

## Breaking the ice

JMU staffers move into the Ice House and interact downtown

BY ROB TUCKER

**J**MU has a new primary point of interface with the community at the Ice House, an innovative multi-use redevelopment project in downtown Harrisonburg.

Neither snow nor sleet nor bone-chilling cold in February could stop several university departments from moving into 30,000 square feet of leased office space in the facility, which is a short stroll to Harrisonburg's flourishing downtown district and a half-mile commute from campus.

The move is designed to create a hub for engagement with the local community as a cornerstone for JMU's vision to become the national model of the Engaged University.

Consolidating 10 departments into a central location will create opportunities for collaboration focused on stimulating business, workforce, technology and community development. A portal will open for the community to gain access to JMU's resources and brainpower, and for JMU to benefit from community expertise. JMU departments that moved into the Ice House are Outreach and Engagement, the Office of Technology Innova-

tion, Communications and Marketing, the JMU Small Business Development Center, the Center for Economic Education, Center for Entrepreneurship, Institute for Certified Professional Managers, the Lifelong Learning Institute, Shenandoah Valley Partnership and the Shenandoah Valley Technology Council.

The Cassco Ice House complex was built in 1934 on two acres at the intersection of South Liberty and West Bruce streets, but has been frozen in time since it discontinued operations in 2004. JMU's partnership there anchors phase one of the initiative, which also includes a 104-space parking lot diagonally across Bruce Street. Phase two includes plans for commercial, community and residential space.

The principal developers for the Ice House are both JMU alumni. Andrew Forward ('86) and Barry Kelley ('83) envision adding a restaurant, sandwich shop, brewery, yoga studio, jewelry museum and workshop, and 34 loft apartments to the complex.

The impetus for the project was a \$500,000 grant to the city of Harrisonburg from the Virginia Department of Housing and Community Development's Industrial Revitalization Fund. When fully realized, the Ice House will encompass 100,000 square feet with the potential to serve as a center of gravity for community engagement, downtown revitalization and as a catalyst for future historic renovation projects in the heart of the city. Perhaps, even, to become the coolest place in town. **M**

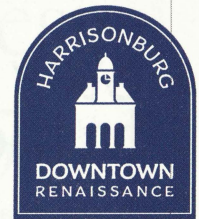
**Ten JMU offices and centers moved staff members into the Ice House, a multi-use redevelopment project in downtown Harrisonburg.**



ICE HOUSE INTERIOR AND BUMBAUGH PHOTOGRAPHS BY MIKE MIRIELLO ('09M);  
ARTIST RENDERING COURTESY OF MATCHBOX REALITY

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## Community engagement award



Harrisonburg Downtown Renaissance honored JMU with its 2013 Partner of the Year Award

for the university's community engagement and service. Harrisonburg Downtown Renaissance is an organization dedicated to fostering a prosperous and vibrant city center through public and private partnerships. "JMU is a valuable partner in the revitalization of downtown," says HDR Executive Director Eddie Bumbaugh ('73). "Downtown benefits economically and culturally from this relationship, and JMU staff members and students benefit from the connection to downtown businesses and attractions."

At the HDR annual awards reception, Bumbaugh cited numerous examples of JMU's engagement and support of the downtown district:

- JMU has been a key partner with HDR and the city since HDR's 2003 inception

- JMU has contributed as a generous Friend of Downtown since year one

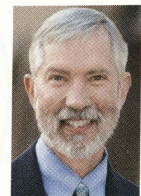
- Presidents Ronald E. Carrier, Linwood H. Rose and Jonathan R. Alger serve on HDR's advisory board

- JMU staff members and students serve as HDR board members, committee members, volunteers and interns

- JMU has been a key partner in the planning and implementation of the Block Party in the 'Burg event, which attracts more than 4,000 freshmen to downtown

- The Forbes Center has formed a partnership with the Downtown Dining Alliance

- Public administration students have conducted research and analysis on municipal issues.



**HDR Executive Director Eddie Bumbaugh ('73).**

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