzzi
- Street Corner Stories Walking Tour with Pop Culture Tours
- Divorce, Murder, and High Society Walk and Talk
- Inside Ne10 with the Neon Museum



HHLV MARKETING & PROMOTION

Marketing for HHLV 2020:

Vivitiv Marketing overhauled our marketing strategy for 2020

From April forward, advertising focused on local market

Advertising Highlights:

- 31 distinct advertising campaigns
- Link Clicks: 38,662
- Reach: 493,703 people
- 38 ads created and inserted in 16 separate markets
- Gain of 355 followers



2021 + 2022: BRINGING BACK THE FABULOUS

Home + History 2021:

September 24-26, 2021

- Remain a smaller event with in-person events
- Encourage outdoor experiences as much as possible
- Expanded Walking tour offering, 2 Cocktail/Formal Tour, movie, and picnic lunch
- Minimize virtual experience

Goal for 2021:

Maintain audience engagement and awareness.

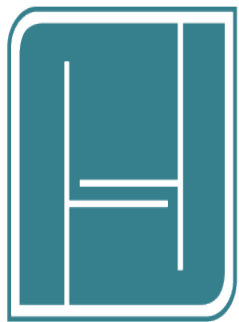
Transition back to regular programming format.

Home + History 2022:

April 22-24, 2022: Back to Fabulous

- Return to full event building upon optimism and desire for audiences to be in person
- Bring back the Vintage Vegas Home Tour and a full slate of events
- Look back to 2019 to continue growth





HOME + HISTORY LAS VEGAS

Commission for the Las Vegas Centennial - Page 11



NEVADA PRESERVATION
FOUNDATION

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☒ Action

☐ Report

SUBJECT:

20-0160-CLC1 - TABLED ITEM - Discussion for possible action regarding approval of a grant request by Marja Bigas, Management Analyst with the City of Las Vegas Office of Administrative Services, in the amount of \$150,000 for the production of the 2021 Las Vegas Days Parade

PURPOSE:

The applicant is requesting approval of a grant request in the amount of \$150,000.00 to produce the 2021 Las Vegas Days Parade.

FINDINGS:

The Las Vegas Days Parade, formally the Hellsdorado Parade, is a one day parade that will be held on Saturday May 15, 2021. The parade route follows along 4th Street through Downtown Las Vegas. Centennial Commission funding is being requested to cover the costs associated with producing the parade, including: salaries for Las Vegas Metropolitan Police, City Marshalls and parking services; rental fees for traffic control equipment, utility carts, portable restrooms and radio communications equipment; marketing expenses; entry fees for high school marching bands and float entries; and the production of volunteer t-shirts and awards for best entries.

BACKUP DOCUMENTATION:

1. Grant Application
2. Grant Budget

Form Name:	LVCC Grant
Submission Time:	July 27, 2020 10:58 am
Browser:	Chrome 84.0.4147.89 / Windows
IP Address:	205.153.114.222
Unique ID:	640171400
Location:	

GRANT GUIDELINES AND ELIGIBILITY

ELIGIBILITY & EVALUATION CRITERIA

GRANT CONDITIONS UPON AWARD

APPLICATION AND REVIEW PROCESS

GRANT APPLICATION FORM

PART I. Application Cover Page

Name of Organization	City of Las Vegas/Las Vegas Days Parade
Organization's Mission Statement	To provide residents, visitors and the business community with the highest quality municipal services in an efficient, courteous manner and to enhance the quality of life through planning and visionary leadership.
Funding Amount Request	150000.00
Authorizing Official	Marja Bigas
Authorizing Official Title	Management Analyst/Parade Producer
Authorizing Official Address	495 South Main Street Las Vegas, NV 89101
Authorizing Official Title Phone	(702) 229-4859
Authorizing Official Title Email	mbigas@lasvegasnevada.gov
Project Funding Category and Working Title	Historic Event, Las Vegas Days Parade
Project Address (if applicable)	Downtown 4th Street Parade Route

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 Las Vegas Days Parade formerly Helldorado Parade has been the longest lasting event in our community. It is historic in nature and celebrates the birthday of the city of Las Vegas.

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.

This is a one day parade that will be held on the downtown, 4th street parade route.

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

Centennial is the only funding source.

4. Describe how the funds will be used.

Funds will be used for the production of the parade to include metro police, traffic control company, volunteer t-shirts, portable restrooms, golf carts. The funds will also be used for graphic charges, printing certificates, and all marketing and advertising related to the parade. Funding is also provided for high schools marching bands and clubs that build a float and participate in the parade.

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).

The Centennial has funded the parade since it returned in 2005 when the city celebrated our Centennial Celebration. City staff has produced the parade since that time. Centennial is the sole source for the parade.

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

City staff volunteers that have previously helped with the parade.

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

August 2020 - Secure funding
September 2020 - Update application to be sent out to previous years participants and include in Media Release
On going - gather parade application
October 2020 - Secure marketing plan
November 2020 - Secure volunteers
February 2021 - Secure all production requirements
March 2021 - 2nd media release
April - radio interviews
May - media interviews, finalize parade lineup and distribute participant packets

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

n/a

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.

n/a

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.

n/a

PART III. . Budget Worksheet

Budget Worksheet File

https://s3.amazonaws.com/files.formstack.com/uploads/2775571/55273897/640171400/55273897_budget.pdf

