



Guide to the Las Vegas Chamber of Commerce Records

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Greater Las Vegas Chamber of Commerce
Title:	Las Vegas Chamber of Commerce Records
ID:	MS-00366
Date [inclusive]:	1911 to 2011
Physical Description:	11.17 Cubic Feet (21 boxes)
Physical Description:	11.43 Linear Feet
Language of the Material:	English
Abstract:	The Las Vegas Chamber of Commerce Records (1911-2011) contain organizational documents from the Chamber's history, including administrative and financial records, legal documents such as ordinances and legislation, newsletters and promotional guides, advertising and publicity materials for the city and its retailers, and original photographic prints, negatives, and reproductions. The collection also contains audiovisual materials featuring Las Vegas Chamber of Commerce events from approximately 1997 to 2009.

Preferred Citation

Las Vegas Chamber of Commerce Records, 1911-2011. MS-00366. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

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 a professional staff runs the day-to-day operations. The LVCC is a private, member-funded organization.

The organization hosts more than 100 events annually to connect local businesses, and has a membership of over 6,000 businesses across a broad range of industries, representing more than 200,000 people. The LVCC provides a variety of tools, resources, products, and services to its members.

In December 2012, the organization's name was changed to the Las Vegas Metro Chamber of Commerce. This was done to reflect the growth of the metropolitan area and includes the cities of Las Vegas, North Las Vegas, and Henderson.

In January 2020, the Chamber once again revised their name to the Vegas Chamber, to reflect the continuing evolution of the Las Vegas Valley.

Sources:

Vegas Chamber. "About the Chamber." Accessed January 28, 2020. <https://www.vegaschamber.com/about-the-chamber/>

Vegas Chamber. "Las Vegas Metro Chamber Transforms into Vegas Chamber." Accessed January 28, 2020. <https://www.vegaschamber.com/las-vegas-metro-chamber-transforms-into-vegas-chamber/>

Chronology	
1911	The Las Vegas Chamber of Commerce organization was formed.
1929	Work on Boulder Dam breaks ground. Chamber leaders 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. This is 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 advertising 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 one of the United States' busiest airports.
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 for comprehensive reform measures to help reduce the state's unfunded future budget liability and shortfall.
2012	The Chamber successfully advocates for the designation of Interstate 11, connecting Phoenix, Arizona to Las Vegas, which would serve as an economic lifeline to the area. In December 2012, the organization changes its name to the Las Vegas Metro Chamber of Commerce.

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Scope and Contents Note

The Las Vegas Chamber of Commerce Records are comprised of organizational records of the Las Vegas Chamber of Commerce from 1911 to 2011. Included are records from executive board meetings and committees, correspondence, administrative and financial documents, and ordinances and legislation. There are newsletters and guides to doing business in Las Vegas, advertising and publicity materials for the Chamber and the city, photographs of members and various events, and materials from the Chamber's annual conference, Preview Las Vegas. Many of the items from 1940 to 1970 pertain to the Downtown Merchants Bureau, an organization of businesses located in the Downtown Las Vegas area. Also included are audiovisual materials such as VHS tapes, Betamax tapes, DVDs, and cassettes featuring LVCC events.

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Arrangement

The collection is organized into eight series:

Series I. General business records, 1941-2011;

Series II. Administrative records, 1911-1977;

Series III. Correspondence, 1939-1960;

Series IV. Conference materials, 1960-2011;

Series V. Merchants Bureau Records, approximately 1942-1970;

Series VI. Photographs, approximately 1911-2006;

Series VII. Promotional and publicity materials, 1962-2009;

Series VIII. Audiovisual materials, 1997-2009.

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Administrative Information

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 and Archives 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

Materials were processed by Peter Michel, Su Kim Chung, and Joyce Moore. In 2020, Lauren Paljusaj enhanced the descriptions and revised the finding aid in ArchivesSpace.

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Related Materials

Separated Materials

Some of the periodicals that were acquired as part of this collection have been separated and described individually in the [University Libraries' catalog](#).

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Names and Subjects

- Business enterprises -- Nevada -- Las Vegas
- Las Vegas (Nev.) -- Economic conditions
- Photographs
- Advertising
- Downtown Merchants Bureau

Collection Inventory

General Business Records, 1941 to 2011

Physical Description: 2.30 Cubic Feet (5 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Diamond Anniversary, 1986	box 03
Meeting minutes from 1911-1912 and a chronological history of the Chamber: photocopies, approximately 1972	box 03
Las Vegas News Bureau history, correspondence, and photograph captions, 1975	box 03
Promotional brochures, newsletters, and meeting minutes, 1946 to 1985	box 03
Early Las Vegas, Nevada photographic reproductions and LVCC event photographs, approximately 1970 to 1990	box 03
Official opening of Port of Entry (first international flight), 1971	box 03
City organizations and contacts, 1966 to 1989	box 03

