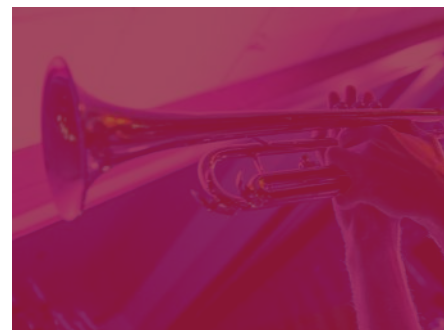


# 2019 ANNUAL REPORT



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Photos by Chell, Chris Smith and David Hodges  
Financial Statements by AC Belliveau Veinotte Inc.  
Layout by Sean MacGillivray

## 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.

Atlantic Canada Opportunities Agency (ACOA)  
African Nova Scotian Music Association (ANSMA)  
Bell Media  
Breakout West  
Canadian Council of Music Industry Associations (CCMIA)  
Canadian Heritage  
Canadian Independent Music Association (CIMA)  
Cape Breton Music Industry Cooperative (CBMIC)  
Casino Nova Scotia  
East Coast Music Association (ECMA)  
Employment Nova Scotia  
Events Truro Colchester  
Foundation Assisting Canadian Talent on Recordings (FACTOR)  
Government of Canada  
Halifax Pop Explosion Association (HPX)  
Halifax Regional Municipality  
Holiday Inn Hotel and Conference Centre Truro  
Marcato Digital  
Molson Coors Canada  
Municipality of the County of Colchester  
musicaction  
Music Canada Live  
National Arts Centre  
Nova Scotia Department of Communities, Culture and Heritage  
Nova Scotia Works  
Province of Nova Scotia  
The Society of Composers, Authors and Music Publishers of Canada (SOCAN)  
SOCAN Foundation  
Town of Truro  
Urban Music Advisory Committee

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:



This project has been made possible in part by the Government of Canada.  
Ce projet a été rendu possible en partie grâce au gouvernement du Canada.

Canada 



## Board of Directors 2018-2019

Terms end June 30th of year shown.

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Brian Doherty – President (2019) brian@evansanddoherty.com  
Ian McKinnon – First Vice President (2019) ian@groundswellmusic.ca  
Mike Campbell – Second Vice President (2019) mscampbell@ns.sympatico.ca  
Doug Taylor – Third Vice President (2019) doug@codapop.com  
Melanie Stone – Secretary (2020) melanie@sonicentertainmentgroup.com  
Jamie Robinson – Treasurer (2020) jrproductions@gmail.com

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Amie Moore (2020)  
Aaron Green (2020)  
Jason Michael MacIsaac (2020)  
Josh Hogan (2019)  
Krista Keough (2019)  
Marc Perry (2020)  
Meghan Scott (2019) (Appointed)  
Mike Campbell (2019)  
Stephen MacDougall (2019)  
Troy Arseneault (2019)

### ANSMA

Cecil Wright (Appointed)

### Urban Music Advisory Committee (Appointed)

Jason Bruce (J-Bru) (2019)  
Shavonte Parsons (2020)

### Legal Advisor

Brian Awad

### Life Long Director

Gerry Boudreau



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**Devin Fox**  
Production Manager

**Sarah Delaney**  
Marketing Coordinator (NSMW 2018)

**Dave Sampson**  
Festival Coordinator (NSMW 2018)

**Laura Sandeson**  
Volunteer Coordinator (NSMW 2018)

## President's Message

As the President of Music Nova Scotia, I would like to say a huge thank you and congratulations to our previous long-term Executive Director Scott Long for his 10 years of hard work and dedication. And to our Interim Executive Director Lisa Stitt, and the wonderful Music Nova Scotia staff, for all of their efforts, accomplishments, and dedication over the past year.

Music Nova Scotia has a mandate to encourage the creation, development, and growth of Nova Scotia's music industry, the Music Nova Scotia staff embrace this mandate, and continue to operate with these goals front of mind, encouraging and supporting a Nova Scotia wide musical ecosystem made up of Music Nova Scotia members and their music businesses.

In addition to the Music Nova Scotia staff, a significant debt of gratitude is owed to the volunteer Board of Directors, through their guidance Music Nova Scotia continues to move forward and provide new opportunities and additional services for our diverse range of members, on a regional and international scale. The time that the board generously donates to help strengthen the organization, and the Nova Scotia music industry as a whole, is invaluable and we are eternally grateful.

The 2018/2019 year was extremely successful for the association and I am pleased to report the following highlights:

- The Music Nova Scotia Investment Program generated \$1.1 million in investment to the Nova Scotia economy. Our investment clients have also reported that they expect their funded projects to collectively generate \$7.2 million in revenues over the next three years
- It is estimated that our International Business Development initiatives (including the NSMW International Guest Delegates Program) resulted in \$180,000 in direct immediate sales and \$360,000 in revenues for our members who participated in our inbound and outbound export missions over the 6-36 months.
- NSMW 2018 Truro resulted in \$1.4 million in direct spending in the host community. The positive economic impact of the music industry in Nova Scotia is undeniable. However, it is equally important to point out the social benefits of our sector. Music is a universal language that has the power to transcend cultural and political boundaries to create a better world around us. Music Nova Scotia recognizes that we must work to ensure that the social benefits to our sector are as equally important as the economic benefits.



Over the last year Music Nova Scotia has made it a priority, in operations and policy, to become more equitable, diverse, inclusive and accessible. These efforts include:

- The Orchestrated Neighbours Program
- Basic Training Free Educational Training Sessions
- International Women's Day Events
- The NSMW 2018 Inaugural Nocturnal Cities Forum
- The NSMW 2018 Urban Music Conference Track

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 the economic and social development of Nova Scotia, without their support nothing Music Nova Scotia does would be possible.

Alongside the Province of Nova Scotia we are very fortunate to have significant support from our major partners including ACOA, FACTOR and the Government of Canada, the Halifax Regional Municipality and Molson Coors Canada.

Lastly, without the tremendous talent in this province, Music Nova Scotia would not exist, I'd like to send a very heartfelt thank you to the incredible musicians and music industry professionals who make up our membership. Music Nova Scotia exists to work on your behalf, and our doors are always open, we'd like to encourage all of our members to please provide any feedback that they think would help make Music Nova Scotia the best it can be.

On behalf of the Music Nova Scotia board and staff, I would like to thank everyone for a great year, and all the best in the year to come. Here's to another year of business growth and great music!

A handwritten signature in black ink, appearing to read 'B. Doherty'.

**Brian Doherty**

**President, Music Nova Scotia**



# MEMBERSHIP SERVICES



QUAKE MATTHEWS

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 non-profit 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. Grace Russell is available to discuss issues regarding communications/publicity/media relations. Darryl Smith is available to discuss how to bring your music to the next level, whether it is touring, creating an album or promoting yourself, or discussing investment issues, especially those concerning the Investment Programs that are administered through Music Nova Scotia on behalf of the Province of Nova Scotia.

Darryl Smith 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 weekly 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 weekly newsletter. This allows members to promote their music, events, band and/or organization to over 2,000 members, industry professionals and media throughout Nova Scotia, the rest of Canada, and internationally.



## Lobbying 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/ 3 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.

## 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 grass-roots education to international partnerships. All of these initiatives are a result of our members engaging with the office and informing us of their needs.



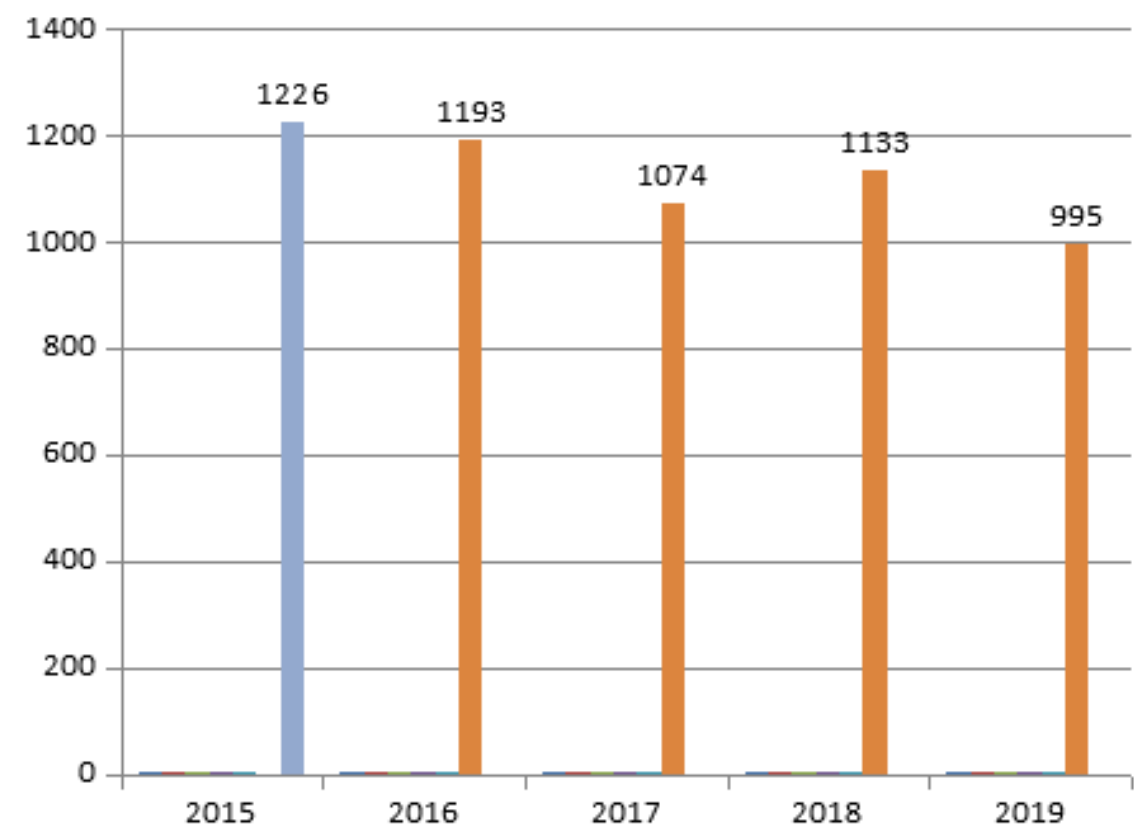


# MEMBERSHIP REPORT

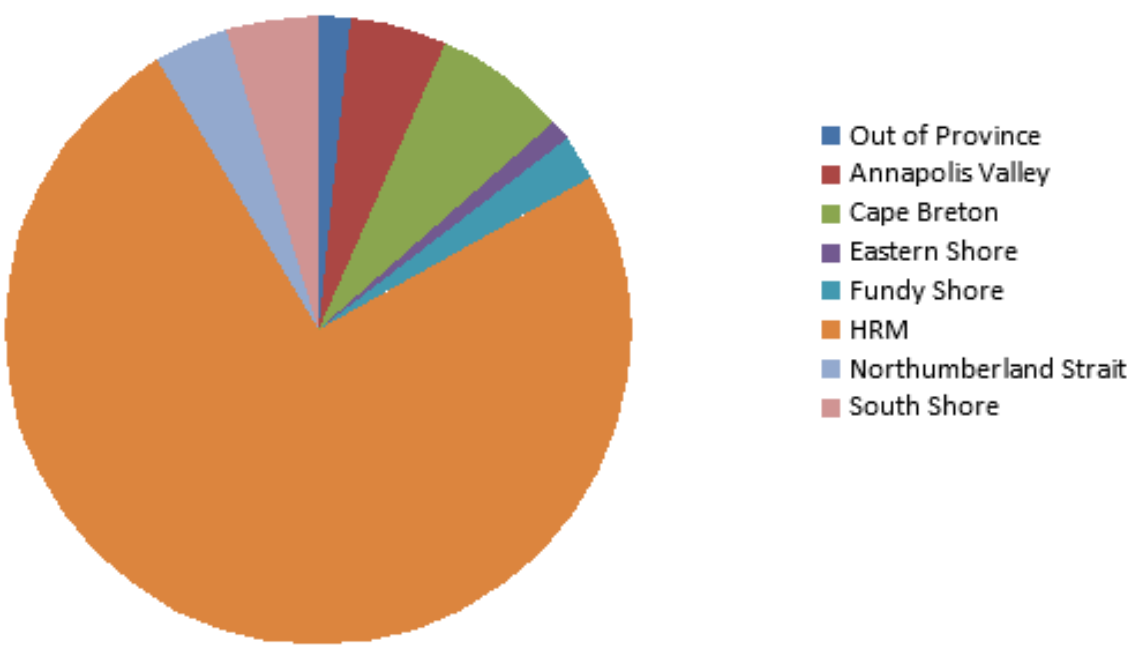


T. THOMASON

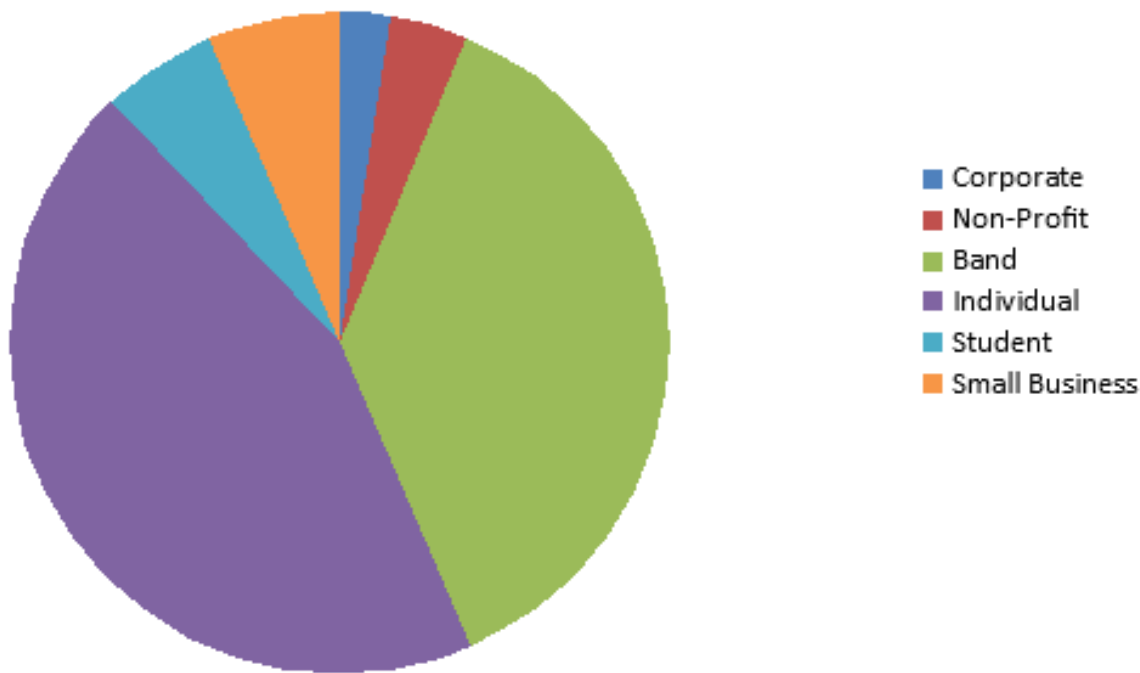
# Total Membership Community



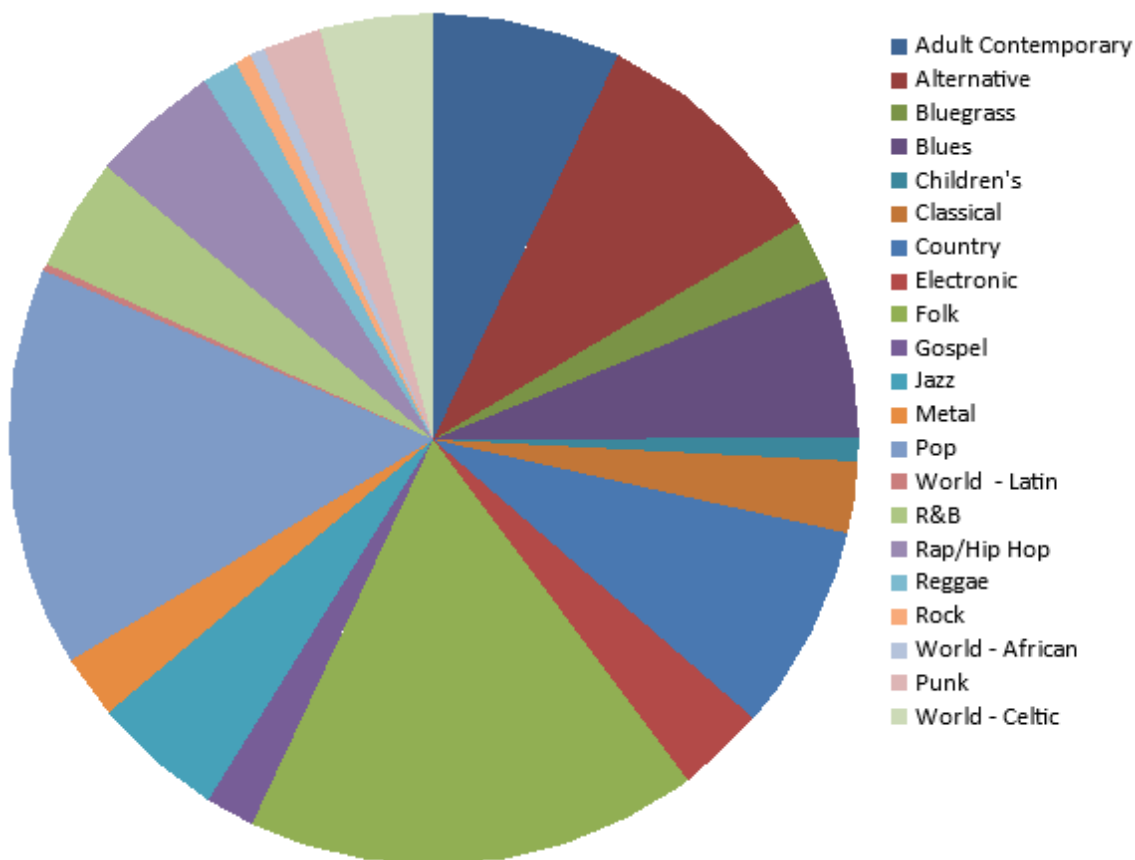
# Total Membership Community by Region 2019



## Total Membership Community by Type 2019



## Total Membership Community by Genre 2019







# MEMBER TRAINING



THOMAS STAICER

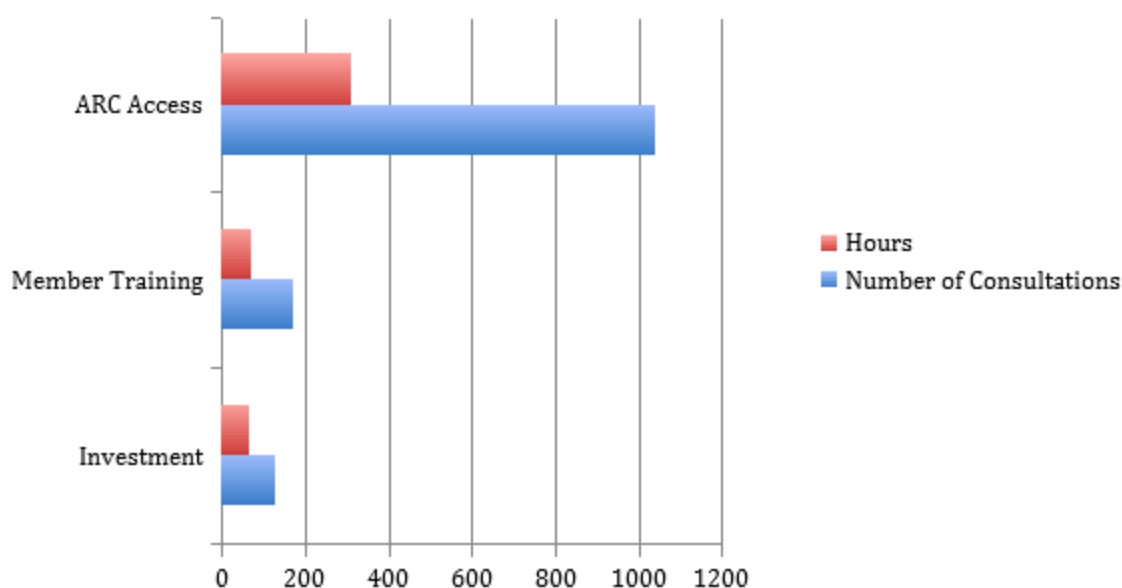
## Basic Training

In 2018 Music Nova Scotia in conjunction with Jones & Co began working on a new Free Education initiative called Basic Training. This new program, which launched in 2019, offers educational sessions on various aspects of the music industry. These sessions are open to all Music Nova Scotia members, and will help prepare members with real life scenarios and experience in the industry. We have made some sessions mandatory for all first-time Nova Scotia Music Week showcasing artists, as well as new funding clients and funding clients who wish to move up through the funding tiers. The sessions have been delivered at the Music Nova Scotia Office as well as other community spaces in Halifax. In August Music Nova Scotia staff & Jones & Co. will present these sessions in Sydney, Cape Breton. We have had 8 sessions since April 2019, and will program all sessions to run concurrently with NSMW 2019:

- Business Basics
- Building Your Team
- Conferences & Showcasing
- Funding
- Royalties
- Marketing
- Social Media & Analytics
- Financial

## Consultations

One-on-one consultations make up a large part of the member training services provided by Music Nova Scotia. We offer our members assistance with investment information, grant-writing, career development advice, marketing plan development and execution, and information that helps meet the unique challenges posed by the modern music industry. Members are encouraged to call our office to request meetings with our staff. Many Music Nova Scotia members are requesting recurring meetings in order to stay on track with career goals and ensure progress throughout the lifecycle of an album release campaign or other marketing initiatives. The demand for this service continues to grow each year, with new members making up a significant portion of that demographic.







