



# BREAKING NEW GROUND TOGETHER

KEXP'S NEW HOME WRAP REPORT





Take it from a nonprofit veteran: If you want to learn more than you ever imagined possible about your organization and how it can best serve your community, launch a capital campaign. If you're really lucky, you'll get to hear as many wonderful stories as I did from donors. Just look at the personalized tiles on the new building if you'd like a glimpse of many of them.

Your support for ***Breaking New Ground Together***, the campaign to build KEXP's New Home, astonished me daily. You bought tickets for special fundraisers like Brandi Carlile's breathtaking "pin drop" show at the Moore, packed downtown Seattle streets for the free Raw Power concert at Pike Place Market, wet your whistle with Transistor IPA, and contacted your legislators to rally government support. Thank you.

You humbled and uplifted all of us with the time, talent, and money you contributed to help build a permanent home for music lovers at Seattle Center. How rewarding it felt to see longtime KEXP donors and new recruits alike respond to the vision you'd helped us shape, including 208 donors who felt inspired to make their first-ever five-figure gifts to this campaign.

Countless moments of joy, excitement, and occasionally fear punctuated three-and-a-half action-packed years. Some of those moments flew by, others seemed to crawl, but none of them felt dull. We watched as sketches and concept drawings gave way to masking tape guidelines on cement floors and slowly, finally, a finished building. You've filled this space we built together with life and love every day since last spring's Grand Opening.

I'd like to express my deepest gratitude to everyone who made the campaign to build KEXP's New Home such a success: all our staff and volunteers, musicians from around the world, the partners and vendors who razed walls and installed speakers, and our colleagues in local, state, and federal government.

Most importantly, I'd like to thank you. You helped KEXP accomplish the most ambitious undertaking in its 44-year history, and I hope you'll enjoy reliving the highlights in the pages that follow.

It's a pleasure and an honor to work alongside you.

Tom Mara  
Executive Director, KEXP



# DEAR GROUNDBREAKER

Thank you for helping create the future of music by building a new home for KEXP at Seattle Center. Your passion as a champion for great music, KEXP, and the city of Seattle inspired us throughout this action-packed capital campaign.

You took an audacious dream and made it real. And it just keeps getting better. Since April's Grand Opening, you've helped celebrate the life of Prince together, host free concerts with Charles Bradley and Phantogram, and welcome music lovers to enjoy in-studio performances with artists from around the world—all under the same roof.

We hope you've had an opportunity to savor what you helped accomplish. If not, here's your chance. The pages that follow spotlight the milestones of this special campaign and the enormous impact of your financial support.

On behalf of the entire KEXP Community, thank you for your commitment to ***Breaking New Ground Together: The Campaign for KEXP's New Home***. You helped build a remarkable facility that will touch the lives of music lovers for generations to come.

Paula Boggs  
Boggs Media, LLC  
Co-Chair, Campaign Advisory Committee

Ashley O'Connor McCready  
Community Advocate  
Co-Chair, Campaign Advisory Committee

Scott Redman  
Sellen Construction  
Co-Chair, Campaign Advisory Committee

Mike McCready  
Pearl Jam  
Co-Chair, Campaign Advisory Committee



## “MAKE YOUR MARK”: PERSONALIZED TILES

Starting in late 2013, generous music-lovers seized an opportunity to help build KEXP’s New Home and have their contribution celebrated with a customized steel tile on the new facility at Seattle Center. Tiles ranged in size from 2x8 to 6x16 inches, representing generous contributions of \$500, \$1,000 and \$5,000. Ultimately 1,622 donors contributed \$1,162,500 to the New Home by reserving tiles, and their names, quotes, and personal messages will permanently adorn the southwest corner of the KEXP building.

The tiles are lasting evidence of the joy, humor and passion for music that characterize the KEXP community, with statements like “Without Music, Life would be a Mistake,” and “Music is my religion.” One donor waxed poetic, “The Beatles without Paul, a turntable without a needle, KEXP without your support.” Song lyrics, a popular choice, include snippets of faves by Pixies, Death Cab for Cutie, and the Posies.

