

# MUSIC PEI 2019-20 ACTIVITY REPORT



## Introduction

This report will focus primarily on our previous fiscal year which is so obviously different from what we are currently experiencing. The COVID-19 pandemic has not only changed the way we interact, but it has also devastated the entertainment industry much harder than many others. Touring artists have had to completely shut down their activities resulting in no income. Venues have either stopped presenting live music or seriously reduced it, festivals have been cancelled, service companies closed and it is very difficult to anticipate when it will return to “normal”, if it ever does. This has been the most challenging time our industry has ever experienced.

Music PEI has tried to respond to these challenges by providing new opportunities and support for our members. We presented the first of 20 Tiny Island Concerts online through Facebook the last week of our 2019-20 fiscal year. 40 artists were presented over 2 months providing some much need income and exposure. Additionally, new programs were created including the Music PEI Crisis Relief Fund, the Capital Purchase Program, the Island Voices concert and we are preparing to launch an expanded Golden Ticket, Takin Care of Business and a new Diverse Voices program.

Music PEI has also been focused on expanding our support of underserved communities by adding representation to our Board of Directors with the addition of dedicated seats for the Indigenous, 2SLGBTQ+ and Black communities.

Music PEI’s 2019-2020 fiscal year covers from April 1<sup>st</sup> 2019 to March 31 2020. It was an impressive year for the organisation and our members. With the operating budget for the year coming in at \$626,000, it represents our largest year to date since inception in 2008 and representing a 5% increase over the previous year. The increase is a result of expanded activities as we continue to develop new opportunities for our members.

The net surplus from the past year is a modest one but still helped to increase our overall retained earnings to just shy of \$132,000 putting the organisation in a reasonably safe position for the future.

The estimated budget for the current 2020-21 year is approximately \$624,000. We have received \$28,000 in additional funding from FACTOR to deal with the pandemic and we currently have confirmed funding from ACOA and the Province for this year. All funders have been extremely accommodating, allowing us to redirect funds as we pivot to modify our programs for this very unusual year.

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. The Province’s support has been critical in allowing Music PEI to leverage

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financial support from these other funders. Skills PEI has also been a tremendous support to Music PEI providing short term contract staff.

The Financial Review was again completed by [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 previous 9 years and has extensive experience working with non-profit arts and culture organisations and her accuracy and results have been excellent.

Music PEI continued to deliver our flagship events which include Showcase PEI, The Canadian Song Conference and Credit Union Music PEI Week in addition to our representation at selected industry event. Those events included ECMA in Charlottetown, FIMPRO in Mexico, Halifax Pop Explosion, Mundial Montreal, M for Montreal, Folk Alliance in New Orleans and Americana UK in London. At each of these events Music PEI supported a range of artists in multiple genres.

Prince Edward Island artists continued to expand markets and achieve excellent results last year. Our many internationally touring artists continue developing new markets on opportunities as they create an awareness of PEI around the globe and creating new fans. Testament to this was the number of people in other countries who logged onto the Tiny Island concerts. They included countries all over Europe, the UK, Australia, New Zealand and the US.

Locally we have seen emerging artists making an impact as they develop their careers. Names like Vince the Messenger, Logan Richard, Brielle Ansems, Cory Gallant, Little Cities, Inn Echo and Alicia toner have been making their mark.

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**

2019-20 has been our third year in our offices at the Guild. The central location offering easy access for members and provides a member office space. It also allows for the flexibility of a staff that grows and shrinks with events.

#### **Staff**

Music PEI has 2 fulltime staff. Steve Love is in his fourth year as Program and Operations Manager and this marks Executive Director Rob Oakie's 12<sup>th</sup> year with Music PEI since inception in 2008.

With the support of Skills PEI, Music PEI employed 7 more staff through the Work Experience PEI program for Showcase PEI, Music PEI Week and the Canadian Song

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Conference. Their work during the pandemic was nothing short of amazing! Everyone worked from their homes but we still managed to pull off our first online Canadian Song Conference with great success. Music PEI always attempts to hire people connected to the music industry for those short-term positions in order to help them gain knowledge and contacts within the industry. Music PEI had also been successful in accessing the Student Employ Program through Service Canada to hire a summer student last year.

