PAST QUARTER RETROSPECTIVE
Past Quarter – Performance Overview

Highlights of Accomplishments

• Second consecutive quarter of > 100K visitors; total attendance through July at 240K; 15% over prior year; each month of year a “best ever”
• Bank of Nevada loan paid off in full; Museum no longer carries any debt; available cash reserves as of July 1st in excess of $2.6M
• Extremely positive guest feedback; exit survey finds likelihood to recommend at 9.4 on scale of 1 to 10; high agreement on value questions
• Staff additions include Accounting Mgr, Distillery Mgr, Guest Services Mgr; additional frontline support, including promotions for Events, F&B
• Rich, diverse programming: multi-part Follow the Money and Gangster Flicks; Stonewall and the Mob, Cybercrime, Gotti’s Boys, ATF undercover agent, Oscar’s 80th, DEA panel, Jukebox Racket, Bootlegger Boogie, Blood Drive, Science of Crime, Community Safety Forum now bilingual
• Nevada Magazine: Best Museum, Best Place to Get Married, Best Distillery; other media coverage includes USA Today, Cigar Aficionado, Conde Nast Traveler, Yahoo News, LV Weekly; considerable TV coverage of educational programs, Underground promotions, El Cortez partnership, etc.
• Strong quarter for contributions, including pledged renewal of $25K from Ekstrom Foundation; East West Bank renews support of Family Nights
• Outreach includes: Advisory Council webinar; FBI Field Office visit; new CCSD educators meet-up; multiple senior outreach community events
• Promotions, partnerships include RTC Trip to Strip; “Guy on the Inside” local incentive; Mob film “The Kitchen” launch; History Guy video
• Underground expands live jazz schedule and lineup, availability of food; “smart” window between Speakeasy, Distillery; Café planning ongoing
• Extensive App development, tracking to Nov. 15th launch w/ wayfinding, rich database of “Doppelgangster” images, missions, tours, user profile
• Administrative progress: audit, tax returns on schedule; TTB reports, Nevada excise tax filed; tip compliance imminent; anti-harassment training
• Facility work: maintenance for HVAC/air quality performance; staff office, security improvements; exterior lighting; new screen for Courtroom
• Focus on staff connectivity, professional development, cross-training; emphasis on recruitment, succession planning; employee policy review
• Significant effort on 2020 budget building process; analysis of department and business unit performance; goal and priority setting for next year
• Continued concentration on campus development, with numerous BOD, City, and CIM interactions in effort to identify path forward
MEDIA, PARTNERSHIPS, AND PROGRAMS
AWARDS & ACCOLADES

BEST MUSEUM
THE MOB MUSEUM

BEST PLACE TO GET MARRIED
THE MOB MUSEUM

BEST DISTILLERY
THE UNDERGROUND

BEST SPEAKEASY
WITHIN A SPEAKEASY:
THE FITTING ROOM AT THE UNDERGROUND
JUNE CLIP HIGHLIGHTS
Total Impressions: 234,268,230
Total Ad Value: $2,084,987

JULY CLIP HIGHLIGHTS
Total Impressions: 61,407,377
Total Ad Value: $546,525

AUGUST CLIP HIGHLIGHTS
Total Impressions: 24,872,232
Total Ad Value: $221,362

Total Impressions: 320,547,839
Total Ad Value: $2,852,874

BEST SPEAKEASY WITHIN A SPEAKEASY: THE FITTING ROOM AT THE UNDERGROUND

Once you’ve found the Underground—the classic, Prohibition-style era bar at the Mob Museum—it’s time to reserve a spot in the hush-hush bar’s hidden VIP room, tucked behind a giant painting.

THE SPIRITS OF PROHIBITION LIVE ON UNDERGROUND AT THE MOB MUSEUM

When bartender Riki Taiga hands you a cocktail in a miniature porcelain bathtub, you sip it. Then you Instagram it. The Bathtub Fizz ($14), as it’s called inside the Underground—the hidden speakeasy inside the Mob Museum paying homage to Prohibition—is Taiga’s modern take on the sloe gin fizz. “I realized we didn’t have a gin drink with egg whites in it, so it’s a twist on that classic,” he says.

The refreshingly tart and creamy summer drink is made with gin, sloe gin, Aperol, sugar, lemon, egg whites, bitters and topped with crystallized basil. It’s a cheeky nod to the Prohibition-era distilling process, when bootleggers made illegal spirits at home in their bathtubs.

The Ginger Jake ($10) is another modern remix. The original Ginger Jake was a highly potent over-the-counter medicine in the 1920s, and it was normal for the tonic to be as strong as 180 proof. Made with moonshine, ginger, lime, jalapeño and spices, the Underground’s version is similarly strong. For imbibers who like their drinks with a kick, this balanced cocktail is approachable but fiery, starting off sweet and then delivering a punch of heat before quickly simmering down.

The cocktail list just keeps getting more creative at the Underground, which recently celebrated its one-year anniversary. The bar, which doubles as a moonshine and vodka distillery, celebrates National Moonshine Day on June 6 with specials on drinks and souvenir bottles, plus tastings and cocktail demonstrations. Can you think of a better way to commemorate the once-illicit spirit than in a speakeasy at the Mob Museum? We didn’t think so.
5. Drink moonshine as you take in history

The Mob Museum (officially the National Museum of Organized Crime and Law Enforcement) occupies the former federal courthouse where the 1950 Kefauver Hearings on organised crime were held (and Las Vegas’s ex-mayor, Oscar Goodman, defended real-life wise guys such as Anthony ‘The Ant’ Spilotro). No cheesy mobsters in costume here; it’s a serious look at, well, the city’s founding fathers. A new attraction of the museum is The Underground, a basement speakeasy, distillery and private VIP room that simulate the glamour of the Prohibition era. A working distillery brews the museum’s own moonshine; try a Moonshine Smash, the Underground’s take on a Whiskey Smash.

Film critic Josh Bell previews The Mob Museum's Classic Gangster Flicks and Maya Cinema's Kids Summer Series
Mob Museum looks back at Stonewall riots and other downtown events

Stonewall look-back at museum event

The Mob Museum, in partnership with The Center, will celebrate the 50th anniversary of New York’s Stonewall uprising at 7 p.m. Thursday, with the discussion “Stonewall and the Mob: The 50th Anniversary of the Gay Rights Movement.” Protests by gay patrons of the Stonewall Inn in Greenwich Village in June 1969 are considered the unofficial start of the fight for U.S. gay rights. Historian Alex Horne will address the mob’s role in controlling New York gay clubs. The program is included in the price of museum admission. 300 Stewart Ave., themobmuseum.org
Keep cool in a Las Vegas summer with these fun things to do

If you’ve arrived from a more temperate climate, Las Vegas’ summer heat might be a shock. Sure, you probably knew it was going to be hot, but if you haven’t experienced it before, nothing prepares you for the intense heat of the desert in summer.

