

National
Music
Centre

Centre
National
de Musique

2015

amplify

Report to the community

→ Preparing for Studio Bell

→ Piloting NMC's programmes

→ Growing NMC's community

→ Education hits the road

→ Music in Canada,
Canada in Music

From the President



(Left to right) Former board chair member Hal Wyatt, incoming chair member Rob Braide, and outgoing board chair member Roger C. Jackson. Image: Brandon Wallis



(Left to right) Former board chair member Hal Wyatt sitting with Andrew Mosker. Image: Brandon Wallis

Letter From the President

It is so exciting to read through this report in great anticipation of what next year holds when we open Studio Bell, home of the National Music Centre.

In 2015, our team faced the challenges of winding down our on-site programs, beginning the process to pack and prepare our collections for the move, managing the on-going construction project and its financing, planning for operations in the new building and having to re-think our fundraising strategies within an unprecedentedly challenged economic climate in our home province of Alberta. With each of these challenges, our team's contagious positivity and a belief that we must stay the course, has not only continued to define our success to-date, but it has widened the pool of new supporters and volunteers from across Canada who have engaged with us in growing numbers.

The momentum is palpable now and qualified by the positive feedback we continue receive from supporters, governments, artists, partners and the media, who eagerly watch our project take shape day-by-day, week-by-week.

In 2015 we celebrated several leadership gifts, our second Out Loud Gala, the engagement of numerous iconic Canadian musicians, and of course, a new naming partner in Bell Canada. All of which help position NMC closer to completing our campaign goal of \$191 million.

There were many other achievements; winning Best Entry in the Calgary Stampede Parade, sharing our vision for Studio Bell and the restored King Eddy with community stakeholders, and hearing internationally renowned Canadian musician/producer Daniel Lanois perform in our space and promise to return when Studio Bell is complete.

We also said goodbye to Hal Wyatt, a former Board Chair and long-time supporter and friend. His valuable guidance was only matched by his humour. A special moment before his passing was the gathering of our founding chair Hal Wyatt, outgoing chair Roger C. Jackson and incoming chair Rob Braide.

I would like to thank Roger for his many years of leadership and support, and congratulate Rob on his first year as board chair.

This past year we also saw the last structural beam put into place on the new building and we witnessed the fruits of the investment in the new interior/exterior cladding system as custom terra cotta tiles caught the Alberta sunshine and shimmered throughout the day, once complete, this building shine will be timeless.

Program piloting set the stage for 2016 and we developed meaningful connections with influential Canadian music icons like Randy Bachman, who loaned us the famous American Woman guitar to mark our Studio Bell announcement.

As we race towards the realization of building a home for music in Canada for the world, the opening of our doors in less than a year, will usher new opportunities for diversifying our economy, preserving our history and making new histories through new programming and continuing to infuse our home city and province with "good news" about the opportunities in the future for all of Canada.

Finally, we must all acknowledge the dedication and hard work of our board members, staff, supporters and volunteers without whom, the National Music Centre would not have been realized. Thank you for believing and for continuing to believe.

"Get ready, it's showtime"

— Andrew Mosker, President and CEO of the National Music Centre

We're moving!

Visit us in July at:

Studio Bell
850 4 Street SE
Calgary, AB T2G 1R1

Send us mail at:

NMC office | Studio Bell
300-851 4 Street SE
Calgary, AB T2G 1P2

NMC Board of Directors

Rob Braide (NMC Board of Directors
Chair, NMC Content and Operations
Committee Chair)

Cam Crawford (NMC Board of Directors
Vice Chair, NMC Finance and Audit
Committee Chair)

Freida Butcher (NMC Secretary Treasurer)

Thomas d'Aquino (Director)

Desirée Bombenon (Director)

Jeff Boyd (Director)

Charlie Fischer (NMC Building Committee
Chair)

Greg Kane (Director)

Benôit Légaré (Director)

Ron Mannix (Director)

LuAnne Morrow (HR and Governance
Committee Chair)

Dave Mowat (Director)

Ross Reynolds (Director)

Susan Van Wielingen (Director)

New Employees In 2015

Lee Mayne, Manager Facilities and
Security

Cynthia Klaassen, Manager Visitor and
Venue Services

Adnan Ahmed, Accounting Clerk and
Receptionist

Gregg Casselman, Exhibition Project
Manager

Jason Valleau, Public Programs
Coordinator

Chermaine Chiu, Senior Accountant

Jason Barnsley, Collections Assistant

Meghan MacKrous, Collections Assistant

Hayley Robb, Objects Conservator

Claire Neily, Coordinator of Collections

Kirsten Christopherson, Acquisitions and
Loans Coordinator



EDITOR

Mary Kapusta

CONTRIBUTORS

Freida Butcher

Natalie Marsh

Julijana Capone

Adam Fox

Adam Kamis

Mary Kapusta

Mike Mattson

Jesse Moffatt

Andrew Mosker

Claire Neily

Jeni Piegrass

Hayley Robb

Chad Saunders

Tyler Soron

Brandon Wallis

Dave Walsh

IMAGES

Torren Arndt

Jennifer Grey

Haley Sharpe Design

Mary Kapusta

Paul Lessard

Patrick Marold Studios

Natalie Marsh

Brian Mills

Mir

Hayley Robb

Baden Roth

Chad Schroter-Gillespie

Kate Schutz

Tyler Soron

Brandon Wallis

George Webber

GRAPHIC DESIGN

Jenelle Miller

Brandon Wallis

Three Legged Dog

NMC's Volunteer Program

Four separate orientation sessions took place during the year to welcome 80 more volunteers into NMC's volunteer program, now totaling more than 200 active volunteers.

NMC volunteers were engaged to assist with numerous projects outside of the traditional scope of events and Guitar Club. Support from NMC volunteers made events like the Out Loud Gala, Stampede BBQ, the Jann Arden event and numerous Street Team community outreach events possible.

Within the Visitor Services department, one sensational volunteer, Laryssa Warne, has been coming in an average of 12 hours a week, every week of the year, to assist with administration. Her contributions have been instrumental in helping NMC's Visitor Services team grow. She is presently been overseeing the research and development of a dedicated volunteer management software system.

For the first time ever, volunteers were utilized by all facets of NMC including Development, Marketing, Finance, and Collections departments. Whether it is making donor packages or building road cases for artifacts, NMC volunteers have been keen, hard-working and accountable with every project assigned to them from these departments.



Volunteers flipping burgers at the Calgary Stampede BBQ. Image: Baden Roth

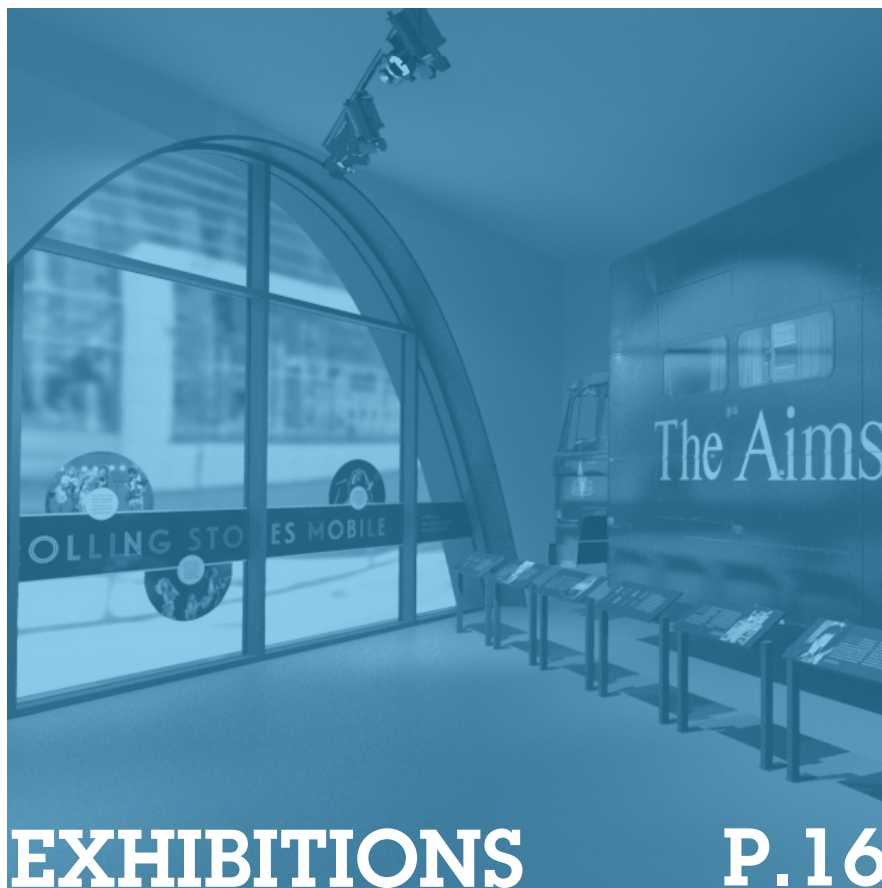
An NMC Publication



COLLECTIONS P.4



PROGRAMMING P.6



EXHIBITIONS P.16



DEVELOPMENT P.8



EDUCATION P.10



MARKETING P.12

**FROM THE
PRESIDENT P.1**

**STUDIO BELL
CONSTRUCTION P.18**

**INFORMATION
TECHNOLOGY P.23**

PUBLIC ART P.15

NMC DONORS P.20

FINANCE P.23

PREPARING FOR STUDIO BELL

In 2015 NMC closed its gallery space in the Customs House and began preparations to move the collection to Studio Bell. The Collections department increased the size of its team, started regular blog postings, strategically acquired new artifacts, deaccessioned 110 musical instruments damaged by the 2013 flood and increased storage capacity. The majority of the year was spent organizing, packing, cleaning, and taking inventory of over 2,000 artifacts.

“Preparing the NMC collections for Studio Bell has been 80% planning, 20% execution and 100% team commitment”
– Director of Collections, Jesse Moffatt

Collections received capital improvement funding from three sources in 2015: \$70,000 from the Calgary Foundation, \$250,000 from Alberta Museums Association, and \$34,000 from the Museums Assistance Program. The generous support given by these organizations has enabled NMC to place many valuable artifacts in conservation-safe storage mounts and to completely update its offsite storage facility in accordance with best practices for museum preservation.

