

THE LAS VEGAS MUSEUM OF LAW ENFORCEMENT AND ORGANIZED CRIME  
"MOB MUSEUM" FACT SHEET

300 Stewart Ave.  
Las Vegas, NV  
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THEMOBMUSEUM.ORG

**Q What is the museum?**

**A** It's an interactive museum dedicated to the history of organized crime and law enforcement.

**Q What is the museum's mission?**

**A** The museum presents a bold and authentic view of organized crime's impact on Las Vegas' history and its unique imprint on America and the world. The mission is to provide fresh insights and information, provoke debate and dialogue and reveal the truth. The exhibits, programs and interactive experiences will offer multiple perspectives and provide a contemporary, engaging, challenging and educational experience.

**Q Who's involved?**

**A** The city of Las Vegas and the board of directors of the not-for-profit 300 Stewart Avenue Corp.

**Q Where is the museum?**

**A** The museum is located at 300 Stewart Ave. Las Vegas Nevada, 89101, which is in the heart of downtown's urban core. The museum will be housed in a historic former federal courthouse and United States Post Office.

**Q Why in Las Vegas?**

**A** Exhibit topics, themes and narratives accurately reflect the history of the community while depicting a fascinating era nationally.

**Q Why the former Post Office building?**

**A** It's one of the last remaining historically significant buildings in Las Vegas, included in both the Nevada and National Registers of Historic Places, and determined to be significant at the national level for its association with the Kefauver Committee hearings on organized crime (the only historic building in Las Vegas designated as significant at a national level). The building is an important remaining example of the Depression-era neoclassical architecture built by the federal government during the 1920s and 1930s.

**Q When will it open?**

**A** 2010.

**Q Does it glorify the mob?**

**A** This museum accurately depicts organized crime and law enforcement as each confronted the other. There was no need to sensationalize the story- it's fascinating on its own.

**Q What's inside?**

**A** Nothing right now. The city recently completed soft demolition work in the interior of the building directed by the Westlake Reed Leskosky architecture and exhibition design team to prepare for the museum, including exhibit themes and topics, design and flow of the exhibits, and locations and space allocations for visitor services and administrative functions.

Other recently completed work on the building included rehabilitation of windows and cast iron spandrel panels, which were refinished, stained and/or painted to match the historical finishes. Funding for early phases of the project was provided by local, state and federal grants, including a Save America's Treasures grant from the National Park Service, and multi-year grants provided by the Nevada Commission for Cultural Affairs. Local grants were provided by the Commission for the Las Vegas Centennial and the Las Vegas Convention and Visitors Bureau.

However, upon its opening the complex will include approximately 13,000 square feet of exhibition space and feature a specialty retail store, special event areas, educational areas and office space.

**Q Who owns the museum?**

**A** The city currently owns the property and is developing the museum with the help of a non-profit board of directors. The city will retain ownership of the building and the non-profit will lease the building and operate the museum.

**Q How were the name and identity chosen?**

**A** The city and board hired the branding firm Wall-to-Wall Studios to create the brand for the museum. This was accomplished through the following:

**DAY-LONG WORKSHOP WITH KEY STAKEHOLDERS**

- Generated more than 180 unique options.
- Edited list to 52 possible names.
- Reached consensus on brand and institutional name.

**IDENTITY DESIGN**

- Developed 10 logo directions.
- Presented to sub-committee.
- Narrowed selection from 10 to 5.
- Presented to executive committee
- Reached consensus on final logo.

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Q What's next?

A Core and shell construction will kick off this fall and exhibition space preparation to follow in about a year. With a visitor's experience beginning on the third floor and flowing down to lower floors, interactive, multi-media exhibits will describe the origins, operations and legacy of organized crime in America and its relationship with Las Vegas. Central to the experience will be the courtroom as the site of the controversial and important milestone in Las Vegas history - the proceedings of the Kefauver Committee hearings. Those hearings, led by U.S. Senator Estes Kefauver, were held in 14 cities in 1950-51 and sought to expose and control organized crime.

Issues will be presented through multiple perspectives and exhibits, with both high-tech audio and video installations, as well as re-created environments, allowing the visitor to explore and absorb related civic, political and social impacts of organized crime.

Q How much does it cost to build?

A The museum will cost approximately \$50 million and will be funded through local, state and federal grants, city of Las Vegas and Redevelopment Agency Bonds - \$7 million in grants, \$8 million of city funds; and \$35 million in redevelopment bonds.

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