

2023

ROCK & ROLL HALL OF FAME™

ANNUAL REPORT

OUR
MISSION

Born from the collision of rhythm & blues, country, and gospel, rock & roll is a spirit that is inclusive and ever-changing.

The Rock & Roll Hall of Fame celebrates the sound of youth culture and honors the artists whose music connects us all.



TO THE COMMUNITY

2023 was a fantastic year at the Rock & Roll Hall of Fame & Museum! We inspired fans with extraordinary exhibits, engaging programs, impactful community outreach, global digital offerings and welcomed 13 artists and visionaries into the venerable Rock & Roll Hall of Fame & Museum!

With an intentional focus on equity and inclusion, we expanded our bilingual offerings; increased our diversity vendor spend to over 30%; and grew our museum accessibility through the Key Bank CLE-VIP and the Museums for All admission programs.

HIGHLIGHTS INCLUDE

- Welcomed half a million visitors and 1,000+ artists to the Museum
- Expanded our virtual audience to 5M followers across social media and email
- Hosted 230 private events and 118 community events with 68 community partners
- Raised over \$27M toward the Capital Campaign to fund our expansion
- Hosted a historic, ceremonial groundbreaking to officially start our transformational building project.

Last summer marked the 50th Anniversary of hip-hop, and we kicked off a major exhibit with the help of Inductees and icons. This celebration of hip-hop's artists, music and cultural impact is such a fan favorite that we are extending the featured exhibit through 2024! In November, we honored the Induction Class of 2023 at the ceremony in Brooklyn, and simultaneously shared with the world through our first-ever LIVE stream via Disney+.

In 2024, we will build on this energy and success! Construction has already begun on our transformative expansion, leading us into a new era. We will reach more students, open more immersive exhibits, serve more community partners, and this Fall host the 2024 Induction Ceremony in Cleveland! We will remain open and in full activation throughout this exciting time of growth. Please come and experience it live at the Rock & Roll Hall of Fame.

GREG HARRIS
Rock & Roll Hall of Fame
Museum President & CEO

[View the year end recap.](#)

2023 Inductee Sheryl Crow & Olivia Rodrigo

INDUCTION

CEREMONY





2023 Inductee
Chaka Khan



2023 Inductee
Willie Nelson



2021 Inductee LL Cool J &
2023 Inductee DJ Kool Herc



1994 Inductee Elton John &
2023 Inductee Bernie Taupin



2023 Inductee
Missy Elliott



Ice T &
2023 Inductee Tom Morello

2023 INDUCTEES

KATE BUSH

SHERYL CROW

MISSY ELLIOTT

GEORGE MICHAEL

WILLIE NELSON

RAGE AGAINST THE MACHINE

THE SPINNERS

DJ KOOL HERC

LINK WRAY

CHAKA KHAN

AL KOOPER

BERNIE TAUPIN

DON CORNELIUS

On November 3rd, the Rock & Roll Hall of Fame took over Brooklyn with our 38th annual Induction Ceremony, honoring Kate Bush, Sheryl Crow, Missy Elliott, George Michael, Willie Nelson, Rage Against the Machine, The Spinners, DJ Kool Herc, Chaka Khan, Link Wray, Bernie Taupin, Al Kooper, and Don Cornelius. We were thrilled to host our earmark event at the Barclays Center in Brooklyn with a star-studded guest list that included Stevie Nicks, Peter Frampton, Queen Latifah, Olivia Rodrigo, Ice-T, and many more.

Throughout this special night, these once-in-a-lifetime line ups commanded the stage, each dynamic moment flowing into the next. 1994 Inductee Elton John joined Sheryl Crow, as well as Chris

Stapleton and Brittany Howard, onstage for a moving performance of “The Weight”, paying tribute to those artists we lost over the past year. Rage Against the Machine’s Tom Morello encouraged viewers to stand up and act on the change they want to see. Carrie Underwood, Miguel, and Adam Levine delivered a powerful tribute to George Michael and New Edition had tus on our feet to celebrate The Spinners. Missy Elliott closed out the night with a touching speech and an unforgettable concert experience that emanated throughout the entire arena.