PART IV. Additional Required Documents

Primary Contact Name & Title

Marja Bigas

Primary Contact Signature & Date

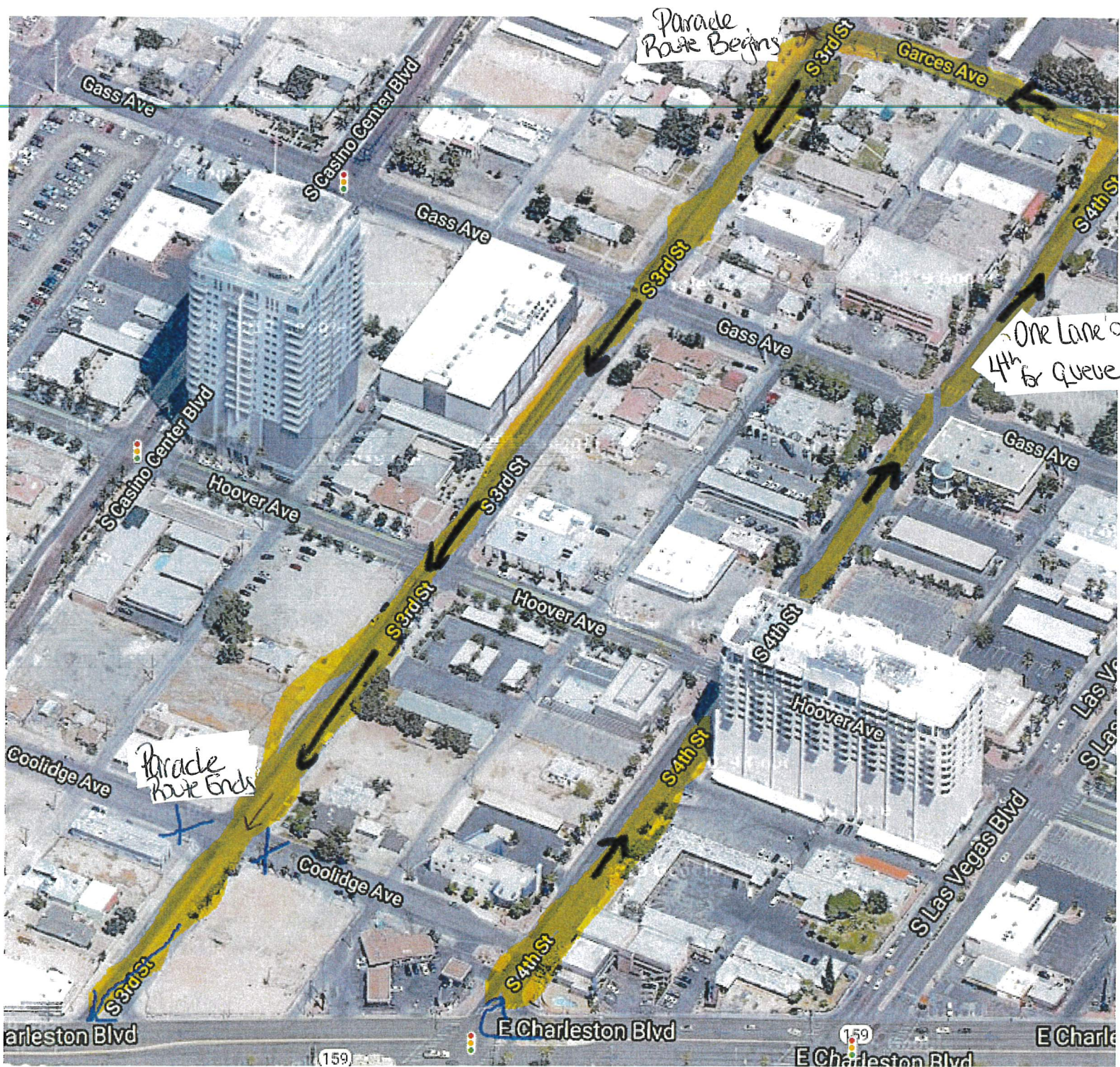


Authorizing Official Name & Title

Marja Bigas, Management Analyst

Authorizing Official Signature & Date

<u>2021 Las Vegas Days Parade Budget</u>		
<u>Company Name</u>	<u>Sevices</u>	<u>Amount Due</u>
Geary Company	Marketing	\$76,000.00
Department of Public Safety	City marshals course support	\$2,600.00
Parking Services	DTC lot	\$150.00
METRO	Police officers on course	\$12,000.00
McIntosh	Radio communications	\$200.00
MOB	Barricades/traffic control plan	\$4,100.00
Ahern	Utility carts	\$1,690.00
United Site Services	Portable restrooms	\$1,450.00
Logo Fusion	Staff shirts	\$750.00
High Schools	Marching bands (\$1000) & float entries (\$1500)	\$37,500.00
Supplies	Parade day supplies	\$600.00
Marching Band Winner	Marching Band Winner	\$500.00
Awards & Graphics	City graphics	\$600.00
		\$138,140.00



Budget Adjustments

We are not requesting a marking budget for 2021. We would like to open up entries to schools and artists. We will limit the number of entries due to the amount of space on the parade route.

60 entries would be our maximum. We would give each school entry \$1,000 with a maximum of \$60k to be paid out to these community partners.

2021 Las Vegas Days Reverse Parade Budget		
Company Name	Services	Amount
High Schools (up to 60 entries)	\$1,000 for each school club entry	\$60,000
Las Vegas Metro PD	Police officers, course support	\$12,000
Entertainers	Specialty entertainers to enhance route	\$5,000
Master of Barricades	Barricades, traffic control plan	\$4,100
Department of Public Safety	City Marshals, course support	\$2,600
Parade Décor	Décor to enhance parade route, stage	\$2,000
Ahern	Utility carts (reduce order)	\$1,500
United Site Services	Portable restrooms (reduce)	\$1,000
Supplies	Parade day supplies	\$600
Awards & Graphics	City graphics	\$600
School award winning entry	Winner of best entry, voted by judges	\$500
Parking Services	Downtown parking/lots	\$150
Logo Fusion	Staff shirts (already have in stock)	\$0
Total		\$90,050

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION:

DR. DIANE SIEBRANDT

☐ Action

☒ Report

SUBJECT:

21-0121-CLC1 - Report by Brian Lovelin, Financial Analyst with the City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2021

PURPOSE

Update regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2021.

Findings:

Report only

BACKUP DOCUMENTATION:

None



Commission for the Las Vegas Centennial
Budget to Actual
Fiscal Year Ended June 30, 2021 (Data as of February 2021)

	July 1, 2020 - June 30, 2021		Actual For the 12 Months Ended 6/30/2021	Remaining Grant Funds Encumbered
	Actual For Year Ended June 30, 2020	Budget License Plate Total		
Beginning Fund Balance	(3,559,358)	(4,856,724)	(4,856,724)	
Revenue:				
Other Income	(1,424)	-	(6,059)	-
Plate revenue July 1 thru June 30,	(2,287,412)	(2,000,000)	(916,110)	-
Total Revenue	(2,288,836)	(2,000,000)	(922,169)	-
Expenditures - Approved Grants (Active)				
NV Prsvn Foundation-Hugh Taylor Archives	33,954	13,596	8,599	4,997
NV Prsvn Foundation - Revolving Fund	-	41,969	650	41,319
Las Vegas High Academy Renovation	-	90,000	90,000	-
Whole Enchilada Project	-	100,000	-	100,000
Education Grants - Junior League	-	24,614	-	24,614
CLV Employee for HPC	77,124	245,209	-	245,209
78190-NV Prsvn Foundation - Home History 2020	-	25,000	13,364	11,636
78192-The Mob Museum - Outreach Vehicle	30,750	11,250	9,640	1,610
78734-Part III Documentary CLV: The Thirties	-	200,000	120,000	80,000
78512-Harrison House	2,500	22,500	3,600	18,900
78732-UNLV Oral History Project	-	50,000	-	50,000
78741-National Atomic Testing Museum Exhibit	-	250,000	-	250,000
20-0057-State-of-the-art Archives/Collections Center	-	300,000	-	300,000
20-0058-NV Prsvn Foundation-Survey Biltmore Bungalow	-	27,500	1,545	25,955
21-0005-CLC1 Las Vegas Days Rodeo	4,037	175,963	-	175,963
Las Vegas Days - Parade	90	149,910	-	149,910
21-0003-CLC1 History of Discovery Children's Musuem	-	71,515	-	71,515
Grants Completed in Previous Fiscal Year:				
UNLV - Newspaper (Final Invoice November 2019)	24,194	-	-	-
UNLV - Latino Voices	15,454	-	-	-
Blue Angel Motel Sign Rehab	132,500	-	-	-
Boyd Production - Historic Film	200,000	-	-	-
FSE-Visual Improvements (Reduced from \$300K)	225,000	-	-	-
77798-Restore Hay Barn-Floyd Lamb Park	150,000	-	-	-
78193-CLV-Historic Preservation Grants	75,000	-	-	-
Old Timers	5,000	-	-	-
Administrative:				
Administration Expenses	4,586	10,000	5,806	4,194
Legal, Accounting & Auditing	4,694	9,000	-	9,000
Insurance	6,587	6,600	6,956	(356)
Total Expenditures	991,470	1,824,626	260,160	1,564,466
Fund Balance Reserve:		500,000		
Total Expenditures and/or reserve	991,470	2,324,626	260,160	
Revenue (over) under Expenditures	(1,297,366)	324,626	(662,009)	
Ending Fund Balance	(4,856,724)	(4,532,098)	Unreserved Amount Available for New Grants	

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DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☒ Action

☐ Report

SUBJECT:

21-0123-CLC1 - Discussion for possible action regarding approval of a balance of \$16,985 for a grant request by the DISCOVERY Children's Museum, located at 360 Promenade Place, to produce a documentary film that was originally approved by the Commission for the Las Vegas Centennial during the meeting of January 25, 2021, Case Number: 21-0003-CLC1 - Ward 5 (Crear)

PURPOSE

To approve the balance on the grant award, Case Number: 21-0003-CLC1.

