

encore

NMC Annual Report 2019

FEATURING

ICONIC EXHIBITIONS

FROM GEDDY LEE TO COUNTRY MUSIC

HALLS OF FAME FIRSTS

CELEBRATING CANADIAN MUSIC ICONS IN
NEW HALLS OF FAME AT STUDIO BELL

SPOTLIGHT ON INDIGENOUS MUSIC

HONOURING THE VANGUARDS AND
NURTURING THE NEXT GENERATION

HATS OFF TO OUR VOLUNTEERS AND SUPPORTERS

StudioBell



National
Music
Centre

Centre
National
de Musique





Letter from the President and CEO

Welcome to the 2019 edition of Encore, the Annual Report of the National Music Centre (NMC) celebrating the accomplishments of our third full year of operations. As I'm writing this letter, we are in the midst of the COVID-19 pandemic, which has taken the lives of thousands of people around the world including here in Canada. COVID-19 has also enforced laws that require social-distancing measures to limit the spread of the virus, forcing the closure of all public gathering places around the world including Studio Bell. As we begin to address the impacts of our closure and look to an eventual re-opening, let the stories, images, and facts detailed in the pages of this report not only highlight the accomplishments and milestones attained in 2019, but more importantly serve as an inspiration and reminder that the healing power of music has brought us closer together and is guiding us as we work toward our re-opening and a hopeful future for all.

The year 2019 was a high-water mark for NMC, our best year to date. A culmination of years of building, piloting, and developing our exhibitions, programs and services has resulted in NMC beginning to emerge and be recognized nationally, all while continuing to develop a stronger

connection to our communities of artists, students, teachers, families, audiences, clients, donors, supporters, staff, and volunteers right here in our hometown in Calgary, Alberta.

The Annual Report highlights so many successes and new developments that occurred in 2019, including our largest number of guest visits ever at just under 183,000 new and returning visitors, an increase of 21 percent when compared with 2018. This increase includes the 12,623 guests that experienced Studio Bell on Canada Day, our all-time one-day attendance record. In fact, since opening in 2016, we have welcomed over 400,000 guests through the doors of Studio Bell, a growing testament of support from Calgarians, Albertans, Canadians, and guests around the world who are beginning to recognize, understand, and support the value of NMC's programs, which we have been brought to our communities close to home and far away.

In addition to our general attendance in 2019, we also welcomed over 15,500 students through our on-site education programs; collaborated with 32 community partners on a wide range of programs, events, and projects across the musical spectrum; presented over 196 concerts and events; produced seven new exhibitions; refreshed our retail space; or recorded music in our historic recording studios using our living one-of-kind collection of instruments and equipment.

From a national perspective, we supported the development of 45 emerging and established artists from across Canada hosted through our artist in residence and artist development

programs. We established a National Indigenous Programs Advisory Committee, launched our first ever exhibition focused on Indigenous culture and music, and we continued to work closely with our four national hall of fame partners to produce special exhibitions and events honouring Canada's legendary talents. In October, we hosted the first ever multi-induction ceremony with the Canadian Music Hall of Fame, celebrating four Canadian icons in an intimate induction ceremony filmed and broadcast on CBC, an important cross-country milestone. We also launched our partnership with ADISQ, creating the first Francophone music hall of fame exhibition outside of Quebec, delivering on our national bi-cultural promise. These exciting partnerships continue to shine a spotlight on Calgary and Alberta in our continued efforts to foster a "music-cities" province, and highlight our dedication to showcasing Canadian music both new and revered.

Together through music, NMC continues to build positive momentum throughout our city, province, and country—and we continue to believe in the power of music to build bridges, inspire change, foster creativity and connectivity, and heal us in our darkest moments.

On behalf of our entire team including our committed volunteers, we sincerely thank you for your unwavering support of NMC as we continue to connect and inspire audiences around the world.

Andrew Mosker
President and CEO



Letter from the Chair of the Board

Quelle année 2019 a été! What a year 2019 has been! As Chair of the Board of Directors since 2015 when Studio Bell, home of the National Music Centre (NMC) was still a construction site with endless potential, it has been a pleasure to watch our team make that dream into a reality. Through the dedication, innovation, and hard work of our staff and volunteers, we continue to create a strong foundation and build credibility as a truly national music organization.

It's been inspiring to see NMC's ever-growing and continually diverse public programming, artist development initiatives, education programs, and collections and exhibitions development make an impact on the lives of Calgarians, Canadians, and beyond.

Our impacts are not only being felt by those who experience our programs and services, but also by institutions like the Western Canadian Music Awards that honoured NMC with the Community Excellence Award, Impact in Music Marketing Award, and the Impact in Artist Development Award at 2019's BreakOut West—another example of NMC's growing momentum and recognition of our program's impact in the music sector in Canada.

The Board of Directors are endlessly inspired and excited by the programs, education efforts, artist development, and dedication to preserving and telling Canada's music story, and we truly believe that NMC has a great role to play in the coming together of our nation and our people through the power of music.

A big thank you as well to our retiring board and committee members in 2019, including Thomas d'Aquino, Dave Mowat, Charlie Fischer, and Kim McKenzie. Your contributions to the organization over the years have been incredibly appreciated, and we thank you for your service.

Once again, on behalf of the Board of Directors, a big thank you to all of NMC's staff and volunteers who continue to live our values of community, diversity, passion, work-ethic, teamwork, and fun. Thank you for another incredible year in delivering success and in building momentum for Canada's home for music.

Rob Braide
Chair, Board of Directors

Board of Directors

- Rob Braide, Chair
- Cam Crawford, Vice Chair
- Freida Butcher, Director
- Greg Kane, Director
- Steve Kane, Director
- Diane Deacon Mannix, Director
- Ron Mannix, Director
- Andrew Mosker, Director
- Dave Mowat, Director
- Diane Pinet, Director
- Karen Prentice, Director
- Susan Van Wielingen, Director

STAFF

Thank you to the individuals who work tirelessly to make NMC a success.

Executive Office

Andrew Mosker
President and CEO
Stephanie Pahl
Chief of Staff to the President and CEO

Operations

Chad Saunders
Director of Operations
Roberta Walker
Volunteer Coordinator

Development

Elizabeth Reade
Director of Development
Gary Fredrich-Dunne
Senior Development Officer
Phil Grace
Annual Giving Officer
Dmytro Petlovannyyi
Development Officer

Finance

Chermaine Chiu
Director of Finance
Stefanie Forward
Manager of Accounting
Adnan Ahmed
Senior Accountant
Mandy Wei
Junior Accountant
Tallia Chau
Accounting Clerk and Office Coordinator

Programming

Adam Fox
Director of Programs
Paul Brooks
Performance and Artists Programs Manager
Sameena Darr
Performance and Artists Programs Coordinator

Jess Knights
Manager, Education and Public Programs
Kat Hoven
Public Programs Coordinator
Constantina Caldis Roberts
Education and Public Programs Coordinator
Olek Janusz
Educator and Jam Club Coordinator

Education Team Leaders

Evan Rothery
Jordan Ganchev

Educators

Brent Cooper
Cameron Buie
Eric Heitmann
Erin Jenkins
Kevin Stebner
Melody Stang
Peter Exner

Collections and Exhibitions

Jesse Moffatt
Director of Collections and Exhibitions
Claire Neily
Collections Manager
Monique McFarlane
Manager, Collections and Exhibition
Hayley Robb
Collections Research and Interpretation
Meghan MacKrous
Collections Coordinator
Brett Phillips
Exhibition Technician
Jason Barnsley
Collection and Exhibition Technician
Mike Mattson
Digital Content Coordinator
Graham Lessard
Studio Manager and Recording Engineer
Jason Tawkin
Studio and Electronics Engineer
Eric Cinnamon
Assistant Engineer
Juan Hurtado
Production Manager

Franco Mosca
External Technical Lead

Matt Walkey
Internal Event Technician

Technical Staff

Connor Harvey-Derbyshire
Samantha Selci
Niall Vos
Renato Niro
Stuart Bardsley
Colin Lowe
Jonathan May
Valery Pashchuk
Ian Dillon
Daryll Swart
Kelsey Miller
Brenda Sevilla

