

# HOMECOMING

**2024 ANNUAL REPORT** 



### FROM THE CEO

For over a century, country music troubadours have found immense subject matter in the journeys of life.

We all know their songs—lyrics of living on the road, melodies that mourn life's losses and celebrate its gains, music that memorializes both the traveler and the traveling.

But time after time, one familiar theme emerges: the satisfying joys of returning home.

As you turn the pages of this report, I hope you'll take pride in some noteworthy highlights of a remarkable year at the Country Music Hall of Fame and Museum.

The critical donation of artifact collections, vast and one of a kind, that found a long-awaited place of safety and preservation alongside kindred heirlooms that could've easily been lost to time and fate.

The presentation of exhibitions that spanned the life and times of noteworthy creatives who took the music with them on their own journeys and brought home their stories, becoming part of a larger familial narrative.

The reissue of insightful resources from the past and the sharing of those from the present, reminding the world of this institution's role as a storehouse that shines honest and much-needed light for the purposeful path of future generations.

The gratifying times when artists made place in their own schedules to return to a landmark of belonging and inspiration, strengthening the cause with their talents and generosity.

The sacred days that were set aside for honor, when Hall of Fame members and Circle Guard initiates came together to embrace their newest colleagues and fulfill their own dutiful calling to a historic unbroken circle.

And the remarkable moment when the Museum itself made history by being awarded the National Medal of Arts at the White House, a rare honor that called out this institution for "cataloging one of the nation's great homegrown art forms."

The happenings of 2024 are weighty reminders of country music's one cultural home: a place where its stories are shared, its songs are valued, and its stalwarts are celebrated.

And it is your steadfast support that has kept the home fires burning to inspire and enlighten another year of fellow travelers, and for that I can't thank you enough.

Sincerely,

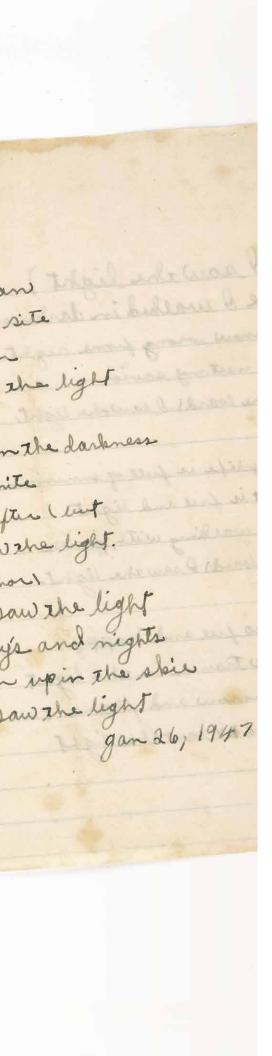
Kyle Young

R I saw the light Dwonderd so aimler life file sin I wondrit let my dear samour en Then jesus came like a stranger in the hight Praise the loand, Deawshe light I saw the light, I saw the light no more sonow filled days and gitte now dim so happy no sarrow in site Praise the loand, Dsaw the light just like a blind man Dwonderdalone Then like the man that god gove back har site Praire the board I saw the light

Just like a blind me what has regained his now & know my savious Praise the loard I saw

bondering so aimless is day was just like of no hope for the hera Praise the loard) I saw

De more lonely de de met my saviou (Praise the lord) &



# TREASURES ARE ENTRUSTED

#### THROUGH FAITH AND GENEROSITY

In 2024, the Museum's unrivaled collection of country music treasures grew dramatically. Most notably, Country Music Hall of Fame member Marty Stuart's private collection of more than 22,000 items was acquired through the generosity of Stuart, the Willard & Pat Walker Charitable Foundation, and Loretta and Jeff Clarke. This spectacular addition to the Museum's collections includes historic instruments, stage wear, and song manuscripts from dozens of iconic musicians, including Jimmie Rodgers, Hank Williams, Johnny Cash, Patsy Cline, and Charley Pride.

Other artists of note made significant gifts to the Museum. Country Music Hall of Fame member Bill Anderson donated several items from his career, including the typewriter he used to write songs. Acclaimed singer and songwriter Rodney Crowell donated the Gibson acoustic guitar he used when he was in Emmylou Harris's Hot Band.

The Museum also received a historic collection of Country Music Hall of Fame member Vernon Dalhart's photographs and personal papers from his great-granddaughter; and the Owsley Manier Recorded Sound and Moving Image Collection, a wealth of audio and visual materials recorded at Nashville's famed Exit/In and assembled by Manier, who co-founded the nightclub. In addition, the estate of Marijohn Wilkin, songwriter ("The Long Black Veil") and music publisher, shared a trove of items from her life and career.

