2024

ROCK&ROLL HALLOF FAME

ANNUAL REPORT

OUR NISSION

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

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



2024 was a fantastic year for the Museum! We opened incredible new exhibits such as Revolutionary Women in Music, Bon Jovi Forever & 1984 and also extended Hip Hop at 50 due to popular demand!

Tens of thousands of visitors traveled to Cleveland to join us for SolarFest to witness the once-in-a-lifetime total solar eclipse! The weekend-long celebration featured a party DJ'd by 2007 Inductee Grandmaster Flash and the unforgettable shared experience of watching the moon eclipse the sun, set to a Rock Hall-curated celestial soundtrack. This monumental event helped the Museum reach its best admission and retail revenue weekend in history. We were thrilled to welcome over 25,000 visitors from all 50 states and 14 different countries.

Thanks to our knockout staff for delivering a fantastic summer, featuring events with 2018 Inductees Bon Jovi, Sleater Kinney, and All Time Low - who brought in our largest concert audience since 2019. No surprise, the Museum had one of our best weekends of the year when 1989 Inductees The Rolling Stones came to town for their stadium concert next door.

Cleveland was once again at the center of a worldwide stage as the Induction Ceremony was streamed live on Disney+ this past fall. Music's Highest Honor was awarded to the 2024 Inductees and throughout the

weekend, the museum saw visits from Cher, Mary J. Blige, Foreigner, Peter Frampton, Dave Matthews Band, Kool & The Gang, Dua Lipa, Billy Idol, Tom Morello, and more.

There is nothing like the excitement and high-energy atmosphere at the Rock & Roll Hall of Fame. We encourage you to experience it for yourself. You'll be delighted at the progress of the museum expansion construction next door—the project is going extremely well, on pace and on budget.

We invited you to take a road trip and visit our new exhibit, *SNL*: Ladies & Gentleman... 50 Years of Music this summer. In the meantime, take a look back and revel in the outstanding, record-setting past year.

Grez Harris

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



View the year end recap.







2024 INDUCTEES

MARY J BLIGE
JIMMY BUFFETT
CHER

DAVE MATTHEWS BAND
FOREIGNER
PETER FRAMPTON
KOOL & THE GANG
ALEXIS KORNER
JOHN MAYALL
MC5
OZZY OSBOURNE
SUZANNE DE PASSE
BIG MAMA THORNTON
A TRIBE CALLED QUEST
DIONNE WARWICK

NORMAN WHITFIELD



The Rock & Roll Hall of Fame brought a remarkable amount of energy and entertainment to Cleveland with the biggest and best Induction Week ever!

With over 10,000 fans visiting the Museum across just Induction weekend alone, there was a ton of excitement and a great deal of investment, resulting in an estimated \$50M in economic impact for the city of Cleveland.

We are still reflecting on and benefiting from the phenomenal events. To date, the 2024 Rock & Roll of Fame Induction Ceremony has generated over 46 billion media impressions, thanks to the 150+ members of the media from all over the world who attended the ceremony.

Fantastic performances, emotional tributes, and heartfelt speeches took centerstage at Rocket Arena. From Kool & The Gang bringing the audience to their feet, Mary J. Blige's message of unwavering commitment to her art, to Dave Matthews' touching tribute to Jimmy Buffett, you can relive the night through the video highlights here or watch the whole show streaming on Disney+ and Hulu.

The Museum hosted more Inductees, presenters and performers than ever. We offered extraordinary VIP tours, presented the Inductee class with their Hall of Fame plaque in front of hundreds of fans, and hosted the Induction Eve party – all providing our team with the opportunity to showcase how music connects us all.

BY THE NUMBERS

32.4K attendees of Induction Week festivities

\$30M direct local spending during Induction Week

\$50M in estimated economic impact

46B media impressions









2024 boasted an impressive exhibit line-up, as we opened eight exhibits and installed over 720 individual artifacts, telling the stories of incredible, diverse people who contributed to the creation and evolution of rock & roll.

After a successful two-year run, The Beatles' Get Back to Let It Be exhibit closed in January to make way for Revolutionary Women in Music: Left of Center. It is the first Rock Hall exhibit to spotlight the courageous and rebellious women musicians from the mid-1970s to the present who used their voices to fight for social, political, and economic freedoms. We held special opening events around International Women's Day with guests 2021 Inductee Jane Wiedlin of The Go-Go's, Shirley Manson of Garbage, Suzanne Vega, Malina Moye and Lisa Loeb.

