

THIRD STREET

**A CULTURAL INSTITUTION AND
PERFORMANCE VENUE:**

POWERING THE FUTURE OF LAS VEGAS ARTS

THIRD Street is a nonprofit arts and media training institution based in Downtown Las Vegas, envisioned as a vibrant cultural incubator, vocational training center, film and streaming studio, and performance hub. This donor prospectus outlines our mission, vision, operational plan, core partners, revenue streams, and growth strategy, making the case for a transformative investment in Las Vegas's creative future.

We invite you to join us in bringing this vision to life.

MISSION:

To empower and unite the Las Vegas community through the arts.

THIRD Street provides a platform for education, creation, and performance, nurturing local talent in theater, film, music, opera, and comedy, while equipping students with real-world vocational skills in performing arts and media production. We are committed to making the arts accessible and using the power of storytelling to bring people together.

VISION:

To establish a premier cultural hub in the heart of Las Vegas that transforms our city's arts landscape.

THIRD Street will be a place where aspiring artists train alongside seasoned professionals, where diverse audiences gather for live performances, and where original content is produced for the world stage. We envision a fully professional regional arts center in an innovative, adaptable venue, serving as a beacon of creativity and community engagement for years to come. In short, THIRD Street aims to become the cornerstone for arts and media in Las Vegas, a place where creativity is cultivated, careers are launched, and culture thrives.

THIRD STREET AS A CULTURAL INCUBATOR & TRAINING CENTER

THIRD Street serves many roles under one roof:

- **Cultural Incubator:** We provide space, resources, and support for local arts organizations and emerging artists. By hosting resident companies and offering development programs, THIRD Street

will incubate new works and collaborations. We are building an environment where the next great play, musical composition, or film project can be born and refined.

- **Vocational Training Center:** THIRD Street offers education and workforce development in the arts and media. Our training programs will include classes and workshops in acting, directing, stage production, film production, broadcasting, and digital content creation. Students (especially local youth and underserved populations) will gain hands-on experience and mentorship, positioning them for careers in Nevada’s growing creative economy.
- **Film & Streaming Studio:** Uniquely, THIRD Street features a modern studio for filming, recording, and streaming performances and original content. In an era when digital streaming is vital, our facility will produce high-quality content, from stage production recordings to stand-up comedy specials, that can reach global audiences. This studio doubles as a teaching facility for students to learn film, audio, and broadcasting skills.
- **Stage & Venue:** At its heart, THIRD Street is a public performance venue and community gathering space. With flexible theater and event spaces, we will host a wide range of live events: theatrical plays, opera performances, chamber orchestra concerts, comedy shows, film screenings, and community events. The venue will be a catalyst for revitalizing downtown Las Vegas through regular cultural programming.

In essence, THIRD Street is both a physical space and a collaborative institution, uniting education, production, and performance. This holistic approach makes us more than just a theater or a school; we are a multidisciplinary campus that fosters talent, creativity, and innovation across the performing arts.

OPERATING PLAN & ORGANIZATIONAL STRUCTURE

Running a multifaceted institution like THIRD Street requires a robust operating plan and a skilled team. We have developed a full staffing plan and organizational chart to ensure efficient management and world-class programming. Key elements of our operating plan include:

Leadership & Governance:

THIRD Street will be overseen by a **Board of Directors** composed of community leaders, arts advocates, and industry professionals, ensuring strong governance and fiduciary oversight.

A seasoned **Executive Director** will lead day-to-day operations, set strategic direction, and drive fundraising efforts. This Executive Director reports to the Board and serves as the public face of THIRD Street.

Executive Team:

Supporting the Executive Director is a small executive team:

- **Artistic Director/Program Director:** Coordinates the artistic vision and programming across theater, music, opera, and comedy, working with each resident company to schedule seasons and co-productions.
- **Director of Education & Training:** Manages all educational programs, vocational training courses, and student outreach, ensuring curricula align with industry needs.
- **Director of Operations & Production:** Oversees venue operations, technical production (stage crews, studio techs), maintenance of facilities, and scheduling of the stage and studios.
- **Director of Marketing & Community Engagement:** Handles marketing, public relations, ticket sales, and community partnerships to build audiences and program awareness.
- **Director of Development (Fundraising):** Leads fundraising, donor relations, grant writing, and sponsorship development to secure contributed income.

