

ROCK & ROLL

HALL OF FAME TM

ANNUAL REPORT

2021



LETTER TO THE COMMUNITY

HELLO ROCK & ROLL FANS.

2021 saw a massive return to live music and events and welcomed back fans who were fired up and ready to make the pilgrimage to the Rock & Roll of Fame.

We're thrilled that we could align our needs for a safe experience with the demand for a powerful celebration of music, all year in every aspect.

We started the year off strong as Cleveland hosted the NFL Draft, featuring special events inside the museum and partnering with the NFL to present our blockbuster exhibit, "The Biggest Show On Turf: 55 Years of Halftime Shows," which later went on to be a major highlight of the 2022 Super Bowl Experience in L.A.

Our Garage reopened so that we could jam together again, and we were able to provide this interactive experience in a safe and comfortable environment for our guests.

The Induction Ceremony shook Rocket Mortgage Fieldhouse and honored legendary artists, a few of whom we welcomed in our museum throughout the week. Our exhibit dedicated to this year's class opened with inductees themselves stepping into the Hall of Fame gallery to see their artifacts on display and their signatures on our walls.

We are grateful for your ongoing support and leadership as Trustees. We are honored to have you in our Rock & Roll Hall of Fame family and look forward to celebrating more great music moments with you in 2022.

Long Live Rock,

Greg Harris

Greg Harris

Paul Clark

Paul Clark



 Taylor Swift is performing on stage, wearing a black lace dress and holding a microphone. She has her eyes closed and her hand raised in a gesture.

2021 INDUCTION CEREMONY + ECONOMIC IMPACT

Twenty-six years since its opening, this Rock & Roll Hall of Fame has welcomed over 13M fans from all over the world, driving more than \$2B in economic impact to the region. When the Rock & Roll Hall of Fame hosts its annual Induction Ceremony in Cleveland, the week-long celebration offers an opportunity to showcase area tourism and hospitality, creating immediate economic benefits and generating new revenue for the state. In 2021, the event added \$51 million to the local economy. Even as the week's events pivoted to accommodate health and safety concerns, the economic impact of the 2021 Ceremony still showed a 40% increase compared with the 2018 Cleveland Ceremony.

Over 30,000 total attendees
91% from outside Cuyahoga County
86.3% stayed overnight
\$51 MILLION total economic impact
409 jobs local employees
\$4.7 MILLION in State & Local taxes





EXHIBITS

The core component of our storytelling is illustrated through the museum's exhibitions. With hundreds of thousands of fans traveling here to connect with their favorite music, we strive to collect significant, meaningful artifacts that are carefully curated into feature exhibits. This past year gave us the opportunity to create brand new offerings, revitalize and reimagine our classics, and reopen our hands on-experiences.

NEW & REIMAGINED

INDUCTION 2022

THE BIGGEST SHOW ON TURF 55 YEARS OF HALFTIME SHOWS



THE MINOFF FAMILY PRESENTS THE GARAGE

LEGENDS OF ROCK

Sam Topol Jimi Hendrix

Tom Petty Wildflowers



An Odd Little Place:

The Digital Works of Jerry Garcia (1992-1995)

ICONIC

Baron Wolman
IMAGES OF AN ERA

BARON WOLMAN COLLECTION ACQUISITION

Following the opening of our feature exhibit and partnership with late photographer Baron Wolman, the Rock & Roll Hall of Fame announced the acquisition of more than 100,000 his images. Wolman's collection captures the passion and energy of rock & roll's most influential performers. Prior to his passing, Baron Wolman said:



“It gives me comfort and solace, especially now, to know that my life's work will be protected and shared for years to come. I could not have asked for a more perfect home.”

- BARON WOLMAN



EDUCATIONAL HIGHLIGHTS

Education is the cornerstone of our mission to ENGAGE, TEACH, and INSPIRE through the power of rock & roll. 2021 was a year of innovation and expansion of the Rock Hall's education continuum. Through artist collaborations, new curriculum and content, and engagement with educators, the Rock & Roll Hall of Fame's education programs accelerated global engagement reaching more than 1.1 million students. Plus, Rock Hall EDU is now available in Spanish! We are looking forward to welcoming students back on site this year as we re-imagine our education programs to deliver a more immersive educational and cultural experience!



1 MILLION STUDENTS REACHED

TEACHER TESTIMONIALS

“I teach a history of Rock Music course...the Rock Hall EDU platform has allowed me to find resources, articles and other items to display for my students and discuss them. ...Rock Hall EDU is not JUST for music. It can be used in other classes to supplement topics studied.”

