

CONNECTED ★ ★ ★ TO THE ★ ★ ★ COMMUNITY



THE MOB MUSEUM

National Museum of Organized Crime & Law Enforcement®

The Mob Museum is a 501(c)3 nonprofit

SWIMMING WITH THE BIG FISHES

TURNING THE HISTORY OF ORGANIZED CRIME INTO A RESPECTED HISTORICAL MUSEUM.



ACCREDITED BY THE AMERICAN ALLIANCE OF MUSEUMS.



With cutting-edge content spread throughout an immaculately restored former U.S. Post Office and Courthouse built in the 1930s, **The Mob Museum takes visitors on a world-class, interactive journey** that explores the fascinating power struggle between organized crime and law enforcement — from the birth of the Mob through today.

Immersive exhibits, hundreds of rare artifacts and riveting storylines provide an exclusive, insiders' look at the events and characters of the continuing battle between the Mob and the law. Visitors can actually listen to **FBI wiretapped recordings**, see a portion of the **St. Valentine's Day Massacre wall**, learn about the **Kefauver hearings in a courtroom where one actually took place**, travel back in time to understand the social conditions that led to the **rise of the Mob** and discovered how organized crime continues to fill headlines today. Additionally, guests can take part in hands-on specialty experiences such as the **Crime Lab, Stanley W. Ekstrom Foundation Use of Force Exhibition and Training Experience as well as Distillery Tour and Tasting**. The Mob Museum also introduces a Prohibition history exhibition, **The Underground**, which also includes a moonshine distillery and speakeasy.

Through a richly unique approach, The Mob Museum presents a bold, authentic and contemporary view of **organized crime's influence on Las Vegas history, as well as its distinct imprint on America.**

Within its first year, the Museum, a highly anticipated cultural attraction locally, was already recognized as a **nationally acclaimed museum**. Today, more than ever, it's a popular destination drawing hundreds of thousands of visitors annually to the thriving downtown Las Vegas scene it helped revitalize.

