



Board of Directors Annual Report 2008-2009

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Acknowledgements

The Board of Directors of Music Nova Scotia wishes to acknowledge the contributions of our respected government, industry, and corporate partners. Without their support our work would not be possible.

**Nova Scotia Department of Tourism,
Culture and Heritage**

**Nova Scotia Department of Economic
and Rural Development**

**Maritime Broadcasting Systems
(Canadian Content Development)**

**Foundation to Assist Canadian Talent
on Records**

Democracy 250

TicketPro

Nova Scotia Come to Life

Labatt

Delta Hotels

Aliant

Brookes Diamond Productions

SOCAN

SOCAN Foundation

NewCap Radio (Q 104)

Astral Media (Big Dog 100.9)

CKEC (East Coast FM)

CJFX (XFM)

CIGO (101.5 The Hawk)

The Board of Directors of Music Nova Scotia would also wishes to thank all of our artists, industry professionals, and volunteers who have contributed their time and expertise to the association throughout the year.

Board of Directors 2008-2009

Terms end June 30th of year shown.

Executive

Brian Doherty – President (2009)
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(2010)
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Directors

Mike Campbell (2009)
Hayward Parrott (2010)
Jamie Robinson (2010)
Chris Smith (2010)
Dana Morin (2009)

Troy Arsenault (2009)
Helen Ferguson (2010)
Waye Mason (2010)
Caralee Murphy (2010)

Board Advisors

Gerry Boudreau – Life Long Director

Brian Awad – Legal Advisor

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Music Nova Scotia Committees 2008-2009

Executive Committee

Brian Doherty-Chair
Stuart Jolliffe
Louis Thomas
Bill Appleby
Debbie Rockola
Andrea Thomas

Finance Committee

Andrea Thomas – Chair
Waye Mason
Hayward Parrott
Scott Long

Education Committee

Waye Mason – Chair
Mickey Quase
Jonny Stevens
Tim Hardy
Jim Stewart

Membership Committee

Debbie Rockola – Chair
Laura Simpson/Krista Keough

Technical Committee

Louis Thomas – Chair
Glen Leck
Jamie Robinson
Chris Smith
Jonny Stevens
Laura Simpson

Music in Schools Committee

Chris Smith – Chair
Jamie Robinson
Hayward Parrott
Stuart Jolliffe
Jonny Stevens

Nova Scotia Music Week Committee

Hayward Parrott – Chair
Bill Appleby – Past Chair
Brian Doherty
Debbie Rockola
Andrea Thomas
Kristine Finck
Waye Mason
Mickey Quase
Mike Campbell

Human Resources Committee

Stuart Jolliffe – Chair
Brian Doherty
Andrea Thomas

Showcasing Committee

Mike Campbell – Chair
Jonny Stevens

Nominations and Elections

Waye Mason – Chair
Brian Awad

Presidents Message

As I approach the completion of my third term as President of Music Nova Scotia, I am happy to report that our organization is strong and well positioned to continue to deliver an ever increasing number of varied programs and opportunities for the greater benefit of our membership. Membership continues to grow I want to thank our dedicated and hard working staff, who, under the leadership of Executive Director Scott Long, have evolved into an enthusiastic, capable and well informed group of professionals for whom I have the highest respect. Their care and attention to detail have resulted in all our events being successfully implemented, both organizationally and operationally.

Nova Scotia Music Week, this year, makes its way to Yarmouth and having seen the local facilities and experienced the great excitement and anticipation within the local community, coupled with some new and innovative additions to content, I have no doubt that this year's event will be the best ever.

To the Board of Directors I say a big thank you for the many hours of effort you have given to MNS. In this ever changing business of music we face constant challenges and throughout this past year, with dedication and determination, you made decisions that have resulted in a much stronger and effective organization. To those who are leaving the Board, I would like you to know that MNS is deeply grateful for your service and I wish you much success in the coming years.

As we move forward it is important to stay engaged with our membership, listen to their needs and concerns and do our best to focus on strategies that continue to be relevant to the overall growth of the music industry. We must stay engaged with Government and make sure that they are continually well informed as to the need for their investment and as to the results of their investment.

Again, thank you all for the experience and for the privilege of allowing me to serve as President of Music Nova Scotia.

Brian Doherty

President
Music Nova Scotia

Membership Report

Music Nova Scotia continues to expand its reach and its brand. Memberships have increased by 26% over the year previous. Attributed to this is our new website. The website is a hub for anyone involved in the music industry looking for tour dates, news, education and contact information. It also offers easy access for members who will be able to renew their membership online and manage their profiles directly. We anticipate it will attract music buyers and fans as a main source of information for Nova Scotian music.

