



YESCO Historic Milestones 1920-2024

- **1920** Thomas Young borrows \$300 from his father and creates the Thomas Young Sign Company. The company specializes in lighted signs, wall-painted advertisements, gold-leaf window lettering and coffin plates.
- **1932** YESCO begins servicing Las Vegas. First clients include the Boulder Club, with its sign depicting a stein of flowing beer. Young would become credited with pioneering the use of neon in storefront advertising and building a reputation for creativity.
- **1942** Thomas Young, Jr., second generation, joins YESCO.
- **1945** YESCO opens a plant in Las Vegas.
- **1955** YESCO acquires Rainbow Sign Company of Southern Utah.
- **1958** Silver Slipper and Golden Nugget neon spectaculars are designed and built by YESCO; the massive Stardust sign and fascia cover the entire front of the building with flashing light bulbs, neon tubing, simulated stars and planets against a painted lunar background.
- **1959** A massive sign is designed, engineered, manufactured and installed for The Mint Hotel and Casino. Acknowledged as the electrical engineering classic sign of its time, the majestic sign's curved and arched form towered 96 feet above "Glitter Gulch," as Las Vegas' Fremont Street was known.
- **1962** YESCO designs, builds and installs a new sign for Snelgrove's Ice Cream in Salt Lake City, featuring a fabulously popular rotating double ice cream cone.
- **1964** YESCO acquires Sierra Neon and Western Neon and YESCO Reno installs the Palace Club and Harrah's Club spectaculars.
- **1965** Three-dimensional Dee Burger clown signs using Plexiglass, acrylic plastics and flashing lights designed by YESCO appear in Salt Lake City.
- **1969** YESCO opens offices in Idaho Falls and Twins Falls; Thomas Young, Jr., is named president of YESCO. The company expands to eight offices and 300 employees; the Circus Circus Clown spectacular is installed in Las Vegas. The sign is listed in the Guinness Book of Records as the world's largest freestanding sign.
- **1970s** YESCO America is established and a new YESCO logo is introduced. An office opens in Boise, and YESCO acquires Westarc Leasing of Denver. YESCO expands the Salt Lake City operation and opens offices in Los Angeles; Elko, Nevada; and Kingman, Arizona. Royal Sign Company is acquired. YESCO acquires Federal Sign offices in Phoenix, Las Vegas and Reno, Nevada, and Epcon Signs in Utah, Idaho, Wyoming and Nevada. After 45 years, YESCO's Ogden office moves to a new location. YESCO opens an office in Phoenix.

- **1971** Thomas Young Sr. dies on September 11, leaving behind his life's work – a legacy of light to be carried like a torch from generation to generation.
- **1975** Michael T. Young, third generation, joins YESCO.
- **1977** Paul C. Young, third generation, joins YESCO.
- **1980** Jeffrey S. Young, third generation, joins YESCO; at 222.5 feet tall, YESCO installs the world's tallest freestanding sign at the Sahara Hotel and Casino in Las Vegas.
- **1982** YESCO creates the sign package for Epcot Center in Orlando, Florida.
- **1989** YESCO installs the sign for The Mirage Las Vegas Hotel and Casino.
- **1990** YESCO installs the sign for Excalibur Hotel and Casino.
- **1993** Stephen E. Jones, third generation, joins YESCO. Jones is the son-in-law of Tom Young, Jr.; YESCO installs the signs for Luxor Las Vegas Hotel and Casino and MGM Grand Hotel and Casino.
- **1996** Ryan P. Young, fourth generation, joins YESCO; YESCO loans its retired boneyard signs to The Neon Museum, a new 501(c)3 nonprofit organization dedicated to the preservation of Las Vegas' historic signs; YESCO installs the sign for the Monte Carlo Hotel and Casino.
- **1997** YESCO installs the sign for New York-New York Hotel and Casino.
- **1998** YESCO installs the sign for Bellagio Las Vegas Hotel and Casino.
- **1999** Joshua M. Young, fourth generation, joins YESCO; the company installs the sign for The Venetian Las Vegas Hotel and Casino.
- **2002** YESCO creates the Olympic rings illuminating the 2002 Winter Olympic Games in Salt Lake City.
- **2004** YESCO fabricates Hollywood's iconic El Capitan Theatre sign, featuring LED high resolution display; Nathan T. Young, fourth generation, joins YESCO.
- **2011** YESCO launches franchise sign maintenance and repair operation.
- **2012** The Neon Museum opens to the public, featuring hundreds of signs on loan from YESCO.
- **2015** YESCO completes the integration of a spectacular electronic display at the Tropicana Atlantic City Casino and Resort in Atlantic City, New Jersey.
- **2016** YESCO brands University Place in Orem, Utah. The mixed-use development is fully integrated town center with upscale housing, Class A office space, children's play area, park and hotel components.
- **2016** YESCO shines T-Mobile Arena, Las Vegas's newest icon with two sets of eye-catching letters towering 10' tall and spanning over 100' in length. Unique illuminated and animated 20' letters mounted on the roof of the building provide identity from the air. The property also boasts an enormous 104' tall, freestanding sign adorned with two 1,800 square-foot electronic displays that provide phenomenal identity for the arena and its sponsors.
- **2016** The YESCO designed and manufactured video scoreboard at Rice-Eccles Stadium on the campus of the University of Utah in Salt Lake City is installed.
- **2016** Joshua M. Young appointed president of YESCO Franchising.
- **2016** YESCO's Executive Vice President Jeff Young featured on the CBS network show Undercover Boss.
- **2017** Jeffrey S. Young elected ISA Chairman of the Board for one year.