**2009**  
Visioning begins for the New Home

**2011**  
KEXP is offered Northwest Rooms as alternative to Fun Forest site

**DEC 2012**  
First leadership gifts received

Design of KEXP’s New Home begins

**2013**

**2010**  
KEXP submits budget proposal for the Arcade building in old Fun Forest location

**NOV 2012**  
Campaign feasibility study concludes

**JAN 2013**  
Capital campaign officially begins

First Superconductors party

**2014**

## ALL-IN: THE RALLY FOR KEXP’S NEW HOME

More than 900 music lovers came out to the first fundraising event at KEXP’s New Home on Thursday, July 10, 2014. “All In: The Rally for KEXP’s New Home” was a rousing success, the first chance for the greater public to donate to the campaign. Kids clamored around the stage and the beer garden filled with revelers as John Richards kicked off the event with a few words about what a New Home for KEXP could mean for the city of Seattle, for artists, and for music lovers worldwide. An energetic performance from Seattle’s own Cave Singers gave the audience a preview of the incredible things KEXP would soon be able to offer the public in a larger, more versatile space.

This event marked the start of KEXP’s “All In Music Match,” during which individual donations were matched with funds contributed by a pool of artists including Pearl Jam, Macklemore & Ryan Lewis, and Dave Matthews. Many guests made donations on the spot. Over \$3,000 in cash was simply dropped into a bucket during this event, a harbinger of good things to come and a testament to the community of music-lovers that is the heart and soul of KEXP.





## GROUNDBREAKING

On Wednesday, January 28th, 2015, KEXP broke ground on the New Home at Seattle Center. Thanks to generous support from the KEXP community, the Capital Campaign had passed the midway point with \$8.1M raised.

The construction kickoff was a veritable who's-who of KEXP's vibrant community of supporters, once again a testament to the shared passions driving this project forward. Elected officials, artists, and music lovers eloquently expressed why KEXP's New Home matters to them. The celebration began with a ceremony featuring Adra Boo of Fly Moon Royalty, King County Executive Dow Constantine, and Campaign Advisory Committee co-chair Mike McCready, who wrapped up the formalities with a guitar solo.

Following the ceremony, Rose Windows and Bass Drum of Death performed live during a remote broadcast of The Midday Show with Cheryl Waters. During the Open House, attendees were offered public tours of the new space, and free coffee and doughnuts courtesy of La Marzocco and Top Pot doughnuts.

## JAN 2015

### DEC 2014

Live Room fundraising drive

### SUMMER 2015

Building for Arts grant

Construction begins

## AUG 2015



## RAW POWER KEXP

On Sunday, August 23, 2015, an astounding 8,800 guests gathered at Pike Place Market for RAW POWER KEXP, the largest public-facing fund-raiser held during the Capital Campaign. This free show featured Mike McCready, Duff McKagan, Barrett Martin and Mark Arm tearing through a set of classic songs by the Stooges from the rooftop of the iconic Pike Place Market.

While the concert itself was free, several fundraisers, including a VIP pre-show and after-party at Matt's in the Market, were held around the show. With one incredible evening, supporters brought KEXP a whopping \$260,000 closer to the New Home. The show, the first concert ever held in this location, received astounding media coverage, with reviews from Rolling Stone, Stereogum, SPIN, and Consequence of Sound.



## GRAND OPENING

KEXP's New Home Grand Opening was held on Saturday, April 16, 2016. More than 10,000 music lovers attended the incredible event, seeing their financial contributions and hard work come to fruition at last.

The event featured an incredible lineup of local artists on the outdoor stage, including Sharon Jones and The Dap Kings, Car Seat Headrest, and Deep Sea Diver. Attendees crowded into the beer garden for refreshments, and indulged in treats from nearby food trucks while waiting in line for back-to-back tours of the facility. Microsoft sponsored an immersive 3,000 square-foot installation called Inside the Music, and Iceland's Samaris performed in the Gathering Space, the site of many public events to come.

KEXP's new neighbors also hosted special events in celebration of KEXP's Grand Opening. Vera Project hosted free live music, Pacific Science Center put on a laser show featuring DJ Riz, SIFF held a Music Video Festival, and Contortionist Vita Radionova from Teatro Zinzanni came out to perform for the crowd at KEXP. The media came out in full force as well, with coverage by The Seattle Times, the Seattle P-I, The Stranger, Geekwire, and many more.

