

2022

ANNUAL REPORT

ROCK & ROLL
HALL OF FAME™

An aerial night photograph of a waterfront festival. The central focus is a large, illuminated glass pyramid structure with a red-lit top section. Below it, a large crowd of people is gathered on a circular plaza. A sign on the plaza reads "LONG LIVE ROCK". The surrounding area includes a marina with many boats, a parking lot with cars, and various buildings, some with red and purple lighting. The text "TO THE COMMUNITY" is overlaid in large white letters across the center of the image.

TO THE
COMMUNITY

2022 was an incredible year for the Rock & Roll Hall of Fame — thank you for being an important part of it!

To our Trustees, our individual, corporate, and foundation donors, and our over 16,000 members: the Rock & Roll Hall of Fame is a better place because of your support. Thank you!

In 2022, nearly half a million people came through our doors and experienced *The Beatles: Get Back to Let It Be*, our blockbuster exhibit. Because of this fantastic response, we are excited to keep the exhibition through 2023 to give even more fans the chance to relive the excitement of the Fab Four!

Throughout 2022 our CLE-VIP program, sponsored by Key Bank, gave free admission to Cleveland residents. We also joined a nationwide network of museums, in the Museums for All program to provide \$1 admission to anyone receiving Federal assistance through SNAP and other programs.

In keeping with our commitment to accessibility, we amped up our bilingual offerings. Now our entire website rockhall.com, all of our online classroom materials, and our Fan Vote are offered in Spanish. To keep reaching higher we partnered with Google Arts & Culture to bring an online museum experience to the world with our exhibits and stories.

We believe in equitable inclusion in all vendor and partner opportunities, which will help develop a sustainable NEO work force and contribute to a thriving local economy. As such, we participate in the Greater Cleveland Partnership's CommitCLE program and Inclusion Marketplace.

In 28 years, we've welcomed nearly 14 million visitors; engaged almost 2 million students worldwide; and generated a cumulative economic impact of over \$2.5 billion to our region.

[>>> View the year end recap video <<<](#)

Looking ahead

Rock & roll has always pushed the envelope and we are too. In 2023, we will break ground on a 50,000 square foot expansion which will give us added space for:

- **Large-scale traveling exhibits**
- **Indoor concerts, private events, community events, and educational programs**
- **A student welcome center**
- **Lakefront accessibility**

We will use these new physical improvements to elevate our ability to expand our great educational programs and live music offerings within the building, and create a beautiful lake-front park open to the entire community.

We've turned up the volume in 2023 and look forward to sharing progress on the Museum's transformational expansion.

Long Live Rock & Roll,



Greg Harris
President & CEO

Gregg Lowe
Chair, Board of Trustees

THE MISSION

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

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

A woman with blonde hair is singing into a red microphone on a stage. The background is dark with numerous red laser light beams radiating outwards. The text "INDUCTION CEREMONY" is overlaid in white, bold, sans-serif font across the center of the image.

INDUCTION CEREMONY

2022 INDUCTEES

Pat Benatar & Neil Giraldo

Duran Duran

Eminem

Eurythmics

Dolly Parton

Lionel Richie

Carly Simon

Harry Belafonte

Elizabeth Cotten

Jimmy Jam & Terry Lewis

Judas Priest

Allen Grubman

Jimmy Iovine

Sylvia Robinson

With our most diverse induction class yet, the 2022 Rock & Roll Hall of Fame Induction Ceremony was a night to remember. We were proud to host the event in Los Angeles for the first time since 2013. With special appearances from Janet Jackson, Bruce Springsteen, Dr. Dre, Ed Sheeran, P!NK, Brandi Carlile and many more, the night was filled to the brim with diverse talent and star power.

Just like its predecessors, the 37th Annual Induction Ceremony provided us with all kinds of iconic moments; from Lionel Richie's belt-off with Dave Grohl to Olivia Rodrigo's masterful rendition of Carly Simon's "You're So Vain," the audience was beyond captivated.

Through our partnership with HBO, the full broadcast was available both on the HBO television channel as well as on their highly popular streaming platform, HBO Max. Inductees such as Eminem, Judas Priest and Dolly Parton joined us in sharing highlights from their high energy performances all across social media.

We are honored each year to be able to recognize the great artists who have helped shape our culture. This year, we brought together a melting pot of genres, artists, and styles to present a surreal experience rivaled only by the best of our previous ceremonies.