Findings:

During the January 25, 2021 Centennial Commission Meeting, members approved a grant request from the DISCOVERY Children's Museum to produce and distribute a documentary film highlighting the history of the museum. The original funding request was in the sum of \$71,515.00. However, the Commission increased the funding award to \$88,500.00 in order to cover the entire cost of the film production. The originally requested \$71,515.00 was approved, and the remaining balance of \$16,985.00 needs approval.

BACKUP DOCUMENTATION:

1. Updated Grant Budget



Centennial Commission Grant Application
Revised Budget Worksheet
 January 27, 2021

PERSONNEL	TOTAL HRS	TOTAL AMOUNT	GRANT REQUEST
Project Manager (\$47/hr) (Director of Marketing & Communications)	190	\$ 8,930	\$ -
Chief Executive Officer (\$108/hr)	55	\$ 5,940	\$ -
Director of Facilities & Exhibits (\$48/hr)	70	\$ 3,360	\$ -
Marketing Content Specialist (\$32/hr)	110	\$ 3,520	\$ -
Manager of Special Events (\$29/hr)	25	\$ 725	\$ -
Research (\$22/hr)	40	\$ 880	\$ -
Chief of Staff (\$29/hr)	5	\$ 190	\$ -
TOTAL PERSONNEL	495	\$ 23,545	\$ -

SUPPLIES & MATERIALS		TOTAL AMOUNT	GRANT REQUEST
		\$ -	\$ -
TOTAL SUPPLIES & MATERIALS		\$ -	\$ -

CONTRACTED SERVICES	Sub-Item	TOTAL AMOUNT	GRANT REQUEST
Quiet Film (documentary production)			
PRE-PRODUCTION			
Producer (\$500/day)	28	\$ 14,000	\$ 14,000
Writer (\$200/day)	10	\$ 2,000	\$ 2,000
PRODUCTION			
Producer/Director (\$500/day)	10	\$ 5,000	\$ 5,000
Director of Photography (\$750/day)	10	\$ 7,500	\$ 7,500
Grip/Gaffer (\$550/day)	10	\$ 5,500	\$ 5,500



Centennial Commission Grant Application
Revised Budget Worksheet
 January 27, 2021

(PRODUCTION CONTINUED)			
Audio Mixer (\$600/day)	10	\$ 6,000	\$ 6,000
Camera Package (\$2,000/day)	10	\$ 20,000	\$ 20,000
Grip and Lighting (\$645/day)	10	\$ 6,450	\$ 6,450
Catering/Craft for interviews (\$100/day)	10	\$ 1,000	\$ 1,000
Insurance Fees		\$ 1,000	\$ 1,000
P/W/WC Fees		\$ 1,250	\$ 1,250
POST-PRODUCTION			
Prep (\$60/hr)	20	\$ 1,200	\$ 1,200
Editing (\$150/hr)	80	\$ 12,000	\$ 12,000
Audio-Music Licensing		\$ 1,225	\$ 1,225
Audio Mix (\$175/hr)	25	\$ 4,375	\$ 4,375
Total Production via Quiet Film		\$ 88,500	
Publicity for Release		\$ 5,000	\$ -
Distribution Fees		\$ 3,500	\$ -
Film Festival Fees		\$ 1,000	\$ -
R&L Consulting (historical consultation)		\$ 750	\$ -
TOTAL CONTRACTED SERVICES		\$ 98,750	\$ 88,500

REVENUES		TOTAL AMOUNT
LV Centennial Commission Grant		\$ 88,500
DISCOVERY Contribution		\$ 33,795
TOTAL PROJECT COSTS		\$ 122,295

City of Las Vegas

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DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

**EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT**

☒ **Action**

☐ **Report**

SUBJECT:

21-0124-CLC1 - Discussion for possible action regarding approval of a request by Department of Planning staff for funding up to \$11,000 to host the premiere of the documentary film, "The City of Las Vegas: The 1930s" at the Art Houz Theaters, located at 814 South 3rd Street - Ward 3 (Diaz)

PURPOSE

The first installments of the documentary film series "The City of Las Vegas: The Early Years" premiered in 2019 and "The City of Las Vegas: The 1920s" premiered in 2020. This third installment covers the time period of the 1930s, with a premiere to be held on May 15, 2021. Funding is requested in order to hold a premiere event at the Art Houz Theaters.

Findings:

The third installment of the documentary film series, "The City of Las Vegas: The 1930s" will have its premiere on May 15, 2021 starting at 6:00 pm at the Art Houz Theaters. The event will start with a food and beverage service for 90 guests, the airing of the film in two VIP theaters, and a question and answer period after the film in the loft area. The event is anticipated to finish at 9:00 pm. The cost for the event includes the following:

- Food
- Beverages
- Costumed Wait Staff
- Audio/Visual Staff
- Chair Rental
- VIP Parking

The theater will also show all three installments of the film at no charge for the general public. The first film will start at 1:00 pm and the second and third installments will be shown thereafter in one or two theaters, depending on audience size.

BACKUP DOCUMENTATION:

1. Proposed Budget



City of Las Vegas Screening VIP Group

Saturday, May 15, 2021

BANQUET EVENT ORDER

ACCOUNT: City of Las Vegas

CONTACT: Diane Siebrandt

ADDRESS:

EMAIL: dsiebrandt@lasvegasnevada.gov

PHONE: 702-229-2476

SALES MANAGER: Christian R. Clinton

EMAIL: cclinton@thearthouz.com

PHONE: 702-480-5733

EVENT SUMMARY

Date	Time	Location	Areas	Event Type	Guests	F&B Min	Rental
5/15/2021	6:00pm - 9:00pm	The Art Houz Theater	Theater 1, Theater 2, Theater 3, and The Gallery Restaurant	Meeting	90		

FOOD

Qty.		Price	Discount	Discount Price	Total
90	Popcorn, black garlic and regular	\$5.00	40%	\$3.00	\$270.00
60	Domestic & Imported Cheese served with lavosh, crackers, nuts & fruit garnishes	\$12.00			\$720.00
60	Cured Meat Board coppa, salami, serrano ham, bresaola, spicy salumi pickled onion, mustard, olives, grisini, lavosh	\$13.00			\$780.00
14	FLATBREAD STATION Veggie, Margherita, Pepperoni and Bianco	\$25.00			\$350.00
60	Chicken Lollipop	\$6.00			\$360.00
60	Bison Meatball	\$4.00			\$240.00
1	1930's Poor Man's Cake, 1/2 sheet cake for 90 guests. B&W edible picture of	\$340.00	20%	\$272.00	\$272.00

BEVERAGES

Qty.		Price	Total
90	House Wine, Beer and Soda Package unlimited (2 hour) (\$17 pp, per hour)	\$34.00	\$3,060.00

A/V & ENTERTAINMENT

Qty.		Price	Total
1	AV Fee, includes-projectionist, mic and audio setup for guest speaker	\$720.00	\$720.00

SPECIAL INSTRUCTIONS

Running movies 1,2&3 in theater 3 and possibly theater 4 if we have more guests RSVP. We will start running film 1 at 1 pm, then roll into films 2 and 3. These films will be offered to the general public and will not be attending the VIP event.

An AV fee for the use of the theaters will apply, all other fees and minimums for the theaters will be waived. The one-time fee for

Las Vegas in the
1930's. Under the
picture the wording
"The City of Las Vegas:
The 1930's"

AV applies to the whole event and all
theaters.