Collections Care

Collection artifacts have been prepared for exhibition or long-term storage

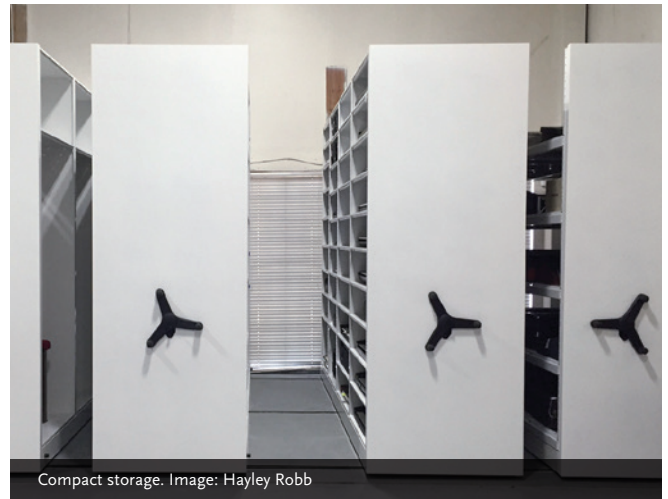
Artifacts going on exhibit were cleaned and in some cases received stabilization treatment and display mounts were constructed.

Artifacts not being exhibited in Studio Bell were photographed, condition reported including status about existing condition, treatment suggestions, etc. and carefully packed for long-term storage at NMC's offsite facility.

Want more info?

Visit

nmc.ca/collections



Compact storage. Image: Hayley Robb



Cowboy boots from the Canadian Country Music Hall of Fame (CCMHF) collection. Image: Hayley Robb



Rush drum kit. Image: Hayley Robb

Throughout 2015, NMC's three main recording consoles – the Rolling Stones Mobile (RSM,) the Olympic, and the Trident A-range – underwent restorative work. Additionally, NMC's flood-damaged electronic parts collection received treatment to ensure their continued use for future repairs and restorations.



Olympic Console. Image: Hayley Robb



Michelle Wright jacket, Image: Hayley Robb

Collections Management

In 2015, NMC focused on increasing representation for Hall of Fame inductees and Canadian Music Icons.

New objects both for exhibition and for the use in the Artist in Residence program were secured.

New objects on loan include Randy Bachman's American Woman guitar, Rush's Hockey Night in Canada drum kit, and the world's first voltage-controlled synthesizer, the Electronic Sackbut. Acquisition goals were met through a combination of solicited targets, unsolicited donors, pre-existing conversations with potential donors/lenders, and partnerships with national institutions such as Library and Archives Canada and Canada Science and Technology Museum.

In order to effectively manage these new loans as well as the rest of the objects in the collection, NMC acquired a new collections management system called The Museum System (TMS). This system will function as a public resource for all primary and secondary sources of information about NMC's collection and it will be launched online in 2016 allowing NMC's collection to be accessible on a national scale.

Collections Research

In 2015, 200 individual artifact profiles were completed resulting in 1.4 million words of new content about NMC's collections.

Acting as primary source materials, these profiles will be used to inform exhibitions and interpretive panels, and will be made available to the public through the new online database.

In addition to artifact profiles, 20 oral histories from some of Alberta's most influential music-makers were captured in 2015 and will be used in the upcoming ATB storytellers exhibit launching in 2016. Acting as primary source materials, these profiles and oral histories will be used to inform exhibitions and will be made available to the public through the new collections management system, TMS.

PROGRAMMING

2015 marked the final year of programming at NMC's Customs House location. The Programming team devoted much of its attention to preparing plans for new experiences at Studio Bell, but still managed to deliver a dynamic series of programs and presentations. Highlights included candid conversations and intimate music performances with Jann Arden, from Calgary and Daniel Lanois, a rare collaboration with a fine artist from Montreal, and a diverse and engaging series of programs delivered in tandem with JazzYYC.

Public Programs and Outreach

Creative Spaces

NMC's Creative Spaces program continued to be an extremely popular space option for independent artists, promoters and non-profit groups in 2015. Stage One was the host venue for more than 170 events in 2015, which included over 25 all-ages concerts and more than 80 other musically related events.

Stomp and Strum

In recognition of Calgary Stampede, NMC revived the breezeway stage at our Customs House location to program a fun afternoon of great country and roots music. Over 200 attendees enjoyed BBQ, beverages, and great Albertan music from Eve Hell, Tim Hus, and Gord Bamford.

Folk Bootcamp

2015 marked ten years of collaboration with the Calgary Folk Music Festival on Folk Boot Camp at NMC. This year was another great success with workshops offered by festival artist to amateur musicians at NMC.

ATB Storyteller

Thanks to the support of our partners at ATB, NMC delivered the first installment of "Storytellers". Using a casual "Inside the Actor's Studio" format, host Holger Petersen engaged our first guest, Jann Arden, in an evening of conversation and stories about her rise to fame and experience as an artist from Alberta. The program played to a packed house at the Boyce Theatre.

[Want more info?](#)

Visit

nmc.ca/programs

Co-Presentations

Artist Residency Johnathan Villeneuve presented with Stride Gallery

In January 2015, Stride Gallery and the NMC partnered to host Montreal-based visual artist Jonathan Villeneuve for a one-week residency. Villeneuve returned to Calgary to complete a residency he began with NMC in 2014, presenting an exhibition at Stride Gallery titled "When I am Gone Let Happen What May / Après Moi le Déluge". NMC hosted the artist in conversation with Jesse Moffat as they toured the collection and talked about the inspiration for the exhibition.

David Vest Artist Talk

On February 18, NMC was host to a fascinating artist talk with renowned American pianist David Vest and local R&B luminary, John Rutherford. This event was co-presented by NMC, the Calgary Blues Fest, and featured an introduction by NMC's, Chad Saunders.

JazzYYC Summer Sessions

RBC presents NMC Summer Sessions brought a varied and diverse program of activities and events to complement JazzYYC's inaugural Summer Festival in June. Highlights included community outreach initiatives such as Boogie Woogie and Bop for Preschool at the Calgary Public Library, and artist development workshops such as Afro-Cuban Jazz and Beyond with award-winning musicians, Ignacio Berroa and Hilario Durán.



Master in residence Daniel Lanois. Image: Brandon Wallis

Programs

Incubation and Creation

Daniel Lanois, Master in Residence

Thanks to a partnership with Sled Island Music Festival, NMC was able to secure Daniel Lanois for a two-day residency in June. Lanois and his band had a chance to explore the instruments, capturing samples that he would then incorporate into his live performance. This residency culminated in a master session open to the public, where Lanois and his band performed songs from his catalogue in-the-round. Lanois spoke about his artistic ethos, his career trajectory and took questions from the audience who enjoyed this intimate program.

Stakeholder and Community Engagement

King Eddy Stakeholder Event

NMC's King Eddy Open House was held on Tuesday, March 24, 2015 at the Golden Age Club in East Village. Friends of the King Eddy were invited to share memories and learn about NMC's next steps in creating the next evolution of the King Eddy at Studio Bell.

Alberta Music Cities Initiative Open House

In November, the AMCI steering group—comprised of Adam Fox (NMC), Chris Wynters (Alberta Music), Amy Terrill (Music Canada), and Graham and Paul Lessard (Scotlyn Foundation)—invited a diverse group of individuals representing a cross-section of the Alberta music industry to take part in a discussion and planning session about Alberta Music Cities Initiative.



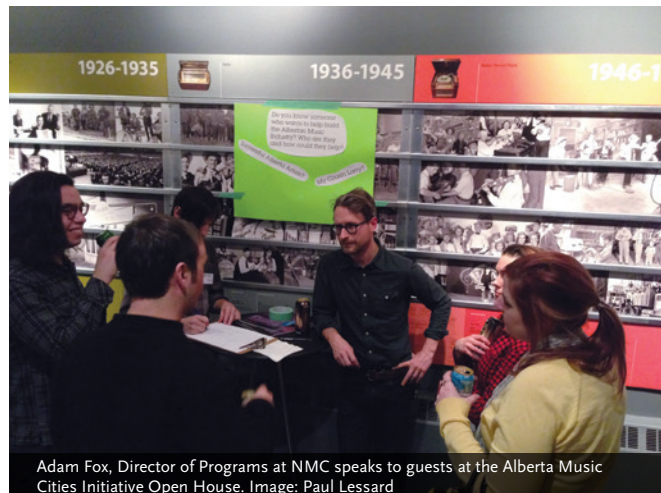
Andrew Mosker, President and CEO at NMC speaks to guests at the Alberta Music Cities Initiative Open House. Image: Paul Lessard

Exhibitions

Exhibitions Development

Exhibitions development graduated from design to production in 2015, but not without a concerted review and enhancement of our designs. Beginning in January, NMC re-engaged our principle exhibit design firm, Haley Sharpe Design, and in consultation with our partners from the Canadian music halls of fame, reimagined our offerings for the 5th floor of Studio Bell.

Fabrication of exhibit materials began in earnest in the fall. Audio/video and software for interactives and screens were designed and as 2015 waned, production of content began.



Adam Fox, Director of Programs at NMC speaks to guests at the Alberta Music Cities Initiative Open House. Image: Paul Lessard



Alberta Music Cities Initiative Open House. Image: Paul Lessard

GROWING THE NATIONAL MUSIC CENTRE'S COMMUNITY OF SUPPORT

The community of music lovers and city builders that support the National Music Centre (NMC) has been growing steadily for many years now. 2015 was no exception; in fact, it was a banner year for community support, showing growth at over 250%. This remarkable generosity took many forms—major and leadership gifts supporting the construction of Studio Bell and the operations of NMC, participation in the 2015 Out Loud Gala, buying a brick in support of the Cornerstones campaign, and much more. **NMC is humbled by and grateful for the support of its incredible donors and sponsors.**

“I see the National Music Centre as a place that will encourage and foster arts groups to work together, provide not just a venue, but be a vehicle for people to come together and encourage each other and groups to work together... That’s why I’m happy to support it”

— Walt Deboni, NMC Supporter

2015 at a Glance

New Donors – 697

NMC Out Loud Gala Guests – 569

Cornerstones Participants – 600+

Operating Funds Raised – \$3.7 million

Capital Funds Raised – \$21 million

Total Funds Raised 2015 – \$24.7 million

Want more info?

