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FROM: MARCEE RONDAN/MITCH SCHNEIDER

CITY+VENTURES,
ONE PERCENT PRODUCTIONS
AND MAMMOTH, INC
JOIN FORCES ON NEW MUSIC VENUE
THE ASTRO THEATER
IN LA VISTA, NEBRASKA

GROUNDBREAKING SET FOR
WEDNESDAY, SEPTEMBER 29



Looking to fill the gap of a medium-sized venue in **Omaha's** metro's music scene, **City+Ventures** along with live music and entertainment businesses **One Percent Productions** and **Mammoth, Inc** have joined forces on a new music venue: **The Astro Theater**. The official groundbreaking for the venue is set for **Wednesday, September 29** at **11:00 AM** with **La Vista Mayor Douglas Kindig**, city council members, city staff, project partners, and developers all on hand.

The Astro Theater is designed as the focal point of the mixed-use La Vista City Centre development. The 2,500-person, 52,000-square foot indoor theater connects to an outdoor grass amphitheater, hosting 5,000 attendees and overlooking a 34-acre public park. The indoor venue and adjacent amphitheater are located in La Vista City Centre (8302 City Centre Drive, La

Vista, Nebraska) and construction is set to begin the week of groundbreaking with plans for **The Astro Theater** to debut in **January 2023**.



“The Omaha market has always needed an all-purpose multi-format theater and a proper boutique amphitheater,” said **Josh Hunt, Mammoth, Inc.** “At times, Omaha has been skipped over by tours because venues are too small, too big, or don’t have the necessary production capabilities. We believe The Astro Theater will not only alleviate those concerns but go above and beyond, creating a top-tier experience for artists and fans alike.”

“We’ve created a venue that provides the flexibility we know artists want in a new lifestyle development that brings the ultimate customer experience for their fans,” said **Jim Johnson, One Percent Productions.**

“Our goal is to create a mixed-use community space that brings a dynamic, large-scale urban destination to La Vista and Sarpy County,” said **Chris Erickson** and **Danny White** of **City+Ventures**. “The addition of The Astro Theater means you can enjoy dinner, a concert and post-show entertainment in one location.”

Once the venue opens, **One Percent Productions** and **Mammoth, Inc.** will manage bookings for the facility. The two companies enjoy a long history together having booked shows for CHI Center, Baxter Arena, Ralston Arena, Sokol Auditorium, Sumtur Amphitheater, The Waiting Room, Reverb Lounge, and more.

About:

One Percent Productions

One Percent Productions, formed in 1997 by Marc Leibowitz and Jim Johnson, opened The Waiting Room Lounge in 2007 and Reverb Lounge in 2014 producing hundreds of shows including those for other venues in Nebraska and Iowa. The company believes in investing in the community and has been a part of Omaha's accelerating cultural growth.

Mammoth, Inc.

Mammoth, Inc. was started in 2006 by Jeff Fortier and Josh Hunt, who together have over 55 years of combined music industry experience producing a wide range of events including concerts, full scale festivals, and tour booking. Their venues include arenas, large amphitheaters, independent clubs, numerous large amphitheaters, over 50 historic indoor theaters throughout the country, as well as an independently owned venue portfolio

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