# COMMUNITY OUTREACH



THE STANFIELDS

## Orchestrated Neighbours

# ORCHESTRATED NEIGHBOURS



Orchestrated Neighbours is a “mash-up” of various Urban contemporary (hip-hop, R&B, soul, etc) and Classical genres, that will combine artistic and community goals through outreach, creation, and collaboration.

The Orchestrated Neighbours project endeavours to braid artistic and community goals through outreach, collaboration and partnerships to improve Music Nova Scotia's representation and service in African Nova Scotian and Indigenous music communities.

Orchestrated Neighbours started with 16 participants African Nova Scotian and Indigenous youth artists, aged 16-30. The participants were split into 4 teams with the guidance and help from appointed locally professional musicians Chudi Harris, GhettoSocks, Cyndi Cain and Roxy from Roxy and the Underground Soul Sound as their team leaders. The teams composed an original track each while collaborating with one another. Then they were teamed up with professional arrangers Andrew Jackson and Karlene Francis to arrange classical strings that the Bela String Quartet will record with the teams and possibly place during showcase opportunity.

The demos were recorded at Centreline Studios with producer Jordan Metro, Ocean Floor Recording with Francisco Lopes, Satellite Studios with Shaun Fester and New Scotland Yard studios Thomas Stacjer. The final recordings were mixed and mastered by Alex Meade.

The participants of Orchestrated Neighbours also had ongoing music business training which included an introduction to the classical world of music with Daniel Bartholow-Poyser of Symphony Nova Scotia. Socan copyright, royalties and contracts with Tim Hardy and Music Lawyer Matt Gorman both of Ocean Town Music. They also had a marketing, distribution and songwriting contract training session with Jeremy Van Slyke of Leaf Music.

Orchestrated Neighbours is presented by ANSMA, the L'nuta'ql: Find Your Talk Music Showcase, The Province of Nova Scotia, Leaf Music, Music Nova Scotia, and the National Arts Centre.

### **Artists in the project:**

Bela String Quartet

Yohvn Blvck

Jody Upshaw

Shay Pitts

Paollo13

Wolfcastle

Zamani

Jah'Mila

Jade Bennett

Jericoe States

Chell

Chudi Harris





*“I feel like the Orchestrated Neighbors program will have went well over-all once it’s concludes. I can hardly conceive that 8 months passed since we initiated! I enjoyed working with my team (who was there) when we did (limited). The training sessions were extremely informative and relevant. Points to improve: I think the program would have induced better results with more organized meeting/studio times with our teams – I found a lot of the responsibility fell onto the artists (god knows we can’t take any of that). At this point we’ve yet to meet with the orchestra so I can’t say for sure about an overall dissemination however I am very hopeful and trusting with how our work is going to turn out. “*

- Mitchell Paquette

*“I think it was great opportunity to branch out and work with other artist. Working with something like Nova Scotia orchestra is a really cool idea. But I also feel like its took too long and is spaced out. But other then had fun and appreciate the opportunity. “*

- Mike Carpenter



# Viola Desmond Tribute Concert

To celebrate and showcase the life that Viola Desmond represented Kayla Borden the African Nova Scotian Outreach Urban Music Coordinator and Marika Paris the Events Coordinator of the North End Business Association brought a night of local style, fashion, entrepreneurship and talent. The Viola Desmond Tribute Concert took place Saturday, November 24th 2018 in Halifax at the Marquee Ballroom

The concert was one of the components that of a 4 day Viola Desmond Celebration that the North End Business Association held for the release of the new \$10 dollars bills. The date for the concert was Saturday, November 24th at the Halifax Marquee Ballroom 2037 Gottingen, St in Halifax, Nova Scotia.

Viola loved music, she was into fashion, a business woman\entrepreneur, a beautician, and a hairstylist. She and her husband owned a shop on 1607 Gottingen St, where she styled hair and he cut it.

To highlight entrepreneurs and individuals that represent the same things Viola was into. The tribute concert was a night to remember.

Three local barbers cut hair and one local make-up brand setter - Ashlee Miranda of Bad Publicity - showcased her makeup line. To give the vibe as if you are at the actual barber-shop/beauty shop, the host asked each stylist about their story and how their business began.

There were performances by 4 emerging youth, followed by the opening of the Fashion show portion of the night. 7 Local brand setters TREV, Big Pork, Family over Fame, Fashion Kings, Arts Pay Me, Loyal 2 my Soil and Bad Publicity will hit the runway to highlight 6 items of their clothing brands. The night ended with 4 local Music trailblazers.

## Artists in the project:

Roxy & The Underground Soul Sound  
Cyndi Cain  
MAJE  
Zamani  
Keonté  
Jody Upshaw  
Shay Pitts  
Jayden Austin  
DJ Douvet





## Beats and Brunch



HOPSCOTCH



PRESENTED BY THE  
MUSIC NOVA SCOTIA URBAN MUSIC ADVISORY COMMITTEE  
**BEATS & BRUNCH**  
**SUNDAY, SEPTEMBER 30 @ 12PM**  
**THE WOODEN MONKEY (DARTMOUTH LOCATION)**  
**305-40 ALDERNEY DRIVE**

WITNESS A VARIETY OF SCOTIAN PRODUCERS  
SHOWCASING THEIR TALENTS OVER A COMPLIMENTARY  
BUFFET BRUNCH



ADDITIONAL SHOWCASE FROM  
**NATHAN CRUISE**

**2ND ANNUAL ROUND TABLE DISCUSSION TO FOLLOW**

In 2018 the Urban Music Committee, Music Nova Scotia and Halifax Hopscotch partnered up to present Beats and Brunch for Hopscotch's 2018 closing event at the Wooden Monkey in downtown Dartmouth. Beats were showcased by producers Fresh Kilz, Uncle Fester, 75 Crates, ChanHays, DK and Nathan Cruise and Music Nova Scotia provided free breakfast from the the Wooden Monkey. The artists that attended this event were Shevy Price, Ghettosocks, Ambition, Uncle Catfish, Ray Reeves, R\$ Smooth, Rude Dowg, J-Bru, and Darius Mirashishi from Test their Logik.







# **INTERNATIONAL BUSINESS DEVELOPMENT**



KAYO



## Music Nova Scotia and Dreaming Out Loud presents The Tiki

May 12, 2018 / The Rivoli, Toronto, ON

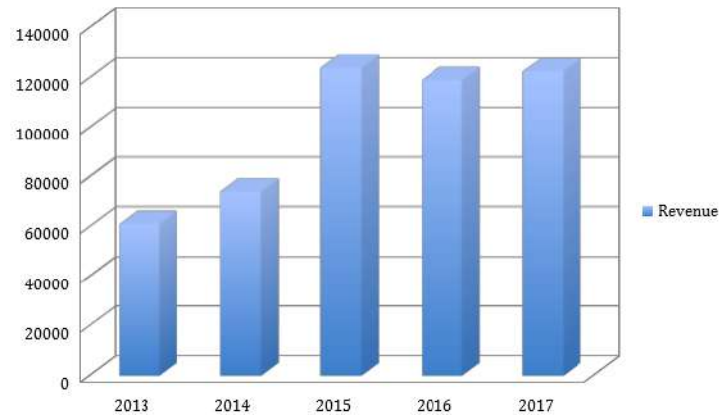
Attendance **840 (over 8 hours)**

Industry Professionals Attending **300**

Estimated Revenues Earned (Three Year Estimates) **\$122,500.00**

## Canadian Music Week (Tiki Showcase)

### 5-Year Revenues Earned History – 2013 - 2017



## Focus Wales Music Nova Scotia and NSMW Presents

May 10-12, 2018 / Ty Pawb, Wrexham, UK

Industry Professionals Attending: **300**

Estimated Revenues Earned (Three Year Estimates) **\$73,600.00**

Artists Performing

**Devarrow**

**Hillsburn**

**Hello Delaware**

**Walrus**



## NSMW Presents Canada House @ The Great Escape

May 17-19, 2018 / Green Door Store, Brighton, UK

Attendance: **350**

Industry Professionals Attending: **200**

Estimated Revenues Earned (Three Year Estimates) **\$124,500.00**

Artists Performing:

**Devarrow**

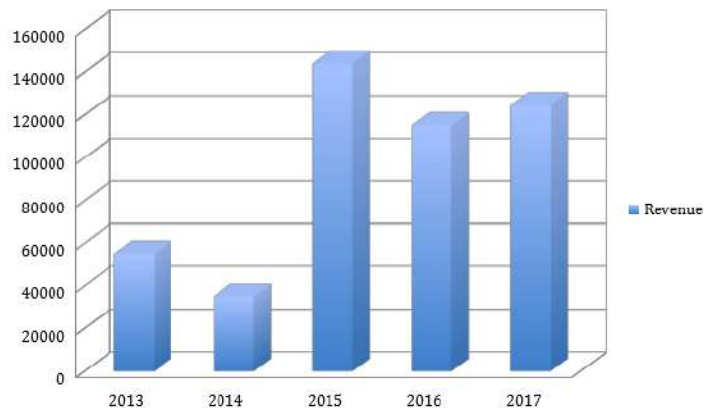
**Hillsburn**

**Hello Delaware**

**Walrus**

## The Great Escape

### 5-Year Revenues Earned History 2013 - 2017



BRIGHTON 4-11 PM 17TH-19TH MAY 2018  
THE FESTIVAL FOR NEW MUSIC

**music NOVA SCOTIA**  
musicnovascotia.ca

**THE GREAT ESCAPE**

**NSMW**  
nsmw.ca

13:30 **DEVARROW**

14:15 **HILLSBURN**

15:00 **HELLO DELAWARE**

15:45 **WALRUS**

**FRIDAY, MAY 18**  
**GREEN DOOR STORE**  
7 Trafalgar Arches, Brighton BN1 4FQ

**FACTOR** This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie par le gouvernement du Canada. **Canada** **NOVA SCOTIA**

## Nova Scotia Music Week at New Skool Rules

May 18-20, 2019 / De Smaragd, Rotterdam, Netherlands

Attendance:

Industry Professionals Attending:

Artists Performing:

**Shevy Price**

**EPDMC**

**NEW SKOOL RULES**

**NSMW**

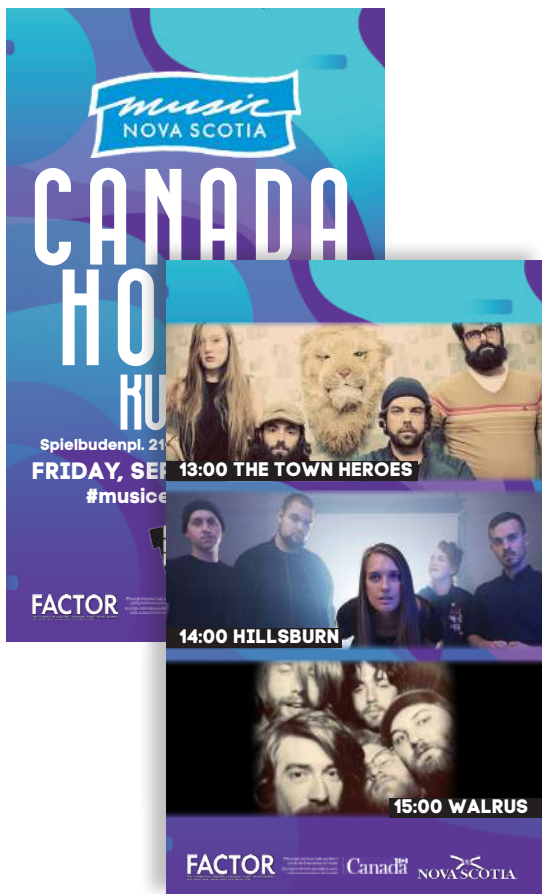
**music NOVA SCOTIA**

11:54 - **SHEVY PRICE**

12:12 - **EPDMC**

**SATURDAY, MAY 19 - DE SMARAGD**

**FACTOR** This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie par le gouvernement du Canada. **Canada** **NOVA SCOTIA**



## Music Nova Scotia Presents Canada House @ Reeperbahn

September 19-22, 2018 / Kukuun, Hamburg, Germany

Attendance: **400**

Industry Professionals Attending: **100**

Estimated Revenues Earned (Three Year Estimates) **\$135,000.00**

Artists Performing:

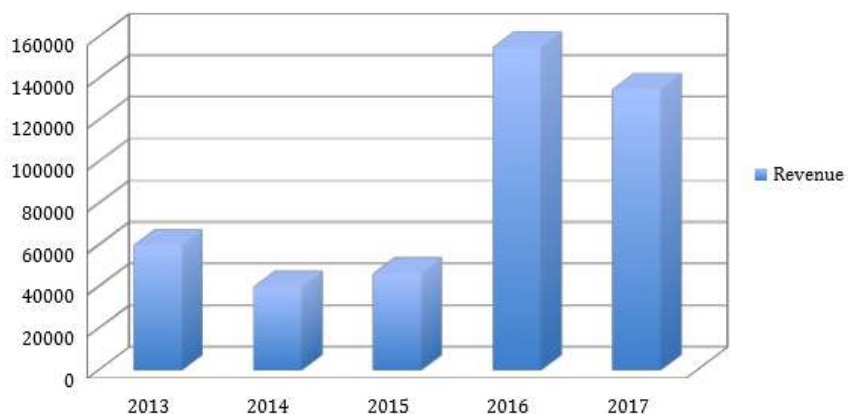
**The Town Heroes**

**Hillsburn**

**Walrus**

## Reeperbahn Festival

### 5-Year Revenues Earned History – 2013 - 2017



## Music Nova Scotia and Northern Touch Music Festival Present A3C

October 4-7, 2018 / Music Room, Atlanta, Georgia

Attendance: **400**

Industry Professionals Attending: **100**

Estimated Revenues Earned (Three Year Estimates) **\$135,000.00**

Artists Performing:

**J-Live**

**Jaye Newton**

**Chris Bxnnxt**

**EPDMC**

**Ghettosocks**

**Myazwe**

**Ray Reaves**

**TwoAbove**



## Nova Scotia Music International Buyers Program – November 1-4 Truro

### International Buyers Program 2018 – A Spotlight on the USA Sync

- 21 USA Buyers
- 9 German and European Buyers
- 39 Canadian Buyers
- 8 UK Buyers

### B2B Matchmaking

- 1,185 registered delegates
- 305 developing artists, export-ready and exporting artists
- 203 Canadian professionals
- 77 music buyers
- Over 1200 NSMW curated one-on-one meetings tracked

### Benefits and Results:

- 91% of respondents were either somewhat satisfied or fully satisfied with their conference goals being met
- Total respondents reported making over 500 total new business contacts
- 88% of respondents have already done follow-up with new business contacts
- 58% of respondents have already done business as a direct result of NSMW to date
- 81% of respondents have reported confirmed live performance bookings as a direct result of NSMW 2018
- \$180,000 in direct immediate sales
- \$363,000 projected for sales in 6-36 months
- 91% of respondents believe they will do business in the future as a direct result of NSMW
- 46% of respondents indicated that future business will take 6-12 months to see results



## 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: **\$543,000.00**  
Artist Fees Paid: **\$60,000.00**  
Total Sales: **\$603,000.00**  
Total Event Investment (festival, conference & international buyers program) **\$301,305**  
Estimated Return on Investment (Over Three Years):  
Gain: **\$301,695**  
Percentage Gain: **100%**  
Annualized Return: **26%**

### International Business Development Estimated Return on Investment

Estimated Return on Investment (annualized over three years and does not include investment made by participants)

Total Revenues Reported: **\$1,049,764**  
Total Investment: **\$378,088.00** (includes NSMW investment of **\$283,088.00**) representing festival production investment)  
Gain: **\$671,676.00**  
Percentage Gain: **178%**  
Annualized Return: **40%**







# **INTERNATIONAL DIGITAL MARKETING**



DAVE SAMPSON

## 1.0 Objective

The objective of the Music Nova Scotia International Digital Marketing Phase 3 project was to increase market share and return on investment for music export projects executed by export-ready Nova Scotian artists and music companies. The project also enhanced music export training/resources and the digital archiving of Nova Scotian music history.

Investment in the Music Nova Scotia International Digital Project compliments existing investment and resources in the following areas:

- International business development and market access
- Database development and market research
- Investment for international marketing, touring, showcasing and business development for export-ready Music Nova Scotia members

## 2.0 Project Summary

The Music Nova Scotia International Digital Marketing Phase 3 project was an integral part of the Music Nova Scotia Export Strategy. The project takes our International Business Development and Market Entry/Access work to the next level by providing digital assets to optimize the online presence of export-ready artists and music companies from Nova Scotia in an ever-increasing global economy.

The project supported the creation and distribution of digital marketing assets, facilitated music export business training, provides in-depth export market intelligence and includes a comprehensive digital archive of the history of Hip Hop in Nova Scotia.

Music Nova Scotia used both B2B strategies and consumer facing strategies to meet the objectives of the project.

### 2.1 B2B Strategy

Phase 3 development and build completion of the Music Nova Scotia Export Portal ([www.musicexport.ca](http://www.musicexport.ca))

### Export Training Resources

Phase 1 and 2 saw the addition of basic export training resources including industry sales reports and marketing resources like a database of 100 music blogs from around the world to submit your music to.

All of the educational programming from NSMW was recorded to provide resources to Music Nova Scotia members who were unable to attend and/or live outside of Halifax. The online video resources can be found on the [musicexport.ca](http://musicexport.ca) site under the training module. Relevant training articles are posted on the [musicexport.ca](http://musicexport.ca) site on an ongoing basis. A series of YouTube export training videos covering a wide range of topics from market conditions and business customs to financing and investment can be found on the [musicexport.ca](http://musicexport.ca) site and the Back Home Youtube page.

## Festivals and Venues Database

Music Nova Scotia has developed a database of nearly 100 international festivals and music venues from around the world. Much like the international buyers database, this requires a member facing web build and ongoing acquisition and maintenance. The database has been completed and is in production to launch in the upcoming weeks.

## Geo-mapping of Nova Scotian Gigs Abroad

The Music Nova Scotia Export Portal provides a geo mapping function that allows the public and music industry professionals to easily view international tour dates of Music Nova Scotia members. Currently, the data is provided via manual input by staff. An API “Web hook” is in development to be launched soon.

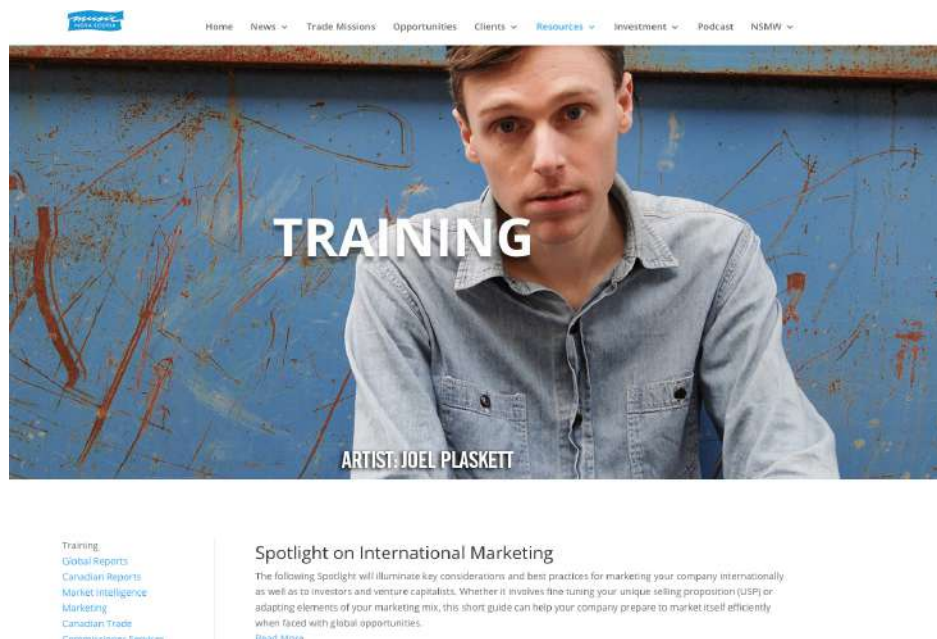
## Client Profiles

Maintenance of our investment client B2B profiles is an ongoing task. We have 108 Nova Scotian company profiles with 30 of those clients export ready. 62 companies are developing and 16 are new/emerging companies. These companies core business activities are Artist Managers, Booking Agents, Licensing / Sync Agents, Music Publishers, Producers, Publicity & Promotions, Record Labels and Recording Studios

There are currently 468 artist profiles, 76 export ready artists, 21 Developing Level II artists, 293 Developing Level 1 artists and 78 emerging artists.

The countries being targeted include Australia, Belgium, France, Germany, Ireland, Poland & Eastern Europe, the United Kingdom and the United States.

Day-to-day maintenance is also required to ensure existing profiles are up-to-date with relevant and current business information in regard to international releases, touring and partnerships.



## Immigration, Border Crossing and Taxation Information

The Music Nova Scotia Export Portal contains immigration, border crossing and taxation information resources for the following markets:

- USA
- UK
- Germany
- Japan
- France
- 

Each territory has a dedicated comprehensive immigration, border crossing and taxation profile page on the website that provides all the necessary information and step-by-step processes of apply acquiring valid work permits and how to ensure you are in compliance with taxation laws in each territory.

