



THE HUNTRIDGE THEATER

A Legacy of Las Vegas Arts & Culture





THE MISSION

To preserve Las Vegas history while supporting and nurturing Las Vegas artists and culture creators by providing innovative spaces for them to explore, collaborate and create a new history that will inspire and educate Las Vegans of every age and background for decades to come.

“They used to think The Strip was where it’s happening, but not anymore. Now it’s Downtown. It’s this area in the heart of District 1, so I think that’s very, very exciting.”

— CONGRESSWOMAN DINA TITUS (NV-01)

“The City is invested because we know you care and it matters to all of us.”

— CITY COUNCILWOMAN OLIVIA DIAZ

“The potential of this is wonderful!”

— MAYOR CAROLYN GOODMAN

“Bringing the historic Huntridge Theater back to life is tremendously important for our City and we can’t wait to welcome everyone through those doors and make some history of our own.”

— J DAPPER, PRINCIPAL, DAPPER COMPANIES

“We will ignite new creative experiences, creating new memories for Las Vegans of every age and background.”

— DARREN LEE COLE, ARTISTIC DIRECTOR,
SOHO PLAYHOUSE

THE IMPACT AHEAD

300+	Construction Jobs Created
150+	Permanent Jobs Created on property and in the surrounding areas
270+	Planned Events each year from local arts organizations, plus national and international visiting artists
65,000+	Estimated Annual Event Attendance by Las Vegans of all cultures and ages
\$25M+	Estimated Annual Impact from on site theater & restaurant jobs wages & salaries, ticket sales, and ancillary consumer spending in conjunction with events attended*
\$390M+	Projected Annual Impact from non-Huntridge Theater wages & salaries of 10 planned projects nearby benefitting from the opening of the Huntridge**

*Using Arts & Economic Prosperity Study 6 Metrics

**Dapper Companies Economic Impact Study



THE PROJECT

Undertaking a \$40 Million renovation, restoration and expansion project involving an historic structure at the heart of our city's identity is no small task. So many cultural inflection points in Las Vegas history have happened at the Huntridge Theater, and now is the time for it to shine once again. With the support of community leaders like you, a vision will be realized that both honors the past and sets the stage for a new legacy of arts and culture in this city we all love.

At the heart of the Huntridge Theater project is a dedication to facilitating the growth to greater prominence of our city's impressive collection of artists and established arts organizations. By giving them a mid-sized, top-of-the-line venue in which to shine, they can emerge on a regional and national level forever changing the face of Las Vegas as a leader in the arts.

This multi-cultural, multi-discipline campus of activity will impact communities from across the valley through dynamic performances and Community Education events. Soon, the revitalized walls of the Huntridge Theater will resonate with

everything from Jazz riffs to Mariachi rhythms, from dramatic revelations to poetry slams. Whether mesmerized by a torch song chanteuse or a Hip Hop OG, our friends and neighbors who cross through these historic doorways will celebrate every sight, sound and language of our city.

Today, your support and advocacy will ignite an audacious journey. Together we will bring to life a bold vision of our city's new, yet historic, home for iconic moments that will entertain, inspire and educate generations to come.



Rendering courtesy of Gensler

PROJECT OVERVIEW

- Preservation of the building's historic elements
- Renovation of Main Theater for live performances
- New construction of a Cabaret Theater and a Black Box Theater
- Renovation of former retail space into two curated restaurants
- Funded by a variety of public and private financing, with over 70% finalized
- **Anticipated Grand Opening: Early 2026**



THE MAIN THEATER

With your support, the Huntridge Theater will once again be home to live music, theatre, dance, comedy, performance art and, yes, even the movies. The energy of artists overflowing with passion and talent will vibrate the entire building in a powerful connection with the audience. Flexibility in configuration will make the main hall distinct in Las Vegas, filling the need for a mid-sized venue with top-of-the line amenities. As a chameleon space, it can host an audience in traditional seating for live theatre, dance, classical music, or other ceremonies. But when its time to cut loose and rock out, the seats can be converted to standing room, or a combination of standing room and fixed seating. The options are as plentiful as the entertainment on stage.

