



Commission for the Las Vegas Centennial Agenda

10. **24-0663-CLC1** - Discussion for possible action regarding approval of a grant request for \$55,150 by 300 Stewart Avenue Corporation, dba The Mob Museum, located at 300 Stewart Avenue, for the costs associated with creating and developing a digital archive to organize The Mob Museum's collection of historic materials, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Summers-Armstrong)

Minutes:

The following individuals from The Mob Museum (Museum) shared in reviewing a PowerPoint presentation, a copy of which was submitted for the record: JONATHAN ULLMAN, President and CEO (Chief Executive Officer); GEOFF SCHUMACHER, Vice President of Exhibits and Programs; JACKIE APOYAN, Senior Director of Digital Marketing; and CLAIRE WHITE, Director of Education.

MR. ULLMAN said this project would solve a challenge for the Museum and make it more accessible to the public. From Slide 3, he briefly reviewed some of the Museum's past projects that were funded through grants from the Commission for the Las Vegas Centennial (Centennial Commission), including the Multilingual Audio Tour in 2014, the Educational Outreach Program in 2015, the Educational Outreach Vehicle in 2020 and the Building Documentary in 2022. All of these projects are self-sustaining and successful, and the Educational Outreach Program has been successful overseas as well. The Building Documentary would start airing on Vegas PBS that evening, as well as on YouTube and KCLV Channel 2.

The subject proposal includes an archival system for all the materials the Museum has acquired throughout the years, including photos and documents focusing on the history of mob crime and Las Vegas to expand public access and re-purpose them for other projects and uses. UNLV (University of Nevada, Las Vegas) will be assisting with the transition and curating the online exhibits, as they want people to be able to see other items available at the Museum. Through digital archiving, they will offer five different searching avenues, without having to rely on the institutional knowledge of the Museum's team. They will also be able to identify items licensed for use in the Museum only. The public will be able to search their library on the portal rather than having to deal with a staff member. One of the goals is to curate exhibits for online viewing and make selected images accessible through social media.

MR. SCHUMACHER took over the presentation and stated that the Museum started collecting materials in 2009, which was three years before the Museum opened, and acquired thousands of images, documents and video recordings over the past 15 years that they wanted to organize for public viewing. He described some of the sample images on Slides 7-15 to be archived. They intend to work on putting together online exhibits about the Federal Building at the Museum site and the Battle for Las Vegas.

MS. APOYAN continued with the presentation and explained the plan for building a digital archive, for which the Museum would like to lease a digital asset management system to centrally store, categorize, organize and distribute audio, video, image and document files. For this, they considered seven potential software vendors, as indicated on Slide 16, received demonstrations from five vendors and narrowed the options to Netx, Piction and Phrasenet. From these finalists, they will select a cost-effective system that best fits their needs and allows them to maintain control locally to reduce the risk of data loss and security, backup data regularly and assist in growing the database. Their daily posts on social media receive viewership and like and sharing actions, which speak to the appetite for Las Vegas stories. This project will make stored collections easily available to internal staff for the creation of a digital system for historians, media, educators and students to license images from the Museum's collection.

MS. WHITE reported that they already secured a partnership with UNLV to supply interns to work on the project, tasking them with inputting data and digitizing photos. Upon approval, they are prepared to start in February with the first phase, which will include leasing the software platform, designing the archive, identifying materials for the first digitization batch and recruiting and hiring interns from the UNLV History Department. From March to May, students will scan and process photos and assist in metadata creation and development of online exhibits. Completion of the first phase will be in November. Slide 23 outlined the proposed budget, with the requested grant amount partially covering personnel and project supplies and materials. MS. WHITE noted that a cost adjustment might be necessary once they decide on the best company to contract with and emphasized that the project will be sustainable with the startup costs. Marketing will entail the implementation of a comprehensive marketing and public relations strategy to publicize the online exhibits and the accessible elements of the digital archive. They will hold an event for the Museum and a teacher workshop to provide education on how to use the available resources.

MR. ULLMAN resumed the presentation and underscored that the funding will help them get started, but the Museum's commitment to the project is in perpetuity, as their collection grows and they find new ways to make it accessible to the public.

COMMISSIONER COFFIN asked if all content imaged, even that in storage, becomes a part of a rotating collection. MR. ULLMAN indicated that they have a fireproof storage area and explained that the goal is not to acquire new images but rather to digitize and make available materials that are already in the Museum or in secure storage. Consequently, some of the documents in storage will be converted and digitized for manageability. The Commissioner expressed concern about securing materials made available online to the public. COMMISSIONER STOLDAL commented that UNLV has an honorary system with tremendous files of historic photographs. Users must commit to asking for authorization before using available materials, so he would hope the Museum would at least use a watermark. COMMISSIONER STOLDAL hoped visuals would be added to the existing blogs and asked if all the work would be backed up. MR. ULLMAN acknowledged the possibility of people downloading images or taking screenshots of images, but he explained that the ability to download will not be available immediately. He added that some online models allow the purchase of photographs, but they are watermarked or altered.

COMMISSIONER CREAR did not think the requested amount was enough, to which MR. ULLMAN responded that the budget submitted represented the amount needed to start the project, obtain a license, secure storage and complete the initial online exhibit. He commented that this system will help the Museum work easier and more efficiently, and it will help create a full inventory of what they have available. MS. WHITE added that a lot of the work is included in the jobs of staff members. MR. ULLMAN stressed that the Museum is prepared to pay the costs going forward, and they hoped to generate revenue in the future through the sale of licenses to use photos and the content.

