



MUSIC HALL CENTER

**CREATING MUSIC OPPORTUNITIES
In Detroit, For Detroit**





MUSIC HALL
CENTER

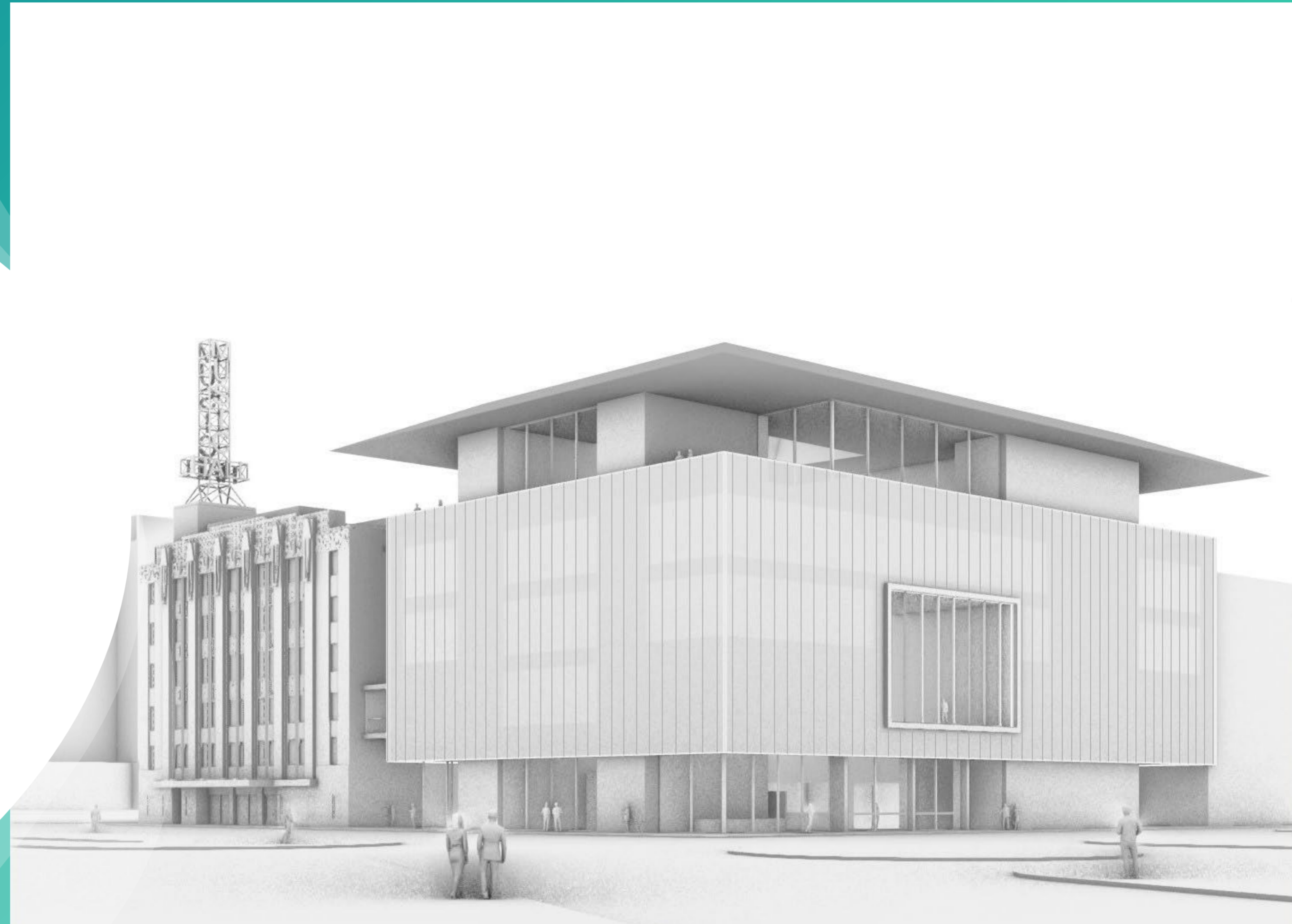


INTRODUCING
MUSIC HALL
CENTER
EXPANSION



DOWNTOWN'S NEWEST HOME FOR...