	<u>31-Mar-08</u>		<u>31-Mar-09</u>	
TOTAL MEMBERS	849		1069	
Membership by Genre				
Other (Gospel)	0	0.0%	13	1.5%
Adult Contemp	30	5.0%	30	3.5%
Alternative	109	18.1%	137	16.0%
Children's	5	0.8%	4	0.5%
Classical	13	2.2%	13	1.5%
Country	25	4.2%	32	3.7%
Electronic	1	0.2%	6	0.7%
Folk	150	24.9%	221	25.8%
Jazz	48	8.0%	78	9.1%
Pop	29	4.8%	57	6.7%
Rock	143	23.8%	219	25.6%
Urban	36	6.0%	34	4.0%
World	13	2.2%	11	1.3%
TOTAL	602		855	
Membership by Classification				
Artist	602	70.9%	840	79.3%
Company	165	19.4%	150	14.2%
Venue	14	1.6%	16	1.5%
Media	4	0.5%	9	0.8%
Other	64	7.5%	44	4.2%
TOTAL	849		1059	
Membership by Region				
Out of Province	40	4.7%	37	3.5%
Annapolis Valley	16	1.9%	22	2.1%
Cape Breton	51	6.0%	79	7.4%
Eastern Shore	13	1.5%	14	1.3%

Fundy Shore	32	3.8%	36	3.4%
Halifax-Dartmouth	595	70.1%	740	69.3%
Northumberland Strait	39	4.6%	51	4.8%
South Shore	63	7.4%	89	8.3%
TOTAL	849		1068	

Membership Type

Corporate	56	6.6%	71	6.7%
Non-Profit	41	4.8%	45	4.2%
Band	403	47.5%	570	53.4%
Individual	268	31.6%	348	32.6%
Student	81	9.5%	33	3.1%
TOTAL	849		1067	

Export Development Program for Music Report

Export and Nova Scotia

Music is an integral part of Nova Scotia's identity. Whether this is a result of family heritage or exposure to music in schools, our province is financially and socially invested in music.

In national and international music circles, our province has acquired a reputation over the years for its musical wealth and outstanding commitment to culture. As a result, musicians are moving to Nova Scotia to be a part of this scene, and business partners have stated that our artist's ability to financially commit to his/her business plans has been an added incentive in that partner's decision to work with the artist/group. The EDP is concretely helping our clients to attract export market support, and in turn increasing their odds of succeeding long-term.

We have a consistent, attractive and natural product to sell. Continued investment in export development of Nova Scotian music will help to broaden the scope of our province's identity on a national and international level. As our professional musicians and their business partners show us the way to their chosen markets and we continue to work with local, national and foreign governments, a strategic concentrated effort will benefit all interests.

The EDP - A Program in Demand

The investment provided by the Export Development Program for Music is an essential part of the overall development of Nova Scotian music. To summarize the 2008/2009 year:

- ⇒ 64% of total eligible projects were funded (in whole or in part)
- ⇒ The percentage of EDP investment into funded projects was again 26% of the total cost of the projects
- ⇒ There was a broader spectrum of genres submitted in proposals over the previous year with 2 new categories of applicants receiving support from the EDP over the 07/08 year (7 new genres since the 06/07 year)

These figures suggest that the availability of provincial funding continues to stimulate our industry's commitment to projects outside of the province, and that the EDP is supporting a great variety of genres - from Rock and Pop to Roots and Gypsy Jazz. The existence of Government investment in music continues to have a positive effect in export development, and as previously mentioned, we continue to see an association between the availability of funding support and interest from business globally in working with our artists on export initiatives due to their ability to commit financially.

Music Nova Scotia will be better able to assess the economic impact of the EDP on the Nova Scotian music industry as the recipients actualize the results and a study is conducted to accurately and thoroughly measure the data available through its first four-year cycle. Our peers in Saskatchewan, Manitoba and Yukon have commissioned studies in their regions, and they see this investment as an imperative step toward ensuring their success.

Objectives

The objective of the Export Development Program for Music is to expand market opportunities and earned revenue potential, and to increase sales of music products through the support of travel, tour, marketing and promotional expenses. Two programs exist to facilitate these objectives - the *Travel and Tour Initiative* and the *Marketing Support Initiative*.

The EDP is a result of collaboration between the Culture Division of the Nova Scotia Department of Tourism, Culture and Heritage, and Music Nova Scotia. Born out of the Music Sector Strategy (MSS) - written in 2002 and updated in 2007 - the EDP is the first of the initiatives defined in the MSS by the province's musicians and industry professionals as requiring investment. The Program aims to further build and develop the infrastructure necessary to promote music from Nova Scotia.

Music Nova Scotia administers the program, assuming responsibility for day-to-day program management, consultations with applicants, budgeting, funding decisions, financial reporting, and reporting on program outcomes. All assessment panels include one representative from the Nova Scotia Department of Tourism, Culture and Heritage to ensure accountability and fair dispensation.