### **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. 2018-19 Directors were:

- Emilee Sorrey - Past President
- Catherin MacLellan- President
- Nathan Hood- Vice President
- Iain McCarvill- Secretary
- Jessica Smith- Treasurer
- Emmanuelle Leblanc- Francophone Rep
- Tyler Gilbert- Indigenous Rep
- Joce Reyome- 2SLGBTQ+ Rep
- Max Knechtel
- Nikki Waite
- Steve Bellamy
- Brett Sanderson
- Liam Corcoran

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.

The Music PEI bylaws which are posted on our [website](#), will be amended this year to add a new Black Cultural Society Rep.

### **AGM**

Music PEI holds an Annual General Meeting each year, normally in July or August. The 2020 AGM will be held August 19<sup>th</sup> when the new Board of Directors will be announced and financials presented.

### **Funding for Music PEI**

The Province of PEI through Innovation provides the majority of Music PEI's operational funding. Investment from the Province for Operations and projects increased to \$260,000 in 2019-20. Of this approximately \$160,000 This funding is used both for core operations and for the Music PEI Investment program. In 2019-20, approximately \$86,000 was

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distributed to PEI's music industry through the Investment Program, leaving \$74,000 for operations.

Music PEI received \$40,000 from FACTOR for operations. 2019-20 administration and payroll was approximately \$172,700. Music PEI added a benefit plan for the fulltime employees.

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 \$40,000 contribution annually towards operations as a regional rep and funds multiple projects including export development and industry projects. Approximate contributions towards projects from FACTOR for 2019-20 was \$93,000 which also included development of a new website.

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 2019-20 were approximately \$111,560.

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

Sponsorship was secured from the private sector for Credit Union Music PEI Week. The Credit Union has been a tremendous supporter of Music PEI. This is the 5<sup>th</sup> year they have been the title sponsor of Music PEI Week.

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➤ **Music PEI Investment Program**

Music PEI re-branded 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 \$1,200,000 through the Investment Program to PEI's music industry.

These investments help to leverage other funding and private sector investment. Contributions to the applicants from Music PEI range from 60% to 80% of project cost. The Music PEI Investment Program has helped to stimulate more than 3 times the amount invested by the applicants resulting in close to \$3,400,000 in additional investment 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 4 levels or categories of investment.

1. Emerging Music Program- \$1,000 per project up to a max of 12 per year
2. Export Development Program- \$2,500 per project up to a max of 12 per year
3. Industry Professional- \$2,500 per project up to a max of 2 per year
4. Career Investment Program- \$10,000 up to a max of 4 per year

Total investments approved for the year for 2017-18 was \$87,130 from a requested amount of \$195,000. Thirty-two projects were approved from 53 applications for a 60% approval rate. The following artists were approved for investment:

#### **April 2019**

##### **Emerging Music Program:**

Nolan Compton (\$1,000.00)  
The Pine (\$1,000.00)  
Skullkid and the Giants (\$1,000.00)  
Little Cities (\$1,000.00)  
Inn Echo (\$1,000.00)  
Kevin Ryan (\$1,000.00)  
LXVNDR (\$1,000.00)

##### **Export Development Program:**

Sarah Hagan (\$2,500.00)  
Alicia Toner (\$2,500.00)  
Kinley Dowling (\$2,500.00)  
Rachel Beck (\$2,500.00)  
Dennis Ellsworth (\$2,500.00)  
Lennie Gallant (\$2,500.00)

##### **Career Investment Program:**

Vishten (\$10,000.00)  
Andrew Waite (\$10,000.00)

#### **October 2019**

##### **Emerging Music Program:**

Kevin Ryan (\$1,000.00)  
Moment of Eclipse (\$1,000.00)  
Logan Richard (\$1,000.00)  
Brielle Ansems (\$1,000.00)  
Little Cities (\$1,000.00)  
Black is the Color (\$1,000.00)

##### **Export Development Program:**

Inn Echo (\$2,500.00)  
Kinley Dowling (\$2,500.00)  
Atlantic String Machine (\$2,500.00)  
Lennie Gallant (\$2,500.00)  
The Buring Hell (\$2,500.00)  
Dylan Menzie (\$2,500.00)  
Sorrey (\$2,500.00)

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**Career Investment Program:**  
Dennis Ellsworth (\$10,000.00)  
Rachel Beck (\$10,000.00)

All recipients are posted on the Music PEI Website. Each successful applicant must detail project results, complete with scan of invoices and expenses in the [Completion Report Form](#).

