

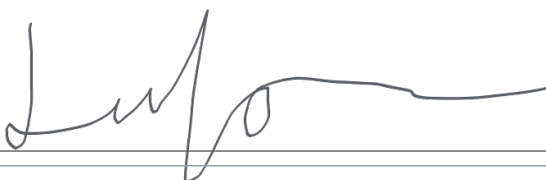
Form Name:	Centennial HPC Legacy Preservation Grant Application
Submission Time:	August 31, 2022 2:12 pm
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Las Vegas Historic Preservation Commission Centennial Legacy Grant For Historic Preservation Programs

PART I. Applicant Information

Applicant Name	Jennifer Kleven
Name of Organization	The Neon Museum
Mailing Address	770 Las Vegas Blvd. N Las Vegas, NV 89101
Phone	(702) 476-1197
Email	jkleven@neonmuseum.org
Amount of Funds requested	10000.00
Grant Category	Educational Project

Signature of Applicant



PART II. Project Description

What is the significance of your project to the history of the City of Las Vegas?	Attached.
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How will your project increase public awareness about historic preservation?	Attached.
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What are the key activities and timeline of your project?	Attached.
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Describe your experience managing projects.	Attached.
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List the number of students you will reach with your project and their involvement, and how this project will be incorporated into your future lesson plans or school curriculum.	Attached.
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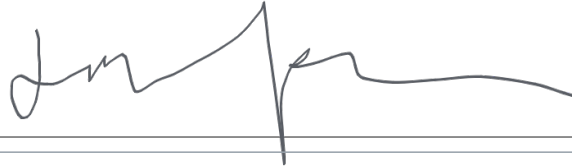
PART III. Budget Sheet and Cost Estimates

PART IV. Additional Required Documents


File

https://clv-aws-webteam-formstack.s3.amazonaws.com/CentennialHPC//aug312022212pm_112356655_neonmuseumlearningmoreintheneonboneyard.pdf

Signature



Signature of Supervisor (where required)



1. What is the significance of your project to the history of the City of Las Vegas?

The Neon Museum is a non-profit organization committed to collecting, preserving, studying and exhibiting iconic Las Vegas signs for educational, historic, arts and cultural enrichment. The Museum's collection includes signs dating from the 1930s to present day, exemplifying sign technologies of their respective timelines and their evolution while also exploring themes of design, typography, advertising and business branding. Las Vegas became the epicenter of "spectacular" signs, an industry term describing the ambitious scale of signs that dotted the skyline throughout the city. The collection of historic signs are catalysts for deeper conversations into the unique social, political and cultural history of Las Vegas since its founding in 1905. Of particular interest to the public is the context in which these signs functioned.

Since opening to the public in 2012, the Museum has welcomed more than one million visitors to the Neon Boneyard. The Neon Boneyard exhibition is curated to resemble a sign company's "boneyard", an outdoor area where leased signs were returned, and components were reused for other projects. During general admission, visitors are allowed to wander freely through the Neon Boneyard at their own pace and can use an online guide to learn more about the signs, speak with docents or join short gallery talks. Guided tours are more formal learning opportunities where docents tell the history of some of the signs in the collection over 45 minutes. Both options provide access to the collection seven days a week and allow for a variety of engagement.

Over the past few years, survey feedback has indicated that visitors want to learn more about the history of the city, the signs, the businesses and the locations of the signs across the city. As the museum is predominantly an outdoor facility, different exhibition and display strategies are employed to serve all visitors and as such, an opportunity to refresh a section of the Neon Boneyard has presented itself. In 2019 the Museum installed the restored Hard Rock Café guitar sign and included an area at the base of the sign to highlight donors and provide greater historical information about the sign. The area is ready to be refreshed with new content. The selected content is a result of visitor feedback and will provide more information on the history of the signs, their scale in relation to contemporary buildings and locations through the city. These educational elements will further provide visitors with a "sense of place" in the city and connect them with our history.

The sections will include:

- Map of Fremont St
- Map of "The Strip"
- Scale comparison of signs in the Neon Boneyard vs. buildings across the city
- What is a "boneyard"?