Visit

nmc.ca/donate



Randy Bachman, Loring Phinney, VP Corporate Marketing of Bell Canada, and Andrew Mosker, CEO of NMC with the “American Woman” guitar. Image: Torren Arndt



Rendering of Canada Music Square at Studio Bell. Image: Mir

Studio Bell

Home of the National Music Centre

On April 9, 2015 NMC was thrilled to announce Bell Canada as its naming partner for the new facility.

Studio Bell, the home of NMC, will welcome Canadians and international visitors in 2016. Loring Phinney, Vice President of Corporate Marketing at Bell Canada, made the big announcement to the media as well as an excited crowd of NMC staff, board and supporters.

To commemorate the event NMC hosted the first-ever rock concert at Studio Bell, featuring Randy Bachman.

Bell Canada's sponsorship totaled \$10 million over a 12-year term. This leading arts and culture sponsorship expands Bell's commitment to creating great destinations across Canada and supporting the development of great content. NMC is honoured to work with Canada's largest telecommunications company, and looks forward to working with Bell to connect Canadians to the music and stories that define our country.

Major and Leadership Gifts

Supporters leading the way in building a home for music in Canada

In addition to the Studio Bell announcement, NMC was pleased to announce leadership gifts from the Flair Foundation, BMO Financial Group, RBC Financial, the Calgary Foundation and the Sam and Betty Switzer Foundation.

- Flair Foundation – \$2 million gift to name the Flair Foundation King Eddy Lobby.
- BMO Financial Group – \$1 million gift to name the BMO Financial Group Soundscapes Stage.
- RBC Financial – \$1 million gift to name the RBC Master in Residence Mentorship Program and the RBC Terrace Commons.
- Calgary Foundation – \$3 million gift (\$2m NMC, \$1m CKUA) to name the Calgary Foundation CKUA Studio.
- Sam and Betty Switzer Foundation – \$500,000 gift to name the Sam and Betty Switzer Foundation Speak Up Stage in Memory of Ron Casat.



Ken Regan, CEO, of CKUA, Andrew Mosker, CEO, of NMC and Dale Ens, Chair, of Calgary Foundation celebrate the naming of the Calgary Foundation CKUA studio.
Image: Brandon Wallis

2015 NMC Out Loud Gala

Rock star chic in Calgary's coolest neighbourhood

2015 saw the return of NMC's Out Loud Gala, presented by Coril Holdings and featuring a live performance by multiple JUNO Award-winner Serena Ryder.

Over 569 guests brought out their inner rock star to enjoy great food and drink from local restaurants and bid on our music-themed live and silent auctions. On the evening prior, thanks to hosts Jeff and Michelle Boyd and sponsors RBC Financial Group, NMC was also able to welcome 100 guests for a VIP reception. All together, the weekend generated \$470,000 in gross revenue.

Cornerstones Campaign

Excitement builds about the return of the King Eddy Hotel

Since breaking ground on Studio Bell, home of the National Music Centre (NMC), in 2013, NMC has carefully reassembled the historic King Eddy, honouring the original plans and returning it to its 1905 glory.

In 2015 NMC invited music fans to be a part of the history of this East Village cornerstone, and give it another century of music, community and great memories by donating \$250 to have a King Eddy Brick engraved and placed back in the iconic venue. Over 600 bricks were purchased, raising over \$161,000 for NMC. The Cornerstone campaign will be running until the end of 2016 so do not miss out your chance to engrave your name in history!



Serena Ryder performs at the 2015 NMC Out Loud Gala. Image: Brandon Wallis

PROGRAMMING: EDUCATION

2015 marked the launch of in-school programs and the end of on-site education programs as NMC prepared to move its collection to Studio Bell. Over 90 programs were delivered by musician educators to 37 schools and reached over 5,000 students. Programs met curriculum outcomes in math, science, social studies, language arts, and fine arts.

“There are so many barriers for some of our students to get involved in some of the things they would love to pursue, and as soon as something is at no cost to them, that makes a huge difference to their success, and their ability to believe in themselves and connect to something”
– Laurie Martens-Morningstar,
Psychologist at Discovering Choices High School

Want more info?

Visit

nmc.ca/learning

Workshops and Professional Development

NMC education staff focused on building audiences and developing skills in 21st century museum and educational practices

NMC presented at the Calgary City Teachers' Convention, Calgary Mini Maker Faire, South Western Alberta Teachers' Association Conference, the Alberta Teachers' Association, and the Museum Computer Network annual conference.

Sessions ranged from digital storytelling to makerspaces to teaching science through music. NMC also hosted a series of teacher workshops and open houses to build excitement and engagement in new programs to be delivered in Studio Bell in 2016.

Teen Programs

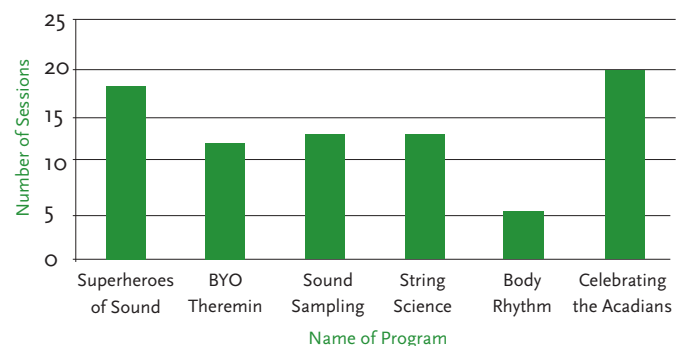
Guitar Club is NMC's drop-in afterschool program, which invites youth from surrounding inner-city neighborhoods to make music and be mentored by local musicians/artists for free

Guitar Club provides youth with a sense of security, self-esteem and structure through free, self-directed arts-integrated learning.

NMC staff and volunteers offered workshops, tours, songwriting, recording and performance opportunities. Nine volunteers donated over 700 hours to 742 student visits. The participation rate for this program is up by 60% indicating a need for more music-based after-school programs.

By the Numbers

In-School Programs Delivered in 2015



Roadcases

Roadcases also engaged students across western Canada

Roadcases are travelling kits that include lesson plans and materials to support a broad range of curriculum connections.

Roadcases provide teachers with information and tools to engage students through hands-on experiences using instruments and artifacts from NMC's collection. This program grew in 2015 with the development of the Hearing and Sound and Métis Music Roadcase. Including the existing ATB Financial Alberta Stories Roadcase, these cases travelled over 4,200 kilometers and reached over 800 students in 14 different schools.



TURN IT UP!

NMC Marketing was guided by several priorities in 2015:

- Think strategically and plan sustainably
- Raise awareness for Studio Bell and NMC
- Develop an online environment that reflects our values and mission, which also propels us forward
- Support organizational objectives
- Drive earned media across regional, national and international outlets

These priorities framed our work and inspired new projects such as our tourism outreach, street teams program and having a greater presence across Canada through content.

Think Strategically and Plan Sustainably

In 2015, NMC Marketing completed Phase Two of our website redevelopment project

This included expanding the modular design and adding new features such as the language toggle, to ensure that NMC can maintain a vibrant online platform that is updated regularly with engaging content.

NMC assembled an internal content advisory committee to promote growth and alignment for original content on all online platforms. Content generation has now spread amongst departments with Development, Collections, and Education all creating original articles and features.

Marketing also developed a two-year marketing plan to take NMC through to Doors Opening. This living document is updated regularly and includes strategy around content, social media, tourism marketing and earned media.

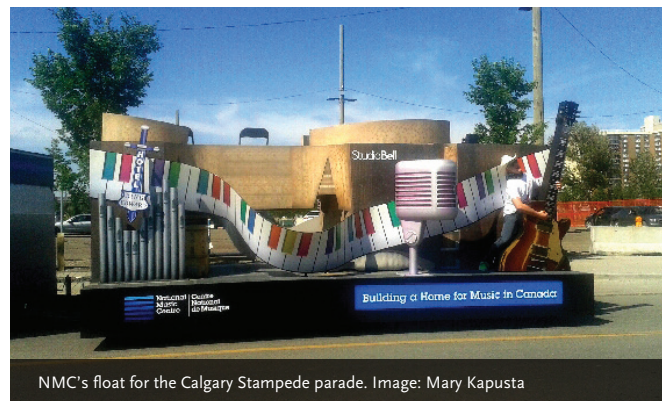
Want more info?

Visit

nmc.ca/amplify
studiobell.ca/media



NMC street teams in Canmore. Image: Kym Butler



NMC's float for the Calgary Stampede parade. Image: Mary Kapusta

Raise Awareness

For Studio Bell and the National Music Centre

NMC's media growth over the last year has been thrilling and much of that is owed to strong publicity planning, regular scheduled gifts, construction milestones and acquisitions.

NMC's biggest media event of the year was the Studio Bell naming media event on April 9 2015 which featured Randy Bachman and the "American Woman" guitar story that enabled news of the naming to be carried even further.

NMC also rolled-out a Street Teams program, which brought information about the project to the streets in a new Studio Bell/NMC tent to nearly 10 festivals in Calgary and the surrounding area.

Marketing and Communications

In 2015, NMC worked closely with Tourism Calgary, Travel Alberta, tour vendors and meeting planners to begin preparing for Doors Opening and creating the required assets. NMC also sponsored an award at the White Hat Awards, putting the project in front of thousands of frontline workers from the hospitality industry. As part of the public campaign, NMC partnered with Landmark Cinemas and Corkscrew Films to create NMC's first 30-second promotional spot which ran in 300+ theatres for the holiday movie season.

Develop an Online Environment

NMC unveils an award-winning website

NMC received the Engagement Leadership award from the Alberta Museums Association for its work on its web page, nmc.ca and NMC's blog, Amplify.

In 2015, NMC rolled out a bilingual site and programmed more original French-language content. With a roster of a dozen writers with different background, NMC was able to cover major music events across Canada and rolled out a Regional Music Spotlight series. This series engaged all 12 regional music associations in Canada for profiles of their music scene, including their emerging artists, favourite venues and the some of the challenges they face.