- ✓ NOT- FOR- PROFIT MUSIC ACADEMY
- ✓ MUSIC INDUSTRY OFFICES AND RECORDING STUDIO
- ✓ NEW STATE-OF-THE-ART CONCERT STAGE AND ENTERTAINMENT VENUE
- ✓ ACTIVATED ALLEY DEVELOPMENT
- ✓ YEAR-ROUND ROOFTOP ENTERTAINMENT VENUE
- ✓ COMPREHENSIVE ALL VENUE TICKETING AND WELCOME CENTER PLAZA
- ✓ MICHIGAN MUSIC THEMED RESTAURANT
- ✓ MID-SIZED CONFERENCE VENUE



LOCATED IN THE HEART OF THE DETROIT THEATER DISTRICT



LITTLE CAESARS ARENA

CITY THEATER

FOX THEATER

FILLMORE THEATER

ORCHESTRA HALL

COMERICA PARK

FORD FIELD

GEM THEATRE

DETROIT OPERA HOUSE

MUSIC HALL

Frank Murphy Hall of Justice

MARLENE BOLL THEATRE

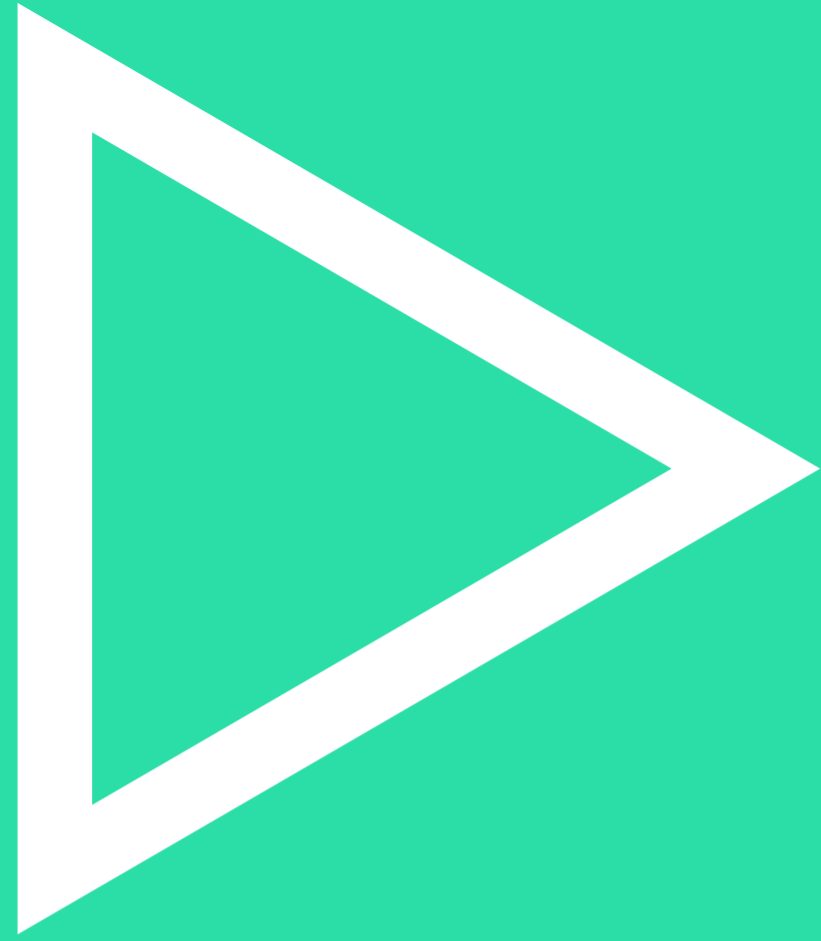
HARMONIE CLUB THEATRE

PARADISE VALLEY PARK

HUDSON'S TOWER SITE

DOWNTOWN LIBRARY

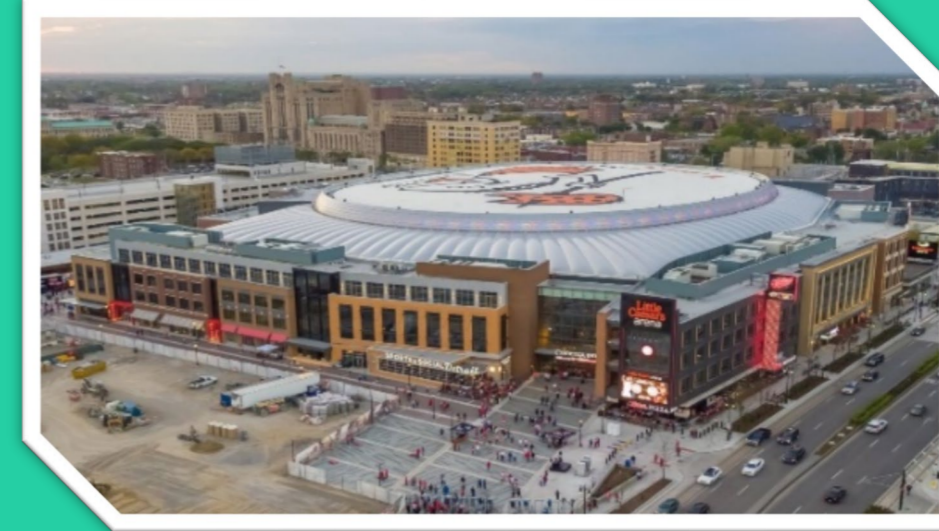
GREY EXPAN



Ford Field



Detroit Opera House



Little Caesars Arena



Fox Theater

Current Neighbors

The Music Hall Center will serve as the front door to three stadiums and nine theaters essentially adjacent to each other.



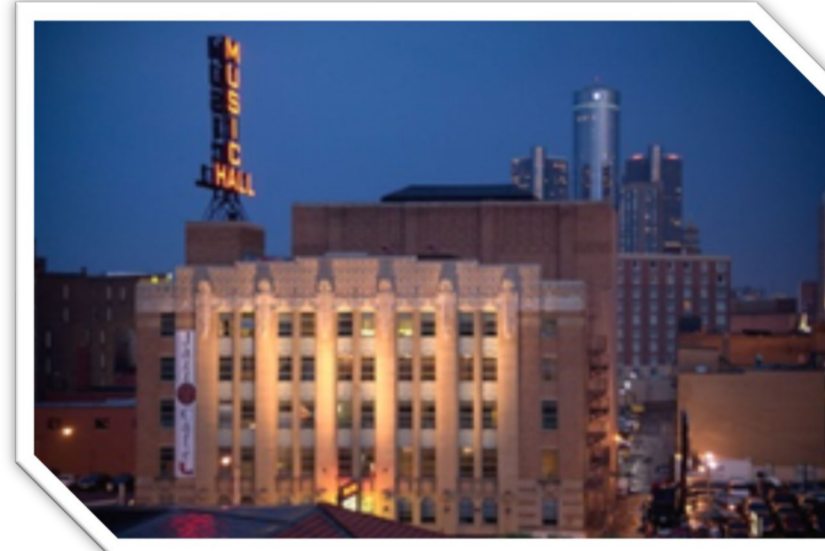
Marlene Boll Theater



Harmonie Club and Theater



Comerica Park



