

encore

NMC Annual Report 2025

ACROSS CANADA AND BEYOND

**WELCOMING OUR 1,000,000TH
VISITOR IN 2025!**

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StudioBell



National
Music
Centre

Centre
National
de Musique

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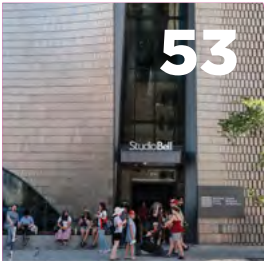


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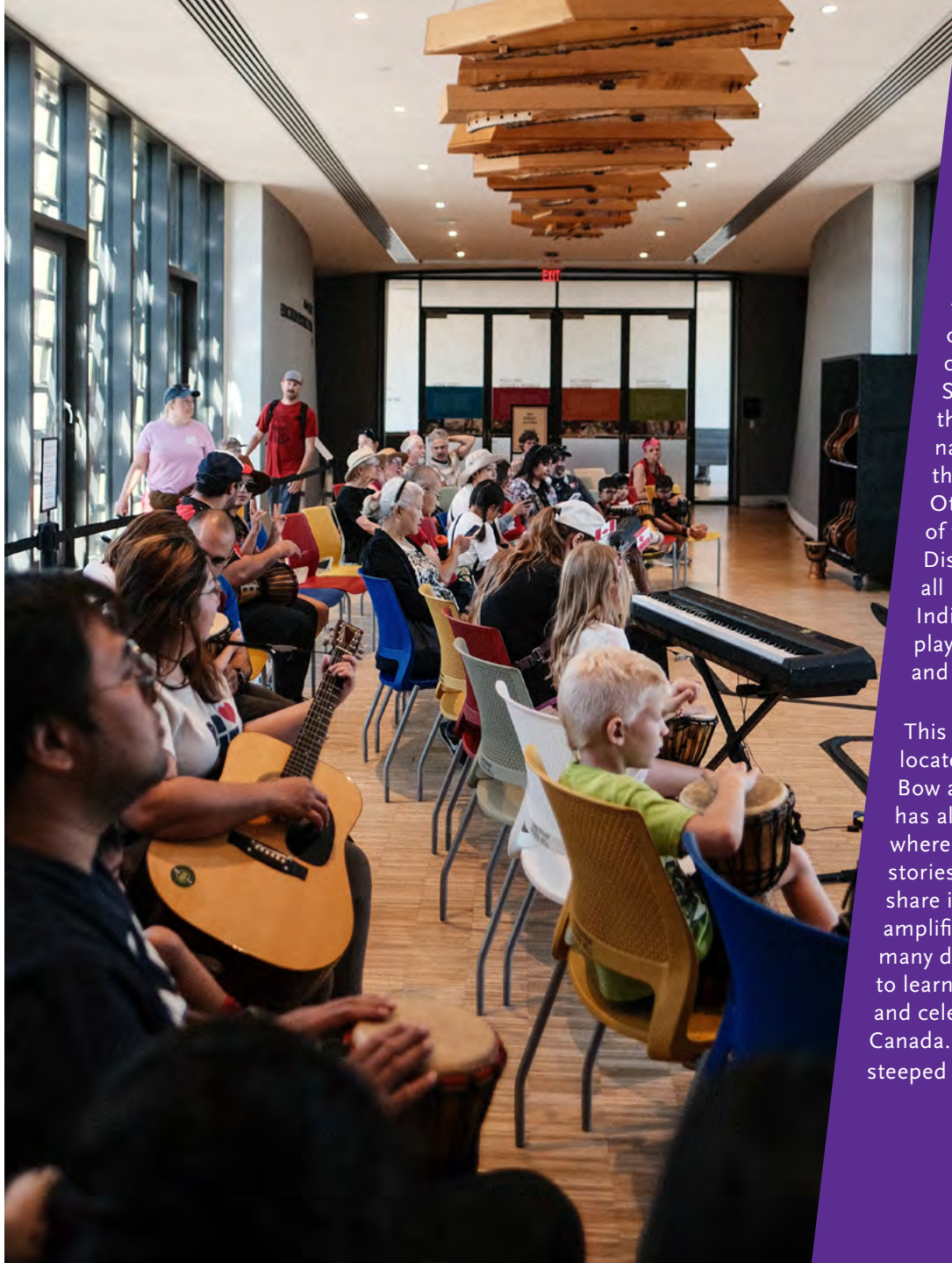
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FINANCIAL SUMMARY



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GOVERNANCE,
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It's an honour to
share this land.

In the spirit of respect, reciprocity, and truth, we honour and acknowledge Moh'kinsstis, and the traditional Treaty 7 territory and oral practices of the Blackfoot confederacy, comprised of the Siksika, Kainai, Piikani, as well as the Iyarhe Nakoda and Tsuut'ina nations. We acknowledge that this territory is home to the Otipemisiwak Métis Government of the Métis Nation within Alberta District 6. Finally, we acknowledge all Nations – Indigenous and non-Indigenous – who live, work, and play on this land, and who honour and celebrate this territory.

This sacred gathering place is located near the confluence of the Bow and Elbow Rivers, and this spot has always been a gathering place where people come together to tell stories, express themselves, and share ideas and wisdom. Today, NMC amplifies that tradition here bringing many different communities together to learn about our musical heritage and celebrate the stories of music in Canada. It's truly a remarkable place steeped in rich authentic history.

PHOTO CONTRIBUTORS:

Sebastian Buzzalino, Jaxi Barton, J. Edmund Photography, Kaden Chynoweth, Chad Schroter-Gillespie, JB Music Therapy, Christian Henriquez, Buddy Elliot, Mirabelle Jien, Brenna Pladsen, John Stone, Chelsea Yang-Smith, East Village, Lu Chau, Adisq, Sylviane Robini, Brett Cassidy. Front and back cover photos by Sebastian Buzzalino.

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WORDS BY:

Julijana Capone, Brandon Wallis, Andrew Mosker, Rob Braide.



Letter from the Chair of the Board

As I write my final message as Chair of the National Music Centre Board of Directors, I do so with deep gratitude and tremendous pride. After 13 years of service, I am preparing to step away from this role at a remarkable moment in NMC's story – one defined by national growth, renewed momentum, and the approaching 10th anniversary of Studio Bell.

When I reflect on the journey of this organization, I am struck by the scale of what has been built. What began as an ambitious vision has become a nationally significant cultural institution rooted in Calgary and connected to music communities across Canada. Studio Bell is now a home for Canada's music story: a place where artists are celebrated, history is preserved, young people are inspired, and audiences gather to experience the power of music in all its forms.

In 2025, NMC continued to demonstrate the importance of that vision. The year brought major exhibitions, expanded artist development programs, renewed Indigenous programming, strong public engagement, national partnerships, and the opening of NMC's Montreal satellite space – an important step in strengthening connections between Canada's English and French-speaking music communities. These achievements reflect an organization that is not only growing in reach, but also deepening its purpose.

The Board's responsibility is to help ensure that this growth is matched by sound stewardship, thoughtful governance, and long-term sustainability. In 2025, NMC made important progress in strengthening its fund development capacity, cultivating new philanthropic relationships, and preparing for the opportunities and responsibilities that come with Studio Bell's 10th anniversary. This work is essential to ensuring NMC can continue serving artists, audiences, students, researchers, partners, and communities for generations to come.

None of this happens alone. On behalf of the Board, I want to thank NMC's staff and leadership team for their dedication, creativity, and resilience. I also want to recognize my fellow Board members and committee volunteers, whose time, expertise, and commitment have helped guide the organization. To our donors, sponsors, government partners, artists, volunteers, members, and visitors: thank you for believing in the importance of Canada's music story and helping ensure it has a home.

As I move on from my role as Board Chair, I feel immense confidence in NMC's future. The organization enters its next chapter with a clear mission, a growing national presence, and an extraordinary team committed to amplifying the love, sharing, and understanding of music.

Serving NMC has been one of the great honours of my life. I am grateful to have played a part in this story, and I look forward to watching the National Music Centre continue to grow, inspire, and connect Canadians through music in the years ahead.

With deep appreciation,

Rob Braide
Chair, NMC Board of Directors



Letter from the President and CEO

In 2025, National Music Centre continued to grow into its role as Canada's home for music – a place where our country's musical heritage is preserved, celebrated, and shared for all Canadians.

It was a year of national momentum. Across exhibitions, artist development, education, public programming, partnerships, and digital storytelling, NMC expanded its reach and deepened its impact. We welcomed audiences to Studio Bell and the King Eddy, supported artists in our studios and development programs, inspired students to learn about music and explore their creative potential, and shared Canadian music stories with millions of people online and through regional and national media.

At the heart of this work is a simple but powerful belief: Canada's music story deserves a home. That story is not one voice, one genre, one city, or one language. It is a vast and evolving collection of artists, communities, traditions,

instruments, songs, and histories that together reflect who we are. NMC exists to protect that story, to make it accessible, and to ensure it continues to grow.

This year, that mission came to life through some of the most ambitious exhibitions and activations in our history. We honoured the centenary of Oscar Peterson with *Timeless: 100 Years of Oscar Peterson*, celebrated Canadian Music Hall of Fame inductees including Sum 41, Dan Hill, Ginette Reno, Glass Tiger, and Loreena McKennitt, renewed the *Speak Up!* exhibit with new Indigenous stories and artifacts, marked 325 years of the piano, and relaunched Collections Online to expand digital access to NMC's growing collection.

We also continued to build meaningful pathways for artists. Through OHSOTO'KINO, AE West, artist residencies, recording bursaries, studio-based learning, and live performance opportunities, NMC helped artists create new work, build professional skills, and connect with audiences and industry mentors. These programs reflect NMC's role as a steward of music history and an active contributor to the future of music in Canada.

Our public programming brought people together throughout the year for Family Day, Canada Day, Black History Month, Black Music Month, National Indigenous Peoples Day, National Day for Truth and Reconciliation, the CIBC Summer Series, community co-productions, tours, and live music at the King Eddy. These gatherings reminded us that music is not only something we preserve; it is something we experience together, in real time, as community.

One of the most important developments of 2025 was the expansion of NMC's national

presence. The opening of our Montreal satellite space, located in the same building as Adisq in downtown Montreal's Latin Quarter, in the heart of the Quartier des Spectacles, marked a major step in deepening relationships with Quebec's Francophone music community and strengthening connections between Canada's English- and French-speaking cultural sectors. Alongside Canadian Songwriters Hall of Fame activations in Toronto and Montreal, our partnership with the Bruce Springsteen Center for American Music in New Jersey, and collaborations with national organizations across the music ecosystem, this growth reflects our commitment to serving Canada from coast to coast to coast.

As we enter a new chapter and look ahead to Studio Bell's 10th anniversary in 2026, I am reminded that NMC was built through collective belief. Artists, donors, governments, sponsors, partners, board members, volunteers, staff, and audiences all helped turn what seemed like an impossible idea into a national institution.

NMC remains committed to honouring that collective belief to ensure that Canada's musical heritage remains alive, accessible, and inspiring for the next generation.

