

SPECIAL DONOR EDITION AND REPORT TO THE COMMUNITY

# TITLE TRACK

THE ROCK & ROLL HALL OF FAME MEMBER MAGAZINE



# THE POWER OF ROCK

DECEMBER 2018

NEW EXHIBITS AND EXPERIENCES AT THE ROCK HALL / CELEBRATING THE 2018 INDUCTEES



# From the CEO

Thanks to your support, 2018 has been a fantastic year at the Rock & Roll Hall of Fame. The following pages provide a snapshot of the year; highlights include:

- ▶ The opening of our new Hall of Fame Gallery, presented by KeyBank, and the Power of Rock Experience in the Connor Theater.
- ▶ Rock Hall Live! featured 80 days of live music on our PNC outdoor stage.
- ▶ Special exhibits like Stay Tuned: Rock on TV and the 2018 Inductee class featured exhibition.

There's always something for everyone at the Rock Hall! It is with your support that we can bring these elements together to engage, teach and inspire fans through the power of rock and roll.

Long Live Rock,

GREG HARRIS  
President and CEO

# CONTENTS



## Features

- 10 AVIP SUPPORTER**  
A grant from the KeyBank Foundation provides free Rock Hall admission to local residents.
- 12 AN EXPERIENCE LIKE NO OTHER**  
The Connor Theater and the Power of Rock Experience are exciting new attractions.
- 14 COMMITMENT TO CLEVELAND**  
Chris and Sara Connor show their belief in the city.

## Departments

- 3 ARTIST VISITS**  
Musicians connect with their fans at the Rock Hall.
- 4 BACKSTAGE PASS**  
The 2018 Induction Ceremony returns to Cleveland.



**6 ROCKU**  
Local teacher Stacy Hubert knows the value of Rockin' the Schools.

**7 COMMUNITY BUILDING**  
Partnerships expand our education programs and outreach to the region.

**8 ON VIEW**  
*Stay Tuned* explores the intersection of TV and rock.



- 15 ENGAGEMENT**  
Supporters Lydia Parker and Ed Kleinman share their love of music.
- 16 FINANCIAL OVERVIEW**  
Our 2017 report to the community and thank you to our donors.



Title Track is published by Rock & Roll Hall of Fame and Museum, 1100 Rock and Roll Boulevard Cleveland, Ohio 44114 ©2018

PRODUCED BY: Diablo Custom Publishing, dcpubs.com  
COVER PHOTO: Amber Patrick

EDITOR: Erin Munnell  
CONTRIBUTORS: Caprice Bragg, Brittney N. Breckenridge, John Goehrke, Risa Goehrke, Dr. Jason Hanley, Karen L. Herman, Maureen Ischay, Anastasia Karel, Becky Machovec, Shelby Morrison, Ellie Ovsenik, Meredith Rutledge-Borger, Mandy Smith, Shauna Wilson



## ROCKING THE HOUSE

Music legends—past, present and future—come to the Rock Hall every year to engage with their fans

The Rock Hall isn't just a place for visitors to appreciate rock history; it is also a dynamic space for Inductees and other artists to connect with their fans.

Everyone from up-and-coming artists to rock icons has stopped by, knowing that the Rock Hall is “their house”—and we celebrate them every day. Among the notable musicians and celebrities who have made appearances here this year are Kid Rock, Greta Van Fleet, X Ambassadors, Teddy Riley and Matt Nathanson, along with Inductees Gene Simmons of KISS, Wanda Jackson, Jonathan Cain and Steve Smith of Journey, Mike Mills of R.E.M., Vini Lopez of the E Street Band, Jerry Harrison of Talking Heads, Bill Bruford of Yes, Glenn Hughes of Deep Purple, Ricky Byrd of Joan Jett and the Blackhearts, Dave Mason of Traffic, Steve Cropper of Booker T. and the MG's, Chuck D of Public Enemy, Gregg Rolie of Journey and Santana, John Oates of Hall & Oates, Clem Burke of Blondie and many more.

To these artists—and the hundreds of others who have shared their passion for music with our visitors over the years—we say: Welcome home.



Clockwise from top left: Inductee Martha Reeves of Martha and the Vandellas at Cleveland Connects; Inductee Dennis Dunaway, Rob Zombie, John 5 and Inductee Alice Cooper at the *Part of the Machine: Rock & Pinball* exhibit dedication; actress Helen Hunt posing with the Long Love Rock letters; Inductee John Lodge of The Moody Blues visiting his name in the Hall of Fame; Inductee Little Anthony of the Imperials takes the stage at Member Appreciation Day; 30 Seconds to Mars' Jared Leto enjoys a pinball break.

# 2018 INDUCTION CELEBRATION

Special events and the opening of the new Hall of Fame exhibit made for a spectacular Induction Week in Cleveland

The Class of 2018 joined the Rock & Roll Hall of Fame during a rousing ceremony at Cleveland's historic Public Auditorium on April 14. Among the Inductees were Bon Jovi; the Cars; The Moody Blues; Dire Straits; Nina Simone; and Sister Rosetta Tharpe, who was honored with the Award for Early Influence. Inductee Steven Van Zandt also introduced a new category honoring Rock & Roll Hall of Fame Singles.

There were moving tributes to Inductee Tom Petty by the Killers; to Chris Cornell by Jerry Cantrell and Inductee Ann Wilson; and to Simone by Ms. Lauryn Hill, Andra Day and the Roots. Jon Bon Jovi and Richie Sambora performed together for the first time in years, bringing down the house, as did a Cars reunion. The Cars' Ric Ocasek paid homage to bandmate and Cleveland native Benjamin Orr, who passed away in 2000.

The return of the Induction Ceremony to Cleveland—last held here in 2015—marked a special week for the city, one that included a series of concerts, events and parties. Local businesses even got into the rock spirit, with Brewnuts Donuts & Beer offering Inductee-themed donuts (the Cars' keyboardist, Greg Hawkes, stopped by to grab a dozen "All Mixed Up, Candy-O" treats). According to a report by Tourism Economics, the Induction Ceremony added an estimated \$36.5 million to the Cleveland economy—with visitors spending \$12.5 million on lodging, food, recreation and transportation. The event drew people from all over the United States and international visitors from more than 11 countries.

The Moody Blues and Bon Jovi also helped open the Rock Hall's new Hall of Fame Gallery, presented by Key-Bank, an entire floor dedicated to celebrating the stories, songs and lasting impact of the Inductees.

