

encore

NMC Annual Report 2018

FEATURING

TONTO WEEK

SHOWCASING THE NEWLY
RESTORED ICONIC INSTRUMENT

SPOTLIGHT ON LIVE MUSIC

RECORD ATTENDANCE ON
CANADA DAY

HATS OFF TO OUR VOLUNTEERS AND
SUPPORTERS

StudioBell



National
Music
Centre

Centre
National
de Musique



Letter from the President

Welcome to the 2018 edition of Encore, the Annual Report of the National Music Centre (NMC) celebrating the accomplishments of our second full year of operations since opening. While reviewing the contents of the Annual Report as part of our year end activities, I couldn't help but reflect about how the culmination of our collective efforts over the past two and half years to deliver meaningful programming and services at Studio Bell are continuing to build momentum for NMC's brand and credibility overall. You can feel it and this momentum is being felt not only in our hometown of Calgary, but across Canada and beyond as well. NMC is no longer a secret and its impact is beginning to be felt.

The Annual Report highlights many successes and new developments that occurred in 2018 as well as the fact that the total number of guest visits through all activities within the walls of Studio Bell was our best year ever, serving over 130,000 individuals, an increase of 11% when compared with 2017. Furthermore, the quality and impact of our programming and services continues to receive recognition from

individuals, educators, corporations, civic partners and national music service organizations, the media, artists, technicians and most recently, health professionals. Yes, music heals too!

By programming via these multiple streams, we have been able to serve more of the community, locally and beyond. We have inspired over 14,400 students through our on-site education programs, collaborated with a dozen community partners across the musical spectrum, presented over 196 concerts and events, hosted artists in residence from across Canada, and so much more. Finally, after much anticipation, we opened the King Eddy live music venue restaurant/bar as a fully operational independent entity which has brought additional programming and vitality to Studio Bell overall.

Other highlights of the year include our annual Canada Day event supported by Bell, which saw a record breaking attendance of over 11,000 guests through the building; Crossroads – a culturally diverse community program that took over Studio Bell for an entire day bridging the gap between all people

through music and finally, we activated Studio Bell in the way it was designed to do as an indoor “music festival” during TONTO week—a week long series of programs highlighting one of our most famous collection items, The Original New Timbral Orchestra. TONTO week closed with one of our most exciting events, After Hours with A Tribe Called Red.

We are very proud of what we've been able to accomplish in such a short period of time since opening in 2016, so on behalf of our entire team including our committed volunteers, we sincerely thank you for helping to build a home for music in Canada—let's keep the momentum going!

Andrew Mosker
President and CEO



Letter from the Chair of the Board

What a year 2018 has been! As Chair of the Board of Directors, it has been a thrill to witness our team continue to deliver on our promise to become Canada's home for music. In 2018, we continued to convey this promise by strengthening our foundation as a registered charity in offering an array of new programming produced at Studio Bell which was truly inspiring to watch unfold. This programming strengthens our beliefs further that in only a few short years since opening, we have not only created a functional beautiful new architectural icon for Calgary and Canada in Studio Bell, but more importantly, we've successfully launched an entirely new music organization for Canada whose programs will in time, positively impact the lives of many people in Calgary, across Canada and beyond.

From permanently opening the King Eddy as a live-music venue and presenting hundreds of Canadian artists, to further integrating our collections into programs and collaborations such as we did with our famous TONTO (The Original New Timbral Orchestra) analog synthesizer, to amplifying the induction of a great Canadian artist into one of our three halls of fame galleries, to enabling thousands of young students

to experience an on-site education program, the evidence of our impact is becoming clearer with each passing year.

On behalf of the Board of Directors, a big thank you to all of NMC's dedicated staff and the ever-inspiring supergroup of volunteers whose dedication has no limits. 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, Secretary/Treasurer
Ron Mannix, Director
Dave Mowat, Director
Susan Van Wielingen, Director
Thomas d'Aquino, Director
Greg Kane, Director
Steve Kane, Director

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Cam Crawford, Chair
Rob Braide, ex-officio
Andrew Mosker, ex-officio
Brinna Brinkerhoff
Freida Butcher
Charlie Fischer
Kim McKenzie
Garth Jacques

Content and Operations Committee

Rob Braide, Chair
Andrew Mosker, ex-officio
Garth Jacques
Freida Butcher
Steve Kane
Kim McKenzie
Susan Van Wielingen

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, Operations and Special Projects

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Volunteer Coordinator

Development

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Director of Development

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Phil Grace
Annual Giving Officer

Dmytro Petlovannyi
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Manager of Accounting

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Tallia Chau
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Paul Brooks
Performance and Artist Programs Manager

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Jess Knights
Education and Public Programs Manager

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Education and Public Programs Coordinator

Evan Rothery
Education Program Leader

Jordan Ganchev
Education and Public Program Team Lead

Rich Taylor
Talent Buyer

Katarina Hoven
Summer Camp Coordinator

Educators

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Kristen Berkel

William Buie

Adrienne Collins-Bretell

Brent Cooper

Peter Exner

Laura Hickli

Alexander Janusz

Erin Jenkins

Cathy Mckee

Sara Pun

Melody Stang

Kevin Stebner

Collections and Exhibitions

Jesse Moffatt
Director of Collections and Exhibitions

Claire Neily
Manager, Collections and Conservation

Jason Tawkin
Manager, Building Audio

Juan Hurtado
Production Manager

Hayley Robb
Collections Research and Interpretation

Mike Mattson
Collections, Digital Content Coordinator

Jason Barnsley
Collections and Exhibitions Technician

John Leimseider
Electronics Technician

Meghan Mackrous
Archivist

Matt Walkey
Internal Technical Lead

Franco Mosca
External Technical Lead

Eric Cinnamon
Audio Technician

Ian Dillon
Audio Technician

Technical Assistants

Connor Harvey-Derbyshire

Renato Niro

Oliver Pennock

Samantha Selci

Niall Vos

Marketing and Communications

Brandon Wallis
Senior Manager, Marketing and Communications

Julijana Capone
Senior Publicist

Brenna Pladsen
Creative Design Specialist

Maddie Alvarez
Marketing and Communications Coordinator

Alvin Zacarias
Website Coordinator

Visitor Services and Events

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Manager, Visitor and Venue Services

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Event Coordinator, Internal

Tracey Hebenton
Sales and Event Coordinator

Nandita Aggarwal
Sales and Event Coordinator

Shahrazad Azzi
Visitor Services Senior Coordinator

Alexandra Badea-Hasasian
Front of House Coordinator

Visitor Services

Beth Barnes
Marianna Chapman
Shelby Emro
Gabriella Gut
Alonson Melgar

Event Hosts

Peter Rishaug
Kevin Aranas
Aline De Oliveira Trevisan
Matthew Johnston
Lorel Leal
Jaime Miller
Jeffrey Storey

Information Technology

Tom Yu
*Senior Manager, Information and
Communications Technology*

Paul Lozada
ICT Coordinator



JOHN LEIMSEIDER

July 21, 1952 – September 13, 2018

The passing of John Leimseider was deeply felt by NMC and the global music community. John (JL) was an incredibly kind and talented friend and colleague. He had a true love of music and was widely known for his incredible skills as a musician and keyboard technician. JL worked as NMC's Electronics Technician since 2002 and specialized in analog synthesizers and vintage audio equipment. He was a beloved mentor to those around him and is greatly missed by all who knew him, or knew of him.

