



**National  
Music  
Centre**

**Centre  
National  
de Musique**

**IMPACT REPORT  
RAPPORT D'IMPACT**





## LETTER FROM THE PRESIDENT AND CEO

Ten years ago, Canada did not have a national home for music. Today, Studio Bell, home of the National Music Centre in Calgary, Alberta, stands as Canada's national home for musical heritage, a place where our country's music lives, breathes, evolves, and unites us as a country. While rooted in Western Canada, NMC exists for all Canadians, reflecting the full breadth of our country's voices, stories, and sounds, and serving as a connector from coast to coast to coast.

What began as an ambitious idea has grown into something far greater. Together with artists, supporters, partners, and community, we have built a unique national movement that uses history to make history. Over the past decade, we have welcomed more than one million visitors, stewarded and developed one of the most significant collections of musical heritage in the world, and supported and amplified the stories of Canadian artists and creators across cultures and genres. We have also played a meaningful role in the transformation of Calgary's East Village, helping position Alberta as an emerging leader in Canada's music story.

This milestone is not only about what has been built, but how it has been built collectively.

As we enter our 10<sup>th</sup> anniversary year, we are building on that momentum with an ambitious slate of programming. We are expanding the Canadian Music Hall of Fame Induction Ceremony in partnership with CARAS, welcoming the global Music Cities Convention to Calgary, and advancing plans for a major exhibition featuring Canadian music icon Joni Mitchell in 2027.

Music has a unique ability to connect us across regions, languages, and cultures. As Canada's national home for musical heritage, NMC is committed to strengthening those connections through national partnerships and community programming, and ensuring that our musical heritage remains accessible, relevant, and alive for future generations.

As we mark this 10<sup>th</sup> anniversary, we are not simply looking back; we are setting the stage for what comes next. The pages that follow highlight 10 Signature Stories. Each reflects a defining idea, partnership, or impact from NMC's first decade. Together, they demonstrate how a bold vision became Canada's national home for musical heritage, and how that work continues to shape the future of music in Canada.

This anniversary belongs to all of you, artists in every genre, donors, governments, sponsors, partners, and all the cultural communities in Canada who made it possible. And the next chapter is just beginning.

Andrew Mosker  
President and CEO

## MESSAGE DU PRÉSIDENT-DIRECTEUR GÉNÉRAL

Il y a dix ans, le Canada ne disposait pas d'un lieu national consacré à la musique. Aujourd'hui, Studio Bell, demeure du Centre national de musique à Calgary, en Alberta, s'impose comme le lieu national dédié au patrimoine musical du Canada, un endroit où la musique de notre pays vit, respire, évolue et nous unit comme pays. Bien ancré dans l'Ouest canadien, le CNM existe pour tous les Canadiens, reflétant toute la richesse de nos voix, de nos histoires et de nos sonorités, et agissant comme un lien d'un océan à l'autre à l'autre.

Ce qui n'était au départ qu'une idée ambitieuse est devenu quelque chose de bien plus grand. Avec les artistes, les donateurs, les partenaires et la communauté, nous avons bâti un mouvement national unique qui s'appuie sur l'histoire pour en écrire une nouvelle. Au cours de la dernière décennie, nous avons accueilli plus d'un million de visiteurs, préservé et développé l'une des plus importantes collections de patrimoine musical au monde, et amplifié et mis en valeur les histoires d'artistes et de créateurs canadiens issus de toutes les cultures et de tous les genres musicaux. Nous avons également contribué de façon significative à la transformation du quartier East Village à Calgary, en aidant à positionner l'Alberta comme un acteur émergent dans l'histoire musicale du Canada.

Cette étape importante ne concerne pas seulement ce qui a été accompli, mais aussi la manière dont cela a été réalisé, collectivement.

