

CHRISTOPHER G AXELROD PRODUCTIONS LLC

The Rockometer

Project Information



2011

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1. A ROCKOMETER DEFINED:

A rockometer is a retro measuring device or pulse meter, which indicates the “spirit” or civic “heartbeat” of the City of Cleveland. The actual meter, situated at the crown of the façade on The Rockometer building will be enhanced by three, jumbo outdoor video screens directly underneath, which will indicate a visual explanation as to why the meter is pointing to low, medium or high (*i.e. The Cleveland Browns won a game on Sunday giving the meter a high rating*). This “social seismograph” will never be utilized as a commercial or advertising element, and all programming of content will be created in-house by the staff marketing team.

2. THE ROCKOMETER BUILDING:

CONCEPT OVERVIEW:

When you hear the popular phrase “*Party like a rock star*” in the national media, one tends to think of tony destinations, glittering venues, and dazzling celebrations. All of these perceptions will apply to Cleveland when The Rockometer building is completed, creating the largest and most elaborate 2,000 seat banquet, special events and party center east of Las Vegas.

Sited in conjunction with the current location of the U. S. Coast Guard complex, The Rockometer would encompass the northeast corner of Rock and Roll Blvd., and North Marginal Road. Not to exceed FAA regulated 160 foot building height for Burke Lakefront Airport, the unique design and architectural elements echo the media themed and roof top graphic: *"Cleveland Rocks."*

3. GOALS FOR THE ROCKOMETER:

The primary goal of this facility will be to attract Fortune 500 Company conferences and presentations to Cleveland. Las Vegas has long been the industry gold standard for such occasions, but with this new venue, Cleveland will have the ability to finally compete, as well as offer a cost effective bottom line. Whether it would be an unveiling of a new tech tool from Apple Inc, or a music industry national telecast, The Rockometer can facilitate all.

In addition but not limited to goals:

- Shareholder meetings
- Product introductions
- Annual meetings
- Weddings

- Corporate breakfasts, lunches and dinners
- Traditional local celebrations
- Special graduation productions
- Ethnic dance, arts and music events

4. THEME OVERVIEW:

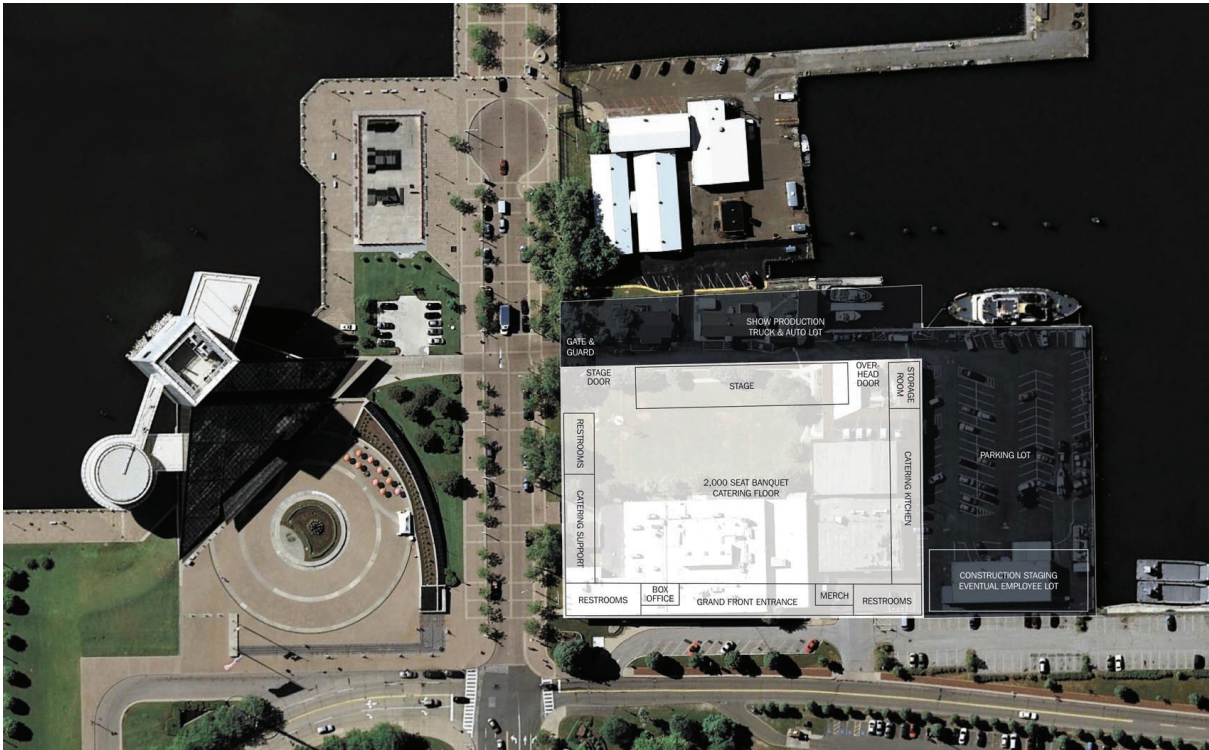
WHY ROCK AND ROLL?

