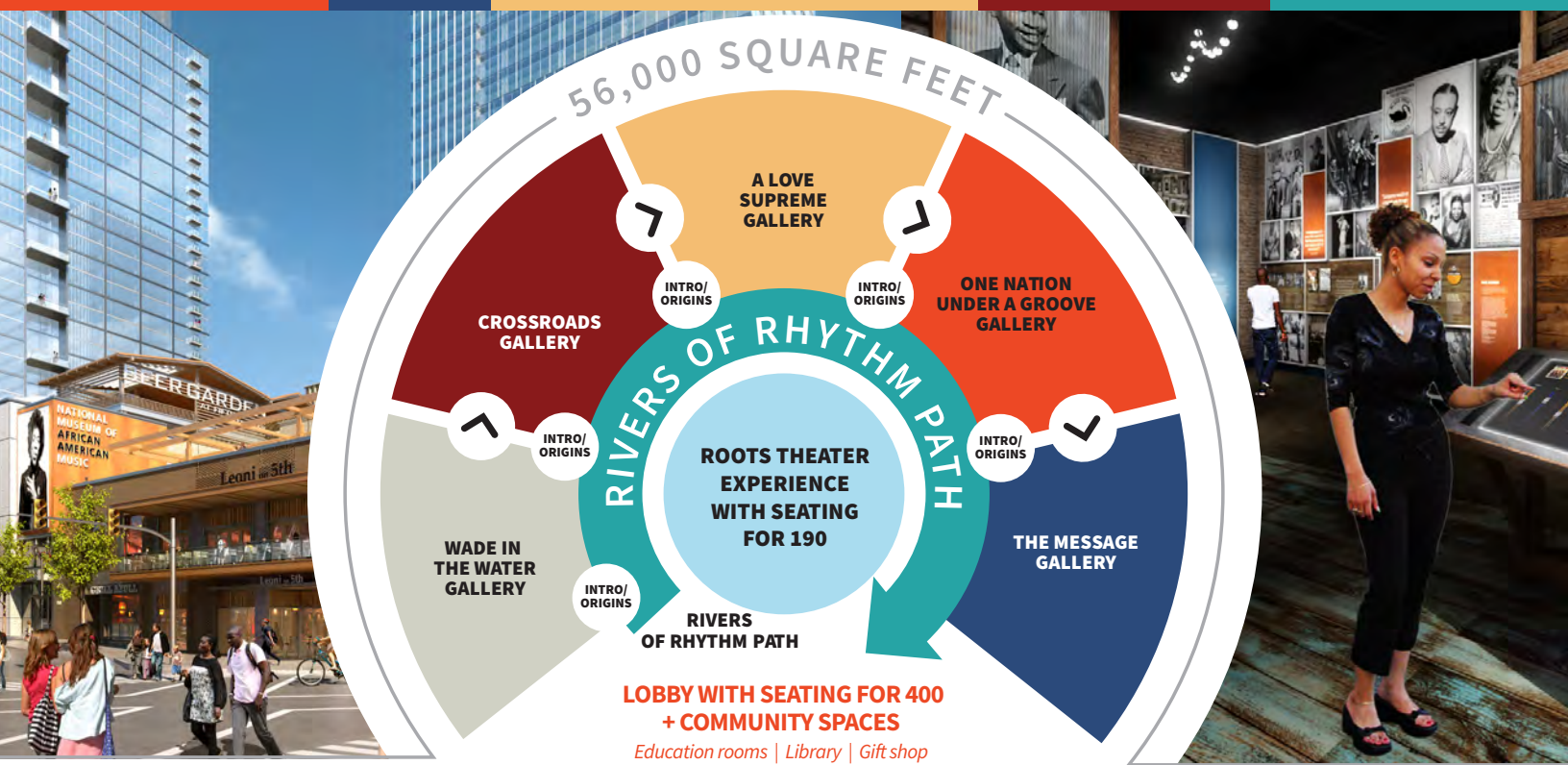




**NATIONAL MUSEUM OF  
AFRICAN AMERICAN MUSIC**  
*One Nation Under A Groove*



## PROJECT TIMELINE

- 1998**  
Concept for museum is conceived
- 2011**  
Name changed to NMAAM
- 2015**  
Fifth + Broadway is confirmed as home of NMAAM
- 2017**  
Ground breaking
- 2018**  
Lease terms determined  
Contractor and fabricator selected
- 2019**  
**July: Space is turned over to NMAAM**  
August: Museum build-out commences  
December: Build-out complete
- 2020**  
Spring: Grand Opening

## ECONOMIC IMPACT



125 jobs



\$12 million in annual economic impact in the region



\$200 million in net present value of economic impact over 25 years



Key tool for attracting diverse contributors and tourists

## BUDGET

Committed to-date: About 80 percent

To be raised: About 20 percent



\$22MM  
LAND



\$6MM  
LEGACY COSTS



\$32MM  
HARD COSTS



\$60MM  
TOTAL PROJECT



## THE CAPITAL CAMPAIGN FOR THE NATIONAL MUSEUM OF AFRICAN AMERICAN MUSIC

### **Black music is America's music.**

African Americans inspired many of today's greatest hits, having created more than 50 genres and sub-genres comprising most of the music that Americans of all walks of life enjoy.

### **We have all been touched by this music, but we've never been told this story before. Now is the time.**

The National Museum of African American Music (NMAAM) will be the only museum dedicated to educating the world, preserving the legacy and celebrating the accomplishments of the many music genres created, influenced or inspired by African Americans.

### **NMAAM is an investment in preserving music history.**

# HELP US COMPLETE THE CAMPAIGN.

Our goal is to raise the remaining 20 percent.

### KEY LEADERSHIP

Kevin Lavender – *Board Chair*  
Staci Koju – *Board Vice Chair*  
Butch Spyridon – *Board Member*  
Robert Fisher – *Board Member*  
Karl Dean – *Board Member*  
Pastor John R. Faison Sr. – *Faith Initiative Co-Chair*



**“Music plays a central role in the African American story and no place will celebrate, explore, and deepen the story more than NMAAM.”**

– Gail Williams  
*Capital Campaign Steering Committee Co-Chair*

**“NMAAM will be the jewel in the crown of Music City, showcasing the rich, untold stories of the African American contribution to the American soundtrack.”**

– Claire Tucker  
*Capital Campaign Steering Committee Co-Chair*



## WRITE THE SCORE

COMPLETING THE CAMPAIGN

AUGUST 2019