## Global Reports UPDATED AND POSTED

- IFPI Music Consumer Insight Report 2019
- Buzz Angle 2018 USA Music Consumption Report WINTTEL Worldwide Independent Market Report 2018 IMS Business Report 2018
- News and Notes on 2017 RIAA Revenue Statistics Pollstar 2017 Year End Business Analysis
- IFPI Music Consumer Insight Report – 2018 Africa: The Next Global Music Opportunity Measuring Music UK 2017
- Measuring Music UK 2016 Measuring Music UK 2015
- Nielsen Music Year-End Report 2017 (U.S.)
- World Independent Network Global Chart Report 2017 Japan: Digital Rising
- IFPI Global Music Report – 2017
- CISAC Global Collections Report 2017 (FRENCH)
- CISAC Global Collections Report 2017 (ENGLISH)
- IFPI Global Music Report – 2016
- CISAC Global Collections Report 2016 (ENGLISH)

## Training Resources

- Webinar: 4 Ways to Boost Your Global Competitive Advantage Webinar: How Women Can Grow Business Internationally Spotlight on International Marketing
- Getting Your Songs on Spotify Playlists MMF – Dissecting The Digital Dollar (Part 2) MMF – Dissecting The Digital Dollar (Part 1) MMF – The Transparency Guide
- Exporting to the EU – A Guide for Canadian Business Step-by-step Guide to Exporting
- PASSPORT: Music Export Summit
- Introduction To Exporting – How To Sell To International Markets

## Video Content - Training

- Music Industry Insights – Make It in the Music Business: Go Global
- Music Industry Insights – A Roadmap To China



## **Video Content – Music Nova Scotia Produced Rich Media Content**

<https://www.youtube.com/channel/UCWFIMUr-WNObZ6Nq0iPiYkg>

## **Gigs Abroad – Export Client Geo-mapping**

<http://musicexport.ca/gigs-abroad/>

# **3. Market Intelligence**

## **Creation, Capture and Ongoing Maintenance of Digital Assets International Buyers Database**

Musicexport.ca/nsmw-guest-delegates now has an easily accessed database of 223 international music buyers. A data visualization plug in was installed allowing profiles to be filtered by region or year. They are comprised of artist managers, booking agents, promoters, festival buyers, record labels and publishers from 15 different countries. 400 additional profiles will be published this year.

The Music Nova Scotia Export Portal contains a wide variety of up-to-date rich media content to promote export-ready members.

The portal will showcase and promote live performance videos, music videos, streaming playlists on Spotify and produce member promotional videos specifically and exclusively for the portal.

Rich media content has been captured and acquired to support online export training for Music Nova Scotia members living outside of the Halifax Regional Municipality.

- Live performance video
- Music videos
- Exclusive promotional videos specific to the portal
- Video production for export training content

## **International Music Industry Professional Profiles Database Development**

Number of Industry Professional Profiles in Database to Date: 267 (357 additional profiles in development)

- USA – 93 Industry Professionals Profiles
- UK – 70 Industry Professionals Profiles
- Germany – 60 Industry Professionals Profiles
- Poland & Eastern Europe – 28 Industry Professionals Profiles
- Nordic Region – 16 Industry Professionals Profiles

## Music Company Profiles Database Development

Number of Music Company Profiles in Database to Date: 157 (94 additional profiles in development)

### Music Company Profiles

- UK – 52 Company Profiles
- USA – 42 Company Profiles
- Germany – 36 Company Profiles
- Poland – 11 Company Profiles
- Austria – 3 Company Profiles
- Denmark – 4 Company Profiles
- Netherlands – 3 Company Profiles
- Sweden – 2 Company Profiles
- Finland – 2 Company Profiles
- France – 2 Company Profiles

## Festivals and Music Industry Showcase Event Profiles Database Development

Number of Festival and Music Industry Showcase Event Profiles Developed: 75

- USA – 12 Festival and Music Industry Showcase Event Profiles
- France – 11 Festival and Music Industry Showcase Event Profiles
- Belgium – 11 Festival and Music Industry Showcase Event Profiles
- Germany – 9 Festival and Music Industry Showcase Event Profiles
- UK – 8 Festival and Music Industry Showcase Event Profiles
- Netherlands – 4 Festival and Music Industry Showcase Event Profiles
- Poland – 4 Festival and Music Industry Showcase Event Profiles
- Spain – 2 Festival and Music Industry Showcase Event Profiles
- Austria – 1 Festival and Music Industry Showcase Event Profiles
- Estonia – 1 Festival and Music Industry Showcase Event Profiles
- Finland – 1 Festival and Music Industry Showcase Event Profiles
- Hungary – 1 Festival and Music Industry Showcase Event Profiles
- Iceland – 1 Festival and Music Industry Showcase Event Profiles
- Portugal – 1 Festival and Music Industry Showcase Event Profiles
- Sweden – 1 Festival and Music Industry Showcase Event Profiles

## Music Nova Scotia Investment Program Client Profiles (Public Facing) Artist Profiles Completed to Date

- 76 export client artist profiles (filterable by developing and export- ready)
- Profiles include photo, bio, team member contacts, social media stats and tour dates via popular plugins commonly used including Bandsintown and SongKick
- Improvements were made to the applicant profiles including step by step visual instructions on how to create and maintain applicant profiles.

## Company Profiles Completed to Date

- 30 export client company profiles (filterable by developing and export- ready)
- Company profiles include relationship link back to artist clients profiles

## Comprehensive Market Intelligence Assets

### IFPI Global Music Report 2019

The original proposal indicated Music Nova Scotia would purchase the IFPI Global Music Report 2017, but due to the release of the 2019 report close to the end of this project date we purchased the 2019 report to capture the most recently released data. Its global release date was April 2, 2019. The report data will be used to build detailed export market country profiles in the Music Nova Scotia website. Music Nova Scotia members will be able to access this data via secure login.

The 2019 Data and Analysis report contains:

- In-depth analysis of the recorded music sector in the calendar year 2018
- Global ranking of markets in 2018 by overall recorded music revenues, physical, overall digital, streaming, performance rights, and sync revenues
- Recorded music sales for 2014-2018 by country
- Analysis of major regions (Europe, North America, Asia, Latin America, Australia)
- In-depth analysis on the impact of streaming, through subscription, ad-supported, and video formats
- Global-level physical volume data 1973-2018, including CDs and vinyl
- Top 50 global Albums and Top 20 Global Singles 2018
- Per-capita recorded music spend 2018
- Detailed appendices containing award and certification levels for more than fifty territories, sales tax levels, and US\$ exchange rates for 2018

Country-level data for more than 50 territories for each year 2014-2018, including:

- Splits for digital, physical, performance rights and sync revenues - global, regional and national
- Revenues by format at global and territory level for all streaming formats, permanent downloads, and different physical categories

## 4. Urban Music Advisory Website/Portal & History of Hip Hop in Nova Scotia Digital Archive

Urban music genres have been on the radars of millions of musicians and fans alike for decades, and despite the massive international commercial reach and success, artists, companies and entrepreneurs in the urban genres are often underrepresented when it comes to institutionalized music industry support and allocation of resources.

Formed in the spring of 2017, the Music Nova Scotia Urban Music Advisory Committee provides Music Nova Scotia with the necessary advice to better serve the Urban music community. As a result of this initiative, Music Nova Scotia has hired an African Nova Scotian/Urban Music Advisory Outreach Coordinator that assists the association in building strategic relationships with African Nova Scotian musicians, music industry entrepreneurs and partner organizations. The Coordinator is responsible for planning, organizing, and conducting outreach to African Nova Scotian communities and under-represented



Urban music genres in Nova Scotia on behalf of Music Nova Scotia.

The Coordinator works closely with the Music Nova Scotia Urban Music Advisory Committee, community leaders, community-based organizations and the African Nova Scotian Music Association (ANSMA) to develop and implement engagement strategies for increasing the participation of African Nova Scotians in Music Nova Scotia's programming and events.

The responsibilities of the Coordinator include:

1. The creation and implementation an outreach plan that supports African Nova Scotian and Urban genre musicians and music entrepreneurs.
2. Working with the Music Nova Scotia Marketing and Event Manager to develop marketing plans to increase awareness of Music Nova Scotia in African Nova Scotian communities.
3. Building and maintaining relationships with collaborative partners and cultivate new ones.
4. Attending relevant community music and cultural events throughout Nova Scotia.
5. Plan and develop African Nova Scotian programming for Nova Scotia Music Week in consultation with partner organizations (ANSMA).

The Music Nova Scotia African Nova Scotian/Urban Music Advisory Outreach Coordinator works in partnership with the Music Nova Scotia Urban Music Advisory Committee, existing community organizations and professional music industry organizations to create and implement an outreach plan that will serve to:

1. Increase Music Nova Scotia engagement with the African Nova Scotian and Urban music communities.
2. Provide music industry business training and opportunities for African Nova Scotian musicians and music industry professionals.
3. Enhance the marketing, promotion and support for African Nova Scotian music and Urban genres.

The development of a new Urban Music Advisory web property will provide the Urban Music Advisory Committee and the Urban Music Advisory Outreach Coordinator with an extremely valuable digital marketing asset to engage and promote Urban artists from Nova Scotia.

The database will be an addition to the Music Nova Scotia site and will not host it's own site.

The page will include the following:

1. Profiles of 191 Nova Scotian Urban artists and music entrepreneurs, of which only 28 are current Music Nova Scotia members.
2. Business and export opportunities specific to Urban genres.
3. A history of Hip Hop in Nova Scotia digital archive in partnership with Michael McGuire (AKA Hermitofthewoods).

Michael McGuire is a Halifax based producer, rapper, instrumentalist, poet, and hip hop activist that has been deeply involved in the Halifax spoken word scene since 2007. McGuire is also a doctoral student in the field of educational studies at Mount Saint Vincent University.

McGuire is currently working on a project called “East of East” that will serve as a digital archive educational and research resource that documents the Hip Hop community of Nova Scotia. This is an extension of his master’s thesis, a 200- page “History of Hip Hop in Nova Scotia from 1985 – 1998”.

McGuire has compiled a database of 414 artists, 126 groups and 706 albums that date from the early 1980’s to the present. This data comes from Nova Scotia making the province’s Hip Hop community the central focus of the project.

Music Nova Scotia will partner with McGuire to build an extension to the Music Nova Scotia web properties to include:

- Artist/Group profiles from the historical database
- A searchable directory of the artist/group profiles
- A chronological discography featuring album artwork and track lists
- Music streaming of the 706 album database

The data is currently still in development and once the data is published and accessible, members of the local Hip Hop community will be invited to participate in the project with the objective of contributing corrections or missing information and to submit material to be digitized and added to the archive. The end goal is to use the existing sizeable amount of data and leverage interest in expanding the collection and making it as accurate a representation of the Nova Scotian Hip Hop community as is possible.

This partnership between McGuire and Music Nova Scotia will create a resource of profound value and cultural importance. The project will stand as a professionally researched historical living record of an often-overlooked music community. Further, the attention that this project will generate will help current and future urban artists connect with Music Nova Scotia and its significant resources.

## 5. Consumer Facing Strategies – Digital marketing asset acquisition and distribution

### Production, distribution and marketing of Back Home: A Music Nova Scotia Podcast - <http://backhomepodcast.com/home/> (ongoing production support)

Back Home: A Music Nova Scotia Podcast brings you original and unique content from the music makers, movers and shakers of our beautiful province. Hear stories, performances and interviews you can't find anywhere else. Back Home is the official podcast of the Nova Scotian music industry.

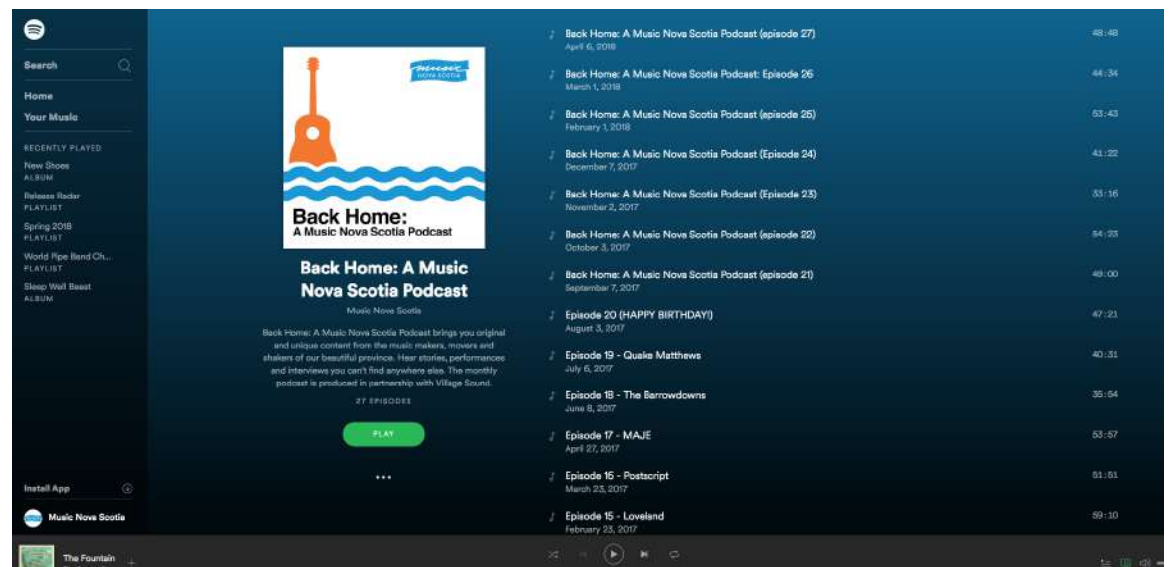
Back Home: A Music Nova Scotia Podcast is a collective independent artist/company podcast digital marketing platform for the Music Nova Scotia membership.

- Most independent artists do not have the time, money or technical resources to write, produce and curate a podcast to promote their careers
- A podcast is an effective digital media platform in which the artist can connect to their target market and stay current with their audiences

### Existing Distribution Network

Back Home: A Music Nova Scotia Podcast is distributed via the following channels:

- iTunes Store and iTunes mobile podcast app
- Back Home: A Music Nova Scotia Podcast mobile app via the Apple App Store
- Back Home: A Music Nova Scotia Podcast mobile app via Google Play
- Spotify
- Google Music
- SoundCloud
- YouTube
- Libsyn
- The Village SoundCast Network
- Podcast Website





## Social Media Properties

### Back Home: A Music Nova Scotia Podcast Social Media

Facebook: <https://www.facebook.com/BackHomeMNS/> - 506 Likes – 5.5% increase  
Twitter: <https://twitter.com/BackHomeMNS> - 301 followers - 7% increase  
Instagram: <https://www.instagram.com/backhomemns/?hl=en> - 596 followers 10% increase  
YouTube: <https://www.youtube.com/channel/UCWFIMUr-WNObZ6Nq0iPiYkg> - 55 subscriptions – 17% increase

### Music Nova Scotia social media properties

Facebook: <https://www.facebook.com/MusicNovaScotia/> - 14,661 likes – 7.5% increase  
Twitter: <https://twitter.com/musicnovascotia> - 17,707 followers - 1% decrease  
Instagram: [www.instagram.com/musicnovascotia](https://www.instagram.com/musicnovascotia) - 4,410 followers - 19% increase  
Youtube Channel: <https://www.youtube.com/user/MusicNS> - 491 subscriptions - 9.5% increase  
SoundCloud: <https://soundcloud.com/musicnovascotia> - 263 followers - 5.5% increase  
Snapchat - 1000 friends – deleted, irrelevant

### Nova Scotia Music Week social media properties

Twitter: <https://twitter.com/nsmwfest> - 1,497 followers - 7% increase

### Total Social Media Direct/Organic Reach: 40,487 and growing daily

The estimated reach of this equals approximately \$100,000.00 in earned media value annually. The Music Nova Scotia social networks will be the predominant marketing tools for reaching priority target audiences.

## Back Home: The Numbers - March 1, 2015 - April 30, 2019

- Number of episodes to date: 36
- Total number of episode downloads to date: 84,945
- Total number of feed downloads to date: 314,088, statistic not provided after 2018
- Total SoundCloud streams: 2,927
- Total Facebook Trailer Streams: 82,717 stopped direct uploading to fb and just used youtube views since Nov 2016, (9332)
- Top audience countries: Canada, USA, UK and Germany

## 2018-2019 Episodes

### **Episode 29 - Host Dana Beeler chats with Pat LePoidevin – 174 Downloads**

On this episode host Dana Beeler chats with Pat LePoidevin about his upcoming album Captain Myles & the SPR and throw it back to some of our favorite guests over the past 2 years.

Released June 7, 2018

### **Episode 30 – T. Thomason - 133 Downloads**

On this episode Host Dana Beeler chats with T. Thomason about about his recent Casino Nova Scotia Artist in Residency win, his upcoming plans and some of his fave Nova Scotian artists.

Released July 5, 2018

### **Episode 31 – Emma Cassidy & EPDMC – 488 Downloads**

Host Dana Beeler chats with Emma Cassidy from Rocking Horse Road Productions a sync agency based in Halifax, NS and I'll sit down with rapper EPDMC to talk about his latest single and what's up next for him. Released August 9, 2018

### **Episode 32 – Shain Shapiro & Martez Wiggins – 115 Downloads**

Host Dana Beeler talks to Shain Shapiro from Sound Diplomacy about the upcoming Nocturnal Cities Forum Nova Scotia. As well she sits down with the organizers of the Halifax festival United Not Isolated Festival, Martez Wiggins. Released September 6, 2018

### **Episode 33 – Trevor Murphy – 145 Downloads**

Host Dana Beeler talks to Trevor Murphy from Quiet Parade about the bands french recording Nous Étions Icite, the Nova Scotia music industry and he'll play an acoustic song for us in the studio.

Released October 4, 2018

### **Episode 34 – Goal Setting in 2019 – 139 Downloads**

It's a New year, which means; New You right? This episode is all about goal setting, what you should do, what has worked and what hasn't. Host Dana Beeler hears from Lor Sangster from rock band Worst Part, Emma & Kate from the Magic Project and features a conversation with Sheri Jones Paulette Long, Katrina Lopez and Melissa MacMaster during NSMW 2018.

Released January 23, 2019

### **Episode 35 – Yohan Black, Melissa Cameron & Eestbound – 118 Downloads**

This month host Dana Beeler sat down with Yohan Black to talk about his recent release Icarus. At the end of this episode, there's a great conversation between Melissa Cameron from SOCAN and producer Eestbound from NSMW 2018.

Released February 25, 2019

### **Episode 36 – Ria Mae – 167 Downloads**

Host Dana Beeler sat down with Nova Scotia's pride and joy, Ria Mae, we talk managing expectations, setting boundaries and the progression of her music. March 19, 2109

Name	Code	Downloads
Belgium	BE	2
Bonaire, Saint Eustatius and Saba	BQ	1
Brazil	BR	1
Canada	CA	346
China	CN	53
Colombia	CO	1
Europe	EU	212
Finland	FI	2
France	FR	6
Germany	DE	11
Italy	IT	1
Mexico	MX	1
Serbia	RS	2
United Kingdom	GB	9
United States	US	309
<b>Total</b>		<b>957</b>

## 6. Video Capture – International Showcasing

Music Nova Scotia captured video content from our international showcasing missions including Focus Wales, The Great Escape Festival, New Skool Rules, Reeperbahn Festival and A3C Festival.

The video content will be used to enhance the Music Nova Scotia export portal ([www.musicexport.ca](http://www.musicexport.ca)) by providing rich media for B2B and public viewing. Also our participating members will be given free access to the video content for their own promotional purposes.

## 7. Video Capture – Orchestrated Neighbours

Orchestrated Neighbours endeavours to braid artistic and community goals through outreach and collaboration to improve Music Nova Scotia's representation and service in underserved African Nova Scotian and Indigenous communities. Orchestrated Neighbours is a "mash-up" of the Hip Hop and Classical genres that will see African Nova Scotian and Indigenous youth Hip Hop artists compose original music with each other in "teams". The songwriting teams will then collaborate with members of Symphony Nova Scotia and other established professional session musicians to record and perform their compositions.

Each songwriting "team" will be lead by young adult musicians from the African Nova Scotian and Indigenous music communities. The program will be administered by the Music Nova Scotia staff and delivered by the Music Nova Scotia African Nova Scotian Outreach/Urban Music Advisory Coordinator.



The Orchestrated Neighbours program will also include community consultations/needs assessments across the province, ongoing music business training and regular showcase performance opportunities all targeting African Nova Scotian and Indigenous youth and young adults.

The capture of rich media content and intellectual property will also be a critical component of the program. The program participants and activities will be documented on video for the production of a mini-documentary web series. The program will also provide an opportunity for the participants to own the publishing and master recording rights of all songs created for their own exploitation purposes.

The program will be spread across key African Nova Scotian and Indigenous communities around the province including Weymouth Falls, North End Halifax (Uniacke Square, Mulgrave Park), North End Dartmouth, the Prestons, Pictou County (New Glasgow, Pictou Landing), Cape Breton Regional Municipality (Whitney Pier, Membertou), Eskasoni and other potential communities as determined via the consultation process. The studio “control room” for the program will be Centreline Studios, a non-profit community recording studio located in Uniacke Square on Gottingen Street in Halifax.

The program is still ongoing will culminate with the Orchestrated Neighbours concert at Nova Scotia Music Week in Truro on Sunday, November 10, 2019.

## 8. Outcomes for Participating Artists and Entrepreneurs - Revenue Potential

The ultimate objective of the Music Nova Scotia International Digital Marketing Project is to leverage digital technology to increase export opportunities for the Music Nova Scotia membership.

- Increase sale of recorded music, licensing and live performance revenue in our identified strategic export markets
- Create new exporters
- Facilitate export growth for existing exporters
- Open new markets for existing exporters

The Music Nova Scotia Digital Marketing Project will facilitate the creation of valuable/meaningful relationships, data and multimedia content that will serve to enhance the export of music from Nova Scotia and increase the equity in the Music Nova Scotia brand internationally.