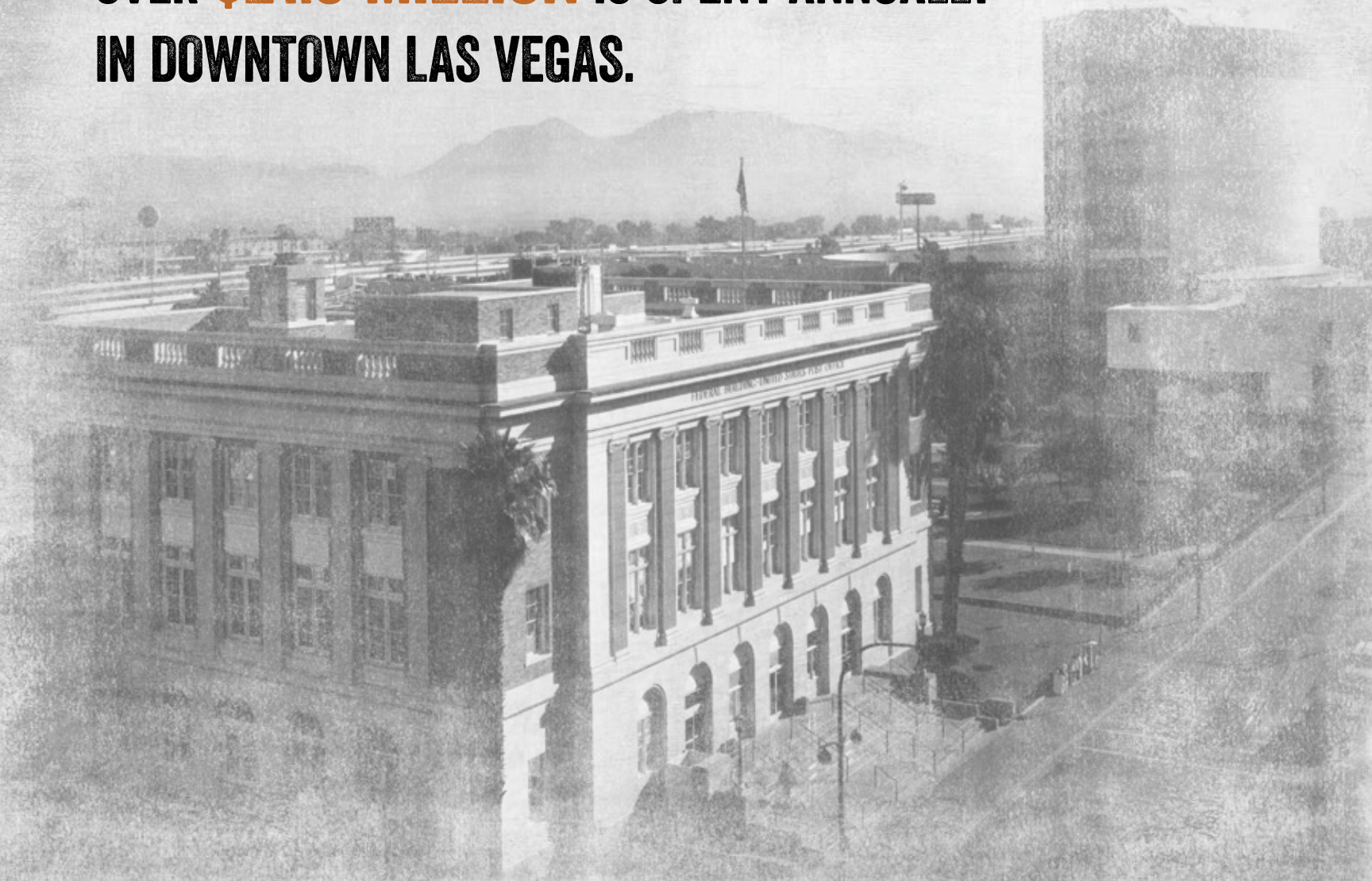


"Prepare yourself for a fascinating, no-holds-barred look at organized crime at The Mob Museum in downtown Las Vegas. Immerse yourself in the gripping stories of the Mob's most notorious gangsters through engaging interactive exhibits, one-of-a-kind artifacts and theater presentations, and learn about the FBI and law enforcement's daring victories over organized crime." – TRIPADVISOR



HOW THE MOB MUSEUM HELPED BREATHE NEW LIFE INTO DOWNTOWN LAS VEGAS.

AS A RESULT OF THE MOB MUSEUM'S OPERATION,
OVER **\$21.5 MILLION** IS SPENT ANNUALLY
IN DOWNTOWN LAS VEGAS.



Critically acclaimed, unflinchingly original, globally respected and beloved by locals, The Mob Museum not only provides an experience that captivates history buffs, inspires students and sparks interest among visitors young and old, **it has infused downtown Las Vegas with renewed enthusiasm, enormous pride** and, well, money — there is **solid evidence** of the considerable **economic impact The Mob Museum has in downtown Las Vegas.**

In addition, The Mob Museum employs over 120 people, boasts \$6.8 million payroll and has an operating budget of \$12 million, and it **brings patrons to downtown Las Vegas** in droves.

Of the 400,000 guests who visit The Mob Museum annually, two-thirds come downtown primarily to visit the Museum. And with over 1,250 Members and more than 90 volunteers, **the Museum adds a great mix of locals into the downtown scene** on a daily basis.

All of this creates a **ripple effect** as visitors spend money at other local establishments, eateries and attractions while they're downtown.

In 2017, The Mob Museum received accreditation from the American Alliance of Museums; the highest national recognition afforded U.S. museums.

2020 STATS



120+
EMPLOYEES



\$6.8 MILLION
PAYROLL



\$12 MILLION
OPERATING BUDGET

**67% OF MUSEUM PATRONS
COME DOWNTOWN SPECIFICALLY
TO VISIT THE MOB MUSEUM**

**OF THE 67% OF PATRONS THAT CAME DOWNTOWN
TO VISIT THE MOB MUSEUM, THEY ALSO
PARTICIPATED IN THE FOLLOWING ACTIVITIES:**

- VISITING FREMONT STREET **59%**
- EATING AT LOCAL RESTAURANTS **48%**
- SHOPPING **37%**
- GAMBLING **32%**
- STAYING AT A DOWNTOWN HOTEL **11%**
- VISITING CITY HALL **3%**
- OTHER **14%**



ST. VALENTINE'S DAY MASSACRE WALL

THE GREATEST HITS

ST. VALENTINE'S DAY MASSACRE WALL



ATTENDANCE



IN EIGHT YEARS OF OPERATION, THE MUSEUM HAS WELCOMED 2.5 MILLION GUESTS WORLDWIDE. 99.4%* OF GUESTS SAY THE MUSEUM EITHER MET OR EXCEEDED THEIR EXPECTATIONS.

