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Las Vegas Centennial Commission

PART I. Application Cover Page

Name of Applicant or Organization	: Oral History Research Center, Special Collections and Archives, UNLV University Libraries
Organization's Mission Statement	The Oral History Research Center conducts, collects, and makes available audio and video interviews. Narrators are selected for their ability to provide reliable first-hand accounts of the history of Las Vegas and Southern Nevada. Each year the OHRC defines one or more new projects that center around a particular historical subject. These projects result in a series of interrelated histories. Because so much of what is known, or can be known, about Las Vegas still resides exclusively within living memory, we must reach beyond traditional historical records to capture this fragile and elusive history if we are to fully document the history of this area.
Funding Amount Request	150860.00
Authorizing Official	Lori Ciccone
Authorizing Official Title	Assistant Vice President, Office of Sponsored Programs
Authorizing Official Address	4505 S. Maryland Parkway, Box 451055, Las Vegas, NV 89154-1055 Las Vegas, NV 89154
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Primary Contact (If different from above)	Claytee D. White
Primary Contact Title	Director, Oral History Research Center
Primary Contact Address	4505 S. Maryland Parkway Box 457010 Las Vegas, NV 89154
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Primary Contact Email	stefani.evans@unlv.edu
Project Funding Category and Working Title	Game On! The Oral History of Las Vegas Sports

1. Provide a concise description of your project's objectives and timelines, specifically how it relates to the celebration and commemoration of the history of Las Vegas. 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 the walls in order 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.*

"Game On" evokes the sights, sounds, tastes, smells, and adrenaline of the alley, arena, ballpark, course, court, field, gear, pool, stadium, track, rink, ring, route, and table as it sparks memories of, in, and around these treasured places of sport competition in Las Vegas. Our research has revealed that the deep history of Sports is in the City of Las Vegas; the glow from that glam is in the county.

Oral history projects to date have helped fill the documentary gap by focusing on slices of the wide variety of topics Las Vegas offers. We learn from local underrepresented groups about their histories in and contributions to Las Vegas. Other projects concentrate on overarching themes, such as infrastructure in Building Las Vegas; music in All That Jazz; and community in the John S. Park and Ward 1 projects. Game On: The Oral History of Las Vegas Sports aims to capture this transformative moment in Las Vegas sports history through uncovering the links between the past, the present, and the future.

Although sports have been part of Las Vegas since the city's early days, no oral history project has focused on the topic. In 2010, with nearly 2.2m people, metropolitan Las Vegas was the largest United States population center without a major professional sports franchise. During their combined 24-year tenure, Las Vegas Mayors Oscar Goodman and Carolyn Goodman determinedly courted professional sports to Southern Nevada. Due to their efforts, the valley currently boasts three major league professional teams, with negotiations ongoing for a fourth. Now is the time to capture the stories of the principals who have promoted the broad spectrum of Las Vegas sports because now the interest is keen enough to allow us to look back at all levels of sport with great curiosity.

Las Vegas has always been a baseball town, from the Westside's Las Vegas Giants through the 1930s and 1940s to the Las Vegas Stars and the Las Vegas 51s, who played at Cashman Field 1983-2018. In June 2023, the Oakland Athletics major-league baseball franchise announced they would relocate to Las Vegas. After scouting several properties, the A's selected six acres of the property currently occupied by The Tropicana Hotel and Casino, at the intersection of Las Vegas Boulevard and Tropicana Avenue, to build a 33,000-seat ballpark with a partially retractable roof and a 1,500-room hotel and casino.

In 2017, the Vegas Golden Knights, a National Hockey League expansion team became Las Vegas's first major league professional sports team when it formed from draft picks. The Knights played their first-ever home game at T-Mobile Arena on October 10, 2017, nine days after the 1 October mass shooting tragedy. With a VegasStrong towel on each arena seat, Player Derek Engelland spoke briefly, ending with, "We are Vegas Strong." Through various team and individual efforts the Knights became a vital part of our collective healing. While the Knights were new to Las Vegas, hockey was not. The Las Vegas Thunder played at the Thomas & Mack Center with the International Hockey League in the 1990s; they were followed by the East Coast Hockey League's Las Vegas Wranglers, who played at The Orleans until 2014. The success of the Golden Knights inspired the NHL to award the valley a second-level NHL team, the

Henderson Silver Knights of the American Hockey League.

Las Vegas also hosts three minor-league professional sports teams. Since 2018, the Las Vegas Aviators, a Minor League Baseball team of the Pacific Coast League and the Triple-A affiliate of the Oakland Athletics, play at the Las Vegas Ballpark in Summerlin. Since 2019, The Las Vegas Lights FC (Football Club) of the USL Championship, the second-level league U.S. men's soccer league, are the only professional team currently playing at the City of Las Vegas's Cashman Field.