Program Results

The Export Development Program for Music began its fifth fiscal year in April 2008. The four deadlines being reported in the following ten Tables include March, June, September, and December of 2008. \$292,531.73 was invested into initiatives of 40 artists/groups and 11 industry professionals.

Table 1 - By program, applications submitted* vs. approved, and approval rating

*136 include eligible submissions only. An additional 9 applications were submitted but were later withdrawn by the applicant or deemed ineligible by the program officer.

Program	2008-2009			2007-2008		
	Applications Submitted	Applications Approved	Approval Rating	Applications Submitted	Applications Approved	Approval Rating
Travel and Tour	101	69	68%	113	67	59%
Marketing Support	35	18	51%	45	18	40%
Total	*136	87	64%	*158	85	54%

The average approval rating has not changed significantly in the life of the EDP program. Ratings have ranged from 54% to 68%. While the juries continue to do their utmost to ensure the top submissions are funded, in whole or in part, there remains this significant sized pool of "tier-two" applications described in previous reports. These are submissions that, ideally, the panel would fund but lack the financial resources to do so.

Table 2 - By export status, applications submitted vs. approved

Export Status	Applications Submitted	Applications Approved	Approval Rating	% of Total		
				Total Expenses	EDP Funding	Total Funding
Export Ready	97	56	58%	\$599,863.09	\$161,019.58	27%
Exporting	39	31	79%	\$510,914.32	\$131,512.15	26%
Total	136	87	64%	\$1,110,777.40	\$292,531.73	26%

As with all previous years, the Export Ready category of applicant continues to be over-represented, as most artist/groups applying to the EDP do not yet meet the Exporting criteria.

Table 3 - By region, applications submitted vs. approved

Region	2008-2009			2007-2008		
	Applications Submitted	Applications Approved	Approval Rating	Applications Submitted	Applications Approved	Approval Rating
HRM	116	75	65%	134	69	52%
Cape Breton	12	6	50%	15	9	60%
Northumberland Shore	6	5	83%	2	2	100%
Fundy Shore	0	0	0%	0	0	0%
Annapolis Valley	1	0	0%	3	2	67%
South Shore	1	1	100%	4	3	75%
Eastern Shore	0	0	0%	0	0	0%
Total	136	87	64%	158	85	54%

Similar to previous years, regional applications increased in certain regions and decreased in others in 2008/2009. Again, it is not expected that there will be growth from one year to the next in any region as the natural cycle of a record release is one of peaks and troughs, and not a continual incline. For example, a project may be marketed and toured in year one before activity around that project slows for year two and potentially into year three. The proportion of submissions from HRM still far outweighs that of any other region. This will always be the case with the majority of Nova Scotia's artists and industry professionals concentrated in this area of the province.

Table 4 - By region, Halifax-Dartmouth vs. non-Halifax-Dartmouth submitted and approved

Region	2008-2009			2007-2008		
	Applications Submitted	Applications Approved	Approval Rating	Applications Submitted	Applications Approved	Approval Rating
HRM	116	75	65%	134	69	52%
Non-HRM	20	12	60%	24	16	67%
Total	136	87	64%	158	85	54%

Table 4 describes the approval rating of HRM versus non-HRM submissions. There is no statistically significant difference between the approval averages of these two groups.

Table 5 - By region, EDP funding

	2008-2009	2007-2008
Region	EDP funding	EDP funding
Halifax-Dartmouth	\$239,742.25	\$250,356.25
Cape Breton	\$22,682.50	\$30,802.26
South Shore	\$1,415.33	\$5,212.14
Northumberland Shore	\$28,691.65	\$8,212.81
Fundy Shore	\$0.00	\$0.00
Annapolis Shore	\$0.00	\$5,233.94
Eastern Shore	\$0.00	\$0.00
Total	\$292,531.73	\$299,817.40

Table 5 displays in dollar amounts the percentages reported in Table 4.

Table 6 - Market visits by EDP funding recipients

	2008-2009	2007-2008
Market	# Visits	# Visits
Canada	57	54
United States	36	32
UK and Ireland	17	3
Europe	7	4
Asia	1	1
Australia	2	1
Other	0	1
Total	120	96

Table 6 speaks to the effect the EDP continues to have on exporting efforts. While 'Exporting' as defined by the program is Marketing or Travel taking place outside of Nova Scotia, there is a consistent pattern of activity well beyond the province. 53% of the overall activity in 2008 took place in whole, or in part, outside of Canada - up from 44% in 2007. The most significant difference in market visits appears in the UK/Ireland numbers. There has been a marked increase in business in the UK market particularly.

This exciting result could be due to a number of factors. One likely contributor is the ECMAs particular attention in recent years to the UK in its annual International Program combined with Nova Scotia's consistently exceptional representation at the ECMA conference. Music Nova Scotia recently capitalized on this trend by meeting with interested partners in the UK market to further

stimulate opportunities for Nova Scotia artists in the UK with the support of Music Nova Scotia.

