



BOARD OF DIRECTORS ANNUAL REPORT 2015-2016

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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.

Acadia Broadcasting Limited (CKBW and Hank FM)
Atlantic Canada Opportunities Agency (ACOA)
African Nova Scotian Music Association (ANSMA)
Canadian Council of Music Industry Associations (CCMIA)
Canadian Independent Music Association (CIMA)
Casino Nova Scotia
CJLS The Wave
East Coast Music Association (ECMA)
Employment Nova Scotia
Evanov Radio (Live 105 Halifax)
FéCANE
Foundation Assisting Canadian Talent on Recordings (FACTOR)
Halifax Pop Explosion Association
Marcato Digital
Molson Coors Canada
Music Managers Forum Canada
Nova Scotia Business Inc. (NSBI)
Nova Scotia Department of Communities, Culture and Heritage
Rodd Grand Yarmouth
Rogers (92.9 Jack FM and News 95.7)
SOCAN Foundation
Village Sound
Yarmouth and Acadian Shores Tourism Association

The Board of Directors of Music Nova Scotia 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.

Major Partners:



Board of Directors 2015-2016

Terms end June 30th of year shown.

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Conference Manager

Kayla Borden – NSMW 2015
Conference Coordinator

Stephen MacNeil – NSMW 2015
Marketing & International Delegates Coordinator

Ian MacDougall – NSMW 2015
Festival Coordinator

President's Message

It has once again been my pleasure to serve as President of Music Nova Scotia and on behalf of the Board of Directors, I want to thank and congratulate our Executive Director Scott Long and his staff for the tremendous work that they have undertaken and accomplished in the past year. The Music Nova Scotia staff bring a great sense of passion and enthusiasm to work everyday that continues to produce results for our members and their music businesses.

To the Board of Directors, I say a big thank you for your insight and guidance that you give to the association. The time that you so generously give as volunteers is greatly appreciated and does not go unnoticed. Music Nova Scotia would not flourish without your talent and dedication.

Over the past year we saw continued success in export market access as return on investment and market share in foreign territories continues to expand. More Music Nova Scotia members are exporting than ever before. We continue to execute our export strategy with a focus on the United States, Germany and the UK. Moving forward we will expand on the successes of our work in Europe to date and look to Poland and Eastern Europe for new market opportunities.

One of the greatest roles Music Nova Scotia carries out on behalf of our membership is that of industry advocate. During the 2015/2016 fiscal year a tremendous amount of time and effort was dedicated to ensuring the continuation of provincial investment specific to the music industry behind the scenes on your behalf. Our strategic advocacy efforts were successful and Music Nova Scotia continues to administer provincial investment dedicated specifically to the music industry (Music Nova Scotia Investment Program). This investment along with the new Creative Industries Fund provides a significant injection of new investment into the music industry in Nova Scotia.

None of the work that Music Nova Scotia does would be possible without the contributions of our partners. On behalf of Music Nova Scotia I would like to thank the Province of Nova Scotia for recognizing the significant contribution the music industry provides to economic development in Nova Scotia. The renewal of the Music Sector Strategy investment stream specific to our industry (Music Nova Scotia Investment Program) coupled with the introduction of the new Creative Industries Fund illustrates the economic importance of our industry and the critical role our industry association plays in music business development.

Alongside the Province of Nova Scotia we are very fortunate to have significant support from our major partners including ACOA, Casino Nova Scotia, FACTOR and the Government of Canada, the Halifax Regional Municipality, Molson Coors Canada and Rogers Media Halifax (92.9 Jack FM and News 95.7). Lastly I would like to extend a heartfelt thank you to the membership. It is your dedication and talent that inspires us to work for you on your behalf. This is your association. You own it. This is why we are here. On behalf of the Music Nova Scotia board and staff I would like to wish you the best of luck as we move forward into another year of great music and business results.



Brian Doherty
President, Music Nova Scotia



Executive Director's Message



The end of the 2015/2016 fiscal year marked my eighth year as Executive Director of Music Nova Scotia. Time does go by fast when you are having fun. Working for the members of Music Nova Scotia has been by far the most enjoyable work experience in my life. I am very fortunate to have a job that I am excited to go to every day when I wake up in the morning and it is the talented membership of Music Nova Scotia that inspires me and creates this sense of excitement and joy each and every day.

Over these past eight years, I have been fortunate to have a dedicated, hardworking and passionate staff to support the members, board and myself. I would like to personally thank all of the staff members over the last eight years and in particular the team from the 2015/2016 fiscal year. Thanks to Lisa Stitt (Member Relations and Operations Manager), Mickey Quase (Program Manager), Sean MacGillivray (Technical Director), Serge Samson (Events and Member Training Manager), Alanna Swinemar (Conference Manager), Ian MacDougall (Festival Coordinator), Kayla Borden (Conference Coordinator) and Stephen MacNeil (Marketing and Communications Coordinator).

During the last year, there were times of uncertainty behind the scenes at Music Nova Scotia. With the introduction of the new Creative Industries Fund, there was an indication that Music Nova Scotia would no longer administer provincial investment dedicated specifically to the music industry. However, after an incredible effort of advocacy powered by the vision of our board, the impressive data of business results provided by the membership and the skillful diplomatic efforts of our President Brian Doherty, Music Nova Scotia continues to administer provincial investment dedicated to the development of our members' businesses.

The result is the new Music Nova Scotia Investment Program launched in June this year. In fact, the Music Nova Scotia Investment Program coupled with the new Creative Industries Fund has resulted in a net increase in the Nova Scotian music industry. It is worth noting that the Province of Nova Scotia's investment in the music industry is now equal to the Ontario Music Fund in relation to dollars per capita and percentage of total provincial budget. All things are not equal, but an achievement we should all be proud of nonetheless. This achievement is perhaps the work I am most proud of to date during my time with Music Nova Scotia.

There have been many other notable success stories during the last fiscal year as well including impressive return on investment data reported by the membership. The Nova Scotia Music Week International Delegates Program continues to grow with over \$581,000.00 in sales reported. Total sales reported for all business development projects executed by Music Nova Scotia alone equal nearly \$950,000.00 on a total public investment of \$373,586.00. That is a 152.4 % gain with an annualized return (3 years) of 36.1% proving the music industry is truly an economic driver in the province.

Music Nova Scotia also broadened the scope of our International Business Development work to include a focus on Hip Hop and Urban genres with our first ever trade mission to Atlanta's A3C Festival and Conference. We will continue to expand on this work and follow up to find more opportunities for our exceptional Hip Hop and Urban genre members. The Country genre also experienced growth over the last year with the CCMA's being hosted in Halifax and the featuring of the Country genre for our Friday night concert series at Casino Nova Scotia.

There have been many great success stories over the last fiscal year that I am proud of. However, we can always improve and do better. I would like to take this opportunity to acknowledge areas I feel require improvement on our part as the caretakers of your organization.

Firstly, as we move forward with the new Music Nova Scotia Investment Program we are committing to faster turnaround times in relation to deadlines, investment offers and money in hand. We know this has been an issue over the last two years as we struggled to find our place in the model of provincial investment for creative industries. Although these timing issues were largely out of our control we are now in a position to improve on turnaround times and get our investment money to you sooner.

Secondly, and most importantly, we acknowledge that we can do better and improve our practices and policies to be more equitable and relevant in terms of the “Deeper Issues” that affect our membership. During Nova Scotia Music Week (NSMW) 2015 in Yarmouth, Music Nova Scotia hosted a full day of programming to explore these deeper issues with the intention to acknowledge that our work is not always about the bottom line and return on investment. I believe that our membership is our greatest resource and I am personally committed to making Music Nova Scotia an organization that is inclusive, supportive and understanding of the incredibly talented and diverse artists and music entrepreneurs that make up our community.

Improving equity will be a work in process and we acknowledge that we can do better. We must work to improve equitable festival programming, staffing, board membership and other areas identified during the “Deeper Issues” conference track at NSMW 2015 and we are committed to doing better for our membership moving forward.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

Scott Long
Executive Director

MEMBERSHIP SERVICES



With such opportunities as one-on-one consultations, educational workshops, regional, national and international showcase opportunities, a business resources centre, and unlimited networking opportunities, it's no wonder Music Nova Scotia is the largest nonprofit music industry association in Canada. Our current membership boasts regional and national Nova Scotian songwriters, musicians, agents, managers, promoters, distributors, record retailers, record companies, studios, radio stations, associations, lawyers, graphic designers, accountants and more.

Membership Training & Investment

Music Nova Scotia creates and supports projects that help stimulate growth and develop sustainable careers in the music industry. We have a wealth of information to share with our members, whether it's through the staff, The Ardenne Resource Centre or our website <http://www.musicnovascotia.ca>.

Music Nova Scotia has a number of workshops and seminars each year and also provides consultations on a variety of music business topics. We tailor the needs of our members to industry realities. Notice of these workshops and seminars are sent through email, social media and posted to our website.

Members are welcome to book consultations with our staff to help career-building. Blaise Theriault is available to discuss issues regarding communications/publicity/media relations. Serge Samson is available to discuss how to bring your music to the next level, whether it is touring, creating an album or promoting yourself, discuss funding issues, especially those concerning the Investment Programs that are administered through Music Nova Scotia on behalf of the Province of Nova Scotia.

Serge Samson is also FACTOR's Regional Education Coordinator at Music Nova Scotia. Members may book a consultation with him to review FACTOR funding applications. All of the funding programs can be found at <http://www.factor.ca> under 'Programs'.

Communication

Music Nova Scotia keeps its members up to date on a variety of music industry topics through daily email newsletters, social media, website updates, blogs and video blogs. Music Nova Scotia provides members with an internet presence through online profiles devoted to each and every member, comprised of contact information, a photo, a biography, show dates, music, and embedded video.

Members also have access to our daily newsletter. This allows artists to promote their music, events, band and/or organization to over 2,000 members, industry professionals and media throughout Nova Scotia and the rest of Canada.

Advocacy and Promoting

Music Nova Scotia acts on behalf of the Nova Scotia music industry regionally, nationally and internationally, both to government and other music industry representation. Music Nova Scotia promotes Nova Scotian music at major music conferences and festivals such as Canadian Music Week, The Great Escape Festival and Conference (UK), Reeperbahn Festival (Germany), A3C, East Coast Music Awards, and also organizes the Nova Scotia Music Week International and Domestic Buyers Program.

Board of Directors and Committees

The Music Nova Scotia Board of Directors holds monthly meetings and shapes the direction of the association on behalf of its members. Music Nova Scotia holds elections every year for spots on the board. Committees work on specific areas for the association, including funding/sponsorship, events, membership and education.

Voting

Your membership entitles you to vote! One vote is given per individual or band membership and two votes per non-profit or corporate membership. The individual who signed up for the membership will be automatically considered the first voting member, unless otherwise stated. The voting members MUST be part of the band/group/association membership.

We encourage our membership to attend and vote at our Annual General Meeting, held every June. This is where members have their say and can shape the path of Music Nova Scotia.

We also encourage members to attend and vote for Nova Scotia Music Week, a celebration of our provincial music industry, held every November. The more votes received for our awards show, the more reflective the results will be of our music scene.

Networking and Working in Our Space

Our office is your office. Use our computers (PC/ 4 Macs), or bring your own and connect to our wireless internet. We have a colour printer/copier, fax and scanner. If you want to copy posters for gigs, black and white copies are free (up to 50 copies) and colour copies are only \$0.50.

Many calls come into the office looking for bands, promoters, agents etc. Being a member of Music Nova Scotia may put money in your pocket. It is the policy of Music Nova Scotia to search our membership database first for business referrals.

The Music Nova Scotia office is the meeting place for artists and industry alike, many success stories have come out of just having a presence at the office.

Performing

Music Nova Scotia showcases are held throughout the year around the world. We have showcased Nova Scotian artists everywhere from a navy ship in Ireland to the Vancouver Winter Olympics. Opportunities to showcase are posted through email, social media and on our website. As a member, you can apply for these opportunities. These advertised showcasing opportunities are juried by your peers and/or festival bookers, who are chosen to be objective and knowledgeable.

Music Nova Scotia has partnered with Casino Nova Scotia to present East Coast Country Night. Each week bands are booked at the Harbourfront Lounge. The goal is to celebrate and promote local country music while giving these acts the opportunity to build up their fanbase, take advantage of a great stage, and play their hearts out to the Friday crowd.

Discounts

Music Nova Scotia has negotiated a variety of discounts on products and services for its membership. A Music Nova Scotia membership can save you money when planning your tour or when purchasing everyday goods and services. These discounts are listed under resources on our website.

Healthcare

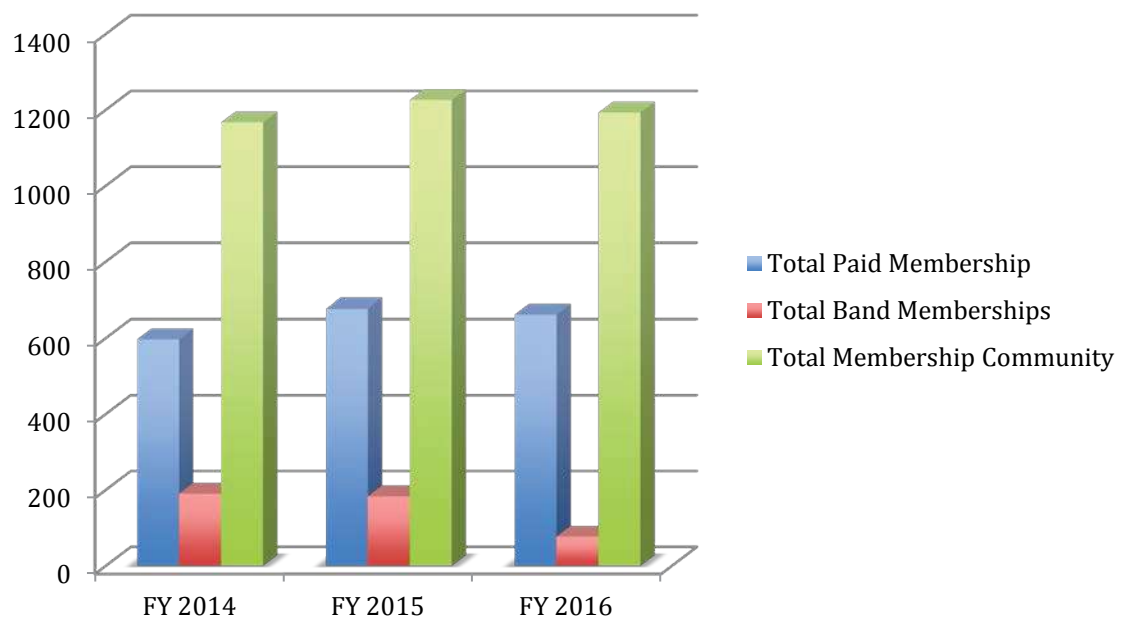
Music Nova Scotia, in partnership with Theriault Financial Inc, (Employee Benefit Specialists) has put together a wonderful health plan for members only through Manulife Financial. Theriault Financial is a locally owned business specializing in health plans for businesses and individuals since 1970. They have arranged 8 programs to choose from ranging from simple dental coverage to complete health, drug, and dental plans - and to top it all off - collect AirMiles while paying your premium!

As you can see, Music Nova Scotia is actively developing the music industry from grassroots education to international partnerships. All of these initiatives are a result of our members engaging with the office and informing us of their needs.

MEMBERSHIP REPORT



Total Membership Community



Total Membership Community = (Total Paid Memberships – Total Band Memberships + (Total Band Memberships * 4))

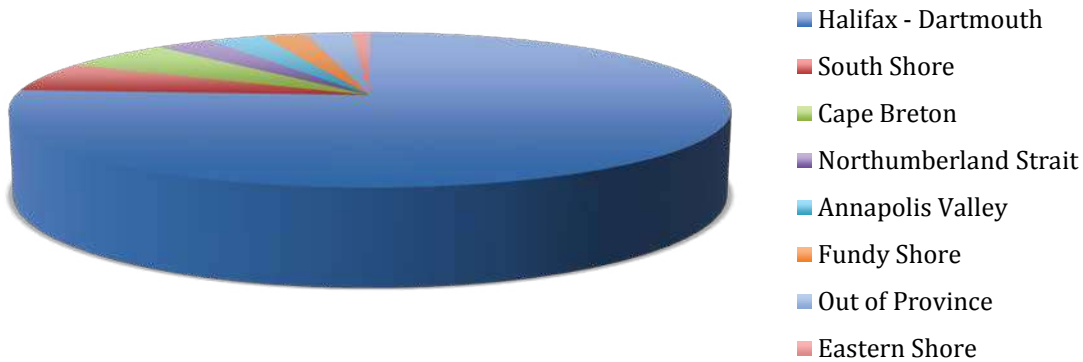
Fiscal Year 2014 – 1167

Fiscal Year 2015 – 1226

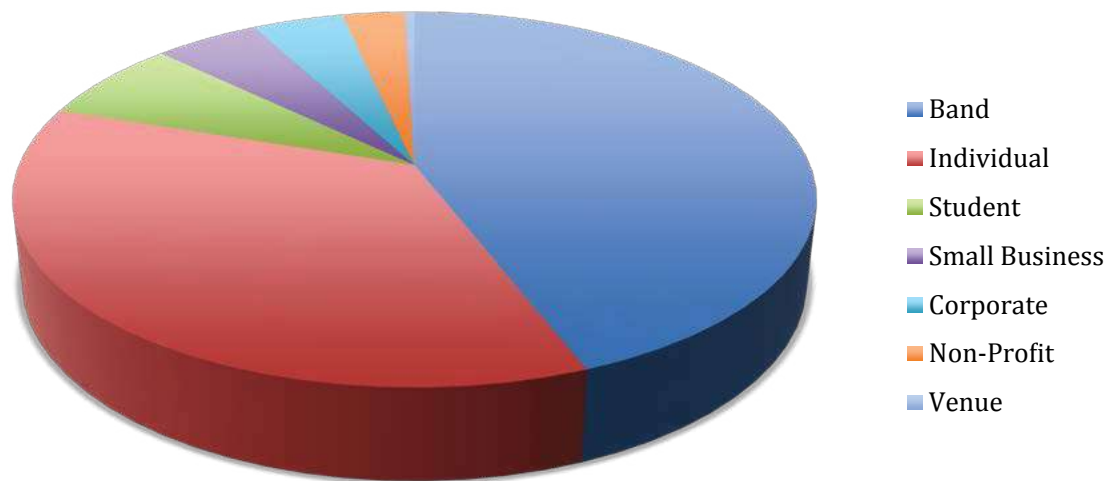
Fiscal Year 2016 – 1193



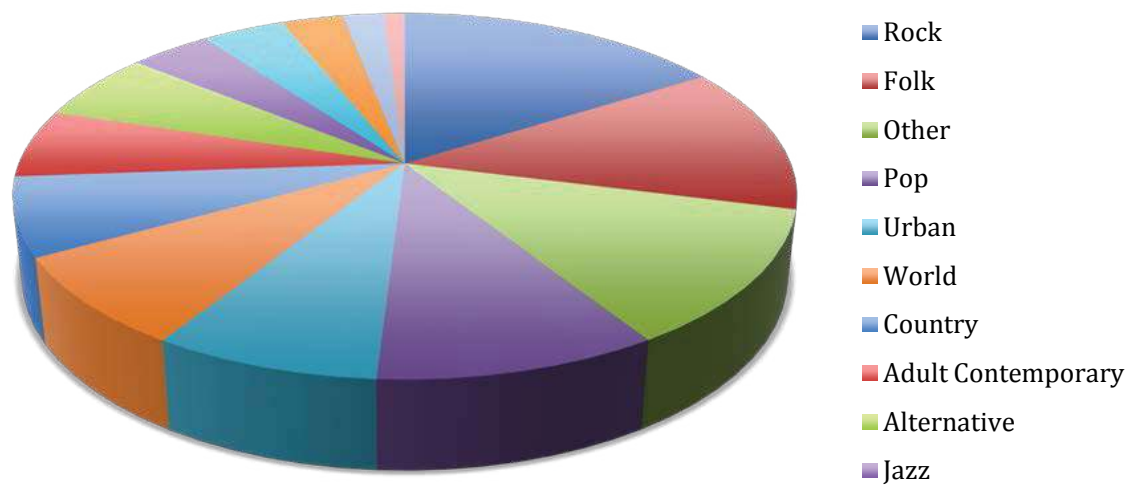
Total Membership Community by Region 2016



Total Membership Community by Type 2016



Total Membership Community by Genre 2016



MEMBER TRAINING



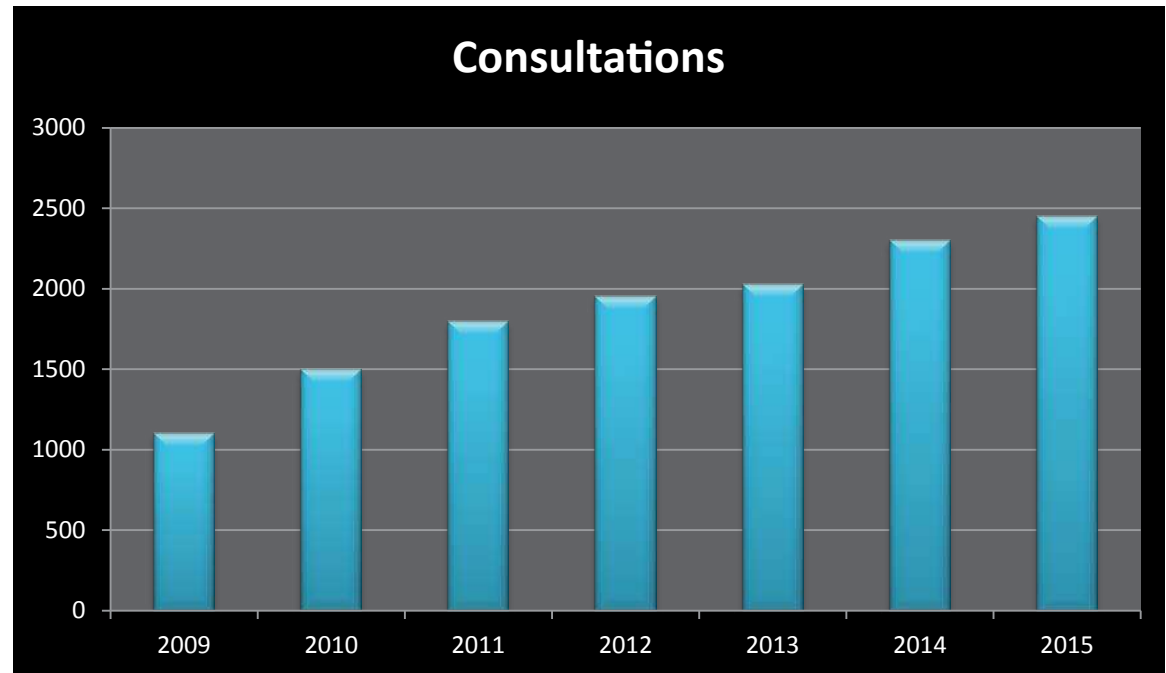
OSTREA LAKE

Member Training Report

Member Training services at Music Nova Scotia consist of three strategic components:

1. Consultations
2. Ardenne Resource Centre (including the member-only online training portal at musicnovascotia.ca)
3. NSMW conference workshops, seminars, roundtables, and keynotes

Consultations



One-on-one consultations make up a large part of the member training services provided by Music Nova Scotia. Whether our members require assistance with investment information, grant-writing, career development advice, marketing plan development and execution, or information about how to break into the local live music scene, the Music Nova Scotia staff is there to provide information that helps meet the unique challenges posed by the music industry. Members are encouraged to call and set up meetings with our staff, and an increasing number are requesting recurring meetings in order to help stay on track with career goals and to ensure progress throughout the life cycles of album release campaigns or marketing initiatives. The demand for this service continues to grow exponentially each year, with new members making up a significant portion of that demographic. Music Nova Scotia staff spent an approximate total of 250 hours in one-on-one consultation with members.