РНОТО: Original two-page draft of handwritten lyrics by Hank Williams to "I Saw the Light," which he recorded at his first session for MGM Records, April 21, 1947. The manuscript is part of the newly acquired Marty Stuart Collection.

Bob Delevante for the Country Music Hall of Fame and Museum









### **EXHIBITIONS**

### REVEAL DISTINCT PASSAGES AND SHARED PURPOSE

In 2024, the Museum opened in-depth exhibitions on two artists who traveled unorthodox paths to find success and creative freedom, along with a revival of an acclaimed exhibit focusing on a crucial piece of Nashville's musical history.

Luke Combs: The Man I Am traces Combs's life from his childhood in Asheville, North Carolina, and early performances in the college town of Boone to his current position as a bona fide superstar. Rosanne Cash: Time Is a Mirror examines the singular artistic vision of the celebrated singer-songwriter who was given a weighty legacy from her father and who, like him, created music that feels ageless and resistant to easy classification. Night Train to Nashville: Music City Rhythm & Blues Revisited features highlights from the Museum's landmark 2004 exploration of Nashville's influential rhythm & blues scene in its heyday from 1945 to 1970.

The Museum refreshed its second-floor galleries, expanding the second half of the Museum's permanent timeline exhibit, *Sing Me Back Home: Folk Roots to the Present*; many more artists and musical movements are now featured. Two spotlight exhibits of note also opened in 2024: one on rocker Tom Petty's country connections and another on Nashville street singer Cortelia Clark, who won a Grammy for his only album. The annual *American Currents* exhibition provided a wide-ranging look at the most notable events and artist achievements of the preceding year.

PHOTO: Luke Combs and wife Nicole view artifacts from his life and career at the opening of the Museum's exhibition *Luke Combs: The Man I Am* on July 10.

John Shearer/Getty Images for the Country Music Hall of Fame and Museum





# DYNAMIC RESOURCES

## CELEBRATE AND EXPAND COMMUNITY

The Museum publishes in a variety of ways—from albums and books to online teacher resources, music playlists, programs, and content experiences—to share its educational mission with global audiences.

First introduced as a CD box set in collaboration with Warner Music in 1998, From Where I Stand: The Black Experience in Country Music documents the many ways Black Americans have created, contributed to, and been influenced by country music. In 2024, this groundbreaking collection returned as a multifaceted initiative encompassing an expanded box set and companion book, a comprehensive online experience, and an all-star concert celebration. The concert, co-curated by Rissi Palmer and Shannon Sanders and presented by Amazon and the Riverview Foundation, featured performances by artists represented in the project.

To commemorate the 100th anniversary of Chet Atkins's birth, the Museum and Nashville Ballet created and digitally released an original ballet performance, set to Atkins's recording of "Jitterbug Waltz." Museum trustee David Conrad envisioned the video performance, which was choreographed and co-directed by the Nashville Ballet's Nick Mullikin.

The Museum's alliance with the University of Illinois Press yielded a companion book for the *Night Train Revisited* exhibit, a new edition of Douglas B. Green's *Singing in the Saddle: The History of the Singing Cowboy*, and a groundbreaking examination of the influential careers of Emmylou Harris, Rosanne Cash, and their creative community: *In-Law Country* by music journalist Geoffrey Himes.

PHOTO: Wendy Moten, Michael Trotter Jr., Barrence Whitfield, Musical Director Shannon Sanders, Darius Rucker, Blanco Brown, and Tony Jackson conclude From Where I Stand: The Concert Celebration, presented by Amazon and Riverview Foundation, with a performance of "Will the Circle Be Unbroken." Amiee Stubbs for the Country Music Hall of Fame and Museum





# ARTIST COMMUNITY

#### **BRINGS THE MUSIC HOME**

The Country Music Hall of Fame and Museum would not be the same without artists' support. In 2024, hundreds of performers engaged with Museum patrons, members, and guests in a variety of ways.

The Museum hosted more than 150 public programs throughout the year, including weekly *Songwriter Sessions* and *Musician Spotlights* with Gary Hannan, Kelsey Waldon, and many more. Venerated songwriters Jackie DeShannon, John Hiatt, and Hillary Lindsey, and lauded musicians Dan Dugmore, Kristin Wilkinson, and Bobby Wood sat down for in-depth interviews as part of the *Poets and Prophets* and *Nashville Cats* series. The Eric Church Band, Luke Combs and some of his favorite songwriters, author Alice Randall, and members of the creative team behind the musical *Shucked*, among others, participated in one-time-only conversations.