Music Hall



The Fillmore



The Little Gem Theatre



City Theatre



Cliff Bells / Park Bar Theater

CURRENT JOBS & REVENUES

213 organizations **3,371** employed
total annual wages of **\$147,656,936**
(average salary \$43K)

Source: U.S. Bureau of Labor statistics, QCEW Data

SECOND in U.S. arena attendance in 2019
1M annual concertgoers gross revenue **\$61M**

SIXTH largest among U.S. theaters
495,297 annual attendance gross revenue **\$27M**

Source: data released by the trade publication Pollstar

70+ annual events & **10** home games
typical concert gross revenue **\$3,408,357**

In **2020** -- the Rolling Stones, Kenny Chesney, Garth Brooks, Justin Bieber...

87 annual home games

Typical concert gross revenue **\$4,000,000**

In **2020** -- Billy Joel, Guns N' Roses, Green Day, Weezer, Fall Out Boy...

PERFORMING ARTS

LITTLE CAESARS ARENA

FOX THEATER

FORD FIELD

COMERICA PARK

MONROE BLOCKS



**UNIVERSITY OF MICHIGAN
INNOVATION CENTER**



HUDSON'S SITE



**GREEKTOWN
EXPANSION**



**THE MUSIC HALL CENTER
WILL ALSO SERVE AS THE
FRONT DOOR TO OUR
FUTURE NEIGHBORS**

ALL SERVED BY...