# NOVA SCOTIA MUSIC WEEK

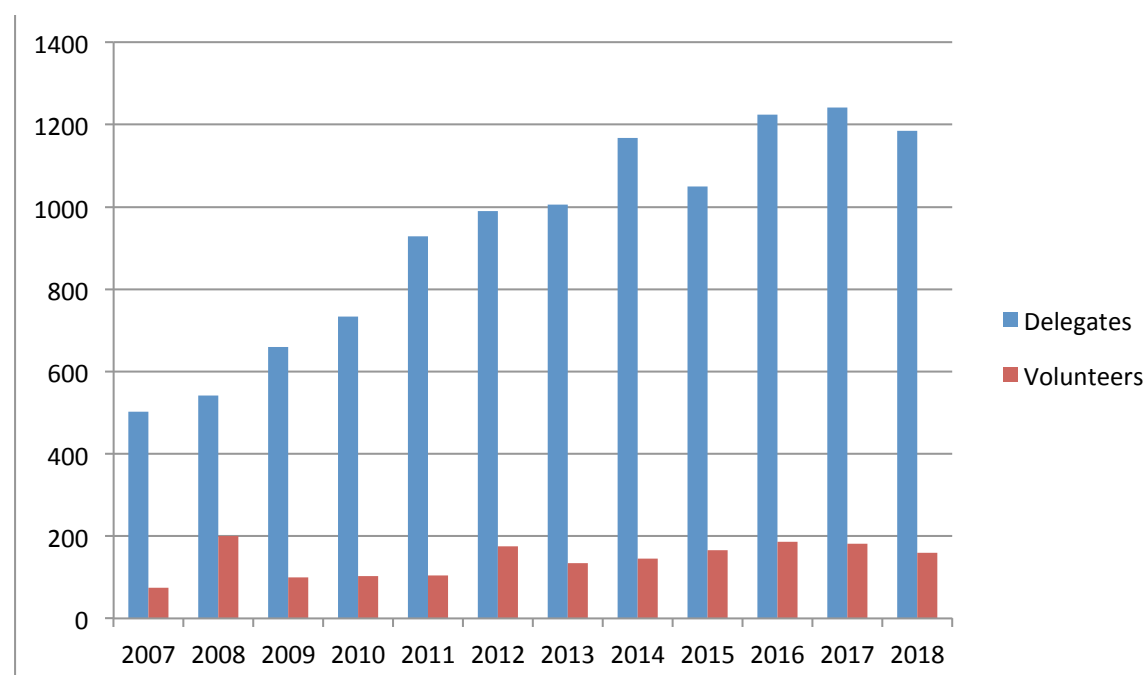


PORT CITIES

## Nova Scotia Music Week – Truro 2018 – November 1-4

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.



### Delegate and Volunteer Registration NSMW 2007-2018

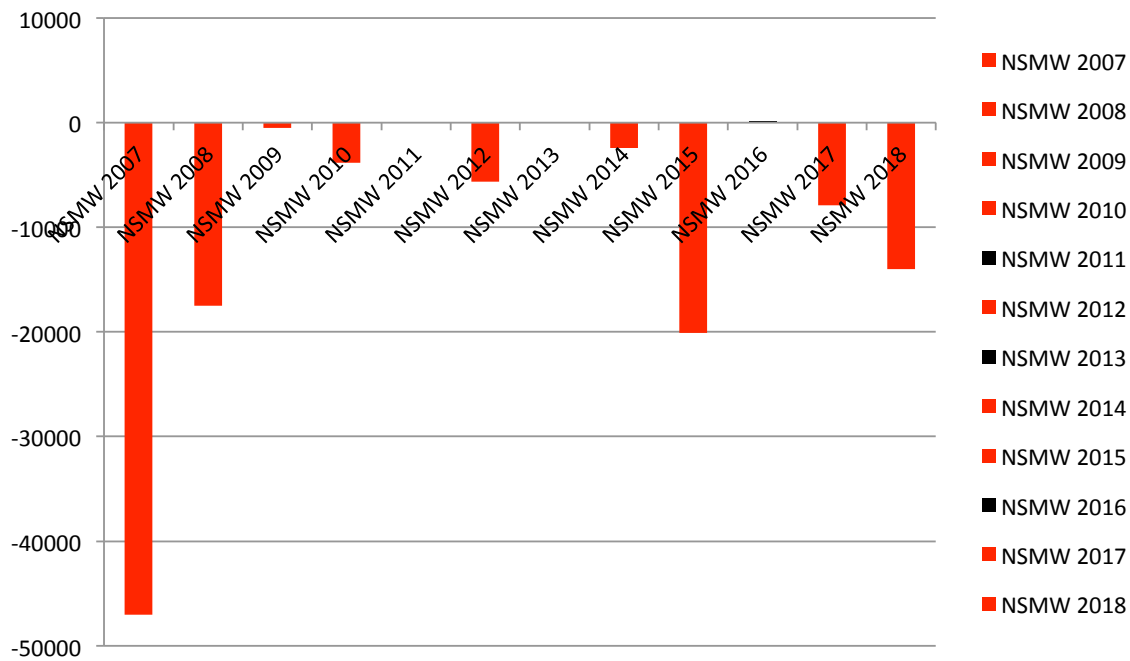
#### Registered Delegates

2007 – 502 (Liverpool)  
2008 – 542 (New Glasgow)  
2009 – 660 (Yarmouth)  
2010 – 734 (Yarmouth)  
2011 – 929 (Yarmouth)  
2012 – 990 (Liverpool)  
2013 – 1006 (Sydney)  
2014 – 1167 (Truro)  
2015 – 1050 (Yarmouth)  
2016 – 1224 (Truro)  
2017 – 1241 (Truro)  
2018 – 1185 (Truro)



# Financial Overview

## NSMW Surplus/Shortfall 2007-2018

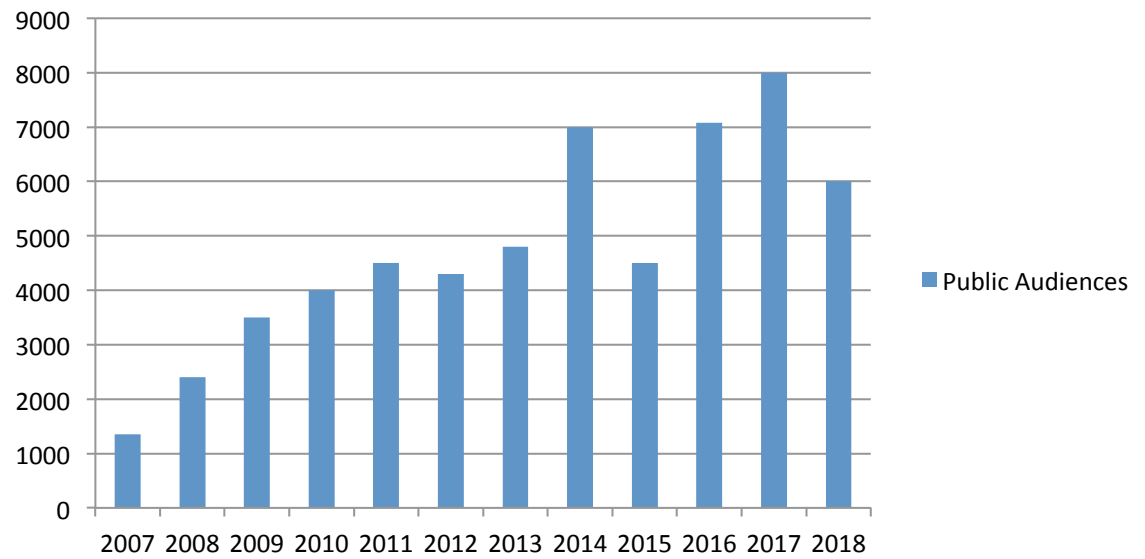


Nova Scotia Music Week 2018 saw a shortfall of (\$14,000.00).

Notable 2018 revenue activity:

- Showcasing gates and wristband sales decrease of 42% over year prior
- Funding increase of 3% over year prior  
(2017 saw a decrease of 6% over year prior)
- Sponsorship increase of 23% (2017 saw a decrease of 14% over year prior)

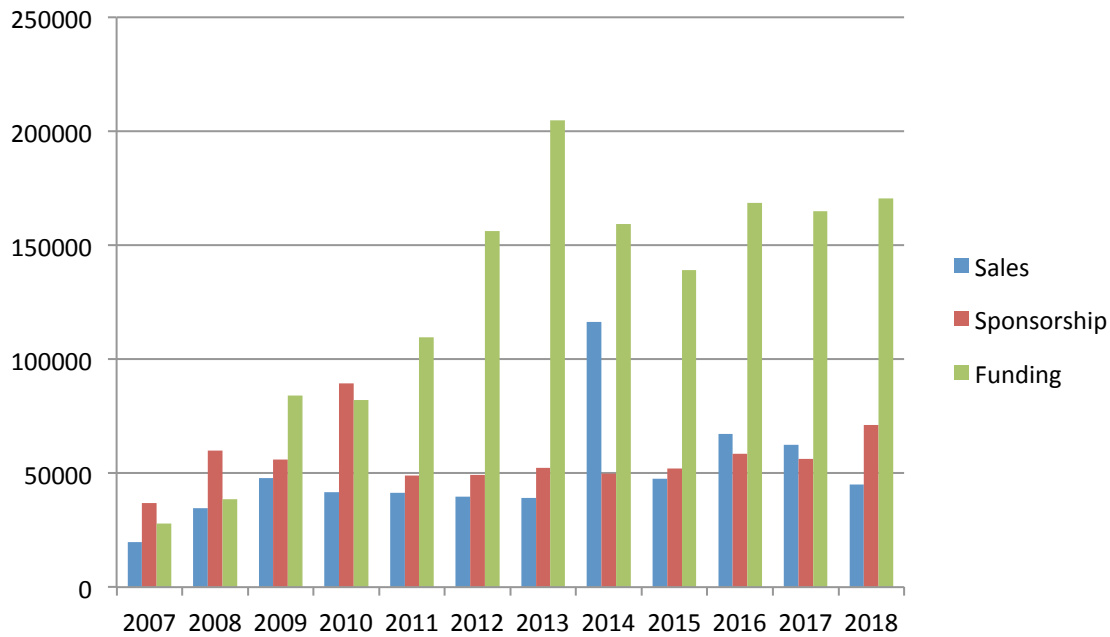
## Public Attendance 2007-2018



### Public Audiences

2007 – 1350 (Liverpool)  
2008 – 2400 (New Glasgow)  
2009 – 3500 (Yarmouth)  
2010 – 4000 (Yarmouth)  
2011 – 4500 (Yarmouth)  
2012 – 4300 (Liverpool)  
2013 – 4800 (Sydney)  
2014 – 7000 (Truro)  
2015 – 4500 (Yarmouth)  
2016 – 7080 (Truro)  
2017 – 8000 (Truro)  
2018 – 6000 (Truro)

## Sales, Sponsorship, and Funding 2007-2018



### NSMW % Revenue by Type

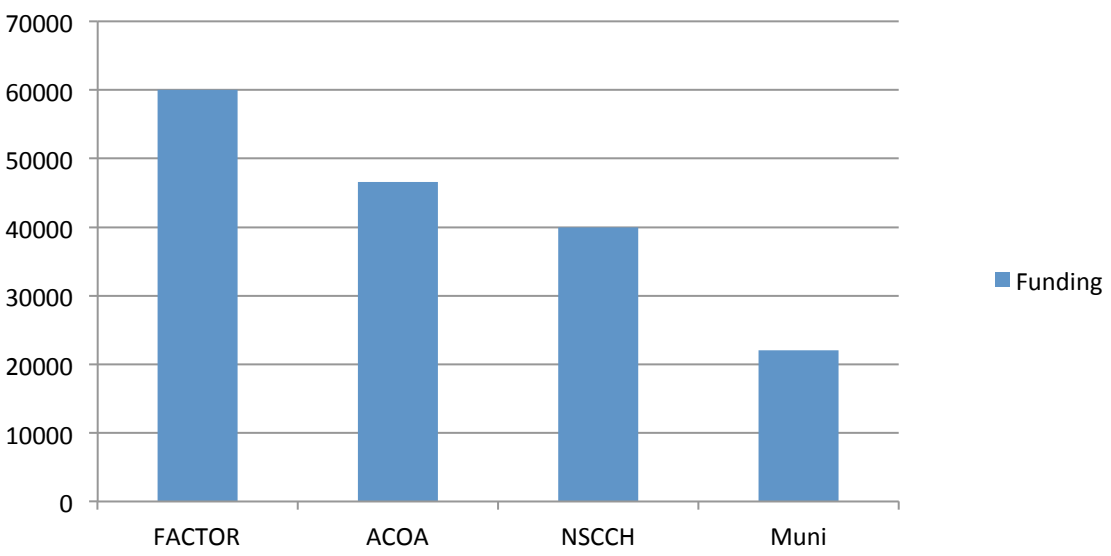
- Public Funding – 56%
- Sales – 21%
- Corporate Sponsorship – 23%

### NSMW Funding Percentage by Level of Government

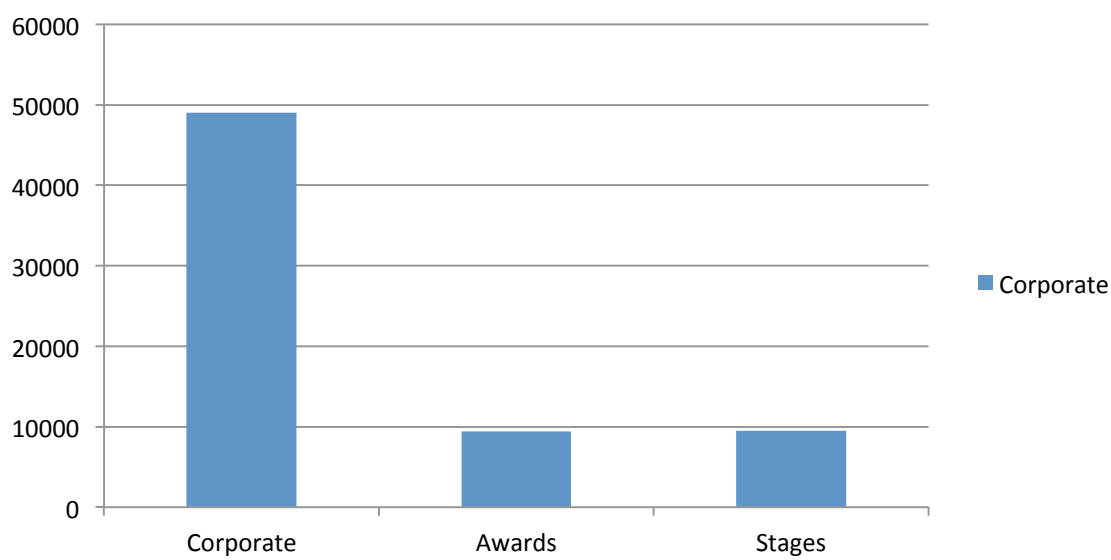
- Federal – 62%
- Provincial – 24%
- Municipal/Local – 14%



Investment Nova Scotia Music Week 2018



Private Investment Nova Scotia Music Week 2017





# International Buyers Program 2018 – A Spotlight on the USA Sync

- 21 USA Buyers
- 9 German and European Buyers
- 39 Canadian Buyers
- 8 UK Buyers

## B2B Matchmaking

- 1,185 registered delegates
- 305 developing artists, export-ready and exporting artists
- 203 Canadian professionals
- 77 music buyers
- Over 1200 NSMW curated one-on-one meetings tracked

## Benefits and Survey Results (43 of 100 surveyed responses to date)

- 91% of respondents were either somewhat satisfied or fully satisfied with their conference goals being met
- Total respondents reported making over 500 total new business contacts
- 88% of respondents have already done follow-up with new business contacts
- 58% of respondents have already done business as a direct result of NSMW to date
- 81% of respondents have reported confirmed live performance bookings as a direct result of NSMW 2018
- \$180,000 in direct immediate sales
- \$363,000 projected for sales in 6-36 months
- 91% of respondents believe they will do business in the future as a direct result of NSMW
- 46% of respondents indicated that future business will take 6-12 months to see results



# The Return on Investment

## Estimated Sales

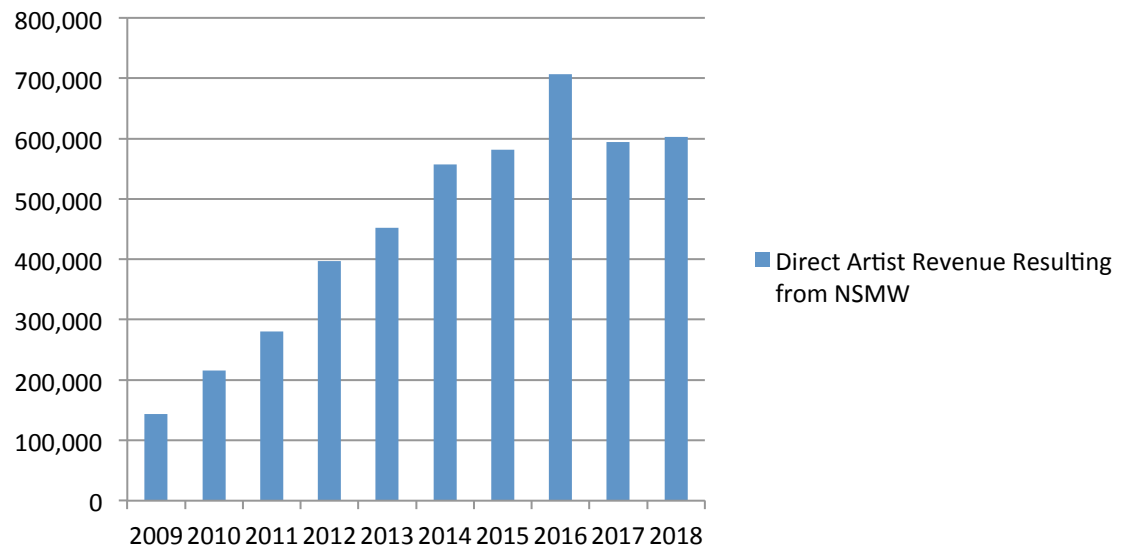
The following sales figures are a combination of those reported by participating buyers and artists and estimates made by Music Nova Scotia as a result of the project. The numbers represent estimated performance, merchandise and licensing fees over the next 36 months.

Sales Reported to Date: **\$543,000.00**

Artist Fees Paid: **\$60,000.00**

Total Sales: **\$603,000.00**

Total Event Investment (festival, conference & international buyers program): **\$301,305.00**



## Return on Investment

Gain: **\$301,695.00**

Percentage Gain: **100%**

Annualized Return: **26%**

## NSMW 2018 Direct Economic Impact and the Host Community

Using figures and indicators provided by Nova Scotia Tourism it is estimated that nearly \$1.4 million in direct revenue was generated in the host community by attending delegates, public audiences and Music Nova Scotia. Economic output multipliers are not included in this estimate.

Participants NSMW 2018	# of	# of Days	Average Daily Spend	Total Average Spend
Conference Delegates and Volunteers	1345	4	\$66.00	\$355,080
Audience Participants	6000	4	\$30.00	\$720,000
<b>Total</b>				<b>\$1,075,080</b>

Participants Spend: **\$1,075,080.00**

Music Nova Spend: **\$180,000.00**

Total Direct Spend in Host Community: **\$1,255,080.00**

Artist Sales Reported: **\$603,000.00**

Total Direct Revenue Generated (with no impact multipliers): **\$1,858,080.00**



# CLIENT INVESTMENT PROGRAM



REENY SMITH

# Music Nova Scotia Client Investment Program Overview

## Fiscal 2019 (April 1st 2018 – March 31st 2019)

### Client Investment Program Components and Streams:

- Artist Development
- Business Development
- Business Travel
- Live Performance
  - ▶ Tour Support Stream
  - ▶ Showcase Stream
  - ▶ Community Presenters Stream
- Marketing
- Mentorships

### Levels of Client Investment, per Program

Component	Max Per Project	Invest %	Budget
Artist Development	\$4,000	75%	\$40,000
Business Development	\$5,000	50%	\$40,000
Business Travel	Annual Cap of \$5,000	50%	\$30,000
Live Performance			\$260,000
Tour Support Stream	\$10,000/\$5,000	50%	
Showcase Stream	\$5,000	75%	
Community Presenter Stream	\$1,000	25%	
Marketing	\$10,000/\$5,000	50%	\$160,000
Mentorships	\$15,000	75%	\$100,000
Total Direct Client Investment			\$630,000
Administration			\$100,000
<b>Total Budget</b>			<b>\$730,000</b>



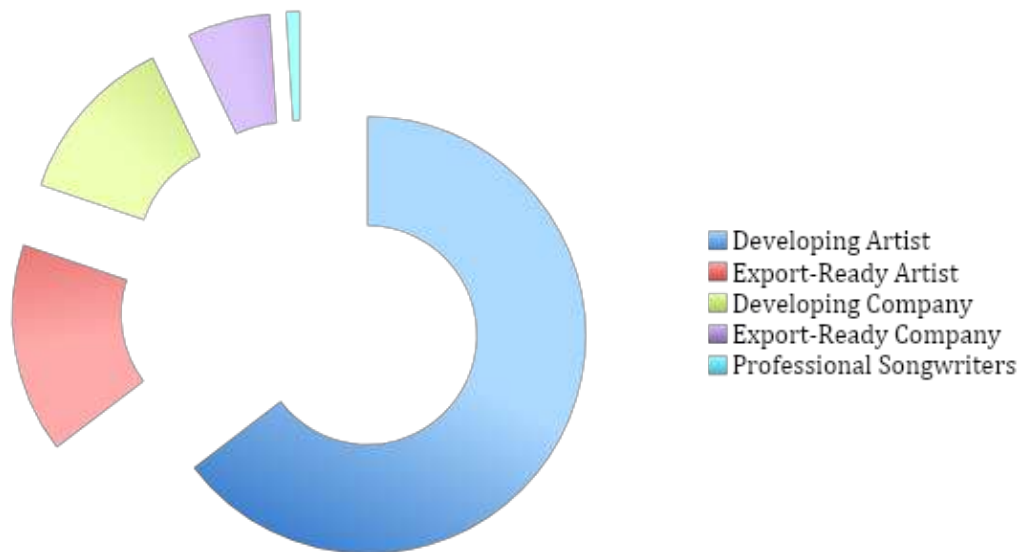
# Client Applicant Profile Overview FY 2019

