



Guide to the UNLV Libraries Collection of Circus Circus Hotel and Casino Promotional Materials and Reports

This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 29, 2022. Please contact special.collections@unlv.edu for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1v666>

© 2022 The Regents of the University of Nevada. All rights reserved.

**University of Nevada, Las Vegas. University Libraries. Special
Collections and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

special.collections@unlv.edu

Table of Contents

Summary Information	3
Historical Background	3
Scope and Contents Note	4
Arrangement	4
Administrative Information	5
Related Materials	5
Names and Subjects	6
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:	Circus Circus Enterprises
Title:	UNLV Libraries Collection of Circus Circus Hotel and Casino Promotional Materials and Reports
ID:	MS-00950
Date [inclusive]:	1972 to 2006
Physical Description:	4.12 Cubic Feet (7 boxes)
Physical Description:	3.46 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Circus Circus Hotel and Casino Promotional Materials and Reports includes annual reports, financial reports, newspaper and magazine clippings, press kits, press releases, and promotional materials for the Circus Circus hotel and casinos in Las Vegas, Nevada, and Reno, Nevada, dating from 1972 to 2006.

Preferred Citation

UNLV Libraries Collection of Circus Circus Hotel and Casino Promotional Materials and Reports, 1972-2006. MS-00950. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

Circus Circus are hotel and casinos located in Las Vegas, Nevada, and Reno, Nevada. Circus Circus Las Vegas is known for its family-friendly attractions that include various types of games in its Carnival Midway and the Adventuredome, a theme park previously known as Grand Slam Canyon. Circus Circus Las Vegas is also the largest permanent big top in the world, featuring daily free circus acts. Jay Sarno opened the first Circus Circus in Las Vegas, Nevada on October 18, 1968.

The casino was the flagship property for Circus Circus Enterprises. The lack of a hotel component caused financial problems for Sarno and his business partners, even after a fifteen story hotel tower was added to the casino in 1972. The hotel and casino were incorporated as Circus Circus Enterprises, Inc. in 1974. Three months later, William Bennett and William Pennington bought Circus Circus Enterprises, Inc. for \$25 million. In 1978, Circus Circus Reno, Nevada opened in a space previously occupied by a department store. The Las Vegas property expanded with hotel tower additions in 1975, 1980, 1986, and 1996. Gland Slam Canyon began construction in 1992, and opened on August 23, 1993. The theme park underwent multiple changes over the next five years, and was renamed Adventuredome on May 1, 1998. Circus Circus Enterprises, Inc. changed to Mandalay Resort Group, named after the newest and largest property for the company, in June 1999. In 2005, Mandalay Bay Resort Group was purchased by MGM Mirage, with all Mandalay Bay properties integrated into the MGM brand.

Sources:

"Circus Circus Las Vegas." Circus Circus Las Vegas. Accessed August 23, 2019. <https://circuscircus.mgmresorts.com/en.html>.

Circusreno.com. Accessed July 31, 2019. <https://www.circusreno.com/about>.

MGM Mirage Records on Mandalay Resort Group, 1968-2005. MS-00511. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Neon Survey: Circus Circus. Accessed July 31, 2019. https://gaming.unlv.edu/v_museum/neon_survey/surveys/circus_circus.html.

[^ Return to Table of Contents](#)

Scope and Contents Note

The UNLV Libraries Collection of Circus Circus Hotel and Casino Promotional Materials and Reports includes annual reports, financial reports, newspaper and magazine clippings, press kits, press releases, and promotional materials for the Circus Circus in Las Vegas, Nevada, and Reno, Nevada, dating from 1972 to 2006. This collection contains items previously described as "Promotional and publicity material: Circus Circus Hotel-Casino."

[^ 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

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 2019-069.

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](#)

Related Materials

Related

The following resource may provide additional information related to the materials in this collection: MGM Mirage Records on Mandalay Resort Group, 1968-2005. MS-00511. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Names and Subjects

- Advertising
- Publicity
- Promotional materials
- Gambling
- Hotels
- Casinos
- Las Vegas (Nev.)
- Reno (Nev.)

Collection Inventory

Title/Description	Containers
Annual reports, 1984 to 2000	box 01
Quarterly reports, 1983 to 1996	box 01
Notice of Annual Meeting of Stockholders, 1988 to 2000	box 01
Comparative analysis, 1993	box 01
Equity research reports, 1985 to 1997	box 01
Securities and Exchange Commission Form 10-K, 1993	box 01
Securities and Exchange Commission Form 10-Q, 1984	box 02
Prospectus, 1983 to 1998	box 02
Press kits, 1991 to 1999	box 02
Press releases, 1980 to 1998	box 02
	box 03
	box 04
	box 05
	box 06
	Promotional materials, 1972 to 2006
NOW Magazine, 1972 to 1974	box 06
Newspaper and magazine clippings, 1972 to 1999	box 06
	box 07