

National Music Centre's first year of operations lays groundwork for a successful future

(Calgary, AB — July 19) The National Music Centre (NMC) today provided a report to the community summarizing the first year of operations for Studio Bell. Studio Bell, home of the National Music Centre — which first opened its doors to the public in July 2016 — has delighted both Calgarians and visitors to the city with an array of unique exhibitions, concerts, special events and more. Since opening day, over 100,000 guests have been welcomed, and over 680 events have been hosted at the building.

"The National Music Centre is well on its way to becoming a national cultural institution and a well-known landmark for Calgary," said Andrew Mosker, President and CEO of the National Music Centre. "And, while this last year has been a difficult one for many in the province, we are committed to seizing on the entrepreneurial spirit that has helped propel so many Albertans forward over the years, and using it to remain competitive, innovative and fully viable during tougher economic times."

While the 2016-2017 operational year was impacted by a number of factors, NMC has had an extremely successful first year of operations. In the last year, NMC has reached many organizational milestones, including: developing valuable partnerships with dozens of diverse community organizations, serving over 12,000 students, piloting six new school programs designed to emphasize the importance of music and creativity for young minds, providing 15 creative residencies for artists to write and record new music at the on-site recording facilities, and launching multiple temporary exhibitions including the recently opened *Big, Big Love: k.d. lang on Stage*.

NMC's overall economic impact in the city and province has been noticeable and far reaching. Since groundbreaking, NMC has delivered 380 jobs to the province and has contributed \$22 million to the overall GDP.

The province's ongoing economic downturn has impacted NMC on a number of levels, however, including: a discrepancy in the number of actual visitors over the first year versus the projected number, and ongoing debt-servicing commitments which must be addressed. Given the economic impacts of these issues, NMC is committed to maintaining a nimble operational model that will allow for continued organizational growth.

"NMC's year-one statistics are solid, and they speak for themselves," said Mary Kapusta, Director of Marketing and Communications at the National Music Centre. "While the last year has been hard on everybody, including us, we are confident in the partnerships we have built with our supporters and the public, and will leverage these partnerships as we move forward with another year of exciting programming and community investment."

Looking forward to the last part of 2017 and beyond, NMC will continue to focus on developing earned revenue streams, piloting and launching more public programs and live music events, exploring the operationalizing of the King Eddy, expanding on-site recording and live-streaming capabilities, delivering more youth and teen programs, working with tourism partners to further develop Studio Bell's burgeoning travel trade business, and the launch of at least two new special temporary exhibitions this fall.

About Studio Bell

Studio Bell, home of the National Music Centre, is a new state-of-the-art facility designed by Brad Cloepfil of Allied Works Architecture (Portland/New York). An international hub for music and technology, Studio Bell is the first national cultural institution of its kind dedicated to celebrating music in Canada in all of its forms. More than a museum, Studio Bell rises in nine interlocking towers, clad in glazed terra cotta in the heart of Calgary's East Village. The 160,000 square-foot building includes five floors of exhibition space, a 2000+ piece collection of artifacts, instruments and music technology, and other features including recording facilities, workshops, classrooms, an event space, and a 300-seat performance hall. For more information, please visit studiobell.ca.

About the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. NMC will preserve and celebrate Canada's music story and inspire a new generation of music lovers through programming that includes on-site and outreach education programs, performances, artist incubation, and exhibitions. For more information, please visit nmc.ca.

-30-

Media Contact:

Matthew Bardsley | NATIONAL Public Relations
T 403-531-0331
mbardsley@national.ca