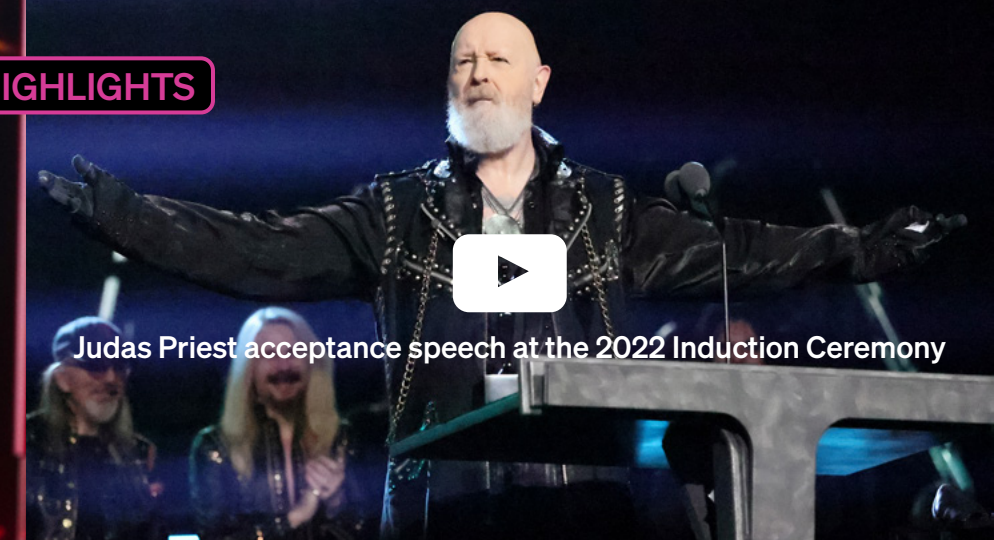
– Lionel Richie

“Rock and roll is not a color.
It's a vibe.”

VIDEO HIGHLIGHTS



Eminem performs at the 2022 Induction Ceremony



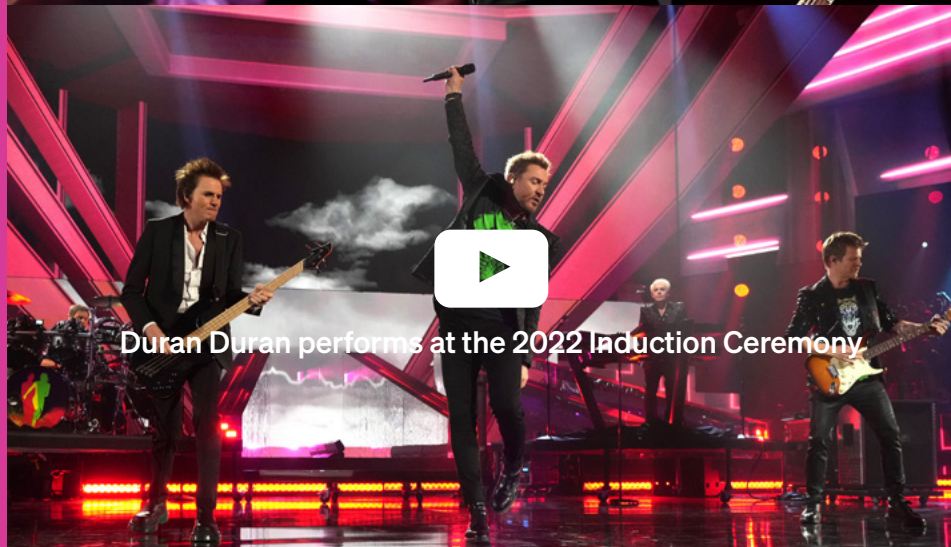
Judas Priest acceptance speech at the 2022 Induction Ceremony



Lionel Richie performs at the 2022 Induction Ceremony



Jimmy Jam and Terry Lewis acceptance speech at the 2022 Induction Ceremony



Duran Duran performs at the 2022 Induction Ceremony



Dolly Parton, Rob Halford, Simon Le Bon, Eurythmics, Sheryl Crow, P!NK, Brandi Carlisle, Zac Brown Band performance at the 2022 Induction Ceremony

BE

EXHIBITS



Throughout 2022, the Rock & Roll Hall of Fame introduced a variety of new and exciting exhibits that garnered the attention of fans the world over. Alongside our permanent and longstanding exhibits, these temporary exhibits played a key role in our success over the past year.