Staff and Departments: Under the directors, THIRD Street's staff will include:

- **Production staff:** stage managers, lighting/sound technicians, film crew for the studio, and streaming specialists (to film and broadcast events).
- **Education staff:** instructors for classes (drawing from local experts and artists), program coordinators, and mentors.
- **Venue management:** event coordinators, box office and front-of-house staff, volunteer ushers, and a facility manager.
- **Administrative support:** finance manager/accountant, HR, and administrative assistants to ensure smooth internal operations.

Organizational Chart: The structure is designed to foster collaboration between departments and resident companies. For example, the Artistic/Program Director will work closely with resident company leaders (the artistic directors of the theatre company, opera, orchestra, and comedy production) to plan the performance calendar. The Education Director will coordinate with the Operations team to utilize the venue and studio for classes.

Resident Companies Integration: Each core resident company (detailed in the next section) will maintain its own artistic leadership and identity, but by residing at THIRD Street, they become integral to our ecosystem. We will hold regular joint planning meetings to coordinate schedules and share resources (e.g., set construction, marketing efforts). This integrated approach means each company can focus on artistry while THIRD Street provides administrative and technical support.

Operational Policies: THIRD Street will implement policies to ensure sustainability and impact, such as:

- Measuring outcomes of educational programs (job placements, student diversity, etc.).
- Maintenance schedules for the facility and equipment to protect capital investments.

- Inclusive programming policies to ensure diverse voices and communities are represented on stage and in classes.
- Earned revenue targets and expense controls per program (monitored monthly by the finance manager and reported to the Board).

This comprehensive staffing and organizational plan gives THIRD Street the capacity to deliver on its mission. With clear leadership roles and a collaborative culture, we will operate efficiently while adapting to the evolving needs of our community and partner companies.

CORE RESIDENT COMPANIES & PARTNERS

A unique strength of THIRD Street is the presence of four core resident companies, each an established arts organization in Las Vegas, that will call THIRD Street home. These partners bring programming expertise, existing audiences, and creative energy to our venue. They are the heart of our cultural incubator. Below we highlight each resident company:

- **Vegas Theatre Company** (Theater Resident) Vegas Theatre Company (VTC) is Nevada’s home for bold, contemporary performance that illuminates our shared human experience. Founded in 2003 (originally as Cockroach Theatre), VTC produces powerful plays, imaginative musicals, and innovative new works that speak to and reflect the people of Las Vegas. Their mission – “We tell stories that bring us together” – is lived through a year-round slate of programming that spans full-scale productions, new play development, education and outreach programs, and touring work that reaches audiences across Southern Nevada. As a resident company at THIRD Street, VTC’s long-held dream of a flexible, modern venue comes to life — enabling them to grow their artistic impact, deepen their community connections, and champion a new generation of storytellers.
- **Vegas City Opera** (Opera Resident) Vegas City Opera (VCO) is Las Vegas’s premier contemporary opera company, known for pushing boundaries and making opera accessible. True to their slogan “Real Vegas. Real Opera.”, VCO reinvents and reimagines experiences that inspire both the curious and the seasoned opera-goer. They specialize in immersive and innovative productions – from classic operas with a modern twist to original works that speak to our community. As a resident company at THIRD Street, Vegas City Opera will have a dedicated stage to perform fully staged operas, concerts, and outreach programs (like their youth opera chorus and free community concerts). Their partnership with THIRD Street means opera in Vegas will flourish; no longer confined to ad-hoc venues, but rooted in a stable home where audiences can expect regular opera seasons. VCO will also contribute to educational offerings, with voice training and opera appreciation workshops as part of THIRD Street’s curriculum.
- **Laugh After Dark Comedy** (Comedy/Broadcast Resident) Laugh After Dark is an award-winning stand-up comedy production company and content creator, known for its hit live shows and digital specials. Originally launched as a Los Angeles-based comedy showcase, Laugh After Dark has made Las Vegas its home for both live performances and film production of comedy content. It’s a multifaceted company – producing stand-up comedy festivals, a streaming series (as seen on Amazon Prime), comedy albums, and a hit podcast. At THIRD Street, Laugh After Dark will establish a comedy

club series and filming location. They will host weekly live comedy nights featuring top local and touring comedians, all recorded in our studio-theater hybrid space. These recordings feed Laugh After Dark's streaming platform, drawing online viewers and further elevating Vegas's reputation in comedy entertainment. As a resident, Laugh After Dark also plans to run comedy workshops and open-mic nights at THIRD Street, fostering the next generation of comedians. This partnership brings a fun, contemporary edge to THIRD Street's programming, ensuring that on any given week, laughter fills our halls alongside theater, opera, and music.

