

Music Hall Revitalization Corporation

UPDATES:

[CLICK HERE](#) to watch part one of Jack Rouse's interview on Local 12 Newsmakers - Revitalizing Music Hall

[CLICK HERE](#) to listen to Jack Rouse's interview on 91.7 WVXU Cincinnati Edition

Release date:
Feb. 26, 2010

Music Hall Revitalization Corporation Established to Lead Renewal of Historic Music Hall

Contacts:

Van Ackerman, Cincinnati Arts Association
(513) 977-4108 or vackerman@cincinnatiarts.org

Christopher Pinelo, Cincinnati Symphony Orchestra
(513) 744-3338 or cpinelo@cincinnatiartsymphony.org

Katie Syrone, Cincinnati Opera
(513) 768-5504 or ksyrone@cincinnatiopera.org

Cincinnati – Feb. 26, 2010 – As plans take shape for the restoration and renewal of Music Hall, Greater Cincinnati's historic performing arts center and community gathering space, the Music Hall Working Group (MHWG) announced today the creation of the Music Hall Revitalization Corporation (MHRC), a new organization that will assume leadership of the project.

MHWG comprises leadership from the Cincinnati Arts Association (facility manager); Cincinnati Symphony and Pops Orchestras, Cincinnati Opera, May Festival, and Cincinnati Ballet (resident arts organizations); and the Society for the Preservation of Music Hall.

The Music Hall Revitalization Corporation will lead and coordinate all future plans related to Music Hall redevelopment, including planning, design, construction, communications, and fundraising. The new organization will also collaborate closely with the members of MHWG to build on the momentum of the work that's already been completed. Of paramount importance to the MHRC agenda will be ensuring that Music Hall remains a world-class performance venue and an arts and entertainment anchor for its Over-the-Rhine neighborhood, while continuing to serve the needs of its resident organizations and the Greater Cincinnati community.

"The creation of this separate, focused entity will enable the project to move from the formative, conceptual stage into an implementation stage," said Dudley Taft, chair of the Cincinnati Arts Association Board of Trustees. "The Music Hall Revitalization Corporation will bring the project into action, representing the needs and concerns of all user groups, while ensuring and preserving the acoustic and historic integrity of the hall."

Also announced today was the appointment of Jack Rouse as MHRC's president. Rouse is the retired co-founder and chairman of Jack Rouse Associates, a design and project management firm that serves the entertainment, sports, and museum industries throughout the world. An active community leader, Rouse serves on the boards of the Cincinnati Zoo, Cincinnati Playhouse in the Park, the Cincinnati Center City Development Corporation (3CDC), and the Cincinnati Symphony Orchestra. He was also the founding chairman for the Port of Greater Cincinnati Development Authority.

"Jack Rouse has the clarity of vision and leadership skills essential for heading up this effort to revitalize Music Hall," said Cincinnati Symphony Orchestra Board Chair Marvin Quin. "He has experience managing complex projects and understands how the arts contribute to the region's vitality. Jack also knows this community."

"It's an honor to be involved in helping guide the revitalization of one of the most important buildings in Cincinnati," said Rouse. "Also, being able to help provide a better performance space for the CSO, Opera, May Festival, and the Ballet, as well as the many other concerts and events that utilize this grand space, is most rewarding."

"But the greatest joy in this new job," he continued, "is being part of creating friendly, warm spaces that welcome diverse audiences to the revitalized Over-the-Rhine. Our overriding objective is to make sure we do this job right, because we will never have the chance to do it again. It is an awesome opportunity of which I'm thrilled to be a part."

As president of MHRC, Rouse will establish a board of trustees for the organization, including representation from the Music Hall Working Group and additional community leadership. In addition, the process is underway to identify a design architect to determine and direct the overall aesthetic impact on the hall, as well as ensure and support the integration and preservation of the hall's historic and acoustic integrity. The design architect will work closely with the existing project team, including:

- Theatre Project Consultants (theatre planning)
 - Jaffe Holden Associates (acousticians)
 - GBBN Architects
 - Messer Construction
- Smith Beers Yunker & Company (fundraising)

About Music Hall

Built in 1878, Music Hall is the home of what is deemed to be one of the best and most beautiful concert theaters in the world. Owned by the City of Cincinnati and managed by the Cincinnati Arts Association, Music Hall hosts nearly 350 events and welcomes more than 250,000 visitors each year. Its resident performing groups include the Cincinnati Symphony and Pops Orchestras, May Festival, Cincinnati Opera, and Cincinnati Ballet. The building was recognized as a National Historic Landmark by the United States Department of the Interior in 1975.

###

BIO

Jack Rouse Chair/Founder Jack Rouse Associates



In 2008, Jack was recognized by his industry-peers when he was awarded the themed entertainment industry's highest award, the Thea for lifetime achievement. In accepting the award Jack made a special effort to thank the tens of millions of people whom he has never met, but who have made his career possible: the audiences who have visited the hundreds of venues and attractions that JRA has created during the past 20 years. To those who know Jack and the JRA philosophy this came as no surprise, for Jack has always believed that JRA is a service organization whose basic job is to use experiential design to create a smile, or open a mind, or to touch a heart. Many times Jack has told clients that the essential role of JRA is unlocking the inherent drama in their story or vision. "It is through dramatic narrative that we must emotionally and intellectually engage our audiences. If we can't forge that connection it is unlikely we will be our clients goals and objectives."

Jack works on a variety of entertainment, museum, corporate and sports projects for clients worldwide. In recent years Jack has become increasingly interested in the role that arts, culture and entertainment venues can play within the larger context of economic development. Speaking at a recent conference in Europe, Jack said, "Whether in Dubai, Pella, Iowa, Cheyenne, Wyoming, Dublin, Ireland or Singapore, the interaction between what JRA creates and the more traditional mixed-use elements like retail, residential and commercial is becoming more important as a driver for economic success and development differentiation."

Building on a management philosophy that stresses a sincere and honest concern for the personal and professional lives of each of the firm's associates, Jack has guided and inspired the development of one of the most respected and creative firms in the world. Always believing in a multi-disciplinary team approach to the development of creative projects, Jack has assembled a variety of writers, artists, designers and producers and supports them with operations, marketing and administration professionals in order to create a firm of remarkable depth and diversity. Jack has led a movement to augment this Cincinnati team with associates from all corners of the globe enabling JRA to give great credence to Tom Friedman's claim that "the world is flat;" and thus providing JRA's clients with superior creative and project management services all over the globe.

Jack sold JRA in 2008, but remains a consultant to various institutions in the leisure time sector.

Jack holds a Ph.D. from the University of Michigan, and prior to becoming involved in experiential design Jack was a college professor at the University of Wisconsin and the University of Cincinnati.

A much sought-after lecturer, panel member and charrette participant, Jack couples his thoughtful insights with a charismatic presentation style that has benefited audiences at ULI, AZA, IAAPA, TILE, LIW, IAAM, ECSITE and numerous other professional association events in the United States, Europe and Asia.

In addition to his professional work for JRA, Jack serves on the board of trustees for many organizations, including the Cincinnati Zoo, the Cincinnati Playhouse in the Park, and the Cincinnati Central City Development Corporation, Downtown Cincinnati Inc. and the Cincinnati Symphony. He was also the founding chairman for the Port of Greater Cincinnati Development Authority.

For more information, visit www.jackrouse.com