

encore

NMC Annual Report 2023

THE YEAR OF THE GUITAR

11 NEW GUITAR-FOCUSED EXHIBITIONS

19 ROCK THE NATION BRINGS THE HITS



StudioBell



National
Music
Centre

Centre
National
de Musique



Letter from the Chair of the Board

On behalf of the dedicated volunteer Board of Directors and Committee members at the National Music Centre (NMC), I am pleased to return to this year's Annual Report, *Encore*, to reflect on NMC's journey throughout 2023.

As you will see in this year's Annual Report, 2023 demonstrates NMC's continued efforts in building and connecting with audiences in our home base of Calgary, across Canada, and beyond. Many exciting exhibitions and programs increased visitation to Studio Bell while maintaining the digital reach that connects with audiences around the globe.

The Board of Directors remains passionately involved in guiding NMC towards a sustainable operational model in the post-pandemic reality, amidst broader economic challenges such as high inflation and significant changes that are occurring in the music sector and the broader arts and culture ecosystem.

We are confident that NMC will achieve the balance needed to deliver impactful programming within a financial model that is sustainable and equitable, ensuring the stability of our work for future generations.

It is always exciting to collaborate with so many incredible volunteers at the board level from across Canada, who contribute valuable advice on NMC's committees, including Contents & Operations, Finance & Audit, and HR & Governance. The volunteers around the board table are passionate, experienced, knowledgeable and committed to NMC's future.

As Chair, I am immensely proud of our continued efforts to be more inclusive on the board, striving to be a mirror of Canada's diversity. This ongoing process of evolving the board brings new and exciting perspectives to the table, and because Canada's diversity mirrors the cultures of the globe, this evolution positions NMC well to continue its work of sharing Canada's unique national music story in our own country and around the world.

As we look forward, we are inspired by the possibilities on the national and global horizons. We are confident in NMC's ability to continue shaping Canada's musical landscape, nurturing creativity in Canada, and inspiring the world in the process.

Heartfelt thanks to all the volunteer board and committee members from across Canada who served in 2023, and to the new board members who recently joined us on this journey.

On behalf of the Board of Directors, I believe that our combined strengths, passion, and wisdom will help to propel Canada's National Music Centre to even greater impacts in the coming years.

With Gratitude and Respect,

Rob Braide
Chair, NMC Board of Directors



Letter from the President and CEO

Dear National Music Centre Friends, Colleagues, Partners, and Supporters,

We are very proud to share with you the 2023 edition of *Encore*, the Annual Report of the National Music Centre (NMC). 2023 marks the eighth year since we opened a new hub and home for music in Canada for the world from our home base at Studio Bell in Calgary, Alberta, Canada.

In 2023, we continued to fulfill our mandate of elevating Canada's diverse voices in music, educating through the lens of music, preserving Canada's musical stories and heritage, fostering creation, wellness, and placemaking through music, and recognizing and celebrating the icons and those who came before us.

As you explore the pages of the 2023 Annual Report, enjoy the details regarding the over 120,000 individuals who were served and inspired this year through NMC's exhibitions, collections, programs, live music, and special events.

We proclaimed 2023 the "Year of the Guitar," inviting visitors to explore the evolution of this beloved instrument and its massive impact on music. The pinnacle feature of this theme was

the creation of our first major new exhibition entitled *Randy Bachman: Every Guitar Tells a Story*. This inspiring story of Canadian Music and Songwriter Hall of Famer, guitarist, collector, and bandleader featured over eighty guitars from Randy's extensive personal collection, as well as specialty programming. *Every Guitar Tells a Story* was a major milestone for our team and we're excited to develop more exhibitions about Canadians whose music has had a global impact.

Next, tradition with our Hall of Fame partners was revived in 2023, including induction ceremonies with 2023 inductees Nickelback and George Fox. It was wonderful to be reunited with the Canadian music industry in Calgary at Studio Bell as we hosted the Canadian Music Hall of Fame Ceremony after a four-year hiatus. The induction ceremony and tradition between NMC and CARAS ensured a proper tribute for the 2023 class of Hall of Famers, including Deborah Cox, Diane Dufresne, Dr. Oliver Jones, Terri Clark, and Trooper.

Education programs continued as a core activity at NMC, underscored by the success of catering to students, educators, and music enthusiasts of all ages. In 2023, we served 8,800 K-12 Calgary-area students through field trips, mentored over 1,000 youth in our after-school Jam Club program, and helped kids start their first band with our Build-a-Band Summer Camps.

In 2023, we launched a new program inspired by the soundtrack of Canada's popular music, Rock the Nation, a live tribute show featuring some of Canada's best-known international hits from the 1950s to the present. Rock the Nation brings to life many of Canada's musical Hall of Fame moments in one show. The program

also provided opportunities for local artists to perform regularly, honing their crafts to new heights. We loved seeing our audiences singing and dancing along to their favourite songs.

NMC's living collections continued to inspire local and national artists and creators in all musical genres and ages through the use of NMC's famed recording studios in 2023. Numerous awards and accolades were received in 2023 from music made in NMC's studios, including several JUNO Award nominations. NMC's residency programs for artists and creators remain an important focus for nurturing the next generation of musicians and music industry professionals.

2023 also marked the beginning of the launch of NMC's Music Therapy Initiative, a new national initiative to bring music therapy to every region of Canada. To date, the initiative is offering music therapy services in four Calgary-area hospitals, one Indigenous First Nation in Northeast Alberta, and in both Regina and Saskatoon, Saskatchewan.

In 2023, the King Eddy continued to be a beacon for live music enthusiasts, celebrating its fifth anniversary since the reimagined venue reopened in 2018. Seeing the Eddy rise again and evolve the way it has is truly inspiring. It is all and more than NMC could have imagined it could become — an authentic space with deep Calgary roots, inspiring and diverse live music, support for many local and touring artists, and great food. A place where the community feels welcome and genuine connections are made.

Altogether, we believe 2023 further demonstrates the impact that NMC is making in strengthening Alberta

and Canada's music ecosystems, evidenced by NMC's continued participation and growing influence in the national music community.

