



## Guide to the UNLV Libraries Collection of Tropicana Resorts Publicity and Press Materials

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Tropicana Hotel (Las Vegas, Nev.)
<b>Creator:</b>	Tropicana Hotel (Atlantic City, NJ)
<b>Contributor:</b>	Aztar Gaming Corporation
<b>Contributor:</b>	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
<b>Title:</b>	UNLV Libraries Collection of Tropicana Resorts Publicity and Press Materials
<b>ID:</b>	MS-01006
<b>Date [inclusive]:</b>	1958 to 2010
<b>Date [bulk]:</b>	1985 to 1997
<b>Physical Description:</b>	6.39 Cubic Feet (17 boxes)
<b>Physical Description:</b>	7.09 Linear Feet
<b>Physical Description:</b>	29 Digital Files (0.08 GB) PDF, JPG, MP4
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The UNLV Libraries Collection of Tropicana Resorts Publicity and Press Materials includes equity research reports, press kits, press releases, promotional materials, and newspaper and magazine clippings for Tropicana Las Vegas in Las Vegas, Nevada, and Tropicana Atlantic City in Atlantic City, New Jersey, dating from 1958 to 2010.

### Preferred Citation

UNLV Libraries Collection of Tropicana Resorts Publicity and Press Materials, 1958-2010. MS-01006. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Background

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Tropicana is the name of two resort properties, the Tropicana Las Vegas located in Las Vegas, Nevada, and the Tropicana Atlantic City located in Atlantic City, New Jersey. The first Tropicana property, originally known as the Tropicana Resort and Casino, opened in Las Vegas on April 04, 1957. The property featured *Folies Bergere*, the longest-running revue theater show in Las Vegas, lasting from 1959 to March 28, 2009. The Tropicana Country Club opened in 1961 and was positioned across the street from the hotel. The country club would be sold to MGM Grand Inc. in 1990 and become integrated into MGM Grand Casino. Ramada Inn, Inc. purchased the Tropicana based in Las Vegas on December 08, 1979, and announced plans to open a hotel in Atlantic City, New Jersey under the same name. This property was built on the site formerly occupied by the Ambassador Hotel and opened November 23, 1981, as Tropicana Atlantic City. In 1988, this property was renamed Tropworld Casino and Entertainment and opened Tivoli Pier, a 19 million-dollar indoor amusement park. The following year Ramada Inn, Inc. restructured, and incorporated Aztar Corporation to handle its gaming assets. The Atlantic City property was renamed Tropicana Casino and Resort Atlantic City in 1996 after a renovation that added a new tower and replaced Tivoli Pier with a poker pit. On January 04, 2007, Columbia Sussex acquired Aztar Corporation. Tropicana Entertainment LLC was formed shortly after to manage the Tropicana properties, but the company filed for bankruptcy in May 2008. Carl Ichan purchased the Atlantic City property among other assets, while Onex Corporation purchased the Las Vegas property. The Tropicana Las Vegas and Tropicana Atlantic City are no longer affiliated but continue to operate as of 2020.

### Sources:

Danzis, David. "Tropicana Sale to Eldorado Resorts Complete." *Press of Atlantic City*. Press of Atlantic City, October 2, 2018. [https://www.pressofatlanticcity.com/business/tropicana-sale-to-eldorado-resorts-complete/article\\_d4bcc216-22f2-57c2-aa72-66b493694309.html#1](https://www.pressofatlanticcity.com/business/tropicana-sale-to-eldorado-resorts-complete/article_d4bcc216-22f2-57c2-aa72-66b493694309.html#1).

Green, Steve. "Strip Resort, Carl Icahn Company Settle Dispute over 'Tropicana' Use." *VegasInc.com*. VegasInc.com, August 16, 2011. <https://vegasinc.lasvegassun.com/business/gaming/2011/aug/16/strips-tropicana-carl-icahn-company-settle-dispute/>.

Meraji, Shereen. "Folies Bergere To Close In Las Vegas." *NPR*. NPR, February 23, 2009. <https://www.npr.org/templates/story/story.php?storyId=100930154>.

Newman, Andy. "NEW JERSEY DAILY BRIEFING; Old Name Is New for Casino." *The New York Times*. The New York Times, July 5, 1996. <https://www.nytimes.com/1996/07/05/nyregion/new-jersey-daily-briefing-old-name-is-new-for-casino.html>.

"Ramada Takes over Tropicana." *Reno Gazette-Journal*, December 8, 1979. [https://www.newspapers.com/clip/14924459/ramada\\_takes\\_over\\_tropicana/](https://www.newspapers.com/clip/14924459/ramada_takes_over_tropicana/).

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## Scope and Contents Note

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The UNLV Libraries Collection of Tropicana Resorts Publicity and Press Materials includes equity research reports, press kits, press releases, promotional materials, and newspaper and magazine clippings for Tropicana Las Vegas in Las Vegas, Nevada, and Tropicana Atlantic City in Atlantic City, New Jersey, dating from 1958 to 2010. This collection contains items previously described as "Promotional and publicity material: Tropicana Hotel (Las Vegas, Nev.)."

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## Arrangement

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Materials are arranged by material type.

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## Administrative Information

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### 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 2019-157.

### 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. Karla Irwin processed the digital files. Autumn Bassett wrote the finding aid.

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## Related Materials

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### 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.

UNLV Libraries Collection of Aztar Corporation Financial Reports and Press Materials, 1991-2006. MS-00989. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Names and Subjects

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- Advertising
- Casinos
- Gambling
- Resorts
- Promotional materials
- Publicity
- Las Vegas (Nev.)
- Atlantic City (N.J.)

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## Collection Inventory

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Title/Description	Containers
Equity research reports, 1991 to 1993	box 01
Press kits, approximately 1993 to 2002	box 01
Promotional materials, 1959 to 2004	box 01
Promotional materials: Folies Bergere, approximately 1963 to 1990	box 01
Promotional materials: newsletters and publications, 1966 to 1996	box 01

Promotional materials: Nikki Beach, 2010 April to 2010 May Physical Description: 29 Digital Files (0.08 GB) PDF, JPG, MP4 Processing Note: Digital files have been transferred from a flash drive and files have been reformatted for access. No other work has been performed on the content.	digital file 00
Promotional materials: commemorative coins	box 01
Newspaper and magazine clippings, 1958 to 1997	box 01
Press releases, 1969 to 1977	box 02
Press releases, 1981 to 1984	box 02
Press releases, 1985	box 02
Press releases, 1990 July to 1990 December	box 02 box 03
Press releases, 1991	box 03 box 04 box 05
Press releases, 1992	box 05 box 06 box 07
Press releases, 1993	box 08 box 09 box 10
Press releases, 1994	box 10 box 11 box 12
Press releases, 1995	box 12 box 13 box 14 box 15
Press releases, 1996	box 15 box 16
Press releases, 1997 January to 1997 July	box 17
Press releases, 2002 to 2003	box 17