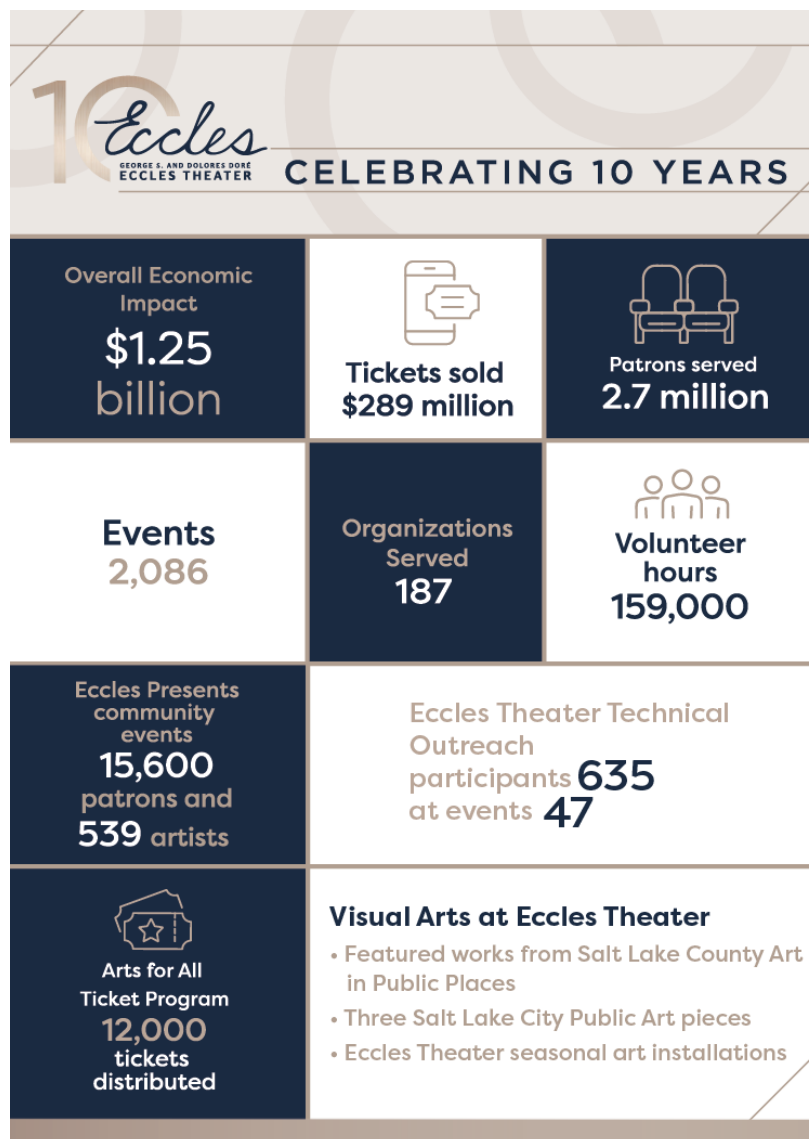




George S. and Dolores Doré Eccles Theater Fact Sheet

Celebrating its 10th Anniversary Season this year, the George S. and Dolores Doré Eccles Theater has transformed into the Intermountain West's premier cultural destination since opening its doors in 2016. The venue plays a vital role in enriching Utah's vibrant community by hosting everything from blockbuster Broadway tours and popular live entertainment to free public performances. The theater is operated by Salt Lake County Arts & Culture.



OVERVIEW

In its first decade, Eccles Theater has established itself as a major cultural destination and economic powerhouse on Main Street. The theater has driven over \$1.25 billion in economic impact, hosted more than 2,000 events, and drawn 2.7 million visitors downtown, far exceeding initial projections.

Eccles Theater was a \$140 million investment, funded in part through a \$71 million public-private partnership between Salt Lake City and Salt Lake County, and \$33 million in private donations, including a \$15 million naming gift from the George S. and Dolores Doré Eccles Foundation. Salt Lake County Arts & Culture operates Eccles Theater.

The building is an architectural jewel in the heart of downtown Salt Lake City. Designed by the world-renowned architecture firm Pelli Clarke Pelli, Eccles Theater features a dramatic five-story glass façade that connects the cityscape to the Grand Lobby. In addition, the theater project inspired the surrounding redevelopment of Regent Street into a vibrant, walkable corridor with shops and restaurants.

Beyond its economic vitality and striking architectural presence on Main Street, the theater serves as a powerful creative catalyst for the entire region.