Support Organizational Objectives

As always, NMC Marketing must balance our projects with being an ongoing resource and support for all departments

In 2015, we supported development with the direct mail campaign and the gala, and led all staff through our new naming and its activations.

Preparation for the Studio Bell brand roll-out was a huge task for the marketing team, but working closely with Bell and the Senior Leadership Team, NMC Marketing created structure and an approval process that enabled a smooth transition.

Drive Earned Media

Strong Growth, national and international outlets

NMC's relationships with regional media—and some of its most important stakeholders—remain strong. Over 2015, its local media coverage grew 24%, nearly doubling from the previous year!

Media hits (published stories about NMC) have grown dramatically since construction began. Hits have doubled since 2013 when they were 296 vs 633 in 2015 indicating more awareness both locally and nationally for the project. National media hits are averaging 25% of total hits with 131 or 21% in 2015, 127 or 29% in 2014 and 74 or 25% in 2013.

Social Media and Website KPIs

A big year for growth!

NMC's social media strategy is to focus on quality over quantity and this has significantly increased engagement with target audiences and has lowered the webpage bounce rate.

Facebook	2014	2015	
Total Page Likes	3,930	5,505	↑ 40%
Potential Reach	843,800	905,932	↑ 7%
Engagement	43,388	49,952	↑ 15%
Yearly Publishing Volume	352	332	↓ 6%

Twitter	2014	2015	
Total Followers	5,451	5,216	↓ 17%
Potential Reach	6,942,560	10,474,456	↑ 51%
Engagement	5,216	5,492	↑ 5%
Yearly Publishing Volume	1,912	1,616	↓ 15%

Instagram	2014	2015	
Total Followers	671	1,310	↑ 95%
Engagement	12,112	27,468	↑ 127%
Yearly Publishing Volume	276	503	↑ 82%

YouTube	2014	2015	
Total Subscribers	125	237	↑ 90%
Views	17,604	28,388	↑ 61%
Engagement	153	444	↑ 190%
Yearly Publishing Volume	16	24	↑ 50%

Website	2014	2015	
Visits	108,416	126,416	↑ 17%
Pageviews	251,048	318,020	↑ 27%
Average Visit Duration	105 sec	105 sec	— 0%
Bounce Rate	60%	47%	↓ 22%

Newsletter	2014	2015	
Average Recipients	5,005	5,313	↑ 6%
Bounce Rate	7.1%	10.5%	↑ 48%
Opens	26%	27.3%	↑ 5%
Click Rate	9.7%	11%	↓ 12%
Yearly Publishing Volume	33	23	↓ 30%

MUSIC IN CANADA, CANADA IN MUSIC

NMC's first public advertising campaign rolled out last November and was in market for 3 months at a cost of \$149,000. This investment secured the following: audience research and recommendations, artwork development, advertising plan, and overall campaign strategy. The campaign was focused on three things:

- Raise brand awareness
- Help define our audience
- Support fundraising goals

The campaign performed well, and exceeded targets for almost all components. The campaign was a digital media buy—a first for NMC—and confirmed that working on digital platforms will help NMC to stretch our limited ad dollars and refine our audience segments in the lead-up to Doors Opening. The components of the campaigns were mobile, Google ad search, native advertising and programmatic (similar to advertorial content).

Key Takeaways from the Campaign

NMC's first public advertising campaign rolled out last November

The campaign performed well, exceed targets for almost all components.

- Visits to the NMC website increased during the campaign period by 116% when comparing to the three months prior
- 72% of traffic were new visitors to the website (the majority landing on the donation page to begin)
- Audience data confirms that our target profiles are consistent, the majority of visitors are females 25-34



MUSIC IN CANADA. CANADA IN MUSIC.

What we Learned

The campaign confirmed that NMC's content is "on the mark" with high click through rates from advertising

Mobile content has great potential for NMC and a strong click-through rate was experienced with most activity on Saturdays.

A surprise of the campaign was that social media ads underperformed, and NMC felt that messaging and visuals became stagnant over the campaign. There is also potential that the call to action wasn't clear enough.

NMC's investment in a Google search campaign helped to leverage the campaign resulting in a strong click through rate. This should become standard practice with regular updates for campaigns and events.

NMC's Advertising Campaign with Postmedia did exceedingly well, with 100,019 native impressions online and 80,410 impressions on social media.



Lit King Eddy sign during construction. Image: Brandon Wallis

PUBLIC ART 2015

NMC's public artist Patrick Marold spent 2015 working, testing, and modifying NMC's public art Solar Drone project.

The Solar Drones will consist of 16 resonating vessels suspended from the ceiling of the NMC skybridge, individually solar powered through photo-voltaic panels mounted on the roof of Studio Bell. Visually, each resonant vessel is built from a salvaged soundboard of a de-accessioned and flood damaged pianos taken from the NMC's collections.

The artwork turns light into sound, whereby Calgary's characteristically ever-changing skies will compose the sounds of the skybridge based on sunlight and cloud cover. At night or during very cloudy or overcast days, the Solar Drones will be silent.

With the installation of the rooftop solar panel and wiring completed, the final installation of the artwork will take place in June 2016.

“My work sharpens the dynamic exchange between our surroundings and our resulting perceptions...Primarily I am designing the Solar Drone concept to provide both a visual and audible experience in the (Skybridge) walkway during the daylight hours”

— Patrick Marold

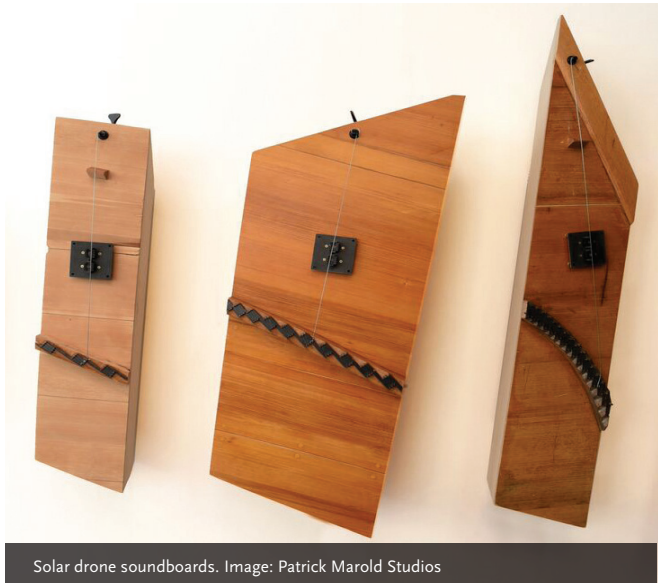
Stampede Parade 2015

The Studio Bell parade float entry was awarded first place for the Best Overall Parade entry in this year's Calgary Stampede Parade

Brian Sklar and The Tex Pistols provided the musical entertainment. F&D did a great job redesigning the float and NMC staff who waved and walked with the float were awesome. It should be noted that our float is one of very few entries in the Parade with live music.



Calgary Stampede parade. Image: Mary Kapusta



Solar drone soundboards. Image: Patrick Marold Studios

EXHIBITIONS

Level One—Canada Music Square

Start your journey into five floors of exhibitions that celebrate the nation's music story. Plan your visit, take in a live show, or sign up for an NMC program or tour.

Level Two—Music Mosaic

We are what we create. Canada's identity is reflected in our music. Since the earliest of times, many people and cultures have contributed to the vibrant and creative music scene in Canada today. This level also holds a 300-seat Performance Hall.

Level Three—Power of Music

It stimulates your brain, moves your body, and nourishes your soul. It can make you cry in your popcorn or yodel at the top of your lungs. Explore these topics in stages that will unpack the power of music.

Level Four—Making Music

Whether you're an amateur or a professional, we can all make music. Learn about the science of instruments, discover Canada's top music technology innovators and, of course, play music in one of the many interactive displays.

Level Five—Best of Canada

On this floor we celebrate recognized Canadian musicians who have left their mark on this country and beyond. The Canadian Halls of Fame are located here.

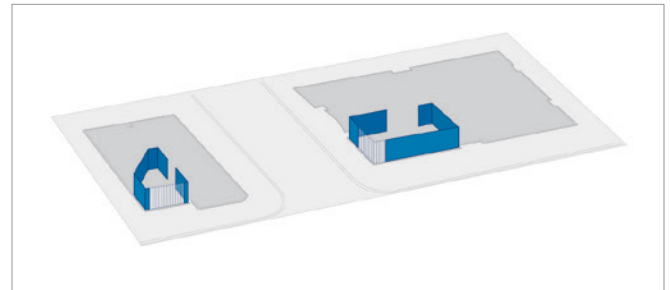
“We don't want to just reflect culture, we want to instigate and incite culture”

— Adam Fox, Director of Programs

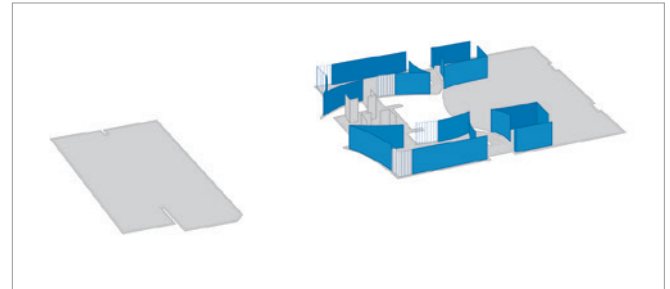
[Want more info?](#)

