

MUSIC PEI 2019-20

Executive Director Report



Tiny Island Concert Series

Island Voices Concert

Introduction

To say that 2020 was a year to remember is certainly an understatement. It will be hard to forget the turmoil and devastation globally caused by a virus. Certainly like something out of a science fiction novel. We all know the music industry took a particularly devastating hit and it may still be some time before we can really see the impact in the rear-view mirror.

Music PEI did our best to change as the times needed with programming and opportunities. This report will focus primarily on those changes and a brief glimpse at what lies ahead.

The music industry as a whole tried to adapt to the new reality of no live in-person shows. Facebook Live became a hugely important tool and “to Zoom” became part of our everyday vocabulary.

At the time, Music PEI had the largest staff in its history (a big thanks to Skills PEI!) hired to deliver Music PEI Week and the Canadian Song Conference. The 7 additional staff responded outstandingly to some very difficult circumstances. A special shout out to Team Leader Tanya Davis for doing an admirable job keeping team spirits up and to the rest of the team Patrick Bunston, Hailee MacDonald, Susan McVittie, Madison Dayton, Ben Aitken and Curtis MacNevin. A truly outstanding team to work with.

Financial Report

Music PEI's 2020-2021 fiscal year covers from April 1st 2020 to March 31 2021. Financially it was an exceptional year for the organisation. Our Bookkeeper and CFO Maggie Clarkin made sure the organisation took advantage of all the COVID support available which helped to contribute to a significant net surplus at year-end. This has helped put Music PEI in a strong position financially for the future.

With the operating budget for the year coming in at \$624,000, it was only \$2k lower than the previous year but net surplus was up from \$4,200 the previous year to \$127,400 this year bringing the total retained earnings to \$259,200. As per our CA Doug Ezeard- “It represents about 43% of annual core operating expenses, which is a great place to be and not at all offside from CRA's viewpoint (50% to 100% is a well-accepted range).” The estimated budget for the current fiscal year, 2021/2022 is \$675,000.

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 10 years and has extensive experience working with non-profit arts and culture organisations and her accuracy and results have been excellent.

FACTOR funding has been secured for export development for the year and we also have confirmed funding from the Province for this year. ACOA funding is in progress. All funders were extremely accommodating, allowing us to redirect funds as needed to modify our programs for what was a 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 financial support from these other funders. Skills PEI has also been a tremendous support to Music PEI providing short term contract staff.

2020/2021 Activity Summary

Tiny Island Concert Series

The shutdown of the country coincided closely with our year-end, March 31st. By the time April 1st rolled around, Music PEI had already created the Tiny Island Concert Series. Forty artists (20 emerging and 20 established) were presented via Facebook Live. It was an opportunity for artists to perform, develop some online fans and get paid. Music PEI re-directed some previous funding and paid out \$40,000 to the artists. Additionally, a fund raiser was created, the Music PEI Crisis Relief Fund. The PEI Atlantic Superstores contributed \$3000 in gift cards and Music PEI matched it allowing us to distribute \$6,000 in gift cards to artists and industry professionals in need. Another \$4,000 was added to the Music PEI Investment Program and distributed to successful applicants in the Emerging Music Program. Combined, these performances have been viewed tens of thousands of times.

Island Voices Concert

The Island Voices Concert, held June 29th, was a partnership with the National Arts Centre in Ottawa and their #CanadaPerforms program. Music PEI also partnered with the Indian River Festival and FilmPEI to create a high-quality production live show that was streamed as well and received 12,000 views. Inn Echo, Sarah Hagen, Dylan Menzie, Kinley and Irish Mythen performed.

Canadian Song conference Online

Scheduled for the third week of May, recruiting of delegates for the Canadian Song Conference had already begun when the world shut down. Music PEI quickly responded by creating an online event. Thirty domestic and international delegates were asked to attend the conference online and the reception was very positive. The Music PEI team hired to deliver the event did a superb job navigating an online event for the first time.

The CSC included workshops, panels, listening sessions and the Canadian Songwriter Challenge. This would also be the first time to have the co-writing for the Song Challenge be done completely online. Each year Music PEI partners with MIAs across the country to recruit a songwriter from each province and pairs them with PEI songwriters. Seven pairs

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of artists co-wrote and recorded 2 songs each with the help of a producer and a studio engineer. The songs can be heard on [Soundcloud](#).

Showcase PEI

In its 12th year, Showcase PEI has been a flagship event for the organisation and has garnered an excellent reputation around the world. Initially cancelled from its normal September dates, the decision was made to deliver showcase opportunities online.

In January, the Guild was rented for a week and a production team was hired to record showcase performance videos. 17 artists were filmed, and 50 delegates were recruited to participate in the event. The videos from three of the artists from the Island Voices Concert were also used to bring the total to 20 artists.