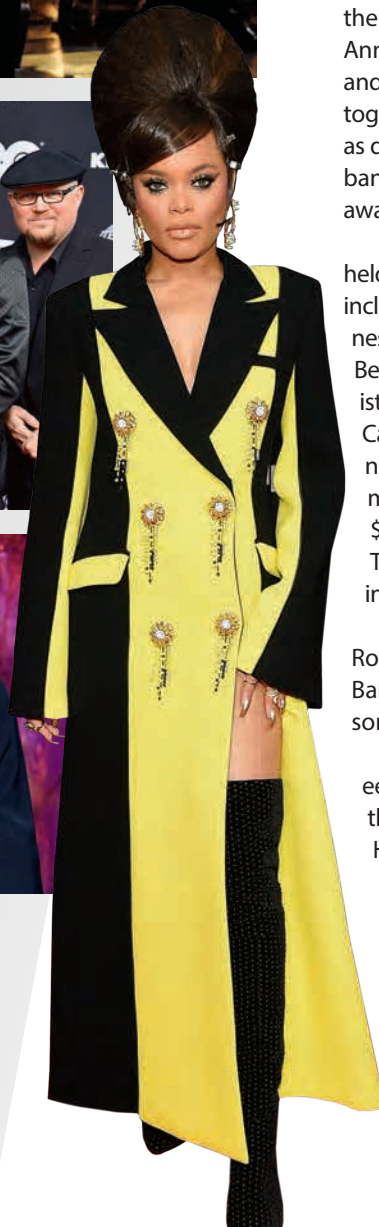
"We've not had a formal space dedicated to the Inductees in this grand of a fashion, and it's fitting because this is the spot where they're memorialized forever," says Greg Harris, Rock Hall President and CEO.

The exhibit includes instruments, song lyrics and other artifacts, along with a Signature Wall representing each Inductee class.

"We're very grateful to the Rock & Roll Hall of Fame for being that temple for all the music we loved while growing up," said The Moody Blues singer-guitarist Justin Hayward during the ribbon-cutting ceremony for the exhibit. "It means a lot to us in the group and to our fans."



Top to bottom: Bon Jovi's Richie Sambora and Jon Bon Jovi jam during the Induction Ceremony; Andra Day lights up the red carpet before her Nina Simone tribute; the Roots look sharp; Mary J. Blige presents Simone's award to her brother, Sam Waymon.



TOP TO BOTTOM: KEVIN MAZUR/GETTY IMAGES, MIKE COPPOLA/GETTY IMAGES, THEO WARGO/GETTY IMAGES, KEVIN KANE/GETTY IMAGES



Clockwise from top left: Ms. Lauryn Hill pays homage to Nina Simone; Brandon Flowers and the Killers honor Tom Petty; members of Bon Jovi and The Moody Blues at the Hall of Fame Gallery dedication; Alan Clark, Guy Fletcher and John Illsley of Dire Straits accept their spot in the Hall of Fame; The Cars' Ric Ocasek remembers bandmate Benjamin Orr.



## THE 2019 NOMINEES

This fall, we announced the nominees for the Class of 2019:

- ▶ The Cure
- ▶ Def Leppard
- ▶ Devo
- ▶ Janet Jackson
- ▶ Kraftwerk
- ▶ LL Cool J
- ▶ MC5
- ▶ Stevie Nicks
- ▶ John Prine
- ▶ Radiohead
- ▶ Rage Against the Machine
- ▶ Roxy Music
- ▶ Rufus featuring Chaka Khan
- ▶ Todd Rundgren
- ▶ The Zombies

And the official 2019 Inductees were just announced! Check out [rockhall.com](http://rockhall.com) to see who on this list made the cut!



Teacher Stacy Hubert with her students at Thomas Jefferson International Newcomers Academy.

## A MUSICAL CONNECTION

Cleveland teacher Stacy Hubert's take on the benefits of Rockin' the Schools

**S**tacy Hubert teaches fifth grade at Thomas Jefferson International Newcomers Academy—a Cleveland Metropolitan school that serves students who have just arrived in the United States. Working with students from around the globe gives Hubert a unique viewpoint on the Rock Hall's on-site K-12 program, Rockin' the Schools. She recently shared her perspective with Mandy Smith, our Education Programs Manager.

**MS:** You first brought students to the Rock Hall in 2004, so at this point you're familiar with the program and how it works. Can you talk about what you see as the benefits of rock and roll in the classroom?

**SH:** They get super excited to see what they've just learned, and once students are excited, they are more likely to engage in other educational experiences. They get exposed to music they've never really been exposed to. I spend the months before [attending Rockin' the Schools] introducing them to Elvis Presley, Chuck Berry, the Rolling Stones, etc.

**MS:** That can be quite different from most students we teach, who have likely grown up hearing all the various forms of American popular music.

**SH:** Absolutely!

**MS:** Do you think sharing the experience of attending a Rockin' the Schools class and touring the museum gives the students a deeper connection to each other, as well as the music?

**SH:** The Rock Hall makes students more open to sharing the music of their own cultures, which leads to a deeper connection with their classmates from all over the world and their new home in Cleveland. This experience also gets them to realize what a connection we have to music. It does not even need words to convey thought and emotion. I played instrumental pieces for my scholars to identify an emotion and color to them. Even though we have scholars from 14 different countries, they all felt the same emotion and shared a lot of the same colors. This experience allows them to see that music is more than background entertainment. It can become a personal soundtrack to our life story.

MORE THAN 350,000 STUDENTS AND TEACHERS HAVE ATTENDED ROCK IN THE SCHOOLS PROGRAMS SINCE 1999. THE PROGRAM IS PROVIDED TO CMSD STUDENTS FREE OF CHARGE THANKS IN PART TO THE SUPPORT OF PNC, KEY BANK, CUYAHOGA COMMUNITY COLLEGE, AND ROCK HALL DONORS AND MEMBERS. THANK YOU FOR HELPING US FILL OUR MISSION TO ENGAGE, TEACH AND INSPIRE THROUGH THE POWER OF ROCK AND ROLL!



Above: Young Rock Hall visitors show their love during Celebration Day, sponsored by PNC Bank.

## THE POWER OF PARTNERSHIPS

Music education programs and events build connections—and a love of rock—among the local community

The Rock Hall draws hundreds of thousands of visitors each year from across the globe, but our impact can also be felt closer to home. Programs such as Rockin' the Schools help spark a love of music in young Clevelanders, while our partnerships with regional organizations benefit the community as a whole.

"We really want to engage the Cleveland community," says Kathryn Clusman, Manager of Community and Family Programs. "We are working with organizations on building up existing programs and also working with partners to create new programs that not only educate but connect people through music."

One such initiative is Rock X CPL, a new program developed with the Cleveland Public Library and powered by PNC Bank. More than 500 people attended a free Rock X CPL event on March 24 at the library's main branch.