Sincerely,

Andrew Mosker
President & CEO

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

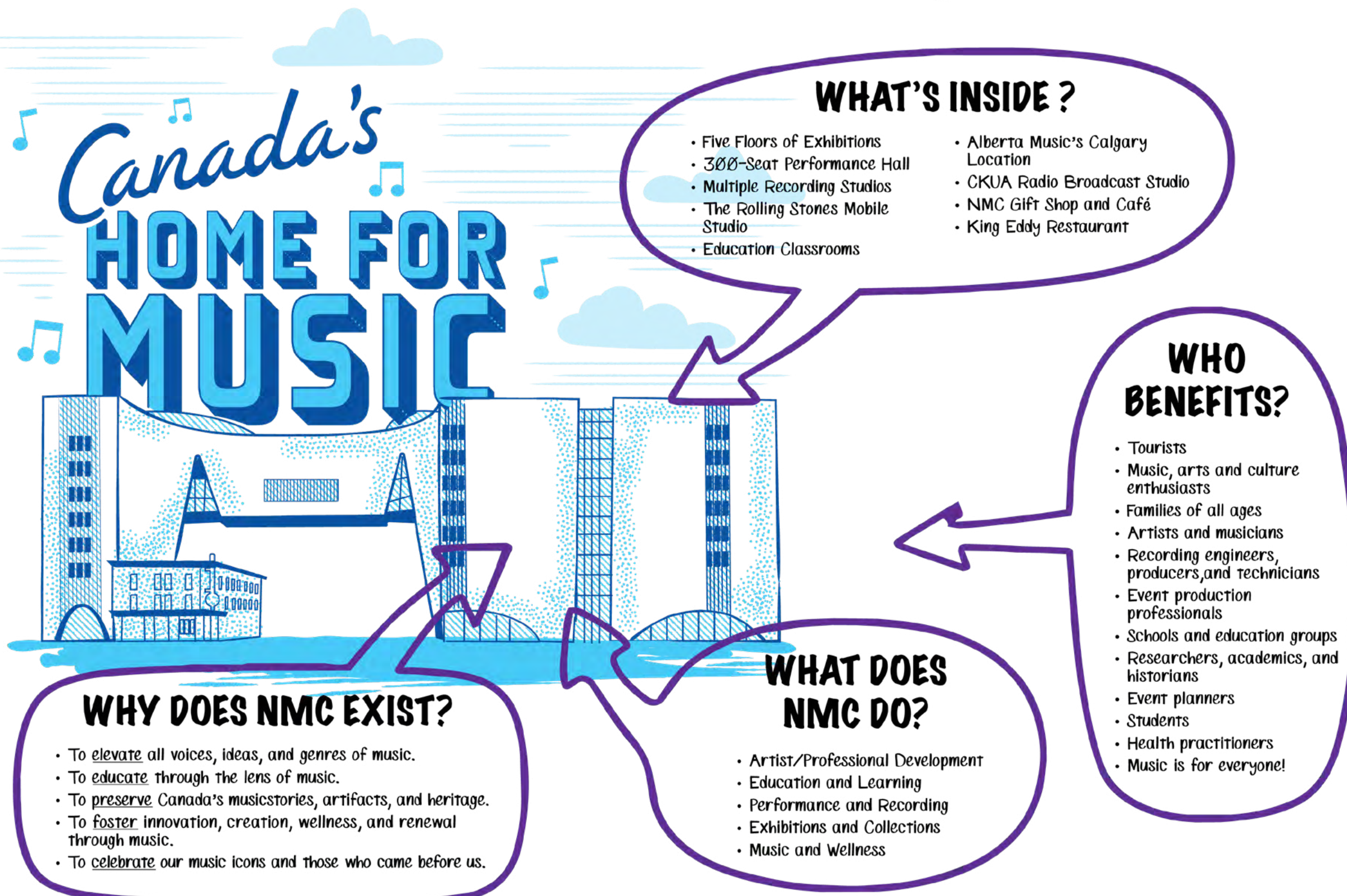
VISION: To be a national catalyst for discovery, innovation, and renewal through music.

ABOUT NMC

National Music Centre (NMC) is a registered charity dedicated to amplifying the love, sharing, and understanding of music in Canada. More than a museum, NMC's five key pillars are to elevate, educate, preserve, foster, and celebrate music in Canada.

From its headquarters at Studio Bell in the heart of Calgary's East Village neighbourhood and satellite location in Montreal, NMC celebrates Canada's rich musical legacy, honouring legendary artists, nurturing new voices, and bringing people together through music. NMC also houses a vast collection of rare instruments, artifacts and memorabilia, world-class recording studios, and four of Canada's music halls of fame, including the Canadian Music Hall of Fame, the Canadian Country Music Hall of Fame, the Canadian Songwriters Hall of Fame, and Quebec's Adisq Hall of Fame.

National Music Centre marks its 10th anniversary as Canada's home for music in 2026, with a year-long lineup of exhibits, events, and programs planned. Visit studiobell.ca/10 to explore the full list of anniversary activities happening now through to the summer 2027.



2025 AT A GLANCE

ATTENDANCE

141,788
TOTAL
ATTENDANCE

16,585
EVENT RENTAL
ATTENDANCE

EING EDDY

280
LIVE SHOWS

52,029
GUESTS

ARTISTS

1,205
ARTISTS
SERVED

1,156
ARTISTS SERVED
THROUGH PERFORMANCE

VOLUNTEERS

108
VOLUNTEERS

6,220
VOLUNTEER
HOURS

EXHIBITIONS

11
NEW & UPDATED
EXHIBITIONS

56,429
EXHIBITION
ATTENDANCE

COLLECTION

233
ARTIFACTS
ADDED
TO THE
COLLECTION

8,204
HOURS
OF LIVING
COLLECTION
USE

1,064
RECORDING
STUDIO HOURS

6
ARTIST
DEVELOPMENT
PROGRAMS

ONLINE REACH

1.1 M
WEBSITE PAGE VIEWS

\$25 M
EARNED MEDIA VALUE

4.4 M
VIDEO VIEWS

22,198
NEWSLETTER
SUBSCRIBERS

96,088
SOCIAL
MEDIA
FOLLOWERS

EDUCATION

8,550
STUDENTS
SERVED

291
CLASS
VISITS

735
JAM CLUB
ATTENDANCE

109
SUMMER CAMP
ATTENDANCE

22
INDIGENOUS ARTISTS
SERVED THROUGH
OHSOTO'KINO PROGRAMS

PUBLIC EVENTS

192
LIVE
PERFORMANCES

16,834
LIVE MUSIC
ATTENDANCE

17,133
TOTAL PUBLIC
PROGRAM
ATTENDANCE

1,029
TOUR
ATTENDANCE

MUSIC THERAPY

15,000+
PARTICIPANT
CONTACTS
ANNUALLY

12
CERTIFIED MUSIC
THERAPISTS

12
PROGRAM
LOCATIONS
ACROSS CANADA

39
INDIGENOUS ARTISTS
SERVED THROUGH LIVE
PERFORMANCES



A YEAR OF NATIONAL MOMENTUM

In 2025, National Music Centre (NMC) continued to build momentum and advance its mission as Canada's home for music. NMC expanded its reach, deepened its partnerships, and connected more audiences to the stories, artists, and sounds that shape our country's musical identity.

Across Studio Bell, the King Eddy, concerts, tours, education programs, third-party events, artist activity, and offsite programming, NMC welcomed 141,788 total attendees in 2025. By year-end, total attendance since Studio Bell opened on July 1, 2016, reached 1,104,878 – a milestone that reflects NMC's growing role as a cultural destination, community gathering place, and national platform for music.

The year was defined by major exhibitions and collection activations that celebrated artists across generations and genres. NMC celebrated what would have been Oscar Peterson's 100th birthday with *Timeless: 100 Years of Oscar Peterson*; showcased Canadian Music Hall of Fame inductees Sum 41, Dan Hill, Ginette Reno, Glass Tiger, and Loreena McKennitt through new exhibits in their honour; renewed *Speak Up!* with new Indigenous stories and artifacts; marked 325 years of the piano by displaying some of the rarest pianos in our collection; and expanded access to Canada's music history through the relaunch of Collections Online.

Public programming brought thousands of people together through free community days, concerts, cultural celebrations, music summits, tours, and hands-on experiences. Family Day, Canada Day, Black History Month, Black Music Month, National Indigenous Peoples Day, National Day for Truth and Reconciliation, the CIBC Summer Series, and Echoes Across the Border were among them. These events continued to create spaces where music could be experienced through performance, conversation, and connection.

NMC also expanded its support for artists and young people. Through education programs, youth engagement, Jam Club, summer camps, OHSOTO'KINO, AE West, artist residencies, recording bursaries, and studio-based learning, NMC helped students, emerging artists, and established musicians access the tools, mentorship, and opportunities needed to learn, create, and grow.

The year also marked an important step in NMC's national evolution. The opening of a Montreal satellite space in collaboration with Adisq, Canadian Songwriters Hall of Fame activations in Toronto and Montreal, and new national partnerships strengthened NMC's ability to connect communities across regions, languages, and cultures.

That impact extended well beyond Studio Bell. In 2025, NMC's digital and media reach grew significantly, with social audiences increasing by 33 per cent, video views surpassing 4.4 million, newsletter subscribers growing by 57 per cent, and earned media value reaching \$25.2 million. Together, these results reflected rising national awareness and a growing appetite for Canadian music stories.

As NMC approached Studio Bell's 10th anniversary, 2025 became a year of foundation-building and forward momentum. The achievements highlighted in the pages that follow reflect an organization finding new ways to engage audiences while staying rooted in its mission: to amplify the love, sharing, and understanding of music.

AWARDS & RECOGNITION

2025 ALBERTA MUSEUMS ASSOCIATION LEADERSHIP AWARDS

- Winner – Leadership Award – Engagement

2025 WESTERN CANADIAN MUSIC AWARDS

- Nominated – Community Excellence Award
- Nominated – Impact in Artist Development
- Nominated – Impact in Music Marketing

VOLUNTEERS

The Heartbeat of Studio Bell

It goes without saying that the Studio Bell volunteer team is one of the best around! Made up of individuals of all ages, backgrounds, and experience levels, the AMPCrew is a point of pride at the NMC. Their service is instrumental to our daily operations as they work tirelessly to amplify the love, sharing, and understanding of music.

Thank you to all of our amazing volunteers and the wonderful staff facilitators from Chrysalis, Progressive Alternatives Society of Calgary, and Vecova:

Connie Akbari
Silena Akins
Joanne Alexander
Martin Al-Najar
Gabriella Andersen
Rita Andersson
Sue Armstrong
Danton Astley
Julie Auger
Stella Bamurekye
Stuart Bardsley
Lauria Bechard
Ash Blakley

Reid Blakley
Barry Bortnick
Carson Bothwell
Sylvie Bouchard
Patricia Boutilier
Calvin Chong
Karen Choy
Ashley Cocking
Tom Cowan
Chris Dambrowitz
Myrna Deagon
Raymund Del Rosario
Jim Delpozo
Emmanuel Der
Prabhu Dhatt
Alexander Eldred
Larry Feher
Portia Fernandes
Cherry Franquelli
Ronin Furdyk
Prasad Ganesan
Pauline Geekie
Hayelom
Ghebremedhin
Julianne Graham
Phil Greer
Rina Guillermo
Larry Haz
Danny Higgins
Audrina Hines
Sandi Hines
Larry Hoffman
Max Holash
Ken Huish
Jessica Ip

Janis Isaman
Jessica Jarvis
Nadine Johnson
Rob Kaiser
David Kanaroski
Ashita Karim
Wayne Kelly
Carolyn Kelly
Janis Kelman
Andrea Kiss-Parciu
Harrison Kwan
Danielle Lam
Hang Lee
Donna Lennon
Norm Leong
Samantha Lewis
Vergara
Maxwell Lohoar
Wayne Lui
Ruth Lund
John Lund
Joy Mamer
Timmy Mann
David Marallag
Laura May
Leigh Mclachlan
Roxane Meng
Brian Mills
Greg Muhlbeier
Zac Nadurak
Catherine Nesmith
Charles Ng Ping
Cheun
Carmen Nicholls
Ryan Nordstrom

Michele Nowak
Curtis Petrie
Lawrence Pilor
Paul Piotto
Lydia Ravn
Robin Reid
Brycen Reschke
Don Rodgers
Wanda Ross
Gloria Ross
Evan Rothery
Tatiana Rozak
Daniel Ryan
Emilie Saillant
Marilyn Sanders
Clinton Schmidt
Lorna Skelton
Tiffany Smith
Damien Stangroom
Duncan Stewart-St.
Arnault
Shabnam
Tafazzolinia
Marco Tam
Glenn Taylor
Doreen Thesen
Barrie Thesen
Deyson Thiara
Dixie Vancak
Naomi Venantius
Megan Watson
Donovan Wheatley
Chris Wilks
Jason Yalcin
Tina Yang



2025 BY THE NUMBERS

108
VOLUNTEERS

6,220
VOLUNTEER HOURS

JOIN THE TEAM AT
► [NMC.CA/VOLUNTEER](https://nmc.ca/volunteer)

EXHIBITIONS

Telling the Stories of Music in Canada

From major exhibitions and immersive installations to Hall of Fame partnerships and nationally significant cultural activations, National Music Centre connected audiences with the artists, artifacts, and stories shaping the country's musical legacy.