VOLUNTEER & MEMBERSHIP



THERE ARE MORE THAN 1,250 MUSEUM MEMBERS AND OVER 90 VOLUNTEERS WHO LOVE AND SUPPORT THE MUSEUM.

EXHIBITS & ARTIFACTS



THE MOB MUSEUM GENERATES INTERNATIONAL BUZZ WITH INCISIVE, EYE-OPENING PROGRAMMING THAT UNCOVERS ORGANIZED CRIME AND CORRUPTION RIPPED RIGHT OUT OF TODAY'S HEADLINES, FROM THE SHOCKING FIFA INDICTMENTS HEARD AROUND THE GLOBE TO THE NOTORIOUS ESCAPE AND RECAPTURE OF EL CHAPO.



"Veterans Tribute Career & Technical Academy and The Mob Museum have built a relationship that gives our students and faculty hands-on experiences to interact with items that relate to the fields of forensic science and law enforcement. The environment at The Mob Museum is both entertaining and engaging for the VT students and faculty alike."

- JENNIFER NEWKIRK, VTCTA





INVESTIGATING HISTORY. FROM THE STREETS TO THE SCHOOLS.

★ REAL WISE GUYS KNOW THAT EDUCATION RULES. ★



The Mob Museum is **passionately devoted to student education**. From **in-class presentations** through a **robust educational outreach** program to **thought-provoking field trips**, the Museum is continually working to ensure children from throughout the community are able to enjoy the educational benefits of the Museum and experience **one-of-a-kind social studies and science lessons**. Students answer a Nevada social studies appropriate questionnaire as they explore all that the Museum has to offer.

Reaching students all over Las Vegas is an especially important aspect of the Museum's educational outreach program. **"Investigating History," a comprehensive, award-winning program**, is brought to schools in Clark County by trained Museum educators through interactive, standards-based classroom presentations. Many students who rarely, if ever, set foot in a museum are suddenly immersed in innovative lesson plans that could have them **holding artifacts** and exploring topics relating to **Las Vegas and American History, criminal justice and forensic science**.



**THE MUSEUM'S EDUCATIONAL PROGRAM
"INVESTIGATING HISTORY" WAS AWARDED
THE CITY OF LAS VEGAS HISTORIC
PRESERVATION COMMISSION'S PRESERVATION
EDUCATION AWARD FOR GOING TO
EXTRAORDINARY EFFORTS IN PROMOTING,
PRESERVING AND EDUCATING THE PUBLIC
REGARDING LAS VEGAS HISTORY.**



And **when it comes to field trips**, the minute students step into The Mob Museum, they dive into history in a way no other educational experience in Las Vegas offers. With awe-inspiring interactive exhibits and dynamic multimedia displays — like the courtroom theater where students learn about the Kefauver hearing where one of the hearings took place — **true stories aren't simply told, they are brought to life with maximum energy to capture the imaginations of curious minds.** How did social conditions in America help create a breeding ground for organized crime? How did it spread across the nation, affecting ordinary citizens from all walks of life? What key legislative changes and technical innovations helped brave law enforcement officers fight back?

The Mob Museum answers these questions and more in a truly captivating way that will make a **lasting impact on generations of Southern Nevada students.** Because education is central to the Museum's mission to advance the public's understanding of organized crime's history and impact on American society, The Mob Museum aims to enlighten and inspire students by working collaboratively with teachers to make learning fun and engaging.

The Mob Museum's **"Talking Through Time" program** aims to provide **interactive, content-rich presentations to seniors** that encourage conversations and personal recollections. Focused on **Las Vegas history topics**, they broaden the scope of the stories that The Mob Museum is able to interpret.