The Huntridge Theater will become a hub for the city, inviting audiences of all cultures, all ages and all locations in the valley to step through the doors of history and celebrate today's history in the making. The distinct experiences enjoyed within the Huntridge Theater will cultivate a sense of pride and ownership by all Las Vegas in this uniquely Las Vegas landmark.



Rendering courtesy of Gensler

HIGHLIGHTS

- 550 capacity in traditional theater seating configuration
- 850 capacity in standing room only concert configuration
- Flexible capacity with combination theater and standing room only configuration
- State-of-the-art sound & acoustics systems
- State-of-the-art lighting and stagecraft capabilities
- Top-of-the-line film projection capabilities
- Complete recording and broadcast capabilities for integration onto television, radio, streaming platforms and other services

HUNTRIDGE HISTORY

“In my teenage years, you kind of met girls there and maybe you got to put your arm around your girlfriend. The lady that was the enforcer, she probably was the manager, her name was Mrs. Hatfield. Boy I’ll tell you, she could’ve been a Marine drill sergeant. She’d kind of walk down the aisle, you know, with that flashlight... If you were out of line, you were out of there.”

— SEN. RICHARD BRYAN

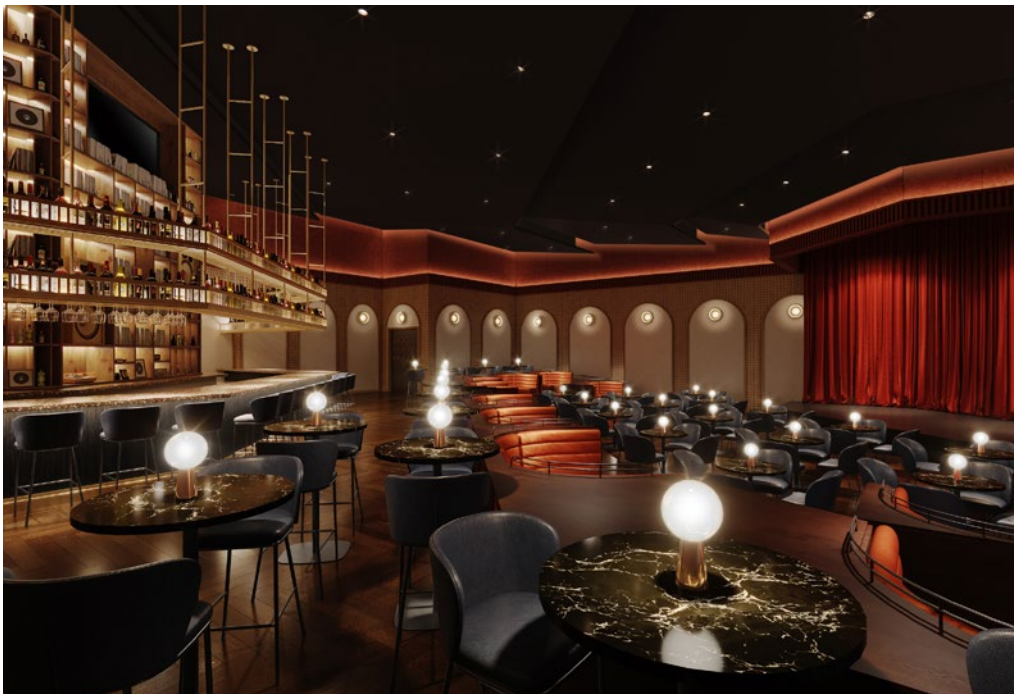
Former Nevada Governor and United States Senator

UNLV Special Collections, Oral Histories of the Huntridge Neighborhood



THE CABARET THEATER

With your support, a thoughtful, well appointed cabaret space will foster nightly entertainment experiences from a diverse lineup of performers. The cultural vibrancy brought to a neighborhood by an active cabaret space cannot be underestimated, as very few spaces can create such a powerful yet intimate and communal connection between audience and artist. From a solo pianist to a Jazz trio, to a Broadway belter, or to a torch song chanteuse, music will resonate wonderfully within this luxe venue. And the room's personality will only be matched by the brilliance of the comedians, performance artists and poets who will also take the stage. Artists at home on a cabaret stage thrive on the electric, personal connection



Rendering courtesy of Gensler

they build with an audience they can see and hear. No one sits in the dark and simply observes. Everyone is held captive, happily, by each note of brilliance, whether spoken, sung or played. With cocktails in hand, the Huntridge Theater will be a crossroads of talent, artistry and inspiration, whether launching new artists and new art forms, or spotlighting iconic Las Vegas performers who have called a cabaret stage home since the swanky days of Frank, Dean and Sammy.