Be sure you’re adequately provisioned for summer in Vegas: sunscreen, a hat, plenty of water and handy footwear, like some flip-flops, to keep nearby. The first time you step on pavement with your bare feet, you’ll understand the necessity of that last item.

After you’ve settled into your room, take some time to investigate the pool options at your hotel. Many of the Strip hotels have pool areas with water features, day clubs, and food and drink service. If you’re in the mood to splurge, you may even want to rent a cabana.

Some of the hotels with more lavish pools, like Mandalay Bay, allow non-guests access if they purchase a day pass, but may limit entry to certain days. At Mandalay, a sandy beach, wave pool and lazy river await you, but you can swim with sharks at The Golden Nugget.

Day two: The Mob Museum

Head to Downtown Las Vegas to visit the Mob Museum, where you can learn all about the history of organized crime — a topic of particular interest to Las Vegas, owing to its history with the Mob. The museum is housed in a historic building that was once a courthouse. During that time, it was used in the Kefauver hearings, and one of the courtrooms has been restored to the condition it was in at the time of the event.

Three floors of exhibits take visitors not only into the history of the Mafia, but also the men and women of law enforcement who hunted them. If you’ve ever watched a movie like Casino or The Godfather and wondered about the true history behind those stories, you’ll find plenty to keep your interest here.

In the basement of the museum, you’ll find The Underground for guests over 21. Here, you can enjoy a drink in The Speakeasy and tour The Distillery — all in the name of gaining a better understanding of history, of course.

7 cultured experiences to have in Las Vegas

The typical “Vegas first-timer bucket list” is one we all know: selfies in front of the Bellagio, gorging on the country’s best buffets, letting loose on the dance floor. But for second-timers (and the selfie-opposed), the entire city is on the table.

Take a deep dive into neon, mobsters, and cowboy culture; a journey through world-renowned art, music, and architecture. Nowhere else but Las Vegas can you find such a fantastic, eclectic combination of cultural attractions, and nowhere else but Las Vegas should you expect experiences like these.

1. The Mob Museum

Before you (literally) zipline over Fremont Street, check out the nearby Mob Museum — it’s housed in the fully restored 1930s-era courthouse building where 3rd St runs into Stewart Ave. The museum provides a crazy-intense overview of local and national mob history, spanning from the early 1900s through today. Its official name is the National Museum of Organized Crime & Law Enforcement, so expect something bold and honest, not dramatized and glorified.

You’ll explore artifacts from Al Capone’s enterprise, try out your detective skills in interactive crime lab exhibits, and get a look at how some of the most horrifying events have influenced modern criminal investigation techniques the world over. Save time for the onsite gift shop — where you’ll find actually one-of-a-kind souvenirs to take home.
MEDIA COVERAGE

PARTY
1920S STYLE
WANDER THE HALLS OF The Mob Museum, also known
as the National Museum of Organized Crime and Law
Enforcement, for an interactive
tour into what life was
like when the mob ruled the
streets. Flappers flounced,
and politicians looked the
other way. The museum tells
the story of organized crime at
home and abroad. In addition
to displays on infamous mob
bosses, the St. Valentine’s Day
Massacre, and the history of
the FBI, the museum gives
visitors the chance to sit in
a courtroom where actual
crime cases were tried.

You can also get a taste of
the roaring ‘20s at The Mob
Museum’s speakeasy, aptly
dubbed the Underground. Sip
Prohibition-inspired cocktails
such as the Bathurst Fizz or the
Lock & Key, served in a teacup
to fool any naysayer. Buy tickets in advance for the
frequently sold-out distillery
tour. On the tour, you’ll get the
courage to sample moonshine
and other spirits distilled in
the historic distillery and
cellar. Enjoy this experience,
and be sure to keep an eye
out for the speakeasy tour,
which is offered daily.

The Mob Museum
EXPERIENCE THE WORST
OF AMERICA’S

“A Must for Travelers”
—NEW YORK TIMES

“The Best Museum
in Nevada”
—USA TODAY

DISCOVER NEVADA SPECIAL ADVERTISING SECTION

PROHIBITION INSPIRED COCKTAILS
A NEW BABY IN TOWN

Rise of the Taqueros

Casino

Kasama, con su cubo infinito de finitezas arrulladas que te lleva
to a un viaje imprevisto de 45 segundos. Ahora bien, si te apaga
la escena de los centros, en el MGM se encuentra en el bar
The Underground Speakeasy. Sus salones VIP están disponibles para hacer
cualquier tipo de celebración.

Una de las características más emblemáticas de Las Vegas son
sus anuncios luminosos y el Neon Museum está dedicado a coleciones privadas y públicas de más de 200 de estos. En un área
al aire libre puedes caminar entre estas piezas artísticas y históricas.

Además, en el Downtown Las Vegas ofrece una gran variedad de
concepciones gastronómicas. La más reciente es el Walking Taco, un
fast food localizado en el doble de restaurantes, de comida rápida
a platos gourmet, se puede encontrar una gran variedad de opciones,
como los famosos taquitos de ndurecidos, empanadas y hasta
enrollados de sushi.

Entrenamiento y atracciones

- Scenic Helicopters
- Skydive Las Vegas
- Dryden Driving Experience
- The Rights Museum
- NOAA Severe Weather
- The Mirage
- Zappos Theater
- Topgolf

In the Downtown Las Vegas, there are many attractions to
see, such as the Neon Museum, which is dedicated to preserving
the city’s rich history through its neon signs and murals. Visitors can explore the museum and learn about the
different styles and techniques used in neon sign-making.

The Mob Museum offers a unique and immersive experience,
where visitors can learn about the influence of organized crime
during the 1920s and 1930s. With interactive exhibits and
tours, guests can step back in time and uncover the secrets of
dangerous figures like Al Capone and Bugsy Siegel.

Las Vegas ofrece un ambiente cómodo para disfrutar de
actividades de ocio. Hay muchas opciones para elegir, desde
visitar museos hasta explorar la ciudad.

En el Downtown de Las Vegas se encuentra el
Neon Museum, dedicado a la historia de las luces neon
con más de 200 piezas expuestas. También se ofrecen
visitas guiadas por el museo, que permiten
explorar las diferentes técnicas utilizadas
durante el siglo XX.

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Cool Things to Do in Las Vegas Off the Strip

When you think of Las Vegas, you almost definitely think of the Strip. I’m here to tell you that you don’t have to do that.

Okay, the Strip isn’t the worst place in the world. A lot of the hotels and restaurants are legitimately great; it’s full of fun shows, and its irrational mashup of outlandish architecture needs to be seen at least once in your life. And even though I absolutely can not stand being there for more than two days, that first day and a half is usually good. (The Las Vegas Strip is the concept of diminishing returns manifested as a street—there’s only so much fun I can have there before I have to get out as quickly as possible, and that switch flips in a hurry.) Still, if you know Las Vegas is the Strip, with its overpriced drinks, cheesy nightclubs, and Disneyland-gone-to-seed vibe, you might not have the highest opinion of this city.

