Contents

Mission.................................................. 3
Message from the Director....................... 4
Collections............................................. 5
Fellowships............................................. 6
Online..................................................... 9
Exhibits.................................................. 10
Reports................................................... 11
Papers.................................................... 14
Podcasts............................................... 16
Staying Connected................................. 17

Greetings from Las Vegas

Steven Segal Collection
Our Mission

The Center for Gaming Research is a world-class hub for the scholarly analysis and public discussion of gambling and gaming issues. Through a variety of means, we provide information to and engage with the public about gambling and gaming.

Our Collections

The largest assembly of English-language material in the world, supplemented by a growing online collection of reports, papers, interviews, and exhibits that document and explain the impact of gaming on Nevada and the world.

Our Programming

The Center’s fellowship program draws world-class scholars to UNLV to study gambling; its Colloquium series and podcast bring their voices and others’ to a global audience.

Our Engagement

Responding to requests from the industry, the media, and the general public, the Center delivers factual data about gaming and gambling to a variety of audience through several channels, including its web portal gaming.unlv.edu.
Message from the Director

In 2012, the Center for Gaming Research took many exciting steps forward. We produced a total of 64 reports, each shedding light on a different aspect of gambling across several jurisdictions. We welcomed several visiting scholars, including three Gaming Research Fellows. As part of the Gaming Colloquium Series, the Center served as host for many events open to the public; these were then made available to a broader audience through the UNLV Gaming Podcast.

Gambling, throughout the world, continues to be a diverse and changing subject, and the Center continues to evolve to better document gaming and to support those who study it, whether in academia, the industry, the media, or in the general public.

The Center’s website, http://gaming.unlv.edu, continues to be an effective method of sharing our work: in 2012, more visitors than ever accessed the site. It’s no coincidence that we added a great deal of content, including jurisdictional reports for all U.S. states with gaming and many countries, and the reports referenced above.

In 2013, the Center will continue to grow, and will endeavor to remain a respected source of information about gambling and gaming.

David G. Schwartz, Ph.D.
Director, Center for Gaming Research
**Collections**

The Gaming Collection, housed in UNLV’s Special Collections, is the world's premier research repository of information relating to gambling and commercial gaming. Since the gaming industry today has a global scope, the collection embraces not only Las Vegas and Nevada gaming, but gambling throughout the world.

The Collection documents the history and statistical basis of games and gambling, the economics and regulation of the gaming industry, the psychological, social, and political effects of gambling, and the history of specific hotel and casinos throughout the world. It includes: casino corporate archives including the Harrah’s Entertainment, MGM Resorts, and Boyd Gaming Corporate Archives; gaming-related manuscript collections such as the Sands, New Frontier, and Binion’s Horseshoe collections; complete runs of the major (and most minor) trade journals and publications; government documents and financial reports from equity analysts; and fiction and non-fiction accounts of Las Vegas and gambling.

Photographs and motion pictures that document casinos and gambling and oral histories conducted with gaming industry figures make the Collection literally come off the page. Finally, the Taxe Collection is a significant resource on 19th century gaming.

**Recent Acquisitions**

In 2012, the Center acquired the Dennis Gomes Collection, the papers of one of the gaming industry’s most highly celebrated figures. Initially a regulator, Gomes’s career saw him helm several casinos in Las Vegas and Atlantic City, earning a reputation as an innovative marketer and turnaround expert. Shortly before his death in early 2012, he and a partner acquired Atlantic City’s Resorts hotel casino.

The Center is proud to host a collection that continues the legacy of a true industry visionary.
Established in 2007, the **Gaming Fellowship** program brings scholars to Lied Library to spend up to one month conducting research at UNLV Special Collections. While here, the fellows use the largest gambling library in the world, which spans the 17th to 21st centuries and includes manuscript collections, casino corporate archives, promotional and publicity files, and government publications.

Ultimately, each of the scholars produces a publication—a peer-reviewed article, dissertation, or a book—that incorporates the research conducted at UNLV. At the end of their residency, they deliver a public talk as part of the **Gaming Research Colloquium** series. The talk is recorded and released as a **UNLV Gaming Podcast**. Each fellow also contributes a paper to the Center’s **Occasional Paper Series**.

Both faculty and graduate students are eligible for the program. Applicants have represented the fields of history, economics, English, history, sociology, and anthropology.