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### Export Development Outbound Activities

2018-19 was again, a very busy year for Music PEI and included presenting artists at ECMA, WOMEX, Mundial Montreal, M for Montreal and Folk Alliance.

- [ECMA](#) 2019 was held in Charlottetown. Music PEI partnered with the Province to hold a combined Premier's reception and the annual Music PEI ECMA reception to host delegates from the Export Buyers program.



Music PEI also partnered with ECMA to present the Canadian Song Conference during ECMA. In addition to the 3 other Atlantic Provinces participating, 6 additional MIA's from across Canada sent artists for the CSC to collaborate with PEI artists.

- [Halifax Pop Explosion](#) 2019 was the first time for Music PEI to participate in HPX. The four artists who showcased were Vince the Messenger, SORREY, Little Cities and Calm Baretta. The showcase took place at the Carleton and was open to delegates of the conference.



- [Mundial Montreal](#) 2019 was a world music conference that took place in November. This was the second year for Music PEI to present artists at Mundial and The East Pointers and Vishtèn received showcases. Music PEI hosted the Dessert Sessions following supper just prior to the artist's showcases. The conference draws approximately 300 delegates from over 20 countries and is an



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excellent opportunity for PEI artists to showcase to an international delegation.

In addition to presenting the reception, Music PEI also participated in a number of one on one meeting sessions and other networking opportunities.

- [M for Montreal](#) is a conference with a primary focus on indie rock, electronic, hip hop and indie folk held in late November. They have established an excellent delegate recruitment program. Music PEI presented 3 Island artists Vince The Messenger, Russell Louder and Dylan Menzie in a unique showcase.

The partnership with M for Montreal included a catered showcase Saturday at noon called the Hangover Brunch. The venue was filled to capacity and Music PEI brought smoked salmon from PEI. Also included in the partnership were pre-arranged one on one business meetings with the delegates for Music PEI and our artists.



- [Folk Alliance International](#) is the largest annual folk music conference in the world and attracts hundreds of music industry professionals from around the world including festival programmers, agents, labels and many others. Music PEI has developed an excellent profile at this conference since first attending in 2009. In January 2020, the conference was held in New Orleans and 3 PEI artists were selected for official showcases. They were Catherine MacLellan, Dylan Menzie and Alicia Toner.

Music PEI partnered with ECMA and the 3 other Atlantic Provincial MIA's to present 2 nights of official showcases, 4 nights of late night



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showcases a catered networking reception and marketing support. The reception was an invitation only and attended by approximately 100 handpicked international delegates. The Canadian East Coast Music brand is strong at this event all the showcases were very well attended.



**MUSIC PEI AT FOLK ALLIANCE**

**DYLAN MENZIE**  
*Rhythm III Ballroom* Thurs, Jan. 23, 2020 8:00 pm - 8:35 pm  
*Endymoin Room #817* Sat, Jan. 25, 2020 10:30 pm - 10:50 pm

**CATHERINE MACLELLAN**  
*Endymoin Room #817* Thurs, January 23, 2020 10:30 pm - 10:50 pm  
*Rhythm III Ballroom* Fri, Jan. 24, 2020 7:10 pm - 7:45 pm

**ALICIA TONER**  
*Endymoin Room #817* Thurs, Jan. 23, 2020 12:00 am - 12:20 am

**SHOWCASE PEI** September 2020

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- [Showcase PEI 2019](#) was the 12<sup>th</sup> annual time Music PEI has presented this unique buyer's conference. Forty-six delegates were recruited from across Canada and around the globe, as far away as New Zealand, Europe, UK and the US. Half of the delegates were international and all the delegates were primarily festival and venue programmers, agents or promoters. Over 400 have attended since 2008.

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.

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This year included a partnership with the Western Regional Artistic Directors (WRAD) and helped to bring a large group of the western festival AD's together to attend Showcase PEI. This allowed for some block booking of artists on western tours. In all, 14 festivals and venues from BC and Alberta attended.