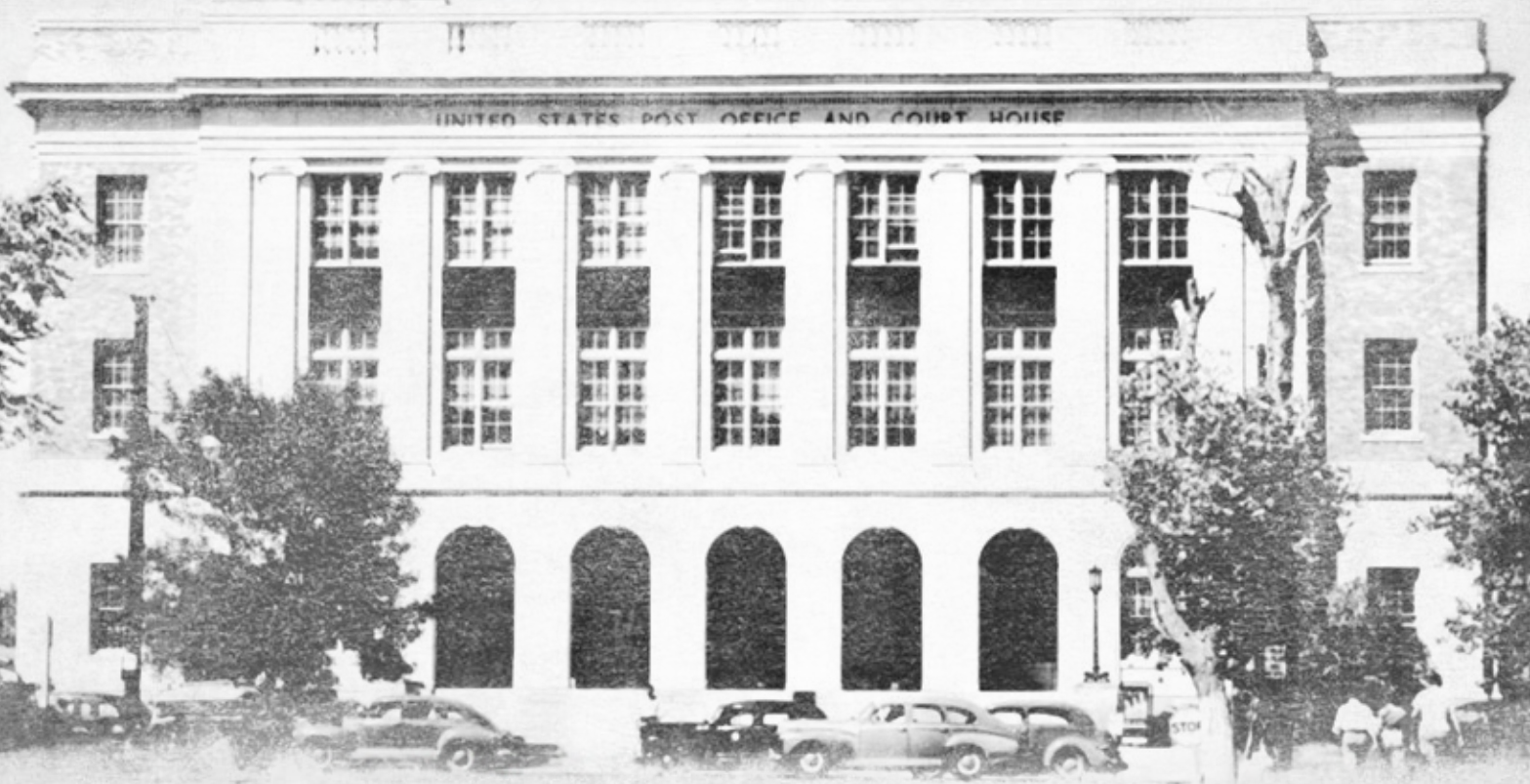
"The Museum's exhibits and programs do a wonderful job of exploring contemporary, and often quite complex, criminal justice issues that are highly relevant in today's society."