None of this success in 2023 would be possible without the support of our generous donors, corporate sponsors, and government grantors, as well as our dedicated staff, volunteers, and local and national partners. Thank you for believing in NMC and making it all possible.

Together, we continue to deepen our impact by inspiring, uniting, and transforming lives and communities through the power of music. Thank you for being with us on this meaningful journey.

Enjoy the 2023 edition of *Encore*!

Sincerely yours,

Andrew Mosker
President & CEO

NMC BOARD OF DIRECTORS

- Rob Braide, Chair
- Karen Prentice, Vice-Chair
- Jennifer Buchanan, Director
- Freida Butcher, Director
- Greg Kane, Director
- Steve Kane, Director
- Denise Man, Director
- Ron Mannix, Director
- Dave McLeod, Director
- Diane Pinet, Director
- Jennifer Walsh, Director

STAFF

Thank you to the volunteers, staff, and supporters who work to make NMC a success.

ACKNOWLEDGEMENTS

It's an honour to share this land. Studio Bell, home of the National Music Centre, is located on the traditional lands of the peoples of the Treaty 7 region.

NMC acknowledges and pays respect to the original custodians of these territories and is committed to working with Indigenous communities in Calgary and area in the spirit of collaboration and reconciliation.

EXECUTIVE OFFICE

Andrew Mosker
President & CEO

Melissa Allan
Executive Assistant

OPERATIONS

Chad Saunders
Director of Operations

Roberta Walker
Volunteer Coordinator

FINANCE

Chermaine Chiu
Chief Financial Officer

Stefanie Forward
Senior Manager, Accounting

Adnan Ahmed
Business Analyst

Pat Clifton
Junior Accountant

Aarzo
Accounting Clerk

PROGRAMMING

Stephanie Hutchinson
Director of Programs

Daniel Go
Programs Manager

Paige Foley
Programs Manager

Evan Rothery
Senior Public Programmer

Brianna Ross
Education & Public Program Coordinator

Justine Giles
Education Team Lead

EDUCATORS

Cameron Buie

David Blitt

Megan Duckett-Sutton

Thomas Dundas

Ricky Poon

Alyssa Saval

COLLECTIONS AND EXHIBITIONS

Jesse Moffatt
Senior Director of Collections & Exhibitions

Brandon Hearty
Manager, Collections & Exhibition Development

Claire Neily
Senior Manager, Collections & Exhibitions

Meghan MacKrous
Collections Coordinator

Max Iapaolo
Collections Archivist

Graham Lessard
Studio Manager & Recording Engineer

Jason Tawkin
Studio & Electronics Engineer

Eric Cinnamon
Audio Engineer

Michael Ayotte
Studio Engineer

Chad Schroter-Gillespie
Digital Media Specialist

Jacob Barton
Digital Media Assistant

Franco Mosca
Production Manager

Oswaldo Stone
Technical Director

Dylan Bauer
Lighting Tech

TECHNICAL STAFF

Connor Harvey-Derbyshire

Niall Vos

Stuart Bardsley

Kaden Chynoweth

Rafael Salas Lopez

Jeffrey Kynoch

Philip Jukes

Renato Niro

Jason Eckenroth

TJ Elkin

Amy Heffernan

Brandon Hestdalen

Charlyn Caratchuk

Jonathon May

DEVELOPMENT

Phil Grace
Interim Director of Development

Amanda Mercato
Annual Giving Officer

Adesuwa Ighile
Senior Development Officer

MARKETING AND COMMUNICATIONS

Brandon Wallis
Director of Marketing & Communications

Julijana Capone
Senior Publicist

Emily Holloway
Marketing & Website Coordinator

Brett Cassidy
Digital Marketing & Social Media Coordinator

IT

Colin Cayford
AV Support Specialist & Coordinator

VISITOR EXPERIENCE, CAFÉ AND GIFT SHOP

Shahrazad Azzi
Manager of Visitor Experience

Meaghan Lawrence
Visitor Experience Team Lead

Kaite Saporco
Visitor Experience & Retail Team Lead

Jasmine Down
Café and Retail Shift Lead

Kim Cabral
Visitor Experience Ambassador

Oliver Pennock
Visitor Experience Ambassador

Colleen Iverson
Café Barista and Retail Lead

BUSINESS DEVELOPMENT

Nandita Aggarwal
Manager, Events & Client Success

Jaime Miller
Sales & Event Specialist

Silviya Terziyska
Sales & Event Specialist

EVENT STAFF

Janilyn Peredo

Adrian Sanders

Shruti Sharma

Emily Deitsch

Ally Ferris

Natasha Ruvinga

BOARD EXECUTIVE COMMITTEE

Rob Braide, Chair
Freida Butcher
Garth Jacques, Secretary Treasurer
Ron Mannix
Andrew Mosker (Ex Officio)
Karen Prentice

FINANCE AND AUDIT COMMITTEE

Freida Butcher, Chair
Robert Bennett
Terry Booth
Rob Braide (Ex Officio)
Brinna Brinkerhoff
Garth Jacques, Secretary Treasurer
Andrew Mosker (Ex Officio)
Karen Prentice
Paige Shaw

CONTENT AND OPERATIONS COMMITTEE

Rob Braide, Chair
Freida Butcher
Garth Jacques, Secretary Treasurer
Steve Kane
Andrew Mosker (Ex Officio)
Diane Pinet
Susan Van Wielingen
Jennifer Walsh

HUMAN RESOURCES AND GOVERNANCE COMMITTEE

Karen Prentice, Chair
Rob Braide (Ex Officio)
Freida Butcher
Garth Jacques, Secretary Treasurer
Ron Mannix
Andrew Mosker (Ex Officio)

NATIONAL INDIGENOUS PROGRAMMING ADVISORY COMMITTEE

David McLeod, Chair
Madeleine Allakariallak
Alan Greyeyes
Eldon Weasel Child
Steve Wood

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1 Guests exploring the Canadian Music Hall of Fame exhibition. Image: Jonathan Zoeteman.

