

Executive Director's Report
Music PEI AGM 2017

Music PEI was once again very active in 2016-17 fiscal year. We were able to maintain existing activities including the Music PEI Funding Program (now being re-branded as the Music PEI Investment Program), May Run Music Festival, the Canadian Song Conference and Showcase PEI as the premier activities as well as additional showcases at FolkNorth and Folk Alliance International. A New Business Growth Program was developed and launched in 2016 with a focus on assisting artists in maximising their business opportunities.

Music PEI Investment Program

Two rounds of investments were delivered with financial support from the Department of Education, Early Learning and Culture. The deadlines were the end of April and October and a total of

The recipients were:

October 2016

Emerging Music Program:

Winter Jazz Quartet (\$1,000.00)

Nick VanOuwkerk (\$1,000.00)

Fluffy Little Cowboys (\$1,000.00)

Lonely Kid (\$1,000.00)

Gadelle (\$1,000.00)

Export Development Program:

Ten Strings And A Goat Skin (\$2,200.00)

Vishtèn (\$2,200.00)

Dylan Menzie (\$2,200.00)

Paper Lions (\$2,200.00)

Gardiner MacNeill (\$810.00)

KGS Management Services (\$1,390.00)

Career Investment Program:

Irish Mythen (\$10,000.00)

The East Pointers (\$10,000.00)

April 2016

Emerging Music Program:

KINLEY (\$1,000.00)

Andrew Waite & the Firm (\$1,000.00)

Lo-Paradiso (\$1,000.00)

Mercy, Please! (\$1,000.00)

Banner Year (\$1,000.00)

Export Development Program:

Richard Wood & Gordon Belsher (\$2,200.00)

Ten Strings And A Goat Skin (\$2,200.00)

Dylan Menzie (\$2,200.00)

Irish Mythen (\$2,200.00)

Nudie (\$2,200.00)

KGS Management Services (\$1,107.00)

Career Investment Program:

Ashley Condon (\$10,000.00)

Gordie MacKeeman and His Rhythm Boys (\$10,000.00)

At total of 26 projects were funded for a program total of \$73,107.

The amount of the 2017-18 Investment Program will be increased to \$82,000 as a result of increased funding from the Province.

May Run Music Fest and Canadian Song Conference

The second annual festival and conference we held May 17 to the 22nd. Over 60 artists were showcased during the festival and 30 delegates recruited for the conference. Once again, the Canadian Song Conference focused on creating multiple revenue streams through licensing, publishing and royalties as well as a focus on songwriting. Music PEI partnered with 4 other provincial MISA's to bring artists from other provinces in to collaborate with PEI songwriters. One on one meetings were coordinated as well as panels, workshops and discussions.

The event had a surplus of \$2,200.

Showcase PEI

This was the 9th annual Showcase PEI which took place in September 2016, has developed an international reputation and has drawn more than 300 international buyers and music industry professional to PEI to see some of the Island's top export and export ready artists.

With increased funding in 2016, 43 delegates were recruited to make up the largest delegation so far. Delegates came from Sweden, Australia, the Netherlands, New Zealand, UK, US and across Canada primarily made up of festivals, events, venues, promoters and agents. An estimated \$300,000 was created in new business opportunities.

WOMEX

In October 2016 Rob Oakie attended WOMEX in Spain to support the East Pointers who were the only Canadians to have an official showcase. Delegates were recruited for Music PEI events and contacts made for our members. This is the largest world music festival in the world and is an excellent opportunity for many styles and genres of music. During the conference a partnership was confirmed with the European Forum of Worldwide Music Festivals to attend

Showcase PEI. Other partnerships included British Underground and ROSA (Denmark music agency) to create new artist exchange programs during Showcase PEI.

FolkNorth

The first annual FolkNorth conference took place, created by Folk Music Canada in Toronto in November. 35 international delegates and 25 domestic were recruited. Music PEI sponsored a delegate supper and official showcase during the event. Irish Mythen, Gordie MacKeeman and His Rhythm Boys and Ten Strings and a Goat Skin showcased.

M for Montreal

Rob Oakie attended M for Montreal in November. 229 delegates from 19 countries attended the conference. The goal was to explore the possibility of creating a Music PEI showcase in 2017 which was achieved. In addition delegates were recruited for Music PEI events. Three PEI artists will showcase in 2017 in a Music PEI stage takeover. The focus of this conference is primarily indie rock and pop.

Folk Alliance International

This is the largest folk music conference in the world and was held in Kansas City in February of 2017. Hundreds of delegates from around the world attend annually.

Music PEI partnered with the three other Atlantic Canada MIA's and ECMA to create an official showcase stage and a showcase suite. Meaghan Blanchard, Ten Strings and a Goat Skin, Vishten, Dylan Menzie and Gordie MacKeeman and His Rhythm Boys showcase from PEI. It is proposed that this model of a new partnership with the other MIA's and ECMA continue in 2018.

All showcases were supported by FACTOR, Innovation PEI and ACOA.

New Business Growth Program

This new program was developed with the goal of helping established artists to maximise revenue and create new revenue opportunities while improving their business model. John MacPhee of Paper Lions who helped develop the program has been contracted to deliver it.

Each round is 4 to 6 months with 2 participants each round. The first participants were Catherine MacLellan and Ten Strings and a Goat Skin. Both participants found the program extremely beneficial and focused on increasing royalties, licensing, profile development and business management. Second round participants are Meaghan Blanchard and The Royal North. This is a pilot project and the hope is that it will become a permanent program. Investment was provided by ACOA and Innovation PEI.

Music PEI Partners

Music PEI continues to receive excellent support from the Province of PEI for core funding, investment program funding and project funding through the Department of Culture and Innovation PEI.

ACOA has continued to provide support for projects including showcases, the Canadian Song Conference and the New Business Growth Program.

FACTOR provide Music PEI excellent support with investment in showcases, the conference and core funding of \$30,000 each year.

These three primary funders are largely responsible for Music PEI activities. In addition our numerous sponsors for May Run and The Can Song Con, particularly Bell Aliant have provided tremendous support.

Other Notes

Financially, the organisation once again had a surplus of \$13,800, bringing our retained earnings total to \$75,700, leaving Music PEI in a safe financial position.

Through continued lobbying of the Province, Music PEI was able to secure a \$15,000 increase in funding from the Department of Culture, allowing us to increase our Investment program and hire a second fulltime staff person. Steve Love was hired as the Showcase PEI Event Coordinator and has since been hired on fulltime as the Funding Program Officer and Operations Manager.

Throughout 2016-17, Music PEI was able to hire 6 additional staff for events and projects with support from Skills PEI.

Our artists continued to tour around the globe, play at some of the most prestigious festivals and events in the world and bring PEI's music to over a dozen different countries acting as excellent ambassadors. New and emerging artists continue to develop and Music PEI hopes and plans to support that new growth with new initiatives going forward. We cannot be content with the excellent success we have seen these past ten years of operation but must continue to find new ways to support or industry.