Since 2009, the 10-court Lorenzi Park tennis facility operated by the City of Las Vegas has hosted the Inspiring Children Foundation, a United States Tennis Association (USTA) national junior tennis and learning chapter and the No Quit Academy supported by the City of Las Vegas and championed by Councilman Cedric Crear. At the 2023 U.S. Open, the USTA honored the Lorenzi Park complex as one of 29 in its Outstanding Facility Awards program. The students in the program learn lifetime skills and attend the Odyssey Charter Schools, which allows them to travel to tournaments. The USTA has replicated our local program in 22 other cities.

In addition, local Las Vegas tennis star, Andre Agassi, became one of only eight men and 10 women to have won all four international major tennis championships. Agassi used his tennis celebrity to build and fund the Andre Agassi College Preparatory Academy (Agassi Prep, now Democracy Prep), the first public charter school in the Las Vegas Westside. Since it opened in 2001, Agassi Prep has enhanced the educational vision and possibilities for Westside neighborhood children.

One of the oldest Las Vegas traditions, Helldorado Days began in 1935 as an annual celebration of the founding of Las Vegas. Formerly hosted by the Elks Club and again under its original (and City-owned) name, Helldorado Days events are sponsored by the Commission for the Las Vegas Centennial and the Plaza Hotel & Casino, offering two days of fully-sanctioned rodeo at the CORE Arena. Separate from the Helldorado Days events, the National Finals Rodeo (NFR) began holding its annual competition at UNLV's Thomas & Mack Center. In addition, the Professional Bull Riders host the annual World Finals at T-Mobile Arena. From the 1960s, Las Vegas enjoyed auto racing at the Stardust International Raceway, and in 1981 at the Caesars Palace Grand Prix. Since 1996, auto racing enthusiasts have attended sanctioned NASCAR and other automotive events at the Las Vegas Motor Speedway (LVMS). Racing excitement continues as November 2023 marks the beginning of Formula One Grand Prix's ten-year commitment to hold an annual Las Vegas Grand Prix along the Las Vegas Strip as part of the 2023 Formula One World Championship.

The world's most famous off-road racing event, the Mint 400, was sponsored by Downtown Las Vegas's Mint Hotel and Casino from 1968 to 1988, ending only when the Mint Hotel was sold. Revived in 2008 and still "The Great American Off-Road Race," the multi-day event now features a vehicle parade down the Strip, a two-day festival on Fremont Street, and two days of off-road racing on a 400-mile course.

On 21 January 1967, the Las Vegas Sun newspaper sponsored the first

Las Vegas Sun World Masters Marathon sanctioned by the Southern Nevada Association of the Amateur Athletic Union of the U.S. The marathon grew into a popular annual event, eventually also offering a half marathon; since 2005 the route has included Downtown Las Vegas. In 2009 the race became part of the Rock 'n' Roll series featuring music and entertainment, beginning and ending on the Las Vegas Strip but including the Fremont Street Experience. The race was suspended in 2020-21 due to the pandemic, but it resumed in February 2022 with half-marathon, 10K, and 5K events-the 5K route beginning and ending in Downtown Las Vegas. Since 1986, local companies, major employers, and small businesses have joined the City of Las Vegas's Corporate Challenge to encourage their employees to stay active in the community and promote teamwork, company pride, and corporate wellness. The City of Las Vegas department of Parks, Recreation & Cultural Affairs organizes eleven weeks of Corporate Challenge competition, the largest amateur sporting event in Nevada, involving 18,000 employees from more than 125 companies around Las Vegas, including the UNLV Corporate Challenge team. Mayor Carolyn Goodman has proclaimed a Women's Boxing Day in The City of Las Vegas. The Neonopolis is home to the first permanent Esports Arena. The National Final Rodeo extends to the downtown Core Arena. Benny Binion sought to pit the best poker players in the country against each other and started the World Series of Poker; it still garners worldwide attention today. Boxers Floyd Patterson, Sonny Liston, and Joe Louis have ties with the Westside community where Louis possibly owned 2% of the Moulin Rouge. The City runs the Municipal Golf Course, at one time the only place where Blacks could play golf and the place that spawned the first Black Golf Club.

The Las Vegas Sport epicenter is Cashman Field, the Municipal Golf Course, CORE Arena, Binions' Horseshoe, Lorenzi Park, the Rock & Roll Marathon, the Mint 400 parade, and the Neonopolis. GAME ON!