- **Las Vegas Sinfonietta** (Music Resident) Las Vegas Sinfonietta (LVS) is a professional chamber orchestra dedicated to excellence in classical music performances for diverse audiences. Founded in 2019 by a passionate group of local musicians, the Sinfonietta has quickly grown to ~30 members, featuring talented instrumentalists who also perform with nationally recognized ensembles. Led by Artistic Director Taras Krysa, LVS brings world-class classical music to intimate settings. At THIRD Street, the Sinfonietta will finally have a consistent acoustically tuned hall for their concerts. They plan to present a full season of orchestral performances, from Baroque to contemporary compositions, in our venue, enriching Las Vegas's cultural offerings. Additionally, LVS will engage in educational outreach through THIRD Street, offering open rehearsals, youth music workshops, and ensemble coaching for students. This residency elevates THIRD Street as a home for live music, allowing audiences to experience the thrill of a chamber orchestra up close in downtown Las Vegas.

Synergy of Partners: Together, these four resident companies form a creative powerhouse within THIRD Street. This collective approach, theater, opera, music, and comedy under one roof, is unprecedented in Las Vegas. It guarantees a year-round calendar of diverse events. More importantly, it creates opportunities for cross-genre collaboration: imagine a production that combines theater and live orchestra, or comedy writers partnering with opera singers for a parody production. By housing these groups in one incubator, THIRD Street sparks innovation that would not happen in isolation. Each company benefits from shared marketing audiences, shared technical resources, and the excitement generated by a multidimensional arts center. For donors, supporting THIRD Street means supporting an entire ecosystem of arts, a multiplier effect for cultural impact.

DIVERSE REVENUE STREAMS \$5M OPERATING BUDGET: EXPENSE OVERVIEW

To Ensure Long-Term Financial Stability, THIRD Street Is Built on a Diverse, Entrepreneurial Revenue Model Rooted in our Experience as Arts Leaders in Las Vegas. We Aim To Generate 80% of our \$5 Million Annual Budget Through Earned Income, Well Above the National Nonprofit Average, While Securing the Remaining 20% Through Contributions. This Approach Reflects the Realities of Las Vegas's Philanthropic Landscape and Ensures Every Donated Dollar Is Highly Leveraged. By Focusing on Programming, Rentals, Education, and Digital Content, We Build Resilience and Reduce Reliance on Fluctuating Giving Cycles.

This model is designed to grow. As Las Vegas increasingly embraces the value of the arts, we expect philanthropic support to rise. Prioritizing earned income early allows us to establish a strong financial

foundation, while positioning THIRD Street to expand its contributed revenue in step with the city's evolving cultural and civic priorities.

1. Education & Training Programs

- **Description:** Year-round classes, workshops, and training programs form a core revenue stream. THIRD Street will offer tuition-based programs such as youth theater camps, adult acting classes, technical theater training, film production courses, and vocational certificate programs in stagecraft and media. We will also partner with local schools and colleges for joint programs and possibly offer scholarship-supported spots to ensure access. This program will be run in partnership with the College of Southern Nevada, which will accredit the coursework and offer dual enrollment opportunities for K–12 students, ensuring their training is recognized within the system and accelerating their path to workforce placement.
- **Offerings:** After-school programs for teens, weekend intensive workshops with industry professionals, and evening adult education courses. Programs will span beginner to advanced levels, feeding talent into our resident companies and the broader arts industry in Vegas.
- **Projected Annual Income:** ~\$750,000 (tuition fees, workshop ticket sales, program sponsorships).
- **Projected Annual Expenses:** ~\$500,000 (instructor salaries, curricula development, materials, equipment for classes, and scholarships). We prioritize hiring working professionals from our resident companies as instructors, creating a win-win that supports artists financially.
- **Net Contribution:** Approximately \$250,000 per year. Education programs not only generate net income, but also fulfill our mission by building community skills and engagement in the arts.

