

▶ 2015-2016 REPORT TO THE COMMUNITY



WELCOME



A REMARKABLE TIME!

Our team delivered amazing exhibitions, exciting live music and engaging programs while concurrently making major improvements to the visitor experience. We hosted a record number of visitors and connected them to the power of rock and roll through exhibitions like *Louder Than Words* and *MELLENBAMP*, providing impactful connections between our past and present with a focus on the future. We transformed important spaces by renovating the Museum Store, erecting massive LONG LIVE ROCK letters on the plaza and installing an outdoor festival stage complete with 40 days of live rock and roll! In addition, we unveiled a new brand identity and launched a remarkable new website. Collectively, this was our most successful time period since opening.

In 2017, our Museum installed an immersive Hall of Fame experience in the Connor Theater, featuring a film produced by the late Jonathan Demme, opened a new restaurant with our celebrity chef partners, reinstalled our seasonal stage and are now hosting 50 days of live music. Meanwhile, we will continue to show the significance of rock and roll on a local and global scale through everything we do. With this much going on, we encourage you to visit!

We are grateful for the continued support of the Rock & Roll Hall of Fame members and donors. You help us engage, teach and inspire through the power of rock and roll—and continuously advance this national treasure. Thank you.

Long Live Rock,

GREG HARRIS,

President and CEO

Rock & Roll Hall of Fame and Museum

POLITICAL POWER

Twisted Sister frontman Dee Snider, who testified at the 1985 Parents Music Resource Center Senate hearings on censorship, helped open the *Louder Than Words: Rock, Power & Politics* exhibit in May 2016.



Hall of Fame

BONE UP ON YOUR ROCK TRIVIA WITH THESE SURPRISING FACTS ABOUT RECENT HONOREES

INDUCTEES

CLASS OF 2016



BERT BERNS

The legendary producer-songwriter and Ahmet Ertegun Award for Lifetime Achievement recipient spent seven years in the music business and made 51 chart records in that time. His iconic song, the Beatles' "Twist and Shout," was co-written with Phil Medley in a few minutes.



CHEAP TRICK

The rock band behind such hits as "Surrender" and "I Want You to Want Me" hails from Rockford, Illinois. In 2007, the Illinois state Senate unanimously passed a resolution designating April 1 as Cheap Trick Day.



CHICAGO

Known for power ballads such as "If You Leave Me Now," the group has gone through several name changes. Originally called the Big Thing, the band was renamed Chicago Transit Authority in 1968 until the real Chicago Transit Authority issued a cease-and-desist order in 1969.



DEEP PURPLE

The English group was dubbed the world's loudest rock band by the *Guinness Book of World Records* after a 1972 concert reached 117 decibels and rendered three people unconscious. The band is also known for its hit "Smoke on the Water" and helping inspire speed metal.



N.W.A

The influential West Coast rap collective launched the careers of Dr. Dre, Ice Cube, Eazy-E, DJ Yella and MC Ren. Its record label promoted the 1988 album *Straight Outta Compton* by publicizing a letter from the FBI that accused N.W.A of encouraging violence against police.



STEVE MILLER

The Steve Miller Band frontman got an early start in music: When Miller was a child, his godfather, Les Paul, taught him his first guitar chords while T-Bone Walker instructed him on lead guitar a few years later. Miller formed his first band, the Marksmen Combo, when he was 12.



"ROCK AND ROLL IS NOT CONFORMING TO THE PEOPLE WHO CAME BEFORE YOU, BUT CREATING YOUR OWN PATH IN MUSIC, AND IN LIFE. THAT IS ROCK AND ROLL, AND THAT IS US."

—ICE CUBE, ON HIP-HOP GROUP N.W.A'S INCLUSION IN THE ROCK HALL, AT THE 2016 CEREMONY



“MY VOICE IS MY GREATEST GIFT. ... IT HAS GIVEN MY LIFE DEEP MEANING AND UNENDING PLEASURE TO USE MY VOICE IN THE BATTLE AGAINST INJUSTICE.”