"We were able to bring our archives and some live music and education activities to the library," says Clusman. "PNC made it possible to bring everything out there, get the word out and make it happen."

PNC Bank is a committed Rock Hall partner, supporting programs such as Toddler Rock and Rockin' the Schools as well as community events like the pre-Induction Ceremony Celebration Day and Rock X CPL.

"Music is powerful. It transcends boundaries such as age, background and genre. It spurs a raw passion and emotion that heals and connects people in unique ways," says Paul Clark, PNC Regional President for Cleveland. "By sponsoring the Rock Hall's community programs, we can help build a stronger, more vibrant region."

The partnership with the Cleveland Public Library will continue to grow, with educators from several branches taking part in training sessions at the Rock Hall to get the tools they need to incorporate music in library programs.

The power of rock was also on display at another memorable event in 2017. On July 14, the Rock Hall hosted a Rock & Recovery program along with Recovery

Resources, a Cleveland nonprofit that provides mental health and drug and alcohol counseling. Musicians including guitarist Ricky Byrd (who was inducted in 2015 with Joan Jett and the Blackhearts), Michael Des Barres, Liberty DeVitto and Paul III performed and spoke at the event.

"The artists shared their own addiction experiences and how they were able to get past them," says Clusman. "They did a meet and greet with the audience, including lots of individuals who were struggling with those same issues. It was a touching moment and a special day."



The Rock Hall is collaborating with KultureCity to make the museum sensory-inclusive. Visitors can check out free sensory bags (including noise-dampening headphones, fidget tools, verbal cue cards and other resources).



Left: Rock Hall's Greg Harris, 2011 Inductee Darlene Love, Ceelo Green, Jim Bonfanti and Kevin Eubanks at the opening of *Stay Tuned: Rock on TV*. Right (top to bottom): Inductee Darlene Love; outfits worn by Inductees the Jackson 5 at their 1969 performance on *Hollywood Palace*; Inductees the Beatles during their performance on *The Ed Sullivan Show* in 1964.



# THINKING INSIDE THE BOX

A major exhibition explores how rock music and TV are deeply intertwined, reflecting and shaping our culture in countless ways

In the postwar boom years, rock music and TV exploded onto the scene at roughly the same time, exerting unprecedented influences on our lives, values and dreams.

But in the early years, these two cultural forces were at opposite ends of the spectrum: Television typically featured wholesome nuclear families, while rock tended to be rebellious and anti-establishment. It didn't take long, though, for rock and TV to find a common ground that proved mutually beneficial. In fact, many early TV shows were responsible for introducing the greater public to rock music (think *Ozzie and Harriet*, *American Bandstand* and *The Ed Sullivan Show*, to name a few).

The Rock Hall examines this phenomenon in our groundbreaking exhibition *Stay Tuned: Rock on TV*, on view through April 2019. Covering the period from 1948 to the present,

*Stay Tuned* features costumes, instruments and videos from such iconic shows as *Hollywood Palace*, *The Monkees*, *Soul Train*, *Saturday Night Live* and many more. Among the unique artifacts are stage designs from an Ed Sullivan appearance by the Beatles (Inducted in 1988), outfits worn by Sonny and Cher, and the acoustic guitar played by Inductee Eric Clapton on *MTV Unplugged*.

"People don't realize how often they experienced the music they love through television, even more than radio," says Karen L. Herman, the Rock Hall's Vice President of Collections and Curatorial Affairs. "Though it was initially considered subversive, rock made its way into American households through the small screen, cracking open the door for rock's acceptance by the mainstream."





Left and below:  
Members channel their  
inner pinball wizards.

## PLAY TIME

An up-close look at the intersection of rock and pinball

In its first month alone, the Rock Hall's interactive exhibition Part of the Machine: Rock & Pinball attracted thousands of visitors to play its classic, rock-themed pinball machines. "This show has really exceeded our expectations," says Karen L. Herman, Vice President of Collections and Curatorial Affairs. "Rock and pinball have a lot in common—they are loud and colorful and have been seen by some as 'corrupters' of our youth. So it makes sense that pinball machines would have rock-related artwork and music."

Visitors are invited to come by the Rock Hall and play pinball machines featuring images of Inductees such as KISS, Guns N' Roses, Alice Cooper and, of course, The Who (the legendary band behind Pinball Wizard is represented by a machine with artwork based on the movie Tommy). Part of the Machine will be on view through summer 2019.



## ON THE ROAD AGAIN

Several of the Rock Hall's most popular exhibitions have recently been on view—or will soon be on view—at locations across the country

### LOUDER THAN WORDS: ROCK, POWER & POLITICS

After traveling to the Newseum and the Gerald Ford Presidential Museum, Louder Than Words opened at the William J. Clinton Presidential Library and Museum in Little Rock, Arkansas, where it was on view from March 10 through August 5, 2018.

MELLENBAMP opened in August at the Woody Guthrie Center in Tulsa, Oklahoma, where it will be on view through January 13, 2019.

HERB RITTS: ROCK PORTRAITS will open at the Fenimore Art Museum in Cooperstown, New York, in April 2019.



# A VIP SUPPORTOR

A historic \$10 million grant from the KeyBank Foundation helps the Rock Hall open our doors to Cleveland residents

With roots tracing back nearly 200 years, KeyBank understands the lasting value of strong communities.

The Cleveland-based national financial services company has often demonstrated its community commitment through philanthropic efforts in the cities it serves—including a landmark gift made to the Rock Hall earlier this year. The \$10 million grant from the KeyBank Foundation is the single largest contribution in Rock Hall history and will help fund the new CLE VIP program that provides free museum admission to those who reside within Cleveland city limits.

“At KeyBank, our purpose is to help clients and communities thrive, and we believe that equal access to arts and culture is core to that mission,” says Beth Mooney, KeyBank CEO. “We are proud to partner with the Rock & Roll Hall of Fame to ensure that Cleveland residents can experi-

ence the significant cultural impact of rock and roll in our community, across our country and throughout the world. Through this gift, we’ll work to ensure that the Rock Hall, one of our many regional treasures, remains open to members of the Cleveland community and that we preserve it as a national treasure for future generations.”

KeyBank has been a significant supporter of the Rock Hall since the museum was established in 1995, helping to fund programming such as the American Music Masters series, Induction weekends and Rock Hall Live!

“We are grateful for this monumental support from KeyBank,” says Greg Harris, Rock Hall President and CEO. “This generous grant fuels our continued transformation and allows us to amplify our impact on northeast Ohio.”

