



## PRESS RELEASE

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### **New live music and events space announces fall opening Economic development to jumpstart resurgence of historic Ninth Street**

LITTLE ROCK, AR (July 12, 2021) – On Monday, [The Hall](#), Little Rock’s newest live music and events space, announced plans to open this fall its nearly 16,000 square ft. venue on historic West Ninth Street. Through its interior design and branding, the industrial warehouse-style facility will pay homage to the bygone era that saw some of the country’s greatest entertainers and musicians perform for Little Rock audiences. The renovated space at 721 W. Ninth St. will also function as a driver for renewed economic activity in the area.

Construction began in June on the interior of The Hall, which will consist of a multi-purpose space capable of accommodating 300-1,200 people, a four ft. tall stage and will offer food and beverages. Additionally, The Hall will be well-suited for special events such as receptions, fundraisers, corporate events, video shoots, trade shows and conferences. The Hall’s retro and gritty red and cream brand mark is a throwback to the 1950s, a booming period for West Ninth Street.

“We are excited and honored to be a part of bringing back live music on West Ninth Street,” Ticketing and Branding Manager Jeremy Hicks said. “We want to be an asset to the Little Rock community and add to the diverse live music and events scene that already exists. Our goal will be to create unique live experiences while also highlighting the rich history and culture.”

West Ninth Street, once the center for Black business and culture in Little Rock, earned the reputation as “the mecca of entertainment in the South.”<sup>1</sup> The Hall sits adjacent to Dreamland Ballroom inside what had been Taborian Hall, now Arkansas Flag and Banner. Dreamland, which also later went by the name Club Morocco hosted live performances by legendary acts such as Nat King Cole, Ella Fitzgerald, Ray Charles, Billie Holiday, Dizzy Gillespie, Louis Armstrong, B.B. King, Sammie Davis, Jr. and others.<sup>2</sup>

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<sup>1</sup> <https://encyclopediaofarkansas.net/entries/west-ninth-street-little-rock-14537/>

<sup>2</sup> <https://encyclopediaofarkansas.net/entries/taborian-hall-6984/>



“Little Rock can expect that caliber of talent to perform at The Hall. We’ll work with local and national concert promoters to bring the very best artists to perform everything from blues, to rock, to hip-hop, country, R&B, traditional and contemporary gospel, indie, pop and everything in between.”

**About The Hall**

Little Rock Hall, known as The Hall, is Little Rock's newest live music & events space coming to historic West Ninth Street in the fall of 2021. It will host a myriad of concerts across all musical genres as well as private events including weddings, galas and corporate functions. Find us online at [littlerockhall.com](http://littlerockhall.com) and on [Facebook](#), [Instagram](#) and [Twitter](#) @LittleRockHall.

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