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AN EXCITING LOOK AHEAD!

★ 2011 ★

AMERICAN MUSIC MASTERS

ARETHA FRANKLIN will be the 16th American Music Master. From October 31 – November 5 the Museum and Case Western Reserve University will honor the Queen of Soul.

rockhall.com



2012 The Rock and Roll Hall of Fame and Museum's redesign will be complete.

INDUCTIONS
RETURN TO CLEVELAND
APRIL 14, 2012

The 27th annual Rock and Roll Hall of Fame Induction Ceremony comes to Cleveland Saturday, April 14. For one week the Museum will celebrate its newest inductees with concerts, a Hall of Fame Series, free Museum admission day and much more.



CONDENSED FINANCIAL INFORMATION

AMOUNTS IN THOUSANDS (000'S) EXCEPT PERCENTAGE DATA AND NUMBER OF VISITORS.

STATEMENT OF ACTIVITIES		Year Ended December 31	
		2010	2009
Revenues			
Earned (a)	\$ 11,838	\$ 11,662	
Contributed - Operating	4,563	3,544	
Contributed - Capital Campaign	8,977	17,393	
Induction Ceremony	—	2,469	
	25,378	35,068	
Expenses			
Increase in net assets before interest and depreciation	9,579	16,325	
Depreciation	2,671	2,294	
Interest	20	20	
Increase in net assets	\$6,888	\$ 13,921	

STATEMENT OF FINANCIAL POSITION		December 31	
		2010	2009
ASSETS			
Cash and equivalents	\$ 3,041	\$ 1,862	
Funds designated for Induction Ceremony	619	500	
Funds restricted for Capital Campaign	15,782	15,678	
Board Designated Endowment Fund	4,642	—	
Fixed assets, net	68,667	67,800	
Other assets	6,122	4,271	
Total assets	\$98,873	\$90,111	
LIABILITIES AND NET ASSETS			
Liabilities			
Debt	\$1,000	\$1,000	
Other liabilities	4,634	2,760	
Net Assets			
Unrestricted	19,992	14,848	
Temporarily restricted	73,247	71,503	
Total liabilities and net assets	\$98,873	\$90,111	

ATTENDANCE		Year Ended December 31	
		2010	2009
NUMBER OF VISITORS		452,100	477,800

a - Net of Museum store product costs.

2010 ROCK HALL OPERATING REVENUES

Earned Revenues

40.1% Admission	72.1%
18.9% Store, net (a)	
13.1% Other	

Contributed Revenues

7.2% Individual and Corporate	27.9%
6.9% Government	
5.5% Foundation	
4.1% Fundraising events	
4.2% Membership	

2010 ROCK HALL OPERATING EXPENSES

72% Program Services	100%
20% Management and General	
8% Fundraising	

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art's + culture community-supported funding

FIFTEEN YEARS OF ROCKIN' THE WORLD!

ROCK AND ROLL HALL OF FAME + MUSEUM

2010 REPORT TO THE COMMUNITY

Photos by Ivor Karabatkovic, Janet Macoska, The Times-Picayune Publishing Co., The Rock and Roll Hall of Fame and Museum and Alfred Wertheimer

DEAR FRIENDS OF THE ROCK AND ROLL HALL OF FAME AND MUSEUM,

I AM EXTREMELY PLEASED TO REPORT THAT 2010 WAS A MILESTONE YEAR FOR THE ROCK AND ROLL HALL OF FAME AND MUSEUM. THE ROCK HALL BEGAN ITS FIRST REDESIGN SINCE THE MUSEUM OPENED IN 1995, A TRANSFORMATIONAL PROJECT THAT IS NOW 80% COMPLETE.

A new entrance area has been designed to provide a warm and exciting welcome to our visitors, expedite queuing and better serve our guests. Likewise, our new Members Center helps us to quickly service members, field their inquiries and promote the benefits of Membership to new visitors. The extensive Museum update affects all floors and makes the Rock Hall experience state-of-the-art. The process includes a new way-finding system that guides visitors through the Museum and aids them in locating their favorite artist, era or genre. Major exhibit spaces have been reshaped, realigned and reordered chronologically to improve the visitor experience and create a more cohesive and flowing narrative on the history of rock and roll. All audio-video installations and interactive kiosks have been upgraded with the most modern technology.

The Ahmet M. Ertegun Main Exhibit Hall has undergone the most significant changes. Large images of inductees now greet visitors at the entrance followed by a vibrant section that outlines the museum's mission. A new presentation provides the origin and evolution of rock and roll which towers from floor to ceiling at the entrance to a series of exhibit spaces that take the visitor through the music's development beginning with interactive Early Influences kiosks leading to a vibrant new roots of rock and roll exhibit. The Mystery Train Theater has a striking new marquee. New display cases and energy-efficient lighting have been installed throughout the hall and bright new video screens have been added to provide context to the artifacts in the permanent installations. The circular exhibit space near the entrance now celebrates Cleveland's contributions to rock and roll on one side and the rest of the Midwest's on the other. The Rolling Stones and Elvis exhibits have been refreshed and new additions to the Beatles installation have resulted in the most comprehensive exhibit on the band, with artifacts from all four members.

On the Museum's second level, interactive computer kiosks have been installed in place of the soul music exhibit. Interactive booths allow visitors to learn about *The Songs That Shaped Rock and Roll* and *One-Hit Wonders* and the kiosks can be updated with new programs and exhibits. On level three, red signage and a 50-foot-long red carpet directs visitors to the Hall of Fame theater, which itself is now enrobed in red to set it off from the rest of the Museum.

