



BOARD OF DIRECTORS ANNUAL REPORT 2016-2017

prepared by SCOTT LONG
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Acknowledgements

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

Acadia Broadcasting Limited (CKBW and Hank FM)
Atlantic Canada Opportunities Agency (ACOA)
African Nova Scotian Music Association (ANSMA)
Bell Media Radio Atlantic Inc. (Big Dog 100.9 and Cat Country 99.5)
Canadian Council of Music Industry Associations (CCMIA)
Canadian Independent Music Association (CIMA)
Casino Nova Scotia
East Coast Music Association (ECMA)
Employment Nova Scotia
FéCANE
Foundation Assisting Canadian Talent on Recordings (FACTOR)
Halifax Pop Explosion Association
Holiday Inn Hotel and Conference Centre Truro
Marcato Digital
Molson Coors Canada
Municipality of the County of Colchester
Music Managers Forum Canada
Nova Scotia Department of Communities, Culture and Heritage
Rogers (92.9 Jack FM and News 95.7)
SOCAN Foundation
Town of Truro
Village Sound

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.



Board of Directors 2016-2017

Terms end June 30th of year shown.

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Devin Fox
Marketing Coordinator (NSMW 2016)

Matt Kliffer
Festival Coordinator (NSMW 2016)

Holly Warhus
International Delegates Coordinator (NSMW 2016)

President's Message

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

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

Over the past year Music Nova Scotia implemented significant changes and updates to the Music Nova Scotia Investment Program. These were the first major changes and updates in over 10 years and serve to reflect the reality of investment needs in the digital age, align with FACTOR programs and processes so that Nova Scotian artists and music industry entrepreneurs can create increased leverage and provide Music Nova Scotia staff with invaluable data on investment results.



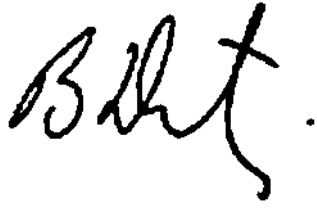
Music Nova Scotia Investment Highlights

- \$900,000.00 Province of Nova Scotia Investment in Music Nova Scotia generates an additional \$1.1 million of investment in the Nova Scotian music industry
- \$900,000.00 Province of Nova Scotia Investment in Music Nova Scotia generates \$2.7 million in music industry revenue annually
- \$900,000.00 Province of Nova Scotia investment in Music Nova Scotia contributes to an annualized return on investment of 60% over three years
- The 2016/2017 Music Nova Scotia Client Investment Program investment of \$730,000.00 generated \$1.06 million in immediate actual music industry revenue
- The 2016/2017 Music Nova Scotia Client Investment Program investment of \$730,000.00 will generate an additional \$6.03 million in future music industry revenue over the next three (3) years
- \$110,000.00 Province of Nova Scotia investment in market access projects and Nova Scotia Music Week generates \$380,518.00 in music industry revenue annually
- \$50,000.00 Province of Nova Scotia investment in Nova Scotia Music Week generates \$1.4 million direct spend in the host community annually
- \$900,000.00 Province of Nova Scotia investment in Music Nova Scotia will generate \$8.3 million in music industry revenue over the next three (3) years

None of the work that Music Nova Scotia does would be possible without the contributions of our partners. On behalf of Music Nova Scotia I would like to thank the Province of Nova Scotia for recognizing the significant contribution the music industry provides to economic development in Nova Scotia.

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

Lastly I would like to extend a heartfelt thank you to the membership. It is your dedication and talent that inspires us to work for you on your behalf. This is your association. You own it. This is why we are here. On behalf of the Music Nova Scotia board and staff I would like to wish you the best of luck as we move forward into another year of great music and business results.

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

Brian Doherty

President, Music Nova Scotia

MEMBERSHIP SERVICES



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

Membership Training & Investment

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

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

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

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

Communication

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

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

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

MEMBERSHIP REPORT



Total Membership Community

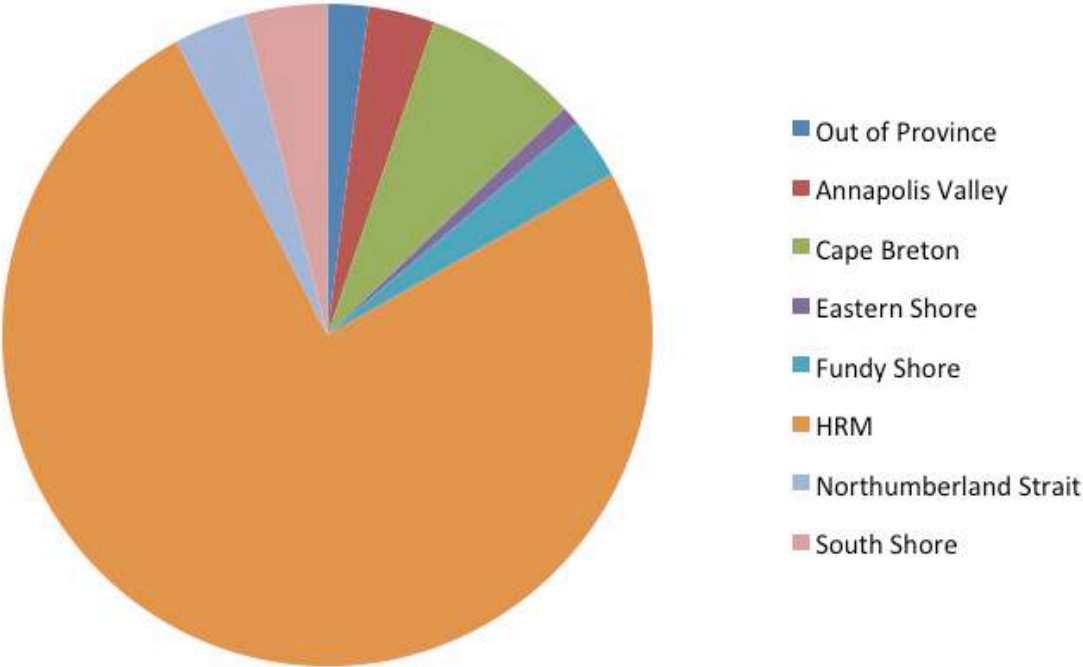


Fiscal Year 2014 – 1167
Fiscal Year 2015 - 1226
Fiscal Year 2016 - 1193
Fiscal Year 2017 - 1074