Most notably, we displayed the acclaimed *Get Back to Let It Be* exhibit. A tribute to the Beatles' immense impact on rock & roll, it was extended beyond its originally planned display period due to its popularity. The exhibit includes an immersive concert experience featuring never-before-seen recordings of their legendary rooftop concert, along with various notable artifacts.

The 2022 *Inductee Exhibit*, in the Donna "Rockergrrr19" Croel gallery, was another fantastic addition to the Museum this year. We were able to gather artifacts from each Inductee or their family and curate a spectacular exhibit highlighting them and some of the defining moments of their careers.

2022 offered a variety of fun programming events, including the John Mellencamp live performance and tour announcement, *Machine Gun Kelly Day*, and the *Nine Inch Nails Fan Day*. These events were highlighted by artists' visits and special exhibition installations to satisfy both diehard fans and casual visitors.

Other temporary exhibits included Bruce W. Talamon's *Hotter Than July* photo exhibit and the *Baseline to Bassline* exhibit, opened in connection with the NBA All-Star Game in Cleveland.





ELEVATOR B
& LEVELS 1-6

THE
BEATLES
GET BACK
TO
LET IT BE
Now Open

EDUCATION HIGHLIGHTS

ROCK
& ROLL
ALL STARS

Onsite education programs have officially returned! In 2022, we welcomed K-12 back to the Museum. Students engaged with educators in various exhibits to make connections between music, their classroom lessons, and the world around them. Additionally, our youngest rockers are back in the building to work with music therapists on letters and kindergarten readiness through our Toddler Rock program.

Rock Hall EDU's online teacher resources continue to grow and reach learners all over the world. Thanks in part to bi-lingual Spanish and English format, we surpassed the 10,000 teacher milestone, reaching more than 1.2 million students in more than 160 countries. Our dedication to integrating our online resources with those that can participate in an onsite experience is stronger than ever. More than 2/3 of teachers who bring their students on field trips use Rock Hall EDU online materials as a pre-visit or post-visit activity. We are very excited about the upcoming site redesign; with new features and expanded searchability, it is scheduled for the 2023-2024 school year.

COLLABORATIONS



Bill Bruford of Yes



Nine Inch Nails



Michelle Phillips of the Mamas and the Papas



Kathy Valentine of The Go-Go's

TOP TEN ASSETS 2022

- 1 How to Listen Video
- 2 Civil Rights Movement Playlist
- 3 The Induction Process Activity Pack
- 4 Design Your Own Super Bowl Halftime Show
- 5 History of the Rock Hall
- 6 Musical Perspectives Activity
- 7 Music and Social Justice Video
- 8 Ice Cube Answering the Question: "What is rock & roll?"
- 9 The Motown Sound Video
- 10 Taylor Swift and Paul McCartney Activity Pack

TEACHER SUMMIT

96 registrations from the US, Mexico, and Canada Hybrid and online option

TODDLER ROCK RETURNS!

200 Head Start program students per week Partnership with Beck Center for the Arts

ONLINE

Our curriculum materials were used in 160 countries by over 10,000 teachers more than 10K teachers total reached 160 countries



“ [The] students really enjoyed the program, said it was one of the best field trips they have been on... [the] kids enjoyed the concert and playing instruments.”

– Harvey Rice Elementary (Cleveland) staff

ROCK HALL. LIVE

POWERED BY
PNC

POWERED BY
PNC

COMMUNITY PROGRAMS



2022 was yet another year of growth and development across the Northeast Ohio community. We doubled down on past programs and partnerships, and cooperatively forged meaningful and proactive relationships with new ones. With a focus on bringing people together through their love and passion for music, we reach fans both onsite and in their own homes and communities. With over 170 events, 60 community partners, and over 300 community organizations supported, we are proud of the impact we are making on people's lives, as well as on NEO as a whole.

CELEBRATING NEW & CONTINUED PARTNERSHIPS

American Red Cross
Ohio Media School
A Special Wish
Center for Arts Inspired Music
Hungry for Music
Julia De Burgos Cultural Arts Center
Cuyahoga County Board of Developmental Disabilities
LGBT Center of Cleveland
Cleveland Metropolitan School District



Celebration Highlights

**MLK Day Festival / Juneteenth
Celebration / Fam Jam / Red Hands
Gospel Concert / Rock the Classics w/
Piano Cleveland / Believe in CLE Yoga /
Hispanic Heritage Month Celebration**



DIVERSITY,
EQUITY,
ACCESSIBILITY,
INCLUSION

Music connects us all.