- **2017** Patrick O'Donnell, president of YESCO Outdoor Media inducted into the Outdoor Advertising Association of America (OAAA) hall of fame.
- **2018** YESCO awarded first place for sign design competition by WSA in the large freestanding sign category produced for the Ritz Classic Apartments in Salt Lake City.
- **2018** YESCO collaborated with the Italian custom metal company, Metaltech who produced the mesh curtain panel that softens the exterior façade of the Beverly Center in downtown Los Angeles. YESCO was responsible for the fabrication of the highly finished painted steel support structures and installation of the metal panel and integrated lighting systems.
- **2019** YESCO restores and installs the 80-foot-tall Hard Rock Café guitar sign in The Neon Museum Boneyard; YESCO installs the 79-foot-wide by 272-foot-high LED sign on the Palms Casino Resort tower in conjunction with its property-wide renovation; YESCO's Franchise Sign and Lighting Service maintenance and repair operation covers 180 territories.
- **2020** YESCO's installs a 38,500 square foot sign atop The Reef building in downtown Los Angeles.
- **2020** YESCO celebrates its centennial.
- **2020** YESCO fabricates/installs nearly 4,000 signs for Allegiant Stadium in Las Vegas, home of the Raiders football team.
- **2020** YESCO restores the iconic Vegas Vickie cowgirl sign, which adorns the newly opened Circa Resort & Casino's center bar.
- **2020** YESCO installs more than 4,200 custom fabricated signs as part of Salt Lake City International Airport's major redevelopment project.
- **2020** YESCO presented key to the Las Vegas Strip in honor of its centennial year and contributions to the Southern Nevada landscape.
- **2021** YESCO renovates the Hard Rock Hotel And Casino Guitar in Biloxi, Mississippi and in Tulsa, Oklahoma.
- **2021** Ryan P. Young elected president of Young Electric Sign Company. Joshua M. Young elected president of YESCO, LLC.
- **2022** YESCO relights the historic Walker Center weather tower in Salt Lake City. The tower was taken down in the 1980s and replaced in 2008. The tower flashes different neon colors to indicate the changing weather.
- **2022** YESCO wins "Best Of Show" for the Las Vegas Gateway Arches at the World Sign Associates conference.
- **2022** YESCO designs, fabricates and installs new rebranded signage for eight Bally's casino locations. Updated locations include Rhode Island, Louisiana, Indiana, Illinois, Nevada, Colorado and Missouri.
- **2022** YESCO installs two new 50' showgirl signs for the City of Las Vegas. The signs are internally illuminated with white LED lights.
- **2022** Thomas and Dwan Young received the 2022 Summit Award from the Salt Lake City Rotary Club 24 to recognize long-time members of the Club who demonstrated the Rotary motto of "service above self" and made significant contributions to the club and community.
- **2022** As part of the Gila River Resorts & Casinos rebranding of three properties, YESCO designs, fabricates and installs new signage for Wild Horse. Two 105-foot-

tall and two 116-foot-tall outdoor LED strips and one set of channel letters displaying the property's name and logo were installed on the exterior of Wild Horse Pass. The new LED strips will function as a video wall displaying colorful imagery and casino and resort themed animations.

- **2022** YESCO retrofits the historic Ogden Arch. The old neon lighting originally installed in 1936 was replaced with LED lighting.
- **2023** Board Chairman Thomas Young Jr. dies on June 30 after a full life dedicated to serving not only his family but also his community.
- **2023** YESCO integrates SACO's LED technology on the exterior of the Sphere, enabling it to electrify and dazzle observers with its eye-catching artwork and advertising.
- **2023** YESCO wins "Best Monument Sign" and "Designer's Choice" for the Derby District Gateway Sign by Colorado Sign Association.
- **2023** YESCO completed fabrication and installation of 515 interior and exterior signs at Fontainebleau Las Vegas.
- **2023** YESCO donates sign for Dapper Companies' "The great Las Vegas Coffee Shop Giveaway" winner.
- **2023** YESCO fabricates and installs new signage at Weber State University in Ogden, Utah.
- **2023** YESCO retrofits a 75' x 45' freeway display for Thanksgiving Point in Lehi, Utah.
- **2023** YESCO completed the fabrication and installation of ten new signs for Delta Center in Salt Lake City, Utah – home of the Utah Jazz NBA franchise.
- **2023** YESCO designs fabricates and installs signage for the J Resort in Reno Nevada. The project included a large LED video band, LED video wall, border cabinets, lighting bands and the property's signature illuminated letter "J" icons.
- Michael T. Young is named YESCO's Chairman of the Board.
- **2024** YESCO refurbishes the iconic 71-year-old "Wendover Will" landmark sign with LED technology in Wendover, Nevada. 1,184 feet of neon tubing was replaced with principal flex LED lighting to mimic the sign's original look and feel.
- **2024** YESCO refurbishes the Del Mar Theatre marquee for Perrotin Art Gallery in Los Angeles.

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