Marketing, Communications and Visitor Experience

Brandon Wallis
Director of Marketing, Communications and Visitor Experience
Julijana Capone
Senior Publicist
Maddie Alvarez
Marketing and Communications Coordinator
Brenna Pladsen
Creative Design Specialist
Chad Schroter-Gillespie
Digital Media Specialist
Alvin Zacarias
Web Coordinator
Shahrazad Azzi
Manager of Visitor Experience
Alexa Badea-Hasasian
Visitor Experience Coordinator
Meaghan Lawrence
Visitor Experience Team Lead
Visitor Experience Ambassadors
Kim Cabral
Oliver Pennock
Shelby Emro
Mike Dick
Sonja Tilroe

Business Development

Cynthia Klaassen
Senior Manager
Sarah Olson
Event Manager
Nandita Aggarwal
Sales and Event Specialist
Tracey Hebenton
Sales and Event Specialist
Tara McLay-Molnar
Retail Coordinator

Event Staff

Aline de Oliveira Trevisan
Andrew Hume
Erin Michelle Lawrie
Jaime Miller
Janilyn Peredo
Jeff Storey
Kaite Saporco
Kevin Aranas
Matthew Johnston
Rosie Boardman
Troy Hasselman

Information Communication Technology

Tom Yu
Senior Manager
Dennis Cheung
ICT Coordinator

Executive Committee

Rob Braide, Chair
Ron Mannix
Cam Crawford
Freida Butcher
Andrew Mosker, ex officio
Garth Jacques, Secretary Treasurer

Finance and Audit Committee

Cam Crawford, Chair
Rob Braide, ex officio
Andrew Mosker, ex officio
Brinna Brinkerhoff
Freida Butcher
Charlie Fischer
Garth Jacques, Secretary Treasurer

Content and Operations Committee

Rob Braide, Chair
Andrew Mosker, ex officio
Freida Butcher
Steven Kane
Kim McKenzie
Diane Pinet
Sue Van Wielingen
Garth Jacques, Secretary Treasurer

Human Resources and Governance Committee

Freida Butcher, Chair
Rob Braide, ex officio
Andrew Mosker, ex officio
Ron Mannix
Karen Prentice
Cam Crawford
Garth Jacques, Secretary Treasurer

Indigenous Programming Advisory Committee

David McLeod, Chair
Madeleine Allakariallak
Lowa Beebe
Alan Greyeyes
Amanda Rheume
Steve Wood

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Contributors

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 - Chad Schroter-Gillespie
 - Allison Seto
 - Jaime Vedres
 - Roberta Walker
 - Brandon Wallis
 - Neil Zeller

Design:
Brenna Pladsen

A STANDING OVATION

Thank you to our outstanding volunteers!

With a vast array of talents and enthusiasm to support all programs and departments at NMC, volunteers contributed an astounding 9,961 hours in 2019! The inherent gift given by way of volunteering demonstrates a commitment in believing in the power and universality of music. In the roles of Gallery Attendants, Museum Stewards, Education Stewards, Gift Shop Assistants, Event Volunteers, Collections Volunteers, Construction and Handyperson volunteers, a team of

291 dedicated individuals proved that their collective spirit of giving is second to none.

Inclusivity and diversity lead to a rich and varied spectrum of talents, skills, and cultures. With music as our one international language, volunteers and community partnerships represent a depth and breadth of citizenship and values intrinsic to NMC. As diverse as music itself, the volunteer program at NMC provides a welcoming place to anyone who wishes to uphold and

celebrate the mission, vision and values of NMC. The volunteers that comprise the Scotiabank AMP Crew are truly a tremendous cross-section of Canadian diversity.

With almost two-thirds of the current volunteer crew demonstrating a longer-term commitment of at least a year or more, NMC experiences the ongoing benefit of engaged and knowledgeable volunteers that understand and augment the public-facing programs and exhibitions at NMC.

CONTRIBUTIONS BY THE HOUR

Museum Stewardship	2,281	Marketing/ Street Teams	470
Collections & Exhibitions Support	1,641	Development/ Surveys	237
Education Support	531	Administrative/ Organizational	1,066
Events	2,810	Onboarding/ Training time	925



1-2 Volunteers are a key part of the daily operations and the visitor experience at Studio Bell. Image: Roberta Walker

3 Volunteers are essential to our events and concerts. Image: Brandon Wallis

4 Volunteers are the friendly faces at our special events, including the hall of fame inductions. Image: Brenna Pladsen

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.

MEDIA HIT

FYI Staff. "Dan Mangan, NMC Top WCMA Trophy List." *FYI Music News*. October 7, 2019.

MEDIA HIT

Friend, David. "Calgary's National Music Centre plans permanent exhibit for Indigenous artists" *National Post*. May 28, 2019.

MEDIA HIT

Mikkola, Jukka. "Avaruusromua: Psykedeelinen äänikone nimeltä TONTO" *Yle*. October 9, 2019.



VISITS BY THE NUMBERS 2019

53,533

General paid admissions

2,283

NMC Members

14,058

Canada Day and other complimentary admissions

22,900

Third-party rentals attendance

15,585

Education program attendance

10,511

NMC events and co-production attendance

204

Artists served

66,101

King Eddy attendance

182,892

TOTAL GUESTS VISITS (+21% YOY*)

ON THE WEB

NMC AMPLIFY
online content platform
amplify.nmc.ca

41,980

Users

114,384

Pageviews

STUDIO BELL WEBSITE
studiobell.ca

266,124

Sessions

577,262

Pageviews

COLLECTIONS DATABASE
collections.nmc.ca

8,776

Sessions

29,612

Pageviews

SOCIAL MEDIA

VIDEO AND LIVE STREAMING

3 Live streamed events

227,375

Total video views

49 Videos published

FOLLOWERS

13,975

Facebook (+6% YOY)

12,397

Twitter (+4% YOY)

13,106

Instagram (+24% YOY)

822

YouTube (+17% YOY)

*Year-over-year growth

COLLECTIONS

The National Music Centre collection is the foundation for exhibitions and residency programs at Studio Bell.

As an organization, we believe sustainable collecting begins with purposeful loans and acquisitions. In 2019 NMC added 352 new acquisitions and loans to help preserve and share our musical heritage. Including:

241 GUITARS

from Randy Bachman's personal collection

1 BOCK MICROPHONE

used by the late Gord Downie from the Tragically Hip

26 BASS GUITARS

from Geddy Lee's personal collection

1 HANDMADE DRUM

used by Steve Wood, founding member of Northern Cree. This hand drum is NMC's first Indigenous artifact

1 TECHNICS SX-U90P ELECTRONIC ORGAN

played during Calgary Flames home games at the Saddledome sports arena

1 THEREVOX ET-4

ANALOG SYNTHESIZER, made in Ontario

10 VINTAGE GUITAR AMPLIFIERS

including two Canadian-made Traynor amps

1 AVID S6 AUDIO MIXING CONTROL SURFACE

to use in the recording studios

1 PEATE MANDOLIN

from the 1920s, made in Québec

50+ ITEMS FROM VARIOUS 2019 HALLS OF FAME INDUCTEES,

including Corey Hart, Anya Wilson, Charlie Major, Eddie Schwartz, Andy Kim, Chilliwack's Bill Henderson, Michael Timmins, and Bobby Curtola

4 PIECES OF MEMORABILIA ON LOAN FROM PAUL BRANDT,

including an Epiphone guitar

1 AUTOGRAPHED HALTER TOP

worn by Shania Twain

1 GIBSON HUMMINGBIRD ACOUSTIC GUITAR

from Terri Clark

4 PIECES OF MEMORABILIA

from Newfoundland country singer Michael T. Wall

15 NEW ORAL HISTORIES

were taped, including interviews with Randy Bachman, Brian Sklar, Technician in Residence Markus Resch and NMC Master in Residence Suzanne Ciani

26 PREVIOUSLY TAPED ORAL HISTORIES

were added to NMC's Online Collections Database, including R. Harlan Smith, Calgary Folk Music Festival's Kerry Clarke, nêhiyawak and Lindsey Ell

10 MUSICAL INSTRUMENTS

from NMC's living collection were restored for use by Studio Bell interpreters for Backstage Pass tours, and regular paid visitor tours

1 Collections intern Jesse Patterson fits a mannequin with country singer Michael T. Wall's gold suit for display. Image: Hayley Robb

2 Randy Bachman recording an oral history interview with his 1959 Gibson Les Paul (aka American Woman guitar). Image: Chad Schroter-Gillespie

3 Studio and Electronics Engineer Jason Tawkin setting up the Calgary-made Delta Music Research modular synthesizer for use in interpretive tours. Image: Hayley Robb

4 Technician in Residence Markus Resch during his public workshop at Studio Bell. Image: Allison Seto



JOHN LEIMSEIDER TECHNICIAN IN RESIDENCE

The John Leimseider Technician in Residence program launched in November 2019 with Mellotron owner and contemporary creator Markus Resch as the inaugural Technician in Residence. This annual program honours the work and legacy of NMC's late electronics technician by offering industry experts, specialized technicians, and instrument-builders an opportunity to share their knowledge while contributing to the care, sustainability, and accessibility of NMC's historic musical instrument collection.