—JOAN BAEZ, ON PERFORMING AND POLITICAL ACTIVISM, AT THE 2017 INDUCTION CEREMONY

CLASS OF 2017



JOAN BAEZ

From her renditions of seminal protest songs to her commitment to social activism that continues today (she performed at the San Francisco Women’s March in January), Baez has rightfully earned her crown as the queen of folk.



ELO

Even John Lennon remarked on the Electric Light Orchestra’s Fab Four-esque sound, enthusiastically calling them “sons of the Beatles.” Popularly known as ELO, the group got its start in Birmingham, England, in 1970 and continues to further a musical reputation of its own.



JOURNEY

The band behind such hits as “Don’t Stop Believin’” and “Who’s Crying Now” had personnel changes over the years (including former *American Idol* judge Randy Jackson, who played bass for the group in the mid-’80s), but fans have never stopped believing in Journey.



PEARL JAM

While the rockers are synonymous with Seattle, frontman Eddie Vedder was a surfer from San Diego. After hearing a demo by bassist Jeff Ament and guitarist Stone Gossard, Vedder sent back a tape with his lyrics and vocals added to the tracks, earning a spot in the band.



NILE RODGERS

The Musical Excellence Award winner created dance hits “Le Freak” and “Good Times” with CHIC in the 1970s, produced Sister Sledge’s “We Are Family,” and more recently worked with Daft Punk. Early in his career, he played with the Sesame Street traveling band.



TUPAC SHAKUR

This controversial hip-hop icon’s career was tragically cut short when he was killed in a drive-by shooting in 1996, but his legacy lives on. He’s influenced new generations of MCs and sold more than 10 million copies of his double album *All Eyez On Me*.



YES

The English rock group has changed members and creative styles in the decades since singer Jon Anderson and bassist Chris Squire formed the band in 1968—earning their biggest success with the No. 1 single “Owner of a Lonely Heart” in 1983.



Young learners in the Toddler Rock program feel the beat.

SCHOOL OF ROCK

EDUCATION PROGRAMS INSPIRE A LIFELONG LOVE OF MUSIC IN STUDENTS OF ALL AGES

▶ WHEN IT COMES TO BOOSTING A CHILD'S BRAIN POWER, music is on par with traditional subjects like math. Studies have found that early exposure to music improves spatial reasoning and language development, as well as overall social and academic skills.

In an effort to bring these benefits to local children, we host the Toddler Rock program in partnership with the Beck Center for the Arts, the University Hospitals Case Medical Center, PNC Grow Up Great Initiative and the Council for Economic Opportunities in Greater Cleveland. Toddler Rock serves nearly 400 children ages 3 to 5 from the local Head Start program each week during the school year.

"The program is designed to enrich the lives of children and improve their pre-literacy skills," says Deforia Lane, PhD, MT-BC, the Director of Art & Music Therapy at University Hospitals Cleveland Medical Center who has also worked with Toddler Rock since its inception in 1999. "Additionally, we want to help the children develop social skills—understand how to share and take turns—and do it in a multisensory way."

Toddler Rock is hands-on and participatory, using music, movement and storytelling to enhance literacy abilities, encourage problem-solving and bolster communication skills. The program also benefits Head Start teachers, who are encouraged to bring the lessons back to their own classrooms.

According to Edward Gallagher, Director of Education for the Beck Center for the Arts, tests done before and after the program show an improvement in participants' school readiness. The children are also treated to a performance on the Rock Hall stage from the education department band, the Backbeats.

"It's exciting to see the kids' reactions to a real concert in the Rock Hall," says Gallagher. "Music is so powerful. It's fun, energizing and involves kids in multiple aspects of the learning process."

