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
**NEW HOME MILESTONES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Visioning begins for the New Home</td>
</tr>
<tr>
<td>2010</td>
<td>KEXP submits budget proposal for the Arcade building in old Fun Forest location</td>
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<tr>
<td>2011</td>
<td>KEXP is offered Northwest Rooms as alternative to Fun Forest site</td>
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<tr>
<td>DEC 2012</td>
<td>Campaign feasibility study concludes</td>
</tr>
<tr>
<td>JAN 2013</td>
<td>Capital campaign officially begins</td>
</tr>
<tr>
<td>NOV 2012</td>
<td>Design of KEXP’s New Home begins</td>
</tr>
<tr>
<td>2013</td>
<td>First leadership gifts received</td>
</tr>
<tr>
<td>2014</td>
<td>First Superconductors party</td>
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</tbody>
</table>

**“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.

**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.

DECEMBER 2014
Live Room fundraising drive

JANUARY 2015
Construction begins

SUMMER 2015
Building for Arts grant

AUGUST 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.
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.

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.
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
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

- PUBLIC GIVING / 16% $2,476,429
- GOVERNMENT / 22% $3,380,825
- FOUNDATION / 4% $550,000
- NON-BUDGET-RELIEVING IN-KIND / 3% $448,741
- CORPORATE / 4% $631,404
- MAJOR GIVING / 52% $8,222,411

TOTAL $15,709,810
CAMPAIGN FINANCIALS

EXPENSES

- TRANSITION FUND / 2% $350,000
- NON-BUDGET-RELIEVING IN-KIND / 3% $448,741
- SOFT COSTS / 12% $1,882,630
- FUNDRAISING COSTS / 14% $2,217,360
- CONSTRUCTION FINANCING & INTEREST / 1% $145,126
- CONTINGENCY REMAINING / 1% $187,723
- NON-BUDGET-RELIEVING IN-KIND / 3% $448,741

TOTAL $15,709,810

- HARD COSTS / 67% $10,478,230
Anonymous (6)
Stuart and Jesse Abelson Foundation Trust
Ben Abrams
Diane Adams
Nance and Steve Adler
John, Katie, and Eleanor Akin
Paul G. Allen
The Alls Family
René and April Ancinas
Tasha & Shane Atchison
Allison Augustyn and Mike Kollins
Avalon NW Landscape
Lisa Baker and Dave Stewart
Anne and Geof Barker
JeeSook Kutz and Dani Barney
The Baxter Family
Scott and Becky Bell
Ken Fry and Rochelle Benavides
The Bennett Family
Claire Bigbie
Rob and Allison Blackwell
Bruce and Ann Blume
Eric Blume and Eva Nachimson
The Boeing Company
The Boggs-Fox Family
Ernie and Stephanie Booth
David Bowermaster and Annie Livingston
Greg Bradley and Hallie Truswell
Toby Bright and Nancy Ward
Nicole Brodeur and Brooks Donohue
Joe and Maureen Brotherton
Becky Brown
Lawrence A., Constance Locher, and Martha C. Bussard
The Bugge Family
Denise, Brian, and Miles Burnside
Vanessa Cannon
Kelly J. Campbell and Jennifer A. McBride
Capitol Hill Block Party
Brandi Carlyle & Tim and Phil Hanseroth
Jennifer Cast and Liffy Franklin
Janet Maria Cavallo
The Chihuly Family
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Brad Clayton
Kevin Cole and Shawn Stewart
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Costigan Integrated
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Will and Jennifer Daugherty
Toby and Mae Dayton
Mark F. Dederer
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Dovetail General Contractors
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Roger and Allison Frey
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Amy M. Harris
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Christine, Doug, Indigo, and Aiden Sherri Havens
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Matt Hill
Maggie Hooks and Will and Pepper Ferrari
The Horton Fund
Craig, Renee, and Heather Huizenga
Devon Jackson
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

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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 Knoop, H.D. Ph.D.
Cat Koehn and David Sunderland
Koel, Tait & Matilda
Justin Kramer
Christopher and Alida Latham
John and Nanette Latham
David and Carolyn Lee
B. Levidow and D. Knauf
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Greg and Corina Linden
Shannon Loftis and Dave Higley
Barbara Lycett and John Parchem
The Luminears
M. J. Murdock Charitable Trust
Macklemore & Ryan Lewis
Matt’s in the Market
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Michael and Barbara Malone
Eliot Maluth (“Eliot M”)
Tom and Mary Mara
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James McDonough
The McJones’ - Holly McHugh & Troy Jones
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Andrew and Dorey Miller
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Kirsten Murray and Tim Griffith
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Michelle Ulick Rosenthal
Colé Rottweiler
Erika and Latizia Sanchez
Sasquatch! Music Festival
Leesa Marie Schandel and Joshua Fehring Sanford
Patrick and Elizabeth Schirmer
Chris and April Schmidt
Scuttlebutt Brewing Company
Seattle Office of Arts & Culture
Jeff and Kim Seely
Sellen Construction
Saundra Severtson
Kabir and Noreen Shahani
The Shamah Family
Dave Sharp and Family
Susan Silver
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David and Catherine Eaton Skinner
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Ron L. Smith, II
Greg and Monica Smith
Danny Ray Smith
Smith & Greene Company
The Snyder Family
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Jeb and Anne Spengler
Patrice Stankavich
Ziggy Stardust
The Stiefel Family
Sub Pop
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TEW Foundation
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Chris Thompson and Aubrey Bean
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Jerame and Katie Thurik
Tractor Tavern
Trinity River Marine
The Triple Door
The Troutman Family
U.S. Bank Foundation
James Utzschneider and Jenna Miller
Josef Vascovitz and Lisa Goodman
VWC, P.S. CPA’s + Business Managers
The Voishall Family
Doug and Maggie Walker
Jost Wanden
Bob and Andrea Watson
Brad Weed and Susan Pappalardo
Wells Fargo Foundation
Brian Whiting for Owen and Flora
Wiancko Family Donor Advised Fund of the Community Foundation of Jackson Hole
Skip and Erika Winters

THANK YOU