The Ardenne Resource Centre (ARC)

Centrally located in the Music Nova Scotia office, The ARC is a career and business service centre, library and archive that provides facilities, equipment, resources and professional services to Music Nova Scotia members. The center includes three computer workstations, a resource library with over 500 industry related books and trade magazines, a physical and digital archived library of music from Nova Scotia artists, and a lounge with a small meeting room for private meetings and consultations with Music Nova Scotia staff.

Since opening, the ARC has quickly become one of the most comprehensive industry tools of its kind in Atlantic Canada. The center continues to average over 10 visitors a day, and members have used the facility for everything from printing posters to writing successful grant applications.

The goal of the ARC is to increase the business skills of our membership, ensure our members have access to office equipment and meeting space, and to improve our members' skills and knowledge through the resource library. Music Nova Scotia keeps note of all artists and industry professionals who utilize the ARC and its resources. We have made digital information available to all members who cannot access the ARC due to the region they live in and continue to further increase the online training information to provide access for all members.

We have achieved great results from our investment in the ARC as we can see our overall membership continue to grow not only in numbers but also in knowledge and industry preparedness. Much of this growth is attributable to having access to information and resources which help further their careers.

Music Nova Scotia also continues to utilize our strong influence within social media networks such as Facebook and Twitter as delivery platforms for our training resources. Social media allows us to engage our membership in an interconnected and social manner. We can post articles and share educational resources and materials throughout these networks to our membership at large. Sourced from various authoritative educators from around the world, these resources act as daily and weekly educational tips. They keep Music Nova Scotia's profile front-of-mind for our members and solidify our status as a forward-thinking organization, utilizing the newest technologies to deliver our services.

NSMW 2015 Conference

The 2015 NSMW Conference brought together top executives in music, broadcasting, multimedia, marketing and technology to examine and discuss the music industry. 49 VIP Industry professionals from our 2015 focus region of Germany, as well as the United Kingdom, United States, and the Nordic region gathered to discuss our business of music and share their expertise and knowledge with our members.

The conference featured presentations, panels, meetings and workshops that focused on four key tracks: Export Training, Business Academy, Creative Lab and the Domestic Buyers Summit. These tracks examined current topics in music, and helped to give exporting and emerging artists the opportunity to make invaluable connections and gain insight into current trends in the music industry.

Of particular import this year was the presentation of an entire day and conference track dedicated to the deeper issues that affect those working in the music industry. The "Deeper Issues" conference track provided an opportunity to discuss mental health, gender inequality and racial inequality through a series of panels, presentations, interviews and keynotes. Some of these panels and workshops provided critical feedback and action items for industry to consider and implement.

INTERNATIONAL BUSINESS DEVELOPMENT



International Business Development and Market Access

Canadian Music Week – Tiki Showcase (Toronto)

Event: Music Nova Scotia presents The Tiki

Date: May 9, 2015

Location: Toronto, ON

Venue: The Rivoli

Attendance: 600 (over 8 hours)

Industry Professionals Attending: 187

Artists Performing:

Ian Janes

Alana Yorke

Don Brownrigg

Gianna Lauren

Paper Beat Scissors

Gabrielle Papillion

Port Cities

Vogue Dots

Glory Glory

In-Flight Safety

The Brood

Like A Motorcycle



Benefits and Results

"As a result of our showcasing at CMW, Glory Glory signed with Janesta Boudreau at Rocking Horse Road who will now be representing Glory Glory for potential licensing opportunities in Canada and Europe. GG impressed professional pop songwriter Andy Stochansky, who arranged a writing session with Adam when he was in Halifax after a residency at Deep Roots music Festival in Wolfville, NS. GG also secured a paid opportunity to perform on a BRBR, a French language television show that is broadcast on TFO while in Toronto for CMW."

-Adam Warren, Glory Glory

"We were able to build our relationships with our new label and publicist and other partners (e.g. U.S. campus radio tracker) which has led to our album release and tour. We also performed for a prospective booking agent and we are still in follow-up with that individual. During the trip we taped a session at TFO's BRBR studio and a Paper Bag Session with our label and these have provided invaluable live videos for us. It was definitely the start of our "buzz" in Toronto, which led to attendance at our NXNE showcase and our Toronto show on the album release tour. This, in turn, has led to significant airplay, charting, and connections with CBC Music."

-Alana Yorke

Revenues Reported (Actual + Three Year Estimates)

\$124,000.00

Investment:

Province of Nova Scotia: \$14,083.00

SOCAN Foundation: \$1,500.00

Total Investment: \$15,583.00

Return on Investment

Gain/Loss: \$108,417.00

Percentage Gain: 695.6%

Annualized Return: 99.8%

Belgium Market Research Mission

Event: Various meetings, venue tours and company visits

Date(s): April 21-26, 2015

Location: Ghent, Ypres and Brussels

Venue: Various locations

Why Belgium?

Music Nova Scotia has been executing a strategic export focus on Germany, Austria and Switzerland for the past three years, which has seen music exports from Nova Scotia increase in these territories. In an effort to continue to increase export opportunities in Europe, Belgium has been identified as a key market for market access expansion in Europe via Germany.

- Geographic proximity to Germany & UK allows for convenient tour routing
- Germany is an influencer of the Belgium music market
- Cultural respect and affinity toward Canadians
- Francophone artist opportunities in French speaking region of Wallonia
- 6% music sales increase in quarter 1 of 2015 (including an increase in physical formats)

The Belgium Music Market – Brief Overview

Relatively speaking, Belgium is a small market of 11 million people in the heart of Europe. Comprising three regions (Flemish, Walloon, Brussels-capital), three communities (Dutch, federation Wallonia-Brussels, German), and four language areas (Dutch, French, German and Brussels as a bilingual area). As a neighbour of the Netherlands, Germany and France (and England just a short swim away), Belgium is essentially the border between Germanic and Latin Europe, a crossroad of different cultures.

Being the European capital, Brussels is a genuine magnet for international immigrants, visitors and cultural influences. This is why Belgium is rich in creative talent and overflowing with cultural activities. Music thrives everywhere!

Live Music in Belgium

Being a small country needn't mean playing second fiddle. When it comes to organizing concerts (clubs, concert venues and festivals), Belgium offers them in all shapes and sizes. From clubs, concert venues and festivals Belgium, has some of the best in the world.

Over the past few years, a substantial professionalization has been implemented in Belgium, which has led to "quality" being the coordinating and competitive parameter. Quality of light and sound, staging, communication and accessibility has resulted in an increase in the number of international acts effortlessly finding their way to Belgian clubs, venues and festivals.

Belgium has a long-lasting tradition of world-class summer festivals. Rock Werchter, Pukkelpop, Dour, Couleur Café, Nuits Botanique, I Love Techno and Tomorrowland are some of the best known and most awarded examples, but underneath there are literally hundreds more music festivals attracting millions of visitors each year.

Belgium Recording Industry

Of the 4 major record labels in Belgium (UMG, SME, WMG and EMI), UMG is the biggest company. Belgium counts a lot of independent labels such as PIAS, NEWS, 62TV Records, CNR, Crammed, ZealRecords or Waste My Records.

Music sales in Belgium hit 49.59 million euros in the first half of 2015, a 5.8% increase, according to the BEA, the association that groups together Belgian federations of producers and/or distributors of music, audiovisual material and video game content.

The music industry strongly believes that streaming, due to its huge range and availability, has a positive effect on the CD market. Vinyl sales have also risen sharply.

“There is a certain complementarity between the various ways people consume music; streaming, for example, brings new music to the market, which in turn boosts the sale of CDs and LPs. It is great to see that music fans are still buying music in these formats, often to complete their digital music collection,” explains Olivier Maeterlinck from the BEA.

For the first time in years, album sales in CD format have grown (+ 2.2% to 27.39 million euros), mainly due to a number of new outlets. Vinyl has recorded growth of over 47.1%, to hit 1.89 million euros, a market share which today represents 4% of all music sales.

Revenues from streaming (via payment of a fixed monthly subscription giving access to a catalogue more than 40 million songs strong) increased to 9.7 million euros (+30.6%). 20% of total music sales in Belgium come from streaming. Music downloads dropped to 9.62 million euros (-4.6%), a situation that can be witnessed on a global level, due to, in particular, the existence of illegal download and streaming platforms. The best-selling song in the first half of 2015 was “Cheerleader” by Jamaican singer Omi.

The Belgian domestic music market can also be divided into two parts: The Flemish and the French-speaking market. In Flanders, Belgian music productions take up 41% of total sales, compared to 12% in the French-speaking part.

Key Contacts Made

Maarten Decock – Keremos (Record Label) & Glimps Festival (music industry showcase festival and conference)

Kristof Van haegenberg – Greenhouse Talent (Agency and Promoters)

Peter Verstraelen – Agent and Promoter

Pieter Verheyden – PIAS (Artist & Repertoire, International Product Manager)

Fabien Miclet – Coordinator at Live Europe (Venue Marketing Agency)

Kevin Mc Mullan – Ancienne Belgique (Concert Venue)

Eric Smout – Democrazy (Promoter)

Jean Tant – Kras Artists (Agent)

Eric Didden – Artist Manager at Gentle Management

Venue Tours

Vooruit – Multi venue cultural complex (Ghent)
Minnemeers NTGhent – Concert theatre (Ghent)
Charlatan – Rock club (Ghent)
Decentrale – Music club (Ghent)
Ancienne Belgique – Concert venue (Brussels)

Benefits and Results

Market research and intelligence missions are often difficult when it comes to attributing quantifiable benefits and results. With that being said, however, the Belgium mission was incredibly valuable to Music Nova Scotia as we work toward expanding market access in Europe for our membership.

- Several meetings with top industry tastemakers and gatekeepers in Belgium
- Obtained a greater understanding of how the live and recorded music sector works in Belgium
- Discovered an open willingness and enthusiasm for introducing new Canadian artists to the market
- Invitation to produce a Nova Scotia showcase event at Glimps Festival and Conference for 2016
- Approached to provide information and advice to a group of music industry professional in Flanders as they work to establish a music industry association for their region
- Connected a large scale Belgium promoter (Greenhouse Talent) to Music Nova Scotia member Ben Caplan resulting in possible tour dates being booked in Belgium in 2016

Revenues Reported (Actual + Three Year Estimates)

\$15,000.00

ACOA Investment: \$6,500.00

Return on Investment:

Gain/Loss: \$8,500.00

Percentage Gain: 130.8%

Annualized Return: 32.2%

The Great Escape Festival

Event: Nova Scotia Music Week Presents

Date: May 14, 2015

Location: Brighton, UK

Venue: The Blind Tiger

Attendance: 347

Industry Professionals Attending: 65

Artists Performing:

Gabrielle Papillon

Ria Mae

Vogue Dots

Benefits and Results

"TGE was perfect timing for us. Epic was at the NS showcase and expressed interest. We meet with Colombia in London tomorrow. Looking like a UK release will definitely be in the plans. We also made a GREAT connection with the BBC who came to the NS showcase (inspired by Sony Canada). And a few other things...blogs etc. was really great.

Colombia US expressed interest at CMW, so we are down there next week to meet with a few of the American labels.

Really cool stuff coming up too. Thanks for having me on that Brighton stage. Couldn't have been better timing."

Revenues Reported (Actual + Three Year Estimates)

\$144,000.00

Investment:

Province of Nova Scotia: \$10,764.00

FACTOR: \$1,600.00

ACOA: \$5,398.00

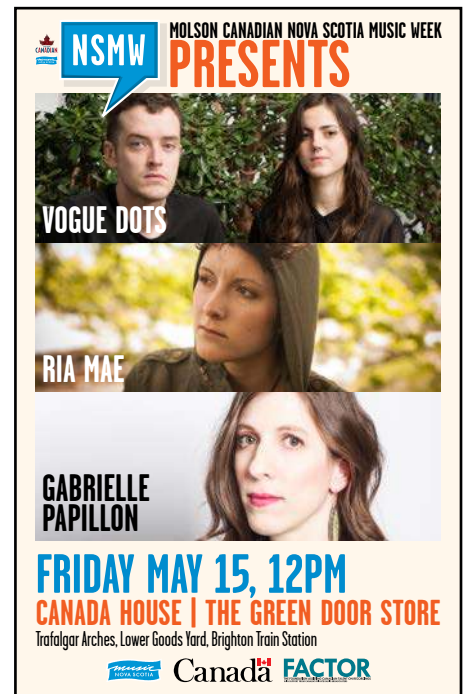
Total Investment: \$17,762.00

Return on Investment:

Gain/Loss: \$126,238.00

Percentage Gain: 710.7%

Annualized Return: 101%



-Ria Mae

Reeperbahn Festival

Event: Nova Scotia Music Week Presents

Date: September 24, 2015

Location: Hamburg, Germany

Venue: Kukuun

Attendance: 596

Industry Professionals Attending: 83

Artists Performing:

Gabrielle Papillon

Paper Beat Scissors

Vogue Dots

Benefits and Results

“The showcase was very useful in generating buzz and directing attention to upcoming tour dates happening for the release of the new album in Germany around the Reeperbahn festival, significantly boosting ticket sales. Show previews were published by press attending the showcase events, attendees from the showcase introduced themselves to the band at later shows and numerous industry contacts were made to promote the shows nationally, not least the Canadian ambassador who co-ordinated a mail out through his team in Berlin.

Dozens of new contacts were made at the showcase event and the “meet the Canadians” event immediately following the showcase and 5-minute meeting brunch the next morning. Concrete relationships have developed with publishers, festival bookers, agents and label representatives. All contacts have been added to the artist’s database, and there are serious discussions being conducted around European management, publishing and festival performances.

Numerous prior contacts were present at the Reeperbahn events, and the artist was able to coordinate with the band’s Austrian booking agent (Klaus Plewa, PSI - introduced to the band through a prior Music Nova Scotia showcase event), on upcoming shows, German label representatives (Ferryhouse - introduced to the band through a prior Music Nova Scotia showcase event) as well as many Canadian contacts in formal and informal settings, significantly strengthening relationships. The showcase event was the most fruitful and substantial yet for Paper Beat Scissors.”

-Tim Crabtree (Paper Beat Scissors)

“Signed German booking agency deal. Also found a German publicist who also works with Sound Diplomacy. Found many potential partners in Poland including assistance in market entry, promoters, fellow managers and label execs.”

-Myke Bulley (Vogue Dots)

Revenues Reported (Actual + Three Year Estimates)

\$46,500.00

Investment:

Province of Nova Scotia: \$12,080.00

ACOA: \$5,398.00

FACTOR: \$2,779.00

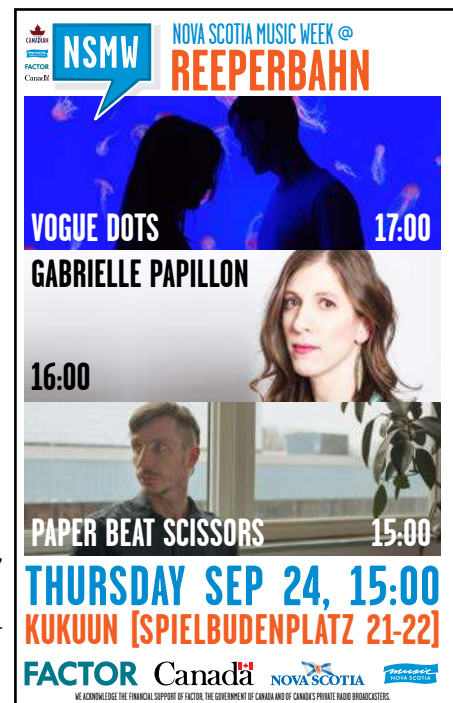
Total Investment: \$20,257.00

Return on Investment:

Gain/Loss: \$26,243.00

Percentage Gain: 129.6%

Annualized Return: 32%



Poland Music Business Trade Mission

Event: Canada vs Poland

Date(s): September 28-29, 2015

Location: Warsaw, Poland

Venue(s): Canadian Embassy in Warsaw, Dzik

Attendance: 200

Industry Professionals Participating: 30

Artist Performing:

Vogue Dots

About the Mission

As initiation to the East European music market Music Nova Scotia export consultants Sound Diplomacy set up and ran a focused music industries trade mission to Warsaw, Poland in association with Canadian provincial music industries Alberta Music, Manitoba Music, Music Nova Scotia and Sask Music and independent funding organization FACTOR.

This first trip to Poland was orchestrated to develop connections with key music industry companies in Warsaw through showcasing, site visits, speed meetings and a reception at the Canadian Embassy in Warsaw.

Program

Speed Meetings – Canadian Embassy

Polish companies in attendance

- Emi Barabasz at What's There
- Magdalena Jensen at Chimes Agency
- Olga Tuszewska at Kayax
- Tony Duckworth at PIAS
- Pawel Trzciński at Distorted Animals
- Damian Slonina at Jaguarec
- Jacel Bundy at Xxanaxx
- Macin Grośkiewicz at U Know Me Records
- Piotr Kalinski at Hatti Vatti, HV/NOON, FFRANCIS
- Radek Chudzio at Smart Management



Showcasing

Two nights of artist showcasing were very successful in terms of performance, public attendance and industry attendance. There has also already been some direct business development and we are confident it was a start toward some significant progress for Nova Scotian artists in this new territory.

Polish industry in attendance:

- Michał Hajduk (IAM)
- Barbara Feliga (IAM)
- Karolina Wanat (Warner)
- Przemysław Gulda (Gazeta Wyborcza)
- Robert Sankowski (Gazeta Wyborcza)
- Łukasz Kamiński (Gazeta Wyborcza)
- Wojciech Górny (TBA Artists)
- Olga Tuszewska (Kayax)
- Jacek Budny (Pola Rise, Fair Weather Friends)
- Justyna Dominik (Artgrupa)
- Adam Sienkiewicz (City of Warsaw)
- Monika Klonowska (Good Music)
- Michał Zioło (Good Music)
- Magdalena Jensen (Chimes)
- Kasia McNeilly (Rhizome)
- Candelaria Saenz Valiente (Pictorial Candi)
- Marcin Grośkiewicz (U Know Me Records)
- Piotr Kaliński (Hatti Vatti)
- Radek Chudzio (Smart Management)
- Jarek Szubrycht (Trzecie Ucho)
- Paulina Stypulkowska (Mood Production)
- Weronika Ruszecka (British Council)
- Łukasz Stachurko (Sonar Soul, Rysy)
- Michał Lisiewicz (Radio Aktywne)
- Tony Duckworth (PIAS)

Polish Music Industry Business Visits

Kayax

Kayax is a Polish independent entertainment company that operates as record label, music publisher, management and concert agency. The company was founded by singer Kayah and her business partner, musician Tomasz Grewiński in 2001 in Warsaw. Initially founded as record label for Kayah future releases. In 2003 Kayax have signed to chill out duo 15 Minut Projekt and producer Envee.