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Contributors

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LOOK INSIDE STUDIO BELL

OUR MISSION

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

OUR VISION

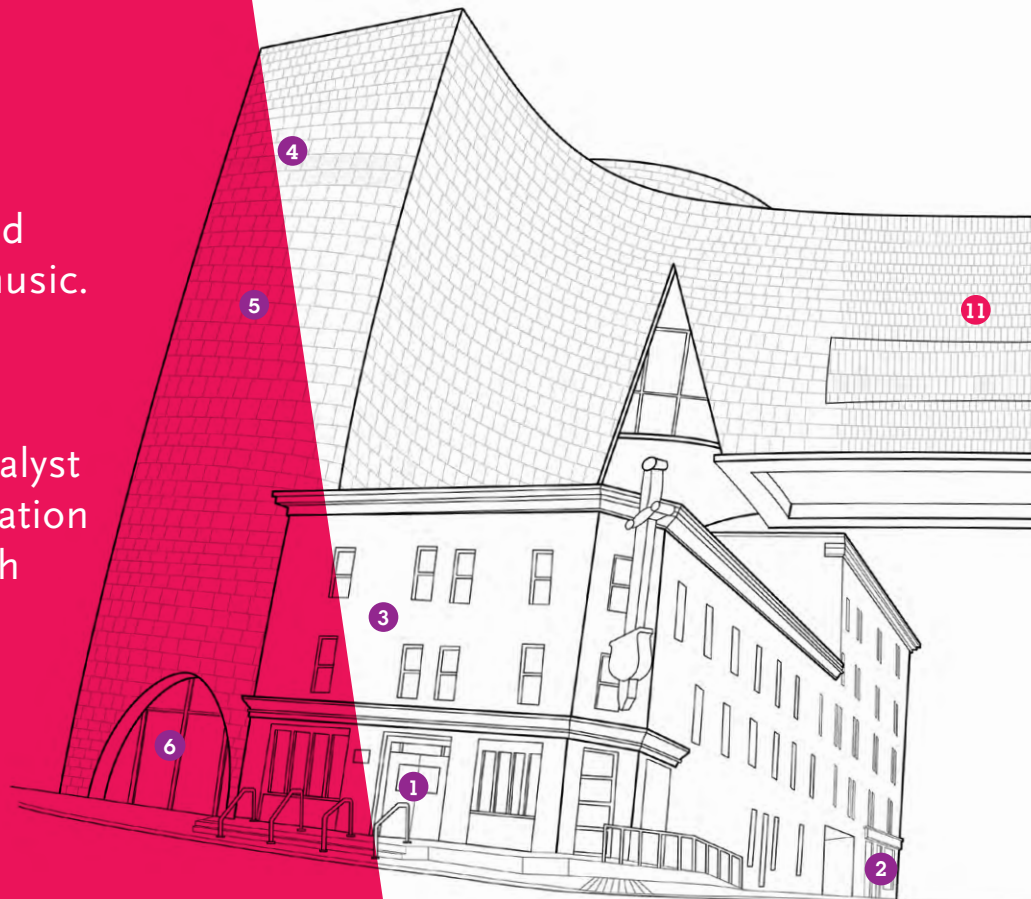
To be a national catalyst for discovery, innovation and renewal through music.

West Block

- 1 King Eddy (live music venue)
- 2 Calgary Foundation CKUA Studio (broadcast centre)
- 3 NMC Administration
- 4 Recording Facilities (3 recording studios, 3 live rooms)
- 5 NMC Classrooms
- 6 Rolling Stones Mobile (RSM)

East Block

- 7 Public Entrance / Ticketing
- 8 Rosso Coffee Roasters and NMC Shop
- 9 Performance Hall
- 10 NMC Exhibitions (Level 1 – 5)
- 11 Solar Drones



VISITORS' TOP 5 FAVOURITE THINGS AT STUDIO BELL

1. Playing instruments
2. Exhibitions
3. Studio Bell architecture
4. Kimball Theatre Organ
5. Learning something new

Visitors' favourite floor is
Floor 4-Making Music!

Studio Bell

Visits by the numbers 2018

ONSITE

44,735 (+2% YOY)

General paid admissions

16,349 (+4% YOY)

Canada Day and other complimentary admissions

1,071 (+82% YOY)

Guest Badges

25,783 (-7% YOY)

Third-party Rentals

14,430 (+11% YOY)

School program attendance

18,961 (+16% YOY)

NMC events and co-production attendance

29,228

King Eddy Attendance

150,557

TOTAL GUESTS VISITS (+28% YOY)

ONLINE

390,199

(-10% YOY)

Website Visits

815,668

(-10% YOY)

Website page views

9,276

(+33% YOY)

General Newsletter Average Recipients

SOCIAL MEDIA

VIDEO

57,600 views

YouTube

321,600 views

Facebook

379,200

TOTAL VIDEO VIEWS

6 LIVE-STREAMED EVENTS IN 2018

42,877

TOTAL LIVE STREAM VIEWS

FOLLOWER GROWTH

12,902 (+19% YOY)

Facebook

11,792 (+7% YOY)

Twitter

9,328 (+38% YOY)

Instagram

665 (+43% YOY)

YouTube

TOP 5 AMPLIFY.NMC.CA ARTICLES

Canadian Bands You Should Know: The Brothers Dubé have an inspiring story to tell

2018 Bell Live Series at the King Eddy lineup announced!

TONTO has arrived at NMC!

Steven Page to visit Studio Bell as next RBC Master in Residence

Origin Stories—Anne Murray "You Needed Me"

HATS OFF TO OUR VOLUNTEERS

In 2018, our incredible volunteers contributed

7,275 HOURS

of service across integral program areas like special events, visitor services, collections, fundraising and more.

As a charitable organization, the National Music Centre **RELIES ON A STELLAR CREW OF OVER 270 DEDICATED VOLUNTEERS** who help us amplify the love, sharing, and understanding of music.

We are proud of our reputation as an energized hub for music loving volunteers in Calgary.

Our dedicated community of diverse and passionate volunteers help bring the magic of music into our community by ensuring that Studio Bell, and the events, exhibitions and collections within, are well-supported.

Volunteers within the organization are integral to the culture at NMC. The investment from Scotiabank enables us to build a robust and polished volunteer program through the Scotiabank AMP Crew. As we move into 2019, we will continue to focus on growing NMC's community presence, and continue with ongoing recruitment, retention and recognition of our valued volunteers.



Where do volunteers help us succeed?

- Block Heater at Studio Bell
- Family Day at Studio Bell
- Canada Day at Studio Bell
- Summer street festivals
- Alberta Spotlight Series
- Bell Let's Talk Day at Studio Bell
- Wide Cut Country Weekend at Studio Bell
- Sled Island at Studio Bell
- Honens at Studio Bell
- JazzYYC Summer Festival



What do volunteers do at Studio Bell?

- Event volunteering
- Guest relations
- Gallery attending
- Museum stewardship
- Educational program support
- Exhibitions and Collections support
- Surveys and member engagement
- Community Team support



1. Volunteers offering technical support during the restoration of TONTO. Image: Hayley Robb
- 2-3. Volunteers are our key to hosting amazing live music. Image: Brandon Wallis and Sebastian Buzzalino
4. As gallery attendants, volunteers are the friendly face of Studio Bell. Image: Neil Zeller

NEW EXHIBITIONS

6 feature exhibits were launched in 2018, adding to Studio Bell's 5 floors of exhibitions celebrating music in Canada.

The exhibits, including recognition of the newest inductees to the Canadian Music Hall of Fame and The Canadian Country Music Hall of Fame, featured the stories and artifacts of an impressive group of Canadian artists and performers, such as:

- Barenaked Ladies
- Steven Page
- Paul Brandt
- The Young Canadians
- Terri Clark
- Jackie Rae Greening
- Bob Hunka
- Ron Sakamoto
- Holger Petersen
- Russell Broom
- Katherine Chi
- P.J. Perry
- Dave Pierce
- Shawn Everett
- Illangelo
- Joni Mitchell
- Chad Kroeger
- Feist
- Reuben and the Dark
- The Static Shift
- Oliver Miguel
- Nuela Charles
- nêhiyawak
- Tegan & Sara
- Rae Spoon
- Lindsay Ell
- The Road Hammers
- Amin Bhatia
- Amos Garrett
- Bob Everett
- Cindy McLeod
- Jann Arden
- Jens Lindemann
- John Rutherford
- k.d. lang
- Laura Vinson
- Maud Salvi
- Mike Tod
- Raghav
- Terry Wickham
- Tommy Banks
- and more!