Bon Jovi Forever, a comprehensive exhibit celebrating the band's 40-plus-year career, took over the museum's sixth floor in June. To mark its opening, Bon Jovi visited for a tour of their exhibit and joined us in the Foster Theater for an onstage interview.

In July, we opened 1984, an exhibit spotlighting what journalist Alan Light described as "Pop music's best year ever." Inside this exhibit, fans can step back in time to experience era-defining artists such as Madonna, Prince, Michael Jackson, Pat Benatar, Van Halen and more.

The 2024 Inductees exhibit opened on October 11th displaying the dynamic costumes, instruments, lyrics, and more from this year's incredible class. A Tribe Called Quest, Cher, Dave Matthews Band, Foreigner, Robert "Kool" Bell and James "J.T." Taylor of Kool & The Gang, Mary J. Blige, Peter Frampton, and Suzanne de Passe were able to tour their exhibit following their signature plaque dedication during Induction weekend.



In the fall of 2024, we focused on new ways to strengthen our communication with teachers on each of our educational offerings. This included hosting meetings with district teams, providing professional development to teachers, and attending more teacher resource events, such as the Ohio Music Education Association conference. We also streamlined our program registration process, making it easier for teachers to book their onsite visit to the Museum.

We also developed a new communication flow with teachers, which included the creation of Teacher Guides and Exhibit Exploration Guides. The Teacher Guides provide all the information needed to prepare their students for the field trip, including pre-visit and post-visit activities to enrich their learning. Exhibit Exploration Guides support teachers as they tour, helping connect the exhibits back to the program content taught by our educators.

As we entered our 26th year of Toddler Rock with the Beck Center for the Arts, we remained focused on growth and deepening the education experience to prepare pre-K students for kindergarten. We provided all 12 participating classes with education kits to take back to the classroom, filled with teaching support books, children's books and instruments. Toddler Rock students also visited The Garage and were introduced to three instrument families: guitars, keys, and percussion.

For educators around the world, we continued to provide high-quality content and supportive, engaging materials online. A new partnership with the Ohio State Board of Education has allowed us to create a small advisory team involving their eleven "Teachers of the Year." This group's feedback on our online offering has been incredibly insightful, and we look forward to developing new content with them in the future.

BY THE NUMBERS

13K students registered for the 2024-2025 school year

37% Cleveland Metropolitan School District schools participating in onsite programs







by the John P. Murphy, where we curated concerts with various cultural arts organizations to showcase incredible local talent. We also amplified our impact by partnering with city-wide events such as Pride in the CLE, the Juneteenth FreedomFest, and CMSD's annual Rock Your World with STEAM showcase.

Mx. Juneteenth: A Black and Queer Liberation Celebration Black Music Now: Juneteenth Panel and Performance Fam Jam Believe in CLE Yoga **Hispanic Heritage Celebration**





INTERNSHIP PROGRAM

Over the past few years, we have made great strides in the Rock Hall intern experience. In 2024 we brought on 32 interns, as well as three up and coming musicians for the Artists in Residence program in partnership with The Kulas Foundation. The students we bring on board are able to dive deep into projects that support their department's work and are provided with a comprehensive learning environment and professional development opportunities. All interns are able to participate in staff panel discussions, leadership sessions with the Rock Hall executive team, and summer programs at the museum and around Cleveland. This outstanding effort has generated a high demand for the program and presented a mutually beneficial experience for both students and staff.





A COMMITMENT TO INCLUSION & IMPACT

Rock & roll has always been a force for change, giving voice to all artists and social justice movements. At the Rock & Roll Hall of Fame, we champion this work by fostering an inclusive culture of belonging for our team, fans, partners, and community. Through intentionally curated exhibits, outreach programs, and our museum expansion, we continue to make a meaningful impact.

The Musuem maintained access for all through programs like CLE*VIP with KeyBank, which provided thousands of free admissions to Cleveland residents, and Museums for All, offering \$1 tickets for qualifying guests. Our commitment to being a leader in Inclusion & Belonging is evident in our wide range of exhibit themes, as well as the offering of Spanish language translations and enhanced ADA access.