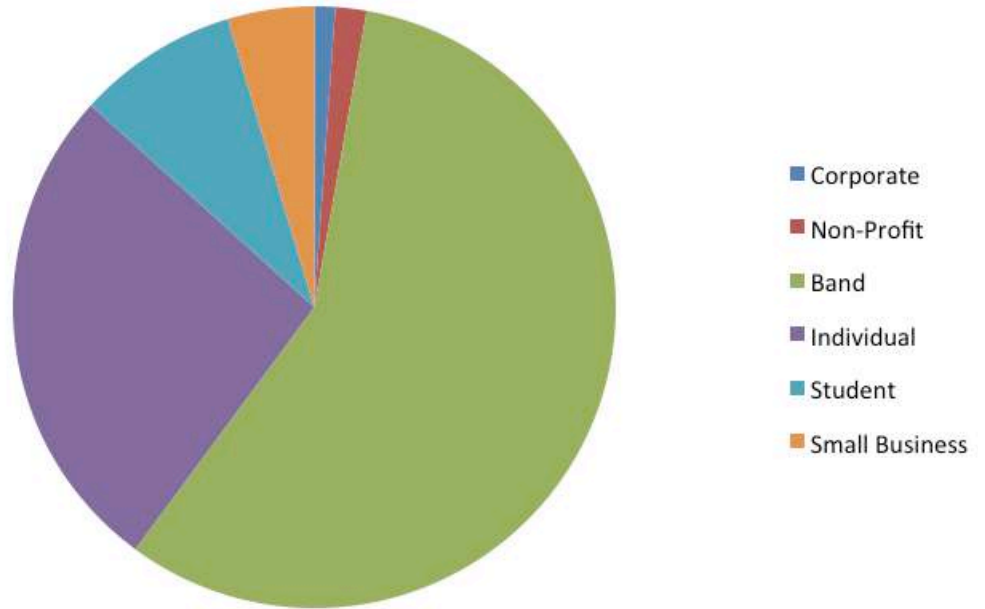
JESSIE BROWN



Total Membership Community by Region 2017

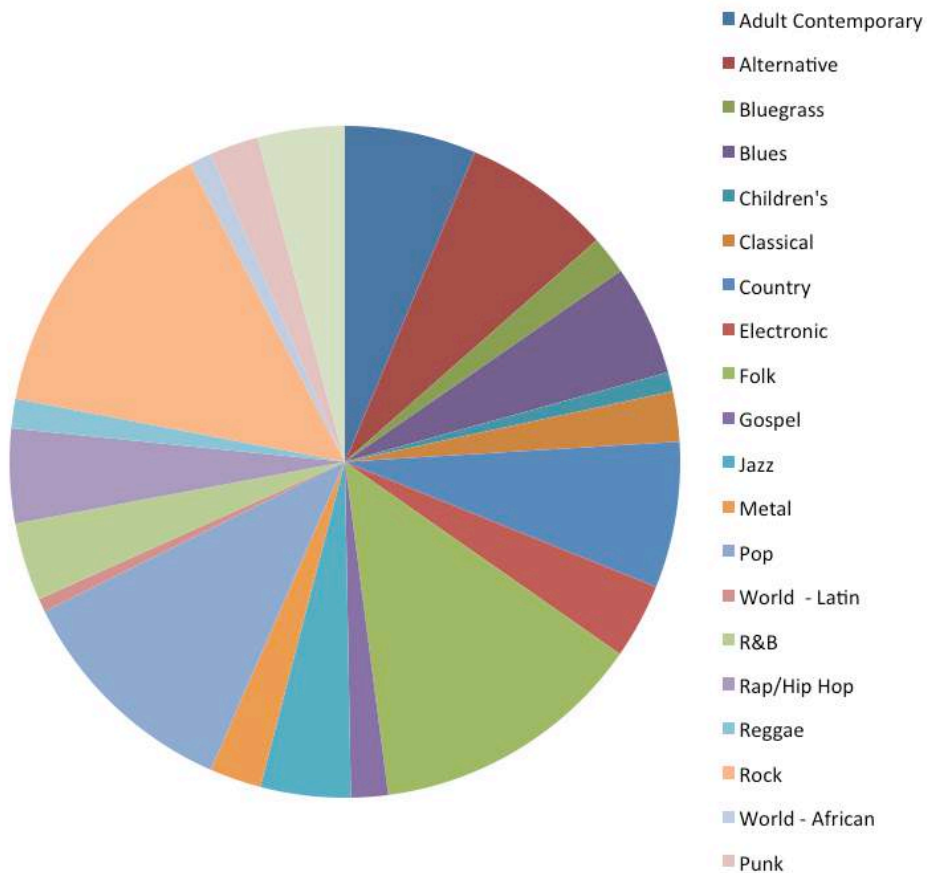


Membership By Type 2017



Corporate - 12
 Non-Profit - 18
 Band - 616
 Individual - 285
 Student - 93
 Small Business - 50

Membership By Genre 2017



MEMBER TRAINING



MOJO MARTIN

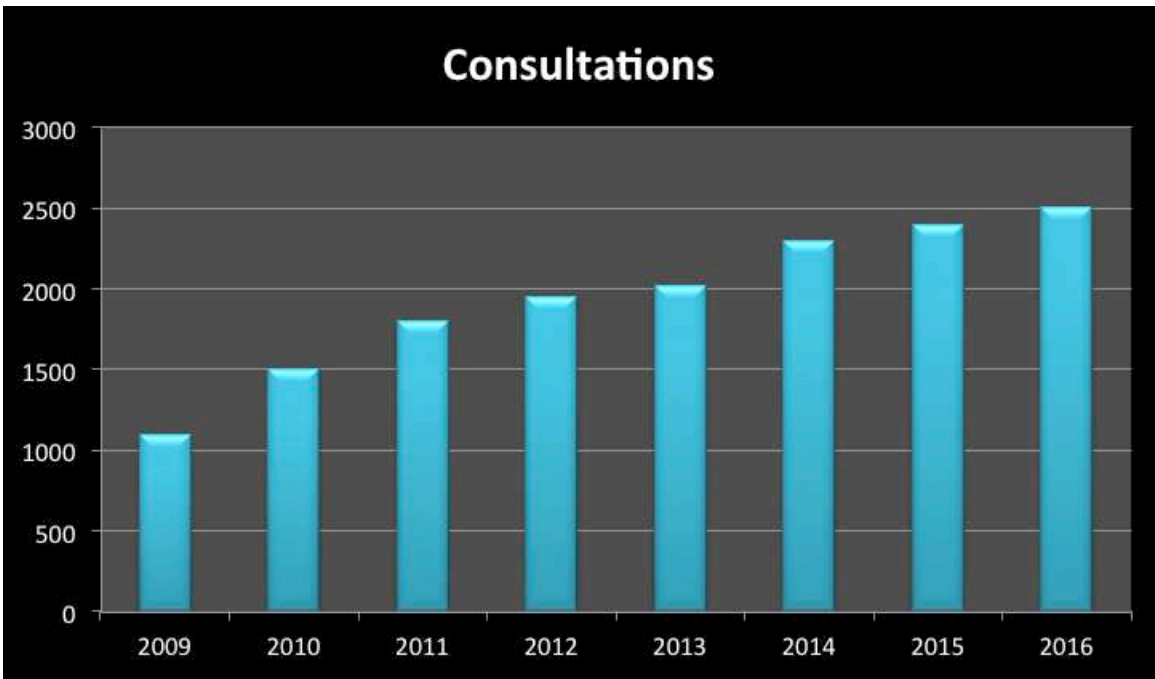
Member Training Report

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

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

Consultations

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



The Ardenne Resource Centre (ARC)

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

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

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

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

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

NSMW 2016 Conference

The 2016 NSMW Conference brought together top executives in music, broadcasting, multimedia, marketing and technology to examine and discuss the music industry. 68 VIP Industry professionals from our 2016 focus regions of Poland and Eastern Europe as well as the United Kingdom, United States and Canada gathered to discuss our business of music and share their expertise and knowledge with our members.

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

The 2016 conference featured a focus on publishing and rights administration, as well our Women in the Music Business Town Hall. The 3-day event was capped off by two special presentations; Benji Rogers spoke on the potential of blockchain technology to introduce a new method of monetization for the entire ecosystem of creator rights, and David Lowery focused in on artist rights and fair remuneration in the digital age.