Through our fantastic partnerships with ABC, Disney+ and Apple Music, we reached a global audience of music fans. Disney+ live streamed the Induction

Ceremony for the first time in our 39-year history! Apple Music broadcast the audio from the Ceremony live on their Apple Music 1 radio station. And on New Year’s Day the show aired on ABC during primetime to 13 million viewers, making the network ratings #1 for their target audience of ages 18-49 on that day.

Every year, we have the privilege of putting Music’s Highest Honor on display for the whole world to see. We could not be more grateful and humbled to have the support of both fans and artists everywhere. Our hand in recognizing these great artists for their cultural impact and artistic prowess is an honor that we do not take for granted.

“I was a kid who dreamed rock & roll, who pored over album covers... I found my identity in the lyrics of the songs that I was sure were written for me.”

– SHERYL CROW



EXHIBITS



2023 saw a variety of exciting new exhibits that touched multiple fan bases and generations. Our timely celebrations of shared cultural moments were crucial to our successful year, and provided engaging, interactive experiences for our visitors.

Due to its popularity, the acclaimed Beatles' *Get Back to Let It Be* exhibit was extended throughout the year, giving half a million more visitors the opportunity to experience an immersive journey into the creation of the iconic album.

Hip-hop marked its 50th anniversary as a global music phenomenon in 2023, and we marked the occasion with the opening of *Holla*

If Ya Hear Me: Hip Hop at 50 in June. Historic artifacts, insightful interviews, archival videos, and a custom soundtrack were creatively combined to tell the story of hip-hop's beginnings in the Bronx through its evolution into a beloved, universal culture. 2009 inductee Darryl "DMC" McDaniels of Run-DMC, 2013 inductees Chuck D and Flavor Flav of Public Enemy, and hip-hop pioneer Roxanne Shanté were on hand to help dedicate the exhibit in a museum-wide celebration.

The *2023 Inductees* exhibit opened in November, highlighting iconic pieces from each Inductee's incredible career. Notably, this is also the Rock & Roll Hall of Fame's first-ever bilingual exhibition. Visitors

are now able to learn more about the amazing artifacts and impact of each Inductee in both English and Spanish, and it is also accessible and ADA compliant for those who are visually impaired. Moving forward, we are dedicated to ensuring that all exhibits continue to be inclusive to all audiences.

Other focused exhibits included *Soak Up the Sun: The Music of Sheryl Crow*, a refreshed *Pioneers* gallery featuring Chuck Berry, Elvis Presley, Wanda Jackson, Jerry Lee Lewis, and Sun Records, and Legends of Rock additions for James Brown, Chaka Khan, The Doors, Tom Petty & The Heartbreakers, Depeche Mode, Heart, Alicia Keys, John Prine, and The Breeders.





(L to R) 2021 Inductee Gina Schock of the Go-Go's; 1998 Inductee Michelle Phillips of The Mamas & the Papas; 2021 Inductee Charlotte Caffey of the Go-Go's; 1992 Inductee Sam Moore of Sam and Dave; 1995 Inductee Martha Reeves of Martha and the Vandellas

GROUND BREAKING & EXPANSION

ROCK & ROLL HALL OF FAME

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ROCK & ROLL HALL OF FAME

ROCK & ROLL HALL OF FAME



CELEBRATING NEW & CONTINUED PARTNERSHIPS

1. Increase public access and increase activation to Lake Erie.
2. Increase Education space to engage students.
3. Create an indoor multi-purpose space for performance and community use.
4. Increase Museum Exhibition space by 40%.

The Rock & Roll Hall of Fame provides significant economic impact to the community. More than half a million visitors are drawn to the Museum each year, generating;

- Annual regional economic impact of \$225.6 million
- Over 80% of visitors are out-of-town guests
- \$140 million in direct spending to support Ohio businesses, supporting 1,800 jobs
- \$21 million in State & Local taxes annually

The impact of the Museum's expansion will generate at least an additional \$20 million in economic impact annually, support 154 additional full-time and part-jobs per year, generate \$97 million in additional income for local workers over 15 years, and generate an additional \$1.1 million per year in new State & Local tax revenues.

