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## The Soaring Cost Of Broadway Land (And Air); A \$25M Freebie; And The Promise Of Rumer Willis: Gerard & Roth

by [Jeremy Gerard](#)  
and [Jordan Roth](#)

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**GERARD:** I am in awe of your optimism, and in that spirit, I want to end on a high note. Two, actually. I missed Rumer Willis' stint as Roxy Hart in *Chicago* a while back, but heard she was great, so I went to the Café Carlyle this week to see her debut there. You only have a couple of more chances to see her, and you should, because she's brilliant, and this time she doesn't even have to compete with Daddy Bruce playing just down the block. Her set list ranges from classics like Billie Holiday's sardonic "God Bless The Child" to Amy Winehouse's haunting "You Know I'm No Good." Rumer has a powerhouse voice yet she knows how to belt it out in an intimate environment without making your head hurt. And she projects a vulnerability that's just touching in ballads like "Since I Fell For You." See her show and follow the career of an artist I'm confident will only get better as she matures.