The key to a good Vegas trip is getting off the Strip. That doesn’t just mean hitting the Fremont Street Experience, the strip in Old Vegas that has been turned into an open air entertainment complex. I’m also not just talking about driving out to Hoover Dam—yeah, it’s a really big dam, and pretty great if you’re into massive engineering projects and/or dams, but you should know about that already. The key to a good Vegas trip is getting off the Strip and embracing the surprises you can find in the process.

Here are some of my favorite things to do in Las Vegas, all of which require getting off the Strip and exploring the rest of the city.

5. The Mob Museum
300 E Stewart Avenue

I used to assume this place was a chintzy tourist trap—the Vegas equivalent to the many “witch museums” in Salem, Mass., that try to pass hastily made dioramas and community theater reproductions of the witch trials off as history. The National Museum of Organized Crime and Law Enforcement is much better than that. It’s a breezy bit of pop history that actually cares about the history, offering a broad overview of organized crime’s role in America while also playing to the audience’s more sensational expectations by including exhibits like an actual brick wall from the St. Valentine’s Day Massacre. It’s not just about the mob’s role in Vegas, but all of America, and there’s no town where a museum about the mob would make more sense. There’s also a fully operational speakeasy in the basement, with its own original moonshine, if you can’t go that long in Vegas without having a drink.

Birthday event for former mayor Oscar Goodman

There will be a birthday event for former mayor Oscar Goodman on July 24 at the Mob Museum in downtown Las Vegas.

The event will start at 5:30 p.m. The Museum will honor the former Las Vegas mayor, mob defense attorney and visionary behind the establishment of The Mob Museum with fun facts and anecdotes.

All attendees can play along with a customized game of bingo, enjoy drink specials, birthday cupcakes and prizes to cap off the festivities.
MEDIA COVERAGE

Mob Museum to discuss history of mob's role in gay clubs

LAS VEGAS (KSNV) — The Mob Museum will host a discussion this week on the mob's role in controlling gay clubs in New York and around the country at the time of the Stonewall Riots.

The Stonewall Uprising in June 1969 saw club patrons protest police raids and harassment over several days. It's seen as the symbolic beginning of the gay rights movement in America.

The museum said its discussion, called “Stonewall and the Mob,” will examine how the riots changed the course of history for the LGBTQ community.

Historian Alex Horíz, who has written on organized crime and public corruption, will be the featured speaker.

The discussion will start at 7 p.m. Thursday, June 27, inside the historic courtroom at the museum.

The Mob Museum & El Cortez Hotel offer upscale suite & experience

LAS VEGAS (FOX5) -- The Mob Museum and the El Cortez Hotel & Casino have partnered up to offer visitors the “Vintage Vegas Experience,” an upscale two-night package valued at $2,550.

Along with exclusive tastings and experiences at The Mob Museum, guests will enjoy two nights’ accommodation in the immaculately preserved suite, which was the home of the late casino magnate Jackie Gaughan beginning in 1980.

Original décor includes pink upholstered walls and floors, brass built-ins, hand-carved wooden double doors with brass door pulls in the shape of “J” and “G” and a pink marbled tub with gold swan features. Situated on the 15th floor, the suite encompasses 2,700 square feet, two bedrooms, 2.5 bathrooms, one romper room, a full kitchen and a spacious living and dining area.

The full package is designed for two guests with a maximum of up to four guests and includes the following:

- Two nights in El Cortez Hotel & Casino’s Jackie Gaughan Suite
- $150 food and beverage credit at Siegel’s 1941 restaurant
- Two Premier Passes at The Mob Museum, including access into the Firearm Training Simulator and the Crime Lab
- Private, guided tour with Museum’s resident historian
- Two hours in The Underground’s VIP room
- $100 food and beverage credit in The Underground
- Private, guided distillery tour and moonshine tasting with a Museum distillery staff

The package starts at $2,550 and will be available through Dec. 31, 2019.
I WENT TO LAS VEGAS FOR REST AND RELAXATION

What happens if you skip the booze, gambling and debauchery – and the resulting fear and loathing – accurately depicted by Hunter S. Thompson – in Sin City?

Going to Las Vegas for the museums makes about as much sense as going to Abu Dhabi for the Vietnamese food, but Vegas is in fact home to some good ones.

If you only get to one museum in Vegas, make it The Mob Museum up in the ‘old Vegas’, retro-fabulous Fremont Street District. The Mob Museum is essentially like being inside a true crime podcast; it offers a fascinating look at the history of organised crime in America, with a focus on the Prohibition era and the growth of the mob. The museum holds more than 1000 artefacts and exhibits; you can listen to FBI surveillance tapes on wiretapping equipment (this one’s for you, The Wire fans), and when you’re done wandering, have a drink in the 1920s feel speakeasy bar.

The Best Happy Hours in Your Las Vegas Neighborhood

The Underground
When: Sunday-Thursday from 5-7pm
The deal: Located in the basement level of the Mob Museum, The Underground is an attraction and experience all by itself. Visit during happy hour and receive $2 off any cocktail, beer, wine, and food item.

Body of 1930s gangster John Dillinger will be exhumed 85 years later
THE INSIDE SCOOP ON WHAT’S DRIVING THE FOOTWEAR BUSINESS

Given where FN Platform takes place, do you have any Sin City recommendations?

Las Vegas has something for everyone! My recent favorite was visiting the Mob Museum. It's quite well done and offers interactive experiences; I highly recommend the Crime Lab Experience, the Feds Fight Back exhibition, and, of course, The Speakeasy!
Recent photo and film shoots:

- Vegas PBS used the Courtroom and other exhibit spaces as a backdrop for an interview with Dr. Michael Green
- A comedic reality show featured Oscar Goodman and attractions in Downtown Las Vegas area
- Magazine cover backdrop for Chair Sandra Morgan of Nevada Gaming Commission
- Virtual reality interactive show featuring The Mob Museum as a famous Las Vegas site
- The Underground featured in a video contracted by Zappos with a goal to showcase individuals who work in DTLV
LVCVA Media Visits

Mexico FAM
- Travel+Leisure
- Aire
- Accent

United Kingdom
- Telegraph

Australia
- News.com.au
- Grazia

Netherlands/Dutch FAM
- Esquire
- National Geographic Traveler
- Telegraaf VRU
- Amayzine
- Veronica Magazine
- Elegance

Japanese Bachelorette FAM
- Tabippo
- Glitter
- Hanako.Tokyo
- Locari
WHERE Concierge Event | July 17

The Mob Museum and advertising partner Where hosted over 70 Southern Nevada concierges for a special “Happy Hour” event at The Underground on July 17. Concierges were treated to complimentary handcrafted cocktails, appetizers, moonshine samples and Museum admission.

