THE neon MUSEUM Las Vegas

FY14 Annual Report

Mission Statement: The Neon Museum collects, preserves, studies and exhibits iconic Las Vegas neon signs for educational, historic, and cultural enrichment.

Vision Statement: The Neon Museum is a reflection of Las Vegas' contribution to national and international culture.

Core Values: Integrity, Team Work, Collaboration, Stewardship, Innovation, Creativity, and Originality

www.NeonMuseum.org 770 Las Vegas Blvd. North (702)387-6366

Chairman's Message

With an extensive and storied history embodied in a larger-than-life collection the Neon Museum has, in short order, become one of the most interesting and talked about attractions in the world. In many ways, Las Vegas' neon history is a reflection of our country's history, and the Museum Board and Staff are working daily, not only to protect and preserve it for you and future generations, but to bring it to life as well.

This year marked significant milestones in several categories including attendance, education and world-wide publicity. The Museum's tremendous progress is a testament to the dedicated staff and docents who on a daily basis tell the Las Vegas story to visitors locally and from around the world. And it's our intention to ensure that the Museum becomes an even more outstanding institution in the future. I would be remiss if I didn't ask you to please consider supporting the museum's mission by joining online today---simply click here to become a museum member now.

On behalf of the entire Board of Directors, thanks for your support.

Rob McCoy
CenturyLink
Associate Vice President
Government Affairs & Community Development

Executive Director's Message

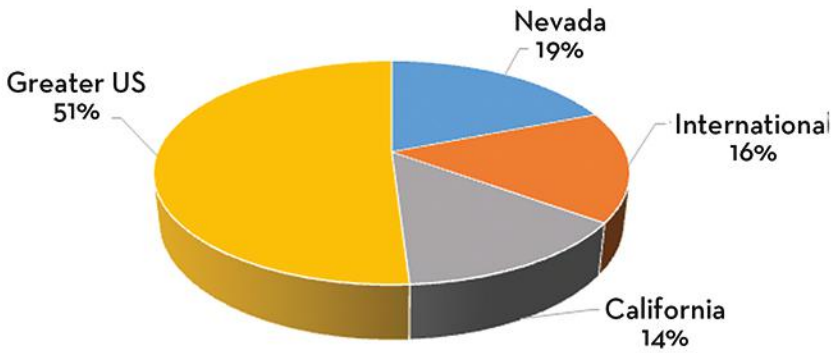
The Neon Museum is a multi-faceted monument to one of the world's most fascinating cities and the art form it made famous. Simultaneously interpreting art, architecture, design, advertising and history, we are dedicated to illuminating Las Vegas' iconic visual culture.

With each passing year, and with the support of a vibrant international community of donors and partners, we have been able to transform our dreams into reality. FY14 saw dramatic growth in all areas, from educational engagement and retail development to event rentals and film/photo shoots. The Museum secured the support of two individual donors in the restoration of the Liberace and Jerry's Nugget signs. And, with grant support from the Las Vegas Centennial Commission, we were able to renovate a former storage lot into a wonderful new venue for educational initiatives, event rentals, and commercial photography. All while supporting a 94% growth in attendance year over year. Social media has allowed us to not only grow our Neon Family, but stay in touch with our many friends throughout the Las Vegas Valley and around the globe.

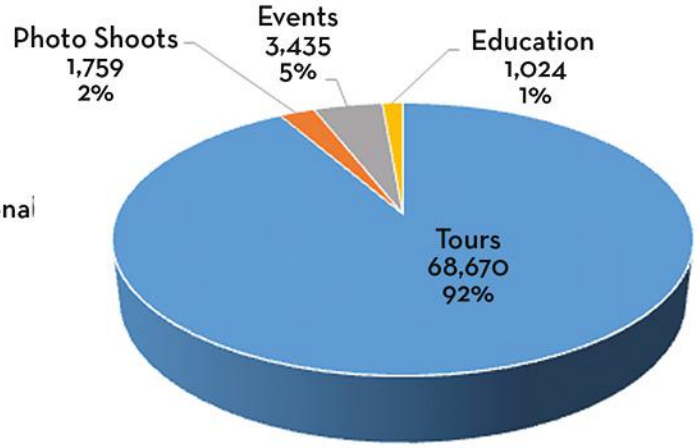
The Neon Museum has come so very far since its inception in 1996. On behalf of the entire Museum Board of Trustees, Staff and Volunteers: thank you. Thank you for believing in us and our mission and thank you for helping us grow. With your continued support, our greatest successes are yet to come.