TIMELESS: 100 YEARS OF OSCAR PETERSON

National Music Centre unveiled one of the most comprehensive exhibitions in its history — *Timeless: 100 Years of Oscar Peterson*, a landmark celebration honouring the centenary of one of Canada's most influential and internationally revered musicians.

Opening nearly 100 years after Peterson's birth, the exhibition offered a look into the life and legacy of the Montreal-born icon whose influence continues to resonate across generations and genres.

The exhibition was developed in close collaboration with the Peterson estate, exploring his remarkable journey, from his early days in Montreal's Black working-class Little Burgundy neighbourhood to his rise as a jazz powerhouse, composer, and advocate for civil rights and music education. In 1978, he was the first artist to be inducted into the Canadian Music Hall of Fame.

Through archival materials, interviews, instruments, awards, personal artifacts, and multimedia installations, visitors were immersed into the world of a man affectionately known as "The Maharaja of the

Keyboard" and "The Man with Four Hands."

Among the exhibition highlights were vintage synthesizers, electronic instruments, and recording gear that showcased Peterson's pioneering use of emerging music technology, mesmerizing performance footage from across his career, and storytelling around his powerful composition "Hymn to Freedom," which became an anthem of the Civil Rights Movement. Visitors of all ages

were invited to connect with Peterson's legacy through interactive experiences, including a dedicated children's area featuring hands-on instruments and curated listening experiences designed to inspire future generations of music lovers.

The exhibition also became the foundation for a broader celebration of Peterson's centenary at Studio Bell. In August, National Music Centre welcomed acclaimed Canadian

jazz pianist Andy Milne, who was mentored by Peterson, for a special live performance marking Peterson's birthday, alongside additional programming exploring his enduring artistic influence and contributions to Canadian culture.

Timeless: 100 Years of Oscar Peterson reflected National Music Centre's ongoing commitment to preserving and sharing the stories of artists who have shaped Canada's musical identity on the world stage.



READ ABOUT OSCAR'S 'CANADIANA SUITE'
► [AMPLIFY.NMC.CA/OSCAR-PETERSON](https://amplify.nmc.ca/oscar-peterson)



2025 BY THE NUMBERS

11
NEW & UPDATED
EXHIBITIONS

1
DIGITAL
EXHIBITIONS

56,429
EXHIBITION
ATTENDANCE

SPEAK UP!

Another group of Indigenous trailblazers was celebrated through the National Music Centre’s award-winning *Speak Up!* exhibition. First launched in 2019, *Speak Up!* explores how Indigenous artists across Canada have used music and art to spark dialogue, inspire change, and share their cultures and histories.

The 2025 renewal highlighted acclaimed “Inuindie” artist Beatrice Deer from Nunavik, and Yukon-based Inland Tlingit

dance group Dakhká Khwáan Dancers. The exhibit also paid tribute to the enduring legacies of Métis country music legend Ray St. Germain, pioneering country artist Harry Rusk, and celebrated Inuk artist Kelly Fraser.

Visitors could discover newly added artifacts, including Ray St. Germain’s personalized six-string Ovation guitar and a modernized “arnauti,” or traditional Inuit women’s garment, designed and made by Beatrice Deer, along with a fully updated gallery experience.



PIANO 325

In celebration of the piano’s 325th anniversary, National Music Centre launched *Piano 325*, a new exhibition exploring the remarkable evolution and enduring influence of one of music’s most iconic instruments.

Opening on World Piano Day in March, the exhibition highlighted the inventors, builders, and manufacturers whose innovations helped shape the piano over more than three centuries. Displayed in Studio Bell’s Cloud Lounge, *Piano 325* featured rare and historic instruments from NMC’s extensive collection, showcasing the craftsmanship and technological advancements that transformed the piano into one of the world’s most versatile and influential musical instruments.

The exhibition included a rotating selection of historically significant pianos, including an 1899 Broadwood grand piano originally displayed at the 1900 Exposition Universelle in Paris, and a stunning limited-edition Steinway & Sons “Rhapsody in Blue” grand piano, built to commemorate the 100th anniversary of famed American pianist and composer, George Gershwin.

Visitors also enjoyed live weekend demonstrations and performances that brought the instruments to life, making them more accessible to audiences and providing a rare opportunity to hear and experience firsthand how this remarkable invention has shaped the music we know today.



HALLS OF FAME

Canadian Music Hall of Fame

CLASS OF 2025

National Music Centre once again partnered with the Canadian Academy of Recording Arts and Sciences (CARAS) to celebrate some of the country's most influential and beloved artists through the *Canadian Music Hall of Fame: Class of 2025* exhibition and induction ceremony at Studio Bell.

Opening ahead of the sold-out live induction ceremony on May 15, the exhibition honoured four extraordinary Canadian artists whose music has transcended generations, genres, languages, and borders: acclaimed singer-songwriter Dan Hill, Québec music icon Ginette Reno, pop-rock hitmakers Glass Tiger, and internationally celebrated Celtic-fusion artist Loreena McKennitt.

Through personal items and storytelling, including Glass Tiger's synthesizer and stage outfits, Loreena McKennitt's harp and an ornate mask from "The Mummers' Dance" music

video, a Montreal Canadiens jersey worn by Ginette Reno during multiple national anthem performances, the exhibition highlighted the artists' careers and creative legacies.

The exhibition also incorporated interactive elements that encouraged visitors to engage directly with the inductees. With two learn-to-play interactives, fans could get an acoustic guitar lesson with Dan Hill and a synthesizer demo with Sam Reid of Glass Tiger.

The Canadian Music Hall of Fame induction ceremony at Studio Bell further reinforced National Music Centre's role as a national hub for the Canadian music industry. Through its ongoing partnership with CARAS, NMC continues to preserve and amplify the stories of Canadian artists whose work has made a profound impact on the nation's cultural landscape.

READ ABOUT THE HALL OF FAME CEREMONY
▶ [AMPLIFY.NMC.CA/CMHF](https://amplify.nmc.ca/cmhf)



SUM 41

The legacy of one of Canada's most internationally successful rock bands was honoured with the launch of a new feature exhibit dedicated to Canadian Music Hall of Fame inductees Sum 41.

Opening at Studio Bell in March, the exhibit traced the band's rise from Ajax, Ontario skate-punks to global pop-punk icons. Developed in partnership with CARAS, the exhibit coincided with Sum 41's induction into the Canadian Music Hall of Fame and arrived as the band prepared to conclude its final world tour

and farewell performance at the 2025 JUNO Awards broadcast.

With more than 15 million albums sold worldwide and a catalogue that blends punk, rock, pop, and alternative metal, Sum 41's music has been an unapologetic soundtrack of rebellion, resilience, and redemption for decades. The exhibit aimed to capture that spirit through rare memorabilia, compelling storytelling, and never-before-seen artifacts, including the original VHS cassette, or "Home Made EPK," that helped land them their first record deal.



Canadian Country Music Hall of Fame

As the permanent home of the Canadian Country Music Hall of Fame collection, National Music Centre preserves and celebrates the artists, builders, and stories that have shaped Canadian country music and its lasting influence across the country, in partnership with the Canadian Country Music Association (CCMA). May 2025 marked a historic moment as k.d. lang and Gilles Godard were welcomed into the Hall of Fame with an official plaque ceremony at Studio Bell. The celebration featured a live conversation hosted by fellow Hall of Fame member Jackie Rae Greening, giving audiences

a rare opportunity to reflect on the careers, artistry, and lasting influence of two Canadian music icons.

In September, NMC unveiled an updated Canadian Country Music Hall of Fame exhibition to coincide with Country Music Week. The refreshed exhibition honoured the 2025 inductees — BC-born artist Lisa Brokop and independent music industry champion Joe Wood — while showcasing the pioneers who helped shape the genre’s enduring legacy.

Artist inductee Lisa Brokop was recognized for more than three decades as a singer-

songwriter and performer, including multiple Gold records, charting singles, and songwriting credits for artists such as Reba McEntire. Featured artifacts included her earliest handwritten lyrics and wardrobe pieces connected to The Patsy Cline Project, her acclaimed tribute to the legendary country singer.

The exhibition also celebrated Stan Klees Builder inductee Joe Wood, whose nearly 50-year career championing independent country artists helped transform music distribution and promotion in Canada.

Canadian Songwriters Hall of Fame

The Canadian Songwriters Hall of Fame gallery continues to celebrate the artists whose words and melodies have helped define Canada’s musical identity. In 2025, the Hall of Fame welcomed ten exceptional inductees: Andy Kim, Florent Vollant, François Cousineau, Gino Vannelli, Ian Thomas, Jane Siberry, Kate & Anna McGarrigle, Michel Pagliaro, Richard Séguin, and Triumph. Together, they represent the remarkable breadth of Canadian songwriting, spanning English and French-language music, chart-topping pop, rock, folk, and genre-

defying compositions that have resonated with audiences around the world.

Visitors can explore handwritten lyrics, instruments, and personal artifacts that offer a rare glimpse into the creative process behind some of the nation’s most enduring songs. The gallery celebrates not only the accomplishments of this year’s inductees, but also the enduring power of songwriting to capture moments, inspire generations, and tell Canada’s story through music.



WATCH THE CONVERSATION
▶ [AMPLIFY.NMC.CA/KD-LANG](https://amplify.nmc.ca/kd-lang)



Adisq Hall of Fame

In partnership with the Association québécoise de l’industrie du disque, du spectacle et de la vidéo (Adisq), the Adisq Hall of Fame gallery celebrates the artists and industry builders who have shaped Quebec’s vibrant musical landscape.

In 2025, music entrepreneur and cultural visionary Alain Simard was honoured with the prestigious Félix Hommage award in recognition of his extraordinary contributions to Quebec’s music industry. As the co-founder of the Festival International de Jazz de Montréal, FrancoFolies de Montréal, and Montréal en

Lumière, Simard has played a transformative role in elevating Canadian and Francophone music on the world stage.

The gallery continues to immerse visitors in the rich history of Quebec music through archival photography, video, and a recreation of the annual Gala de l’Adisq. Its signature plaque wall also recognizes more than three decades of Félix Hommage recipients, celebrating the artists, visionaries, and trailblazers whose contributions have helped define and strengthen Quebec’s musical heritage.



COLLECTIONS

Collections Awareness, Access, and Stewardship

National Music Centre continued to expand awareness and accessibility of Canada's music history through the relaunch of its Collections Online platform, installations with partners in Quebec, and ongoing stewardship of the country's most significant music collections.

The relaunched Collections Online website restored a critical information source and access point for NMC collections, making it easier for worldwide researchers, educators, artists, and music fans to explore NMC's extensive holdings. Following a major infrastructure rebuild and security upgrade, the platform continues to be an important resource for learning about music in Canada.

At the same time, NMC brought its collections east to Montreal with two installations that built awareness of our world-class artifact holdings and thriving living collection philosophy. In the lobby of the historic Eaton's Centre restaurant Le ge we installed an "About Us" video sizzle reel, Hall of Fame and living collection artifacts, and our 2024-2025 Beatles in Canada special exhibition – spotlighting the band's historic stop in Montreal and the iconic Eaton's Beatle Bar. Across town in NMC's new Montreal satellite

space, we introduced large-scale imagery of our building and exhibitions, as well as Quebec-made instruments signed by top Francophone artists. Spurring engagement with NMC on the other side of the country, the installations will live into 2026 and beyond.

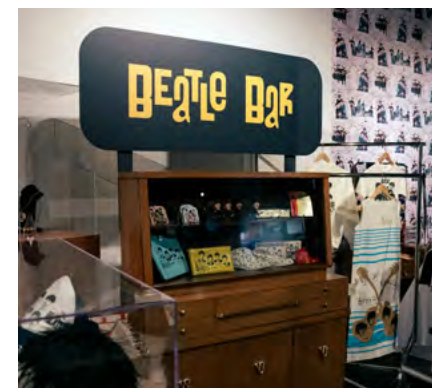
We continued to fulfill our collections mandate by making strategic collection acquisitions, undertaking preservation projects, and activating the collection in 2025. The organization leveraged a philanthropic donation to acquire artifacts from the Gordon Lightfoot Estate that went up for auction in late 2024. Estate auctions present a risk that Canadian music history will be lost to private hands; however, NMC firmly believes "If we don't do it, who will?" and mobilized a monetary donation to secure six pieces from the chopping block, returning them to Canada in 2025.