THE MIGHTY MADISON EXIT

Each day...

22,871

CARS USE THE MADISON OFF
RAMP TO ENTER DETROIT

12,775

CARS ENTER THE THEATER
DISTRICT BY
SOUTHBOUND
GRATIOT

42,188

CARS FOR AVERAGE DAILY TRAFFIC



ANNUALLY
15 M CARS
40 M VISITORS

MDOT GIS study – Traffic Volumes map



DETROIT
Paradise
VALLEY

CONNECTIVITY:

MUSIC HALL CENTER WILL ALSO SERVE AS AN ANCHOR TO THE NEW PARADISE VALLEY ENTERTAINMENT DISTRICT. IT PROVIDES A CRITICAL MASS OF COMMERCIAL ACTIVITY AND COMMERCIAL SUPPORT FOR THE AMENITIES IN PARADISE VALLEY DISTRICT



THE NEW PARADISE ALLEY



CONVERT VACATED ALLEY INTO "BELT" LIKE CONCOURSE WITH SINGLE POINT OF PURCHASE TICKETING KIOSK, MICRO RETAIL AND OUTDOOR LOUNGES

DETROIT
Paradise
VALLEY



The Old Wayne County Jail

PARADISE ALLEY

Connect to JAZZ ALLEY

M
MUSIC HALL
CENTER

PARADISE ALLEY

Connectivity includes the anticipated Jazz Alley and the “Belt” winding all the way through the Monroe blocks to Campus Martius



MUSIC HALL CENTER

NOT-FOR-PROFIT MUSIC ACADEMY

AND RECITAL HALL AND

MUSIC INDUSTRY OFFICES



A wide-angle, high-angle photograph of a large indoor concert venue. The stage is illuminated with vibrant blue and purple lights, and a large crowd of people is visible in the foreground. The ceiling is high with complex metal trussing and lighting rigs. The overall atmosphere is energetic and modern.

MUSIC HALL CENTER

**NEW STATE-OF-THE-ART
CONCERT STAGE AND
ENTERTAINMENT VENUE**

**MUSIC ACADEMY
RECITAL HALL AND
RECORDING STUDIO**

D/B/A
THE MOST
MUSIC SHCOOL



The image shows the interior of a music-themed restaurant. The ceiling is the focal point, covered in a dense array of posters and banners for various rock bands, including The Beatles, The Rolling Stones, The Police, and Cream. A large mural in the center of the ceiling features a skull and the name 'TOM PETT'. The walls are also decorated with posters, including one for 'LET IT BE' featuring The Beatles. In the foreground, several groups of people are seated at wooden tables, engaged in conversation. A bar area with a red wall and multiple TV screens is visible in the background. The overall atmosphere is casual and celebratory.