VIP GUESTS IN THEATER 1 & 2

ADDITIONAL CHARGES

Qty.		Price	Total
1	Uniforms for staff, 1930's Theme	\$825.00	\$825.00
100	Chair rental	\$5.25	\$525.00

BILLING

		Total
Misc		\$1,350.00
Audio/Visual		\$720.00
Beverage		\$3,060.00
Food		\$2,992.00
Subtotal		\$8,122.00
Gratuity	23.0%	\$1,868.06
State Sales Tax	8.38%	\$680.62
Credit Card Fee (Not Included in Total)	3.0%	\$243.66
Grand Total		\$10,670.68
Deposit	Unpaid	\$3,201.20
Estimated Amount Due		\$10,670.68

Client Signature

No signature on file



TO: City of Las Vegas
ATTN: Jasmine Freeman
RE: Traffic Control Estimate – Early Years Documentary Premier

FROM: Paul Ames
DATE: 2/24/21

Thank you for considering MOB Traffic for your traffic control needs. Listed below are the estimated rental costs for providing traffic control necessary for your projects. Prices included all labor and equipment required for your setups.

<u>DESCRIPTION</u>	<u>PRICES/PER</u>
PARK LANE CLOSURE EB & WB GASS AVE / 4 TH ST – CASINO CENTER (1 DAY)	\$112.50 / DAY
NO PARK SIGN DELIVERY PRIOR TO SET UP	\$73.50 / LUMP SUM
TRAFFIC PLAN DRAFTING FEES (1 PAGE)	\$45.00 / PAGE
TOTAL	\$231.00

NOT included in above price for traffic control unless otherwise stated are:

Crossing Guards, pedestrian walkways, barrier rail or construction fencing, trench plates, dust control permit signs or project signs, removal or replacement of permanent signs and or pavement markings, post mounting of workzone signs, notices of any kind, relocation of bus stops, portable pre-cast concrete barrier rail, water for plastic barrier rail, scaled traffic control plans, message boards, certified/prevailing wages.

Sincerely,

Paul Ames
702-929-8400
Paul@MOB-Traffic.com
Masters of Barricades, LLC.
3624 Goldfield
N. Las Vegas, NV 89032



3624 GOLDFIELD ST.
N. LAS VEGAS, NV 89032
TEL: 702-791-2008
FAX: 702-364-6302
SPECIALEVENTS@mob-traffic.com

EARLY YEARS DOCUMENTARY PREMIER

The City of Las Vegas: The 1930s Film Premiere

May 15, 2021
The Art Houz Theaters
814 South 3rd Street

The Art Houz Theaters



Commission for the Las Vegas Centennial - Page 31

The theater is undergoing renovations that will be completed by May 1, 2021

Lobby and a Total of Eight Auditoriums



The theater is undergoing renovations that will be completed by May 1, 2021

Café and Balcony



Example 1930s Era Waitress and Bartender Uniforms



Theater



The theater is undergoing renovations that will be completed by May 1, 2021

Third Floor Loft for Q&A Period



VIP Parking



Blocked off VIP parking EB and WB Gass Ave between
S. 4th Street and S. Casino Center Blvd

Self Pay Parking



Self pay parking at S. 3rd Street and Hoover Ave

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☒ Action

☐ Report

SUBJECT:

21-0125-CLC1 - Discussion for possible action regarding the approval of a licensing agreement with the City of Las Vegas to air historical documentaries and share revenue generated therefrom

PURPOSE:

For the Centennial Commission to approve a licensing agreement with the City of Las Vegas to air historical documentaries.

FINDINGS:

The Centennial Commission previously funded two installments of the documentary film series, "The City of Las Vegas." Part I covered the years 1905 to 1920, while Part II covered the years 1920 to 1929. Part III was just recently funded and began production on September 1, 2020, and will cover the years 1930-1939. The films focus on the founding and formative years of establishing the city. Part I, which was released in May 2019 has thus far been viewed more than a million times on You Tube. Part II was released in May 2020 and has been viewed more than 280,000 times as of December 2020, and is expected to generate even greater viewership in the coming months and years.

Due to the success of "The City of Las Vegas" film series, past, present and future segments are expected to continue to attract a large viewing audience. You Tube advertisements played before and sometimes during the film generate income. There is an opportunity for thousands of dollars to be generated in advertising revenue in the years to come. The City of Las Vegas' Office of Communications monitors, collects and manages all incoming You Tube revenue for the city, including "The City of Las Vegas" film series. By entering into a formalized agreement with the City of Las Vegas, the Centennial Commission would be able to share in any such proceeds from the airing of the films.

BACKUP DOCUMENTATION:

1. Draft Licensing Agreement

DOCUMENTARY FILM LICENSING AGREEMENT

This DOCUMENTARY FILM LICENSING AGREEMENT (“Agreement”) is made by and between the COMMISSION FOR THE LAS VEGAS CENTENNIAL (“Commission”) and the CITY OF LAS VEGAS (“City”), a municipal corporation of the State of Nevada, (collectively, the “Parties”).

This Agreement is effective on the date of approval by the Las Vegas City Council and the Commission, whichever date is later, as long as approval by one is within thirty (30) calendar days of approval by the other (the “Effective Date”).

RECITALS

WHEREAS, the Commission has entered into several professional services contracts for the production of historical documentary films, attached hereto as Exhibit A and incorporated herein by this reference, and the Commission may enter into additional similar contracts in the future (collectively, the “Contracts”); and

WHEREAS, those contracts provide that the Commission will coordinate with the City to air the documentaries on KCLV Channel 2, the City’s government access television station (“KCLV”); and

WHEREAS, the Contracts further provide that the Commission retains all copyright and reproduction rights to the documentaries and the documentaries are the sole and exclusive property of the Commission; and

WHEREAS, the Contracts further provide that the Commission will coordinate with the City to air the documentaries on KCLV; and

WHEREAS, the City has been airing the completed documentaries on KCLV and through other media platforms including the City’s YouTube channel, for which the City is entitled to revenue; and

WHEREAS, the City and Commission mutually desire to address sharing the revenue generated from the City’s airing of the documentaries.

NOW, THEREFORE, for and in consideration of the foregoing, and other good and valuable considerations herein described, the Parties hereto do promise, covenant, and agree as follows:

AGREEMENT

I. DEFINITIONS

For the purposes of this Agreement, each of the following terms shall have the meaning specified below unless a different meaning clearly appears from the context:

“Documentaries” means the historical documentary films produced by the Commission and aired with permission by the City.

“Professional Services Contracts” means those agreements with the Commission for the production of the Documentaries

“Royalties” means payment to the City from any source for the use of the Documentaries, including any payment from any source related to the streaming of the Documentaries on any online platform;

“YouTube” is an online video-sharing platform that pays Royalties based on certain criteria.

II. USE OF DOCUMENTARIES

1. Commission hereby grants to City a limited, non-exclusive, non-transferrable and revocable right to air the Documentaries on any platform, including but not limited to YouTube, pursuant to the conditions of this Agreement.
2. Commission will provide City access, at Commission’s sole discretion, to the Documentaries. Such access does not include the right to sell, reproduce, or otherwise use the Documentaries except as specified in the Professional Services Contracts or this Agreement.
3. Commission shall remain the sole owner of the Documentaries it provides to City. The Documentaries shall be used by City exclusively for the purposes set forth in the Professional Services Contracts or this Agreement and for no other purpose.
4. The Documentaries shall not be licensed, sold, published, released or shared by City with any other person or entity that is not a party to this Agreement, except as otherwise required by law or with the express prior written approval from the Commission, which may be withheld in it the Commission’s sole discretion.

