



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

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Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1zd32>

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Tropicana Hotel (Las Vegas, Nev.)
Creator:	Tropicana Hotel (Atlantic City, NJ)
Contributor:	Aztar Gaming Corporation
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of Tropicana Resorts Publicity, Press, and Audiovisual Materials
ID:	MS-01006
Date [inclusive]:	1958 to 2010
Date [bulk]:	1985 to 1997
Physical Description:	7.39 Cubic Feet (20 boxes)
Physical Description:	8.09 Linear Feet
Physical Description:	29 Digital Files (0.08 GB) PDF, JPG, MP4
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Tropicana Resorts Publicity, Press, and Audiovisual Materials (approximately 1958-2010) includes equity research reports, press kits, press releases, promotional materials, audiovisual items, and newspaper clippings for the Tropicana Hotel in Las Vegas, Nevada, as well as the Tropicana Atlantic City in Atlantic City, New Jersey.

Preferred Citation

UNLV Libraries Collection of Tropicana Resorts Publicity, Press, and Audiovisual Materials, 1958-2010. MS-01006. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada. <http://n2t.net/ark:/62930/f1zd32>

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Historical Background

Tropicana is the name of two resort properties, the Tropicana Hotel that was 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 4, 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 8, 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 4, 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. Onex remodelled in the late 2000s, and the property exchanged hands a few more times, ending with Bally's. The property close and the hotel was demolished in 2024.

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.

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/.

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Scope and Contents Note

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

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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

This material is made available to facilitate private study, scholarship, or research. Material in this collection may be protected by copyright, trademark, privacy, publicity rights, or other interests not owned by UNLV. Users are responsible for determining whether permissions are necessary from rights owners for any intended use and for obtaining all required permissions. Please contact UNLV Special Collections and Archives (special.collections@unlv.edu) for additional information.

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

Related Materials

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

Tropicana Hotel and Casino Records, 1956-2024. MS-01186. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada. <http://n2t.net/ark:62930/f15r4r>

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Names and Subjects

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

Collection Inventory

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
Audiovisual material	

"Tropicana 'Island-No Casino with Phone #' (:30) cassette dupe with add track" Suissa & Associates: U-matic videotape, 1991 January 02 Physical Description: 1 U-Matic Videotapes	box 18
"KVBC TC Las Vegas 'Comedy Stop: Where Am I; Think You're a Duck; Electric Window; Drunk at 15'": Umatic videotape, 1990 December 12 Physical Description: 1 U-Matic Videotapes	box 18
"Tropicana Hotel November Value: Toll Free #303, 30 seconds" Baker Advertising: Umatic videotape, 1982 October 28 Physical Description: 1 U-Matic Videotapes	box 18
"Tropicana Hotel (2) 30 sec. spots" Baker Advertising: Umatic videotape, 1983 June 14 Physical Description: 1 U-Matic Videotapes	box 18
"Tropicana Hotel and Casino: 'Winners' (:30); 'Winners - room rate version with restrictions apply super' (:30)": Umatic videotape, 1984 May 17 Physical Description: 1 U-Matic Videotapes	box 18
"Tropicana 'The Island' (:30); 'Mazatlan' (:10); 'Tahiti' (:10); 'Jamaica' (:10)" Suissa Advertising: Umatic videotape, 1987 February 09 Physical Description: 1 U-Matic Videotapes	box 18
"Tropicana 'The Island w/ casino' (:30)" Suissa Advertising: Umatic videotape, 1987 February 09 Physical Description: 2 U-Matic Videotapes	box 18
"Tropicana 'All New Folies Bergere' viewing copy pre & post": Umatic videotape, approximately 1980 to 1989 Physical Description: 1 U-Matic Videotapes	box 19
"Tropicana Hotel \$35 room rate": 1/4" audiotape, 1987 July 02 Physical Description: 1 Reels	box 19
"Tropicana Trop-Rodeo :30": 1/4" audiotape, approximately 1980 to 1989 Physical Description: 1 Reels	box 19
"Tropicana 2x:60 'Island Roomate/Senior Discount'; 'Island/Buffet/Lazer': 1/4" audiotape, 1989 July 08 Physical Description: 1 Reels	box 19
"Westcare -3 spots- radio" produced by Suissa and Associates: 1/4" audiotape, 1989 July 28 Physical Description: 1 Reels	box 19
"Tropicana Resort :60 '\$24.50 room rate'": audiocassette, approximately 1980 to 1989 Physical Description: 1 Audio Cassettes	box 19
"Tropicana '\$35 room rate'": audiocassette, approximately 1980 to 1989 Physical Description: 1 Audio Cassettes	box 19
"Tropicana 'Luau' TR-86-402": audiocassette, approximately 1986	box 19

Physical Description: 1 Audio Cassettes

"Tropicana Hotel :60 '\$29 room rate": audiocassette, 1987 November Physical Description: 1 Audio Cassettes	box 19
"Tropicana Laser Show Radio Mix #1": audiocassette, approximately 1980 to 1989 Physical Description: 1 Audio Cassettes	box 19
"Tropicana \$49 room rate :60": audiocassette, approximately 1980 to 1989 Physical Description: 1 Audio Cassettes	box 19
"Tropicana 'Rodeo :30'" produced by Suissa: audiocassette, 1989 November 22 Physical Description: 1 Audio Cassettes	box 19
"Tropicana 'Tropicana McDonald's TPR 8660 :60": audiocassette, approximately 1980 to 1989 Physical Description: 1 Audio Cassettes	box 19
"Tropicana 2x :60 'Island Buffet and Luau'": audiocassette, approximately 1980 to 1989 Physical Description: 1 Audio Cassettes	box 19
"Tropicana 'Performers' 1-10 radio :60 lounge act spots": audiocassettets", 1987 April Physical Description: 1 Audio Cassettes	box 19
"Tropicana 2x :60 'Lasermania' and '\$35 Thru'": audiocassette, approximately 1980 to 1995 Physical Description: 1 Audio Cassettes	box 19
"Andy and birds": videotape, approximately 1980 to 1995 Physical Description: 1 VHS Tapes	box 20
"Swim-up blackjack story - KVBC-TV": videotape, 1992 May 25 Physical Description: 1 VHS Tapes	box 20
"Surveillance": videotape, approximately 1980 to 1995 Physical Description: 1 VHS Tapes	box 20
"Swim-up Blackjack": videotape, approximately 1980 to 1995 Physical Description: 1 VHS Tapes	box 20
"Video poker 1:36; Learning 21 1:50": videotape, approximately 1980 to 1995 Physical Description: 1 VHS Tapes	box 20
"Tropicana: Highrollers Drive Porsches at Speedway 2 cuts": videotape, 1990 October 31 Physical Description: 1 VHS Tapes	box 20
"Porsche": videotape, 1990	box 20

Physical Description: 2 VHS Tapes

"Tropicana 'UNLV Island TRT :15; Pacific Ocean Post' Suissa and Associates: videotape, 1989 December 21

box 20

Physical Description: 1 VHS Tapes

"KVBC TV Las Vegas 'Boy Meets Showgirl'": videotape, 1991 April 11

box 20

Physical Description: 1 VHS Tapes