Alors que nous entamons notre 10<sup>e</sup> année anniversaire, nous poursuivons sur cette lancée avec une programmation ambitieuse. Nous élargissons la cérémonie d'intronisation du Panthéon de la musique canadienne en partenariat avec la CARAS, nous accueillons à Calgary la conférence internationale Music Cities, et nous préparons une grande exposition consacrée à l'icône canadienne Joni Mitchell en 2027.

La musique a cette capacité unique de nous rassembler, au-delà des régions, des langues et des cultures. En tant que lieu national du patrimoine musical, le CNM s'engage à renforcer ces liens grâce à des partenariats pancanadiens, à une programmation ancrée dans la communauté, et à faire en sorte que notre patrimoine musical demeure accessible, pertinent et vivant pour les générations à venir.

En soulignant ce 10<sup>e</sup> anniversaire, nous ne faisons pas que regarder en arrière; nous préparons l'avenir. Les pages qui suivent présentent 10 histoires marquantes. Chacune met en lumière une idée, un partenariat ou un impact déterminant de la première décennie du CNM. Ensemble, elles illustrent comment une vision audacieuse est devenue le lieu national du patrimoine musical du Canada, et comment ce travail continue de façonner l'avenir de la musique au pays.

Cet anniversaire vous appartient à toutes et à tous — artistes de tous les genres, donateurs, gouvernements, commanditaires, partenaires et communautés culturelles de partout au Canada — qui avez contribué à le rendre possible. Et la suite ne fait que commencer.

Andrew Mosker  
Président et chef de la direction

TOP: National Indigenous Peoples Day with Willie Thrasher and Linda Saddleback. Photo by Brett Cassidy.



2016-2026

70+ PARTNERSHIPS ACROSS CANADA

11 TRAVELLING EXHIBITIONS  
DEVELOPED WITH CULTURAL PARTNERS

1 NEW SATELLITE HUB IN MONTREAL



## MORE THAN A MUSEUM

The National Music Centre is more than a museum—bringing music to life as a national platform that connects people across cultures, generations, and geographies. From its home in Calgary to communities across Canada and beyond, NMC activates music through performance, education, and collaboration while preserving and amplifying Canada’s evolving musical story. With donor support, these connections continue to grow, strengthening creative industries, national unity, and a globally competitive music economy built on creativity, access, and shared stories.

Your support makes this possible:

- **A national platform for music**  
Where history, performance, and creation come together – from exhibitions and halls of fame to live stages and artist development programs.
- **A growing national footprint**  
Programming reaches across Canada, with a permanent presence in Montreal’s Quartier des Spectacles in partnership with Adisq, strengthening connections within the Francophone music community.

- **International collaboration**  
Partnership with the Bruce Springsteen Center for American Music connects Canadian stories to global audiences through cross-border exhibitions and exchanges.
- **Artist development**  
Over 500 musicians and singers supported from across Canada, including through programs like Artist Entrepreneur West, developed with Canada’s Music Incubator.
- **Music as connection**  
From classrooms to concert halls, music brings people together – fostering identity, shared experience, and cultural understanding.

Unity is built not only through history, but through opportunity. By connecting artists to national platforms and shared cultural legacies, partnerships help new voices grow while staying rooted in their identity.

*A place where artists  
can use history to  
make history.*

## EXHIBITIONS & COLLECTIONS

Canada's music story unfolds across five floors and 22 exhibition spaces, where visitors feel and interact with the sounds that define our nation. From immersive audiovisual experiences to hands-on interactives, the exhibitions bring thousands of artifacts to life, tracing Canada's musical heritage from its earliest voices to today's stages. Donor support ensures these collections are preserved, displayed, and interpreted in ways that connect people to both music history and the artists behind it.