We also remain committed to driving economic impact through our supplier and vendor partnerships. With our construction partner A.M.

Higley, we are ensuring our Museum Expansion & Renovation project serves as a catalyst for growth, creating opportunities for all businesses and strengthening Northeast Ohio's economy.

At the heart of the Rock Hall is our resolute team. We know that all teams are strong teams, and we prioritize inclusive hiring, meaningful total rewards packages, and robust professional development programs that align with our principles to support our employees in every stage of their careers.

As a global institution, we recognize our responsibility to drive change, not just in music but across economic, social, and environmental spheres. We hold ourselves accountable and remain committed to valuing, empowering, and respecting all people, ensuring that the Rock & Roll Hall of Fame continues to reflect the spirit of rock & roll itself.





Exciting Progress on the Rock & Roll Hall of Fame expansion!

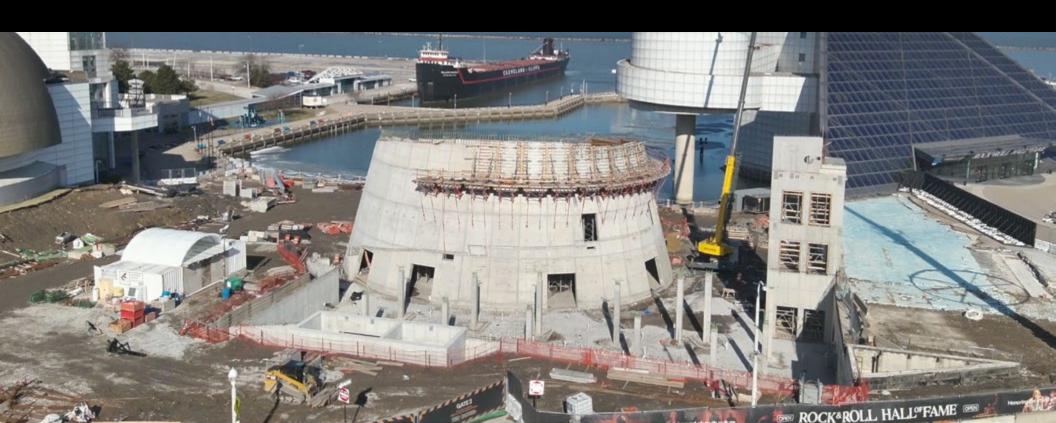
Construction is underway and the Rock & Roll Hall of Fame's historic 50,000 square feet expansion is starting to take shape!

The new, reimagined space will help engage fans, artists, teachers, and students in innovative ways; allow for more live music and community programming; and deliver an unparalleled economic benefit to Northeast Ohio.

Since breaking ground in October 2023, foundational and site work has been completed, and vertical work is well underway with concrete construction of Baker Hall nearly complete!

A COMMUNITY-FOCUSED EXPANSION

- 1. Drive economic growth and impact for the region.
- 2. Expand public access and activation to Lake Erie.
- 3. Increase education space to better engage students.
- 4. Create a flexible, indoor multi-purpose space for performances and community use.
- 5. Increase Museum exhibition space by 40%.



BY THE NUMBERS

55 weight of the 30,000 sf. green roof

210 auger cast piles each supporting approximately 200,000 pounds.

450T

of mass timber for construction. Mass timber is a more sustainable materials that does not have the environmental impacts of structural steel.