Leisure Pass Group and Tix4Tonight are the Museum’s top two performing broker partners. Leisure Pass Group offers The Mob Museum admission in its Explorer, All-Inclusive and Build Your Own Pass options. Tix4Tonight sells The Mob Museum admission at all nine of their retail locations and their website.
As part of a partnership with the LV Aviators baseball club, the Museum offered fans who attended the July 25th game exclusive access to two limited time promotions:

**$2 off general admission for locals/nonlocals**

**Buy One, Get One cocktails at The Underground speakeasy**

Sales Coordinator, Bruce Silet, won a staff raffle for the opportunity to represent the Museum and throw out the honorary first pitch at the August 30th Aviators game.
Maximizing Partnerships

The Mob Museum and El Cortez collaborated on a media event at the Jackie Gaughan suite. During the planning phase for the event, both parties saw the opportunity to create a special one-of-a-kind offer.

Vintage Vegas Experience package includes:

- Two nights in El Cortez Hotel & Casino’s Jackie Gaughan Suite
- $150 food and beverage credit at Siegel’s 1941 restaurant
- Two Premier Passes at The Mob Museum, including access into the Firearm Training Simulator and the Crime Lab
- Private, guided tour with Museum’s senior director of content
- Two hours in The Underground’s VIP room
- $100 food and beverage credit in The Underground
- Private, guided distillery tour and moonshine tasting with the Museum’s distillery staff

Pricing starts at $2,550 for two guests with a maximum of up to four guests. The collaboration resulted in significant media coverage.

WHAT REALLY HAPPENED? chronicles documentarian Andrew Jenks as he examines and contextualizes famous figures and historical events, while discovering untold stories and unraveling newfound narratives.

• +5 million listeners
• #1 spot on Apple podcasts
• Geoff Schumacher interviewed about Gambino family and murder of Frank Cali
• Museum plans on running a blog in conjunction with the airdate
• Museum provided discounted offer for listeners ($10 off general admission)

Collaboration with Las Vegas Review-Journal

The Mob Museum and the Las Vegas Review-Journal are partnering to develop a podcast series that will take a deep dive into the history of the mob in Las Vegas. The Mob Museum’s content experts will work closely with R-J editorial staff in the production of the multi-part series. Museum research materials and the R-J’s archives will be tapped for the project, and Museum staff members may be interviewed for the podcasts.
STRATEGIC PARTNERSHIPS
INVESTIGATING HISTORY (STUDENT OUTREACH)

The Mob Museum will provide free outreach presentations to students at 18 Title I schools in Clark County during the 2019-2020 academic year. There will be one presentation for each classroom in one full grade level or academic course at middle and high schools or two free presentations for up to two full grades at elementary schools.

We currently have nine confirmed school reservations for the 2019-2020 school year, including six Title I schools. Those reservations amount to 32 presentations to about 1,850 students. We continue to accept free and paid reservations throughout the school year.

TALKING THROUGH TIME (SENIOR OUTREACH)

This summer The Mob Museum presented senior outreach programs to seven community groups, including at library branches, community centers and retirement communities. As a part of the New Market Tax Credit, we provide these presentations free of charge to low-income communities.

We currently have 10 confirmed reservations for the fall of 2019. We continue to accept reservations throughout the year.
Adomni & Lamar billboard ads

McCarran International Airport digital ads

Adomni billboard ad
Print ads were also featured in the following publications this quarter:
• Southwest
• WestJet
WEBSITE & SOCIAL MEDIA
Our second video in partnership with The History Guy on YouTube went live in June covering the Gambino Family, Carlo Gambino and John Gotti. This video has gotten over 114,000 views and The History Guy now has 493,000 subscribers. The Mob Museum is organically mentioned at the end of the video and is linked to in the video description. The Museum saw a spike in web traffic referrals from this and acquired over 800 additional website users from YouTube in 2019 compared to 2018.
SOCIAL MEDIA UPDATES

THE MOB MUSEUM INFLUENCER VISITS

Brooke Lewis, Actress
79.4k followers on Instagram, 29.9k followers on Twitter
• Three posts on Instagram
• Two posts on Twitter
• 3,222 total engagements

Alan Estrada, Actor
1.1m followers
THE MOB MUSEUM AND THE UNDERGROUND SOCIAL CHANNELS
Followers per channel

Facebook:
The Mob Museum: 101,082 likes
The Underground: 2,857 likes

Instagram:
The Mob Museum: 28,225 followers
The Underground: 7,955 followers

Twitter:
The Mob Museum: 18,234 followers
SOCIAL MEDIA UPDATES

THE MOB MUSEUM AND THE UNDERGROUND SOCIAL CHANNELS

The Mob Museum
Blogs continue to do well on social channels in both reach and engagement. Notable posts have been about entertainers, such as Dean Martin and Frank Sinatra, and other well-known Mob figures, such as Henry Hill and John Gotti.

The Underground
The Underground’s best performing posts are images of our space and our food and beverage. Our audience also enjoys the live jazz nights announcements.
These two eblasts have received the highest open rates for 2019.

On the left is a “Ways to Give to The Mob Museum” campaign. We do a couple giving-themed eblasts a year to our entire database. We continue to monitor and adjust language and images for more compelling reasons to give.

On the right is our August Events eblast, which is one of our monthly recurring sends. The difference here was that we led with “Gotti’s Boys” as the feature and used it in the subject line, resulting in a significantly higher open rate.
A TASTING YOU CAN’T REFUSE

This package includes:
- A two hour rental of The Underground speakeasy’s VIP Room for up to 10 guests
- A 30-minute tasting of five ultra-premium whiskeys from around the world
- $400 food & beverage credit
- Museum admission for up to 10 guests during regular Museum hours

COST FOR 10 GUESTS: $1,133 INCLUDING SALES TAX & SERVICE CHARGE

Please ask us about our whiskey tasting experience as add-on to larger events!

DIGITAL ADS

WHERE Concierge Eblast and Social Media Ads

DISTILLERY TOUR + TASTING
A JOURNEY THROUGH PROHIBITION

Sample a variety of premium spirits—
including our smooth, house-distilled moonshine in an authentic atmosphere
for a truly unique 1920s experience.

THE MOB MUSEUM
DOWNTOWN LAS VEGAS • THEMOBMUSEUM.ORG
Tours offered daily. Available as an add-on experience with Museum admission. Must be 21+.

DISTILLERY TOUR + TASTING
A JOURNEY THROUGH PROHIBITION

Sample a variety of premium spirits—
including our smooth, house-distilled moonshine in an authentic atmosphere
for a truly unique 1920s experience.

THE MOB MUSEUM
DOWNTOWN LAS VEGAS • THEMOBMUSEUM.ORG • 702.385.2734
Tours offered daily. Available as an add-on experience with Museum admission. Must be 21+.

CLICK HERE

For more information or to book:
“The World’s Top Five Mob Bosses” continues to lead the way for web traffic, having received over 79,000 pageviews this year.