Visit

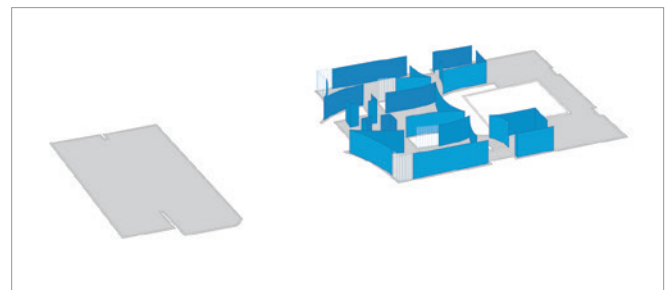
nmc.ca/exhibitions



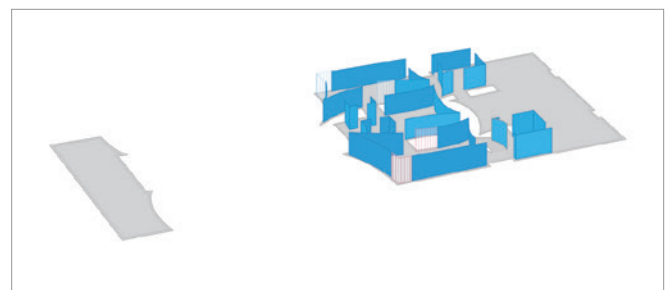
Level One – Canada Music Square / King Eddy / RSM. Image: Dana Woodward



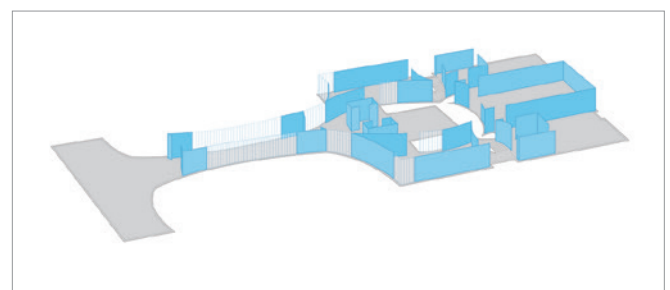
Level Two – Music Mosaic. Image: Dana Woodward



Level Three – Power of Music. Image: Dana Woodward



Level Four – Making Music. Image: Dana Woodward



Level Five – Celebrating Music. Image: Dana Woodward



Artist's rendering of Stage 22 – Rolling Stones Mobile. Image: Haley Sharpe Design



Artist's rendering of Stage 6 – Sound Affects. Image: Haley Sharpe Design



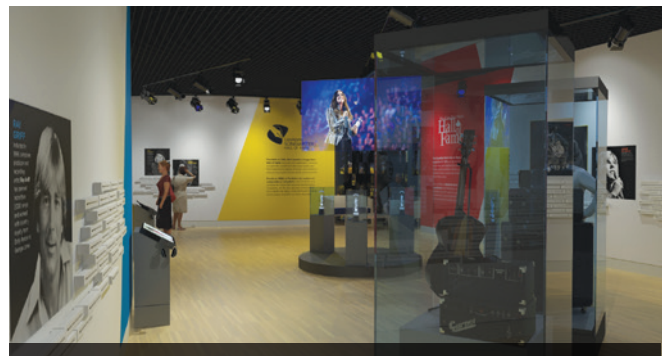
Artist's rendering of Stage 1 – Made in Canada presented by Power Corporation. Image: Haley Sharpe Design



Artist's rendering of Stage 10 – Unplugged. Image: Haley Sharpe Design



Artist's rendering of Stage 4 – Where Music Lives. Image: Haley Sharpe Design



Artist's rendering of Stage 16 – Halls of Fame. Image: Haley Sharpe Design



Artist's rendering of Stage 12: Plugged In. Image: Haley Sharpe Design



Artist's rendering of Stage 18 – Idols and Icons. Image: Haley Sharpe Design

STUDIO BELL CONSTRUCTION

The year 2015 saw many construction milestones with work rapidly progressing on all interior finishes and the installation of 220,000 interior and exterior terra cotta tiles. Created in Germany and custom glazed in Holland, the slight tone differences in each tile gives off a multi-hued glow when light reflects off of each surface.

As each piece of the puzzle has come to form, the intricate beauty of the tiles and the complex shapes of the building are revealing themselves to be truly remarkable.

Elsewhere, the year 2015 marked the completion of all mechanical and electrical systems throughout the east and west block, and feature items such as the Enormadome skylight, hardwood flooring, mezzanine handrails, and the south feature stairs.

With construction closing the year at roughly 95 percent complete, we are eager to finish installation of a retractable acoustic wall and stage lighting into Studio Bell's 300-seat Performance Hall.

Since breaking ground in 2013, there have been upwards of 260 workers from CANA Construction on-site, working tirelessly to construct a hub for music in Canada.

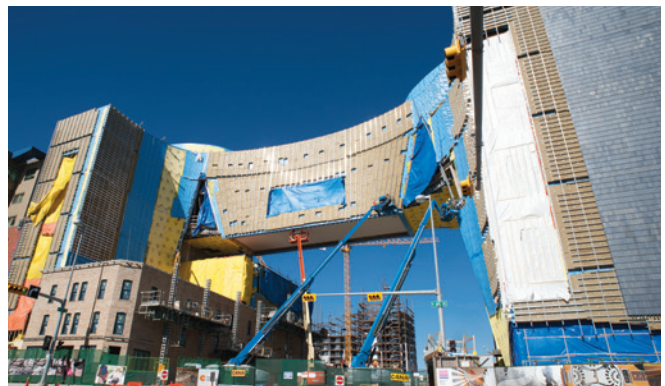
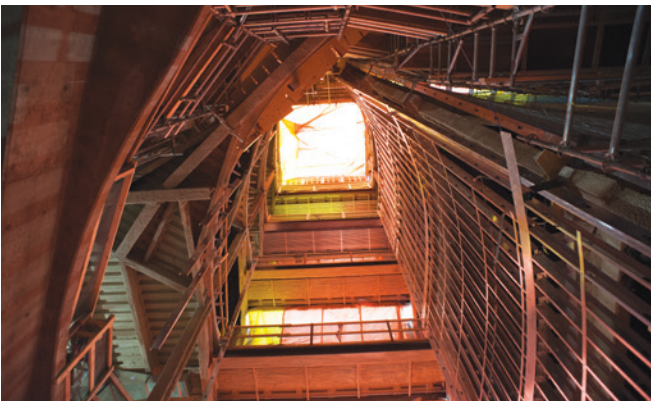


Construction of Studio Bell, January 2016. Image: George Webber

Want more info?

Visit

nmc.ca/studiobell



Images: George Webber

NMC DONORS

Annual Donors

Individuals

Adrian Fankhanel
Adrienne Zakeschuk
Agnieszka Biedacha
Aislinn Bateman
Al Duerr
Alan Castle
Alan Kane
Alan Lee
Albert and Millie Krenzel
Alex Tahmazian
Alexander Brovkin
Alexandra Mannix
Alexandra Velosa
Alissa Huybers
Allan Nielsen
Allan Reid
Allen Eaves
Allen Ronaghan
Allison Thomson
Alma and Allan Husband
Alwyn Pollard
Alyssa and Michael Saturley
Amanda Field
Andrea Wettstein
Andrew and Ingrid Mosker
Andrew Baxter
Andrew Matthews
Andrew Stanislav
Angela Matthews
Anita Lachner
Ann Clipstone
Ann Falk
Anne and Frank Zinatelli
Anne Payne
Anne-Marie Duma
Annette J. Eilers
Anthony Tran
Antoinette Sossong
Ardith and Roderick Birchall
Arleen Yee
Ashley Young
August Johnson
B. R. Richardson
Barbara Beaton
Barbara Burggraf
Barbara Gosling
Barbara L. Tate
Barbara R. Beaton
Barbara Simpkins
Barry Lough
Barry McNaughton
Bernadette Boyer
Bernie Gristwood
Beryl Beckford
Bill Beck
Bill Lewis
Bill Penner
Brian and Mary Ann Smith
Blair Parry
Bob and Kelly Blackshaw
Bob Gardiner
Bodo Roloff
Bonnie Limpert
Bonnie Smith
Brenda and Andrew Bone
Brent Bigney
Brian Callaghan
Brian Langan
Brian Leeming
Brian Melhoff
Brian Mills
Brian Mills and Susan Tyrrell
Brian Phelps
Brian Rowland
Brian Schamber
Brigitte Doherty
Brittney Bietz
Bruce and Sheila Fenwick
Bruce H. Mitchell
Bruce Marshall
Bruce McPhail

Want more info?

Visit

nmc.ca/donate

Bruce Standing
Bryan Lunge
Byron Mueller
C Barnes
C. Peter Valentine
Cam and Donna Crawford
Candace Elder
Candace Rajah
Carol Lacey
Carolyn Phillips
Carrie Wall
Cassandra Rehaluk
Catherine A. Roney
Catherine Glaser-Climie
Catherine McClelland
Catherine Ramsden
Cathy Chrusch
Cathy Courage
Cathy Harker
Cathy Kausche
Chad Saunders, Jennifer Head, and
Edward Saunders
Charles and Shirley Folwell
Charles Tuckey
Charlotte Fredericks
Chelsey Coulson
Cheryl Warren
Chris Brooks
Chris Brooks
Chris J. Stang
Christa Chilton
Christina Tortorelli
Christina Waller
Christine Dirksen
Christine Gibson
Christine Hourd
Christine Mercier
Christine Sammon
Christine Thomson-Hunter
Christopher Vassa
Christoph Schultz
Cindy Amundson
Cindy Andrew
Cindy Rasmuson
Claire Auroi
Clara Lauze
Clarissa Bender
Clarita Abrenica
Clark Dickson
Claude Boutin
Colette Bielech
Colette Hardiment
Colin Glassco
Colin Jackson
Colin Neufeld
Colette Bielech
Colleen Borggard
Colleen Curial
Colleen Maitland
Corine Jansonius
Corinne Lyall
Cos Gabriele
Councillor Ward Sutherland
Craig Parslow
Cynthia Amsterdam
Dale Ens
Dale Issler
Dale Lehto
Dana Flanagan
Danelle J. Hames
Daniel Collins
Danielle McPhee
Darcy Oostlander
Darren and Shannon Moncrieff
David and Audrey Mirvish
David and Diana Ballard
David and Elka Walsh
David Burt
David Cramb
David Forsyth
David Frid
David Grudniski
David Jones
David Lennox
David Lewis
David Magnan
David Mann
David Matthews
David Messier
David Nicholls
David Rodych
David Severson
Dean Paddock
Dean Weinkauff
Deanna Downton-Julyan
Debbie Degenstein
Debbie Kocay
Deborah Fleming