OTHER EDUCATION PROGRAMS

Rockin' the Schools

These on-site classes focus on the history of rock and roll and are free for local K-12 students. Course topics vary by age group and range from the basics of making music to the complexities of the music business.

Rock Hall EDU

An in-depth online resource that brings music to educators' fingertips. Geared toward seventh-through 12th-graders, the program provides teachers with the lesson plans, multimedia tools and information they need to bring music and rock history into the classroom.

Visit

rockhall.com/learn/education to find out more.



Hungry for Music helps children in need.



Students participate in a Stop the Hate concert.

THE CLEVELAND CONNECTION

WE WORK IN PARTNERSHIP WITH COMMUNITY ORGANIZATIONS TO SUPPORT AND ENTERTAIN AREA RESIDENTS

▶ WHILE THE ROCK & ROLL HALL OF FAME is a destination for music fans around the world, building connections with the community is also a vital part of our mission.

“We want to make the Rock Hall accessible to people of all backgrounds and from all walks of life,” says Kathryn Metz, Manager of Community and Family Programs.

To that end, we have partnered with community organizations to offer free festivals and activities to area residents throughout the year. Among the 2016 highlights:

WE HOSTED A MUSICAL INSTRUMENT DRIVE in connection with Hungry for Music—a national organization that brings instruments to kids in need—in June 2016. We also celebrated Prince’s life and music with “Let’s Go Crazy: A Prince Dance Party” during the drive—bringing 1,500 people to the Rock Hall plaza for music, food, costume contests and, of course, dancing. The five-day event was capped off with a concert performed by youth who received instruments from the previous year’s drive.

EMBRACING POSITIVITY, we worked with the Maltz Museum of Jewish Heritage on its Stop the Hate® Youth Speak Out initiative. The project, originated by the Maltz Museum more than nine years ago, celebrates students who are committed to making a positive difference. We partnered with Maltz to challenge local middle and high school students to write songs against hate. The students performed their



Visitors honor Martin Luther King Jr.

songs at concerts at the Rock Hall in November and December; the winning school received \$5,000.

AS PART OF OUR ANNUAL MARTIN LUTHER KING JR. DAY CELEBRATION, we once again opened our doors to the public free of charge. The 2016 event included live performances from local artists such as Jul Big Green and Timbara, as well as activities and educational programs that highlighted how music creates a sense of community.

“Because of the success of the 2016 programs, the Rock Hall launched its official department of programs and community engagement on January 3, 2017,” says Metz, thus allowing the Rock & Roll Hall of Fame to bring festivals and community events to Cleveland for years to come.

Be Our GUEST

WE'VE HOSTED A WEALTH OF TALENT, FROM BREAKOUT ARTISTS
TO LONG-ESTABLISHED ICONS

WE DRAW VISITORS from all walks of life, including the very people honored within our angled walls: musicians. “We celebrate our Inductees and let them know that this is ‘their house,’” says Shelby Morrison, Director of Artist and VIP Relations. “They built this place and they are welcome any time.” A variety of artists and Inductees made unforgettable stopovers during 2015 and 2016. Here, we share a few highlights.

- ▶ In October 2015, **Graham Nash** attended the opening of an exhibition in his honor, *Graham Nash: Touching the Flame*. The Crosby, Stills & Nash star loaned his collection of mementos, including guitars, song lyrics and even President Richard Nixon’s 1974 resignation letter, one of Nash’s prized possessions.
- ▶ **Smokey Robinson** was inducted in 1987, but in November 2015 the Motown legend earned added props when he was named the Rock Hall’s 20th annual Music Master. Robinson visited us along with Inductees **Mary Wilson** (of the Supremes) and **Martha Reeves** (of Martha and the Vandellas), who performed at a concert paying tribute to the star.
- ▶ Singer-songwriter **Elle King** returned in January 2016, six months after performing in the Sonic Sessions. King donated a dress to the *Right Here, Right Now* exhibit and later shared her excitement on Instagram: “A huge moment for me happened today seeing my dress hanging in the Rock & Roll Hall of Fame. I remember going there when I was little and dreaming of one day seeing my name behind that glass. I will never forget this moment.”
- ▶ While in Cleveland for a show, 2014 Inductee **Garry Tallent** stopped by, along with other members of the **E Street Band**, in February 2016. During his visit, Tallent donated his 1986 four-string Guild Pilot electric bass to the permanent collection.