KeyBank has shown a steadfast commitment to the arts in Cleveland, contributing nearly \$40 million



# TER



"We are proud to partner with the Rock & Roll Hall of Fame to ensure that Cleveland residents can experience the significant cultural impact of rock and roll in our community."

—Beth Mooney, KeyBank CEO



over the past five years to regional cultural icons such as the Cleveland Orchestra, Playhouse Square, Broadway Series and the Cleveland Museum of Natural History, among many others.

The new CLE VIP program will continue to make the Rock Hall a destination for generations of local music fans—now and in the future.

"This is an opportunity to better serve our immediate community," says Harris. "This will allow our closest neighbors to better connect with our museum—and for us to connect with our neighbors."

Left: Leadership from KeyBank and the Rock Hall celebrates the announcement of the CLE VIP program with Mayor Frank Jackson (center).



KIM PONSKY PHOTO, BACKGROUND: LACEY CRISWELL



Above: The Connor Theater houses the exciting *Power of Rock Experience*. Below, from left: The *Power of Rock Experience* includes interactive Say It Loud! booths where visitors can share their stories; mesmerizing concert footage; and a tribute to the late Jonathan Demme, who directed the showcase film.



LEFT TO RIGHT: ROCK & ROLL HALL OF FAME (2), AMBER PATRICK, CARL HARRP

# AN EXPERIENCE LIKE NO OTHER

Thanks to the generous support of Chris and Sara Connor, the Connor Theater is an exciting and immersive attraction for Rock Hall visitors

It's an experience more than 20 years in the making and historic in more ways than one. The Rock Hall received a \$9 million donation from Rock Hall board Chairman Chris Connor and his wife, Sara, to build the Connor Theater. The theater, which opened in July of 2017, houses the museum's Power of Rock Experience—an exhilarating rock and roll show designed to thrill guests, and showing only at the Rock & Roll Hall of Fame in Cleveland!

"We're honored by Chris and Sara's generosity," says Greg Harris, Rock Hall President and CEO. "This is our largest single gift from an individual, and it clearly shows their commitment to the vitality of the arts and culture in northeast Ohio. Support like this makes it possible for us to continue to deliver a superior visitor experience and complete an exciting renovation of an interactive, state-of-the-art theater.

"This is a milestone moment in our transformation of the Rock & Roll Hall of Fame. The Power of Rock Experience brings all of us closer to the Inductees, engages fans and connects with audiences of all generations."

## FEEL THE POWER

A film by the late Jonathan Demme highlights great performances in Rock Hall history

Visitors get a front-row seat for rock's greatest live performances in a new film by the late Jonathan Demme. The Oscar-winning director reached into the Rock Hall archives to create an immersive sensory experience. The 12-minute cinematic work is the centerpiece of the Power of Rock Experience in the Connor Theater.

Starting with the film's first thundering chord, the sights and sounds from some of the greatest performances in the Rock & Roll Hall of Fame archives are projected onto five dynamic, 12-foot-tall moving screens. Each screen's movements are choreographed and programmed to support distinctive show highlights.

The concert-quality lighting and sound allow audiences to feel the performances in their bones—with music coming from every part of the space through state-of-the-art sound.

The experience doesn't end with the film! After the show, visitors have the chance to record personal stories about rock and roll and what it means to them in our Say It Loud! story booths. We're bringing those stories to everyone, with the support of PNC Bank.





Above: Sara and Chris Connor (center), with other members of the Connor family.

# COMMITMENT TO CLEVELAND

**A**s you've just read in the preceding pages, Chris and Sara Connor have a clear philanthropic commitment to the northeast Ohio region. That support includes a \$9 million gift to Cleveland's Playhouse Square in 2014 and the aforementioned \$9 million donation to create the Connor Theater at the Rock Hall.

"We are pleased to support the Rock & Roll Hall of Fame and its mission to engage, teach and inspire through the power of rock and roll," says Chris. "Over the years, the Rock Hall has been a great steward of its limited resources and been able to do a lot with a little. The leadership team and staff are all bright, educated, hardworking people."

A respected nonprofit leader in his own right, Chris sits on several other boards throughout Ohio in addition to the Rock Hall board and is the retired Chairman and CEO of The Sherwin-Williams Company.

Chris says he feels blessed to have led Sherwin-Williams, one of Cleveland's great institutions, and that he and Sara are honored to be able to help spread the message of just how important the Rock Hall is to Cleveland and beyond.

"It's a hallmark in our community, an economic engine and an integral part of Cleveland's global brand," he says. "This is an important investment in the bright future of this organization and our community. The Rock Hall is one of the many reasons Cleveland is cool."



## A MATTER OF PRIDE

Lydia Parker joined the Donor Circle to help support the Rock Hall's essential place in the Cleveland community

Lydia Parker vividly recalls the day the Rock Hall opened. "I remember the huge crowds in front of the Rock Hall," she says. "I was actually walking through the revolving door just as Chuck Berry was walking out!"

The excitement she felt for the museum on that day has never waned, and several years ago she decided to join the Donor Circle. "The Rock Hall is really important to Cleveland and the community," Parker says. "It's been something that I've always been proud to show off. It's important for us to support it and keep it running at as high a level as possible."

Her advice on how to tour the place she loves? "Take some time; really look at things and [don't] rush by. It's those little stories that leave a lasting impression on you. It will change the way you hear a song or the way you react to a song forever."



Left: Lydia Parker at Sun Studios. Above: Parker jams on bass, circa 1979.

## JUST KEEP ROCKIN'

Charter member Ed Kleinman has a lifelong passion for music

It's all about the journey for Ed Kleinman. He's got a rock and roll past that started at the age of 10 when his brother introduced him to blues and R&B music. In the '60s, Kleinman was a roadie for numerous bands, and in the '70s, he managed groups such as the Stranglers.

Kleinman's present includes being an active charter member of, and donor to, the Rock Hall. It's this lifelong passion for the music and spirit of rock and roll that has kept him a supporter all these years.

"It's the history of it all. Having been involved with the music industry, being able to go somewhere to experience that history ... I think that deserves support by everybody and anybody that loves music," Kleinman says.

He explains the importance of music and the Rock Hall: "It changed the history of how we lived. It should keep growing and growing." That desire to see the museum grow mirrors his philosophy on life: "Keep rockin'."



Left: Ed Kleinman in 1971. Right: Kleinman holds his memoir, *Joint Venture: A Backstage Rock and Roll Journey*.

TOP TO BOTTOM: COURTESY OF LYDIA PARKER. COURTESY OF ED KLEINMAN



# ROCK ON

Talk about the power of rock! Once again, the Roll Hall has grown in both visitor attendance and revenue compared to the previous year. We couldn't produce all of our amazing programming and elevate the museum-going experience with new additions such as the Connor Theater and the Hall of Fame exhibit without the support of our generous donors. We look forward to another exciting year of growth and change—and welcoming even more fans from all over the world to the one and only Rock & Roll Hall of Fame!