2. Live Performances & Events (Productions and Ticket Sales)

- **Description:** This stream covers events produced or presented by THIRD Street itself or in partnership with resident companies, including public performances, festivals, and private events services. It encompasses ticket revenue from resident company shows hosted at THIRD Street, co-produced events, as well as packaging our in-house services (catering, event management) for private functions.
- **Public Performances:** Ticketed events such as plays, concerts, operas, comedy shows, film screenings, and multidisciplinary arts festivals. While each resident company handles its ticketing income, THIRD Street will often share in the revenue through co-production agreements or rental fees. Additionally, we may produce our own events (e.g., an annual THIRD Street Gala performance, holiday concerts, etc.).
- **Private Events:** We will offer full-service event production for clients who rent the venue for galas, banquets, or product launches – generating revenue from event packages, catering commissions, and production services.
- **Projected Annual Income:** ~\$1,200,000 (combining net share of ticket sales from dozens of performances and fees from private events). For example, if our theater hosts 100 performances a

year with average 200 attendees at \$25 tickets, that's \$500k gross – some going to resident companies, some to THIRD Street. Private events (perhaps 15–20 per year, like corporate functions) add significant revenue.

- **Projected Annual Expenses:** ~\$700,000 (front-of-house staff, box office, marketing for events, event production costs, artist fees for any in-house productions). Many public performance costs are borne by resident companies, but THIRD Street may invest in joint marketing and theater operations. Private events incur catering or overtime costs included here.
- **Net Contribution:** Approximately \$500,000 per year. Beyond the financials, these events are our raison d'être – they drive community engagement and establish THIRD Street's reputation.

3. Venue Rentals (External Rentals)

- **Description:** The THIRD Street facility will be available for rentals by outside groups during off-days or seasons, generating income when our own programming is dark. This includes renting out the main theater, black-box rehearsal spaces, classrooms, or the film studio.
- **Rental Uses:** Corporate events and meetings, private receptions or weddings on the stage, other local arts groups' productions, touring shows or festivals, film shoots using our studio, and city or convention events needing a unique venue.
- **Projected Annual Income:** ~\$1,000,000 in rental fees. We anticipate strong demand given our downtown location and state-of-the-art amenities (especially among convention organizers and filmmakers).
- **Projected Annual Expenses:** ~\$250,000 associated costs (additional staffing for events, utilities, cleaning, wear-and-tear reserves). Because many expenses (mortgage/lease, base utilities) are fixed and already covered in operations, rentals are high-margin.
- **Net Contribution:** Approximately \$750,000 per year. Venue rentals are a crucial income source that take advantage of our assets and the constant flow of events in Las Vegas.

4. Concessions & Bar Sales

- **Description:** Food and beverage service is a high-margin, high-volume revenue stream that enhances the patron experience while contributing significantly to the bottom line. THIRD Street will operate in-house concessions and a full-service bar, available during all public performances, private events, and festivals. This includes bar sales before shows, during intermissions, and at receptions, as well as concessions such as snacks, coffee, and branded merchandise.
- **Offerings:** Wine, beer, cocktails, non-alcoholic drinks, and grab-and-go snacks available at every performance. Special event catering and themed drink menus for festivals, premieres, and rentals. Branded items (cups, shirts, etc.) will support both earned revenue and marketing visibility. Third Street will also explore partnerships with local beverage vendors to highlight regional offerings and offset costs.

- **Projected Annual Income:** ~\$1.4 million (based on volume from 250+ annual events and private rentals, with average per-capita spend of \$8–12).
- **Projected Annual Expenses:** ~\$600,000 (staffing, inventory, licenses, equipment maintenance, and POS systems).
- **Net Contribution:** Approximately \$800,000 per year. Concessions and bar service represent a vital earned revenue stream with strong profit margins, while also enhancing the audience experience and increasing dwell time on site.