In later years company have signed various artists in such genres as folk, hiphop and rock. Label's best selling artists include alternative singer Maria Peszek, jazzpop singer Krzysztof Kiljański and folk pop band Zakopower with several albums certified Gold and Platinum in Poland.

Good Music

Agency Good Music Productions was founded in 2000 as a joint project of Monica Klonowska, having many years of experience in running impresario and the organization and production of events under the banner of the International Jazz Festival Jazz Jamboree and Michael Herb, having many years of experience in organizing events promoting the club and club culture in Poland, journalist, longterm employee at PolyGram/ Universal Music Poland (A & R manager).

Currently the Good Music Agency Productions is a dynamic and creative team of people that allows for comprehensive and professional activities in many areas including concerts, festivals, events club booking foreign artists, music, PR brand strategy and promote the comprehensive production, Special music events & corporate events, compilations and special releases albums.

The company also permanently cooperates with many agencies including bookingowymi, menadżmentami Polish and foreign artists, designers, and graphic studios, producers, media representatives, etc.

In 2006, 'Night Brands' magazine awarded Good Music Productions "Best Promotion Agency 2006" They also received nominations in the category 'Best Festival' for Summer of Music Festival and Free Form Festival.

Good Music also own and run Free Form Festival and Warsaw Music Week.

Press Coverage

There was a great pick up at press for the events that helped develop excitement for the artists and encourage the busy attendance at both showcases.

Noisey Poland - Music portal

Wyborcza.pl - Online news

Gazeta Wyborcza / CJK - Daily newspaper

TMobile Music - Music portal

TMobile Music - Music portal news (program additions)

Radio Lublin - Radio

Radio Eska - Radio

Onet.pl Portal - news (program)

Onet.pl Portal - news (program additions)

Brand New Anthem - Music portal news (program)

Red Bull Muzyka - Music portal news (part of larger feature)

Laboratorium Gitary - Music portal report

Megafon.pl - Music news agency

Music Interruption - Music blog

PartyMap - Smartphone app news

Benefits and Results

As a result of this mission, Music Nova Scotia will produce a Poland/Eastern Europe International Delegates Program at Nova Scotia Music Week 2016

Revenues Reported (Actual + Three Year Estimates)

\$15,000.00

Investment:

Province of Nova Scotia: \$8,007.00

ACOA: \$6,000.00

FACTOR: \$1,625.00

Total Investment: \$15,632.00

Return on Investment:

Gain/Loss: \$-632.00

Percentage Gain: -4%

Annualized Return: -1.4%

A3C Festival and Conference

Event: Hip Hop Canada/Music Nova Scotia Presents

Date(s): October 8-10, 2015

Location: Atlanta, Georgia, USA

Venue: TENATL

Attendance: 150

Industry Professionals Participating: 15

Artists Performing:

Jay Mayne

Shevy Price

Thrilla

Quake Matthews

Mitchell Bailey

City Natives

Certi

DJ R\$ \$mooth

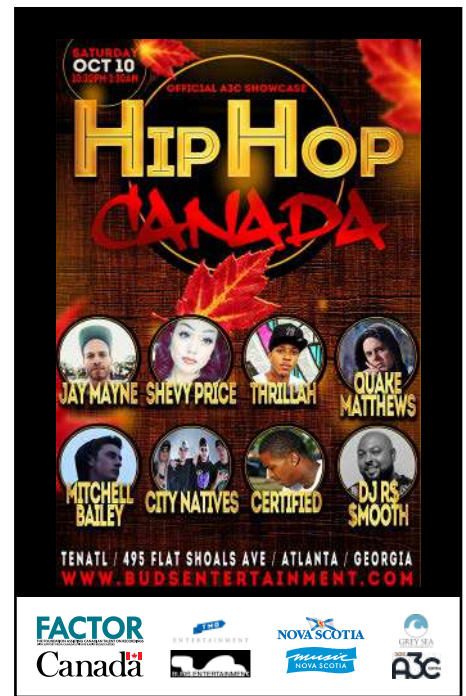
About the Mission

A3C [All 3 Coasts] Festival & Conference is the preeminent hip-hop event in the US, commonly referred to as “hip-hop’s family reunion.” A3C is an Atlanta institution that has grown organically from a regional showcase to an internationally recognized and nationally acclaimed experience encompassing many aspects of hip-hop culture: music, education, art, film, style, pro-audio and much more.

A3C is an incomparable platform to reach and interact with the influential organizations, leaders, labels, brands, media and artists within the hip-hop music community.

A3C Festival features 500+ performances over 5 days, while the Hip-Hop community ascends on Atlanta to experience, celebrate and discover the most legendary, talented and promising artists from across the US, and abroad. Artists are continuously added to A3C Festival line-up and every night features surprise performances. In other words, the A3C Festival is an amazing Hip-Hop experience like no other.

A3C Showcases take place between Wednesday - Saturday at select venues along the Atlanta Streetcar line in the Old 4th Ward and East Atlanta Village. There are over 50 showcases produced and presented by the leading brands, organizations, media networks, record labels, promoters and influencers in Hip-Hop. Showcases are selected by an A3C committee to represent a comprehensive geographic, cultural and historical overview of Hip-Hop music.



Music Nova Scotia produced a Nova Scotia branded showcase featuring up-and-coming Hip-Hop from the province. **Hip-Hop is emerging as one of the fastest growing and most popular genres coming out of Nova Scotia. Yet, Hip-Hop genre focused industry events and showcases are lacking and Music Nova Scotia members in the Hip-Hop genre are demanding investment in this activity to help grow their careers and businesses.** A3C was an excellent opportunity for our local Hip-Hop artists as it provided an opportunity to showcase in front of buyers specific to their genre.

Benefits and Results

- *Connected with two publicists one from Atlanta and one from Toronto who we are currently working with*
- *Booked a tour in the U.S from Utah to L.A*
- *Established a strong relationships with Be100 Radio and P.U.S.H LL in Atlanta*
- *Booked a release party in Atlanta in March for one of our Hip Hop artists*
- *Currently working with A3C for their 2016 festival*

-Melissa MacMaster (TMG Entertainment)

Revenues Reported (Actual + Three Year Estimates)

\$17,000.00

Investment:

Province of Nova Scotia: \$6,822.00

ACOA: \$2,360.00

FACTOR: \$4,000.00

Total Investment: \$13,182.00

Return on Investment:

Gain/Loss: \$3,818.00

Percentage Gain: 28.9%

Annualized Return: 8.9%

Nova Scotia Music Week International Buyers Program

Full event report contained in projects section of this document.

The Return on Investment

Estimated Sales

The following sales figures are a combination of those reported by participating buyers and artists and estimates made by Music Nova Scotia as a result of the project. The numbers represent estimated performance, merchandise and licensing fees over the next 36 months.

Sales Reported to Date: \$457,000

Artist Fees Paid: \$64,291

Estimated Unreported: \$60,000 (38% response rate)

Total Sales: \$581,291

**Total Event Investment (festival, conference & international buyers program):
\$266,420.00**

Province of Nova Scotia Investment: \$40,000.00

Return on Investment:

Gain: \$314,871.00

Percentage Gain: 118.1%

Annualized Return: 29.7%

Summary of Results Fiscal Year 2015/2016

Total Revenues Reported: \$942,791.00

Total Investment: \$373,586.00

Province of Nova Scotia Investment IBD Outbound Projects: \$51,756.00

Province of Nova Scotia Investment IBD Inbound Project (NSMW): \$40,000.00

Province of Nova Scotia Investment Export Consultant: \$18,250.00

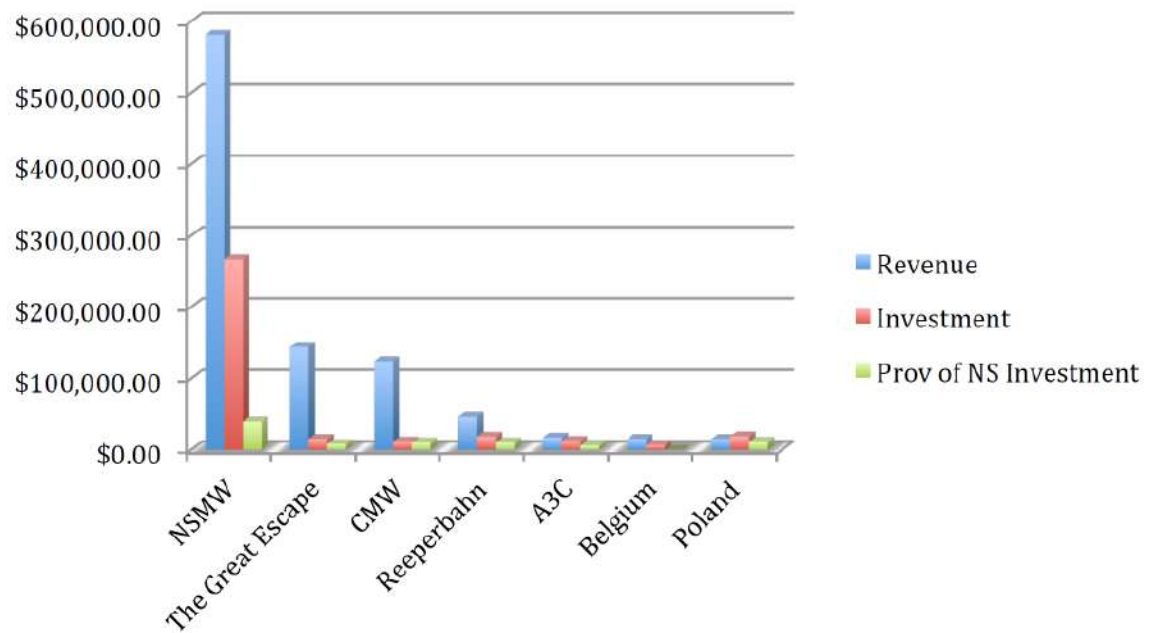
Total Province of Nova Scotia Investment: \$110,006.00 (29.4%)

Return on Investment

Gain: \$569,205.00

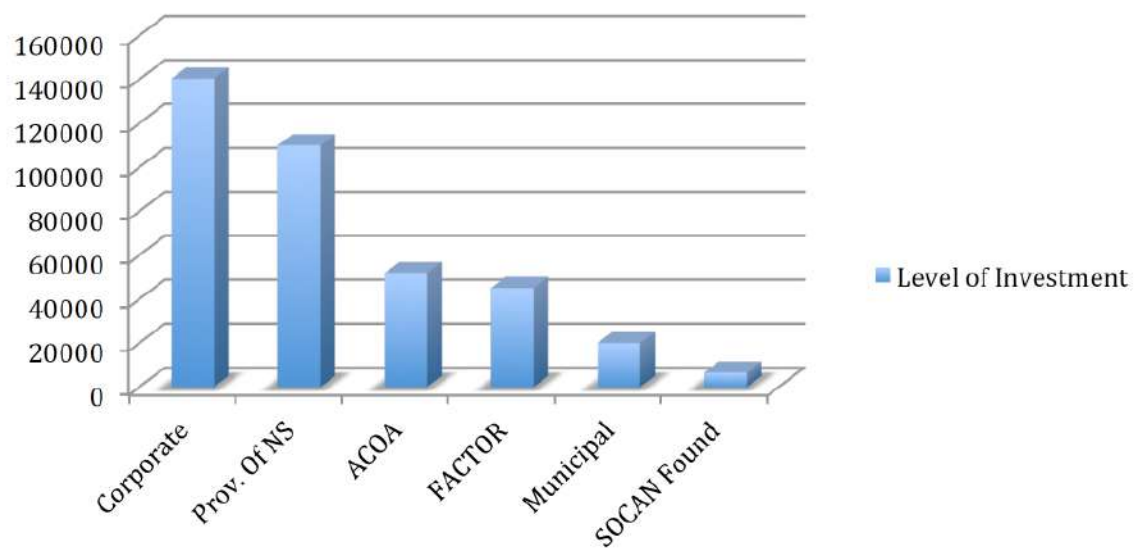
Percentage Gain: 152.4%

Annualized Return: 36.1%



3.9 Fiscal Year 2015/2016 Investors

Level of Investment



Corporate and Ticket Sales: \$140,312.00

Province of Nova Scotia: \$110,006 (29.4%)

ACOA: \$51,764.00

FACTOR: \$45,004.00

Municipal: \$20,000.00

SOCAN Foundation: \$6,500.00

Total Investment: \$373,586.00

TECHNOLOGY

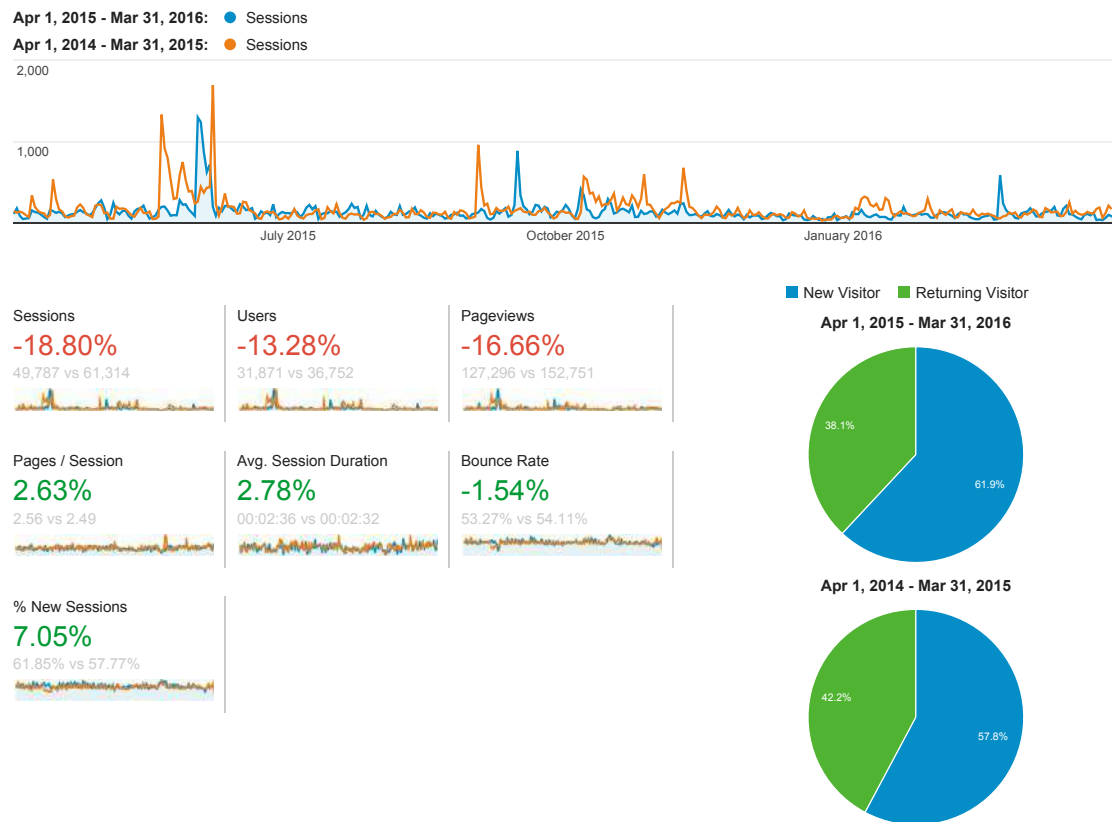


Website

The website has proven to be an easy and effective way to accomplish tasks like intake for contests and showcase opportunities, voting for the Casino Nova Scotia Artist in Residence program and Entertainer of the Year award. We've handled intake for third-parties with our website for the other atlantic MIAs as well as for the CCMA.

This year we began using the core website functionality to execute voting for Music Nova Scotia Award nominees and the Board of Directors election as well, at a significant cost savings vs. the previous, paid third-party service we used to use (Votenet). This also precludes the need for additional login credentials for voting, and introduces a hard membership requirement to participate in voting, since the voting is pay-walled to members only.

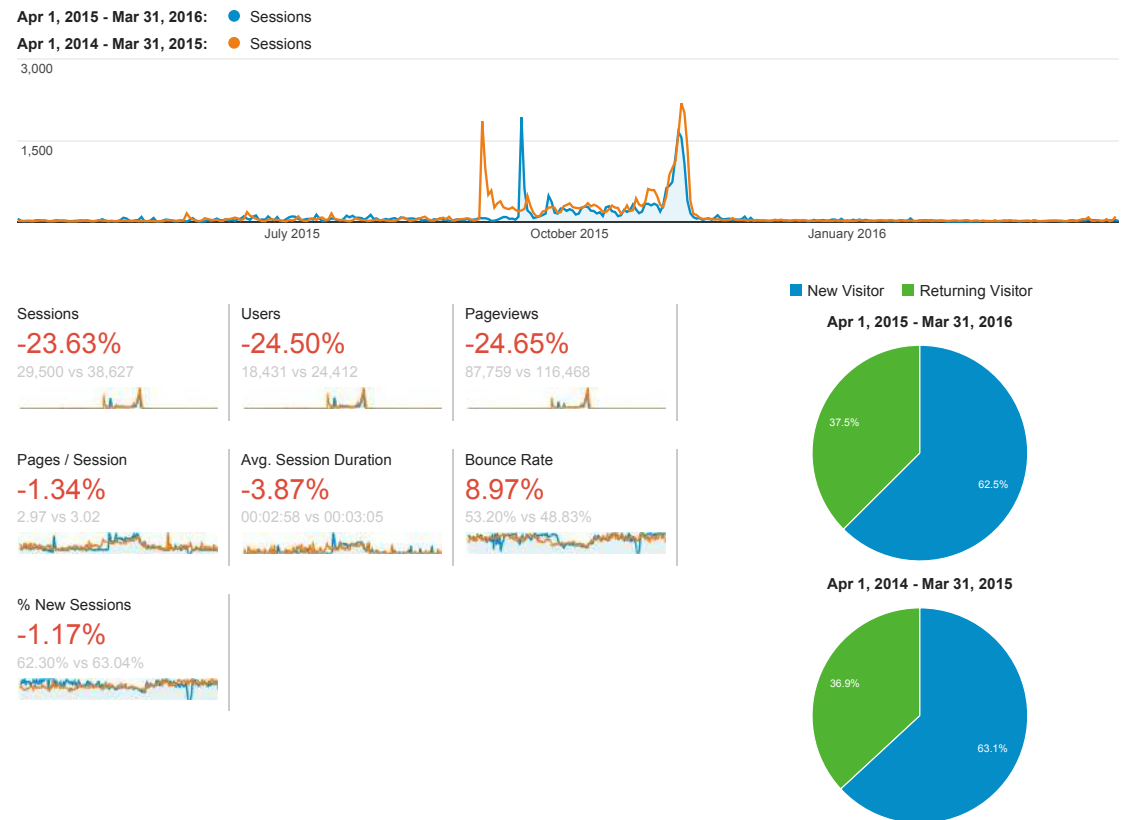
Website Analytics (musicnovascotia.ca)



Website Analytics (nsmw.ca)

NSMW.ca traffic is characterized by spikes around critical milestone events like the announcement of the showcasing artists, award nominations announcement, and the festival weekend itself.

This year, the website was built with a “mobile-first” framework called Foundation; its performance on mobile devices was such that when the iOS app failed to launch in time for the festival, basically no one noticed or complained.



Podio

Podio is still a critical tool for us, both in terms of project management and delivering intake forms with quick time-to-market. We anticipate that it will grease the wheels significantly with respect to getting the Emerging Music Business Program online, and it continues to be useful in feeding data to both musicnovascotia.ca and nsmw.ca

Marcato

Marcato continues to be the core of the NSMW.ca festival schedule, conference schedule, and artist profiles, as well as automating the technical advancing of Music Week and other of our events like Friday Night Live. It syndicated information to our mobile NSMW app this year as well. It also publishes the upcoming listings for East Coast Country Night to musicnovascotia.ca.

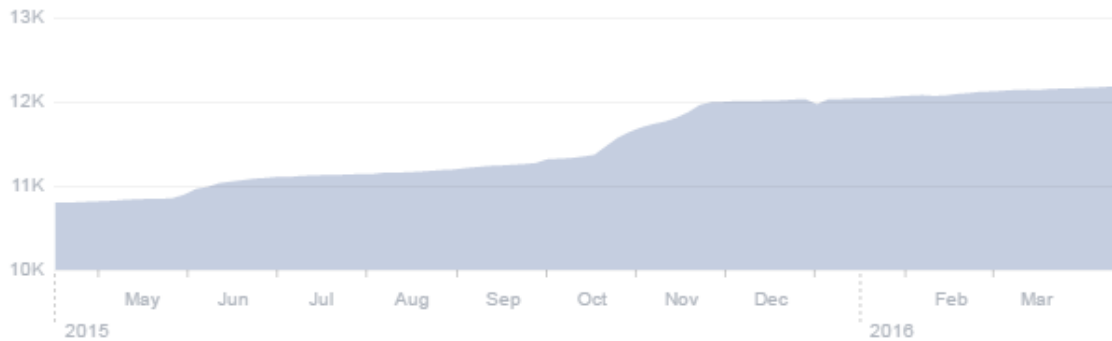
This year, Marcato was also used to provide itineraries to the loaders, which made managing them much easier. In the coming festival year, we hope to use its conflict-detection functionality to prevent scheduling conflicts with artists and side players.