## STATEMENT OF ACTIVITIES

(a) Net of museum store product costs  
(b) Excludes depreciation and interest

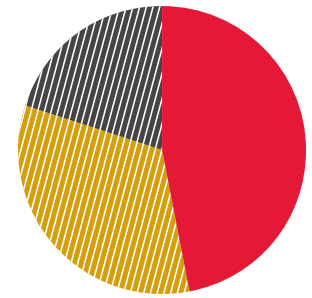
### OPERATING ACTIVITIES Year Ended December 31

REVENUES	2017	2016
Earned (a)	\$ 20,175	\$ 16,749
Contributed	17,713	19,654
<b>Total</b>	<b>37,888</b>	<b>36,403</b>
EXPENSES (b)		
Increase in net assets before interest and depreciation	16,592	17,091
Depreciation and interest	3,445	3,288
<b>Increase in net assets</b>	<b>\$ 13,147</b>	<b>\$ 13,803</b>

## STATEMENT OF FINANCIAL POSITION

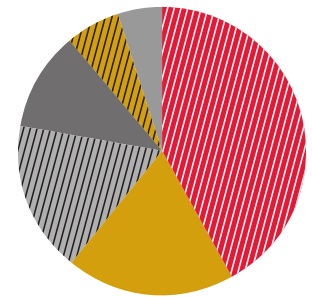
ASSETS As of December 31	2017	2016
Cash and equivalents	\$ 15,154	\$ 9,881
Investments	20,620	18,639
Fixed assets, net	70,211	62,242
Other assets	13,357	13,294
<b>Total assets</b>	<b>\$119,342</b>	<b>\$104,056</b>
LIABILITIES AND NET ASSETS		
Debt	\$ 1,000	\$ 1,000
Other liabilities	6,557	4,418
Net assets: Unrestricted	46,148	36,037
Net assets: Temporarily restricted	65,226	62,192
Net assets: Permanently restricted	411	409
<b>Total liabilities and net assets</b>	<b>\$ 119,342</b>	<b>\$ 104,056</b>
NUMBER OF VISITORS	568,000	543,000

ROCK & ROLL HALL OF FAME AND MUSEUM, INC.  
Condensed Financial Information  
Amounts in thousands (000's) except percentage data and number of visitors



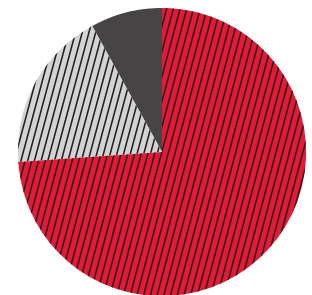
2017 EARNED OPERATING REVENUES

■ Admission 47%  
▨ Other 33%  
▩ Store, net (a) 20%



2017 CONTRIBUTED OPERATING REVENUES

▨ Individual 42%  
■ Government 19%  
▩ Fundraising events 17%  
▨ Foundation 11%  
▨ Corporate 6%  
■ Membership 5%



2017 ROCK HALL EXPENSES

▨ Program services 74%  
▨ Management and general 18%  
■ Fundraising 8%



# THANK YOU FOR YOUR SUPPORT

We gratefully acknowledge the following individuals, corporations, organizations and foundations that made a financial or in-kind contribution to the Rock & Roll Hall of Fame to help keep the story of rock and roll alive. Gifts reflected here were received in support of the 2017 Annual Fund campaign. They also reflect leadership gifts in support of larger institutional objectives. The Rock Hall makes every effort to ensure that our donor and member lists are complete and accurate. Please notify us if you believe there may be an error or omission.



## \$1,000,000+

Aramark  
Patty & Jay Baker  
David Bonderman  
Brian & Sheryl Caine  
Christopher & Sara Connor  
Dee & Jimmy Haslam III  
KeyBank Foundation  
Donna & Stewart Kohl  
Gregg & Diana Lowe  
Medical Mutual Community Investment Fund  
of Akron Community Foundation  
OhioCAT  
PNC Foundation  
Rock and Roll Hall of Fame Foundation  
State of Ohio  
Pam & Don Washkewicz

## \$500,000-\$999,999

American Electric Power Foundation  
Cuyahoga Arts & Culture  
The Jones Day Foundation  
Gregg & Madelyn Foster  
Walt & Carol Rosebrough  
Alec & Kathy Wightman

## \$100,000-\$499,999

Nick Akins  
George Barrett  
Jules & Fran Belkin  
Marc & Victoria Byrnes  
Rick & Sheila Chiricosta  
Jill & Paul Clark  
Julie Grice Given  
Rochelle & Harley Gross  
Institute of Museum of Library Services  
Bernie & Nancy Karr  
Christopher & Christine Kelly  
Joyce Weinstein Levinson  
Medical Mutual of Ohio  
Oatey Foundation  
Ohio Arts Council  
Julia & Larry Pollock  
Albert Ratner

Brian Ratner  
Rich Family Foundation  
Great Neck & Elissa Richman  
Bill Rowley  
John S. Shiely  
Christopher & Margaret Stewart  
Bill & Pamela Summers family  
Ronald E. & Terri Weinberg  
White House Consulting Inc.  
Dan and Ellen Zelman Family Foundation

## \$25,000-\$99,999

Warren Anderson & family  
William & Patty Babcox  
Pamela & Mark Begalman  
Bruce Carbonari  
Jared & Linda Chaney  
Scott Chaikin & Mary Beth Cooper  
Terry & Ann Coyne  
Dr. Carol Cunningham, MD  
John & Allyn Davies  
Dr. Michael & Brenda Drake  
Rick French  
Christopher Formant  
Global Prairie  
Jerry Gootee  
Harry & Cyndi Hawkes  
The Howley Foundation  
Dr. Alex Johnson (in honor of  
Daphne Johnson)  
The Karsh Family Foundation  
Jack, Joseph and Morton Mandel Foundation  
Barry Jay Minoff  
Marc & Amy Morgenstern  
The James B. Oswald Company  
Parker Hannifin Foundation  
Adriana & Andrew Randall  
Robert & Kristen Saada  
Shelley Roth & Bruce Schwartz  
Jaime & Amy Siegel  
Frank Sullivan  
Dr. Jerry Sue Thornton & Walter E. Thornton  
Phil Wiser & Amy Kolar