**APR 2016**

**SEP 2015**

**DEC 2015**

Moving Day and first on-air broadcast in New Home

**JUN 2016**

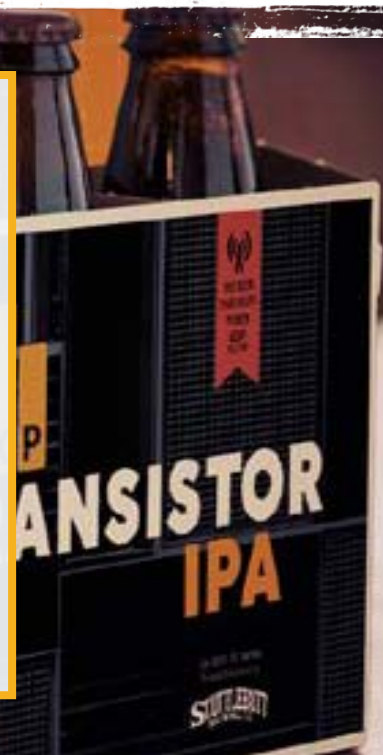
Capital campaign concludes

## TRANSISTOR IPA

KEXP partnered with Scuttlebutt Brewing in 2015 to create Transistor IPA. Initially sold in a handful of establishments in the Seattle area, the crisp, refreshing brew is now available at dozens of locations throughout the state of Washington, including grocery stores, restaurants, bottle shops, and the Scuttlebutt Brewing tasting room. Net proceeds helped build the New Home, and continue to support "music that matters" on KEXP.

"We are very excited to be collaborating with Scuttlebutt," said KEXP Morning Show host John Richards. "They are a local, family run, family owned brewery who makes great beer, and we are a Seattle based radio station run by the community, for the community - it couldn't be a better pair."

A truly local endeavor, characteristic of KEXP's values, Transistor IPA is brewed using the finest Northwest ingredients: barley from Vancouver (WA), hops from Yakima Valley (WA), yeast from Odell (OR), and some of the nation's finest drinking water from the Spada Reservoir in the Cascade Mountains. The label and packaging were designed by Dave Narcizo, co-founder of Lakuna Design and drummer for Throwing Muses.





# MEET THE GROUNDBREAKERS: DUNCAN HAAS

Duncan Haas helped to create a solid foundation for KEXP's New Home campaign by making a leadership gift in early 2013, but his relationship with "music that matters" began decades earlier.

Haas first tuned in to KCMU 90.3 FM Seattle when he arrived at the University of Washington in 1987. "The wide range of music—most of which would've never been played on a commercial station—immediately attracted me."

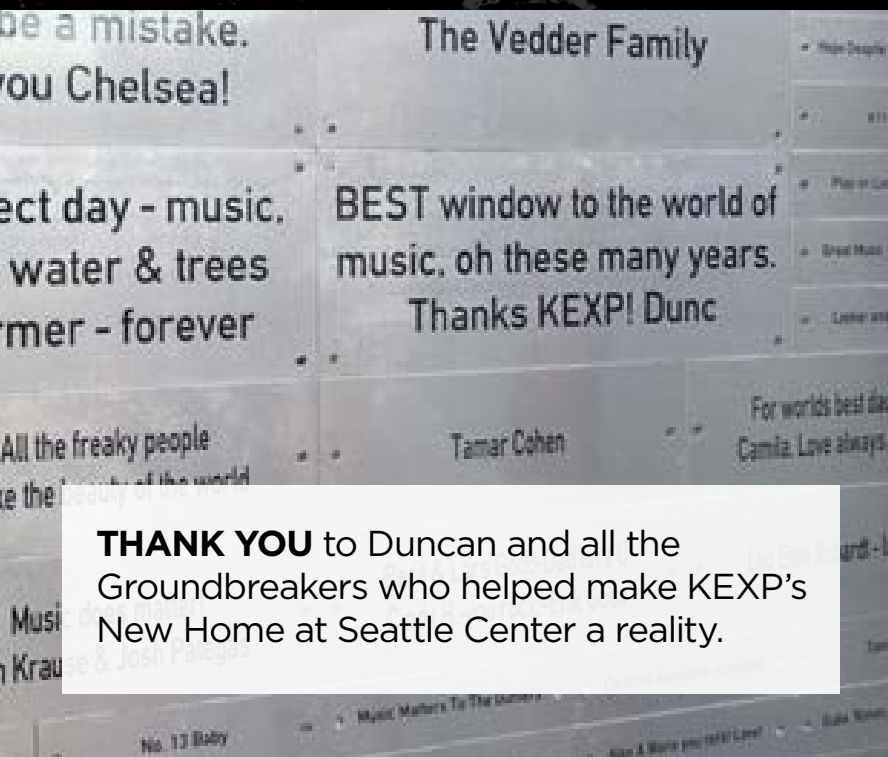
The station also played a vital role in helping him explore his new city. As a student, Haas frequently sought out artists he'd heard first on KCMU at local venues like RCKNDY, the Backstage, and Crocodile Café.