*"The centre is so rich with history and culture — it motivates me to go on and do great things so I can be among the history that's here."*

— AL THIRD, 2022 AE WEST ARTIST

2016-2026

HOME TO **450+** YEARS OF MUSIC HISTORY

**50,000+** HOURS OF LIVING COLLECTION USAGE

**8,000+** ARTIFACTS WITH 200+ INSTRUMENTS AVAILABLE FOR PROFESSIONAL OR PUBLIC USE

- Legendary items on display, including instruments such as Neil Peart's drum kit, artifacts from Oscar Peterson's collection, memorabilia from Nelly Furtado's career, and much more.
- Rotating exhibition dedicated to Indigenous voices, reflecting the ongoing evolution of Canada's sound.
- Interactive experiences that allow visitors to sing, play instruments, and explore soundscapes.
- Artifacts are safeguarded and preserved through donor generosity, ensuring they remain intact for future generations.
- Staff work closely with artists' estates and private collections to acquire rare items for exhibition.
- Exhibits connect school groups, lifelong fans, tourists, and emerging artists to the nation's musical story.
- Collections are woven into experiences that inspire curiosity, creativity, and a deeper understanding of Canada's music.



**RIGHT:** Visitors enjoy hands-on experience with NMC's living collection of instruments on Family Day. Photo by Brett Cassidy.



2016-2026

**100+** INDIGENOUS ARTISTS SUPPORTED THROUGH ARTIST DEVELOPMENT

**23** LIVE PERFORMANCES SHOWCASING AND CELEBRATING INDIGENOUS ARTISTS

**500+** ARTISTS SERVED THROUGH DEVELOPMENT PROGRAMS

## ARTIST & PROFESSIONAL DEVELOPMENT

Thanks to a national and international donor base, artist development at the National Music Centre transforms potential into possibility, giving emerging artists the tools to build sustainable careers in Canada and beyond. Through mentorship, professional training, and access to world-class facilities, artists refine their craft, expand their networks, and connect with audiences on a national and global stage.

- National and international networks for artists, connecting them with peers, collaborators, and audiences.
- Artists launch and sustain careers in Canada while accessing global opportunities.
- Program alumni often tour internationally, collaborate with global artists, and perform on major stages worldwide.

Donor support ensures Canada's music ecosystem is strengthened as artists return to NMC to perform, mentor, and contribute to local creative communities.

### Your support makes this possible:

- Artist access to world-class recording studios to create and produce new work.
- Mentorship and professional guidance from industry experts across genres and disciplines.
- Indigenous artists supported through OHSOTO'KINO, fostering creative exploration with culturally-rooted mentorship.
- Dedicated time and space through the Artist in Residence program to develop and experiment with new material.
- Artist education in music industry, business, touring, marketing, and finances through AE West, in partnership with Canada's Music Incubator.

*"Just being amongst peers is really important. Other Indigenous people that you can relate to, the support of mentors and the National Music Centre."*

– ELECTRIC RELIGIOUS, OHSOTO'KINO MUSIC INCUBATOR ARTIST

*"Through AE West, I've been given incredible tools to create a realistic version of what my career can look like. The diversity of the program is key... it's immersive, game-changing, and equips you to make the best choices for your career."*

– TAYLR, AE WEST ARTIST

# A DECADE OF IMPACT

## *through Music*

10 YEARS SINCE OPENING, TOLD THROUGH 10 DEFINING AREAS THAT REFLECT NMC'S GROWTH, IMPACT, AND REACH

### 1 THE MAKING OF NMC

From a small instrument collection to Canada's home for music, tracing the vision to reality over 10 years.

**160,000-**  
**SQUARE-FOOT**  
home for Canada's  
music collections.

**450 YEARS**  
of music history  
and memorabilia  
preserved.

**119 EXHIBITIONS**  
celebrating  
Canada's legends.

**1,000,000+**  
**VISITORS** since  
opening in 2016.

### 3 LIVING COLLECTION PHILOSOPHY

NMC brings history to life by keeping its collection playable and enabling artists to create with iconic instruments.

**500+ ARTISTS**  
supported through  
development  
programs

**50,000+ HOURS**  
of living collection  
usage.

**8,000+ ARTIFACTS**  
with **200 INSTRUMENTS** available for  
professionals or the public to use.

### 2 A BRIDGE FOR NATIONAL UNITY

NMC is strengthening connections across Canada and beyond, from East to West and across English and French communities.