May

Milestones: 2018 Canadian Music Hall of Fame Inductees
Barenaked Ladies

June

The Paul Brandt Legacy Collection: YYC to BNA (in partnership with Mount Royal University)

Young Canadians: Costumes from the Calgary Stampede Grandstand Show (in partnership with the Calgary Stampede)

August

King Eddy & Backstage Pass Décor

September

Showcase: 2018 Canadian Country Music Hall of Fame Inductees
Terri Clark & Jackie Rae Greening

October

Trailblazers: Alberta (presented with support from ATB Financial)

456 artifact loans were negotiated in 2018 to enhance our feature and permanent exhibitions, including items from: Barenaked Ladies, Steven Page, Terri Clark, Jackie Rae Greening, Andy Kim, and Sass Jordan. 20 monthly artifacts were added to the permanent galleries throughout the year.



1. Studio Bell visitors exploring Milestones: Barenaked Ladies. image: Neil Zeller

2. Country singer-songwriter Paul Brandt at the opening of Paul Brandt: YYC to BNA. Image: Neil Zeller

3. The Young Canadians take over Young Canadians: Costumes from the Calgary Stampede Grandstand Show. Image courtesy of Calgary Stampede





- 1-2. Showcase 2018:
Inductees exhibit. Images:
Maddie Alvarez and
Brenna Pladsen
3. k.d. lang's Juno being
placed on display. Image:
Hayley Robb
4. Trailblazers: Alberta
exhibit. Image: Brandon
Wallis
5. Paul Brandt's induction
into the Canadian Country
Music Hall of Fame. Image:
Neil Zeller
6. The Barenaked Ladies'
induction into the Canadian
Music Hall of Fame. Image:
Neil Zeller





HALLS OF FAME

7 new Hall of Fame plaques were added to the walls of the Halls of Fame gallery.

1 new Hall of Fame partnership with ADISQ (l'Association québécoise de l'industrie du disque, du spectacle et de la vidéo).

NOTABLE MEDIA HIT

La chanson québécoise célébrée à Calgary
(2018 Sept. 11) LaPresse.ca (Canada)



PRESERVATION & ACQUISITIONS

308 new donations were added to the collection in 2018.

Including:

22 pieces of early Guess Who memorabilia

6 Neil Young-inspired assemblage paintings by noted artist Jenice J. Heo

9 pieces of Neil Young instruments, sound gear and studio equipment

25 synthesizers from the Alexis Charalambous Memorial Recording Studio at Vancouver Community College

1 Glenn Gould-played Mason & Risch grand piano

92 new Oral Histories were taped, including interviews with: Bruce Cockburn, The Northern Pikes, Northern Cree Singers, Joyce Smith, Barenaked Ladies, Steven Page, Global Country Star Search participants, Lauren Pedersen, Aaron Goodvin, The Static Shift, Nuela Charles, and Paul Brandt



2



1. Audio Tech Eric Cinnamon prepares cords for a TONTO recording session. Image: Hayley Robb
2. Barenaked Ladies records an Oral History after their plaque ceremony. Image: Chad Schroter-Gillespie
3. Bruce Cockburn records an Oral History in NMC recording studios. Image: Chad Schroter-Gillespie
4. This ARP 2600 was part of the synthesizer donation from the Alexis Charalambous Memorial Recording Studio at Vancouver Community College. Image: Hayley Robb

3



4



LEARNING AT STUDIO BELL

Education and Public Programs take students behind-the-scenes and activate the collection for students and visitors.

Education

NMC School programs broke attendance records in 2018 with over 14,000 students served. Jam Club, NMC's award-winning after-school drop-in program for teenagers, continued to meet increasing demand with roughly 25 students per week dropping in for mentorship and skill development facilitated by NMC staff, volunteers, and artist facilitators. NMC also piloted a very successful stream of seniors programming in the fall of 2018 and plans to seek funds to continue that program in late 2019.

Camp

In the summer, NMC piloted a summer camp experience, experimenting with new curriculum. Lessons were learned and we look forward to applying them in 2019. Showtime! continued to teach kids about live music production and appreciation with engaging sets from local artists like Calgary rapper Transit.

Tours

Public tours were augmented with the addition of a new weekly offering called 'Backstage Pass'. Led by a talented NMC programmer, visitors are treated to a guided tour of the artist facilities with interpretation of some of the legendary instruments from our collection.

**14,430 STUDENTS VISITED
STUDIO BELL THROUGH
SCHOOL GROUPS. PILOTED
3 NEW PROGRAMS INCLUDING
SENIOR'S JAM CLUB, NMC
PRESENTS, AND SUMMER CAMPS**

1. A 2018 Jam Club participant in their end-of-year showcase. Images: Jacques O'Neill
2. Educator Cam Buie demonstrating the EMS Synthi 100. Image: Chad Schroter-Gillespie
3. Summer camp participants in action. Image: Chad Schroter-Gillespie

1



2



3





CELEBRATING WITH MUSIC

Special events programming continued to draw visitors to Studio Bell during Canada Day, Family Day, and Alberta Culture Days. **11,437 visitors celebrated Canada Day at Studio Bell**—the highest single-day attendance in Studio Bell's history! Admission on Canada Day was free for all, courtesy of Bell Canada.

1. Educator Peter Exner performing at Canada Day 2018. Image: Neil Zeller
2. The campfire sing-a-long at Canada Day. Image: Sebastian Buzzalino
3. Jett Thunders leading an air guitar workshop on Family Day. Image: Brenna Pladsen





LIVE MUSIC

In 2018, NMC collaborated with over a dozen partners, including Honens, Beakerhead, Banff Centre for the Arts, Calgary International Film Festival, and Calgary Folk Festival to program a diverse array of music and cultural offerings at Studio Bell.

The Bell Live Series returned for a final barn-burner at the King Eddy. With evening ticketed performances from the Road Hammers, Tim Hus, Lauren Mayell, and the Abrams, and all-day free music programming to keep the Eddy bustling during the Calgary Stampede.

Summers in C-Square program provided families and East Village visitors weekend soundtracks with great live local music through August and September.

NMC delivered 10 concerts featuring the best emerging talent from the province with Alberta Spotlight, supported by the Viewpoint Foundation, showcasing promising acts like Cartel Madras, Juno-award nominee Nuella Charles, and nêhiyawak.

NMC continued to stretch out as an independent concert promoter, delivering concerts without the safety-net of underwriting, including Northern Pikes, Grapes of Wrath, Tim Hecker and Jean-Michel Blais (presented in partnership with Sled Island). NMC also partnered with Sarb Akal to program a full day of Indian classical music programming including a ticketed evening concert.

1. Country rockers The Road Hammers performing at the 2018 Bell Live Series at the King Eddy. Image: Sebastian Buzzalino
2. Northern Cree perform as part of the Alberta Spotlight series. Image: Brandon Wallis
3. Music fans enjoying a sunny afternoon performance during Saturdays in C-Square, presented by East Village. Image: Gabriella Gut
4. The Grapes of Wrath were the inaugural NMC Presents event. Image: Sebastian Buzzalino

**IN 2018, WE PRESENTED
52 LIVE CONCERTS WHERE
431 ARTISTS PERFORMED AND
PRESENTED EVENTS WITH
12 COMMUNITY PARTNERS.**



1

1. Concert goes busting a move during the Alberta Spotlight performance on the Rooftop at the King Eddy. Image: Sebastian Buzzalino
2. Polaris-prize nominee Jean-Michel Blais, presented with Sled Island. Image: Sebastian Buzzalino
3. Evening concert with legendary Hindustani classical vocalists Padmabhushan, Pandit Rajan and Sajan Misra, presented with Sara Akal. Image: Sebastian Buzzalino
4. Cartel Madras bringing hip-hop to Alberta Spotlight at the King Eddy. Image: Sebastian Buzzalino

LIVE STREAMING

6 LIVE-STREAMED EVENTS IN 2018

1. **Northern Cree** (21,449 views)
2. Steven Page (7,782)
3. Paul Brandt (7,140)
4. nêhiyawak (2,065)
5. Northern Pikes (3,281)
6. Live Q & A with Music Therapist Sarah Pun (1,160)

SPOTLIGHT ON THE NORTHERN CREE STREAM

308 shares • 420 reactions • 290 total comments

NMC • Where are you tuned in from? |

Stanley Swallow • Watching from the Eastern shores of James Bay, Northern Quebec

Karen Chamberlain • New York

Vanessa Varela • Watching from Johannesburg, South Africa

Landee Grey Bear • North Dakota here

Kwena Boivin • Kahnawake Mohawk territory

Lynn Begay • Watching from New Mexico

Michele Black • Tofino British Columbia

Reavell Orr • Watching and enjoying Northern Cree from Goleta, Santa Barbara County, California. Thx so much! Awesome!