After continuously supporting the station's programming for a quarter century, the ambitious vision for KEXP's New Home resonated with Haas, too. "I could appreciate the huge, expansive effect that a quality public space for KEXP would have.

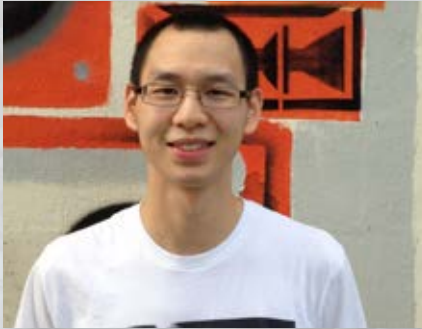
"KEXP has consistently enriched my life by exposing me to new music I would rarely, if ever, find elsewhere," says Haas. He recognized the opportunity to share that joy of discovery with others by supporting KEXP's capital campaign.

"I want the New Home to exponentially increase the access people have to fresh, innovative music, and to provide intimate experiences with individual bands and performers," he concludes.

**THANK YOU** to Duncan and all the Groundbreakers who helped make KEXP's New Home at Seattle Center a reality.



# MEET THE GROUNDBREAKERS:



“ Donating is a way to realize my respect and appreciation for the greatest radio station in the world. Every time I come back, it reinforces my faith in KEXP.”

— HOWARD LU

“ Over the years, KEXP has grown into an impressive cultural resource for the city and beyond. The New Home will be a major boost for the Seattle Center, opening the Center to the neighborhood, and creating a magnet to draw people in.”

— CHRIS & ALIDA LATHAM



“ For Seattleites, KEXP’s New Home will become a destination for coffee and music. A great addition to the city and another reason to love living here.”

— MICHELE GOULD & DAN HAVEL

“ It’s important to give back when you find a source that feeds your soul. To me, KEXP feeds the soul of our city, and far beyond.”

— BERNADETTE ROBERTS





# MEET THE GROUNDBREAKERS:

“ The New Home will allow KEXP to reach more listeners, share free, live music with Seattle residents and visitors, and forge innovative collaborations with other arts organizations on the Seattle Center campus.”

— PAULA BOGGS

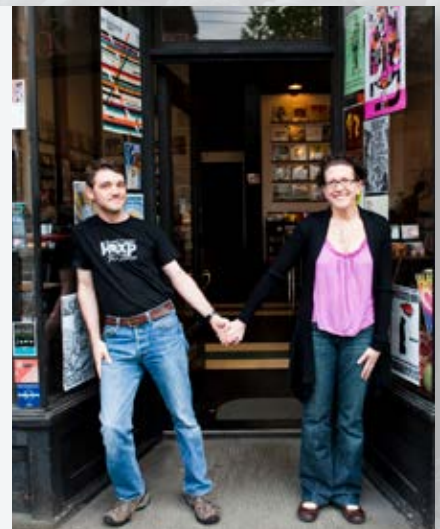


“ Seattle is known internationally for its music scene and the New Home will be at the epicenter of Seattle. How perfect for a station that is already the city’s musical heart!”

