

How Cleveland Won the Rock Hall

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With over one million people visiting the Rock and Roll Hall of Fame and Museum in its first year, Cleveland's newest cultural institution has done much to make the city a genuine tourist destination. Nearly two-thirds of the Rock Hall's visitors were from out of state its first year. These visitors stayed in city hotels, ate in city restaurants, and shopped in city stores.

How did the Rock and Roll Hall of Fame and Museum come to Cleveland? Who were the players? What was the strategy? The music industry's view of the museum, a look back on its memorable maiden year, and the museum's education mission will be discussed.