



THE HUNTRIDGE THEATER

A Legacy of Las Vegas Arts & Culture





THE MISSION

Mayor Shelley Berkley

“The Huntridge Theater is an important historical landmark that has been a part of the lives of many Las Vegans over the years. It is a key piece to the redevelopment plans in downtown. The city is looking forward to seeing a new performing arts center that pays tribute to the theater’s storied past for Las Vegans to enjoy.”

The Killers

Brandon Flowers, Dave Kenning, Mark Stoermer & Ronnie Vannucci, Jr.

“We are thrilled to see it being revitalized for our community as we have fond memories of performing at The Huntridge, and it has always held a special place in our hearts. Our passion for this venue and its significance to Las Vegas drives our commitment to its future.”

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.

Dr. Paige Figanbaum, Executive Director Nevada Preservation Foundation

“The Huntridge Theater is an irreplaceable piece of Las Vegas history. Preserving it honors our past while ensuring it remains a space to celebrate the arts for generations.”

Nancy Uscher, Ph.D. Dean, College of Fine Arts, UNLV

“This historic and beautiful gem will take its place as a hub of exciting events for many years to come and will be an integral part of the cultural life of our vital region.”

THE HUNTRIDGE THEATER



THE PROJECT

Today, your support and advocacy will ignite an audacious journey. Offering first-in-class design for both performers and patrons, the Huntridge Theater will power our city's impressive collection of artists and arts organizations to new heights. In concert with community leaders like you, these powerful voices will inspire, educate and entertain as we invite all Las Vegans to step through the doors of history and, together, build a new legacy of arts and culture for this city we all love.

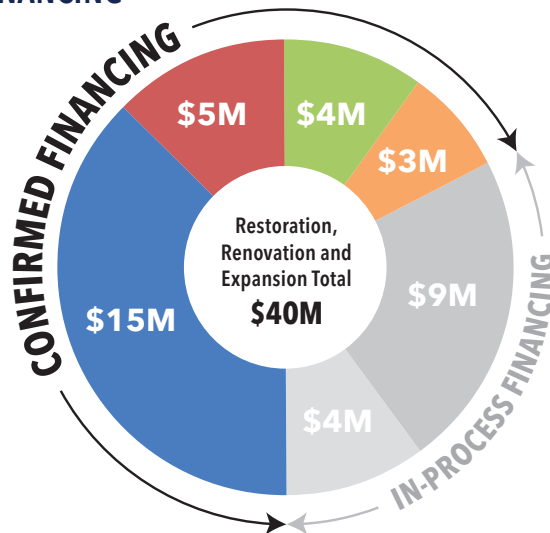


Rendering courtesy of Gensler

PROJECT OVERVIEW

- Preservation of the building's historic elements
- Renovation of Main Theater for live performances
- New construction of two Black Box Theaters
- Renovation of former retail space into two curated restaurants
- **Anticipated Grand Opening: Mid-2026**

PROJECT FINANCING



Building Ownership: Dapper Companies
100% Funded and Secured

Restoration, Renovation and Expansion Budget Confirmed Financing (70%)

- Bank Financing, Meadows Bank
- Equity Financing
- Historic Building Federal Tax Credits
- State & Local Government Grants & Incentives

Philanthropic Support In-Process (30%)

- Large Gift Opportunities
- General Public & Small Gift Opportunities

PROJECT LEADERSHIP

Developer:
Dapper Companies,
J Dapper, Principal

Theater Operator:
SoHo Playhouse LV,
Darren Lee Cole, President
& Artistic Director

Architect, Shell, Core &
Site Development:
Gensler

Architect, Theater Interiors &
Outfitting:
Fisher Dachs Associates

THE HUNTRIDGE THEATER



THE PROJECT

PROJECT ADVISORS

Paul Schmitt

Senior Vice President, Whiting-Turner
Contracting Company

Jim Moran

Technical Director, Cirque du Soliel's KA at MGM

Keith G. Boman

MD FACC

Charles de Portes

President Emeritus & Co-Founder, ESR
(World's largest Real Estate Developer)

Kurt Melien

Regional President, Live Nation Entertainment

Kirsten Brandt

Chair of Theatre, University of Nevada, Las Vegas

Lisa Portes

Chair of Theatre & Dance, University of
California San Diego

Raffi Rabah

Vice President of Business Banking
at U.S. Bank

LOCAL ARTS ORGANIZATIONS EXPLORING RESIDENCIES

- Broadway Stage Collective
- Jazz Outreach Initiative / Jazz Vegas Orchestra
- Las Vegas Academy
- Molodi
- Nevada Conservatory Theatre
- Nevada School of the Arts
- Nevada Shakespeare Festival
- Signature Productions