COMMISSIONER TRUESDELL clarified that this a one-time grant, to which MR. ULLMAN added that they were looking for support to get the project started.

COMMISSIONER MILLS asked if the online materials would be available to the public gratis. MR. ULLMAN said the online exhibits would be free, but they had not determined how to handle licensing fees for images or videos for use in a book, per se.

COMMISSIONER HELTON appreciated the presentation, noting that the Commission had funded many organizations for similar projects, so she felt this was a good investment for the Commission. MR. ULLMAN underscored that they will make certain the Commission receives credit. COMMISSIONER STOLDAL said that one problem is that museums and universities require credit for the use of their photographs, but he felt the photographer should receive credit as well.

Motion made by Robert Stoldal to Approve

NOTE: Commissioner Stoldal said that under the advisement of the City Attorney, he was disclosing that he is a non-paid member of The Mob Museum Board of Directors, and Commissioner Bryan disclosed that he is also a member. Commissioner Mowbray disclosed that he is a founding member of the 300 Stewart Avenue Corporation.

Passed For: 13; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

For-Richard Bryan, Robert Stoldal, Hannah Brown, Bob Coffin, Louise Helton, Hugh Sinnock, John Mowbray, Ric

Truesdell, Cedric Crear, Kevin Mills, Thomas Prato, Shelley Berkley, Olivia Diaz; Excused-Ryan Arnold, Mark Brandenburg;

City of Las Vegas

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: JANUARY 27, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

DIRECTOR: SETH T. FLOYD, ESQ.

EXECUTIVE DIRECTOR FOR THE CENTENNIAL COMMISSION: DR.
DIANE SIEBRANDT

☒ Action

☐ Report

SUBJECT:

24-0663-CLC1 - Discussion for possible action regarding approval of a grant request for \$55,150 by 300 Stewart Avenue Corporation, dba The Mob Museum, located at 300 Stewart Avenue, for the costs associated with creating and developing a digital archive to organize The Mob Museum's collection of historic materials, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Summers-Armstrong)

PURPOSE

The applicant is requesting approval of a grant request in the amount of \$55,150 to fund the creation and development of a digital archive to organize the Mob Museum's collection of historic materials.

Findings:

The Mob Museum's archives holds hundreds of photographs, documents, videos and other artifacts in its collection that are in need of digitization. Museum staff will select a software platform identified for hosting the digital photo archive, design the archive, identify photographs and documents for the first batch of digitization, and recruit interns from the UNLV History Department. Students will assist in the work of scanning and documenting 500-1,000 photos and documents, as well as assist in the creation of metadata. The digitized objects will be incorporated into online exhibits that will be accessible to educators, researchers and the general public. Once the project is completed, the museum will host two events to promote the work.

Funding is being requested to cover the following costs:

- Salaries for vice presidents, directors, senior directors, project managers and systems administrators, specialist, web developers, part-time interns and part-time staff
- Costs for one-year software lease
- Archival storage
- Marketing and events

BACKUP DOCUMENTATION:

1. Grant Application
2. Grant Agreement

Form Name:	LVCC Grant
Submission Time:	December 10, 2024 4:55 pm
Browser:	Chrome 131.0.0.0 / Windows
IP Address:	174.69.188.106
Unique ID:	1295682678
Location:	

Las Vegas Centennial Commission

PART I. Application Cover Page

Name of Applicant or Organization	300 Stewart Avenue Corporation dba The Mob Museum
Organization's Mission Statement	The Mob Museum's mission to advance the public understanding of organized crime's history and impact on American society. Key tenets of this mission include operating as a financially independent and self-sustaining organization that contributes to the growth and vibrancy of downtown Las Vegas; providing accurate storytelling that portrays the roots and evolution of organized crime in America in an authentic and entertaining manner; creating dynamic and interactive experiences that explore the criminal justice system's efforts and innovations in the fight against organized crime; engaging diverse audiences in discourse about social conditions, individual choices and consequences, contemporary issues, and other topics that relate to organized crime; preserving artifacts, objects, and digital records that serve as educational resources; and honoring the accomplishments of law enforcement by celebrating acts of perseverance and heroism in combating organized crime.
Funding Amount Request	55100.00
Authorizing Official	Jonathan Ullman
Authorizing Official Title	President & CEO
Authorizing Official Address	300 Stewart Avenue Las Vegas, NV 89101
Authorizing Official Title Phone	(702) 229-2722
Authorizing Official Title Email	jullman@themobmuseum.org
Primary Contact (If different from above)	Geoff Schumacher
Primary Contact Title	Vice President of Exhibits and Programs
Primary Contact Address	300 Stewart Avenue Las Vegas, NV 89101
Primary Contact Phone	(702) 229-2720
Primary Contact Email	gschumacher@themobmuseum.org

Project Funding Category and Working Title	Education: Establishing The Mob Museum's Digital Photo Archive and Online Exhibits
Project Address (if applicable)	300 Stewart Avenue Las Vegas, NV 89101
Organizations current budget	\$19,146,229.00

PART II. Project Description

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.*

The Mob Museum will create and develop a digital archive to organize its collection of historic images, videos and documents for internal management and reference, as well as to support researchers and students, and aid in the creation of online exhibits, video presentations and social media posts. The history of organized crime and law enforcement, as seen through the lens of Las Vegas, is of vast and enduring interest to wide swaths of the public, both in Las Vegas and all over the world. The creation of a digital archive and online exhibits will allow The Mob Museum to become a more comprehensive and essential online resource, locally and globally. Project elements supported by the Las Vegas Centennial Fund include a one-year lease of the software and implementation, archival storage, marketing, a lecture-style program and teacher workshop, and staff time.

