

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

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	California Hotel and Casino
Contributor:	Boyd Gaming Corporation
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of California Hotel and Casino Publicity and Promotional Materials
ID:	MS-01000
Date [inclusive]:	1974 to 2002
Physical Description:	0.23 Cubic Feet (1 box)
Physical Description:	0.21 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of California Hotel and Casino Publicity and Promotional Materials includes Securities and Exchange Commission Form 10-Q, press kits, press releases, promotional materials, and newspaper and magazine clippings for California Hotel and Casino in Las Vegas, Nevada, dating from 1974 to 2002.

Preferred Citation

UNLV Libraries Collection of California Hotel and Casino Publicity and Promotional Materials, 1974-2002. MS-01000. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

The California Hotel and Casino is the fifth hotel built by Sam A. Boyd of the Boyd Gaming Corporation. The property opened on January 01, 1975, at a cost of \$10 million in Downtown Las Vegas, Nevada. Inspired by Boyd's time on the Hawaiian island of O'ahu, the property has maintained a 'Hawaiian' theme since its beginning that include tour packages and cafes that

offer Hawaiian cuisine. On May 12, 1986, Boyd Gaming Corporation began construction on a recreational vehicle park behind the California Hotel and Casino and added the California Club restaurant to complement it. Renovations were completed to upgrade furnishings and food and beverage options in 2016. As of 2019, the California Hotel and Casino remains in operation.

Sources:

Gladstone, E.C. "A Hawaiian Island in the Nevada Desert." *VegasInc.com*. *VEGAS INC*, February 21, 2012. <https://vegasinc.lasvegassun.com/business/real-estate/2012/feb/21/hawaiian-island-nevada-desert/>.

"Hotel Climaxes 17 Years Building." *Las Vegas Review-Journal*, December 27, 1974.

Szydelko, Paul. "Downtown's California Completes Redesign for 'Modern Island Vibe'." *Las Vegas Sun*. Las Vegas SUN, Inc., December 7, 2016. <https://lasvegassun.com/news/2016/dec/07/downtowns-california-completes-redesign-for-modern/>.

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Scope and Contents Note

The UNLV Libraries Collection of California Hotel and Casino Publicity and Promotional Materials includes Securities and Exchange Commission Form 10-Q, press kits, press releases, promotional materials, and newspaper and magazine clippings for California Hotel and Casino in Las Vegas, Nevada, dating from 1974 to 2002. This collection contains items previously described as "Promotional and publicity material: California Hotel/Casino."

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Arrangement

Materials are arranged by material type.

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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 2019-148.

Processing Note

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

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Related Materials

Related Materials

The following resources may provide additional information related to the materials in this collection:

UNLV University Libraries Collection of Posters, 1891-2002. MS-00852. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

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

Collection Inventory

Title/Description	Containers
Securities and Exchange Commission Form 10-Q, 1995 to 1997	box 01
Press kits, approximately 1980 to 1989	box 01
Press releases, 1974 to 1988	box 01
Promotional materials, 1979 to 1995	box 01
Promotional materials: <i>News at the Cal</i> , 1997 to 2002	box 01
Newspaper clippings, 1974 to 1995	box 01