THE CANADIAN MUSIC HALL OF FAME LE PANTHÉON DE LA MUSIQUE CANADIENNE



PHOTO CONTRIBUTORS:

Jacob Barton, Jeremy Bittermann, Brett Cassidy, Calin Charles, Kaden Chynoweth, Eric Cinnamon, Keith Driver, J. Edmund Photography, Jenn Five, Emily Holloway, Brianna Ross, Chad Schroter-Gillespie, Brandon Wallis. Front cover photo by Braden Dam. Back cover photo by Jonathan Zoeteman.

DESIGN AND LAYOUT:

Original design concept by Three Legged Dog with additional design and layout by Brandon Wallis and Emily Holloway.

WORDS BY:

Julijana Capone, Andrew Mosker, Chermaine Chiu, Phil Grace, Rob Braide, Emily Holloway, Brandon Wallis.

2023 AWARDS

NATIONAL MUSIC CENTRE

WESTERN CANADIAN MUSIC AWARDS

Winner - Community Excellence Award
Nominated - Impact in Live Music
Nominated - Impact in Music Marketing
Nominated - Audio Engineering Award: Eric Cinnamon

CANADIAN LIVE MUSIC

INDUSTRY AWARDS

Winner - Production Manager of the Year: Ozzy Stone

NMC STUDIOS

WESTERN CANADIAN MUSIC AWARDS

Nominated - Mariel Buckley - BreakOut Artist of the Year and Roots Artist of the Year
Nominated - Gisela Romero - Global Artist of the Year

JUNO AWARDS

Nominated - Rich Aucoin - Electronic Album of the Year
Nominated - The Harpoonist & the Axe Murderer - Blues Album of the Year
Nominated - Northern Cree - Traditional Indigenous Artist or Group of the Year
Nominated - Joel Wood - Traditional Indigenous Artist or Group of the Year

THE KING EDDY

CANADIAN LIVE MUSIC

INDUSTRY AWARDS

Winner - Best Teamwork in a Small Club

CANADIAN COUNTRY MUSIC AWARDS

Winner - Country Club of the Year

COUNTRY MUSIC ALBERTA AWARDS

Winner - Live Venue or Presenting Series of the Year

OUR MISSION

To give Canada a home that amplifies the love, sharing, and understanding of music.

OUR VISION

To be a national catalyst for discovery, innovation, and renewal through music.

CORE VALUES

Community
Diversity
Passion
Work ethic
Innovation
Teamwork
Fun

1 Studio Bell, home of the National Music Centre in Calgary's East Village, was designed by Allied Works Architecture. Image: Jeremy Bittermann.



ABOUT NMC

The National Music Centre (NMC) has a mission to amplify the love, sharing, and understanding of music. It is preserving and celebrating Canada's music story inside its home at Studio Bell in the heart of the East Village in Mohkinstsis (Calgary) on Treaty 7 territory. NMC is the home to four Canadian music halls of fame, including the Canadian Music Hall of Fame, the Canadian Country Music Hall of Fame, the Canadian Songwriters Hall of Fame, and Quebec's ADISQ Hall of Fame. Featuring musical instruments, artifacts, recording equipment, and memorabilia, the NMC Collection spans over 450 years of music history and innovation. A registered charity with programs that include exhibitions, artist development, performance, and education, NMC is inspiring a new generation of music lovers.

WHAT'S INSIDE?

- FIVE FLOORS OF EXHIBITIONS
- PERFORMANCE HALL
- RECORDING STUDIOS
- CLASSROOMS
- ROLLING STONES MOBILE STUDIO
- THE KING EDDY
- CKUA RADIO'S BROADCAST STUDIO
- NMC GIFT SHOP & CAFÉ

WHO WE SERVE

- MUSIC AND CULTURE ENTHUSIASTS
- FAMILIES
- MUSICIANS, ENGINEERS, AND TECHNICIANS
- SCHOOLS AND EDUCATION GROUPS
- RESEARCHERS AND ACADEMICS
- TOURISTS

AT NMC WE...

ELEVATE
all voices, ideas,
and genres of
music.

EDUCATE
through the lens
of music.

PRESERVE
Canada's music
stories, artifacts,
and heritage.

FOSTER
innovation,
creation, wellness,
and renewal
through music.

CELEBRATE
our music icons
and those who
came before us.

1 Studio Bell interior, designed
by Allied Works Architecture.
Image: Jeremy Bittermann.

EXHIBITIONS

We preserve Canadian culture and identity by sustaining our musical heritage. Our exhibitions exist to share the sounds, stories, instruments, and artifacts of our past and present in an innovative and engaging format accessible to all.

EDUCATION

We foster curiosity, discovery, and learning through music. Our education programs offer a diverse range of inclusive and collaborative learning opportunities for music lovers of all ages and backgrounds. From our school programs designed for students in Kindergarten through Grade 12 to our Master in Residence program, we bring the stories of Canadian music to life.

PERFORMANCE

We elevate the live performance experience for diverse audiences large and small. Our performance venues, including the Performance Hall and historic King Eddy — host local, national, and international artists from across the musical spectrum.

ARTIST & PROFESSIONAL DEVELOPMENT

We foster emerging and established musical talent, as well as job creation in the overall music ecosystem. Our programs provide artists and music professionals with the tools, time, and space to create, experiment, innovate, and record in our world class recording environment. Artists also have access to our living collection of historic instruments, recording equipment, and expertise.

MUSIC & WELLNESS

We promote the healing power of music through on-site programs and exhibitions that explore music's extraordinary capacity to affect human health and well-being, as well as through initiatives and community partnerships to increase accessibility to music therapy, create job opportunities for music therapists, forge strong partnerships with healthcare providers and communities, and elevate awareness of the therapeutic potential of music.

EXHIBITIONS

National Music Centre is preserving and celebrating Canada's music story. NMC is the home to four Canadian music halls of fame, and the NMC Founding Collection spans over 450 years of music history and innovation.