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

In the last eight years, Las Vegas has gone from the largest American metropolitan place without a professional major league team to being the home of three, with a fourth on the way. In the space of a few months, we hosted the first of ten annual Formula One Grand Prix races and the Super Bowl at Allegiant Stadium. We aim to capture the voices of the principals in each sport and event at this exciting juncture in Las Vegas sports history. At the same time, we will seek stories from those who participated in earlier iterations of the current sports in order to capture the historical and geographical arcs of each.

We have identified nearly 70 potential narrators representing sportscasters, high school coaches, Corporate Challenge team captains, tennis champions, poker and baseball players, boxers, golfers, runners, and early Elks leaders. We also encourage members of the City of Las Vegas Commission on the Centennial to contribute to our list of potential narrators by naming the person and sport in an email to Stefani.evans@unlv.edu. The Oral History Research Center at UNLV Libraries requests funding to pay for 50 percent of the salaries for: project manager's salary; an office assistant who will, under supervision of the project manager, schedule interviews, send audio to and receive transcripts from the transcriber, process and track interviews for preservation; and two part time editors who will turn transcriptions into premier oral histories by writing a preface, organizing a table of contents, inserting corrections, and correcting grammar thus preparing edited oral histories for cataloging, binding, and online access; and finally to pay a transcriber, our technical services staff, and the bindery.

This oral history project will make available to researchers a sports archive for the city of Las Vegas, among the nation's newest, largest, and most dynamically diverse metropolitan places. All donated documents, manuscript collections, and photographs will be curated for housing in Special Collections and Archives when narrators or their families are ready to donate these materials. Any references to standing historic properties will immediately be reported to the Las Vegas Historic Preservation Commission.

3. Include a listing of project partners (if applicable). List all other non-government and government grant awards, including grant amounts and names of agencies. Include funding from other city departments, as well as state and/or federal funding resources received in the past or present, or any future funding allocated for this project.*

No partners but will approach the following for additional funding:

MGM Resorts International
Las Vegas Raiders
Vegas Golden Knights
Union Plaza Hotel Casino
Las Vegas Convention Center & Visitors Authority

4. Describe how the funds will be used. ?

Category Total for Project Amount Requested Staff		
• Project Manager	\$118,720	\$59,360
• Transcriber	\$40,000	\$20,000
• Part-time editors (2)	\$76,000	\$38,000
• Part-time office assistant	\$38,000	\$19,00
• *Community events	\$12,200	\$6,100
• Technical Services support	\$14,800	\$7,400
Total	\$299,720	\$150,860

*Community events will be held in Las Vegas at centrally located venues such as The Doyle, Doolittle Center, Springs Preserve, and The Beverly. We will engage and pay popular speakers to maximize attendance.

5. Provide a brief statement of you or your organization's history and activities with historic or cultural preservation. Include all your experience, whether or not the project was funded by a grant. Include information on any grants previously awarded from the Centennial Commission (project title, amount received and dates of grant award and completion).

Game On! The Oral History of Las Vegas Sports is a two-year project (2024-2026) focusing on the history of sports in Las Vegas. We expect to collect approximately 140 interviews during the course of the project, with processing expedited by an office manager to ensure all interviews have been edited, processed for digitization and binding, and a bound copy shared with each narrator.

This is our fifth proposal to the Las Vegas Centennial Commission. The three previous projects supported by the Centennial Commission include:
The Voices of John S. Park, 2013: \$70,000
Ward One, West Charleston Oral History Project, 2015: \$70,000
Latinx Voices, 2018: \$50,000
Reflections: The Las Vegas Asian American and Pacific Islander Oral History Project: \$50,000

We have been extremely successful with past grant proposals, both private and public.

Documenting the African American Experience in Las Vegas was funded through Library Services & Technology Act (LSTA) grants at \$200,000. (The Centennial Commission gave PBS \$100,000 to make the documentary film from this project.)

The Latinx Voices Oral History Project, in addition to the Centennial Commission, received \$100,000 from the National Endowment for the Humanities, \$50,000 from MGM Resorts International, \$10,000 from NV Energy, \$5,000 from the Culinary Workers Union Local 226, and \$30,000 from a private family.

Our 1 October Project was sponsored by UNLV Libraries, Nevada Humanities, and Get Outdoors Nevada.

Reflections: The Las Vegas Asian American and Pacific Islander Oral History Project was sponsored by the Las Vegas Commission on the Centennial, MGM Resorts International, NV Energy Foundation, Asian Community Development Council, Louis F. Laporta Family Trust, Theodore and Doris Lee Family Foundation, Mark and Marianne Haley, and individual donors.