The most read blogs published in 2019 are “The Kansas City Connection,” “Top 5 Undercover Agents Who Infiltrated the Mob” and “Several Mob Movies in the Making.”

Blogs have received over 18,000 shares on social media in Q2. “The World’s Top Five Mob Bosses” has been the most shared blog.
PROMOTIONS
May-July 2019 radio promotions report
Total regional promotion value: $109,010
Total local promotion value: $93,600

Father’s Day (Regional)
KSZR (Tucson), KNWZ (Palm Springs), KSOF (Fresno), KZHK (St. George), KHGE (Fresno), KFBT (Fresno), KSSI (Lancaster), KQSR (Yuma), KFRO (Riverside)
Promo value: $109,010

Father’s Day (Local)
KYMT, KVEG, KMZQ, KVGQ
Air-date: 5/27 – 6/14
Promotional Value: $27,250

Summer Movie Series (Local)
KYMT, KMZQ and KVGQ
Air-date: 4/8 – 4/12 & 4/15 – 4/19
Promotional Value: $44,500

80 Years of Being Oscar (Local)
KVEG (97.5), KVGQ (104.3)
Air Date: 7/15 – 7/26
Promotional Value: $12,350

Bilingual Community Safety Forum (Local)
KISF, KRGT
Air Date: 7/15 – 7/19
Promotional Value: $9,500
The Mob Museum partnered with Warner Bros on the Las Vegas premiere of Mob film “The Kitchen.” Before the screening, Educational Programs Manager Claire White spoke to a packed theater about women who made a name for themselves in organized crime.

The Kitchen Cross Promotion
(KPNX) NBC - Phoenix
KMVA – Phoenix/Scottsdale
Air Dates: 8/2, 8/5 – 8/16
Promo value: $39,500

Jukebox Racket – Cross Promotion with Human Nature Tickets
KVEG (HOT 97.5), KVGQ (Q 106.9) - Las Vegas
Air Dates: 8/19 – 8/23
Promo value: $7,750

Jukebox Racket – Cross Promotion with Human Nature Tickets
KYMT – Las Vegas
Air Dates: 8/26 – 8/30
Promo value: $8,500
MUSEUM PROMOTIONS

**Trip to Strip**
The Museum partnered with RTC’s new rideshare service to offer $4 off admission to Trip to Strip users. Also, RTC is offering Museum guests and Members 15% off their fare with promo code MOBMUSEUM.

**“Use Your Guy on the Inside”**
During the month of July after 5 p.m. daily, Nevada residents were permitted to bring two out of town guests to take advantage of the $16.95 per person local rate.

**Other Q3 Conference Discount Offers**
- SHRM 2019 (June)
- Nexstar 2019 (June)
- Flight Centre 2019 (July)
- AHA 2019 (August)
- IMEX 2019 (September)
Father’s Day Weekend Special

GODFATHER
Scotch, Amaretto

MANHATTAN
Rye, Vermouth, Bitters

SAZERAC
Rye, Simple, Bitters, Absinthe

OLD FASHIONED
Vanilla Bean Infused Bourbon, Brown Sugar, Bitters

WHISKEY SOUR
Bourbon, Lemon, Simple, Egg Whites

Ask your server for more information. Special valid June 14–16. Must be 21+

Eighty Years of Being Oscar

HIZZONER
Strawberry Infused Gin, Honey, Lemon

THE O.G. & T.
Gin, Cucumber, Jalapeno, Tonic, Lime

CLOSING ARGUMENTS
Bourbon, Mint, Ginger, Lemon, Honey

National Rumrunner Day

G.T.’S REVENGE
Appleton 12 Rum
Cynar 70
Sugars
Bitters
Absinthe

ARETHUSA
Appleton Reserve Rum
Lemon
Honey
Chartreuse

THE LAS VEGAN
Appleton Reserve Rum
Grapefruit
Lime
Bitters
Crème de Flora

Sponsored by Zappos®
Appleton Estate
Jamaica Rum
PRIVATE EVENTS, PROGRAMS, & EXHIBITS
3rd quarter sales activities:

- Exhibited at B’nai Mitzvah showcase and IMEX
- Created a new whiskey tasting package: A Tasting You Can’t Refuse
- Distributed Christmas in July special offer
- Participated in BVA, DSA, LVCVA and Wedding Chamber of Commerce networking events
- Hosted CEMA FAM group in The Underground
- Completed seasonal outreach to Las Vegas concierges and DMCs to introduce new offerings
- Held presentations at local hotel sales offices
- YTD rentals include 7 Underground buyouts, 10 Fitting Room rentals, 14 Distillery rentals
Paul Camacho charts the Treasury Department’s historic efforts to take down Mob bosses and corrupt public officials in a four-part series.
RECENT PUBLIC PROGRAMS

STONEWALL AND THE MOB
The 50th Anniversary of the Gay Rights Movement

In June 1969, patrons of popular New York City gay club Stonewall Inn gathered to protest ongoing raids and harassment conducted by law enforcement. This uprising marked the beginning of the gay rights movement in America.

Join us for a special presentation with historian Alex Hortis as he discusses the integral role the Mob played in controlling New York gay clubs, how this event impacted LGBTQ history, and much more.

A book signing will follow the program.

THURSDAY, JUNE 27, 7 PM
Free for Museum Members or with Museum admission

RSVP TODAY
Check with Box Office, call 702.229.2734 or online at themobmuseum.org

7TH ANNUAL BLOOD DRIVE AT THE MOB MUSEUM

FRIDAY, JULY 5, 2019
10 AM TO 4 PM
OSCAR B. GOODMAN ROOM (THIRD FLOOR)

ALL PRESENTING DONORS WILL RECEIVE:
One (1) complimentary single admission ticket to The Mob Museum*

*Valid for use through 12/31/2019

MAKE AN APPOINTMENT TODAY
AT THEMOBMUSEUM.ORG

USE SPONSOR CODE: MOBMUSEUMLV

THE NEW CRIME LORDS:
Organized Crime in a Digital World

A NATIONAL SECURITY AND TERRORISM EXPERT DIVULGES INTRICATE DETAILS OF MODERN DAY ORGANIZED CRIME

Elaine Shannon, author of Hunting LeRoux: The Inside Story of the DEA Takedown of a Criminal Genius and His Empire, will discuss the evolution of transnational organized crime and its connection with terrorism. Shannon will also reveal the inner workings of modern crime networks by connecting the dots between rogue states and the criminal groups that help fund their agendas.

SATURDAY, AUGUST 3, 2 PM
Free for Museum Members or with Museum Admission

RSVP TODAY
Check with Box Office, call 702.229.2734 or online at themobmuseum.org
Wiseguy Speaker Series & Book Signing

**Gotti’s Boys**

The Men Behind the Fast Rise and Inevitable Fall of John Gotti

Tony DeStefano’s latest book, *Gotti’s Boys*, details the rise of Gambino crime family boss John Gotti and the cold-blooded crew who worked for him during his heyday. The New York City author and journalist will reveal the planning that went into Gotti’s audacious plot to kill Gambino boss Paul Castellano and secure his role as the new boss. Newly available FBI files provide fresh details on the Gotti story, including how the FBI was able to bring him down.