HIGHLIGHTS

- 150 seats including booths, cabaret tables and bar seating
- State-of-the-art sound & acoustics systems
- State-of-the-art lighting and stagecraft capabilities
- Expansive cocktail bar
- Top-of-the-line film projection capabilities
- Complete recording and broadcast capabilities for integration onto television, radio, streaming platforms and other services

HUNTRIDGE HISTORY

When Jo Koy was an aspiring Las Vegas comedian in the 1990s, he would rent out the Huntridge Theater and sell tickets to his shows for \$7

“I had a ton of friends. I worked at so many casinos and everyone knew I was funny, I knew

I could get them to come,” Koy recalled...

“Las Vegas is what molded me. This is what made me a comic, this is where I started my life.

This is where I became myself.”

— Las Vegas Review-Journal (Nov. 1, 2013)



THE BLACK BOX THEATER

With your support, the Black Box at the Huntridge Theater will become an ignition point for Las Vegas art and artists to emerge on a regional and national level. As these culture creators launch their visions from this unique space, a unique brand of Las Vegas art and artists will be launched as well. Here we will see theatre companies grow new followers, musicians grow new fans and performance artists grow new benefactors. Within the intimate confines of the Black Box at the Huntridge the audience will feel directly connected to and impacted by the performances mere feet away from their seat.

By definition, an innovative space invites each creator to experiment and explore their visions without the conceits of a proscenium stage. In this way the stage can become the audience while the audience becomes the stage; the background becomes the foreground and left becomes right. Marvelously all things are possible in a Black Box as artist and audience together create the environment for examining, contemplating and commenting on the world around us.



A Public Fit Theatre's *The Piano Lesson*. Photo by Richard Brusky

HIGHLIGHTS

- Up to 200 seats with complete flexibility in configuration
- State-of-the-art sound & acoustics systems
- State-of-the-art lighting and stagecraft capabilities
- Top-of-the-line film projection capabilities
- Complete recording and broadcast capabilities for integration onto television, radio, streaming platforms and other services

HUNTRIDGE HISTORY

“I went to Bishop Gorman High School just down the road there and the Huntridge was the place to go to see shows. It was the place to go to see shows of all of your favorite bands. If you were a local band and you played the Huntridge, that was the Fillmore. That was CBGBs for Las Vegas. It was the place to play.”

— DANIEL ROBERTS, LAS VEGAS RESIDENT
Las Vegas Review-Journal (Oct. 9, 2014)



THE LOBBY

With your support, the Huntridge Theater will welcome tens of thousands of visitors each year to walk across the threshold of history into a revitalized facility that honors the legacy of the theater on the outside, but boasts a modern, technologically advanced and stunningly beautiful interior. From the terrazzo flooring to the wood paneled accents throughout, the well-appointed lobby will be a gorgeous crossroads for the Huntridge Theater's three bustling performance venues. One feature wall will be home to a visual retrospective of the Huntridge Theater's 80 year history, from a wartime movie palace to a Hollywood celebrity hangout to an alternative and punk rock concert hall for the soon-to-be famous.



Rendering courtesy of Gensler

A second feature wall will host a heartfelt honor roll of those supporters who made the restoration and revitalization possible. With a tastefully modern elegance, the lobby of the Huntridge Theater will serve as a welcome center, a museum, a recognition platform and the hub of countless days and nights filled with entertainment, inspiration and exploration of art forms both familiar and pioneering.

HIGHLIGHTS

- Terrazzo flooring with a contrasting, gold trimmed border
- Vertical wood tambour and walnut paneled accent walls
- Retro-inspired porcelain tile feature walls and white penny tile columns
- Large, modern chandelier over main entrance
- Custom theater history retrospective and donor recognition walls
- Commissioned local artwork rotating throughout

HUNTRIDGE HISTORY

“Ben Hur, that’s the Grand Opening that stands out in my mind. They got custom made uniforms for us, it was a very big thing. Working behind the snack bar it’s messy, a messy thing, and finally Mr. Harry Zumar hired my mother to make aprons for everybody. And boy, if you didn’t keep that apron clean, you were in trouble because they didn’t want anyone looking messy back there.”