MailChimp

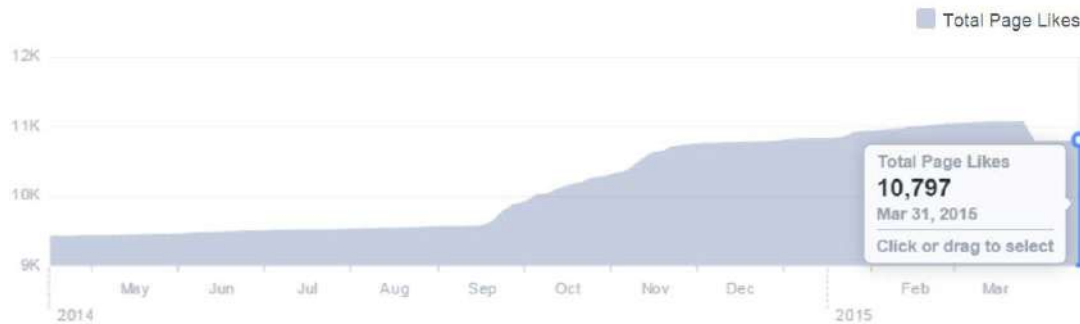
Mailchimp continues to deliver excellent value; email remains a vital marketing vector, and MailChimp allows us to get the newsletter, press releases, and e-vites out the door quickly and correctly. E-vites have become a staple of our marketing tactics for our export missions (The Great Escape, The Tiki/CMW, Reeperbahn etc.) and we can get them out the door pretty fast now.

Facebook Analytics

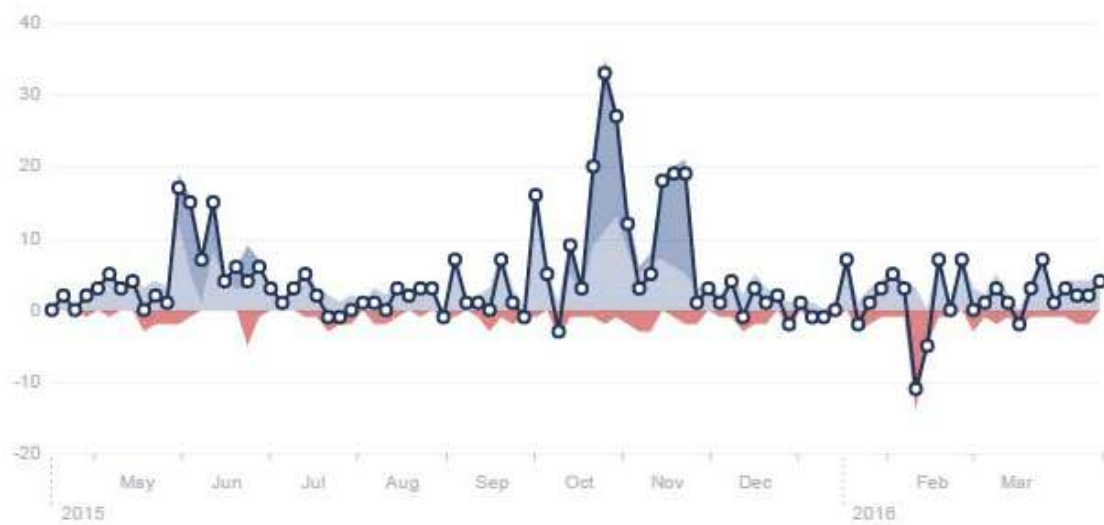
Total Page Likes (fiscal 2015)



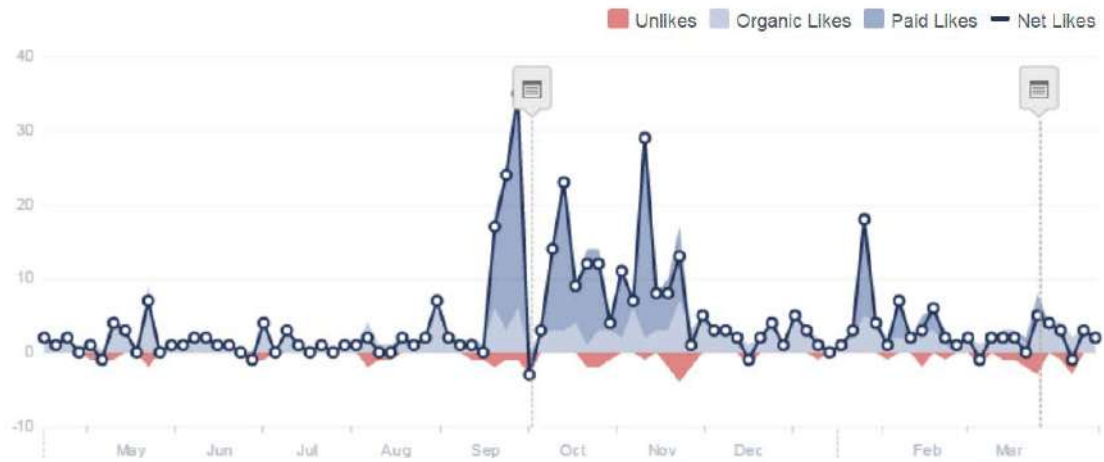
Total Page Likes (fiscal 2014)



Net Likes (fiscal 2015)



Net Likes (fiscal 2014)





NOVA SCOTIA MUSIC WEEK
NOVEMBER 5-8, 2015
YARMOUTH

MOLSON CANADIAN NOVA SCOTIA MUSIC WEEK 2015

ERIN COSTELO

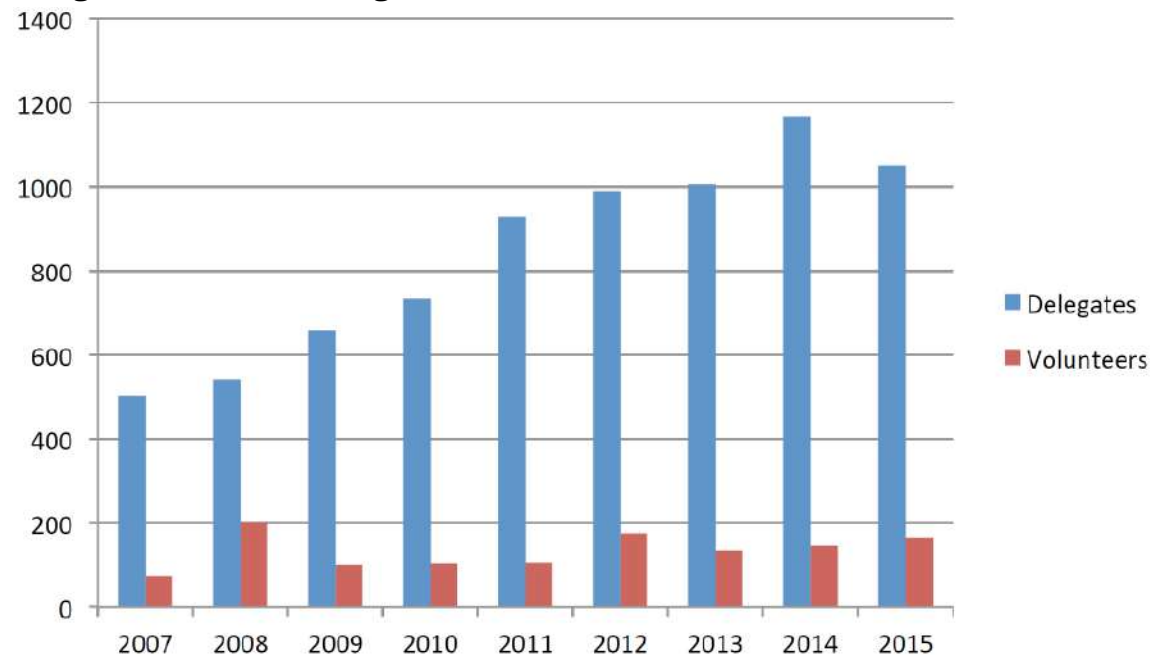


Molson Canadian Nova Scotia Music Week – Yarmouth 2015 – Nov. 5-8

Each year, since the inception of Nova Scotia Music Week in 1997, the music community of Nova Scotia has gathered together to participate in a range of showcasing, training and networking opportunities while honouring and celebrating our artists and industry professionals. Nova Scotia Music Week has engaged the Music Nova Scotia membership and music industry at large while showcasing emerging and established artists to the public.

In keeping with the mandate to make it a community-based event, the 18th annual Nova Scotia Music Week was held in Yarmouth for the fourth time (2009, 2010, 2011, 2015). This year's host committee was comprised of volunteers from the local community backed by the Yarmouth and Acadian Shores Tourism Association. They, along with the Music Nova Scotia music week staff and the 165 volunteers, helped plan and execute the event.

Delegate and Volunteer Registration NSMW 2007-2015



Nova Scotia Music Week saw 502 delegates in 2007, 542 in 2008, 660 in 2009, 734 in 2010, 929 in 2011, 990 in 2012, 1006 in 2013, 1167 in 2014 and 1050 in 2015. Volunteer registration increased by 12.9% over the year previous. Delegate registration declined by 10.5% from the year previous but was up 12% from the last time the event was held in Yarmouth in 2011. The 2014 edition for the event held in Truro remains the highest delegate registration to date. The central location of Truro and its close proximity to Halifax contributed to the increase in delegate registration in 2014.

Financial Overview

NSMW Surplus/Shortfall 2007-2015



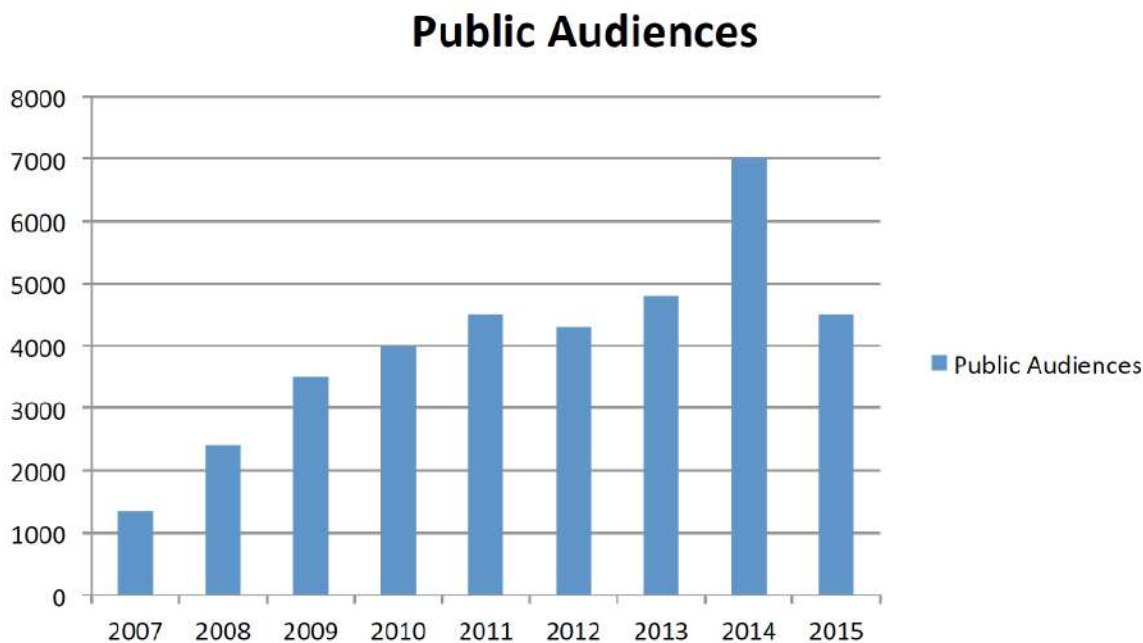
Nova Scotia Music Week 2015 saw a shortfall of (\$20,096.00) which is attributed to lower than expected ticket sales and slightly lower government investment than the year previous.

Notable 2015 revenue activity:

- Showcasing gates and wristband sales decrease (41%) of \$10,094 over year prior
- Funding decrease (14%) over year prior (additional municipal funding in 2014)
- Sponsorship increase (4.6%) over year prior
- Large decrease (84%) in overall ticket sales over year prior



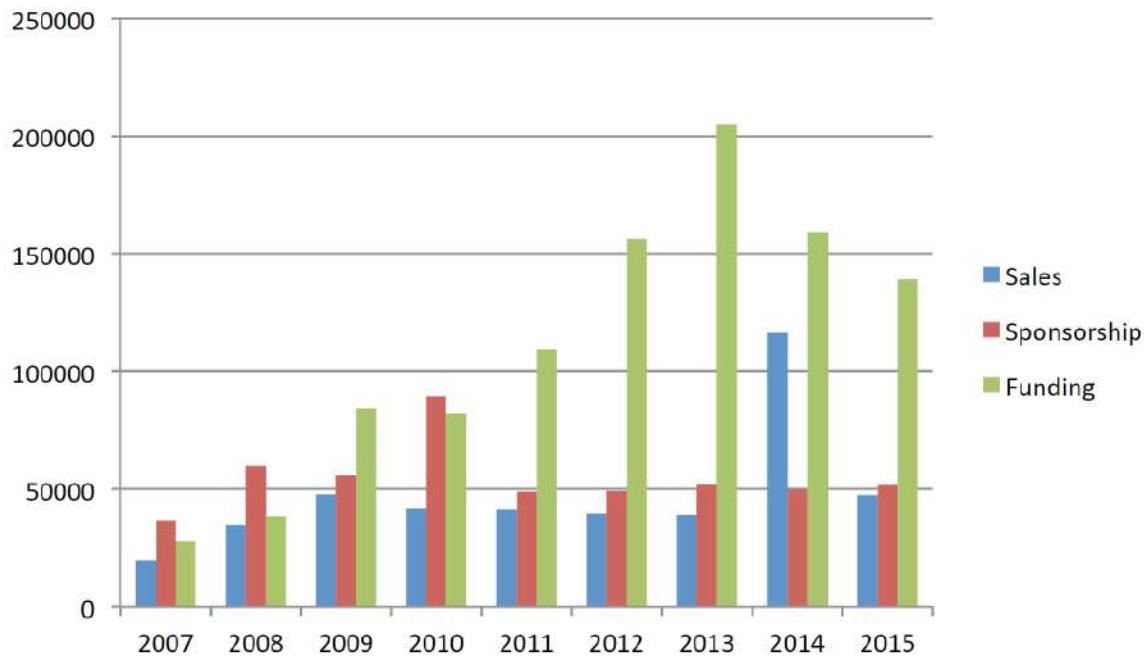
Public Attendance 2007-2015



Nova Scotia Music Week 2015 saw a 43% decrease in public audience participation over the year prior. The dramatic decrease in public participation is reflective of smaller population draw and distance to market from Halifax compared to Truro in 2014. It is interesting to note that the percentage decrease this year is almost the exact same percentage increase (46%) in attendance the year prior.



Sales, Sponsorship, and Funding 2007-2015



Ticket sales revenue is the largest variable over the year prior. Sponsorship saw a small increase in 2015 and government investment was down slightly.

NSMW Revenue by Type

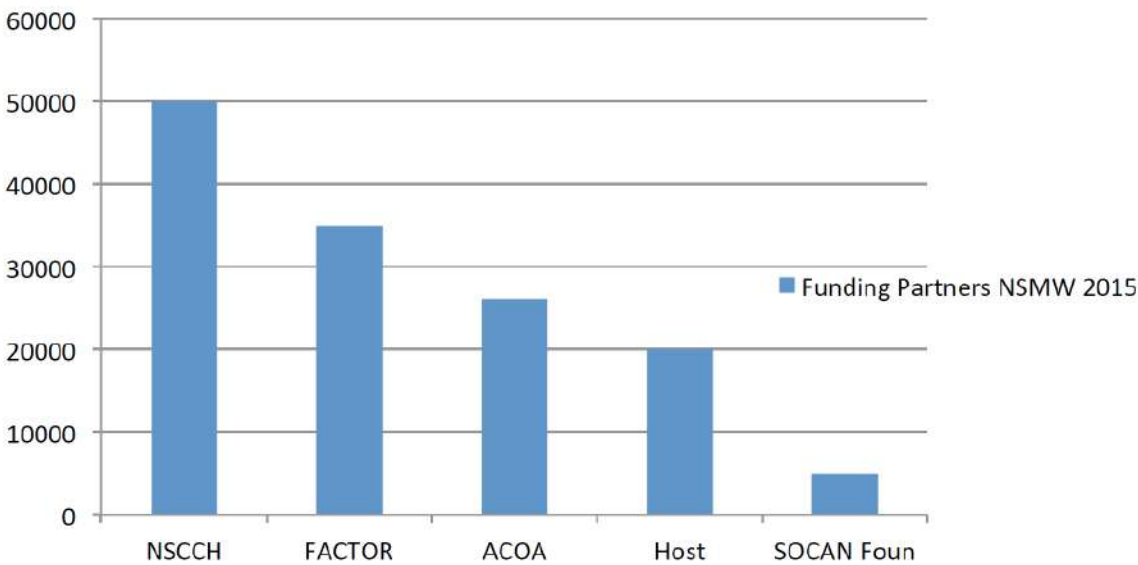
- Public Funding – 57% (46% year prior)
- Ticket Sales – 19% (35% year prior)
- Corporate Sponsorship – 21% (14% year prior)
- Artist Submission Fees – 3% (same year prior)

NSMW Funding Percentage by Level of Government

- Federal – 47%
- Provincial – 38%
- Municipal/Local – 15%

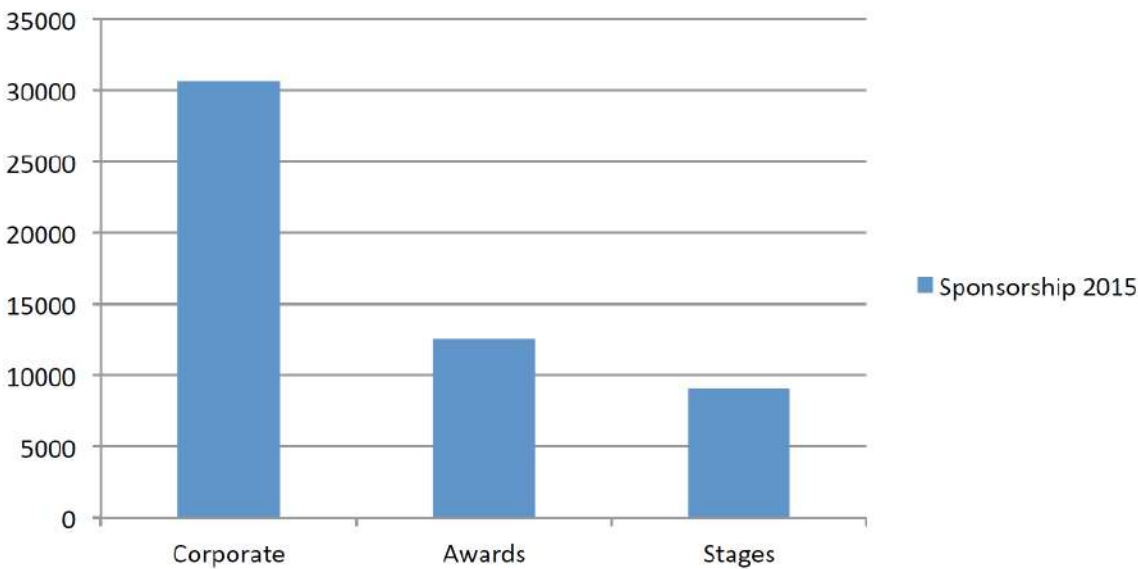
Funding Nova Scotia Music Week 2015

Funding Partners NSMW 2015



Private Investment Nova Scotia Music Week 2015

Sponsorship NSMW 2015



Award and stage sponsorships combined contributed \$21,550 to sponsorship revenue in 2015. These sponsorships are sourced primarily in the host community and from our membership. This is an increase of \$5,850 from the year previous (31%).

