

Guide to the UNLV Libraries Collection of Elsinore Corporation Reports and Publicity Materials

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Table of Contents

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

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Creator:	Elsinore Corporation
Title:	UNLV Libraries Collection of Elsinore Corporation Reports and Publicity Materials
ID:	MS-00963
Date [inclusive]:	1979 to 1995
Physical Description:	0.65 Cubic Feet (1 box)
Physical Description:	0.54 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Elsinore Corporation Reports and Publicity Materials includes annual reports, financial reports, press releases, promotional materials, and newspaper clippings for Elsinore Corporation in Las Vegas, Nevada, dating from 1979 to 1995.

Preferred Citation

UNLV Libraries Collection of Elsinore Corporation Reports and Publicity Materials, 1979-1995. MS-00963. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

Elsinore Corporation owned and operated the Four Queens Hotel and Casino in Las Vegas, Nevada, from 1972 to 2003, and the Hyatt Lake Tahoe from 1972 to 1988. Its headquarters were located in the Four Queens. Elsinore Corporation began as a subsidiary of the Hyatt Corporation in 1972. Revenue for the Four Queens steadily grew in the first few years of ownership, and, in 1979, Elsinore Corporation became an independent company. Elsinore Corporation entered into a joint venture with Playboy Enterprises Inc. to build what would become the Atlantis Hotel and Casino in Atlantic City, New Jersey. This began a period of financial issues for the company that led to bankruptcy in 1985. Elsinore Corporation sold its subsidiaries at the time, which allowed the company to focus on the Four Queens with moderate success into the early 1990s. In 1994, Elsinore Corporation formed a new joint venture with the S'Klallam tribe and the Twenty-

Nine Palms Band of Mission Indians of California to build the 7 Cedars Casino in Sequim, Washington, and the Spotlight 29 Casino in Coachella, California. Elsinore Corporation took out several mortgages to fund expenses for not only these projects, but also to pay off debt and operations at the Four Queens. Poor financial performance at the Spotlight 29 Casino coupled with the construction of the Fremont Street Experience led to another bankruptcy in 1995. In the same year, Spotlight 29 installed 60 to 70 electronic slot machines, which are illegal in California, without informing Elsinore Corporation. Nevada licensee's involvement in illegal tribal casino operations in California gave a negative impression of Nevada gaming regulators. Then California Attorney General Dan Lungren addressed these implications in a letter, adding that this controversy demeaned Nevada's "tough licensing standards." When the news broke, Nevada gaming regulators gave Elsinore Corporation 30 days to end its contract with the Spotlight 29 Casino or risk its gaming license. Elsinore Corporation filed lawsuits against the property and ended the contract with Spotlight 29. Within a year, the company underwent bankruptcy reorganization. Riviera Holding Corporation assumed management of the Four Queens until 2000. Elsinore Corporation struggled to make enough money to pay off its debts and find a buyer for the Four Queens. In May of 2003, Magoo's chain owner Terry Caudill agreed to purchase the property for \$20.5 million.

Sources:

"Elsinore Corporation." FundingUniverse, n.d. <http://www.fundinguniverse.com/company-histories/elsinore-corporation-history/>.

"Elsinore Corp. Earnings." *Las Vegas Sun*. Las Vegas SUN, Inc., April 5, 1996. <https://lasvegassun.com/news/1996/apr/05/elsinore-corp-earnings/>.

"Four Queens Sale Set to Close." *Las Vegas Sun*. Las Vegas SUN, Inc., July 25, 2003. <https://lasvegassun.com/news/2003/jul/25/four-queens-sale-set-to-close/>.

Waddell, Lynn. "Indian Tribe Gives Nevada Gaming Firm Black Eye." *Las Vegas Sun*, March 29, 1995.

[^ Return to Table of Contents](#)

Scope and Contents Note

The UNLV Libraries Collection of Elsinore Corporation Reports and Publicity Materials includes annual reports, financial reports, press releases, promotional materials, and newspaper clippings for Elsinore Corporation in Las Vegas, Nevada, dating from 1979 to 1995. This collection contains items previously described as "Annual report," "Form 10-K: annual report pursuant to section 13 or 15 (d) of the Securities Exchange Act of 1934," and "Memorandum."

[^ Return to Table of Contents](#)

Arrangement

Materials are arranged by material type.

[^ Return to Table of Contents](#)

Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-086.

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. Autumn Bassett wrote the finding aid.

[^ Return to Table of Contents](#)

Names and Subjects

- Advertising
- Casinos
- Casinos -- Management
- Gambling
- Hotels
- Photographs
- Promotional materials

- Publicity
- Las Vegas (Nev.)

Collection Inventory

Title/Description	Containers
Annual reports, 1980 to 1992	box 01
Equity research reports, 1979 to 1994	box 01
Securities and Exchange Commission Form 10-K, 1981 to 1988	box 01
Securities and Exchange Commission Form 10-Q, 1988 to 1992	box 01
Press releases, 1990 to 1995	box 01
Promotional materials, 1979 to 1980	box 01
Newspaper clippings, 1994 to 1995	box 01