

OPENING THE DOORS TO INSPIRATION

A photograph of Buddy Guy performing on stage. He is wearing a blue shirt with white polka dots and a white sailor hat. He is playing a white Fender Telecaster electric guitar and pointing his right hand towards the audience. The background features a large, arched window with a grid pattern and a poster of a man's face.

Music makes people happy,
and that's why I go on doing it,
I like to see everybody smile.

Buddy Guy



Music is magic. It is the universal language of expression that transcends ages and cultures and breaks down barriers. It has the power to stir our emotions, heal us and energize us. Illinois has an incredibly rich and influential music history whose story must be told!

The Illinois Rock & Roll Museum needs your support to open our doors. We will boldly display the deeply rooted history and splendor of all of Illinois' music and strive to commemorate the musical giants that contributed to our rich musical heritage. To inspire the next generation of explorers who wish to follow their passion, we need to raise \$2.4 million. We have purchased and begun restoration of our building in downtown Joliet and have the plans in place for a project that is long overdue for Illinois.



We have assembled a chronological presentation covering the milestones of music that will take visitors on a melodic journey to illustrate the origins and impacts of the homegrown and transplanted artists of Illinois. It is our intention to inform and entertain guests as they explore 15,000 square feet of space within the Museum to learn about music history through exhibits that are immersive and interactive. Phase One completion will allow us to open our doors once we have HVAC, façade restoration, fire and building safety systems and connectivity to city services.

Community support, fundraising and grants have brought in nearly \$1 million to date and now we need your support to raise that \$1.4 million to **open the doors to inspiration!**

WE ARE PURPOSE & MISSION DRIVEN

to **INSPIRE** our community by giving visitors a chance to experience the **CREATION** of **MUSIC**

Have you heard Kevin sing? At the age of 11 he started with guitar lessons and this young man from Oak Lawn, IL was about to have a life changing encounter. His friend invited him to an accordion recital and a local high school rock band played a few songs afterward. As Kevin watched the band, he began to see the possibility that he could be in a band.

When the show ended, he talked to the lead singer who encouraged him that anything was possible for him. A few years later Kevin recorded his first songs in that singer's garage as the singer continued to mentor and inspire him. The garage would evolve into Pumpkin Studios and the mentor was 2022 Illinois Rock & Roll Hall of Fame inductee Gary Loizzo, lead singer for American Breed who worked with many great Illinois acts.

That young 11-year-old boy turned out OK too with Gary's inspiration and he became the lead singer of his own band you might have heard of, REO Speedwagon. Kevin Cronin had an experience as a young man that would inspire him and establish a course for his life in music.



INSPIRE

Director of Education Mike Arturi with students

COMMUNITY IMPACT

We have put together an exciting space to explore and learn from the masters who will lend their expertise to each program to inspire a new generation of creators and performers. The museum will offer hands on access to instruments and other tools of the trade with opportunities to attend workshops and special sessions with guest professionals.

Community Partners include:

- Joliet City Center Partnership
- Heritage Corridor Convention & Visitors Bureau
- Illinois Association of Museums
- University of St. Francis
- Joliet Junior College
- Illinois Arts Council
- Visit Will County
- ComEd
- IBEW Local 176



Charles Berry Jr. joins in with Kevin Cronin from REO Speedwagon on Johnny B. Goode at the 2022 Hall of Fame Ceremony after receiving the award honoring his father Chuck Berry.



In our first year after OPENING THE DOORS TO INSPIRATION, impact studies project...

62,000 visitors
viewing **3,000 ARTIFACTS**
and attending **12 events**
in the **COMMUNITY**

1,200
NEW
MEMBERS
JOINING
THE
MUSEUM

IN YEAR ONE

200
NEEDS-BASED
Participants in
Our Educational
Programming

16
MEMBERS
INDUCTED to the
HALL of FAME

\$500,000
economic
BOOST
to the **REGION**



IMMEDIATE NEEDS IN INITIAL PHASE

The greatest need now is to finish off the building, education, and exhibit space to **open the doors!** The estimated cost to accomplish this is \$2.4 million but we have already raised nearly \$1 million toward that goal. Two floors have been renovated with donated time and labor, and utilizing dollars secured to date. Once open, projections from our feasibility study and business plan gets to cash positive at the end of year one.

Major Costs to complete:

- HVAC System
- Building Fire & Safety Systems
- Façade Repair
- City Services – Water/Sewer/Electric
- Exhibit Space Construction
- Education Space Completion
- Elevator Rebuild
- Restroom Facilities on upper floors



FUTURE PROJECT PHASES

The next phase involves day-to-day operations which will generate income in year one to sustain the museum while we build out future hands-on exhibits and experiential learning space. Phase 3 includes a rooftop garden space and a special exhibit in honor of the Centennial of Route 66 in 2026. We are also planning for rotating exhibits to include high-profile travelling collections and special exhibits dedicated to specific genres and other historically significant anniversary celebrations.



**BE A ROCKSTAR!
OPEN
THE DOORS
to
INSPIRATION**





Thank You!

For more information visit RoadToRock.org or contact Sponsorship@roadtorock.org