NMC partnered with Grammy Award-winning artist, instrument collector, and music historian Wally De Backer on a preservation and research project focused on our rare Harry Chamberlin prototype. The instrument's original magnetic tapes were carefully removed, wound onto custom reels, and prepared for high-resolution

archival transfer to reveal their unique sound samples and make them available for future artist exploration. De Backer has funded the project as part of his ongoing research, which will feed NMC storytelling and publications on the evolution of pioneering sampling instruments.

Each of these efforts reflect NMC's ongoing commitment to safeguarding Canada's musical heritage while making it more accessible and engaging for audiences across the country and around the world.

Our goal is to make music accessible to all Canadians—from visitors exploring our exhibitions to the many artists who record in our studios. We continue to build a living archive that supports creativity and innovation, with more than 600 historic instruments and pieces of music technology maintained in working order and available for artistic use. This unique collection provides musicians with unprecedented access to the sounds, tools, and technologies that shaped music history. More than a museum, we've created a collection where artists draw inspiration from the past to create the future.



2025 BY THE NUMBERS

233
ARTIFACTS
ADDED
TO THE
COLLECTION

8,204
HOURS
OF LIVING
COLLECTION USE

1,064
RECORDING
STUDIO HOURS

EXPLORE THE COLLECTION ONLINE
► [NMC.CA/OUR-COLLECTION](https://nmc.ca/our-collection)

EDUCATION & YOUTH

Inspiring the Next Generation Through Music

National Music Centre inspired young learners through curriculum-connected school programs, live performance experiences, youth music-making opportunities, and accessible learning initiatives designed to make music accessible for students and teachers.

School programs remained a core part of NMC's educational impact, offering hands-on learning experiences that connect music to history, culture, technology, Canada's musical identity and inspire students to use their creativity. Education participation remained a strong area of activity, with thousands of students engaging with NMC-led programming throughout the year.

A major focus was the continued growth of the Equity Access Program, funded by the Max Bell Foundation, which

helped reduce financial barriers for schools and students. Through the program, nearly 3,000 young people received free access to NMC learning experiences, including on-site programming with busing, field trips for students with special needs, in-school programming, and full-school presentations.

NMC also continued to develop Voices of Canada, a curriculum-aligned performance series that explores Canadian cultural heritage through music. The program featured Sandra Sutter, KTheChosen, Luis Tovar, and Tim Isberg, bringing together live performance, panel discussions, and audience Q&As to help connect audiences with diverse cultural histories.

Youth music-making also remained central to NMC's work. Jam Club resumed in September, continuing to offer young musicians a supportive space to build confidence, collaborate with peers, and learn from artist mentors. Summer camps provided another hands-on entry point for young creators, with youth volunteers, including

former campers and Jam Club participants, supporting education staff and helping younger students explore music in an encouraging environment.

NMC also strengthened its relationships with teachers through outreach at the Calgary City Teachers' Convention, where educators connected with NMC staff, explored instruments, and learned about available school programs.



2025 BY THE NUMBERS

8,550
STUDENTS
SERVED

291
CLASS
VISITS

735
JAM CLUB
ATTENDANCE

109
SUMMER CAMP
ATTENDANCE

NMC MUSIC THERAPY INITIATIVE

Transforming health, recovery, and wellbeing.

BY THE NUMBERS

15,000+
PARTICIPANT
CONTACTS ANNUALLY

12
CERTIFIED MUSIC
THERAPISTS

12
PROGRAM LOCATIONS
ACROSS CANADA

National Music Centre continued to advance the healing power of music in 2025 through the NMC Music Therapy Initiative. The growing national program brings certified music therapy into hospitals, community care settings, mental health programs, and long-term care environments.

Built on a vision of making music therapy an essential part of healthcare, education, and workplace wellbeing, the initiative helps patients, families, and care teams use music as a tool for recovery, connection, and support.

EXPANDING ACROSS CANADA

Since beginning as a Calgary-centred program delivering approximately 4,000 sessions annually, the initiative has grown to approximately 15,880 music therapy sessions each year — nearly four times its original reach.

Today, it supports 12 Certified Music Therapists working across 12 program locations in Alberta, Saskatchewan, and Manitoba. Programs serve 12 areas of care, including ICU, rehabilitation, palliative care, memory care, stroke recovery, brain injury rehabilitation, addictions recovery, adult and adolescent mental health, and neonatal intensive care.

In Calgary, NMC continued its longstanding partnership with JB Music Therapy and the

Calgary Health Foundation to deliver music therapy programs in all five acute care hospitals in the Calgary Zone, providing approximately 7,500 sessions annually across 25 hospital units.

The initiative also grew through partner programs in Saskatoon, Regina, and Winnipeg. At Jim Pattison Children’s Hospital, music therapy supports infants and families in the neonatal intensive care unit. In Regina, programs connected to Ranch Ehrlo Society support community mental health and family wellbeing. In Winnipeg, a partnership with Riverview Health Centre supports long-term care, palliative care, and neurological rehabilitation.

In 2025, NMC’s Calgary music therapy programs, delivered with JB Music Therapy and the Calgary Health Foundation,

received the Health Quality Council of Alberta’s Patient Experience Award, recognizing the role of music therapy in improving patient care, supporting recovery, and helping patients, families, and care teams connect through music.

Beyond direct care, the initiative has contributed to four published research papers and supports a growing national network of therapists through program development, recruitment support, and regular knowledge-sharing across partner sites. Together, these efforts are helping more people across Canada access music as a tool for healing, recovery, connection, and wellbeing.

LEARN MORE AT
▶ [NMC.CA/MUSIC-THERAPY](https://nmc.ca/music-therapy)



ARTISTS

Creating Space for Growth in Artist and Industry Development

Artists at multiple stages of their careers accessed mentorship, professional development programs, residencies, showcases, and access to the National Music Centre's world-class recording facilities and living collection.

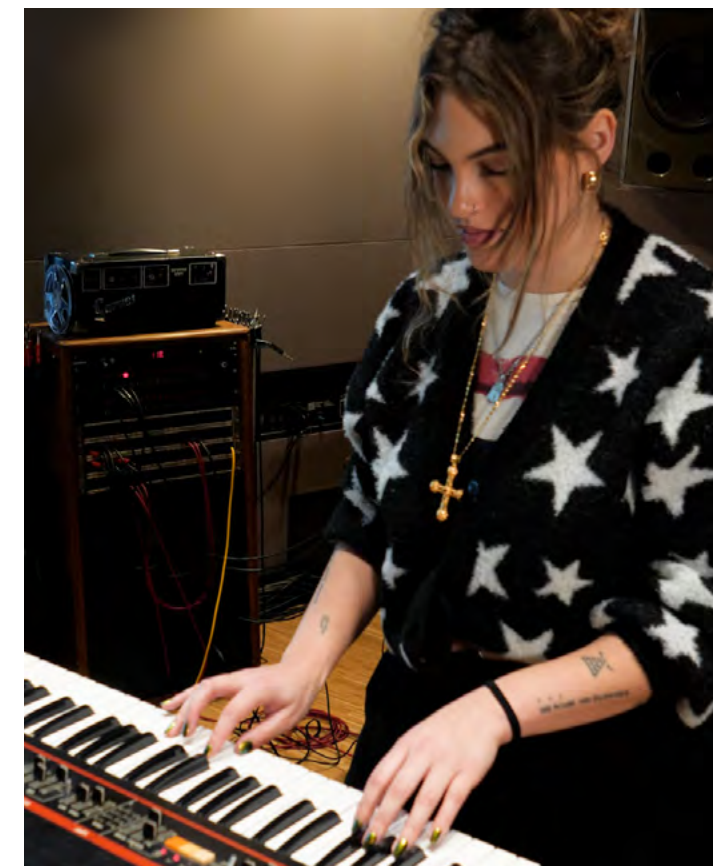
ARTIST RESIDENCIES

Artists were given an opportunity to explore, experiment, and create new work in an unprecedented environment. Through artistic residencies, musicians were provided dedicated time and space to engage with historically significant instruments, world-class recording studios, and NMC's in-house sound engineers.

In January, Nova Scotian songwriter and vocalist Maggie Andrew completed an artist residency at Studio Bell after winning CBC Music's Searchlight contest for emerging talent. Presented by Partake, the residency provided Andrew and her creative team with 40 hours in NMC's recording studios, where they recorded seven new songs and created video content to support upcoming releases. Andrew was joined in Calgary by a team of collaborators, including singer-songwriter Carleton Stone and producer Corey LeRue (Neon Dreams). During the residency, the group drew inspiration from NMC's living collection, incorporating instruments and equipment associated with some of Canada's most celebrated

artists into their creative process. Among them was Anne Murray's guitar – a particularly meaningful connection given Andrew's Nova Scotia roots – as well as one of Neil Young's microphones and guitar amplifiers. Beyond their technical qualities, these artifacts offered a tangible connection to Canada's musical legacy. For artists, the opportunity to create with instruments and equipment used by iconic musicians can be as much about the inspiration and creative energy they carry as the sounds they produce.

In April, Edmonton artist Mallory Chipman recorded a new album with her band through a residency connected to the legacy of her grandfather, Canadian jazz icon Tommy Banks. Supported by a donation from Walt and Irene DeBonis, the residency also created opportunities for donor engagement, allowing supporters to connect directly with Chipman's creative process and the family history behind the project.



2025 BY THE NUMBERS

1,205
ARTISTS SERVED

1,156
ARTISTS SERVED THROUGH PERFORMANCES

6
ARTIST DEVELOPMENT PROGRAMS

STUDIO-BASED LEARNING & EMERGING ARTIST PATHWAYS

Beyond formal residencies and incubator programs, National Music Centre created studio-based learning opportunities for emerging artists, students, songwriters, and aspiring music professionals in 2025.

NMC's studios hosted a three-day songwriting workshop with Alberta Music and the Songwriters Association of Canada, welcoming 12 Alberta songwriters into the studios for collaborative writing, mentorship, and creative development. These kinds of learning opportunities help artists build their craft while making connections with peers and industry mentors.

The studios also continued to welcome youth and emerging musicians through recording experiences with groups such as School of Rock and Robert Thirsk High School. These sessions introduced young artists to the recording process in a professional studio setting, offering hands-on exposure to engineering, performance, collaboration, and the creative possibilities of NMC's facilities.

By opening its studios to artists at different stages of development, from students to early-career performers, NMC helped demystify the recording process and create pathways for the next generation of Canadian music creators.



LEARN ABOUT NMC'S STUDIOS
▶ [NMC.CA/RECORDING](https://nmc.ca/recording)

AE WEST: BUILDING SUSTAINABLE MUSIC CAREERS

Artist Entrepreneur West returned to Studio Bell in 2025, continuing National Music Centre’s partnership with Canada’s Music Incubator to support emerging artists from Western and Northern Canada.

Designed to help artists build sustainable careers in music, AE West provides participants with mentorship, industry workshops, networking opportunities, live performance training, and hands-on professional development. The ninth edition of the program took place at Studio Bell from November 3 to December 4,

offering artists direct access to music industry experts in areas including marketing, management, publicity, funding, touring, songwriting, and live performance.

The 2025 cohort brought together 10 artists from across Western and Northern Canada: A.N., Brother Bicker Band, Eden Taylor, Élodie Orsei, John from Dawson, Julia Vos, KTheChosen, Osani Balkaran, Roya Camille, and Ruby Swan. Representing a wide range of genres, communities, and creative perspectives, the group reflected the diversity and momentum of Canada’s emerging music scene.

The program concluded with the AE West Artist Extravaganza

Showcase at the King Eddy, where all 10 participating artists performed live for the public. The showcase gave audiences an opportunity to discover new music while giving artists a platform to apply what they had learned, connect with listeners, and build confidence on one of Calgary’s most storied stages.