1

“YOU NEED TO COME HERE WITH AN IDEA, BUT THE EXTENSION OF THIS IDEA IS WHAT THE CENTRE MAKES POSSIBLE. WORKING WITH THE TEAM HERE, NO KIDDING, IT FEELS LIKE EVERYTHING IS POSSIBLE.”

**- JEAN-MICHEL BLAIS,
2019 ARTIST IN RESIDENCE**

LIVING COLLECTIONS

Our recording studios allow artists and visitors to access the living musical Instrument collections for music making and recording. The recording studios offer unprecedented opportunities for artists to create new works with obsolete, rare and historical musical instruments.

2019 marked the busiest year yet for NMC's recording spaces. We captured 1,014 hours of new music on our three historic analog consoles through commercial bookings, artist residencies, and other special recording projects. In total, 204 artists used Studio Bell's recording studios in 2019.

Visiting artists logged 5,300 hours on NMC's "living collection" of musical instruments in 2019 thanks to NMC's unique approach to providing access to the historical NMC collection.

As delivering on our mandate of providing access to the NMC collection, NMC also launched Rolling Stones Mobile (RSM) Listening Parties, a private event where guests enjoy a key piece of our collection in addition to delicious bites and brews from the King Eddy.

“...WITHOUT NMC AND THE STAFF HERE, WE JUST WOULD NEVER HAVE THE OPPORTUNITY TO EVEN LOOK AT GEAR LIKE THIS, NEVER MIND ACTUALLY TOUCHING IT AND USING IT.”

- JASON BORYS, NĒHIYAWAK



2

1 2019 Artist in Residence Wish Lash (aka Kerry McGuire) in Live Room B. Image: Allison Seto

2 2019 Stingray Classical Artist in Residence Jaijai Li in Live Room A. Image: Sebastian Buzzalino

EXHIBITIONS

Seven feature exhibitions were launched in 2019 and four exhibitions were renewed with fresh content. Our exhibitions are one of the core attributes that make National Music Centre truly *national*.

The exhibitions featured the stories and artifacts of over 100 Canadian musicians – from the newest inductees into the Canadian Music Hall of Fame, the Canadian Songwriters Hall of Fame, and the Canadian Country Music Hall of Fame, to powerful Indigenous voices in the Speak Up! gallery. Once again, NMC worked closely with local and national partners to present captivating and educational exhibitions to Studio Bell visitors.

January
The Radio Lounge
in partnership with iHeartRadio

February
40 Years of Forward Thinking
in partnership with Calgary Folk Music Festival

Rolling Stones Mobile Studio exhibition graphics renewal

March
Milestones: 2019 Canadian Music Hall of Fame Inductee Corey Hart

May
Geddy Lee's Big Beautiful Bass Exhibit,
curated by Geddy Lee of Rush

June
Speak Up! Exhibition renewal
presented with support from TD
Homegrown Country: Celebrating Canadian Country Music

September
Canadian Country Music Hall of Fame 2019 Inductees Anya Wilson and Charlie Major

Canadian Songwriters Hall of Fame 2019 Inductees Ian Tyson, Sylvia Tyson, Stan Rogers, Buffy Sainte-Marie, Harmonium, Eddie Schwartz and Édith Butler

October
Canadian Music Hall of Fame 2019 Inductees Chilliwack, Cowboy Junkies, Andy Kim, and Bobby Curtola (posthumously)
Soundbox "Flocking Sounds" exhibition renewal
in partnership with the University of Calgary

1 The Radio Lounge in partnership with iHeartRadio. Image: Brenna Pladsen

2 Calgary Folk Music Festival's 40 Years of Forward Thinking. Image: Brenna Pladsen

3 Milestones: Corey Hart, celebrating his 2019 induction into the Canadian Music Hall of Fame. Image: Brenna Pladsen

4 The new Canadian Songwriters Hall of Fame and permanent exhibition at Studio Bell. Image: Chad Schroter-Gillespie

5 RSM Listening Party guests in the renewed Rolling Stones Mobile Studio space adjacent to the King Eddy. Updates to the space included re-designed window graphics and a graffiti mural by local artist David Brunning. Image: Sebastian Buzzalino





HALLS OF FAME

Nine new Hall of Fame plaques were added to the walls of the Halls of Fame galleries. This includes the historic reunion between former musical partners Ian and Sylvia Tyson during their individual inductions into the Canadian Songwriters Hall of Fame.

- 1 Ian & Sylvia Tyson's inductions into the Canadian Songwriters Hall of Fame. Image: Allison Seto
- 2 Corey Hart's induction into the Canadian Music Hall of Fame. Image: Brandon Wallis
- 3 Chilliwack, Andy Kim, Cowboy Junkies and Bobby Curtola's family at the first multi-induction into the Canadian Music Hall of Fame. Image: Neil Zeller
- 4 Terri Clark placing her Canadian Country Music Hall of Fame plaque. Image: Neil Zeller
- 5 Jackie Rae Greening placing her Canadian Country Music Hall of Fame plaque. Image: Neil Zeller

HOMEGROWN Country

★ CELEBRATING ★
CANADIAN COUNTRY MUSIC

To commemorate the Canadian Country Music Awards' return to Calgary after 14 years, NMC launched a special exhibition with the generous support of Calgary Arts Development and individual donors and volunteers in June 2019. The Homegrown Country exhibition featured artifacts from some of Canadian country music's biggest names as well as a selection of stunning images donated by country music photographer Bill Borgwardt.

NMC brought Country Music News back to life in digital format with its former editor/publisher Larry Delaney contributing new content to the Homegrown Country exhibition each month. To date, this evolving exhibition has recognized over 100 artists and industry builders.

In September 2019, to coincide with Canadian Country Music Week, NMC "countrified" Studio Bell and released a special Homegrown Country Visitor Guide to give Studio Bell visitors more in-depth information into the country music artifacts on display throughout the five floors of exhibitions.



1 Frontpage of the limited-edition Homegrown Country Visitors Guide, designed by Brenna Pladsen. Image: Maddie Alvarez

2 Homegrown Country: Celebrating Canada's Country Music opening. Image: Chad Schroter-Gillespie

3-4 Country music memorabilia in Homegrown Country. Image: Chad Schroter-Gillespie



SPEAK UP!

PRISE DE PAROLE!

In June of 2019, NMC opened Speak Up!, an exhibition entirely dedicated to Indigenous artists. The exhibition showcases First Nation, Métis and Inuit artists from across Canada who have left their mark on culture through music. Curated by NMC's National Indigenous Programming Advisory Committee, Speak Up! received significant media attention, both regionally and nationally. The exhibition features NMC's first loaned Indigenous artifact, a handmade drum used by Steve Wood, founding member of Northern Cree.

Updated annually, the exhibition provides a platform to celebrate and recognize Indigenous voices who have, or are, making a social impact on a local, regional, or national level. Designed by Saskatoon-based advertising and design studio The Engagement Party, Studio Bell's Speak Up! exhibition renewal won the Award of Excellence in the category of Graphic Design at Saskatchewan's 2019 Premier's Awards of Excellence in Design.



1

- 1 This drum is NMC's first loaned Indigenous artefact. Image: Brenna Pladsen
- 2 The opening of Speak Up! Image: Brandon Wallis
- 3 Northern Cree performing in Speak Up! before Steve Wood's drum was installed in the exhibition. Image: Mike Mattson



2



3



PROGRAMMING

National Music Centre programming mission is to connect people to music in Canada.

All musical styles and voices that are part of Canada's cultural fabric are welcome at NMC and are expressed in a variety of activations that occur at Studio Bell on a regular basis, be it programs focused on history, creation, education, presentation, or celebration.

