

Guide to the UNLV Libraries Collection of Fitzgeralds Hotel and Casino Promotional and Publicity Materials

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Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f17h3k>

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Table of Contents

Summary Information	3
Historical Background	3
Scope and Contents Note	4
Arrangement	4
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:	Fitzgeralds Hotel and Casino (Las Vegas, Nev.)
Creator:	Fitzgeralds Hotel and Casino (Tunica, MS)
Title:	UNLV Libraries Collection of Fitzgeralds Hotel and Casino Promotional and Publicity Materials
ID:	MS-00949
Date [inclusive]:	1991-2001
Physical Description:	0.65 Cubic Feet (1 box)
Physical Description:	0.54 Linear Feet
Language of the Material:	English
Abstract:	UNLV Libraries Collection of Fitzgeralds Hotel and Casino Promotional and Publicity Materials includes newspaper and magazine clippings, a press kit, and promotional materials for Fitzgeralds in Las Vegas, Nevada, and Tunica, Mississippi, dating from 1991 to 2001.

Preferred Citation

UNLV Libraries Collection of Fitzgeralds Hotel and Casino Promotional and Publicity Materials, 1991-2001. MS-00949. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

Fitzgeralds Hotel and Casino was located on the southeastern corner of the Fremont Street Experience in Downtown Las Vegas, Nevada. Originally known as the Sundance Hotel, the property was owned by Moe Dalitz from 1980 to 1987, at which point he sold it to the Lincoln Management Group. The Lincoln Management Group renamed the property Fitzgeralds Las Vegas. The company would rename itself Fitzgeralds Gaming Corporation years later in 1994. Fitzgeralds

Hotel and Casino's theme was heavily influenced by Irish mythology and culture, including the use of leprechauns, shamrocks, rainbows, pots of gold, and the color green inside the property and in promotional material. Notably, a 34-foot statue of the Fitzgeralds' mascot, Mr. O'Lucky, stood at the casino's entrance. The hotel and casino struggled financially in the late 1990s before filing for bankruptcy in December of 2001. The Majestic Star Casino LLC, owned by Don Barden, bought the Fitzgeralds out of bankruptcy. The sale also included Fitzgeralds properties in Tunica, Mississippi, and Black Hawk, Colorado. Don Barden operated Fitzgeralds until his death in 2011. His estate sold the Fitzgeralds to brothers Derek and Greg Stevens, majority owners of the nearby Golden Gate Casino on the Fremont Street Experience. The Stevens renovated the hotel at a cost of \$22 million, and in the Fall of 2012 rebranded the Fitzgeralds as the D Hotel & Casino.

Source:

"Fitzgeralds in Bankruptcy, Three Casinos Being Sold." *Las Vegas Sun*. December 06, 2000. Accessed July 25, 2019. <https://lasvegassun.com/news/2000/dec/06/fitzgeralds-in-bankruptcy-three-casinos-being-sold/>.

Ryan, Cy. "Stevens Brothers Get Approval of Fitzgeralds Purchase, Say They're Planning Upgrades." *Las Vegas Sun*. October 20, 2011. Accessed July 25, 2019. https://lasvegassun.com/news/2011/oct/20/stevens-brothers-get-approval-purchase-fitzgeralds/?_ga=2.22603387.150770398.1564008704-1152318024.1560383246.

Strow, David. "Bankruptcy Likely for LV Casino Company." *Las Vegas Sun*. July 26, 1999. Accessed July 25, 2019. <https://lasvegassun.com/news/1999/jul/26/bankruptcy-likely-for-lv-casino-company/>.

[^ Return to Table of Contents](#)

Scope and Contents Note

UNLV Libraries Collection of Fitzgeralds Hotel and Casino Promotional and Publicity Materials includes newspaper and magazine clippings, a press kit, and promotional materials for the Fitzgeralds in Las Vegas, Nevada, and Tunica, Mississippi, dating from 1991 to 2001. This collection contains items previously described as "Promotional and publicity material : Fitzgerald's Casino Hotel" and "Promotional and publicity material : Fitzgeralds Casino Tunica."

[^ Return to Table of Contents](#)

Arrangement

Materials 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 2019-067.

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

- Gambling
- Advertising
- Promotional materials
- Publicity
- Casinos
- Hotels
- Las Vegas (Nev.)
- Fremont Street (Las Vegas, Nev.)
- Fitzgeralds Hotel and Casino (Tunica, MS)

Collection Inventory

Title/Description	Containers
Newspaper clippings, 1991-1995	box 01
Press kit, 1994-2001	box 01
Promotional materials, 1991-1996	box 01