



GOSPEL MUSIC

HAUS & MUSEUM

& WESLEY AME CHAPEL REDEVELOPMENT

A CULTURAL ARTS CENTER

Preserving the Legacy, Building the Future.

VISION + MISSION

VISION: To create a world-class cultural and performing arts center that preserves, promotes, and celebrates the rich history of gospel music while uplifting the Houston community and beyond.

MISSION: To inspire future generations through the power of gospel music by curating exhibits, creating community spaces, and providing educational opportunities.

A HISTORIC AND TRANSFORMATIONAL OPPORTUNITY



OVERVIEW

- The Gospel Music Haus & Museum (GMHM) and the Wesley AME Chapel redevelopment represent a groundbreaking opportunity to invest in cultural preservation, community development, and real estate revitalization.
- This project is designed to create an integrated cultural and economic hub in Houston's historic Third Ward.

INVESTMENT OPPORTUNITIES



WHY INVEST

- **Cultural Preservation:** Honoring and sustaining the legacy of gospel music.
- **Economic Growth:** Driving tourism, creating jobs, and enhancing real estate value.
- **Sustainable Development:** A multi-phase approach ensuring long-term viability.
- **Impact & Influence:** Be part of a movement that preserves Black history and uplifts the community.



THE ECONOMIC & COMMUNITY IMPACT

PROJECTED BENEFITS

- **Tourism & Hospitality Boost:** Establishing Houston as a premier destination for gospel music.
- **Job Creation:** Roles in construction, operations, and programming.
- **Real Estate Growth:** Increased property values and new housing opportunities.
- **Educational Outreach:** Engaging schools, universities, and emerging artists in gospel music history.



THE 8-PHASE STRATEGIC PLAN

Goal: Transform the vision into reality through a strategic, phased approach to funding, development, and community impact.

Phase I: Raise \$1.5M by December 2025

Phase II: * Close on Residential Phase by June 2026

Phase III: Raise \$4M by December 2026

Phase IV: * Residential Phase Completion by Spring 2028

Phase V: Raise \$6M by December 2028

Phase VI: Renovations Begin on Wesley United Methodist Church

Phase VII: Completion of Gospel Music Haus & Museum by December 2029

Phase VIII: Raise \$5M by December 2029

* Phase II: Contingent upon securing all funding sources by Q1 2026.

* Phase IV: Targeting a construction start date of June 2026, subject to funding confirmation.

CULTURAL CENTER PROGRAMING / ACTIVITIES / EVENTS



- Legacy & Heritage Series
- Gospel Sundays Brunch & Concert Series
- Music Celebrity Masterclass Series
- Music Festival & Revival Weekend
- Museum Residency & Artist-In-Residence Program
- Music & Wellness Experience
- Digital Gospel Archive & Virtual Museum Tours

STRATEGIC ADVANTAGES OVER TRADITIONAL MUSEUM OR REAL ESTATE PROJECTS



KEY DIFFERENTIATORS

- **Multiple Revenue Streams:** Philanthropy, ticketed experiences, real estate development, and education.
- **Sustainability Model:** Endowments, sponsorships, and partnerships ensure ongoing support.
- **Urban Redevelopment Integration:** Aligns with Houston's Third Ward revitalization efforts.

GOSPEL MUSIC HAUS & MUSEUM

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THIRD WARD LEGENDS

1828- 1897

REVEREND JOHN HENRY "JACK" YATES

Raised \$800 to purchase four acres of land which would become Emancipation Park, the first park for Black Houstonians and home to the annual Juneteenth celebration.

1871- 1961 & 1881- 1966

DR. BENJAMIN AND JENNIE COVINGTON

The couple built the Covington House in 1911. Also Dr. Benjamin was one of the five physicians who established the Houston Negro Hospital. Jennie was an African-American civic leader, founding many key organizations in the city.

1912-1982

LIGHTNIN' HOPKINS

Samuel 'Lightnin' Hopkins was a Texas Country Bluesman whose career began in 1920s and stretched all the way into 1980s. He had a distinct fingerstyle technique, and his phrasing was free and loose.