Cleveland has always embraced its “rock and roll” history, based in part on the legacy of Alan Freed, a local deejay credited with coining the term in 1952. Home to the one and only Rock and Roll Hall of Fame and Museum, coupled with the continuous reiterations by the national media that “Cleveland rocks,” plus the inherent interest in the music genre itself, “rock and roll” was an easy choice for an architectural and moniker tie-in with the building.

Our relationship intention with the Rock Hall, is a cooperative and mutually beneficial co-existence. The Rockometer management group intends to support the Rock Hall by: a) encouraging clients to rent the Museum as an extension of their event under a direct agreement with the Museum and b) add a one dollar (\$1.00) per plate surcharge to be donated directly to the Museum.

Eventually, a themed and controlled access tunnel under Rock and Roll Boulevard could be considered for connecting these two world class structures for shared events. The project completion of The Rockometer would brand the intersection of these two independent and diverse rock themed attractions as one of the best known in the world.

5. Location Overlays:



The Rockometer only



The Rockometer and Music Legacy Plaza

6. WHY CLEVELAND? WHY NOW?

Having lived his entire life in Cleveland, Axelrod feels the timing is critical to start construction as soon as possible at this particular downtown location. The reasons are twofold:

First, Merchandise Mart Properties, Inc. (MMPI) will most likely have construction completed within the next three years of a brand new Cleveland Medical Mart and Trade Show Facility in the downtown area. In short, a medical mart will help Cleveland's economy by bringing unique visitors into the city and ensuring that they spend money while in Cleveland. "Trade show industry research indicates that average show attendees spend about \$1,100 on hotels, transportation, and food every time they attend a show."

The only downtown or suburban facility that can feed large amounts of guests at one time is the current Cleveland Convention Center Complex. It can accommodate only 1600 people for a formal sit down dinner; however, The Rockometer will easily seat over 2000 guests for meals.

Secondly, the RTA and Euclid Corridor Project will be completed soon. Tourists will be able to view the downtown area conveniently, as well as easily continue on to the University Circle area and points east. To aid in traffic flow and parking during

events, as well as an added enticement for group tourism, and The Rockometer will provide themed shuttle service to area garages and parking lots.

7. CORE AND PATRON EVENTS:

During patron events The Rockometer will be a nucleus of activity. The client and their guests will be made to feel like true rock stars. There will be a red carpet arrival under mild flashing strobes for a “celebrity” experience. Themed outdoor audio will set the mood and the arches would boast the client’s chosen colors while their name or event name flashes across the large digital marquee. The three jumbo overhead screens would also be visually coordinated to welcome the special occasion.

Once inside, the main ballroom would have mobile divider walls to accommodate multiple smaller events. The main lobby merchandise gift shop would offer specific event inventory as well as quality Rockometer items capable of being imprinted with the images of patrons enjoying that very event. The signature tableware and unique themed catering presentations, the well appointed restrooms, and the attention to detail, will be the hallmark of The Rockometer facility.

When not engaged for events, The Rockometer will feature Las Vegas style entertainment buffet packages. This will be the only Northeast Ohio venue that will offer a meal, drinks and show under one ticket price, plus the largest dance floor to once again entice group tourism. Focused themes would also be included for evening shows such as:

- the best of the 50's
- the best of the 60's
- the best of the 70's
- the best of the 80's
- big band swing
- jazz
- country
- blues

The state of the art media center and broadcast facilities would easily facilitate any major production; from the Rock and Roll Hall of Fame induction ceremonies to the Grammy Awards. The impressive tech center would enable major events to be webcast and broadcast worldwide.

8. THE GREEN ROCKOMETER:

Environmental Responsibility

The Rockometer is destined to become Cleveland's Landmark Sustainable Show Place Building. It will be more than just a signature gathering place on Cleveland's lakefront. It will be a symbol of what is possible: A symbol of thoughtful, long-term planning, a symbol of a sustainable tomorrow. All quality building projects benefit not only the people who use them, but the natural system as well.

