

Proposed Museum Expansion

April 2019



Rock & Roll Hall of Fame

Proposed Museum Expansion

- The Rock Hall's annual attendance has now grown to nearly 600,000 after being stuck at about 450,000 for years before. The Rock Hall contributes nearly \$1,000,000 in annual tax revenue (admission, income, parking, entertainment) to the City of Cleveland!
- The annual economic impact of the Rock Hall in the region is over \$200 million while the Induction Ceremony, located in Cleveland in 2018, added an additional \$36.5 million in economic impact; over 90% of the visitors for the Induction came from outside of Cuyahoga County! The 2018 Cleveland Induction Ceremony generated approximately 22,000 room nights and resulted in hotel room pricing increasing approximately 35% from the typical stay in early April (resulting in hotel occupancy tax of \$360,000 for the City and the County). The Rock Hall Induction ceremony is now slated to take place in Cleveland more frequently than at any time in the past (every two years).
- The Rock Hall has taught over 350,000 students in our various education programs, including 525 students each week from Cleveland area preschools. Our Rockin' the Schools program brought 18,000 students from over 330 classrooms to the Rock Hall from throughout Northeast Ohio in the 2017-18 school year, a 14.5% growth rate from the prior year. Rock Hall resources for funding the various Rock Hall education programs is budgeted to grow by 55% measuring just the period of 2018 to 2019!
- The Rock Hall has completed the first phase of a fundraising campaign that has generated roughly \$57.5 million, exceeding the goal of \$55 million, with the funds targeted toward expanding education programs (in place); expanding visitation for Cleveland residents (in place); renovation of our Hall of Fame floor (in place); the first floor and outdoor Plaza (in place), creating an interactive music experience for visitors (July 2019); and renovating our Main Exhibit Hall (2020). We have already spent over \$23 million to upgrade the current Museum in the wake of the capital campaign with another \$25 million yet to come.
- None of the above-mentioned improvements create additional space for Museum programs or exhibits; of which we are in need for the continued growth of the Museum! We have identified future needs including:
 - Classrooms
 - Event and performance spaces
 - Additional exhibit space... so that the Museum can continue to bring visitors to Cleveland from across the world.
- The Rock Hall has completed discussion with City staff regarding a new lease for the one-acre parcel located between the current Rock Hall and the Great Lakes Science Center and is looking forward to the City Planning Commission and City Council consideration of an ordinance approving the lease agreement. The agreement includes some key development threshold dates that the Rock Hall anticipates meeting or beating.
- The Rock Hall does not expect to seek any City tax subsidy for a future expansion.



ROCK HALL EXPANSION PRINCIPLES

Site Principles

- 1) Connect the Rock Hall & the Great Lakes Science Center
- 2) Do not obstruct views to the lake from the city
- 3) Activate the lake front
- 4) Maintain connection to the lake
- 5) Maximize Rock Hall swing space

Building Principles

- 1) Create covered drop-off / valet zone
- 2) Integrate the plaza stage into the new expansion and provide support
- 3) Create circulation for visitors between the upper plaza and lower connector levels
- 4) Incorporate views from the swing space to the lake
- 5) Create spaces for community education



DRAFT CONCEPT



Upper Plaza

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Lake Terrace



From the 1990s

ROCK-N-ROLL HALL OF FAME AND MUSEUM
PHASE 2 EXPANSION CLEVELAND, OHIO

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Lake Elevation



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City View

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Classroom Space

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Upper Plaza Plan