

2025

ANNUAL

REPORT



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618 Broadway Street
Rock Springs, WY 82901

DRIVING CULTURE.

DRIVING COMMUNITY.

DRIVING IMPACT.



THE ECONOMIC IMPACT OF THE BROADWAY THEATER

The Broadway Theater plays an important role in strengthening both the cultural life and the local economy of Rock Springs.

In 2025, spending by the Broadway Theater and its audiences generated an estimated **\$447,777 in total economic activity** in the community. This includes ticket sales as well as additional spending at local restaurants, shops, and other Downtown businesses tied to arts and entertainment events.

That activity supported approximately **12.7 full-time equivalent (FTE) jobs**, showing how the arts help sustain local employment across a range of industries.

The impact also translated into **\$270,645 in household income** for community members, including wages, salaries, and other earnings connected to arts-related spending.

In addition, this economic activity generated **\$19,406 in local government revenue** and **\$20,553 in state government revenue** through taxes, fees, and other sources—helping support public services and community resources.

These estimates are based on data from the **Americans for the Arts – Arts & Economic Prosperity IV Calculator**, which uses national research from similarly sized communities to measure how nonprofit arts organizations contribute to local economies. While the figures are estimates, they clearly demonstrate that the Broadway Theater is not only a cultural anchor for Downtown Rock Springs, but also a valuable economic driver for the entire community.

TICKET SALES INSIGHTS

The Broadway Theater continues to strengthen its role as both a community gathering place and a regional destination for entertainment. In **2024**, approximately **75% of ticket buyers were local**, coming from Rock Springs. By **2025**, the Broadway Theater saw significant growth in out-of-town attendance, with nearly **32% of ticket sales coming from visitors** outside the community, while **68% remained local**.

This increase in non-local ticket buyers highlights the Broadway Theater's growing impact on tourism, bringing new visitors Downtown to enjoy performances, dine at local restaurants, shop at nearby businesses, and support the local economy. At the same time, strong local attendance continues to show the community's ongoing support for the arts.

Together, these trends demonstrate how the Broadway Theater **serves both residents and visitors**—driving cultural engagement, economic activity, and a vibrant Downtown Rock Springs experience.



A RECORD BREAKING YEAR

2025 marked a milestone year for the Broadway Theater, with **11,029 attendees** across **98 events**—the highest attendance in our history. From live performances and community programs to student recognitions and special events, the theater continued to serve as a vibrant hub for entertainment, education, and community connection in Downtown Rock Springs.

GRAND KYIV BALLET COMES TO ROCK SPRINGS

After more than a decade of working toward hosting a professional ballet company, the Broadway Theater was thrilled to welcome the **Grand Kyiv Ballet** in 2025. Thanks to technical improvements and stage upgrades, we were able to host five performances, including:

- **Swan Lake** (Sold out – second show added)
- **Snow White**
- **The Nutcracker** (Sold out – second show added)

Audience feedback was overwhelmingly positive, with patrons praising the beauty, artistry, and cultural significance of the performances. These shows brought world-class ballet to Rock Springs and created unforgettable experiences for the community.

I have been fortunate to have been to a number of ballet performances in my life and loved this performance of Swan Lake. These young artists created magic as they told this story through their beautiful dancing! I was so thrilled to be watching this in our community. We were gifted with a magical performance. Thank you for bringing this Ballet Company to Sweetwater. - Judy C Graham

SOLD OUT PERFORMANCES

In addition to ballet, several other shows reached full capacity in 2025, including **Deana Carter** and **Wyoming PBS's** screening of **"Afar & Below: The Story of the Wyoming Trona Miners!"** These sold-out events reflect the community's strong support for diverse entertainment and storytelling at the Broadway Theater.

SUPPORTING STUDENTS & YOUTH PROGRAMS

The Broadway Theater is proud to host recognition events and programs for local student groups, including **Student Council**, **National Honor Society**, **Soccer**, **Tigers for Literacy**, and more. These events celebrate academic achievement, leadership, and community involvement while giving students the opportunity to experience the arts in a professional theater setting.





POWERED BY PARTNERSHIP

SWEETWATER COUNTY CONCERT ASSOCIATION

Our improved partnership with the **Sweetwater County Concert Association** allows us to host their performances and jointly present special events. This collaboration strengthens cultural offerings in the region and brings a wider variety of high-quality performances to Rock Springs audiences.

GRANT SUPPORT & INVESTMENTS

Thanks to the generous support of our funding partners, the Broadway Theater was able to expand programming, improve accessibility, and invest in critical facility upgrades. Grant support included:

- **Rocky Mountain Power** – Programming
- **Wyoming Arts Council** – Programming
- **Wyoming Cultural Trust Fund** – Platform lift replacement
- **Union Pacific Foundation** – Platform lift replacement
- **Creative West** – Two grants: programming and a new assisted listening system
- **Sweetwater BOCES** – Internship support

IMPROVED ACCESSIBILITY: ASSISTED LISTENING SYSTEM

In 2025, the Broadway Theater installed a new assisted listening system, improving accessibility for patrons who are hearing impaired. This upgrade ensures more community members can fully enjoy performances and demonstrates our ongoing commitment to inclusive access for all.

EXTERIOR BANNER INSTALLATION

New exterior banners were installed on the Broadway Theater building in 2025, helping enhance visibility and reinforce the theater's presence in Downtown Rock Springs. A special thank-you to **Rocky Mountain Power** for assisting with the installation and helping bring this improvement to life.

A PACKED 2025–26 SEASON

The Broadway Theater released a record-setting **2025–26 season calendar** featuring **13 performances**, offering everything from Shakespeare to rock 'n' roll. This ambitious lineup reflects the theater's commitment to bringing diverse, exciting entertainment to the community while continuing to grow as a regional destination.