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

Digitizing the Museum's collection and making it available to the public will expand access for individuals from all walks of life. Not only will communities across the world have access to these images, but it will pave the way for members of the Las Vegas community to conveniently browse a curated selection of our historic resources and be part of our mission. Many members of the Las Vegas community struggle to maintain reliable transportation, and are unable to freely explore the unique town they reside in. Digitizing our collection will be an opportunity for all Las Vegas residents to effortlessly learn Las Vegas history and enjoy what the Museum has to offer.

The audience for the digital archive and online exhibits includes all Museum web visitors - approximately 160,000 per month. The Museum anticipates it will be of particular interest to Nevada residents and students, engaging more locals in the Museum's content and offerings and attracting both first-time and repeat visits from residents. As one of the few cultural resources available to residents in the community, the Museum strives to serve as a leading center for informal education by working to ensure its exhibits remain up to date and relevant. In doing so, the Museum expects to expand and widen its audience, especially among locals and younger demographics.

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.*

The Mob Museum will partner with UNLV's History Department. It will tap into the skills and enthusiasm of UNLV history students, under the guidance of history Professor Michael Green, to populate the archive and help develop the online exhibits. Further, The Mob Museum will invest time and resources to ensure this project is completed.

4. Describe how the funds will be used.

Funds will be used to pay for a one-year software lease and its implementation, 20 terabytes of archival storage, marketing, a lecture-style program and teacher workshop, and a portion of the hourly salaries of Museum staff working directly on projects related to the digital archive.

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).

Opened in 2012, the Museum is a popular destination and cultural attraction in downtown Las Vegas, having welcomed more than 4 million visitors from all 50 states and 35 countries. As an accredited institution with the American Alliance of Museums, the Museum has established itself as a unique educational resource and leading center of learning in the community. Its extraordinary collection of artifacts, high-tech presentations, and interactive exhibits immerse visitors in this eye-opening chapter of Las Vegas and American history.

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

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

5/5/2014 Mob Museum Multilingual Services - Audio Tour \$61,740
Audio Tours, currently offered in 7 languages, were launched in November 2014. To date, over 64,000 guests have taken advantage of this amenity.

8/10/15 Educational Outreach Program \$76,135
Since launching, the Museum has served over 54,000 students in Southern Nevada with curriculum-based presentations. 64% of the presentations have been provided at no cost to students of Title I Schools.

2/11/2020 Educational Outreach Vehicle \$30,750.25
This vehicle has made our programs and outreach accessible "where students are" to hundreds of students since its purchase.

11/2/2022 This Building of Ours Documentary and Exhibit \$291,850
The Mob Museum produced a feature-length documentary and exhibit about the 90-year history of its

building and the development of the Museum. The documentary is hosted on the Museum's YouTube channel and has been viewed more than 4,400 times. After the documentary's premiere at the Museum, it began showing on the city's KCLV-TV, Cox Channel 2. It premiered on Vegas PBS with two showings on September 10. Vegas PBS could schedule additional showings of the documentary over the next 12 months. The story of the former federal building that today houses The Mob Museum is the focus of a new exhibit on the second floor. The exhibit features information and artifacts relating to the building's history, as the City's first federal courthouse and post office and later as a museum.

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

Geoff Schumacher, Vice President of Exhibits and Programs, is responsible for the curatorial direction of this project. He joined the museum after 25 years in journalism. He is the author of *Howard Hughes: Power, Paranoia & Palace Intrigue* and *Sun, Sin & Suburbia: The History of Modern Las Vegas*. He also was the editor of *Nevada: 150 Years in the Silver State*, the official book commemorating Nevada's sesquicentennial in 2014.

Claire White, Director of Education, is responsible for content development, intern supervision and developing companion educational resources. White joined The Mob Museum in 2015 to create educational and interpretive programs. With nearly 20 years in the museum field, she has guided the creation of standards-based classroom outreach programs, including the Museum's award-winning educational outreach program, *Investigating History*.

Jackie Apoyan, Sr. Director of Digital Marketing, is responsible for integrating the digital exhibits into the website. She is responsible for The Mob Museum's digital marketing presence, which includes social media, digital advertising, website management and content development.

Jaymond Li, Systems Administrator, is responsible for technical support for the database and web elements. Jaymond has assisted hundreds of small-medium businesses and nonprofits in Nevada and California with IT consultation.

Aaron Hain, Collections Specialist, is responsible for the digitization and project management of this project. Hain joined The Mob Museum in 2016. His work ensures the long-term care and accessibility of the museum's collection.

Jeffrey Moore, Senior Director of Exhibits, is responsible for selecting the collection management software and setting database and exhibit parameters. He is responsible for the design, fabrication and installation of the Museum's exhibits and care of its collections. He has a master's degree in museum studies and has over 20 years of experience in creating exhibitions and public programs.