The Expansion project will build on the Museum's promise to the community to be accessible and provide an impactful unique cultural and educational experience. The main atrium and majority of space in the 50,000 sq. ft. Expansion will be free and open to the public year-round.

[View the Groundbreaking recap.](#)



The Rock & Roll Hall of Fame officially broke ground on the Museum's historic expansion project with a special ceremony in October, featuring remarks from Inductees Sam Moore (Sam & Dave, 1992) , Michelle Phillips (The Mamas & The Papas, 1998) , Martha Reeves (Martha Reeve & The Vandella, 1995), Charlotte Caffey (The Go-Go's, 2021), and Gina Schock (The Go-Go's, 2021), as well as, public officials & partners Mayor Bibb (City of

Cleveland), Lydia Mihalik (Director, Ohio Department of Development), County Executive Chris Ronayne (Cuyahoga County), and Speaker Stephens (135th Ohio General Assembly).

The special event helped to kick off construction of the Rock & Roll Hall of Fame's 50,000 sq. ft. expansion, which will transform the downtown Cleveland lakefront and drive economic development for the region.





LIVE MUSIC & COMMUNITY PROGRAMS



Fitz and The Tantrums

Our community programs focused on Arts & Music Education; Local Residents & Young Families; Equity, Inclusion & Accessibility; and Mental Health & Wellness. We partnered with dozens of local organizations to embrace the economic, racial, ethnic, and gender diversity of our region. Notable examples of this include our Rock the Block Community Days, where we worked with various cultural arts organizations to curate concerts that showcase the incredible talent we have right here in Cleveland. We also amplified our impact by being a major partner in city-wide events: Pride in the CLE, the Juneteenth FreedomFest, and CMSSD's annual Rock Your World with STEAM showcase.



Our summer concert series, Rock Hall Live Powered by PNC, welcomed an incredible group of established and emerging artists to our outdoor stage on Union Home Mortgage Plaza.



Maggie Rose



King Buffalo



Heart by Heart



Lita Ford



Celebration Highlights

- MLK Day
- Blood Drive with American Red Cross
- Rock Your World with STEAM with CMSSD
- Pride Rocks
- Juneteenth
- Fam Jam
- Red Hands Gospel Family Reunion
- Believe in CLE Yoga
- Hispanic Heritage Celebration

2013 Inductees Flavor Flav & Chuck D of Public Enemy

HOLLA IF YA HEAR ME



DEA&I Music connects us all.

At the Rock & Roll Hall of Fame, people are at the heart of everything we do. Music moves and connects us, uniting us through the power of rock & roll. This attitude drives our work in Diversity, Equity, Accessibility & Inclusion, intentionally creating an environment that embraces and encourages our fans, team, and community partners.

In 2023 we welcomed over half a million people to the Rock & Roll Hall of Fame and reached millions more globally through our digital outreach.

Onsite, over 11,000 Cleveland residents joined us for free through our CLE*VIP program and another 3 thousand fans received admission

for \$1 through our Museums for All program. We additionally hosted over 100 community events with over 65 local partners. This work emphasizes our dedication to providing access to all and creating meaningful connections.

Inside our galleries, fans experienced a vibrant Rock Hall reflected in our impactful and thoughtful exhibits like Holla if Ya Hear Me: Hip Hop at 50 and the Inductee Class of 2023 exhibit - our first ever bi-lingual space with an enhanced ADA accessibility.

Online, our national partnership with the YWCA USA reached thousands across the country through a curated

collection of educational materials on the intersection of music and social justice from Rock Hall EDU during their annual Racial Justice Challenge.

Behind the scenes, we continue to foster an inclusive and equitable culture that embraces our entire team. The backbone of the Rock & Roll Hall of Fame, we are invested in helping our team grow through every phase of their career. We know building job skills starts young and we proudly participate in Saint Martin de Porres High School work study program and offer competitive paid college internships for over thirty students each year. Once onsite, all team members participate

in a robust professional development that underscores the importance of DEA&I, leadership skills and wellbeing.