INTERNATIONAL BUSINESS DEVELOPMENT

BEN CAPLAN



International Business Development and Market Access

Canadian Music Week – Tiki Showcase (Toronto)

Event: Music Nova Scotia presents The Tiki

Date: May 7, 2016

Location: Toronto, ON

Venue: The Rivoli

Attendance: 636 (over 8 hours)

Industry Professionals Attending: 194

Artists Performing:

Reeny Smith

The Mike Bochoff Band

Port Cities

Jont & The Infinite Possibility

Quiet Parade

Hillsburn

Beauts

Mardeen

Walrus

Natalie Lynn



Benefits and Results

- Port Cities partnership with Warner Music Canada
- Port Cities live performance bookings
- Walrus partnership with Madic Records
- Hillsburn live performance bookings

Revenues Reported (Actual + Three Year Estimates)

\$119,000.00

Investment: \$10,170.00

Province of Nova Scotia: \$10,170.00

Total Investment: \$10,170.00

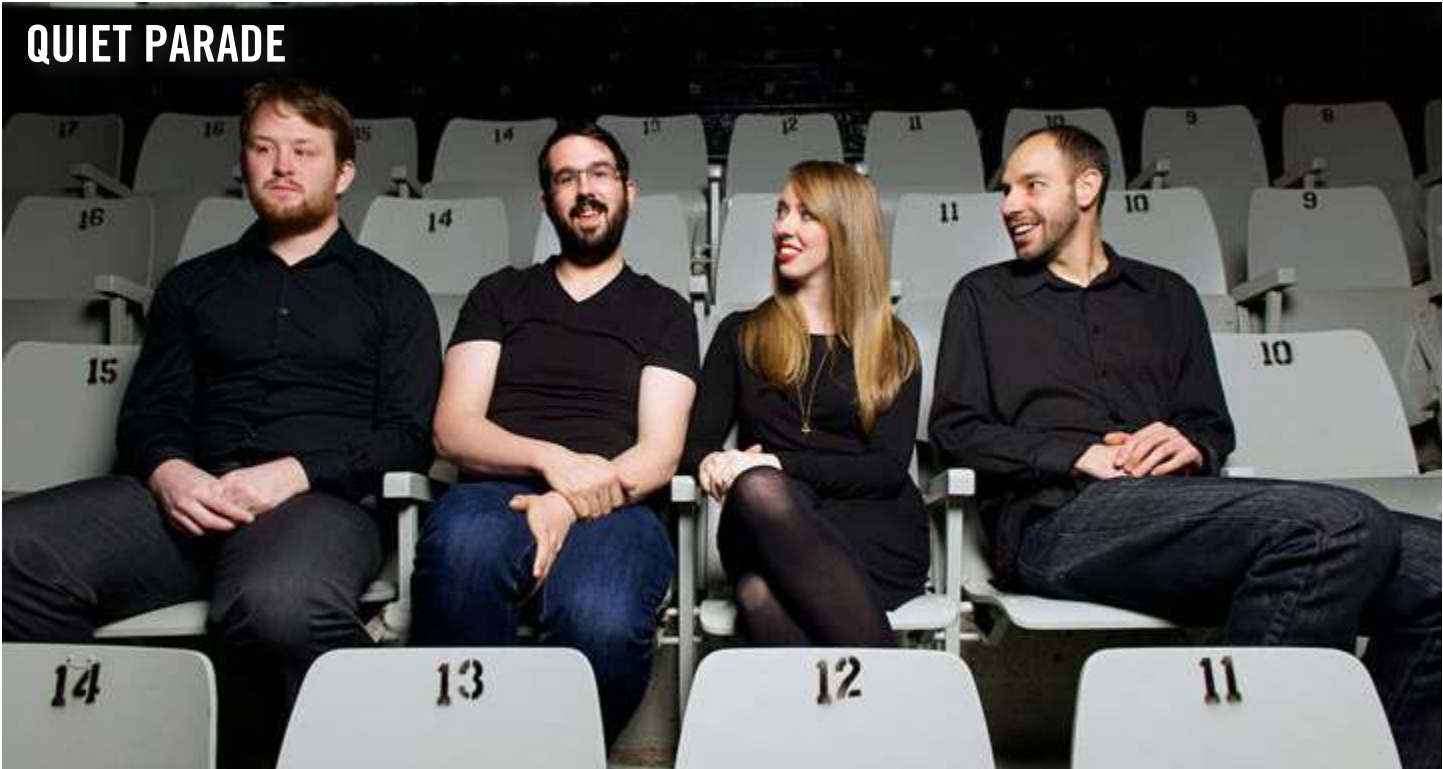
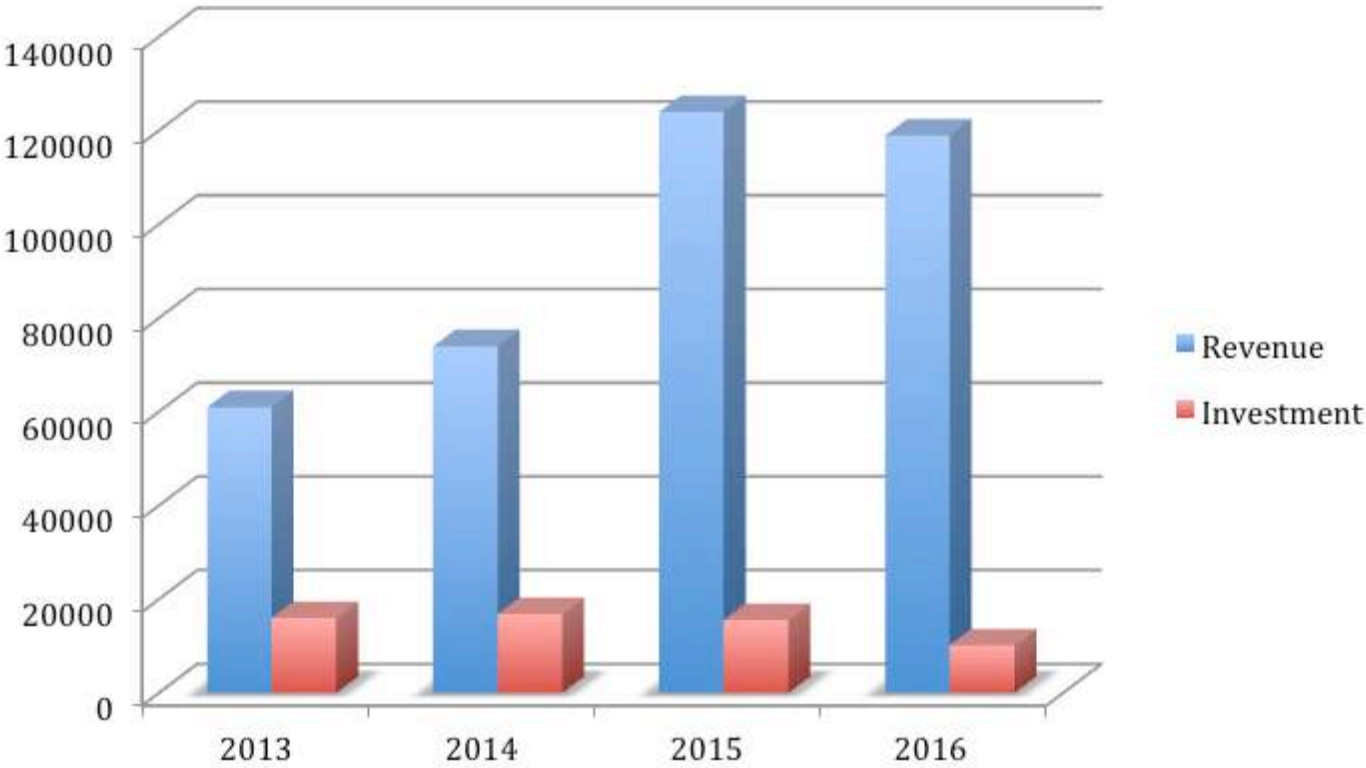
Return on Public Investment