Table 7 - By project type, EDP funding

	2008-2009		2007-2008	
Project Type	#	EDP funding	#	EDP funding
Tour / Tour Marketing	28	\$119,276.25	35	\$162,065.42
Showcase	23	\$64,245.85	19	\$46,365.59
Album marketing	14	\$68,725.20	13	\$47,441.69
Conferences	14	\$26,186.76	8	\$15,579.90
Meetings/Collaborations	5	\$8,679.65	5	\$13,144.76
Promotional materials / General Marketing	3	\$5,418.02	5	\$15,220.04
Market Research	0	\$0.00	0	\$0.00
	87	\$292,531.73	85	\$299,817.40

Tour related initiatives continue to be more heavily applied for over other project types, and artists and industry professionals continue to schedule meetings, attend conferences, and showcase in order to network with future partners. Establishing and maintaining the visibility of Export Ready and Exporting artists/groups at key industry events is essential to the continued growth of these artists/groups and the Nova Scotia music industry as a whole. Strategic investment in these trips will continue in 2009/2010.

Table 8 - By deadline, private investment vs. EDP funding

	2008-2009				2007-2008			
Deadline	Total Expenses	EDP Funding	Private	% Private	Total Expenses	EDP Funding	Private	% Private
#1	\$251,817.10	\$71,249.98	\$180,567.12	72%	\$229,950.16	\$75,000.00	\$154,950.16	67%
#2	\$188,819.35	\$64,770.75	\$124,048.60	66%	\$329,189.72	\$75,000.00	\$254,189.72	77%
#3	\$307,234.07	\$74,011.00	\$233,223.07	76%	\$344,508.12	\$78,982.56	\$265,525.56	77%
#4	\$362,906.89	\$82,500.00	\$280,406.89	77%	\$228,703.20	\$70,834.84	\$157,868.36	69%

Totals \$1,110,777.41 \$292,531.73 \$818,245.68 74% \$1,132,351.20 \$299,817.40 \$832,533.80 74%

While the EDP is prepared to award a maximum of 50% of each recipient's total eligible budget, on average, clients received 26% from the program for the second consecutive year. The average contribution by the program over the first four years was 24%. It is impossible to calculate the total investment of the music sector in the last fiscal year, but important to remember that artists and

industry professionals partake in marketing and travel/tour initiatives in numbers far exceeding those submitted in the form of grant applications to the EDP. It would be interesting to have the ability to calculate the % of private investment in the sector as a whole in comparison to the % contributed by the EDP and Emerging Music Business Program.

Table 9 - By genre, EDP funding

	2008-2009			2007-2008	
Genre	#	EDP funding	Genre	#	EDP funding
Roots	29	\$112,965.68	Roots	35	\$141,152.42
Rock	12	\$37,338.91	Rock	10	\$43,532.46
Alternative	10	\$50,858.34	Alternative	8	\$21,956.86
Classical	2	\$7,569.00	Classical	1	\$3,573.20
Jazz	0	\$0.00	Jazz	0	\$0.00
Pop	6	\$18,179.99	Pop	7	\$23,652.89
Urban	2	\$11,062.50	Urban	6	\$27,121.62
Children's	0	\$0.00	Children's	2	\$6,200.87
Industry	17	\$28,750.78	Industry	11	\$18,662.26
Hard	1	\$5,906.18	Hard	2	\$7,669.08
Acadian	0	\$0.00	Acadian	2	\$4,146.14
R&B/Soul	2	\$1,639.11	R&B/Soul	1	\$2,149.60
Country	1	\$1,415.33			
World	5	\$16,845.91			
Total	87	\$292,531.73	Total	85	\$299,817.40

ROOTS is Roots, Folk, Celtic, Singer-Songwriter

HARD is Punk, Hardcore/Metal

WORLD is Flamenco, Gypsy Jazz, and Precision Drumming

Roots-based, Rock and Alternative music continue to be the genres most frequently accessing the EDP. Certain genres have limited representation in the industry as a whole, and this is reflected in the number of submissions made by those groups. Nevertheless, Music Nova Scotia continues to outreach to under-represented genres to ensure they are aware of the program and are encouraged to submit their projects for consideration. New genres including Flamenco and Gypsy Jazz were among the approved initiatives, making the 2008 year the most musically diverse in the history of the EDP.