We also champion DEA&I through all our vendor and partner opportunities, recognizing our responsibility in building a strong Northeast Ohio economic community and workforce. Through our intentional partnerships with organizations like the Greater Cleveland Partnership, the Ohio MBDA, and at the local, state and federal level, we continue to grow the involvement of diverse businesses across all of our work.





“All of the interactive hands-on activities fostered strong student engagement. The variety of exhibits and live educational presentations offered a great mix of learning.”

- DR. MICHELLE MURO
Tri-County Educational Service Center,
Wooster, OH

EDUCATION

HIGHLIGHTS

This past year, the Education Team continued their innovative approach to field trips. Students experienced more of the museum and its artifacts as part of their learning experience. Educators designed hands-on stations for the students to expand their knowledge of instruments as well as technology, the latter amplifying the museum's celebration of 50 years of hip-hop. Our Toddler Rock program with Beck Center for the Arts continues to delight and prepare hundreds of Head Start students for kindergarten. The pre-K students also receive time in the interactive Garage with Fan Engagement staff as part of the sessions to experience real rock instruments.

Dozens of teachers from around the country participated in our annual Summer Teacher Summit to develop their skills and bring rock & roll into their classrooms, all made possible by the AEP Foundation.

Around the world, Rock Hall EDU brings high-quality content and exclusive access to our materials to classrooms everywhere. Test teachers report that our new online platform Rockhall.EDU is a "game changer" and helps them navigate the content easier. It has a more robust search engine, a teacher discussion forum, and plenty of new content—all of this will allow us to engage thousands more students with this exciting, reimagined resource portal.

We have more than 6,000 students (check final number before publishing) registered for the EDU onsite 23-24 school year. In 2023, we hosted nearly 6,000 students for our onsite programming. 19% of our audience in 2023 were CMSD students. 95% of our groups in 2023 were supported through our Haslam Scholars program providing qualified Ohio schools free programming. Teachers continue to register for the 23-24 school year, and we are designing two new onsite programs to pilot and launch within 2024.

STATS

300+

Over 300 Head Start program students attending Toddler Rock per week

930+

930+ new users on Rock Hall EDU Online, which equates to reaching 111,600 more students

1.3M

Over 11.1K registered users resulting in more than 1.3 million students regularly reached *end of 2023

TOP TEN ASSETS 2023

- 1 How to Listen Video
- 2 Music and Social Justice
- 3 Civil Rights Movement Playlist
- 4 Rock Hall EDU Onsite Registration Now Open!
- 5 Perspectives Collection Teaching Tips
- 6 Taylor Swift and Paul McCartney Activity Pack
- 7 "We Shall Overcome" Field Trip Guide
- 8 Chaka Khan Women Empowerment Writing Prompt
- 9 "Pump Up the Jam" Build a Basketball Pregame Playlist Activity
- 10 Hip-Hop Flyers Activity

DISCOVERY PHASE OF REDESIGNING EDU ONLINE

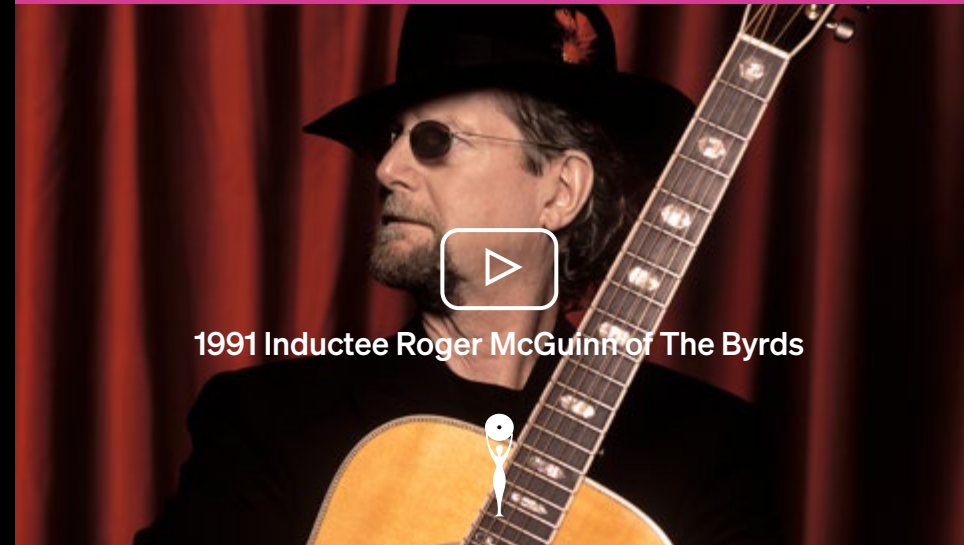
"The content is fantastic. I know I can always find something on the website to supplement any of my lesson plans."