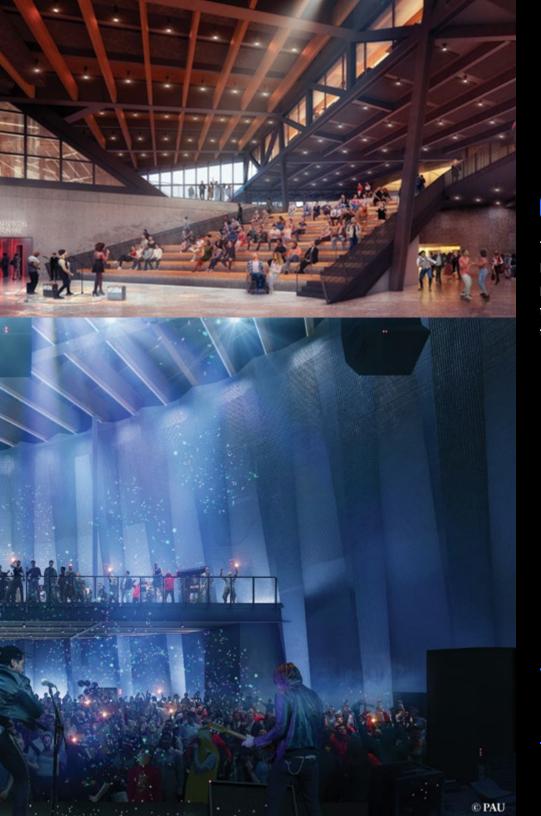


OUR SUSTAINABILITY COMMITMENT

People. Planet. Prosperity. They're all connected. The Rock Hall knows that the long-term prosperity of the Museum is directly linked to the prosperity of our community and the health of the planet. As a community leader, we are dedicated to making a difference.

- The Rock Hall is committed to obtaining LEED Silver Environment
 Certification in our Expansion building and improve the Museum's overall efficiency.
- The Rock Hall is using a closed-loop, lake-based heat exchange system to cool the 50,000 square foot expansion building. This system has been demonstrated to not increase the temperature of the water and be a highly energy efficient system. This is a first of its kind lake-based cooling system for commercial use which required careful research and diligent evaluation resulting in special permission being granted from the Ohio Department of Natural Resources to use this system in our expansion.
- The Museum expansion will feature a green roof which reduces heat gain on roof and through design allows for storm water management and quality management.





WHAT TO EXPECT IN 2025 & 2026

The expansion will open in late 2026! Visitors will get to experience the best of both worlds on their visit to the Museum—exceptional exhibits and programs, while also seeing the future of the Rock Hall being built! We look forward to seeing you at the Museum soon and hope you'll save the date for the community celebration of this transformational expansion space in 2026!

Click here for further information on the expansion

FINANCIALS

EARNED REVENUE	2023	2024
Admissions	13.0	17.5
Net Retail Sales	4.3	5.8
Other	7.0	8.7
Total Earned	\$24.3	\$32.0
CONTRIBUTED REVENUE		
Individual, Corporate & Foundation	24.0	20.5
Government	7.7	14.7
Total Contributed	\$31.7	\$35.2
EXPENSES		
Program Services	16.9	34.2
Management & General	4.8	6
Fundraising	2.2	2.7
Total Expenses	\$23.9	\$42.9
Net	\$32.1	\$24.3
OTHER		
Investment Gain / (Loss)	4.2	3.5
Depreciation & Amortization	(4.6)	(4.4)
Total Change In Net Assets	31.7	23.4
Net Assets at the Beginning of the Year	\$156.6	\$188.3
Net Assets at the End of the Year	\$188.3	\$211.7

The Rock & Roll Hall of Fame 2024 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

In 2024, the Rock & Roll Hall of Fame welcomed over 514,000 visitors, broke ground on its expansion, continued its capital campaign, and hosted the 2024 Rock & Roll Hall of Fame Induction Ceremony. Net operating income from regular operations was \$5.9 million while net income from induction and capital campaign activity was \$18.4 million. These positive results were driven by favorable admission, retail, events, and contributed revenue supporting on-going operations, Inductions, and the Museum's expansion project. The Induction Ceremony alone generated \$17.4 million in revenue.

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, and delivering a superior experience for our fans. 80% of total expenditures are related to programming.

The Rock & Roll Hall of Fame's balance sheet continued to strengthen in 2024 due positive operating and induction results as well as continued pledge collections from our Museum 2.0 Capital Campaign. The campaign dollars are held within a separate fund from operating and endowment funds. The Rock & Roll Hall of Fame also secured a \$50 million loan to help fund the on-going expansion. The loan will be paid off with future pledge collections. In sum, the Rock & Roll Hall of Fame's net assets grew by \$23.4 million during 2024.

DONOR RECOGNITION

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 July 1, 2024.

\$10,000,000+

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Rock & Roll Hall of Fame Foundation

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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, 2024 & Dec. 31, 2024.

\$500,000+

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We are extremely grateful to the following donors for their support of the 2024 Induction Ceremony and the Rock & Roll Hall of Fame.

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