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*

In February 2025 the Museum will select a software platform identified for hosting the digital photo archive, design the archive, identify photographs and documents for the first batch of digitization, and recruit interns from the UNLV History Department. In March 2025, the students will assist in the work of scanning and documenting 500-1,000 photos and documents in the Museum's collection. Students will scan and process photos and documents as well as assist in the creation of metadata. They also will assist in the development of online exhibits. This work will run through May 2025. The development of online exhibits will begin in March of 2025, with plans to debut at least two online exhibits by the winter of 2026.

The Mob Museum started collecting artifacts, photographs and documents in 2009 - three years before it opened to the public in 2012. Over the past 15 years, the Museum has assembled a large and ever-growing collection, a significant portion of which delves into the history of Las Vegas.

In addition, the Museum has made hundreds of video recordings, documenting public programs and special events, as well as podcast and oral history interviews conducted with an array of historical figures, experts and writers.

A number of the artifacts and images are currently on display in the Museum, available to more than 400,000 guests per year. But the Museum preserves in its collection more items that, if properly organized and curated, could be selectively shared with many more people through online exhibits on our website and posts on our social media feeds.

To accomplish this goal, the Museum wants to create and develop a digital archive to organize its collection of historic images, videos and documents for internal management and reference, as well as to support researchers and aid in the creation of online exhibits, video presentations and social media posts.

The history of organized crime and law enforcement, as seen through the lens of Las Vegas, is of vast and enduring interest to wide swaths of the public, both in Las Vegas and all over the world. The creation of a digital archive and online exhibits will allow The Mob Museum to become a more comprehensive and essential online resource, locally and globally.

Museum collections for the archive:

Photographs: Over the years, the Museum has collected hundreds of historical photographs. The Museum also has licensed a large number of images for various uses, from exhibits and video productions to blogs and social media posts. The Museum needs to gather all of these images in one searchable database for internal use, as well as make a curated selection of images available to the public. Once the images are properly archived, a curated selection will be made available to the public through online exhibits and a licensing portal.

Documents: The Museum has collected hundreds of documents, including government publications, legal documents, law enforcement investigative reports, research materials of journalists and authors, postcards and personal correspondence. These documents need to be added to the database and made available to the public in an easy-to-use, searchable database.

Videos: The Museum has made and collected hundreds of video recordings, including public programs, podcasts, oral history interviews and special event footage. (The video collection also includes all the interviews conducted for the Museum's documentary, *This Building of Ours*, funded in large part by the Las Vegas Centennial Commission.) These videos need to be archived in the database and made available to the public through the Museum's YouTube channel as well as becoming part of online exhibits on the Museum website.

Once the archive is established and populated, the Museum will use the materials to design and create online exhibits, with a special focus on Las Vegas stories. Online exhibit topics may include:

The story of the federal building on Stewart Avenue, in which the Museum is located, and surrounding areas of downtown Las Vegas. This exhibit will expand upon the work that was done to create *This Building of Ours*, the feature-length documentary about the history of the city's first federal courthouse and post office. The Museum staff's research into the building's history continues, and there is much that can be shared in an online exhibit

that could not be included in the documentary.

The story of Moe Dalitz, the former mobster turned Las Vegas businessman and civic leader who owned the Desert Inn and Stardust hotel-casinos and built Sunrise Hospital and the Boulevard Mall. The exhibit will be based on a large collection of images and documents that the Museum acquired from Dalitz's daughter.

The story of the "battle for Las Vegas," pitting local, state and federal law enforcement against Mob influence in Las Vegas in the 1970s and 1980s. The Museum has a growing collection of images, documents and video recordings that revolve around key figures such as Oscar Goodman, the former Mob defense attorney, his notorious clients Tony Spilotro and Frank "Lefty" Rosenthal, and others who were involved at that time on both sides of the law.

A deep dive into the details and impact of the Mob-controlled Teamsters Union's Central States Pension Fund in financing the construction of casinos and other buildings in Las Vegas from the late 1950s through the early 1970s.

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

The first phase of the project will commence in February 2025 and take approximately one month. The Museum will:

Select one of the three software platforms identified for hosting the digital photo archive.

Design the archive.

Identify photographs and documents for the first batch of digitization.

Recruit interns from the UNLV History Department.

In phase two, beginning in March 2025, the students will assist in the work of scanning and documenting 500-1,000 photos and documents in the Museum's collection. Students will scan and process photos as well as assist in the creation of metadata. They also will assist in the development of online exhibits. This work will run through May 2025.

Phase three -- development of online exhibits -- will begin in March, with plans to debut at least two online exhibits by the winter of 2026.

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

There are no known project limitations that may affect the project timeline or success at this time.

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

The Mob Museum is accredited by the American Alliance of Museums and holds the highest standards of exhibit production and maintenance, and historic preservation. In keeping with those standards, the digital archive will be maintained and operated as a part of the Museum's portfolio of a world-class facility.