- TEACHER/USER

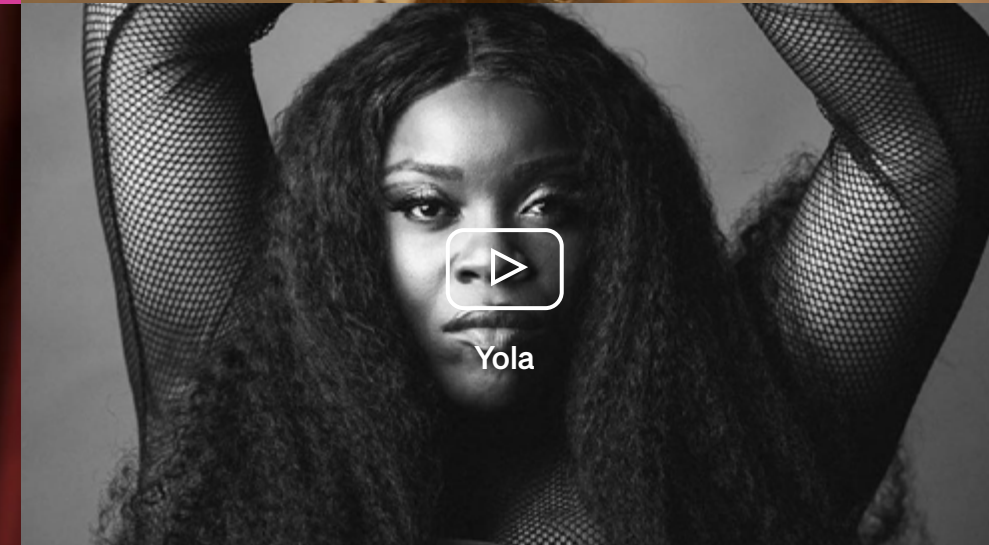
ARTIST COLLABORATIONS



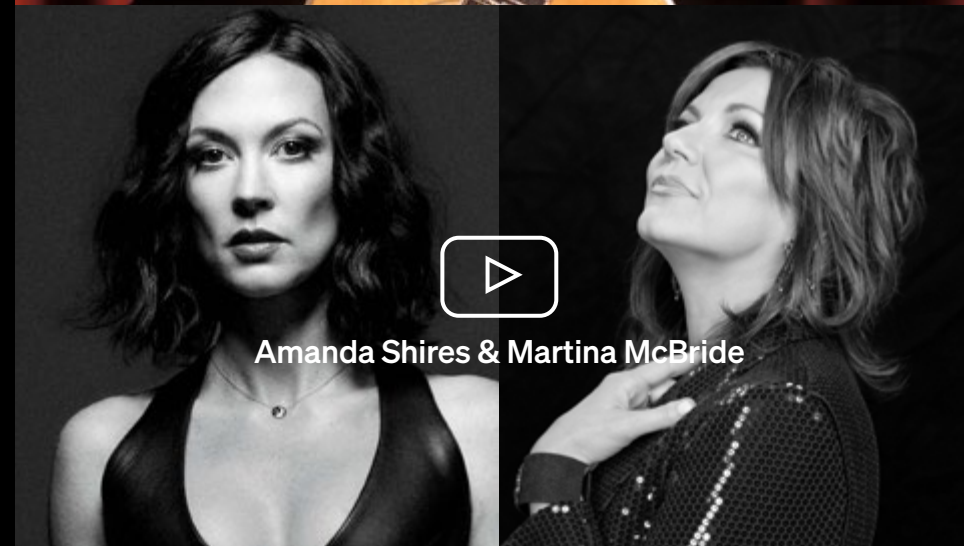
2002 Inductee Mike Campbell of Tom Petty & The Heartbreakers