Members-only events also dotted the Museum's calendar in 2024. Terri Clark headlined the *Big Gig*, a free concert in the CMA Theater, and Jordan Davis and Hailey Whitters played events exclusively for young-professional Troubadour members.

Two major fundraising events took place outside of Nashville as well. Blake Shelton turned the last stop of his 2024 tour, at Tulsa's BOK Center, into *Oklahoma Is All for the Hall*, featuring fellow Okies Kristin Chenoweth, Wade Hayes, the Swon Brothers, and Hall of Famers Ronnie Dunn and Vince Gill as special guests, along with Shelton's wife, Gwen Stefani. In Dallas, Clint Black, Robert Earl Keen, Scotty McCreery, and Carly Pearce headlined *All for the Hall Dallas*, which also included a patron party featuring a performance from Midland.

РНОТО: Blake Shelton and Gwen Stefani perform at Tulsa's BOK Center for Oklahoma Is All for the Hall on March 30.

Jamie Wendt for the Country Music Hall of Fame and Museum













### HALL OF FAME FAMILY

### CELEBRATES INDUCTIONS WITH REVERENCE AND JOY

Widely admired vocalist John Anderson, master guitarist James Burton, and iconic hitmaker Toby Keith were inducted into the Country Music Hall of Fame on Sunday, October 20. The honorees became the 153rd, 154th, and 155th members of the Hall of Fame during the annual Medallion Ceremony, held in the Museum's CMA Theater.

From the podium, CEO Kyle Young shared intimate stories that illuminated how those three musicians "took very different paths" to country music's highest honor. "Music was their calling," Young said. "And a life of exceptional creativity was their destiny, because each had an unyielding drive to succeed—and talent that was undeniable."

More than a dozen artists took the stage to pay tribute. Performing for John Anderson were Shawn Camp, the Del McCoury Band with Deanie Richardson, and Lucinda Williams, with Bobby Braddock inducting Anderson. Post Malone, Eric Church, and Blake Shelton honored Toby Keith, with Randy Owen posthumously inducting Keith, who died in February 2024. James Burton was saluted by Elvis Costello and John Jorgenson; Brad Paisley; Vince Gill, Rodney Crowell, and Emmylou Harris; and Keith Richards and Steve Jordan, with Gill inducting Burton. In keeping with tradition, the evening closed with "Will the Circle Be Unbroken," led by 2023 Hall of Fame inductee Tanya Tucker.

PHOTO: Country Music Hall of Fame members congregate before the Medallion Ceremony to welcome the newest inductees. PICTURED LEFT TO RIGHT, BACK ROW: Tanya Tucker, William Lee Golden, Duane Allen, and Richard Sterban of the Oak Ridge Boys; LEFT TO RIGHT, MIDDLE ROW: Charlie McCoy, Bill Anderson, Emmylou Harris, and Vince Gill; LEFT TO RIGHT, FRONT ROW: John Anderson, James Burton, and Tricia Covel.







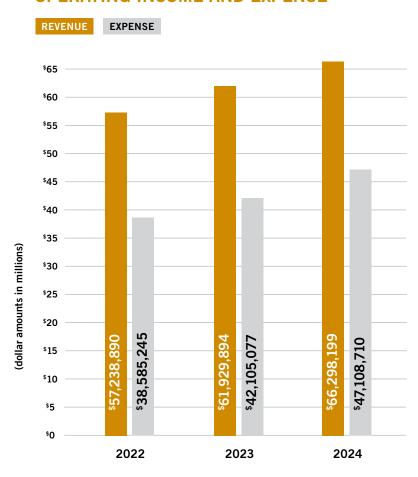






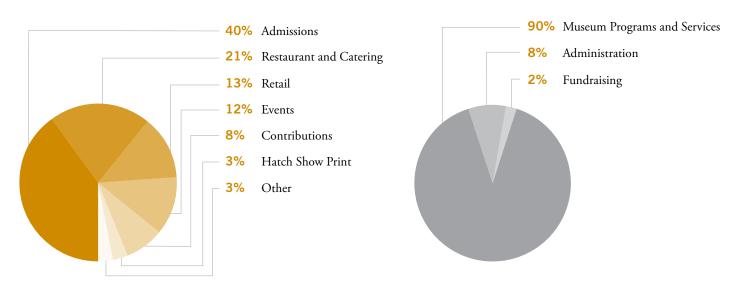
### **2024 FINANCIALS**

#### **OPERATING INCOME AND EXPENSE\***



#### 2024 OPERATING INCOME\*\*

#### **2024 OPERATING EXPENSE\***

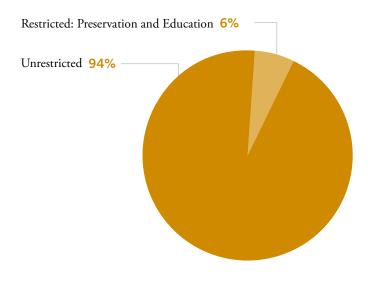


<sup>\*</sup>The 2024 Income and Expense summary is not audited. The Museum's audited financial statement and IRS form 990 will be publicly available on GivingMatters.com.