ARTISTIC IMPACT

The addition of Eccles Theater has fundamentally elevated Utah's arts and culture landscape. Over the past decade, the venue has become a premier arts destination in the Intermountain region for touring Broadway; national concerts, family programming, and other popular events. Eccles Theater actively supports and elevates local performing arts organizations and serves as a shared arts space for the community by offering free public events. Additionally, the visual arts are integral to the overall Eccles Theater experience.

Organizations Served

Since its opening, Eccles Theater has hosted 187 non-profit and commercial organizations from Salt Lake County, across Utah, and nationwide. This wide-ranging client base benefits our community by providing a solid balance of national tours and performances by regional and local organizations.

Regent Street Black Box Resident Program

The Regent Street Black Box Residency Program provides direct support to three local non-profit performing arts organizations—JAKS Theatre Company, The Sting & Honey Company, and Utah Classical Guitar.

Our Residents receive priority booking for performances and rehearsals, Resident rental rates, and technical, ticketing, and marketing services. This stability allows these organizations to focus on their artistic and creative excellence, audience development, and organizational growth. In return, Regent Street Black Box remains lively and active, offering our patrons a vibrant, consistent mix of high-quality, local theater and music programming year-round.

Utah High School Musical Theatre Awards

Eccles Theater proudly hosts the annual Utah High School Musical Theatre Awards (UHSMTA), presented by Utah Festival Opera and Musical Theatre, with support from Broadway at the Eccles and Live at the Eccles.

This exciting event brings together hundreds of student performers and technicians from across the state for a transformative experience in the home of Broadway in Utah. Students participate in skills workshops, work backstage alongside professional technicians, rehearse together, and perform for one another, all in celebration of musical theater.

Holding the award ceremony at Eccles Theater offers these young performers a life-changing opportunity to take the professional stage. Beyond the performance, the event celebrates and elevates the visibility of high school theater programs statewide, giving the next generation of theater professionals a firsthand look at what their futures could be.

ARTISTIC HIGHLIGHTS

Hamilton, EduHam, and New Nation Project

Salt Lake City was one of the first cities in the country to host Hamilton in 2018. Hamilton Fever hit Utah, especially our Utah State Legislature, many of whom saw the show in New York City and even passed a resolution praising the show and its creator, Lin-Manuel Miranda.

The state appropriated \$350,000 for Hamilton-inspired student education programs – the national EduHam and the state-sponsored New Nation Project. Other donors contributed \$550,000 to fully fund the initiatives, including Zions Bank, George S. and Dolores Dore Eccles Foundation, Larry H. & Gail Miller Family Foundation, Salt Lake City, Salt Lake County, and the Utah Commission on Civic and Character Education

As part of the EduHam program, Eccles Theater hosted 2,400 students from across the state for an unforgettable and immersive experience. Students studied primary documents and created their own original performance pieces, with selected winners earning the

chance to perform on stage for the *Hamilton* cast and their peers. Students participated in a Q&A with the cast, followed by a private matinee

New Nation Project, sponsored by the Utah Department of Heritage Arts & offered public and school education modules and activities around the Founding Era depicted in *Hamilton*. High school students had the chance to enter a drawing to attend the show with their state legislator by writing a letter about an issue they were passionate about and proposing a solution. 250 students won free tickets to the show.

The Music of Andrew Lloyd Webber

After a year of dark stages during the COVID-19 pandemic, the Eccles Theater was one of the first theaters in the country to safely reopen its doors to socially distanced audiences, with an eight-show run of *The Music of Andrew Lloyd Webber*. Led by Utah composer Kurt Bestor, the show was presented by MagicSpace Entertainment, backed by support from the Utah State Legislature, and featured local artists and technicians. The event received international attention, with legendary composer Andrew Lloyd Webber sending a personal thank-you letter to the Eccles Theater audience to celebrate the historic occasion.

Visual Arts

Visual arts are an integral part of the Eccles Theater experience. The venue features artworks from Salt Lake County Art in Public Places Visual Art Collection, and three Salt Lake City Public Art pieces are integrated into the Grand Lobby and McCarthy Plaza. Eccles Theater commissions seasonal art installations for the Grand Lobby and maintains a permanent exhibition of historic venue construction photos and a three-story mural in the Regent Street Black Box lobby.

Elevations of Light

To celebrate the 10th Anniversary Season, the theater commissioned *Elevations of Light* by local artist Chad Farnes. Inspired by Salt Lake City's topography and surrounding mountain peaks, the installation celebrates the light, landscape, and vibrant culture of downtown. On view in the Grand Lobby through August 2027. [Learn more.](#)

Eccles Theater Seasonal Public Art Installations

Eccles Theater, in partnership with the Salt Lake County Art in Public Places program, commissions unique, site-specific art pieces for the Grand Lobby. Traditionally, the theater features a vibrant, creative holiday installation to celebrate the holidays and thank the community for its ongoing support. The program has expanded to include summer exhibitions.