5. Sponsorships & Corporate Partnerships

- **Description:** This stream represents earned income from corporate support, notably sponsorships of programs and advertising partnerships. (While philanthropic grants/donations are covered under contributed income, here we refer to sponsorships where companies receive marketing value in return – e.g., naming rights or promotional exposure, which we treat as earned revenue.)
- **Opportunities:** A company might sponsor an entire season or specific series (e.g., “ABC Corp Presents the THIRD Street Summer Concert Series”), sponsor our educational programs (“Youth Theater Lab brought to you by XYZ Inc.”), or place branding in our venue (such as lobby naming rights, a branded tech lab, or ads in playbills and on streaming content). We will also pursue venue naming rights for significant support. Las Vegas’s tourism and hospitality industry offers many potential partners who value association with arts (casinos, restaurants, media companies, etc.).
- **Projected Annual Income:** ~\$500,000 from sponsorship deals and advertising. This could be a mix of a few major sponsors and several smaller ones. For example, one venue naming or title sponsor at \$200k, plus a couple of series sponsors at \$50k each, plus numerous \$5k–\$20k level corporate members.
- **Projected Annual Expenses:** ~\$50,000 (fulfillment costs for sponsorship agreements – complimentary tickets, sponsor events, marketing materials, and servicing the partnerships through staff time). This is a highly efficient revenue stream.
- **Net Contribution:** Approximately \$450,000 per year. These partnerships not only bring money, but also forge relationships with the business community and raise our profile. We consider sponsorships a bridge between earned and contributed income, demonstrating stakeholder buy-in from the private sector.

6. Contributed Income (Donations & Grants) – 20% of Budget

While not an earned revenue stream, it’s important to note our contributed income strategy as the final piece of the puzzle. We project roughly \$1 million annually in contributed funds, which will comprise about 20% of our \$5M budget. These funds come from:

- **Individual Donations:** Major gifts from philanthropists, patron membership programs, an annual fundraising gala, and grassroots small donors who believe in our mission.

- **Grants:** Foundation and government grants (for example, Nevada Arts Council, National Endowment for the Arts, city arts grants) to support specific programs or capital needs.
- **Corporate Philanthropy:** Businesses that give charitable donations (separate from sponsorship marketing deals) to support community impact, often through their CSR programs.
- **Capital Campaign Contributions:** (discussed in the next section) – while largely for facility improvements, capital gifts support our long-term growth.

Contributed income is crucial for covering any gap in operations and funding initiatives that are not fully self-funding (for instance, subsidizing educational scholarships or free community events). However, with 80% of our revenue coming from earned sources, THIRD Street ensures that donated dollars go further, amplifying impact. (For context, performing arts centers typically cover only ~69% of expenses with earned revenue, so our model represents a new standard of sustainability.)

7. Digital Media & Content Licensing (Launches Year 2.5)

- **Description:** Capitalizing on our in-house film and streaming studio, THIRD Street will produce digital content that generates revenue through streaming platforms, licensing, and media distribution. This includes filmed performances, original web/TV series, podcasts, and educational media.
- **Content Examples:** Streaming high-quality recordings of Vegas Theatre Company plays to schools or international audiences (for a fee), filming Laugh After Dark comedy specials and distributing them on platforms (earning streaming revenue or one-time licensing deals), creating a web series showcasing behind-the-scenes of our resident companies, or partnering with local PBS/TV channels for broadcast of concerts or educational content.
- **Monetization:** Revenue will come from platform monetization (ad-supported streams or subscription splits), licensing fees (if Netflix, Amazon, or local TV buys rights to our content), pay-per-view online events, and possibly our own digital membership for exclusive content.
- **Projected Annual Income:** ~\$500,000 (a conservative estimate in initial years). For instance, two comedy specials at \$100k each licensing, one series of performance streams bringing \$150k, and various smaller media projects making up the rest.
- **Projected Annual Expenses:** ~\$300,000 (production costs including cameras, crew, editors, rights clearances, and platform fees). We'll leverage the resident companies for content and maintain a lean production crew. Our studio, once equipped, allows us to create content at marginal cost.
- **Net Contribution:** Approximately \$200,000 per year. Importantly, this stream has high growth potential – as our library of content grows and THIRD Street's brand gains recognition, digital media could become a flagship revenue generator (and marketing vehicle, attracting interest in live events).
- **Summary of Projected Finances:** In steady state, the above streams combine to roughly \$5 million annual revenue, against ~\$5M in expenses, yielding a balanced budget. Earned streams (education, rentals, events, digital, sponsorships) are expected to generate about \$4 million (80%), while contributed income fills in the remaining \$1 million (20%). For a clear snapshot, below is the

breakdown of major revenue sources: (Note: The net surplus shown would be reinvested into programs or held as reserve. In practice, we target a break-even budget with a modest surplus for sustainability.)