2





... What's a TONTO?

Before the days of digital synthesizers, The Original New Timbral Orchestra (TONTO) was the world's first (and largest) multitimbral polyphonic analog synthesizer. Created in 1968, TONTO was a bona fide electronic orchestra and a revolutionary feat of music technology. As one of the first multi-player synths, TONTO helped make synthesized sound a standard element of modern pop music through collaborations with Stevie Wonder and other icons.

TONTO WEEK

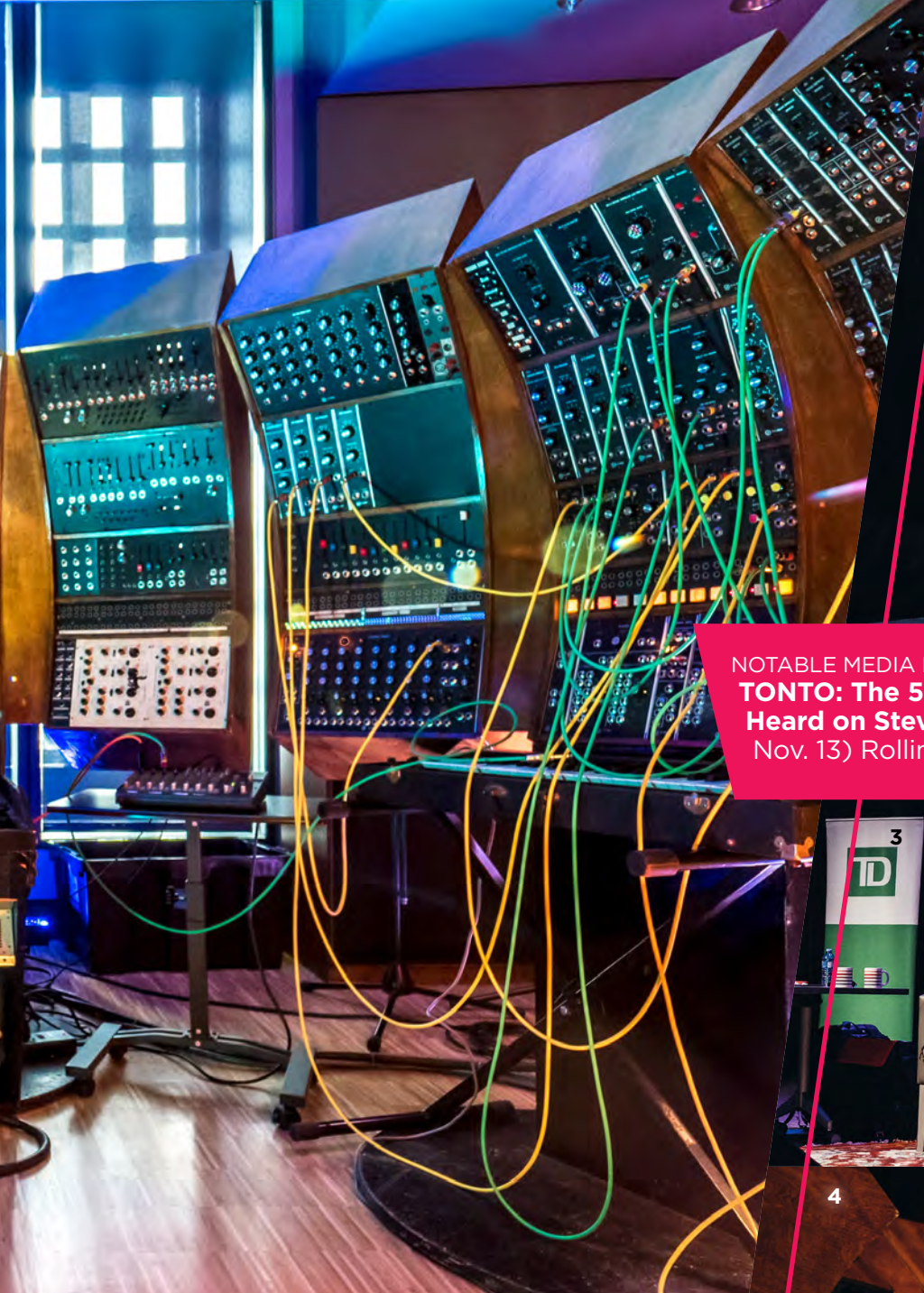
Connecting The Original New Timbral Orchestra with today's musicians.

2018 saw the completion of the restoration of TONTO, one of the jewels of the NMC collection. With the growing success of Alberta Electronic Music Conference (AEMCON), now hosted at Studio Bell, we developed a program series designed to appeal to electronic music fans, and to highlight NMC's unique living collection of instruments. NMC invited TONTO co-creator Malcolm Cecil to assist the first artist in residence using the instrument, and to deliver a series of oral histories and public programs designed to tell the story of the legendary synthesizer.

With support from TD, NMC hosted A Tribe Called Red (ATCR) for over a week of recording with the legendary instrument in NMC's recording facilities. The residency featured a public workshop and culminated with a performance at After Hours, where ATCR delivered an unforgettable set.

1. TONTO, fully restored and ready to make new music for the first time this century. Image: Brandon Wallis
2. Malcolm Cecil, TONTO Co-creator, signing records at After Hours. Image: Sebastian Buzzalino
3. ATCR discussing their experience working with TONTO and Cecil after their residency. Image: Sebastian Buzzalino
4. Malcolm Cecil demonstrating TONTO during a public lecture at AEMCON. Image: Sebastian Buzzalino
5. The packed dance floor for the highly-anticipated ATCR set at After Hours. Image: Brandon Wallis





2



NOTABLE MEDIA HIT

TONTO: The 50-Year Saga of the Synth
Heard on Stevie Wonder Classics (2018,
Nov. 13) RollingStone.com (U.S.)



4



25

INCUBATION

Nurturing musicians and artists at every stage of their careers.

NMC Artist in Residence Program

With the support of Bell Media, NMC self-directed creative residencies (also known as “AiR”) represent one of the hallmark programs delivered at Studio Bell. In 2018, 6 artists/groups participated in this program, which has produced award-winning music (Jeremy Dutcher, Polaris Music Prize, 2018). Participating artists represented Canada’s breadth, depth and diversity of talent. From Émile Bilodeau, a francophone-folk/rock singer-songwriter from Montreal (and recent winner of the ADISQ Revelation prize for emerging talent) to A Tribe Called Red, one of Canada’s most established indigenous contemporary artists, Studio Bell’s world class facilities proved fertile ground for a diverse array of contemporary domestic talent.

RBC Master in Residence Program

Steven Page, one of the most distinctive voices in Canadian pop, brought his songwriting chops to bear as NMC’s 2018 RBC Master in Residence sponsored by the RBC Foundation. The solo artist and former Barenaked Lady mentored half a dozen artists from across Canada and shared his story and songs during an intimate oral history recording hosted by Terry David Mulligan.

Artist Entrepreneurs West

AE West, supported by the Viewpoint Foundation, returned for a second series, providing a 5-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 their commercial and performative skills required for a career in music.

2

4

7 ARTISTS COMPLETED RESIDENCIES AT NMC. STEVEN PAGE MENTORED 6 ARTISTS IN THE RBC MIR PROGRAM. AE WEST PARTICIPANTS REPORTED A 9.7 SATISFACTION RATING WITH THE PROGRAM.



