



PNC Development Bank initiated the \$26 million Project Jericho as a means to reinforce its desire to become the City of Cincinnati's lead financial institution and a role model corporate/community citizen. Jericho was a public and private redevelopment of the historic Over The Rhine area of Cincinnati's urban core. The project presented a combination of office, retail and residential development creating homes, jobs and reigniting the commercial vibrancy of an otherwise depressed area.



Red Rock Global led Jericho's planning as an advisor to PNC. From community interface, to negotiating a 20% investment from the City of Cincinnati, RRG provided insightful, conscientious, professional services and leadership. The Project's planning even went as far as the formation of The Over-the-Rhine Community Revitalization Corporation, a 501(c) (3) non-profit organization, was formed for the purpose of receiving a charitable contribution of property from land owners, as well as Project funding grants from the City and others.