Gain/Loss: \$108,830.00

Percentage Gain: 1070%

Annualized Return: 127%

Canadian Music Week (Tiki Showcase) 4-Year ROI History – 2013, 2014, 2015, 2016



Focus Wales Market Research Mission



Event: Market and event intelligence gathering/new buyer recruitment

Date(s): May 12-14, 2016

Location: Wrexham, UK

Venue: The Wynnstay Arms Hotel

Industry Professionals Attending: 250

Music Nova Scotia staff attended Focus Wales 2016 to:

- *Increase our knowledge and understanding of the UK music market outside of the greater metropolitan London area*
- *Observe the festival and conference for takeaways for Nova Scotia Music Week. (Small market regional event similarities)*
- *Connect with music industry buyers from the UK and beyond in a small, focused and intimate conference setting. This allows for greater and more meaningful access to buyers attending the event*

Benefits and Results

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

- *Several meetings with top industry tastemakers and gatekeepers in the UK*
- *Discovered an open willingness and enthusiasm for introducing Nova Scotian artists to the festival and market*
- *Partnership deal to produce a Nova Scotia showcase event at Focus Wales 2017*
- *Recruitment of Emma Milzani, agent for Academy Music Group to attend NSMW 2016*

Revenues Reported (Actual + Three Year Estimates)

\$3,500.00 (performance fees and estimated merch sales for Focus Wales 2017)

Investment: \$2,258.00

Province of Nova Scotia: \$2,258.00

Total Investment: \$2,258.00

Return on Public Investment

Gain/Loss: \$1,242.00

Percentage Gain: 55%

Annualized Return: 16%

The Great Escape Festival

Event: Canada House @ The Great Escape

Date: May 19 - 21, 2016

Location: Brighton, UK

Venue: Green Door Store

Attendance: 250

Industry Professionals Attending: 200

Artists Performing:

Ben Caplan

Nap Eyes

Benefits and Results

- *Most successful Nova Scotian showcase to date at The Great Escape*
- *Venue was at capacity with 100 person queue for the entire show*
- *Audience was primarily all industry*
- *Nap Eyes received considerable press and was featured as one of the top new bands to catch at The Great Escape by NME.com*
- *Nap Eyes publishing partnership with Secretly Canadian Publishing*
- *Nap Eyes agency partnership with Billions*
- *Ben Caplan – several club and festival bookings*

Revenues Reported (Actual + Three Year Estimates)

\$115,000.00

Investment:

Province of Nova Scotia: \$7,269.00

FACTOR: \$3,000.00

Total Investment: \$10,269.00

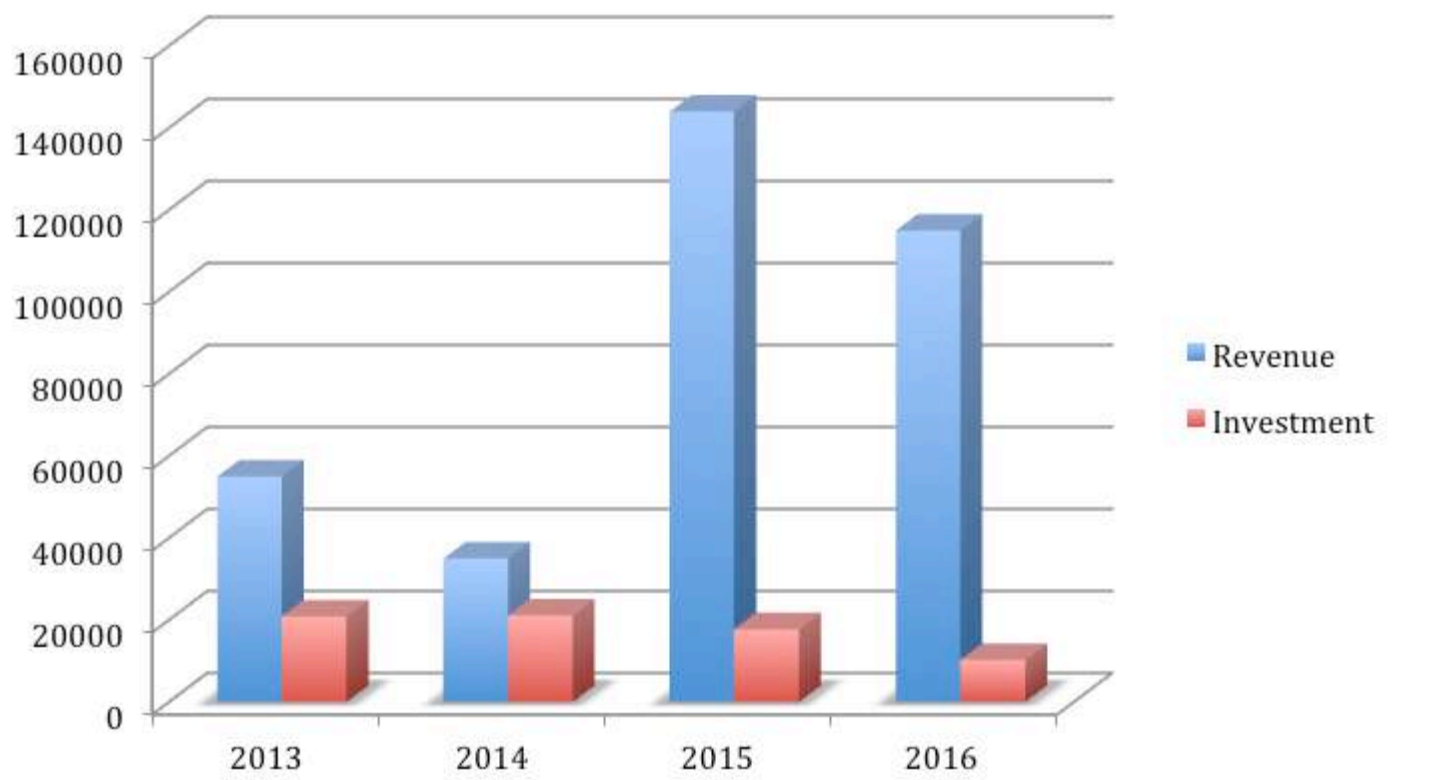
Return on Investment:

Gain/Loss: \$104,731

Percentage Gain: 1,020%

Annualized Return: 124%

The Great Escape 4-Year ROI History – 2013, 2014, 2015, 2016



Reeperbahn Festival

Event: Nova Scotia Music Week presents @ Reeperbahn

Date: September 21 - 24, 2016

Location: Hamburg, Germany

Venue: Kukuun

Attendance: 500

Industry Professionals Attending: 97

Artists Performing:

Ben Caplan

Christina Martin

Erin Costelo

Like A Motorcycle

Ria Mae

Benefits and Results

- Christina Martin booking of 57 show German and Polish tour winter/spring 2017
- Ria Mae European tour winter 2017
- Ria Mae's team used Reeperbahn Festival as a platform to connect and plan European agent and German label partners
- Like A Motorcycle label and publishing partnership
- Like A Motorcycle booking of German tour winter 2017
- Ben Caplan – several club and festival bookings

Revenues Reported (Actual + Three Year Estimates)

\$155,000.00

Investment:

Province of Nova Scotia: \$13,593.00

FACTOR: \$3,655.00 (21%)

Total Investment: \$17,248.00

Return on Public Investment:

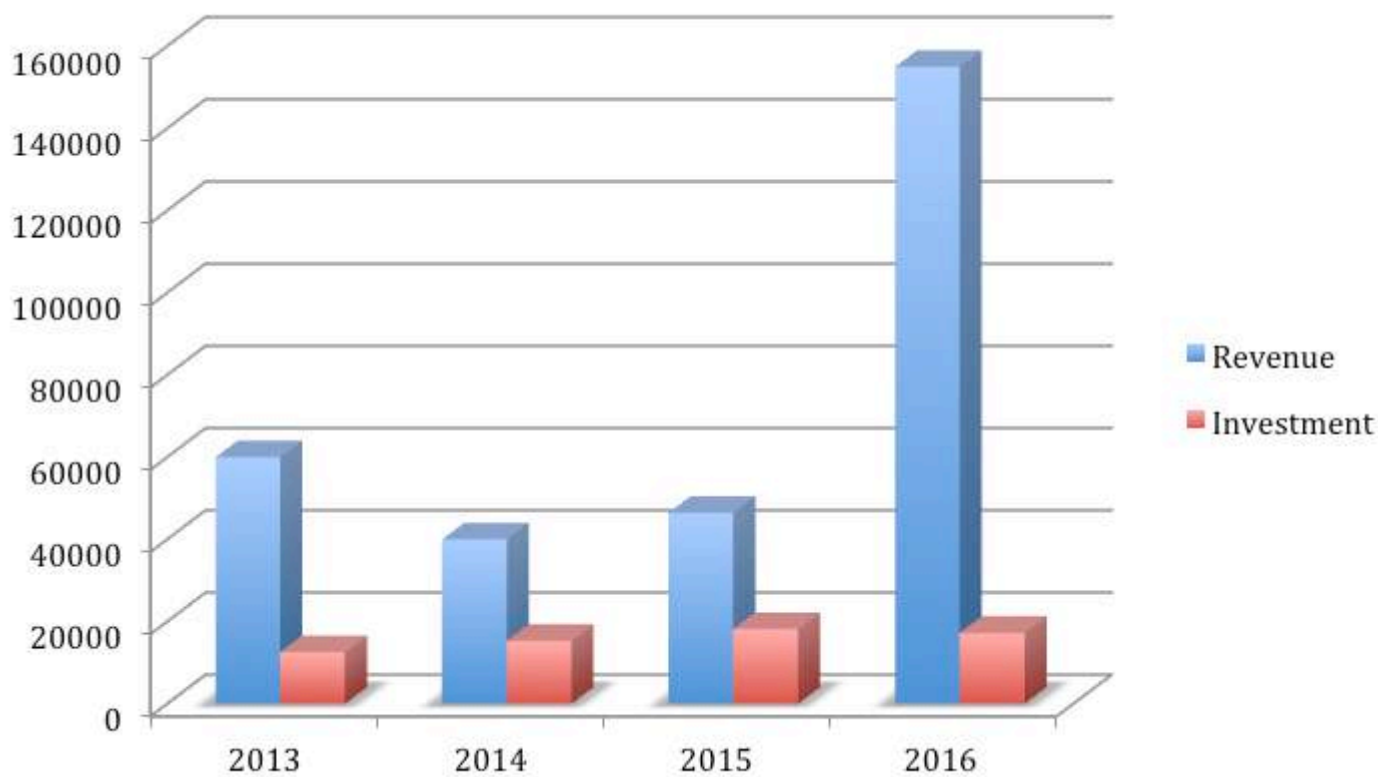
Gain/Loss: \$137,752.00

Percentage Gain: 798%

Annualized Return: 108%



Reeperbahn Festival 4-Year ROI History – 2013, 2014, 2015, 2016



Poland Music Business Trade Mission



Event: Canada vs Poland Showcasing Trade Mission

Date(s): September 27-28, 2016

Location: Warsaw, Poland

Venue(s): Canadian Embassy in Warsaw, Dzik

Attendance: 200

Industry Professionals Participating: 40

Artist Performing:

Like A Motorcycle

About the Mission

Music Nova Scotia returned to Poland in September 2016 with a follow up to the successful inaugural mission in 2015. Music Nova Scotia worked with project partners Alberta Music, SaskMusic, Manitoba Music, FACTOR and export consultants Sound Diplomacy to plan and execute the event.

Project partners participated in a trade mission to Warsaw, featuring one-on-one meetings, a reception and showcase at Dzik attended by several music industry professionals from Warsaw and various site visits to venues and music companies.

Benefits and Results

- Music Nova Scotia staff was able to meet with Polish industry professionals in advance of attending NSMW 2016 International Buyers Program Spotlight on Poland for orientation on artists and the program
- Connected with new buyers from Poland
- Established and nurtured new relationships with venues, festivals and civic events in Poland
- Regular radio rotation for Like A Motorcycle on Poland's largest rock radio station Antyradio
- Like A Motorcycle planning tour routing to Poland as part of next German tour

Revenues Reported (Actual + Three Year Estimates)

\$20,000.00

Investment:

Province of Nova Scotia: \$1,871.00

Total Investment: \$1,871.00

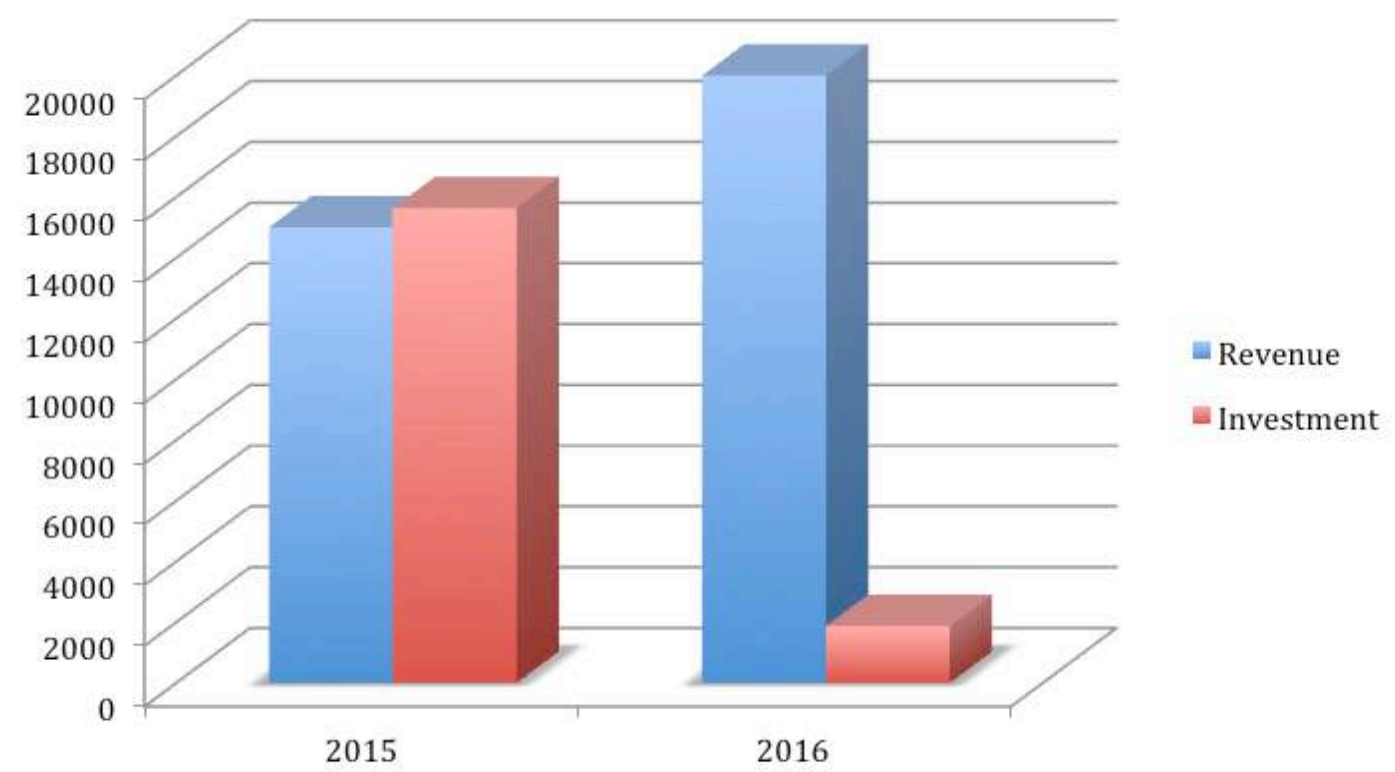
Return on Investment:

Gain/Loss: \$18,129.00

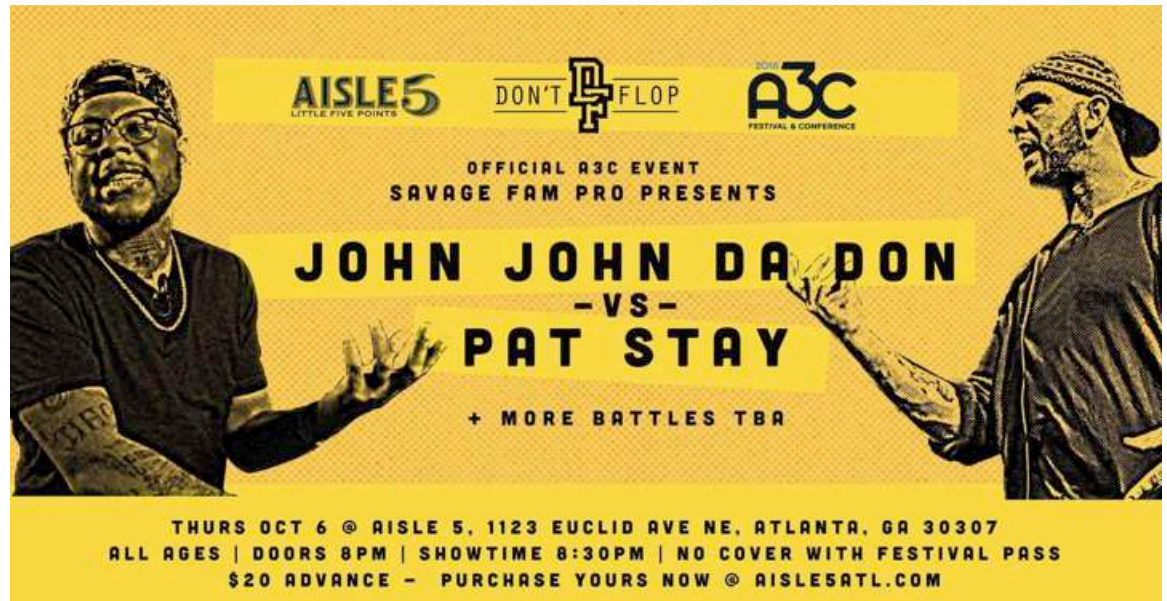
Percentage Gain: 969%

Annualized Return: 120%

Poland Mission 2-Year ROI History – 2015, 2016



A3C Festival and Conference



Event: Hip Hop Canada/Music Nova Scotia Presents

Date(s): October 5-9, 2016

Location: Atlanta, Georgia, USA

Venue: TENATL

Attendance: 150

Industry Professionals Participating: 10

Artists Performing:

DJ Matti B.
Jay Mayne
Pay Stay
Quake Matthews

About the Mission

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

Music Nova Scotia returned to Atlanta in October 2016 as a follow up to the successful inaugural mission in 2015 producing a NSMW branded showcase with industry partner 902 Hip Hop.

Benefits and Results

- *Partnership development between 902 Hip Hop and Excite Music (Exchange of International Talent in Europe)*
- *Collaborative exchange with Hip Hop artists from the UK and Nova Scotia executed during the A3C event as an extension of*
- *Quake Matthews live performance bookings for UK tour spring 2017*
- *Pat Stay (Dartmouth, Canada) vs. John John Da Don (Yonkers, N.Y.) headlining battle rap event at A3C*

Revenues Reported (Actual + Three Year Estimates)

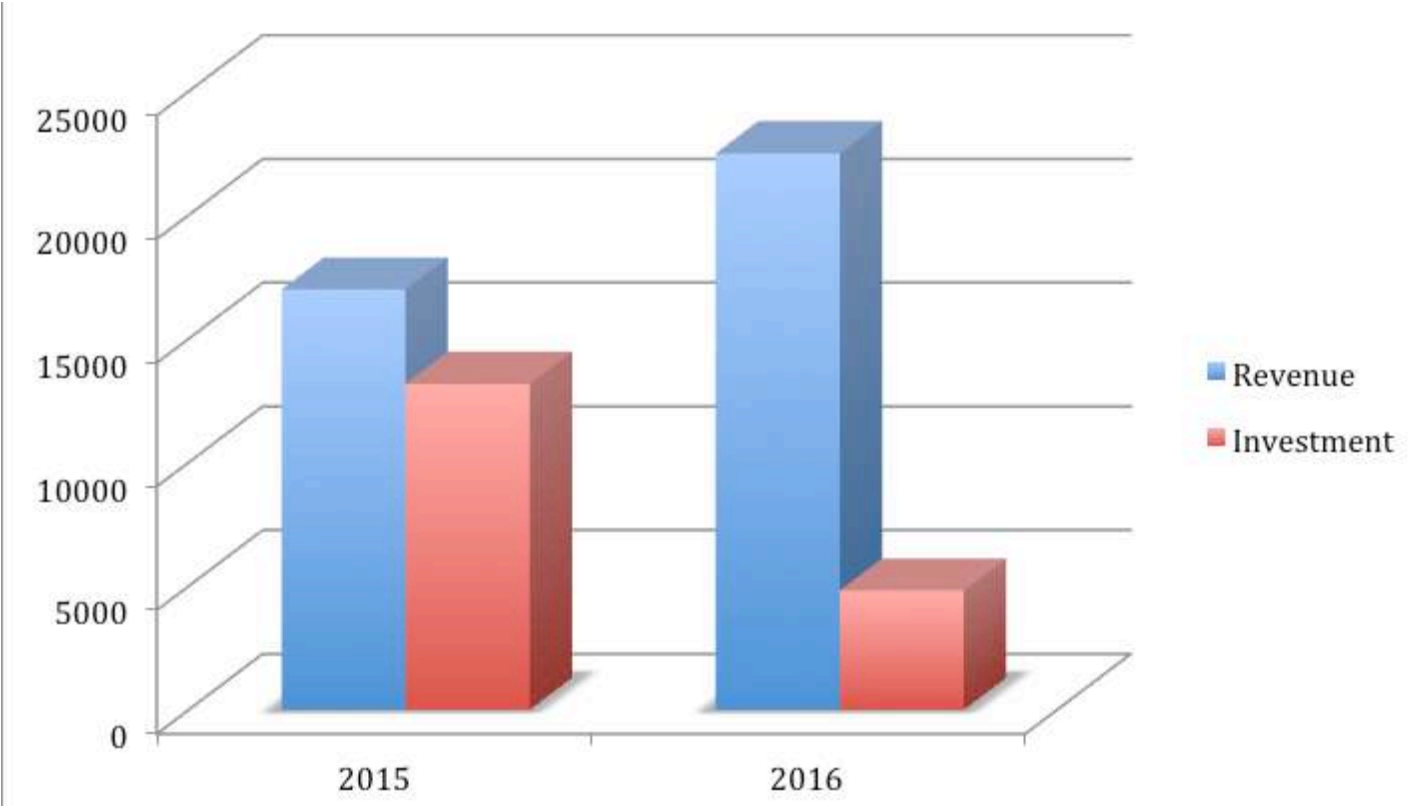
\$22,500.00

Investment:
Province of Nova Scotia: \$2,411.00
FACTOR: \$2,411.00

Total Investment: \$4,821.00

Return on Investment:
Gain/Loss: \$3,818.00
Percentage Gain: 28.9%
Annualized Return: 8.9%

A3C 2-Year ROI History – 2015, 2016



QUAKE MATTHEWS

Nova Scotia Music Week International Buyers Program

Full event report contained in projects section of this document.

