



Guide to the UNLV Libraries Collection of Primadonna Resorts, Inc. 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/f1kd3n>

© 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	4
Names and Subjects	5
Collection Inventory	5

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
Title:	UNLV Libraries Collection of Primadonna Resorts, Inc. Promotional Materials and Reports
ID:	MS-00981
Date [inclusive]:	1970 to 1998
Physical Description:	0.46 Cubic Feet (1 box)
Physical Description:	0.42 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Primadonna Resorts, Inc. Promotional Materials and Reports includes annual reports, financial reports, a press kit, press releases, promotional materials, and newspaper and magazine clippings for Primadonna Resorts, Inc. in Primm and Las Vegas, Nevada dating from 1970 to 1998.

Preferred Citation

UNLV Libraries Collection of Primadonna Resorts, Inc. Promotional Materials and Reports, 1970-1998. MS-00981. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

Founded by Gary Primm in 1990, Primadonna Resorts, Inc. is an entertainment, hotel, and gaming company. Primadonna owns Whiskey Pete's, Buffalo Bill's, and Primm Valley Resort all located in Primm, Nevada. The company also operates two championship golf courses in California, and has a 50% interest in the New York - New York Hotel and Casino in Las Vegas, Nevada. MGM Grand Inc. and Primadonna Resorts merged in 1999. The company was later purchased by Herbst Gaming, now known Affinity Gaming.

Sources:

MGM Grand, Inc. and Primadonna Resorts, Inc. Announce Merger." PR Newswire, Nov 09, 1998. Accessed October 10, 2019. Retrieved from <http://ezproxy.library.unlv.edu/login?url=https://search.proquest.com/docview/448435162?accountid=3611>.

Stutz, H. "Back to a family fold in Primm." *Las Vegas Review-Journal*, Apr 11, 2007. Accessed October 10, 2019. Retrieved from <https://infoweb.newsbank.com/resources/doc/nb/news/11877F6E677FF810?p=AWNB>.

[^ Return to Table of Contents](#)

Scope and Contents Note

The UNLV Libraries Collection of Primadonna Resorts, Inc. Promotional Materials and Reports includes annual reports, financial reports, a press kit, press releases, promotional materials, and newspaper and magazine clippings for Primadonna Resorts, Inc. in Primm and Las Vegas, Nevada dating from 1970 to 1998. This collection includes materials previously described as "Promotional and publicity material: Primadonna Resorts Inc."

[^ Return to Table of Contents](#)

Arrangement

Collection is 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 2019-112.

Processing Note

In 2019 as part of an archival backlog elimination project, Miguel Dominguez compiled the materials from multiple sources that included subject files and previously cataloged material. Miguel Dominguez wrote the finding aid.

[^ Return to Table of Contents](#)

Names and Subjects

- Financial records
- Promotional materials
- Publicity
- Advertising
- Hotels
- Casinos
- Gambling
- Las Vegas (Nev.)
- Primm (Nev.)

Collection Inventory

Title/Description	Containers
Annual reports, 1993 to 1997	box 01
Financial Reports	
Equity research, 1993 to 1998	box 01
Securities and Exchange Commission form 10-K, 1994 to 1997	box 01
Securities and Exchange Commission form 10-Q, 1995 to 1998	box 01
Press kit, 1994	box 01
Press releases, 1970 to 1998	box 01
Newspaper and magazine clippings, 1991 to 1997	box 01
Promotional materials, 1994 to 1995	box 01