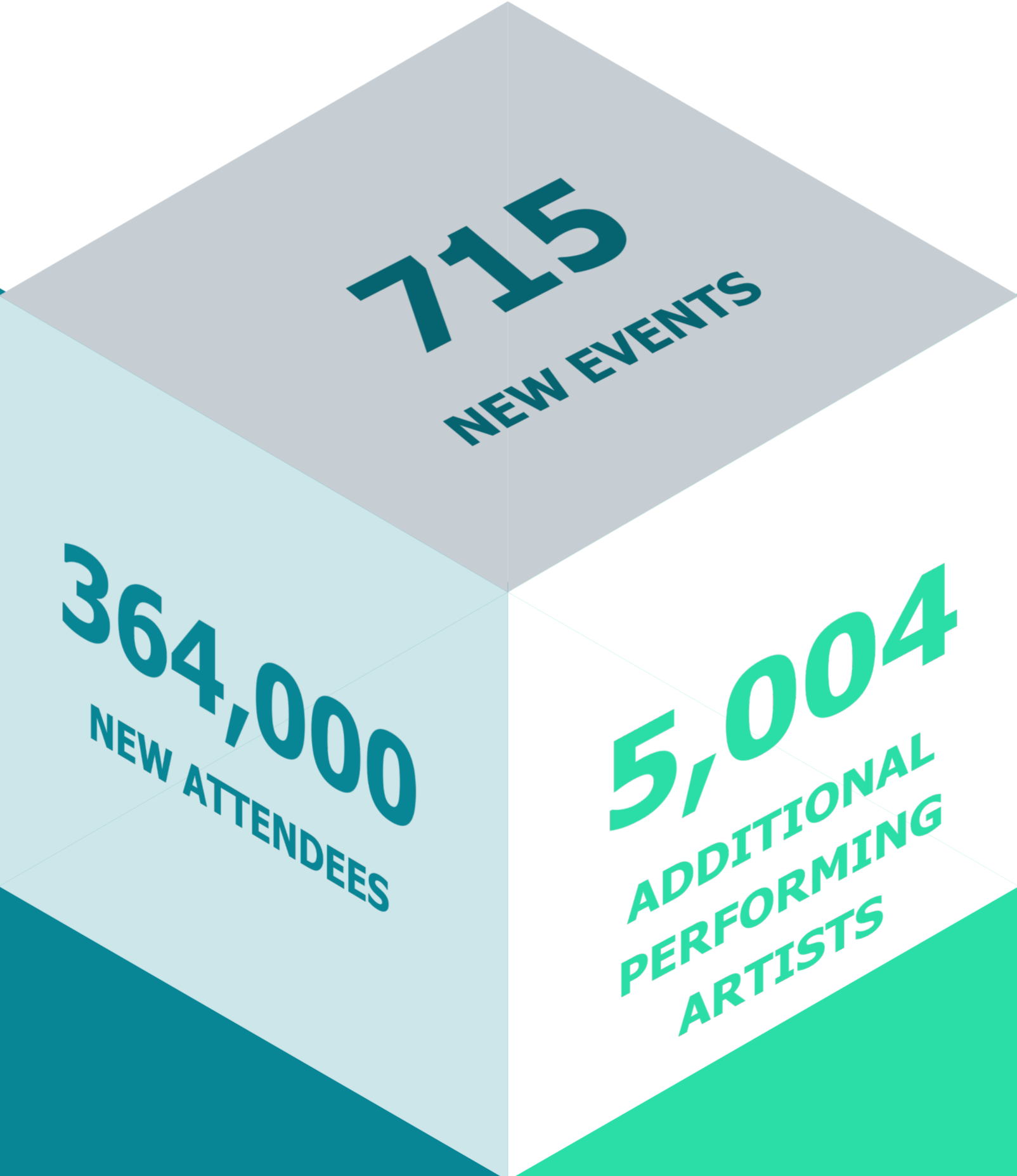
MUSIC RESTAURANT

CELEBRATING MICHIGAN
MUSICAL LEGENDS –
RESTAURANT IS DESIGNED
TO BE CASUAL WITH
POPULAR PRICING MENU

IMPACT:

CONCERT HALL, MUSIC ACADEMY, WELCOME CENTER, CONFERENCE HALL, MUSIC RESTAURANT, MUSIC OFFICES and 3FIFTY TERRACE

446
ADDITIONAL FULL TIME
EQUIVALENT EMPLOYEES



93
ADDITIONAL
INDEPENDENT
CONTRACTOR
VENDORS

Developers



MUSIC HALL TRUSTEES



Architects

Tod Williams and Billie Tsien



The Barnes Museum
Philadelphia



David Geffen Hall – Lincoln Center
New York

The Obama Presidential Center
Chicago



Tod Williams (born 1943, Detroit, Michigan) received his undergraduate, MFA, and Master of Architecture degrees from Princeton University, New Jersey after graduating from the Cranbrook School in Bloomfield Hills.

Billie Tsien (born 1949, Ithaca, New York) received her undergraduate degree in Fine Arts from Yale University and her M. Arch. from UCLA.

Tsien is currently President of the Architectural League of New York and Director of the Public Art Fund.

MUSIC INCUBATOR OFFICES



Michael Gochman



Mike Gochman began his career in commercial real estate in 1984, having held senior executive positions with the Rockefeller Group, Trump Organization, TechSpace, and CBRE. TechSpace, founded in 1998, was one of the first flex-office platforms to offer edgy, creative-oriented space for small- to mid-sized technology companies.