## Total Client Applicant Profiles:

Artists: 471

Company/Entrepreneur: 108

## Applicant Profiles by Type



Developing Artist Level II and I: 316 Applicant Profiles

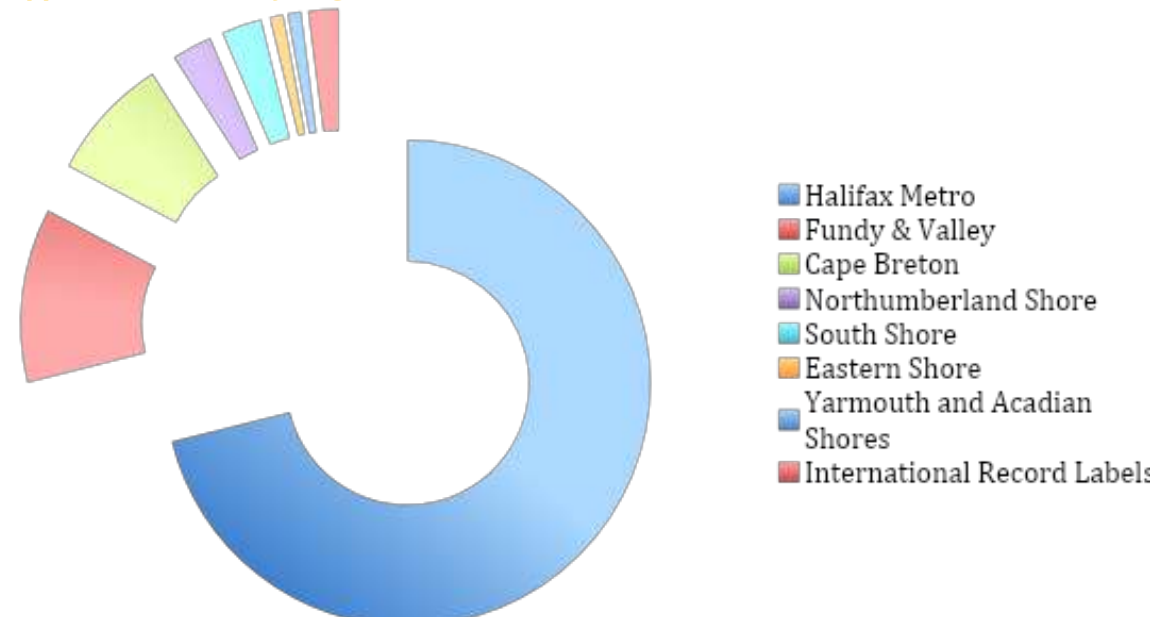
Developing Company/Entrepreneur: 62 Applicant Profiles

Export-Ready Artist: 76 Applicant Profiles

Export Ready Company/Entrepreneur: 30 Applicant Profiles

Professional Songwriters: 5 Applicant Profiles

## Applicant Profiles by Region

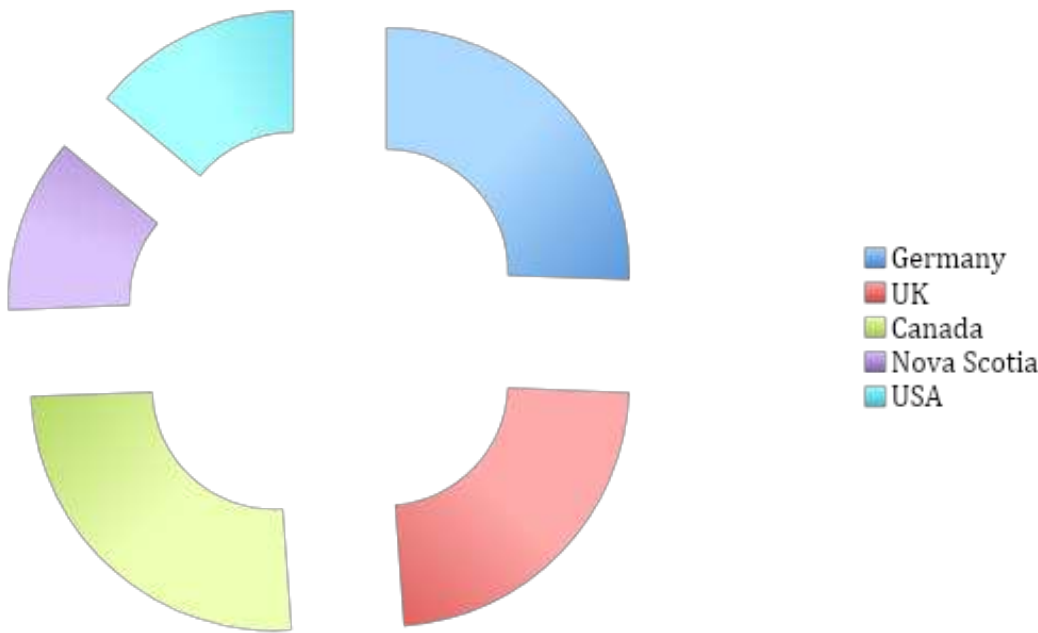


Halifax Regional Municipality: 320 | Fundy/Valley: 52 | Cape Breton: 37 | Northumberland Shore: 12 | South Shore: 12

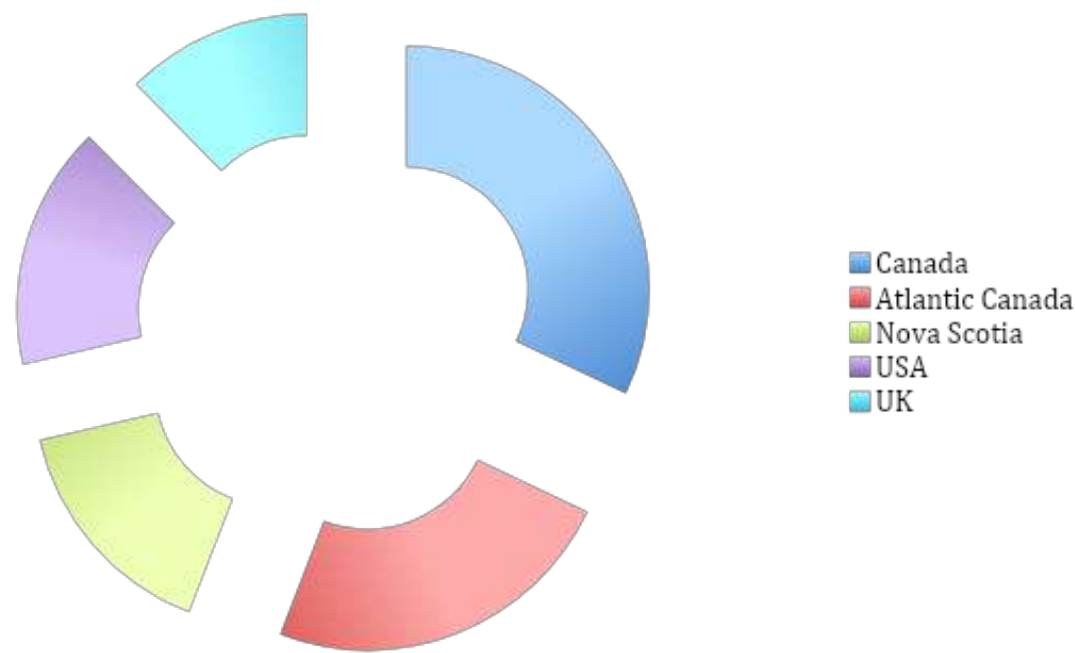
Eastern Shore: 4 | Yarmouth and Acadian Shores: 4 | International Record Labels: 9

Total: 388

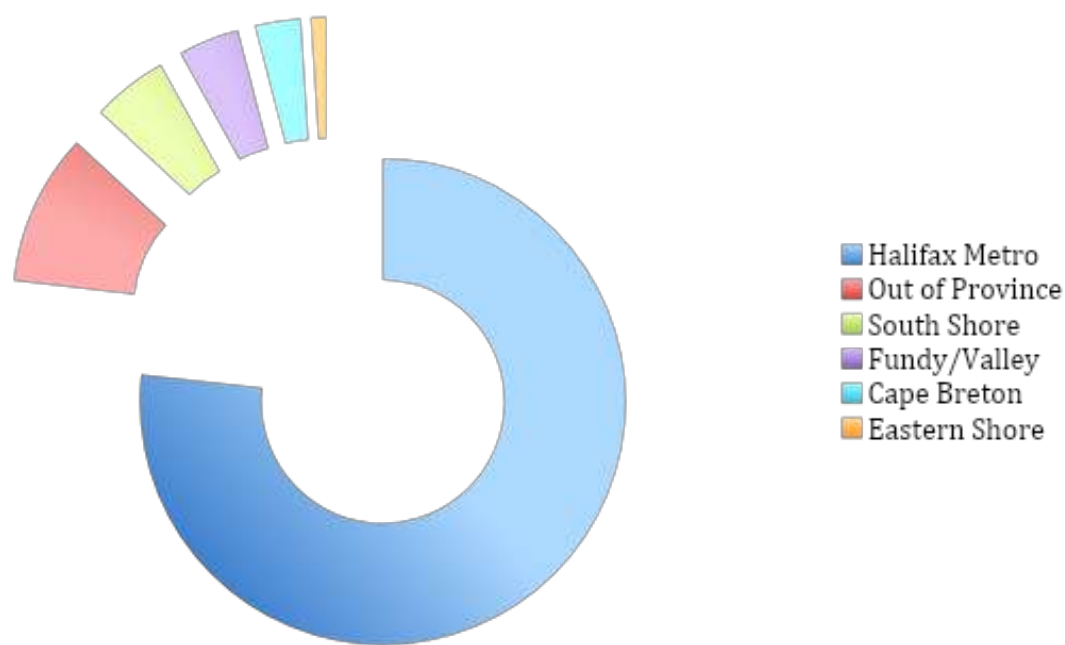
Top 5 Markets of Interest - Export Ready Artists



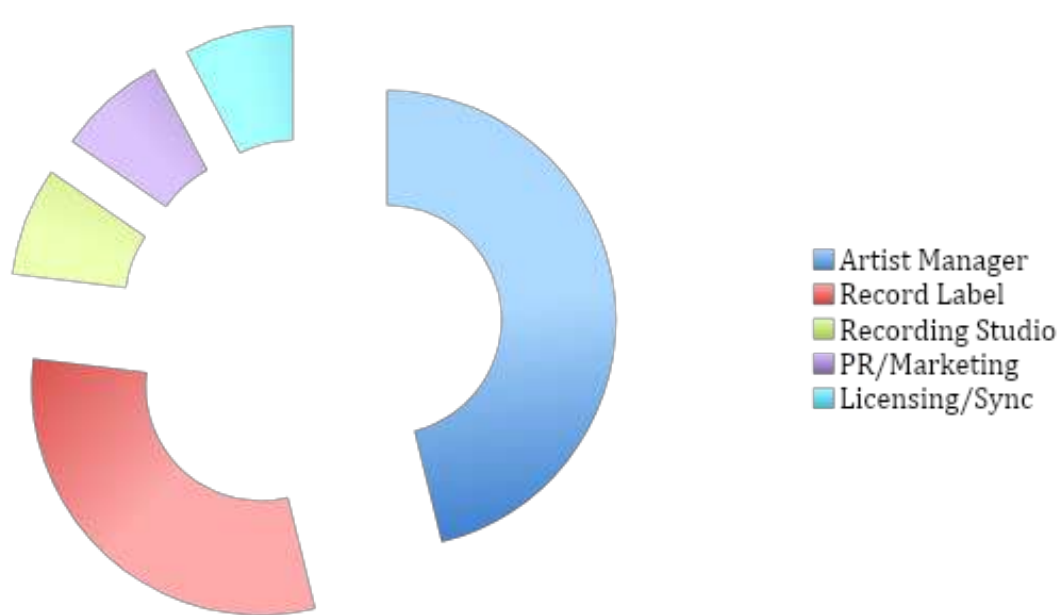
Top 5 Markets of Interest - Developing Artists (Level I & II)



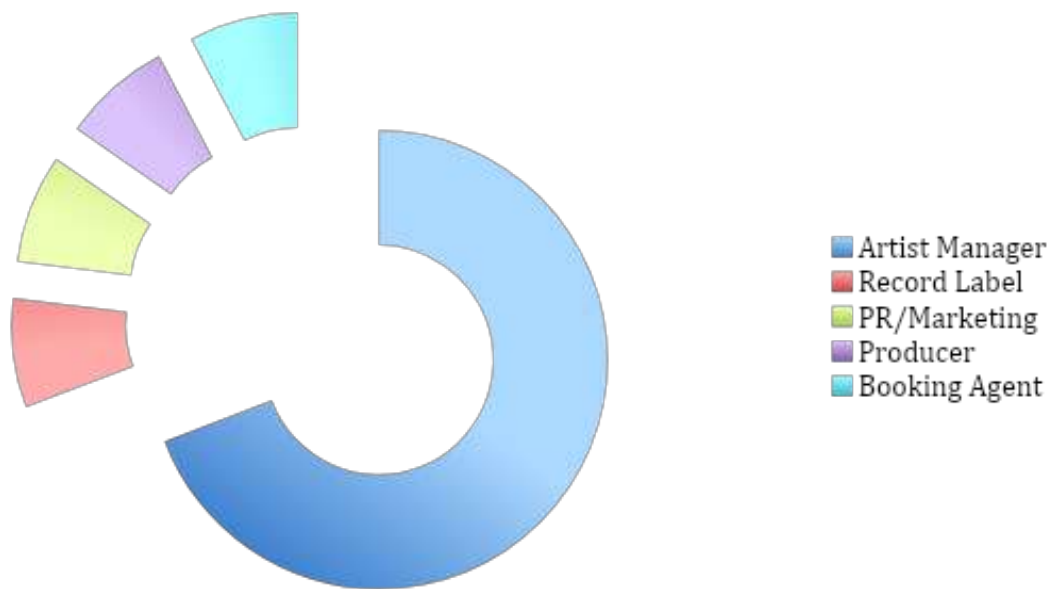
Region of Applicants - Company/Entrepreneur



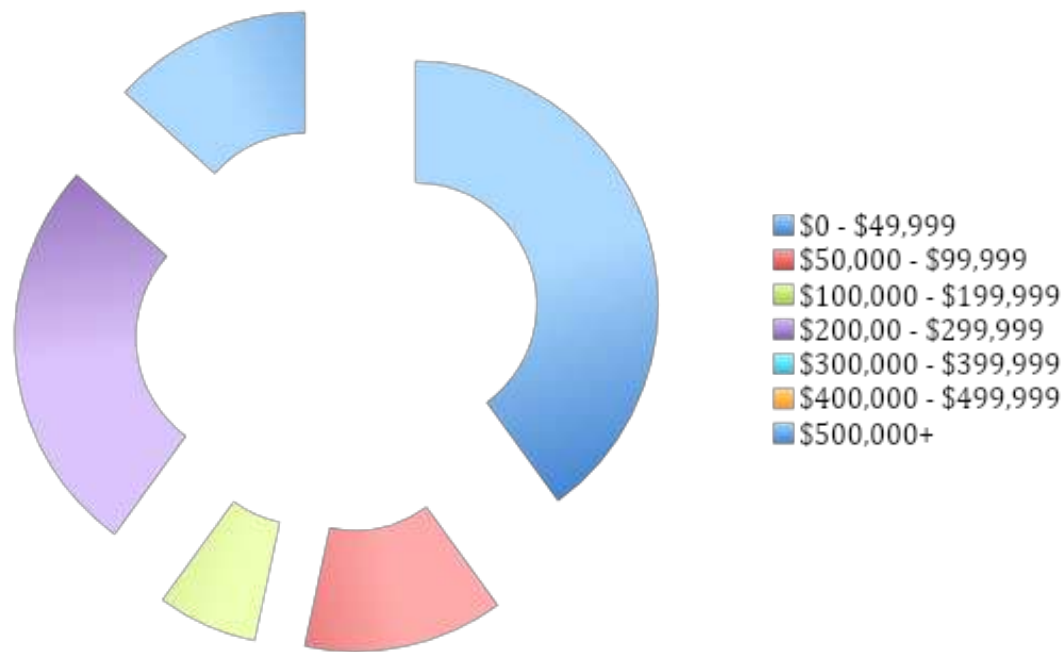
Top 5 Core Business Activities - Export-Ready Companies/Entrepreneurs



Top 5 Core Business Activities -Developing Companies/Entrepreneurs

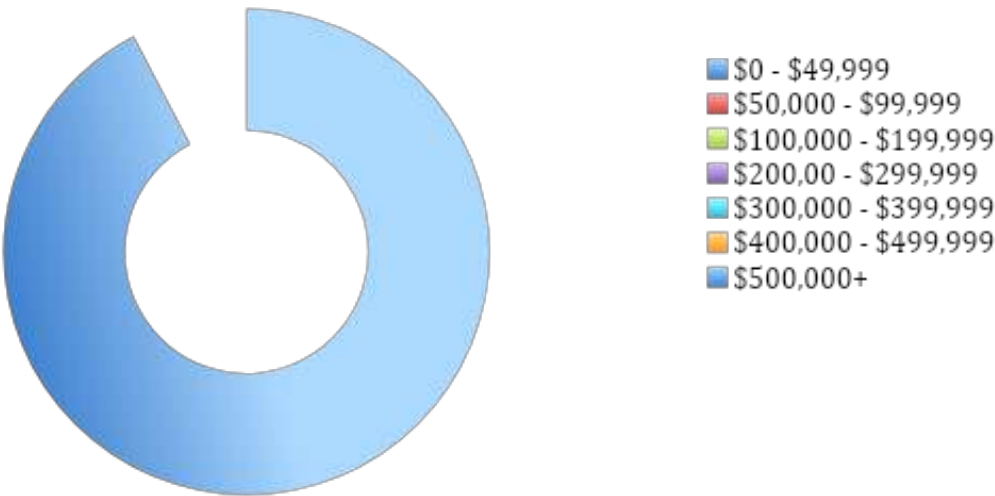


Company/Entrepreneur Annual Sales Revenue - Export Ready

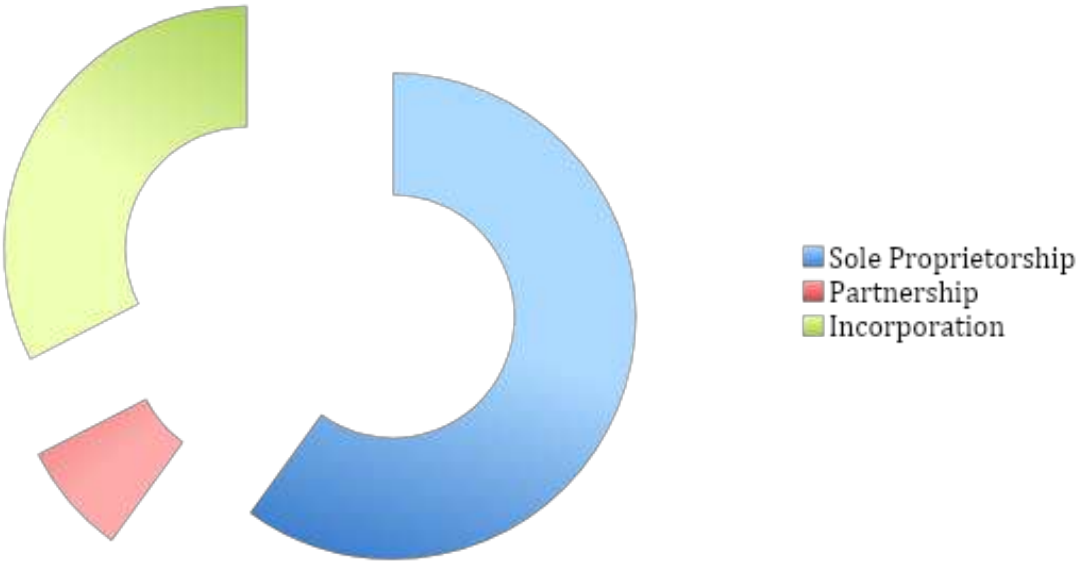




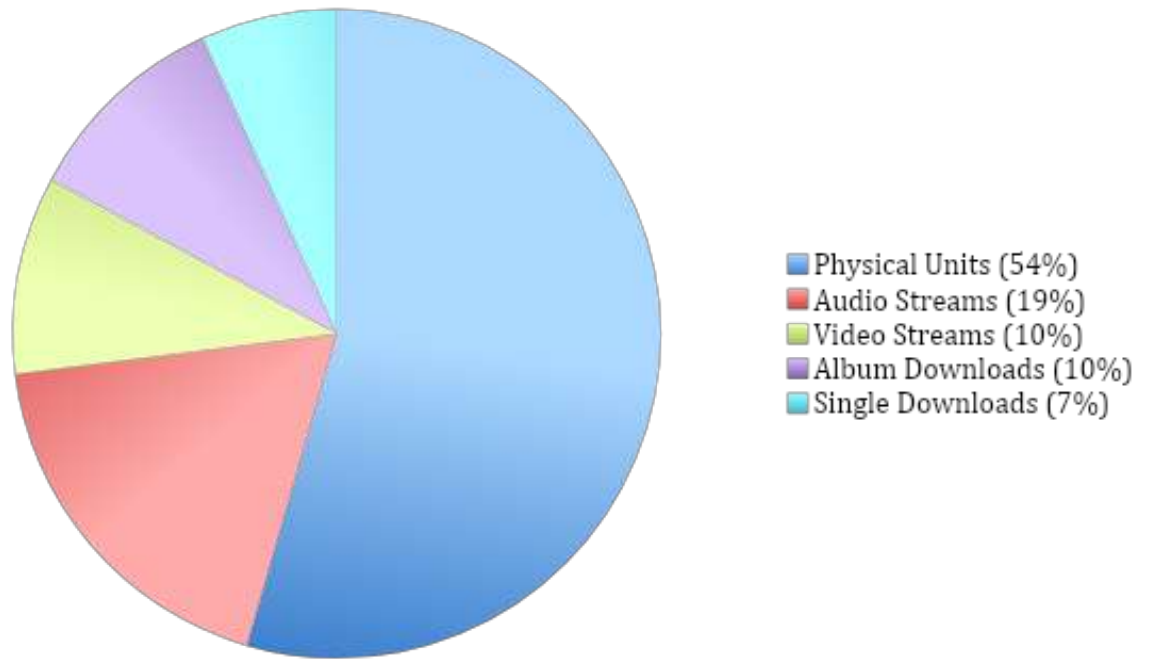
Company/Entrepreneur Annual Sales Revenue - Developing