The videos were presented on Zoom over the course of 4 weeks with 5 artists each week. The artists each introduced themselves live online prior to their showcase. The feedback from the delegates was outstanding with quite a few offers being made immediately. Many of these offers were to perform this summer with virtual performances.

The hope is that 2021 Showcase PEI will go ahead live with domestic delegates.

Credit Union Music PEI Week

Once again, COVID-19 upset plans for Music PEI Week to go ahead the first week of March. With the first community outbreak on PEI, the province went into a lockdown. The event was rescheduled to March 26th to the 28th in a new venue and a slightly abbreviated schedule. The celebration went off without a hitch and each show was at or close to maximum capacity. 34 awards were presented along with performances by 25 nominees.

This is the final year of the Credit Union's title sponsorship and we want to give them a huge thank you for their support over the past 5 years. It has had a massive impact and made Music PEI Week possible.

Special shout out to Brielle Ansems and Alyssa Gallant for all their hard work in preparing for the event and Dylan Menzie and Andy Glydon for their excellent execution.

Outbound Projects

As a result of no travel for the past year, Music PEI's participation in outbound events was limited. This was to be one of Music PEI's busiest years attending events and presenting artists, but most events were either cancelled or moved to a very limited online program. Events that were originally on the Music PEI calendar included Focus Wales, Mundial and M for Montreal, ECMA, Halifax Pop Explosion, Reeperbahn, Americana UK and Folk Alliance. The only events Music PEI did participate in were Americana UK and Folk Alliance. Both of these took place online.

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Folk Alliance - Feb 2021

Once again Music PEI partnered with ECMA and the other 3 Atlantic provincial MIAs to present artists at the largest folk music conference in the world. This partnership has developed an extremely strong and recognizable brand at this event. Music PEI presented Inn Echo, Shane Pendergast and the Atlantic String Machine. These performances were also filmed at the Guild during the Showcase PEI videos.

Americana UK – January 2021

This was the second year in a row for Music PEI to attend this event and like Folk Alliance it was forced to move online. It is an excellent conference reaching most of the presenters of American and roots music in the UK and some from Europe. It is considered a smaller boutique conference which fits well for Music PEI. Music PEI partnered with CIMA both years to present artists. This year Lawrence Maxwell, Gordie MacKeeman and His Rhythm Boys, Cory Gallant and Haunted Hearts were presented online. These showcases were filmed at the same time as Showcase PEI performances at the Guild.

Programs

In response to the COVID crisis, Music PEI modified some existing programs and introduced new ones. Touring funding was cancelled for the year but a Capital Purchase program was introduced. The Crisis Relief fund was created and workshops were delivered online. The intake of the Golden Ticket was doubled and the guidelines loosened to allow established artists to apply for one year only.

This was also the first year of ongoing planned Mentorship Programs with the development of the Music Supervisor Mentorship Program. More mentorship programs are planned for the future. A new program in partnership with FilmPEI, Diverse Voices, was created to serve the BIPOC, 2sLGBTQIA+ and youth communities.

Investment Program

With 2 deadlines per fiscal year (April and October), the annual funding program was modified in response to the situation. A Capital Purchase program was introduced for the first time allowing artists to purchase equipment in order to present professional online performances from their homes. 9 Emerging Artists received \$750 each and 11 Exporting Artists received \$2,250 each.

The April deadline saw a reduction in funding dispersed to help offset some costs from the Capital Purchase Program. Another 3 Emerging Artists received \$1,000 each and 3 Exporting Artists received \$2,500 each.

The October deadline returned to prior levels with 6 Emerging Artists (\$1,000), 7 Exporting Artists (\$2,500), 1 Career Investment (\$10,000) and 1 Music Industry Professional (\$650) receiving funding.

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Music PEI also continued the Micro Grant Program and provided funding to 4 participants.

Music Supervisor Mentorship Program

This was Music PEI's first mentorship program and provided a pilot project for future mentorship programs. It was led by Michael Perlmutter, a well-respected music supervisor from Toronto and long-time collaborator with Music PEI. The program was approximately 3 months, was delivered entirely online and had 2 participants, Patrick Bunston and Emmanuelle Leblanc. Patrick was subsequently hired by another Music PEI collaborator, publisher Vince Degiorgio of CYMBA Music in Toronto.

With the success of the pilot project, more Mentorship Programs are planned for the future including Scoring for Film and TV, Producing and Publishing.

Artist Mentorship Program

This is a new program that started in February of 2021 and will run for 12 months. It is a relatively short program with each participant receiving one month of mentorship from UK music industry professional and long-time Music PEI collaborator Neil Pearson of Sounds Just Fine. Neil has mentored many artists over the years and has executional insight into the UK and North American markets. Participants to date include Lawrence Maxwell, Andrew Waite and Inn Echo.