International Buyers Program 2015 – A Spotlight on Germany and Austria

- 14 German Delegates
- 5 Austrian Delegates
- 10 UK Delegates
- 26 regional buyers (down from 60 the year prior)

Member Survey Highlights to Date:

- \$67,500 in direct immediate sales
- \$390,000 in direct sales in 6-36 months
- 50% of respondents have done business as a direct result of NSMW to date
- 100% of respondents believe they will do business in the future as a direct result of NSMW
- 43% of respondents indicated that future business will take 6-36 months to see results

A Small Sample of Business Results Details

Like A Motorcycle

- New management
- New label contract in Canada
- Potential record deal with Rookie Records in Germany
- In talks for tour dates in Germany and Austria

Walrus

- Obtained EU booking agent – Kai Lehmann (Burning Eagle Booking)
- Have 2 festival offers in the EU
- EU press/PR

Erin Costelo

- Label Seayou Records in Austria will be putting out my new record
- Five Bringing it home shows booked
- Publicist contacts in Germany
- Working with Sound Diplomacy to build my touring career in UK

Vogue Dots

- Speaking with European Labels
- Solidified touring plans for UK, Germany, Austria
- Negotiating with German Marketing/PR
- Speaking with other European agents
- Negotiating with new festivals

The Brood

- European licensing deal

Hillsburn

- Two placements in independent German film

Let's Riot Music

- UK delgate, Terry O'Brien has connected us with the Maverick Festival & we have confirmed a showcase for Ryan Cook on July 3rd & 4th.
- We were introduced to Canadian Beats writer Jenna at NSMW. Since then we have received two album reviews of Mojo Martin & E.B. Anderson's latest release. Along with a live show review of Ryan Cook's showcase at NSMW.
- We met with Full Circle Festival & the Director is interested in offering a showcasing opportunity Ryan Cook & E.B. Anderson. Waiting on the contract to come though in the next few weeks.
- Carleton Munroe from the New Glasgow Square Theatre loved Ryan Cook's live performance & has invited him to perform on June 20th.
- Mojo Martin has been invited back to Yarmouth & we are in the process of confirming the details of his return.

International Guest Delegate Feedback

Hi Scott, just want to say a quick hello and let you now that I really got back from Yarmouth with tons of great music + contacts.

So what happened is that I am pitching in my current project nothing but Canadian artist. Just to name a few: Erin Costello, The Stanfields, Hillsburn, Carmen Mikol, Tracks Janesta Boudreau and Grace Russel provided me with.

It's fun!

Best, Pia

-Pia Hoffmann – Music Supervisor

Hi Scott,

Still I'm thinking about the music week and the days in Canada. Thank you a lot for inviting me and bringing me together with interesting people and great music. I learned and brought back a lot.

I will keep working on the SongCamp together with my partner Anika, Sheri and the Port Cities. We are already busy with the preparations of the tour of Erin Costello in May. The Austrian colleagues were interested in her, so we bring her there.

I keep in touch with Carmel Mikol and I'm curious what will happen.

Christina Martin I invited for a day during her German tour to Dresden.

I will try to organise a German "Harmony Bazaar" (title is not discussed yet) together with some Nova Scotian artists. Philipp from Austria has expressed his interesse in the topic as well.

Maybe I invite the same lecture from Liverpool you had in the conference. I think, this will be of a broader interest in Germany.

Also I want to say thanks to your team and the very friendly and professional volunteers and the Yarmouth community.

*So far
best regards*

Magnus

-Magnus Hecht – Scheune

Dear Scott,

After being back at home, i'd like to say a huge thank you for all the efforts you put on and for a great Nova Scotia Music Week. I'm really thankful that i got the chance to be with in Yarmouth and got the chance to discover bands like The Brood and/or Walrus (which both are my favorites) - really curious about their further activities.

Hope to see and hear from you soon,

Thanks again!

Kai

Kai Lehmann – Burning Eagle Booking

Dear Scott,

I'm sorry it's taken a few days to send this. I slept most of Monday despite my best intentions and by Tuesday had a horrible cold. The travelling of the last month is finally taking its toll! But I do want to send a huge thank you for an amazing experience in Yarmouth. Thanks so much for asking me. I'm really pleased I made the trip. I was stunned at what a huge event you have there. It was beautifully organised and particular thanks for the amazing transport team, packed schedule of wonderful artists, the 5 mins pitches which we all loved (though 9am was a bit of a killer), the bowling which created some really lovely friendships, and so much more. I loved Yarmouth, the people, the welcome, the distance between venues, the volunteers and local team.

I really hope you're getting a well-deserved rest now and a chance to recover. The artists owe you a huge debt for making it all happen.

In terms of what I can do for artists on the back of it, I've already pitched Ryan Cook into our main Americana festival here and put them in touch with Ryan as they were interested, and also spent an hour with Shannon Quinn and her Dad making some gentle suggestions about how she might make herself more exportable. I loved Port Cities but they already have an agent over here. I'll keep them all in mind going forward and if there's anything I can do, I will.

Terry O'Brien – Playpen Booking

Hi Scott,

Many thanks for a wonderful week in Yarmouth. I have attended several similar events in recent years and NSMW was one of the finest.

I made some great contacts and will certainly be booking several of the showcasing artists for 2016/17.

I hope you managed to enjoy the event and have a few beers afterwards.

Best wishes

James

-James Duffy – Pocklington Arts Centre



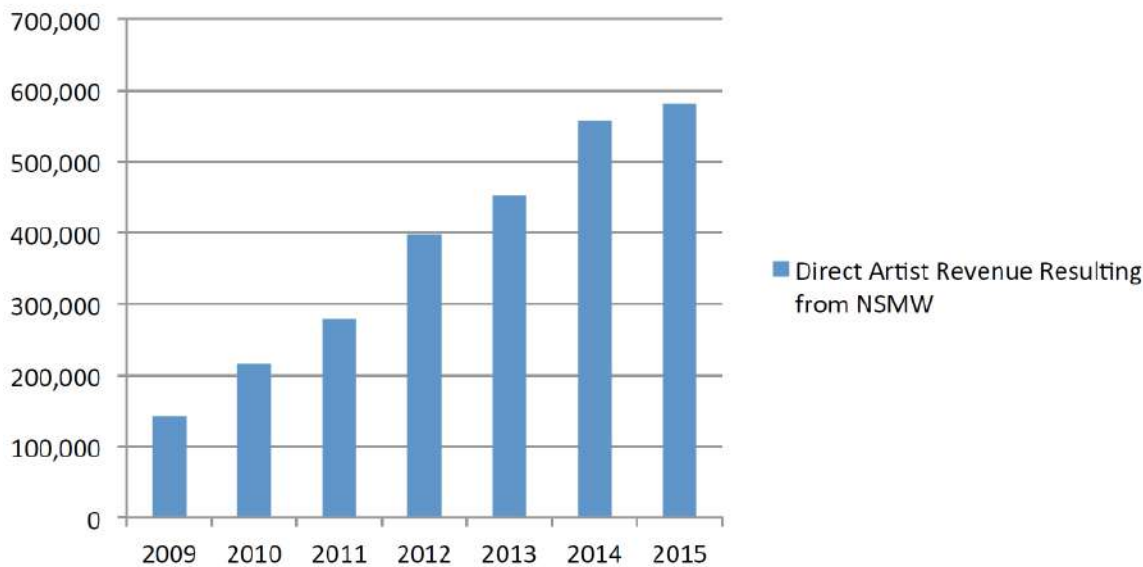
The Return on Investment

Estimated Sales

The following sales figures are a combination of those reported by participating buyers and artists and estimates made by Music Nova Scotia as a result of the project. The numbers represent estimated performance, merchandise and licensing fees over the next 36 months.

Sales Reported to Date: \$457,000
Artist Fees Paid: \$64,291
Estimated Unreported: \$60,000 (38% response rate)
Total Sales: \$581,291

Direct Artist Revenue Resulting from NSMW



RICH AUCOIN

Economic Impact and the Host Community

Using figures and indicators provided by the Nova Scotia Tourism it is estimated that \$860,760 was generated in revenue in the host community by attending delegates and the local public. These figures do not include the amount of money spent directly by Music Nova Scotia for local goods and services required to plan and execute the event. This figure is approximately \$120,000.00. Also, economic output multipliers are not included in this estimate.

Participants NSMW 2015	# of Participants	# of Days	Average Daily Spend	Total Average Spend
Conference Delegates and Volunteers	1215	4	\$66.00	\$320,760
Local Participants	4500	4	\$30.00	\$540,000
Total				\$860,760

Participants Spend: \$860,760
Music Nova Spend: \$120,000
Total Spend in Host Community: \$980,760

Participants Spend: \$860,760
Music Nova Spend: \$120,000
Total Spend in Host Community: \$980,760



EDP/EMBP FINAL REPORT



1.0 Export Development & Emerging Music Business Programs

1.1 Overview and History

Since its inception, the Export Development Program for Music (EDP) is an efficient, effective and highly competitive program that invests in the top earning artists and music industry professionals in Nova Scotia. At the beginning of the 2015 fiscal year, the Nova Scotia Department of Community, Culture, and Heritage's Emerging Music Business Program (EMBP) was brought under the umbrella of programs administered by Music Nova Scotia. This program focuses investment in Nova Scotia's developing-level artists, industry entrepreneurs and companies. Music Nova Scotia is now responsible for administering an investment budget of \$600,000 on behalf of the province of Nova Scotia.

The objective of the EDP 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. Three programs exist to facilitate these objectives - the Travel and Tour Initiative, Marketing Support Initiative and Showcase Support Initiative. The objectives of the EMBP are to enhance the sales and marketability of Nova Scotia produced music, and to develop skills for sustainable infrastructure in developing industry professionals. These objectives are facilitated through the following three categories - Emerging Artist/Group; (Sound Recording and/or Marketing), Emerging Industry Professional (Marketing and/or Professional development), and Mentorships.

Juries of disinterested industry professionals adjudicate the eligible applications brought forth by the Investment Program Manager. These juries are made up of artists and industry professionals who are at or above the exporting status of the applicants. Questions the jury members consider before scoring the applications include: "Does this project have a realistic and innovative strategy that fits the artist and the market? Will there be likely success with this project to attain wider market share or future revenue? Is the plan of action reasonable and likely based upon what the artist or group hopes to achieve? Is the budget realistic and efficient?"

The maximum amount given out for Travel, Tour and Marketing is \$7500 for up to half of the total eligible budget or the shortfall, whatever is the lesser amount. On average, only 50% applicants are supported and are given an average of 77% of their requested amount. This is a result of both high demand and limited funds. It's worth noting that when less support is given, the projects shrink in size and scope.

The investment amounts for the EMBP Sound Recording or Marketing, and Industry Professional program represents a non-repayable investment of up to 50% of eligible project costs normally to a maximum contribution of \$4,000, while Mentorship program represents a non-repayable investment of up to 90% of eligible costs normally to a maximum contribution of \$15,000.

The EDP/EMBP programs are a result of a partnership between the Culture Division of the Nova Scotia Department of Communities, 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 programs, assuming responsibility for day-to-day program management, consultations with applicants, budgeting, assembling juries, financial reporting, and reporting on program outcomes. The program manager also collects and produces important statistics on the overall program, as well as individual applicants and projects, in real-time.

A significant number of artists have used the EDP to their advantage and have increased their export status, accessing more markets around the world, selling more music and concert tickets than possible in their home province or even their home country. Exporting is an essential element of the music industry. This program gives small, but indispensable investments to projects that not only increase the revenue potential for the applicants, but increases the profile and professionalism of our local industry.

The end of the 2015-16 fiscal year brings about end of our Export Development Program, as well as the Emerging Music Business Program, and the ushering in of a new suite of investment programs designed to harmonize objectives alongside other provincial and federal investment programs, such as the new Cultural Industries Fund, administered by the province of Nova Scotia, as well as the newly revamped programs delivered by FACTOR.

1.2 Historical Analysis of the EDP*

An overview of the past 4 years of EDP investment yields the following statistics

Total submitted applications: 694
Total approved submissions: 406
Total Revenues reported: 7,680,765.93
Total Expenses claimed: 4,627,327.70

Our Clients:

Total music streams for all program clients: 40,070,107
Total social media followers for all program clients: 2,072,074
Total Video Streams: 47,897,293

Chart 1 Total Number of Funded Application by Export Status:

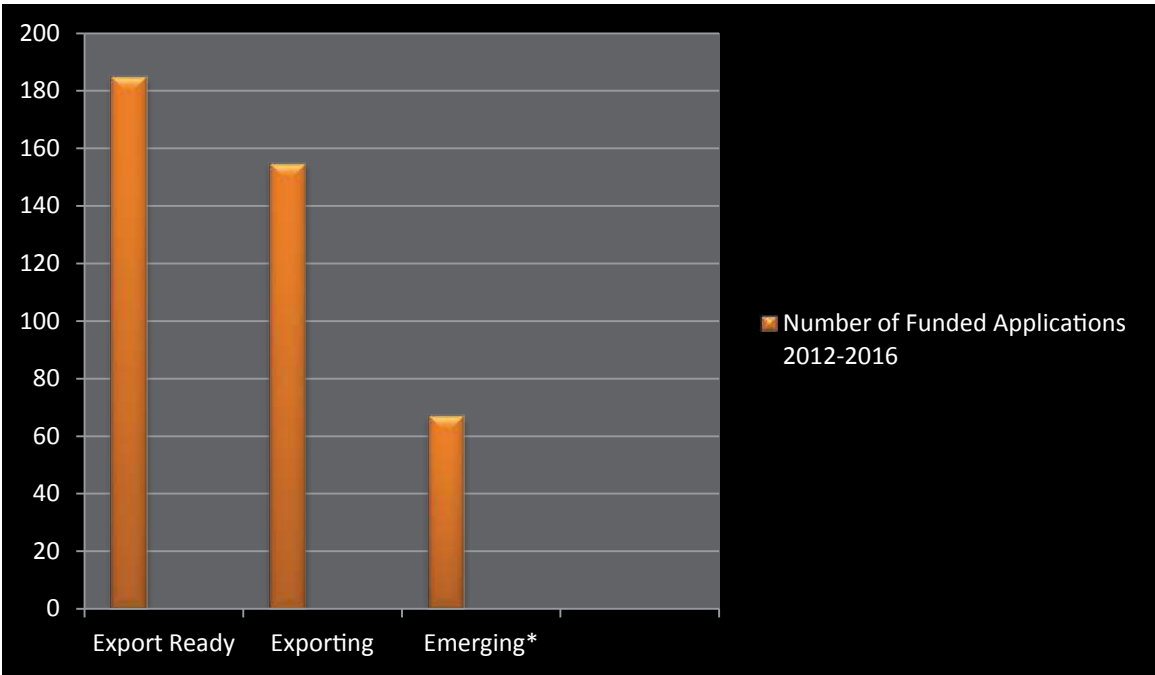
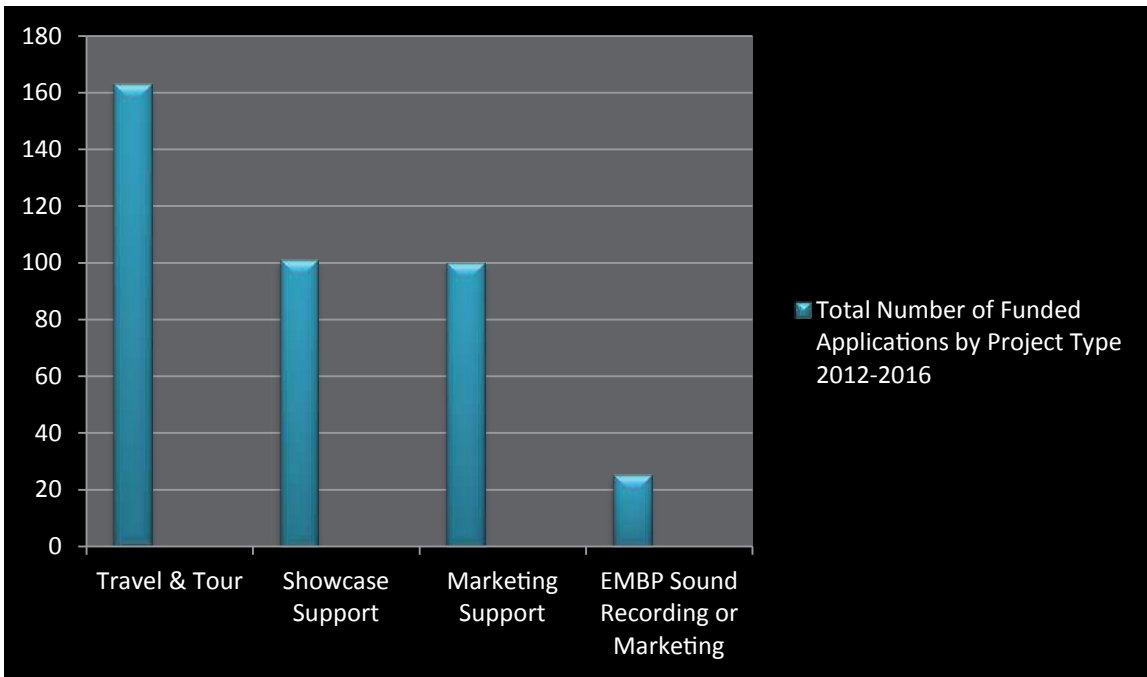


Chart 2 Total Funded Applications by Project Type:



*A long term historical analysis of the EMBP was not possible, due to Music Nova Scotia only having administered the program for a total of one year.

2.0 Program Results 2015-16

The data used for section 2.0 is derived from results of four application deadlines: June, September, and December of 2015 and March 2016, and then contrasted, where possible, with data collected annually since 2012 when Music Nova Scotia began using Podio as its data and project management system. Overall, 204 eligible applications were received and \$522,596.62 was invested into 125 projects by 97 artists/groups and 28 industry professionals. The significant increase in numbers over past years is due to the addition of the Emerging Music Business Program to the investment programs administered by Music Nova Scotia.

Table 1 - By Initiative, Applications Submitted vs. Approved, and Approval Rating

	2015-2016			2014-2015			2013-2014		
Initiative	Submitted	Approved	Approval	Submitted	Approved	Approval	Submitted	Approved	Approval
Travel and Tour	50	36	70%	70	40	57%	62	41	67%
Marketing	36	23	64%	53	27	51%	48	27	56%
Showcase	27	22	81%	38	28	74%	39	23	59%
EMBP Sound Recording or Marketing	64	24	37.5	N/A	N/A	N/A	N/A	N/A	N/A
EMBP Mentorship	18	13	72%	N/A	N/A	N/A	N/A	N/A	N/A
EMBP Industry Professional	9	7	78%	N/A	N/A	N/A	N/A	N/A	N/A
Overall	204	125	61%	161	95	59%	149	91	61%

The overall approval rate for the program has returned to 61% from the slight dip to 59% last year. Well over half of the applicants received full or partial support. Showcasing applicants continue to have the highest approval rating of all the programs, demonstrating both the strong need and strong proposals submitted for these kinds of projects.

Chart 3 – Applications Submitted and Approved 2015-16

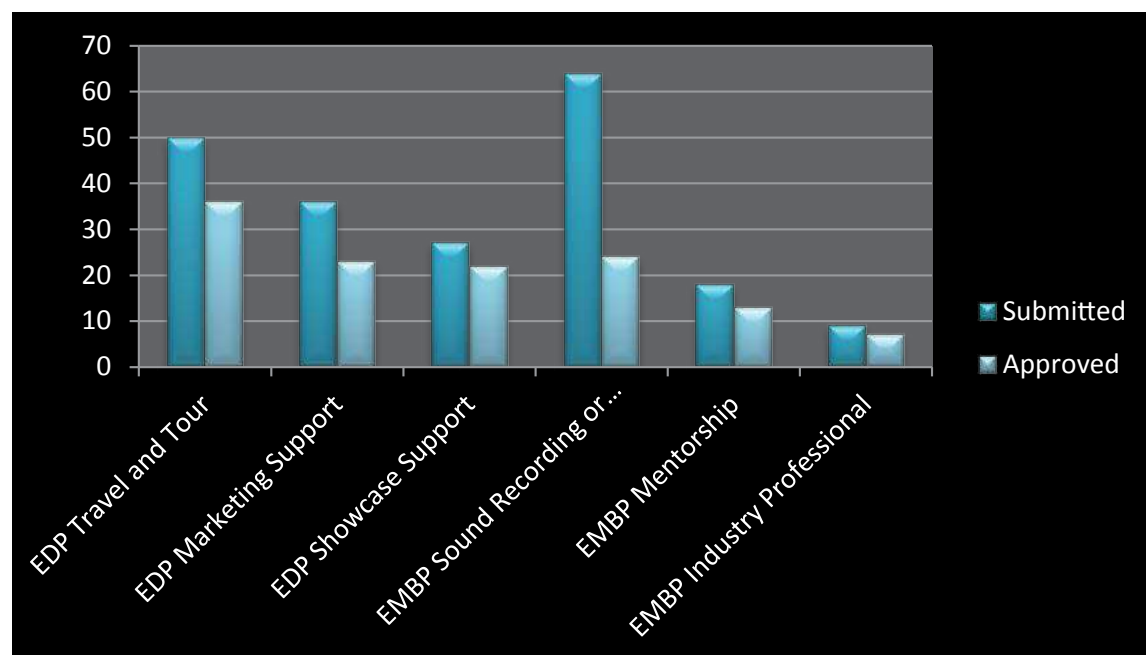


Table 2 – by Export Status, Application Submitted vs. Approved

Emerging status applicants are the largest group of clients to the combined programs, but Export-Ready status applicants comprise the largest group overall with the highest approval rating.