## \$10,000-\$24,999

Kristen Baird Adams  
The Ahuja Foundation  
Peter & Susan Bonanno  
Briggs & Stratton Corporation Foundation, Inc.  
Eva L. & Joseph M. Bruening Foundation  
Michael & Laura Cancelliere  
Cantor Fitzgerald Relief Fund  
Cavaliers Operating Company  
Cleveland Browns Football Company, LLC  
Cleveland State University  
The Commonwealth Fund  
Dennis & Tanutda Devine  
Rona Elliot & Roger Brossy  
Ernst & Young LLP  
Robert & Kathryn Falls  
FivePoint  
The Char & Chuck Fowler Family Foundation  
Susan & Tim Frazier  
French/West/Vaughn  
Jay L. Henderson  
Andrea Hogben  
The Louise H. and David S. Ingalls  
Foundation, Inc.  
Mark Jacobson  
Kohrman, Jackson & Krantz  
The Kulas Foundation  
Daryl Laisure  
Thomas C. LaRose  
Dennis & Ginny Lehman  
H. Leonards  
Live Nation Worldwide  
George Majoros  
Roger B. McNamee  
Tim Mueller  
Ohio Children's Foundation  
Lisa & Richard Oliver  
Karen Pritzker  
Psycle, Inc.  
R. Todd Ruppert  
The Fred E. Scholl Charitable Foundation  
Shiloh Industries, Inc.  
John R. Sinnenberg  
The Kelvin & Eleanor Smith Foundation  
The Stocker Foundation  
J.D. & Catherine Sullivan  
The Treu-Mart Fund

Daniel & Molly Walsh  
Zin Technologies

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

Tony & Margaret Acampora  
Baker Hostetler, LLC  
Mike & Annie Belkin  
Jim and Christine Berick  
Jen & Jeff Bianco  
Gail Bohdan & Richard Rudnicki  
George P. Bray  
Capitol Enterprises, Inc.  
John C. Chaffee Jr.  
Charles Products, Inc.  
Citizens Bank  
Cleveland Indians Baseball Club  
The George W. Codrington  
Charitable Foundation  
Cohen & Company  
Creative Apparel Concepts, Inc.  
Charles & Jane Darrow  
Mike & Erica Edwards  
Event Source  
Sharen Fenchel  
The Harry K. Fox & Emma R. Fox Charitable  
Foundation  
Richard & Lynda Freedman  
Cynthia G. Fuller  
Jon & Julie Garcia  
Rich & Robbin Garcia  
The Gladys Kriebel Delmas Foundation  
Stephen Gorn  
Maggie Grayson & Gabor Tolnay  
James Greenwald & Marcy Hersh  
Matt Hardwick  
Lee & LeeAnn Howley  
Sue Hunt  
Jenny Joyce  
The Art Laboe Foundation  
Gerald Lawrence  
Dennis Lehman  
John S. Lemak  
Deirdre & Mark LeMire  
Laura & Edmund Leopold  
Helaine Loman  
Majestic Steel  
Fletcher McCusker

Arleen & Dave McGlade  
Jerry Mizer & Jamie Belkin  
Jamie & Josie Myers  
New York Community Bancorp, Inc.  
Nordson Corporation Foundation  
Dick Pogue  
Quad Graphics  
The Ross Foundation  
Scripps Howard Foundation  
Craig Shaper  
Nancy Sharp  
Rob & Michelle Soltys  
Michael & Amy Southard  
Randall D. Stastny, DMD  
Rebecca Stringer  
Jill & John Svoboda  
Swagelok Co.  
Tama Tate & Gina Koblus  
Janice Thompson  
Quinten Tiff  
Tom Turco  
Richard Verheij  
Charlotte Wagamon  
Mindee Wasserman  
Westin Cleveland Downtown  
Jack & Jennifer White

## **\$2,500-\$4,999**

The Banks-Baldwin Foundation  
The Boeing Company  
Bulk Trading & Transport Co.  
Jeffrey M. Davis  
DDR Corp.  
Dominion Foundation  
Ross Dorsett  
Warren Dusenbury  
Gene A. & Marion J. Faubel  
George & Frances Foussianes  
James P. Gardner III  
The Gordon & Llura Gund Foundation  
Timothy P. Higgins &  
Dr. Laurel A. Beverley  
Hinson Ltd. Public Relations  
Timothy D. Knight  
Carolyn Kostelny  
Marvin Krislov  
Peter C. LaRose  
Mark Lindsay  
The Lubrizol Foundation  
Helmut Meissner  
The Murphy Foundation  
Shelly & Michael Norehad  
Olympic Steel, Inc.  
PPG Industries Foundation  
Judy & Robert Rawson Jr.  
Harold Roozen  
Edward & Teresa Ruch  
Sherri Selmanson  
Dr. Barbara R. Snyder  
Lanie Strassburger  
Brian & Elizabeth Weinstein  
Daniel & Laura Wolkoff

## **\$1,000-\$2,499**

James Allegretto  
Thomas A. Allen  
Robert Alvarez  
Tammy & Keith Anderson  
Robert & Margo Anderson  
Robert Anderson & Grace Falco  
Wendy Anderson  
Anonymous  
Applied Industrial Technologies  
Mike & Patty Ashauer  
Automotive Events  
Dr. Bruce & Mrs. Lorene Averbook  
Mark & Andrea Baer  
Herb & Karen Bandy  
Jaime Barnes  
Tammy Battler  
Toni Beck  
Paul Beckler  
Benesch, Friedlander, Coplan & Aronoff LLP  
John & Pam Bertoldi & Janet Bolls  
Dr. Erol & Laura Beytas  
Michael & Denise Bloomfield  
John & Debbi Bly  
Charles & Leslie Bradford  
Caprice Bragg & Larry Thomas  
T.R. Buchanan  
Toby Butt & Christine lafelice  
Bud Cancasci  
Robert Candella  
Eric Cappelli  
Cast Nylons Ltd.  
Lori & Jeff Cauffman  
Cheri Cecchin  
John R. Cernelich  
Ronald Chen  
Libby Christenson  
Lisa Churma  
Steven A. Ciccone  
Cleveland Heart Lab  
Dave & Lori Cochenour  
John & Lori Collins  
Stephen Comunale  
Sid & Kathy Couling  
Melody Coyne & Konda Berry  
Crabbe, Brown & James, LLP  
Ms. Loran Cunningham  
Tamara Davidson  
Jenniffer & Daryl Deckard family  
Jevin Dinchman  
Lee & Lindsay Donald  
Fred Dorow  
Mary Lou Eckerle  
Ellen Elleman  
Erievue Metal Treating Co.  
Tom & Zhanna Fabek  
Krysti Farnam  
Michael Fawcett  
Richard Feigenbaum  
Brian & Bettina Finn  
James K. & Susan Fitton  
The Ella Fitzgerald Foundation  
Mary Flaherty  
Ron Folkerth & Lyric Rillera

