

ROCK & ROLL HALL OF FAME

Cleveland, Ohio

Opening in September 1995, the Rock & Roll Hall of Fame recognizes and archives the history of the best-known and most influential artists, producers, engineers, and other notable figures who have had major influence on the development of rock and roll.

MR-ProFun assisted the Rock Hall in the redevelopment of their guest experience through a conceptual master planning exercise, conducting a business and operations review and preparing an operational program of the various guest experience elements in order to improve operating performance.

MR-ProFun's initial scope of work included an analysis of past and present operational and financial data, development of a supply-side capacity analysis to identify areas of potential constraints, and identify areas of opportunity for growth. Additionally, MR-ProFun established annual attendance targets and a preliminary strategy on how to achieve the attendance. These scenarios were then utilized to help the design team with the sizing, capacity, and throughput needs for the new elements of the master plan.

More recently, as the Rock Hall successfully opened phase one of their redevelopment and grew attendance and revenues based on strategies identified, MR-ProFun was retained to develop a guest service training program for the Rock Hall. The goal was to help transform the organization to not only provide a better physical experience in the redevelopment, but a better overall guest experience with an emphasis on improving staff delivery of service.

- Business and Operations Review
- Master Plan and Operational Program
- Training and Service Excellence