This diversified revenue approach ensures financial resilience. Should one stream underperform (e.g., a dip in rentals during an economic downturn), the others can help compensate. It also means every aspect of our mission, from education to performance to media, contributes economically, reinforcing the argument that THIRD Street is a sound investment, not just a worthy cause.

\$5M OPERATING BUDGET: EXPENSE OVERVIEW

Equally important to revenues is understanding our annual operating expenses (total ~\$5 million). In broad strokes, our expenditures will be allocated as follows:

- **Staffing and Personnel (~45% of budget):** Around \$2.2M covers salaries and benefits for our staff and stipends for instructors and artists. This ensures we attract top talent to run programs and perform on stage. (We benchmarked competitive arts salaries to ensure we can hire qualified professionals in each role.)
- **Program Expenses (~20%):** Approximately \$1M goes directly into program costs - sets and costumes for theater productions, music rights and orchestra fees for concerts, film equipment maintenance, educational materials, community outreach event costs, etc. This is the fuel for our artistic and training activities.
- **Facility Operations (~23%):** Roughly \$1.15M is dedicated to facility-related costs: rent or mortgage, utilities, insurance, cleaning, security, and maintenance of the building and equipment. We aim for energy-efficient operations to keep utilities reasonable despite extensive venue usage.
- **Marketing and Audience Development (~4%):** About \$200k for marketing campaigns, advertising, printing (brochures, playbills), and ticketing systems. Building awareness and audiences for THIRD Street and resident company events is crucial, and we will invest strategically in both traditional advertising and digital marketing.
- **General Administration (~4%):** Around \$200k covers administrative overhead such as office supplies, technology/IT, accounting and legal services, and other back-office needs. We will keep admin costs lean, under 10% of budget, to maximize program impact.
- **Contingency and Reserves (~4%):** We plan a contingency fund of ~\$200k (4%) each year for unexpected expenses or shortfalls. Unused contingency will roll into cash reserves or an endowment fund to strengthen long-term stability.

This expense distribution aligns with best practices for nonprofit arts organizations, keeping overhead modest while prioritizing program and people. With a \$5M budget, THIRD Street will be one of the

largest arts organizations in Nevada by budget, but notably, delivering a multiplicity of programs under one umbrella. Our cost-efficiency is enhanced by sharing resources among the resident companies (for example, one marketing team promoting all events, one facility serving many purposes).

STRATEGIC PLAN: GROWTH IN CAPITAL & CONTRIBUTED INCOME

Looking beyond year-one operations, THIRD Street has a strategic plan to grow our facilities and contributed support in tandem with our programming. Major elements of our plan include:

Capital Development & Facilities Growth

To truly realize our vision as a state-of-the-art incubator, we anticipate capital investments. In the next 3–5 years, we plan to launch a Capital Campaign to raise approximately \$20 million for facility enhancements and expansion. This capital funding (distinct from the \$5M operating budget) will support projects such as:

- **Acquisition or Build-Out of the Venue:** If THIRD Street is initially in a leased space, capital funds will go toward purchasing a permanent facility or significantly upgrading the leased property. Owning our building would stabilize costs long-term and offer naming opportunities (e.g., “YourNameHere Arts Center at THIRD Street”).
- **Technical Upgrades:** We aim to equip our theater with cutting-edge lighting, sound, and stage technology, and our film studio with high-end cameras and editing suites. These investments ensure our productions meet professional standards and attract commercial rentals. For example, upgrading to cinematic 4K cameras and a dedicated streaming control room would enhance our digital content output significantly.
- **Expanded Classrooms and Workshops:** As programs grow, we’ll need more training spaces. Capital funds will help convert adjacent areas into additional classrooms, a dance rehearsal studio, or a recording studio for music. This directly supports our vocational training mission.
- **Community Amenities:** Building improvements like a small café/gallery in the lobby, outdoor courtyard performance area, or parking and accessibility upgrades will make THIRD Street more welcoming and versatile for events. We want the venue to be not just functional but a vibrant community hangout spot in the Arts District.
- **Capital Reserve:** A portion of raised funds will seed a maintenance endowment or reserve for ongoing capital needs (so that, for instance, every 5-10 years we can replace theater seats or renovate without sudden fundraising crises).