- ▶ Grandmaster Flash and the Furious Five’s **Rahiem** did a series of interviews at Black History Month events in February 2016. The 2007 Inductee discussed being at the forefront of the hip-hop revolution.
- ▶ Fresh off his induction, Deep Purple’s **Glenn Hughes** joined **Jerry Cantrell** of Alice in Chains for a special interview in June 2016. The event, held in partnership with SoundExchange (a nonprofit that collects digital performance royalties for musicians), featured the two artists discussing hard rock and creating new musical genres.
- ▶ **Beverly Lee**, of 1960s girl group the Shirelles, visited in June 2016 in conjunction with the *Louder Than Words: Rock, Power & Politics* exhibit. As part of a series on women in the music industry, Lee spoke about touring in the midst of the civil rights movement and performing in front of Martin Luther King Jr. at the 1963 Salute to Freedom concert near Birmingham, Alabama.
- ▶ Guitar hero **Steve Miller** came by in June 2016 shortly after his Induction Ceremony. The Steve Miller Band frontman gave an impromptu workshop to children in the Rockin’ the Schools program, offering advice on performing and songwriting.
- ▶ **Sam Moore**, of soul duo Sam and Dave, toured our facility in July 2016 while in Cleveland for the Republican National Convention. The 1992 Inductee staged a family reunion in the VIP lounge with some newly discovered relatives from the area.
- ▶ We hosted a book signing for singer **Mike Love**, who recently published his autobiography, *Good Vibrations: My Life as a Beach Boy*. The September 2016 event included a concert by the Beach Boys.



Top, from left: Elle King, Rahiem of Grandmaster Flash and the Furious Five, Beach Boy Mike Love. **Above:** Martha Reeves, Smokey Robinson and Mary Wilson visit during events honoring Robinson as a Rock Hall Music Master.

ON DISPLAY



POLITICAL PARTY

A PROVOCATIVE SHOW EXPLORES THE HISTORICAL INTERSECTION OF ROCK AND POLITICS



Rock Hall visitors enjoy the sights and sounds of the 2016 exhibit *Louder Than Words: Rock, Power & Politics*, including historical photos, artifacts (such as Elvis Presley's Army uniform), and video interviews with U2's Bono, David Byrne, and Rage Against the Machine's Tom Morello, among others.

► FROM JIMI HENDRIX'S shredding reinterpretation of "The Star-Spangled Banner" at Woodstock to Pussy Riot's guerrilla protests in Russia, rock artists have long been staunch defenders of civil rights and fierce crusaders against censorship.

In recognition of the unique power rock music has to affect attitudes about social and political issues, we presented an audacious exhibition: *Louder Than Words: Rock, Power & Politics*. The one-of-a-kind show—on view from May 20 through Nov. 27, 2016—was perfectly timed to run in conjunction with the Republican National Convention held in Cleveland in July 2016.

"*Louder Than Words* is an exploration of music's powerful role in politics," says Greg Harris, President and CEO of the Rock & Roll Hall of Fame. "The exhibit highlights how artists have used their craft as a platform to express their views and shape public opinion."

“ONE HUNDRED PERCENT OF MUSIC IS POLITICAL. MUSIC EITHER SUPPORTS THE STATUS QUO OR CHALLENGES THE STATUS QUO. ... WHAT YOU SAY AND WHAT YOU DO MATTERS.”

