



Guide to the Boardwalk Hotel and Casino Records

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Boardwalk Hotel and Casino
Title:	Boardwalk Hotel and Casino Records
ID:	MS-00093
Date [inclusive]:	1993 to 2005
Physical Description:	21.94 Cubic Feet (7 boxes, 1 shared box, 1 unboxed item)
Physical Description:	6.05 Linear Feet
Language of the Material:	English
Abstract:	The Boardwalk Hotel and Casino Records date from 1993 to 2005 and contain administrative files, gaming projects and systems files, promotional photographs, advertisements, and audiovisual materials pertaining to the Boardwalk Hotel and Casino. The collection also contains material for the Boardwalk under its various names, including the Boardwalk Hotel and Casino, Viscount Hotel, and Holiday Inn Casino Boardwalk.

Preferred Citation

Boardwalk Hotel and Casino Records, 1993-2005. MS-00093. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Norbert "Norm" Jansen originally purchased the Holiday Inn Hotel and Casino site in 1965, and the building was completed in 1966 by architect Homer Rissman. Between the 1970s and early 1980s, the hotel was known as Holiday Inn South or Holiday Inn South Strip to differentiate itself from other Holiday Inn locations in Las Vegas. In 1985, the hotel renamed itself the Viscount Hotel.

Jansen rebranded the property as the Coney Island-styled Boardwalk Hotel and Casino in 1989, although this name alternated with Holiday Inn Casino Boardwalk and Boardwalk Holiday Inn. MGM Mirage purchased the property in 1997, removed the Holiday Inn name, and kept the property's name as the Boardwalk Hotel and Casino. MGM Mirage closed the Boardwalk Hotel and

Casino on January 9, 2006 to build CityCenter Las Vegas in its place. The Boardwalk was imploded on May 9, 2006.

Sources:

Benston, Liz. "Boardwalk runs out." *Las Vegas Sun*. October 19, 2005. Accessed February 13, 2020. <https://lasvegassun.com/news/2005/oct/19/boardwalk-runs-out/>

DeMatteo, Deanna. "Holiday Inn to Boardwalk." Las Vegas Strip Historical Site. March 4, 2007. Accessed February 13, 2020. <http://www.lvstriphistory.com/ie/board1.htm>

"The Boardwalk Implosion." *Las Vegas Sun*. May 6, 2006. Accessed February 13, 2020. <https://lasvegassun.com/photos/galleries/1905/may/15/boardwalk-implosion/1210/>

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Scope and Contents Note

The Boardwalk Hotel and Casino Records date from 1993 to 2005 and contain administrative files, gaming projects and systems files, promotional photographs, advertisements, and audiovisual materials pertaining to the Boardwalk Hotel and Casino. The collection also contains material for the Boardwalk under its various names, including the Boardwalk Hotel and Casino, Viscount Hotel, and Holiday Inn Casino Boardwalk.

Administrative files such as meeting minutes, reports, and booklets describe corporate marketing and financial strategies. Gaming projects and systems files include catalogs, receipts, and instructions for using casino management and gaming-related computer programs. The photographs depict casino exteriors, restaurants, and hotel rooms advertising the Boardwalk's property and amenities. Promotional materials include preliminary and final drafts of fliers and brochures advertising the Boardwalk. The collection also contains compact discs and floppy disks with graphic design files for Boardwalk advertisement, as well as video tapes of rodeo events, sporting events, and Boardwalk television spots. Lastly, the collection contains one video poker machine cabinet branded "Boardwalk Poker."

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Arrangement

Materials are arranged by topic.

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Administrative Information

Access Note

Collection is open for research. Arrangements must be made in advance to access digital files; please contact UNLV Special Collections and Archives for additional information.

Publication Rights

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Acquisition Note

Materials were donated in 2006 by the MGM Mirage Corporation; accession number 2006-01.

Processing Note

Material was processed by Joyce Moore in 2013. In 2017, Joyce Moore revised and enhanced the collection description to bring it into compliance with current professional standards and entered the data into ArchivesSpace. In 2020, as part of an archival backlog elimination project, Jimmy Chang rehoused and arranged the materials and revised the finding aid.

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Names and Subjects

- photographs
- Hotels (public accommodations)
- Advertising
- Casinos (Architecture)
- Las Vegas (Nev.)