2015-2016

	Applications Submitted	Applications Approved	Approval Rating	Projected Expenses for Approved Apps	EDP Funding	% of Projected Expenses
Emerging	92	45	49%	\$474,141.89	\$216,577	46%
Export Ready	64	49	77%	\$443,639.83	\$157,454.62	35%
Exporting	48	31	65%	\$449,682.87	\$136,065	30%
Total	204	12	61%	\$1,367,464.59	\$510,096.62	37% avg

2014-2015

Export Status	Applications Submitted	Applications Approved	Approval Rating	Projected Expenses for Approved Apps	EDP Funding	% of Projected Expenses
Emerging	14	8	57%	\$38,019.65	\$13,529.27	36%
Export Ready	77	44	57%	\$403,650.93	\$139,827.36	35%
Exporting	70	43	61%	\$549,925.14	\$148,043.37	27%
Total	161	95	59%	\$991,595.72	\$301,400.00	30% avg

2013-2014

Export Status	Applications Submitted	Applications Approved	Approval Rating	Projected Expenses for Approved Apps	EDP Funding	% of Projected Expenses
Emerging	7	3	43%	\$20,871.06	\$5,600.00	27%
Export Ready	83	48	59%	\$434,484.03	\$146,900.00	34%
Exporting	59	40	68%	\$621,666.99	\$147,500.00	24%
Total	149	91	61%	\$1,077,022.08	\$298,600.00	28% avg

2012-2013

Export Status	Applications Submitted	Applications Approved	Approval Rating	Projected Expenses for Approved Apps	EDP Funding	% of Projected Expenses
Emerging	17	9	53%	\$37,743.33	\$12,288.65	33%
Export Ready	114	53	46%	\$568,817.50	\$156,624.38	26%
Exporting	55	41	75%	\$548,212.70	\$145,078.27	30%
Total	169	94	56%	\$1,117,030.20	\$313,991.30	28% avg

Chart 4 – Funding Versus Expenses by Exporting Status 2015-16

For every dollar invested by the EDP and EMBP programs, artists and industry professionals spend approximately three times that amount on their tours, showcases, sound recording, and marketing projects.

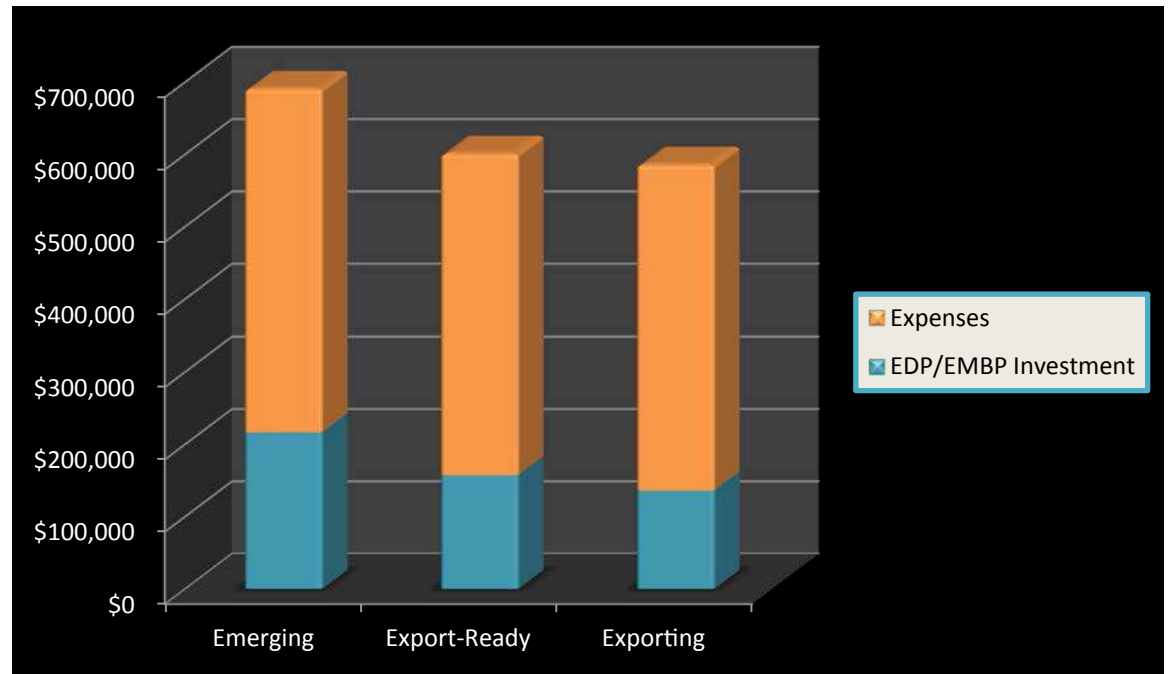


Table 3 - By Region, Applications Submitted vs. Approved

The number of approvals for HRM continues to dominate over the other regions of Nova Scotia for obvious reasons: population, proximity to venues and resources and the size of the music community itself.

2015-2016

Region	Applications Submitted	Applications Approved	Approval Rating	Amount Approved
HRM	184	111	60%	\$439,113.62
Cape Breton	7	5	71%	\$15,699
Northumberland Shore	5	3	60%	\$13,334
Fundy Shore	2	2	100%	\$11,750
Annapolis Valley	0	0	0%	\$0
South Shore	4	3	75%	\$19,200
Eastern Shore	2	1	50%	\$11,000
Total	204	125	61%	\$510,096.62

2014-2015

Region	Applications Submitted	Applications Approved	Approval Rating	Amount Approved
HRM	127	79	62%	\$241,508.12
Cape Breton	14	4	29%	\$13,492.25
Northumberland Shore	9	6	67%	\$29,282.50
Fundy Shore	1	1	100%	\$4,000
Annapolis Valley	1	0	0%	\$0
South Shore	8	4	50%	\$8,117.13
Eastern Shore	1	1	100%	\$5,000
Total	161	95	59%	\$301,400.00

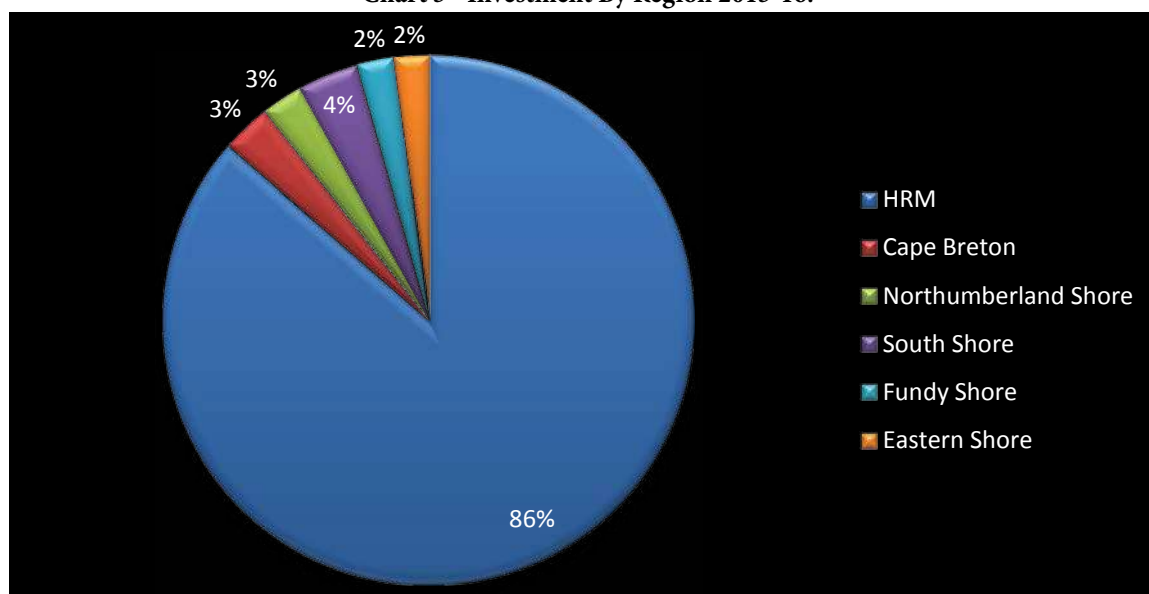
2013-2014

Region	Applications Submitted	Applications Approved	Approval Rating	Amount Approved
HRM	120	73	61%	\$228,385.17
Cape Breton	8	5	63%	\$18,995
Northumberland Shore	12	9	75%	\$32,119.83
Fundy Shore	1	1	100%	\$1,800
Annapolis Valley	1	0	0%	\$0
South Shore	7	4	57%	\$17,300
Eastern Shore	0	0	0%	\$0
Total	149	91	61%	\$298,600.00

2012-2013

Region	Applications Submitted	Applications Approved	Approval Rating	Amount Approved
HRM	132	77	58%	\$ 251,283.80
Cape Breton	14	8	57%	\$ 24,375.50
Northumberland Shore	13	5	38%	\$20,632
Fundy Shore	1	0	0%	\$0
Annapolis Valley	1	0	0%	\$0
South Shore	8	4	50%	\$14,700
Eastern Shore	0	0	0%	\$0
Total	169	94	56%	\$310,991.30

Chart 5 - Investment By Region 2015-16:



Target market visits by EDP Funding Recipients

2015-16 saw a shift back to the domestic Canadian market with Ontario and the Maritime and Atlantic provinces leading the list of regions where artists directed their efforts. Internationally, the United States led the markets targeted, followed by the United Kingdom, and continental Europe excluding Germany and France. Interestingly, combining all European regions/classifying the market as “European Union” would lead to that market as a whole being the top focus of EDP investment.

Nova Scotia Music Week is playing a major role in this foreign market focus. Nova Scotia Music Week 2015 focused on bringing in buyers from the Germany, UK and United States, so it’s no surprise that tours and marketing projects moved in that direction after relationships were set with new foreign partners. Music Nova Scotia continues to play an active role in broadening the market potential of local artists.

The Export Development Program is just one stage of development for exporting artists from Nova Scotia. Along with international showcasing events, international partners like Sound Diplomacy in the UK and Nova Scotia Music Week’s Export Buyers Program, the EDP spurs economic growth in foreign markets.

Chart 6 – 2015-16 Target Markets by number of projects

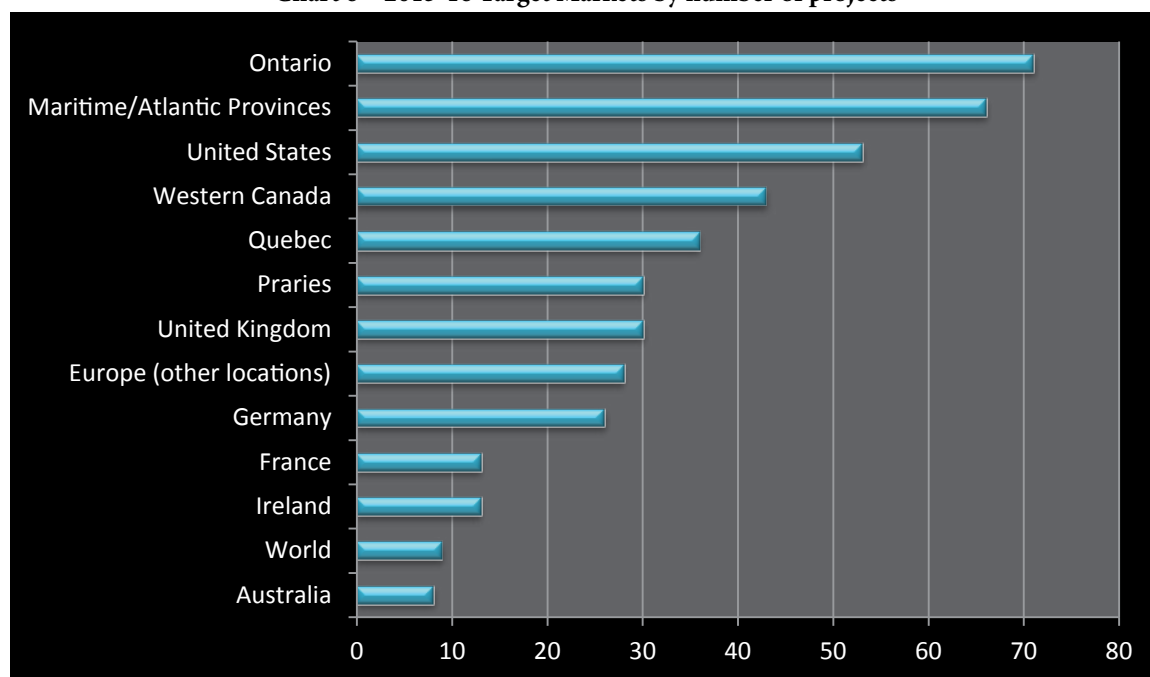


Chart 7 – Type of funded projects by investment 2015-16

The “Travel and Tour” component continued to be the most popular type of project funded by investment amount, followed closely by mentorships (due to the inclusion of the EMBP). Live performance continues to be a main source of revenue and promotion for most applicants.

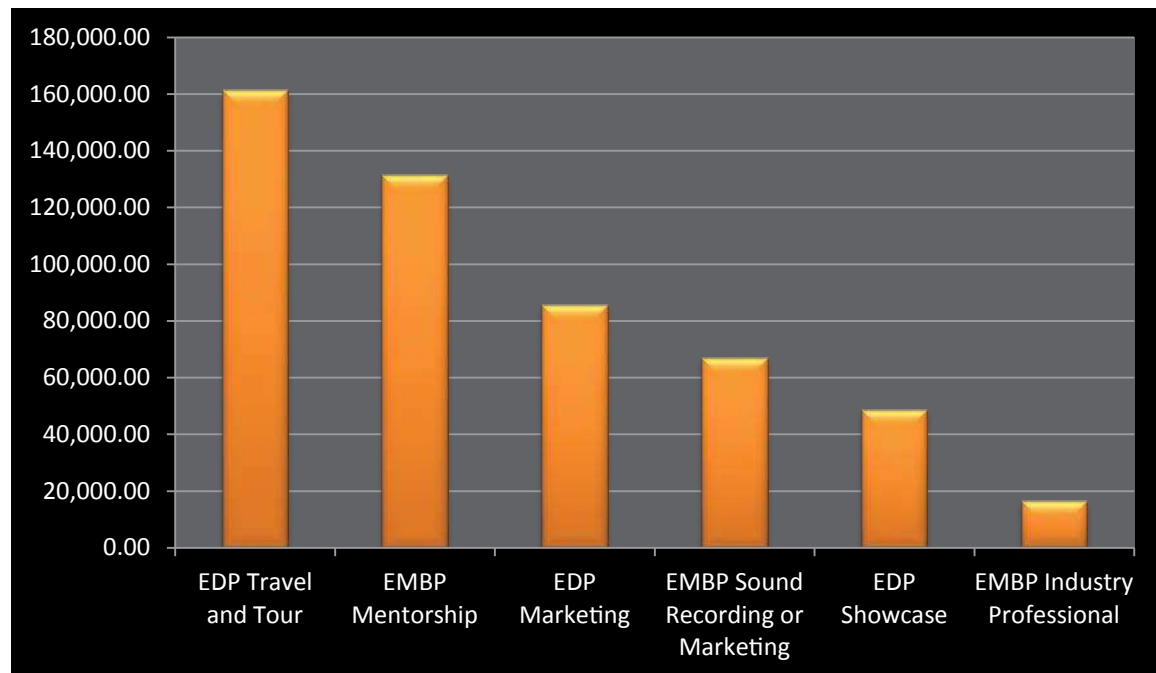
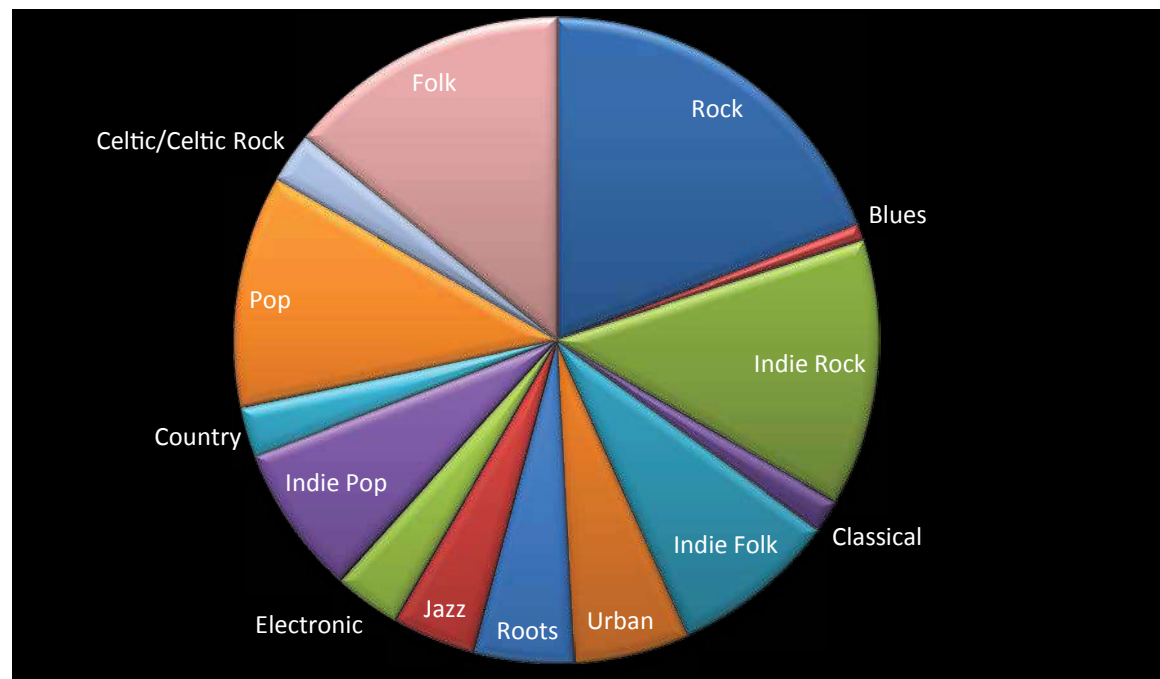


Chart 8 – Funding by Genre 2015-16

Statistics regarding investment by genre are determined by asking each applicant for their ‘primary’ genre. However an artist often identifies with more than one genre in their profile.



The most funded applications continue to be in Rock, Folk, Indie Rock, and Pop by a significant margin. These statistics are unsurprising given the popularity of these genres within mainstream music industry in general, although there continues to be growth shown in the urban/hip-hop sector. This trend is expected to continue into the new fiscal year.

Table 4 - By Artist/Group, Total EDP Funding for 2015-16

Artist	Investment
Nap Eyes	\$20,550.00
Ben Caplan	\$19,752.00
Vogue Dots	\$15,750.00
Hillsburn	\$15,585.00
The Stanfields	\$13,642.00
Mo Kenney	\$13,165.00
CHRIS NOXX	\$13,000.00
Gabrielle Papillon	\$8,800.00
Rich Aucoin	\$7,595.00
Erin Costelo	\$7,500.00
Classified	\$7,500.00
Dave Gunning	\$7,292.00
Kestrels - Chad Peck	\$7,250.00
Charlie A'Court	\$6,760.00
Port Cities	\$6,500.00
Christina Martin	\$6,042.00
Corey Lerue (Neon Dreams)	\$6,000.00
Ria Mae	\$5,800.00
Jenn Grant	\$5,618.00
The Town Heroes	\$4,500.00
Cassie and Maggie MacDonald	\$4,500.00
beauts	\$4,437.00
Maureen Batt	\$4,000.00
Heather Green	\$4,000.00
Alana Yorke	\$4,000.00
David Myles	\$3,780.00
The Brood	\$3,675.00
Floodland	\$3,633.00
Kim Harris	\$3,500.00
Robert Joseph Burt	\$3,500.00
Tyler Messick	\$3,400.00
Jay Crocker	\$3,200.00
Adrienne & Mike	\$3,000.00
Jordan Musycsyn	\$3,000.00
Erika Kulnys	\$3,000.00
Mitchell Pineo	\$3,000.00
Willem Paynter	\$3,000.00
Casey May	\$3,000.00
Quake Matthews (Matthew Arab)	\$3,000.00
Maura Whitman	\$2,900.00
Laurenn Marchand	\$2,900.00
Reeny Smith	\$2,500.00
Eric Stephen Martin	\$2,500.00
Willie Stratton	\$2,350.00

Kev Corbett	\$2,250.00
Walrus	\$1,850.00
Owen Meany's Batting Stance	\$1,500.00
Daniel Walker	\$1,500.00
Natalie Lynn	\$1,500.00
Scientists of Sound	\$1,200.00
Quiet Parade	\$1,131.00
Andy Patil	\$1,000.00
Like A Motorcycle	\$500.00

Industry Professionals

Kristin Cameron	\$20,750.00
Shotgun Riders	\$13,000.00
Adam Warren	\$12,500.00
Ian MacDougall	\$12,000.00
Erin McDonald	\$12,000.00
Melissa MacMaster	\$11,000.00
Arthur Fox	\$10,465.00
Myke Bulley	\$10,000.00
Gabrielle Archer	\$10,000.00
Jones & Co.	\$7,419.00
Brian Murray	\$6,500.00
Tynan Dunfield	\$5,000.00
Dana Beeler, Golden Bay Promotions	\$3,000.00
Gina Burgess	\$2,393.00
Song City Enterprises Inc.	\$2,000.00
Laughing Heart Music	\$2,000.00
Grace Russell	\$2,000.00
Janesta Boudreau	\$1,500.00
Jeremy VanSlyke	\$1,200.00
Trevor Murphy	\$1,062.62

3.0 Return on Investment Reporting 2012-2015

The Export Development Program was put online from its paper-based submission system in June of 2012. Utilizing the Podio data management system allows Music Nova Scotia to collect and analyzed a wealth of macro and micro-economic data, including revenue breakdowns and projections. This results in more accurate reporting and allows us to show trends in the industry, but also trends with the program.

