

## **Guide to the Las Vegas Chamber of Commerce Records**

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Las Vegas Chamber of Commerce (Nev.)
<b>Title:</b>	Las Vegas Chamber of Commerce Records
<b>ID:</b>	MS-00366
<b>Date [inclusive]:</b>	1911-2014
<b>Physical Description:</b>	10.11 Cubic Feet (22 boxes)
<b>Physical Description:</b>	9.17 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	This collection comprises the organizational records from the Las Vegas Chamber of Commerce (1911-2014). Materials include board meeting records, correspondence, photographs, audiovisual tapes, financial records, awards, commendations, and advertising. The collection is comprised of three separate accessions that have been combined for ease of research.

### Preferred Citation

Las Vegas Chamber of Commerce Records, 1911-2014. MS-00366. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Note

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Founded in Las Vegas, Nevada in 1911, the Las Vegas Chamber of Commerce (LVCC) is an organization of business leaders who work to improve their community and the area's business climate. A volunteer board of trustees governs the Chamber and professional staff runs the day-to-day operations. A private, member funded organization, the LVCC is the largest, most influential business organization in the state of Nevada.

The organization hosts more than 100 events annually to aid members in connecting one business with another, thus insuring a business-friendly climate in Southern Nevada. With a membership of over 6,000 businesses from nearly every industry, representing more than 200,000 people, the Chamber provides a powerful variety of tools, resources, products, and services.

The Chamber revised its name to reflect the valley-wide focus of the Chamber in December 2012 in recognition that Las Vegas was growing into a true metropolis. The LVCC changed its name to the Las

Vegas Metro Chamber of Commerce, thus committing itself to supporting the entire valley including the City of Las Vegas, North Las Vegas, the InNEVation Center, Henderson, and Downtown.

<b>Chronology</b>	
1911	The Las Vegas Chamber of Commerce organization was formed by leaders whose aim was to improve their community and the area's business climate.
1929	Work on Boulder Dam breaks ground. Chamber leaders, as well as its founding members, have been in discussions and negotiations to ensure that Southern Nevada receives a major boost in its struggling economy for the dam's construction.
1933	With heavy pushing from Chamber leaders, the first post office and federal building are erected in Las Vegas.
1941	The U.S. Army Air Corps Gunnery School opens in the space now occupied by McCarran International Airport. The Chamber and Senator Pat McCarran are instrumental in the gunnery school's formation.
1945	Chamber president Maxwell Kelch launches the Livewire Fund to promote Las Vegas as a worldwide destination that it is today. It is also an instrumental step in the formation of the Desert Sea News Bureau, now known as the Las Vegas News Bureau.
1947	The Chamber, as a part of its initiatives through the Livewire Fund commissions the West-Marquis Firm to design an advertizing campaign for tourism. Their original design is the iconic "Vegas Vic," which inspired the famous neon sign still seen on Fremont Street today.
1955	The Chamber of Commerce forms the Better Business Bureau and United Way of Southern Nevada in a citywide effort to increase community stewardship.
1960	With the growing popularity of the jet plane and United Airlines advertising service to Las Vegas, the Chamber holds a board meeting to endorse the airport in an effort to support a bond election, a crucial step that helps McCarran International

	Airport become the United States' busiest airports today.
1983	Community leaders, through the Chamber, create Las Vegas Events to attract non-gaming visitors to the area.
1998	The Chamber advocates for passage of school bonds to fund \$3.5 million for school construction and renovation.
2009	The Chamber publishes landmark studies on public employee pay and benefits and successfully lobbies during the legislative session for comprehensive reform measures passed to help reduce the state's unfunded future budget liability and shortfall.
2012	<p>The Chamber takes action when the Southern Nevada Water Authority proposes increased water rates to absorb the cost of the third intake pipe from Lake Mead. Convening members of the business community, Water Authority officials, and County Commissioners, the Chamber obtains a 50 percent reduction on the increased rates of fire meters.</p> <p>The Chamber successfully advocates for the designation of Interstate 11, connecting Phoenix, Arizona to Las Vegas, and would serve as an economic lifeline to the area, which was passed through Congress during the summer of 2012. In December 2012, the organization changes its name to the Las Vegas Metro Chamber of Commerce.</p>

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## Scope and Contents Note

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This collection is comprised of organizational records of the Las Vegas Chamber of Commerce from 1911 through 2012. Included are board, membership and committee meeting records, correspondence, planning materials and memorabilia from programs and conferences, photographs, awards and commendations, advertising, and financial records. There is audiovisual material, including the 90th Anniversary celebration, footage honoring Secretaries Day, and various award activities. Of special interest are photographs of the Frontier Hotel strike and monorail construction.

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## Arrangement

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Collection is organized into eight series:

Series I. Administrative records, 1911-1992;

Series II. General business records, 1940-2010;

Series III. Correspondence, 1939-1960;

Series IV. Conference materials, 1960, 1992-2012;

Series V. Merchants Bureau Records, 1942-1964;

Series VI. Photographs, 1970s, 1999-2001;

Series VII. Promotional and publicity materials, 1962-2010;

Series VIII. Audiovisual materials, 1997-2010.