There are approximately 500 music related businesses in the greater Detroit Area, employing over 6,000 people generating approximately \$1.5 billion in annual revenue (according to the economic consulting firm Anderson Economic Group).



OPERATIONS

Music Hall Center for the Performing Arts

Music Hall

As a continuously operating 94 year old venue, Music Hall Center for the Performing Arts will be responsible for the building operations and sustainability of the entire Music Hall Center complex. Music Hall is a 501 © 3 not-for-profit organization led by a 60 person Board of Trustees.

Vincent Paul

As Chief Executive Officer of Music Hall since 2006, he is responsible for producing over 425 performances annually and the blockbuster Detroit Music Weekend downtown festival. He also oversees the nine performing arts education outreach programs that engage 22,000 students annually, mainly in the Detroit schools.



Alice and Julius Combs



Ara Darajian



Betty Brooks



Gordon Follmer



Darrel Burks



Denise B. Williamson



Dilip Dubey



Derek Batts



Gail Perry Mason



Greg Jackson



Peggy Pitt



Joyce Hayes Giles



Juliette Okitie Eboh



Brian Mooney



Larry Alebiosu



Leon Richardson



Luis Resto



Marvin Beaty



Michele Samuels



Alex Parrish



Rainy Hamilton



Ricardo Solomon



MUSIC HALL TRUSTEES



Tatiana Grant



Tom and Carol Goss



Tina and Leland Bassett



Vivian Carpenter



Roy Roberts



Sue Ellen Eisenberg



283

Salaried Employees



75%

reside in
Detroit

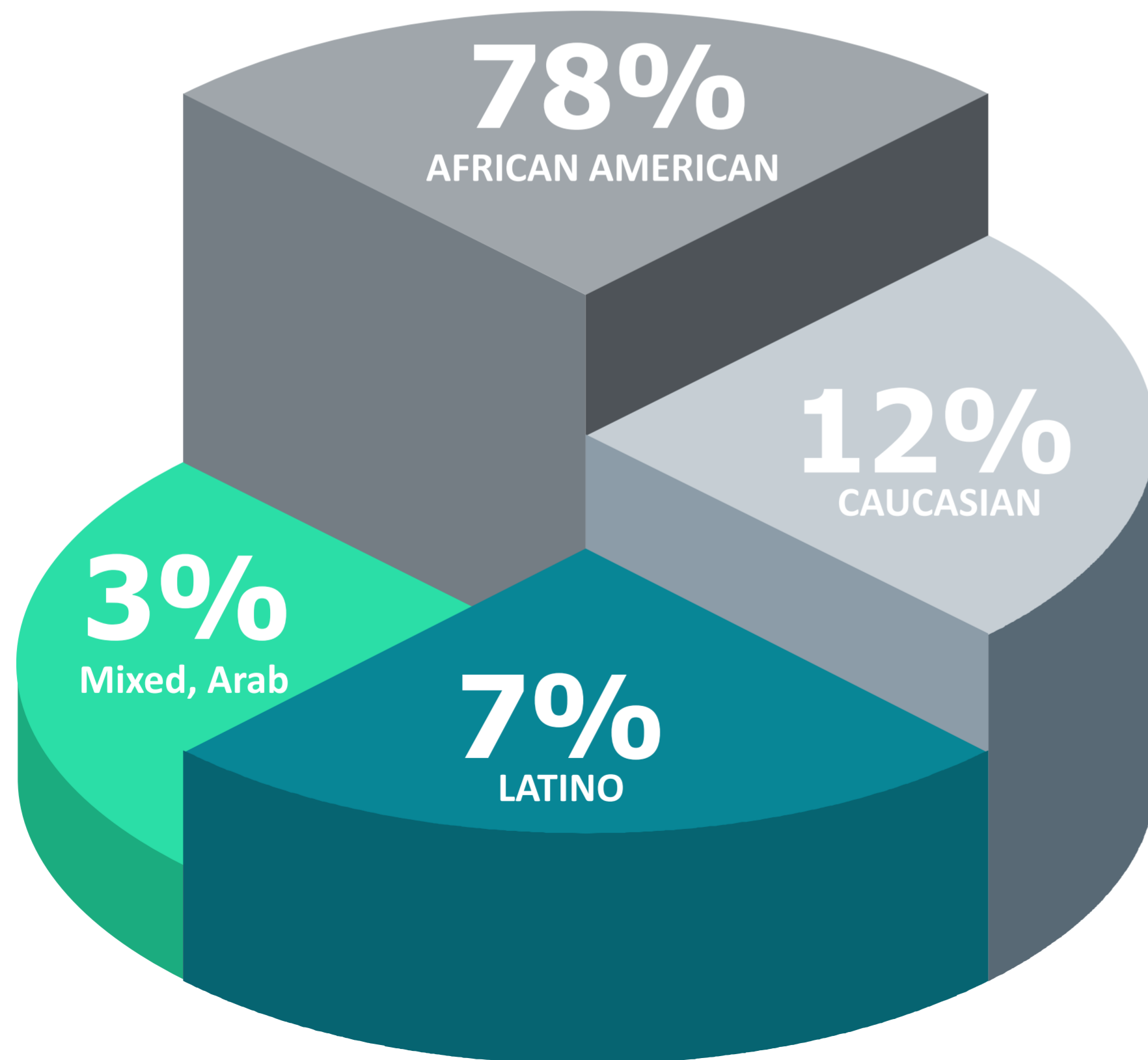
Music Hall employs Detroit

Meet some of our full-time staff...

