MISSION

To support and preserve Cleveland’s popular music culture and enrich local social welfare and economic growth by stimulating music-centered initiatives.

CLEVELAND ROCKS

PAST • PRESENT • FUTURE

www.clevelandrockspff.org
The capacity building for Cleveland Rocks: Past, Present and Future started in 2019 with a generous gift from the Nick and Lorie Howley and their Howley Foundation so that the non-profit could begin to grow from a small volunteer effort to a more professional staffed organization, as a first step to accomplish my vision of a music incubator campus that integrated with the Beachland Ballroom and Tavern. The Howley gift made it possible to match a Capacity Building grant from the Ohio Arts Council and we brought on consultants Sarah Gyorki, to help with the development of a more stable and activated board, and Lisa Paul Sierk, to help create a more professional fundraising process. The result of this capacity building focus made it possible to begin paying staff a halftime salary at the beginning of 2020 and to begin rebuilding the board of directors. By early 2020, our original five-member board retained Jack Boessneck and David Spero, and slowly added an additional seven interested music community members and supporters. We also were getting expanded volunteer assistance through our new committee structure: a marketing committee created an expanded social media presence and goals for a better website; the facilities committee started to explore visions of a physical campus with conversion of the old Rose Garden bowling garden building into a music incubator; and a programming committee began to consider how to further our mission with music community engagement.

Then in March, the COVID shutdown struck and we had to suspend in person board and committee meetings, and we watched the entire music scene in Northeast Ohio become frozen in place. Because we were already in a heightened activation, Cleveland Rocks PPF was able to pivot and launch the NEO Music Relief Fund, to help musicians and music venue workers who suddenly lost their income, and subsequently we also developed a SaveCLEVenues fund to help venues pushed to the edge. These efforts ended up being incredibly helpful to the music community and Cleveland Rocks PPF received unprecedented support. We also pivoted to turn our regular music concert programming into live streaming so that we were able to still pay our contracted musicians and also help grow their audiences during the shutdown. While other non-profits returned funding and furloughed employees, Cleveland Rocks PPF experienced a unique opportunity to fulfill our mission with heartfelt work that furthered team building. As COVID restrictions fade, Cleveland Rocks PPF is poised to do even greater things, but here is a look back at 2020.
On March 11, 2020, the World Health Organization declared the COVID-19 outbreak a pandemic and by that weekend, schools and businesses were closed by government order – including all music venues, bars and restaurants; namely, anywhere musicians were performing to earn their living.

In April 2020, Cleveland Rocks: Past, Present & Future launched the Northeast Ohio Music Relief Fund (NEOMRF) to help support area musicians through the impacts created through the COVID-19 pandemic.

NEOMRF provided immediate emergency relief of up to $500 to compensate for income lost through cancellations and closures. The first grant making cycle ended April 15; a total of 14 grant cycles were conducted. Initially the cycles were bi-weekly and transitioned to monthly.

Through February 2021, 167 applications were processed through 16 grant making rounds, and funds were provided to 96 musicians and venue workers in need, totaling $38,900.

#SAVECLEVENUES FUND

Additional funds were raised through the #SaveCLEVenues Music Memorabilia and Fan Auction. Spearheaded by Angie Hetrick from the Axon Creative Agency, the Auction was hosted online from November 13th to 22nd and raised over $24,000 which was granted to four local music venues:

- Beachland Ballroom
- Happy Dog
- Grog Shop
- Bop Stop

Funds continue to be raised specifically for venues. The 48 Hour Virtual Music Fest, hosted on Facebook in November, raised $2,985 and additional contributions continue.

$24,000 raised $2,985 additional funds
Because of COVID, we had to find a way to pivot on just about everything this year. The Waterloo Arts Festival was cancelled in June and events in public spaces were banned by the City of Cleveland, so there was no way to even use the Tower stage in the middle of Waterloo for a socially distanced concert.

They needed the support, so we pivoted to offer a smaller number of concerts via live stream, which allowed us to attract an online audience for the musicians and also create a video documentation that they could use for their personal archives.

