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# MUSIC PEI 2017-18 ACTIVITY REPORT



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## Introduction

**Music PEI's** 2017-2018 fiscal year ran from April 1<sup>st</sup> 2017 to March 31 2018. It was one of Music PEI's most ambitious and productive since the organisation began as PEI's fulltime music industry association in 2008. The total operating costs for 2008 were \$158,000 while the 2016-17 fiscal year grew to \$458,000 and 2017-18 increased again to \$606,900.

Music PEI had a financially successful year with a surplus of approximately \$21,000 thanks to financial responsibility and tremendous support from funders and sponsors. For the past 2 years, Shelley Montreuil has been the contract Music PEI Sponsorship Coordinator and has provided great support for the organisation by raising money for Music PEI Week and the May Run Music Festival in 2017 and 2018. Shelley has chosen to move on to other opportunities and we wish to acknowledge her great work.

A Financial Review has been completed with [Arsenault, Best, Cameron Ellis](#) accounting firm. They have completed the organisation's previous reviews. Maggie Clarkin has been doing Music PEI's books for the past 7 years and has extensive experience working with non-profit arts and culture organisations and her accuracy and results have been excellent.

Music PEI maintained many annual initiatives including Showcase PEI, the Music PEI Funding Program, May Run Music Festival, the Canadian Song Conference and attending ECMA in 2017 as well as introducing new initiatives which included the New Business Growth Program and presenting at music conferences M for Montreal, Folk Alliance International and English Folk Expo.

Island artists continue to impress internationally with The East Pointers, Irish Mythen, Ten Strings and a Goat Skin, Gordie MacKeeman and His Rhythm Boys and Vishten leading the charge playing on some of the most iconic stages around the globe. Other established internationally touring artists active in 2017-18 include Ashley Condon, Meaghan Blanchard, Catherine MacLellan, Dennis Ellsworth, Kinley Dowling, Paper Lions, Richard Wood & Gordon Belsher and Teresa Doyle. Newcomers to the international scene who emerged are The Royal North, Nick Doneff, Dylan Menzie and Russell Louder.

Active emerging domestic touring artists ready to take the next step include a strong contingent with Sorrey, The Atlantic String Machine, Rachel Beck, Jenni & The Hummingbird, Andrew Waite & The Firm, Calm Baretta, The Amanda Jackson Band and Alicia Toner.

Artists making an impact as composers of scores for film, TV, commercials and video games include Craig Dodge, Mark Skinner, Claudie Mackula, Desi, Adam Gallant and Sean Kemp with music being featured in small productions up to major brands including the

NBA, Coke, Disney, XCOM and more. Many PEI artists have been featured in soundtracks for TV including Rookie Blue, Saving Hope and Degraasi to name a few.

Recognition in 2017-18 also came in the way of awards including a JUNO Award for The East Pointers and they were nominated again in 2018. The East Pointers and Ten Strings And A Goat Skin received nominations at the Canadian Folk Music Awards. Ten Strings also took home an ECMA.

PEI's music industry continues to grow and gain domestic and international recognition for excellence. Our touring artists are constant ambassadors representing and promoting PEI. New crop emerging artists bode well for the future growth of the industry.

Music PEI has been fortunate to receive consistent support from the Province of Prince Edward Island, ACOA and [FACTOR](#) as our primary funders for operations and ongoing projects.

Music PEI also represents the province as a member of the Canadian Council of Music Industry Associations (CCMIA) and the National Advisory Board (NAB) to FACTOR and has a seat on the board of ECMA.

## **Operations**

### **New Office**

April 1<sup>st</sup>, 2017 Music PEI moved locations to the third floor of The Guild. This location is advantageous for many reasons. It connects the organisation to other cultural organisations in the building, creates easy access to the Guild's facilities and is centrally located in the city. It also provides a board room and is a more professional space than the previous office. It can house up to 7 staff to accommodate when temporary staffing is required for events.

### **Staff**

Music PEI took on a second fulltime staff person in 2017. Steve Love was hired as the Program and Operations Manager after having that position vacant since 2015 due to funding cuts. Executive Director Rob Oakie has been with Music PEI since inception.