Chart 9 – EDP/EMBP Total Investment vs Revenue Generated 2012-16

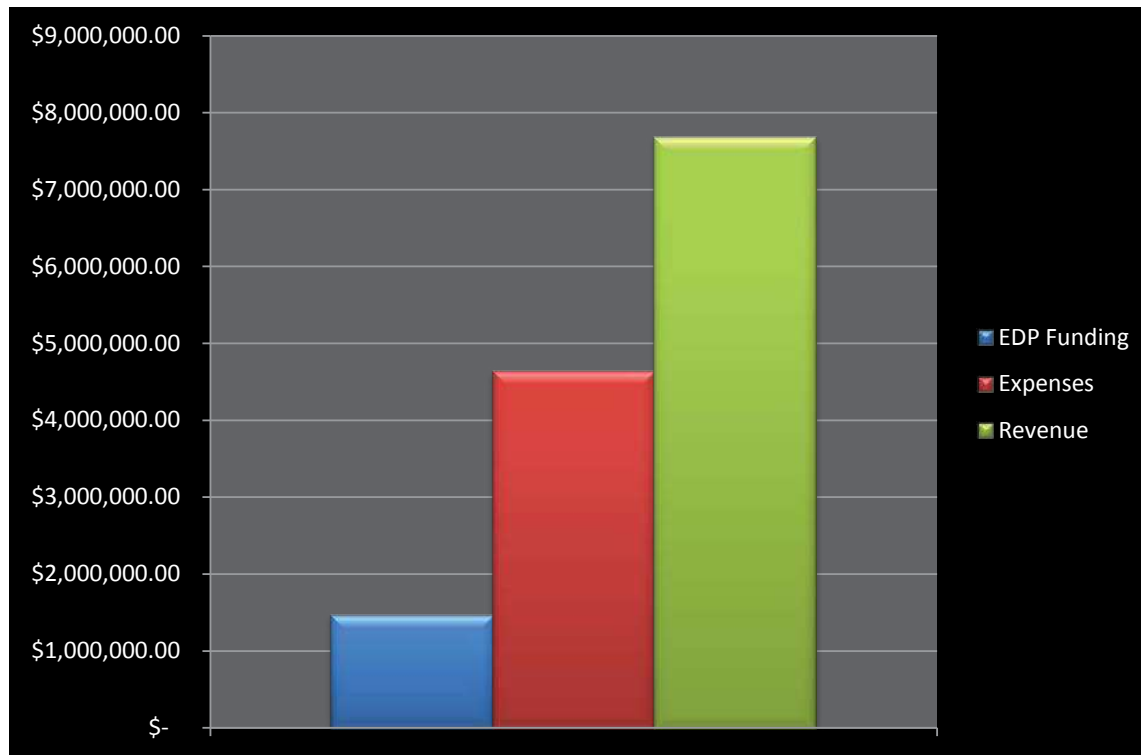


Chart 9 illustrates a comparison of the revenue generated from initiatives, versus the expenses incurred as well as the EDP investment allocated to execute the project. This data is derived from 420 final reports submitted since June 2012. The figures reflect the tremendous effect a provincial investment can have on earned revenues generated through these music industry activities. The 4 year total program investment totalling \$1,470,000 has resulted in revenue totalling \$7,684,465.93. When expenses (artist investment) are subtracted, we are left with a figure of \$3,051,557.44, representing a gain of \$1,583,438.23 (107.7%), and 19.5% annualized return on investment.

4.0 Conclusion

The Export Development Program and Emerging Music Business Program have been staples of the creative industry of Nova Scotia for over a decade. The economic data collected since 2012 confirms that investment by public partners provides tremendous results and delivers significant ROI, strengthening the cultural infrastructure of the province, providing jobs throughout a multitude of related sectors, and improving the province's taxation revenue. The music industry produces an excellent return on investment, in addition to representing our province professionally, all over the world.

Nonetheless, our industry's investment priorities can be fluid and ever-changing. As administrators, we should always seek to critically evaluate and improve our programs. With this in mind, Music Nova Scotia is pleased to unveil a new suite of investment programs to replace the EDP and EMBP, which will continue to provide significant public investment to our artists, music businesses and industry professionals. With an eye towards harmonizing some of the goals, policies and procedures of our investment partners such as the Nova Scotia Department of Community, Culture and Heritage, and FACTOR, Music Nova Scotia believes these new programs will deliver more efficient and effective investment to our industry.

June 27, 2016

RE: Export Development Program, Music Nova Scotia

To Whom It May Concern:

On behalf of my business, my band, and myself, I want to put in writing how vital Music Nova Scotia's Export Development Program has been for our growth, our profitability, and our very existence as a viable Nova Scotia based company.

In the year 2010, I made the leap from music hobbyist to entrepreneur. To get started, I relied heavily on funding and support from the Emerging Music Development fund. A program who's mandate is now rolled into the new programs being administered by Music Nova Scotia. This funding, along with practical support from the staff of Music Nova Scotia, gave me the tools I needed to launch my business.

In 2011, after a year of steady growth made possible by the Emerging Music program, I graduated into the EDP funding stream and began to take advantage of the opportunities afforded by that program. In that year, I showcased and toured in Canada, the UK, and the Netherlands. These touring and showcasing opportunities were only possible because of funding support from the program.

By 2013, after many more projects supported by EDP, the work that I had done began to pay off in ways that I could not have imagined. I did substantive tours in The United States, Ireland, The UK, The Netherlands, Belgium, Germany, Switzerland, Poland, Norway, and twice to Australia. These projects and tours were always vetted by Music Nova Scotia and strengthened by their feedback. I played festivals like SXSW in Austin, Texas, and Glastonbury in the UK and began building a loyal international fanbase.

At this point in 2016, I am actively touring in 20 different countries around the world. I have one regular part time employee and one full time employee, both based in Halifax. I pay commission to a Halifax based management company (Laughing Heart Music), and regularly employ multiple Nova Scotia based musicians for up to 180 days per year. Not only have I become a successful entrepreneur in my own right, but as an employer, I am proud to spend much more in the course of a year on salaries and wages than I take in from direct subsidies through Music Nova Scotia administered grants.

Almost every province in Canada offers financial support to their artists and businesses. This funding is essential for the music industry in Nova Scotia to remain competitive. As the owner of a profitable company that does business in 20 international territories, I am proud to call Nova Scotia my home. I am glad that up until now my residency in this province makes good business sense. I feel a profound sense of loyalty to the province of Nova Scotia for providing me with the grant funding and the tools to build a profitable business. The continued existence of these programs makes it possible for me to stay here and invest here despite the geographical inconvenience of my separation from larger music hubs.

We should be proud that the EDP program and Music Nova Scotia have allowed artists like myself to thrive and flourish in the new music economy. If we aspire to live in a province that continues to draw in revenue and create jobs and opportunity through the entertainment sector, it is essential that these programs be maintained and strengthened.

Sincerely,
Ben Caplan



Bringin' It Home Final Report Fiscal Year 2014-15 & Update for 2015-16



1.0 THE BRINGIN' IT HOME PROGRAM OVERVIEW

1.1 History of Bringin' it Home

Bringin' it Home was initially conceived as a pre-packaged travelling tour that saw Music Nova Scotia (MNS) partner with various community presenter organizations to present music around the province. This version of the program ran for five years and in its final year presented 18 performances for a cost of \$100,000.00.

Debuting in 2008, the new Bringin' it Home Community Presenters Assistance Program (BIH) was re-vamped to better fit the needs of Nova Scotia communities. After five seasons of the new format, it is clear that Bringin' it Home program allows dozens of presenters to develop their skills and dozens of local artists to be hired in their home province.

1.2 Today's Bringin' it Home Program

The new Bringin' it Home puts the program in the hands of the community presenter with support from Music Nova Scotia. This program creates opportunities to present Nova Scotia artists with MNS assistance and sees community presenters “own” their shows.

Under the program, participating community presenters are eligible for pre-approved investment against a financial loss on a presentation, should a loss be incurred. Shows requesting shortfall insurance under BIH are branded and promoted as a “Bringin' it Home” presentation carrying the logos of Music Nova Scotia and Bringin' It Home.

1.3 Program Objectives

- To stimulate the development of community music presenters and Nova Scotia musicians both emerging and established;
- To foster and nurture strong artist-presenter relationships in the spirit of artistic vision;
- To increase touring activity and revenue for Nova Scotia musicians during fall, winter, and spring seasons;
- To increase the frequency of attendance by existing audiences, to attract new audiences, and to increase the range of people who attend performances by Nova Scotia musical acts;
- To create a network of Nova Scotia community presenters who participate in block booking opportunities and the promotion of a subscription series of Nova Scotia musical presentations;
- To provide Music Nova Scotia members with a data base of contact information for Community Presenters and venues to assist members in booking their own engagements;
- To provide community presenters with access to information on Music Nova Scotia members

1.4 Evaluation Process

Qualified Bringin' it Home Community Presenters will be eligible to receive shortfall insurance to a maximum of \$1500.00 per performance taking place between October 1 – June 30. All requests are subject to available funding and will be pro-rated should they exceed available funding.

Eligibility

An eligible applicant is a non-profit organization committed to providing musical experiences for their community. Some undertake just one or two performances a year, others present dozens, but most will stage anywhere from three to eight performances a season. With a few exceptions, the season runs from fall to spring. Some community presenters may have paid employees on staff, but most rely on community volunteers.

Bringin' it Home Community Presenters must:

- Commit to presenting at least one eligible performance under the program;
- Be willing to participate in artist block booking opportunities with other Bringin' it Home Community Presenters;
- Present emerging and established Nova Scotia artists;
- Set a minimum ticket price of \$15.00 for regular and \$7.00 for all-ages and advance
- Present as BIH branded shows;
- Provide an artist fee guarantee;
- Eligible presentations must take place between Oct 1 and June 30.

Ineligible Presentations

- Performances taking place at house concerts, bars/night clubs, and restaurants;
- Performances presented by individual promoters or agents;
- Performances of non-Nova Scotian artists, or groups that are more than 50% non-Nova Scotian;
- Music Festivals and industry conferences

Application Assessment

Applications are assessed on:

- Willingness to participate in block booking opportunities;
- A balance of emerging and established Community Presenters;
- Technical capacity to present performances with in-house audio and lighting equipment

Not all Bringin' it Home branded presentations result in a shortfall during the program. The more shows presented under the program that are a financial success allow the opportunity for Music Nova Scotia to include additional Community Presenters and performances in the program. Music Nova Scotia will create a standby list and notify those Community Presenters accordingly so all are encouraged to apply.

It is required that those Community Presenters who wish to be recognized under the program contact the Music Nova Scotia Program Manager before their application is submitted.

Shortfall requests are made available to assist Bringin' it Home Community Presenters who hire Nova Scotia based artists only. Insurance is limited, so Bringin' it Home Community Presenters receiving shortfall insurance will be those who:

- Present export ready and emerging artists;
- Present diverse musical offerings while maintaining a core audience base through balanced programs;
- Encourage and participate in block bookings with fellow Bringin' it Home Community Presenters;
- Present performances between October 1 and June 30;
- Fulfill program requirements for reporting and paperwork in a timely manner as outlined in program guideline

1.5 Summary of 2014-15 Season

- 35 artists and groups performed
- 40 distinct presentations

CHESTER PLAYHOUSE

Singer / Songwriter

Gabrielle Papillon



Her latest album, *The Tempest of Old*,
is 'big, orchestral and defiant.'

This performance is sponsored by Music
Nova Scotia's Bring It Home program.



Live, May 20th at 7:30 pm

Tickets are \$23 for adults and \$18 for students.

For tickets, contact the Playhouse at
(902)- 275-3933 or visit
www.chesterplayhouse.ca



1.6 Nova Scotia Music Week 2015 – Domestic Buyers' Experience

NSMW 2015 Summary:

Nova Scotia Music Week 2015 once again hosted the Domestic Buyers Summit. The summit represents the opportunity to come to NSMW to see the music, and also discuss the issues and opportunities surrounding the presentation of music in small rural communities. The summit was designed to facilitate best practices in community presenting through panels, presentations, round tables, break out groups, key notes and block booking sessions.

LOCAL PRESENTERS MEET-AND-GREET

The artist meet-and-greet was a social hour open to participating community presenters and all artists attending NSMW. Artists who were seeking local and regional touring opportunities were encouraged to attend and meet participating community presenters from across Nova Scotia and Atlantic Canada.

PRESENTER PROFESSIONAL DEVELOPMENT TRAINING:

The Domestic Buyer's Summit featured a full day of professional development training, led by Inga Petri. Since 1990, Inga has designed and implemented research and strategies for organizations in the private, not-for-profit and public sectors, employing collaborative approaches that rally participants around common objectives. Topics addressed included demographic change to audiences, technological change, market fragmentation, and economic uncertainty.

PITCH SESSIONS

Participating community presenters attended artist "pitch sessions" to encourage the discovery and booking of established and up-and-coming Nova Scotian artists. This year, pitch sessions were geared towards artists looking to attract local presenters and artists looking to attract international buyers, splitting the groups by day.

Artists who presented at the 5 Minute Pitch for 2015:

Table 1

Reeny Smith
Gabrielle Papillon
Erin Costelo
Mike Bochoff
Hillsburn
Gianna Lauren
Morgan MacDonald
Alana Yorke
Trevor Murphy
Jessie Brown
E.B. Anderson & The Resolutes
Christina Martin
Dan Doiron
Decota McNamara
Carmel Mikol
Jordan Musycsyn
Dana Beeler
Ian Sherwood
Laura Merrimen
Chris Martin
Christopher Brown

BIH buyers in attendance for the NSMW 2015 conference:

Table 2

Name	Organization
Erick Bickerdike	Chester Playhouse
Peter Mowat	Deep Roots Music Cooperative
Carlton Munroe	Glasgow Square Theatre
Errin Williams-Spidle	Harmony Bazaar Festival
Leif Helmer	Little River Folk
Lisa Gleave	Mermaid Imperial Performing Arts Centre
Haley Myatt	MSVUSU
Kenney Fitzpatrick	MSVUSU - Mount Saint Vincent University Students' Union
Lisa Gleave	Mermaid Imperial Performing Arts Centre

The Bringin' It Home Buyers Program at Nova Scotia Music Week 2015 created business opportunities for showcasing artists. The festival allows local presenters to see up to 93 artists in four days, but also allows them to meet at social gatherings and interact with them on a more personal level. Most local buyers said they have or would soon be booking 2-5 artists from Nova Scotia. So far, these results have been seen in Bringin' It Home bookings:

Gabrielle Papillon was booked three times.

Erin Costelo was booked three times.

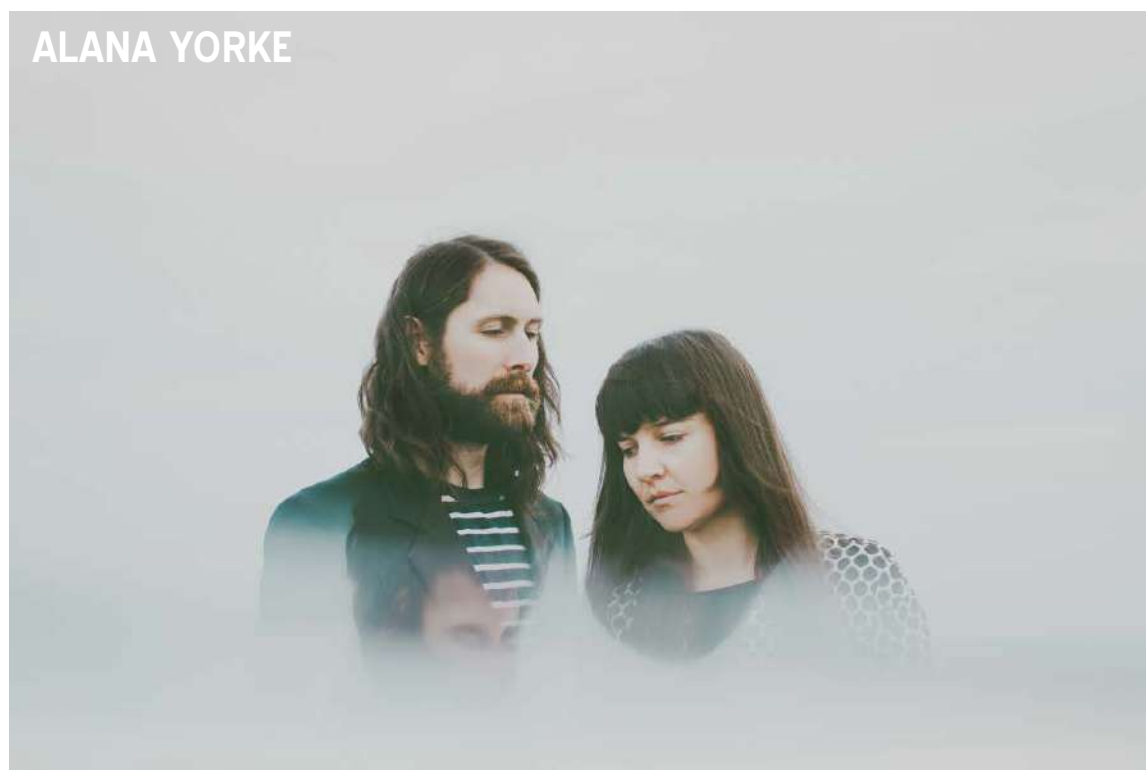
Christina Martin was booked twice

Hillsburn was booked once.

Alana Yorke was booked once.

Carmel Mikol was booked once.

Ian Sherwood was booked once.



2.0 2014-15 PROGRAM RESULTS

2.1 Qualified Community Presenters for 2014-2015

- Astor Theatre Society
- Royal Canadian Legion Branch 24 (Bridgewater)
- Chedabucto Place Association
- Chester Playhouse
- Evergreen Theatre
- Glasgow Square Theatre
- Harmony Bazaar
- L'Arche Cape Breton
- Little River Folk
- Lunenburg Folk Harbour Society
- Marigold Theatre
- Mermaid Imperial Performing Arts Centre
- Musique Royale
- Musquodoboit Valley Bicentennial Theatre
- Osprey Performing Arts Centre
- Parrsboro Band Association
- Petite Riviere Fire Department
- St. Cecilia Concert Series
- Th'YARC Playhouse & Arts Centre
- The Town of Port Hawkesbury (Port Hawkesbury Civic Centre)

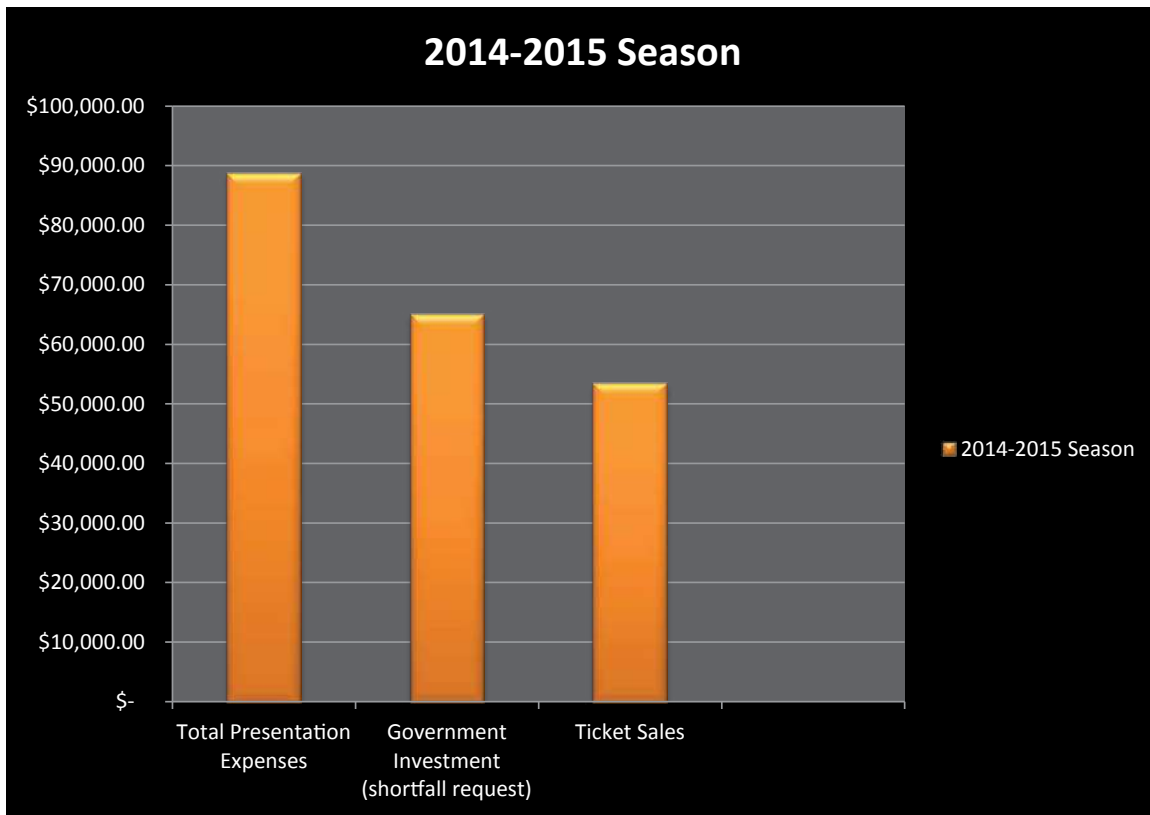
Table 3 – Presenters by Region

Region	14/15 Presenters		13/14 Presenters		12/13 Presenters		11/12 Presenters	
	qualified	active	qualified	active	qualified	active	qualified	active
Halifax/Dartmouth	1	1	1	1	2	2	0	0
South Shore/Yarmouth	7	7	7	6	7	7	6	6
Cape Breton	3	3	3	3	5	2	5	4
Northumberland Shore	2	2	2	2	2	2	1	1
Eastern Shore	3	3	3	3	4	3	4	4
Annapolis Valley	2	2	2	2	4	2	5	5
Fundy Shore	2	3	3	3	2	1	2	1
Total	20	21	21	20	26	19	23	21

Table 3 (above) shows the geographic disbursement of qualified and active BIH presenters throughout the province.