Early results from post event surveys indicated that close to \$375,000 in work had been created for participating artists. Unfortunately with the developments this year and cancellation of literally all festivals, many of the opportunities may be lost.

A full list of delegates dating back to 2008 can be found [here](#).

**Artists** who showcased at the event were:

|                                      |   |
|--------------------------------------|---|
| Alicia Toner                         | <a href="https://aliciatoner.ca">https://aliciatoner.ca</a>                                   |
| Andrew Waite                         | <a href="https://andrewwaitemusic.com/">https://andrewwaitemusic.com/</a>                     |
| Atlantic String Machine              | <a href="http://atlanticstringmachine.com/">http://atlanticstringmachine.com/</a>             |
| Calm Baretta                         | <a href="https://calmbaretta.bandcamp.com">https://calmbaretta.bandcamp.com</a>               |
| Catherine MacLellan                  | <a href="http://www.catherinemaclellan.com/">http://www.catherinemaclellan.com/</a>           |
| Dennis Ellsworth                     | <a href="https://www.dennisellsworth.com/">https://www.dennisellsworth.com/</a>               |
| Dylan Menzie                         | <a href="http://www.dylanmenzie.com/">http://www.dylanmenzie.com/</a>                         |
| Gordie MacKeeman and his Rhythm Boys | <a href="https://gordiemackeeman.com/">https://gordiemackeeman.com/</a>                       |
| Inn Echo                             | <a href="https://innechomusic.com/">https://innechomusic.com/</a>                             |
| Irish Mythen                         | <a href="https://www.irishmythen.com/">https://www.irishmythen.com/</a>                       |
| Lawrence Maxwell                     | <a href="https://www.lawrencemaxwell.com/">https://www.lawrencemaxwell.com/</a>               |
| Lennie Gallant                       | <a href="https://lenniegallant.com/">https://lenniegallant.com/</a>                           |
| Little Cities                        | <a href="https://www.facebook.com/littlecities/">https://www.facebook.com/littlecities/</a>   |
| Logan Richard                        | <a href="https://loganrichard1.bandcamp.com/">https://loganrichard1.bandcamp.com/</a>         |
| Rachel Beck                          | <a href="https://rachelbeckmusic.com/rachel-beck">https://rachelbeckmusic.com/rachel-beck</a> |
| Richard Wood                         | <a href="http://www.rwood.ca/">http://www.rwood.ca/</a>                                       |
| Russel Louder                        | <a href="https://russelllouder.bandcamp.com/">https://russelllouder.bandcamp.com/</a>         |
| Sarah Hagen                          | <a href="http://sarahhagen.com/">http://sarahhagen.com/</a>                                   |
| Sorrey                               | <a href="https://sorrey.bandcamp.com/">https://sorrey.bandcamp.com/</a>                       |
| Tara MacLean                         | <a href="http://www.taramacleanmusic.com/">http://www.taramacleanmusic.com/</a>               |
| Teresa Doyle (with Patrick Bunston)  | <a href="https://www.teresadoyle.com/">https://www.teresadoyle.com/</a>                       |
| Vince The Messenger                  | <a href="https://www.vincethemessenger.com/">https://www.vincethemessenger.com/</a>           |
| Vishtén                              | <a href="http://vishten.net/">http://vishten.net/</a>   |

The conference also included the Artist Exchange program putting Vishtén together with a duo out of Wales, Catrin Finch and Seckou Keita. They had excellent results with a co-tour of the UK booked and amazing chemistry as they collaborated on new tunes.

➤ [Canadian Song Conference \(CSC\) 2019](#)

This was a very different event in 2019 as CSC partnered with ECMA to present the program. Since ECMA was coming to Charlottetown only 2 weeks prior to CSC regular dates it seemed to be a great time to partner. This provided more delegates who were able to attend.

Started in 2015, 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 Organisations do.

Songwriting is also a major focus of the conference and one of the projects is the **Canadian Songwriter Challenge**. This project is a partnership with Canada's other provincial MIA's and recruits artists from various provinces and partners them with PEI artists to co-write. In 2019 the partner provinces were Nova Scotia, Newfoundland, New Brunswick, Northern Ontario, Ontario, BC, Alberta, Manitoba and Saskatchewan. Participating artists were:

The 2019 participants of Music PEI's Canadian Songwriter Challenge were:

- Brittany McQuinn (NB) & Madison Olds (BC)
- Chris Ryan (NL) & Mike Harmel (SK)
- Greyson Gritt (MFiM) & Teresa Doyle (PEI)
- Dave Sampson (NS) & Sierra Noble (MB)
- Rachel Beck (PEI) & Tessa Gooden (ON)
- Nuela Charles (AB) & Logan Richard (PEI)

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.