Table 10 – By clients, EDP funding for 2008-2009

Artists/Groups	Funding		
Wintersleep	\$26,672.24	Artists/Groups cont.	
Troy MacGillivray	\$17,282.50	In-Flight Safety	\$2,716.36
Ruth Minnikin	\$16,700.31	Squid Precision Drumming	\$2,575.80
Tom Fun Orchestra, The	\$15,900.00	Stolen Minks, The	\$2,441.64
David Myles	\$13,511.23	Tanya Davis	\$2,143.36
Ghost Bees	\$12,417.15	Amelia Curran	\$2,137.50
Joel Plaskett	\$11,739.37	Lennie Gallant	\$2,004.44
Dave Gunning	\$11,409.15	Jordan Croucher	\$1,639.11
Jimmy Swift Band, The	\$10,355.23	Museum Pieces	\$1,420.00
Catherine MacLellan	\$7,898.41	Ryan Cook and Sunny Acres	\$1,415.33
Jeff Reilly	\$7,569.00	Don Brownrigg	\$1,398.25
Jenn Grant	\$7,478.03	Andrew Hunter & The Gatherers	\$983.17
Mardeen	\$7,287.52	Dave Carroll	\$800.00
Gypsophilia	\$7,185.75		
El Viento Flamenco	\$7,084.36		-----
Classified	\$6,562.50		\$263,780.95
Dog Day	\$5,931.94	Industry Professionals	
Dan McKinnon	\$5,925.13	Music Marketing International Inc.	\$10,198.70
Hellacaust	\$5,906.18	Quay Entertainment Services	\$4,152.08
Beolach	\$5,000.00	Jones & Co.	\$2,932.50
Slowcoaster	\$5,000.00	Heather Gibson	\$2,918.50
Rich Aucoin	\$4,960.53	Diminished Fifth Records	\$2,419.52
Ghettosocks	\$4,500.00	Company House Records	\$1,782.50
Matt Mays & El Torpedo	\$4,451.35	Hilda MacDonald	\$1,286.10
Jimmy Rankin	\$3,750.00	Hay Sale Records	\$897.00
Rebekah Higgs	\$3,286.10	Jason Burns	\$803.28
Jon McKiel	\$3,231.79	Sonic Records	\$770.50
Pogey	\$3,110.22	Heather Frantsi	\$590.10

			\$28,750.78

Success Stories

- **Wintersleep** performed at The Great Escape Festival in the United Kingdom. This performance helped them secure a booking agent for the UK and Europe. They also signed a deal with UK record label, One Four Seven Records while in the United Kingdom for this performance.
- **Troy MacGillivray** performed at the Great American Irish Festival (July 24-26) and the Milwaukee Irish Festival (Aug 14-17). Both of these performances were a direct result of showcases at the Celtic Colours International Festival in October 2007 for the North American Celtic Buyers Association. Troy has continued to receive performance offers from these showcases.
- **Matt Mays & El Torpedo** performed at the Mercury Lounge in New York City which led to a deal with Musebox Marketing who will handle the US release of the bands album 'Terminal Romance', as well as US tour publicity and online marketing campaign.
- **Dog Day** performed a showcase at CMW which led to a relationship with manager Peter Rowan and a deal with Agency Group and Adam Countryman for future Canadian bookings. Dog Day also went on to tour with legendary Canadian band, Eric's Trip.
- **The Ghost Bees** received an offer for a MySpace feature showcase at the North by Northeast Festival in Toronto. Following this opportunity the band was approached by MySpace Canada's Eric Warner to work together on future endeavours.
- **Jordan Croucher** travelled to Atlanta, GA, twice and signed a production deal with Kuya Productions who have worked with many internationally acclaimed artists including Nelly, Pussy Cat Dolls, Keisha Chante and Shaun Desmond. While in Atlanta he spent time writing in the studio with a team of writers who have worked previously with artists such as John Legend, Andre 3000, Luther Vandross and TLC.

Awards and Nominations

Nova Scotian artists had another stellar year, garnering multiple award nominations and wins from the music industry at home and abroad. Besides winning **20 of the 31 ECMA's** awarded to artists and groups at the 2009 ECMA Awards and Conference, our Industry professionals took home **all but 2 of the Industry trophies**. In addition:

*denotes former NS resident

2009 JUNO

Old Man Luedecke	Roots & Traditional Recording of the Year	WIN!
Gordie Sampson	Songwriter of the Year	Nominee
The Trews	Group of the Year	Nominee
*George Canyon	Country Recording of the Year	Nominee
May Mays & El Torpedo	Rock Album of the Year	Nominee
Garrett Mason	Blues Album of the Year	Nominee
Life Support	Roar of Heaven	Nominee

2009 Independent Music Awards - Canadian Music Week (CMW)

Matt Mays & El Torpedo	Favorite Rock Artist/Group	WIN!
The Trews	Favorite Video	WIN!
The Trews	Favorite Live Artist/Group	WIN!
Matt Mays & El Torpedo	Favorite Live Artist/Grou	Nominee
The Trews	ChartAttack.com Favorite Album	Nominee
The Trews	Astral Media Radio Favorite Single	Nominee
Matt Mays & El Torpedo	Favorite Group/Duo	Nominee