By bringing AE West back to Studio Bell, NMC continued to strengthen its role as a hub for artist development, industry connection, and career-building opportunities for the next generation of Canadian music creators.



OHSOTO'KINO: MUSIC
CREATION, MENTORSHIP
& SHOWCASE

National Music Centre’s Indigenous programming continued to create space for Indigenous voices through artist support, exhibitions, public engagement, and storytelling. This work is guided by NMC’s National Indigenous Programming Advisory Committee, chaired by NMC board member David McLeod, with First Nations, Métis, and Inuit representation helping ensure programming is community-informed, artist-centred, and rooted in respect.

Launched in 2022, OHSOTO'KINO takes its name from a Blackfoot phrase meaning “to recognize a voice of,” honouring the Blackfoot

people and the traditional territory where National Music Centre is located. In 2025, TD Bank Group renewed its support for the initiative with a \$750,000 investment over three years, helping sustain three core pillars: music creation through the OHSOTO'KINO Recording Bursary, artist development through the OHSOTO'KINO Music Incubator, and storytelling through the *Speak Up!* exhibition and digital content on Amplify.

The OHSOTO'KINO Recording Bursary received 41 applications from across Canada. Selected by the advisory committee, the 2025 recipients were l’nu singer-songwriter Raymond Sewell of Pabineau First Nation, New Brunswick, and powwow and round dance artist Marlon Deschamps from Maskwacis,

Alberta. Both artists completed week-long recording sessions in NMC’s studios, working with NMC’s professional engineering team and drawing inspiration from the organization’s living collection.

In September, NMC welcomed the 2025 OHSOTO'KINO Music Incubator cohort to Studio Bell for five days of mentorship, workshops, industry learning, collaboration, and performance. Participants included Beatz, Brandi Vezina, Damase Elis, Lacey Hill, Raven Reid, and Uncle Trent and Friends. The incubator culminated in a public showcase and reception, giving artists an opportunity to share their work while building connections with mentors, peers, and industry professionals.



2025 BY THE
NUMBERS

22
INDIGENOUS
ARTISTS SERVED
THROUGH
OHSOTO'KINO
PROGRAMS

39
INDIGENOUS
ARTISTS SERVED
THROUGH LIVE
PERFORMANCES

WATCH OHSOTO'KINO VIDEOS
▶ [AMPLIFY.NMC.CA/OHSOTOKINO](https://amplify.nmc.ca/ohsotokino)





NMC'S TIMELINE 1987-2026

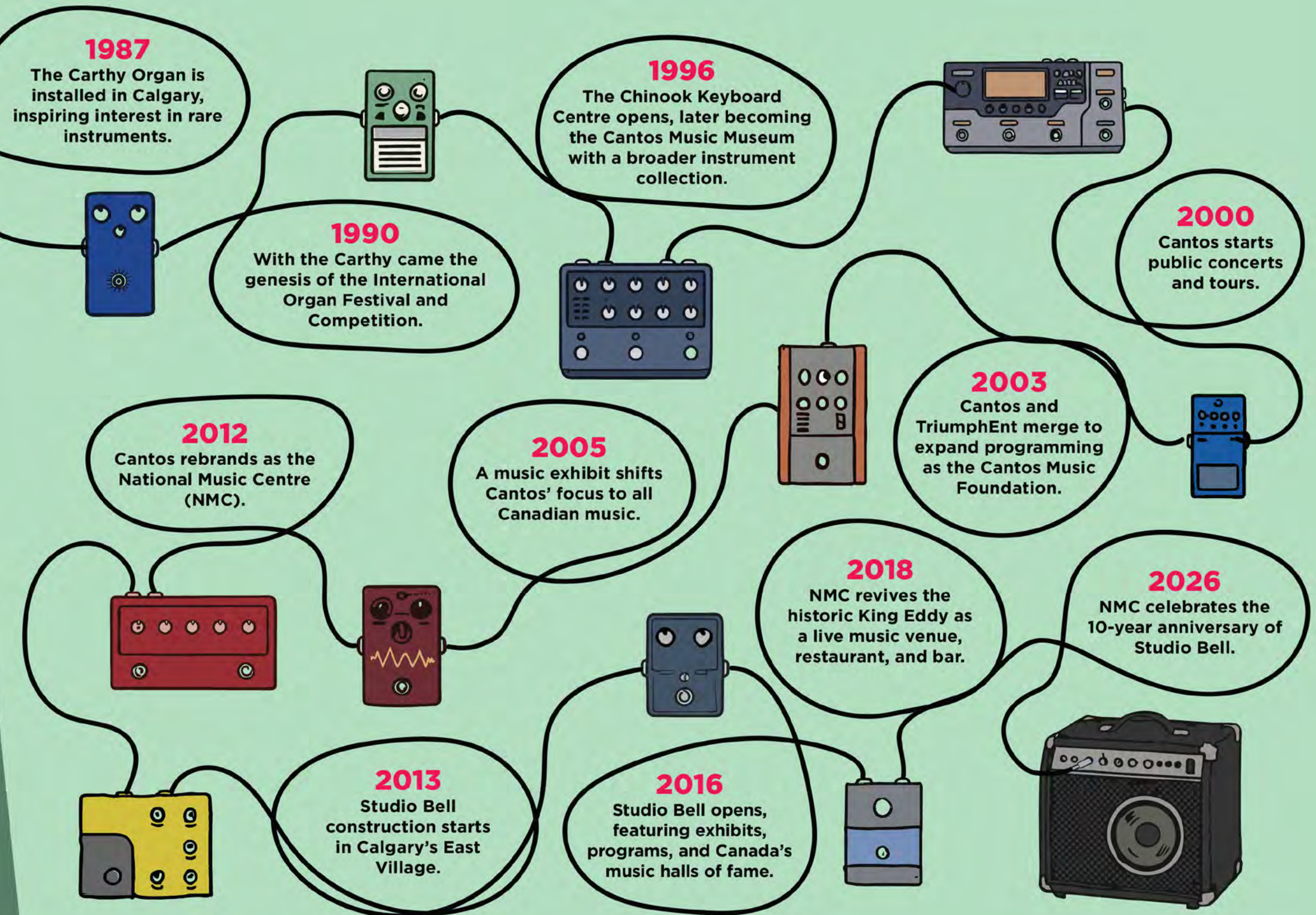
NMC'S HISTORY

NMC's roots trace back to the installation of the Carthy Organ in Calgary's Jack Singer Concert Hall in 1987, inspiring the International Organ Festival and Competition, presented annually by TriumphEnt from 1990 to 2002. This success led to the founding of the Chinook Keyboard Centre in 1996 to build a collection of keyboard instruments. Soon after, it was renamed Cantos Music Museum, expanding to include electronic instruments and sound equipment. By 2000, Cantos was hosting concerts and gallery tours.

In 2003, TriumphEnt and Cantos merged as the Cantos Music Foundation, enhancing programming. Then, a 2005 exhibition on Alberta's music history broadened the organization's vision to celebrate music nationwide. In February 2012, Cantos officially became the National Music Centre.

A new era began in 2013 when construction started on Studio Bell, NMC's stunning 160,000-square-foot home in Calgary's East Village. Built alongside the historic King Eddy Hotel, an iconic blues venue, the building both honours local music heritage and elevates NMC as a cultural landmark.

Studio Bell, home of the National Music Centre, opened on Canada Day 2016 and now houses over 8,200 rare instruments and artifacts, four of Canada's music halls of fame, interactive programs, live performances, exhibitions, and artist incubation. More than a museum, it's a hub for music, innovation, and cultural discovery in Canada.



PUBLIC PROGRAMMING, LIVE MUSIC & EVENTS

The Backbeat of NMC's Public Offerings

2025 BY THE NUMBERS

192
LIVE PERFORMANCES

16,834
LIVE MUSIC ATTENDANCE

17,133
TOTAL PUBLIC PROGRAM ATTENDANCE

1,029
TOUR ATTENDANCE

As hubs for live music and community, Studio Bell and the King Eddy connected audiences across cultures, generations, and communities. Through free admission days, concerts, cultural celebrations, panel discussions, tours, family programming, and national partnerships, NMC created opportunities

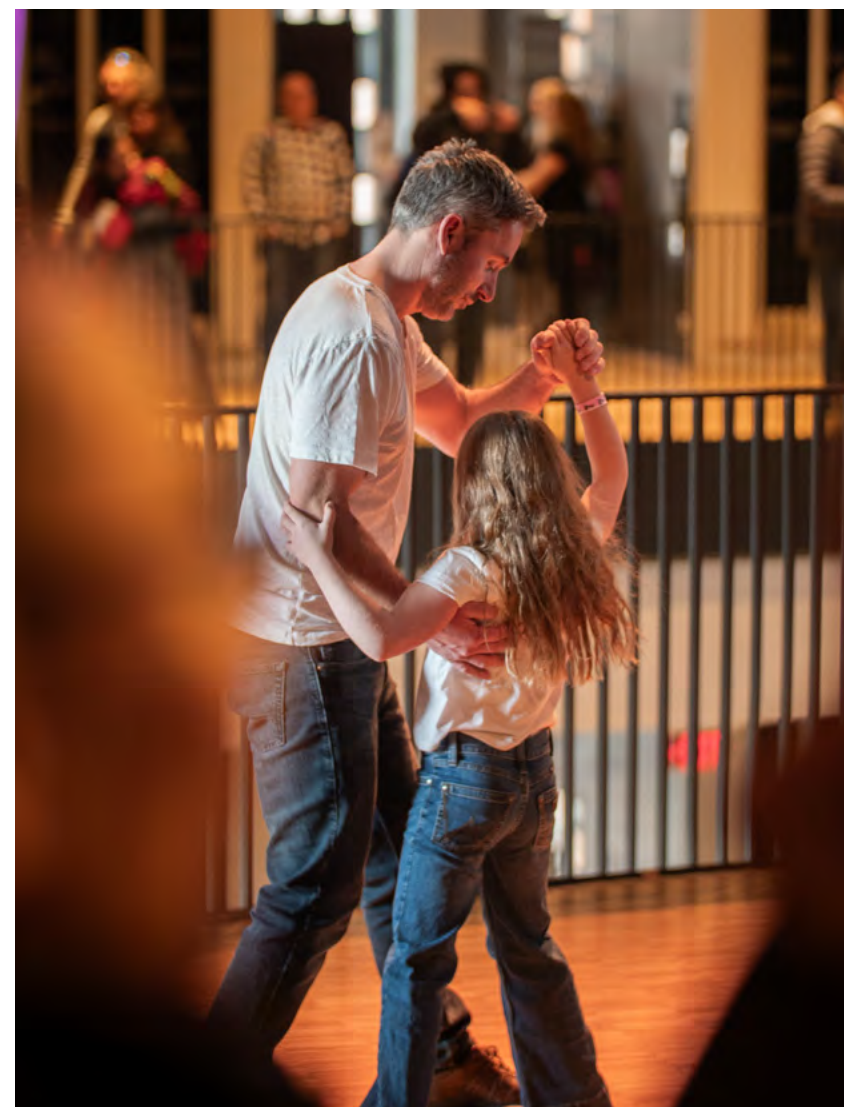
for people to experience music as something living and participatory. The year's public programming reflected the full range of NMC's mission: to celebrate music history, support artists, welcome communities, and bring people together through shared musical experiences.

FAMILY DAY

In February 2025, more than 5,500 visitors filled Studio Bell and the King Eddy for one of National Music Centre's most successful Family Day celebrations to date, transforming the building into a fun all-ages hub for music and hands-on discovery.

Despite extreme winter weather, Family Day delivered the second-highest attendance

in the event's history, with audiences exploring live performances, interactive activities, exhibitions, and family-focused programming throughout the day. Highlights included headlining sets from The Backyard Betties who had families dancing in the Performance Hall, a Beatles-themed family jam-along, a silent disco, and awe-inspiring demonstrations of the Kimball Theatre Organ.



BLACK HISTORY MONTH & BLACK MUSIC MONTH

Celebrating Black artistry, culture, and community, National Music Centre presented two Studio Bell programs curated with former MuchMusic VJ Master T.