RANDY BACHMAN: EVERY GUITAR TELLS A STORY

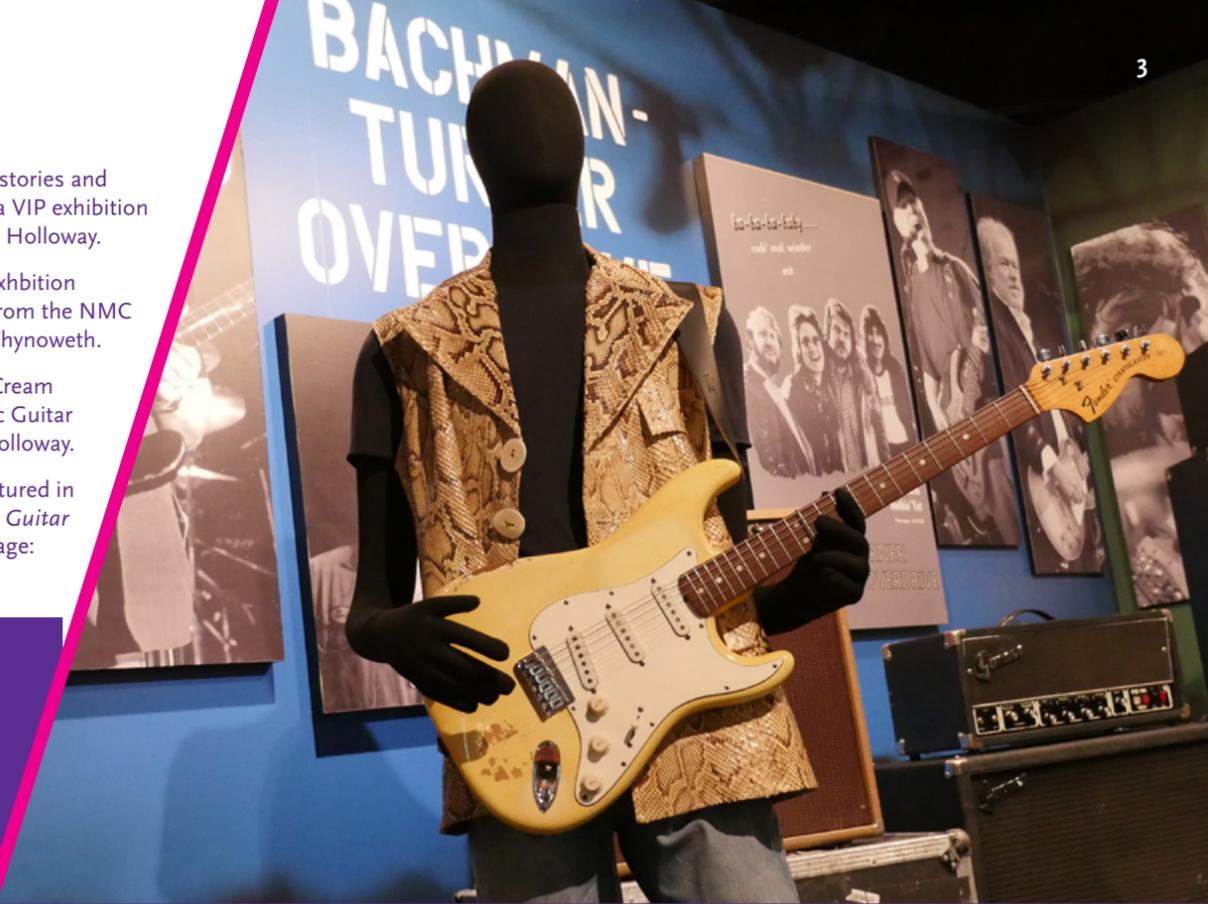
This groundbreaking exhibition showcased the sprawling guitar collection from one of Canada's most renowned rockers, Randy Bachman. Through the exhibition, the Canadian Music Hall of Fame inductee shared stories from a lifetime of playing, collecting, and loving guitars. And the tales behind his lost, found, and traded treasures proved as fascinating as the guitars themselves. With over 80 instruments curated from Bachman's collection, visitors enjoyed an up-close look at instruments from every part of his career.

1 Randy Bachman sharing stories and strumming chords during a VIP exhibition launch event. Image: Emily Holloway.

2 The *Showcase: Guitars* exhibition featured 25 iconic guitars from the NMC Collection. Image: Kaden Chynoweth.

3 Randy Bachman's 1968 Cream Fender Stratocaster Electric Guitar on display. Image: Emily Holloway.

4 Over 80 guitars were featured in the *Randy Bachman: Every Guitar Tells a Story* exhibition. Image: Emily Holloway.



7 NEW DIGITAL AND PHYSICAL EXHIBITIONS

5 PLAQUES ADDED TO THE HALLS OF FAME

SHOWCASE: GUITARS

This temporary exhibition featured 25 guitars curated from the NMC Collection and loan items, highlighting instruments that were created or collected in Canada, or played by prominent Canadian musicians. Axe aficionados saw guitars from k.d. lang, Bill Henderson of Chilliwack, Randy Bachman, Terri Clark, Anne Murray, Jimmy Rankin, and more. The exhibition also showcased Canadian luthiers Charles Brasher and Frank Gay who helped form the very fabric of Canada's music history.



HALLS OF FAME

National Music Centre is home to four national music halls of fame, including the Canadian Music Hall of Fame, the Canadian Country Music Hall of Fame, the Canadian Songwriters Hall of Fame, and Quebec’s ADISQ Hall of Fame. These partnerships exist to help fulfill NMC’s national mandate and celebrate the remarkable contributions of Canadian musicians from the past to the present.



CANADIAN MUSIC HALL OF FAME

DR. OLIVER JONES STUDIED PIANO WITH OSCAR PETERSON’S SISTER DAISY PETERSON SWEENEY

1 Canadian Music Hall of Fame plaque ceremony with 2023 inductee Dr. Oliver Jones. Image: Neil Zeller.

2 Canadian Songwriters Hall of Fame. Image: Calin Charles.



CANADIAN SONGWRITERS HALL OF FAME

INDUCTED IN 2023, INFORMER BY SNOW IS THE BIGGEST-SELLING REGGAE-RAP RECORD OF THE ‘90S



CANADIAN COUNTRY MUSIC HALL OF FAME

2023 INDUCTEE JASON MCCOY FOUNDED THE ROAD HAMMERS AS A TRUCKER TRIBUTE PROJECT IN 2004



ADISQ HALL OF FAME

THE PLAQUE WALL FEATURES 30+ YEARS OF FÉLIX HOMMAGE AWARD RECIPIENTS

3 Canadian Country Music Hall of Fame. Image: Brett Cassidy.

4 ADISQ Hall of Fame. Image: Chad Schroter-Gillespie.

COLLECTION

Spanning over 450 years of music history and innovation, the NMC Collection is comprised of more than 2,000 pieces that tell the stories of music in Canada. Our collection is the foundation for many of NMC's programs, providing teachers, visitors, and artists with unprecedented access to music history. Many artifacts from the collection can be found on display in our exhibitions, while our "living collection" provides artists with access to over 200 historic instruments maintained by NMC's technicians in our recording studios.



