

Guide to the UNLV Libraries Collection of Boyd Gaming Promotional Materials and Reports

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Table of Contents

| | |
|----------------------------------|---|
| Summary Information | 3 |
| Historical Background | 3 |
| Scope and Contents Note | 4 |
| Arrangement | 4 |
| Administrative Information | 4 |
| Related Materials | 5 |
| Names and Subjects | 5 |
| Collection Inventory | 6 |

Summary Information

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| Repository: | University of Nevada, Las Vegas. University Libraries. Special Collections and Archives. |
| Creator: | Boyd Gaming Corporation |
| Contributor: | University of Nevada, Las Vegas. Libraries. Special Collections and Archives |
| Title: | UNLV Libraries Collection of Boyd Gaming Promotional Materials and Reports |
| ID: | MS-00942 |
| Date [inclusive]: | 1986-2009 |
| Physical Description: | 1.94 Cubic Feet (3 boxes) |
| Physical Description: | 1.63 Linear Feet |
| Language of the Material: | English |
| Abstract: | The UNLV Libraries Collection of Boyd Gaming Promotional Materials and Reports includes annual reports, clippings, financial reports, a press kit, press releases, and promotional materials for Boyd Gaming Corporation in Las Vegas, Nevada, dating from 1986-2009. |

Preferred Citation

UNLV Libraries Collection of Boyd Gaming Promotional Materials and Reports, 1986-2009. MS-00942. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

Sam Boyd and his family moved to Las Vegas, Nevada in 1941 and he began working as a card dealer. He moved up to a pit boss and then to a shift boss and saved enough money to buy a small interest in the Sahara Hotel and Casino. He became general manager and partner at the Mint Hotel and Casino where he developed a number of marketing, gaming, and entertainment innovations. After the Mint was sold in 1968, Boyd managed the Eldorado Casino in Henderson, Nevada. He and his son Bill Boyd had purchased the property in 1962. Bill was a practicing attorney and did all of the casino's legal work and was thus able to buy a small interest in the hotel. Sam and Bill Boyd founded the Boyd Gaming Corporation on January 1, 1975, in order to build and operate the California Hotel and Casino located on the corner of First Street and Fremont Street in downtown Las Vegas. After practicing law for fifteen years, Bill gave up his profession

to work full-time at the California Hotel and Casino. Looking for a niche for their new property, the Boyds decided to market to the under-served tourists of Hawaii, which was very successful. The Boyds purchased 13-acre desert parcel on Boulder Highway in 1976 to build their next hotel and casino, which they called Sam's Town. It opened in 1979 and became the most popular "locals" casino in the Las Vegas Valley. Sam Boyd, known as a leading businessman and innovator, is also remembered for giving back to his community. He helped introduce the United Way and the Boys and Girls Clubs to Las Vegas in the 1960s, and led the way in hiring women and African-Americans as dealers. Sam Boyd passed away in 1993, but the company remains under his son Bill's leadership.

Source:

"Company History," Boyd Gaming Corporation, last modified June 18, 2018, <https://www.boydgaming.com/about-boyd-gaming/company-history>

[^ Return to Table of Contents](#)

Scope and Contents Note

The UNLV Libraries Collection of Boyd Gaming Promotional Materials and Reports includes annual reports, clippings, financial reports, a press kit, press releases, and promotional materials for Boyd Gaming Corporation in Las Vegas, Nevada, dating from 1986-2009. This collection includes materials previously described as "Echelon Las Vegas", "Prospectus, 4,000,000 shares Boyd Gaming Corporation common stock (\$.01 par value)", and "Prospectus, 8,000,000 shares Boyd Gaming Corporation common stock (\$.01 par value)."

[^ Return to Table of Contents](#)

Arrangement

Materials remain as they were received.

[^ Return to Table of Contents](#)

Administrative Information

Access Note

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 and Archives website for more information about reproductions and permissions to publish.

Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-056.

Processing Note

In 2019 as part of an archival backlog elimination project, Miguel Dominguez and Autumn Bassett compiled the materials from multiple sources that included subject files and previously cataloged material. Miguel Dominguez wrote the finding aid.

[^ Return to Table of Contents](#)

Related Materials

Related Collections

The following resources may provide additional informations related to the materials in this collection:

Las Vegas Casino and Hotel Advertisement Clippings Collection, 1986-1999. MS-00644. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Anthony A. Marnell II oral history interview, 2016 September 29. OH-02850. [Cite format consulted: Audio recording or Transcript.] Oral History Research Center, Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Boyd Gaming Corporation Records, 1994-2006. MS-00513. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Names and Subjects

- Financial records
- Advertising
- Publicity
- Promotional materials
- Casinos

- Las Vegas (Nev.)
- Gambling

Collection Inventory

| Title/Description | Containers |
|---|------------|
| Annual reports, 1994-2007 | box 01 |
| Clippings, 1986-1996 | box 01 |
| Financial reports | |
| Equity research, 1993-2005 | box 01 |
| Financial kit, 2005 | box 01 |
| Prospectus, 1993 | box 01 |
| Securities and Exchange Commission form 10-K, 1995-2007 | box 01 |
| Securities and Exchange Commission form 10-Q, 1995-2003 | box 02 |
| Press kit, 2008 | box 02 |
| Press releases, 1993-2006 | box 02 |
| Promotional materials, 1996-2009 | box 03 |
| Echelon Las Vegas promotional pamphlet, 2006 | box 03 |