— AMY SOROKAS  
& JASON MCCONNELL

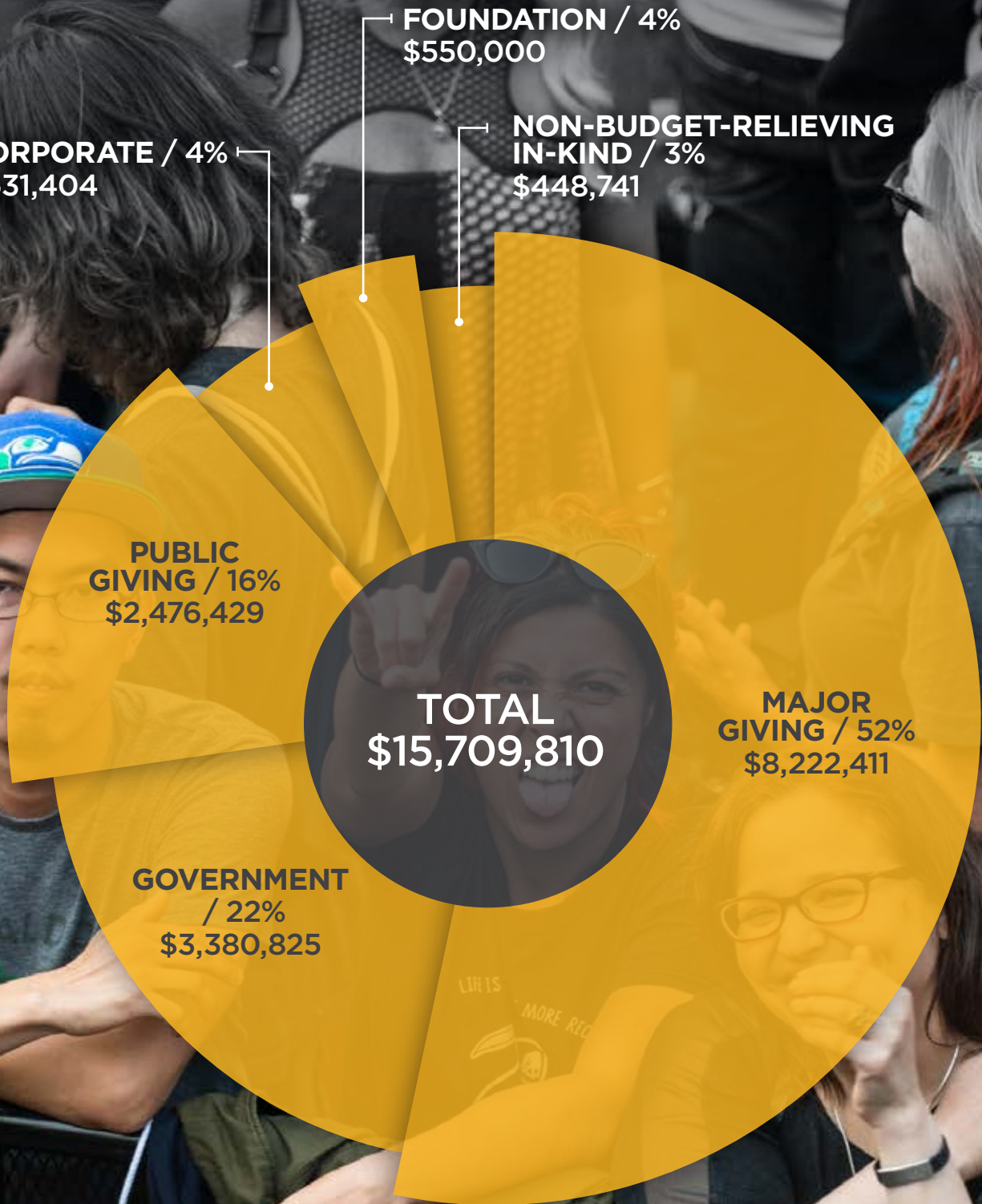
“ KEXP is inclusive and diverse. Like music itself, KEXP can impact people in a multitude of ways. Participation in the KEXP community does not require a particular level of knowledge, music pedigree, or niche. KEXP resonates with me because it represents me and it represents everyone.”