1 Bechstein 9' grand piano donation. Image: Meghan MacKrous.

2 "Nash the Slash" costume and mandolin. Image: Meghan MacKrous.

3 Del Vecchio acoustic guitar. Image: Emily Holloway.

4 Frank Gay acoustic guitar. Image: Emily Holloway.

5 Trooper tour jacket donation. Image: Emily Holloway.

6 Al Cherny fiddle. Image: Jacob Barton.

134 NEW ARTIFACTS ADDED TO THE COLLECTION

6,471 HOURS THE LIVING COLLECTION WAS IN USE



EDUCATION PROGRAMS

Our hands-on programs for educators and youth inspire students to learn about the world through the lens of music, while also discovering Canada's ever-evolving music history. The programs, including school experiences and summer camps, are led by NMC's talented musician educators who make concepts come to life and encourage exploration in a welcoming, world-class space.



8,837 STUDENTS SERVED

336 CLASSES WHO VISITED US

39 SUMMER CAMP ATTENDEES

ARTIST & PROFESSIONAL DEVELOPMENT

In 2023, artists across genres and regions took part in NMC's artist residency, professional development, and mentorship programs. From established to emerging talent, NMC supports artists through all stages of their careers, connecting them with the tools, time, and space to fuel their creativity and make their goals a reality.

577 ARTISTS SERVED

5 ARTIST RESIDENCIES

1 Young musicians rocking out at NMC's Build-a-Band summer camp. Image: Brianna Ross.

2 Blackstone Singers in studio for their OHSOTO'KINO Recording Bursary. Image: Eric Cinnamon.

ARTIST DEVELOPMENT PROGRAMS IN 2023

- **ARTIST IN RESIDENCE**
Chad Price, Bebe Buckskin, Mattmac
- **OHSOTO'KINO RECORDING BURSARY**
PIQSIQ, Blackstone Singers
- **OHSOTO'KINO MUSIC INCUBATOR**
Dani Lion, Frannie Klein, LJ Tyson, Robin Cisek
- **AE WEST** - Megan Paige, Sashaé, Richard Tichelman, Maclayne, Riza Raquel, Taylor Lang, Noeline Hofmann, Adam Johnson, Ainsley Christine, Veronica Blackhawk



LIVE MUSIC, PUBLIC PROGRAMS, AND EVENTS

Live music and public programs at Studio Bell enable visitors of all ages to engage with music on a deeper level. NMC offers concerts and programming for all audiences, balancing its mission to preserve and share the legacy of iconic Canadian musicians, and provide opportunities for local and emerging artists to build new audiences.

118 LIVE PERFORMANCES

13,508 PEOPLE IN ATTENDANCE



TOP EVENTS IN 2023

- NMC PRESENTS: ROCK THE NATION
- NMC AMPLIFIER LIVE: EVERY GUITAR TELLS A STORY WITH RANDY BACHMAN
- NMC AND CARAS PRESENT: NICKELBACK LIVE IN CONVERSATION
- 2023 CANADIAN MUSIC HALL OF FAME CEREMONY
- NMC PRESENTS 50 YEARS OF HIP HOP: FOUR ELEMENTS FROM THE WEST WITH MASTER T AND GUESTS
- FAMILY DAY WITH THE POLYJESTERS



1 Music fans of all ages gathered to enjoy a show by The Polyjesters on Family Day 2023. Image: Brett Cassidy.

2 Yolanda Sargeant joined Master T for the Hip-Hop 50 Roundtable, along with many other members of the local hip-hop community. Image: Brett Cassidy.