We would like to thank those who provided leadership support for the \$35 million Capital Campaign. The Museum gratefully acknowledges Jann Wenner and Joel Peresman, Rock and Roll Hall of Fame Foundation; Dr. Jerry Sue Thornton, Cuyahoga Community College; RMS Families Foundation, Forest City Enterprises; Jay & Patty Baker; Cleveland-Cuyahoga County Port Authority; The Cleveland Foundation, City of Cleveland; Cuyahoga County; Gregg & Madelyn Foster; Henry Juskiewicz, Gibson Guitar; The George Gund Foundation; Kulas Foundation; John P. Murphy Foundation; State of Ohio and many others (a complete list appears in the 2010 annual report). Because of this strong support we are now within \$1.6 million of closing the Campaign for the Rock Hall.

In the weeks leading up to the Museum's 15th anniversary in 2010, we could not have received a more appropriate gift: a \$5 million donation from the Rock and Roll Hall of Fame Foundation in New York to create our first true endowment fund. The donation was the result of the history-making Rock and Roll Hall of Fame anniversary concerts held at Madison Square Garden in October 2009 with a lineup of music legends who included everyone from Jerry Lee Lewis to U2.

Over the last ten years, the Rock and Roll Hall of Fame Foundation has been the largest single contributor to the Museum and its support has been instrumental in the success of the Cleveland landmark. In the past five years, it has contributed more than \$14 million to the Museum. This includes \$1 million to fund a complete redesign of the Museum's website and \$8 million toward the Campaign for the Rock Hall, an important source of funding for the redesign and the construction and operation of the Rock and Roll Hall of Fame and Museum Library and Archives in downtown Cleveland.



Terry Stewart

Terry Stewart
President and CEO
Rock and Roll Hall of Fame
and Museum

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HIGHLIGHTS

THE MUSEUM IS PROUD TO TELL THE STORY OF ROCK AND ROLL THROUGH ITS EDUCATION ACTIVITIES. HERE ARE SOME OF THE HIGHLIGHTS AND THE INDUCTEES AND OTHER ARTISTS WHO HELPED US WEAVE THE NARRATIVE IN 2010:

15TH ANNUAL AMERICAN MUSIC MASTERS
The Rock and Roll Hall of Fame and Museum and Case Western Reserve University presented the weeklong celebration:

The Saturday conference at CWRU included Hall of Fame Inductees Dave Bartholomew and Lloyd Price • Long-time Domino-Bartholomew collaborators Billy Diamond, Herb Hardesty, Ernest McLean, and Eddie Ray • New Orleans music historians Rick Coleman, John Broven, Jason Berry and Jeff Hannusch • Ponderosa Stomp director Ira "Dr. Ike" Padnos and writer-director Daniel Wolff
Performers at the evening concert included Inductee Dave Bartholomew • Lloyd Price Dr. John and The Lower 9-11 • Theresa Andersson • The Dixie Cups • Robert Parker The Rebirth Brass Band • Irma Thomas • Toots and the Maytals • Emcee Wendell Pierce Trombone Shorty & Orleans Avenue.

HALL OF FAME SERIES with Inductees:

- Ronnie Spector
- The O'Jays: Walter Williams Eddie Levert Bobby Massey
- Dion

LEGENDS SERIES with:

- Tommy James
- Jon Anderson

EDUCATION PROGRAMS

This year the Museum reached nearly 30,000 toddlers, students and teachers with its award-winning educational programs.

- *Toddler Rock* served nearly 1,000 youth
- *Rockin' the Schools* served nearly 20,000 students
- *On the Road* reached more than 8,000 students and has beamed to nearly all 50 states and Australia, Canada, England, France, Guatemala, Mexico, Puerto Rico and Wales.

- For the fourth consecutive year, teachers across the country voted the Rock Hall's distance learning program the best in the nation
- The education team added a new class called Takin' Care of Business which teaches students financial literacy concepts.



Walking to New Orleans: The Music of Fats Domino and Dave Bartholomew



Gerald Alston

The Manhattans

SUMMER IN THE CITY CONCERT SERIES

- Carolina Chocolate Drops
- Lighthouse and the Whaler
- Free Energy
- The Founding Fathers
- Deer Tick
- The Modern Electric
- Trans Am
- Mega Church



CELEBRITY SIGHTINGS

Bruce Springsteen
Jason Castro
Danny DeVito
Eagles guitarist Don Felder
Dave Hlubek of Molly Hatchet
German rock band Scorpions
Brett Scallions and Brad Stewart
Singer-songwriter Angel Taylor
David Arquette
Mario Batali
Katie Couric
Denis Leary
Jon Lovitz
Adam Richman



From Asbury Park to the Promised Land: The Life and Music of Bruce Springsteen drew hundreds of thousands of music fans from across the globe during its two-year run. On its closing day, Bruce Springsteen himself made a special trip to Cleveland to tour the exhibit.

Elvis 1956, a stunning and intimate look at Elvis before he became a worldwide sensation delighted Museum guests in 2010.

MEMBER APPRECIATION DAY

In June during Bruce Springsteen Weekend—the Museum celebrated its thousands of supporters with a Member Appreciation Day.

- Continental breakfast on the Museum's Plaza level
- Tours by Museum docents and curators
- Free private screening of the *U23D* film in the beautifully renovated Foster Theater



15th ANNIVERSARY WEEKEND

Senator George V. Voinovich Atrium Dedication
Leo M. Mintz Gallery • Rock Hall Ball • Foxy Shazam
Eli "Paperboy" Reed • DJ Tommie Sunshine

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