2. How will your project increase public awareness about historic preservation? *

The Neon Museum collects critical and endangered signage across southern Nevada to help tell the history of Las Vegas since its inception. When notable buildings are demolished, the Museum makes every effort to save their sign to add to the story of Las Vegas. The Neon Boneyard exhibition has been thoughtfully curated to educate the public about the city through some of its most recognizable and long-lasting features, it's neon signs. From the beginnings of the city as a stop on the Los Angeles and Salt Lake City railroad in 1905 as featured on the 1958 Golden Nugget sign, to the growth of the city and its signs in subsequent decades, the Museum provides education to tourists and locals through its collection of preserved signs, increasing the public's awareness of the importance of historic preservation in telling a city's story.

The new large-scale display will serve the needs of visitors, providing information to better understand where the signs existed, the scale of the signs and the contemporary structures that took their place. The panels will be divided into four sections: a map of Las Vegas Blvd, map of Fremont Street, the size of select signs in the Neon Boneyard as compared to new buildings or structures and how sign company's use of the term "boneyard".

General admission provides access to the Neon Boneyard for visitors wishing to explore on their own. The educational panel will provide new content and engage visitors through text and historic images, something currently only accessible through our web-based guide. The Museum aims to provide a variety of access points for the public to engage: docent-led tours, online guides accessible via smart phone, online audio descriptions, translated tour booklets and now with the inclusion of the large educational panel, interpretive panels that can be read onsite. As the Museum evolves and makes education a number one priority, new and traditional methods of delivery will be used to ensure educational outcomes and provide a more meaningful experience.

In addition to serving the general admission and guided tour crowds, the panels will be created with children in mind. With the recent addition of a STEAM Education Manager with previous experience teaching middle school, youth education has become paramount to the Museum's mission. School field trips, family activity days and lesson plans for teachers are now part of the Museum's major focus. The educational panel will use fun graphic design elements to draw in children so families can learn together, further increasing educational outcomes. And by engaging young learners, we endeavor to build life-long museum habits.

3. What are the key activities and timeline of your project? *

The Museum has begun creating content for the panels and will work with a graphic designer and illustrator to conceive the layout.

October 3- graphic designer sends finalized proofs to museum staff for approval

October 3-6- staff review and edits

October 7- send to printer

October 15-19- installation of panels in the Neon Boneyard

October 24-26- install and test lighting

The Neon Museum would like to have this installed during the month of October in preparation for our 10 year anniversary. The panel will be on exhibit throughout the anniversary year and the infrastructure established will allow the museum's curator to be more nimble with exhibits, highlighting new topics and exploring other signs.

4. Describe your experience managing projects. *

The Neon Museum has vast experience in managing projects from digitizing ephemera and manuscripts to large-scale, exhibition changes. Annually, The Neon Museum hosts public lectures, performances, monthly family programs and a variety of exhibition projects. The museum also produces a number of art education programs and hosts an annual Artist in Residence with the aim of seeking new and innovative interpretation of the museum's collection and archives. These signature programs have been produced since 2013 and expanded upon yearly. A variety of family and children's programming has also been developed and implemented.

"Lost Vegas: Tim Burton @ The Neon Museum" and "Brilliant!" are the two largest and most operationally challenging projects the museum has successfully navigated. Both projects affected the museum facility, engagement tactics, educational initiatives and fundraising cultivation efforts. Most recently, the Museum launched "Brilliant! Jackpot", an update to the content of the evening audio visual show and major capital improvements to the campus that enhance the show and increase learning outcomes.

The Neon Museum has been the recipient of numerous state and federal grants including the Institute of Museum and Library Services, National Endowment for the Arts, Nevada Arts Council and Nevada Humanities. All project-based grants have been completed on time, within budget and met all compliance requirements.

The Museum uses planning documents, file sharing and staff meetings to review projects and ensure timelines are adhered to.

5. List the number of students you will reach with your project and their involvement, and how this project will be incorporated into your future lesson plans or school curriculum. *

The Neon Museum aims to host 1,000 students on field trips this school year and an additional 800 children through STEAM Saturdays family programming. The items highlighted in the educational panel stem from some of the questions posed by students and teachers on field trips and families that visit during guided tours. For so many children in the community, casinos and hotels are places they've heard about but never seen. By bringing them into the Neon Boneyard for a guided tour, they can see historic objects and learn about their histories. Discussion with the students and children can be derived from the educational panel, especially in relation to what they've learned on the tour.