COMMUNITY IMPACT & OUTREACH

Eccles Theater offers innovative community events and outreach programs to build audiences, foster community connections, and provide essential technical education and support. We work in partnership with key stakeholders, including our co-promoters, our local union, and regional organizations, to present these important and impactful programs and events.

Arts for All and Beyond the Curtain

Arts for All is the Eccles Theater Community Outreach Program, distributing no-cost tickets to Broadway at the Eccles shows and selected Live at the Eccles events to qualified Salt Lake County residents who might not otherwise have the opportunity to attend events at the theater.

The program is sustained by a nominal 50-cent fee on tickets sold for events held in Delta Hall. Since its launch in 2018, the program has distributed nearly 12,000 tickets across 200 titles, enough to fill Delta Hall five times. Tickets are distributed through a network of nonprofit community organizations, qualifying Salt Lake County schools, and to qualified individuals.

Launched in 2025, **Beyond the Curtain** is an educational enhancement experience for students and teachers attending select Broadway shows with an Arts for All ticket. To expand their engagement with the performance, students participate in a pre-show workshop with hands-on activities led by theater professionals. The engagement continues with an intermission check-in and post-show continued learning (education) tied into state core curriculum standards, enriching the overall experience for students and teachers.

Eccles Presents and Community Programming Partnerships

Eccles Presents is a series of live arts events designed to engage and entertain new audiences and build connections between the community and the venue. All events are free to attend and family-friendly, and staged in non-traditional, more accessible performance spaces within the theater. These thoughtfully curated events celebrate our rich arts and cultural community, amplify unique artistic voices, and bring the joy of live performing arts to new audiences by celebrating creativity in all forms.

- **Salt Lake Speaks** celebrates the power of the spoken word with local poets, spoken word artists, and storytellers performing in the Eccles Theater Grand Lobby.
- **Voces en Bloom** is a bilingual, pop-up concert-style music festival held on the outdoor McCarthy Plaza. The event features local Latine bands and musicians celebrating the musical talent and culture of our Spanish-speaking community.

- **Lights On! At Eccles Theater**, our annual holiday kickoff features the lighting of our winter art installation, live entertainment, and holiday treats. This highly anticipated free event is our gift to the community in gratitude for their ongoing support of the venue. Eccles Theater commissions local artists to create and install these seasonal art installations.

Community Programming Partnerships

- **Steppin' on Main** is a free, outdoor, Friday night summer performance series presented at Eccles Theater in partnership with The Blocks Arts District and Tin Angel at the Eccles. Events have included concerts, dance, family entertainment, and even a fashion show.
- **The Annual Mariachi Festival** is presented in partnership with the Consulate of Mexico in Salt Lake City, The Blocks Arts District, and Eccles Theater.

Eccles Theater Technical Outreach

A critical part of our success at Eccles Theater is our technical team. We recognize our responsibility to provide education, mentorship, experience, and support to future theater technicians. Through our Eccles Theater Technical Outreach (ETTO) program, we offer high school and college students real-world experience alongside industry professionals, encouraging and creating a pipeline for the next generation of theater technicians.

We present a range of programs from introductory venue tours to in-depth professional development classes. Masterclasses focus on specific disciplines or hardware taught by industry leaders and manufacturer representatives, while wide-ranging Panel Discussions cover subjects such as industry trends and skills-building advice. ETTO participants can gain valuable real-world experience through Show Shadowing alongside a professional production crew member or through our immersive Production Internships, offering a paid opportunity to gain hands-on experience in technical theater production and venue operations. These programs are presented with support from IATSE Local 99 and Broadway at the Eccles.

ECONOMIC IMPACTS

A key to the Eccles Theater's success is our collaborative co-promoter business model with Broadway at the Eccles and Live at the Eccles, leveraging local expertise and national reach. Because our co-promoters live and work here, they understand our audience intimately, and we are collectively invested in securing the best entertainment for our community.

- The Eccles Theater has generated more than \$1.25 billion in economic impact over 10 years.
- Eccles has hosted more than 2.7 million patrons at 2,086 events
- Eccles Theater generated more than \$30 million in Union wages, a direct investment into our local workforce
- Live at the Eccles has served 771,000 patrons at 464 individual events
- Broadway at the Eccles productions have served more than 1.8 million patrons
- Eccles Theater is a nationwide leader in Broadway season subscriptions, with 15,000 subscriptions and an average 90% renewal rate

MEDIA ASSETS – [Venue photos and virtual tour, construction time-lapse](#)