— CONNIE HILL SHELDON, LAS VEGAS RESIDENT
UNLV Special Collections, Oral Histories of the Huntridge Neighborhood



THE PROGRAMMING

With your support, the Huntridge Theater will provide an array of programming touching all corners of arts and entertainment, for audiences of all cultures, ages and economic wherewithal. Under the guidance of internationally renowned theater operator SoHo Playhouse, music, theatre, dance, film, performance art and the visual arts will all find a home within these walls to blossom, astound and inspire. Whether locally based or invited from afar to delight every Las Vegas, these performers and creators will launch an arts and culture movement in Las Vegas and make our lives infinitely richer by sharing their artistry on the Huntridge stages. Projected initial programming partners include:

HONORING THE HISTORY OF THE HUNTRIDGE THEATER

Live Nation: 20+ weekends of dynamic, breakout bands

Carcass Studios: Inviting local independent filmmakers to present their works on screen for Las Vegas to discover, examine and discuss.

A NEW HOME FOR LAS VEGAS ARTS ORGANIZATIONS

Jazz Outreach Initiative: Las Vegas' Professional Jazz Orchestra, connecting the language of music to the language of life through education, outreach and performances.

A Public Fit Theatre Company: Uniting professional artists and audiences through the communal power of great stories to create innovative, provocative and exciting theatrical events.

Metropolis Theatricals: Staging groundbreaking theatre pieces using local performers in important existing theatre pieces that need to be seen in a fresh way, as well as creating new works on significant and noteworthy subjects.

LVClassica: Forged from the irrepressible need to make music together despite a global pandemic, LVClassica's professional musicians have subsequently embarked on a mission to make classical music accessible to everyone.

EMERGING ARTISTS, CULTURE CREATORS AND OUT-OF-THE-BOX EXPLORATION

International Fringe Encore Series: Selected as the very best from the top international Fringe Festivals, these edgy, artful and provocative productions arrive on the Huntridge stages for an encore that will delight and challenge us in the very best possible way.

Music and the Machine: FIREGLORY Pictures invites us into their immersive world of dynamic live discussions, comedy skits, quirky economic explainers, documentary film and electrifying live music performances as they explore the entangled web of technology, economy, music and humanity through a lens filled with built-in weirdness, anarchic fun and a handmade feel that is clearly the exact polar opposite of AI generated art.

Midnight Collective: These immersive storytelling specialists invite you inside a peculiar world filled with intrigue, suspense, and craft cocktails, giving this interactive experience a distinctive twist.





THE COMMUNITY

With your support, the Huntridge Theater will create a dynamic series of community education programs that nurture a love for and understanding of the arts for everyone, no matter their socio-economic wherewithal. These community education initiatives will become the Huntridge Theater's XCITE Program (Crossroads for Cultivation, Inspiration, Training and Education). This innovative program will facilitate multi-cultural, multi-discipline experiences for young audiences and family audiences including demonstrations, performances, interactive classes and other experiences designed to cultivate a love for the arts.

By working with the Clark County School District, UNLV and other educators, the XCITE Program will change the lives of our city's children by lifting them up and instilling a love of creativity and expression within them. The XCITE Program will not only bring artists and culture creators into the world of our young people, but it will identify and match students with mentors to develop vocational skills



Photo courtesy of Jazz Outreach Initiative

training, including internships and seminars, for those who show an aptitude and passion for pursuing a career in the performing arts, technical arts or arts administration.

For adults and family audiences of all types, the XCITE Program will facilitate pre- and post-show special educational events in and around many of the performances at the Huntridge, some featuring the performing artists themselves. These exciting events will be free of charge but full of inspiration.

HUNTRIDGE HISTORY

“We would walk to the Huntridge Theater. There was the Saturday matinee and they had cartoons and a movie. It was full. I think it was full of just kids. One time they had some kind of fundraiser or drawing, and somehow I won a bike, a big red bike, and I thought that was so special. I think it’s the only thing I ever won. But it was really amazing. I loved that.”