Collection Inventory

Title/Description	Containers
Administrative files	
"Above and Beyond" employee evaluation program, 2003 to 2004	box 01
"Board of Directors Meetings" report, 1997	box 01

"Mastering Business Etiquette" booklet, 1997	box 01
Boardwalk Hotel and Casino historical timeline, approximately 2005	box 01
Coupons, brochures, advertisement, press releases, and photographic prints of Boardwalk interiors, exteriors, and artist's renderings of a conceptual design, 1995	box 01
"Securities and Exchange Commission" report, 1995 to 1997 Physical Description: 2 Files	box 01
"Working with the Media" booklet, 1998	box 01
Gaming projects and systems files	
Acres Advantage System Supplies receipts and catalogs, 2004	box 01
Bettor's Bonanza Program studies and advertisement, 1999	box 01
Gaming Systems International (GSI) Jackpots and Fills System, 1999 April 01	box 01
GSI Micros Player Tracking System operating manual, 1999	box 01
GSI Players Tracking System operating manual, 1999	box 01
GSI Slot Accounting operating manual, 1999 March 01	box 02
GSI System Administration operating manual, 1999 March 01	box 02
Player Development Casino Marketing Project photographs, Phoenix, Arizona, 2001	box 02
Player's Club membership cards and advertisement, approximately 1999	box 02
Welcome Acres Gaming Project Kickoff manual, 2000 May 25 Physical Description: 1 Floppy Disks	box 02
Photographs	
Colorado River rafting in front of the Hoover Dam; exteriors of the Boardwalk, Holiday Inn, and Viscount Hotel; and artist's renderings of Sports World and Holiday Inn at the Boardwalk: photographic prints, approximately 1994 to 1996	box 02
Interiors of hotel rooms, restaurants, and a wedding gazebo: photographic prints, approximately 1995 to 2005	box 02
Interiors of restaurants, bars, hotel lobby, and exteriors of the Boardwalk at night: photographic slides, 1997	box 02
Promotional shoots for the Boardwalk Hotel and Casino; banquet reveal for the Holiday Inn at the Boardwalk design: photographic prints and negatives, approximately 1994	box 02
Casino Chips and Gaming Tokens Collectors Club, the Official Tourist Bureau, and restaurant food: photographic prints, 1996	box 02
Promotional images, exteriors and interiors: photographic negatives, approximately 1995 to 1997	box 02

Holiday Inn Casino Boardwalk exteriors: photographic prints, approximately 1995 to 2000	box SH-050
Promotional materials	
Menus and food fliers, 1998	box 03
Boardwalk logo, 2005	box 03
Holiday Inn chip designs and Holiday Inn Casino Boardwalk business card, flier, and logo designs, 1995 to 2004	box 03
Receipts and memoranda regarding advertisements, 1999 to 2000	box 03
New Year's event fliers, memoranda, and purchase orders, 1998 to 1999	box 03
Marketing memoranda and meeting agendas, 1999	box 03
National Finals Rodeo promotional and public relation fliers and pamphlets, 1999 to 2000	box 03
Boardwalk Hotel and Casino and Viscount Hotel promotional pamphlets and fliers, approximately 1995 to 2005	box 03
Audiovisual materials	
Boardwalk Hotel and Casino promotional and entertainment graphic design files, approximately 1995 to 2005 Physical Description: 59 Optical Discs	box 04
Boardwalk Hotel and Casino promotional and entertainment graphic design files, approximately 1995 to 2005 Physical Description: 17 Floppy Disks (13 Iomega Zip 100 disks and 4 Iomega Jaz removable hard disks) Physical Description: 49 Optical Discs	box 05
Holiday Inn Boardwalk and Boardwalk Hotel and Casino promotional, sales, and entertainment videos, approximately 1995 to 2005 Physical Description: 5 VHS Tapes Physical Description: 12 Betacam SP Videotapes (5M) Physical Description: 1 Betacam SP Videotapes (60M)	box 06
Boardwalk Hotel and Casino television spots, rodeo events, and sporting event videos, 1993 to 2000 Physical Description: 49 VHS Tapes	box 07
"Boardwalk Poker" video poker machine cabinet, approximately 1995 to 2004	no container 00