Green Construction Initiatives

- The Rockometer will be LEED (Leadership in Energy and Environmental Design) certified, designed by a LEED accredited architect. Inspired by the work of Entrepreneurs for Sustainability's ZeroWasteNEO group, the Rockometer will be a zero waste project, one that does not contribute to landfills. Green building makes financial and ecological

sense, and it contributes to Northeast Ohio's growing leadership role in forging a sustainable economy. The Rockometer won't just be a green building; it will be a show case of how to operate sustainably as well.

- LEED standards will ensure that the Rockometer is at the forefront of creating economic, environmental and social value for Clevelanders. LEED Green Building Rating System, developed by the U.S. Green Building Council (USGBC), provides a suite of standards for environmentally sustainable construction. Since its inception in 1998, LEED has grown to encompass more than 14,000 projects in 50 U.S. States and 30 countries covering 1.062 billion square feet (99 km²) of development area. The hallmark of LEED is that it is an open and transparent process where the technical criteria proposed by the LEED committees are publicly reviewed for approval by the more than 10,000 membership organizations that currently constitute the USGBC. The Rockometer will be at least LEED silver certified.
- The Rockometer's architectural team will be LEED AP. Individuals recognized for their knowledge of the LEED rating system are LEED Accredited Professional (AP), indicating that they have passed the accreditation exam given by the USGBC. The Rockometer's LEED accredited architectural

team will use local, recycled content building materials in construction. Utilizing materials from NED is a priority.

- Solar, wind and geothermal will power more than 50% of the building. Educational displays will show the building's clean energy generation in real time, demonstrating advanced energy's viability in NED. Local NED companies 37 like Dovetail Solar, RePower Solutions and J & D Indoor Comfort could install these advanced energy systems. Data shows that buildings of this size typically have \$300,000 to \$600,000 in energy costs. A wind turbine could provide 6 to 9 % of the building's demand, while solar panels could generate as much as 1020% of the electricity needed. The installation of geothermal will replace up to 40% energy usage and will eliminate the need for natural gas. The use of temperature retaining materials can lower energy costs by 3-4%. Efficient lighting and other energy saving materials may save as much as 30%, when compared to the costs associated with typical energy usage. Payback for wind, solar and geothermal in Northeast Ohio is between 5-10 years. The payback for energy efficient lighting is even quicker.
- The best energy efficient materials will be used. Examples include LED lighting, triple pane windows with argon gas

and soy or straw bale insulation. In addition, passive solar overhangs will make the most of the winter sun while minimizing heat from the summer sun.

- Interface or Shaw carpet tiles, 100% recyclable carpet, will be installed in select areas. Other sustainable flooring options will include recycled content tile, rapidly renewable bamboo and sustainably harvested Forest Stewardship Council (FSC) certified wood.
- State of the art water retention and plumbing will be utilized throughout. Waterless urinals, energy star high efficiency washers, solar hot water/tank-less hot water and bioswale and rain garden water retention systems will make the Rockometer an excellent steward of water. Bioswales are landscape elements designed to remove silt and pollution from surface runoff water. They consist of a swaled drainage course with gently sloped sides (less than six percent) and filled with vegetation, compost and/or riprap. The water's flow path, along with the wide and shallow ditch, is designed to maximize the time water spends in the swale, which aids the trapping of pollutants and silt. Depending upon the geometry of land available, a bioswale may have a meandering or almost straight channel alignment. Biological factors also contribute to the breakdown of certain pollutants.

A common bioswale application is around parking lots, where substantial automotive pollution is collected by the paving and then flushed by rain. The bioswale, or other type of biofilter, wraps around the parking lot and treats the runoff before releasing it to the watershed or storm sewer. Proper use of rain water recycling can reduce water and sewer bills by 18-20%. This is particularly important considering the Northeast Ohio Regional Sewer District's plans to levy storm water/impervious surface fees in 2010.

- Significant savings will result from solar, wind, geothermal, rain water harvesting, temperature retaining materials and energy efficient lighting. These advanced materials cost less than 15% more than traditional materials and will result in significant energy savings that outweigh the increased initial cost. The 38 Rockometer will be an excellent example of cutting edge green building, social responsibility and style: a real estate landmark dramatically enhancing Cleveland's lakefront.

Green Operating Initiatives

- A comprehensive waste management program with a zero waste goal will be implemented. Cardboard, mixed paper, aluminum cans, plastics #1-7, glass, fluorescent bulbs, electronic waste and food waste will all be collected for recycling or composting, Cardboard will be baled on site and

sold to a recycler. Mixed paper, cans, plastics and glass will be collected through single stream recycling provided by the City of Cleveland's Division of Waste Collection. Fluorescent bulbs will be recycled by Fluorescent Recycling, a local company. Food waste will be composted on site with in-vessel tubs or at Rosby Resource Recycling, an EPA class II certified food composting facility in Brooklyn Heights.