1923- 1997

DR. CATHERINE ROETT

Achieved prominence for serving as chief of pediatrics at Houston Negro Hospital and St. Elizabeth's hospital. The first African-American woman pediatrician in Houston.

1924-2001

JOHN BIGGERS

An African-American muralist who worked on creating works critical of racial and economic injustice. Biggers was the founding chairman of the Art Department at Houston's Texas Southern University.

1930

CHARLOTTE KELLY BRYANT

The founding president of the Blue Triangle Multi-Cultural Association and Community Center and the 2018 Annual Pinnacle winner for African-American entrepreneurs.

1936-1996

BARBARA JORDAN

An American lawyer, educator and politician who was a leader of the Civil Rights Movement. A Democrat, she was the first African-American elected to the Texas Senate after the Reconstruction.

1961

RICK LOWE

The artist that took over nearly two dozen derelict shotgun houses in Houston's Third Ward and, over the course of 20 years, turned them into a thriving cultural center - Project Row Houses was born.



LEGENDARY PLACES

1906
WESLEY CHAPEL A.M.E. CHURCH

The congregation was established in 1870s and moved to the current location in 1906.

1911
THE COVINGTON HOUSE

The Covington House served as guest quarters for many prominent African-Americans when the local hotels were segregated.

1925
HOUSTON NEGRO HOSPITAL

The first nonprofit hospital for Black patients in Houston. A place for Black physicians to work, allowing them to admit patients to the "Black Ward."

1927
TEXAS SOUTHERN UNIVERSITY

A public historically Black university in Houston, TX. One of the largest HBCUs in the nation.

1939
EL DORADO BALLROOM

Owned and built by African-American businesswoman Anna Dupree, it was donated to Project Row Houses.

1940s
THE DOWLING THEATER

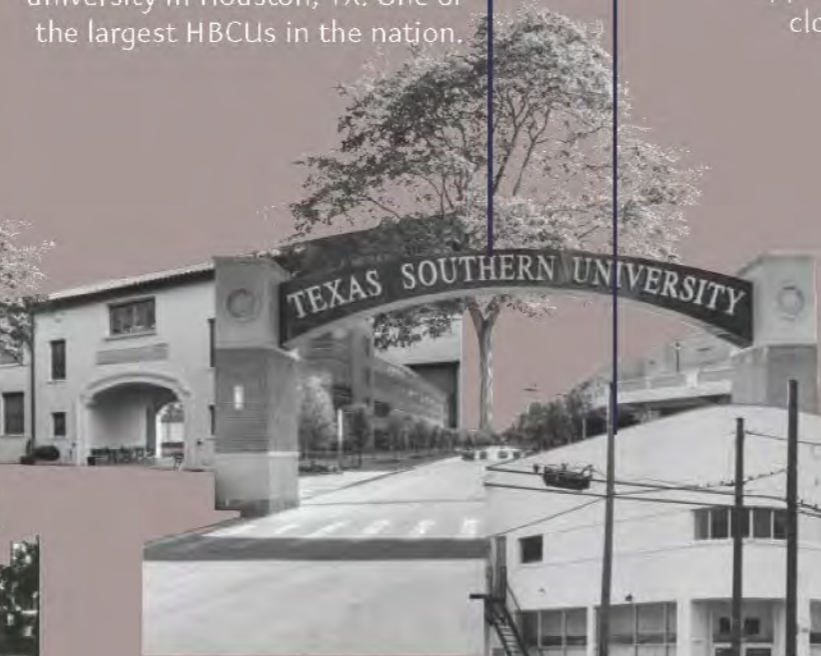
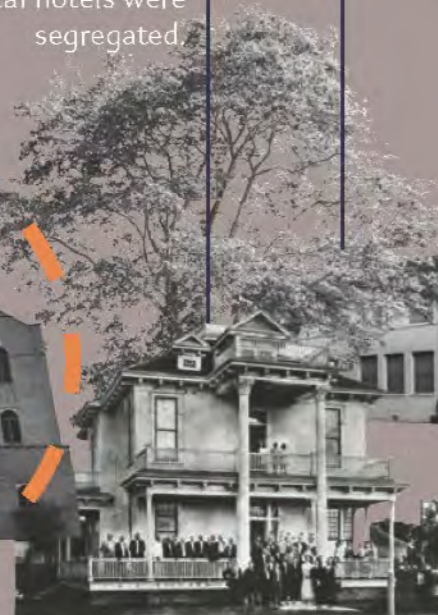
The theater seating was at approximately 700. The theater closed in 1959 and has since been demolished.