—RAGE AGAINST THE MACHINE’S TOM MORELLO, IN A *LOUDER THAN WORDS* INTERVIEW



Top: Johnny Cash. Below: Cash’s tour bus “J.C. Unit One”

HONORING THE MAN IN BLACK

Inducted into the Rock Hall in 1992, the legendary Johnny Cash was the focus of a weeklong celebration in October 2016. Part of the 21st Annual Music Masters series (presented by Klipsch Audio), the tribute featured a concert, panel discussions, special programming and an exhibit of items from Cash’s personal collections.

One of the highlights of the Cash-fest was the artist’s tour bus, a 40-foot-long rolling sanctuary dubbed “J.C. Unit One.” The bus—which logged more than a million miles during Cash’s career—was parked outside the Rock Hall during the month of October and open for fans to visit.



And, as with *Louder Than Words*, the Cash tribute was especially relevant for the times. “Johnny Cash essentially said he was wearing black to represent all of the oppressed people,” says Jason Hanley, Rock & Roll Hall of Fame VP of Education and Visitor Services. “In many ways, Johnny Cash also symbolizes the issues and the concerns and the problems we’re having in America and around the world right now. It seemed like a perfect time to honor somebody like Johnny.”

Featuring rare artifacts (including the Stratocaster Hendrix played at Woodstock), photographs, video interviews and interactive displays, *Louder Than Words* tracks the evolution of the often uneasy dynamic between rock and politics, revealing how issues that were in the headlines 50 years ago are still relevant today.

“We always try to create deep, topical resonances with the subjects we take on,” explains Karen Herman, Vice President of Collections and Curatorial Affairs. “We invited artists like Dee Snider, Bono, Tom Morello and Ann Wilson to contribute to the show, giving fresh contexts for the issues.” When on view at the Rock Hall, *Louder Than Words* examined rock and politics up through the Obama administration; during its subsequent run at the Newseum in Washington, D.C. (January 13 through July 31, 2017), the show included references to the Trump era.

BACKSTAGE STORIES AND MORE

Other recent exhibitions include *MELLENCAMP* (on view through September 2017), which features John Mellencamp’s 1966 motorcycle, photographs, paintings and more; *Backstage Stories*, which provides an inside peek at the essential work done by stage crews on tour; and the 2017 Rock & Roll Hall of Fame Inductee exhibit.



Joyce Weinstein Levinson, pictured at her Florida home, has been a longtime collector of music memorabilia.

HOME AWAY FROM HOME

JOYCE WEINSTEIN LEVINSON
TURNED GRIEF INTO
A SENSE OF COMMUNITY
AS A DEDICATED SUPPORTER
OF THE ROCK HALL

► JOYCE WEINSTEIN LEVINSON'S connection to the Rock & Roll Hall of Fame was borne out of sorrow but is now a source of great joy.

Weinstein Levinson, a retiree living in Fort Lauderdale, Florida, initially contacted the Rock Hall in 2014 about donating a legacy brick honoring her husband, Larry, who had recently passed away.

"I fell in love with Larry because of his record collection," Weinstein Levinson recalls. "We loved music from the '50s and '60s. It was our hobby together—collecting records and then autographs and memorabilia. I figured this would be an ideal way to pay tribute to my husband."

The Rock Hall team invited Weinstein Levinson to Cleveland in October 2014 for a Music Masters celebration of the Everly Brothers. During her visit, Weinstein Levinson met Graham Nash, still one of her most treasured memories; enjoyed a VIP seat at a concert honoring the Everly Brothers; and placed a legacy brick bearing the names of the Levinsons' favorite songs ("You Send Me" by Sam Cooke, "La-La Means I Love You" by the Delfonics and "Candy Girl" by the Four Seasons) directly in front of the Rock Hall building.

"The Rock Hall treated me like family," says Weinstein Levinson. "I was a grieving widow, and it had been so long since I had smiled. I felt so at home; I wanted to be part of the organization. If I lived in Cleveland, I'd be there every day."