Suzanne Fosdal & Susan Wall  
Nicholas & Elisabeth Foussianes  
Michael & Julie Frayman  
Joy M. Freda  
Jim Fuller  
Beverly Furganson  
Barry & Sam Gabel  
Randy Garrett  
Thomas George & Virve Kais-George  
Lisa M. Giambra  
The Giant Eagle Foundation  
GOJO Industries  
Frank & Doug Gonzalez  
Grants Plus  
David Grundies  
Dr. Isabelita Guadiz  
Tricia Guilbault & Tiz Arcuri  
Paul Gydosh  
Hahn, Loeser & Parks, LLP  
Marcia Harding  
Steve & Jane Harris  
Corrine & Jeff Hartman  
Calvin & Lori Harvell  
Larry & Linda Hatch  
Mr. & Mrs. George E. Heath  
Alex Heiche  
Patrick Heneghan  
George & Teri Henning  
Karen & Eric Herman  
Charles A. Hermanowski  
John & Michelle Hernandez  
Michael F. Hilton  
Hitachi Medical Systems  
Bert Holman  
Tera & Thomas Houser  
David & Jennifer Howard  
Hylant Group, Inc.  
Incept  
Jeff & Cheryl Jackson  
Larry & Donna James  
Bonnie & Lee Jenior  
Terry & Kathleen Jenkins  
Jerry Johnson  
Warren Jones  
Dan & Tara Joyce  
Melvin & Lola Kamins  
Linda S. Kass  
Jodi, Jim, Matthew & Allison Kaye  
Jim & Gail Kelly  
Douglas A. Kern  
Cindy Kerr & Gennie Pender  
Jonathan B. Kindred  
Aphrodite Koscelansky & Karen Auffrey  
Debbie Kummer  
Laura Kurlander  
Dodd Lede  
Leff Electric  
John LeMay & Jacqueline Acho  
Patricia Lesch  
Rosalie Leto & Cristie Reed Mosbleach  
Pam, Amanda, Lianna & Eddie Levine  
Greg & Donna Lincoln

Christine Lindon & TQ Collins  
Jim & Kristen Livecchi  
Catherine L. Lozick  
Ainsley Malone  
Robert Marchese  
Molly & Randy Markey  
Ken Markovich  
Adelbert & Shelly Marous  
Herbert R. Martens Jr.  
Thomas & Carol Masso  
Brad Matter & Trudy Rudolph  
Blane & Katie McCoy  
Christopher & Gaylee McCracken  
Stanford McMillan  
Beth & Scott McMillen  
Jennifer McNally & Michael Flamm  
Robert Meenan  
Richard & Julie Meister  
Todd Mesek  
Samuel A. Midkiff  
Hugo R. Mieth  
Mr. Roy Minoff  
David & Leslee Miraldi  
Carol M. Molnar  
Chandler Montgomery  
Zoe Moore  
Warren & Betsi Morris  
Richard S. Morrison  
Arthur Morrisette IV  
Krista Mosley & Steve Biro  
Robert Murch  
The John P. Murphy Foundation  
Raymond M. Murphy  
Robert & Barbara Musgrove  
Music & Event Management, Inc.  
NACCO Industries Inc.  
Stephen & Kathleen Naughton  
Gene & Lisa Nederostek  
Nottingham-Spirk Design Associates  
NPI Audio Visual  
David & Patrice Nuttall  
Omni Media Cleveland  
John & Deborah O'Neill  
Katharina Otto-Bernstein  
Out the Window Marketing  
Regina Owen  
Lydia Parker  
Dale & Belinda Paugh  
peermusic  
Perennial Software  
Robert S. Perkin  
Judy Peters & Jeff Wingate  
John Peteshel  
Vince & Jessica Petraccione  
Jim & Kate Petras  
Fred D. Pfening III  
D. Miles Pimental & Andrea Young  
Ronna Plakya  
Don & Viv Pocek  
Polycase  
Curtis Pruden  
Richard Randolph  
Andrew & Heather Rayburn  
Deborah Read  
Mark Rebello

Ken & Linda Robinson  
 Robert Rodrigo  
 Julie Rodriguez & Karen Bertoldi  
 Connie & Jim Roop  
 James R. & Carole Nance Rosing  
 Jackie Rothstein  
 Ron Rotter  
 Charlie Runge  
 Wendy Rychel  
 Nancy L. Ryland  
 Pete Sanderson & Nancy Lahmers  
 Edward Sayfie  
 Larry Schiavo  
 Chuck & Melinda Schmermund  
 Doug Schwab  
 Bill A. Schwes  
 Seeley Savidge Ebert & Gourash  
 Connie & Rick Shand  
 Tina Shepard & Mike Bowers  
 James S. Simon  
 Skoda Minotti  
 Sandy Smith  
 Dr. Barbara Snyder  
 Peg & Phil Soucy  
 Speedeon Data  
 Lauren & Steve Spilman  
 Wayne Stair  
 Donald & Karen Strang  
 Patrick & Karen Surdy & family  
 Joel Tannebaum & Beverly Hook  
 The Alfred I. Tauber & Laszlo N. Tauber  
 Family Foundation  
 Danene Taylor  
 Ken & Martha Taylor  
 Nina Theodoridis  
 Thompson Hine LLP  
 Charles & Jane Tobin  
 Andrew Tolan  
 Marianne Tomshe  
 Mr. David Tortorella  
 Kellene Trygg & Jennifer Canziani  
 UBS Financial Services Inc.  
 Robin Vega & Mike Skrypek  
 David & Diane Vojta  
 Wasserman Media Group  
 Melanie L. Webber  
 Meredith & Michael Weil  
 Stephen & Denise Weir  
 Wells Fargo Bank  
 Todd White & Brittany Atterberry-White  
 Richard Wiedemer Jr.  
 Jeff & Yvonne Winter  
 Rob & Denise Wirth  
 Scott & Marianne Woerner  
 Nancy L. Wood  
 Ken & Melanie Wright  
 Pam Wright & the late Jeff Brindley  
 Wyse Advertising  
 James Zeilinger  
 Kalman Zucker & Dr. Mary Frances Haerr