**70+**  
**PARTNERSHIPS**  
locally and from  
across Canada.

**1 NEW**  
satellite hub in  
Montreal.

**11 TRAVELLING EXHIBITIONS**  
developed with cultural partners from  
Canada, Europe, and the US.

### 4 THE KING EDDY

The rich history and legacy of live music is why NMC saved this iconic venue.

**1,800+**  
**LIVE SHOWS**  
since reopening as  
a music venue.

**240,000+**  
total concert  
attendance since  
2018.

**CIRCA 1905**  
the year King Eddy first opened, making it  
one of the oldest music venues still in  
operation in Canada.

### 5 MUSIC AND WELLNESS

NMC advances music therapy through programs and partnerships expanding access across Canada.

**15,000+**  
**PARTICIPANT**  
contacts  
annually.

**12**  
**CERTIFIED**  
music  
therapists.

**12 PROGRAM LOCATIONS**  
across Canada in Alberta, Saskatchewan,  
Manitoba, BC — and growing!

### 6 MUSIC MOSAIC

NMC celebrates Canada's diversity by showcasing musical traditions, artists, and stories from across the country.

**70+ EVENTS**  
with local cultural  
communities or  
festivals.

**40+**  
**PARTNERSHIPS**  
with cultural  
organizations.

**10+ CULTURAL COMMUNITY**  
events and festivals planned for 2026.

### 7 HONOURING INDIGENOUS MUSIC

NMC supports Indigenous artists and amplifies Indigenous voices through dedicated programs.

**100+**  
**INDIGENOUS**  
artists supported  
through artist  
development.

**23 LIVE**  
**PERFORMANCES**  
showcasing  
and celebrating  
Indigenous artists.

**46 STORIES**  
of Indigenous trailblazers told through  
NMC's exhibitions.

### 8 THE HALLS OF FAME

NMC is the home of Canada's music halls of fame, celebrating its most influential artists.

**4 PARTNERSHIPS**  
with national  
music halls of  
fame.

**302 HALL OF**  
**FAMERS**  
recognized in  
NMC's exhibits.

**14 MAJOR EVENTS**  
hosted with our Hall of Fame partners  
since 2016.

### 9 YOUTH AND LEARNING

NMC inspires the next generation through youth programs and hands-on learning.

**80,000+**  
**STUDENTS**  
served regionally  
and nationally.

**500+ SCHOOLS**  
have participated  
in NMC education  
programs.

**500,000+ ENGAGEMENTS**  
with NMC's online educational videos  
and learning programs.

### 10 THE FUTURE OF NMC

NMC continues to support and shape Alberta as an emerging music-friendly region in Canada. By 2036, NMC aims to help generate:

**\$18M-\$22M**  
in annual  
economic impact.

**120-150 JOBS**  
supported  
annually.

**175,000-225,000 VISITORS**  
annually for exhibitions and other public  
programming at NMC.

## PERFORMANCE & RECORDING

When the lights dim, a voice rises. For a moment, a room full of strangers become connected and present with one another. These moments happen because music lovers believe music should be heard, not just remembered.

At the National Music Centre, performance is central to how music is experienced, offering artists and audiences spaces to connect, discover, and celebrate the richness of Canada's musical diversity. Donor support ensures that artists of all genres and backgrounds can share their stories live, creating shared experiences that resonate locally, nationally, and beyond.

### Your support makes this possible:

- Local, national, and international artists perform on NMC stages, connecting audiences with performers shaping Canada's sound.
- Diverse genres and cultures are showcased, such as reggae, folk, hip-hop, global rhythms, and Indigenous music.
- Live, immersive experiences allow audiences to feel, see, and hear music in real time.