Weinstein Levinson became a member and continues to support the Rock Hall every year, returning to Cleveland for major events and attending induction events. She counts the 2015 Induction Ceremony for Ringo Starr that included a performance with Paul McCartney as her favorite ("It was just magical") and cites the Rock Hall's commitment to preserving rock and roll for future generations as a personal inspiration.

"I love the opportunity to meet the legends of rock and to be part of an organization that is in keeping with my core beliefs and values," says Weinstein Levinson. "To me, rock and roll is food for the soul. I just wish my husband could see everything that I have seen."

► GROWING UP IN NORTH CAROLINA, MARTIN M. BONEY used to pore over his older brother's record collection, carefully reading the liner notes on classic albums by Bob Dylan, the Rolling Stones and the Beatles.

Now a financial adviser in Raleigh, North Carolina, Boney is still an ardent music lover, as evidenced by his support of the Rock & Roll Hall of Fame that dates back to the Museum's initial construction.

"I had never been to Cleveland, but I wanted to support the Museum," says Boney. "I loved that the Rock Hall was honoring truly influential artists and incorporating all different genres of music."

Boney and his wife, Mary, attended the grand opening of the Rock Hall in 1995. "We had a ball; we fell in love with the Museum and had a great time meeting the team there," he says.

He is also a fan of the Rock Hall's education programs, providing support for Toddler Rock and Rockin' the Schools through the Hillsdale Fund, a family foundation on his mother's side.

The Rock Hall has been the source of some of Boney's most memorable moments. Among his personal highlights: meeting Robbie Robertson of the Band (his favorite group) and seeing Fleetwood Mac's Peter Green and Santana perform "Black Magic Woman"—which was penned by Green and a hit for Santana—at the 1998 Induction Ceremony.

"I almost teared up," says Boney. "You see these collaborations between artists, and you know you'll never see that again. Those nights are really special."

It's that power of rock to connect people that continues to inspire Boney.

"Music means so much to everyone, no matter your age," he says. "It's a cross-generational thing, and the Museum proves that year after year."

PASSION PROJECT

MARTIN M. BONEY HAS TURNED HIS LOVE OF MUSIC INTO MORE THAN TWO DECADES OF ROCK HALL SUPPORT

Visit

rockhall.com/support to find out more about donating to the Rock Hall or becoming a member.



The Band's lead guitarist, Robbie Robertson, left, with Martin M. Boney, right, at the 1999 Induction Ceremony.

ROCK SOLID

OVER THE PAST FEW YEARS, the Rock & Roll Hall of Fame has experienced tremendous growth thanks to generous donor support and visitor attendance that continues to grow year over year. Now, we're looking forward to the next phase, with exciting developments and renovations that will drive us forward into the future and continue to enthrall visitors from all over the world for years to come.

STATEMENT OF ACTIVITIES

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

OPERATING ACTIVITIES Year Ended December 31

REVENUES	2016	2015
Earned (a)	\$ 16,749	\$ 13,416
Contributed	19,654	10,632
Total	\$ 36,403	\$ 24,048
EXPENSES (b)	19,312	23,839
Increase in net assets before interest and depreciation	17,091	209
Depreciation and interest	3,288	3,377
Increase in net assets	\$ 13,803	\$ (3,168)

STATEMENT OF FINANCIAL POSITION

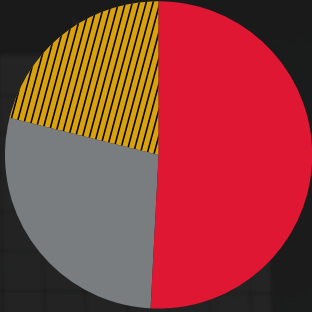
ASSETS As of December 31	2016	2015
Cash and equivalents	\$ 9,881	\$ 8,905
Investments	18,639	17,647
Fixed assets, net	62,242	59,246
Other assets	13,294	3,867
Total assets	\$ 104,056	\$ 89,665
LIABILITIES AND NET ASSETS		
Debt	\$ 1,000	\$ 1,000
Other liabilities	4,418	3,830
Net assets: Unrestricted	36,037	29,483
Net assets: Temporarily restricted	62,192	55,341
Net assets: Permanently restricted	409	11
Total liabilities and net assets	\$ 104,056	\$ 89,665
NUMBER OF VISITORS	543,000	510,000

ROCK & ROLL HALL OF FAME AND MUSEUM, INC.