In 2012, the Center hosted three fellows:

**Jessalynn Strauss**
Resident March 2012

Strauss is an assistant professor at Xavier University. Her teaching and research interests include public relations, corporate social responsibility, nonprofit organizations, and the history and culture of Las Vegas. She recently completed a dissertation examining corporate social responsibility in the Las Vegas casino industry. Her research in special collections will examine the history of public relations and promotions by Las Vegas casinos.

**Lynn Gidluck**
Resident March/April 2012

Gidluck is a doctoral candidate in the Johnson-Shoyama Graduate School of Public Policy at the University of Regina in Regina, Saskatchewan, Canada. Her work at UNLV will focus on how governments in North America and around the world have justified the expansion of gambling by developing partnerships with the voluntary sector and/or earmarking generated funds to programs seen to benefit the wider society such as education, sport, and culture. She is particularly interested in the public policy implications of government-operated or directed gambling operations like state-run lotteries.
Christopher Wetzel  
Resident April 2012

Wetzel is an Assistant Professor of Sociology at Stonehill College. His project looks at how issues of race, class, and gender have shaped debates over gaming legalization since the 1930s. His research at UNLV will examine how casino proprietors, civic organizations, and elected officials in Nevada have framed subsequent efforts to establish pari-mutuel wagering and a state lottery.

Fellows for 2012-13

In the summer of 2012, the Selection Committee chose six scholars as the 2012-13 Gaming Research Fellows. They were:

Stephen C. Andrade  
Associate Professor of Computer Graphics, Johnson & Wales University  
In residency: April 1-14, 2013

Stephen Andrade has been active in the technology field for over 35 years. He has been affiliated with JWU for 16 years and has implemented several enrollment-leading degree programs in the field of computer graphics. He has collaborated on issues of technology with various university departments and a number of highly regarded innovative “digital” organizations.

Brian Beaton  
Assistant Professor, School of Information Sciences, University of Pittsburgh  
In residency: May 6-17, 2013

Beaton’s research concerns interactions between technology, information, and people. Among his current research projects, Beaton is studying public participation in the sciences and the crowdsourcing of scientific and biomedical research. At UNLV, Beaton hopes to learn how to attract more people to such games, utilizing those strategies proven effective in Las Vegas casinos and gaming centers.

Diana Tracy Cohen  
Assistant Professor of Political Science, Central Connecticut State University  
In residency: March 18–28, 2013

Dr. Cohen currently serves as an Assistant Professor of Political Science at Central Connecticut State University. A scholar with interdisciplinary interests, she conducts research in the areas of Internet and media politics, campaigns and
elections, sport, family, and gender. She is currently working a book project that examines a population that she calls Iron Dads, men who balance work, family and endurance sport.

David T. Courtwright
Presidential Professor, Department of History, University of North Florida
In residency: April 28-May 11, 2013.

David T. Courtwright, Ph.D. Rice 1979, is a presidential professor at the University of North Florida, where he offers courses in American history, comparative history, and the history of medicine and disease. He has published influential books on drug use and drug policy, both in American and world history; the social problems of frontier environments on the land and in the air; and the culture war that roiled American politics during and after the 1960s.

Beverly Geesin
Senior Lecturer, English Language and Linguistics, York St John University
In residency January 17-31, 2013

Geesin’s doctoral thesis, recently completed in Sociology at the University of York and entitled ‘Resistance to Surveillance in Everyday Life’, examines contemporary forms of surveillance and develops a theoretical framework for understanding individual practices of resistance with a focus on everyday life, urban space and consumption. Geesin’s current research examines how surveillance becomes normalized through consumption and the relationship between surveillance and urban renewal.

David J. Hart
Assistant Professor of Philosophy, West Texas A & M University
In residency: January 31-February 15, 2012

Hart regularly teaches courses in both philosophy and English, as well as directing the University Writing Center, and has consulted for the Texas Higher Education Coordinating Board. His primary research interests are early modern thought, the history of empiricism, and the intersections of philosophy and literature.
Online

The Center serves most of its users through its web portal, http://gaming.unlv.edu. Through the site, the Center makes available information on a variety of gaming jurisdictions, provides corporate histories and research links, hosts several online exhibits, including the online home of the American Gaming Association’s **Gaming Hall of Fame**, and publishes monthly analyses for Nevada gaming revenue statistics; and numerous other statistical reports highlighting several aspects of the gaming industry.

In 2012, the site had **228,317** page views, **94,175** visits and **76,539** unique visitors from all over the world. In 2012, the total page views increased by almost 22 percent; the number of overall visits by nearly 25 percent; and unique visitors by more than 22 percent.

Approximately two-thirds of visitors to the site came from the United States, with Canada, the United Kingdom, India, and Germany rounding out the top five.

