

BIOGRAPHY

TRICIA BALDWIN

TRICIA BALDWIN became Managing Director of Tafelmusik Baroque Orchestra and Chamber Choir in July, 2000. Under her leadership, Tafelmusik is experiencing tremendous growth in many areas, in particular recording projects and new media initiatives, education programmes for elementary and high school students, and period performance training for pre-professional and professional musicians.

During Ms. Baldwin's tenure, Tafelmusik became the first orchestra to be awarded the top \$50,000 Lieutenant Governor's Award (2003). Tafelmusik also earned the \$25,000 Lieutenant Governor's Award in 2002 for growth in community and private sector support while supporting artistic excellence. Since 2000, Tafelmusik has collaboratively created a period of innovation and expansion, three international television documentaries; community and multidisciplinary artistic partnerships; a Banff Centre residency, a new on-line baroque learning centre; four DVDs, seventeen CD recordings including a licensing deal with Sony BMG Europe, the launch of the TafelKIDS™ recording series and expansion of digital distribution onto iTunes; 45 provincial, national and international tours; audience outreach and satellite venue programmes; and major pre-professional training initiatives including the establishment of the Tafelmusik Baroque Summer Institute. At the same time, Tafelmusik has built its operating budget from \$2.7MM to \$5MM, eliminated its accumulated deficit, has enjoyed nine successive surplus budgets, built its endowment fund to \$1.5 MM, and built other designated balance sheet funds to almost \$800,000.

A native of Toronto, Ms. Baldwin received her Bachelor of Music in Performance on clarinet from the University of Toronto in 1981, and performed with Canada's National Youth Orchestra in 1982. In 1986 she received her MBA from York University's Schulich School of Business.

Prior to her appointment to Tafelmusik, Ms. Baldwin was the Executive Director of Ballet British Columbia in Vancouver. Ms. Baldwin implemented new fundraising and audience/community development initiatives, and with the Board, built a quarter of a million dollar savings account through the Vancouver Arts Stabilization Programme. While in Vancouver, she was also a Board Member of the Vancouver Dance Centre Society. As General Manager of the Kingston Symphony Association, Ms. Baldwin's leadership in community development and fundraising helped earn the orchestra the Lieutenant Governor's Award for the Arts, and allowed the orchestra to retire 93% of its accumulated debt.

Ms. Baldwin has served on juries and panels for the Canada Council for the Arts, the Ontario Arts Council and the Manitoba Arts Council. She is a past Board Member of Creative Trust and Orchestras Canada, and currently serves on the Advisory Board of York University's MBA Arts and Media programme.