**THURSDAY, AUGUST 8, 7 PM**

Free for Museum Members or with Museum admission

**RSVP TODAY**

Check with Box Office, call 702.329.2734 or online at themobmuseum.org

**RECENT PUBLIC PROGRAMS**
**Ratsnakes**

An Inside Look at the ATF's Elite Undercover Unit

The U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives has an elite unit that operates undercover and earned the alter ego of Ratsnakes.

Vincent Cefalu, a retired ATF undercover agent of 30 years, will divulge stories of dangerous undercover encounters with the Ku Klux Klan, outlaw motorcycle gangs, Asian organized crime groups and more.

**Saturday, August 10, 2 PM**

Free for Museum Members or with Museum Admission

**RSVP Today**

Check with Box Office, call 702.229.2734 or online at themobmuseum.org

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**Death and Survival in Cartel Land**

The Personal Cost of the DEA’s War on Drug Traffickers

Current and former DEA agents and family members will explain the devastating effects of battling the Mexican drug cartels.

**Monday, August 12, 7 PM**

Free for Museum Members or with Museum Admission

**RSVP Today**

Check with Box Office, call 702.229.2734 or online at themobmuseum.org
RECENT PUBLIC PROGRAMS

THE JUKEBOX RACKET

HOW THE MOB MADE MILLIONS ONE NICKEL AT A TIME

The Mob's biggest names, from Meyer Lansky to Sam Giancana, made millions by controlling jukeboxes across the country. Jeff Burbank, The Mob Museum's content development specialist, will expose organized crime's hidden grip on the music industry.

SATURDAY, AUGUST 24, 2 PM
Free for Museum Members or with Museum admission

RSVP TODAY
Check with Box Office, call 702.329.2734 or online at themobmuseum.org

FROM WINDY CITY TO SIN CITY
A BOOK SIGNING WITH FORMER CHICAGO MOBSTER FRANK CULLOTTA

Frank Cullotta, the Chicago Mob associate turned government witness, will sign copies of his books, Cullotta: The Life of a Chicago Criminal, Las Vegas Mobster, and Government Witness and The Rise and Fall of a "Casino" Mobster.

SATURDAY, AUGUST 31, 1 PM
At the Museum's retail store.

There is no fee to enter the retail store.
RECENT PUBLIC PROGRAMS

BOOTLEGGER BOOGIE

PROHIBITION-ERA DANCE INSTRUCTION

Join us the first Monday of every month to tap into a different dance of the Prohibition-era. For this featured sequence, step into the quick-paced 1930s Charleston and keep up with the fast beats. Whether you bring along a partner or not, this is a dance for a twosome so get ready to make friends!

MONDAY, JULY 1, 7:30 PM

Free entry at speakeasy side door with password

BOOGIE ALL NIGHT
RECENT PUBLIC PROGRAMS

Science of Crime

12 Latent Fingerprints
 Identify and determine a fingerprint. Learn what a latent print is and how forensic scientists match them up at the Museum’s Science of Crime in July.

Enhance your visit with purchase of the Crime Lab Experience!

SATURDAY, JULY 13, 2-3 PM
FREE FOR MUSEUM MEMBERS OR WITH MUSEUM ADMISSION

RSVP TODAY
Check with Box Office, call 702.229.2734 or online at themobmuseum.org

2019 FREE MONTHLY COMMUNITY SAFETY FORUMS

SCHOOL SAFETY
July 21, 2-3 p.m.
CCSD police department will present a program on what parents and students should know about school violence prevention initiatives and outreach.

PROGRAMS MENSUALES SIN COSTO

FOROS DE SEGURIDAD COMUNITARIA 2019

SEGUIMIENTO ESCOLAR
21 de Julio, 2-3 p.m.
El Departamento de Policía del Distrito Escolar del Condado Clark conducirá un programa en el cual, padres y guardianes aprenderán sobre seguridad escolar, iniciativas para prevenir la violencia y formas de difusión. Este programa será ofrecido en inglés y español.

RSVP 702.229.2734 | THEMOBMUSEUM.ORG
FREE ADMISSION FOLLOWING THE EVENT TO GUESTS ATTENDING THE FORUM. REGISTRATION IS REQUIRED. LIVE STREAMING OF THE EVENT AVAILABLE AT THEMOBMUSEUM.ORG

HOME AND PERSONAL SAFETY
August 18, 2-3 p.m.
Learn self-defense tips for safety in public spaces. This presentation will focus on strategies for ensuring situational awareness and how to minimize risks and vulnerabilities.

RSVP 702.229.2734 | THEMOBMUSEUM.ORG
FREE ADMISSION FOLLOWING THE EVENT TO GUESTS ATTENDING THE FORUM. REGISTRATION IS REQUIRED. LIVE STREAMING OF THE EVENT AVAILABLE AT THEMOBMUSEUM.ORG

Sponsored by
NV Energy
It was standing room only for former mayor Oscar Goodman’s 80th birthday celebration in The Underground. The evening included a customized game of Bingo, cupcakes, and a surprise performance by Clint Holmes of Happy Birthday.
GUEST EXPERIENCE
The Mob Museum
300 Stewart Ave, Las Vegas, NV
4.6 ★★★★★
6,672 reviews

The Underground at The Mob Museum
300 Stewart Ave, Las Vegas, NV
4.8 ★★★★★
112 reviews
It is very intriguing and hard to leave

They have so much stuff: pictures and surveillance recordings, crime scene photos, tons of memorabilia from the Vegas strip the way it was during that era. A fabulous Speakeasy modeled after those of the times as well as clothes and autographed pictures of many of the performers. There is a working fermenting still and so much incredible information. Plan to spend some time, it was hard to leave.

Best trip in Vegas

We came here not expecting this to be so impressive! We booked and did the 2 experiences that were optional, one a gun training experience and the other a distillery experience. We recommend both highly. We thought we knew a lot about the mob and prohibition etc but we learned so much in this museum. There are 4 floors covering everything you can imagine and we spent 4 hours here. That is real value for money. All staff were helpful, passionate and knowledgeable. This is a trip not to miss.

Laurel Turnor
Local Guide 53 reviews 3 photos
★★★★★ 3 months ago
This is a must do in Vegas. I heard about it on a YouTube video and decided on my trip I was going to go. So cool and so much to see and learn about. Best museum like this I've been too.

Carina K
Local Guide 281 reviews 523 photos
★★★★★ 3 months ago
This place is AMAZING! It's so well organized, making it easy to follow the development of the mafia and related crime fighting organizations over time. Plenty of pictures and videos. There's so much information that after a while I stopped reading every sign - normally I read as much as I can in a museum - just picking the displays that were intriguing, and still I walked away with my brain buzzing.