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## Administrative Information

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### Access Note

Collection is open for research. Use copies of the recordings do not exist, reformatting/production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were received periodically from 1996 to 2013 from Las Vegas Chamber of Commerce; accession numbers 96-7, 2011-20, 2013-15.

### Processing Note

Accessions were processed by Peter Michel, SuKim Chung, and Joyce Moore.

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## Related Materials

### Separated Materials

The Chamber of Commerce periodicals have been removed from this collection and placed in the periodicals section of Special Collections, Lied Library, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Names and Subjects

- Businesspeople--Nevada--Las Vegas--Biography
- Business enterprises – Nevada – Las Vegas
- Las Vegas (Nev.) -- Economic conditions
- Downtown Merchants Bureau

## Collection Inventory

### General Business Records, 1940-2010

Physical Description: 1.70 Linear Feet (4 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Diamond Anniversary, 1986	box 03
History Photocopies of early minutes, undated	box 03
Las Vegas News Bureau history with photograph captions, undated	box 03
History photographs, undated	box 03
History, undated	box 03
Official opening of Port of Entry (first international flight), undated	box 03
Organization and contracts, 1966, 1984-1986, 1989	box 03
Statistical data, 1955-1976	box 04

Story of Southern Nevada, 1948	box 04
Very Important Persons book, 1967-1981	box 04
Advertising, 2011	box 08
Auto Court (motels) classifications, 1948	box 08
Business inquiries, 1963-1965	box 08
California State Chamber: Federal Tax Reform, 1969	box 08
Contracts, 1958-1960	box 08
Downtown Publicity, 1959-1969	box 08
Employment guides, 1945-1946	box 08
Financial Statements, 1960	box 09
Fliers, invitations, tickets, 2009-2010	box 09
Greater Las Vegas Downtown Parking Bond Issue, 1965	box 09
Housing Inquiries data, 1941-1950	box 09
Liquor Ordinance, 1969	box 09
Member information, undated	box 09
Military Ball, 1969	box 10
Nevada Sales Tax Legislation, 1956	box 10
Pamphlets, undated	box 10
Per Capita Income reports, 1969	box 10
Promotion Display catalogs, 1963	box 10
Public Relations, surveys and reports, 1948	box 10
Requisition receipts, 1958-1960	box 10
7 Up Bottling Company letters and reports, 1947	box 10
Solicitations, 1958	box 10
Sponsorship opportunities, 2010	box 10
Wildcat Lair Nursery School correspondence, 1946	box 10

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## Administrative Records, 1911-1969

Physical Description: .85 Linear Feet (2 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
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Minutes, 1911 January 11-1913 January 23	box 01
Dues ledger included with minutes, 1911-1913	box 01
Articles of Incorporation and by-laws included with minutes, 1944	box 01
Minutes, 1924-1929	box 01
Minutes, 1944 April-1948 June	box 01
Cash book, 1929-1936	box 01
Cash book, 1969-1941	box 02
Title Insurance, escrow, undated	box 02
Weekly Newsletter, 1948-1949	box 02
Merchants Bureau	
Bad Check and Shop Lifting Legislation (AB 312, SB 146), 1963 Physical Description: 2 Files	box 01
Military Appreciation Ball, 1963	box 01
Christmas decorations, 1963	box 01
"Classroom Caravan to Carson", 1963	box 01
Board of Directors elections, 1961-1962	box 05
Executive Board meetings, 1964-1965	box 05
Board Meetings, 1969	box 05
Board of Directors meetings, 1952-1958, 1960-1963 Physical Description: 7 Files	box 06
Aviation Committee, 1960-1961, 1969 Physical Description: 2 Files	box 07
Congressional Action Committee, 1960	box 07
Development Committee, 1960	box 07
Highway Committee, 1960	box 07
Presidents Council Committee, 1960	box 07

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## Correspondence, 1939-1960

Physical Description: .85 Linear Feet (2 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Advertising publicity, 1949	box 11

Business correspondence, 1946-1949	box 11
Hotel correspondence, 1939-1942	box 11
Newspaper correspondence, 1939-1948	box 11
General correspondence, 1942-1947	box 11
General correspondence, 1947-1949, 1958-1960 Physical Description: 3 Files	box 12
Meeting correspondence, 1943-1949	box 12

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## Conference Materials, 1960, 1996-2012

Physical Description: .40 Linear Feet (1 box)

Arrangement: Material is arranged alphabetically.