We work with emerging artists looking for tips on how to level up their career and elementary school kids learning to see the world through the lens of music. Music lovers come to Studio Bell to explore exhibitions that highlight the stories of legendary Canadian artists, hear an inspiring live performance, or take in a workshop about the benefits of music and healing. We are a champion for music and the benefits that music

delivers for our culture, our society, and our evolving national identity.

NMC delivered programs in 2019 with that focus and mission top of mind, and in doing so set records for every statistic recorded in our family of programs. NMC served more students and youth with education programs than ever before; Studio Bell hosted more NMC-presented live music events and co-presentations for more audiences; artist development programs produced outcomes for the most artists in our brief history; and public programs and special events helped drive our best general admission attendance statistic to date.

¹ Deuling pianos returned to a record-breaking audience on Canada Day. Image: Brandon Wallis

CELEBRATING INDIGENOUS ARTISTS

Supporting Indigenous musicians through incubation, performance, and exhibition at Studio Bell.

In 2019, NMC continued intentional work on developing Indigenous music through on-site programming and telling Indigenous music stories thanks to sponsorship from TD. In consultation with the NMC National Indigenous Program Advisory Committee, NMC provided one self-directed creative residency to JUNO Award nominee psych-rock band nēhiyawak (Treaty 6, Edmonton), and granted two artists (Kristen McArthur and Brandon Baker) all expenses paid for participation in the five-week AE West artist development program. In recognition of Aboriginal Peoples

Television Network's historic broadcast from Fort Calgary during Indigenous Peoples Day, NMC produced a week of programs including a marquee concert in collaboration with Sled Island featuring Blackbelt Eagle Scout and local and national Indigenous acts. Tours were given devoted to highlighting the diverse musical contributions of Indigenous people in Canada, culminating in the new exhibition Speak Up!. NMC also programmed a micro-incubator for artist development in collaboration with Canada's Music Incubator.

- 1 Jason Borys of nēhiyawak working with TONTO during the psych-rock group's residency. Image: Allison Seto
- 2 Melody McArthur performing in the AE West Extravaganza Showcase after the five-week program. Image: Sebastian Buzzalino



MEDIA HIT

Muzyka, Kyle. "Inside nēhiyawak's collaboration with TONTO, a synthesizer with a 'weird name'" *CBC: Unreserved*. May 24, 2019.



ARTIST DEVELOPMENT PROGRAMS

Introducing collaborations with the tastemakers of Canadian music and nurturing talent from across Canada.

NMC continued to develop its reputation as a sought-after resource for Canadian artists looking to hone their craft, develop their commercial skills, and produce new work. In December, we closed our call for applications for our 2020 Artist in Residence (AiR) Program, sponsored by Bell Media, where we saw a 250 percent increase in application volume from the previous year.

Studio Bell hosted 10 self-directed artists in residence in 2019, spanning a diverse array of genres (hip hop, electronic, rock, folk) and regions (Quebec, British Columbia, Alberta, and Ontario). Identifying the importance of NMC contributing to our local music

scene, we prioritized serving local artists, with three spots reserved for Calgary-based musicians. National representation included Nick Middleton (The Funk Hunters, BC), Ian Blurton (Change of Heart, ON), and CBC Searchlight award-winner Shopé (ON).

In 2019, NMC began a multi-year partnership with Stingray, a music, media, and technology company, to create opportunities for classical musicians to access AiR. Participants included Polaris-nominee Jean-Michel Blais (Montreal), local flautist Jia-Jia Li, and pianist Anders Muskens (Edmonton).

AE West, supported by the Viewpoint Foundation and the Kanovsky Family

Foundation, returned for a third year, providing a five-week intensive program for a dozen artists from across Western Canada. This co-production is a collaboration between Canada's Music Incubator and NMC, mentoring artists from multiple genres to bolster the commercial and performative skills required for a career in music.

Terri Clark, honoured as the 2018 inductee to the Canadian Country Music Hall of Fame, also served as the RBC Master in Residence, sponsored by the RBC Foundation, mentoring a handful of young aspiring country singer-songwriters.

10 NMC ARTIST RESIDENCIES
3 STINGRAY CLASSICAL RESIDENCIES
1 POLARIS ARTIST IN RESIDENCE
2 MASTERS IN RESIDENCE AND 7 MENTEES



MEDIA HIT

Elder, Sajae. "Red Bull Music Academy Bass Camp gets up close & personal with the world's largest synthesizer." *Fader*. March 23, 2019.

1



2



3

1 Calgary based Hermitess (Jennifer Crighton) recorded new experimental harp music during her self-directed NMC residency. Image: Allison Seto

2 Jean Micheal Blais returned to NMC in 2019 as a Stingray Classical Artist in Residence. Image: Sebastian Buzzalino

3 Shopé used his time at NMC to record new music and produce video content for an upcoming album. Image: Prince John Media

EDUCATION AND PUBLIC PROGRAMS

New Scotiabank Backbeat programs expanded weekend activities at Studio Bell.

NMC school and youth programs garnered another year of record-breaking attendance, with over 15,500 students served. Students in grades K-6 continue to make up the lion's share of program participants, however, new programs were piloted to serve junior high and high school students, with the desire to expand service to older students. Participant satisfaction ratings for school programs increased slightly from 86 to 87 percent.

Thanks to the support of Scotiabank, NMC launched the new Scotiabank Backbeat program that has become a foundational platform for public programs at Studio Bell. Every Saturday and Sunday, Scotiabank Backbeat produces a variety of family-friendly

activities, including interactive experiences led by our talented programming staff, demonstrations of instruments from our living collection, and, of course, live music. Scotiabank Backbeat hosted two marquee livestreamed events that were successful for both attendance and online views. Evidence of Scotiabank Backbeat's success is reflected in increased attendance figures since its launch in February of 2019.

Family Day, presented by Boardwalk, bolstered by two performances from the inimitable Fred Penner, set a new record for Family Day attendance, and Canada Day also produced a staggering new statistic, with 12,623 visitors to Studio Bell and the King Eddy in a single day!

- 1 Fred Penner at Family Day, inspiring a new generation with his classic children's songs. Image: Chad Schroter-Gillespie
- 2 Each week of camps ended with a showcase of the new skills campers learned and the new bands that they formed during the week. Image: Brandon Wallis
- 3 Saturdays in C-Square, presented with East Village, brought music out into the community. Image: Emile Agopian
- 4 Scotiabank Backbeat activations included an all-day celebration for International Women's Day. Image: Chad Schroter-Gillespie