1. The 2018 AE West Showcase at the King Eddy. Image: Sebastian Buzzalino
2. Artist in Residence Reuben and The Dark speaking at his AiR Workshop. Image: Sebastian Buzzalino
3. The artists involved with *wnoondwaamin / we hear them speak* on their creative process after their residency. Image: Sebastian Buzzalino
4. Steven Page in NMC recording studios with a mentee in the MiR program. Image: Chad Schroter-Gillespie



NOTABLE MEDIA HIT
National Music Centre gets a taste of the east coast with new artist residency (2018, Oct. 6) The Star Calgary (Canada)



RECORDING STUDIOS

The Recording Studios, Building Audio and Digital Content teams contributed to **66 days** of artist development programs serving **55 emerging artists**

Artists include:

- The Northern Pikes
- Miranda Currie
- Jim Carter & Theo Fleury
- Rae Spoon
- F+M
- Crystal Eyes
- The Rhythm Barons
- Émile Bilodeau
- Aquakulture
- A Tribe Called Red
- Artist Entrepreneurial West
- Elliot Brood
- Milk Carton Kids
- School of Rock
- Brandon Anderson
- The Barrel Dogs
- Over the Moon

We invite you to experiment, perform, and record in one of the most unique recording environments in the world. The studio environments include three control rooms, three live rooms, three isolation booths, and access to over 300 musical instruments spanning 450 years of music technology.

Record using one of three historic analog consoles in any combination of adjoining live rooms. Each live room is designed to have its own sound and has a selection of historic musical instruments suited for the uniquely designed spaces.

The recording facilities at Studio Bell were designed to provide artists access through NMC artist in residence programs. The facilities will also be made available for limited commercial access. Revenue raised through commercial access will directly benefit the care and preservation of this unique living collection.

816 HOURS OF NEW MUSIC RECORDED IN THE STUDIOS FROM THE LIVE ROOMS AND THE KING EDDY STAGE.

1. Live Room B, one of three live rooms at Studio Bell. Image: Brandon Wallis
2. Reuben and The Dark's AiR residency in action in Live Room A. Image: Chad Schroter-Gillespie
3. The Olympic Console inside Live Room B. Image: Brandon Wallis
4. Émile Bilodeau recording during his residency. Image: Chad Schroter-Gillespie



STEP INSIDE STUDIO BELL

Visitor Services

The Visitor Services Front-of-House (FOH) team welcomed over 62,000 visitors to Studio Bell in 2018. FOH team members are the friendly faces at the main desk who make Studio Bell a welcome place for visitors, volunteers and guests to enjoy a concert, explore the galleries, or just hang out. Studio Bell, home of the National Music Centre is currently rated 4.5/5 on TripAdvisor with 274 reviews.

In 2018 together with Programming and Marketing, the Visitor Services team **launched Date Night, a \$10 opportunity to explore Studio Bell on a weekday evening** between 5pm and 8pm. Date Night was incredibly successful at reaching a new audience and **attracted over 800 visitors, over 90% of whom had never visited Studio Bell before.** Visitors who buy a ticket for Date Night are also offered 15% discount in the King Eddy, helping to increase sales across the street as well.

The Visitor Services team continues to solidify relationships with Receptive Tour Operators (RTOs) who bring clients from around the world to Calgary. NMC now has agreements in place to sell tickets and group admissions through Amazing Travel, Anderson Vacations, Calgary

Tours, Discover Holidays, and Jonview, Canada's largest RTO. NMC also sells general admission tickets online through the Studio Bell website, and third-party vendors including Expedia, Viator, and TripAdvisor. Online sales help to create international awareness and boost pre-sale numbers. **In 2018 NMC's visitors came primarily from Canada, the U.S., U.K., followed by Australia, Germany and Mexico.**

NMC attended Canada's West Marketplace (CWM) in Banff in November. CWM is a regional marketplace hosted by Travel Alberta and Destination BC for buyers who have clients interested in visiting western Canada. At CWM NMC met with 43 tour operators from Australia, China, Japan, Korea, Mexico, the U.K., and the US. These countries have been targeted by Travel Alberta and Destination Canada since they have a large middle class who are interested in travelling to Canada.

In order to spread the word about Studio Bell, the Visitor Services FOH team reached out to all of Calgary's downtown hotels to invite their staff for a site visit and tour of Studio Bell. This is to ensure that frontline staff at local hotels are aware of and can recommend Studio Bell to their guests. In total, the Visitor Services

team led over 30 FAM (Familiarization) tours of Studio Bell to international Tour Operators and local hotels.

Attendance

In April we **launched "Sunday Funday", offering \$10 admission to encourage family visitation** which saw a small boost in attendance. Sunday Funday was also offered in November to encourage weekend visits.

Studio Bell saw the biggest monthly increase in attendance in June when we opened for seven days per week. A 55% year-over-year increase in attendance was a welcome way to start the busy summer season. Studio Bell stayed open for seven days a week until Labour Day, providing increased accessibility to tourists and local visitors alike.

The largest admission day of the year was once again July 1, Canada Day, which offers free admission to everyone courtesy of Bell Canada. In 2018 NMC welcomed 11,437 visitors on Canada Day.

A pre-Christmas membership mail-out in 2018 included a complimentary guest pass and resulted in the busiest week of the year. From December 26 to 30 we welcomed an average of 432 visitors a day to Studio Bell.

VISITORS 2018

44,735 General Admission

1,071 Guest Badges

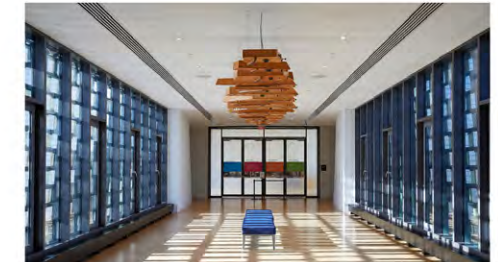
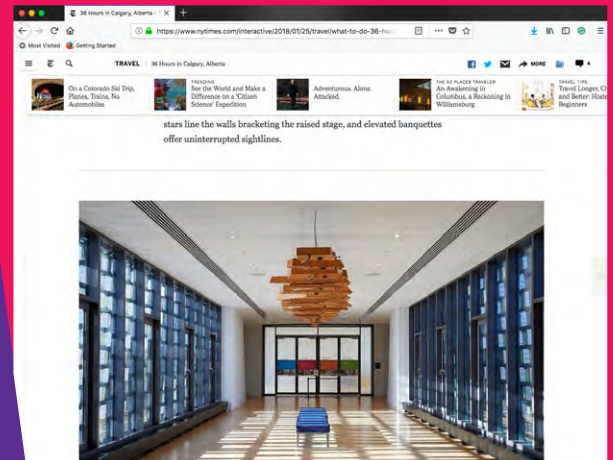
16,346 Complimentary Admission

25,783 Third Party Events (Rentals)

NOTABLE MEDIA HIT
Inspirado por Canadá (2018, Sept.)
 InStyle Mexico



NOTABLE MEDIA HIT
36 Hours in Calgary, Alberta 2018,
 Jan. 25) NewYorkTimes.com (U.S.)



NMC's first C-train car domination (exterior and interior) which ran from May 21-August 12, 2018.



Venue Rentals

The Visitor Services team facilitates all events at Studio Bell, coordinating venue details with clients, ensuring sufficient staffing, overseeing set-up, scheduling security and cleaning, and even working behind the bar from time to time.

In 2018, to increase efficiencies and focus on sales, a new Internal Events Coordinator position was created to focus 100% on internal events. Internally NMC hosts over 300 events per year including concerts, co-productions, presentations, conferences, artist-in-residencies, and special events.

Two Sales and Event Coordinators were hired to focus exclusively on generating sales through focused client relationship management. **The year ended with 4% YOY increase in sales and a remarkable 164% YOY increase in Q4.** NMC's preferred catering partners continue to assist in boosting sales and strengthening client relationships.

The Visitor Services team took the lead in creating an operational model to open the King Eddy Rooftop as a public space during Stampede. In 2018, from July 6 to 15, NMC partnered exclusively with Hotel Arts to provide food and beverage service, and guests enjoyed live music and lots of sunshine throughout the week.