With the support of Skills PEI, Music PEI was able to hire one short term contract staff person for Showcase PEI and 4 for May Run/Canadian Song Conference. Each contract was approximately 5 months. Music PEI attempts to hire people connected to the music industry for those positions in order to help them gain knowledge and contacts within the industry.

Maggie Clarkin has been the Music PEI Controller and bookkeeper on a contract basis for the past 7 years since 2011.

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## **Board of Directors**

Music PEI is fortunate each year to have an engaged volunteer BOD who are connected to or passionate about PEI's music industry. 2017-18 Directors were:

- Jennifer Campbell- President
- Emilee Sorrey- Vice-President
- Jordan Cameron- Secretary
- Jessica Smith- Treasurer
- Darcy Campbell- Past President
- Catherin MacLellan
- Craig Dodge
- Rachel Beck
- Alex Douglas
- Tanya Gallant (Francophone Rep)
- Alanna Jankov
- Luke Pound

Directors serve 3 year terms. It is a governance board and meets once a month. Directors also serve on various committees. Directors are not eligible to sit on juries for Music PEI activities including the funding program or the music awards in order to keep them at arm's length from those processes.

## **AGM**

Music PEI holds an Annual General Meeting each year, normally in July or August. The 2018 AGM will be held July 25 when the new Board of Directors will be announced and financials presented.

## **Funding for Music PEI**

The Province of PEI through the Department of Education, Early Learning and Culture provides the majority of Music PEI's operational funding. When operations began, Music PEI received \$150,000 from the province towards operations. After a couple of years, contributions began to be cut and were eventually reduced to \$124,000. This was despite the increased output by Music PEI and growth of operations.

In 2017-18 Music PEI received a much-needed increase, the first in 7 years, and funding from the province reached \$138,000. This was an acknowledgement that the province sees PEI's music industry as a good investment. This funding goes towards operations and the Music PEI Investment Program. That funding increased again for 2018/19 to \$159,000.

Innovation PEI- IPEI has been a tremendous supporter of Music PEI's export development initiatives since before the organisation was a fulltime music industry association. Every initiative Music PEI has created for export development has been supported by IPEI.

FACTOR- It is the largest national funding body in Canada for the music industry and distributes up to \$11 million annually. They are funded equally by the Federal Government and Canada's private radio broadcasters. FACTOR provides Music PEI with a \$30,000 contribution annually towards operations and funds multiple projects including export development and industry projects. Approximate contributions towards projects from FACTOR for 2017-18 was \$110,000.

ACOA- Each year ACOA has funded Music PEI export projects, both incoming and outgoing, as well as some professional development projects and event. Approximate contributions for 2017-18 were \$65,000.

Music PEI has also received support from various other agencies and organisations including the Charlottetown SERF fund, the SOCAN Foundation and Canadian Heritage.

Sponsorship was secured from the private sector for The May Run Music Festival and Canadian Song Conference.

### **Music PEI Investment Program**

Music PEI is re-branding the Funding Program to the [Investment Program](#). The support that Music PEI provides to the industry through funding from the Provincial Department of Early Learning, Education and Culture is granted on an investment basis. Applicants must demonstrate a potential for return on investment and a way to measure that success. It does not always have to be a monetary return and can include a focus on career and professional development. Since 2008, Music PEI has distributed more than \$1,000,000 through the Investment Program to PEI's music industry.

These investments help to leverage other funding and private sector investment. Contributions range from 60% to 80% of project cost. The Music PEI Investment Program has helped to stimulate more than 3 times the amount invested as demonstrated by statistics gleaned from the program.

Submissions are reviewed by a jury of music industry professionals assembled by Music PEI. Each program has a scoring matrix that jurors use when making decisions. For transparency, the [decision process is detailed](#) on Music PEI's website. Music PEI staff or Board do not decide which projects get funded. Jurors are screened for industry knowledge and instructed to make their decisions as if it was their own money they were investing and the potential for return on investment.

The Music PEI Investment Program has 3 levels of investment.