Title/Description	Containers
Centennial party, 2011	box 13
Council of Western Retailers, 1960	box 13
Customer Service of Excellence Awards, 2010-2011	box 13
Leadership Class, 1996	box 13
Leadership Las Vegas, 2009-2011	box 13
"Power On" Conference, 2008	box 13
Preview Las Vegas, 2001, 2006, 2009-2012	box 13
Total Resource Development Campaign, 1999	box 13
Washington, D.C. Conference, 2011	box 13
Whitehouse Conference on Youth, window displays, 1960	box 13

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## Merchants Bureau Records, 1942-1964

Physical Description: .85 Linear Feet (2 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Back to School Dollar Days, 1964	box 14
Business License fees, 1956	box 14
Confidential Service Bulletins, 1958-1960	box 14

Downtown Merchants Association, 1960-1970	box 14
Downtown Idea Exchange, 1960-1961	box 14
Downtown Improvement Committee, 1960	box 14
Downtown Las Vegas Tour and Statistics, 1960	box 14
Ordinances, 1958	box 14
Telephone hike legislation, 1960	box 14
New Business lists, 1945	box 14
Operating Budget, 1960	box 14
Private rooms for special events price list, 1942-1945	box 15
Retail trade statistics, 1956-1961	box 15
Merchants Service Bulletins, 1957-1961	box 15
Merchant Warning System Bulletins, 1964	box 15

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## Photographs, 1970-1979, 1999-2001

Physical Description: 2.60 Linear Feet (6 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Unlabeled, 1970s	box 16
Board meeting, 2001 May	box 17
Clark County Reads, 2001 May	box 17
Governor luncheon, 2001 July	box 17
Golf tournament, 1999	box 17
Liberty Las Vegas, 2001 October	box 17
New Year's Eve, 1999	box 17
Preview Las Vegas, 2000	box 17
Gala, 2001 January	box 17
Las Vegas Skyline [color film negatives], undated	box 17
Frontier strike by the Culinary Union, undated	box 17
Las Vegas Centennial, 2004	box 17
My Hometown, 2001 October	box 17
Red Cross, 2001 November 5	box 17

Federal Emergency Management Agency (FEMA) Conference, 2001 December 13	box 17
Installation, 2001 December	box 17
Board Meeting, 1999 May	box 17
Member luncheon, 1999 November	box 17
Board Meeting, 1999 December	box 17
6,000th member, undated	box 17
Portraits of members, undated	box 17
Monorail construction, undated	box 17
National Tourism Week, 2000	box 18
Memories of our Journey to 500K, 2000	box 18
Members with gold stars, 1997	box 18
Various events and meetings (negatives), 2000-2002	box 18
National Tourism week luncheon, 2000 May 9	box 18
Past president portraits, 1911-1960	box 19

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## Promotional and Publicity Materials, 1996-2008

Physical Description: 1.75 Linear Feet (2 boxes)

Arrangement: Materials remains in original order.

Title/Description	Containers
Preview Las Vegas Economic Summit, 1996-2008	box 20
News and Views Bulletin, 1962-1965, 1972	box 21
USA Dance activity, 2008	box 21
Centennial information, 2009 September 9	box 21
Art ideas, undated	box 21
Awards, 1970	box 21
News releases, 1998-1999	box 21
News clippings about early Las Vegas, 1977, 1987-1988	box 21
Articles about the Chamber of Commerce, 1971, 1977, and undated	box 21
Task Force for Centennial Celebration: 1911-2011, 2010 February 10	box 21
Women of Achievement information, 1991-1992, 1994	box 21
News clippings about Chamber activities, 1970, 1998-2003	box 21

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## Audiovisual materials, 1999-2009

Physical Description: 1 Linear Feet (1 box)

Arrangement: Material remains in original order.

### VHS tapes

Title/Description	Containers
90th Anniversary, 2001	box 22
Preview Las Vegas, 2001	box 22
Preview Las Vegas, 2002	box 22
Physical Description: 4 VHS Tapes	
Preview Las Vegas schedule, 2002	box 22
Preview Las Vegas interviews, 2002	box 22
Preview Las Vegas, 2006	box 23
Physical Description: 3 VHS Tapes	
David Cassidy and Lee Greenwood, undated	box 23
Officer installations, 1997 January 24	box 23
Installation cocktail party, 1997 January 24	box 23
Physical Description: 3 VHS Tapes	
The Voice of Business luncheon, 2000 November 9	box 23

### Betacam

Title/Description	Containers
Small Business Achievement awards, undated	box 22
Luncheon, 2005 June 22	box 22
Physical Description: 2 Betacam	
Business Expo, 2004	box 22
Preview Las Vegas, 1999	box 22
Physical Description: 2 Betacam	

### BetacamSP

Title/Description	Containers
Preview Las Vegas, 2007	box 22
Physical Description: 4 Betacam SP Videotapes	
Community Achievement Awards, 1998	

Physical Description: 2 Betacam SP Videotapes

box 22

## DVDs

Title/Description	Containers
Preview Las Vegas, 2009	box 22
Preview Las Vegas photographs, 2009	box 22
Preview Las Vegas, 2006 Physical Description: 5 Optical Discs	box 22
Preview Las Vegas, 2005, 2007, 2008 Physical Description: 3 Optical Discs	box 22
State of the Chamber Annual Dinner, 2004	box 22
Luncheon, 2005 June 5	box 22

## Cassette tapes

Title/Description	Containers
Preview Las Vegas, 1999 Physical Description: 2 Audio Cassettes	box 22
Leadership Las Vegas, undated	box 22

## CDs

**Preview Las Vegas web files, 2007**

box 22

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