The museum's Education Manager Delaney Kesler has already begun creating new lesson plans from the concepts and themes that will be presented in the educational panel. The museum will encourage the use of these lesson plans prior to visiting the museum and as follow up to reiterate student learning. While the aim is always to serve all students in the valley with field trip opportunities, we realize that is not feasible; however, the lesson plans will be available and promoted for teacher and home school use on our website.

AARON BERGER, MBA, CFRE

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PROFILE

Results-oriented executive with depth of experience in museum leadership, community engagement, messaging, and fundraising. Proven success at change management, strategy development, and communications. Creative leader and consensus builder with a commitment to diversity and inclusion, staff enhancement, and creating destination attractions.

KEY SKILLS

Staff management & coaching

Performance metrics analysis

Financial leadership

Policy development & implementation

Consensus builder

Strategic Planning

Skilled fundraiser

Commitment to quality

Mentor

Type A - Creative

EXPERIENCE

2021 - Present

Executive Director • The Neon Museum • Las Vegas, Nevada

Internationally-recognized and nationally-accredited art and history museum featuring a collection of signage of Las Vegas situated on nearly 3 acres.

- Manage a staff of 45 with 8 direct reports
- In tandem with the Board, lead the strategic visioning including: programmatic initiatives, fundraising efforts, community engagement, marketing voice, and a campaign to expand the museum's campus
- Oversee budget of approximately \$5M, including intentional rehiring, as the organization reemerges from the pandemic
- Coordinating efforts to ensure all museum activities, present and future, meet accreditation standards as set forth by the American Alliance of Museums
- Strong advocate for DEIA efforts including initiating Spanish-speaking tours, and the development of tours to highlight the stories of the LBGT+, Black, LatinX, Jewish, and Indigenous Peoples communities.

2020 – Present

Managing Partner • ABC • Atlanta, Georgia

Boutique fundraising and messaging consulting firm

- Served as interim executive director for an institution undergoing significant organizational change with duties including management and leadership of 20+ staff, board, and volunteers by providing budget forecasting, marketing, program development, governance, and communications
- Managed board-led fundraising initiative that resulted in a 102% revenue increase over the year prior
- Crafted annual funding plan for increasing institutional support by 35%
- Developed a comprehensive strategic plan for development of \$10M public-private foundation

RECOGNITION

The Breman Museum
Trip Advisor, "Must See
Destination" (2017)

USA Today, "10 Best Museums
in Atlanta" (2016)

Georgia Association of
Museums and Galleries,
"Institution of the Year" (2016),
"Exhibition of the Year" (2013),
"Educational Program of the
Year" (2012)

Albany Museum of Art
Georgia General Assembly
(2006)

Georgia Association of
Museums and Galleries,
"Institution of the Year" (2005)

SELECT EXHIBITIONS

Everyday Life:
The Paul Jones Collection

Love and the American Dream:
The Art of Robert Indiana

Winslow Homer: Facing Nature

The Dark Side of Beauty:
Karen Rich Beall

Return to Rich's:
The Story Behind the Store

Atlanta Collects: Treasures
from Atlanta's Collectors

2017 – 2020

Director • Coxe Curry & Associates • Atlanta, Georgia

Leading nonprofit counsel providing feasibility studies, development assessments, and capital campaign direction

- Led a \$6M capital campaign that exceed its goal by \$4M
- Developed comprehensive \$9M annual fundraising model for statewide public-private partnership
- Wrote an organizational case statement and funding plan which positioned the organization for an 11% increase in funding within 12 months.

2012 – 2017

Director • The Breman Museum • Atlanta, Georgia

Largest cultural center for Jewish heritage in Southeast which includes an archive, three exhibition galleries, and a center for Holocaust education. Recruited with the mandate to reinvent programming and reverse trend in declining revenue and stagnant attendance.

- Implemented financial planning and spending protocols that eliminated inherited debt and increased operating budget from \$1.2M to \$2M in five years
- Conducted reorganization and implemented hiring protocols that resulted in 16 staff diverse in religion, ethnicity, age, nationality, sexual orientation, and Autism Spectrum Disorder
- Grew collections holdings by over 30%
- Developed and instituted a programmatic plan resulting in 32% attendance in one year, 78% representing target audience, and 98% 'excellent' rating by attendees.
- Forged strategic arts partnerships that resulted in programming with 200% increase in revenues over expense in three years
- Engaged Board in governance remodeling that reduce board from 43 to 19
- Oversaw 90 front-line docents and volunteers

2009 – 2012

Managing Partner • Turning Point • Atlanta, Georgia

Fundraising consulting firm serving cultural nonprofits in the Southeast

- Crafted and implemented marketing and development plan that included direct mail, website redesign, and board training that grew audiences by 14% in one year.
- Reorganized staffing to include marketing and development director that resulted in 12% increase in revenue in one year.

