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
Key tool for attracting diverse contributors and tourists

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

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