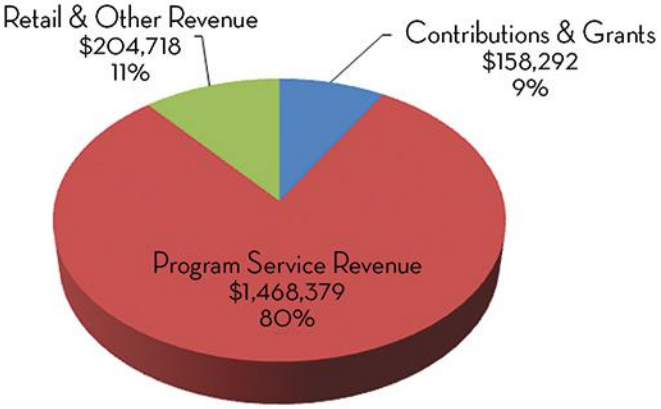
Danielle Kelly
Executive Director
The Neon Museum

VisitorProfile (since October 2012)
109,515 total attendance

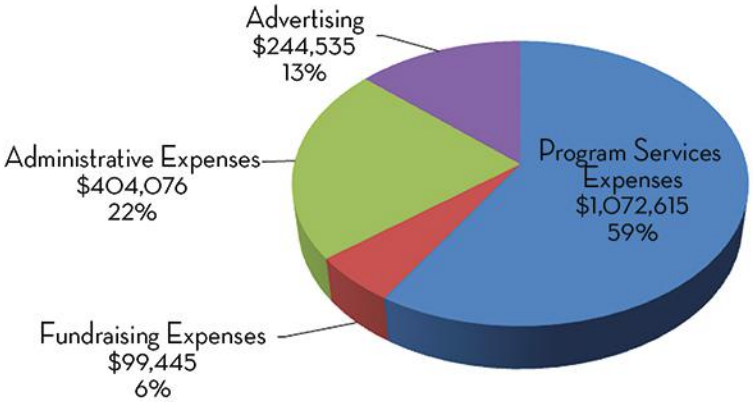


FY14 Attendance
74,888 total



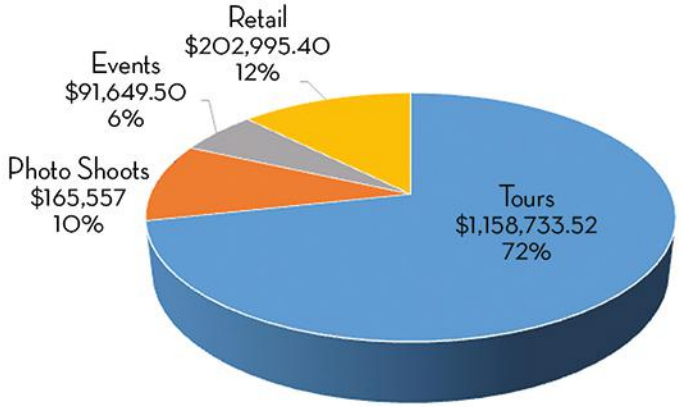


FY14 Revenue
$1,831,389



FY14 Expenses
$1,820,671

**2014 expenses include $129,046 in non-cash depreciation*



FY14 Diversified Earned Revenue
$1,618,935.42

"It is unlike anything else in Las Vegas. I especially enjoyed the stories behind each piece. We loved the level of excitement in the tour guides."
-Patron

Only 13% of total expenses are spent on advertising.