2006 – 2009

Partner • Alexander Haas • Atlanta, Georgia

Capital campaign consulting firm focused on cultural institutions throughout the US.

- Developed an annual fundraising plan that resulted in \$1.5M increased income over three years.
- Crafted messaging for an accredited art museum that resulted in a 23% increase in membership in one year
- Led \$36M capital campaign drawing from federal and state government, foundation, corporate and individual support.

VOLUNTEERISM

Jekyll Island Management
Institute
Faculty (2015 – 2020)

Leadership Atlanta
2017 Graduate
Volunteer

Southern Jewish Resource for
Gender and Sexual Diversity
Board Member

Rising Up Allocations
Committee Member

Leadership Albany
2005 Graduate
Board Member

Getty Museum Leadership
Institute
2004 Graduate

2001 – 2006

Director • Albany Museum of Art • Albany, Georgia

AAM-accredited museum housing six galleries, interactive educational space, and collection of approximately 2,000 pieces including American, European, and African art.

- Increased attendance by 142%, grew membership by 104%, and the annual operating budget by 30% in five years
- Developed the “Local Color” annual exhibition series that highlighted regional talent and provided a unique sponsorship program resulting in 6-figure revenues and strong attendance
- Reorganized staff of eight into three teams each charged with audience development

1999- 2002

Director • Marietta/Cobb Museum of Art • Marietta, Georgia

Housing three galleries, a robust education program, and permanent collection of approximately 500 American art pieces. Recruited to address existing debt and unfocused mission.

- Eliminated all inherited debt and implemented balanced budget
- Led reorganization that right-sized staff and redirected efforts toward community outreach and engagement
- Implemented summer music series that welcomed 600+ nightly
- Drawing from focus groups and community involvement, developed a 3-year strategic business plan ensuring consistent programming and funding

Education

Master of Business Administration • South University • Savannah, Georgia
High Honors

Bachelor of Arts in Art History • College of Charleston • Charleston, South Carolina
Specialization in Architecture



STEPHEN SIWINSKI

CURATOR | EXHIBITON DESIGNER | PROBLEM SOLVER

OBJECTIVE

Get stuff done.

SKILLS

- Project Management
- Technical Coordinator
- Creative Team Lead
- Video Production
- Graphic Design
- Exhibit Design + Fabrication
- PR /Communications
- Strategic Thinker
- Self -Starter
- Troubleshooter

EDUCATION

Bachelor of Arts in Television Writing and Producing

Columbia College
Chicago, IL

CONTACT

Email
steve.siwinski@gmail.com

Website
www.stephensiwinski.com

Phone
312-860-0982

WORK HISTORY

CURATOR AND EXHIBITION DESIGNER

The Neon Museum | Las Vegas, NV
2022 - Present

PROJECT MANAGER

The Neon Museum | Las Vegas, NV
2018 - 2022

COMMUNICATIONS OFFICER + EXHIBIT DESIGNER

Texas State Library & Archives Commission | Austin, TX
2014 - 2018

FREELANCE PRODUCTION AND DESIGNER

Self Employed | Traveled as per assignment
2010 - Present

CREATIVE COMMUNICATIONS MANAGER

Arts and Education Council | St. Louis, MO
2012-2013

DEPUTY DIRECTOR OF COMMUNICATIONS

Missouri Secretary of State | Jefferson City, MO
2010-2012

ASSOCIATE PRODUCER

WTTW (PBS Television) | Chicago, IL
2004-2010

EXPERIENCE

A lifetime worth of experience of problem solving, tinkering, mending, making-do, fixing, wrangling, producing and procuring solutions to projects big and small.

Technical proficiency in seeing any job through from start to finish and beyond in museums, cultural institutions, non-profits, libraries, archives and in the field.

Current Projects

The Neon Museum offers daily admission and guided tours of the Neon Boneyard seven days a week, highlighting the history, art, architecture and design behind Las Vegas' most iconic signs. *Brilliant! Jackpot*, our audio-visual immersive show featuring the work of Adobe Creative artist Craig Winslow shows nightly in the North Gallery. Gallery talks are conducted during general admission. The Neon Museum online guide was also created to provide additional educational content for visitors including historical images and a self-guided audio tour.