The Return on Investment

Estimated Sales

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

Actual Sales Reported to Date: \$276,555.00

Future Sales Reported to Date: \$430,000.00

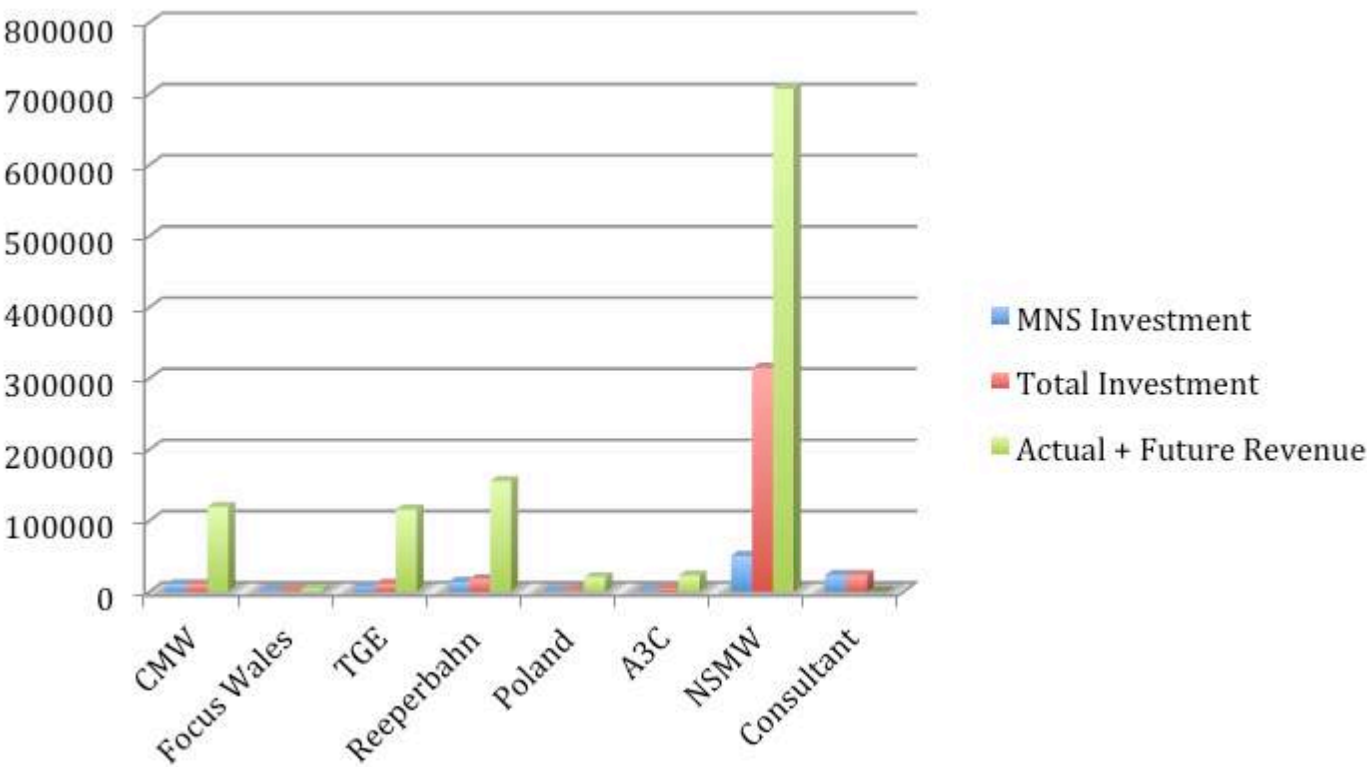
Total Sales: \$706,555.00

Total Event Investment (festival, conference & international buyers program):
\$314,257.00

Province of Nova Scotia Investment: \$50,000.00 (16%)
(\$10,000.00 IBD & \$40,000.00 event)

Return on Investment:
Gain: \$392,298.00
Percentage Gain: 125%
Annualized Return: 31%

International Business Development Summary of Results



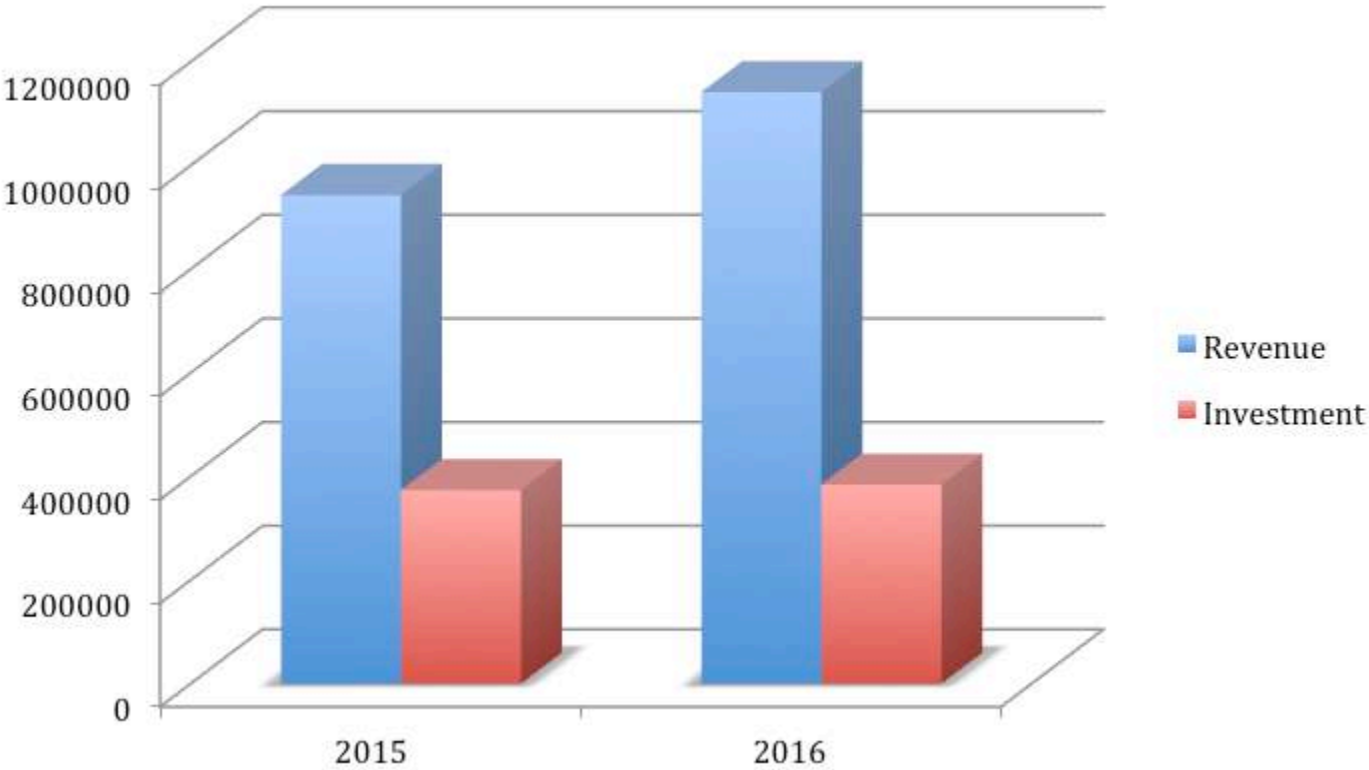
International Business Development Total Return on Public Investment