MEMBERSHIPS have grown 271% from FY13 to FY14

RETAIL has grown 160% from FY13 to FY14

The Neon Museum has garnered more than two billion impressions of earned, or free media, and been featured in numerous media outlets including:
• Today Show • New York Times • Los Angeles Times • FOX News • USA Today • Forbes • Wired

The Neon Museum has been named by USA Today as an "Editor's Pick" for Las Vegas attractions, one of the 10 best galleries & museums in Las Vegas by The Guardian, named as "Best Museum" by the Las Vegas Review Journal, recognized by FlipKey.com as "2014 Top Museums Worth Traveling For," named by Vegas Seven magazine as "Best of the City," and is the recipient of a "Certificate of Excellence" from TripAdvisor.com.

SOCIAL MEDIA

Facebook- 40,300 likes
700,000 reached
59% in the U.S.
9% in Las Vegas
7% in Italy
6.2% in Canada
5.1% in the United Kingdom
4.3% in Australia
Instagram - 8,000 followers
Twitter – 3,022 followers

EDUCATION AND ENGAGEMENT

program highlights:

• *The Way Finder Experience: Orienteering at the Neon Museum* (partnership with REI)
• *Stars and Stardust: Sidewalk Astronomy In the Neon Boneyard* (partnership with the Las Vegas Astronomical Society)
• *December to Remember: Holiday Ornament Making and Caroling by the Las Vegas Academy High School choir*
• *Aladdin's March Magic*
• Story Time in partnership with the Las Vegas Library

CenturyLink Prism Times of the Signs series highlights:

• *Paul Revere Williams: The Architect in Las Vegas* lecture presented by Dr. Leslie Luebbers (our first scholar-in-residence) of the University of Memphis Paul Revere Project and in partnership with AIA Las Vegas
• *Stardust Showgirls* panel discussion
• *Sign Design: Past, Present and Future* panel discussion
• *The Mid-Century Home and Designs for Living* (partnership with Nevada Preservation Foundation) panel discussion

"The staff and guides are wonderful warriors for historic preservation."
-Patron

Special Thanks to our Community Partners and Donors:

Alios Entertainment and Architectural Lighting • 4 Wall Entertainment
Shulman Family Foundation • Motley Brews • AEG Live
Bette LaCombe • Benson Riseman • VOX Solid Communications
8 News Now • LVCVA • CenturyLink • El Cortez Hotel and Casino
Golden Nugget Hotel and Casino • Downtown Grand Hotel and Casino
Velveteen Rabbit • City of Las Vegas • Harrah's Entertainment • Affinity Gaming
MGM Mirage • Federal Heath • YESCO • Jones Signs • Hartlauer Signs
The Palms Casino • Geary Advertising • Proof Interactive • Murray, Celebrity Magician
Jonathan Seti • Evil Dead – The Musical • DJ Harry O • Bunker Mortuary
Jackpot Printing • Shutterbooth • Champagne Creative Group
Chandler Rice & Desert Wind Comics • Cosmic Comics! & Matthew Vasquez
Cox Communications/The Walking Dead • Cosmopolitan Heart Stars
Cupcakery • Michael Crandall • Dorothy Wright • Michael Green • Brian Henry
Paul Revere Williams Project & Dr. Leslie Luebbers • Todd VonBastiaans
Vegas Vernacular • UNLV Special Collections • UNLV Oral History Research Center
College of Southern Nevada • Nevada Preservation Foundation
Las Vegas Academy H.S. for the Visual & Performing Arts
Las Vegas Astronomical Society • Marjorie Barrick Museum • Nevada State Museum
National Museum of Organized Crime & Law Enforcement
CHOLLA Consortium • Outside Las Vegas Foundation • AIA Las Vegas
Las Vegas Science & Technology Festival • Las Vegas Library
Cultural Corridor Coalition • Western Museums Association
Chattel Architecture • Earth Water Sky Las Vegas Event Productions
Matt Christiansen • Vegas PBS • REI • Current Events • RSVP Party Rentals
LED Unplugged • City of Las Vegas Office of Cultural Affairs
Las Vegas Centennial Commission • Brownstein, Hyatt, Farber & Schreck

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