“Duck Duck Shed: Celebrating Las Vegas Architecture, Design and Culture” is scheduled for October 27 – 30 and includes over three dozen programs visitors can choose from to curate a weekend of learning and fun. This program coincides with our 10 year anniversary celebration as well.

Annual programs include:

- Beyond the Neon Boneyard virtual series, diving deeper into the collections of The Neon Museum and the city of Las Vegas
- Science is Everywhere Day- April- in partnerships with CCSD and the Natural History Museum; tours of the Neon Boneyard for children highlighting the science behind the signs.
- STEAM Saturdays- 10 a – 12pm every second Saturday, families are encouraged to visit to learn about the science, technology, engineering, art and math behind Southern Nevada’s most iconic signs.
- Exhibits inside the La Concha lobby
- *Neon Boneyard: Then and Now*, touring exhibit highlighting key signs in the Neon Museum, created in partnership with the Las Vegas Visitors and Convention Authority; on exhibit at the East Las Vegas Library
- School Field Trips throughout the school year
- National Artist in Residence- a selected artist lives and works in Las Vegas during the summer; create new works inspired by the Neon Museum collections and engage with the community
- Teaching Artist Outreach at local CCSD schools
- Various arts programming onsite

Past projects

Times of the Signs programs:

- May 2013- “Moulin Rouge: 58th Anniversary”
- July 2013- “Stardust Showgirls”
- April 2014- “Sign Designers: Past, Present and Future”
- September 2014- “Unsigned Heroes: Sign Painters’ Art and Stories”
- May 2015- “Motor Court Magic: Mid-Century Architecture and the Roadside Motel”
- November 2015- “Fabricating the Fantasy: Las Vegas Resort Interiors and the Artists Who Bring Them to Life”
- May 2016- “Are We There Yet? Remembering the Family Road Trip”
- October 2016- “Family Friendly Las Vegas in the ‘90s”
- September 2021- “Remembering the Frontier Strike: 30 Years Later”

Scholars in Residence:

- 2014- Dr. Leslie Luebbers, director of the Paul R. Williams Project, University of Memphis
- 2015- Jesse Ragan, typography designer; "Las Vegas Letters: Vernacular Inspiration in Typeface Design"
- 2016- Stefan Al, architect, author and academic specializing in contemporary urbanization; "Bigger, Better and Brighter: The Evolution of Las Vegas Signs"
- 2017- Martin Treu, architect, graphic designer, urbanist and author; "Selling with Signs: Las Vegas and the Placemaking Power of Commercial Streetscapes,"
- 2018- Christoph Ribbat, professor of American Studies at Paderborn University, Germany; "Las Vegas Neon: Dreams & Delusions"
- 2019- Dydia DeLyser, historical-cultural geographer at California Univeristy, Fullerton; "Hidden in Bright Lights: The Untold Story of Neon"
- 2020- David Schwartz, professor and director of Center for Gaming Research at UNLV; "After Howard, Before the Mirage: Las Vegas in the Early Corporate Era"
- 2021- Dr. Sue Fawn Chung, writer and professor emerita UNLV; "Sinology and Sin City: A Brief History of the Chinese in Las Vegas"

PERSONNEL

Description of Expense	Total Expense Amount for this Item	Funding from Other Sources	Requested Grant Amount from HPC
Curator and Exhibition Designer-15% of salary	\$7,650.00	\$7,650.00	\$0.00

PROJECT SUPPLIES AND MATERIALS

Description of Expense	Total Expense Amount for this Item	Funding from Other Sources	Requested Grant Amount from HPC

CONTRACTED SERVICES

Description of Expense	Total Expense Amount for this Item	Funding from Other Sources	Requested Grant Amount from HPC
Graphic Design and artwork-Abbie Ren	\$3,800.00		\$3,800.00
Installation and lighting-Hartlauer Signs	\$6,590.00	\$2,640.00	\$3,950.00
Printing on diebond	\$2,250.00		\$2,250.00
TOTALS	\$20,290.00	\$10,290.00	\$10,000.00

Funding Sources	
Neon Museum contribution (funds from admission revenue)	\$10,290.00
HPC Grant	\$10,000.00