

Guide to the Las Vegas Downtown Project Marketing Materials

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**University of Nevada, Las Vegas. University Libraries. Special Collections
and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

special.collections@unlv.edu

Table of Contents

Summary Information	3
Historical Note	3
Scope and Contents Notes	4
Arrangement Note	4
Administrative Information	4
Names and Subjects	5
Collection Inventory	5

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Downtown Project
Title:	Las Vegas Downtown Project Marketing Materials
ID:	MS-00654
Date [inclusive]:	2013-2014
Physical Description:	0.4 Linear Feet (1 box)
Language of the Material:	English
Abstract:	The Las Vegas Downtown Project Marketing Materials (2013-2014) are comprised of publications pertaining to the Downtown Project in Las Vegas, Nevada. The collection includes issues of the weekly publication <i>Downtown Project</i> and press kits promoting the variety of events, restaurants and meeting places in the Downtown Project area.

Preferred Citation

Las Vegas Downtown Project Marketing Materials, 2013-2014. MS-00654. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Note

In 2010, Tony Hsieh, CEO of the online retail store Zappos, made the decision to move the corporate headquarters from Henderson to downtown Las Vegas. He would soon focus on transforming the downtown area into a residential, business, and technology center. This move would be intertwined with his other business ventures which would soon be termed the "Downtown Project" and bring in new restaurants, retailers, and technological opportunities to downtown Las Vegas. One of the ideas behind this venture is to preserve innovation at Zappos while creating a hybridization of the company with the urban environment around it. The Downtown Project was officially launched in January 2012 with \$350 million investment to spur the redevelopment of downtown Las Vegas. As of 2015 it includes a wide range of businesses like the Downtown Container Park, new restaurants including EAT, Fremont East Studios, the Learning Village, and a state-of-the-art performance theater called Inspire.

Sources:

Issie Lapowsky. Tony Hsieh Makes Strides with Vegas Downtown Project. Inc. Article from May 22, 2013. <http://www.inc.com/issie-lapowsky/tony-hsieh-vegas-downtown-project-strides.html> (accessed February 17, 2015).

Downtown Project. Downtown Project About. Downtown Project. <http://www.downtownproject.com/about> (accessed February 17, 2015).

[^ Return to Table of Contents](#)

Scope and Contents Notes

The Las Vegas Downtown Project Marketing Materials (2013-2014) are comprised of publications pertaining to the Downtown Project in Las Vegas, Nevada. The collection includes issues of the weekly publication *Downtown Project* and press kits promoting the variety of events, restaurants and meeting places in the Downtown Project area.

[^ Return to Table of Contents](#)

Arrangement Note

Materials are arranged chronologically.

[^ Return to Table of Contents](#)

Administrative Information

Access

Collection is open for research.

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 donated in 2014 by the Downtown Project; accession number 2014-047.

Processing Note

The collection was minimally processed by Tom Sommer in 2015 at the time of accessioning. Material is described at the collection level. The material was quickly reviewed to provide a general description of the contents and an estimate of dates represented in each box. Loose documents were foldered. No further work was performed on the materials.

[^ Return to Table of Contents](#)

Names and Subjects

- Business enterprises – Nevada – Las Vegas
- Restaurants -- Las Vegas -- Nevada

Collection Inventory

Title/Description	Containers
Publications and Marketing: Downtown Project weekly publications and Downtown Events press kits, 2013-2014	box 01