Four shows were hosted at the Waterloo Sculpture Garden:

**JUNE 19, 2020**
Erin Neal and the Chill Factors
The Covemen

**JULY 17, 2020**
The Smeltztones
Shawn and Shelby

**AUGUST 7, 2020**
Non Bruises
Maura Rogers and The Bellows

**SEPTEMBER 4, 2020**
MoKo BoVo
Anita Keys

Audience did increase by pivoting to this online presentation. With the in-person Tower Series, the average attendance was 25 individuals. With our virtual presentation, we saw at least 30 people viewing the entire live stream and saw an average of 230 views of the video we created after the event to the actual event, demonstrating that documentation of a music event with continued access provides an audience increase that is significant. Through online analytics, we also saw increased followers with each show, starting with 2,800 on the first show and growing to estimated reach of 5,400 by the September 4 performance.
This live-stream concert series hosted in five of Cleveland’s independent music venues struggled significantly during the shutdown and supported ten Northeast Ohio musicians who had received a grant from the Northeast Ohio Music Relief Fund.

The video recordings created at each performance were then edited, preserved for historical relevance, and used to bring awareness about the pandemic’s impact on the local music community to livestream viewers.

The Waterloo Sculpture Garden, an outdoor space located in the Waterloo Arts District, kicked off the Wednesday Songs and Stages series hosting the first performance and began fundraising efforts. Additionally, fundraising campaigns were hosted for the venues, raising nearly $42,000.

Overall, Wednesday Songs and Stages successfully filled a deep void for musicians in Cleveland, OH during the pandemic shutdown by connecting and creating community, opportunity, and employment.

SEPTEMBER 16, 2020
Waterloo Sculpture Garden
Ray Flanagan

SEPTEMBER 30, 2020
The Grog Shop
Michelle Gaw
Liz Kelly

OCTOBER 14, 2020
Bop Stop at The Music Settlement
Kyle Kidd
Robert Hubbard

OCTOBER 28, 2020
The Happy Dog
LaToya Kent
Jenna Fournier

DECEMBER 30, 2020
Beachland Ballroom
Austin Walkin’ Cane
Meg and The Magnetosphere

PROUDLY SUPPORTED BY Ohio Arts Council

Maura Rogers, Michelle Gaw, Liz Kelly, and Cindy Barber at the September 30th event at the Grog Shop

Robert Hubbard, Cindy Barber, Kyle Kidd and Maura Rogers at the October 13th event at the Bob Stop.

SEPT. 16, 2020 - Ray Flanagan at the Waterloo Sculpture Garden

OCT. 28, 2020 - LaToya Kent at The Happy Dog

DEC. 30, 2020 - Austin Walkin’ Cane at the Beachland Ballroom

OCT. 14, 2020 - Kyle Kidd at the Bop Stop at The Music Settlement
Cleveland Rocks: Past, Present & Future is feeling charged for a productive new year and paving the way for musicians with some exciting developing initiatives...

**MUSIC INCUBATOR PROGRAM**

**Cleveland Rocks: Past Present & Future is partnering with Neighborhood Connections to create an innovative new incubator program to support Northeast Ohio musicians.**

As an expansion of the work Neighborhood Connections has been doing in creating new Grassroots Entrepreneur Incubator Programs in Greater Cleveland communities, this new pilot will focus on providing resources to professional working musician in Cuyahoga County, prioritizing musicians who live or work in Greater Cleveland. Those musicians will be eligible to apply for very low-interest loans of up to $2,000, to support new creative projects.

In addition to the loan, artists will also become part of a cohort that provides a range of support and services, ranging from legal counsel to marketing expertise and project management, and includes insights from industry professionals in booking, tour management, recording, videography and more. Together, the funded musicians will form a network of support that builds capacity not only for those individual artists but also for Cleveland’s local music community.

The focus will be on musicians in Northeast Ohio who make their living primarily through their music, most of whom have been hit hard by the COVID-19 pandemic and the shutdown of the music industry. The goal of the project is to minimize barriers to accessing support networks so there will be no requirement to provide a minimum credit score, collateral or co-signer. Instead, artists will be asked to bring creative project ideas and the application will be an interview.

**CLEVELAND ROCKS SHOP**

Cleveland Rocks Shop, a retail space showcasing local music and honoring its past, present and future, will curate and sell products that represent Cleveland music history as well as current music.

Clevelanders will also be able to consign their own music memorabilia, which will not only be sold in the store but digitized and donated to the Rock & Roll Hall of Fame Library & Archives.