Our strategic plan will detail phases for these capital projects, ensuring minimal disruption to programming. Donors to the capital campaign can leave a lasting legacy (through naming rights or dedication plaques) while addressing the critical infrastructure needs that enable our mission. Notably, the City of Las Vegas has prioritized downtown cultural development, including, improvements along

THIRD Street meaning our capital plans align with broader public initiatives. We will seek possible public-private partnerships or grants (e.g., federal stimulus for cultural infrastructure or state economic development funds) to match private donations.

CONTRIBUTED INCOME GROWTH & DONOR ENGAGEMENT

On the contributed income side, although we keep it at roughly 20% of budget, we still aim to grow the absolute dollars and build a strong base of philanthropic support. Our strategy includes:

- **Founding Donors and Naming Gifts:** During our initial fundraising, we seek lead gifts that can underwrite key positions or programs (e.g., a donor could endow the “John Doe Artistic Director position” or name the education wing). These multi-year pledges jumpstart stability.
- **Membership and Patron Program:** We will establish a tiered membership program for individuals (Friend, Patron, Benefactor levels, etc.), offering benefits like advance ticket access, VIP events with artists, and recognition in our materials. The goal is to cultivate a community of annual supporters that grows each year.
- **Annual Gala and Fundraisers:** Each year THIRD Street will host a high-profile fundraising event (a gala performance or dinner) aimed at raising significant funds and stewarding major donors. This doubles as an awareness event to bring new supporters into our family.
- **Corporate & Foundation Grants:** We will ramp up grant applications to national foundations, local trusts, and corporate foundations that focus on arts education, job training, or community development. Our multi-faceted mission (arts + education + community revitalization) makes us an attractive grantee in several categories. We have a goal to increase grant revenue by 15% annually by targeting specific program support (e.g., ask a foundation to support our free youth scholarships or a tech company to fund our digital lab).
- **Demonstrating Impact:** Our development team will implement robust impact tracking and reporting – collecting data and stories that show how donor dollars make a difference. We’ll track metrics like number of students trained (and their successes), number of new works created, audience diversity growth, and economic impact on the neighborhood. These outcomes will be shared in annual reports and donor communications, reinforcing the case for support each year.
- **Building an Endowment:** Long-term, we plan to establish an endowment fund (target ~\$5 million endowment within 10 years). This endowment’s investment income would provide a steady, unrestricted revenue stream to cover about 5-10% of our annual budget, acting as a cushion in lean times. Early endowment gifts will be solicited once our operations are stable, likely focusing on legacy giving (encouraging supporters to include THIRD Street in their estate plans).

Through these strategies, we forecast our contributed income (donations and grants) can grow from \$1M to ~\$1.5M annually over the next 5 years – providing capacity to expand programs and perhaps reduce reliance on any one earned source. More importantly, a broad and engaged donor base ensures

community ownership of THIRD Street. Our donors won't just be check-writers; we view them as partners in our mission, invited to observe classes, attend dress rehearsals, and see firsthand the lives changed by their generosity. Leadership, Team and Partners

LEADERSHIP TEAM

One of THIRD Street's greatest strengths is the caliber of its leadership team and partner network. This project is being driven by a consortium of respected arts leaders, industry professionals, and community champions who collectively have decades of experience in Las Vegas and beyond. "With deep roots in Las Vegas and strong ties to L.A., we bring decades of experience in storytelling, venue development, and creative leadership." Our team's track record gives THIRD Street instant credibility and a foundation of expertise to execute the plan.

Key Project Leadership:

Daz Weller – CEO & Artistic Director: A founder of Vegas Theatre Company and a seasoned director/producer, Daz has been a driving force in Las Vegas's indie theatre scene for over 15 years. Under his leadership, VTC has produced numerous acclaimed productions (Life Sucks premiere in 2024, etc.) and has a reputation for artistic excellence and risk-taking. Daz is the visionary behind THIRD Street's creative programming and will curate the artistic lineup. His passion is to "grow into the theatre company Vegas deserves", and this project is the realization of that goal.

Ginger Land-van Buuren – General Manager: Ginger leads Vegas's premier independent opera company, Vegas City Opera, and brings expertise in arts administration, fundraising, and community outreach. She has successfully produced full operas in non-traditional spaces and has a knack for attracting new audiences to classical music. Ginger will oversee THIRD Street's mission, and development of programs including education and outreach (she's initiated youth outreach in opera) and serve as a key liaison to donors and community partners, leveraging her extensive local network.