## HEADLINER MEMBERS \$500

Gabriel Abaroa Jr. & Scott Goldman  
 Steven P. Abrams  
 Paul G. Allen  
 William & Word Backstrom  
 Dale Baker  
 Elizabeth Bartz  
 Maureen Bauer  
 John Bibbo Jr.  
 Debbi & John Bly  
 Michele Bourgerie  
 Timothy Butler  
 William Butler & Kimberly Golczynski  
 Elaina Caola  
 Robert S. Castellini  
 Marco Ceccarelli  
 William J. Cermak  
 Joseph & Jody Chadima  
 Kenneth & Nadine Chavin  
 Barry Clark  
 Willie Clifton  
 Stanley Cohen  
 Scott Collingwood & Amy Bendall  
 Denise & Carol Consolo  
 Charles & Paula Cosgrove  
 Susan & Michael Cristal  
 Juliann Cronin  
 Phoebe & Mark Danahy  
 David & Karen Doll  
 Judi Drennan  
 James Drew  
 Christopher DuBois  
 Beverly Fanning  
 James & Susan Fitton  
 Garrett Flowers & Ken Flowers  
 Timothy E. Foley & Kimberlee Holleyman  
 William & Abigail Gardner  
 Anthony & Ling Yan Genovese  
 Anthony Gildone & Samantha Jakub  
 Brian Glennon  
 William & Jill Glubiak  
 Lori & Dale Goldsby  
 David Goodman  
 Michael Graves  
 Bob Green & Erin George  
 Jeff & Marilyn Greenberg  
 Robert & Sally Gries  
 Thomas Grilli & Belinda Kisela  
 Mark Griswold  
 Richard Gurkles  
 Karen & Todd Haefling  
 Heather Hall  
 Mary Hancock & Andrew Fukalek  
 Sue E. Hutchinson  
 Keith Hutton  
 Patricia Inglis  
 Cheryl Jacobs  
 Tracy Jedrey  
 Barbara Kacir  
 William Kilgore  
 Kevin & Debra Kinder

Chandra King  
 Dan & Mary Beth Kinney  
 Leslie D. Klabbatz & Karen L. Morton  
 Kim Kuivila  
 Lynne & Tom Kusmer  
 Thomas Lapinski  
 Todd LaRose  
 Lisa Lee & Jen Paskevicius  
 Jennifer Lester  
 Cyndy R. Lewis  
 Jan Lewis  
 Lisa Lis  
 Janet & Bob Machovec  
 Andrew & Marcia Margolius  
 Kevin Markett  
 Lisa J. Marrufo  
 Richard & Kathleen Marshall  
 Holley Martens  
 Robert Meehan & Amy Scott  
 Cliff Megerian  
 Keith & Marcia Merritt  
 Patricia & Kevin Missal  
 David Mobley  
 Kirsi & Christopher Morelan  
 Don W. Morris  
 Robert & Jyll Mostoller  
 Richard Nageotte  
 John & Carol Nagy  
 Rama & Rajni Nambimadom  
 John W. & Alison Nottingham  
 John Nowicki  
 Steele Nowlin  
 J. R. Oehmigen  
 Christina & Alexandre Pariente  
 David Persichitti  
 Steve Pike  
 Susan Piscitello & Douglas Pall  
 Brian Postma  
 Rob Qualls  
 Pam Rivlin & Gary Hacker  
 Lawrence R. Roche  
 Eric & Heather Roselli  
 Steve & Patricia Ross  
 Monica & Chad Runsick  
 Dan R. Ruscitto  
 Jack & Gabrielle Sabolich  
 Tom Salanty  
 Aleksandra & Robert Santos  
 Werner Schaefer & Wonna de Jong Schaefer  
 Heather Schechter  
 Paul R. Secunde  
 Cary Shakespeare & Armi Walker  
 Elizabeth & Tim Sheeler  
 Curtis & Rebecca Shiffer  
 Anthony Siracusa  
 Keith & Linda Skinner  
 Meg Chalmers Smith & Ed Vigdor  
 Terry Snutch, PhD  
 Mark Soltys  
 Jeff & Jenny Spaeth  
 Eugene & Cindy Steffes  
 Philip Stevenson  
 John & Suzanne Thelen

Patrick & Robyn Trani  
 C. David Trimble  
 Peter Tucker  
 R. Valentine  
 Keith Walker  
 Keith & Ginger Wallach  
 Dan Wegner  
 Elie Weiss & Sara Hurand  
 Dennis & Shelly Wilcox  
 Gabrielle Yeane & Jason Buss  
 Norman Young  
 Louise & Greg Zalek

## SPECIAL THANKS TO THE LONG LIVE ROCK SOCIETY MEMBERS

We'd like to recognize the following people who have graciously included the Rock & Roll Hall of Fame in their planned giving. Planned gifts are another way in which individuals can continue to help us further our mission.

Anonymous  
 Jules & Fran Belkin  
 James H. Berick Esq.  
 Nancy S. Bishop  
 Marc & Victoria Byrnes  
 Brian & Sheryl Caine  
 Sara H. & Christopher M. Connor  
 Carol A. Cunningham, M.D.  
 Frank DiGiacomantonio  
 Richard C. & Lynda Freedman  
 Steven B. Garfunkel  
 Chris Hocht  
 Kathleen Ipser  
 Bernie & Nancy Karr  
 Dr. Donna C. Lavdis  
 Eric Leefe  
 Mathew & Krista Littleton  
 Roger B. McNamee  
 Chandler Montgomery  
 Jacquelyn Nance, Esq.  
 Larry & Julia Pollock  
 William & Diane Primrose  
 Monica V. Ronan  
 Ricky Allen Rose Sr.  
 John S. Shiely  
 Terry & Sally Stewart  
 William B. Summers Jr.  
 Michael Suttle  
 Jack G. Ulman & Elizabeth Heil  
 Alec & Kathy Wightman



We host amazing events at the Rock Hall, including the Klipsch Fest in August featuring headliners Social Distortion. Check out the calendar below to see what's up next!

### ROCKHALL HOURS

10 am to 5:30 pm – Mon., Tue., Thu., Fri., Sat. & Sun.  
10 am to 9 pm – Wed.  
Closed Christmas Day.  
Dates and hours subject to change; check [rockhall.com/visit](http://rockhall.com/visit) for updates.

# MARK YOUR CALENDAR

(Dates subject to change; visit [rockhall.com](http://rockhall.com) for updates)

## GIGS

**January 21**  
Martin Luther King, Jr. Celebration Day

**February**  
Celebrate Black History Month with special programming throughout February

**February 13**  
Rock Hall Nights: Valentine's Day

**March 6**  
Rock Hall Nights: Rock off the Rack

**March 29**  
Rock & Roll Hall of Fame 2019 Induction Ceremony, Brooklyn, New York

**April 3**  
Rock Hall Nights: Rock and Technology

**May 1**  
Rock Hall Nights: Woodstock