Debra McDaniel
Denise Brown
Derek Krivak
Deseree Kuzek
Desmond Chow
Devin St. Louis
Diane Armstrong
Diane Kirby
Diane Liegman
Dianna L. Thornborough
Dianne and Darcy Busch Families
Dick and Lois Haskayne
Dixie A. McCall
Don and Betty Douglas
Don and Susan Douglas
Don McIntyre
Donald M. Campbell
Donald Milne
Donalee McColl-Brotzell
Donna and Paul Lessard
Donna Bee
Donna Finley
Donna L. Reid
Donna Neumann
Donna Pahl
Donna Wood
Donna Zwicker
Doreen and John Sandercock
Doreen Christensen
Dorothy Spring
Douglas Parnham
Duane Stubbs
Dwight Newman
E. J. Laurence Fish
Edith Kanderka
Edward Huculak
Edward Ronald
Elaine Earle
Elaine McKiel
Elaine Reitmeier
Eleanor Bennett
Eldene H. Miller
Elizabeth Douglas
Elizabeth Reade
Ellen Borak
Emily Buck
Eric Forst
Erin Brown
Erin McWhirter
Erisa Didkowski-Penner
Ernest Enns
Evelyn Davidson
F.G. Rick Young
Felicia Esposito
Felicity McRuer
Florence Minz
Florence Shiells
Floyd Krukoff
Frances Tomlinson
Frank Levin
Frank McKittrick
Frank Slabe
Fraser Mount
Fred Graham
Fred Parsons
Freda Veale
Freida Butcher and Greg Sawatsky
Garnet Ward
Garth Champman
Garth and Angela Jacques
Gary Nissen
Gayle Trofimenkoff
Geoff and Janet Connerton
Geoff Cragg
Gerald Werry
Gil Hopkins
Gilles Fournier
Gillian Edwards
Glen Andrews
Gloria Berthelot
Gloria Filyk
Gloria Ross
Gloria Stephenson
Gordon and Joanne Yeo
Gordon Tallman
Gordon Vogt
Graham Group
Graham Sidders
Grant Hendricksen
Greg Bedard
Greg Clark
Greg Halpen
Greg Kane
Greg Kwong
Gregory Davidson
Gwyneth Gillette
Harold A. Roozen
Harold Steele

Harry and Gladys Rusk
Harry Lefebvre
Harvey D. McKernon
Heather Mitchell
Heather Stoesz
Heather Taxbock
Heidemarie Schroter
Helen Norton
Helly Visser
Helmar Basedow
Henry Neufeld
Herwig Lavicka
Hjordis Anderson
Holger Petersen
Holli Tamura
Hope and Irwin Rajesky
Hope Rajesky
Hope Smith
Howard Chapman
Howard Sorensen
Iain Pullar
Ian Allison
Ian King
Ian Learmonth
Ian Tyson
Irene Bakker
Irene Besse
Irene M. Deboni
Ivone Correia
J. N. Niwa
J. Timmons
Jacqueline Drew
Jacqueline Lewis
Jacqueline Sereda
Jacqueline Taylor
Jacqui Lynn Fidler
James and Beverly Foy
James Archibald
James B MacDonald
James J. Ogle
James K. Wilson
James McKenzie
James Morton
James Stanford
Jamie Herbinson
Janet Hails
Janet Sisson
Janice and David Gardner
Janice Francey
Janice Gullickson
Janice Rae
Janice Sturm
Janine and Roy Shouldice
Jason Balasch
Jay Blue
Jayme Halas
Jean Engberg
Jean T. Robin
Jean Turnbull
Jean-Michel Gires
Jeanne Perreault
Jeff and Marilyn McCaig
Jeff Biggs
Jeff Binks
Jeff Kovitz
Jeff Pivnik
Jeff Surtees
Jeni Piepgrass and Magni Magnason
Jennifer and Jason Darrow
Jennifer Seto
Jennifer Tory
Jeremiah Jones
Jeremy Sturgess
Jewel A. Lightfoot
Jillian Green
Jim Aiello
Jim Carter and Heather Shaw
Jim Clay
Jim Dewald
Jim Spetz
Jim Ullicki
Jo Anne Platt
Jo-Anne Waltho
Joan Lawrence
Joan Loraas
Joan Smart
Joann E. McCaig
Joanna Barstad
Joanna Borromeo
Jocelyn Erhardt
Jock and Diane Osler
Jody Krause
Joe Summers
Johanna and Werner Wenzel
John A. Howard
John A. Taylor
John and Bunney Ferguson
John and Sara Johnson

John Anderson
John Brownlee
John Campbell
John Davis
John Higginson
John Howard
John Hyde
John J. Martin
John Moreau
Johnine Zurek
Jose Calvelo
Joseph Henschel
Joyce Sinclair
Judy Gibson
Judy Guthrie
Judy Hansen
Judy Snyder
Julia T. Lam
Julie D'Avignon
Justin Dawson
K. D. Hutchinson
Kaitlin Gibson
Kal and Wendy Jabusch
Kareen Stangherlin
Karel and Anja Sagasser
Karen and Gregory Judge
Karen Lee
Karen Lobello
Karim Moti
Karin Robinson
Karren Stoshnof
Kate Reeves
Katharine Irwin
Kathe Lemon
Katherine Polsky
Kathleen G. Frisz
Kathleen Love
Kathleen Sendall
Kathryn Taxbock
Kathy Black and Moreno Pagliaro
Kathy Randle
Kathy Reimer
Kathy Yuzda
Katie Mutlow
Katrina Regan-Ingram
Kaylee Janse
Keith Dyck
Keli Pollock
Kelly Dowdell
Ken and Sharon-Ann Gray
Ken Kirk
Ken LaPlante
Ken Powless
Ken Sorensen
Ken Wilson
Kenneth G. Oswald
Kenneth Hanley
Kenneth Kalyinchuk
Kenneth Ludlow
Kenneth McManus
Kenneth Murphy
Kenneth Ng
Kenneth Peach and Terence MacKenzie
Kent Ferguson
Kerry Clarke
Kerry Duncan McCartney
Kerry Hurtubise
Kevin and Helen Beingsner
Kevin Winfield
Kim Croisdale
Kirsten Olson
Kirsten Spate
Klaus Springer
Kris and Ray Matthews
Kris Matthews
Kristen Thompson
Kristin Van Ginkel
Kyle Christensen
Kyle Stanford
L. Hahn
Lara Grimm
Larissa Malkhassian
Lauren House
Laurie Csokonay
Lawrence Gregoret
Lawrence W. Gregoret
Layne Guise
Leah Dickie
Leann and Martin Schleichach
Lee Horsman
Leigh-Anne Graham
Leonard Bahry
Leonard Jones
Leonard Swanson
Leonore J. Hunt
Linda and Milt Hohol
Linda Bradley
Linda Keller
Linda Kundert-Stoll
Linda Manwarren
Linda Mayne
Linda Van Haver
Linnea Turnquist
Lisa C. Kloeble
Lisa Sheperd

Lisa Silver in honour of Lori Greif
Liz Prior
Lois D. Jarvis
Lois Daly
Lois Jarvis
Lorraine Curr
Loretta Biasutti
Lori Skriver
Lorie May
Lorna and David Bridarolli
Lorne and Patricia Larson
Lorne Williams
Lorraine and Emile Morin
Lou MacEachern
Luc Savoie
Luda Paul
Luigi Giancarlo
Lynette Allan
Lynn Boland
Lynn Ivall
Lynn Krasey
Lynne Brennan
Lynzey MacRae and Lenord Torgerson
M A Olsen
M Fritzler
M. Ann McCaig
Mackenzie Jordan
Magdalene Bagley
Marc and Desiree Bombenon
Marcy Leigh
Maren Kubik
Margaret and Ron Southern
Margaret Fullerton
Margaret Hooper
Margaret Johnson
Margaret Saul
Margaret Wallis
Margo Black
Marguerite Focht
Maria Mendelman
Marianne Kasper
Marie Patton
Marijke Van Wijk
Marilyn G. Annis
Marilyn Jespersen
Mark Lovely
Mark Sullivan
Marlene Kirwin
Martha Cohen
Mary and Michael Irwin
Mary Godwin
Mary Kapusta
Mary Maxim
Mary McCrae
Mary Murray
Mary P. Doherty
Mary Rozsa de Coquet
Mary Stewart
Mary Valentich
Mary Watson
Matt Foisy
Maureen Mannix
Maurine Steffens
Megan de Nooy
Megan Thomson
Meghan Clayton
Meghan Meger
Melanie Jantzie
Merrena Lea Thompson
Michael Bruch
Michael Colborne
Michael Frederick
Michael MacLeod
Michael W. Bright
Michelle Goshinmon
Mike Good
Mike Jackson
Mohamed Ali
Monique Matters
Moraima Caceres
Nadia Russo
Nadine Johnson
Nadine Reynolds
Nair Bailey
Nancy Graham
Nancy Johnston
Nancy Lever
Nanette Perkins
Natasha Sayer
Neal Burgess
Neil Antymis
Neil Camarta
Neil Labatte
Neroli Brook
Nicole Lang
Nicoletta McDonald
Nina Snider
Norlaine Thomas
Norman Woodhouse
Owen Tobert and Iris Sadownik
Pamela Forti
Pat Binns
Pat Cochrane
Patricia and Mike Flanagan
Patricia Dalk

