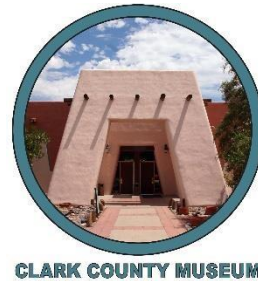


CREATING COMMUNITY PARTNERSHIPS THROUGH HERITAGE TOURISM



Discussion Moderator: Mitch Cohen, NPF Board Member

Speakers:

Amy Raymer, NPF Board Member and HHLV Programming Chair

Suzey Van Ness, NPF Program Director

Paige Figanbaum, UNLV Public History Department, PhD Candidate

Annie Delgado, UNLV Henry and Jessica Schuck Public History Fellow

Derek Weis, Cultural Specialist, Clark County Museum

WHAT IS HOME + HISTORY?



Bringing Visibility and Attention to the Importance of Preserving Some of Our Most Treasured Historic Resources

By creating a fun and engaging series of events, Home + History promotes, educates and advocates for the preservation of Southern Nevada's architectural resources as well as breeds renewed interest in preservation, local history, urban sustainability and community development through a variety of heritage tourism programs.



- Longest running heritage tourism festival in Nevada
- Started in 2015 with a home tour and martini party
- By 2023 grew to 48 events over three days
- Partnerships with dozens of cultural institutions, local governments, and businesses.

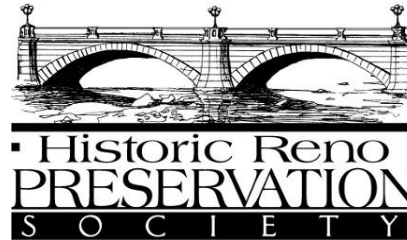




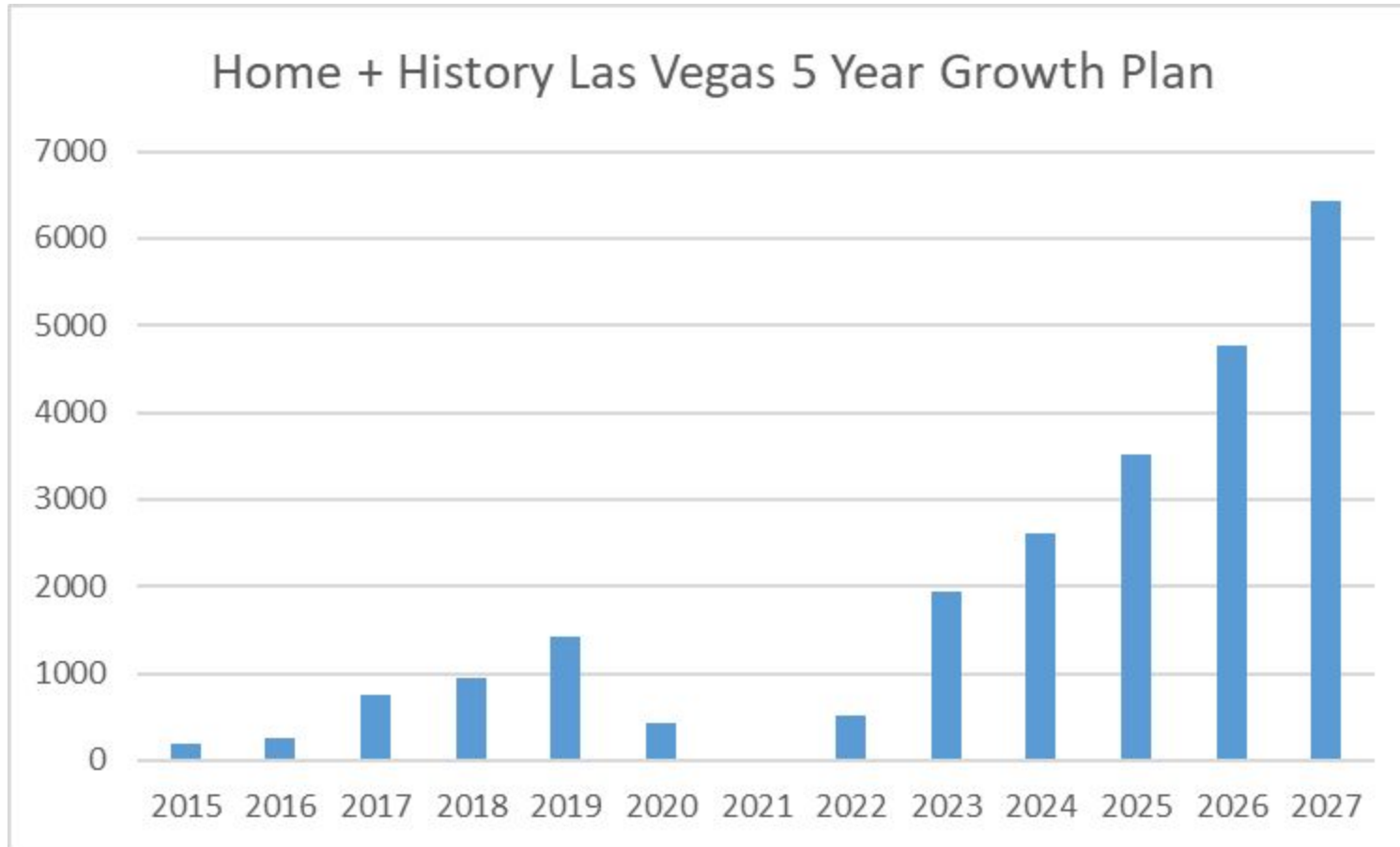
PARTNERSHIPS



CLARK COUNTY MUSEUM



HOME + HISTORY IMPACT ON SOUTHERN NEVADA



- 35% planned growth through 2027
- With continued partnerships NPF will be able to increase event capacity to meet these goals
- By 2027 HHLV will bring in nearly 6500 people to Southern Nevada to celebrate local heritage