1950s
YWCA & THE BLUE TRIANGLE

The first branch of Houston's YWCA due to the pressing need for a meeting place for women and girls of color. Later came to house the Blue Triangle.

1994
PROJECT ROW HOUSES

A series of shotgun houses restored in 1990s. 8 of the houses serve as studios for visiting artists, the rest are houses for single mothers.



A BEAUTIFUL GIFT FOR HOUSTON

GIVING OPPORTUNITIES

\$100K

*5 -10

DIAMOND
SPONSOR

\$50K

*10 - 15

PLATINUM
SPONSOR

\$25K

*20 - 30

RUBY
SPONSOR

\$15K

*30 - 35

EMERALD
SPONSOR

BELOW
\$10K
*200 - 300

JADE
SPONSOR

\$1.5K

BRICK
SPONSOR

* Limited opportunities available.



A LEGACY WORTH BUILDING

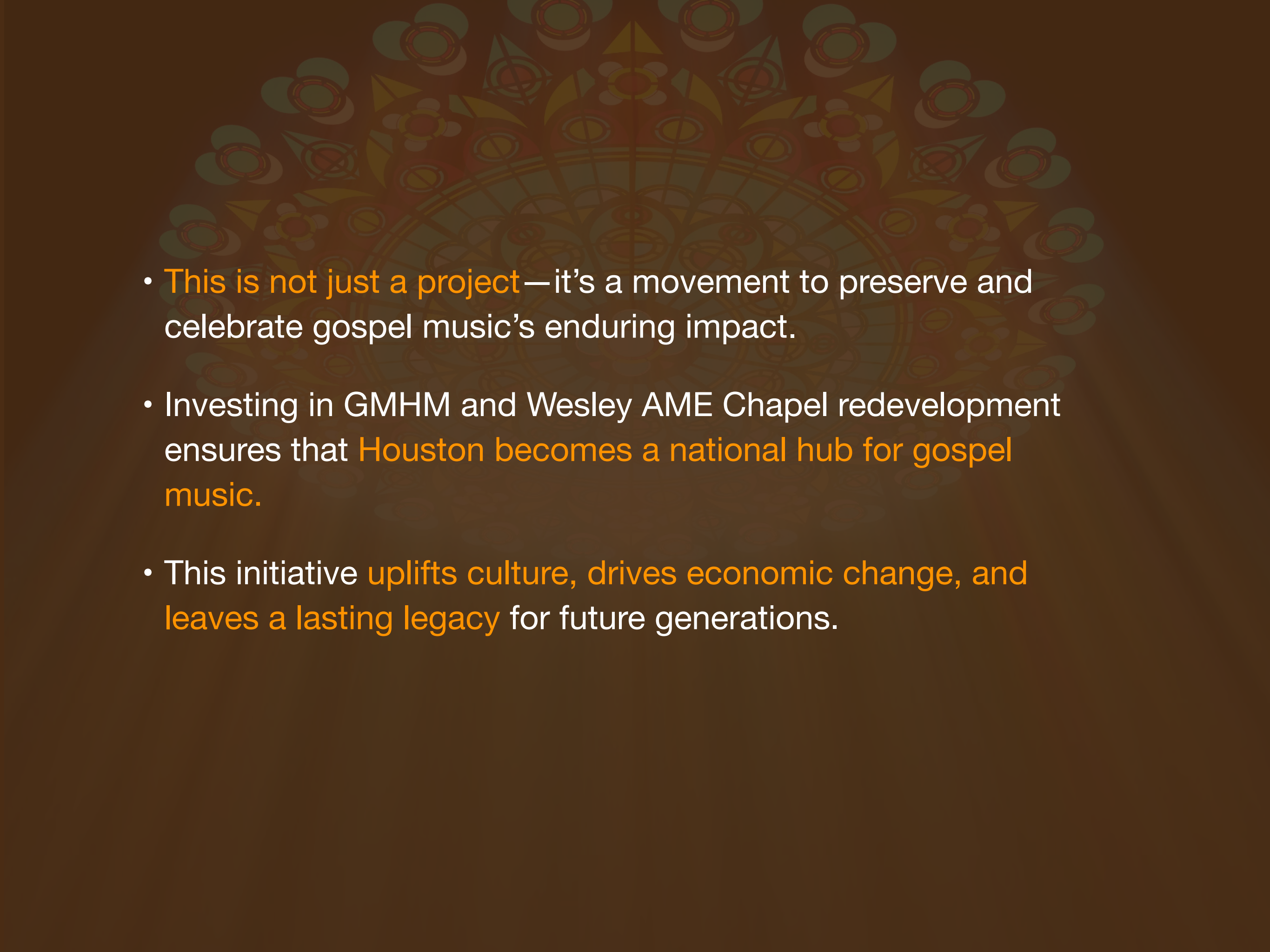






THE HIST HISTORY OF
(S)PEL



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- **This is not just a project**—it's a movement to preserve and celebrate gospel music's enduring impact.
 - Investing in GMHM and Wesley AME Chapel redevelopment ensures that **Houston becomes a national hub for gospel music.**
 - This initiative **uplifts culture, drives economic change, and leaves a lasting legacy** for future generations.

LEADERSHIP

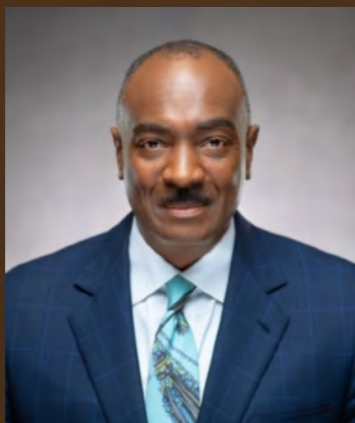


Rod Thompson
Founder



V. Micheal McKay
Creative Director / Founder

GOSPEL MUSIC HAUS & MUSEUM



Reggie Van Lee



Yolanda Adams



Fritz Colinet
Director of Marketing



V. Micheal McKay

Creative Director / Founder

As Creative Director of the Gospel Music Haus and Museum, I would like to personally thank each of you who have supported this vision from its inception until now. It is true that one's attitude determines one's altitude; however, it is also a fact that one's gratitude determines one's altitude. So, again, I say "thank you."

The journey towards building a museum, a home to document the legacy of Gospel Music locally, statewide, nationally, and internationally has already been rewarding. We have set ourselves apart from other museums given our foundation will be built on the shoulders of hidden treasures, under-celebrated musical giants, and unknown influencers, intentionally from the bottom up. We will begin by exploring and discovering those who influenced the known Gospel Music icons. Hence, we've initiated a gallery of individuals in Houston and Dallas, Texas. We add to it as we identify who other deceased, yet often unrecognized individuals are. We aim to keep their legacies alive. They are our rock. They make up our foundation. We will establish the Gospel Music Haus and Museum always keeping them in mind.

Lyricaly, Gospel Music is a historical documentation of its lyricists, composers, songwriters, singers, and musicians. Regardless of whether or not intentional, and I believe the former, one can trace their feelings about God, Jesus, and the Holy Spirit, as well as trace the history of the culture of the American Negro through the stories imbedded in Gospel songs. I too suggest that one can trace our history

and feel our love for God, joys, sorrows, tensions, passions, and victories as we searched for peace through the expressions of the singers who sang Gospel Music and the musicians who accompanied them. That search for peace continues. Our investment in those who create and contribute is never ending.