- Special tribute performances, such as Duane Forrest's Bob Marley tribute during Black History Month.
- Shared cultural experiences that celebrate identity, build understanding, and reflect Canada's diverse communities.
- Opportunities for every artist to be heard, supporting the growth and recognition of Canada's music talent.
- Intergenerational and cross-cultural connections, making music a living, shared language.

*"With Jam Club and AE West, I learned that creating and performing isn't just about playing notes – it's about connecting with others and finding your voice in a shared space."*

– PROGRAM PARTICIPANT

2016-2026

**70+** CULTURAL EVENTS AND FESTIVALS

**780+** LIVE PERFORMANCES

**260+** TICKETED CONCERTS



TOP: Duane Forrest performs his Bob Marley tribute show at Studio Bell. Photo by Sebastian Buzzalino.



BOTTOM: Harmony Guzheng Ensemble performing at Mid-Autumn Festival. Photo by Jaxi Barton.



2016-2026

**80,000+** STUDENTS SERVED  
REGIONALLY AND NATIONALLY

**500+** SCHOOLS HAVE PARTICIPATED  
IN NMC EDUCATION PROGRAMS

**500,000+** ENGAGEMENTS WITH  
NMC'S ONLINE EDUCATIONAL VIDEOS

## EDUCATION & LEARNING

Every chord struck, every lyric sung, and every new idea explored in a music classroom is possible because someone believed in the power of music to transform. At the National Music Centre, young people have a space to experiment, make mistakes, and discover that their voice matters. Donor support makes these experiences possible, providing mentorship, programming, and opportunities that nurture the next generation of Canadian musicians and music lovers.

### With your support, education programs:

- Offer Jam Club, a free weekly program where teens explore instruments, collaborate, and build confidence through music.
- Provide mentorship from professional musicians, educators, and volunteers, giving real-world guidance and encouragement.
- Bring thousands of students into Studio Bell annually through school programs that integrate music with the curriculum and spark curiosity.
- Host summer camps where young people explore, create, and collaborate while developing teamwork and belonging.

- Amplify culture and conversation through programs like Voices of Canada, highlighting Indigenous and Francophone music.
- Deliver panels, performances, and workshops that give students insight into the stories shaping Canada's sound.
- Create inclusive learning environments where music becomes a lens for understanding culture.

*"I didn't think I'd be making friends, but I kept coming back. Music helped me overcome my fear of speaking English and find a hobby, new friends, and a sense of belonging."*

– JAM CLUB PARTICIPANT

*"I love that Jam Club isn't a traditional lesson-based approach. You can collaborate with others and create something from nothing. It became a passion for me."*

– MARCUS TRUMMER, JAM CLUB ALUM

*"It's rewarding to see how music becomes a catalyst for personal development. Jam Club gives teens the confidence, community, and the tools to explore what they are."*

– PAIGE FOLEY, PROGRAM MANAGER

## MUSIC & WELLNESS

Music has the power to comfort and heal, transforming moments of care into moments of meaning. Across hospitals, care facilities, and communities, NMC's Music Therapy Initiative supports patients and families through some of life's most vulnerable experiences. With donor support, this work continues to expand, bringing the healing power of music across Canada.

With your support, music therapy is reaching patients and families across Canada:

- **Music integrated into care**  
Working alongside clinical teams, programs support patients in ICU, rehabilitation, burns care, mental health, and palliative settings.
- **Deep impact in Calgary**  
Music therapy reaches patients across five hospitals, embedded in multidisciplinary care.
- **Expanding across the Prairies**  
In Saskatchewan and Manitoba, new partnerships are expanding access to music therapy through healthcare, rehabilitation, and community programs.

Neonatal care is another way music therapy is changing lives. At the Jim Pattison Children's Hospital NICU in Saskatoon, twice-weekly individual sessions,

monthly parent-infant classes, and songwriting projects help premature babies and their families bond and communicate.

