

## The Heart of the Holland

It's a building designed for the community and to create memories.

The Holland Performing Arts Center delivered a striking addition to Omaha's skyline when it opened in October 2005. Sixteen years later, it is a sought-after venue for performances of all kinds— jazz, blues, popular music, comedy, speakers, family shows, and much more. The Holland Center includes four performance spaces: Kiewit Concert Hall, Scott Recital Hall, Mammel Courtyard, and Holland Center Outdoors (on the East Lawn). The Omaha Symphony is a resident company.

The exceptional acoustics of the Kiewit Concert Hall draw renowned artists from all over the world. Wynton Marsalis, John Legend, and Kristin Chenoweth have all played here. Locally, it hosts organizations and soloists from Salem Baptist Church to aspiring songwriters. Ennead Architects and HDR took every possible step to create the most stunning sound possible. From walls that are 16-inches thick to construction that eliminates any possibility of echoes or vibrations, every seat in the Kiewit Concert Hall delivers an extraordinary experience.

"Dick and Mary Holland wanted this to be a place for everyone to enjoy," says Joan Squires, President of Omaha Performing Arts. "Their leadership gift along with generous donations by others in the community made this possible, and they were both adamant that everyone in the community feels that the Holland belongs to them."

In 2021, the Holland Performing Arts Center and the Orpheum Theater are the primary venues managed by Omaha Performing Arts, or "O-pa." A third venue, Steelhouse Omaha, is under construction and scheduled to open in 2023 just across from the Holland, at 12<sup>th</sup> and Dodge Streets.

O-pa's economic and cultural impact on Omaha and the region is impressive.

An independent study (Thompson, 2019) found O-pa had \$47.6 million in annual economic impact in 2018. Patrons living outside of Douglas County purchase almost one-half of the tickets sold. Since 2005, over 5 million people have visited O-pa venues, including thousands of students and teachers participating in vibrant education and engagement programming.

O-pa and its leadership are deeply committed to inclusion, diversity, equity, and accessibility (IDEA). In 2017, the organization launched the IDEA strategic plan, focused on both internal and external actions that benefit employees, patrons, artists, and the community. These programs and activities are creating a more diverse work environment and fostering a more welcoming and inclusive culture for everyone who steps inside O-pa's venues.

O-pa will open its 21/22 season on the east lawn of the Holland Center (Holland Center Outdoors) with St. Paul and the Broken Bones on Wednesday, September 15. Ticket Omaha is the official retailer for all performances at the Orpheum Theater and the Holland Center. Explore [TicketOmaha.com](https://TicketOmaha.com) for a full lineup of events.