<sup>\*\*</sup>Contributed revenue excludes funds raised for auxiliary activities.

#### **ENDOWMENT\*\*\***

#### \$72,551,215

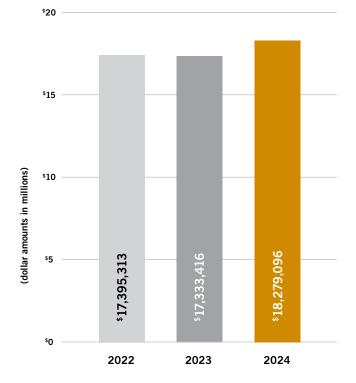


\*\*\*Includes the Archival Permanent Endowment Fund, which is held by The Community Foundation of Middle Tennessee for the Museum's benefit.

## THE MUSEUM'S ECONOMIC IMPACT IN 2024

The Country Music Hall of Fame and Museum contributes significantly to Nashville's prosperity, generating an economic impact of over \$108 million in 2024, according to the Arts & Economic Prosperity VI Calculator. Additionally, 1,665 full-time equivalent jobs were supported by the Museum and its audiences, and over \$6.3 million in revenue was generated for local and state governments.

#### **CAPITAL RESERVES**



## ENVIRONMENTAL STEWARDSHIP

Sustainable business practices are central to the Museum's operations. The staff diverts waste from landfills through composting, recycling, and proper disposal of glass; provides compostable food and beverage containers, straws, and utensils for guests; donates surplus food from Museum restaurants and catered events to Nashville nonprofits who serve the food insecure; participates in regional and national sustainability programs; and uses environmentally friendly cleaning products. As a result, 118 tons of trash were diverted from landfills in 2024, while 10,761 meals were provided for food insecure Middle Tennesseans through food donations.

# 2024 BY THE NUMBERS

#### 1,470,239 PEOPLE

visited the Museum.

#### 19 EXHIBITIONS

curated and presented, including 3 exhibits on the Museum's website.

#### 117,542 INDIVIDUALS

participated in 2,003 in-person and virtual education programs, with an additional 2,278,809 learners accessing this content on demand.

#### **33.706 STUDENTS**

engaged in 930 Museum programs for schools.

#### 1,013,628 SOCIAL MEDIA FOLLOWERS

engaged on Facebook, Instagram, Threads, X, TikTok, and LinkedIn.

#### 10,528,467 VIDEO VIEWS

recorded across social media, Vimeo, and YouTube.

#### **96.822 VISITORS**

toured Historic RCA Studio B.

#### 199,894 ARCHIVAL FILES

available online, with 42,519 individuals accessing photographs, recordings, and documents at Digi.CountryMusicHallofFame.org.

#### 969 EVENTS

hosted at the Museum.

#### **243.146 POSTERS**

printed in 848 custom jobs by Hatch Show Print.

#### 19,471 NEWS STORIES

featured the Museum and its programs, generating 37.1 billion impressions.

#### **132 VOLUNTEERS**

contributed 4,285 hours of service, valued at \$143,505.\*

#### **42 INTERNS**

enhanced their college education by working 9,861 hours within 14 Museum departments.

#### 10,761 MEALS

provided for Middle Tennessee through donation of 12,913 lbs. of food.

#### 118 TONS OF TRASH

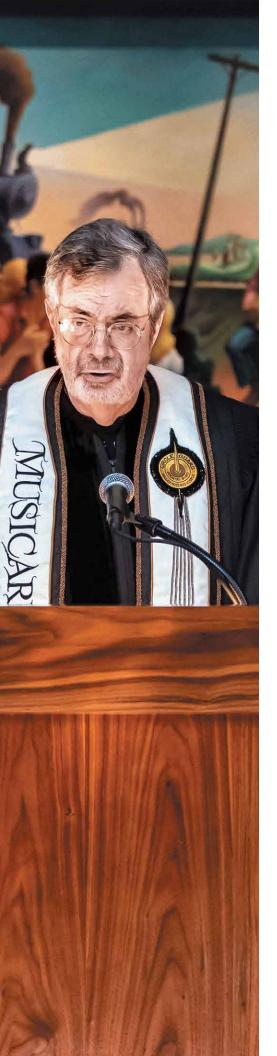
diverted from landfills using award-winning sustainability practices.