3 Rock the Nation filled the Performance Hall with Canada's biggest hits from Jan. 27 - Apr. 28. Image: Brandon Wallis.



284 PUBLIC PROGRAMS

15 PROGRAM PARTNERS

712 TOUR ATTENDANCE

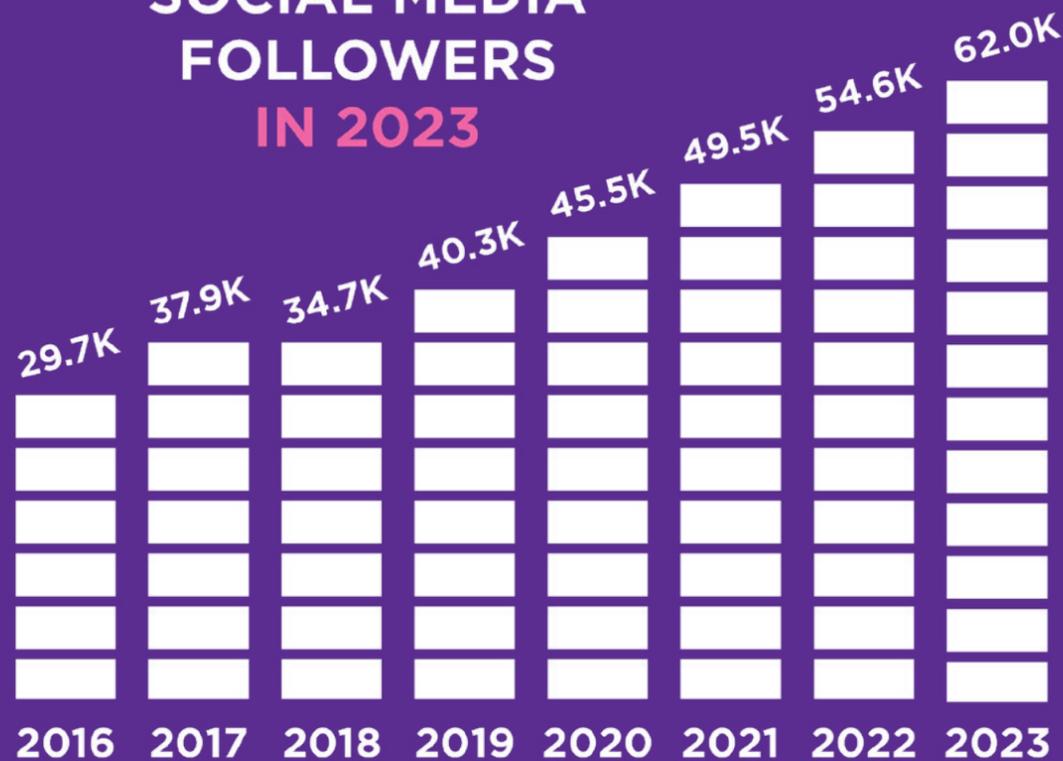
50+

NATIONAL PARTNERS



62K+

SOCIAL MEDIA FOLLOWERS IN 2023



FOLLOWERS

- 21,109
- 17,572
- 12,591
- 6,340
- 2,194
- 2,145

3.2 MILLION VIDEO VIEWS IN 2023



6 MILLION WEBSITE PAGE VIEWS IN 2023



MUSIC & WELLNESS

Music therapy is the study and practice of how music affects people, but music can also be used in many ways to improve health and wellness. Music therapists use music as their primary tool when working with all population groups, with the aim of supporting the needs of the clients by opening doors to communication, enticing participation, and creating opportunity for inclusive social interactions.

1 Jennifer Buchanan hosted NMC's public program 'Tune in to Music for Health, Happiness, and Success' exploring the healing power of music. Image: NMC.

TUNE IN TO MUSIC FOR HEALTH, HAPPINESS, AND SUCCESS

Presented by **Bell**



NMC'S MUSIC THERAPY INITIATIVE

NMC's Music Therapy Initiative is an emerging national initiative that aims to increase accessibility to music therapy, create job opportunities for music therapists, forge strong partnerships with healthcare providers and communities, and elevate awareness of the therapeutic potential of music. Since 2018, NMC has supported music therapy in Calgary hospitals. In 2023, we began a partnership with Ranch Ehrlo Society to bring music therapy to individuals and families in Saskatchewan.

MUSIC & WELLNESS AT STUDIO BELL

As part of our ongoing commitment to initiatives that promote the healing power of music, NMC offers on-site programs and exhibitions that explore music's extraordinary capacity to affect human health and well-being. In 2023, we hosted 'Tune in to Music for Health, Happiness, and Success' with Jennifer Buchanan, exploring how professionals can harness the transformative power of music in both their workplace and personal lives.



115 PARTICIPANTS SERVED AT STUDIO BELL
4000+ INDIVIDUALS SERVED IN HOSPITALS
2300+ HOURS OF MUSIC THERAPY IN HOSPITALS

THE KING EDDY

As the largest artifact in the National Music Centre’s collection, the King Eddy is an important partner for hosting live music and collaborating on recording projects. Every year, NMC co-presents memorable live shows on the legendary Eddy stage that run the gamut of genres and experiences, from our “Live at the King Eddy” recording partnerships to RSM Listening Parties that allow music fans to listen to iconic albums as they were recorded through the historic Rolling Stones Mobile Studio.

313 LIVE SHOWS

54,254 GUESTS

TOP SHOWS IN 2023

- KING EDDY FIVE-YEAR ANNIVERSARY & NMC PRESENTS CANADA DAY
- NMC PRESENTS: THE HARPOONIST & THE AXE MURDERER
- RSM LISTENING PARTY: LED ZEPPELIN
- NMC PRESENTS: OHSOTO’KINO MUSIC INCUBATOR SHOWCASE



• THE • KING EDDY

— 1905 —

ELEVATED **COMFORT FOOD** FROM AROUND THE WORLD.

LIVE MUSIC ON A HISTORIC STAGE.

A **GATHERING PLACE** WHERE ALL ARE WELCOME.

THE HOME FOR YOUR MOST **LEGENDARY MOMENTS**.

FOOD. DRINKS. LIVE MUSIC.



MENU + SHOWS AT KINGEDDY.CA

1 | Lj Tyson performs at the King Eddy for NMC’s OHSOTO’KINO Music Incubator Showcase. Photo by Keith Driver.

VOLUNTEERS

Our supergroup of music-loving volunteers is more than 100 members strong and growing. NMC offers a wide range of interesting and rewarding volunteer opportunities. Volunteer roles include board and committee members from across Canada, music mentors for youth in Jam Club, ushers and greeters for concerts and events, and so much more. We're always looking for passionate individuals to join our team, so drop us a line if you'd like to get involved.

1 Volunteering as an NMC Jam Club mentor helps the next generation of musicians explore their musical skills. Image: Chad Schroter-Gillespie.

2 Volunteers are valuable ambassadors for NMC throughout the museum and during events. Image: Emily Holloway.

JOIN THE TEAM!

VOLUNTEER OPPORTUNITIES

- VISITOR SUPPORT AND MUSEUM STEWARDSHIP
- EDUCATION PROGRAM SUPPORT
- JAM CLUB MENTOR
- EVENT VOLUNTEER
- HANDYPERSON AND PROJECT ASSISTANT
- MARKETING AND STREET TEAM
- COLLECTIONS AND EXHIBITIONS VOLUNTEER