III. GENERAL PROVISIONS

1. Royalties. The Parties agree that any Royalties paid to the City from the airing of the Documentaries belong to Commission. City will remit 75% of all Royalties to Commission on a quarterly basis or as otherwise agreed by the Parties. City may retain 25% of Royalties.
2. Audit. Upon request by the Commission, the City will audit its available records related to the payment of Royalties from any source from the Documentaries and provide a report to the Commission upon completion of said audit, but no later than the second regularly scheduled meeting of the Commission after an audit request.

3. Ownership of Documentaries. Except as otherwise provided by law or this Agreement, the Documentaries are the exclusive property of the Commission unless otherwise agreed in writing by the Parties. If the Commission ceases to exist for any reason, all rights in the Documentaries will immediately and automatically transfer to the City.
4. Assignment. Neither party may assign, transfer or delegate any rights, obligations or duties under this Agreement without the prior written consent of the other.
4. No Joint Venture. The Parties are associated with each other only for the purposes and to the extent set forth in this Agreement, and in respect to performance of services pursuant to this Agreement, each party is and shall be separate and distinct from the other Parties and, subject only to the terms of this Agreement, shall have the sole right to supervise, manage, operate, control, and direct performance of the details incident to its duties under this Agreement. Nothing contained in this Agreement shall be deemed or construed to create a partnership or joint venture, to create relationships of an employer-employee or principal-agent, or to otherwise create any liability for one party whatsoever with respect to the indebtedness, liabilities and obligations of the other party or any other Person.
5. Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be an original and all of which shall together constitute one and the same instrument. It shall not be necessary for any counterpart to bear the signature of all Parties. Executed copies hereof may be delivered by facsimile or e-mail, pursuant to NRS 719.240, and upon receipt will be deemed originals and binding upon the Parties hereto, regardless of whether originals are delivered thereafter.
6. Headings. The headings to the various sections of this Agreement are solely for the convenience of the Parties hereto and shall have no effect on the interpretation or the enforcement hereof.
7. Effective Date and Amendment. This Agreement shall be effective immediately upon execution hereof by the last party. This Agreement shall not be modified or amended except by the express written agreement of the Parties, signed by a duly authorized representative for each party. Any other attempt to modify or amend this Agreement shall be null and void, and may not be relied upon by either party.
8. Entire Agreement. This Agreement represents the entire and integrated agreement between the City and the Commission. It supersedes all prior and contemporaneous communications, representations, and agreements, whether oral or written, relating to the subject matter of this Agreement.

10. Severability. The invalidity, illegality, or unenforceability of any provision of this Agreement or the occurrence of any event rendering any portion or provision of this Agreement void shall in no way affect the validity or enforceability of any other portion or provision of this Agreement. Any void provision shall be deemed severed from this Agreement, and the balance of this Agreement shall be construed and enforced as if this Agreement did not contain the particular portion or provision held to be void. The Parties further agree to amend this Agreement to replace any stricken provision with a valid provision that comes as close as possible to the intent of the stricken provision. The provisions of this clause shall not prevent this entire Agreement from being void should a provision which is of the essence of this Agreement be determined void.
11. Official, Agent and Employees of the City Not Personally Liable. It is agreed by and between the Parties of this Agreement, that in no event shall any official, officer, employee, or agent of the City in any way be personally liable or responsible for any covenant or agreement therein contained whether expressed or implied, nor for any statement, representation or warranty made herein or in any connection with this Agreement.

VI. DISPUTE RESOLUTION

1. For any dispute arising between the Parties under this Agreement, the Parties shall attempt to resolve the matter through escalating levels of management. In the event the matter cannot be successfully resolved in this manner, the Parties are granted the right, regardless of which party is asserting the claim or dispute, to put the matter before its Council or Board for further direction, up to and including terminating this Agreement subject to the termination provisions in Section VII below.
2. The laws of the State of Nevada shall govern the validity, construction, performance and effect of this Agreement, without giving effect to its conflict of law provisions. Each party hereto consents to, and waives any objection to, the State courts located in the County of Clark, State of Nevada as the proper and exclusive venue for any disputes arising out of or relating to this Agreement or any alleged breach thereof. Each party hereby waives trial by jury in any action, proceeding or counterclaim brought by either of them against the other on any matters whatsoever arising out of or in any way connected with this Agreement.

VII. TERMINATION

1. This Agreement will terminate upon the occurrence of any one of the following:
 - A. Mutual agreement of the Parties upon terms agreeable to both; or

- B. Thirty (30) days' written notice for any reason by one party to the other party; or
- 2. On the expiration or termination of this Agreement, on Commission's request, City shall promptly return the Documentaries and any other property, information, and documents related to it (including files containing the Documentaries, if any). Within (60) days, City shall remit any and all Royalties due and owing. If any Royalties are paid to City after the expiration of (60) days, City shall remit those Royalties within (60) days of the date of payment.

VIII. NOTICE

- 1. Any notice required to be given hereunder shall be deemed to have been given when written notice is (i) received by the party to whom it is directed by personal service; (ii) three (3) days after deposit with the United States Post Office, by registered or certified mail, postage prepaid and addressed to the party to be notified at the address for such party; (iii) one (1) day after deposit with a nationally recognized air courier service such as FedEx; or (iv) by an email sent to the email address of the recipient stated in this Section. All notices shall be effective upon receipt by the party to which notice is given or if it is delivered by email, when the recipient acknowledges having received that email, with an automatic "read receipt" not constituting acknowledgment of an email for notice purposes. Either party hereto may change its address by giving ten (10) days advance notice to the other party as provided herein. Phone and fax numbers, if listed, are listed for information only:

To City:

To Commission:

[LEFT BLANK INTENTIONALLY AND SIGNATURES APPEAR ON NEXT PAGES]

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the Effective Date as defined herein.

CITY OF LAS VEGAS

By: _____

Carolyn G. Goodman, Mayor

Date: _____

Attest:

By: _____

LuAnn D. Holmes, MMC
City Clerk

Date

Approved as to Form:

By: _____

Deputy City Attorney

Date

**COMMISSION FOR THE
LAS VEGAS CENTENNIAL**

By: _____

Printed Name: _____

Title: _____

Date: _____

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☐ Action

☒ Report

SUBJECT:

21-0126-CLC1 - Report by Department of Planning staff on the steps necessary to create a City of Las Vegas Museum

PURPOSE

Members of the Commission asked for information related to the possibility of creating a City of Las Vegas Museum. This information is provided as a report only that may generate further discussions in the future.

Findings:

From the American Alliance of Museums, to start a museum the following is necessary:

- A Vision/Mission Statement
- Determine if the community wants or needs this type of museum
- Funding to start and maintain a museum
- Understand legal and tax obligations to establish and run a museum
- Staffing requirements to start and maintain the running of a museum
- Obtaining collections for display
- Determining size and location of museum

Other online resources provide “how-to” guides including:

- <https://www.aam-us.org/programs/about-museums/step-1-learn-about-museums/>
- <https://www.museumplanner.org/starting-a-museum/>
- <https://www.museumnext.com/article/how-do-you-start-a-museum/>

BACKUP DOCUMENTATION:

1. American Alliance of Museums Literature
2. List of Examples of City Museums in the United States

ALLIANCE REFERENCE GUIDE

Starting a Museum



Photo credit: Currier Museum of Art, Manchester, NH

Starting a new museum is a complex undertaking with serious fiduciary, legal, public trust and stewardship obligations. The American Alliance of Museums provides resources to help you understand the issues and challenges related to starting and sustaining a successful museum.

This resource is intended to make you aware of some of the core issues around starting a museum. It should not be considered as comprehensive professional or legal advice. The Alliance encourages you to seek legal, accounting and other professional services as needed.