To create the Cleveland Rocks Shop, fundraising began to cover costs such as renovations and repairs, purchasing fixtures, installing a point-of-sale system, training staff and acquiring inventory. A generous gift of valuable collector LPs has provided the catalyst for the Cleveland Rocks Shop to generate income to support programs for local musicians through the sale of specialized merchandise.

Staffing will include interns from Cuyahoga Community College’s Recording Arts Technology program, giving students in the musical arts a chance to work in a dedicated space and become more knowledgeable about area musicians.

Plans are also being developed to accept donations to resell in store as well as selling online to increase income.

A total of $4,697 was raised in January and February – and then the world, and our focus, changed.

Cleveland Rocks is excited to move forward, develop plans throughout 2021, and beyond.

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**Up to $2,500 in support**

**CLEVELAND ROCKS SHOP**

Cleveland Rocks Shop will feature local music and in-store events

Cleveland Rocks Shop will open in the MUSIC SAVES space

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$4,697 raised

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>6<
Cleveland Rocks has purchased the building at 15801 Waterloo Road, next door to our Space: Rock art gallery.

Formerly known as the record store MUSIC SAVES, Cleveland Rocks will repurpose this site for use by local musicians to share their merchandise, participate in industry educational sessions and host open mics and performances.

NOMAD: NORTHEAST OHIO MUSIC ARTS DEVELOPMENT CAMPUS

This completely reimagined campus, comprising the existing Beachland Ballroom, the adjacent Space: Rock art gallery, and the MUSIC SAVES store front, will contain a full spectrum of industry standard, professional quality performance, rehearsal, recording and streaming facilities.

It will include a comprehensive range of artist support services, including offices for arts and entertainment attorneys and agents, booking agents and tour managers, marketing professionals and publicists. This interactive campus will offer opportunities for audiences and visitors to explore new music, watch live rehearsals and performances, learn about local musicians, make their own music, take a lesson, and take home a piece of original art or memorabilia.

Cleveland Rocks Board Member and former CEO of the Rock & Roll Hall of Fame, Terry Stewart, has generously donated some amazing memorabilia such as LPs: 78s, 45s, 33s, and 12-inch singles, along with record mailers, collectible tote bags, a rotating record display and a 1920s antique register.

Any funds raised through the sale of these items will directly support the mission of Cleveland Rocks!
## GIFTS OF $1,000 & ABOVE

Anonymous  
Exit Stencil Recordings  
Adam and Pam Fishman  
Kevin Kruszenski  
Shelly and Mike Norehad  
Tito's Handmade Vodka

## GIFTS OF $500 TO $999

Michael Belkin  
Evergreen Podcasts  
Scott Fine  
Richard Greco  
Gotta Groove Records, Inc  
Jon Guggenheim  
Marius Juodisius  
James S.  
Diane Schnall  
Viktor Shmenko  
Vince Slusarz  
David Spero  
Visible Voice Books  
John Zoilo

## GIFTS OF $250 TO $499

Mark B.  
Big Game Capital  
Cathy Barber  
Alexander Bevan  
Shawn Brown  
Timothy Connors  
Barry Gabel  
Michael Gallagher  
Rachel H.  
Greg Harris  
Bruce Jansen  
Kae and Christian Kaul  
Cassandra Kuharik  
Amy Lee  
Alan Moss  
Emily Paskert  
Winchester Music Tavern

## GIFTS OF $100 TO $249

Anonymous (6)  
Sheila Badal  
Cindy Barber  
Amy Bendall  
Dennis Blue  
Kristin and Matt C.  
Mark C.  
Tim C.  
Kristin Cassidy  
Jason Chonko  
Claudia  
Cleveland International Records LLC  
Harley Cohen  
Nancy Crum  
Dan D.  
Dennis D.  
Jamie D.  
Mike D.  
DAFFY DAN  
Suzanne DePinto  
Dennis Devine  
Laura Ann Dezort  
Melissa Dials  
Michael Fesler  
Dewey Forward  
Marianne Friend  
Holly G.  
Jason G.  
Pamela Gill  
Susan Grekian  
Robert Gross  
Sarah Gyorki  
JD Hades  
Matthew Hallenburg  
Radio Hannibal  
Kathleen Hanna  
George Hanrahan  
Fanon Hill  
JD  
Betty K.  
Jonathan K.  
Timothy K.  
Robert Kinkel  
Lawrence Kupps  
Carl L.  
Steve L.  
Ileana Lelutiu  
James Levin  
Kathy M.  
Michael M.  
Brian McCafferty  
Paul Murphy  
Scott P.  
Jillian Palumbo  
Meredith Pangrace  
Amy and David Pollack  
Andrew R.  
Rust Belt Recordings  
Don S.  
Jim Schade  
Teesa Schleicher  
Afi Odelia Scruggs  
David Sierk and Lisa  
Paul Sierk  
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Bert Stratton  
Robin Stratton  
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Lisa Vinciquerra  
Victoria Waltman  
Andrea Whitaker  
Marcus Whiteamire  
Charlie Wiener  
M. Kim Yanoshik  
Smog Veil Records  
Jude Troha  
Jan Toyota  
Andy Zolyak