Artists have been a voice of change for generations, and the Rock Hall shares this through our development of exhibits, programs, and outreach. As a community leader, the Rock Hall respects and values all people. We foster diverse and equitable experiences that embrace creativity and innovation. Through our work with individuals, communities, organizations, and businesses, we strive to create an accessible environment and are dedicated to using strategies that benefit and shape our collective futures.

This dedication to community access shines through programs like CLE*VIP and Museums for All. We have taken immense steps to promote the narrative of change.

From community events like Rock the Block Community Days to growing affinity with our global fans through projects like Google Arts & Culture and providing digital access in Spanish, we have continued to exemplify the values of diversity, equity, accessibility, and inclusion. With inclusive hiring practices and continued professional development, we constantly work to address and educate in subjects such as cultural intelligence, social justice, and leadership development. Additionally, we work with both local and national partners, like Racial Equity Institute and the YWCA, providing support for their missions and access to staff.

We also recognize the importance of DEAI in all vendor and partner opportunities. As such, we work closely with the Greater Cleveland

Partnership, participating in their CommitCLE and Inclusion Marketplace programs. These involvements are crucial to the development of both the NEO workforce and the already thriving local economy.

Ultimately, we strongly believe that our team is a significant part of not only our culture, but our reputation and institutional achievement as well. Diversity, Equity, Accessibility & Inclusion is more than just a policy at the Rock Hall; it supports our mission and defines our future.



EXPANSION

LONG LIVE ROCK & ROLL

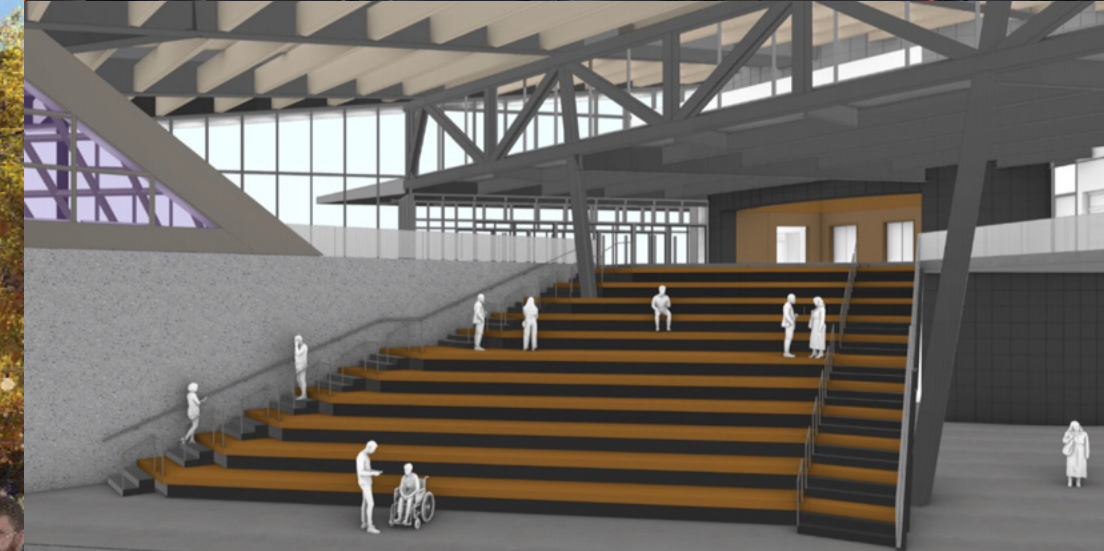


This dramatic building will channel the energy of rock & roll, pay homage to the existing I.M. Pei-designed building, and take advantage of our beautiful lakefront location. 2023 marks 30 years since the groundbreaking of the Museum and we look forward to celebrating a ceremonial groundbreaking of the expansion building in the third quarter of 2023. This expansion project and redesign will provide more opportunities for music fans around the world to be engaged and inspired by the Museum and the connective power of rock and roll.

A dramatic and active entry experience (upper right) will welcome fans to the only Rock and Roll Hall of Fame in the entire world! This dynamic space will be free and open to the public year round. It will feature music and other dynamic content to prepare visitors for their museum journey. State-of-the-art space will create a unique lakefront venue to host exciting live bands, public and private events, and engaging classroom experiences.