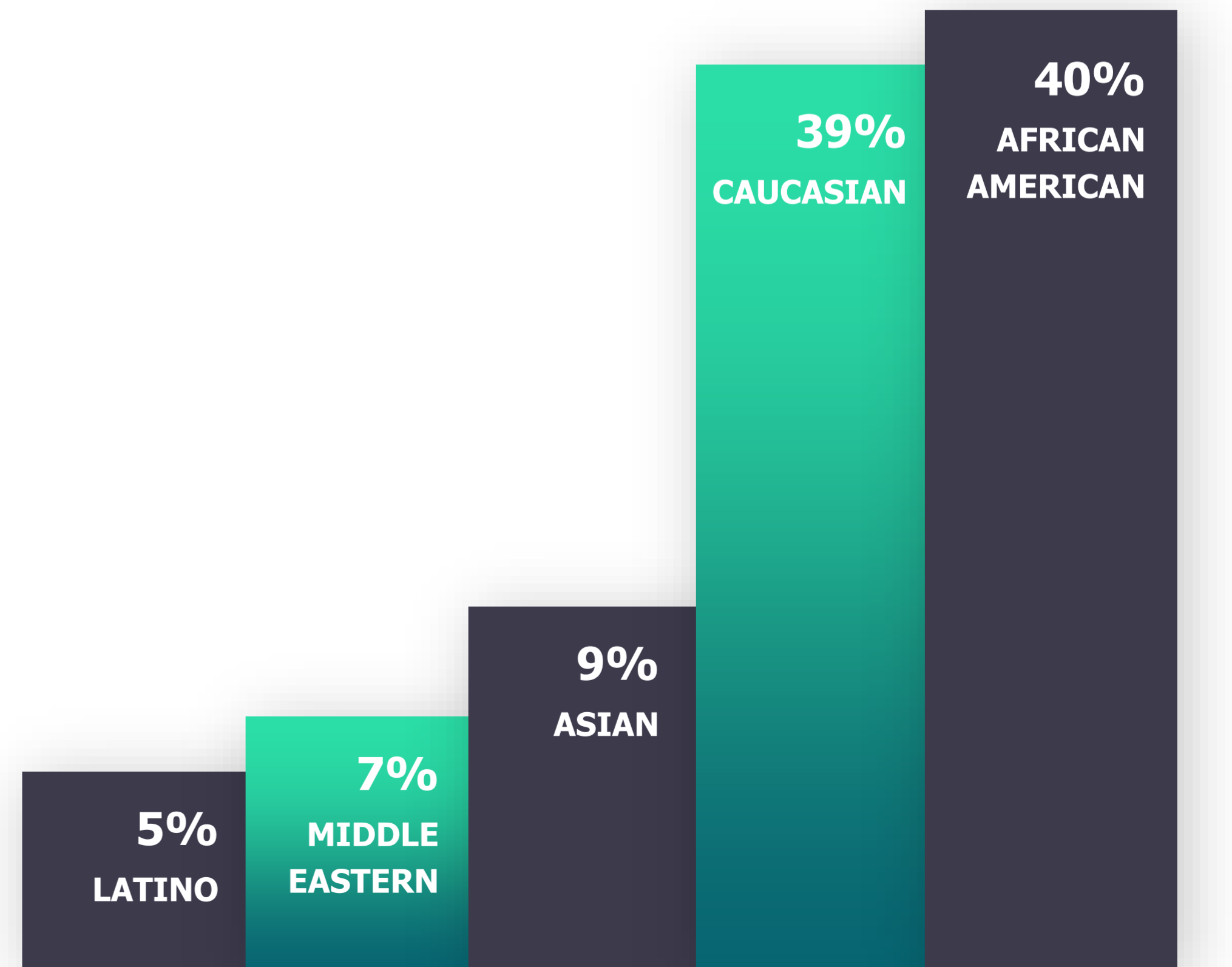


DEMOGRAPHICS

STUDENTS



AUDIENCES



SUPPORTERS & NEIGHBORHOOD PARTNERSHIPS

Music Hall has been woven into the fabric of Detroit for over 94 years



Community Partnerships



- American Advertising Federation
- ARISE! Detroit
- Born and Raised in Detroit
- Detroit Chamber of Commerce
- Detroit Theater District Business Association
- Detroit Athletic Club
- DPS Foundation
- Detroit Public Schools Community District
- Detroit Artist Market
- Italian Consulate
- Mosaic Youth Theatre of Detroit
- Michigan Opera Theatre
- Michigan Suburbs Alliance
- Michigan Council for Arts & Cultural Affairs
- New Detroit
- Paradise Valley Conservancy
- Tabernacle Missionary Baptist church
- Urban League
- VSA Arts of Michigan Independent Film
- Wayne State University
- Word of Faith church
- Youthville
- YMCA of Metro Detroit

MUSIC HALL FAMILY OF SUPPORTERS



MUSIC HALL'S CURRENT EDUCATION PROGRAMS



9 PROGRAMS SERVING DETROIT STUDENTS WEEKLY

- MUSIC AT THE SCHOOL AT MARYGROVE
- JAZZ VOCAL EDUCATION
- LINCOLN CENTER'S JAZZ FOR YOUNG PEOPLE
- CONTEMPORARY DANCE MASTER CLASSES
- THEATRE FOR YOUNG PEOPLE
- SUNDAY EVENING JAZZ JAMS
- INSTRUMENTAL LESSONS
- HIGH SCHOOL BIG BAND OUTREACH
- COMPLEXIONS CONTEMPORARY BALLET SUMMER INTENSIVE

SCHOOLS SERVED

- Amelia Earhart Elementary
- Beard Early Childhood Center
- Beckham Academy