The following 12 artists participated in the Listening Session:

|                         |
|-------------------------|
| Alicia Toner            |
| Sorrey                  |
| Meaghan Blanchard       |
| Ashley Condon           |
| Lawrence Maxwell        |
| Lonely Kid              |
| Nikkie Gallant          |
| Scott MacKay            |
| Doc Landry              |
| Atlantic String Machine |
| Little Cities           |
| The East Pointers       |

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➤ [Credit Union Music PEI Week 2020](#)

The 19<sup>th</sup> annual Music PEI Awards were presented along with showcases, concerts and the Awards Party. Over 30 awards were distributed to PEI's music industry. The event is a celebration of the artists and contributors who make up PEI's music community.

The Credit Union was the festival title sponsor and have made it possible to present the event. Nine concerts at various venues were presented showcasing 27 nominees and special guests.

The list of 2020 winners can be found [here](#).

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➤ [Takin Care of Business Program](#)

This program was developed to assist artists to increase revenue and improve business practises. The program is managed by Music PEI but delivered by John MacPhee of Paper Lions. The four artists who participated in 2019/20 were Josh Aaron, Andrew Waite, Brielle Ansems and Logan Richard.

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.

This was the third edition of the program and has already yielded significant results with increases in royalties for the participants.

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➤ [Golden Ticket Program](#)

This program was developed to assist artists in releasing a single to radio. Royalties from radio (digital and terrestrial) can make a significant impact on an artist's career along with increased profile.

The second edition expanded to add a Producer to the program which added a tremendous amount to the process.

The program takes the song from paper to the studio with a producer and then is launched by a PR team to radio. The three artists selected were Cory Gallant, Little Cities and Scott MacKay.

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➤ [Workshop Series](#)

Music PEI delivered a series of workshops monthly throughout the winter with a focus on professional development which included financial management, producing, marketing and others.

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### **Communication & Policies**

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.

Music PEI secured funding from FACTOR and ACOA to develop a new website which will take place in the fall of 2020. The current one was created in 2007 and is extremely outdated. It still functions but does not give the organisation an up to date profile online. An RFP was held and Music PEI is in the process of selecting the contractor.

The Music PEI Board of Directors is created a new Policy and Procedure Manual for the organisation as well as an anti-harassment policy. Music PEI was a signatory to the Canadian Music Industries Code of Conduct and as such agree to take steps to identify and address harassment including sexual harassment, discrimination, bullying and violence in the workplace.

The Music PEI Board has also had recent bylaw amendments to include diversity clauses which would encourage the Board make-up to include ethnic, age and gender diversity. Outreach to various communities is critical as we move forward.

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### **Summary**

2019-20 was an extremely successful year with many of our artists having record earnings and unprecedented success. That has all changed and Music PEI will work towards helping to rebuild and add new opportunities. Diversifying those business opportunities as well as who we serve is critical to continued growth.

Since Music PEI's inception in 2008, our music industry here on the Island has experience unprecedented growth that had never been matched previously. 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.

Plans going forward include new programs like Diverse Voices, designed to help new emerging artists from the 2SLGBTQ+, BIPOC and youth communities, a new Music Supervisor Mentorship program and expanded Golden ticket and Takin Care of Business intakes.

Our members are receiving accolades around the world and at home and continue to be PEI's best ambassadors. The connection between our burgeoning tourism industry and our music community cannot be denied or ignored.

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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.

Music PEI continues to enjoy responsible fiscal management and is on solid financial ground in spite of the pandemic. Today's music industry was already more of a challenge than ever and now with COVID-19 it will take all our resources and resolve to see continued growth. without the support that Music PEI provides to the local industry, it would be a much different landscape. We must continue to strive to engage with the underserved members of the community and to keep looking for new and innovative opportunities.

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

Rob Oakie  
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