Type of Company/Entrepreneur



## Total Lifetime Consumer Units Reported by Client Applicants: 1,905,507



Physical Units: **1,037,970**

Audio Streams to Consumer Units: **353,383**

Video Stream to Consumer Units: **187,484**

Album Downloads: **197,249**

Single Downloads to Consumer Units: **129,421**

Total Consumer Units: **1,905,507**

## Consumer Unit Conversion

1 Physical Unit Sold = 1 Consumer Unit

1 Album Download = 1 Consumer Unit

6 Single Downloads = 1 Consumer Unit

1500 Audio Streams = 1 Consumer Unit

1500 Video Streams = 1 Consumer Unit

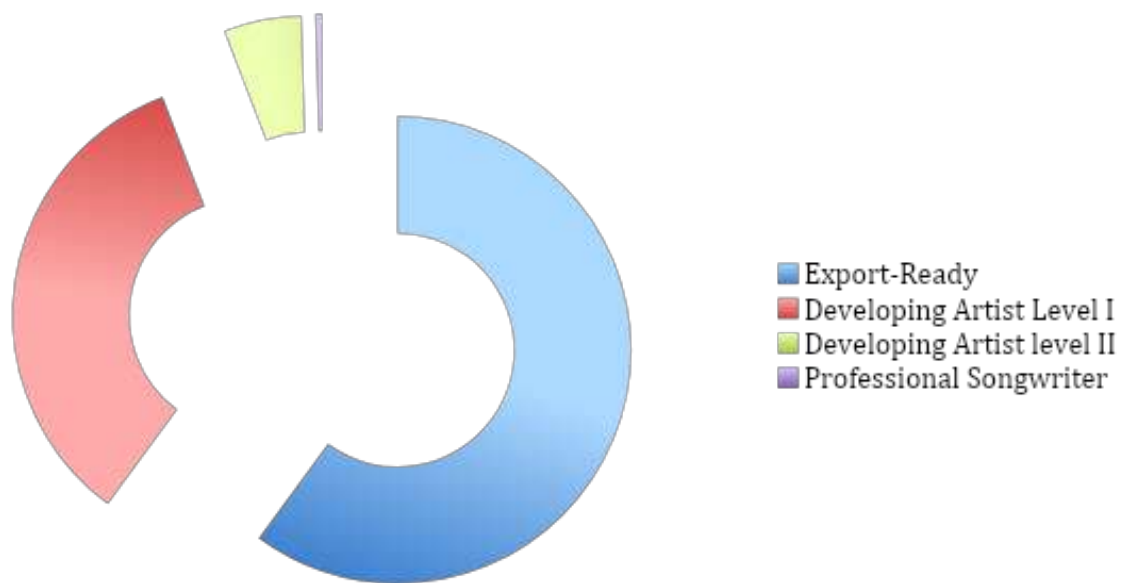
## Total Lifetime Streams Reported by Client Applicants

Audio Streams: **176,691,552**

Video Streams: **93,742,303**

Total Streams: **270,433,855**

## Total Social Media Fans – Eligible Applicant Type



Export-Ready: **1,166,538**

Developing Artist Level I: **661,811**

Developing Artist Level II: **104,198**

Professional Songwriter: **10,161**

Total Social Media Fans: **2,439,279**

# Music Nova Scotia Client Investment Results FY 2018

All results are based on completion reports received to date:

(Results to Date Include 99% Investment Allocations with 70% Project Completion.)

## Artist Development Stream

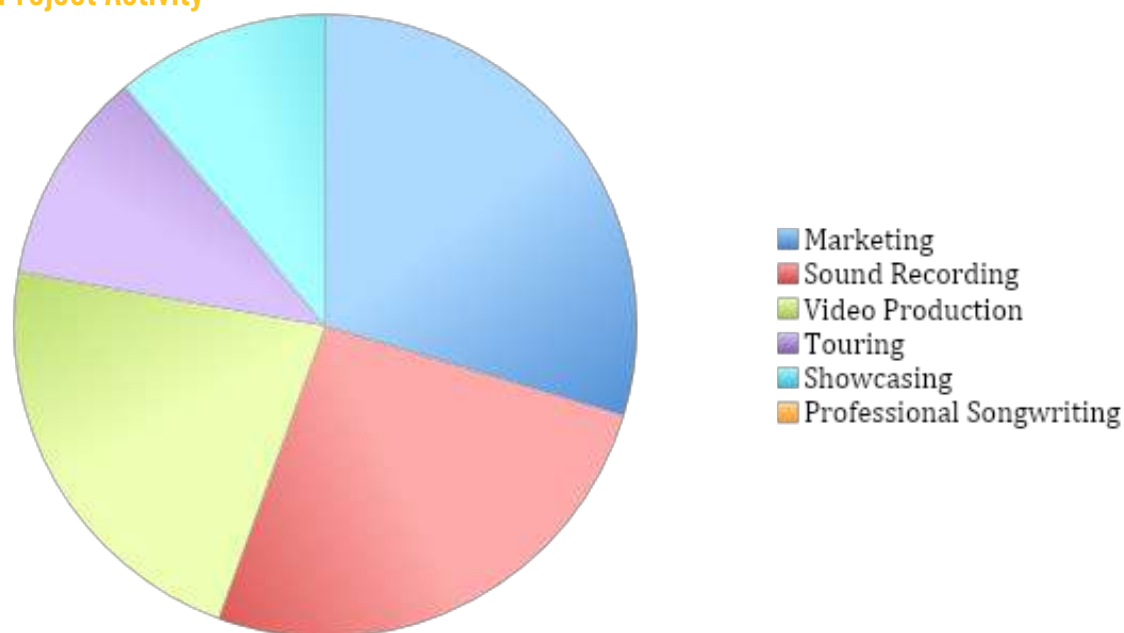
### Projects

Number of Applications Received: 82

Number of Projects Approved: 10

Percentage of Projects Approved: 12%

### Project Activity



### Investment

Total Music Nova Scotia Investment: \$39,975 (61%)

Total Applicant Investment: \$19,274.78

Total Private Investment: \$1,800

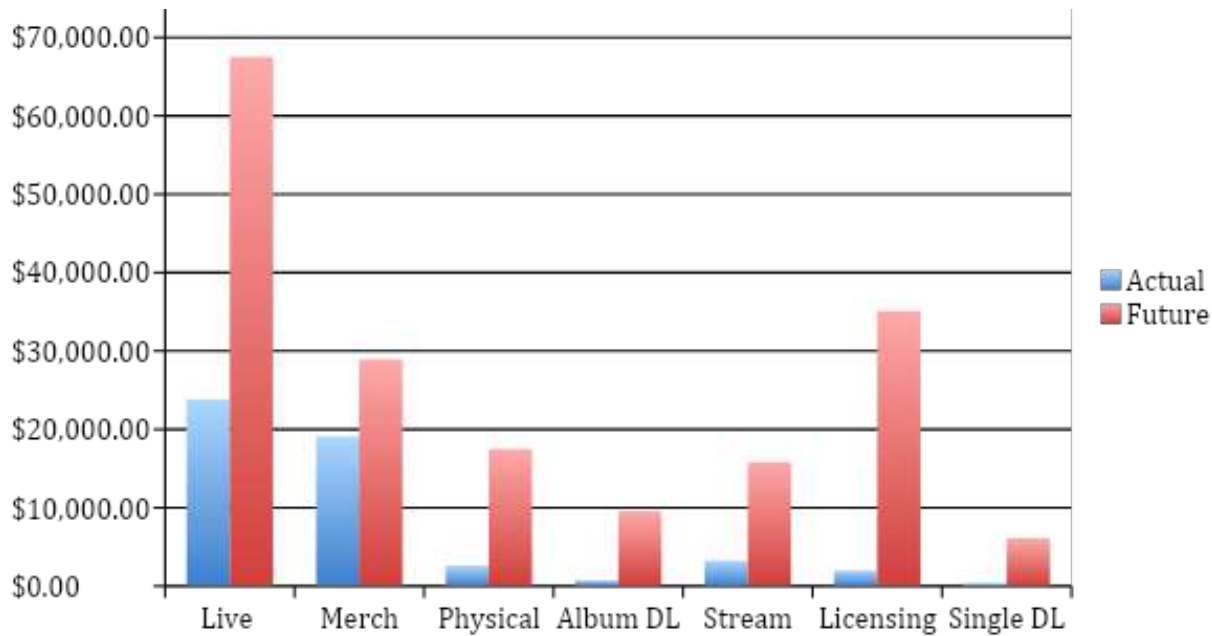
Total Other Government Investment: \$4,400

Total Investment: \$65,449.78

Total Expenses Claimed: \$59,797.11



## Artist Development Revenue Reported & Sources of Revenue – Actual and Future (Three Year Estimates)



Total Actual Revenue Reported: **\$67,247.52**

Total Future Revenue Reported: **\$212,629**

Total Revenue Reported: **\$279,876.52**

## ROI (Over Three Years)

Gain/Loss: **\$214,426.74**

Percentage Gain: **327%**

Annualized Return: **62%**

## Actual Profit/Loss for Artist Development Component

Actual Investment	\$65,449.78
Actual Revenue	\$67,247.52
Total Investment + Revenue	\$132,697.30
Actual Expenses Claimed	\$59,797.11
Total Balance After Expenses	\$74,900.19
Less Investment (Applicant, Private, Public)	\$25,474.78
Less MNS Investment (\$39,975)	\$39,975.00
<b>Actual Profit/Loss</b>	<b>\$9,450.41</b>
<b>ROI on Actuals Only</b>	
Gain/Loss	\$1,797.74
% Gain	102%
Annualized Return	2.75%

## Marketing Stream

### Projects

Number of Applications Received: **45**

Number of Projects Approved: **25**

Percentage of Projects Approved: **56%**

### Investment

Total Music Nova Scotia Investment: **\$138,214.52 (32%)**

Total Applicant Investment: **\$212,024.50**

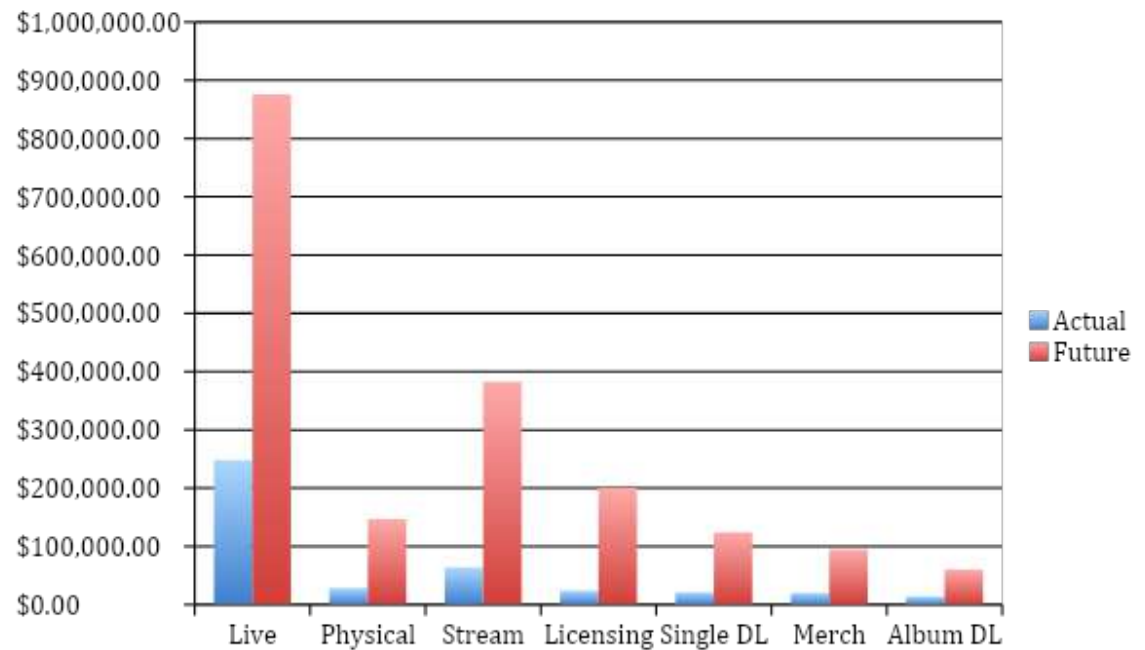
Total Private Investment: **\$15,500**

Total Other Government Investment: **\$69,681.50**

Total Investment: **\$435,420.52**

Total Expenses: **\$375,449.10**

### Marketing Revenue Reported & Sources of Revenue – Actual and Future (Three Year Estimates)



Total Actual Revenue Reported: **\$531,670.39**

Total Future Revenue Reported: **\$2,179,021.47**

Total Revenue Reported: **\$2,710,691.86**

### ROI (Over Three Years)

Gain/Loss: **\$2,275,271**

Percentage Gain: **422%**

Annualized Return: **84%**

## Actual Profit/Loss for Marketing Component

Actual Investment	\$435,420.52
Actual Revenue	\$531,670.39
Total Investment + Revenue	\$967,090.91
Actual Expenses Claimed	\$375,449.10
Total Balance After Expenses	\$591,641.81
Less Investment (Applicant, Private, Public)	\$297,206.00
Less MNS Investment	\$138,214.52
<b>Actual Profit/Loss</b>	<b>\$156,221.29</b>
<b>ROI on Actuals Only</b>	
Gain/Loss	\$96,250
% Gain	122%
Annualized Return	22%

## Applicant Types

Export Ready: **18**

Developing Artist Level II: **7**



HELLO DELAWARE

# Live Performance Stream – Tour Support

## Projects

Number of Applications Received: 35  
Number of Projects Approved: 25  
Percentage of Projects Approved: 71%

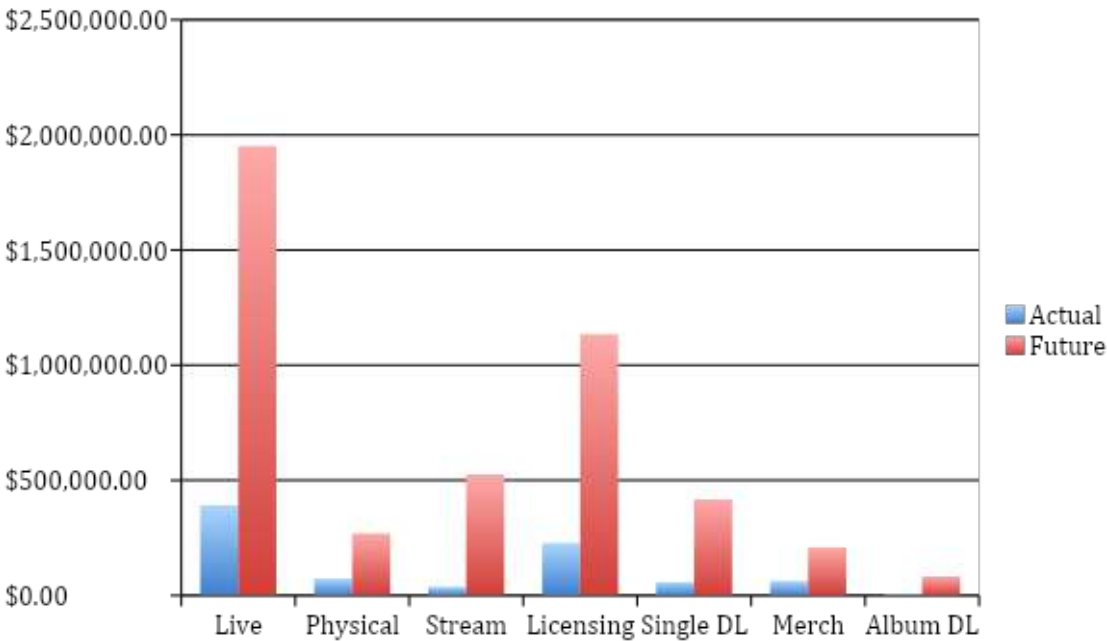
## Investment

Total Music Nova Scotia Investment: \$149,279.44 (52%)  
Total Applicant Investment: \$126,481.02  
Total Private Investment: \$0  
Total Other Government Investment: \$11,400

Total Investment: \$287,160.46

Total Expenses: \$531,069.60

## Tour Support Revenue Reported & Sources of Revenue – Actual and Future (Three Year Estimates)



Total Actual Revenue Reported: \$359,589.38  
Total Future Revenue Reported: \$2,128,467.00  
Total Revenue Reported: \$2,488,056.38

## ROI (Over Three Years)

Gain/Loss: \$2,200,896  
Percentage Gain: 766%  
Annualized Return: 105%



## Actual Profit/Loss for Live Performance Component – Tour Support Stream

Actual Investment	\$287,160.46
Actual Revenue	\$359,589.38
Total Investment + Revenue	\$646,749.84
Actual Expenses Claimed	\$531,069.90
Total Balance After Expenses	\$115,679.94
Less Investment (Applicant, Private, Public)	\$137,881.02
Less MNS Investment	\$149,279.44
<b>Actual Profit/Loss</b>	<b>\$171,480.52</b>
<b>ROI on Actuals Only</b>	
Gain/Loss	\$72,429
% Gain	125%
Annualized Return	25%

Number of Performances Funded: **313**

Number of Promotional Appearances: **16**

Number of House Concerts: **9**

Number of School Shows: **3**

Total Attendance: **105,439**

## Applicant Types

Export Ready: **18**

Developing Artist Level II: **8**

# Live Performance Stream – Showcase

## Projects

Number of Applications Received: 26  
Number of Projects Approved: 24  
Percentage of Projects Approved: 92%

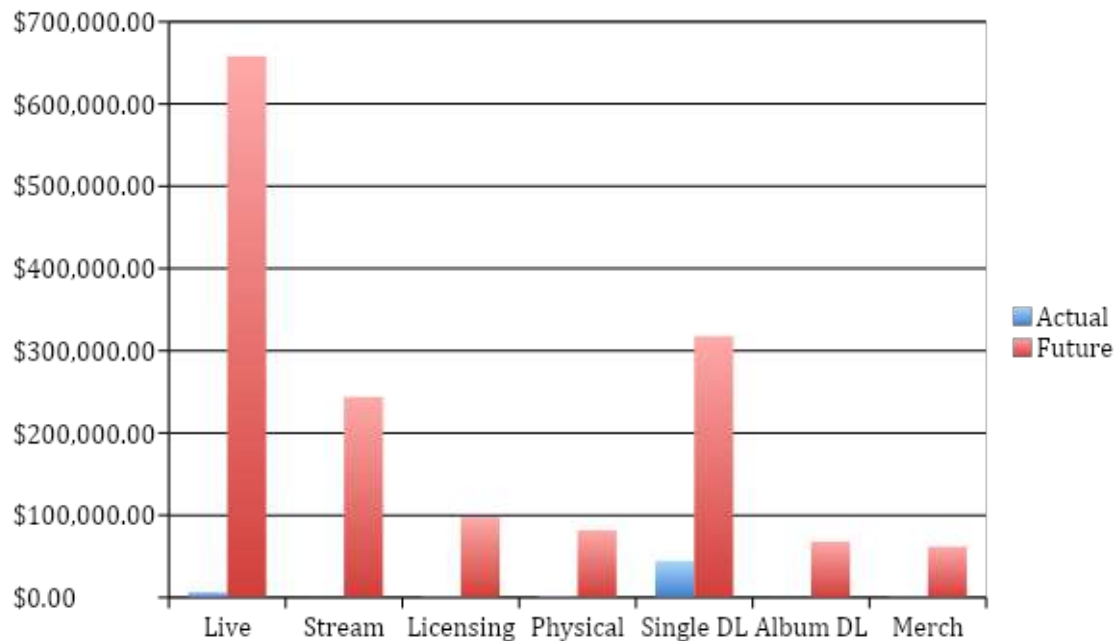
## Investment

Total Music Nova Scotia Investment: \$83,947.92 (53%)  
Total Applicant Investment: \$41,881.01  
Total Private Investment: \$1000.00  
Total Other Government Investment: \$32,275

Total Investment: \$159,103.93

Total Expenses: \$154,083.70

## Showcase Revenue Reported & Sources of Revenue – Actual and Future (Three Year Estimates)



Total Actual Revenue Reported: \$10,688.30  
Total Future Revenue Reported: \$1,526,226.20  
Total Revenue Reported: \$1,536,914.50

## ROI (Over Three Years)

Gain/Loss: \$1,377,810  
Percentage Gain: 866%  
Annualized Return: 113%

## Actual Profit/Loss for Live Performance Component – Showcase Support Stream

Actual Investment	\$159,103.93
Actual Revenue	\$10,688.30
Total Investment + Revenue	\$169,792.23
Actual Expenses Claimed	\$154,083.70
Total Balance After Expenses	\$15,708.53
Less Investment (Applicant, Private, Public)	\$75,156.01
Less MNS Investment	\$83,947.92
<b>Actual Profit/Loss</b>	<b>-\$143,395.40</b>