— PATRICIA ROSS, LAS VEGAS RESIDENT
UNLV Special Collections, Oral Histories of the Huntridge Neighborhood



THE TEAM

Dapper Companies

Helmed by J Dapper, Dapper Companies is a premier development company in Southern Nevada with multiple award-winning projects throughout the valley. In one of Dapper Companies most celebrated projects to date, millions of dollars were invested to buy and restore three key commercial real estate projects in the historic Huntridge neighborhood in downtown Las Vegas. Praise and recognition from City and State officials followed and they overwhelmingly endorsed the efforts of Dapper to purchase the Huntridge Theater in 2021.

“Bringing the Huntridge Theater back to its former glory is something I dreamed about for years,” said J Dapper. “I’ve heard so many stories from a time when Vegas was lined with dirt roads. Stories of the Huntridge becoming the first desegregated movie theater in Nevada, stories of Elvis renting out the theater for private movie screenings, and stories of Abbott and Costello performing their act before a show. That’s some major history, and now is the time to bring it all back to life.”

Dapper hopes his company’s dedication to restoring and revitalizing this historic venue will lead to a reawakening in the neighborhood and, indeed, the entire city. The downtown area surrounding Huntridge is increasingly becoming a culturally rich destination for residents who embrace a diverse, energized environment. With the Huntridge returning to its historic place as a focal point for community entertainment, activation and enrichment, Las Vegas’ vibrant multi-cultural, multi-discipline arts and music scene will flourish as never before.

SoHo Playhouse

Under the leadership of Artistic Director Darren Lee Cole, SoHo Playhouse has proven itself as a flagship home for groundbreaking new theatre from diverse voices and artists from across the globe. Countless performers and shows have graced the SoHo Playhouse stage in lower Manhattan, with many going on to Off-Broadway runs, Netflix specials, regional productions, Amazon specials and more. It is this pedigree of success and innovation that SoHo Playhouse brings to the Huntridge Theater project.

“We pride ourselves on our mission of supporting and showcasing work that changes minds, encourages discussion and opens hearts,” said Cole.

Having visited and lived in Las Vegas for a considerable portion of his adult life, Cole’s stake in the success of the Huntridge Theater is personal. “Las Vegas’ impressive collection of emerging artists and established arts organizations deserve a venue like the Huntridge Theater to facilitate their growth to greater prominence,” he said. “It will be an honor to spotlight their creative, innovative and diverse cultural offerings that will bring truly unique and unforgettable experiences to Las Vegas audiences inside this historic venue.”

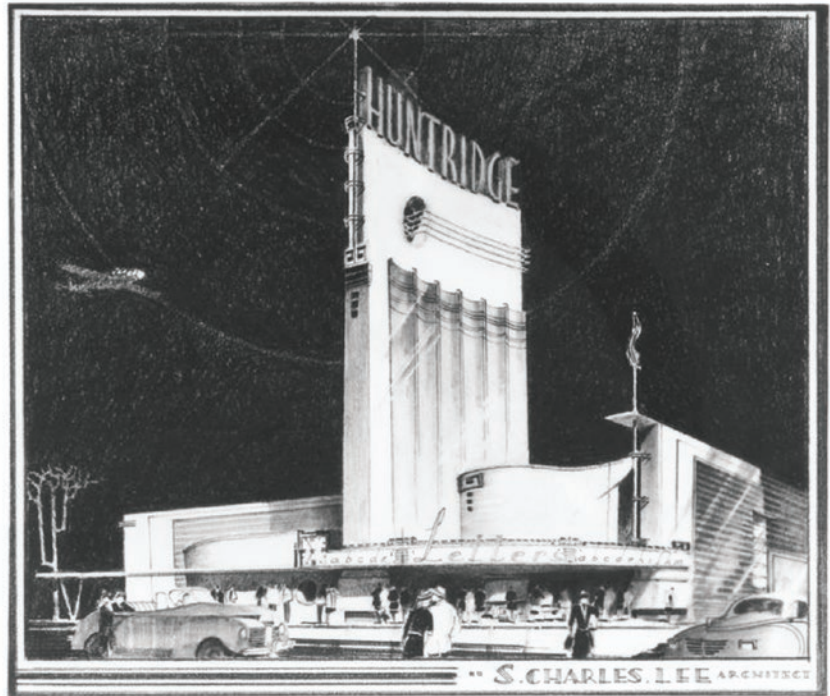




THE HISTORY

Developed by Henry Leigh Hunt, the Huntridge Theater held its Grand Opening on October 10, 1944, taking its place as the centerpiece of the vibrant new Huntridge neighborhood, named in honor of Henry's late father, international business magnate Leigh S. J. Hunt.