The second biggest market for third party event sales is Toronto, and in August 2018 NMC staff attended the annual "Incentiveworks" conference hosted at the Toronto Convention Centre for planners from across the Greater Toronto Area (GTA). It was an excellent opportunity to network and connect directly with this important market.

VENUE RENTALS SUMMARY

144
 Third-party bookings

69
 Co-Productions

93
 Internal Events

306
 Total events at Studio Bell in 2018

FUNDRAISING

As a charitable organization, fundraising is critical to NMC's ability to sustain, expand and enhance its operations and core program areas. We are grateful to those who support us.

The National Music Centre would like to take this opportunity to recognize the important role our supporters play in our ability to amplify the love, sharing and understanding of music. In 2018, we renewed our commitment to engaging our community in meaningful ways. We provided opportunities for our donors, members, partners and supporters to take part in unique and exclusive experiences such as Hall of Fame plaque induction ceremonies with Bruce Cockburn, Paul Brandt, and Barenaked Ladies and Steven Page, as well as special musical and theatrical performances with the Northern Pikes, Jeremy Fisher, and a special staging of Rick Miller's Boom. Throughout the year, donors were treated to private behind-the-scenes tours of Studio Bell and a peek at the creative process through our artist in residence performances.

Special thanks to Bell Canada for making it possible for us to give over 11,000 visitors free access to Studio

Bell on Canada Day for the third consecutive year, as well as enabling the Bell Live series which brought the historic King Eddy to life for the ten days of Calgary Stampede.

We would also like to acknowledge the generous support of the Government of Canada, the Government of Alberta, the Alberta Foundation for the Arts, and the City of Calgary through the Calgary Municipal Land Corporation and the Calgary Arts Development Authority.

Additionally, we would like to thank Coril and ATCO for the ongoing growth, strength, and sustainability of our operations that are made possible through their dedicated corporate funding.

2018 was a year of incredible accomplishments for the National Music Centre. Our success is dependent upon our community of donors both local and national. Thank you.

1. Paul Brandt performs for a select group of NMC members and donors after his CCMA Hall of Fame plaque ceremony. Image: Brandon Wallis
2. NMC supporters had the chance to meet The Northern Pikes at an exclusive acoustic performance for donors. Image: Neil Zeller
3. Canadian music legend, Bruce Cockburn, installs his plaque in the Canadian Songwriters Hall of Fame in an intimate ceremony attended by an exclusive group of members and donors. Image: Neil Zeller



**“As a donor
—in terms of
operations,
in terms of
programming
—I can see
short-term and
long-term the
impact of the
money that’s
put in here.”**

Brian Mills,
NMC Donor
and Volunteer



RAYMOND LÉVESQUE 2005

ANNE MURRAY 2006

NMC Tempo

Monthly donors are the backbeat of our operations and their support helps with everything from maintaining our collection to putting on world-class performances. Recognizing the power of our monthly donor community, in the spring of 2018, we launched NMC Tempo, a program specially designed for donors who support NMC with a monthly gift. The program has already proven to be a success – we have more than doubled the number of monthly donors since NMC Tempo's inception.

Holiday Campaign

NMC's 2018 annual holiday fundraising campaign was the most successful to date. Thanks to the generosity of Canadians from coast-to-coast, the campaign, which was primarily digital and social media-driven, and was coordinated with NMC's holiday membership campaign, raised over \$190,000 in donations for NMC. This incredible show of support from our community of donors is what allows us to keep exploring, collecting, and celebrating the stories of music in Canada. Thank you!

Benefit Auction

In the fall of 2018, our third annual Benefit Auction fundraising event took on a fresh new countrified theme in celebration of country music in Canada, ahead of the return of the Canadian Country Music Association (CCMA) Awards to Calgary in 2019. The unique fundraising event titled "Buckle Up" welcomed 150 passionate arts and culture supporters to Studio Bell, and featured floor shaking performances by Benevolent Artists National Charity (BANC), CCMA and Juno award-winning country star Brett Kissel, and southern Alberta's own Shaela Miller. Thanks to our guests and event supporters, including Mawer, EY, Maggnum Ventures, Pacific Wine & Spirits, West Canadian Digital Imaging, Simply Elegant, Hotel Arts and Allison Ainsley Events, an incredible \$780,000 was raised in support of NMC's core program areas! We look forward to another new and exciting edition in 2019!

Operation funds raised over **\$7.2M**

Benefit Auction raised over **\$780,000**

Secured over **\$850,000** for new streams of Indigenous, seniors, and family programming

1. Celebrity auctioneer Danny Hooper leads another successful NMC benefit auction. Image: Neil Zeller
2. Dancers perform as part of NMC's National Indigenous Day celebrations. Image: Sebastian Buzzalino
3. A young visitor explores the NMC collection during Canada Day activities at Studio Bell. Image: Neil Zeller



LONG LIVE THE KING!

The King Eddy reopens as a live music venue, restaurant and bar after over a decade of preparations

July 20, 2018, marked a major milestone for the National Music Centre: after over a decade of preparations, the final cornerstone of NMC's building project was permanently reopened to the public. With a soft launch period in time for Stampede season, and a short refinement strategy in place for the first couple months thereafter, the King Eddy (under the management of the newly established company, King Eddy Live Music, or KELM for short) hosted Eddyfest from October 4-7 as a four-day Grand Opening festival, celebrating the legacy of the venue and to toast the Eddy's next chapter as a vanguard of Calgary's live music scene.

Restored much like an artifact, the King Eddy opened for pop-up programming alongside Studio Bell's opening in 2016, allowing NMC to pilot programs and

listen to feedback from the community prior to its permanent re-opening. As a result of public feedback about the venue, the decision behind music programming at the Eddy is to embrace a mandate to provide "all music for all people."

As a cornerstone of the National Music Centre project, the rich civic and musical history of the King Edward Hotel spanned more than 100 years in Calgary and is the primary reason that NMC chose to construct Studio Bell on its current site. After its 2004 closure, the historical structure was restored to anchor the new National Music Centre facility and eventually planned to reopen as a fulltime venue.

Throughout the Eddy's history, it was a home and destination for travelers, settlers, musicians, music fans, and citizens from all walks of life. This legacy

of great live music and atmosphere in an authentic setting contributed to the Eddy being recognized as an important piece of Calgary's music history, which continues to this day. In addition to its stellar roster of musical talent, the King Eddy kitchen offers Southern-inspired culinary delights from the new King Eddy menu and a drinks selection that supports local businesses.

On behalf of the National Music Centre's Board of Directors, and all the NMC staff and volunteers, we would like to congratulate KELM General Manager, Jynn Gibson, Head Chef, Diana Nacita, Talent Buyer, Rich Taylor, and all the King Eddy management and staff for a successful first year and many more years of history in the making.

29,228 guests in 2018. Cover story in *Where Magazine* in September. 100 live performances in the King Eddy. Worked with 10 community partners.

1. The King Eddy sign was one of the major objects restored. Image: Sebastian Buzzalino
2. John Rutherford, a veteran blues musician and King Eddy historian, returns to the Eddy stage. Image: Sebastian Buzzalino
3. Jambalaya is one of the iconic southern-inspired dishes and a nod to the pre-restoration menu. Image: Sebastian Buzzalino
4. Nice Horse, a local favourite, on stage. Image: Sebastian Buzzalino



NOTABLE MEDIA HIT
Chorney-Booth: Best new Calgary restaurants of 2018 (2018, December 29)
The Calgary Herald (Canada)

2



3



4



FINANCE

The year wrapped up with several important milestones completed

If there was one word to describe 2018, it would be activation. In 2018, NMC continued to activate all facets of the building, expand and improve its programming and refresh its exhibitions to meet the growing interest and demand for its services from its patrons 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. While NMC ended the year with a loss after Interest and amortization, its cash flow from operations was positive \$1.5 million and it still has \$1.5 million of investments which have been set aside to fund future operations.