- Bennett Elementary
- Blackwell Institute
- Burton International
- Carver STEM Academy
- Cass Technical High School
- Central High School
- Detroit International Academy for Young Women
- Detroit School of Arts
- Duke Ellington @ Beckham Academy
- East Detroit High School
- East English Village High School
- Emerson Elementary / Middle
- Fisher Magnet Lower Academy
- Fleming Early Education Center
- Golightly Education Center
- Hamtramck High School
- Harper Woods High School
- Henry Ford High School
- Highland Park High School
- Mann Elementary
- Maybury Elementary
- McKenzie
- Martin Luther King High School
- Munger Elementary
- Osborn
- Pasteur Elementary
- Priest Elementary
- Pulaski Elementary
- Renaissance High School
- River Rouge High School
- Roberto Clemente
- Schulze Elementary / Middle
- Spain Elementary-Middle School
- Western High School

Education Programs Today: Weekly teaching schedules in DPSCD Schools

01

MUSIC EDUCATION AT THE
SCHOOL AT MARYGROVE

15 CLASSES | 5 DAYS A WEEK



Intro to Music
Theory: harmony,
rhythm, melody

Ear Training

Jazz History

Group Choral
Instruction

Band

Q: WHERE IS THE MUSIC? A: HERE IT IS!

We can be the origin AND the destination for music by simply combining the many fragmented music services around the region into a single full service facility in downtown. Let's put it all together!