Renowned architect S. Charles Lee brought his expertise and reputation to the project as one of the most distinguished theater designers on the West Coast, having been responsible for the Hollywood Melrose Hotel and the Fox Theater in Beverly Hills. Lee took inspiration from the Art Deco Streamline Moderne style to infuse the project with powerful linear strokes set off by the marquee's curvy sleekness and other rounded nautical elements. The result was a stunning crown jewel for the new neighborhood, which would one day find its way onto the National Register of Historic Places, the Nevada State Register of Historic Places, and the City of Las Vegas Historic Register.



Original Rendering, 1944



Love is a Ball World Premiere, 1963

The Huntridge Theater's Hollywood legacy was powerful from the beginning. One of its initial operating companies was partially owned by legendary Hollywood icons Loretta Young and Irene Dunne. Las Vegas Premieres and World Premieres of *Ben Hur*, *The Las Vegas Story*, *Love is a Ball* and *Around the World in 80 Days*, among others, found a home at the Huntridge Theater, while frequent visits from celebrities like Frank Sinatra, Dionne Warwick, Muhammed Ali and Elizabeth Taylor made certain the theater consistently hit its mark in the spotlight. In 1951, the Huntridge Theater would add another historic moment to its legacy, becoming the first racially integrated theater in Nevada as civil rights activist and Jewish community leader Lloyd Katz became the theater operator. And, inevitably, in the 1970s, the theater would experience its intersection with the phenomenon of Elvis Presley, as The King rented out the Huntridge for several private movie showings.

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Lloyd and Edythe Katz (right), with Sen. Howard Cannon and Vice President Hubert Humphrey (left)



THE HISTORY

continued

After decades of sharing the magic of movies with Las Vegans of all ages, the Huntridge Theater was converted to a live events venue in 1992. The historic building would now use its next chapter to bring the electrifying energy of world class rock-n-roll, punk, pop and alternative performers to the stage. Iconic artists and bands such as Green Day, No Doubt, The Killers, Foo Fighters, Beck, Red Hot Chili Peppers, Sarah McLachlan, The Cranberries, Sublime, Beastie Boys, Violent Femmes and Suzanne Vega, among many others, created indelible memories for thousands of concert goers. In an era when attending live concerts was the epicenter of American shared cultural experiences and the foundational coming-of-age building blocks for an entire generation of Las Vegans, the Huntridge Theater was the place to be.



Concert photo by Mike Hill



Green Day backstage at the Huntridge, 1993. Photo by Mike Hill

In 2004, a two-decade intermission would begin for the Huntridge Theater. The historic icon sat idle through several well intended but inevitably unsuccessful attempts to renovate and restore the legendary venue.

Then, in 2021 Dapper Companies purchased the Huntridge Theater and began a multi-million dollar revitalization and expansion project. In 2023 a raucous public ceremony was held to relight the theater's marquee and neon signage, in honor of the bright future ahead. At this event, it was announced that internationally renowned SoHo Playhouse would be the theater's new operator.

Working together, SoHo Playhouse and Dapper Companies will celebrate the theater's history while they ignite a new legacy for the Huntridge Theater as a cultural centerpiece for Las Vegas. In addition to honoring the venue's history as a home for live music, the multi-venue complex will also host live theatre, comedy, performance art, dance and yes, even movies. The Huntridge will become a home for the multi-cultural, multi-discipline artists and creators of Las Vegas to hone and showcase their work.

By providing innovative spaces for artists and culture creators to explore, collaborate and create, the Huntridge Theater will lead the way in educating and inspiring the people of Las Vegas, young and old, to gather within this historic building to experience and celebrate the distinctive arts culture of Las Vegas in all its forms.