2008 Canadian Country Music Association (CCMA)

*George Canyon	Fan Choice	Nominee
*George Canyon	Male Artist of the Year	Nominee
*George Canyon	Video of the Year	Nominee
*George Canyon	Top Selling Canadian Album	Nominee

2008 Maple Blues Awards

Thom Swift	Acoustic Act of the Year	Nominee
Thom Swift	Songwriter of the Year	Nominee
Garrett Mason	Electric Act of the Year	Nominee
Garrett Mason	Entertainer of the Year	Nominee
Geoff Arsenault	Drummer of the Year	Nominee
Tom Easley	Bassist of the Year	Nominee
Garrett Mason	Guitarist of the Year	Nominee

2008 Canadian Folk Music Awards

Troy MacGillivray & Shane Cook	Traditional Album of the Year	Nominee
Troy MacGillivray & Shane Cook	Instrumental Solo Artist of the Year	Nominee
Troy MacGillivray & Shane Cook	Instrumental Group of the Year	Nominee
Dave Carroll	Contemporary Singer of the Year	Nominee
Drumlin	Young Performer of the Year	Nominee
Chrissy Crowley	Young Performer of the Year	Nominee

Administration budget, 2008-2009

EXPENSES

Disbursements to clients:	\$292,531.73
Salaries and overhead:	\$75,000.00
Subtotal:	\$367,531.73
Grant funds to roll over to 09/10:	\$7468.27
Total:	\$375,000.00

Over the course of the 2008/2009 year, a total of \$292,531.73 of funding was awarded over the four deadlines with \$7468.27 of funding to roll over to the 2009/2010 year. This overage is a result of seven approved projects being withdrawn after approval for a variety of reasons, and the funds reabsorbed into the program.

Recommendations

Over the past five years, the Export Development Program has established a system of administration such that it is confident that with slight adjustments, it can become a model of arts based programs in Canada. To date, the EDP has earned a reputation for its progressive and expeditious administration. Outlined below are four administrative recommendations that will further concrete the program's ability to maintain a high level of service to applicants. These suggested revisions will be formally submitted to the Department of Culture following submission of this report.

EDP Eligibility Criteria

The wording of the eligibility for Export Ready applicants needs to be further disseminated. In particular, the criteria "Strong professional history" continues to be problematic. While the EDP and Emerging Programs have, together, come to an agreement as to how to define "Strong" in this context, it is still too subjective. Based upon a variety of indicators, it is obvious that a change in wording to this

particular criteria would drastically reduce the number of EDP eligibility-related inquiries received by Music Nova Scotia, as well as somewhat 'demystify' the distinction between the EDP and Emerging programs in the guidelines.

Pre-determined allocation of funding for Showcase/Conference related travel

Applications to the December and March deadlines are typically more showcase/conference heavy than the June and September deadlines as a result of the showcase season being largely centered on the first four months of the year. Looking at the last two years of the EDP, showcase and conference related funding averaged 25% of the annual funding. Ideally, a showcase/conference specific pool of funding for which there is a separate scoring criteria, and a maximum allowable financial request for domestic -vs- international travel (similar to FACTOR and programs administered by the Saskatchewan and Manitoba Music Industry Associations) should be applied to the Export Development Program.

Fiscal year end-date for project final payment eligibility

The EDPs current system requires that all project final reports be submitted to Music Nova Scotia no later than 60 days following the end-date of the project. However, at any given time, there are approved projects that have not met this deadline. This creates a back-log of open projects and unclaimed final payments. Moving forward, the EDP would like to see all project final reports with end-dates 60 days prior to March 31 submitted by March 31, or the final payments for those projects will be automatically put back into the pool of available funding and the file closed.

Expedition of final report processing

Processing of final reports for approved EDP projects is quite time consuming, often unnecessarily, based on the current administrative system. The EDP requires more back-up to close a file than the Emerging Program. This level of accountability was self-imposed by Music Nova Scotia, not the Dept. of Culture, at the program's inception. It is the recommendation of the EDP that its final report process more closely compliment that of the Emerging Program moving forward.

Bringin' it Home

The new Bringin' it Home puts the program in the hands of the community presenter with support from Music Nova Scotia, The Department of Tourism, Culture and Heritage, and TICKETPRO. This new program will create opportunities to present Nova Scotia artists with Music Nova Scotia assistance and will see community presenters "own" their shows, resulting in greater attendance and more work for Nova Scotia artists. Under the program, participating community presenters are eligible for a pre-approved funding guarantee of up to \$1500.00 against a financial loss on a presentation, should a loss be incurred.