Statistical data, 1955 to 1976	box 03
Story of Southern Nevada, 1948	box 03
"Very Important Persons" books, 1967 to 1981	box 04
Annual reports, business guides, and directories, 1962 to 1988 Physical Description: 2 Files	box 04
Advertising, 2011	box 08
Auto Court (motel) classifications, 1948	box 08
Business inquiries, international and domestic, 1963 to 1965	box 08
California State Chamber: Federal Tax Reform, 1969	box 08
Contracts, 1958 to 1960	box 08
Downtown publicity, 1959 to 1969	box 09
Employment guides, 1945 to 1946	box 08
Blank certificates of recognition, 2008 to 2009	box 08
Certificates, commendations, and proclamations, 1990 to 2008	box 08
Financial statements, 1960	box 09
Fliers, invitations, tickets, 2009 to 2010	box 09
Greater Las Vegas Downtown Parking Bond Issue, 1965	box 09
Housing inquiries and data, 1941 to 1950	box 09
Liquor Ordinance, 1969	box 09
Membership information, 2011	box 09
11th Annual Military Appreciation Ball, 1969	box 10
Nevada sales tax legislation, 1956	box 10
Pamphlets about visiting Las Vegas, 1991	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 to 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 to 1977

Physical Description: 2.30 Cubic Feet (5 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Meeting minutes and dues ledger, 1911 January 11 to 1913 January 23 Physical Description: 2 Files	box 01
Meeting minutes, 1924 January to 1929 July	box 01
Meeting minutes, articles of incorporation, and bylaws, 1944 April to 1948 June Physical Description: 2 Files	box 01
Cash book, 1929 to 1936	box 01
Cash book, 1936 to 1941	box 02
Title, insurance, escrow, 1977	box 02
Weekly newsletter, 1948 to 1949	box 02
Merchants Bureau	
Bad Check and Shoplifting Legislation (AB 312, SB 146), 1963 Physical Description: 2 Files	box 02
Military Appreciation Day, 1963	box 02
Christmas decorations, 1963	box 02
"Classroom Caravan to Carson," high school trip to visit a session of the Nevada State Legislature, photographs and correspondence, 1963	box 02
Board of Directors elections, 1961 to 1962	box 04
Board of Directors meetings, 1964 to 1965	box 04
Board of Directors meetings, 1952 to 1958, 1960 to 1963, 1969 Physical Description: 8 Files	box 06
Aviation Committee, 1960 to 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 to 1960

Physical Description: 0.92 Cubic Feet (2 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Advertising publicity, 1949	box 11
Business correspondence, 1945 to 1948	box 11
Hotel correspondence, 1936 to 1942	box 11
Newspaper correspondence, 1939 to 1948	box 11
General correspondence, 1942 to 1949 Physical Description: 2 Files	box 11
General correspondence, 1947 to 1949, 1958 to 1960 Physical Description: 3 Files	box 12
Meeting correspondence, 1943 to 1949	box 12

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Conference Materials, 1960 to 2011

Physical Description: .46 Cubic 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 to 2011	box 13
Leadership class, 1996	box 13
Leadership Las Vegas, 2009 to 2011	box 13
"Power On" Conference, 2008	box 13
Preview Las Vegas, 2001 to 2012	box 13
Total Resource Development Campaign, 1999	box 13
Washington, D.C. conference, 2011	box 13
White House Conference on Youth, window displays, 1960	box 13

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Merchants Bureau Records, approximately 1942 to 1970

Physical Description: 0.92 Cubic Feet (2 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Business license fees, 1956	box 14
Back to School Dollar Days, 1964	box 14
Merchant's Bureau Confidential Service Bulletins, 1958 to 1960	box 14
Downtown Merchants Association correspondence, approximately 1960 to 1970	box 14
Downtown Idea Exchange, 1960 to 1961	box 14
Downtown Improvement Committee, 1960	box 14
Downtown Las Vegas tour and statistics, 1960	box 14
Ordinances, 1958	box 14
Telephone rate hike legislation and correspondence, 1960	box 14
New business lists, 1945	box 14
Operating budget, 1960	box 14
Retail Merchants Service Bulletins, 1957 to 1961	box 14
Private rooms for special events price list, 1942 to 1945	box 15
Retail trade statistics, 1956 to 1961	box 15
Merchants Warning System bulletins, 1958 to 1962, 1964 to 1965 Physical Description: 2 Files	box 15
Shoplifting legislation, 1956	box 15

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Photographs, approximately 1911 to 2006

Physical Description: 1.21 Cubic Feet (4 boxes)

Arrangement: Materials remain in original order.