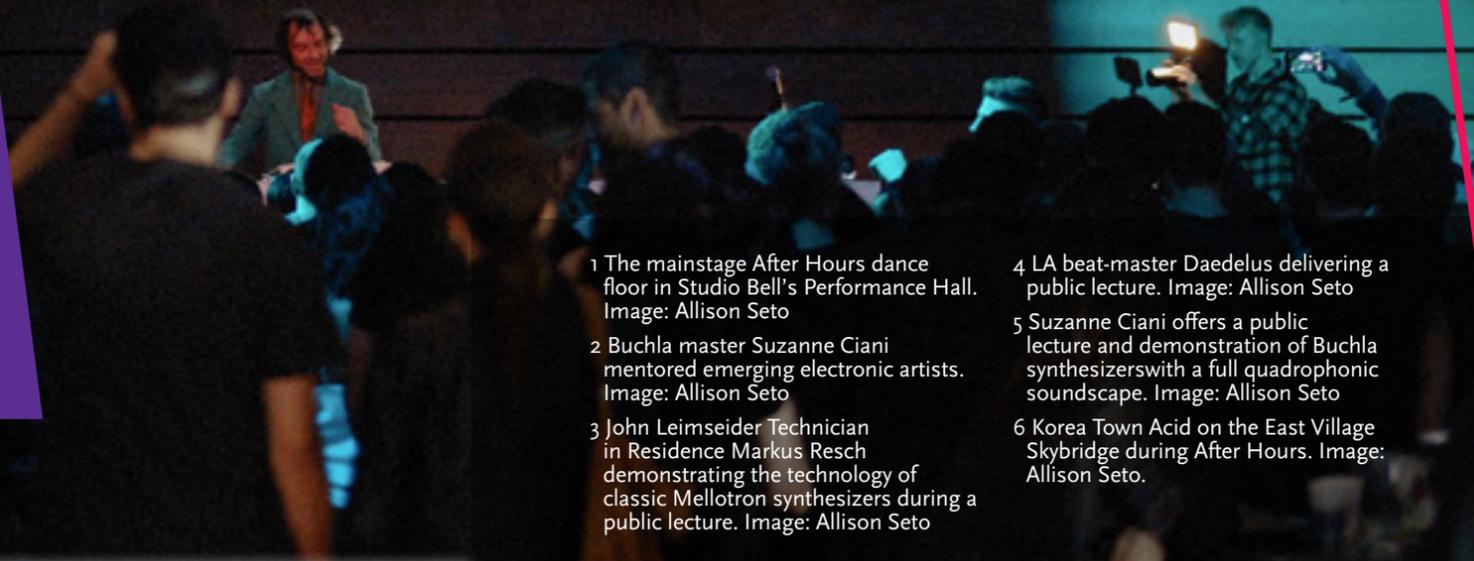




NMCON

2019 saw another first for NMC, with the inception of a new program designed to activate Studio Bell in a comprehensive way. NMCON: The Music Conference, presented by ATB Financial, is a new program with modular capability – a program platform designed to adapt to various themes, genres, and topics. For the inaugural year, a complementary stream of programs were held in tandem with Alberta Electronic Music Conference (AEMCON). Program offerings included

a live-streamed keynote performance and NMC Master in Residence artist mentorship program from electronic music pioneer Suzanne Ciani; another installment of After Hours, featuring critically-acclaimed beatmaker Daedelus and artist in residence Nick Middleton; and a lecture and demonstration of the legendary Mellotron music technology story from the inaugural John Leimseider Technician in Residence, Markus Resch.



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- 1 The mainstage After Hours dance floor in Studio Bell's Performance Hall. Image: Allison Seto
- 2 Buchla master Suzanne Ciani mentored emerging electronic artists. Image: Allison Seto
- 3 John Leimseider Technician in Residence Markus Resch demonstrating the technology of classic Mellotron synthesizers during a public lecture. Image: Allison Seto

- 4 LA beat-master Daedelus delivering a public lecture. Image: Allison Seto
- 5 Suzanne Ciani offers a public lecture and demonstration of Buchla synthesizers with a full quadrophonic soundscape. Image: Allison Seto
- 6 Korea Town Acid on the East Village Skybridge during After Hours. Image: Allison Seto.





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LIVE MUSIC

Unbelievable performances by iconic Canadian musicians and showcasing tomorrow's greats.

Thanks in part to the outreach capacity of public programs like Scotiabank Backbeat, NMC vastly increased accessibility to Studio Bell's facilities and audiences, partnering with over 30 organizations to present live music and cultural programs. Highlights included expanded offerings in collaboration with Calgary International Film Festival (Music on Screen Documentary Series), Sled Island, and perennial co-presentations with Calgary Folk Music Festival (Block Heater), Beakerhead, and JazzYYC.

Alberta Spotlight, supported by the Viewpoint Foundation, delivered 10

concerts featuring a diverse array of regional talent. The 2019 series featured a wide range of styles and genres, including country (The Prairie States), soul (Lynn Olagundoye), classical (Karl Hirzer and Allyson Hop) and punk (the Shiverettes). NMC Presents continued to leverage great opportunities to present concerts and events at Studio Bell, with performances by hall of famer Steven Page, East Coast royalty Jimmy Rankin, and a unique performance and film screening with Moon Vs. Heart (Chantal Kreviazuk and Raine Maida).

MEDIA HIT
Macrae, Craig and Croezen, Alyssa. "Chantal Kreviazuk And Raine Maida Open Up About The Struggles Of Marriage In Their New Documentary 'I'm Going To Break Your Heart'" ET Canada. January 10, 2019

1 Selci opened for the Beach Season Alberta Spotlight show. Image: Sebastian Buzzalino.
2 Soulful rockers Copperhead brought psychedelic visuals to their Alberta Spotlight performance. Image: Sebastian Buzzalino.

3 Chantal Kreviazuk and Raine Maida in an intimate performance after the Calgary premiere of documentary *I'm Going to Break Your Heart*. Image: Sebastian Buzzalino.
4 Project WILD winner Mariel Buckley in concert as part of the Alberta Spotlight series. Image: Sebastian Buzzalino.

MUSIC AND HEALING

Music has an extraordinary capacity to affect the human condition in ways we are still discovering. Music can enhance performance, spark creativity, and heal emotional and spiritual trauma. Understanding the various ways music impacts and affects our lives has been a central mandate of NMC since its inception. We believe that music makes our lives better and there is considerable evidence to prove that music contributes in a positive way to our health.

In 2016, NMC began exploring ways to harness the theme of **Music is Medicine** through new programs, which spark dialogue and connect audiences to the healing powers of music. When we

launched Bell Let's Talk Day in 2017, we used the opportunity to feature artists and music therapists that illuminate how music can aid in our mental health and wellbeing. The following year, NMC took its belief in the power of music beyond the walls of Studio Bell to support music therapy programs for patients at Foothills Medical Centre in Calgary. And, in 2020, we will be launching a new stream of programs designed to benefit seniors, and people of all ages who are looking to improve their health through music. Music has the power to heal individuals and communities, and NMC is committed to developing programs that do just that.



- 1 Singer and mental health advocate Lyra Brown performing at Studio Bell on Bell Let's Talk Day. Image: Chad Schroter-Gillespie
- 2 On Bell Let's Talk Day, mental health organizations set up in Canada Music Square for an informational fair on public resources in Calgary. Image: Chad Schroter-Gillespie
- 3 In 2019 NMC planned a new stream of music and mental health programming to launch in 2020. Image: Brenna Pladsen

BUSINESS DEVELOPMENT

2019 saw a revitalized gift shop and blockbuster third party events.

The BIG NEWS for 2019 was our continued growth of third-party events. NMC's team of dedicated Sales and Event Specialists increased earned revenue through third-party bookings by 24 percent year-over-year. Given the ongoing local economic challenges, this is evidence of the ability of the team to retain and grow clients, particularly those from the corporate sector. In 2019, the split between new clients and return business was 50/50. Studio Bell remains a premier venue in Calgary. The types of events the team hosted include concerts, corporate presentations, and holiday parties that use each floor of the East Block. Each event carries a unique look and feel that showcases Studio Bell's architecture, which is enhanced by the activations created by NMC suppliers, including caterers, décor, and A/V companies, leaving visitors and

guests with a memorable experience.

To continue to market and grow events at Studio Bell, in August the NMC team supported Meetings and Conventions Calgary (MCC) at the annual IncentiveWorks conference in Toronto. MCC continues to be a key partner in bringing opportunities for global convention receptions to Studio Bell, and the Sales and Events team regularly leads familiarization (FAM) tours hosted by MCC. As event professionals, the Business Development team assists all NMC departments including Executive Office, Programming, Marketing, and Development to deliver NMC presented concerts, fundraising events, press conferences, and special events.

Also notable was the refresh of the NMC gift shop. Cabinets and shelves were rearranged for a more customer-

friendly shopping experience, walls were painted to match NMC's colour scheme, and more comfortable seating was added. NMC also refreshed and increased our product offering with items that you can only get at the NMC gift shop. This has resulted in the gift shop sales increasing by 217 percent year-over-year, and the conversion rate (visitors to Studio Bell who purchased an item in the shop) doubled from 2.77 percent in 2018 to 6.53 percent in 2019. In August, NMC created a part-time Retail Coordinator position to provide oversight for the shop and to maintain a positive sales trajectory, resulting in the highest monthly sales in December 2019 since opening in 2016.



STUDIO BELL AS A DESTINATION FOR THE GLOBAL TRAVELLER.

“52 Places to Go in 2019”

New York Times.
January 9, 2019.

“The World’s Most Beautiful Museums.”

Karina Valeiko.
MSN.com.
October 17, 2019

THIRD PARTY EVENT GUESTS
22,900

THIRD PARTY EVENTS
166



2

¹ The NMC Gift Shop has a range of books, music and merchandise for the whole family. Image: Jenn Five

² Studio Bell is the perfect venue for large formal events and corporate receptions. Photo: Jenn Five Design: Julianne Young Weddings

FUND DEVELOPMENT

With deep gratitude to our donors, in 2019 NMC was able to open seven new exhibits, officially launch our Summer Camps program, add a Classical Artist Residency to our Artist in Residence Program, pilot NMC:On a music conference/festival and launch our music and healing initiative.

