



Parks & Seattle Center Committee Briefing
September 15, 2011

- **KEXP is a nonprofit arts organization** whose mission is to enrich people’s lives by championing music and discovery.
- **For nearly 40 years**, KEXP has championed discovery, invited curiosity and brought people together around a shared love of music.
- **KEXP empowers its DJs** with the rare responsibility and authority to curate the music, and its key value is that all good music deserves to be heard.
- **Since 1999, KEXP grew from \$250,000 to \$4,000,000 annually**, and built cash reserves equivalent to nearly six months of operating coverage.

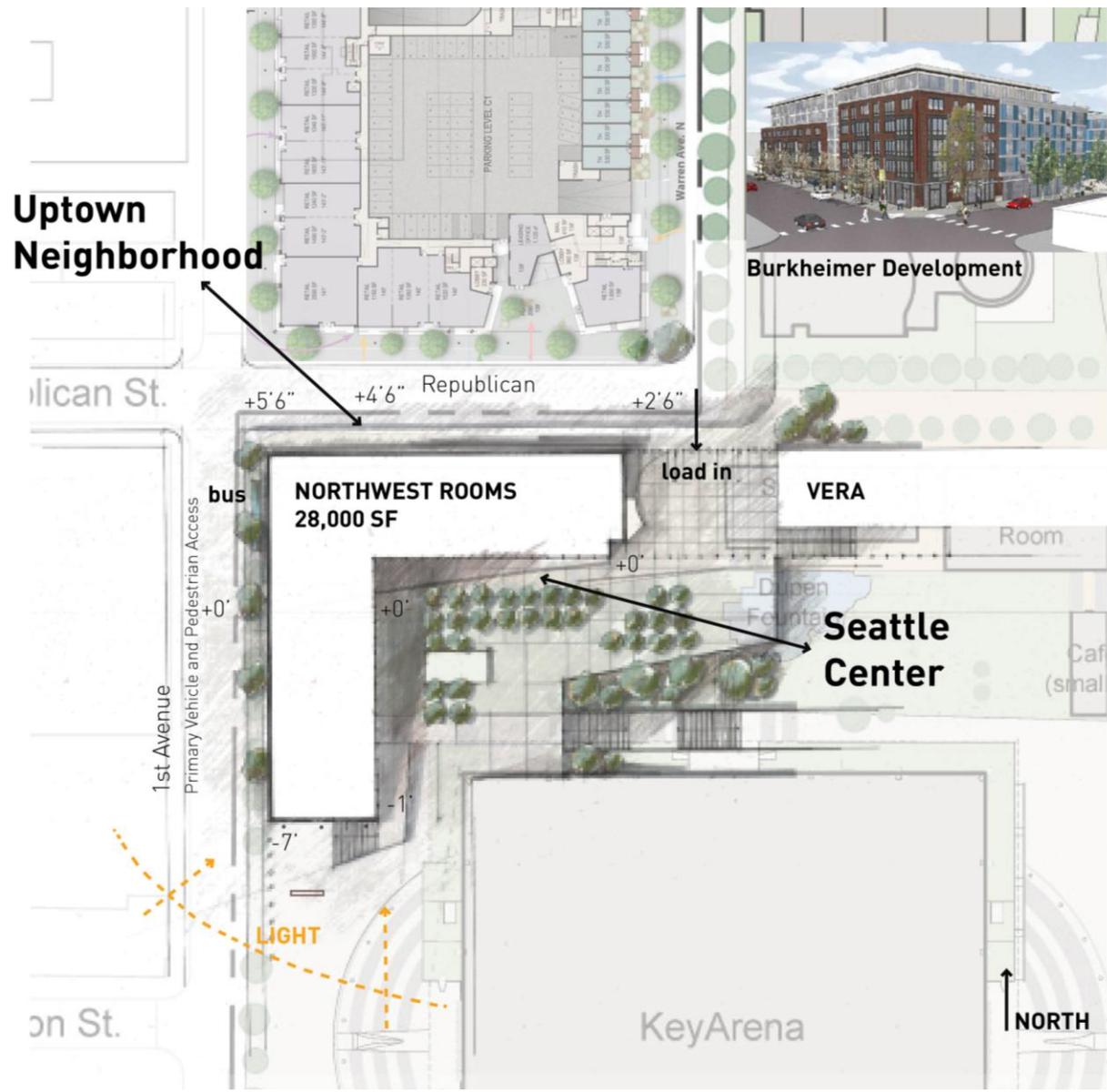
KEXP has a substantial impact on our community.