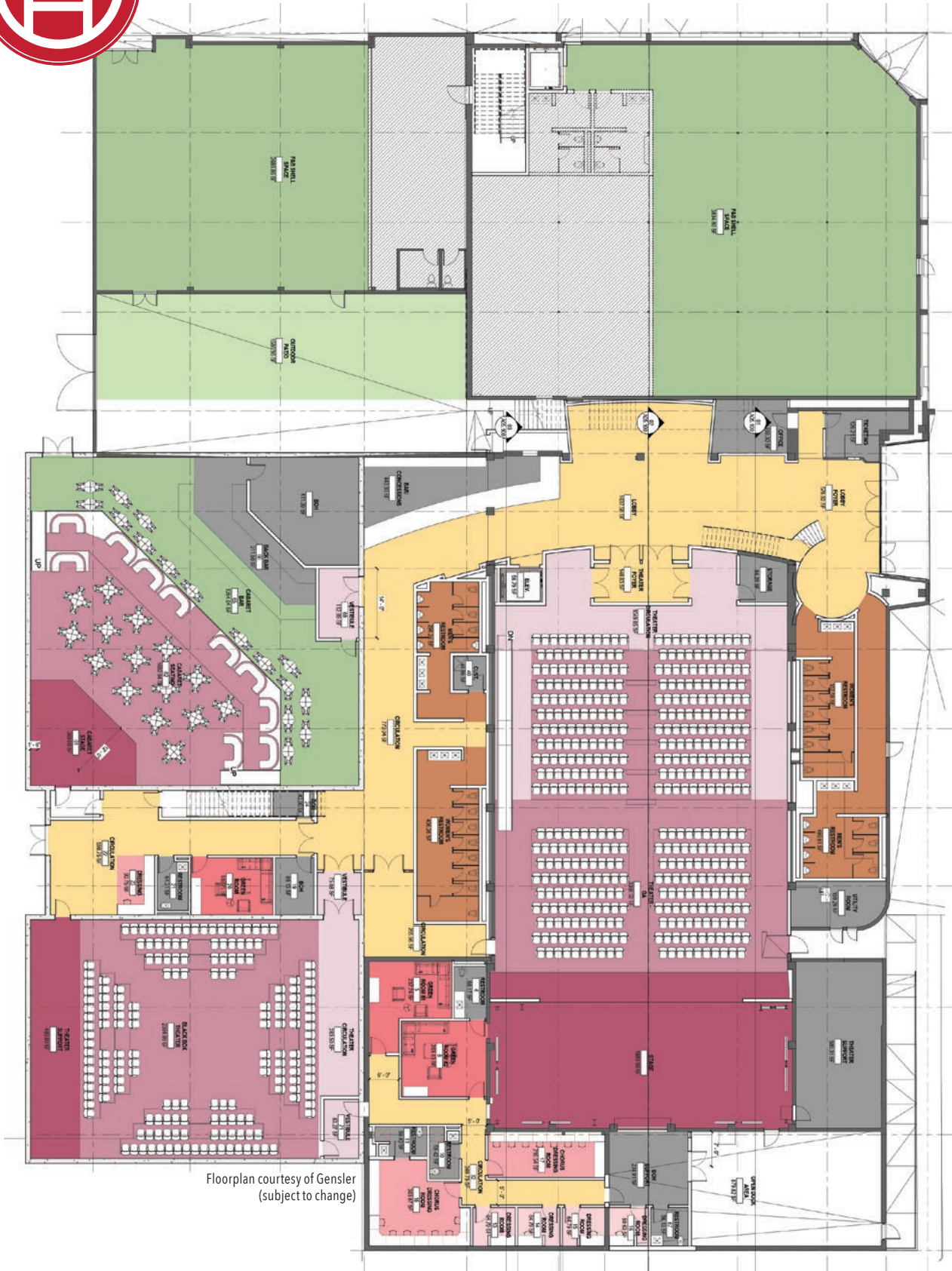


Marquee Re-Lighting Event, April 2023

THE HUNTRIDGE THEATER



THE FLOORPLAN



Floorplan courtesy of Gensler
(subject to change)

THE HUNTRIDGE THEATER



YOUR SUPPORT



Rendering courtesy of Gensler

Your support will launch a new Las Vegas Arts & Culture movement that will inspire, enlighten, challenge and educate Las Vegans of every age and background.

To learn more about the project contact:

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*“The stage is not merely the meeting place
of all the arts, but is also the return of art to life.”*

— OSCAR WILDE

THE HUNTRIDGE THEATER