

THIRD

WELCOME TO THIRD STREET



**A CULTURAL INSTITUTION AND PERFORMANCE VENUE
POWERING THE FUTURE OF LAS VEGAS ARTS**





LAS VEGAS HAS THE TALENT, THE STORIES, AND THE AUDIENCE, BUT WITHOUT VENUES, WE'LL WATCH IT ALL SLIP AWAY.

Las Vegas stands at a turning point. We can build the institutions that anchor our creative future, or let years of creative momentum quietly disappear.



MEETING THE MOMENT

**THIRD STREET TRANSFORMS AN
EXISTING CINEMA INTO HOME
FOR THEATRE, EDUCATION, AND
FILM. ANCHORING LAS VEGAS AS
A CREATOR OF WORLD-CLASS
ARTS AND ENTERTAINMENT.**

TRANSFORMING WHAT'S HERE INTO WHAT'S NEXT

Six production-ready spaces to train, create, perform and record.



OUR STORIES POWER THE MODEL

- TICKETED LIVE PERFORMANCE
- EDUCATION AND WORKFORCE TRAINING
- VENUE RENTALS
- ORIGINAL MEDIA PRODUCTION
- STREAMING AND LICENSING
- PARTNERSHIPS & SPONSORSHIPS



THE LEADERS BRINGING 3RD ST TO LIFE



DAZ WELLER
Executive Artistic Director
Vegas Theatre Company



GINGER LAND-VAN BUUREN
Executive Director
Vegas City Opera



TELLER
Magician, playwright &
Author



ROBERT LEE AND KELSEY BORLAN
Founders *Laugh After Dark*, voting
members of the Grammy Recording
Academy.



JILLIAN AUSTIN
Expert in Experiential Marketing,
branding & sponsorships.



WILLIAM ADAMSON
SVP Brand & Marketing
Architecture at *Switch*



ANN PONGRACZ
VTC Chair & Government Affairs
Attorney, *Sklar Williams*



ALEXIA CHEN
AIA, LFA, NCARB, project
architect at *LGA*.

WE KNOW VEGAS. WE KNOW THE ARTS.

WE'RE NOT BUILDING FROM SCRATCH WE'RE ENHANCING A SPACE THAT'S ALREADY ALIVE.

August 2025

Raise \$1.5M to begin staffing, planning & early improvements.

IGNITE

March 2026

Final \$2M finishes all Phase One venues, fully open & producing.

ACTIVATE

December 2025

Another \$1.5M launches programs, hires full team, continues buildout.

COMPLETE

May 2026

Official Venue Launch

EXPAND

2027

\$15M builds a 600-seat flagship theatre—Phase Two legacy.

With a \$5M investment and a focused 18-month plan, we'll activate six venues, launch programs, and open a world-class creative hub.

GREAT CITIES ARE BUILT ON MORE THAN COMMERCE, THEY THRIVE ON CULTURE, CREATIVITY, AND CONNECTION.



THIRD STREET IS HOW LAS VEGAS CREATES THAT FUTURE

JOIN US

BECOME A FOUNDING DONOR.



DAZ WELLER - daz@theatre.vegas - 702.767.8910

GINGER LAND-VAN BUUREN - ginger@theatre.vegas - 646.321.7989