Step 1: Learn About Museums

Before starting a new museum, take time to learn about museums and the museum community. Successful museums are ones in which staff and governing authority members are actively engaged in professional organizations and making connections with their peers to stay current on standards, best practices, issues and trends. As the national organization representing museums of all kinds, the Alliance shares data about museums, as well as ethical guidelines, standards and best practices that help museums operate.

Museum Facts

Museums serve their communities in a variety of ways. [Learn about the value of museums.](#)

Code of Ethics for Museums

This code provides a [framework for ethical museum practices](#) and reflects current, generally-understood museum standards.

Characteristics of Excellence for U.S. Museums

These are the [core field-wide standards](#) that all museums should strive for and can achieve.

National Standards and Best Practices for U.S. Museums

This book is an essential reference work for every museum. [A free PDF](#) copy is available to all Alliance museum members.

Field-Wide Standards

There are also numerous discipline-specific, regional and state museum associations that issue [standards and resources](#) to help your institution professionalize.

Museum Research

The Alliance conducts research to [inform the public and our field about museums](#). These efforts include salary surveys and our Annual Condition of Museums and the Economy reports.



Step 2: Identify Purpose, Needs and Resources

Your museum's success depends on a solid vision, a clear purpose, adequate resources and community engagement.

[Thinking About Starting a Museum? A Discussion Guide and Workbook on Museums and Heritage Projects \(PDF, 37 pages\)](#) is an excellent, comprehensive resource for thinking through core issues related to mission, vision and community needs. The first section discusses the functions of a museum and the resources needed to operate one. The second section has a series of questions to evaluate goals and objectives, the community's needs, and available resources. The third section offers over 50 alternative ideas for heritage projects that may achieve the goals without starting a museum.

Here are some of the types of questions found in the workbook, which can help you evaluate your goals and objectives.

3

Is there another museum that already has a similar mission?

Before investing in a new organization, you may want to consider sharing your collection and support with an existing institution.

Does your community want another/your museum?

You should consider whether creating a museum is the right path for you and the community you intend to serve. Will establishing a museum fill a community need? Will there be enough community support for the organization, be that from elected officials, private funders, potential audiences or other stakeholders? Consider assessing your community's need through conversations with community leaders or surveys.

[What Comes First: Your Guide to Building a Strong, Sustainable Museum or Historical Organization \(With Real Life Advice From Folks Who've Done It\)](#) helps individuals and groups determine if founding a museum or heritage organization is the best alternative for preserving a collection, a building or a community's history. The discussion questions explore organizational and professional issues that can help you build a strong rationale for starting an organization that has at its heart the public trust.

Do you have the funding and capacity to not only start but to sustain a museum?

Is there broad interest in your idea? Enthusiasm may be high at the beginning, but "in perpetuity" is a long time. [Starting Right: A Basic Guide to Museum Planning](#) provides a good, basic primer of museum



planning. It discusses pros and cons of establishing a museum and shares insight on identifying the resources needed for your museum's activities and operations.

Is a nonprofit museum the proper course for your vision?

As primarily educational entities, most museums choose to establish as nonprofit 501(c)(3) organizations and apply for tax-exempt status from the Internal Revenue Service (IRS). Organizations with 501(c)(3) tax status are exempt from federal taxes and contributions are deductible by donors for income tax purposes. There are legal and tax requirements for museums that file as 501(c)(3) organizations and understanding these implications will help you decide if a nonprofit organization is right for your goals. Nonprofit museums are not the only answer for preserving cultural heritage. The Community Toolbox shares some [advantages and disadvantages of having nonprofit status and exemption](#). In addition, the American Bar Association makes available an article on [alternatives to forming a charitable nonprofit](#).

Resources to Help You Identify Your Purpose, Needs and Resources

- » [Starting a Museum: Advice from the Trenches](#): The Alliance's Center for the Future of Museums (CFM) blog featured a post on one person's first-hand experience starting a museum.
- » [Start a Children's Museum](#): The Association of Children's Museums shares some resources on starting a children's museum, which includes some FAQs and a list of networking and resource organizations.
- » [Science Center Planning](#): The Association of Science and Technology Centers (ASTC) offers resources and tips for planning a science center. The materials provide guidance in building a relationship with the community, preparing a case statement, developing a business plan, planning the facility and understanding learning in informal settings.
- » [Starting a Nonprofit Organization](#): BoardSource provides a guide on starting a nonprofit organization that explains board roles and responsibilities and steps for getting started. The guide shares helpful resources, such as sample job descriptions for board officers and a bibliography (PDF, 38 pages).
- » [Find Your State Association](#): The National Council of Nonprofits has 36 State Associations across the country. Connecting with these organizations is a great way to learn about starting and managing a new nonprofit.
- » [Starting A Nonprofit Organization](#): The Society for Nonprofits offers some resources and FAQs on starting a nonprofit organization, which address fundraising, grants and donations.





- » [Starting Right: A Basic Guide to Museum Planning](#): This publication by explains the basics of museum planning and addresses the current issues facing new museums. Available for purchase from the AAM Bookstore.
- » [Organizing Your Museum: The Essentials](#): This publication features practical information and advice that trustees, volunteers, and/or staff need to know about starting a museum and successfully managing every stage of its development. Included are sample bylaws, mission statements, long-range plans, job descriptions, collections management policies, and readings.



Step 3: Establish Your Museum

If you are planning to create a museum, you will need to understand the legal and tax obligations that come with establishing and running an organization. Most museums choose to establish as nonprofit 501(c)(3) organizations. If you are applying for nonprofit status, you must file for federal, state and local tax exemptions (steps C and D) after the organization is legally incorporated. However, forming a corporation generally includes these steps:

A. Filing articles of incorporation

This is a legal document filed with your state in order to create a corporation. In this step, you will have to decide on your museum's name, broad purpose and location. You must draft your articles of incorporation and file the document with your state's government, which is usually the office of the Secretary of State or Attorney General. Many museums provide their articles of incorporation on their websites, so you can search the internet for "articles of incorporation + museum" to see samples. Keep in mind that the requirements and forms vary by state.

B. Obtaining an employer identification number (EIN)

In order to open bank accounts in the name of the organization, file forms with the IRS and withhold employee income tax once you hire staff, you will need a federal tax identification number, which is called an EIN. You can obtain this number by [filing with the IRS](#).

C. File for tax-exempt status with the IRS

Organizations with 501(c)(3) tax status are exempt from federal taxes and contributions are deductible by donors for income tax purposes. Filing for tax-exempt status with the IRS typically can take 3-12 months. You may want to consider getting assistance from an attorney for these federal filings. The National Council of Nonprofits provides a [list of forms and filing requirements](#) to complete to apply for federal exemptions.

D. Filing for state and local exemptions

Once you receive tax-exempt status from the federal government, you may need to file separately for state and local tax exemptions. Keep in mind that laws and procedures can vary in each state. GrantSpace, a service of the Foundation Center, has compiled [nonprofit startup resources organized by state](#), which includes start-up guides, nonprofit associations legal support organizations, technical assistance and state filing agencies.



Committing to Excellence

One of the first steps you can take after establishing your museum is to take the [Pledge of Excellence](#). The Pledge is a free, easy and achievable way to show your museum's commitment to being a good steward of the resources it holds in the public trust. Next, you can begin working on drafting the five [Core Documents](#) that are fundamental for basic professional museum operations and embody core museum values and practices.