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

Stefani Evans, Project Manager, will manage the entire project including hiring the office manager, training them in all aspects of the work: scheduling interviews, processing the raw data for digitization, editing, and preparing the oral histories for publication. Already, Stefani and Claytee have conducted the research and designed questions.

Stefani has worked in the Oral History Research Center since 2014 as a graduate assistant and in 2016 became the manager of the Building Las Vegas project that contains 135 interviews of visionary architects, city planners, mayors, landscape designers, and home builders across Southern Nevada. She has researched and presented on topics from the 1 October Healing Garden to Las Vegas Valley water issues to Japanese Displacement. Stefani's publications include a peer-reviewed journal article "Migration, Community, and Stereotype: Shaping Racial Space in the Twentieth-Century Urban West" and the book, Healing Las Vegas: The Las Vegas Community Healing Garden in Response to the 1 October Tragedy. Her writing focusing on urban history earned the 2012 Best Thesis Award from the UNLV College of Liberal Arts and the UNLV Department of History 2012 Roman J. Zorn Award for the Best Master's Thesis.

Claytee D. White, the Founding Director of the Oral History Research Center at UNLV Libraries, works as the administrator of all projects. When appointed as the founding director of the research center in 2003, Claytee began the first project, the Boyer Early Las Vegas initiative as an opened-ended collection of memories of the early city. This project established the infrastructure of the center in terms of fundraising, good strategies in collecting interviews, teaching what was learned, and sharing interviewing techniques with groups, organizations, and classes at Nevada State and UNLV.

7. Describe the key activities of your project, specifically how they relate to the celebration and commemoration of the history of the City of Las Vegas, as well as an associated timeline for your project*

This is our timeline for the first year of this two-year project. The second year will be an image of the first

January 01, 2024 - December 31, 2025

Collect interviews, process them digitally, send them out for transcribing, mail drafts to narrators, stay in contact with narrators to ensure they return their changes and submit photographs, edit interviews, maintain tracking system, stage fall event 2025.

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

N/A

<p>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.*</p>	<p>None known</p>
<p>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 marketing or social media materials produced by your project.*</p>	<p>The Las Vegas Centennial Commission will play the significant role of launching our project. We ask \$171,706 to cover wages for manager, transcriber, editors, office Assistant, digitization, binding, technical services, community events, and discovery services.</p> <p>Our development director, Michael Beiler, and the Oral History Research Center will reach out to the local community for additional fundraising. The final products will include a bound volume of each interview, an online archive available to the public, and personal and business manuscript and photograph collections that will be housed in Special Collections & Archives. Each interview is bound only after the editor has checked for historical accuracy and grammatical errors; written a preface and designed a detailed table of contents; inserted and captioned photographs when available, and tracked the cataloging, printing, and shipping procedures. A copy is bound as a thank-you gift to the narrator.</p> <p>The digitization department will create an online presence that houses all the oral histories making them available for students and researchers worldwide. And finally, as we conduct interviews, we will learn about and solicit manuscript and photographic materials as donations to Special Collections & Archives. These primary documents along with vivid oral histories documenting Las Vegas sport cultures will be major assets to UNLV and to the City of Las Vegas.</p>

PART III. . Budget Worksheet

<p>Budget Worksheet File</p>	<p>https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55273897_master2budgetcopy.docx</p>
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PART IV. Additional Required Documents

<p>Primary Contact Name & Title</p>	<p>Claytee D. White, Director, Oral History Research Center</p>
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Primary Contact Signature & Date



4/23/24

Authorizing Official Name & Title

Lori M. Ciccone, Associate Vice President for Sponsored Programs

Authorizing Official Signature & Date



Exhibit A

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	3200	118,720	59,360
Transcriber	\$4.00 per page	40,000	20,000
2 part-time editors	3800	76,000	38,000
Office assistant	1900	38,000	19,000
Total Personnel Costs		272,720	136,360

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
Community Events Community events will be held in Las Vegas at centrally located venues such as The Doyle, Doolittle Center, Springs Preserve, and The Beverly. We will engage and pay popular speakers to maximize attendance.	12,200	6,100
Technical Services Support	16,800	8,400
Total Supplies & Materials	29,000	14,500

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

Expense Description	Total Amount	Grant Request
Total Contracted Services	0	0

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

Revenue Description	Total Amount
LVCC Grant Request	150,860
Anonymous Donation Pledged	30,000
Other Funding – To be secured through additional fundraising	118,860
Total Pledged Costs & Support	299,720