Teller - Magician, Playwright & Author (THIRD St Patron)

Robert Lee and Kelsey Borlan – Co-Founders of Laugh After Dark (Creative Advisors)

William Adamson – Senior VP at Switch, VTC Founder (Branding & Infrastructure Advisor)

Jillian Austin – Immersive Experience Consultant (Marketing & Sponsorships)

Ann Pongracz – Chair of VTC Board, Attorney (Government & Legal Affairs)

Alexia Chen, AIA – Project Architect (Design & Construction)

In addition to our core leadership, we are assembling a dynamic Steering Committee of community stakeholders to help shape the future of THIRD Street. This group includes:

- **Local arts organizations**, including dance companies, music ensembles, and independent producers—who are advising on how the space can best serve the broader cultural ecosystem.

- **Business leaders and philanthropists** lending strategic guidance to our initial fundraising efforts and long-term sustainability.
- **Educational partners** from the College of Southern Nevada, Clark County School District, and UNLV, who are collaborating on curriculum development and advocating for workforce training grants.
- **A Youth Steering Committee** composed of emerging leaders under 25, who meet quarterly to provide input, ideas, and feedback—ensuring that young voices help guide our mission from the start.

THIRD Street is a Las Vegas project through and through, designed for this city, led by the people who've helped shape its cultural identity. With 23 years at Vegas Theatre Company and 15 at Vegas City Opera, our leadership team has earned the trust of the community through decades of creative excellence and collaboration. That credibility is already fueling real progress: early donors are on board, a favorable LOI is secured, and architectural design is underway.

This isn't just an idea, it's a project in motion.

Our collaborative model makes the vision even stronger. Multiple resident companies will share space, staff, and systems, creating efficiencies and freeing resources to focus on bold, original work. From joint marketing to shared tech crews, THIRD Street is built on the belief that we're stronger together.

We know this city. We know its creative potential. And we're building the space it needs to thrive.

WHY THIRD STREET, WHY NOW - A CASE FOR SUPPORT

Las Vegas is world-famous for entertainment, yet much of the industry here is commercial and tourist-focused. THIRD Street represents a different, but complementary, vision: a nonprofit creative incubator that grows homegrown talent and culture. By investing in THIRD Street, donors will:

- **Impact Lives and Community:** Your support helps young people find their artistic voice, provides career pathways in the arts, and brings affordable performances to families and residents. The ripple effects include improved education outcomes, community pride, and even economic uplift in the downtown area.
- **Leave a Cultural Legacy:** This is a chance to shape Las Vegas's cultural identity for generations. Major cities have thriving arts centers – by supporting THIRD Street, you ensure Las Vegas joins their ranks as a city known not only for casinos but for culture and creativity. Donors today will be remembered as the founders who lit the spark of a lasting institution.
- **Support a Sustainable Model:** THIRD Street's business plan stands out for its sustainability. We ask donors to contribute with the confidence that their investment is leveraged – 80% of our budget is

earned through our own efforts, which means every \$1 you donate is matched by ~\$4 of self-generated revenue. Few charities can offer that level of return on mission-driven activities.

- **Foster Collaboration and Innovation:** Because THIRD Street houses multiple art forms together, your support doesn't just build one organization – it builds an entire collaborative arts ecosystem. The innovation and creativity that will emerge from this incubator can put Las Vegas on the map in the arts world in new ways, attracting further talent and investment to our city.
- **Align with City Revitalization:** The City of Las Vegas is actively investing in the downtown Arts District. Supporting THIRD Street aligns with these civic goals, potentially amplifying public investments and ensuring that development isn't just commercial (like apartments and retail) but also cultural. Arts and culture are proven drivers of urban revitalization, increasing quality of life and even property values in surrounding areas. Donors can take pride in being part of downtown's positive transformation.

In conclusion, THIRD Street is a bold and timely initiative. We have the vision, the plan, and the partners to make it a success. With a \$5 million annual operation driving enormous cultural output, and a strategic path for growth, all the pieces are in place, all we need is your support to turn this vision into a living reality. Together, we can create a new beacon of art, education, and inspiration in Las Vegas. We invite you to join us on THIRD Street, where culture and community converge. Thank you for considering an investment in THIRD Street. Your partnership will fuel the arts in Las Vegas for generations to come, proving that with the right support, Las Vegas's next great stage won't be on the Strip, it will be on THIRD Street.

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