Resources to Help You Establish Your Museum:

- » [Establishing a Nonprofit Organization](#): The Foundation Center shares a tutorial on establishing a nonprofit organization, which includes information on: incorporating; developing the board; writing mission and vision statements and bylaws; filing for tax exemption; recruiting and managing staff; and creating an overall fundraising plan.
- » [Instructions for Form 1023 \(Application for Tax Exemption\)](#): The Internal Revenue Service (IRS) offers a companion Instruction booklet that explains the Application for Tax Exemption, also known as a Form 1023 (PDF). The IRS also has a [handy checklist](#) to help reduce common errors (PDF).
- » [How to Form a Nonprofit Corporation: A 50 State Guide](#): Legal resources website Nolo shares information on how to form a nonprofit corporation online. They provide a general overview of the advantages and disadvantages of nonprofit corporations and explain where nonprofits fit into the larger legal and corporate world. These resources outline the steps required in filing for nonprofit status: choosing a business name, filing articles of incorporation, applying for tax exemptions, creating bylaws, appointing the initial board of directors and obtaining any necessary licenses and permits.



Step 4: Sustain Your Museum

Once your museum legally exists, you need to understand the day-to-day operations of a museum, everything from caring for collections to hiring staff and keeping the museum financially viable. The American Alliance of Museums can help your museum do this. As the only national organization representing all types of museums, we are committed to championing museums and nurturing excellence. By joining at any stage of planning and operating, your museum becomes a part of the larger field-wide cause and you gain access to a wealth of resources that will help your museum succeed.

- » [Customized research assistance](#)
- » Over [1,000 sample policies, plans and forms](#)
- » [Online learning opportunities](#)
- » Over 2,000 how-to guides, articles and tools available in our online [Resource Library](#)
- » Subscription to [Museum magazine](#)
- » [E-newsletters](#) to keep you informed and up-to-date on museum issues
- » Discounts on [annual meeting](#) registration, [job postings](#), [books](#)
- » Free PDF copies of [National Standards & Best Practices for U.S. Museums](#) and [Speak Up for Museums](#)

8

Resources to Help You Sustain Your Museum:

- » [Advocacy](#): Making the case for museums is an important way you can be part of the professional community. The Alliance offers a vast range of advocacy tools – from online guides and trainings to boost your advocacy skills, to in-depth Issue Briefs on federal policy affecting museums. Our annual Museums Advocacy Day in Washington, DC provides an opportunity for museums to make the case for museums as key providers of education, as economic engines and as community anchors.
- » [Continuum of Excellence](#): the Continuum of Excellence provides multiple entry points and customized assistance for all museums to reach higher levels of performance. Once your museum is established, you can participate in a number of programs that offer opportunities for assessment, feedback and recognition.
- » [Grants.gov](#): Grants.gov allows museums to search all 26 federal grant-making agencies and their more than 900 programs. The site offers resources that explain how the site works and tips about



the grant search and application process. This site can be helpful in securing funds to help sustain your museum.

- » [Foundation Finder](#): The Foundation Center offers resources to help grant seekers succeed. Foundation Finder is a free tool that allows searching by name for basic financial and contact information on more than 70,000 private and community foundations in the United States.

Recommended Reading

- » [Excellence and Equity](#): This landmark report affirms the contributions museums make to the educational needs of the nation. It helps museums define how well they are carrying out their educational mission and serving the public.
- » [Manual of Museum Management, 2nd edition](#): This manual presents a comprehensive and detailed analysis of the principles of museum organization and the ways in which people work together to accomplish museum objectives.
- » [Museum Registration Methods, 5th Edition](#): MRM5 encompasses all that needs to be known and done when a museum accessions, measures, marks, moves, displays or stores an object or artifact of any kind. MRM5 includes expert advice from more than 60 acknowledged leaders in their disciplines. Contains bibliography, glossary and multiple sample forms.
- » [A Legal Primer on Managing Museum Collections, 3rd Edition](#): This publication focuses on collection-related problems and legal entanglement issues, reviews relevant cases and court decisions, and gives advice on when a museum should seek legal counsel. The easy-to-use text provides outlines, checklists and model documents.
- » [Running a Museum: A Practical Handbook](#) and [The Trainers Manual](#): The International Council of Museums (ICOM) provides a set of comprehensive guides on organizing and running a museum. The guides provide best practices basics and worksheets on the following topics: collections management; collections care; visitor services; exhibitions and education; managing and training staff; marketing; and security and risk management (PDF, 235/91 pages).
- » [Museum Administration: An Introduction](#): This publication discusses everything from budgets and strategic planning to human resources and facilities management, collections, legal and ethical issues, and programming.



Examples of City Museums in the United States

State	City	Year City Founded	Museum Name	Museum Structure	Exhibit Types	Details
Arizona	Mesa	1878	Mesa Historical Museum 2345 N. Horne Mesa, AZ 85203 Opened in 1987	Renovated 1914 four-room schoolhouse	Permanent, semi-permeant and rotating collections, as well as on-line exhibits	Exhibit themes include Mesa history, founding families, and the Lehi Schoolhouse
California	Chula Vista	1911	Chula Vista Heritage Museum Chula Vista Civic Library 365 F Street Chula Vista, CA 91910 Originally opened in 1993 in the old Chamber of Commerce building Current museum opened in 2015 in the library	Housed inside the Civic Library	Permanent collections and rotating exhibits	Exhibit themes include the history of the city, and once a year a new exhibit is displayed that focuses on the people and past events that shaped the city
California	Sacramento	1849	Sacramento History Museum 101 I Street Old Sacramento, CA 95814 Opened in 1985	Two story brick building - replica of the 1854 City Hall & Waterworks building	Permanent collections and rotating exhibits, as well as historical and cultural hands-on activities	Exhibit themes include the Gold Rush & mining, local indigenous peoples, local agriculture, and Sacramento cultural heritage
Colorado	Aurora	1891	Aurora History Museum 15051 E. Alameda Parkway	Housed in a multi-complex center along	Permanent collections,	Exhibit themes include Aurora

			Aurora, CO 80012 Originally opened in 1979 in a two-room house in a different location Current museum opened in 1991	with an arts & cultural center	travelling exhibits, as well as an on-line collection	history, Aurora military history, and a restored 1913 Colfax Avenue trolley
Illinois	Chicago	1833	Chicago History Museum 1601 North Clark Street Chicago, IL 60614 Opened in 1932	Housed in a 1932 building along with an archive and research center	Permanent collections, travelling exhibits, as well as an on-line collection	Exhibit themes include the city's history, Abraham Lincoln, and the Great Chicago Fire
Kentucky	Lexington	1775	The Lexington History Museum Opened in 2003 Closed in 2012 Currently loan out collections for display	Do not have a permanent building – rather they have “Pocket Museums” which are small scale display cases exhibited in hotels and local businesses in the downtown Arts District	Display cases that rotate three times a year, as well as virtual reality exhibits	Exhibit themes include histories of local buildings, horse racing in Lexington, and the history of Lexington
Michigan	Detroit	1701	Detroit Historical Museum 5401 Woodward Ave Detroit, MI 48202 Original museum opened in 1928 at the Cadillac Tower Current museum opened in 1951	78,000 square foot facility constructed in 1951 as a museum	Permanent collections and rotating and travelling exhibits, as well as interactive displays	Exhibit themes include the automotive history of Detroit, the history of the city focused on people and cultural events,

						and Motor City Music
New York	Manhattan	1626	Museum of the City of New York 1220 5 th Ave New York, NY 10029 Opened in 1929	Georgian Colonial-Revival style four-story building constructed in 1929 as a museum	Permanent collections, rotating exhibits, and a digitized collection	Exhibit themes include the history of the city focused on people and cultural events, NYC theaters, and current events
Ohio	Cincinnati	1788	Cincinnati History Museum 1301 Western Ave Cincinnati, OH 45203 Opened 1990	Housed in a multi-museum complex called, "The Cincinnati Museum Center at Union Terminal," along with a children's museum, a natural history museum, the library and archives, and an OMNIMAX Theater	Permanent collections including a scale model representation of downtown Cincinnati in the 1940s	Exhibit themes include the history of the city from the earliest settlers to today, the history of transportation in the city, and Cincinnati's role in WWII
Pennsylvania	Philadelphia	1682	The Philadelphia History Museum 15 S. 7 th Street Philadelphia, PA 19106 Opened in 1938 Closed in 2018	*Museum Closed – attempting to display collections in other locations	The museum closed in July 2018 but the Board of Trustees has been attempting to organize small display cases for collections to be on display in local institutions	Collections include objects from Philadelphia dating from the 1680s to today
Texas	Austin	1839	Austin History Center 810 Guadalupe Street	Housed in the Austin Public Library	Permanent collections,	Exhibit themes include the