During 2018, NMC modified its credit agreement with a syndicate of Canadian Bankers to reduce interest charges and hedge against rising interest rates. Those changes included:

1. Reducing the number of banks involved from five to four
2. Allowing for additional junior debts agreements to be signed
3. Allowing the organization to choose interest based on the prime rate or on a Bankers Acceptance Rate
4. Using a swap instrument to fix \$30 million of the bank debt loan at 4.91%.
5. Exchanged \$20 million of bank debt at a variable interest of nearly 5% for private long term debt held by a related organization with a much lower fixed rate of 2.2%

With these changes, NMC has reduced and provided certainty on the majority of its single largest expenditure, namely interest expense until the existing term loan matures on June 30, 2021.

NMC also incorporated the King Eddy Live Music Limited ("KELM") as a separate for-profit entity. The King Eddy was envisioned as a place that leveraged the history and musical lore of the original King Eddy Hotel with a modern live music venue that happens to serve food and beverages and is accessible to a broad spectrum of patrons. It has been designed as a simple independent music venue focused on employing local, Canadian and touring artists/bands in all popular genres of music. Its goal is to become a high quality original live-music destination and a must-see attraction in Calgary. The King Eddy opened on July 20th, 2018 and the success and support has been overwhelming. KELM rents space from NMC and as a result, a portion of the profits from the King Eddy is used to support NMC's programming and collections.

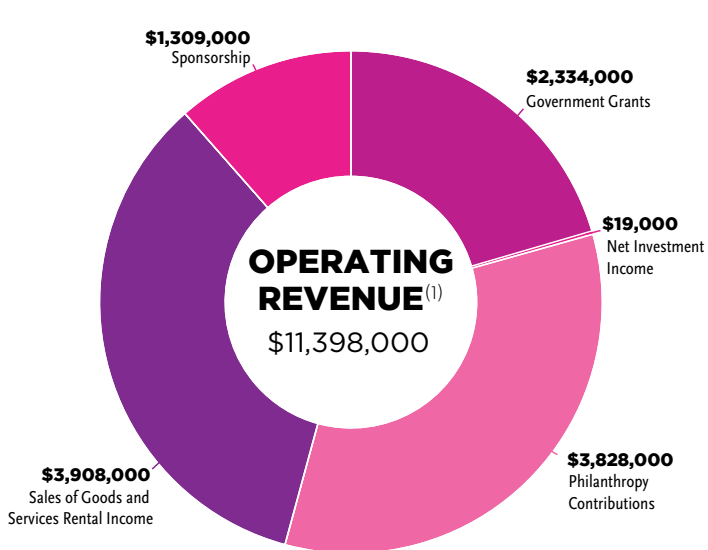
NMC continued to grow, expanding and activating its spaces and collections, all of which is reflected in its financial results. NMC recorded income before interest and amortization of \$2.9 million versus a budgeted income before interest and amortization of \$3.4 million. 2018 revenue of \$11.4 million represents a 11% decrease over 2017, driven by lower government grants of \$1.3 million, offset by increases in donations of \$113,000 and rental income of \$115,000. Including

interest and amortization, NMC reported a loss of \$3.5 million.

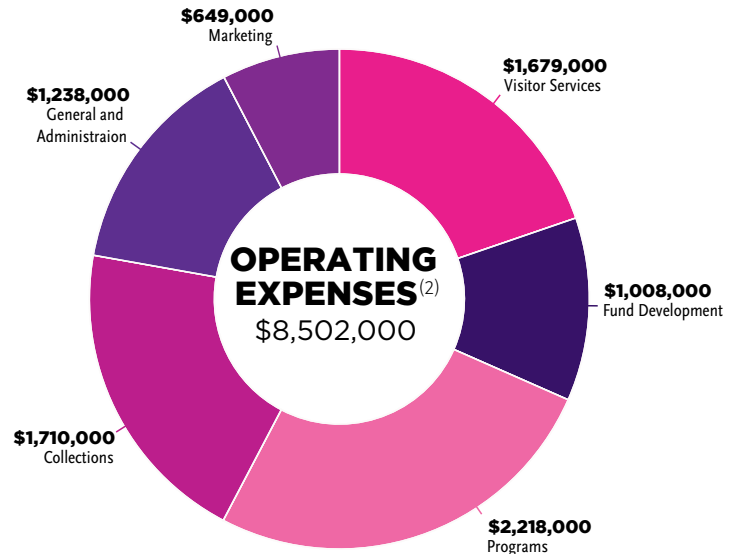
NMC finished the year with \$70.8 million of debt related to the construction of Studio Bell. Payments of \$12.2M were made during the year as pledge payments from supporters was received. A total of \$134.4 million has been pledged for the project, of which \$126.4 million has been received. Pledges are due over a variety of terms with some being received over 10 years. NMC continues to work on securing funding to retire the debt.

NMC continues to drive efficiencies and reduce cost where possible while continuing with targeted spending in strategic areas to increase attendance, activation of the building, and increase support for the love, sharing and understanding of music. The first five years of operations at the Studio Bell are expected to be a learning phase that will focus on developing new revenue streams, partnerships, programs and events.

Summary Operations Statement for 2018

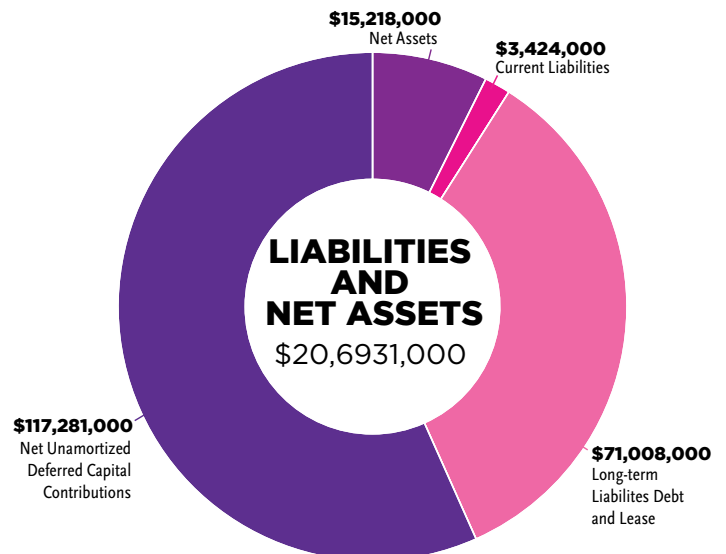
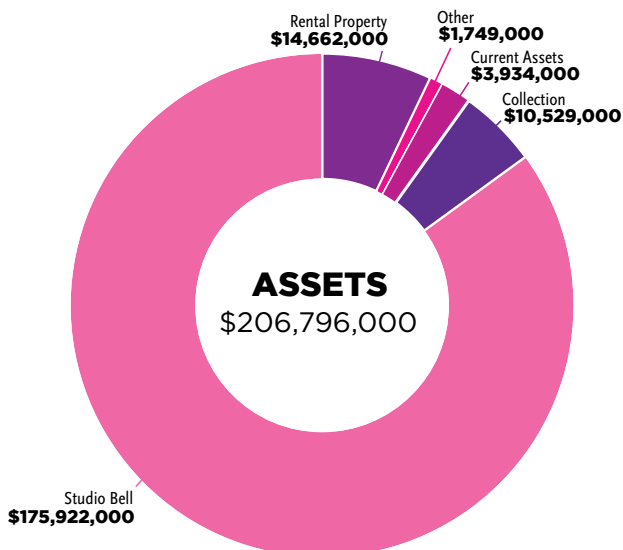


(1) In addition to Operating Revenue, in 2018 NMC received \$7,003,000 of contributions for debt repayment.



(2) In addition to Operating Expenses, NMC recorded interest expense of \$3,003,000 and net amortization expense of \$3,040,000.