Patricia Lortie
Patricia Milne
Patti and Gary Ogston
Patti Chisholm
Patti Pon
Pattie Cameron
Patty and Donald Bruton
Paul and Dave Morris
Paul and Donna Lessard
Paul and Shirley Storwick
Paul C. Hunter
Paul Christensen
Paul Dimini
Paul Frank
Paul Kennedy
Paul Williams
Paulo Camargo
Peggy Garritty
Penny Young
Peter and Ildi Paulson
Peter Cohos and Kim Cohos
Peter Jekill
Peter McCombs
Peter Merchant
Peter Neville
Peter O. Paulson
Phillip Donais
Phyllis Fowler
Quentin Pittman
Quinton Rafuse
Ralph Barnett
Ralph Hoffman
Randal Mitchell
Randy Ganske
Rebecca Knight
Reid Henry
Rene and Richard Engel
Ric and Christine McIver
Ricardo Garcia
Richard Henson
Richard Kowalewski
Richard Oliver
Richard Willott
Rick and Janet Matthews
R M Perry
Rob Braide
Rob Jacobucci
Rob Stinson
Robert and Andrea Sartor
Robb Popadynetz
Robert and Patricia Steele
Robert Taylor
Robert Young
Robin and Tara Charran
Robin Gourlay
Robin Herbert
Robyn Hauck
Rod Hafezi
Roderick Tate
Rodney and Irene Lebbert
Roger A. Bechthold
Roger Cross
Roman Cooney
Ron Craig
Ron Newborn
Ronald Holdsworth
Rosalinde Brow
Rosalynd Doi
Rosanne Hill Blaisdell
Rosemary Oddie
Ross and Jane Reynolds
Ross Douglas
Ruby Lecot
Rudi and Christine Kincel
Russell Kimber
Ruth Ginzer
Ruth Steele
Ryan Duerr
Ryan Howard
S. B. Yaholnitsky
Sabine Kalkreuth
Sabrina Navarrete
Said Arrata
Sam and Ida Switzer
Samuel Wayne Bobroff
Sandra Huculak
Sandra Lee
Sandra Shaw
Sandy Tidswell
Sara Mayne
Sara Poldas
Sarah and Michael Meadus
Sarah Peters
Sasha Robey
Sathia Durai
Scott Glass and Karen Goetz
Sean Horvath
Serge and Barbara Rand
Shane Carter
Sharon Martens
Sharon-Ann and Ken Gray
Shaun Hunter
Shauna Frank
Shawn Streeton
Shawna Bertin

Shawna Lindsay
Shawna McGovern-Burke
Sheila Roddy
Sherali Saju
Shereen Coward
Sherry Wieland
Shirley Mintz
Shirley Stinson
Stacey Soutiere
Stefan Herbst
Stella Duncan
Stella Swanson
Stephanie Pahl
Stephen Herring
Steve Joseph
Steven Ball
Steven Lau
Stuart Libin
Susan Foster
Susan Ridley
Susan Ryan
Susan Simpson
Susan Stanford
Susan and Mac Van Wieringen
Suzanne Bensler
Suzanne Joly
Suzanne Kear
Sylvia Clark
Tammy Dundas
Tania Januszkowski
Tanya Laing
Tasha Komery
Tennille Anderson
Terence Myles
Terry Clarke
Terry Gunter
Terry Mayer
Terry Medd
Terry Reid
The Schutz Family
The Thorpe Family
Thomas and Shannon Palmer
Thomas and Susan d'Aquino
Thomas Raedler
Thomas Ulph
Tim and Shelley Vanderford
Tim Harvie
Timothy Wong
Toby and Nick Van Es
Todd Poulsen
Tom and Nell Smith
Tom Coulson
Tom Smith
Toni Zihove
Tracy Bradshaw
Tracy Clark
Travis Campbell
Trevor and Sonia Ross
Trevor Meyer
Tricia Fraser
Tuhou Tian
Tyler Soron
Vera Swanson
Vern Yu
Verna Jean Fairbrass
Verna Johnson
Verna Kirkwood
Veronica Lawrence
Vincent Duckworth
Vincenzo Contrada
Viola. T. Baay
Vitaliano Evangelista
W Roy Roth
Wade Schultz
Walt and Irene DeBoni
Walter and Shirley Foster
Wanda Martin
Wanda Moffat
Wanda Mulloy
Warren Gschaid
Wayne and Marge DeBoice
Wayne Bossert
Wendy Kunsman
Wendy Ogden
Wendy Smeltzer
Wendy Walters
Wesley Richardson
Wilfred Gobert
Wilhelmina Van Galen
William Barwick
William G. McElheran
William MacLachlan
William Pollitt
Wilson Hui
Yvonne Schmitz
Yvonne Schmitz
Zdenka Vojkuvkova
Zeke Purves-Smith

Organizations

Addit Construction
 Alberta Foundation for the Arts
 Alberta Museums Association
 Allied Works Architecture
 Americas Petrogas
 ATCO Group
 Beatnik Bus
 Bedouin Management Corp
 Bell Canada Inc.
 Bhatia Music
 Big Country Energy Services
 Big Rock Brewery
 Borden Ladner Gervais
 Burns Memorial Fund
 Calgary Arts Development Authority
 Calgary Sports and Entertainment Corporation
 Calgary Welsh Society
 CANA Construction
 Canada Helps
 Canadian Museums Association
 Canada Works Program
 Canadian Western Bank Group
 Cenovus Employee Foundation
 Centron
 Christopher Sims Professional Corporation
 CIBC
 CKUA Radio Network
 Clairwood Capital
 CNL Resources
 Crane Works
 Custom Electric
 DJ Powers Paint Inspection
 Dream Development
 Duke Projects Inc
 e=mc2
 Elite Scaffolding Systems
 Embassy Bosa
 Encana Cares Foundation
 Evolution Audio Visual
 EY
 Field Law
 Fishmans
 Flair Foundation and Aqueduct Foundation
 Francophone Secretariat – Alberta Culture and Tourism
 Goel Family Charitable Foundation
 Graham Group
 H Schroter Prof Corporation
 Hopewell Residential
 House of Payne
 Hugessen Consulting Inc.
 Integra Contracting Inc.
 Interra Energy
 Ironwood Building Corp.
 Jaimie Hill & Tammy-Lynn Powers Memorial Foundation
 Jan A Witting Management Consulting
 JB Music Therapy
 Joan Glasgow Music
 Kahane Law Office
 Kallen Printing
 Kasian Architecture Interior Design
 Keylock Electric
 Kirk Marketing
 Lawson Lundell LLP
 Lindsay Bailey Law Corporation
 Live Nation Entertainment
 Loblaw Companies Ltd.
 Mawer Investment Management
 Maximat Inc.
 MEDIAPOP Inc
 Methodworks Consulting
 Mikes Bikes
 Moffat Piano Services
 Montreal Museum of Fine Arts
 Mosaic Communications
 MusiKiva Canda
 Nexen Energy
 OneWest Events Inc
 Optima Manufacturing
 Pacific Group Communications
 Parsons Canada
 Petro-Tech Printing Ltd.
 Petroleum Accountants Society of Canada
 Petroleum Joint Venture Association
 Plains Midstream Canada
 Power Corporation of Canada
 QED Marketing Inc
 RBC Financial
 RBC Foundation
 RBC Wealth Management
 Royop Development
 Sam and Betty Switzer Foundation
 Socan Foundation
 SolAero
 Steven Edworthy Professional Corporation
 Stewart & Stewart
 Street Characters Inc
 Sturgess Architecture
 Sunny Gables Holdings

Surecall Contact Centres
 TD Bank Group
 Technotes Ltd.
 TELUS Cares Dollars for Doers Program
 The Alvin and Mona Libin Foundation
 The Beach Advanced Audio
 The Calgary Foundation
 The Scotlyn Foundation Trust Fund
 The SOCAN Foundation
 The TAO Foundation
 Thompson Graphics Ltd
 TJ Modelling
 Torsys LLP
 Tourism Calgary
 TransCanada Pipelines
 Travel Alberta
 United Way of Calgary and Area
 University of Lethbridge
 Viewpoint Foundation
 Village Brewery
 Watt Consulting Group
 Wawanesa Mutual Insurance
 Wettstein Family Foundation
 WRD Borger Construction Ltd.

Campaign Donors

Individuals

14 Anonymous Donors
 Alan Castle
 Alane Smith
 Alexander McIntosh
 Andrew Kerr
 Angel G. Prieto
 Betty Ann Smith
 Bill Beck
 Bonnie L. Smith
 Bradley Schneider
 Camie Leard
 Charlie Fischer and Joanne Cuthbertson
 Cheryl Warren
 Chris Fong
 Christoph Schultz
 Colin Redekopp
 Deborah Ferguson
 Desiree and Marc Bombenon
 Dianne Kerr
 Dick and Lois Haskayne Fund at the Calgary Foundation
 Donald J. Douglas
 Donna Fallon
 Donna Pahl
 Dr. Rudolf Kincel
 Elliot Steinberg
 Eszter Simon-Berci
 F. Richard Matthews
 Foster Stewart
 Freida Butcher and Greg Sawatzky
 G. A. Ledingham
 Garth Jacques
 George and Margie Brookman
 Geri Spring
 Gordon Franson
 Gordon Vogt
 Gwyneth and Lloyd Gilette
 H. Lloyd Eriksson
 Hani Elmoughrabi
 Hank and Jane Beeksma
 Hans Verwijs
 Heather Mitchell
 Helmar Basedow
 In Memory of Ken Nielsen
 Irwin and Hope Rajesky
 J W. Baughman
 Jack and Joan Donald
 Jack Pallo
 James and Beverly Foy
 James and Beverly Lough
 James Wear
 Jan Geggie
 Jason Balasch – In Memory of Miles Krowicki
 Jean Engberg
 Jeni Piepgrass and Magni Magnason
 Jennifer Fuhr
 Jennifer Gray
 Joan Giles – In Memory of Pat and George Sutton
 John and Dianne Amundrud
 John and Maggie KHG Mitchell Family Fund
 Josh White
 Joyce Palmer
 Karen Murray
 Katrina Muller
 Ken Staves
 Ken Wilson
 Ken, Pat, Brandon, Colin and Neil Smith
 Kevin and Helen Beingsner
 Kirby Sewell
 L.J. Robertson
 Larry and Laura Lee Shelley