PART III. . Budget Worksheet

PART IV. Additional Required Documents

Additional Documents 1	https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55147068_tmm_501c3determinationletter.pdf
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Additional Documents 2	https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55196484_300stewartavenuecorporationdbathemobmuseumboardofdirectors.pdf
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Additional Documents 3	https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55196516_establishingthemobmuseumsdigitalphotoarchiveandonlineexhibits.pdf
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Primary Contact Name & Title	Geoff Schumacher Vice President of Exhibits & Programs
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Primary Contact Signature & Date

 12-10-24

Authorizing Official Name & Title	Jonathan Ullman President & CEO
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Authorizing Official Signature & Date

 12-10-24

Centennial Commission grant request

The Mob Museum started collecting artifacts, photographs and documents in 2009 – three years before it opened to the public in 2012. Over the past 15 years, the Museum has assembled a large and ever-growing collection, a significant portion of which delves into the history of Las Vegas.

In addition, the Museum has made hundreds of video recordings, documenting public programs and special events, as well as podcast and oral history interviews conducted with an array of historical figures, experts and writers.

A number of the artifacts and images are currently on display in the Museum, available to more than 400,000 guests per year. But the Museum preserves in its collection more items that, if properly organized and curated, could be selectively shared with many more people through online exhibits on our website and posts on our social media feeds.

To accomplish this goal, the Museum wants to create and develop a digital archive to organize its collection of historic images, videos and documents for internal management and reference, as well as to support researchers and aid in the creation of online exhibits, video presentations and social media posts.

The history of organized crime and law enforcement, as seen through the lens of Las Vegas, is of vast and enduring interest to wide swaths of the public, both in Las Vegas and all over the world. The creation of a digital archive and online exhibits will allow The Mob Museum to become a more comprehensive and essential online resource, locally and globally.

Museum collections for the archive:

Photographs: Over the years, the Museum has collected hundreds of historical photographs. The Museum also has licensed a large number of images for various uses, from exhibits and video productions to blogs and social media posts. The Museum needs to gather all of these images in one searchable database for internal use, as well as make a curated selection of images available to the public. Once the images are properly archived, a curated selection will be made available to the public through online exhibits and a licensing portal.

Documents: The Museum has collected hundreds of documents, including government publications, legal documents, law enforcement investigative reports, research materials of journalists and authors, and personal correspondence. These documents need to be added to the database and made available to the public in an easy-to-use, searchable database.

Videos: The Museum has made and collected hundreds of video recordings, including public programs, podcasts, oral history interviews and special event footage. (The video collection also includes all the interviews conducted for the Museum's documentary, *This Building of Ours*, funded in large part by the Las Vegas Centennial Commission.) These videos need to be archived

in the database and made available to the public through the Museum's YouTube channel as well as becoming part of online exhibits on the Museum website.

Once the archive is established and populated, the Museum will use the materials to design and create online exhibits, with a special focus on Las Vegas stories, including:

- The story of the federal building on Stewart Avenue, in which the Museum is located, and surrounding areas of downtown Las Vegas. This exhibit will expand upon the work that was done to create *This Building of Ours*, the feature-length documentary about the history of the city's first federal courthouse and post office. The Museum staff's research into the building's history continues, and there is much that can be shared in an online exhibit that could not be included in the documentary.
- The story of Moe Dalitz, the former mobster turned Las Vegas businessman and civic leader who owned the Desert Inn and Stardust hotel-casinos and built Sunrise Hospital and the Boulevard Mall. The exhibit will be based on a large collection of images and documents that the Museum acquired from Dalitz's daughter.
- The story of the "battle for Las Vegas," pitting local, state and federal law enforcement against Mob influence in Las Vegas in the 1970s and 1980s. The Museum has a growing collection of images, documents and video recordings that revolve around key figures such as Oscar Goodman, the former Mob defense attorney, his notorious clients Tony Spilotro and Frank "Lefty" Rosenthal, and others who were involved at that time on both sides of the law.
- A deep dive into the details and impact of the Mob-controlled Teamsters Union's Central States Pension Fund in financing the construction of casinos and other buildings in Las Vegas from the late 1950s through the early 1970s.

Under this plan, the Museum will partner with UNLV's History Department. It will tap into the skills and enthusiasm of UNLV history students, under the guidance of history professor Michael Green, to populate the archive and help develop the online exhibits.

The project objectives are as follows:

- Improve accessibility and ease of use of the Museum's photo and video collections to internal staff, such as the education and marketing teams.
- Expand accessibility to the Museum's collection of historical photographs and documents to the Las Vegas community and the general public through our website and social media feeds.
- Provide worldwide audiences with access to these unique assets related to Las Vegas history.
- Provide students and teachers with valuable primary source material related to the history of Las Vegas and organized crime.

Schedule

The first phase of the project will commence in February 2025 and take approximately one month. The Museum will:

- Select one of the three software platforms identified for hosting the digital photo archive.
- Design the archive.
- Identify photographs and documents for the first batch of digitization.
- Recruit interns from the UNLV History Department.

In phase two, beginning in March 2025, the students will assist in the work of scanning and documenting 500-1,000 photos and documents in the Museum's collection. Students will scan and process photos as well as assist in the creation of metadata. They also will assist in the development of online exhibits. This work will run through May 2025.

Phase three -- development of online exhibits -- will begin in March, with plans to debut at least two online exhibits by the winter of 2026.

Community benefits

Digitizing the Museum's collection and making it available to the public will expand access for individuals from all walks of life. Not only will communities across the world have access to these images, but it will pave the way for members of the Las Vegas community to conveniently browse our collection and be part of our mission. Many members of the Las Vegas community struggle to maintain reliable transportation, and are unable to freely explore the unique town they reside in. Digitizing our collection will be an opportunity for all Las Vegas residents to effortlessly learn Las Vegas history and enjoy what the Museum has to offer.