The **Reports** and **Exhibits** sections continue to be the website’s most popular sections, demonstrating the continued interest in the Center’s collections and on-going work.
Exhibits

The Center's website features eight exhibits that chronicle the history of gambling and casinos. They are:

- **Paradise Misplaced: The Xanadu Hotel-Casino**, a look at an un-built casino project that sheds light on the Las Vegas Strip circa 1975;

- **Hotel El Rancho Vegas: The Strip's First Resort**, the most complete source of information on the resort on the internet, and the biggest collection of primary source materials on the El Rancho Vegas anywhere;

- **World Series of Poker: A Retrospective**, which looks at the history of the world's most prestigious poker tournament and the casino that hosted it for much of its history;

- **Las Vegas Strip Neon Survey: Sunset to Sahara**, is the groundbreaking survey of Las Vegas Strip neon conducted by the Neon Museum in the summer of 2002;

- **A Centennial Celebration of Gaming in Las Vegas**, prepared for the 2005 Global Gaming Expo, looks back at the first hundred years of Las Vegas casinos;

- **50 Years of Dining on the Las Vegas Strip**, prepared for the 2006 Global Gaming Expo, catalogs the evolution of casino restaurants on the Las Vegas Strip;

- **Gaming Hall of Fame**, which has entries for all honorees in this august group.

- **The Sarno Awards for Lifetime Achievement in Casino Design**, which celebrates the work of the nine winners of the award, given annually at the Global Gaming Expo in Las Vegas.

In 2012, the Center added to the Gaming Hall of Fame exhibit, creating pages for 2012 inductees Dennis Gomes, Senator Bill Raggio, Julian Serrano, and Guy Laliberte.
In 2012, the Center released or updated more than six dozen reports on a variety of topics. These reports help to communicate and clarify major trends in the gaming industry, with an emphasis on Nevada.

They included:

**Nevada Gaming Statistics: Monthly Comparison.** This report digests relevant data from the Nevada Gaming Control Board into an easily-understood comparative analysis. (12 monthly reports)

**Nevada Gaming Statistics: The Last Six Months.** Updated monthly, this rolling analysis summarizes the past half-year of financial performance for Nevada gaming. (12 monthly reports)

**Average Big Las Vegas Strip Casino, 2011.** A statistical summary of the average Las Vegas Strip casino (with annual gaming revenues of over $72 million) with both gaming and non-gaming revenues and information on employment, taxes, and expenses

**Average Downtown Las Vegas Casino, 2011.** A statistical summary of the average Downtown Las Vegas casino (with annual gaming revenues of over $1 million) with both gaming and non-gaming revenues and information on employment, taxes, and expenses

**Average Reno Casino, 2011.** A statistical summary of the average Reno/Sparks casino (with annual gaming revenues of over $1 million) with both gaming and non-gaming revenues and information on employment, taxes, and expenses

**Nevada Table Games: Historical Hold Percentage Variations.** Annual hold percentage averages, with monthly maximum and minimums, 1992-2011.

**Las Vegas Strip Table Mix.** The Evolution of Casino Games, 1985-2011.

**Nevada Gaming Revenues, 1984-2011.** Calendar Year Revenues for Selected Reporting Areas

**Nevada Casinos: Departmental Revenues, 1984-2011.** Breakdown of Nevada casino resort revenues generated by Gaming, Rooms, Food, Beverage, and Other Departments by fiscal year.

**Nevada Gaming: Assets, Liabilities and Expenses, 1984-2011.** Statewide Casinos’ Revenue, Liabilities, Assets, and Selected Expenses

Nevada's Gaming Footprint, 1963-2011. A breakdown of total licenses and numbers of games, tables, and slots from 1963 to the present--restricted and non-restricted locations.

Nevada Gaming Revenue: Long-Term Trends (2000-2011). Analysis of the total number of positions, slots, and table games for Nevada casinos from 2000 to the present. Charts include totals for total game categories and breakdowns for blackjack, baccarat, craps, sports books, and poker.

Atlantic City Casinos: Comparative Financial Performance. January to June 2012

Combined Facility Report: Atlantic City Casinos, 2011. Data on games, devices, revenue, and square footage

Atlantic City Gaming Revenue. Annual Statistics for casino, slot, and table win, 1978-2011

Atlantic City Gaming Statistics: Monthly Summaries. Monthly and year-to-date revenue results.