Leonore J. Hunt
 Lloyd Buchanan
 Lorne M. Malinowski
 Madge Clarke
 Margaret Gaudreau
 Marilyn Dyck
 Marino Giancarlo
 Martin Jones
 Maxine Ramier
 Michelle Goshinmon
 Monica Grainger
 Murray Wilson
 Olive Bentley
 Patricia Milne
 Paul and Audrey Wilson
 Peter and Ildi Paulson
 Peter Edwards
 Phil Jones
 Raymond J. Savage
 Richard Singleton
 Rick Harper
 Rob Braide
 Rob Whitworth
 Robert Stirling
 Roger and Linda Jackson
 Roman Cooney and Debbie Bruckner
 Rosanna Terracciano
 Roy W. Roth
 Sara-Jane Gruetzner
 Sathia Durai
 Serge Rand
 Sharon Hanna
 Sharon Martens
 Shaun Hunter and Blair Carbert
 Suzanne Presinal
 Terence MacKenzie
 Terry A. Palmer
 The Simpson Family
 Tommy Stephenson
 Trudy Gahlinger
 Walt and Irene DeBoni
 Walter Shoutts
 Warren Gschaid
 Wendell A. Stevens
 Wendy Ogden and Marc Bowles
 Wesley Richardson
 Wil Roth
 Yves Trepanier

Organizations

Alberta Museums Association
 ATB Financial
 ATCO Group
 Bell Media
 BMO Financial Group
 Bolt Supply House Ltd.
 Calgary Foundation
 CANA Construction Ltd.
 Dentons Canada LLP
 Edmonton Community Foundation
 Encana Cares Foundation
 FirstEnergy Capital Corp.
 Flair Foundation and Aqueduct Foundation
 Francophone Secretariat, Alberta Culture and Tourism
 Jaimie Hill & Tammy-Lynn Powers Memorial Foundation
 JMP Engineering Inc
 Power Corporation of Canada
 RBC Royal Bank
 Scarborough Foundation Fund at The Calgary Foundation
 Stantec Consulting
 Sturgess Architecture
 TD Bank Group
 Team TELUS Charitable Giving Program
 The Alvin and Mona Libin Foundation
 The Arthur J. E. Child Foundation
 The Ida and Samuel Switzer Foundation
 The Jeffrey and Marilyn McCaig Family Foundation
 The Newall Family Foundation
 The Sam and Betty Switzer Foundation
 The TAO Foundation
 The Taylor Family Foundation
 Viewpoint Foundation

Long Term Operational Supporters



Program Supporters



RBC Foundation



@nmc_canada



facebook.com/NationalMusicCentre

Information Technology

Technology System Implementation

The ongoing Technology System implementation project is the culmination of over 3 years of detailed planning, beginning with the Information and Communications Technology and Audio Video Systems Program produced by NMC and the Sextant Group

Through 2014 and 2015, NMC worked with Bell Canada to complete a executable design for the Studio Bell Technology System.

The implementation of the system, also contracted to Bell Canada, began in 2015 and is ongoing until the public opening in 2016. This final phase of the project consists of the following integrated sub-projects: Network, Network Security, Wireless (Network), Compute and Storage, Audio Visual, Application Services, Integration.

Off-site staging and testing of systems started in December 2015. This was a critical stage of the project, as the functional design of the system was physically tested.

Finance

A Year of Transition

2015 has been a year of transition for NMC

Staff have begun the process to shut down operations at the Custom House and plan for operations at the new Studio Bell.

The focus has been on building operating capacity to open doors at the new facility in 2016. This includes the creation of six new staff positions including a Manager of Earned Revenue to focus on developing new revenue streams and a Manager of Facilities to focus on developing the plans to operate the new facility and to find tenants to replace NMC when it vacates the Customs House.

NMC made significant progress in 2015 on constructing its new facility driven by the goal to be ready to host over 1,200 people at the opening ceremonies for the JUNO's in the spring of 2016. The construction of the building is nearly 95% complete with costs of \$79.8 million incurred in 2015 bringing the carrying value of the new building, including capitalized interest costs, to \$164.0 million.

In Q3 of 2015 the board reaffirmed its commitment to building an "iconic" facility and approved increasing the capital budget to \$191 million for the project. This increase included \$11.1 million for the base building, \$2.4 million for exhibitions and \$2.5 million for the fit out of the King Eddy as a restaurant and bar. Cost increased for the base building due to the refinement of the construction design reflecting the complexity and the iconic nature of the building. The exhibitions budget was increased due to higher costs caused by the strengthening US dollar and due to owner driven changes to enhance the exhibitions. While a budget has been tentatively approved to fit out the King Eddy as a live music and restaurant venue, this project has been deferred until at least 2017 pending development of business plan and improvement in the local economy including completion of other construction projects in the East Village.

Debt continues to be used to bridge finance the construction project and will continue to be used post-construction to finance those pledges that will be received over a longer timeframe than the construction period. During the year, NMC retired all debt that was outstanding at the end of 2014 relating to the construction project and replaced it with a \$99.2 million non-revolving credit facility with a syndicate of Canadian banks. At year end, debt is \$58.5 million (2014 - \$3.5 million) and since the beginning of the construction project, interest of \$2.9 million (2014 - \$.6 million) from all sources of debt financing has been capitalized. NMC plans to repay the debt with funding from the community and government sources. At year-end, \$135.9 million (2014 - \$104.9 million) has been received or pledged for the building.

NMC finished the year with an operating loss of \$267,000 compared to a surplus of just over a \$1 million in 2014. This swing is largely due to the unrealized loss on investments of \$579,000 which eliminated the unrealized gain of nearly the same amount in 2014. Contribution and sponsorship revenue remains strong at \$3.5 million, down slightly from \$3.9 million in 2014.

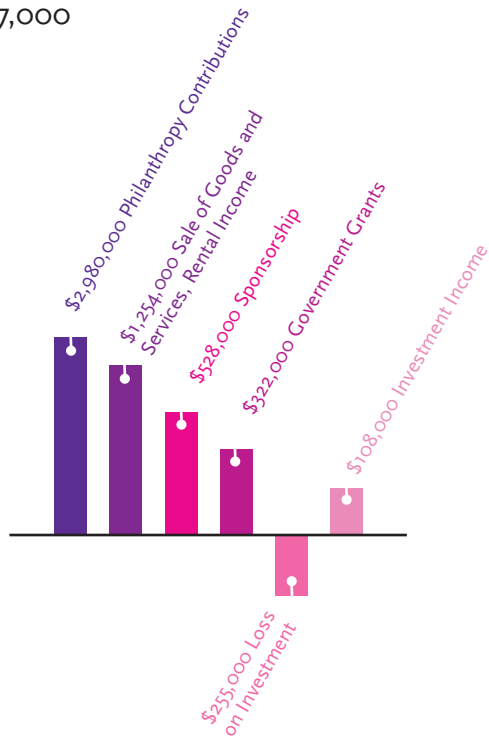
Operating expenditures increased \$419,000 to \$5.3 million mostly due to hiring new staff. NMC continues its very targeted and deliberate spending in strategic areas including significant spending in the areas of fund development and marketing reflecting the commitment to reach the capital campaign goal in support of building a home for music in Canada.

For a copy of the audited financial statements, please contact 403-543-5115 or info@nmc.ca.

SUMMARY OPERATIONS STATEMENT FOR 2015

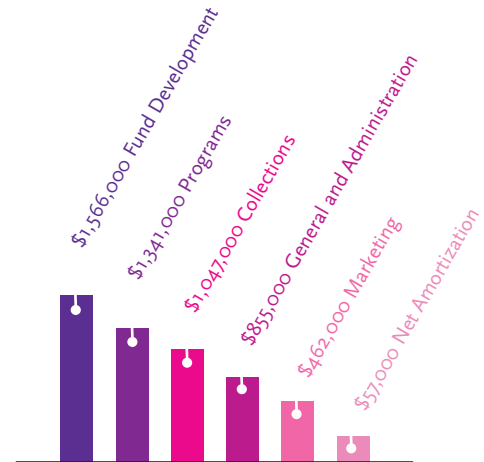
Revenue

\$4,937,000



Expenditures

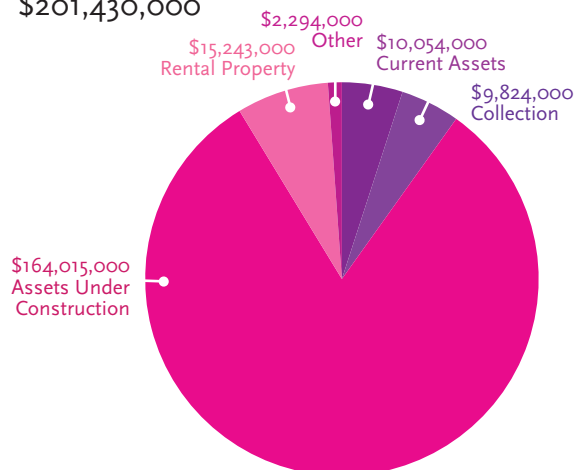
\$5,328,000



SUMMARY BALANCE SHEET FOR 2015

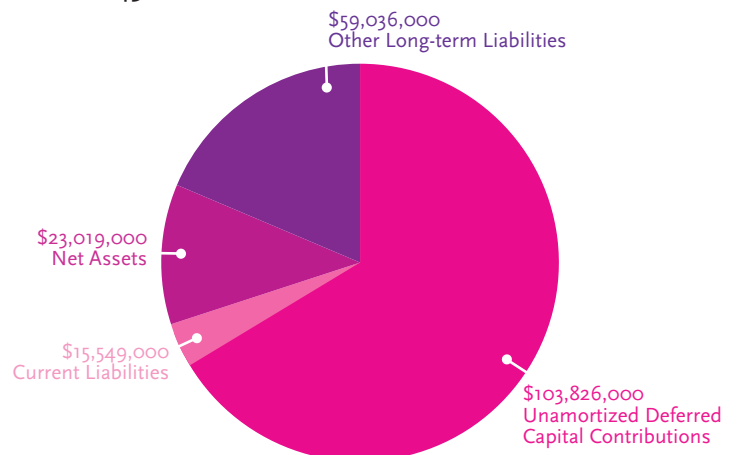
Assets

\$201,430,000



Liabilities and Net Assets

\$201,430,000



Note: This statement does not include changes in fair value of derivatives.



Be sure to visit us when our
new facility, Studio Bell, home
of the National Music Centre,
opens this July.

Find out more at studiobell.ca.

Canada

Alberta
Government

Calgary



Bell



ev east
village®

StudioBell



National
Music
Centre
Centre
National
de Musique

Studio Bell, home of the National Music Centre | 850 4 Street SE Calgary, AB T2G 1R1



@nmc_canada #StudioBell studiobell.ca