



Guide to the Downtown Project Marketing Materials

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Downtown Project
Title:	Downtown Project Marketing Materials
ID:	MS-00654
Date [inclusive]:	2013 to 2014
Physical Description:	0.46 Cubic Feet (1 box)
Physical Description:	0.42 Linear Feet
Language of the Material:	English
Abstract:	The 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 two press kits promoting the variety of events, restaurants, and meeting places in the Downtown Project area.

Preferred Citation

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

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Historical Background

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. It included 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." Article from May 22, 2013, accessed February 17, 2015. <http://www.inc.com/issie-lapowsky/tony-hsieh-vegas-downtown-project-strides.html>

Downtown Project, "Downtown Project -- About Downtown Project." Accessed September 16, 2022. <http://www.downtownproject.com/about>.

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Scope and Contents Notes

The 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 two press kits promoting the variety of events, restaurants, and meeting places in the Downtown Project area.

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Arrangement Note

Materials are arranged chronologically.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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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. In 2022, Sarah Jones updated the finding aid and collection title to reflect the correct company name.

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Names and Subjects

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

Collection Inventory

Title/Description	Containers
Downtown Project weekly publications and Downtown Events press kits, 2013 to 2014	box 01