Patients describe music therapy as a lifeline:

*"Ruth made us feel so comfortable. She wrote songs for each twin and was there when I couldn't be. We'll be forever grateful for our time in music therapy."*

– KAREN, PROGRAM PARTICIPANT FROM SASKATOON

*"Music can serve as both a mirror and a bridge... it connects with emotions in ways that other therapies just can't."*

– RANCH EHRLO PROGRAM PARTICIPANT

These delicate, transformative interventions are possible thanks to our national donor community.

2018-2026

**15,000+** PARTICIPANT CONTACTS ANNUALLY

**12** CERTIFIED MUSIC THERAPISTS

**12** PROGRAM LOCATIONS ACROSS CANADA



## LOOKING FORWARD

The future of music in Canada is already taking shape, thanks to donors who believe in the power of connection through music. Since opening in 2016, the National Music Centre has welcomed over one million visitors, strengthened Calgary's cultural landscape, and amplified Canada's identity as a music nation. Donor support fuels growth, opportunity, and experiences that bring people together across the country.

### With donor support, NMC:

- Welcomes hundreds of thousands of visitors annually, offering experiences that inspire, educate, and connect communities.
- Supports Canadian artists nationally, helping them build careers and share their music at home and abroad.
- Preserves Canada's musical heritage, safeguarding collections, exhibitions, and performances for generations.
- Generates economic impact, contributing millions annually to Alberta's GDP and supporting local jobs.
- Plans for continued growth, aiming to increase economic impact, support more jobs, and expand visitor engagement by 2036.
- Creates space where creativity thrives, giving artists, audiences, and communities opportunities to connect through music.
- Shapes a vibrant national cultural ecosystem, demonstrating that investment in music strengthens both people and places.

#### 2036 PROJECTIONS

**\$18M-\$22M** IN ANNUAL ECONOMIC IMPACT

**120-150** JOBS SUPPORTED ANNUALLY

**175,000-225,000** VISITORS ANNUALLY FOR EXHIBITIONS AND PUBLIC PROGRAMMING AT NMC



Centre  
National  
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## ABOUT NMC

National Music Centre (NMC) is a registered charity dedicated to amplifying the love, sharing, and understanding of music. More than a museum, NMC focuses on five key areas: Exhibitions & Collections, Artist & Professional Development, Performance & Recording, Education & Learning, and Music & Wellness. 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 national music halls of fame, including the Canadian Music Hall of Fame, Canadian Country Music Hall of Fame, Canadian Songwriters Hall of Fame, and Quebec's Adisq Hall of Fame. NMC marks its 10<sup>th</sup> anniversary as Canada's home for music in 2026-27, with a year-long lineup of exhibits, events, and programs planned.

## NMC'S MISSION

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

## NMC'S VISION

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

## AT NMC WE...

**ELEVATE** all voices, ideas, and genres of music.

**EDUCATE** through the lens of music.

**PRESERVE** Canada's music stories, artifacts, and heritage.

**FOSTER** innovation, creation, wellness, and renewal through music.

**CELEBRATE** our music icons and those who came before us.

Learn more at [NMC.CA/10](https://nmc.ca/10)

# Studio Bell

Home of the · Maison du



**National  
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**Centre  
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de Musique**

## GET IN TOUCH

### **Corey McKeown**

Sr. Director of Development  
[corey.mckeown@nmc.ca](mailto:corey.mckeown@nmc.ca)

### **John Dumonceaux**

Sr. Development Officer  
[john.dumonceaux@nmc.ca](mailto:john.dumonceaux@nmc.ca)

### **Leanna Smashnuk**

Sr. Development Officer  
[leanna.smashnuk@nmc.ca](mailto:leanna.smashnuk@nmc.ca)

### **Kristin Flores**

Grants Coordinator  
[kristin.flores@nmc.ca](mailto:kristin.flores@nmc.ca)

Charitable registration number:  
136407574RR0001

**Studio Bell, home of the National Music Centre**

850 4 Street SE Calgary, AB [nmc.ca](http://nmc.ca) [@nmc\\_canada](https://www.instagram.com/nmc_canada)