1991 Inductee Roger McGuinn of The Byrds



Yola



Amanda Shires & Martina McBride



Jerry Phillips & Halley Phillips of Sun Records, author Peter Guralnick, & artist Ben Vaughn

FINANCIALS

<u>EARNED REVENUE</u>	<u>IN MILLIONS</u>
Admissions	13.0
Net Retail Sales (1)	4.3
Other	7.0
Total Earned	\$24.3
<u>CONTRIBUTED REVENUE</u>	
Individual, Corporate & Foundation	24.0
Government	10.7
Total Contributed	\$34.6
<u>EXPENSES</u>	
Program Services	16.9
Management & General	4.8
Fundraising	2.2
Total Expenses	\$24.0
Net	\$35.0
<u>OTHER</u>	
Investment Gain / (Loss)	4.2
Depreciation & Amortization	(4.6)
Net Assets at the Beginning of the Year	\$156.6
Net Assets at the End of the Year	\$191.3

*The Rock & Roll Hall of Fame 2023 audit is not yet complete at the time of printing and financial data presented in this annual report is preliminary.
(1) Gross sales less COGS*

The Rock & Roll Hall of Fame's 2023 financial results represent one of the best years in the organization's history. Activity from regular operations as well as the on-going capital campaign were both strong. Net income from regular operations was \$6.0 million while net income from capital campaign activity was \$26.9 million. These positive results were driven by favorable admission, retail, events, and contributed revenue supporting both on-going operations and the Museum's expansion project. Discipline in managing operating expenses further boosted results as the Rock & Roll Hall of Fame focuses expenditures on key strategic initiatives which include broadening programmatic reach, leveraging the latest industry technology to make operations more efficient, and delivering a superior experience for our fans. 71% of total expenditures are related to programming.

The Rock & Roll Hall of Fame's balance sheet continued to strengthen in 2023 due to collections for our Museum 2.0 Capital Campaign and positive operating results. The campaign dollars are held within a separate fund from operating and endowment funds. Favorable results were further boosted favorable investment activity associated with external market factors impacting our investment portfolio. In sum, the Rock & Roll Hall of Fame's net assets grew by \$34.7 million during 2023.

DONOR RECOGNITION

2023 ANNUAL FUND DONOR LIST

We are grateful to the following donors for their vital annual support for programming, exhibits, artifact conservation & more to ensure the stories of rock & roll continue to be celebrated & shared with generations to come. Listing reflects gifts made between Jan. 1, 2023 & Dec. 31, 2023.

\$100,000+

Cuyahoga Arts and Culture
The Howley Foundation
Institute of Museum and Library Services
Medical Mutual of Ohio
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\$25,000 - \$74,999

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\$10,000 - \$24,999

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Donald & Katie Woodcock
Norman Young
Claire & Adam Zangerle
Kal Zucker & Mary Frances Haerr

\$500 - \$999

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Sam Wolfe

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Dennis Barrie
Jules Belkin
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David Bergholz
James Biggar
Robert Broadbent*
Richard Celeste
Sir Robert Horton

2023 CAMPAIGN DONOR WALL

We are grateful to the following donors for their capital & programmatic support for the transformation of the Rock & Roll Hall of Fame. Listing reflects gifts received as of December 31, 2023.

\$10,000,000+

Patty & Jay Baker
Sara H. & Christopher M. Connor
KeyBank Foundation
PNC Bank
Rock & Roll Hall of Fame Foundation
State of Ohio

\$5,000,000 - \$9,999,999

Donna M. Croel
The Howley Foundation
The Minoff Family

\$1,000,000 - \$4,999,999

American Electric Power Foundation
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Madelyn & Gregg Foster
Jones Day Foundation
Elizabeth & Great Neck Richman
Rich Family Foundation
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Dennis Lehman
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