Passing the baton is necessary in running a good relay. Attrition will happen to each of us in life. Whether by relocation or retirement, cancellation or death, or by any other means, nonetheless, it will happen. We are intentional in planning for the future of the Gospel Music Haus and Museum by identifying young professionals to prepare, train, teach, develop, expose, and ultimately trust by passing down truths about Gospel Music, but also by making space for them and their voice concerning how the GMHM is being established.

The race is given to the one who endures to the end. Truth! We are committed to finish the work our hands have been assigned.



Rod Thompson

Founder

Our sense of urgency with this endeavor is high because many of the pioneers of Gospel Music have passed on. There are a few living legends still around and we intend to include them in the development and creation of this special place.

As someone who grew up a drummer in the church (Mount Zion Baptist Church) in Austin, TX, I'm honored to have witnessed and played for individuals such as Ruth Sauls, Kenneth Brown, Darrell Slaughter and Harriette. Once I moved to Houston to attend the University of Houston, I am grateful to have been the first drummer for Brentwood Baptist Church, Dr. Joe S. Ratliff, Pastor. During this experience, I played with individuals such as Theola Booker, Dr. Ed Artis, Shirley Joiner, Ronald Matteredre, Hanq Neal and Reverend Paul Jones. What an "Experience".

The Gospel Music Haus and Museum desires to ensure that generations to come understand who these people were and what they meant to our communities. I am thankful to still have access to a living legend in V. Michael McKay. Like those who have passed on, Mike has touched many with his songs and leadership of Gospel Music. I am the man I am today because many of these Gospel greats touched my life over the years through a word or a song. If you have been in a service with one of these Gospel Legends, you know exactly

what I am talking about. With that in mind, I welcome you to join us in supporting the development and, ultimately, the construction of the Gospel Music Haus and Museum. Our vision is for this to be built here in Houston; however, this place will be recognized nationally.

We are grateful for the current support of our Mayor (Sylvester Turner), local, state and federal public officials. We need your support as well. Become a Donor or Sponsor!



Reggie Van Lee

Reggie Van Lee is Partner and Chief Transformation Officer at the Carlyle Group, helping ensure that the firm is maximizing its market competitiveness, driving growth and operating most effectively and efficiently as an institution.

Before joining Carlyle, he spent 32 years at Booz Allen Hamilton, where, before he retired as Executive Vice President, he led numerous business units across multiple industries. Prior to Booz Allen, he served as a research engineer with Exxon's production research company.

Reggie is a member of the board of directors of Fortitude Re, Gallup Inc, Deep Labs, OmniSpeech, the Women's Venture Capital Fund II, National CARES Mentoring Movement, the Coalition of African Americans in the Performing Arts, John F. Kennedy Center for the Performing Arts, Blair House Restoration Fund, Studio Museum in Harlem, the Public Theater, and the Juilliard School. He serves as the Chair of the Washington DC Commission on the Arts and Humanities, appointed by Mayor Muriel Bowser. He also is a co-Chair of the Motown Museum's National Legacy Council. Formerly, he served as Chair of the board of Washington Performing Arts and Vice Chair of the board of the Washington Ballet. He was named one of the top 25 consultants in the world by Consulting Magazine, selected as a Washington

Minority Business Leader by the Washington Business Journal and named Black Engineer of the Year by Black Engineer magazine. He holds both a Bachelor of Science and a Master of Science in Civil Engineering from MIT and an MBA from Harvard University.



Yolanda Adams

Yolanda Adams is an American gospel singer, actress, and the esteemed host of her own nationally syndicated morning gospel show. Her illustrious career has spanned decades, solidifying her position as one of the best-selling gospel artists of all time. With nearly 10 million albums sold globally, her powerful and soul-stirring vocals have resonated with audiences worldwide, offering messages of faith, hope, and love.