- Eco-friendly cleaning materials will be used throughout the building, including in maintenance and kitchen washing systems. Local vendors such as Green Clean (www.greenclean.biz) will provide the cleaning products and/or the actual cleaning services.
- Local vendors like A Piece of Cleveland (APOC/<http://www.apieceofcleveland.com>) will provide furniture, chairs, tables, desks, etc. Each will have an official 'Rebirth Certificate' showing its origin and up-cycling in NEO. Herman Miller is another preferred sustainable furniture vendor.
- The Rockometer is committed to supporting the local NEO economy. While Northeast Ohioans spend an average of \$10 billion / year on food, most of that money leaves the region. The Rockometer will work with local vendors and farmers to provide the most fresh, local and seasonal offerings to

guests. The goal is to cultivate long-term relationships with locally sourced, organic growers.

- All staff, full and part-time, will be trained and supervised to be eco-friendly. Passion for sustainability will be a factor in hiring practices. Staff will be green ambassadors at work and at home.
- Educational kiosks and extensive green labeling will show the building's green features. From recycling bins and the best insulation to high efficiency windows and advanced energy, the Rockometer will be a sustainable showcase.
- General management and staff will meet quarterly to review all sustainable infrastructure, educational efforts and practices. Running the business sustainably will require constant evaluation and evolution. Feedback from the public and from all staff members will be incorporated to create lasting, sustainable solutions.

9. BUILDING AMENITIES:

STAGE AND PERFORMANCE AREAS

As an attraction to major production companies, agencies and artists, The Rockometer will have world class stage and performance amenities. This investment in the performer will rapidly put Cleveland on the map as the ultimate experience for brand marketing, and reap the reputation as a performance destination location.

- Stage hydraulic platforms.
- Stage water and vapor systems.
- State of the art lighting, audio and in-house special effects.
- Secure stage door entries.
- Secure backstage load-in docks, parking and production offices.
- Well appointed dressing rooms with private dining, laundry and media rooms.
- Large lower level rehearsal rooms with private stage elevators.
- Lower level cast dining, wardrobe, spa and fitness rooms.
- Wireless internet service throughout the building.
- Performance monitors in every room.

10. BUILDING AMENITIES:

MAJOR INTERIOR FACILITIES

- Main ballroom with two divider walls.
- Stage managers office, stage equipment storage vault, dressing, media, and green room.
- Second floor audio, lighting, and media rooms.
- One central catering receiving dock with large secure beverage vault, walk in refrigerator and freezers, dish and linen storage, large ice machines, dishwashing and pot scrub area for bussing and trash removal and maintenance equipment area.
- A master prep kitchen off one side of the ballroom with support food prep area on the other side. Chef's offices on the main floor.
- A craft and floral room for display, centerpiece and decoration assembly.
- An elevator from first to second floor.
- Executive and sales offices on the second floor with a conference room overlooking the ballroom, with a file storage room and safe.
- A two bedroom secured VIP executive apartment with pantry.

- A deluxe coat check room.
- An attractive merchandise stand and ticket/registration booth in the main lobby.
- State of the art security, monitoring and alarm systems.
- State of the art guardhouse and security access gate into rear lot.

11. CHRISTOPHER GREER AXELROD

BIO:

When it comes to rock music, planning successful benefits and events, creative volume catering and just getting the details right, few have this rare combination of talents like Christopher G. Axelrod. At age 51 and a lifelong Cleveland resident, he knows this market well. He has a personal passion for rock music and a 29 year history as a performer, writer and producer of this unique genre. He is a gold charter member of the Rock and Roll Hall of Fame and Museum.

As the founder of *National Concession* and *National Catering Companies*, Christopher has 32 years of experience in meeting the overwhelming demands of some of this nation's largest special events. From concert tours to aviation, auto racing to festivals, his vast logistical, budget and marketing skills bring high level experience in delivering quality volume food services nationwide. He has exceptional banquet catering skills from his past work serving the Cleveland Convention Center, The CSU Wolstein Center and numerous corporate customers. He can please the most demanding client and always enjoys any creative challenge.

His inspired and business management skills have long been revered for regional benefit planning and execution. Ranging from educational, medical, museum and the major arts, Christopher has raised significant funds by growing many events into annual community favorites.

www.christophergaxelrod.com

www.nationalconcession.com

www.nationalcateringcompany.com

AFTRA, AFM4, NATAS, NAPTE, ASCAP

NACE (National Association of Catering Executives)