- KEVIN ENDRES
N.C., Music Teacher,
gr. 6-12

ARTIST COLLABORATIONS



▶ Jennifer Hudson on Aretha Franklin



▶ Melissa Etheridge on coming out



▶ Jake Shimabukuro showcases the ukelele



▶ Buffy Sainte-Marie and Jewel

NEW ROCK HALL EDU USERS IN 2021:

2,134 reaching more than 250K+ students

MOST POPULAR ROCK HALL EDU CONTENT IN 2021:

1. Musical Perspectives Activity
2. Design Your Own Super Bowl Halftime Show
3. Civil Rights Movement Playlist
4. Music and Social Justice
5. How to Listen

WHERE IN THE WORLD IS ROCK HALL EDU?

United States 14,188

Canada 1,167

China 264

Australia 159

United Kingdom 150

India 139

Brazil 121

Germany 117

Japan 98

Mexico 90

COMMUNITY PROGRAMS

2021 was a year of transformation as the Rock Hall delivered dynamic in-person and digital programs to the community. As the Museum emerged from the pandemic, along with the community, we continued to engage fans online expanding the impact and reach of these programs while also welcoming fans back to the Museum to celebrate as a community in-person! The Rock Hall delivered more than 160 programs through this hybrid model and went on to start 2022 strong with more virtual and live events.



BACK IN-PERSON

- Lunch by the Lake
- Resident Rockers
- Community Celebration Days
- Rock Hall Nights
- Fam Jam
- Yoga
- Juneteenth Celebration



CELEBRATING NEW AND CONTINUED PARTNERSHIPS

- Cleveland Institute of Art
- Cleveland Rec Centers
- Boys & Girls Club of Cleveland
- Cuyahoga County Board of Developmental Disabilities





MUSEUM 2.0

We've launched a multi-year campaign to expand the museum to better serve our fans, celebrate artists, and keep the spirit of rock and roll alive. Our campaign plans are built on four main pillars:

- Dramatic Rock Hall redesign
- Bolster library, archives & educational programming
- Implement state-of-the-art technology throughout
- Build an endowment

Over 110 foundations, individuals, and corporations have already invested in this campaign to transform the Rock & Roll Hall of Fame, securing it as an international landmark and a multidimensional cultural destination for generations to come. The impact of their early investments has rippled throughout our community and the world.



SECURING OUR LEGACY

Rock and roll has always pushed the envelope; now we are going even further. A ground-breaking extension of our designed by world-renowned architecture firm, PAU will bring our vision for a new, state-of-the-art addition to life.

THE EXPANSION WILL PROVIDE

- Indoor event and performance space to experience the power of live rock and roll
- A breathtaking entry experience
- Much-needed spaces to expand the number of students served
- Additional areas for the community to gather and connect
- A learning center for visitors to experience our archives



2021

FINANCIAL RESULTS

2021 proved to be one of outstanding financial results for the Rock Hall. Federal governmental COVID subsidies were credited to the Rock Hall's operating results in 2021. This support was critical to the Rock Hall's recovery from the loss of revenue that COVID caused in 2020. The responsible actions taken by the Rock Hall in 2020 addressing the operating uncertainties created by COVID, particularly the investments the Rock Hall made in technology, generated an environment allowing the Rock Hall to build reserves as attendance and other business activity rebounded in 2021. The Rock Hall Induction Ceremony also took place in Cleveland in 2021, adding to the Rock Hall's financial assets although much of the revenue generated by the Induction was recognized in prior years. Even without the inclusion of the federal subsidies, the Rock Hall cleared approximately \$4 million from its operating activity making it one of the better operating years in our history.

The Rock Hall's balance sheet continued to strengthen in 2021 due to collections for our Museum 2.0 Capital Campaign. The campaign dollars are segregated in a separate fund and not comingled with our operating or endowment funds. The Rock Hall added approximately \$9.5 million to its Campaign balances during 2021.

In sum, the Rock Hall's net assets grew by \$19.2 million during 2021.

EARNED REVENUE

Admissions	11,325,016
Net Retail Sales	3,518,571
Other	4,317,376
Total Earned Revenue	\$19,160,963

CONTRIBUTED REVENUE

Government	14,731,317
Other	16,833,922
Total Contributed	\$31,565,239

EXPENSES

Program Services	22,685,119
Management and General	4,337,471
Fundraising	1,795,037
Total Expenses	\$28,817,573

Net **\$21,908,629**

OTHER

Investment Gain/(Loss)	2,859,773
Depreciation and Amortization	(5,611,175)

Net Assets at Beginning of Year **\$128,645,273**
Net Assets at End of Year **\$147,802,500**



DONOR RECOGNITION

36TH ANNUAL INDUCTION CEREMONY DONORS

We are extremely grateful to the following donors for their support of the 2021 Induction Ceremony, the Rock & Roll Hall of Fame, and our mission to engage, teach and inspire through the power of rock and roll.

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A performer in a shiny silver outfit is seen from behind on a stage, pointing towards a large, cheering audience. The performer is wearing a silver jacket, pants, and a beanie, with white sneakers. The audience is seated in a large arena, and the stage is lit with blue and white lights. The text "ROCK & ROLL HALL OF FAME" is overlaid in red on the right side of the image.

ROCK & ROLL

HALL OF FAME