Throughout her remarkable journey, Yolanda Adams has received numerous prestigious accolades, celebrating her exceptional talent and remarkable contributions to gospel music. A recipient of multiple Grammy Awards, Dove Awards, BET Awards, NAACP Image Awards, Soul Train Awards, BMI Awards, and Stellar Awards, she has left an indelible mark on the music industry. Notably, Yolanda Adams made history as the first gospel artist to receive an American Music Award, a testament to her trailblazing influence in the genre.

Beyond her musical achievements, Yolanda Adams is renowned for her unwavering dedication to community service and volunteer work. In recognition of her impactful contributions, President Barack Obama presented her with the esteemed Presidential Lifetime Achievement Award in 2016.

Yolanda Adams's passion for preserving gospel music's rich heritage extends to her active involvement with the Gospel Music Haus and Museum Board. As a valued member, she shares her insights, expertise, and visionary outlook to ensure the celebration and preservation of gospel music's cultural significance for generations to come. Her invaluable

contributions to this institution further cement her position as an influential figure in the gospel music world.

Inducted into the Gospel Music Hall of Fame by the Gospel Music Association in 2017, Yolanda Adams's remarkable career and significant impact on the genre have been rightfully acknowledged. In 2018, she achieved yet another milestone by becoming the first gospel artist nominated for a Tony Award for her exceptional work on the Broadway production of "SpongeBob SquarePants."

Yolanda Adams's chart-topping success has consistently showcased her enduring relevance and popularity within the gospel music scene. With five number one albums on Billboard's Top Gospel Album chart, she continually demonstrates her ability to create music that deeply resonates with audiences and stands the test of time.

In 2022, Yolanda Adams received a well-deserved honor, being inducted into the Black Music & Entertainment Walk of Fame. This prestigious recognition solidifies her status as a cultural icon, not just within the gospel genre but in the broader landscape of music and entertainment.

Yolanda Adams's exceptional contributions to gospel music, tireless advocacy for community service, and commitment to preserving the genre's legacy make her an extraordinary individual who continues to inspire and uplift people worldwide. Her talent, charisma, and compassionate heart have touched countless lives, leaving an indelible mark on the world of gospel



Fritz Colinet
Director of Marketing

Consulting brands to speak boldly, connect deeply, and inspire relentlessly. Every story has the power to change the world—it's my mission to help you tell yours with clarity, confidence, and creativity.

With over 200 successful strategic marketing campaigns under his belt and helped to raise over \$200 million with his strategic investment presentations, Fritz has proven his expertise in strategy, branding and marketing. He has carved a niche as a multifaceted branding consultant, offering full-service offline and online marketing strategic solutions powered by strategy, online marketing, social media, and traditional advertising campaigns.

With a “whatever it takes” attitude and a dedication to intelligent processes, Fritz continues to deliver exceptional results for his clients.

Fritz Colinet, the creative force behind Retna Media, has worked for more than 25 years as a creative director, designer, and brand builder. Colinet's career started when he was young enough to hold a pencil. Art has always been a part of his daily life, where sketching and drawing preceded any other activity. Inspired by master artists such as Michael Angelo, Rembrandt, and Paul Rand, he pursued communications and design at Pratt in New York.

Fritz has been on the Branding, Marketing, and Management front lines delivering results for a diverse portfolio of brands including Lady Foot Locker, Houston Open, PhoenixIFS, Maker's Mark, Houston Dynamo, Copenhagen, Amalto Technologies,

ProEnergy Partners, Briggs True Texas Sauces & Seasonings, Grateful Mary Bloody Mary Mix, Big Easy Ranch, Ways2Well, FullyRaw Juice, Lexmark, The Astorian and other luxury brands. His adeptness at visually representing all industries has earned him the trust of clients, national and local governments for the visual representation of their country such as the Republic of Liberia, the State of Kentucky, West Virginia, and high-profile events such as the George Bush China-US World Trade Conference.

GOSPEL MUSIC HAUS & MUSEUM

Transforming the Legacy of Gospel Music

CONTACT

HELLO@GOSPELMUSICHAUSMUSEUM.COM