The first season of the new Bringin' it Home program has been an unprecedented success. The program has accepted 20 **community presenter organizations** throughout the province, representing the entire range of presenters from large professionally run theatres, to small volunteer community run halls. The program encourages presenters to work together in block-booking artists, giving less established presenters the opportunity to learn best-practice presenting from more recognized presenters. This benefits both the artists and the presenters who are empowered to work together to build strong audiences and an engaged arts community.

45 Nova Scotian artists and bands have been booked to play over **50 performances** throughout the spring of 2009, many with multiple performances through the program. This season has seen everything from all-ages hard-rock shows, to songwriters circles, to choirs and even a youth orchestra. Music Nova Scotia is proud to say that the musical offerings provided through this program truly include something for everyone.

The 2008/2009 season of Bringin' it Home has been a learning experience for all involved, and the challenges faced by presenters have highlighted several issues related to the program and its guidelines that are worth examining. Some of the issues that have been identified include: lack of interest in the subscription series format, the minimum \$15 dollar ticket price for all performances, and the presenting season not including the summer months.

Music Nova Scotia will host a day-long workshop focused on best practice presenting for all presenters during the summer months and continue to solicit feedback. The feedback gathered from presenters will be taken into consideration when reviewing the program. Program documents and forms have already been redesigned for the 2009/2010 season to increase ease-of-use and functionality.

Bringin' it Home Presenters 2008/09:

Astor Theatre Society, Liverpool
Chedabucto Place Association, Guysborough
Chester Playhouse, Chester
Cobequid Arts Council, Truro
deCoste Centre, Pictou
Fundy Folk Society, Margaretsville
Halifax West Theatre Association, Halifax
Inverness County Centre for the Arts, Inverness
King's Theatre Society, Annapolis Royal
Little River Folk Society, Petite Riviere
Lunenburg Folk Harbour Society, Lunenburg
Musique Royale, Lunenburg
Northumberland Folk, Wallace
Osprey Arts Centre, Shelburne
Savoy Theatre Society, Glace Bay
Strathspey Place Association, Mabou
Tantramar Theatre, Amherst
Th'YARC Playhouse and Arts Centre, Yarmouth
The Reason for Hope Society, New Glasgow
Town of Port Hawkesbury, Port Hawkesbury
Town of New Glasgow, New Glasgow

FACTOR

The Foundation Assisting Canadian Talent on Recordings

Factor has Regional Evaluation Coordinators (REC's), represented by eight of the provincial music industry associations and one independent representative from Quebec. The REC coordinates and administers regional evaluations (juries) for sound recording programs and marketing programs that require a peer assessment(s) prior to review by a Factor super jury. These include Demo Awards, Sound Recording Loans, and Marketing & Promotion Awards. During the 2008/2009 fiscal year, Music Nova Scotia administered the following:

June 2008

Genres: ALTERNATIVE/ROCK/URBAN

Number of juries: 4

Number of jurors: 15

Total number of project reviews: 41

September 2008

Genres: CHILDRENS/COUNTRY

Number of juries: 4

Number of jurors: 13

Total number of project reviews: 33

February/February 2009

Genres: ALTERNATIVE/POP

Number of juries: 6

Number of jurors: 22

Total number of project reviews: 60

In addition to administering juries, the REC acts as a Factor representative in their home province, consulting with potential applicants on their proposals to Factor prior to submission. This includes assistance in preparation of marketing plans and project budgets.

Education and Events

This last year has been a very busy and exciting year for Music Nova Scotia. We have been lucky enough to take on a number of great initiatives that will be outlined in point form below.

Education

On average four member consultations per day between in person, phone and internet communication have been conducted. Also, staff has been working to build the online educational section of our website to better serve our membership.

Workshops:

Publicity and Marketing	Radio programming session
SOCAN Info Session	Minor Music: Emerging artists in NS
Export Development Workshop: Jan Millar	School of Rock (Amherst): Careers in Music
Get ready to rock: Showcase	North Nova: Careers in Music
Bootcamp	Northumberland: Careers in Music
ECMA: Technology and new Media panel	Iceland Panel
ECMA: Artists of the round table	Halifax Pop Explosion: Meet your MIA
SAC in schools	Halifax Pop Explosion: Showcase
SAC Songshop	Bootcamp
Publicity	NSCC: Emerging Music
SAC File sharing	NSCC: Meet Music Nova Scotia
Music and the Gaming Industry	NSCC: The Business of Songwriting

We have been working on producing more regular workshops for our membership and are recording all of our workshops for broadcast on our website.

Events:

Iceland Trade Mission Phase 1

This was a very successful market intelligence trip to a key gateway market. Music Nova Scotia met with the industry at large in Iceland and made great connections that lead to the subsequent visit to Nova Scotia Music Week from the Icelandic delegates and the UK/Germany trip.