PARTNERSHIP BENEFITS



- Pool resources
- Expand existing programming
- Develop new programming
- Raise organizational profile
- Reach new audiences
- Increase membership
- Attract new volunteers
- Increase funding base



UNLV PUBLIC HISTORY DEPARTMENT PARTERSHIP

Goal:

NPF wanted to increase its event capacity to raise more funds to go towards its mission

Challenge:

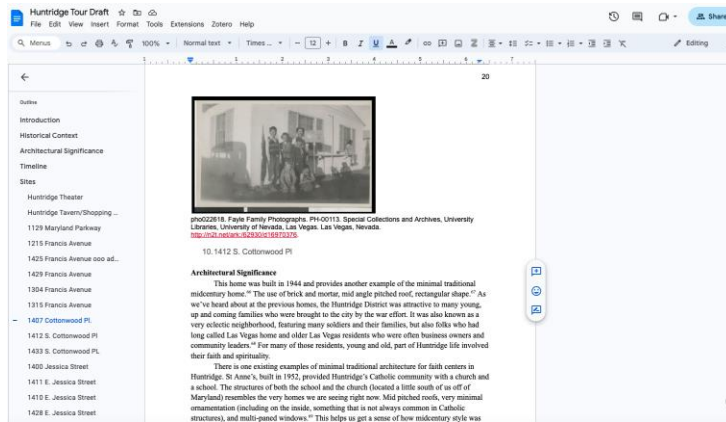
- Limited ability to research, write and curate content for programming
- To meet growth goals, needed to create 5-6 new programs

Accomplishments:

- Met our 5-6 program goal
- Obtained additional raw research data to be used in further programs
- Obtain an additional 12 highly educated volunteers
- Increased our programming reach to Gen Z & Millennials



UNLV GRADUATE STUDENTS: JOURNEY TO HOME + HISTORY



The Beginnings

Needed content development for the largest Las Vegas Home + History to date.

The longevity of tours

The Tasks

Researching historic Las Vegas neighborhoods

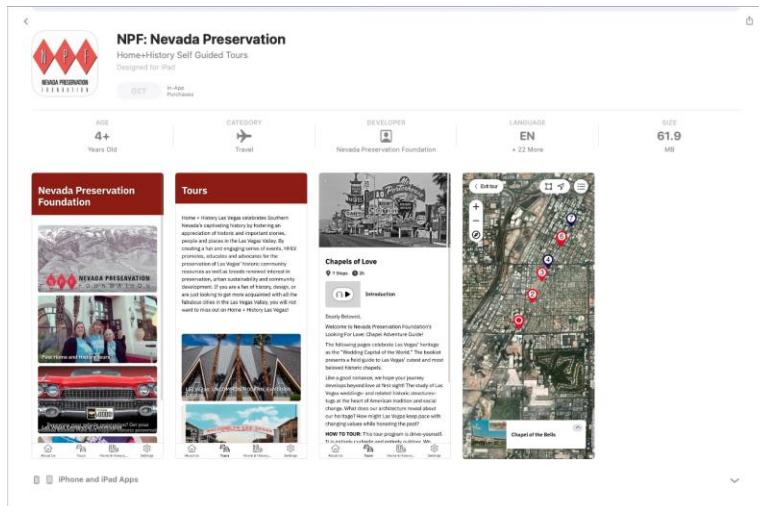
Developing digital tours in STQRY App

The Fun of Researching

UNLV Special Collections Architectural Resources

Oral Histories

Photographs



UNLV PUBLIC HISTORY INSTITUTE: BUILDING STUDENT PARTNERSHIPS



Fostering Skills, Networks, and Future Partnerships in Las Vegas

- Providing opportunities to develop skills within the field
- Developing preservation networks throughout Las Vegas
- Vegas Future Partnerships

The Reid Institute of Public History

- 20 years of innovatively blending theory and practice integrating the issues of the local communities towards the training of public historians
- Engaging with the community to connect the research



CLARK COUNTY MUSEUM & GUILD PARTNERSHIP



Goal:

NPF wanted to expand its programming themes and geographical reach

Challenge:

- NPF current programming focused largely on Mid-Century eras
- Wanted to expand its programming in areas outside the City of Las Vegas

Accomplishments:

- Created program to support Clark County Museum exhibit
- representing 1920-50 eras
- Created programming opportunities in Clark County



How Heritage Street Happened

April 27
5-7pm

SIP + VIEW



HOME + HISTORY
LAS VEGAS

HOW HERITAGE STREET HAPPENED

Clark County Museum



Join the Clark County Museum Guild and Nevada Preservation Foundation as we explore 1920s and 1930s Las Vegas and Boulder City as part of Home + History Las Vegas 2023! Hear the stories behind the relocation and restoration of several significant Southern Nevada buildings and enjoy light refreshments during this self-paced, open house style event. Highlights include the **Beckley House, Boulder City Depot, Goumond House, Babcock and Wilcox House,** and the **Grand Canyon Airlines Office/Bradley House.** Guest speakers will be stationed at these selected stops as you stroll the grounds. Enjoy Shirley Temples, mock Girl Scout sugar cookies and Lay's Potato Chips—in retro packaging!

Now in its 55th year, the Clark County Museum is among the oldest and largest museums in Southern Nevada. The museum's Heritage Street is a collection of restored historic buildings depicting daily life from different decades in local history.



Tickets at homeandhistorylv.com









QUESTIONS?



In Closing.....

We hope our panel today has shown you the benefits of cultural organizations partnering to pool their limited resources to further a statewide message of the importance of preserving our cultural heritage.

We Preserve Together!