Chart 1

The chart below shows the relationship between revenue earned and shortfall requests through the 2014-15 season of the BIH program.



- Presenter revenue: \$53,527
- Shortfall requests: \$65,000
- Presentation Expenses: \$88,720

2.2 BIH presentations in the 2014/15 season:

Table 4

Date/Artist	Presenter
2014/10/19 Old Man Luedecke	Parrsboro Band Association
2014/10/20 - LENNIE GALLANT	Th'YARC
2014/10/24 - Thom Swift	Osprey Arts Centre
2014/11/01 - Carleton Stone, Dylan Guthro, Breagh MacKinnon	Mermaid Imperial Performing Arts Centre
2014/11/01 - Carleton Stone, Dylan Guthro, Breagh MacKinnon	Chester Playhouse
2014/11/01 - Carleton Stone, Dylan Guthro, Breagh MacKinnon	Glasgow Theatre
2014/11/01 - Ian Sherwood	Harmony Bazaar Festival of Women & Song
2014/11/08 DAVID MYLES	Th'YARC
2014/11/21 - The Stanfields	L'Arche Cape Breton
2014/11/22 - Gordon Stobbe - IE	Parrsboro Band Association
2014/11/22 - Swingology	Mermaid Imperial Performing Arts Centre
2014/11/22- The Stanfields	Town of Port Hawkesbury
2014/11/28 - The Stanfields	Astor Theatre Society
2014/12/12 - An Intimate Evening with Kim Dunn	Lunenburg Folk Harbour Society
2014/12/13 - Don Brownrigg/Catherine MacLellan	Evergreen Theatre
2015-05-15 - Tristan Legg	Musquodoboit Valley Bicentennial Theatre
2015-06-13 - Salt Water in Your Socks	Musquodoboit Valley Bicentennial Theatre
2015/01/11 - Suzanne Lemieux and Blue Engine String Quartet	Cecilia Concert
2015/03/07 Hillsburn at the MVBT	Musquodoboit Valley Bicentennial Theatre
2015/03/08 - John Campbelljohn & John Carew	Parrsboro Band Association
2015/03/22 - Quartet La Corde	Cecilia Concert
2015/04/04 - Gabrielle Papillon & Layne Greene	Glasgow Theatre
2015/04/04 Anne Janelle	Evergreen Theatre
2015/04/11 - Erin Costelo	Lunenburg Folk Harbour Society
2015/04/12 - Susan Crowe & Cindy Church	King's Theatre
2015/04/18 - Laura Smith	Parrsboro Band Association
2015/04/18 Pogey	Cobequid Arts Council (Marigold Cultural Centre)
2015/04/19 - Cindy Thong and Willem Blois	Cecilia Concert
2015/04/19 - Little Miss Moffat	Mermaid Imperial Performing Arts Centre
2015/04/24 - Don Brownrigg	Glasgow Theatre
2015/04/25 - Shirley Jackson & her good Rockin Daddy's	Chester Playhouse
2015/05/08 - Shirley Jackson and her Good Rockin' Daddys	Harmony Bazaar Festival of Women & Song
2015/05/09 - Ben Caplan	Evergreen Theatre
2015/05/10 - Stan Carew and John Campbelljohn	Osprey Arts Centre
2015/05/10 Fifth Wind in Concert	Cecilia Concert
2015/05/15 - Matt Minglewood	Parrsboro Band Association
2015/05/23 - Katey Day and The Knights	Royal Canadian Legion, Branch #24, Bridgewater
2015/05/30 - Back Home Again Songs of John Denver	King's Theatre
2015/06/17 - Karen Robinson	Cobequid Arts Council (Marigold Cultural Centre)
2015/06/20 - Evans and Doherty	King's Theatre

3.0 2014-15 UPDATE

3.1 2014-15 Bringin' It Home Presentations

Date/Artist	Presenter
2015/09/11-Christina Martin	Glasgow Theatre
2015/09/15-In Flight Safety	Glasgow Theatre
2015/09/16 - The Town Heroes	Glasgow Theatre
2015/10/03-Kim Dunn and Shannon Quinn	Chester Playhouse
2015/10/05 - Brigh	Strathspey Place
2015/10/17-Jenn Grant	Town of Port Hawkesbury
2015/10/17-Spinney Brothers	Mermaid Imperial Performing Arts Centre
2015/10/23-Evans & Doherty	Musquodoboit Valley Bicentennial Theatre
2015/10/24 - Christina Martin	Little River Folk
2015/11/02 - Brigh	Strathspey Place
2015/11/12 - COIG	Strathspey Place
2015/11/15-COIG	Cobequid Arts Council (Marigold Cultural Centre)
2015/11/21-Honky Tonk Blues	L'Arche Cape Breton
2015/11/22 - Brazilian Choro Music	Cecilia Concert
2015/12/10 - Bette MacDonald Tis' The Season 9	Grace Jollymore Joyce Arts Centre (Joyce Theatre)
2015/12/15 - David Myles	Musquodoboit Valley Bicentennial Theatre
2015/12/18 - Barra MacNeil's Christmas	Strathspey Place
2015/12/31-Shirley Jackson & Her Good Rockin Daddys	Royal Canadian Legion, Branch #24, Bridgewater
2016/01/09-Hupmans & Christine Campbell	Lunenburg Folk Harbour Society
2016/02/06-Papillon	Lunenburg Folk Harbour Society
2016/02/13-In Flight safety	Town of Port Hawkesbury
2016/02/13-Katey Day & The Knights	Royal Canadian Legion, Branch #24, Bridgewater
2016/02/28 - Bell Sisters	Musquodoboit Valley Bicentennial Theatre
2016/03/18-David Myles	Mermaid Imperial Performing Arts Centre
2016/03/26 - Alana Yorke	Parrsboro Band Association
2016/03/26 - Stomping Tom Connors and Box Car Willy Tribute	Musquodoboit Valley Bicentennial Theatre

4.0 PROGRAM RECOMMENDATIONS

4.1 Conclusion

The Bringin' It Home program has been instrumental in developing the infrastructure and capacity of our local non-profit community presenters, while providing an incentive for these organizations to continue to book and promote our local Nova Scotia talent. It has been an essential element in the mix of cultural industries investment by the Government of Nova Scotia and Music Nova Scotia. Nonetheless, changes in investment priorities and goals necessitate critical analysis and potential revisions to existing programs.

As of June 2016, the Bringin' It Home program has been discontinued. The new suite of investment programs administered by Music Nova Scotia and launched in June 2016 will continue to provide an incentive to non-profit presenters in the province, through the "Community Presenters" component of Live Performance stream on investment. This component will recognize 25% investment of any eligible artist fees to a maximum of \$1000 per presentation, with a cap of \$3000 annually.

REPORT CONTRIBUTORS

Scott Long

Molson Canadian Nova Scotia Music Week Report
International Business Development Report

Lisa Stitt

Membership Report
Membership Services Report
Financial Report

Serge Samson

Export Development Program for Music Report
Bringin' It Home Community Presenters Assistance Program Report
Member Training Report

Sean MacGillivray

Technology Report
Report Layout & Design



FINANCIAL STATEMENTS



MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA
Financial Statements
Year Ended March 31, 2016
(Unaudited)



Belliveau Veinotte Inc.
CHARTERED ACCOUNTANTS

A Member Firm of The AC Group of Independent Accounting Firms Limited

MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA
Index to Financial Statements
Year Ended March 31, 2016
(Unaudited)

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Statement of Changes in Net Assets	5
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Belliveau Veinotte Inc.
CHARTERED ACCOUNTANTS

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REVIEW ENGAGEMENT REPORT

To the Members of Music Industry Association of Nova Scotia

We have reviewed the statement of financial position of Music Industry Association of Nova Scotia as at March 31, 2016 and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of inquiry, analytical procedures and discussion related to information supplied to us by the association.

A review does not constitute an audit and, consequently, we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

Halifax, Nova Scotia
June 27, 2016

CHARTERED PROFESSIONAL ACCOUNTANTS

Page 3

	2016	2015
ASSETS		
Current		
Cash	\$ 256,498	\$ 47,072
Term deposits	60,221	105,323
Accounts receivable	75,944	210,883
HST recoverable	1,668	9,505
Prepaid expenses	22,549	33,128
	416,880	405,911
Property and equipment (Note 3)	58,109	67,596
Advances to DRUM Live Inc. (Note 7)	710,576	710,576
	\$ 1,185,565	\$ 1,184,083
LIABILITIES		
Current		
Accounts payable	\$ 48,530	\$ 42,014
Current portion of long term debt (Note 5)	6,672	6,672
Deferred income (Note 4)	240,086	221,699
	295,288	270,385
Long term loans (Notes 5, 7)	710,576	710,576
New facility term loan (Note 5)	78,872	85,544
	1,084,736	1,066,505
NET ASSETS		
Unrestricted net assets (deficit)	(2,813)	36
Restricted net assets (Note 6)	34,485	34,485
Contingency fund (Note 8)	69,157	83,057
	100,829	117,578
	\$ 1,185,565	\$ 1,184,083

ON BEHALF OF THE BOARD

Director

Director _____

See accompanying notes to the financial statements

MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA

Page 4

Statement of Revenues and Expenditures**Year Ended March 31, 2016***(Unaudited)*

	2016	2015
REVENUE		
Project revenue (Schedule 1)	\$ 1,199,856	\$ 1,028,390
Operational funding - Nova Scotia Business Inc. (2015 - Film and Creative Industries)	60,000	60,000
Foundation to Assist Canadian Talent on Records	30,000	30,000
Management & administration fees	2,040	5,000
Memberships	26,213	28,360
Interest income	4,207	1,729
Sponsorships	49,259	67,555
HRM Funding	10,000	-
Fundraising	28,077	2,155
Rental income	9,900	10,800
	1,419,552	1,233,989
PROJECT EXPENDITURES (Schedule 1)	1,223,920	1,023,144
	195,632	210,845
EXPENSES		
Advertising and promotion	25,169	5,019
Amortization	16,487	11,075
Bad debts	800	12,850
Equipment rentals	5,340	5,409
Insurance	3,917	3,699
Interest and bank charges	8,390	9,202
Office	6,707	14,580
Professional fees	1,156	5,108
Occupancy	41,900	38,455
Salaries and wages	220,452	254,954
Travel	5,045	10,331
Utilities	14,898	13,056
Less expenses allocated to projects	(137,880)	(172,929)
	212,381	210,809
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR	\$ (16,749)	\$ 36

See accompanying notes to the financial statements

MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA

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Statement of Changes in Net Assets**Year Ended March 31, 2016***(Unaudited)*

	Unrestricted net assets	Restricted net assets	Contingency Fund	2016	2015
NET ASSETS -					
BEGINNING OF					
YEAR	\$ 36	\$ 34,485	\$ 83,057	\$ 117,578	\$ 117,542
Deficiency of revenue over expenses	(16,749)	-	-	(16,749)	36
Interfund transfers	13,900	-	(13,900)	-	-
NET ASSETS - END					
OF YEAR	\$ (2,813)	\$ 34,485	\$ 69,157	\$ 100,829	\$ 117,578

During the year, the Association transferred \$13,900 from the contingency fund to cover a portion of the deficit from the Nova Scotia Music Week (NSMW) project.

See accompanying notes to the financial statements

Statement of Cash Flow

Year Ended March 31, 2016

(Unaudited)

	2016	2015
OPERATING ACTIVITIES		
Net income for the year	\$ (16,749)	\$ 36
Item not affecting cash:		
Amortization of property and equipment	16,487	11,075
	(262)	11,111
Changes in non-cash working capital:		
Accounts receivable	134,939	9,995
Prepaid expenses	10,579	5,854
Accounts payable	6,516	17,992
HST payable	7,837	(9,505)
Deferred income	18,387	(19,646)
	178,258	4,690
Cash flow from operating activities	177,996	15,801
INVESTING ACTIVITY		
Purchase of equipment	(7,000)	(16,210)
FINANCING ACTIVITY		
Repayment of long term debt	(6,672)	(6,672)
INCREASE (DECREASE) IN CASH FLOW	164,324	(7,081)
Cash - beginning of year	152,395	159,476
CASH - END OF YEAR	\$ 316,719	\$ 152,395
CASH CONSISTS OF:		
Cash	\$ 256,498	\$ 47,072
Term deposits	60,221	105,323
	\$ 316,719	\$ 152,395

See accompanying notes to the financial statements

Notes to Financial Statements**Year Ended March 31, 2016***(Unaudited)***1. PURPOSE OF THE ASSOCIATION**

The Music Industry Association of Nova Scotia (the "Association") is a not-for-profit organization incorporated under the Societies Act of the Province of Nova Scotia and operating under the name "Music Nova Scotia". The main objective of the Association is to democratically and independently determine elements required to develop the full potential of the music industry. It is the intention of the Association to create a healthier music industry by conducting educational activities, initiating programs, lobbying regulatory bodies, advising government and industry, and organizing and presenting Nova Scotia Music Week.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIESBasis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations.

Cash and cash equivalents

Cash includes cash and cash equivalents, consisting of cash on hand and bank balances.

Financial instruments policy

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and long term debt.

Accounting estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Revenue recognition

Music Industry Association of Nova Scotia follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

(continues)

Notes to Financial Statements

Year Ended March 31, 2016

(Unaudited)

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Income taxes

The Association is a not-for-profit organization and, as such, is not subject to income taxes.

Property and equipment

Property and equipment is stated at cost or deemed cost less accumulated amortization. Property and equipment is amortized over its estimated useful life on a declining balance basis at the following rates and methods:

Computer equipment	30%	declining balance method
Furniture and fixtures	20%	declining balance method
Leasehold improvements	10 years	straight-line method

The association regularly reviews its property and equipment to eliminate obsolete items. Government grants are treated as a reduction of property and equipment cost.

Property and equipment acquired during the year but not placed into use are not amortized until they are placed into use.

3. PROPERTY AND EQUIPMENT

	Cost	Accumulated amortization	2016 Net book value	2015 Net book value
Computer equipment	\$ 19,262	\$ 11,140	\$ 8,122	\$ 11,603
Furniture and fixtures	6,977	1,927	5,050	6,144
Leasehold improvements	62,239	17,302	44,937	49,849
	\$ 88,478	\$ 30,369	\$ 58,109	\$ 67,596

4. DEFERRED REVENUE

Deferred revenue relates to the various projects as follows:

	2016	2015
Export Development Program	\$ 129,534	\$ 129,965
Bringin' It Home	75,842	51,845
Nova Scotia Music Week	20,400	20,000
International Business Development	-	11,222
Artist in Residency	5,002	5,000
CCMIA Challenge	5,000	3,667
Emerging Artist	4,308	-
	\$ 240,086	\$ 221,699

Notes to Financial Statements

Year Ended March 31, 2016

(Unaudited)

5. LONG TERM DEBT

	2016	2015
Department of Economic Development and ACOA loans. See Note 7.	\$ 710,576	\$ 710,576
Scotiabank term loan, maturing October 2018, amortized over 15 years. Repayable in monthly principal payments of \$556 plus interest.	85,544	92,216
	796,120	802,792
Amounts payable within one year	(6,672)	(6,672)
	\$ 789,448	\$ 796,120

Principal repayment terms are approximately:

2017	\$ 6,672
2018	6,672
2019	6,672
2020	6,672
2021	6,672
Thereafter	52,184
	\$ 85,544

6. RESTRICTED NET ASSETS

Restricted net assets represent funds received which have been restricted for education programming.

7. ADVANCES TO DRUM LIVE INC.

	2016	2015
Department of Economic Development ACOA	\$ 192,525 518,051	\$ 192,525 518,051
	\$ 710,576	\$ 710,576

The above loans were negotiated to assist with the theatrical production of "DRUM - A Musical Tribute". These funds have been advanced to DRUM Live Inc. who has been contracted to produce the show. The Department of Economic Development loan is to be repaid in an amount equal to 2.5% of future gross profits generated from performances of the production. The ACOA loan is to be repaid in an amount equal to 2% of future gross profits generated from performances of the production. The advances to DRUM Live Inc. are to be collected on the same basis as the repayment of the Department of Economic Development and ACOA loans. There were no payments or collections made during the year.

Notes to Financial Statements

Year Ended March 31, 2016

(Unaudited)

8. CONTINGENCY FUND

The Contingency Fund (the "Fund") was created in 2010 by the Association. This fund shall be used and applied from time to time for meeting future unforeseen deficits and such other significant unexpected liabilities or contingencies that may arise. The Association segregates amounts accumulated for these purposes. The Board of Directors will determine, on an annual basis, the amount to be contributed to the Fund out of any current operating surplus.

During the year, the Association transferred \$13,900 from the contingency fund to cover a portion of the deficit from the Nova Scotia Music Week (NSMW) project as disclosed in Schedule 2.

The Fund consists of short term investments.

9. CONTINGENCY

The Association has entered into funding agreements with various government agencies. Funding received under these agreements is subject to repayment if the Association fails to comply with the terms and conditions of the agreements.

Notes to Financial Statements

Year Ended March 31, 2016

(Unaudited)

SCHEDULE 1 - PROJECT REVENUE & EXPENDITURES

	2016	2015
Project revenue		
Nova Scotia Music Week (Schedule 2)	\$ 245,818	\$ 341,293
Bringin' It Home (Schedule 3)	66,003	104,054
Casino Nova Scotia	78,675	76,355
Export Development Program	330,430	355,860
International Business Development	105,655	108,324
Artist in Residency	22,498	17,500
Viola Desmond	-	15,000
Emerging Artists	305,692	-
Gordie Sampson	25,000	-
Hall of Fame	10,000	-
Other projects	10,084	10,004
	1,199,855	1,028,390
Project expenses		
Nova Scotia Music Week (Schedule 2)	270,983	343,715
Bringin' It Home (Schedule 3)	66,003	104,054
Casino Nova Scotia	78,675	76,355
Export Development Program	330,430	355,860
International Business Development	105,655	104,103
Artist in Residency	22,498	17,500
Viola Desmond	-	15,139
Emerging Artists	305,692	-
Gordie Sampson	25,000	-
Hall of Fame	10,000	-
Other projects	10,102	6,418
	1,225,038	1,023,144
Excess (deficiency) of revenue over expenditures	\$ (25,183)	\$ 5,246

Notes to Financial Statements

Year Ended March 31, 2016

(Unaudited)

SCHEDULE 2 - NOVA SCOTIA MUSIC WEEK REVENUE AND EXPENDITURES

	2016	2015
Revenue		
ACOA	\$ 26,102	\$ 20,356
Nova Scotia Business Inc.	40,000	-
Province of Nova Scotia - Dept of Communities, Culture & Heritage	-	40,000
Foundation to Assist Canadian Talent on Recordings	35,000	35,000
Municipal Funding	-	40,000
SOCAN Foundation	5,000	5,000
Film & Creative Industries Nova Scotia	-	6,000
Program revenue	19,945	18,227
Registration and ticket sales	48,096	114,897
Sponsorship	71,675	61,813
	245,818	341,293
Expenditures		
Advertising	21,828	21,151
Bank charges	1,766	3,386
Consulting	6,170	4,348
Meals & accommodations	50,965	60,962
Miscellaneous	6,386	5,742
Performance	64,390	95,289
Production equipment rental	67,807	92,295
Travel	46,306	43,942
Venue & food	1,200	10,419
Communications	4,165	6,181
	270,983	343,715
Excess (deficiency) of revenue over expenditures	\$ (25,165)	\$ (2,422)

During the year, the Association transferred \$13,900 from the contingency fund to cover a portion of the deficit from the Nova Scotia Music Week (NSMW) project. This is shown as an interfund transfer on the Statement of Changes in Net Assets.

MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA
Notes to Financial Statements
Year Ended March 31, 2016
(Unaudited)

Page 13

SCHEDULE 3 - BRINGIN' IT HOME REVENUE AND EXPENDITURES

	2016	2015
Revenue		
Province of NS - Dept of Communities, Culture & Heritage	\$ -	\$ 104,054
Nova Scotia Business Inc.	66,003	-
	66,003	104,054
Expenditures		
Accommodations, meals & travel	-	2,363
Production & performance	66,003	68,793
Recovery of prior years' over expenditures	-	32,898
	66,003	104,054
Excess (deficiency) of revenue over expenditures	\$ -	\$ -