The Mob Museum provides two free admission days each year, yet there are still members of our community who might never have the opportunity to immerse themselves in the history of Las Vegas through the Museum. This project will benefit all demographics, ages and communities. There is truly no limit to the individuals who will be touched by this project.

The Las Vegas workforce also will benefit from this initiative, as many new teachers in Clark County are not native Nevadans. The digitization of our collection offers a unique opportunity for educators to familiarize themselves with Las Vegas history as they join their new community. This will provide a positive impact to their students, allow teachers to better address Nevada education curriculum standards, and may contribute to teacher retention within area schools.

The audience for this project includes a mix of locals and nonlocals who are interested in Las Vegas and its history. The Museum accepts and integrates audience feedback to help us expand and build our present and future exhibits.

The Mob Museum serves as an educational resource, hosting important programs that increase access for underserved audiences. A core component of this is a vibrant outreach program, delivering standards-based presentations on Las Vegas history, criminal justice, and forensic science to students at Title I schools. For many of these students, the outreach program is a rare opportunity to experience a cultural institution. Museum staff also travel to senior centers, libraries and assisted living centers in low-income neighborhoods to present on historical topics.

The audience for the digital archive and online exhibits includes all Museum web visitors – approximately 160,000 per month. The Museum anticipates it will be of particular interest to Nevada residents and students, engaging more locals in the Museum’s content and offerings and attracting both first-time and repeat visits from residents. As one of the few cultural resources available to residents in the community, the Museum strives to serve as a leading center for informal education by working to ensure its exhibits remain up to date and relevant. In doing so, the Museum expects to expand and widen its audience, especially among locals and younger demographics.

Events

Once the digital archive and planned online exhibits are up and running, the Museum will host two events in the winter/spring of 2026. One will be a lecture-style program for Museum members in which Vice President of Exhibits and Programs Geoff Schumacher will explain the project and use the online exhibits to explore topics in Las Vegas history. The second event will be a teacher workshop led by Director of Education Claire White to introduce CCSD educators to the digital archive and online exhibits and provide lesson plans and curriculum support to help use these resources in the classroom.

Marketing

The Museum will implement a comprehensive marketing and public relations strategy to publicize the online exhibits and the publicly accessible elements of the digital archive. This will include email marketing, leveraging social media channels to reach diverse audiences, and featuring engaging content on the Museum’s digital screens. Additionally, the Museum will develop press materials and pitch stories to media outlets to generate coverage.

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	Funding from Other Sources	Grant Request from LVCC
VP of Exhibits and Programs (\$30 an hour)	60	\$5,704.00	\$3,904.00	\$1,800.00
VP of Marketing, Comm. & Sales (\$30 an hour)	20	\$1,868.00	\$1,268.00	\$600.00
Senior Director of Exhibits (\$30 an hour)	60	\$3,762.00	\$1,962.00	\$1,800.00
Senior Director of Digital Marketing (\$30 an hour)	60	\$4,352.00	\$2,552.00	\$1,800.00
Director of Education (\$30 an hour)	80	\$3,914.00	\$1,514.00	\$2,400.00
Director of Public Programs (\$30 an hour)	20	\$978.00	\$378.00	\$600.00
Director of Design (\$30 an hour)	30	\$1,813.00	\$913.00	\$900.00
Marketing Project Manager (\$30 an hour)	30	\$1,215.00	\$315.00	\$900.00
Systems Administrator (\$30 an hour)	20	\$830.00	\$230.00	\$600.00

Collection Specialist (\$30 an hour)	120	\$4,105.00	\$505.00	\$3,600.00
Education Specialist (\$30 an hour)	40	\$1,214.00	\$14.00	\$1,200.00
Web Developer (\$30 an hour)	30	\$1,415.00	\$515.00	\$900.00
Web Developer (\$30 an hour)	30	\$1,517.00	\$617.00	\$900.00
Part-time interns (\$15 an hour)	200	\$3,000.00	\$0	\$3,000.00
Part-time event staff (\$15 an hour)	10	\$150.00	\$0	\$150.00
Total Personnel Costs		\$35,837.00	\$14,687.00	\$21,150.00

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	Funding from Other Sources	Grant Request from LVCC
Software implementation and one-year lease	\$15,000.00	\$0	\$15,000.00
Archival storage (20 terrabytes)	\$30,000.00	\$15,000.00	\$15,000.00
Events	\$1,500.00	\$0	\$1,500.00
Marketing	\$2,500.00	\$0	\$2,500.00
Total Supplies & Materials	\$49,000.00	\$15,000.00	\$34,000.00

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

Expense Description	Total Amount	Grant Request from LVCC
N/A		
Total Contracted Services		

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	\$55,150.00
Grantee Contribution	\$29,687.00
Total	\$84,837.00

**CENTENNIAL GRANT AGREEMENT
WITH 300 STEWART AVENUE CORPORATION dba THE MOB MUSEUM
PROJECT NUMBER: 24-0663-CLC1**

THIS CENTENNIAL GRANT AGREEMENT (“Agreement”) is made by and between the COMMISSION FOR THE LAS VEGAS CENTENNIAL, a Nevada nonprofit corporation (the “Commission”), and 300 STEWART AVENUE CORPORATION dba THE MOB MUSEUM, (“Mob Museum”) a domestic nonprofit corporation (the “Grantee”). The Commission and Grantee are sometimes collectively referred to herein as the “Parties”.