For Black History Month, NMC presented *If You Believe in Love: A Black History Month Celebration*, a multidisciplinary event highlighting Black Calgarians shaping the city's cultural landscape. Hosted by CKUA Radio's Priscilla Cherry, the program featured performances by R&B artist LATISHA, Diversity Performing Arts Club of Calgary, spoken word artist Adetola "aloT of Poetry" Adedipe, pianist Louis Brothers, and steel pan performer Kai Nicholas.

On-stage interviews with representatives from Carifest, Ethnik Festival, the Caribbean Associations of Calgary, and WH Calgary offered deeper insight into the contributions and legacies of Black communities in Calgary.

In June, NMC presented a community-driven Black Music Month celebration, curated by Master T and hosted by acclaimed Alberta hip-hop and R&B artist K-Riz. The event spotlighted Black music and culture through performances by neo-soul collective The Rondel Roberts Band, British-Canadian R&B and grime-infused rap artist Jackie Art, and Nigerian-Canadian Afropop act Skinny Blaiz.

Programming also included dance performances and

workshops, a local vendor market, a community lane featuring Calgary's Black creative community, and a talent expo for emerging Black artists. Finalists selected through an open call performed original music and spoken word before a live audience and received feedback from an industry panel, creating opportunities for mentorship, exposure, and artistic development. The winner received studio time in NMC's world-class recording studios.

Together, these programs demonstrated NMC's commitment to amplifying Black voices, supporting emerging artists, and creating inclusive spaces where music fosters connection and community pride.

INDIGENOUS DAYS OF SIGNIFICANCE

Through free public programming on National Indigenous Peoples Day and National Day for Truth and Reconciliation, National Music Centre invited audiences to listen, reflect, celebrate, and learn through music. Each year, these events are made possible thanks to the generous support of TD Bank Group.

On June 21, NMC welcomed visitors to Studio Bell for National Indigenous Peoples Day with a live event connected to the refreshed *Speak Up!* exhibition. Hosted by David McLeod, curator of *Speak Up!* and chair of NMC's National Indigenous Programming Advisory Committee, the program featured Beatrice Deer,

one of the exhibition's newest honourees, whose music blends indie rock, modern folk, and traditional throat singing in Inuktitut, English, and French. Blackfoot traditional singer Norvin Eagle Speaker opened the program alongside grass dancer Takota Eagle Speaker and fancy dancer Miracle Eagle Speaker.

On September 30, NMC opened Studio Bell with free admission to mark National Day for Truth and Reconciliation. The day centred on a panel discussion led by Indigenous hip-hop artist Drezus exploring music's role in reconciliation, healing, and truth-telling. Panelists included Rex Smallboy, a pioneering figure in Native rap and founding member of War Party; Curt Young, an award-winning artist who uses

culture as a teaching tool; and Wendy Walker, an Indigenous songwriter, performer, playwright, and filmmaker. Each panelist also performed one song live, connecting conversation with artistic expression.

Both programs reflected NMC's commitment to Indigenous-led storytelling, public learning, and cultural representation, guided by the National Indigenous Programming Advisory Committee and supported through OHSOTO'KINO.



CANADA DAY AT
STUDIO BELL

On July 1, 2025, National Music Centre celebrated Studio Bell’s ninth anniversary with a building-wide Canada Day bash that welcomed the public with free admission, live music, exhibitions, and hands-on activities across five floors.

Powered by ATB Financial, the day invited visitors to explore Canada’s music story through performances, collection demonstrations, family-friendly programming, and activations throughout Studio Bell and the

King Eddy. Guests experienced live sets by Afro-fusion band Melafrique, R&B singer-songwriter Kate Stevens, and other performers, alongside pop-up demonstrations of rare instruments from NMC’s collection, including the historic Kimball Theatre Organ and the Steinway “Rhapsody in Blue” piano.

The celebration also highlighted several major exhibitions on view in 2025, including displays dedicated to Sum 41, the *Canadian Music Hall of Fame: Class of 2025*, *Piano 325*, and the refreshed

Speak Up! exhibition. Visitors participated in jam-alongs, collection activations, and performances that brought NMC’s galleries and gathering spaces to life throughout the day.

The celebration extended next door to the King Eddy, where all-ages performances on the main floor and rooftop kept the music going into the evening. Together, Studio Bell and the King Eddy offered a full-day celebration of Canadian music, culture, and community in the heart of East Village.



ECHOES ACROSS THE BORDER

From Concrete to Canyon: The Counterculture's Rural Rebellion

John Einarson • Holly George-Warren • Judith Klassen

Moderated by Melissa Ziobro

StudioBell | Montreal Centre for the Performing Arts | Centre National des Arts | BRUCE SPRINGSTEEN ARCHIVES & CENTER FOR AMERICAN MUSIC AT MONMOUTH UNIVERSITY • NEW JERSEY | SUPPORTED BY Calgary 197 | NATIONAL MUSIC CENTRE'S OPERATING PARTNERS | Alberta



ECHOES ACROSS THE BORDER SUMMIT

The first Echoes Across the Border music summit and film screening was launched in October 2025 in collaboration with the Bruce Springsteen Center for American Music in New Jersey. The event brought together leading experts from Canada and the United States to explore the deep musical connections that have shaped artists on both sides of the border.

The inaugural summit, Echoes Across the Border: Laurel Canyon and the Northern Connection, focused on

the influential era when Canadian songwriters such as Joni Mitchell and Neil Young made their mark at home and beyond. Through keynote conversations, panel discussions, film programming, and live performances, the two-day event examined how cross-border collaboration and cultural exchange helped shape generations of music.

Speakers and participants included music historian Robert Santelli, Canadian musicologist Rob Bowman, music journalist Larry LeBlanc, music industry veteran Steve Kane, author and historian John Einarson, journalist Holly

George-Warren, Canadian Museum of History curator Judith Klassen, music journalist Alan Light, and Jeff Lockhart of Laurel Canyon Legacy.

The summit also featured a screening of the 2020 two-part documentary Laurel Canyon and a sold-out concert with Seattle-based tribute band Laurel Canyon Legacy, which brought songs from the era to life for audiences at Studio Bell.



LEFT Echoes Across the Border panel at Studio Bell. Photo by John Stone.

RIGHT Laurel Canyon Legacy performs the hits of the era. Photo by Chelsea Yang-Smith.

COMMUNITY
CO-PRODUCTIONS

Studio Bell hosted an assortment of events with community partners, co-presented performances, cultural festivals, fundraisers, and public conversations throughout the year, further establishing the building as a gathering place for Calgary’s creative communities.

There was the building-wide Honens Festival activation in September, featuring matinee concerts designed for neurodiverse audiences, a public masterclass, and an evening headline concert in the Performance Hall. NMC also

co-presented the Korean Cultural Heritage Festival, an evening of multicultural performance that brought together live music, lion dances, and martial arts.

That same month, NMC hosted a live hometown taping of Jann Arden’s podcast in partnership with Women in Media Network, featuring guest Naheed Nenshi. The episode was later released online to audiences across Canada. NMC also hosted the annual A Ride to Remember fundraiser, supported by Craig Senyk Initiatives, with performances by Lindsay Ell, Carolyn Dawn Johnson, Devin Cooper, and Mariya Stokes. The event raised nearly \$100,000 for the Alzheimer Society of Calgary.

Additional co-presentations and community collaborations throughout the year included JazzYYC, Calgary Cinemathèque, Alliance Française, Oscill8, Stampede Entertainment, Alberta Vocal Arts, the Werklund Centre, the Canadian Music Centre, East Village, and more. Through these partnerships, Studio Bell welcomed a wide range of artistic, cultural, and community experiences, bringing diverse audiences together in meaningful ways.



A Ride to Remember. Photo by Sebastian Buzzalino.



NMC and JazzYYC present Artemis. Photo by J. Edmund Photography.



NMC and Alliance Française present Bel and Quinn. Photo by Jaxi Barton.



NMC and Alliance Française present Kora Flamenca. Photo by Jaxi Barton.



Brother Bicker Band live at Rock the Village. Photo courtesy of East Village.



The Jann Arden Podcast live recording at Studio Bell. Photo by Jaxi Barton.



Honens concert in the Performance Hall. Photo by Sebastian Buzzalino.



Heartstrings & Honky Tonks. Photo by J. Edmund Photography.

TOURS & VISITOR EXPERIENCES

The visitor experience remained central to NMC's programming, with guided tours, hands-on activations, and opportunities for audiences to get a closer look at exhibitions and the living collection.

Throughout the year, public programming and exhibition activations invited visitors to move beyond traditional gallery viewing and experience music history firsthand. As part of the *Piano 325* exhibition, prized instruments from NMC's collection were brought out of storage for weekend Behind the Glass programming, giving audiences a rare opportunity to see and hear historic pianos in action.

Special event days also created new entry points into the

collection. During the Stampede Send-Off, NMC offered free Greatest Hits tours, allowing guests to get a glimpse at some of National Music Centre's most iconic instruments, artifacts, and stories. Interactive experiences across the building — from learn-to-play activations to music therapy sessions, instrument demonstrations, and hands-on family programming — helped make NMC's collection more accessible to audiences of all ages.

Behind the scenes, the Visitor Experience Team also strengthened outreach to hotels, tour operators, and tourism partners to support destination visitation and build awareness of Studio Bell as a must-see cultural attraction in Calgary.



DAYTIME PROGRAMS

Throughout 2025, NMC welcomed visitors to enjoy an engaging lineup of family-friendly daytime activities included with Studio Bell admission. Presented on weekends and special occasions, these performances, workshops, conversations, and interactive experiences brought the building to life while showcasing local artists, community ensembles, and musical traditions from around the world.

Together, these daytime offerings helped make Studio Bell a welcoming space for discovery, participation, and community connection.

Audiences listened to local musicians, experienced music tied to cultural traditions, took part in hands-on learning, and encountered NMC's exhibitions and collection in new ways — creating accessible opportunities to engage with music beyond a traditional museum visit.

The year closed with Winter Weekends, a seasonal series that filled the building with live music and festive activity throughout December. Guests enjoyed community choirs, jazz ensembles, organists, and local musicians, alongside a rotating vendor market that transformed NMC into a holiday gathering place for families and music lovers of all ages.



CIBC SUMMER SERIES

Over the summer of 2025, National Music Centre brought the CIBC Summer Series back to the legendary stage, creating regular performance opportunities for emerging and established artists while giving audiences an exciting cross-section of live shows to see.

Running from July 31 to September 19, the series featured 14 live events and supported 119 musicians, drawing nearly 900 patrons to the King Eddy during the peak summer season. With a strong local focus and artists from across Canada, the lineup reflected a wide range of genres, including folk, country,

R&B, alternative, rock, hip-hop, Afro-fusion, neo-soul, art-pop, and electronic folk.

Performers included Samantha Savage Smith, Damase Elis, Mariel Buckley, Arlo Maverick, Skinny Blaiz, Chevy Beaulieu, Dallas Rodin, Polo Sho, Clea Anaïs, Laura Hickli, Kindé, Brett Cassidy & The Corduroy Cowboys, and many others.

By pairing accessible ticket prices with high-quality local and national talent, the CIBC Summer Series supported artists, activated the East Village, and invited audiences to experience live music in an intimate and historic setting.



LEFT CIBC Summer Series at the King Eddy featuring Laura Hickli. Photo by Sebastian Buzzalino.

KING EDDY

National Music Centre's Largest Living Artifact

The King Eddy is not only one of Calgary's most beloved live music venues, it's also an extension of NMC's public programming. Operating Wednesday to Sunday, with live music Thursday through Sunday and expanded hours during home hockey games, the Eddy remained a vibrant venue, restaurant, community gathering place, and private event destination. The year

saw strong momentum across live performance, hospitality, catering, and rentals, including a successful Stampede season and collaborations with NMC.

The King Eddy earned major recognition in 2025, winning the CCMA Award for Country Club of the Year for the third time and being named among Avenue magazine's Best Restaurants in Calgary, with runner-up honours

for Best Pub and Best of Downtown. Throughout the year, the Eddy hosted concerts, artist showcases, community events, fundraisers, private celebrations, and provided an important stage for both emerging and established artists.