Major Gaming Jurisdictions: Eleven-Year Comparison, Selected Casino Markets, 2001-2011. Includes slot and table (where available) data for: Nevada Statewide, Clark County, the Las Vegas Strip, Atlantic City, Mississippi, Connecticut (slots only), Macau, and Pennsylvania.


Ohio Casinos: Monthly Revenues. Table and Slot Machine Operating Statistics for all Gaming Locations.


Pennsylvania: Annual Casino Data. Fiscal Year Slot and Table Metrics by Location.


Nevada Poker, 2004-2012. An Analysis of Monthly Statewide Results


Top Twenty Metropolitan Areas and Casinos. A thumbnail sketch of the proximity of casino gaming to the United States’ 20 largest cities.


Papers

As part of its Occasional Paper Series, launched in 2012, the Center publishes brief studies of gambling and casinos with a policy and public-interest orientation.

These papers are generally between three and six-thousand words, written with the intent of informing the public discussion of gambling and casinos. Topics include gaming history, casino management, and studies in sociology, economics, and political science related to gambling.

Authors include faculty affiliated with the Center for Gaming Research, particularly Gaming Research Fellows. As part of their residency, fellows complete a paper for the series.

In 2012, the Center published eight papers. They include:

**Paper 20: August 2012**

Christopher Wetzel. "Moral Markets and the Problematic Proprietor: How Neoliberal Values Shape Lottery Debates in Nevada"

**Paper 19: July 2012**

Oliver Lovat. "Pyramids to Players Clubs: The Battle for Competitive Advantage in Las Vegas"

**Paper 18: June 2012**

Jessalynn Strauss. "From the Last Frontier to the New Cosmopolitan A History of Casino Public Relations in Las Vegas"

**Paper 17: May 2012**

Dean Macomber. "The Fiscal Forensics of the Las Vegas Strip: Lessons from the Financial Crisis"

**Paper 16: April 2012**

Lynn Gidluck. "Halos, Alibis and Community Development: A Cross National Comparison of How Governments Spend Revenue from Gambling"
Paper 15: March 2012

Paper 14: February 2012

Paper 13: January 2012

Union Pacific Railroad Collection
### Podcasts

In December 2008, the UNLV Center for Gaming Research launched the **UNLV Gaming Podcast** in an effort to bring the successful **Gaming Research Colloquium** to a broader audience.

The podcasts feature audio presentations of the Colloquia, interviews with gaming authors, researchers, and assorted gaming industry figures, including architects, executives, and operators. They are available through subscription in the iTunes store and on the Center’s website. In 2011, the Center released nine of them. They included:

Number 46, September 21, **Mark Brandenburg**, President and co-owner, Golden Gate casino, Las Vegas

Number 45, June 22, **Doug Smith** and **Todd Barrett**, president of the Casino Chip and Gaming Token Collectors Club and the editor of Casino Collectible News (interview)

Number 44, May 25, **Mariann Mohos**, author of *You Want What??? Concierge Tales from the Men and Women Who Make Las Vegas Dreams Come True*, (interview)

Number 43, April 12, 2012, **Christopher Wetzel**, Assistant Professor of Sociology at Stonehill College (Colloquium talk)

Number 42, April 5, **Lynn Gidluck**, doctoral candidate in history and public policy in the Johnson-Shoyama Graduate School of Public Policy at the University of Regina in Saskatchewan, Canada (Colloquium talk)

Number 41, March 29, **Kathryn R.L. Rand** and **Steven Andrew Light**, co-directors of the Institute for the Study of Tribal Gaming Law and Policy at the University of North Dakota (Lecture at UNLV William S. Boyd School of Law)

Number 40, March 23, **Scott** and **Melanie Russell**, authors, *Betcha Missed It--Las Vegas!* (interview)

Number 39, March 14, **Jessalynn R. Strauss**, assistant professor at Xavier University. (Colloquium talk)

Number 38, January 31, **Rick Santoro**, thirty-year veteran of casino security (interview)
Staying Connected

In 2012 the Center was in the news a great deal, chiefly due to the director’s frequent media appearances. This included, for the year, a total of 297 interviews with print and online outlets and 79 on-air (television, radio, podcast, streaming) interviews. Highlights included the expansion of gaming in Ohio, Maryland and Massachusetts, the impact of the 2012 on gaming nationwide, and the prospects for U.S. online gaming.

If you would like to stay connected with the Center for Gaming Research, please:

- Follow us on Twitter @unlvgaming
- Like us on Facebook UNLVGamingResearch
- Sign up for the monthly email update: email dgs@unlv.nevada.edu

Stay tuned for more exciting news from the Center in 2013.