This Agreement is effective on the date signed by the Commission and Grantee, whichever date is later, as long as the date signed by the second party is within sixty (60) calendar days of signature by the first party (the “Effective Date”).

RECITALS:

WHEREAS, in 2001, the Nevada Legislature passed legislation as codified in NRS 482.37903 which authorized the design, preparation and issuance of special license plates to commemorate the 100th anniversary of the founding of the city of Las Vegas; and

WHEREAS, the fees from the sale of the specialized commemorative license plates are distributed to the city of Las Vegas to be used to pay for projects relating to the commemoration of the history of the City of Las Vegas (the “City”), including, without limitation, historical markers, tours of historic sites, and improvements to or restoration of historic buildings and structures; and

WHEREAS, the Commission was created by the City to oversee the distribution of the fees on behalf of the City in accordance with NRS 482.37903; and

WHEREAS, the Grantee has submitted a Centennial Grant application requesting funds to be used for the costs associated with creating and developing a digital archive to organize the Mob Museum’s collection of historic materials. Funding components include the following: (a) salaries for vice presidents, directors, senior directors, project managers and systems administrators, specialist, web developers, part-time interns and part-time staff; (b) costs for one-year lease software; (c) archival storage; and (d) marketing and events (the “Project”); and

WHEREAS, the Commission desires to provide Centennial Grant funds to fund the planning and running of the Project to be completed by December 31, 2025; and

WHEREAS, the Commission desires to provide Centennial Grant funds to support the Project subject to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the mutual promises contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Commission and the Grantee agree as follows. The foregoing Recitals shall be incorporated herein as though fully set forth below.

AGREEMENT

1. GRANT AMOUNT. Subject to the terms of this Agreement, the Commission hereby grants and the Grantee hereby accepts a grant in the amount of FIFTY-FIVE THOUSAND ONE HUNDRED AND FIFTY DOLLARS (\$55,150.00) (the “Centennial Funds”) to be used for the Project.
2. ELIGIBLE COSTS. The Grantee agrees that the Centennial Funds shall be used specifically for expenses relating to the Project (the “Eligible Costs”) as more specifically described on the Budget

attached to this Agreement as Exhibit A and incorporated herein. The Grantee agrees that any expenses not listed on **Exhibit A** are deemed ineligible for reimbursement and shall be the responsibility of the Grantee (unless otherwise approved by the Commission). In addition, any costs in excess of the amount of the Centennial Funds shall be the responsibility of the Grantee and not the Commission.

3. **PAYMENT TO GRANTEE.** The Commission agrees to reimburse the Grantee for Eligible Costs incurred by the Grantee up to the maximum amount of the Centennial Funds. In order to receive a payment of the Centennial Funds, the Grantee agrees to submit to the Executive Director of the Commission a request for a disbursement of Centennial Funds with copies of invoices, receipts, cancelled checks and/or other related documents which evidence the Eligible Costs. The Executive Director shall review and request further documentation as deemed reasonably necessary by the Executive Director to determine that such expenses constitute Eligible Costs. The Commission will make payment within thirty (30) calendar days of receipt of a request for a disbursement of Centennial Funds unless the Executive Director reasonably determines that further documentation and review is required.

4. **TERM.** The term of this Agreement shall commence when this Agreement is formally executed by the Commission and shall remain in effect until the amount of the Centennial Funds granted herein have been disbursed in total to the Grantee and the "Final Report" (defined in Section 6 below) has been submitted and approved by the Commission.

5. **CENTENNIAL RECOGNITION.** Grantee agrees to acknowledge the Centennial Commission as a contributing sponsor of the Project, with signage on/at the Project, and in its advertisements, printed materials, television, radio and electronic medium as a supporter of the Project. Grantee will also include a statement that the Project is funded by sales of the Las Vegas License Plate. The Centennial Commission reserves the right to disapprove of any signage and/or material and, if Centennial Commission disapproves of any signage and/or material, the Grantee agrees to cease the display, publication and distribution of the materials until finally approved by Centennial Commission.

6. **FINAL REPORT TO COMMISSION.** Within ninety (90) calendar days of the completion of the Project, the Grantee agrees to submit a report to the Commission ("Final Report") which Final Report will include (a) an accounting of the expenditures incurred by the Grantee, including a detailed report of how the Centennial Funds were used; and (b) the elements of the commemoration of the history of Las Vegas.

7. **APPLICABLE LAW AND STATUTES.** The Grantee shall comply with all applicable federal, state and local laws and regulations. This includes obtaining any and all necessary permits or licenses from the City or any other relevant entity or agency. The Commission represents that this Agreement complies with all applicable federal, state and local laws and regulations including, without limitation, NRS 482.7903.

8. **INSURANCE.** The Grantee shall procure and maintain during the Term of this Agreement comprehensive general liability insurance coverage in a sufficient amount to cover bodily injury and property damage before, during and after the Project is completed. Grantee agrees to name the Centennial Commission as an additional insured and provide a copy of its Certificate of Insurance to the Executive Director of the Commission.