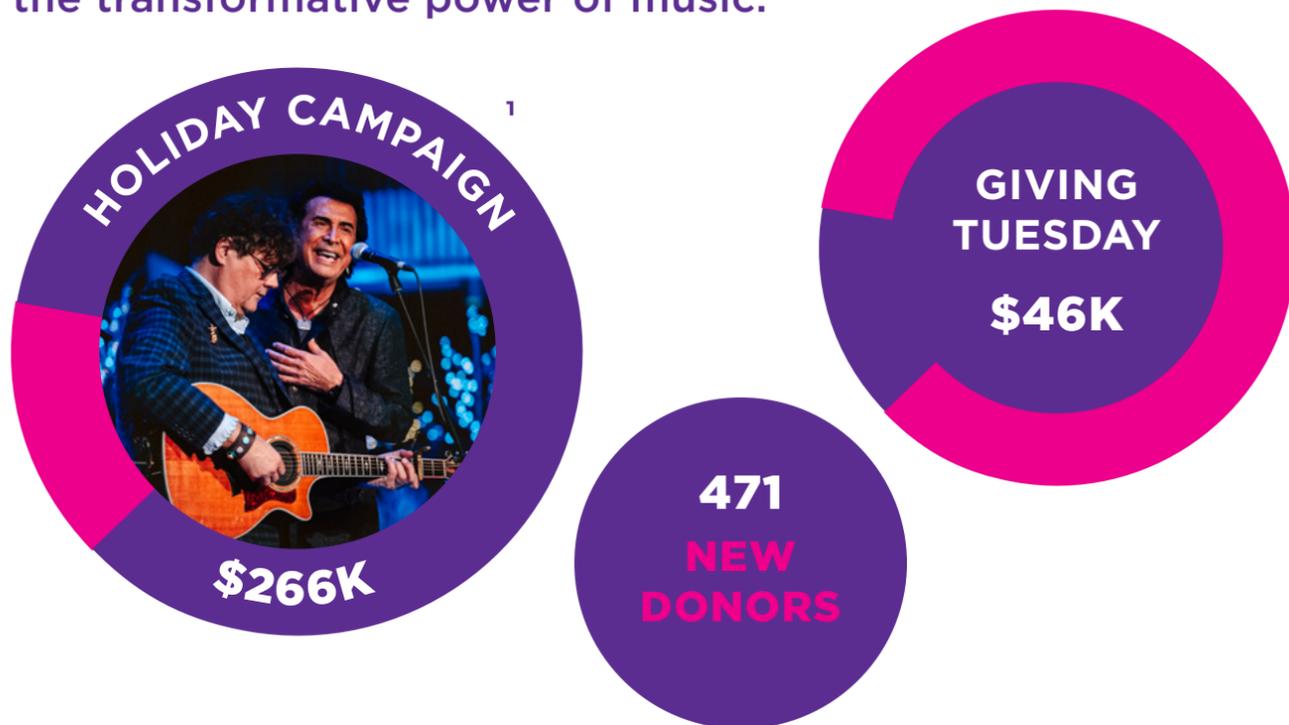
LEARN MORE AND APPLY TO VOLUNTEER AT [NMC.CA/VOLUNTEER](https://nmc.ca/volunteer)

100 VOLUNTEERS
4,654 VOLUNTEER HOURS



FUND DEVELOPMENT

National Music Centre relies on the incredible support of our donors, corporate sponsors, and government granters who truly make everything possible — thank you! We extend a special thank you to the Government of Alberta and the Government of Canada for championing music by contributing \$1 million each towards our endeavors, as well as our long-term operational supporters, Calgary Arts Development, ATCO, and the Alberta Foundation for the Arts. We are excited for what the future holds and eager to continue our mission of nurturing, promoting, and sharing the transformative power of music.



\$9.6M OPERATING FUNDS RAISED

FUNDS RAISED HELP SUPPORT...



\$395,000
MUSIC AND WELLNESS INITIATIVES



\$443,000
ARTIST DEVELOPMENT INITIATIVES



\$570,000
LIVE MUSIC PROGRAMS AND ROCK THE NATION

\$2,000,000
CURATION OF COLLECTIONS AND EXHIBITIONS



\$356,000
EDUCATIONAL PROGRAMMING



1 Ron Sexsmith and Andy Kim. Image: J. Edmund Photography.

2 Music therapy session at Studio Bell. Image: NMC.

3 Terri Clark's guitar. Image: Kaden Chynoweth.

4 OHSOTO'KINO Music Incubator artists. Image: Keith Driver.

5 A family making music on Canada Day. Image: Brett Cassidy.

6 Master T hosting NMC's Hip-Hop 50 event. Image: Brett Cassidy.

FINANCE

It was a transformative year for NMC marked by the resurgence of tourism, financial milestones, and strategic initiatives aimed at driving growth and impact. Amidst this, we adeptly navigated various financial endeavors, renegotiating our syndicate debt agreement while also securing substantial grants from both the Federal and Alberta Governments. We faced a cybersecurity incident, yet emerged stronger, fortifying our IT controls. Against the backdrop of global uncertainties, NMC demonstrated resilience, adaptability, and a commitment to innovation.

The return of visitors signified not only a rejuvenation of interest in NMC's offerings, but also a vital economic boost. Leveraging this momentum, NMC capitalized on opportunities to enhance its offerings, rebuild its team, and make strategic investments to broaden its audience reach, both locally and globally.

NMC recorded income before interest and amortization of \$4.4 million versus a deficiency before of \$124,000 in 2022. Including interest and amortization, NMC reported a deficiency of revenue of \$372,000 vs a deficiency of \$3.8 million in 2022. The 2023 revenue of \$13.7 million represents a 69% increase over 2022 revenues of \$8.1 million. Much of this increase is due to the positive impact of

the market on our investment income and unrealized gain on investments. In 2023, Government grants increased by \$1.3 million as NMC received funding of \$1.0 million from the Government of Alberta and \$1.0 million from the Government of Canada through the Tourism Relief Fund. NMC was able to achieve a 32% growth in sales of goods and services, over the prior year, seeing the return of tourists back to this region.

NMC made repayments to the term loan totaling \$1.2 million during the year. NMC received matching forgiveness on the demand loan to a related party of \$664,000 as well. NMC successfully negotiated to defer the maturity of the term loan (\$40 million) which was originally set for June 30, 2023, to June 30, 2025, to preserve immediate cash flow and to give ample time to grow the \$20 million Theatre Naming Campaign. NMC secured a swap instrument in 2023 to fix \$25 million of this term loan debt at 7.82% until June 2025. With these changes, NMC has reduced and provided certainty on the majority of its single largest expenditures, namely interest expense and principal repayments of the existing term loan.