Summary Financial Position Statement for 2018



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





CANADIAN
WESTERN BANK



Donors

Individuals

21 Anonymous Individuals

Mahmud Abdulla

Donna Agar

Mary Akerley

Joanne Alexander

Ian and Joan Allison

Andrew Johnson

Jean Anderson

Vera Apletree

Diane and Glen Armstrong

Burl Aycock

Jason Balasch

David and Diana Ballard

Carla and Graham Balzun

Jason Barnsley

Taylor Barrie - In Memory of Cliff Hails

Andrew Barry

Debbie Baylin for Ari Cohen

Cynthia Beare

Kevin and Helen Beingessner

Jacquelynn Benson

Olive Bentley

Donna Bereta

Stephanie Best

Agnieszka Biedacha

Joni Bjerke

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Marietta Bowie

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Neroli Brook

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Paul Brooks

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Marion Burrus

Frieda Butcher

Douglas Byblow

Constantina Caldis

Michael Callihoo

Pattie Cameron

Erin Carter

Micah Castillo

Kimberly Cave

Hanna Christensen

Peggy and William Churchward

Jennalee Colpitts

Lesley Conway - In Memory of Arlene Flock

Leslie Conway and Scott Hutcheson

Ivone Correia

Tessa Cran

Elaine Crowell

Darcy Daniels

Jaimie Dawson

Bryan de Lottinville

Walt and Irene DeBoni

Joel Den Haan

John Dinning

Christine Dirksen

Janine Douglas

Ross and Susan Douglas

Deanna Downton

Darrell Drebnisky and Debbie Caruthers

Miriam Dreher

Vincent Duckworth and Christine Fraser

Anne-Marie and Bill Duma

Alain Dupuis

Sathia Durai

Marilyn Dyck

Rita Egizii - In Memory of Arlene Flock

Maria Eisenberg

Mark Elliott

Ronald Elliott

Steve Elliott

Andres Esono Alogo

Sean Esopenko

Ann Falk

Adrian Fankhanel

Filbert, Karen

Gloria Filyk

Charles Fischer and Joanne Cuthbertson

Deborah J. Fleming

Marguerite Focht

Erin Fong

Shirley and Walter Foster

Gilles and Eric Fournier

Adam Fox

Gary Fredrich-Dunne

Inger French

Richard Frey

Jenna Gaetz

Margaret Gaudreau

Jan Geggie

Armgard Gerbitz

Geremia Charitable Trust Fund

Peter Gibson - In Memory of Cliff Hails

Gwyneth and Lloyd Gillette

Mary Godwin

Ann Grace

Phil Grace

Nancy Graham

Edward Grech

Ian and Judy Griffin

Bernadette Gunn

Terry Gunter

Swapna Gupta

Judy Guthrie

Henry Gutman - In Memory of Cliff Hails

William Hagen

Margaret Hails - In Memory of Cliff Hails

Kerrie Hale

Martha Hall Findlay

Justin Hambidge

Beth Hamilton-Keen and Stuart Keen

Joel Harris

Sherry and Barry Hawkins

Richard Hayles

Linda and Tom Heathcott

Michelle Heeje Kang

David Heffel

Catherine Heimbach

Patrice and Richard Henson

Springbank Music Studio

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Rosanne Hill-Blaisdell and
Brad Blaisdell
Dave Hines
Kumudini Hollis
Donald Hoole
Susan and Jim Hoover
Denny and Colleen Hop
Trevor Hosier
Becky Hotchkiss
John A. Howard
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LouAnn and Dale Lehto
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Nancy Lever

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Bonnie Limpert
Catherine Lis
Dr. A Pearce Louisy
Hamish MacAulay
Peter and Ruth MacFarlane
James and Brenda Mackie
The Cappy Smart Band -
In Memory of Cliff Hails
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Julia Mah
Sandra Mai
Gerald and Anna Maier
Alexander Mair
Doug Mair
Tessie Malingan
Joy Mamer
Maureen Mannix
Dennis Marr
John and Patricia Martin
Kelly Matthews
Alain May - In Memory of
Cliff Hails
Merle Ann May - In Memory
of Cliff Hails
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Dixie and Fred McCall
Brenda McCartin
Alec and Gail McDougall - In
Memory of Arlene Flock
Christopher McElwee
Bill McKen - In Memory of
Arlene Flock
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Blain McKim
Sarah McLachlan
Brian and Pamela Melhoff
William Metcalfe
Robert and Michele Michaelleski
Linda Michalski
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Maryn Milazzo
Paul E. Miller
Brian Mills and Susan Tyrell
Rosanne Mills
Jean Mitchell
Ethel Molofy - In Memory of
Cliff Hails



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 Lorraine Morin and Emile Morin
 Jennifer Mork
 Dave and Paula Morris
 Andrew and Ingrid Mosker
 Michael J Munro
 Mike and Lisa Murphy
 Mary Murray
 Druanne Naayen
 Claire Neily
 Henry Neufeld
 Alex Nicholls
 Carmen Nicholls
 Leslie Nicholls
 Gary Nissen
 Étienne Noumen
 Mary Catherine O’Gorman
 Jock and Diane Osler
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 Stephanie Pahl
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 John Peltier
 James and Maureen Pender
 Bill Penner and
 Erisa Didkowsky-Penner
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 Carolyn Phillips
 Jeni Piepgrass
 Ann Piercy
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 Doug Porozni
 Angel Prieto
 Irwin and Hope Rajesky
 Elizabeth Reade
 Jaime Rego
 Donna Reid
 Kathy and Ken Reimer
 Ross and Jane Reynolds
 Wesley and Deana Richardson
 Larry and Carolyn Hursh
 Cindy Riffel
 Alanna Rinkel

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 Shari Robertson - In Memory of
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 Birgitte Roland
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 and Paul Doucet
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 Robert Stordy
 Terry Strecheniuk
 Michael Sword
 Eman Tadayoni
 Barbara Tate

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 Robert Taylor
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 Owen Tobert and
 Iris Sadownik
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 Linda Van Havere
 Cindy Van Sprang
 Kolese Walker
 Roberta Walker
 Richard Waller
 Brandon Wallis
 David and Elka Walsh
 Wendy Walters
 Sheila Wappel-McLean
 Sharon Watkins
 Dean Weinkauff
 Carla Whamond
 Joshua White
 Andrew Williams
 Donna Williams
 Jim K. Wilson
 Ken and Stephanie Wilson
 Paul Wilson
 Mr. Len Wolstenholme
 Paul Wong
 Donna Wood
 Brenda Wyne
 Kim Yardley
 Frederick Young
 Penny and Murray Young
 Leanne Zee
 Anne and Frank Zinatelli
 Brad and Tanya Zumwalt through
 United Way of Calgary and Area

Organizations

2 Anonymous Foundations
 3 Anonymous Businesses
 Alberta Music
 ARC Resources Ltd.
 Aspen Property Management Ltd.
 ATB Financial
 ATCO Group
 Bell Canada Inc.
 Beltline Communities

Benevity Social Ventures
BLG
BMO Financial Group
Boardwalk Rental Properties
Borger Group of Companies
BURNCO Family Foundation
Calgary Foundation
CanadaHelps
Cenovus Energy
Centron Building Corporation
Champion PSI
Children's Hospital Aid Society
CIBC
DIRTT Environmental Solutions Ltd.
Edmonton Community Foundation
Encana
Ernst & Young
Flagworks Inc. - In Memory of Arlene Flock
Flair Foundation
Golden Eagle Organ Co.
Hartel Holding Co. Ltd.
Hillhurst Rebekah Lodge No. 116 - In Memory of Cliff Hails
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Klementine Music Inc.
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Music Canada
Open Roads Music Ltd.
Pacific Wine & Spirits
PK Sound
Plains Midstream Canada
Power Corporation of Canada
RBC Financial Group
RBC Foundation
Red Arrow Motorcoach
Sagium
Scotiabank
Scotlyn Foundation
Senyk Investment Management
Shaw Communications Inc.
Simply Elegant
Southland

Suncor Energy Foundation
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TELUS Corporation
The Alvin and Mona Libin Foundation
The Arthur J.E. Child Foundation
The Hodgson Family Fund at Calgary Foundation
The Hotchkiss Family Foundation
The Jeffrey and Marilyn McCaig Family Foundation
The Jules Foundation
The Lecky Foundation
The Linda Putnam Legacy Fund at Calgary Foundation
The Newall Family Foundation
The Nicholls Family Fund at Calgary Foundation
The Rozsa Foundation
The Sam and Ida Switzer Fund at the Jewish Community Foundation of Calgary
The Scotlyn Foundation
The Shawana Foundation
The TAO Foundation
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