**– JOEL LIEBERMAN, CHAIR,
DEPARTMENT OF CRIMINAL JUSTICE,
UNIVERSITY OF NEVADA, LAS VEGAS**





FOR THE LOVE OF COMMUNITY.



The Mob Museum isn't just an amazing attraction for visitors, it's a popular **community gathering place and immense source of pride for locals.**

It starts with the fact that in a city known for imploding old buildings to make room for something new and shiny, **The Mob Museum is housed in an immaculately restored example of Depression-era neoclassical architecture.**

This former U.S. Post Office and federal courthouse is on both the **Nevada and National Register of Historical Places.**

Locals flock downtown to enjoy this beautifully preserved and cherished piece of Las Vegas history for countless events throughout each year. The Mob Museum presents more than 50 **provocative public programs** annually from Courtroom Conversations to author talks and book signings. Not to mention **elegant private events**, including weddings, corporate events and receptions.

In addition, the Museum's annual "Kefauver Day" celebration and anniversary on Valentine's Day — **both free admission days for locals** — along with various other outstanding events also draw thousands of excited locals to the Museum each year.

And The Mob Museum also **partners with the Las Vegas Metropolitan Police Department in its monthly Community Safety Forums** to provide opportunities for the public to learn practical ways to increase personal safety and improve the quality of life for the broader community.

Other community causes that The Mob Museum supports include annual blood drives, Las Vegas Metropolitan Police Department's National Night Out and Nevada's Big Give.



"Law enforcement and organized crime go hand in hand. I think it's important to have historical knowledge to understand how we got to where we are. The Mob Museum brings the facts...it's a community-wide effort to make sure that people get an understanding of both worlds."

- JOE LOMBARDO, LAS VEGAS METROPOLITAN POLICE DEPARTMENT SHERIFF OF CLARK COUNTY



AWARDS

NAMED A TOP 20 MUSEUM IN THE U.S.
TRIPADVISOR'S TRAVELER'S CHOICE

**HISTORIC PRESERVATION AND ADAPTIVE REUSE
FOR THE UNDERGROUND**
2018 MAYOR'S URBAN DESIGN AWARD, CITY OF LAS VEGAS

BEST MUSEUM

2019, 2018, 2016, 2015, 2014, 2013 & 2012
NEVADA MAGAZINE

**PINNACLE AWARD FOR GRAND UNVEILING OF
FOUR NEW PERMANENT EXHIBITIONS**
2018 PRSA

**AWARD OF EXCELLENCE FOR COMMUNITY SAFETY
FORUMS SPONSORED BY NV ENERGY**
2018 PRSA

**2016 PRESERVATION EDUCATION AWARD
FOR INVESTIGATING HISTORY
EDUCATIONAL OUTREACH PROGRAM**
CITY OF LAS VEGAS HISTORIC PRESERVATION COMMITTEE

CERTIFICATE OF EXCELLENCE

2016, 2015, 2014, 2013 AND 2012 TRIP ADVISOR

BEST MUSEUM

2017, 2016, 2014, 2013 AND 2012
LAS VEGAS REVIEW-JOURNAL

BEST EXHIBIT/MUSEUM

2017, 2016, 2015, 2014 AND 2013
SOUTHERN NEVADA HOTEL CONCIERGE ASSOCIATION

HISTORIC PRESERVATION AWARD
2012 CITY OF LAS VEGAS, HISTORIC PRESERVATION COMMITTEE

AAM ACCREDITATION

AWARDED 2017 FROM THE AMERICAN ALLIANCE OF MUSEUMS

GREEN TIE AWARD DISTINGUISHED HONOREE
URBAN CHAMBER OF COMMERCE

BEST MUSEUM

2016 DESERT COMPANION MAGAZINE

**DOUBLE GOLD AWARD—THE MOB MUSEUM
HOUSE-DISTILLED MOONSHINE**
2018 THE FIFTY BEST

BEST SPEAKEASY WITHIN A SPEAKEASY
2019 LAS VEGAS WEEKLY

BEST PLACE TO GET MARRIED
2019 NEVADA MAGAZINE

BEST DISTILLERY—THE UNDERGROUND
2019 NEVADA MAGAZINE

**BEST VEGAS HISTORY LESSON &
BEST MUSEUM ADDITION**
LAS VEGAS WEEKLY

**PUBLICATIONS DESIGN COMPETITION AWARD
FOR CONNECTED TO COMMUNITY BROCHURE**
2018 AMERICAN ALLIANCE OF MUSEUMS

**PINNACLE AWARD FOR THE MOB MUSEUM
SEVENTH ANNIVERSARY**
2019 PRSA

**AWARD OF EXCELLENCE FOR THE
MOB MUSEUM BLOGS**
2019 PRSA

ACCOLADES

"TOP 5 BEST HISTORY MUSEUM IN USA"