The museum is very interactive. I loved standing in the vault lined with pretend money, looking into the closet which showed jackets with extra pockets and bags with false bottoms (ways that the mob members secretly transported skimmed money).

I played poker trivia; the answers were part is the signs scattered around the room. I listened to a docent bring the Valentina's day massacre to life as she stood in front of the actual wall where it happened.

This is probably the most cleverly designed museum I've seen. I was so impressed with the quality and quantity of information.

The Mob Museum was the best thing we did in Las Vegas! Highly recommend.

Nicholas X. Correia recommends The Mob Museum.
April 20 3

This is literally one of the best museums I've ever had the pleasure of visiting! It was simply breathtaking! Every exhibit is stunning, the staff is friendly, I could stay all day and night, just on one floor, and not get enough! All I can is, keep it up! Amazing!

Cathy Gilligan recommends The Mob Museum.
June 29 3

Had a great time if we're locals thinking about getting the annual pass because there's so much to see and do!!

Eli Ellis recommends The Mob Museum.
July 26 3

Absolutely AMAZING! Spent 4 hours in the museum and headed down to the speakeasy which is just great! Jazz band started up and I was in HEAVEN! HIGHLY RECOMMENDED!
GUEST FEEDBACK ON THE UNDERGROUND

If I told you the password they might wack me 😂😂😂

If you want something different downtown and like Jazz venture here on a Friday night. Order an old fashion and look inside the book they give you because your drink is in there. Also try the moonshine.

Super cool and I will be back.

Fabiola Felix
Local Guide • 23 reviews • 38 photos
★★★★★ 3 months ago
Like the bouncer dressed in 1920's swag said “this is Vegas’s best kept secret.” We purchased tickets for the mob museum and part of the package was a distillery tour underneath what used to be the original court house of Las Vegas. After touring the museum (separate review done) we decided to enjoy a couple drinks in the cocktail lounge that shared the same floor as the distillery. The drinks were not overpriced and not bombarded with ice packed in our glasses. Quiet atmosphere with jazz music playing in the background. I will be returning for sure!

Kizznasty
Local Guide • 26 reviews • 2 photos
★★★★★ 2 months ago
Place is incredible. Highly recommend you check out the hidden speakeasy downstairs. Follow them on social media for the weekly password and walk around to the South side of the building and ring the doorbell. The rest is a magical journey back in time.

Alan Dale
3 reviews
★★★★★ 2 months ago
A great addition to The Mob Museum. Head downstairs, knock on the door, say the password and get in. Fun period cocktails (my Old Fashion was smuggled to me hidden in a hollowed-out book). Lots of history and a hidden room (behind the large framed picture). Highly recommended for some light noshing and a Roaring 20's good time.

Love this place! Ordered a whiskey cocktail and the whiskey came hidden in a book which the bartender styly pushed across the bar toward me. Really felt authentic 20s theme. We all had a blast - highly recommend.

Holy smokes. Hands down favorite bar in Vegas. Great live music, excellent drinks, and a great atmosphere. Also... I left my credit card at the bar. I got into an Uber and this dude dressed like James Bond ran a quarter mile to chase my Uber down to return me my card. I owe them my life and a 5 star rating.

This bar / museum is the coolest idea and the coolest place I've been to in Las Vegas. We'd been talking about going for so long and I kept seeing that bathtub drink on their Instagram. The bathtub drink (I was very drunk. I don't remember the name, I'm so sorry! I literally ordered "the bathtub I keep seeing on Instagram") was citrusy and delicious and the distillery and music was incredible! Being able to read about all the cool types of speakeasies that were around really made the place super authentic. 10/10, absolutely going to go here all the time.
Fascinating look back on organized crime in America

My husband & I both really enjoyed this museum. Very interesting look back on the origins of organized crime in America and the players involved including the work of the Treasury Department and FBI. We upgraded our tickets to include the firearm simulation and the distillery tour. The firearm simulation is formulated on the basis that you are a new recruit for the Las Vegas Police Department. You are taught how to properly hold and fire a weapon and then go through a couple of simulated situations that police officers might encounter on a call and how to handle the situation. Very cool. The distillery tour was quite educational. It focused mainly on the time period of prohibition in America. It was a great way to get out of the heat for a few hours and is located at the edge of Fremont Street so after you are done you can head back out to the action.

Interesting; Worth the Visit

When visiting Fremont street, take an hour or so out of your day, and check out this site. Not only interesting mob related information, but don’t miss out on the hands on police training experience. Simulated and live action encounters to test how you would react IRL situations.

Well worth a visit

First visit to the mob museum with two colleagues while on a trip to Vegas. We upgraded to the premium ticket level which gave us access to the Firearm training experience and the moonshine distillery tour. Both are well worth the upgrade, especially the firearm training experience. We were well looked after by a former LV PD officer who guided us through the different scenarios and experiences. Overall the quality of the exhibits and info displays are excellent and informative. It’s great to see venues like this utilise digital technology to enhance the customer experience and also knowledgeable guides in more conventional areas like the Moonshine distillery. Well worth a visit and good VFM.
**GUEST FEEDBACK ON CRIME LAB**

Go go go!

*tripadvisor*

Well worth checking out! I would also suggest that you add the extra activities, as these were a lot of fun and really enhanced the museum. We did the CSI lab and the Force of Training experience. The CSI lab was fun— we got to get a print out with our fingerprint and had to solve a crime. The Force of Training experience was one of the scariest things I have done because of the “unknown” factor. We are handed a weapon and have to sign a waiver in case something happens to us, then put in some scenarios. The last one involves a real person and I pretty much failed that one, but it was a good experience because it allowed me to feel what someone in that situation would feel.

The rest of the museum was very interesting as well. Make sure to go to the speakeasy downstairs, as it’s really neat. You open up a painting to reveal a room. You can also do tours of that and there’s a bar where you can get drinks if you want.

Our Uber Driver told us about this Museum. One of the best tours I’ve ever been on. You can go at your own pace and select what extra events you want to try. You can go at your own pace and select what extra events you want to try. My wife and I did the crime lab; it was a great experience Jimmy was amazing and very helpful. Shout out to Frank who got our day started with great information and laughter. Our 3hrs there literally flew by and I feel like there was so much more to enjoy. The pass they sell you is good for an all day experience and definitely worth it if we didn’t have a concert to go to we would have come back for the Jazz concert they had later. Can’t say enough it was Amazing and a Must visit!!! Ps they encourage picture taking so be prepared you will take a lot of photos—Orlando

**facebook**

Megan Sharp recommends The Mob Museum.

June 14

My favorite place to visit when we are in Vegas! Our most recent trip this week, we participated in the Crime Lab exhibit (very fun!) and did a tour of the new distillery, followed by a couple of drinks at the Speakeasy. The people and service were amazing, the ambience and little authentic prohibition touches were top notch!