Title/Description	Containers
Portraits of members and events: photographic prints, approximately 1970 to 2000	box 16
Board meeting: photographic prints, 2001 May	box 17
Clark County Reads: photographic prints, 2001 May	

box 17

Governor luncheon: photographic prints, 2001 July	box 17
Golf tournament: photographic prints, 1999	box 17
Liberty Las Vegas: photographic prints, 2001 October	box 17
New Year's Eve: photographic prints, 1999	box 17
Preview Las Vegas: photographic prints, 2000	box 17
Gala: photographic prints, 2001 January	box 17
Las Vegas, Nevada skyline: color negatives, approximately 1989 to 2000	box 17
Culinary Union Local 226 strike of the Frontier Hotel, Las Vegas. Nevada: photographic prints, 1991	box 17
Las Vegas Centennial: photographic prints, 2005	box 17
My Hometown: photographic prints, 2001 October	box 17
Red Cross: photographic prints, 2001 November 05	box 17
Federal Emergency Management Agency (FEMA) Conference: photographic prints, 2001 December 13	box 17
Installation: photographic prints, 2001 December	box 17
Board meeting: photographic prints, 1999 May	box 17
Board meeting: photographic prints, 1999 December	box 17
Member luncheon: photographic prints, 1999 November	box 17
6,000th member: photographic prints, approximately 1999 to 2007	box 17
Portraits of members and past presidents: photographic prints, approximately 1911 to 2006	box 17
Physical Description: 5 Files	
Monorail construction: photographic prints, 2002	box 17
Reproductions of historic Las Vegas photographs: photographic prints, approximately 1970 to 1980	box 17
National Tourism Week: photographic prints, 2000	box 18
Memories of Our Journey to 500k: photographic prints, 2000	box 18
Members with gold stars: photographic prints, 1997	box 18
Various events and meetings: photographic prints, 2000 to 2002	box 18
Physical Description: 3 Files	
National Tourism Week luncheon: photographic prints, 2000 May 09	box 18
Downtown Las Vegas, Nevada: photographic prints, 1962 to 1991	box 05
Last Frontier Museum show featuring the Las Vegas Chamber of Commerce: photographic prints, approximately 1950 to 1960	box 05

Past Presidents' Day portrait: photographic print, 1957 February 12

oversized
box 19

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Promotional and Publicity Materials, 1962 to 2009

Physical Description: 2.31 Cubic Feet (3 boxes)

Arrangement: Materials remains in original order.

Title/Description	Containers
Preview Las Vegas Economic Summit, 1996 to 2008 Physical Description: 16 Files	box 20
News and Views, 1962 to 1965, 1972	box 05
USA Dance activity, 2008	box 05
Centennial information, 2009 September 09	box 05
Art ideas, approximately 1962	box 05
Awards, 1970	box 05
News releases, 1998 to 2001	box 05
News clippings about early Las Vegas, 1977, 1987 to 1988	box 05
Articles about the Chamber of Commerce, 1964 to 1999	box 05
Task Force for Centennial Celebration: 1911-2011, 2010 February 10	box 05
Women of Achievement information, 1991 to 1994	box 05
News clippings about Chamber activities, 1970, 1998 to 2003 Physical Description: 9 Files	box 05
Preview Las Vegas 2007 scrapbook, 2007	oversized box 19

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Audiovisual materials, approximately 1995 to 2009

Physical Description: 1.28 Cubic Feet (1 box)

Arrangement: Material remains in original order.

Title/Description	Containers
VHS tapes	
90th Anniversary, 2001	box 21
Preview Las Vegas, 2001	box 21

Preview Las Vegas, 2002 January Physical Description: 5 VHS Tapes	box 21
Preview Las Vegas, 2006 Physical Description: 3 VHS Tapes	box 21
David Cassidy and Lee Greenwood, approximately 2000	box 21
Officer installations, 1997 January 24	box 21
The Voice of Business luncheon, 2000 November 09	box 21
Preview Las Vegas, 1998 to 1999 Physical Description: 2 VHS Tapes	box 21
Luncheon, 2005 June 22	box 21
Betacam	
Installation cocktail party, 1997 January 24 Physical Description: 3 Betacam	box 21
Small Business Achievement Awards, approximately 1997 to 2005 Physical Description: 2 Betacam	box 21
Business Expo, 2004	box 21
Preview Las Vegas, 1999 Physical Description: 2 Betacam	box 21
Community Achievement Awards, approximately 2000 to 2009	box 21
Installation Gala Cocktail Party, approximately 2000 to 2009 Physical Description: 3 Betacam	box 21
Expo, approximately 1997 to 2005	box 21
Betacam SP	
Preview Las Vegas, 2007 Physical Description: 4 Betacam SP Videotapes	box 21
Preview Las Vegas, 1999 Physical Description: 2 Betacam SP Videotapes	box 21
Preview Las Vegas, Peter Yesawich interviews, 2002	box 21
Community Achievement Awards, 1998 Physical Description: 2 Betacam SP Videotapes	box 21
Luncheon, 2005 June 22 Physical Description: 2 Betacam SP Videotapes	box 21
Business Expo, 2005 June 09	box 21
DVDs	
Preview Las Vegas, 2005 to 2009	box 21

Physical Description: 12 Optical Discs

Preview Las Vegas photographs, 2009	box 21
State of the Chamber Annual Dinner, 2004	box 21
Luncheon, 2005 June 22	box 21
Business Expo, 2008	box 21
Chamber Expo, 2006 June 07	box 21
Fiscal Wake-Up Tour, 2007 September 12	box 21
Cassette tapes	
Preview Las Vegas, 1999	box 21
Physical Description: 2 Audio Cassettes	
Leadership Las Vegas, approximately 1999 to 2009	box 21

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