Nova Scotia Music Week Pictou County 2008 (NSMW)

We were able to showcase the largest number of Nova Scotian artists ever this past year and have received great feedback from all who attended. We saw that there was a true lack of buyers attending NSMW so the Bringin it Home Buyers Program was introduced. Twenty-four BIH buyers were brought into NSMW to take part in a pitch session, luncheon and showcases and we saw many artists booked as a result. Numbers were up overall and we are currently full steam ahead with the NSMW 2009 Yarmouth planning.

Swingology

TFC

Erin Costello

North Nova Jazz Ensemble

I see rowboats

Alright already

MIR

Steven Bowers

Andrew Hunter & The Gatherers

Ruby Jean and the Thoughtful Bees

Mardeen

Slowcoaster

Ghost Bees

Don Brownrigg

Tanya Davis

Mary-Grace Koile

Rich Aucoin

Share

Superfantastics

Jon McKiel

Reels

Jeanne Currie

Hupman Brothers

Jeff Gay and the Special Blends

Chrissy Crowley

Bette & Wallet

Troy MacGillvray

Mairi Rankin

Myles Deck

Shelter with Theives

Sleepless Nights

Alert the Medic

Mike Trask

Carmen Townsend

Stanfields

Tom Fun

Grassmarket

Stephanie Hardy

Thom Swift

Kev Corbett

Silvergun

Gloryhound and the

Skyhawks

The Contact

Caledonia

Urban Surf Kings

Chelsea Nisbett

Chad Hatcher

Andru Brand

Dave Carroll

Andrew White

Ruth MInnikin

Christina Martin

Ronald Bourgeois

Ian Sherwood

The Strangeboys

Moonshine Ramblers

Ryan Cook

Teresa Ennis

ECMA 2009

The Music Nova Scotia stage during the ECMA 09 was the hotspot for delegates and music fans alike in Corner Brook, NL. Overall the ECMA was a much smaller event this year but the audience was still out in force.

Gillian Boucher

Ryan Cook

Gypsophilia

Steven Bowers

Pink Thunder

Shelter with Thieves

Myles Deck

Andrew Hunter & The Gatherers

Mardeen

Rawlins Cross

Mir

In-Flight Safety

Sleepless Nights

Alert the Medic

Share

Carmen Townsend

Christina Martin

Matt Mays & El Torpedo

Tom Fun

CMW 2009

The Music Nova Scotia showcase during CMW this year was a total success with key market buyers in attendance for the entire evening. During CMW 2009 we were able to keep our schedules full with meetings that have since turned into business relationships. The recent Warped Tour/NSMW announcement was a result of these meetings during CMW. This event is one of the more worthwhile events that we undertake each year and leads to business for our artists and industry.

Andrew Hunter

Christina Martin

Ryan McGrath

Amelia Curran

Jon McKiel

Jimmy Rankin

Alert The Medic

Share

Dave Marsh and True Love

Rules

UK/Germany – Iceland Phase 2

This was the last phase of the Icelandic project where we used the remaining funds to meet with some of Iceland's key contacts in the UK and Germany. We made many great contacts that will be attending NSMW 2009 as part of our first international buyers program and have received great interest from the Great Escape festival to have a NS stage in 2010. This was by far one of the most valuable investments we have ever made and will pay off for years to come.

Internships and Staff

Music Nova Scotia has had the good fortune to have two JCP participants work with us over the last year. Dwayne Ellis and Alex Meade have taken on large roles in the office and have since been hired on full time. We have applied for two more JCP participants to help with NSMW 2009.

We have had 2 interns working in our office this past year, both from the NSCC. Billy Hannifen and Caitlyn Hynes worked for just under one month helping with organization and database management.

Documents Compiled

- UK Border Crossing update
- Artists Tool Kit 2008
- NSMW Awards and Showcase Manual 2009
- Venue Contact List: East Coast
- NSMW FAQ
- Education FAQ
- Website resource centre completed

National Songwriting Competition

Music Nova Scotia administered the National Songwriting Competition in partnership with Q104. We had over 300 submissions and Halifax's Andrew Hunter was selected as the winner and headed to the finals at CMW. He did not win but his song was picked up by Q104 and has charted at #1 on the East Coast Countdown.

Compilations

Music Nova Scotia produced a variety of compilations to be used during specific events. Iceland, The Tiki Strikes Back and ECMA (When the Circus Comes to Town) download card compilations were a huge success receiving hundreds of downloads and increasing traffic to our website and exposure to the artists on the compilation.

Report Contributors

This report was prepared by Scott Long, Executive Director Music Nova Scotia with contributions by:

Christine Buiteman, Program Officer
Alex Meade, Project Coordinator
Jonny Stevens, Education and Events
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The financial report was prepared by auditors Lyle, Tilley, Davidson and the Music Nova Scotia Finance Committee (Andrea Dawson Thomas, Chair) with the much appreciated expertise of Lisa Stitt, Office Administrator/Finance.