**yelp**

Josi Luis Chazoz Bocanegra recommends The Mob Museum.

July 23

Moonshine tour is a must.

**facebook**

D'Lana Alyse Cruz recommends The Mob Museum.

August 23 at 9:36 AM

We had an incredible experience at the Mob Museum. The quality of the exhibits were comparable to museums in DC. We opted to do the distillery tour as an addition to just the museum and that was awesome as well. You receive a very informative breakdown about prohibition and three samples of their award winning moon shine. Sue was our guide and she was awesome!
The Mob Museum contracted market research firm Applied Analysis (AA) for its Q2 exit survey report to better understand the profile and opinions of Museum guests as it relates to admission, Museum visit details and overall perception of the Museum.

The Museum and AA anticipates developing trend analyses of Museum guests’ perceptions and opinions on a recurring basis.

800 surveys were collected from June 7–July 19.

**Opinion: Would you agree that your visit was...?**

- Educational (N=797): *95.6%
- Entertaining (N=795): *93.8%
- Interactive (N=793): *88.9%
- Worth the Money (N=795): *90%
- Worth the Time (N=795): *93.7%

*Total agreement percentages are displayed*

**Opinion: What was your favorite part of your Museum visit? (Top Ten Analyzed Responses)**

1. Enjoyed Everything (16.8%)
2. The Videos (11.4%)
3. The Courtroom (8.0%)
4. Firearm Training Simulator (7.4%)
5. The Speakeasy (6.4%)
6. The Mafia’s History (6.2%)
7. That It Was Educational (5.1%)
8. The Crime Lab (4.5%)
9. The Distillery (4.5%)
10. St. Valentine’s Day Massacre Exhibit (3.6%)

N=690
UPCOMING PROGRAMS AND EVENTS
UPCOMING PROGRAMS & EVENTS

Monthly | Prohibition-Era Dance Instruction
Fun-filled night learning Prohibition-era dances, including the Charleston, Jitterbug and Balboa.

September 14 | Science of Crime: Drug Chemistry
This presentation will discuss the basic concept of what a “drug” is, the different drug classes, and how unknown samples are recovered and tested in the lab in order to determine their composition. The presentation also will cover the analysis of trace materials, including arson analysis, physical matches, and complete unknowns.

September 15 | Community Safety Forum: Emergency Preparedness
You can never be too ready when disaster strikes. Learn the basic tenets of food, water, medical plans and evacuation preparation. The speaker will be Mary Camin, program coordinator for the Southern Nevada Community Emergency Response Team.

September 17 | 2nd Annual Advisory Council Reception
Once a year, the Museum hosts its Advisory Council Members for the Annual Meeting to help the Museum build upon the information and stories we are able to share. The kickoff Reception will serve to celebrate the many accomplished professionals and experts who dedicate their time and energy to furthering the Museum’s Mission.

September 21 | The Summit: The Mob in Las Vegas
This is a one-day conference that centers on the Mob’s four-decade-long reign in Las Vegas. Engage in conversations with historians, journalists, agents, regulators and others on the Mob’s arrival in Las Vegas, its control of the Strip and its eventual dislodging from the casino industry.

September 22 | Larry Gragg on Las Vegas in the 1950s
Historian Larry Gragg will provide an in-depth look at how Las Vegas marketed itself at midcentury, based on his new book, Becoming America’s Playground: Las Vegas in the 1950s.

September 23 | Courtroom Conversation: IRS-CI 100th Anniversary & Private Reception
In partnership with the IRS Criminal Division, the Museum presents a panel discussion with current agents describing recent cases and how they follow the money and uncover financial crimes across the globe.

October 3 | The Purple Gang: The Violent Underworld of Prohibition-era Detroit
Mob historian Paul Kavieff’s presentation will dive into the history and legacy of Detroit’s notorious Purple Gang, based on his book, Off Color: The Violent History of Detroit’s Notorious Purple Gang.

October 5 | Organized Crime Today videoconference with Mark Galeotti
Historian and Russian organized crime expert Mark Galeotti will explore the current state of organized crime in Russia and its impact on the rest of the world.

October 10 | Exclusive Inner Circle Donor Reception
Museum donors will enjoy a reception and tour of the former home of Frank “Lefty” Rosenthal at the Las Vegas Country Club. Special guest Oscar B. Goodman, is prepared to share candid stories and provide further insight into the world of the former casino mob boss.

October 15 | Willie Wilkerson on Flamingo Hotel founder Billy Wilkerson
Author Willie Wilkerson will discuss the legacy of Billy Wilkerson, his father, and provide the true story of the origins of the Flamingo Hotel, based on his book, Hollywood Godfather: The Life and Crimes of Billy Wilkerson.
UPCOMING PROGRAMS & EVENTS

October 19 | Neil Gordon on Chicago Outfit boss Tony Accardo
Author Neil Gordon will provide a detailed look at the life of Tony Accardo, also know as Joe Batters, longtime boss of the Chicago Outfit.

October 20 | Community Safety Forum: Sexual Assault Prevention (A bilingual presentation)
This program will build knowledge and skills to help prevent sexual assault and offer self-defense tips. The speaker will be Detective Brad Friess, homicide/sex crimes bureau of the Las Vegas Metropolitan Police Department.

October 25 | Nevada Day program with Stanley Paher on Nevada history
In celebration of Nevada Day, veteran historian Stan Paher will give a presentation on the history of the Silver State.

October 29 | Police De-Escalation Techniques panel with Boyd Law
In partnership with UNLV's Boyd School of Law, the Museum will present a panel discussion on police de-escalation techniques, especially as they relate to the mentally ill and juveniles.

November 2 | Organized Crime Today videoconference with Rachel Nuwer
Award-winning journalist Rachel Nuwer, who contributes to the New York Times and National Geographic, will give a videoconference presentation on the global wildlife trafficking trade.

November 7 | Gord Steinke on Canadian Rumrunners
Author Gord Steinke will give an in-depth and candid look at the history of Canadian rumrunners, based on his book, Mobsters and Rumrunners of Canada: Crossing the Line.

November 9 | Science of Crime: Crime Scene Investigation
This program will address the various aspects of crime scene investigation. The speaker will be crime scene analyst Kristin Grammas of the Las Vegas Metropolitan Police Department.

November 15 | Kefauver Day Celebration
Celebration in honor of the Kefauver Committee hearing that took place in the Museum's Historic Courtroom in 1950. Free admission day for Nevada residents and Buy One, Get One admission for non-residents.

November 15 | App Launch
Official launch day for The Mob Museum App

November 17 | Community Safety Forum: Accident Prevention & Traffic Safety
Learn tips for preventing accidents and ways to be a safe driver. The speaker will be Sgt. Joshua Stark of the Las Vegas Metropolitan Police Department.

December 5 | Repeal Day
Our annual event celebrating the repeal of Prohibition. A special evening of free-flowing booze, hors d'oeuvres, a live jazz band, a silent auction and other festivities.