2025 BY THE NUMBERS

280
LIVE SHOWS

52,029
GUESTS

AWARDS & RECOGNITION

- 2025 CCMA AWARDS**
- Winner – Country Club of the Year
- 2025 COUNTRY MUSIC ALBERTA AWARDS**
- Winner - Live Country Venue or Concert Series of the Year
- 2025 AVENUE'S BEST RESTAURANTS IN CALGARY**
- Runner Up – Best Pub
 - Runner Up – Best of Downtown
- 2025 CALGARY HERALD AND SUN READERS' CHOICE AWARDS**
- Winner - Bronze for Favourite Live Music Venue



RIGHT Guests visiting the King Eddy for food, drinks, and live music on Canada Day. Photo by Sebastian Buzzalino.

NATIONAL GROWTH & PARTNERSHIPS

Building a Bridge for National Unity

In 2025, National Music Centre strengthened its role as a national cultural institution through new partnerships, expanded activations, and a growing presence beyond Calgary.

MONTREAL SPACE CNM X ADISQ

A defining milestone was the opening of NMC's satellite space in Montreal's Quartier Latin, within the Quartier des Spectacles. Located in the same building as the Association québécoise de l'industrie du disque, du spectacle et de la vidéo (Adisq), the 3,000-square-foot space established a new anchor point for NMC's activities in Eastern Canada, with a focus on Québec's vibrant Francophone music sector.

The Montreal space builds on NMC's longstanding relationship with Adisq, whose Hall of Fame is represented at Studio Bell through a permanent exhibition

celebrating Québec's music industry and Canadian Francophone artists. By creating a physical presence in Montreal, NMC deepened that partnership and opened the door to new collaborations, including music industry events, professional development programs, workshops, pop-up activations, and opportunities to support Québec-based creators and cultural partners.

NMC's Montreal presence also came to life through exhibition activations. At Le 9e, located in Montreal's historic Eaton Building, NMC developed a pop-up exhibition featuring select artifacts, multimedia storytelling, and highlights from *From Me to You: The Beatles in Canada 1964–1966*, including a recreated Eaton's Beatle Bar inspired by the height of Beatlemania in Montreal. NMC also expanded the Adisq Hall of Fame exhibition through new curated objects, photography, and storytelling elements celebrating Québec's music industry and the artists

honoured through the Adisq Hall of Fame.

CANADIAN SONGWRITERS HALL OF FAME ACTIVATIONS

NMC also extended its national Hall of Fame partnerships in 2025 through activations with the Canadian Songwriters Hall of Fame. Working with CSHF, NMC supported Legends events in Toronto and Montreal that highlighted Studio Bell's role as the physical home of the Hall of Fame.

Each activation featured a recreated plaque wall, engraved artist plaques, and video storytelling that connected audiences and industry communities back to NMC's national home for Canadian songwriting. The activations helped elevate the visibility of the Hall of Fame nationally while reinforcing NMC's role in preserving and celebrating the songwriters whose work has helped define Canadian culture.

NATIONAL/ INTERNATIONAL COLLABORATIONS

Across 2025, NMC continued to build relationships with major cultural and music partners across Canada and beyond, including CARAS and the Juno Awards, the Canadian Country Music Association, the Canadian Songwriters Hall of Fame, Adisq, Canada's Music Incubator, the Bruce Springsteen Center for American Music, and Music Cities Events.

These partnerships supported exhibitions, artist development, Hall of Fame activations, music summits, professional development, and public programming. Our national and international collaborative initiatives reflect NMC's growing national platform: rooted at Studio Bell, active in Montreal, connected through Hall of Fame partnerships, and increasingly positioned as a bridge between regions, languages, artists, and audiences across Canada.

WEST ANTHEM & MUSIC CITIES

NMC is a founding partner of West Anthem, which was established to help stimulate the growth and sustainability of Alberta's music industry. For over a decade, West Anthem has worked with communities, governments, and industry partners to advance research, advocacy, and strategic collaboration that strengthens

Alberta's music ecosystem, builds industry capacity, and positions music as a driver of economic growth and diversification. That momentum will continue in 2026 when NMC, alongside West Anthem and Alberta Music, welcomes the international Music Cities Convention to Studio Bell.

Presented by Sound Diplomacy, the convention lands in Calgary from September 29 to October 1, 2026, bringing policymakers, industry leaders, and creatives from around the world to explore music's role in economic development, wellbeing, tourism, sustainability, and inclusive cultural growth.



GROWING OUR REACH

Record Setting Growth for Digital Storytelling

Sharing the National Music Centre experience with wider audiences is always an important organizational goal, and we did this in several ways over 2025. Through strong in-person attendance, record-setting digital growth, impressive audience engagement, and media coverage, NMC brought Canada’s music stories to more people than ever before.

Digital and media channels extended that reach even further. Social media audiences grew by 33 per cent, adding 23,949 new followers across platforms – nearly double the growth achieved in 2024. Video views surpassed 4.4 million, a 41 per cent increase over the previous year’s record-breaking total, driven by a focused strategy of frequent, compelling short-form content designed to reach music fans in Calgary, across Canada, and beyond.

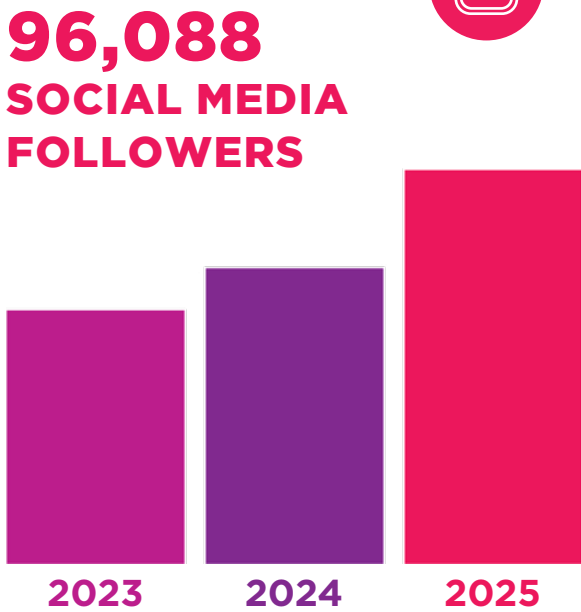
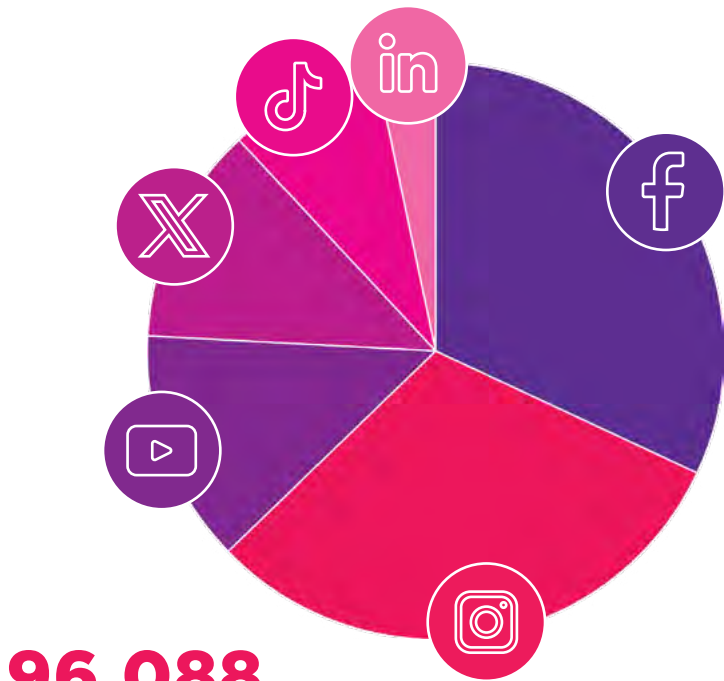
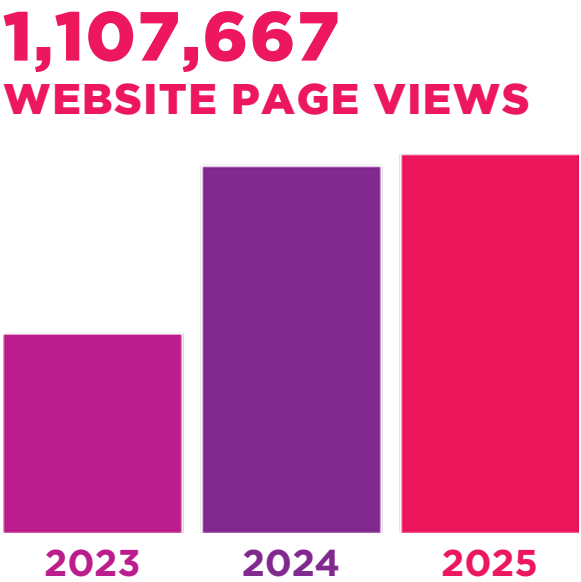
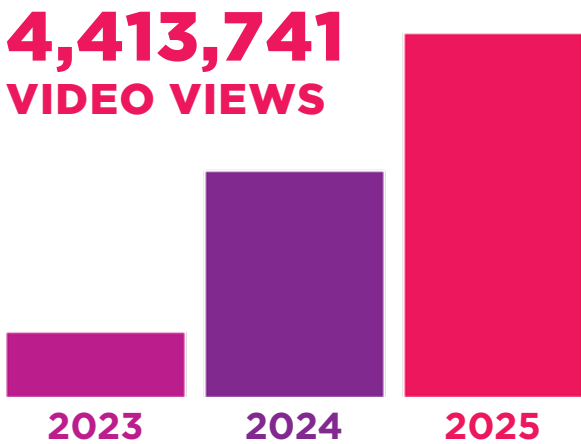
Newsletter growth also reached a new high. NMC’s subscriber database increased by 57 per cent in 2025, adding 8,029 new subscribers through high-impact contests, and targeted outreach at street festivals. This growth helped NMC reach music fans more effectively, sell tickets to events, raise donations, and keep supporters informed.

Media coverage played a major role in building national awareness. In 2025, NMC generated \$25.2 million in earned media value, a 34 per cent increase over 2024. Coverage was driven by major exhibitions, Hall of Fame activities, artist development announcements, public programming, Indigenous programming, and national partnerships. Highlights included media attention around *Timeless: 100 Years of Oscar Peterson*, the 2025 Canadian Music Hall of Fame exhibit dedicated to Sum 41, *Speak Up!*, the Canadian Country Music Hall of Fame, OHSOTO’KINO, Echoes Across the Border, and NMC’s growing presence in Montreal.

Digital storytelling remained central to NMC’s audience strategy. Through artist interviews, collection-focused reels, exhibition content, and NMC’s Amplify platform, the organization continued to share Canadian music stories beyond the walls of Studio Bell. Amplify provided a space for further storytelling, with popular posts exploring artists, songs, instruments, record labels, and defining moments in Canadian music history.

Studio Bell’s website also continued its upward trend, with page views increasing four per cent over 2024 and particularly strong traffic on event, exhibition, and visitor information pages. Combined with onsite visitation, social media, video, newsletter, and earned media growth, these results demonstrated NMC’s increasing ability to reach audiences wherever they are – online, onsite, and across the country.

FOLLOW US!
▶ @NMC_CANADA



LOOKING AHEAD TO 2026

Celebrating Studio Bell's 10-Year Anniversary

As National Music Centre looks ahead to 2026, Studio Bell's 10th anniversary marks a defining moment for the organization and for Canada's music story. What began as an ambitious vision — a national home for music based in Calgary — has grown into one of the country's most significant cultural institutions in Western Canada.

Since opening to the public on July 1, 2016, Studio Bell has welcomed more than one million visitors, supported artists at every stage, inspired children and youth, stewarded Canada's music history, and contributed to the revitalization of Calgary's East Village. Home to four of Canada's national music halls of fame, NMC continues to preserve the stories, artifacts, memorabilia, archives, and instruments that define the country's musical identity.

The 10th anniversary year will build on the momentum of 2025 with a headline-making series of exhibitions, events, programs, and performances for music lovers of all ages. Exhibition highlights include *Joni's Jazz*, a major 2027 exhibition exploring Joni Mitchell's creative life and relationship with jazz; *PlayLab*, a hands-on sound playground for kids and families opening in May 2026; and *Listen: The Pursuit of Perfect Sound*, an immersive installation launching in November 2026 that will let visitors hear music with extraordinary clarity.