- **1.3 million** unique visitors to KEXP.org *each year*
- **3.5 million** podcasts delivered *each month*
- **200,000** listeners *each week*
- **11 million** KEXP in-studio performances viewed on YouTube
- **400** in-studio performances and **100** additional performances around the world
- **12,000 people attended** KEXP events in Seattle, including 7,000 at the Concerts at the Mural Series (in 2010)
- **84** combined full-time and part-time staff
- **13,580** individual contributors
- **221** business contributors
- **697** volunteers with **22,666** contributed hours

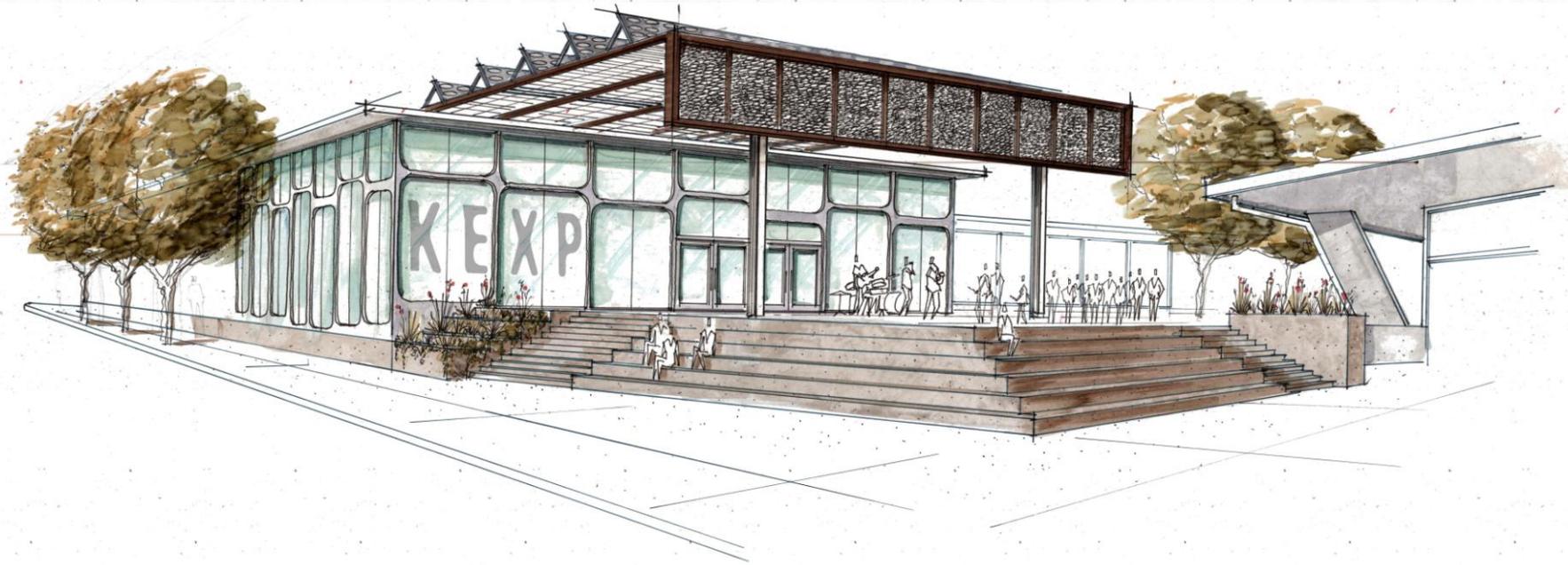
KEXP will help launch Seattle Center into the next 50.



KEXP is good for Uptown.



Partnerships make this all possible.



The future for KEXP at Seattle Center is bright.

- KEXP's New Home becomes a **gathering place at Seattle Center for music lovers, musicians and the community.**
- The space is flexible and adaptable, providing a **range of experiences for visitors to Seattle Center, music lovers, artists, students** and the general community.
- KEXP is positioned in its new home, with Seattle Center, to be **even more effective ambassadors of Seattle's music community** – championing discovery, and connecting this music community to the rest of the world.
- KEXP is unlike any other music resource in the nation today, and its New Home is **unlike any other music destination in the country.**

Imagine the impact KEXP will have in the future when it can take its listener-powered service to the next level – and do it all at Seattle Center.

- KEXP has a substantial impact on our community today.
- KEXP will help launch Seattle Center into the next 50 years.
- KEXP is good for Uptown.
- Partnerships make this all possible.
- The future for KEXP at Seattle Center is bright.