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Forging the Future of Vegas-Made Creativity

THIRD STREET Transforms What's Here Into What's Next

Information, Media Kit, Photos: thirdstreet.vegas

Las Vegas, NV – June 18, 2025 – A cultural revolution is rising in the heart of the Downtown Las Vegas Arts District. Vegas Theatre Company and Vegas City Opera have proudly unveiled **THIRD Street**, a bold, community-powered transformation of a former cinema complex into a dynamic cultural incubator and creative campus built for performance, education, and production. Backed by community visionaries including famed magician **Teller** of Penn & Teller, the project reimagines what's already here, fast-tracking the timeline from concept to curtain, and provides multi-use venues where new work and emerging talent can thrive.

Located at **814 S. 3rd Street**, this high-impact reinvention converts a shuttered eight-screen movie theater into a thriving creative ecosystem featuring six performance and production

venues under one roof. THIRD Street now houses a **250-seat proscenium theater**, a **150-seat black box**, **two 60-seat screening rooms**, a **400-person event/rehearsal hall**, and a full **media production studio**. As the newest cultural anchor in the Arts District, THIRD Street is poised to boost the area's cultural growth and revitalization through regular arts programming. Phase One of the project is already underway with **\$200,000** committed toward a **\$5 million** campaign goal, and organizers are inviting the community to help reach the finish line. Unlike traditional arts developments that build from scratch, THIRD Street repurposes existing infrastructure, cutting years off the typical timeline and proving that Las Vegas can innovate on its own terms.

THIRD Street is spearheaded by two homegrown arts companies whose own evolutions embody its mission of incubation. **Vegas Theatre Company (VTC)** established in 2002, when five UNLV graduates founded Cockroach Theatre. Over the past two decades, that scrappy troupe has grown into *Nevada's home for bold, contemporary performance*, renowned for telling powerful stories that reflect our community. **Vegas City Opera (VCO)**, co-founded in 2010 (initially as Sin City Opera) by Ginger Land-van Buuren, has likewise blossomed into Las Vegas's premier independent opera company, known for pushing boundaries and making opera accessible with its "*Real Vegas. Real Opera.*" ethos. Now, as resident companies at THIRD Street, VTC and VCO will finally have the properly scaled stages and resources they need to amplify their work, train new talent, and collaborate across disciplines, exemplifying the artistic and institutional *incubation* that this campus is built to foster.

Joining as a vital creative partner is **Laugh After Dark**, the internationally recognized comedy brand founded by Kelsey Borlan and Robert Lee, and known for its dynamic fusion of stand-up and storytelling in professionally filmed showcases. With a successful Las Vegas residency and a popular series on Amazon's Prime Video, Laugh After Dark brings not only a high-energy platform for emerging and established comedians, but also extensive experience in broadcast production and streaming distribution. Their integration into the THIRD Street campus adds critical genre diversity and strengthens the venue's capacity to develop and deliver content across live and digital platforms, further solidifying THIRD Street's role as a multidisciplinary hub for performance and production.

"We've been exporting our talent and importing our culture. It's time to reverse that," said Daz Weller, Executive Artistic Director of Vegas Theatre Company. **"Las Vegas is overflowing with creative potential, but without proper infrastructure, we keep losing our best artists to other cities. THIRD Street is how we change that. It's a game-changer not just for the city, but for Vegas Theatre Company as we enter a bold new chapter of growth. We're not tearing down, we're tuning up. With strategic investment and community vision, we can deliver a world-class facility in months, not years."**

"Penn and I built our career in theaters like THIRD street. This scale of space gives new artists a chance to be seen in the best possible light, with the best possible support." added Teller, magician, playwright, and half of Penn & Teller. **"Now that Vegas is a *real place***

with a growing arts scene, this is something we can't afford to live without. The arts are not just a business or a decoration, but an essential infrastructure.”

More than just a collection of venues, **THIRD Street** is designed as a year-round engine for creative development and education. The campus will host immersive performances and festivals, forge educational partnerships with local schools and universities, and even operate a dedicated streaming platform to broadcast Vegas-made content to the world. A robust **vocational training and workforce development** program will equip students and creatives with real-world skills – from stage production and acting to film, audio, and digital media – positioning them for careers in Nevada’s growing entertainment industry. This holistic approach ensures THIRD Street will not only produce shows, but also produce the next generation of artists, technicians, and cultural innovators right here in Las Vegas.

“THIRD Street is the answer to a question Las Vegas has been asking for decades,” said **Ginger Land-van Buuren**, Executive Director of Vegas City Opera. **“Where do we go to tell our stories, train our talent, and create something truly our own? This is where Vegas-made creativity takes center stage, and the world takes notice.”**

Looking ahead, the vision for THIRD Street is just beginning. **Phase Two** plans are already on the horizon, including a future **600-seat flagship theater** and a **large-scale production studio**, ensuring that this initiative will continue to grow alongside Las Vegas’s artistic ambitions. **THIRD Street is not just a venue; it’s a launchpad for the next generation of cultural innovation, built on the foundation of what already exists.**

Organizers of THIRD Street have raised an initial wave of support and are now issuing a **call to action** for donors, businesses, and institutional partners to help bring the remaining funding over the finish line. With **\$200,000 already pledged toward the \$5 million Phase One goal**, the momentum is growing. **For donors and partners, supporting THIRD Street means supporting a transformative vision for Las Vegas: one that centers local talent, cultivates creative careers, and continues to build the cultural infrastructure our city has long deserved.**

This press release marks the public launch of THIRD Street’s campaign, and the community is invited to be a part of this visionary effort. To learn more or to become a founding supporter of THIRD Street, visit the campus at 814 S. 3rd Street or contact the project leaders at daz@thirdstreet.vegas or inquire@thirdstreet.vegas.

THIRD STREET: Innovation. Incubation. Inspiration. Made in Vegas.

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) dubbed “the people’s opera” is known for pushing boundaries and making opera affordable and 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, new and reworked classics, 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 brand and independent production company dedicated to showcasing up-and-coming talent through premium stand-up specials, chart-topping albums, and experience-driven live events. Since debuting on Prime Video in 2018, Laugh After Dark has worked with hundreds of comedians, earned over 100 million views across platforms, and placed more than 25 comedians on the Recording Academy’s Grammy® first-round ballot through its growing record label. In addition to comedians, Laugh After Dark also supports up-and-coming filmmakers through its festival programming and expanding slate of streaming platforms, and is excited to present the 2025 Laugh After Dark ComedyFest film screenings at Third Street as one of the venue’s cornerstone kickoff events. With a strong presence in Las Vegas and a proven track record of discovering and developing fresh voices, Laugh After Dark will serve as a creative partner in Third Street’s long-term growth—spearheading comedy, broadcast, and content production pipelines as the space evolves into a new creative hub for the city.

Las Vegas Sinfonietta (Orchestra 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.

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