NMC will also continue to expand its Hall of Fame programming. A feature exhibit celebrating 2026 Canadian Music Hall of Fame inductee Nelly Furtado will remain on view through February 2027, while the *Canadian Music Hall of Fame: Class of 2026* exhibit will be featured in a separate display opening in September.

Live programming will also play a central role in the anniversary year. NMC will mark Studio Bell's official 10th anniversary on Canada Day with its biggest bash yet, featuring A Sharon, Lois &

Bram Singalong with Sharon & Randi and programming for all ages. The multi-day EddyFest will celebrate more than 120 years of music and community at the legendary King Eddy, while the new Live from the King Eddy series will bring 10 acclaimed Canadian artists into the room with audiences to record live off the floor using the Rolling Stones Mobile Studio.

Looking ahead, NMC will also welcome the Music Cities Convention to Calgary from September 29 to October 1, 2026, present Jeremy Dutcher on National Day for Truth and Reconciliation, and launch a new Francophone music incubator connecting artists and creators between Studio Bell in Calgary and NMC's satellite space in Montreal.

Together, these initiatives reflect NMC's next chapter: more national in reach, more collaborative in spirit, and more committed than ever to using music to build bridges across regions, languages, cultures, artists, and audiences.



FUNDRAISING & STRATEGIC INVESTMENT

Building Partnerships for a Sustainable Future

In 2025, National Music Centre strengthened its fund development strategy to support long-term sustainability, expand philanthropic relationships, and prepare the organization for a milestone 10th anniversary year at Studio Bell.

In a year marked by strong program growth and expanding national reach, fund development efforts focused on building the relationships and resources needed to sustain NMC’s mission well into the future.

A key priority was the continued advancement of the Tommy Banks Theatre Campaign, a major legacy initiative honouring one of Canada’s most influential musicians, broadcasters, and cultural champions. The campaign reflects Tommy

Banks’ belief in building a stronger music ecosystem for Canadian artists while supporting the long-term vitality of NMC’s performance and programming spaces. In 2025, NMC continued cultivating major gifts and leadership support connected to the campaign, positioning the organization for significant momentum heading into its anniversary year.

The Distinguished Patrons Program also remained an important pillar of NMC’s major gifts strategy. Designed to recognize donors who make transformational commitments to the organization, the program continued to engage philanthropists who believe in NMC’s role as Canada’s home for music. Through personalized stewardship, targeted outreach, and deeper donor engagement, NMC worked to grow this community of supporters and strengthen long-term relationships with

individuals committed to preserving musical heritage, supporting artists, and expanding public access to music.

Grant and sponsorship activity also played a critical role in advancing NMC’s work. In 2025, the Fund Development team strengthened grant systems, reporting structures, and sponsorship outreach while securing support for exhibitions, public programming, education, Indigenous programming, music therapy, artist development, and operations. These investments helped sustain core programs while also supporting new initiatives connected to national expansion, digital access, and community engagement.

NMC also made important progress in rebuilding and refocusing its development capacity. By expanding the team and strengthening expertise in major gifts, sponsorships, grants,



THE ANDY KIM CHRISTMAS IN MONTREAL

On December 6, 2025, National Music Centre and Le 9e presented the Andy Kim Christmas fundraising concert in Montreal. Hosted by Canadian Music Hall of Fame member Andy Kim, the evening brought music fans together for performances by Roch Voisine, The Box, Rêve, Gabriel Fredette, Vince Lemire, Alexe, Léa Jarry, and Sarah Vanderzon. Proceeds supported the National Music Centre and the Montreal Children’s Hospital Foundation, continuing the long-standing tradition of community, music, and philanthropy that has made Andy Kim Christmas a beloved holiday event.

annual giving, and naming opportunities, the organization improved its ability to cultivate supporters, identify new opportunities, and steward relationships with greater care and consistency. This renewed capacity will be essential as NMC prepares for major anniversary programming and future growth.

National expansion was another important focus. Fund development activity supported NMC’s growing presence beyond Alberta, including relationship-building connected to the Montreal satellite

space, donor cultivation in Eastern Canada, and continued efforts to broaden NMC’s national base of support. These initiatives reflect the organization’s ambition to build a philanthropic network that matches its mandate: national in scope, rooted in community, and committed to telling Canada’s music story from coast to coast.

Together, these efforts helped lay the groundwork for NMC’s next chapter. As Studio Bell approaches its 10th anniversary, fund development is not only supporting current operations

— it is helping build the foundation for new exhibitions, expanded education programs, artist development opportunities, music and wellness initiatives, national partnerships, and a sustainable future for Canada’s home for music.

As a registered charity, NMC relies on the generosity of donors, sponsors, government funders, foundations, and community partners to preserve Canada’s music history, support artists, create meaningful learning opportunities, and bring people together through music.

MAKE A DONATION
▶ [NMC.CA/DONATE](https://nmc.ca/donate)

Charitable registration number:
136407574RR0001

FINANCE

Strengthening NMC’s Foundation for the Decade Ahead

In 2025, the National Music Centre (NMC) continued to demonstrate strong financial stewardship, advancing national expansion while maintaining disciplined financial management. Thanks to donors, sponsors, partners, and steady earned income, NMC achieved a modest operating surplus and strengthened its foundation for future growth.

At a time when arts organizations across Canada face rising costs, economic uncertainty, and increased competition for funding, NMC’s performance reflects resilience, careful management, and growing confidence in its national vision.

FINANCIAL PERFORMANCE

NMC generated \$13.6 million in operating revenue in 2025 through a diversified mix of public, private, and earned income:

- \$8.5 million in donations and sponsorships from individuals, corporations, and foundations
- \$1.3 million in government grants, including operational and project-based funding

- \$2.7 million in earned revenue from admissions, rentals, food and beverage, retail, and programs

Philanthropic contributions remain the largest driver of NMC’s work, supporting programming, collections care, artist development, education, and accessible experiences for audiences across Canada.

Earned revenue remained steady, supported by the King Eddy’s best year since reopening, continued demand for venue rentals, and strong visitation at Studio Bell. While NMC continues to demonstrate measurable national impact, it remains underfunded relative to peer cultural institutions, with approximately 10% of total funding from government sources in 2025 compared to 40–60% for comparable organizations.

EXPENSES

Operating expenses totaled approximately \$10.1 million, reflecting strategic investments in public programming, exhibitions, education, artist development, operations, facility maintenance, staffing, systems, and the new Montreal hub.

Lower interest expense of \$2.9 million was incurred on long-term debt due to principal repayment and an improved interest rate environment.

Together, these factors resulted in a net operating surplus of approximately \$0.6 million, ensuring both stability and capacity for future growth.

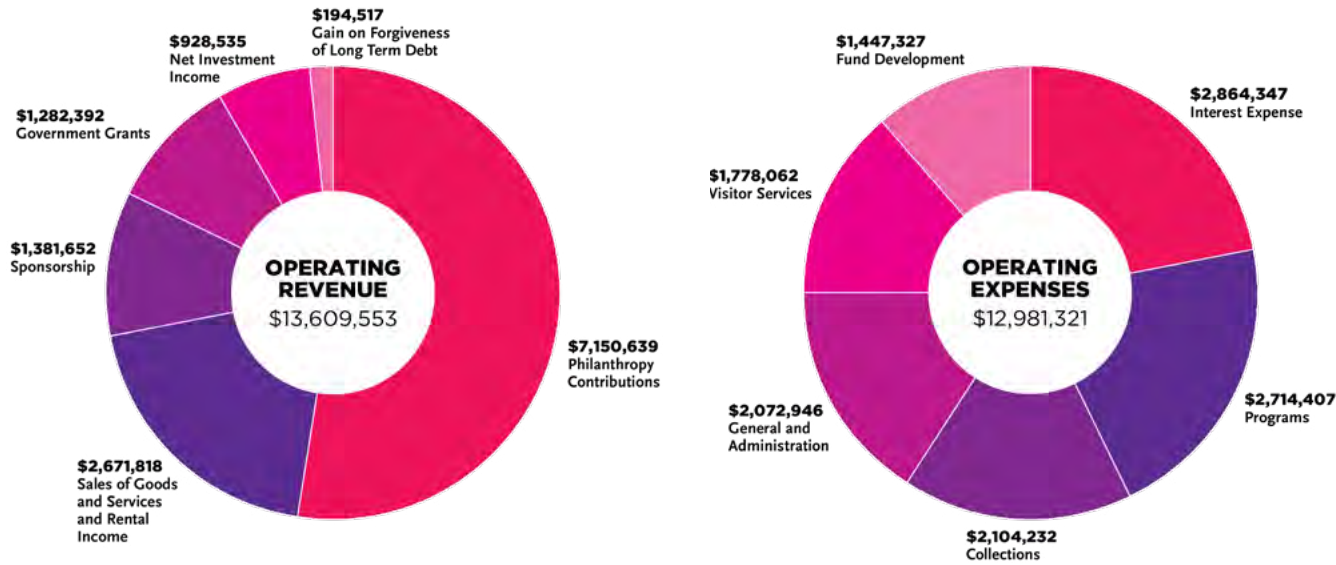
LOOKING AHEAD: 2026 AND BEYOND

As NMC prepares to celebrate Studio Bell’s 10th anniversary in 2026, the organization enters a pivotal period of growth with strong financial fundamentals, stable earned revenue, and increasing national recognition.

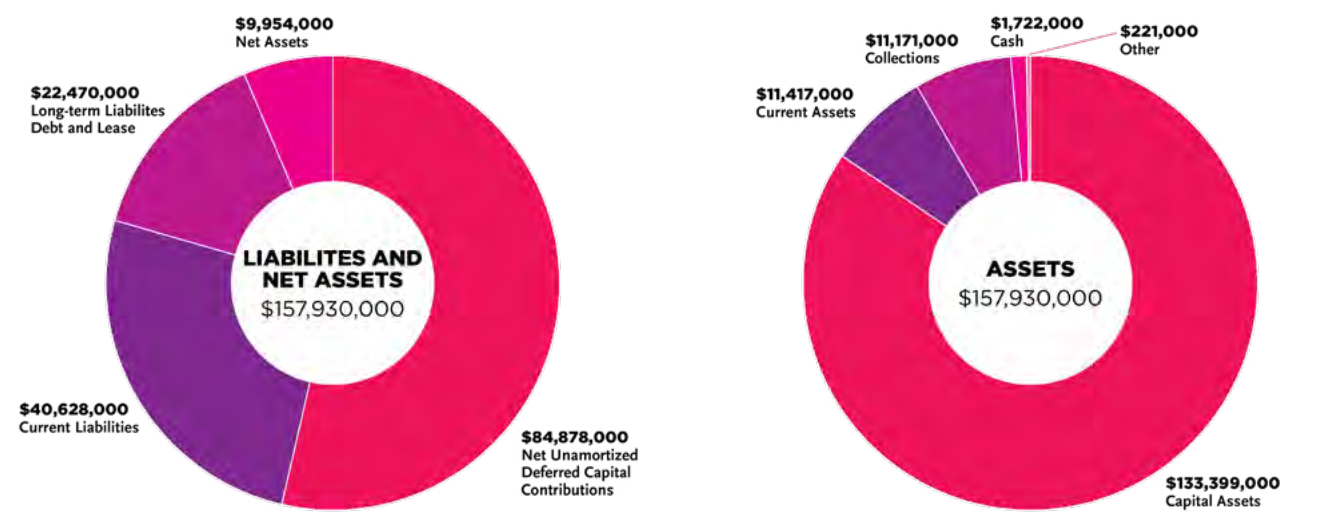
NMC’s priorities include expanding national programming and partnerships, securing long-term sustainable funding, activating major naming and sponsorship opportunities, and investing in its people, spaces, and digital reach.

Grounded in sound financial management and energized by growing support across the country, NMC is well positioned to scale its impact and define its next decade.

SUMMARY OPERATIONS STATEMENT FOR 2025



SUMMARY FINANCIAL POSITION STATEMENT FOR 2025



EARNED REVENUE IN 2025



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Max Iapaolo
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