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Shea's Buffalo Theatre Celebrates Record Success for the Five Star Bank 2023-24 Broadway Season

Buffalo, NY, June 17, 2024— Shea's Performing Arts Center and Albert Noccioolino celebrate the success of the 2023-24 Five Star Bank Broadway Season, one of the most attended seasons in recent years.

The season commenced with the arrival of *Mrs. Doubtfire* and *Moulin Rouge The Musical* in Buffalo, conducting technical rehearsals and other pre-tour activities at Shea's Buffalo Theatre. This set the stage for a spectacular season and brought a significant 12-million-dollar economic boost to the City of Buffalo. The influx of theatergoers and production staff spending on travel, hotels, restaurants, parking, and other local businesses underscored the profound impact of the Broadway season on the local economy.

Shea's Buffalo Theatre has proudly hosted ten national Broadway tour launches, made possible by the strategic utilization of the Empire State Music and Theatrical Production Tax Credit. This program not only incentivizes qualified production companies to conduct technical rehearsals and other pre-tour activities in qualified regional theaters throughout Upstate New York but also helps to make Upstate entertainment venues competitive with others in Northeastern states that offer similar tax incentives to musical and theatrical productions produced on Broadway.

"The season's success can be attributed to the support of the local community, the exceptional quality of the shows presented, and the unparalleled patron experience offered at Shea's Buffalo Theatre," said Shea's President and CEO Brian Higgins. "From dazzling performances to memorable moments, the season is a testament to the vibrant arts scene in our region."

The last three productions of the season, *Les Misérables*, *Mamma Mia*, and *MJ: The Musical*, drew 72,000 theater enthusiasts to Shea's Buffalo Theatre this spring. Among them, 49,500 were loyal season ticket holders. These three shows thrilled audiences and injected 14 million dollars into the City of Buffalo's economy.

"The overwhelming support from our season ticket holders has contributed to our success." Broadway producer Albert Noccioolino, a longtime co-presenter of the Shea's Broadway season, expressed immense gratitude to the loyal season ticket holders for their continued support, "Their patronage enables Shea's to bring the best of Broadway to Buffalo and further establishes the city as a top destination for Broadway tours."

The economic impact of this season has been substantial, with the Five Star Bank Broadway Season performances and Gallagher Special Engagements contributing an estimated \$35 million to the local economy. This demonstrates the significant role Shea's Buffalo Theatre plays in Buffalo's cultural landscape and its economic vitality.

Over 314,000 tickets have been sold this season, positioning it as the third-highest attendance year in the past nine years.

A particular highlight of the season was ***MJ the Musical***, the highest-grossing one-week engagement in Shea's Buffalo Theatre history. This outstanding performance underscores the strong appeal and quality of the productions hosted on Shea's stage.

To ensure you never miss a production and to be a part of our success story, we invite you to secure your place in history by subscribing to the upcoming 2024-25 Five Star Bank Broadway Season. As a subscriber, you will enjoy exclusive benefits, including priority seating and the assurance of never missing the hottest ticket in town. Join us as we continue to bring world-class entertainment to Buffalo and create unforgettable live theater experiences. Subscribe today and be a part of the excitement!

The Five Star Bank 2024-25 Broadway season at Shea's Buffalo Theatre includes ***Some Like it Hot, & Juliet, Disney's The Lion King, The Wiz, Shucked, A Beautiful Noise: The Neil Diamond Musical***, and ***Back to the Future: The Musical. Hamilton*** returns this fall as a special subscriber add-on.

Shea's Buffalo Theatre has a rich history and is vital in promoting arts and culture in Buffalo. This milestone is a testament to the dedication of Shea's staff and volunteers in creating an exceptional theater experience for all attendees.

For more information about Shea's Performing Arts Center and to purchase tickets to the Five Star Bank Broadway Season, visit www.sheas.org or follow Shea's on Facebook, Instagram, and X.

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ABOUT SHEA'S PERFORMING ARTS CENTER

Shea's Buffalo Theatre was initially built as a "picture palace" by Michael Shea in 1926. Today, Shea's Performing Arts Center comprises three modern theatres in the heart of the Buffalo Theatre District, bringing the best of live performances through touring productions and local collaborations to Western New York. Shea's Buffalo Theatre is the historic crown jewel of the Performing Arts Center and is one of the top touring theatres in the country, with over 3,000 seats. It was designated a National Historic Site in 1975. Shea's 710 Theatre is the latest space to be added to the campus. Once home to Studio Arena, this 558-seat thrust theatre offers Broadway productions and plays produced by local and international theatre companies. Shea's Smith Theatre is a 200-seat black box theatre that hosts Off-Broadway productions, comedy, and collaborative productions with local theatre companies. Shea's Performing Arts Center is committed to keeping true to the history of Shea's Buffalo Theatre and to the future of the Western New York region, bringing the best of Broadway theatre and beyond to Buffalo, NY.

For information on Shea's Performing Arts Center, upcoming shows, and other programs, visit www.sheas.org and follow Shea's on [Facebook](#), [Twitter](#), and [Instagram](#).