The expansion will forever change the way we interact with fans, students, and the community as a whole.



The expansion will provide

- State-of-the-art performance and event space
- A breathtaking entry experience
- Space to reach more students
- Additional areas for the community to gather and connect
- A learning center for visitors to experience our archives

FINANCIALS

2022 was another strong year for the Rock & Roll Hall of Fame. The combined success of regular operations and an on-going capital campaign has put us on steady ground following the negative impacts of the COVID-19 pandemic. We posted one of our strongest operating years since opening, netting \$2.6 million. These positive results were driven by favorable admission, retail, events, and membership, as well as through contributed revenue and continued discipline managing operating expenses. We leverage the latest industry technology to make operations more efficient while also delivering an ever-improving experience for our fans.

The Rock & Roll Hall of Fame's balance sheet continued to strengthen in 2022 due to collections for our Museum 2.0 Capital Campaign and positive operating results. The campaign dollars are held within a separate fund from operating and endowment funds. Favorable results on the balance sheet were partially offset by unfavorable investment activity associated with external market factors impacting our investment portfolio. Investment losses are unrealized, and we expect to recover losses as the market rebounds. In sum, the Rock & Roll Hall of Fame's net assets grew by \$8.7 million during 2022.

EARNED REVENUE		in millions
Admissions	11,916,984	11.9
Net Retail Sales (1)	4,142,654	4.1
Other	5,756,709	5.8
Total Earned	\$21,816,347	\$21.8
CONTRIBUTED REVENUE		
Government	3,257,141	3.3
Other	19,022,607	19.0
Total Contributed	\$22,279,748	\$22.3
EXPENSES		
Program Services	16,195,015	16.2
Management & General	4,519,594	4.5
Fundraising	1,693,187	1.7
Total Expenses	\$22,407,796	\$22.4
Net	\$21,688,299	\$21.7
OTHER		
Investment Gain / (Loss)	(7,851,315)	(7.9)
Depreciation & Amortization	(5,115,443)	(5.1)
Net Assets at the Beginning of the Year	\$147,802,500	\$147.8
Net Assets at the End of the Year	\$156,524,041	\$156.5

The Rock & Roll Hall of Fame 2022 audit is not yet complete at the time of printing and financial data presented in this annual report is preliminary.

DONOR RECOGNITION

2022 ANNUAL FUND DONORS

The following provide 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. Gifts were made between January 1, 2022 & December 31, 2022.

\$100,000 - \$999,000

Cuyahoga Arts & Culture
Medical Mutual
Ohio Arts Council
The Seedlings Foundation

\$50,000 - \$99,999

AARP
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\$500 - \$999

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Robert Broadbent*
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The following supporters have provided capital & programmatic support for the transformation of the Rock & Roll Hall of Fame as of February 28, 2023.

\$5M+

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KeyBank Foundation
The Minoff Family
PNC Bank
Rock & Roll Hall of Fame Foundation
State of Ohio

\$1M - \$4.9M

American Electric Power Foundation
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Great Neck & Elissa Richman
Rich Family Foundation
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Alec & Kathy Wightman

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\$50,000 - \$99,000

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Terry & Ann Coyne
Robert & Kathryn Falls
Christopher Formant
Rick French
Global Prairie
Jerry Gootee
Harry & Cyndi Hawkes
Gena Lovett

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Dan & Molly Walsh

\$25,000 - \$49,000

The Ahuja Foundation

Art & Carol Anton

William E. Babcox

Mark & Pamela Begelman

Brian & Sheryl Caine

Bruce & Kathy Carbonari

The Cleveland Foundation

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Dr. Michael & Brenda Drake

Fender Guitars

Gibson Guitars

The Howley Foundation

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Joyce Weinstein Levinson

Jon & Amanda Pinney

Neal Restivo

Jaime & Amy Siegel

\$10,000 - \$24,000

Kristen Baird Adams

Teresa Metcalf Beasley

Cleveland Cavaliers Community Foundation

Robert and Virginia Clutterbuck Family Foundation

Dr. Carol A. Cunningham, M.D.

Dennis & Tanuta Devine

Tom Heinen

Jay & Cindy Henderson

Andrea Hogben

Lee & JoAnn Howley

Daryl Laisure

Dr. Alex Johnson (in honor of Daphne Johnson)

Lisa & Richard Oliver

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CLEVELAND ROCK & ROLL, INC.

As of December 31, 2022

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