Each year, NMC is happy to take this opportunity to recognize our supporters and to highlight the essential role that they play in allowing us to fulfill our mandate to be a catalyst for discovery, innovation and renewal through music.

In 2019, our members, donors, and partners were included in a number of unique experiences such as our Hall of Fame plaque ceremonies for Corey Hart, Ian and Sylvia Tyson, and Terri Clark and Jackie Rae Greening. Our thanks goes out to Bell for opening our doors on Canada Day at no charge, giving over 12,000 Calgarians the opportunity to enjoy Studio Bell and our Canada Day celebration. Over 1,000 memberships were purchased that day – our highest achieving membership drive ever.

We would also like to acknowledge the generous support of individuals, corporations, foundations, and all three levels of government for their commitment to NMC. Their contributions ensure the ongoing growth, strength and sustainability of our programs and operations.

NMC celebrated many milestones in 2019, none of which would have been possible without the support of our entire donor community.

Resonance Circle

In 2019, we launched our new membership donor program called the Resonance Circle. Part of the

membership perks include two curatorial tours per year conducted by our Director of Collections and Exhibitions, and they proved to be very popular. The first in the series called, “At What Cost”, discussed the preservation and use of a historical music collection. The second, “From the Vault”, offered a behind-the-scenes look at some of the rarer musical treasures in our collection. We look forward to growing our Resonance Circle offering in 2020.

NMC Tempo

A special thanks to our NMC Tempo monthly donor family, which grew 25% larger in 2019. Together, our valued monthly donors help spark creativity, nurture artistic development and inspire all who step through our doors through their ongoing and sustainable funding.

Holiday Campaign

Every year we are excited to report a more successful campaign than the year before – and 2019 was no exception. Breaking all prior records, our annual holiday fundraising campaign was successful not only financially, but also in measures of new donors that joined our supporter community. Our campaign was digital and social media-driven and shared exciting facts about the work we do every day. We were humbled by the incredible show of support from our community. Thank you to all who made a year-end donation!

1 The NMC Benefit Auction included star-studded guest lists from CARAS' first multi-induction of classic Canadian music icons. Image: Sebastian Buzzalino

2 Andy Kim performing at the NMC Benefit Auction. Image: Sebastian Buzzalino

MONTHLY DONORS INCREASED BY 25%
DONOR RETENTION FROM 2018: 47%
OPERATING FUNDS RAISED: \$8.4M
BENEFIT AUCTION RAISED: \$600K

Benefit Auction

In 2019, our signature Benefit Auction fundraising event took on a '70s and '80s spin. Entitled Canadian Gold, the event celebrated Canada's rich musical legacy, and invited Hall of Fame inductees Randy Bachman, Ron Sexsmith, Cowboy Junkies, Chilliwack and Andy Kim to join in celebrating and supporting NMC. The fun and excitement culminated in one of the special guests, Andy Kim, performing his hit song “Sugar, Sugar” on stage with charitable powerhouse band and fundraising event partner, Benevolent Artists National Charity (BANC). The unique fundraising event welcomed 180 passionate arts and culture supporters and raised an incredible \$600,000. We are grateful for the sponsor support of our Presenting Diamond Sponsor Mawer Investment Management, as well as support from InLiv, Ernst & Young, Kasian Architecture, RBC, Aspen Properties, Hotel Arts, Pacific Wine and Spirits, Allison Ainsley Events, Orange Frog Productions, and Purdy's Chocolatiers – we could not have done it without you!



KING EDDY

From sold out shows to Grey Cup honours, it was a momentous first full year of operations.

With a year of operations behind the King Eddy, the team continued to do what it does best: host great live music, offer quality food and beverage, and collaborate with the community.

Over the summer, the venue welcomed a record-breaking number of visitors – over 8,400 (roughly) – during the 10 days of Stampede. In the fall, staff showed off its western hospitality to sports fans from across the country when the 107th Grey Cup landed in Calgary, with the special added bonus of hosting Tuffy the horse as a part of the Grey Cup's annual horse in a hotel tradition.

Other standout live events of the year included the Harpoonist and the Axe Murderer's three-date sold-out run and live recording on the Rolling Stones Mobile Studio, as well as Block Heater, BC/DC's set during Grey Cup weekend,

New Year's Eve with The Polyjesters, and the after-party for the multi-induction ceremony of Andy Kim, Bobby Curtola (posthumously), Chilliwack and Cowboy Junkies in partnership with CARAS.

After a menu and beverage revamp, marketing efforts were refocused on promoting the Eddy's updated offerings with a promotional campaign to encourage East Village residents and employees of local businesses to come in for a bite. The Eddy team also worked to establish the venue as a go-to pregame destination for Calgary Flames fans and ramped up its free Happy Hour live music offerings, enticing folks to stop in after work.

Another focus of the year was on attracting more third-party event rentals and offering in-house catering for rooftop functions. Over 2019, The Eddy

hosted 51 events, including corporate events and weddings.

The Eddy was pleased to partner with dozens of new and familiar partners including Calgary Folk Music Festival, CJSW, CKUA, Country 105, Jazz YYC, Project WILD, Red Bull Music Academy, Sled Island, and more. The Eddy is making significant strides in living its vision as a community hub and increasing its capacity to host events.

On behalf of the National Music Centre's Board of Directors, and all the NMC staff and volunteers, we would like to congratulate Head Chef, Diana Nacita, and all the King Eddy management and staff for a successful second year.

303 LIVE PERFORMANCES
IN THE KING EDDY

66,101 GUESTS IN
2019

MEDIA HIT

"Searching for Calgary's true country heart" *CBC Calgary*. July 5, 2019

"Happy Hour of The Week: Fancy Cocktails and Live Music at the King Eddy" *Curiosity*. November 19, 2019

BEST SHOWS OF 2019

February 15-17
The Harpoonist & The Axe Murderer Recording Residency

February 21
Freak Motif Hot Plate Album Release

July 8
Country 105 presents Stampede at the King Eddy: Cole Bradley

November 23
Grey Cup Pre-Party with BC/DC

December 31
New Year's Eve with The Polyjesters



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1 Southern soul music legend Swamp Dogg on stage as part of Red Bull Music Academy. Image: Allison Seto

2 Harpoonist and the Axe Murderer not only had three sold out shows, they also recorded live off the King Eddy stage with the Rolling Stone Mobile. Image: Sebastian Buzzalino

3 Tuffy the horse continuing the horse in a hotel Grey Cup tradition at the King Eddy. Image: Jaime Vedres



3

FINANCE Strategic growth in a shifting economy.

In 2019, NMC continued to strengthen our exhibitions and programs locally and nationally as well as our earned revenue opportunities all within our world class facility. The steps NMC has taken from opening in 2016 to now has resulted in steady growth in interest and demand for its services from its patrons, donors, sponsors and the general public. This growth was very targeted and controlled to ensure spending did not exceed budget and to continue to allow time for NMC to develop and expand its new revenue streams. At year end, NMC held a strong cash balance of \$13.2 million (\$12.0 million restricted) and \$917,000 of investments which have been set aside to fund future operations. Including interest and amortization, NMC reported a surplus of \$6.0 million.

During 2019, NMC entered into a subordinated demand loan to reduce interest charges. The Organization exchanged \$5 million of bank debt at a variable interest of nearly 5% for private long term debt held by an arm's length organization with a much lower fixed rate of 2.2%. With these changes, NMC has reduced interest rate risk and provided certainty on the majority of its single largest expenditure, namely interest expense until the existing bank debt matures on June 30, 2021.

In late 2019, NMC received a proposal

from an arm's length organization to purchase our former home for 18 years, the Customs House, ending an important chapter in our organization's history. The Customs House served as home for NMC's collection and early programs, and remains a significant landmark for our staff, board, and volunteers. With the bank's approval, NMC accepted this proposal to reduce its risk of holding commercial real estate in a market which has been experiencing very high rates of commercial office vacancy. The sale of the Customs House closed on November 28, 2019 for cash proceeds of \$14.0 million resulting in a loss on the disposal of \$691,000. A portion of the proceeds, \$2.1 million, was used to repay debt and the remaining proceeds of \$12.0 million replaced the Customs House as security for the bank debt and is now held in the form of restricted cash. NMC intends to use this cash to make its next payment due to the bank on June 30, 2021 at which time the debt matures and will be restructured into a new debt instrument. The timeliness of this opportunity in 2019 cannot be overstated in light of the recent negative impacts on the commercial real estate market related to the global pandemic.