USA TODAY'S 10BEST READERS' CHOICE

"BEST MUSEUM IN NEVADA"

USA TODAY

"10 PLACES EVERY AMERICAN SHOULD SEE"

HUFFINGTON POST

**"50 STATES. 50 UNIQUE STOPS.
NEVADA'S THE MOB MUSEUM"**

USA TODAY

"BEST PLACES TO TRAVEL IN 2015"

TRAVEL + LEISURE

"TOP 10 THINGS TO DO IN LAS VEGAS"

NATIONAL GEOGRAPHIC

"A MUST FOR TRAVELERS"

THE NEW YORK TIMES

"12 CAN'T MISS U.S. MUSEUM EXHIBITS"

USA TODAY

"INSIDER GUIDE: BEST OF LAS VEGAS"

CNN

**"MOST TALKED ABOUT LANDMARK
IN LAS VEGAS"**

HOTELS.COM

"TOP 10 MUSEUMS IN LAS VEGAS"

USA TODAY

**"ONE OF THE TOP 10 INCREDIBLE WORLD
LANDMARKS YOU HAVEN'T SEEN – YET"**

NBC TODAY

**"ONE OF 20 PLACES EVERY
AMERICAN SHOULD SEE"**

BUDGET TRAVEL MAGAZINE

"A MUSEUM YOU CAN'T REFUSE"

AAA

**"VINTAGE LAS VEGAS:
SIN CITY'S BEST RETRO SIGHTS"**

MSN

"20 PLACES EVERY AMERICAN SHOULD SEE"

FOX NEWS

"5 GREAT MUSEUMS FOR MEETINGS"

SUCCESSFUL MEETINGS

**"THE BEST 19 MUSEUMS FOR GROUPS IN 2016:
THE MOB MUSEUM IS NO. 6"**

LEISURE GROUP TRAVEL

**"50-STATE SERIES: TOP FAMILY ATTRACTIONS
WORTH TRAVELING FOR: 2016 EDITION!"**

FLIPKEY BY TRIP ADVISOR

"LAS VEGAS BUCKET LIST"

ABOUT TRAVEL

"THE 9 BEST OFFBEAT MUSEUMS IN LAS VEGAS"

NEW YORK MAGAZINE

**"5 MUSEUMS FOR TRUE-CRIME
ENTHUSIASTS TO VISIT"**

OXYGEN.COM

"6 CLASSY VEGAS WEDDING VENUES"

VEGAS MAGAZINE



ANNUAL SUPPORT

THAT'S RIGHT, **WE'RE LOOKING AT YOU.**

By all measures, The Mob Museum is a resounding success. As it continues to drive visitors to downtown Las Vegas, the community collectively reaps the benefits of our world-class attraction through economic dividends, while bolstering the cultural relevance and reputation of Las Vegas.

From visionary businesses with a downtown address to city and local politicians, key stakeholders and educational leaders, the community builds a lasting culture of philanthropy for future generations of Las Vegas by supporting The Mob Museum's annual fund.



"Las Vegas is one-of-a-kind...so The Mob Museum was a brilliant idea. We're about tourism, this is our industry and I can see how The Mob Museum reaches around the country and the world to bring people here. This has become one of the hottest spots to visit in Southern Nevada."

- MAYOR CAROLYN GOODMAN, CITY OF LAS VEGAS



DONATIONS SUPPORT

Exhibit Development – Developing relevant new exhibits requires creativity, persistence and a great deal of research and development. Donations enable The Mob Museum to continue launching visionary, authoritative, and thought-provoking exhibits – as well as acquire and care for the unique artifacts that interpret this important history.