Diverse Voices

This program is a result of a collaboration (and inspiration) with FilmPEI. The goal of the program is to provide 3 participants from underserved communities to record a single, film an accompanying video and release the single to radio. Eligible applicants were members under 25 of the BIPOC, 2SLGBTQIA+ communities. The first participants were Emmet MacLellan, Nadia Haddad and Kierrah. The program is managed by John MacPhee. Each artist was provided a studio to record their song and a publicist or radio tracker to promote the song. One of the songs received significant CBC play regionally and nationally. The plan is to continue this partnership and program.

Golden Ticket

This program was also designed to assist artists with recording and releasing a song to radio. It also includes a mentorship component and development of a marketing plan. The intake was doubled from 3 to 6 artists in response to COVID and established artists were allowed to submit. The 6 participants were Andrew Waite, Rachel Beck, Denis Ellsworth, Joce Reyome, Brandon Roy and Shane Pendergast. This program is managed by John MacPhee.

The response to this program has been growing yearly with 22 submissions this year. With that level of engagement and interest, the plan going forward is to keep the intake at 6 artists per year.

Takin Care of Business

This was the 5th year of the program, and it has experienced a growth in engagement. There were 15 submissions for 6 spots, again increased from 4 spots previously. It is an in-depth study of best business practices, developing new revenue streams and overall career development led by John MacPhee. Participants receive both one on one time and group sessions with John.

Participants for the year were Inn Echo, Sarah Hagen, Scott MacKay, Vince the Messenger, Alicia Toner and Lawrence Maxwell. The program generally takes up to 6 months to complete and covers everything from grant writing to developing business and marketing plans to licensing songs for film and TV.

Website Development

Music PEI secured funding to develop a new website and incorporate an award submission and adjudication platform. Ryan Hutchinson has been contracted to develop the website and Wavelength Media hired to develop the awards platform. This has been an ongoing process over the past couple of years but both website and awards platform are scheduled to be launched in August of 2021.

Operations

Location

2020-21 has been our fourth year in our offices on the third floor of 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. The Guild chose not to increase rent this year in the face of COVID which we are grateful for.

Staff

Music PEI has 2 fulltime staff. Steve Love is in his fifth year as Program and Operations Manager and this marks Executive Director Rob Oakie's 13th year with Music PEI since inception in 2008. Music PEI added a 3rd fulltime staff in June of 2021.

Andy Glydon is the new Communications and Community Outreach Officer and will be responsible for maintaining social media and community engagement, developing membership, researching input from members and increasing the organisation's diversity.

With the support of Skills PEI, Music PEI employed 4 more staff through the Work Experience PEI program for Showcase PEI, Music PEI Week and the Canadian Song Conference. Once again we were able to assemble a skilled team and their work during the pandemic was outstanding! 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.

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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. The past few years have been exceptional with a wonderful group of people with a tremendous amount of knowledge. 2020-21 Directors were:

- Emilee Sorrey - Past President
- Catherin MacLellan- President
- Liam Corcoran- Vice President
- Iain McCarvill- Secretary
- Jessica Smith- Treasurer
- Emmanuelle Leblanc- Francophone Rep
- Tyler Gilbert- Indigenous Rep
- Joce Reyome- 2SLGBTQIA+ Rep
- Tamara Steele- Black Community Rep
- Max Knechtel
- Nikki Waite
- Lindsay Scheick
- Evan McCosham
- Jon Matthews
- Daniel Butterfield

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](#), were amended this past year to add a new Black Cultural Society Rep.

This will be Catherine MacLellan's final year of 2 consecutive 3-year terms and the past 2 years as president. The organisation owes Catherine a huge debt for stewarding Music PEI these past few years providing thoughtful, knowledgeable and when necessary compassionate direction and advice.

AGM

Music PEI holds an Annual General Meeting each year, normally in July or August. The 2020 AGM will be held July 20th 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 was \$230,000 for 2020/2021. Of this approximately \$160,000 This funding is used both for core operations

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and for the Music PEI Investment program. In 2020/21, approximately \$94,000 was distributed to PEI's music industry through the Investment Program, the Capital Purchase Program and the Micro Fund. The balance was used for operations.

Music PEI annually receives \$40,000 from FACTOR for operations.

2020-21 administration and payroll was approximately \$165,000. 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 \$14 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 2020-21 was approximately \$110,000 which also included a one-time COVID contribution of \$25,000.

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 2020-21 were approximately \$115,000.

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.

Summary

As strange a year as it has been, Music PEI endured and actually improved its financial situation. We were also able to adapt and respond to some of the needs of our members. It has been a very tough year on fulltime touring musicians but has also offered a rare opportunity to slow down and take stock. There will be many artists who will or have decided to leave the industry in face a long recovery.

We can only hope that we can provide important support to those who wish to continue on in a challenging industry. We welcome input to stay relevant and create programs that make sense and help in career development.

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

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