Total Showcase Attendance: **6,854**

Number of Meetings: **215**

## Live Performance Stream – Community Presenters

### Community Presenters Applicant Profile Overview

Total Client Applicant Profiles: **24**

Total Number of Annual Music Presentations: **576**

Total Number of Annual Presentations by Nova Scotian Artists: **288**

Total Annual Audience Members: **87,015**

Total Annual Gross Tickets Sales: **\$1,727,605.40**

Total Average Operating Budget Per Presenter: **\$200,617.27**

Total Average Number of Full-Time Staff Per Presenter: **1.3**

Total Average Number of Part-Time Staff Per Presenter: **1.9**

Total Average Number of Contract Staff Per Presenter: **1.2**

Total Number of Volunteers: **1,016**

Total Number of Presenter Social Media Followers: **100,605**

Total Number of Presenter Email List Subscribers: **16,868**

Presentations: **24**

Total Music Nova Scotia Investment: **\$10,210**

Total Artist Guarantees: **\$24,800**

Total Ticket Sales Generated: **\$42,049**

Total Audience: **2,158**

### Participating Community Presenters

Alderney Landing

Barrington Municipal Exhibition

CapeTrad

Cecilia Concerts

Chester Playhouse

Creamery Square Arts Society

deCoste Performing Arts Centre

Deep Roots Music Cooperative

Glasgow Square Theatre

Halifax Camerata Singers

Harmony Bazaar

In The Dead Of Winter Festival

Les Productions de Moulin

Lunenburg Folk Harbour Society

Mermaid Imperial Performing Arts Centre

Musquodoboit Valley Bicentennial Theatre

North Highlands Community Museum and Cultural Centre

Port Hawkesbury Civic Centre

Ship's Company Theatre

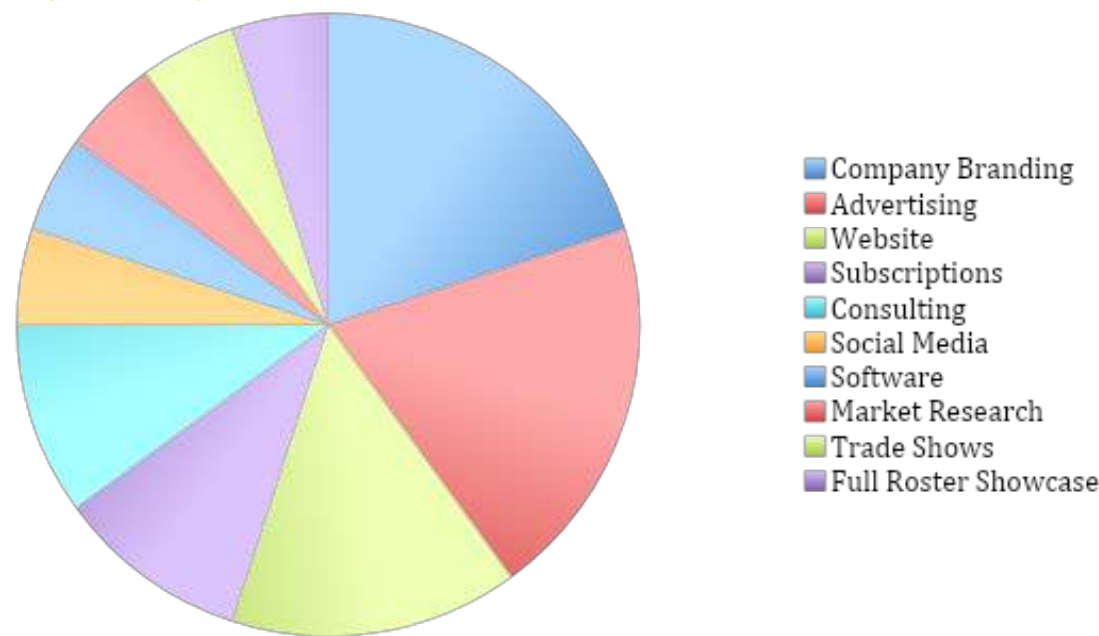
Strathspey Performing Arts Centre

# Business Development Stream

## Projects

Number of Applications Received: 5  
Number of Projects Approved: 4  
Percentage of Projects Approved: 80%

## Project Activity



## Investment

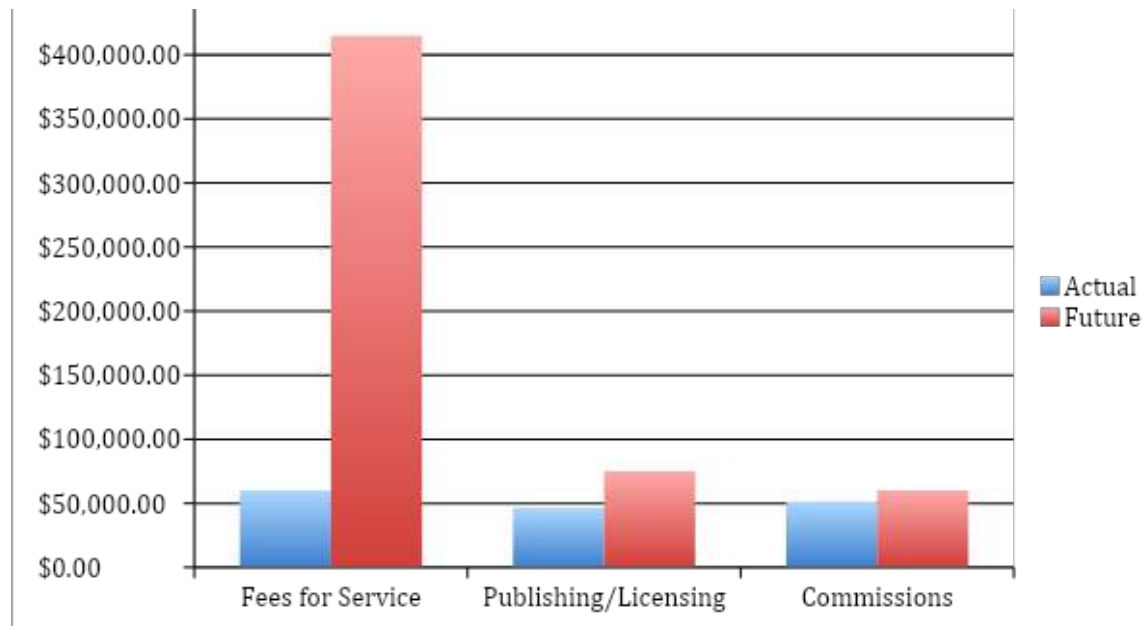
Total Music Nova Scotia Investment: \$9,328.58 (34%)  
Total Applicant Investment: \$18,400  
Total Other Government Investment: \$0.00

Total Investment: \$27,728.58

Total Expenses: \$23,942.87



## Business Development Revenue Reported & Sources of Revenue – Actual and Future (Three Year Estimates)



Total Actual Revenue Reported: **\$157,995.43**

Total Future Revenue Reported: **\$550,000.00**

Total Revenue Reported: **\$707,995.43**

## ROI (Over Three Years)

Gain/Loss: **\$130,267**

Percentage Gain: **470%**

Annualized Return: **79%**

## Actual Profit/Loss for Business Development Component

Actual Investment	\$27,728.58
Actual Revenue	\$157,995.43
Total Investment + Revenue	\$185,724.01
Actual Expenses Claimed	\$14,326.66
Total Balance After Expenses	\$171,397.35
Less Investment (Applicant, Private, Public)	\$18,400.00
Less MNS Investment	\$9,328.58
Actual Profit/Loss	\$143,668.77
ROI on Actuals Only	
Gain/Loss	\$130,2670
% Gain	569%
Annualized Return	469%

# Business Travel Stream

## Projects

Number of Applications Received: 12  
Number of Projects Approved: 12  
Percentage of Projects Approved: 100%

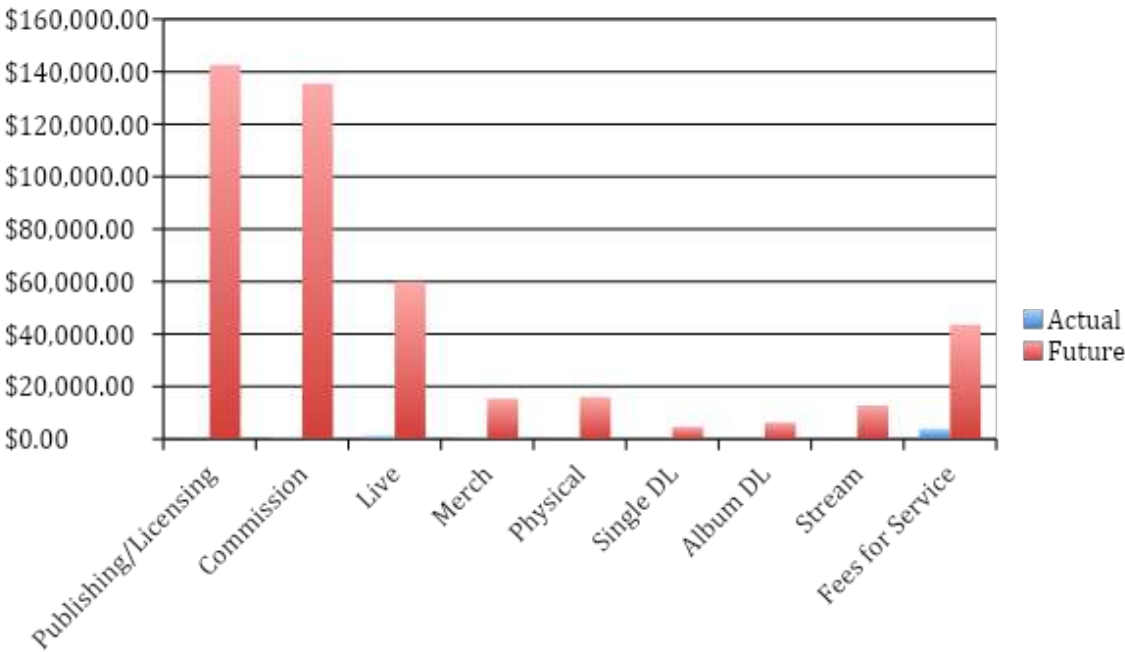
## Investment

Total Music Nova Scotia Investment: \$12,027.56 (45%)  
Total Applicant Investment: \$8,357.02  
Total Private Investment: \$1,200  
Total Other Government Investment: \$4,992.28

Total Investment: \$26,576.86

Total Expenses: \$21,655.19

## Business Travel Revenue Reported & Sources of Revenue – Actual and Future (Three Year Estimates)



Total Actual Revenue Reported: \$6,124  
Total Future Revenue Reported: \$436,799.54  
Total Revenue Reported: \$442,923.54

## ROI (Over Three Years)

Gain/Loss: \$416,347  
Percentage Gain: 1666%  
Annualized Return: 155%

## Actual Profit/Loss for Business Travel Component

Actual Investment	\$26,576.86
Actual Revenue	\$6,124.00
Total Investment + Revenue	\$32,700.86
Actual Expenses Claimed	\$21,655.19
Total Balance After Expenses	\$11,045.67
Less Investment (Applicant, Private, Public)	\$14,549.30
Less MNS Investment	\$12,027.56
Actual Profit/Loss	\$-15,531.19
<b>ROI on Actuals Only</b>	
Gain/Loss	(\$20,452.86)%
% Gain	-77%
Annualized Return	-77%

## Mentorship Stream

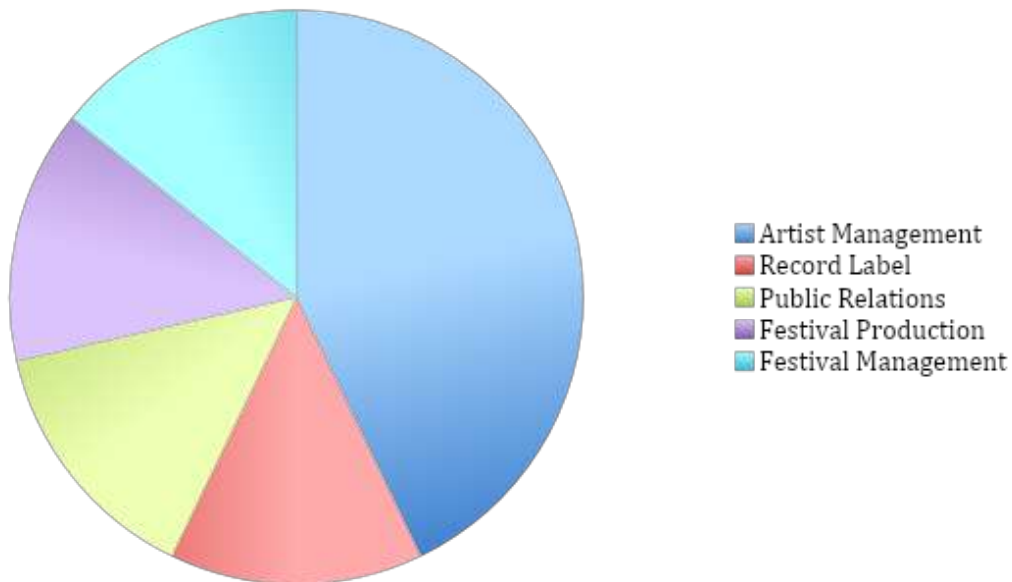
### Projects

Number of Applications Received: 8

Number of Projects Approved: 6

Percentage of Projects Approved: 75%

### Project Activity



## Investment

Total Music Nova Scotia Investment: **\$84,381.73 (84%)**

Total Applicant Investment: **\$15,961.92**

Total Private Investment **\$0**

Total Investment: **\$100,343.65**

Total Expenses: **\$74,127.17**

Total Actual Wages/Salaries Reported: **\$53,420**

Total Future Wages/Salaries Reported: **\$170,950**

Total Wages/Salaries Reported: **\$224,370**

## ROI (Over Three Years)

Gain/Loss: **\$124,026**

Percentage Gain: **45%**

Annualized Return: **124%**

## Actual Profit/Loss for Mentorship Component

Actual Investment	\$100,343.73
Actual Revenue	\$53,420.00
Total Investment + Revenue	\$153,763.73
Actual Expenses Claimed	\$74,127.17
Total Balance After Expenses	\$79,636.56
Less Investment (Applicant, Private, Public)	\$15,961.92
Less MNS Investment	\$84,381.73
<b>Actual Profit/Loss</b>	<b>-\$20,707.09</b>

# Music Nova Scotia Client Investment Results Summary Fiscal 2018

Total Applications: **237**

Total Applications Approved: **128 (54%)**

Total Music Nova Scotia Investment: **\$528,728.18**

Total Applicant Investment: **\$442,380.25**

Total Other Government/FACTOR Investment: **\$122,748.78**

Total Private/Other Investment: **\$19,500.00**

Total Investment: **\$1,113,357.21**

Total Actual Revenue Reported: **\$1,228,784.53**

Total Future Revenue Reported: **\$7,204,093.21**

**Total Revenue Reported: \$8,432,877.74**

## ROI on Music Nova Scotia Investment Only and Actual Revenues Reported

Gain/Loss: **\$700,056**

Percentage Gain: **132%**

Annualized Return: **132%**

## Actual Client ROI

Gain/Loss: **\$115,427**

Percentage Gain: **10%**

Annualized Return: **10%**

## Actual Client Profit/Loss

Total Actual Revenue Reported: **\$1,726,927.64**

Total Expenses Claimed: **\$1,220,634.74**

**Profit/Loss: \$506,292.90**



## Artist Development

Client	Deadline	Amount	Paid to Date	Expected Final
Jodi Guthro	March 15, 2018	\$3,975.00	\$2981.25	\$993.75
Nicole Ariana	March 15, 2018	\$4,000.00	\$4,000.00	
The Drug Rugs	March 15, 2018	\$4,000.00	\$4,000.00	
Kwento	March 15, 2018	\$4,000.00	\$3,000.00	\$1,000.00
Shevy Price	March 15, 2018	\$4,000.00	\$3,000.00	\$1,000.00
Owen Meany	March 15, 2018	\$4,000.00	\$4,000.00	
Thomas Stajcer	March 15, 2018	\$4,000.00	\$4,000.00	
Kin Crew	March 15, 2018	\$4,000.00	\$4,000.00	
Sam Wilson	March 15, 2018	\$4,000.00	\$4,000.00	
Corey Isenor	March 15, 2018	\$4,000.00	\$4,000.00	
<b>Total:</b>		<b>\$39,975.00</b>	<b>\$36,981.25</b>	<b>\$2,993.95</b>

## Business Development

Client	Deadline	Amount	Paid	Expected Final
Rocking Horse Road	March 15, 2018	\$4,024.94	\$2,479.70	
Laughing Heart Music	March 15, 2018	\$3,260.00	\$3,260.00	
Vox Management Agency	March 15, 2018	\$1,140.50	\$942.88	
The Syrup Factory	March 15, 2018	\$2,646.00	\$1,323.00	\$1,323.00
<b>Total:</b>		<b>\$11,071.44</b>	<b>\$8,005.58</b>	<b>\$1,323.00</b>

## Business Travel

Client	Amount
Spincount	\$1,218.79
Jones & Co.	\$3,940.60
Laughing Heart	\$3,187.26
Rocking Horse Road	\$1,186.00
Double Denim East	\$1,208.28
Halflife Records Inc.	\$870.62
Songdog Music	\$416.01
<b>Total:</b>	<b>\$12,027.56</b>

## Tour Support

Client	Deadline	Amount	Paid	Expected Final	Type
Ben Caplan	June 15, 2018	\$3,125.00	\$1,562.50	\$1,562.50	Export Ready
Ben Miller & Anita MacDonald	Mar 15, 2018	\$5,000.00	\$5,000.00		DALII
Ben Miller & Anita MacDonald	Sep 15, 2018	\$5,000.00	\$5,000.00		DALII
Erin Costelo	June 15, 2018	\$10,000.00	\$10,000.00		Export Ready
Erin Costelo	Sep 15, 2018	\$5,000.00	\$5,000.00		Export Ready
Erin Costelo	Dec 15, 2018	\$10,000.00	\$5,000.00	\$5,000.00	Export Ready
Hillsburn	Sept 15, 2018	\$10,000.00	\$5,000.00	\$5,000.00	Export Ready
James Hill and Anne Janelle	Dec 15, 2017	\$5,000.00	\$2,500.00	\$2,500.00	Export Ready
John Campbelljohn	June 15, 2018	\$5,000.00	\$5,000.00		Export Ready
Mauno	June 15, 2018	\$5,000.00	\$4,985.00		DALII
Mo Kenney	Sep 15, 2018	\$5,000.00	\$5,000.00		Export Ready
Mo Kenney	Sep 15, 2018	\$4,097.50	\$2,276.69		Export Ready
Nap Eyes	Mar 15, 2018	\$9,000.00	\$9,000.00		Export Ready
Nap Eyes	Sep 15, 2018	\$10,000.00	\$10,000.00		Export Ready
Neon Dreams	Mar 15, 2018	\$8,000.00	\$8,000.00		Export Ready
Neon Dreams	Sep 15, 2018	\$5,000.00	\$5,000.00		Export Ready
Neon Dreams	Dec 15, 2018	\$5,000.00	\$2,500.00	\$2,500.00	Export Ready
Neon Dreams	June 15, 2018	\$5,500.00	\$5,500.00		Export Ready
Patrick LePoidevin	June 15, 2018	\$2,382.75	\$2,382.75		DALII
Pineo & Loeb	Mar 15, 2018	\$2,510.00	\$2,510.00		DALII
Postdata	June 15, 2018	\$5,000.00	\$5,000.00		DALII
Port Cities	June 15, 2018	\$9,000.00	\$9,000.00		Export Ready
Port Cities	Mar 15, 2018	\$8,500.00	\$8,500.00		Export Ready
Pretty Archie	June 15, 2018	\$4,000.00	\$4,000.00		DALII
Walrus	Dec 15, 2018	\$5,000.00	\$2,500.00	\$2,500.00	DALII
<b>Total:</b>		<b>\$151,115.25</b>	<b>\$130,216.94</b>	<b>\$19,062.50</b>	

## Showcase Support

Client	Deadline	Amount	Paid	Expected Final
Beauts	June 15, 2018	\$1,200.00	\$1,200.00	
Ben Caplan	Sept 15, 2018	\$1,500.00	\$1,500.00	
Ben Miller & Anita MacDonald	Dec 15, 2018	\$4,845.00	\$2,422.50	\$2,422.50
Christina Martin	Mar 15, 2018	\$3,750.00	\$3,750.00	
Elijah Will	Mar 15, 2018	\$5,000.00	\$2,743.31	
EPDMC	Mar 15, 2018	\$1,349.00	\$1,349.00	
Erin Costelo	Sep 15, 2018	\$5,000.00	\$5,000.00	
Gabrielle Papillon	Sep 15, 2018	\$3,209.70	\$2,773.23	
Gabrielle Papillon	Dec 15, 2018	\$4,233.75	\$2,116.88	\$2,116.88
Hello Delaware	Sept 15, 2018	\$1,500.00	\$1,500.00	
Hello Delaware	Mar 15, 2018	\$5,000.00	\$5,000.00	
Hillsburn	Jun 15, 2018	\$3,083.25	\$2,078.42	
Hillsburn	Sep 15, 2018	\$5,000.00	\$5,000.00	
Joe Murphy & The Broom Dusters	Dec 15, 2018	\$5,000.00	\$5,000.00	
Like A Motorcycle	Jun 15, 2018	\$5,000.00	\$3,453.17	
Mary Beth Carty	Sep 15, 2018	\$1,600.00	\$1,600.00	
Matt Mays	Dec 15, 2018	\$5,000.00	\$5,000.00	
Mo Kenney	Dec 15, 2018	\$2,415.00	\$1,611.54	
Neon Dreams	Mar 15, 2018	\$3,593.55	\$3,593.55	
Neon Dreams	June 15, 2018	\$3,066.94	\$3,066.94	
Neon Dreams	Dec 15, 2018	\$4,650.00	\$2,325.00	\$2,325.00
Walrus	Mar 15, 2018	\$5,000.00	\$5,000.00	
Walrus	June 15, 2018	\$5,000.00	\$5,000.00	
Walrus	June 15, 2017	\$5,000.00	\$5,000.00	
<b>Total:</b>		<b>\$89,996.19</b>	<b>\$77,083.54</b>	<b>\$6,864.38</b>