Educational Programming – Educating new generations of Las Vegans is perhaps the Museum's most passionate endeavor. Generous donations allow for the tools needed to host fascinating school field trips and to create inspirational lesson materials for outreach programs – bringing the incredible stories within The Mob Museum directly to students in the community.

Public Programs – The Mob Museum commits a great deal of time and energy toward developing compelling programs that delve deeper into topics of organized crime and the law – all designed to engage visitors and enrich their lives. These carefully curated programs inspire appreciation and renewed excitement for the Museum and contribute to downtown revitalization by attracting thousands of visitors annually.

Digital Initiatives – The Mob Museum has been a leader in using technology to bring exhibits to life. To continue to increase accessibility and reach, the Museum is constantly exploring new ways to interpret history in interactive, and even more engaging digital platforms.

Historic Building – The Museum's building is on the Nevada and National Register of Historic Places and requires special care and attention. Donations allow the Museum and City to preserve and protect a landmark building, honoring Las Vegas history and safeguarding it for the future.

MAKE A GIFT

Many individuals have joined The Mob Museum to help preserve and share some of the most extraordinary chapters of American history. The Mob Museum values every gift made in support of its mission.

Friends of Ours

At The Mob Museum, donors who are making an annual gift of \$150 or more are considered Friends of Ours. These patron and partner advocates are committed to helping advance the Museum's mission and deepen its reach within the community. All donations are fully tax deductible.

The Inner Circle

Inner Circle members—the Museum's most dedicated supporters making an annual gift of \$1,000 or more—play a central role in helping to expand the Museum's educational offerings and strengthen its position as a community resource. As true insiders, Inner Circle members enjoy exclusive invitations to intimate programs, unique opportunities to engage Museum leaders and special access to incredible exhibits.

Corporate Sponsorships

Corporate support is critical to The Mob Museum's success. The Museum partners with local businesses and companies through the sponsorship of public programs, special events, and exhibit launches.

By supporting The Mob Museum, you can help it remain a financially independent and self-sustaining organization that contributes to the growth of downtown Las Vegas. Together we can find innovative ways to reach a diverse audience and deliver a rich museum experience – one that extends to places and platforms beyond our historic walls.



IN OUR SIGHTS:

THE MOB MUSEUM'S LONG-TERM VISION

Downtown Las Vegas has never been more exhilarating — a one-of-a-kind juxtaposition between vintage Las Vegas excitement and the entrepreneurial energy of a thriving business and entertainment scene. The Mob Museum embodies this enterprising and trailblazing spirit and leads the charge as a world-class cultural destination with a dynamic vision. Yet, even though the Museum has been widely heralded and has enjoyed great success, the organization refuses to rest on its laurels. With a keen eye toward the future, while at the same time celebrating and studying the past, The Mob Museum continues to be passionately committed to ongoing innovation, striving to advance its mission with ever-expanding reach and impact. When it comes to reasons to support this incomparable arts and culture phenomenon, the case is officially closed.



★ ★ ★ ★ ★ ★ ★

"We are proud to play such an important role in this community. Our beautifully restored, historic building stands as a landmark on its own. The Museum experience inside attracts visitors from around the world, with subject matter never before covered in this manner. The exhibits are enriching, entertaining, and highly relevant to people's lives — continuously supplemented with programs and events that are educational, provocative, and often just pure fun. There truly is something for everyone. As we continue to refine the experience, we also look to expand beyond these four walls.

We are delighted to fulfill on our promise, serving as a catalyst of growth in the way only a one-of-a-kind cultural venue can. Efforts to increase the Museum's accessibility and reach have resulted in hundreds of thousands of guests each year, many millions of dollars of economic impact, and a spotlight that keeps shining on downtown Las Vegas."

**- JONATHAN ULLMAN, THE MOB MUSEUM
PRESIDENT & CEO**

★ ★ ★ ★ ★ ★ ★

THE MOB MUSEUM

National Museum of Organized Crime & Law Enforcement®

The Mob Museum is a 501(c)3 nonprofit organization with a mission to advance the public understanding of organized crime's history and impact on American society.