Condensed Financial Information

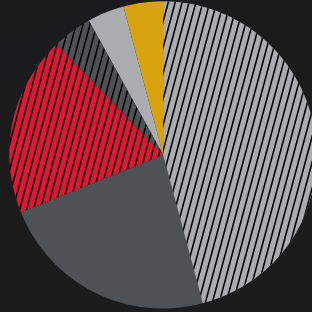
Amounts in thousands (000's) except percentage data and number of visitors

2015-2016 FINANCIAL OVERVIEW



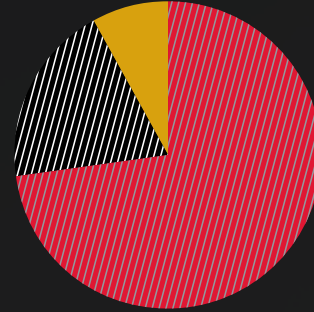
**2016 EARNED
OPERATING REVENUES**

- Admission 51%
- Other 28%
- ▨ Store, net (a) 21%



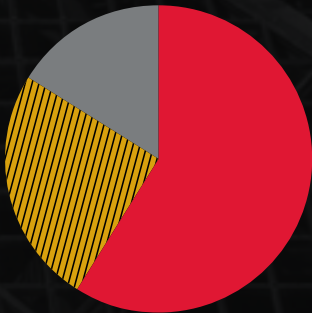
**2016 CONTRIBUTED
OPERATING REVENUES**

- ▨ Foundation 46%
- Individual 23%
- ▨ Government 20%
- ▨ Membership 4%
- Corporate 3%
- Fundraising events 4%



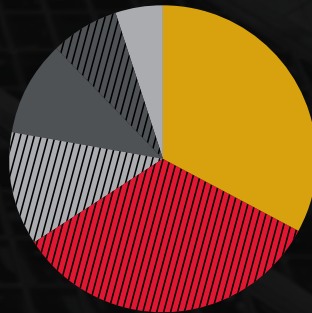
**2016 ROCK HALL
EXPENSES**

- ▨ Program services 73%
- ▨ Management and general 19%
- Fundraising 8%



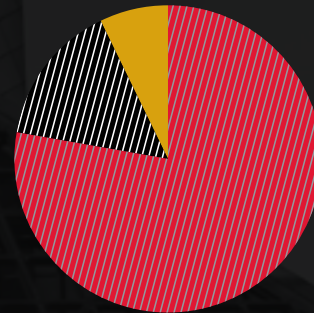
**2015 EARNED
REVENUES**

- Admission 59%
- ▨ Store, net (a) 25%
- Other 16%



**2015 CONTRIBUTED
OPERATING REVENUES**

- Fundraising events 33%
- ▨ Government 33%
- ▨ Foundation 12%
- Individual 10%
- ▨ Membership 7%
- Corporate 5%



**2015 ROCK HALL
EXPENSES**

- ▨ Program services 78%
- ▨ Management and general 15%
- Fundraising 7%

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 during the period from January 1, 2016, to December 31, 2016. We apologize for any errors or omissions.



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Top: Our famed exterior gets a refresh.

Bottom: Bold black and red colors and larger-than-life images of Inductees can be found throughout the Museum.



GIRLS ON FILM

Our recent exhibit *Girls to the Front: Photography by Anastasia Pantios* celebrated 40 years of the Cleveland photographer's portraits, including this 1982 shot of Joan Jett.