## Community Presenter

Client	Deadline	Paid
Deep Roots Music Cooperatvie	Rolling	\$1,000.00
Lunenburg Folk Harbour	Rolling	\$250.00
Lunenburg Folk Harbour	Rolling	\$375.00
Lunenburg Folk Harbour	Rolling	\$500.00
Lunenburg Folk Harbour	Rolling	\$300.00
Strathspey	Rolling	\$500.00
Strathspey	Rolling	\$300.00
Ship's Company Theatre	Rolling	\$375.00
Ship's Company Theatre	Rolling	\$375.00
Strathspey	Rolling	\$150.00
Strathspey	Rolling	\$375.00
Strathspey	Rolling	\$375.00
Strathspey	Rolling	\$100.00
Strathspey	Rolling	\$225.00
Strathspey	Rolling	\$225.00
North Highlands	Rolling	\$875.00
North Highlands	Rolling	\$400.00
MARSA	Rolling	\$862.50
Lunenburg Folk Harbour	Rolling	\$437.50
Lunenburg Folk Harbour	Rolling	\$500.00
Lunenburg Folk Harbour	Rolling	\$437.50
Lunenburg Folk Harbour	Rolling	\$400.00
Strathspey	Rolling	\$750.00
MARSA	Rolling	\$625.00
<b>Total:</b>		<b>\$10,210.00</b>

## Mentorship

Client	Deadline	Amount	Paid	Expected Final	Type
Adam Martin	Mar. 15, 2018	\$10,710.00	\$9,398.81		Developing Company/Entrepreneur
Alyssa Gallant	Mar. 15, 2018	\$12,150.00	\$12,150.00		Developing Company/Entrepreneur
Georgia Richards	Mar. 15, 2018	\$7,312.50	\$7,312.50		Developing Company/Entrepreneur
Makayla Lynn	Sep 15, 2018	\$15,000.00	\$11,250.00	\$3,750.00	Developing Company/Entrepreneur
Robert James Mullan	Mar 15, 2018	\$12,718.12	\$9,538.59	\$3,179.53	Developing Company/Entrepreneur
Zack Glennen	Sept 15, 2018	\$12,802.30	\$9,601.73	\$3,200.57	Developing Company/Entrepreneur
Gordie Sampson Songcamp	Mar. 15, 2018	\$15,000.00	\$15,000.00		Developing Company/Entrepreneur
<b>Total:</b>		<b>\$85,692.92</b>	<b>\$74,251.63</b>	<b>\$10,130.10</b>	

## Marketing Support

Client	Deadline	Amount	Paid	Expected Final	Type
Adam Baldwin	Dec. 15, 2018	\$8,500	\$8,500		Export Ready
Ben Miller & Anita MacDonald	Mar. 15, 2018	\$5,000	\$5,000		DEVII
Christina Martin	Mar. 15, 2018	\$5,000	\$5,000		Export Ready
Classified	June 15, 2018	\$5,000	\$5,000		Export Ready
Coig	Dec. 15, 2018	\$5,000	\$2,500	\$2,500	Export Ready
Dave Gunning	Dec. 15, 2018	\$5,000	\$2,500	\$2,500	Export Ready
David Myles	Mar 15, 2018	\$3,937.50	\$2,455.14		Export Ready
Don Brownrigg	June 15, 2018	\$2,640	\$2,080		DEVII
Don Brownrigg	Dec. 15, 2018	\$5,000	\$2,500	\$2,500	DEVII
Elijah Will	June 15, 2018	\$5,000	\$0.00	Project Cancelled by Client – Money Reinvested in 2019/2020	DEVII
Elijah Will	Mar. 15, 2018	\$5,000	\$0.00	Project Cancelled by Client – Money Reinvested in 2019/2020	DEVII
Erin Costelo	June 15, 2018	\$9,000	\$9,000		Export Ready
Compass Records/Erin Costelo	June 15, 2018	\$10,000	\$10,000		Export Ready
Erin Costelo	Dec. 15, 2018	\$10,000	\$5,000		Export Ready
Hillsburn	Mar. 15, 2018	\$5,575	\$5,575		Export Ready
Hillsburn	Sep. 15, 2018	\$8,500	\$4,250	\$4,250	Export Ready
J-Bru	June 15, 2018	\$4,737.50	4,487.50		DEVII
Jimmy Rankin	June 15, 2018	\$8,000	\$4,000	\$4,000	Export Ready
Nap Eyes	Mar 15, 2018	\$1,945.80	\$1,945.80		Export Ready
Neon Dreams	June 15, 2018	\$8,000	\$8,000		Export Ready
Neon Dreams	Mar 15, 2018	\$9,238.75	\$9,238.75		Export Ready
Neon Dreams	Sept 15, 2018	\$10,000.00	\$5,000.00		Export Ready
Quake Matthews	June 15, 2018	\$5,000.00	\$4,932.33		Export Ready
T. Thomason	Mar. 15, 2018	\$5,000.00	\$5,500.00		DEVII
Wintersleep	Dec. 15, 2018	\$10,000.00	\$5,000.00	\$5,000.00	Export Ready
<b>Total:</b>		<b>\$160,075.55</b>	<b>\$117,464.52</b>	<b>\$20,750.00</b>	



## Music Nova Scotia Client Investment Program Budget Fiscal 2018

Program	Amount Offered	Paid to Date	Expected Final	Total Paid	Variance
Artist Development	\$39,975.00	\$36,981.25	\$2,993.75	\$39,975.00	\$0.00
Business Development	\$11,017.44	\$8,005.58	\$1,323.00	\$9,328.58	\$1,688.86
Business Travel	\$12,027.56	\$11,611.55	\$416.01	\$12,027.56	\$0.00
Tour Support	\$151,115.25	\$130,216.94	\$19,062.50	\$149,279.44	\$1,835.81
Showcase	\$89,996.19	\$77,083.54	\$6,864.38	\$83,947.92	\$6,048.27
Community Presenter	\$10,210.00	\$10,210.00	\$0.00	\$10,210.00	\$0.00
Marketing	\$160,075.55	\$117,464.52	\$20,750.00	\$138,214.52	\$21,861.03
Mentorships	\$85,692.92	\$74,251.63	\$10,130.10	\$84,561.73	\$1,131.19
<b>Total</b>	<b>\$560,109.91</b>	<b>\$465,825.01</b>	<b>\$61,539.7460</b>	<b>\$527,544.75</b>	<b>\$32,565.16</b>

Annual Budget: **\$630,000.00**

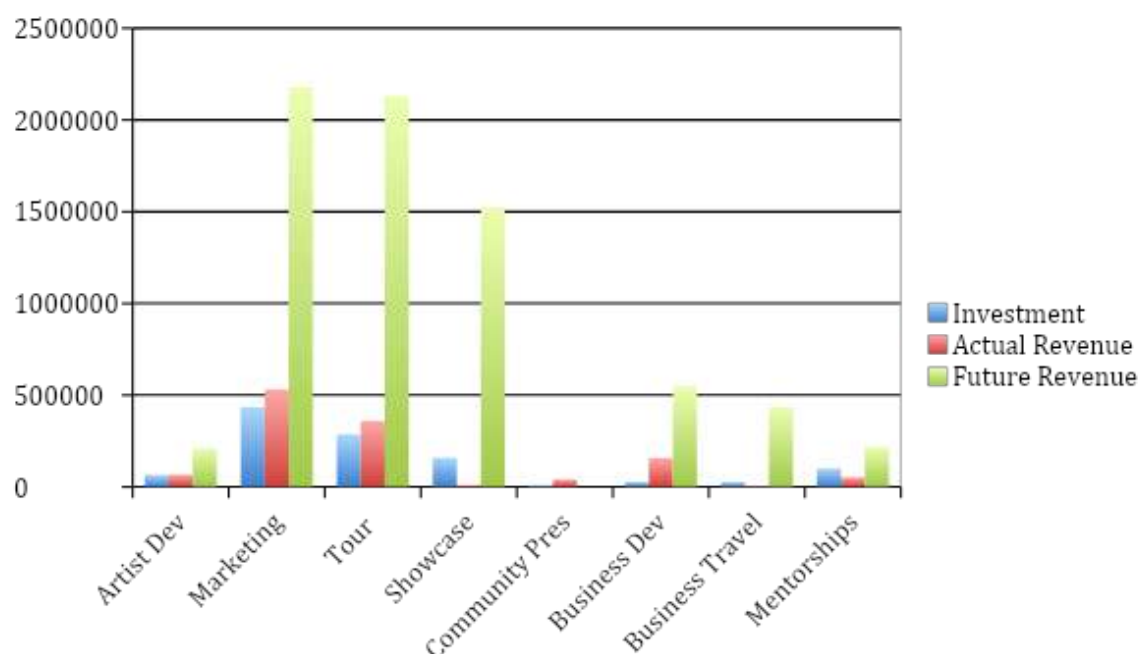
Total Offered: **\$560,110**

Balance to Be Deferred to FY 2019: **\$69,890**

The remaining balance has been carried forward to the 2019/2020 FY Music Nova Scotia Investment Program budget.

Balance Items consist of failed projects and returns on ineligible expense claims filed on completion reports.

## Music Nova Scotia Client Investment Program Summary of Results Fiscal 2018



# FINANCIAL STATEMENTS

**MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA**  
**Financial Statements**  
**Year Ended March 31, 2019**



Member of The AC Group of Independent Accounting Firms

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**Belliveau Veinotte Inc.**  
CHARTERED PROFESSIONAL ACCOUNTANTS

Member of The AC Group of Independent Accounting Firms

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## INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

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To the Members of Music Industry Association of Nova Scotia

We have reviewed the accompanying financial statements of Music Industry Association of Nova Scotia which comprise the statement of financial position as at March 31, 2019 and the statements of operations, changes in net assets and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### *Practitioner's Responsibility for the Financial Statements*

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

### *Conclusion*

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects, the financial position of Music Industry Association of Nova Scotia as at March 31, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*Belliveau Veinotte Inc.*

CHARTERED PROFESSIONAL ACCOUNTANTS  
Licensed Public Accountants

Bridgewater, Nova Scotia  
June 25, 2019

Halifax

Chester

Bridgewater

Liverpool

Shelburne

Barrington Passage



MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA  
Statement of Financial Position  
March 31, 2019

Page 3

	2019	2018
<b>ASSETS</b>		
Current		
Cash	\$ 140,840	\$ 55,714
Accounts receivable	370,220	165,489
HST recoverable	10,926	15,945
Prepaid expenses	40,018	28,225
	562,004	265,373
Term deposits (Note 4)	70,624	72,786
Capital assets (Note 5)	25,771	33,988
	\$ 658,399	\$ 372,147
<b>LIABILITIES</b>		
Current		
Accounts payable	\$ 127,490	\$ 103,680
Deferred revenue (Note 6)	364,541	95,427
Current portion of long term debt (Note 7)	65,528	72,200
	557,559	271,307
<b>NET ASSETS</b>		
Unrestricted (Note 8)	(2,802)	(2,802)
Internally restricted (Note 8)	103,642	103,642
	100,840	100,840
	\$ 658,399	\$ 372,147

ON BEHALF OF THE BOARD

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director

See accompanying notes to the financial statements

**MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA**  
**Statement of Operations**  
**Year Ended March 31, 2019**

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	2019	2018
<b>PROJECT REVENUE</b> (Schedule 1)	\$ 1,568,792	\$ 1,256,804
<b>PROJECT EXPENDITURES</b> (Schedule 1)	1,581,385	1,257,154
<b>DEFICIENCY OF PROJECT REVENUE OVER EXPENDITURES</b>	(12,593)	(350)
<b>OTHER REVENUE</b>		
Province of NS - Dept Communities, Culture and Heritage	60,000	60,000
Management and administration fees	80,759	57,720
Foundation to Assist Canadian Talent on Records	30,000	30,000
Memberships	27,131	27,891
Rental income	12,938	12,180
HRM Funding	10,000	10,000
Interest income	3,633	2,171
Other income	35,915	54,401
	260,376	254,363
<b>ADMINISTRATIVE EXPENSES</b>		
Amortization	8,217	8,956
Bad debts	635	14,550
Equipment rentals	2,615	4,653
Insurance	4,074	4,037
Interest and bank charges	6,864	7,368
Occupancy	45,305	44,170
Office	22,752	19,120
Professional fees	4,725	4,665
Salaries, wages and employee benefits	234,648	225,343
Travel	7,290	7,016
Utilities	10,658	14,135
Less: operating funding received from Province of NS - Dept Communities, Culture and Heritage	(100,000)	(100,000)
	247,783	254,013
<b>EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR</b>	\$ -	\$ -

See accompanying notes to the financial statements

**MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA**  
**Statement of Changes in Net Assets**  
**Year Ended March 31, 2019**

Page 5

	Unrestricted	Internally Restricted	2019	2018
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ (2,802)	\$ 103,642	\$ 100,840	\$ 100,840
<b>Excess of revenue over expenditures</b>	-	-	-	-
<b>NET ASSETS - END OF YEAR</b>	\$ (2,802)	\$ 103,642	\$ 100,840	\$ 100,840

See accompanying notes to the financial statements

## Statement of Cash Flow

Year Ended March 31, 2019

	2019	2018
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenditures	\$ -	\$ -
Item not affecting cash:		
Amortization of capital assets	8,217	8,956
	8,217	8,956
Changes in non-cash working capital:		
Accounts receivable	(204,731)	(87,046)
HST recoverable	5,019	(11,510)
Prepaid expenses	(11,793)	5,983
Accounts payable	23,810	19,900
Deferred revenue	269,114	(151,713)
	81,419	(224,386)
Cash flow from (used by) operating activities	89,636	(215,430)
<b>INVESTING ACTIVITIES</b>		
Purchase of term deposits	(18,261)	(2,565)
Proceeds on matured term deposits	20,423	-
Cash flow from (used by) investing activities	2,162	(2,565)
<b>FINANCING ACTIVITY</b>		
Repayment of long term debt	(6,672)	(6,672)
Cash flow used by financing activity	(6,672)	(6,672)
<b>INCREASE (DECREASE) IN CASH FLOW</b>	85,126	(224,667)
Cash - beginning of year	55,714	280,381
<b>CASH - END OF YEAR</b>	\$ 140,840	\$ 55,714

See accompanying notes to the financial statements

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.

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2. BASIS OF PRESENTATION

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

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

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.

Deferred government assistance relates to contributions received for specific projects for which the related expenses have not been incurred.

Management and administration fees are recognized as revenue when earned and recovery is reasonably certain.

Rental revenue is recognized at the beginning of each month, when recovery is reasonably certain. Unrestricted investment income is recognized as revenue when earned.

Income taxes

The Association is a not-for-profit organization and is, therefore, exempt from income taxes under Section 149 of the Income Tax Act (Canada).

Cash

Cash includes cash on hand and balances with financial institutions.

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Term deposits

Term deposits, which consist of non-redeemable guaranteed investment certificates with original maturities at date of purchase beyond twelve months, are carried at amortized cost and classified as long term.

Capital assets

Capital assets are stated at cost or deemed cost less accumulated amortization. Capital assets are amortized over their estimated useful lives 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 capital assets to eliminate obsolete items. Government grants are treated as a reduction of capital assets cost.

Capital assets acquired during the year but not placed into use are not amortized until they are placed into use.

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, term deposits and accounts receivable.

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

4. TERM DEPOSITS

As at March 31, 2019, term deposits consisted of long term non-redeemable GICs as follows:

	Purchase date	Maturity date	Interest rate %	2019	2018
GIC	January 29, 2014	January 29, 2019	2.30	\$ -	\$ 20,005
GIC	March 26, 2018	August 20, 2020	2.90	54,312	52,781
GIC	March 13, 2019	March 13, 2020	1.35	16,312	-
				<b>\$ 70,624</b>	<b>\$ 72,786</b>

**MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA**  
**Notes to Financial Statements**  
**Year Ended March 31, 2019**

Page 9

**5. CAPITAL ASSETS**

	Cost	Accumulated amortization	2019 Net book value	2018 Net book value
Computer equipment	\$ 20,119	\$ 16,976	\$ 3,143	\$ 4,490
Furniture and fixtures	6,977	4,391	2,586	3,232
Leasehold improvements	62,239	42,197	20,042	26,266
	<b>\$ 89,335</b>	<b>\$ 63,564</b>	<b>\$ 25,771</b>	<b>\$ 33,988</b>

**6. DEFERRED REVENUE**

The balance in deferred revenue are for funds received for projects that are not completed at the year-end statement date. Deferred revenue will be recognized as revenue when all projects and their expenses are complete. Deferred revenue relates to the various projects as follows:

	2019	2018
Investment program	\$ 170,156	\$ 93,137
19/20 FACTOR IBD	47,951	-
Basic Training	47,166	-
Digital Marketing	14,308	-
Memorial Cup	20,000	-
Nova Scotia Music Week	3,040	2,290
Orchestrated Neighbours	21,091	-
Passport	14,430	-
Phoenix Executive Program	26,399	-
	<b>\$ 364,541</b>	<b>\$ 95,427</b>

**7. LONG TERM DEBT**

	2019	2018
Scotiabank loan bearing interest at 3.48% per annum, repayable in monthly payments of \$556 plus interest. The loan matured on January 24, 2019 and has not been refinanced. The loan is secured by term deposits having a carrying value of \$70,624.	\$ 65,528	\$ 72,200
Amounts payable within one year	(65,528)	(72,200)
	<b>\$ -</b>	<b>\$ -</b>

8. NET ASSETS

Internally Restricted Net Assets

Internally restricted net assets represent transfers from unrestricted net assets to 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 Board of Directors will determine, on an annual basis, the amount to be transferred from any current operating surplus.

Unrestricted

Unrestricted net assets represents the equity in operating assets net of liabilities available for funding of operations and capital purchases. There is currently an unrestricted net deficit

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9. LEASE COMMITMENTS

The Association leases premises under a long term lease that expires on September 01, 2024. Under the lease, the Association is required to pay an annual base rent of \$44,265 including HST.

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10. ECONOMIC DEPENDENCE

The Association receives a substantial amount of revenues from the Province of Nova Scotia and as such, is dependent upon them for their continued viability.

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11. FINANCIAL INSTRUMENTS

The Association is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the Association's risk exposure and concentration as of March 31, 2019.

Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association is exposed to credit risk from customers. In order to reduce its credit risk, the Association conducts regular reviews of its existing customers' credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Association has a significant number of customers which minimizes concentration of credit risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Association is exposed to this risk mainly in respect of its receipt of funds from its customers and other related sources, long term debt and accounts payable.

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11. FINANCIAL INSTRUMENTS *(continued)*

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency rate risk, interest rate risk and other price risk. The Association is mainly exposed to interest rate risk.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. The Association is exposed to interest rate risk on its fixed rate financial instruments. Fixed-rate instruments subject the Association to a fair value risk. In seeking to minimize the risks from interest rate fluctuations, the Association manages exposure through its normal operating and financing activities.

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**MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA**  
**Project Revenue and Expenditures**  
**Year Ended March 31, 2019**

Page 12  
*(Schedule 1)*

	2019	2018
<b>PROJECT REVENUE</b>		
Investment Program / Export Development Program	\$ 637,265	\$ 657,069
Nova Scotia Music Week (Schedule 2)	291,700	282,626
International Business Development	99,856	96,379
Digital Marketing	89,469	79,346
Passport	34,093	61,990
Boston Tree Lighting	34,288	34,300
Artist in Residency	22,500	30,510
National Arts Centre	-	7,500
CCMIA Challenge	-	7,084
Folk Alliance International	5,858	-
International Women's Day	7,160	-
Milwaukee Irish Fest	83,238	-
Orchestrated Neighbours	12,909	-
Phoenix Executive Program	248,256	-
Viola Desmond	2,200	-
	<b>1,568,792</b>	<b>1,256,804</b>
<b>PROJECT EXPENDITURES</b>		
Investment Program / Export Development Program	637,265	657,069
Nova Scotia Music Week (Schedule 2)	302,993	282,626
International Business Development	99,856	96,379
Digital Marketing	89,469	79,346
Passport	34,093	61,990
Boston Tree Lighting	34,288	34,300
Artist in Residency	22,500	30,510
National Arts Centre	-	7,500
CCMIA Challenge	-	7,084
Other Projects	-	350
Folk Alliance International	7,158	-
International Women's Day	7,160	-
Milwaukee Irish Fest	83,238	-
Orchestrated Neighbours	12,909	-
Phoenix Executive Program	248,256	-
Viola Desmond	2,200	-
	<b>1,581,385</b>	<b>1,257,154</b>
<b>DEFICIENCY OF REVENUE OVER EXPENDITURES</b>	<b>\$ (12,593)</b>	<b>\$ (350)</b>



**MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA**  
**Nova Scotia Music Week Revenue and Expenditures**  
**Year Ended March 31, 2019**

Page 13  
*(Schedule 2)*

	2019	2018
<b>NOVA SCOTIA MUSIC WEEK REVENUE</b>		
ACOA	\$ 46,620	\$ 40,950
Advertising sales	4,008	6,800
Corporate sponsorship	71,590	38,800
FACTOR	60,000	62,000
Hosting committee	24,000	22,000
Province of Nova Scotia - Department Communities, Culture and Heritage	40,000	40,000
Registration and ticket sales	7,500	10,198
SOCAN Foundation	-	3,500
Showcasing and gates	37,429	49,318
Other	553	9,060
	<b>291,700</b>	<b>282,626</b>
<b>NOVA SCOTIA MUSIC WEEK EXPENDITURES</b>		
Advertising	19,643	17,186
Bank charges	1,292	1,085
Consulting	17,500	-
Meals and accommodations	48,463	22,800
Miscellaneous	6,884	8,166
Performance	61,748	74,448
Production equipment rental	79,316	83,637
Travel	68,147	75,304
	<b>302,993</b>	<b>282,626</b>
<b>DEFICIENCY OF REVENUE OVER EXPENDITURES</b>	<b>\$ (11,293)</b>	<b>\$ -</b>