— CHERYL & ERIC HANSON



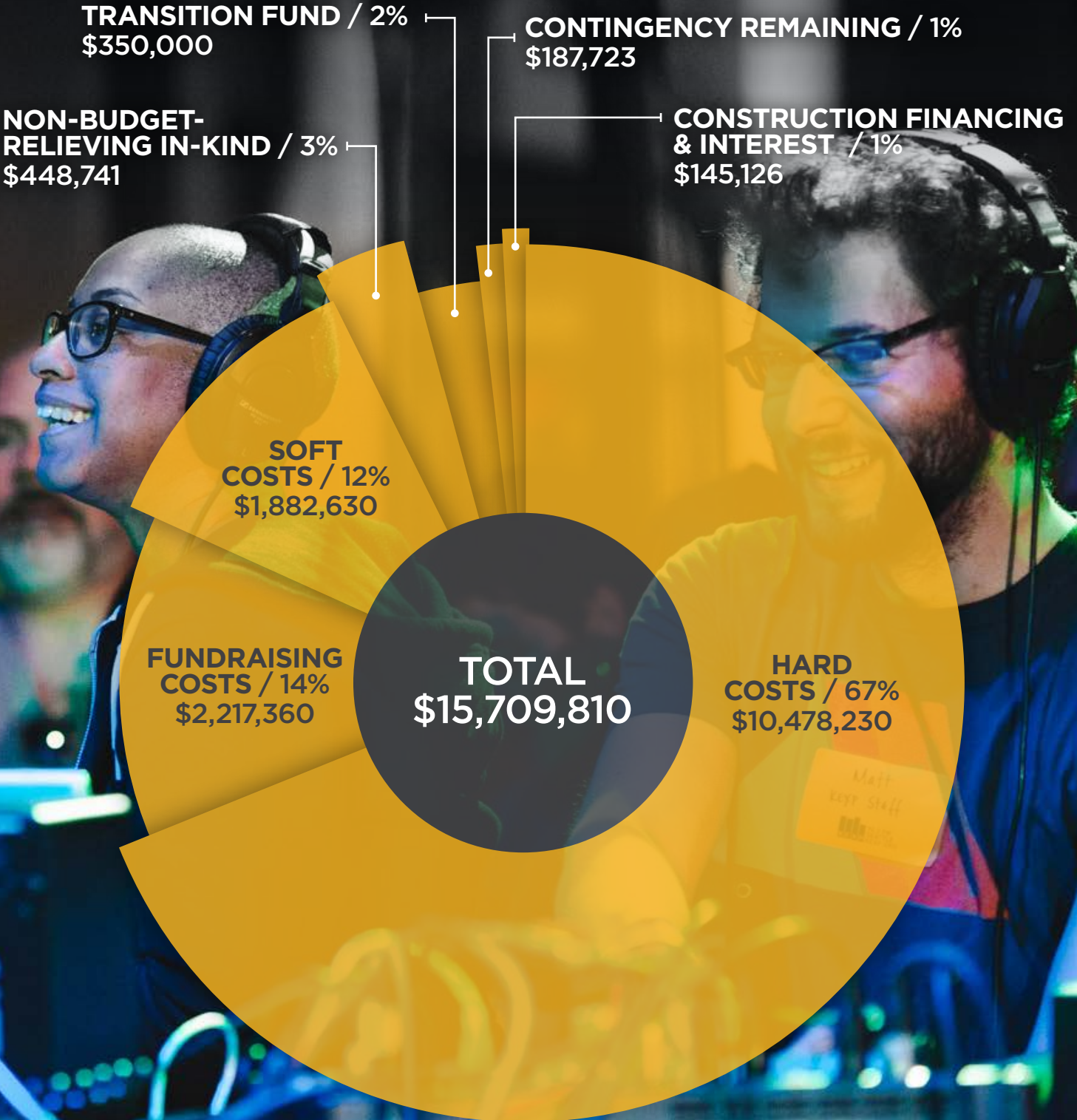
# CAMPAIGN FINANCIALS

## REVENUE



# CAMPAIGN FINANCIALS

## EXPENSES



**THANK  
YOU**

# TO OUR SUPERCONDUCTORS



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Nance and Steve Adler  
John, Katie, and Eleanor Akin  
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Christine, Doug, Indigo, and Aiden  
Sherri Havens  
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Maggie Hooks and Will and Pepper Ferrari  
The Horton Fund  
Craig, Renee, and Heather Huizenga  
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Kate Janeway and Howard Wright  
JeeYoung, Luke, Alice, and Margo  
Jeff and Pandora  
Paul and Alisa Jenny  
Kent Johnson and Cody Blomberg  
Joshua Green Foundation  
Stan Kaufman and Julia Reitan



# THANK YOU

Glenn H. Kawasaki Foundation  
Jon and Claudia Kertzer  
King County and 4Culture  
Bryan Kirschner and Holly Ferguson  
Paul Kisicki and Ashley Copen  
Robert Knop, H.D. P.h.D.  
Cat Koehn and David Sunderland  
Koel, Tait & Matilda  
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Greg and Corina Linden  
Shannon Loftis and Dave Higley  
Barbara Lycett and John Parchem  
The Lumineers  
M. J. Murdock Charitable Trust  
Macklemore & Ryan Lewis  
Matt's in the Market  
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Mike McCreedy  
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Owen Raup  
Bradley, Rebecca, Macey, and  
Maxwell Meissner  
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Damian, Alison, Tyler, Sammy, Maya,  
and Julia Rippole  
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Joshua Fehring Sanford  
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SkB Architects  
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Michael and Megan Slade and family  
Ron L. Smith, II  
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Smith & Greene Company  
The Snyder Family  
Mike Sousa  
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Wiancko Family Donor Advised Fund  
of the Community Foundation of  
Jackson Hole  
Skip and Erika Winters



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