PROJECT IMPACT

\$25M+ **Estimated Annual Impact** from on site theater and restaurant jobs wages and salaries, ticket sales, and ancillary consumer spending in conjunction with events attended*

\$390M+ **Projected Annual Impact** from non-Huntridge Theater wages and salaries of 10 planned projects nearby benefitting from the opening of the Huntridge Theater**

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 cultural backgrounds and ages

*Using Arts & Economic Prosperity Study 6 Metrics

**Dapper Companies Economic Impact Study



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 HUNTRIDGE THEATER



THE BLACK BOX THEATERS

With your support, the Black Box spaces at the Huntridge Theater will become an ignition point for Las Vegas artists and arts organizations to emerge on a regional and national level. In these intimate but widely configurable venues, a powerful bond will be created between audience and artist, as together they create a unique environment for examining, contemplating and commenting on the world around us.

With performances by the city's award-winning theatre companies, its elite Jazz Orchestra, local comedians, cabaret artists and poets, the Black Box Theaters at the Huntridge will serve as a launching pad for a new movement of arts and culture that is distinctly Las Vegas.

The Black Box Theaters at the Huntridge will have the creative and economic flexibility key to fostering powerful artistic voices when they are most needed. Your support will enable artists and arts organizations to grow new followers, fans and benefactors by showcasing their talent and vision within these first-in-class performance spaces. Your support will make the Huntridge Theater the place where careers are launched and lives are changed, for both artists and audience.



Example of a Black Box Theater. Note: Not final design, for reference only.

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 ages, cultures, 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, inspire and astound. While the centerpiece of the programming at the Huntridge Theater will be Las Vegas' impressive collection of local arts organizations, we will also invite performers and creators from all over the world to delight every Las Vegas.

A NEW HOME FOR LAS VEGAS ARTS ORGANIZATIONS

An impressive collection of local arts organizations have expressed a desire to bring their work to the Huntridge Theater, including*:

- Broadway Stage Collective
- Jazz Outreach Initiative / Jazz Vegas Orchestra
- Las Vegas Academy
- Molodi
- Nevada Conservatory Theatre
- Nevada School of the Arts
- Nevada Shakespeare Festival
- Signature Productions

THE BEST OF REGIONAL, NATIONAL AND INTERNATIONAL ARTISTS

All of Las Vegas will be treated to experiences from an astounding lineup of musicians, performance troupes and ground-breaking visionaries, including:

Live Nation Entertainment: 20+ weekends of dynamic, breakout bands

SoHo Playhouse's 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.

Circuit Circus: 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.

*Exploratory conversations with organizations are not meant to represent confirmed commitments.



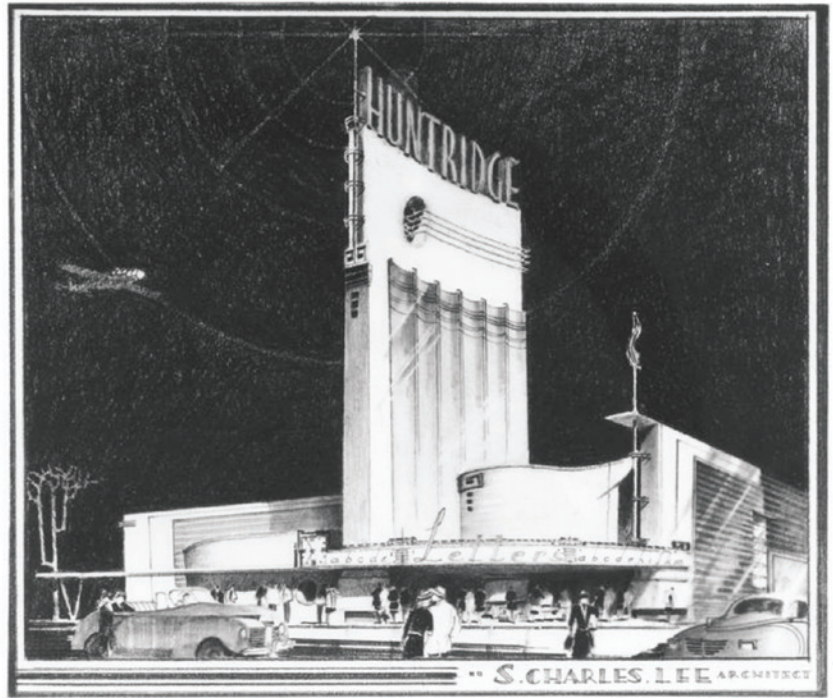
THE HUNTRIDGE THEATER



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 Vegas 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 Vegas, 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



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 Vegasans of every age and background.

To learn more about the project contact:

Gary Leffler

(702) 578-6958

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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