9. **INDEMNIFICATION.** Notwithstanding any of the insurance required set forth in this Agreement, the Grantee shall protect, indemnify and hold the Commission, its working groups, directors, officers, employees and agents harmless from and against any and all third party claims, liabilities, losses, suits, actions, decrees and judgments ("Claims") which may be recovered from or sought against the Commission, as a result of, by reason of, or as a consequence of, any negligent act or omission or breach of this Agreement on the part of Grantee, its directors, officers, employees, agents or anyone acting on behalf of Grantee in the performance of the terms, conditions and covenant of this Agreement. The

Grantee's indemnification obligation hereunder shall be subject to (a) receiving prompt written notice of the existence of any Claim; (b) permitting the Commission to participate (but not control), at its own cost, in the defense of any Claim; and (c) receiving full cooperation of the Commission in the return thereof.

10. **TERMINATION FOR DEFAULT.** The Commission shall have the right at any time to terminate further performance of this Agreement, in whole or in part, for any cause including, but not limited to, the failure of the Grantee to perform this Agreement in accordance with its terms. Such termination shall be effected by providing thirty (30) calendar days prior written notice from the Commission to Grantee, specifying the extent and effective date of the termination. Upon termination of this Agreement, the Commission shall not be responsible to the Grantee for any further payments from the Centennial Grant provided by this Agreement and the Grantee agrees not to request any payment of the Centennial Grant funds provided herein.

11. **INDEPENDENT CONTRACTOR.** The Grantee is deemed to be an independent contractor under this Agreement and shall not be deemed a partner, joint venture, or employee of the Commission.

12. **WARRANTY.** The Grantee warrants that all services performed are in accordance with current, sound and generally accepted industry practices in the appropriate fields and that the services are in conformance with any specification/statement of work contained or referenced in this Agreement.

13. **FORCE MAJEURE.** The Grantee is excused from performance by acts of God, epidemics, pandemics, government restrictions including mandatory or voluntary restrictions, fire, war, loss or shortage of transportation facilities, lockout or commandeering of raw materials, products, plants or facilities by the government.

14. **WAIVER.** Waiver of any of the terms of this Agreement shall not be valid unless in writing signed by each party. The failure of the Commission to enforce any of the provisions of this Agreement, or to require performance of any provisions herein, shall not in any way be construed as a waiver of such provisions or to affect the validity of any part of this Agreement, or to affect the right of the Commission to thereafter enforce each and every provision of this Agreement. Waiver of any breach of this Agreement shall not be held to be a waiver of any other or subsequent breach of this Agreement.

15. **SEVERABILITY.** In the event of any provision of this Agreement is held to be invalid or unenforceable, the remaining provisions shall remain valid and binding.

16. **NOTICE.** All notices required or permitted under this Agreement shall be given in writing and shall be deemed effectively given (a) upon personal delivery to the party to be notified, (b) three (3) business 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, (c) one (1) day after deposit with a nationally recognized air courier service such as FedEx; or (d) an electronic record sent by e-mail pursuant to NRS 719.240. Either party hereto may change its address by giving ten (10) business days advance notice to the other party as provided herein. Phone and fax numbers, if listed, are for information only.

If to the Commission:	Commission for the Las Vegas Centennial c/o Diane Siebrandt 495 S. Main Street Department of Community Development Las Vegas, NV 89101 dsiebrandt@lasvegasnevada.gov (702) 229-2476
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If to the Grantee:

The Mob Museum
c/o Geoff Schumacher
300 Stewart Avenue
Las Vegas, NV 89101
gschumacher@themobmuseum.org
(702) 229-2720

17. MODIFICATION/AMENDMENT. 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.

18. GOVERNING LAW. This Agreement shall be governed by the laws of the State of Nevada and the venue shall be in the Eighth Judicial Court in Clark County, Nevada.

19. COUNTERPARTS; ELECTRONIC DELIVERY. 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. Execution of this Agreement at different times and places by the Parties shall not affect the validity thereof. 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, regardless of whether originals are delivered thereafter.

20. ENTIRE AGREEMENT. This Agreement represents the entire and integrated agreement between the Commission and the Grantee. It supersedes all prior and contemporaneous communications, representations and agreements, whether oral or written, relating to the subject matter of this Agreement.

[LET BLANK INTENTIONALLY AND SIGNATURES ON NEXT PAGE]

**CENTENNIAL GRANT AGREEMENT
WITH
300 STEWART AVENUE CORPORATION dba THE MOB MUSEUM
PROJECT NUMBER: 24-0663-CLC1**

Signature Page

IN WITNESS WHEREOF, the Commission and The Mob Museum have executed this Agreement as of the Effective Date.

**COMMISSION FOR THE
LAS VEGAS CENTENNIAL**

By: _____

Shelley Berkley, President

Date: _____

ATTEST:

By: _____

Michael Howe, Secretary

Approved as to Form:

By: John S. Ridilla 12/18/24

Deputy City Attorney

Date

John S. Ridilla
Assistant City Attorney

**300 STEWART AVENUE CORPORATION dba
THE MOB MUSEUM**

By: Jonathan Ullman

Jonathan Ullman, President and CEO

Date: 12-31-24

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
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Marketing	\$2,500.00	\$2,500.00
Total Supplies & Materials	\$49,000.00	\$34,000.00

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

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Total Contracted Services		

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