			Austin, TX 78701 Opened in 1933		travelling exhibits, and on-line collections	history of the city's government, businesses, residents and neighborhoods
Virginia	Richmond	1737	The Valentine 1015 E. Clay Street Richmond, VA 23219 Opened in 1898	Renovated two-story 1812 residence	Permanent collections, rotating exhibits, and on-line exhibits	Exhibit themes include the history of Richmond, life in Richmond during the Great Depression, and the 19 th Century "Wickham House"

Item 11

The Steps Necessary to Create a City of Las Vegas Museum.

The American Alliance of Museums

To start a museum the following is necessary:

- A Vision/Mission Statement
- Determine if the community wants or needs this type of museum
- Funding to start and maintain a museum
- Understand legal and tax obligations to establish and run a museum
- Staffing requirements to start and maintain the running of a museum
- Obtaining collections for display
- Determining size and location of museum

Examples of Other City Museums



Mesa, AZ
Renovated 1914 four-room schoolhouse



Aurora, CO
Multi-complex arts center

Examples of Other City Museums



Chula Vista, CA
Housed inside civic library



New York, NY
Purpose-built museum

Next Possible Steps

- Hire a consultant to create a planning document that could include some or all of the following elements:
 - Community interest
 - Identify core mission of the museum
 - Identify possible collections
 - Identify possible venues
 - Identify possible funding sources
 - Identify pros and cons
 - Create a 5-10 year plan

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☐ Action

☒ Report

SUBJECT:

21-0127-CLC1 - Report by Diane Siebrandt, 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

PURPOSE

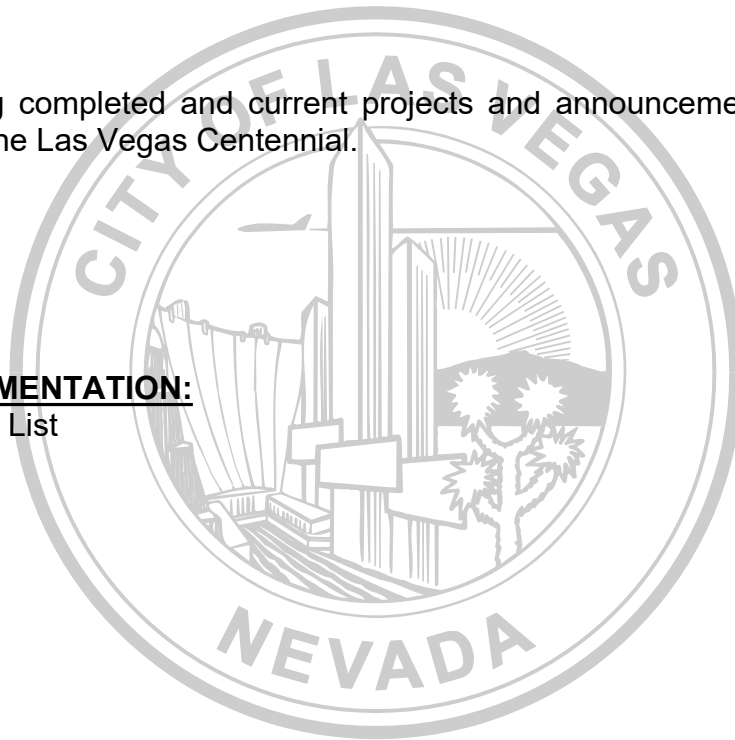
Update regarding completed and current projects and announcements relative to the Commission for the Las Vegas Centennial.

Findings:

Report only

BACKUP DOCUMENTATION:

1. Project Update List



Project Updates

Commission for the Las Vegas Centennial

Updated 1 January 2021

Project Or Site Name	Status	Next Milestone	Project Deadline	Comments/Notes
Commission for the Las Vegas Centennial Grants				
The City of Las Vegas: The thirties (Part III) Documentary Film	In-progress		May 15, 2021	
UNLV Asian American and Pacific Islander (AAPI) Oral History Project	In-progress		August 31, 2021	
National Atomic Testing Museum Planning & Development Project	In-progress		June 2021	
Harrison House Restoration and Refurbishment Project	In-progress		April 2021	COVID delayed project – completion will now be April 2021
Blue Angel Motel Statue and Sign Restoration	Completed	Ribbon cutting ceremony	Est. Spring 2021	Will have ribbon cutting ceremony when COVID-19 restrictions allow gatherings
Floyd Lamb Park Hay Barn Project	In-progress		Est. Spring 2021	COVID delayed project – completion will now be Spring 2021
Historic Preservation Commission Funding	In-progress		Est. Spring 2021	COVID delayed project – completion will now be Spring 2021
Home & History Las Vegas 2020	Completed		December 2020	Will give final report at January 25, 2021 meeting

Hugh Taylor Archive Project	In-progress		Est. Spring 2021	COVID delayed project – completion will now be Spring 2021
Junior League Educational Mini Grants	Interrupted due to COVID-19 – currently on hold.		End of school year 2021	COVID delayed project - Extended into 2020/2021 school year
Las Vegas High School Auditorium and Entryway Renovation	In--progress		Grant does not specify	
Mob Museum Educational Outreach Vehicle	In-progress		Est. Spring 2021	COVID delayed project – completion will now be Spring 2021
Project Enchilada Sign Restorations	In-progress		No specification	Five of the seven signs have been refurbished as of December 2020
Future Agenda Items				
Update children's book, "Springs in the Desert"	Pending			Request for funding will be presented at an upcoming meeting
Update website to include links/stories to all Centennial funded projects				
Promote existence of the Centennial Commission and their work				
Fund surveys of historic schools				
Fund update/inventory on "100 Murals" project				
Update By-Laws				
Identify museum or similar space to house/display Centennial Commission funded projects				

Item 12

Updates

- Las Vegas Days Rodeo
 - Delayed to November 11-13, 2021
- Neon Museum
 - Delayed 7 months
- Mob Museum
 - In Progress
- National Atomic Testing Museum
 - In progress
- UNLV Oral History Project
 - In progress
- The City of Las Vegas: The Thirties (Part III) Documentary Film
 - In progress
- HPC
 - Small grant for National Register of Historic Places (School)
 - In progress
 - Small grant for survey catalog – (SHPO reimbursement)
 - In progress
 - Small grant to Neon Museum to create conservation plan for signs
 - Completed
- Sewer Bill Inserts

Project Enchilada



LVHS Breezeway Renovation



Fire

1431 S. Las Vegas Boulevard



Bob's Big Boy circa 1975



Wedding Chapel 2007

1431 S. Las Vegas Boulevard

12 January 2021



Photo credits Chase Stevens – Review Journal

1431 S. Las Vegas Boulevard

13 January 2021



City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MARCH 22, 2021

DEPARTMENT: PLANNING

DIRECTOR: PETER LOWENSTEIN, ACTING

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☐ Action

☒ Report

SUBJECT:

21-0128-CLC1 - 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.

PURPOSE

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.

Findings:

Report only

BACKUP DOCUMENTATION

None