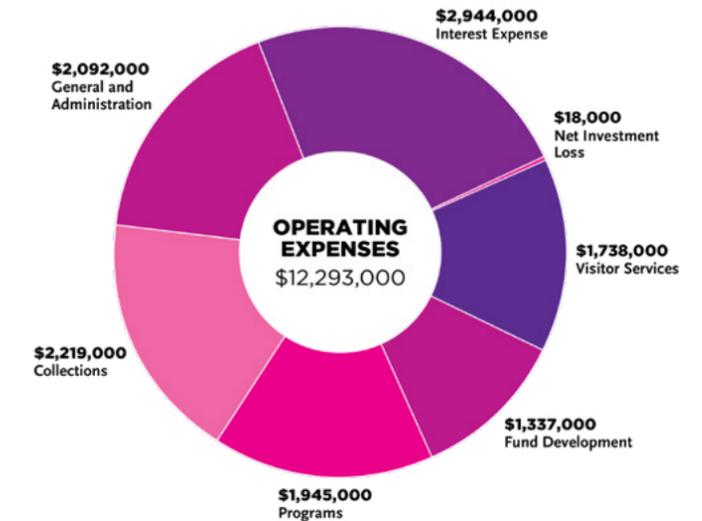
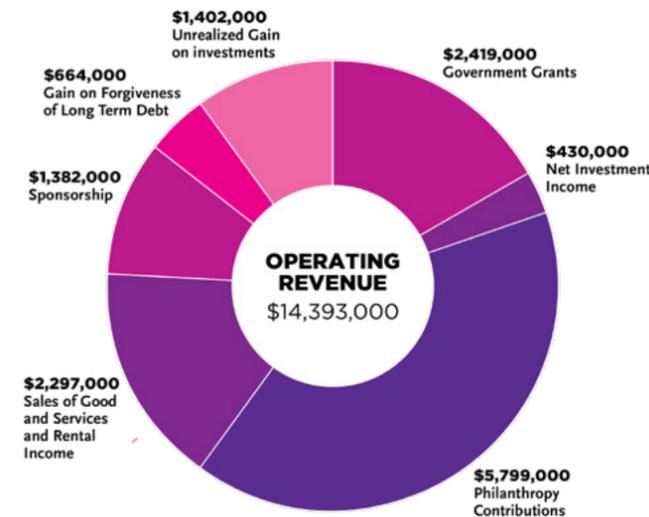
At year end, NMC held a cash balance of \$1.2 million and investments with a market value of \$11.0 million, of which \$10 million

is restricted as collateral for bank debt. NMC liquidated \$1.3M in investments during the year to fund operations and debt repayment. Despite some market volatility in the prior year, NMC's investment portfolio has exhibited resilience, yielding a commendable rate of return since inception of 9.9%.

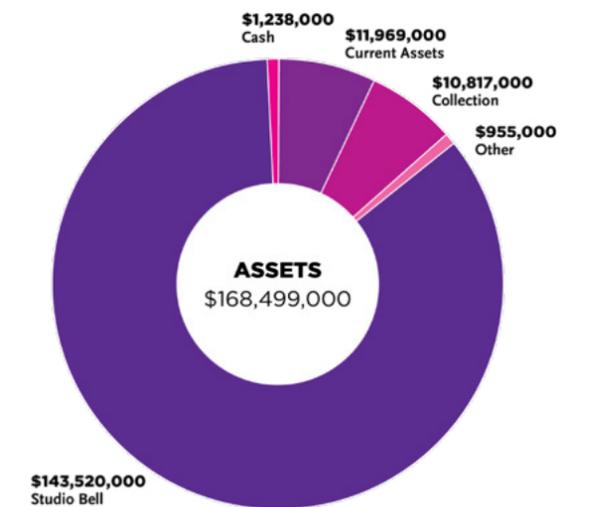
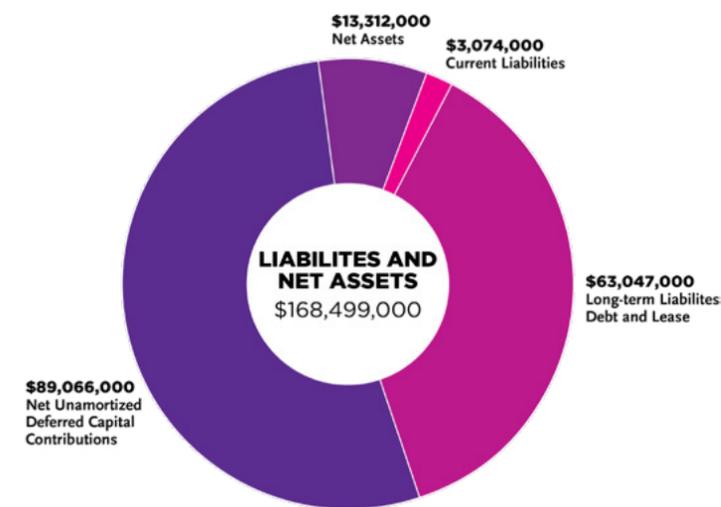
In 2023, resources were deployed strategically to support NMC's key priorities, including maximizing the utilization of Studio Bell, revenue generation initiatives, enhancing visitor experience, and strengthening NMC's brand recognition.

Looking forward, NMC pledges to welcome innovation, capitalize on emerging prospects, and promote inclusivity and sustainability within its programs and offerings. Its ability to withstand adversity positions NMC as a pioneer in shaping the long-term trajectory of the music and arts sector. NMC continues to chart its course forward, it remains dedicated to its mission of enriching lives through music and culture, inspiring creativity, and shaping a vibrant future for all.

SUMMARY OPERATIONS STATEMENT FOR 2023



SUMMARY FINANCIAL POSITION STATEMENT FOR 2023



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CAPITAL LEADERSHIP AND GOVERNMENT SUPPORTERS 2011-2017 \$10,000,000+



LONG TERM OPERATIONAL SUPPORTERS



PROGRAM SUPPORTERS



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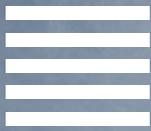
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