1. Emerging Music Program- \$1,000 per project up to a max of 12 per year
2. Export Development Program- \$2,200 per project up to a max of 12 per year
3. Career Investment Program- \$10,000 up to a max of 4 per year

Total investments approved for the year for 2017-18 was \$82,800. The recipients were:

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**October 2017****Emerging Music Program:**

Rachel Beck (\$1,000.00)  
Stabbing Joy (\$1,000.00)  
Anya (\$1,000.00)  
Jenni & The Hummingbird (\$1,000.00)  
Evan Allan (\$1,000.00)  
Fluffy Little Cowboys (\$1,000.00)

**Export Development Program:**

Catherine MacLellan (\$2,200.00)  
Dennis Ellsworth (\$2,200.00)  
The Royal North (\$2,200.00)  
Richard Wood & Gordon Belsher (\$2,200.00)  
The Burning Hell (\$2,200.00)  
Nudie (\$2,200.00)  
Kinley (\$2,200.00)

**Career Investment Program:**

Paper Lions (\$10,000.00)  
Atlantic String Machine (\$10,000.00)

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**April 2017****Emerging Music Program:**

Salt Licks (\$1,000.00)  
Logan Richards (\$1,000.00)  
Josh Carter (\$1,000.00)  
Atlantic String Machine (\$1,000.00)  
Max & Brandon (\$940.00)  
Ultrasuede (\$927.75)

**Export Development Program:**

Vishtèn (\$2,200.00)  
The Beck Sisters (\$2,200.00)  
Ten Strings And A Goat Skin (\$2,200.00)  
Paper Lions (\$2,200.00)  
KINLEY (\$2,200.00)  
Colin Buchanan (\$2,200.00)  
Andrew Waite (\$2,200.00)  
Dennis Ellsworth Services (\$1,552.25)

**Career Investment Program:**

Dylan Menzie (\$10,000.00)  
Meaghan Blanchard (\$8,580.00)

Each successful applicant must detail project results, complete with scan of invoices and expenses in the [Completion Report Form](#).

## **Export Development Outbound Activities**

2017-18 was a very busy year for Music PEI and included presenting artists at English Folk Expo, M for Montreal and Folk Alliance.

- *English Folk Expo* was held in October in Manchester England and Prince Edward Island was the spotlight region. Music PEI has been working on this partnership since 2013, the first year of the conference. It is the premier folk conference in Europe and the UK and attracted over 160 delegates from those regions as well as Canada and the US. Music PEI took The East Pointers, Irish Mythen and Vishtèn. Each artist had a 20 minute showcase at the Music PEI lunch and showcase. The results were outstanding with combined more than 30 festival bookings between the 3 artists.
- *M for Montreal* is a conference with a primary focus on indie rock and indie folk held in late November. They have established an excellent delegate recruitment program. Unfortunately, the positioning of the Music PEI showcase was not optimum and delegate attendance was light. The conference is very good and as a result Music PEI is returning in 2018 with a different opportunity that should yield excellent results.
- *WOMEX* is the largest world music conference in the world and attracts delegates from around the globe. ED Rob Oakie was invited to attend in Poland as a result of one of the organisers attending Showcase PEI in 2017. This was Music PEI's 3 time to attend this conference. The East Pointers showcased in 2016 and Vishtèn is showcasing in 2018. It has been an excellent conference to recruit international delegates for Music PEI events.
- *Folk Alliance International* has taken place in February in Kansas City for the past 5 years and is the largest folk music conference in the world. 2018 was the smallest PEI contingent with only Dylan Menzie attending. PEI has had 5 or 6 artists the 3 years prior. The low attendance was a combination of timing and cycles for artists as well as the event coming to Montreal in 2019. It only comes to Canada every 6<sup>th</sup> year.

## **Showcase PEI 2017**

Showcase PEI has been a flagship for Music PEI's export development efforts since 2008. The international buyers conference has helped to create more than \$3 million in work for PEI artists. 2017 represented the largest conference to date. Music PEI recruited 58 delegates of which 35 were international from 13 different countries ranging from Brazil to Israel, across Europe and beyond as well as domestic from across Canada.

Showcase PEI focuses on creating live performance opportunities. Targeted delegates primarily include festival, venue and event music programmers, promoters and agents. Music PEI has helped to put our artists on some of the most iconic stages around the world. For example, as a direct result of 2017, we have 5 artists at the Cambridge Folk Festival in England, one of the most prestigious folk festivals in the world.

Total cost of Showcase PEI in 2017 was \$120,000. Early results from post event surveys indicate that close to \$300,000 in work has been created for participating artists. A full list of delegates dating back to 2008 can be found [here](#).