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- Bud Light  
- Cleveland Verses Foundation  
- Cuyahoga Arts & Culture  
- The Char and Chuck Fowler Family Foundation  
- The Howley Foundation  
- Ohio Arts Council  
- School of Rock Cleveland: Dave Molnar guitar scholarship

**Cleveland Rocks would like to thank the following individuals for organizing fundraisers to support our mission:**
- Meganne Stepka, 48 Hours Virtual Music Fest  
- Jon Guggenheim, ticket sales from documentary premiere of This Land Is Our Land  
- Cindy Barber and Lisa Claus, for their birthday fundraisers on Facebook

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For the full list of 2020 donors, visit [www.clevelandrockspff.org](http://www.clevelandrockspff.org)

Cleveland Rocks: Past, Present & Future’s (CR:PPF) donor list reflects philanthropic contributions from both individual and organizations for the calendar year 2020. CR:PPF sincerely apologizes for any omissions or errors in recognizing our generous supporters. We remain appreciative of all those who make is possible to serve our mission. Please contact us at info@clevelandrockspff.org with any requested updates or corrections.
MORE THAN $115,000 WAS RAISED IN 2020 TO SUPPORT MUSICIANS AND VENUES THROUGH THE PANDEMIC

STAFF MEMBERS
CINDY BARBER, Executive Director
MAURA ROGERS, Programming Manager
SARAH GYORKI, Organizational Development Consultant
LISA PAUL SIERK, Fundraising Consultant
RYAN LAUBENTHAL, Video
KIM HENDERSON, Web/Graphics

GRANT MAKING COMMITTEE
LISA CLAUS AFI SCRUGGS
JOHN PANZA LISA VINCIQUERRA

ADDITIONAL SUPPORT
JACK KILROY, Legal consultant
JOHN ZOIO, Development consultant
JOSEPH HANNA, Architecture consultant

Converting to live streaming concerts in 2020 team:
Regis Sedlock, Brandon David Hawkins, Jay Sparrow,
Dave Ziggy Deitke, Marius Juodisius, Mark Krieger
Other volunteers:
Tim Connors, Mark Benton, John Ban

“I WAS SO HONORED TO BE ASKED TO PARTICIPATE IN CINDY BARBER’S NON-PROFIT, CLEVELAND ROCKS: PAST PRESENT & FUTURE’S INITIATIVE TO AID LOCAL MUSICIANS AND CLUB WORKERS WHO LOST INCOME DUE TO PANDEMIC CANCELLATIONS AND CLOSURES. A SMALL TEAM OF US REVIEWED APPLICATIONS AND GOT ON THE PHONE TO TALK TO EVERY PERSON IN NEED OF THIS MONEY THAT WOULD HELP THEM WITH RENT, GROCERIES AND OTHER NECESSITIES. I SPOKE WITH SEVERAL PEOPLE I HAD NEVER MET BEFORE AND LEARNED OF THEIR PASSION FOR CLEVELAND AND ALSO OF THE HARDSHIPS THEY WERE FACING, IT WAS EXTREMELY HUMBLING. IT REALLY GAVE ME A NEW APPRECIATION FOR THE LOCAL MUSIC SCENE AND AS WELL AS THE AMAZING PEOPLE WHO WOULD SEND ME MONEY SPECIFIC TO THIS VERY IMPORTANT CAUSE. I’M THRILLED TO SEE EVERYONE BACK OUT THERE MAKING MUSIC AND PLAYING LIVE! I WILL NEVER TAKE THAT FOR GRANTED AGAIN.”

– LISA VINCIQUERRA, GRANT MAKING COMMITTEE

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