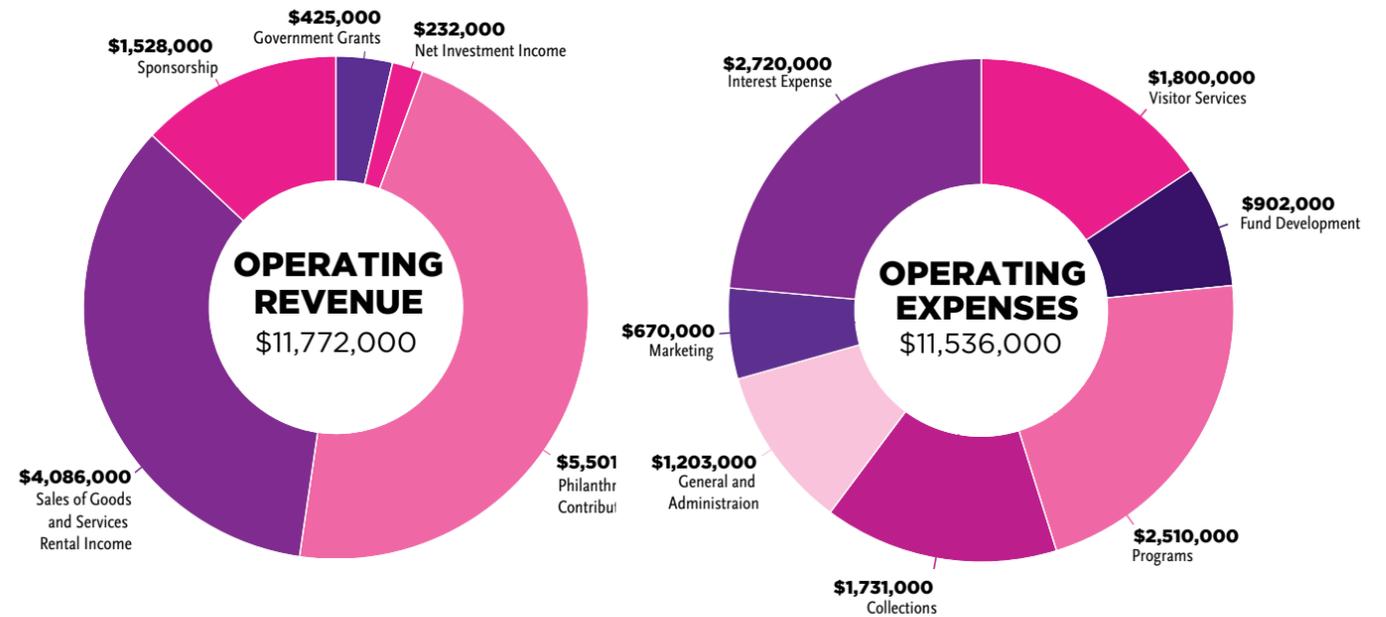
NMC continued to exceed budgets in attendance, earned revenues and donations by growing, expanding and

activating its building, collection and programming offerings, all of which is reflected in its financial results. NMC recorded income before interest and amortization of \$3.0 million versus a budgeted income before interest and amortization of \$2.7 million. 2019 revenue of \$11.8 million represents a 3% increase over 2018, driven by lower government grants of \$1.9 million, offset by increases in donations of \$1.9 million and sales of goods and services of \$317,000.

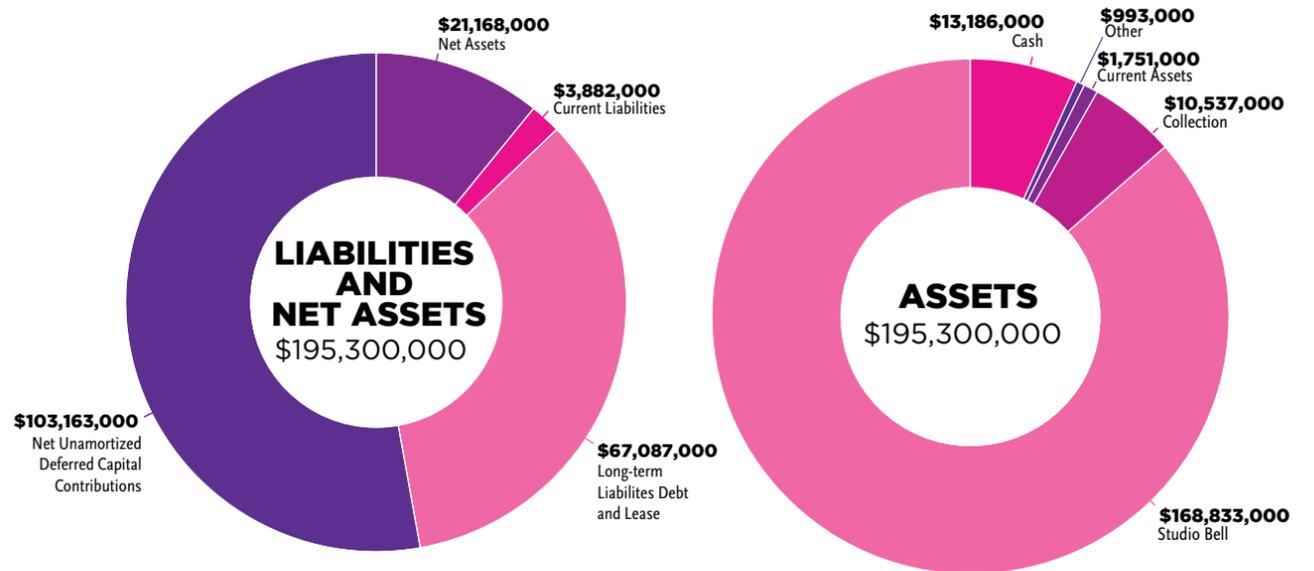
NMC finished the year with \$67.0 million of debt held by three parties related to the construction of Studio Bell. Net repayments of \$3.8 million on the bank debt were made during the year. A total of \$134.3 million has been pledged for the project, of which \$127.5 million has been received. Pledges are due over a variety of terms with some being received over 9 years. NMC continues to work on securing funding to retire the debt.

In the fourth year of operations at Studio Bell, NMC maintained its focus on spending in strategic areas to increase attendance, activation of the building which has resulted in living our vision as Canada's "home for music" and in enhancing our credibility as a music organization or regional and national significance.

Summary Operations Statement for 2019

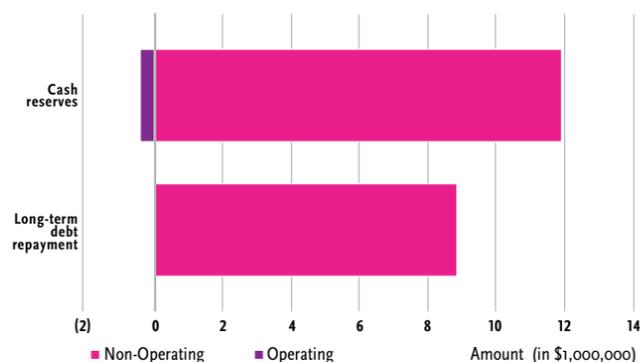


Summary Financial Position Statement for 2019

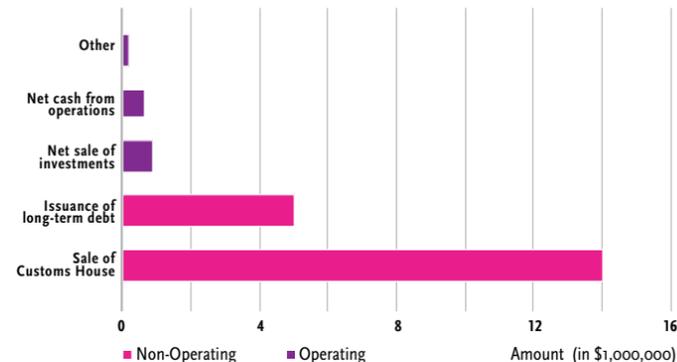


Summary of Cash Spending and Sources for 2019

CASH SPENDING \$20.5 MILLION



CASH SOURCES \$20.5 MILLION



For a copy of the audited financial statements, please contact: T 403.543.5115 | E info@nmc.ca

HERE'S TO YOU...