Music PEI has also created the Artist Exchange Program and in 2017 expanded to include both England and Denmark. Nick Doneff was paired with a Danish artist and Dylan Menzie with a British artist. Each participant will travel to their partner's country in 2018 to perform and Showcase.

Following are the 2017 showcasing artists:

[Andrew Waite & The Firm](#)

[Catherine MacLellan](#)

[Paper Lions](#)

[SORREY](#)

[Dennis Ellsworth \(And the Mercy Dolls\)](#)

[The Royal North](#)

[Richard Wood and Gordon Belsher](#)

[Dylan Menzie](#)

[Ashley Condon](#)

[Irish Mythen](#)

[The Atlantic String Machine](#)

[Nick Doneff](#)

[Vishtèn](#)

[Rachel Beck](#)

[Gordie MacKeeman and His Rhythm Boys](#)

[Teresa Doyle with Patrick Bunston](#)

[The East Pointers](#)

[Meaghan Blanchard](#)

[Dennis Ellsworth and KINLEY](#)

[Fluffy Little Cowboys](#)

[Wrong Planet Band](#)

[Russell Louder](#)

[Salt Licks](#)

**Artist Exchange Participants**

[Ida Wenøe \(DK\)](#)

[Jake Morely \(UK\)](#)

**Canadian Song Conference (CSC) May 10<sup>th</sup> to the 13<sup>th</sup>**

2017 was the 3<sup>rd</sup> year of the CSC. This was the final year for Bell Aliant as the title sponsor. The CSC focuses on helping artists to create multiple revenue streams aside from live performance as well as studying the art of songwriting.

The conference explores how to create revenue from licensing for film, TV, video games and commercials along with royalties and what the various Performance Rights

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Organisations do. Other topics include label agreements, contracts, union advantages, recording and developing marketing plans.

Songwriting is also a major focus of the conference. Master songwriters are recruited to present workshops and teach the art of songwriting. In 2017 Lennie Gallant and Dennis Ellsworth led the songwriter's workshop.

In 2017, 29 delegates were recruited from across Canada, the US and the UK. Sixteen workshops or panels were created.

Also part of the Conference is the **Canadian Songwriter Challenge**. This project is funded in part through the Canadian Council of Music Industries Association by funding from Bell Media. Each provincial music industry association (MIA) puts on their own event with their own artists. Music PEI has taken a slightly different path by partnering with the other provincial MIA's and recruits artists from various provinces and partners them with PEI artists to co-write. In 2017 the partner provinces were Nova Scotia (1 artist), Ontario (1 artist) and Saskatchewan (2 artists).

Rachel Beck, Meaghan Blanchard, Dennis Ellsworth and Andrew Waite were selected from PEI. After co-writing for 2 days and recording for one day, the artists present their new songs to the conference delegates in a Listening Session. The results have included songs used for various projects, being recorded by the artists for their own albums and long-term songwriting partnerships being created.

In addition to the workshops and panels, Music PEI coordinates one on one speed dating business meetings between the artists and the delegates. Music PEI also expanded the listening sessions to include other artists who submit and are selected by a committee to present to the delegates.

Total cost of the 2017 CSC was approximately \$50,000. Revenue came from FACTOR, ACOA, the Province of PEI, Bell Aliant and Bell Media and Skills PEI.

### **May Run Music Festival (MRMF) May 10<sup>th</sup> to the 14<sup>th</sup>, 2017**

2017 was the 3<sup>rd</sup> and final year of the MRMF. The festival was originally conceived to draw audience from off-Island and to generate new revenue for the organisation. Although those goals were achieved in part, they did not meet expectations.

May Run did compliment the CSC as it provided a showcase platform for the conference. The festival included a series of shows and concerts in theatres, bars and restaurants. There were 14 shows featuring over 40 artists and featured all ages shows, a cultural show called Music Mosaic, multiple genres and styles, a show featuring the participants of the Canadian Songwriter Challenge and a finale presenting the top nominees of the Music PEI Awards.

Twenty-Six Music PEI awards were presented on the final day of the of MRMF at the Awards Party. The format was changed from an awards gala to a catered afternoon party which provides the nominees and the music community an opportunity to celebrate itself. Expenses for the festival were approximately \$100,000. Skills PEI provided 4 staff for the event through the Work Experience PEI Program. Other support came primarily from sponsorship, ticket sales the Province and FACTOR. 2017 was the first year for Music PEI to receive support from artsVest, an organisation that provides investment matching sponsorship contributions.