<sup>\*</sup>According to Independent Sector research.







### **CIRCLE GUARD**

#### **CHAMPIONS LONGTIME LUMINARIES**

In addition to safeguarding the time-honored achievements of Country Music Hall of Fame members, the Circle Guard recognizes the unwavering commitment of its fellow Museum leaders. In 2024, Jay Orr and Jody Williams became the newest Circle Guard members.

Orr retired in December 2022 after more than 26 years of service to the Museum, most recently as the executive senior director for research, editorial and content. His thoughtful leadership elevated the Museum's exhibits, publications, and programs, ensuring their lasting educational impact. Williams has been a Museum trustee since 2011 and board chair since 2024. His decade-long leadership of the development committee advanced numerous fundraising initiatives supporting the Museum's mission.

For the two weeks leading up to the October 20 Medallion Ceremony, the Museum's Circle Guard conducted the *Road to the Hall of Fame: Rite of Remembrance and Salute.* Through these daily ceremonies, living Hall of Fame members, their families, and friends joined with Museum visitors to celebrate the achievements and perpetuate the esteem of the Hall of Fame members who preceded the 2024 class.

PHOTO: Newest Circle Guard members, Jody Williams and Jay Orr, participate in *Road to the Hall of Fame: Rite of Remembrance and Salute* in the Country Music Hall of Fame Rotunda.

Chad Driver for the Country Music Hall of Fame and Museum

### **2024 ANNUAL FUND DONORS**

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#### **CIRCLE GUARD**

The Circle Guard unites and celebrates individuals whose highest-level contributions of time, talent, and treasure to the Country Music Hall of Fame and Museum safeguard the integrity of country music and make it accessible to a global audience through the Museum. Circle Guard honorees' contributions help protect the legacies of the members of the Country Music Hall of Fame and the achievements of all who are part of the country music story.

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Our funders, volunteers, and donors help the Museum fulfill its mission. Join us in our work to share the enduring beauty of this music with a growing audience.

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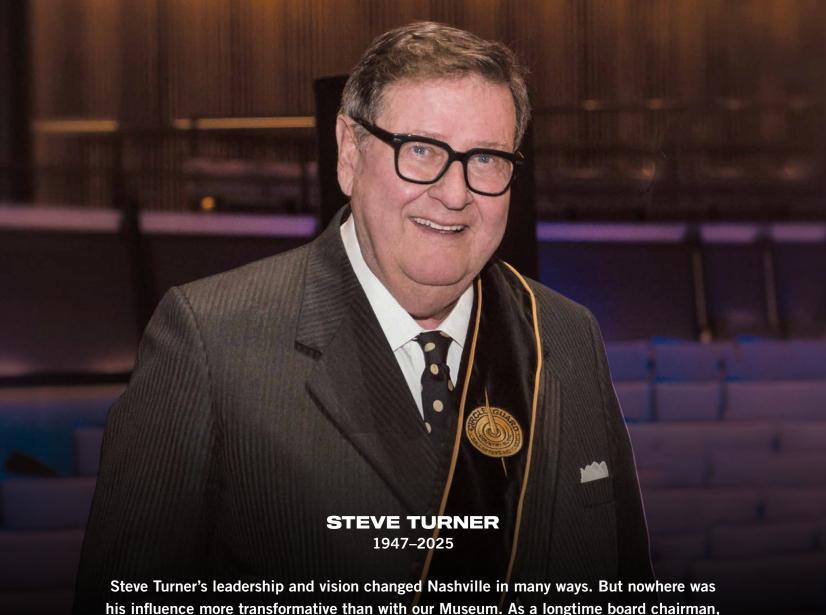
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Steve Turner's leadership and vision changed Nashville in many ways. But nowhere was his influence more transformative than with our Museum. As a longtime board chairman, he saw what our Museum should be, what it aspired to be—and made it so. He found new opportunities for us, forged crucial deals, and spearheaded a museum expansion in 2014 that more than doubled our size and multiplied our reach exponentially. He was a businessman with the soul of a creative artist and the heart of a champion. Simply put, he inspired us and made our Museum the success it is today.

—Kyle Young, CEO
Country Music Hall of Fame and Museum



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