Thank you to our supporters and donors for bringing Canadians together through music.

LEADERSHIP AND GOVERNMENT SUPPORTERS



LONG TERM OPERATIONAL SUPPORTERS



PROGRAM SUPPORTERS



Donors

Individuals

32 Anonymous Individuals

Rick Abraham

Alex Adelaar

Joanne Alexander

Ian and Joan Allison

Vera Apletree

Carole Ann Aube

Susan Baird

David and Diana Ballard

Carla and Graham Balzun

Jason Barnsley

Joanna Barstad

Kevin and Helen Beingessner

Jenny Belzberg

Olive Bentley

Donna Bereta

Lee and Susan Berk

Pawel Biedacha and Agnieszka Tarko-Biedacha

Peter J. Bissonnette

Joni Bjerke

Lori Bland

Nicolette Bodnar

Patricia Boutillier

Dennis and Lynn Brennan

Michael Bright

Patricia Britton

Lloyd Buchanan

Marion Burrus

Freida Butcher and Greg Sawatzky

Douglas Byblow

Constantina Caldis Roberts

Pattie Cameron

Donald and Marlene Campbell

Anita and Kevin Carroll

Jim Carter and Heather Shaw

Chen Po Jenny Jen

Chermaine Chiu

Kerry Clarke

Travis Colley

Megan Crosland

Elaine Crowell

Michael and Heather Culbert

Larry Culver

Walt and Irene DeBoni

Joel Den Haan

Jack and Joan Donald

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Ross and Susan Douglas

Vincent Duckworth and Christine Fraser

Sathia Durai

Marilyn Dyck

Mark Elliott

Tom and Sue Emerson

Brian and Stephanie Felesky

Larry and Jan Fichtner

Gloria Filyk

Charles Fischer and Joanne Cuthbertson

Deborah Fleming

James Fraser

Greg Forsgren

Shirley and Walter Foster

Gilles Fournier

Adam Fox

Gary Fredrich-Dunne

David Gardner

Lauren Gillis

Ann Grace

Christina Grace

Edward Grech

Anne Green

Lawrence Gregoret

Mary Godwin

Judy Guthrie

Beth Hamilton-Keen

Michael Hammond

Caitlin Hanley

Dick and Lois Haskayne

Richard Hayles

Tim and Susan Hearn

Richard and Patrice Henson

Harold Hickerson

Gary and Karen Hinton

Chellan Hoffman

Marietta Holmes

Denny and Colleen Hop

Connie Hunt and Ronald Holdsworth

Leonore Hunt

Larry and Carolyn Hursh

Garth Jacques

Corine Jansonius

Melanie Jantzie

Julie and Greg Jefson

Margaret Johnson

Don J. Johnston

Sean Judge

Paul Kam Chung Wong

Edith Kanderka

Mary Kapusta

Joe and Maureen Katchen

Cynthia Klassen

Mary Rae Knapp

Wendy Kunsman

Donna Kurceba

Carol Lamb

Phil Langill

Stephanie Larouche

Herwig Lavicka

Christine Lee

Sandra Lee

Donna Leibham

Linda Leong

Norm Leong

Jacqueline Lewis

Bonnie Limpert

Ann McCaig

Peter McCombs

Alec and Gail McDougall

Hamish MacAulay

Mark MacAulay

Norbert Ma

Alexander Mair

Dennis Marr

John Martin and Patricia Martin

Brian Melhoff

Naeem Merchant and Laurie Milne

Robert and Michele Michaelleski

Brian Mills and Susan Tyrell

Andrew and Ingrid Mosker

Claire Neily

Alex Nicholls

Greig and Brenda Nicholls

Leslie Nicholls

Allan Nielsen

Gary Nissen

Mary Catherine O'Gorman

Joseph and Judy Osinski

Jock and Diane Osler

Donna Pahl

Stephanie Pahl

Shannon and Thomas Palmer

Melinda Park

Wayne Patton

Bill Penner and Erisa Didkowsky-Penner

Holger Petersen

Dmytro Petlovannyi

Jeni Piepgrass

Diane Pinet

Karen Prentice

Angel Prieto

Irwin and Hope Rajesky

Wesley and Deana Richardson

Elizabeth Reade

Kathy Reimer

Hayley Robb

Phyllis and Christopher Robb

Jean T. Robin

Debbie and Dave Rodych

Richard and Susan Roskey

Wanda Ross

Mary Rozsa de Coquet

Nicole Sandblom

Doreen Sandercock

Marilyn Sanders

Chad Saunders

Kathleen Sendall

Craig and Cara Senyk

David Severson

Kaitlin Sharpe

Robert and Barbara Shaunessy through Gift Funds Canada

Julie Shaw

Vivek Shraya

Bruce Shultz

Clarice Siebens

Judy Silzer

Britt Simmons and Janet Harvie

Jordan Smed

Mogens Smed

Don and Susie Smith

Mary Ann Smith

Mark Sonnier

Tyler Soron

Robert and Patricia Steele

Dell Stephens

Ruby and Leonard Swanson
 Barbara Tate
 Robert Taylor
 Sandra Tidswell
 Eric Tilbrook
 Brandon Wallis
 Roberta Walker
 Jan Walsh
 Donna Waraksa
 Josh White
 Ken and Stephanie Wilson
 Brenda Wyne
 Linda Van Havere
 Sandy Van Voorene
 Mac and Susan Van Wielingen
 Marijke Van Wijk
 Gordon Vogt
 Foon Yap
 Frederick Young
 Shaju Zachariah
 Sharon Zelinsky
 Anne and Frank Zinatelli

Organizations

3 Anonymous Organizations
 Alberta Foundation for the Arts
 ARC Resources Ltd.
 Aspen Property Management Ltd.
 ATB Financial
 ATCO
 Barry Community Trust
 Bell Canada Inc.
 Bell Media Inc.
 Benevity Social Ventures Inc
 Boardwalk Rental Communities
 Borden Ladner Gervais
 Burnco Family Foundation
 Calgary Arts Development Authority

Calgary Welsh Society
 Canadian Avatar Investments Ltd
 Canadian Museums Association
 CARAS
 Cenovus Energy
 Champion Performace Systems Inc
 Children's Hospital Aid Society
 Chrysalis Acquisition Partners Inc
 Cliff's Notes Fund at the Calgary Foundation
 Coril Holdings Ltd.
 Council for Canadian-American Relations
 Edmonton Arts Council
 Edmonton Community Foundation
 Edmonton Tourism
 Element Integrated Workplace Solutions Ltd.
 Encana
 Epic Building Services Ltd.
 Ernst & Young LLP
 Falkbuilt Ltd.
 Flair Foundation
 Government of Alberta
 Government of Canada
 Herwig Lavicka Charitable Trust
 Hotel Arts
 Huron Resources Corp.
 Husky Energy
 Imperial Oil Foundation
 InLiv
 J.E. Hodgson Family Fund at the Calgary Foundation
 James and Patricia Burns Flow Through Fund at Calgary Foundation
 Jet Set Sports
 Kanovsky Family Foundation
 Kasian Architecture
 Maggnum Ventures Inc

Mawer Investment Management Ltd
 Melody McArthur Music
 National Bank
 Nicholls Family Fund at the Calgary Foundation
 OCL Studios
 Parex Resources
 Plains Midstream Canada
 RBC Financial Group
 Richardson Foundation
 Robert and Barbara Shaunessy through Gift Funds Canada
 Rozsa Foundation
 S.M. Blair Family Foundation
 Sam & Ida Switzer Fund
 Scotiabank
 Senyk Investment Management
 Stand and Command
 Stingray Radio Inc
 Suncor Energy Foundation
 TC Energy
 TD Bank Group
 TELUS Corporation
 The Alvin and Mona Libin Foundation
 The Arthur J.E. Child Foundation
 The Hotchkiss Family Foundation
 The Jeffrey and Marilyn McCaig Family Foundation
 The Newall Family Foundation
 The Scotlyn Foundation
 The Shawana Foundation
 United Way of Calgary and Area
 Viewpoint Foundation
 Warner Music Canada
 Workday, Inc



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[#StudioBell](https://www.facebook.com/StudioBell)

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 a spirit of collaboration and reconciliation.