### **Credit Union Music PEI Week 2018- January 24<sup>th</sup> to 28<sup>th</sup>**

Music PEI Week moved back to January in 2018 and the Provincial Credit Union once again became the title sponsor. The event has evolved back to a smaller community type of event. Artists performing during the event were all nominees with very few exceptions. A total of 25 artists performed at 8 shows. The Awards were presented at the Awards Party Sunday afternoon with a total of 23 being handed out.

Music PEI received an additional sponsorship boost by securing support from artsVest. They match new sponsors and Music PEI received \$12,000 from the fund. Total budget for Credit Union Music PEI Week was approximately \$75,000.

### **New Business Growth Program**

This program was developed to assist established artists to increase revenue and improve business practises. The program is managed by Music PEI but delivered by John MacPhee of Paper Lions. John worked with Music PEI to develop the program from his concept and to utilize the skills he has learned in almost a decade and a half in the music industry.

The program has an a la carte type of setup allowing the artists to select which elements they wish to focus on. The initial goal is to create an online portal to house the artist's catalogue with all the information required when licensing music. The next step is to insure the artist is registered with all the royalty and rights organisations. The optional elements include training on social media management, marketing campaigns, grant writing, financial management, tour management and developing a team.

Participants in 2017 were Catherine MacLellan, Ten Strings and a Goat Skin, Meaghan Blanchard and the Royal North. Funding was provided by Innovation PEI and ACOA.

### **ECMA 2017**

The host city for 2017 was Saint John, New Brunswick. Music PEI held an invitation networking reception during the conference with close to 100 delegates from the Export Buyers Program and PEI artists attending.

In addition, Music PEI presented 3 hours of programming on the Radio ECMA stage. Each year Innovation PEI has funded the ECMA project.

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### **Other Revenue**

Music PEI does various programming for non-profit events. In 2017 those included Farm Day in the City, 5 conferences held on PEI by various organisations and 2 government conferences. Music PEI charges a flat 15% and revenue from these events helps offset operations costs.

Music PEI also has a small catalogue and inventory of CD's including the Deep Roots In Red Dirt compilation that was created in 2014 and Snowbird - The Songs of Gene MacLellan which is a recording of the concert Music PEI produced in 2012. These are made available for sale to retail outlets on PEI.

Music PEI became one of Kaneshii first customers and pressed Snowbird to vinyl. Kaneshii is a new vinyl pressing plant located on PEI and doing business locally and internationally.

### **Composer Database & Licensing for Government Promo Videos**

Music PEI began to lobby government in 2015 to use only Island artists for any promotional videos. In 2017 the province agreed and Music PEI established the Government Composer Database. It is open for all PEI artists who are composers and have recording facilities. The province has been using the database for many different projects to create original scores and as a result increased opportunities for Island artists.

Music PEI has also worked with the province to license recorded songs from PEI artists for various promo videos including the Department of Tourism, PEILCC and Department of Agriculture.

### **Communication**

Music PEI maintains a weekly newsletter as well as managing social media accounts on Facebook, Twitter and Instagram as well as posting articles to the Music PEI website. Members are able to send their music news for inclusion in the newsletter and include their gigs in the Music PEI gig calendar.

The goal for 2018-19 is to create a new website and a phone app for Music PEI events.

The Music PEI Board of Directors is also working on creating a new Policy and Procedure Manual for the organisation.

### **Summary**

Music PEI has continued to grow and assist our members to create sustainable careers, develop new business opportunities and act as a voice for PEI's music industry. Each year new programs are developed and initiatives explored and created. 2018 will bring some exciting new programs and opportunities. Our members continue to find success both at home and internationally.

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Partnerships like our Artist Exchange Program and the Canadian Songwriter Challenge have been created by Music PEI domestically and internationally as the organisation continues to create a strong network in the industry. Our events

The organisation is on solid financial ground with another small surplus for 2017-18 and retained earnings closing in one \$100,000. This will help safeguard against any minor funding disruptions.

On behalf of the staff and Board, we wish to thank all our funders, sponsors and members for your support as we continue to see our industry excel.

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