Return on Investment (Annualized Over Three Years)

Total Revenues Reported: \$1,141,555.00
Total Investment: \$384,257.00 (includes NSMW investment of \$236,043.00 representing festival production investment)

Gain: \$857,298.00
Percentage Gain: 302%
Annualized Return: 59%

Total Return on Public Investment 2015, 2016 Comparison



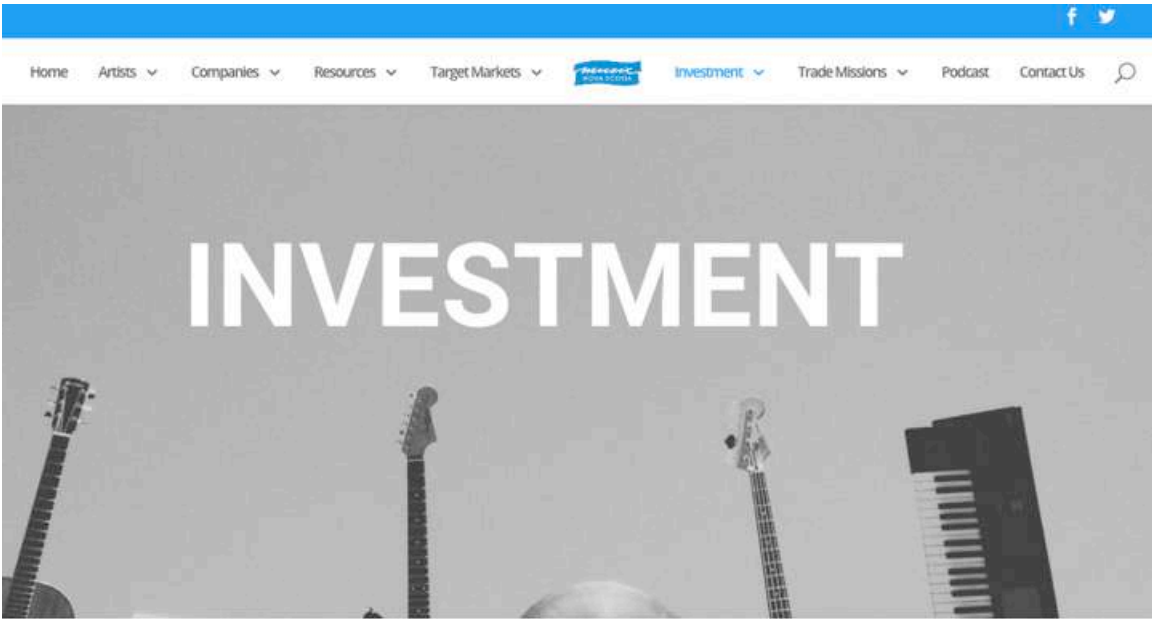
TECHNOLOGY



Website

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

This year also marked the beginning of the development of a new Music Nova Scotia website. Using Word-press as the Content management system, we are aiming to streamline and expand the user experience while also conforming to current design practices to make the site (and our members) as appealing as possible to potential buyers, fans, and all who visit the website.



Program Objective

The objective of the Music Nova Scotia Investment Program is to encourage the creation, development and growth of small Nova Scotian music businesses around artists and their intellectual property.

Program Components





"A mix of east coast culture and indie flare. Each song on their self-titled debut is an individual masterpiece" – Canadian Beats

Port Cities has burst onto the Canadian music scene with their self-titled debut. Marked by stellar songs, dynamic vocals and superior musicianship, the band is receiving rave reviews and are rapidly building a fervent fanbase across Canada and beyond. Port Cities brings together the award winning talents of Carleton Stone, Breagh Mackinnon, and Dylan Guthro.

Artists ▾ Companies ▾ Resources ▾ Target Markets ▾ Business Investment ▾ Trade Missions ▾ Podcast Contact Us			
Oct 14	Alumni Hall Theatre (Lakeland College)	Vermilion, Canada	MORE INFO
Oct 17	Ironwood Stage & Grill	Calgary, Canada	MORE INFO
Oct 25	Daysland Palace Theatre	Daysland, Canada	TICKETS & MORE
SHOW ALL DATES			



Management:
Sheri Jones
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902.429.9005

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Grace Russell
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902.223.1460

Bookings:
Wayne O'Connor
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902.452.4826

Bookings:
Tom Kemp
kemp@feldman-agency.com
416.598.0067



5k Likes



1.4k Followers

Website Analytics (nsmw.ca)



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

For 2016, the website was built with a “mobile-first” framework called Foundation. In addition to the main site App Developer GreenCopper developed a NSMW2016 iOS and Android app.

For 2017 a new NSMW.ca website was launched built through Wordpress. Melding the information management of the old site (automatically pulling information from both Podio and Marcato) with the Wordpress Framework we have been able to update the look of the site while increasing functionality by adding features such as live support chat, rich media content and more.





GUEST DELEGATES



NEAL THOMPSON

FOUNDER

UK

DELEGATE LINKS:

WEBSITE

TWITTER

FACEBOOK

Neal Thompson has worked in the live music industry for the past fifteen years. For five years as the venue manager and head promoter at Central Station venue in Wrexham, Neal helped to establish the venue as an important part of the UK touring circuit for established bands and musicians.

Now a freelance music consultant, Neal works on various projects throughout the year including FOCUS Wales Festival & Conference in Wrexham, and as artistic director of Liangollen Fringe Festival amongst others.

Neal is also a musician and fluent Welsh speaker.



SÖNKE SCHÄL



STEPH MARZIANO



KARMA BERTELSEN



TICKET INFO

HOW TO PURCHASE TICKETS:



1-888-311-9090



CLICK HERE to purchase online



MacQuarries Pharmasave
179 The Esplanade
Truro, Nova Scotia



All Ticketpro outlets

Marigold Cultural Centre
605 Prince Street
Truro, Nova Scotia

Rath Eastlink Community Centre
625 Abenaki Road
Truro, Nova Scotia

TICKETS:



Advance Price:
\$158.00 (GST included) + convenience fee
Week of Show Price:
\$168.00 (GST included) + convenience fee

Access to:
- NSMW 2017 conference
- Opening Reception
- Music Nova Scotia Awards Celebration
and Closing Reception (subject to capacity)
- Late Night Stage
- Festival shuttle service
- All showcasing venues (subject to capacity)



Advance Price:
\$17.00 (GST included) + convenience fee
Week of Show Price Effective October 28:
\$62.00 (GST included) + convenience fee

Access to:
- Music Nova Scotia Awards Celebration
and Closing Reception (subject to capacity)
- All showcasing venues (subject to capacity)

Podio

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

Marcato

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

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

MailChimp

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





MOLSON CANADIAN NOVA SCOTIA MUSIC WEEK
SUPPORTED BY FACTOR
NOVEMBER 3-6, 2016 // TRURO

MOLSON CANADIAN NOVA SCOTIA MUSIC WEEK 2016



Molson Canadian Nova Scotia Music Week – Truro 2016 – November 3-6

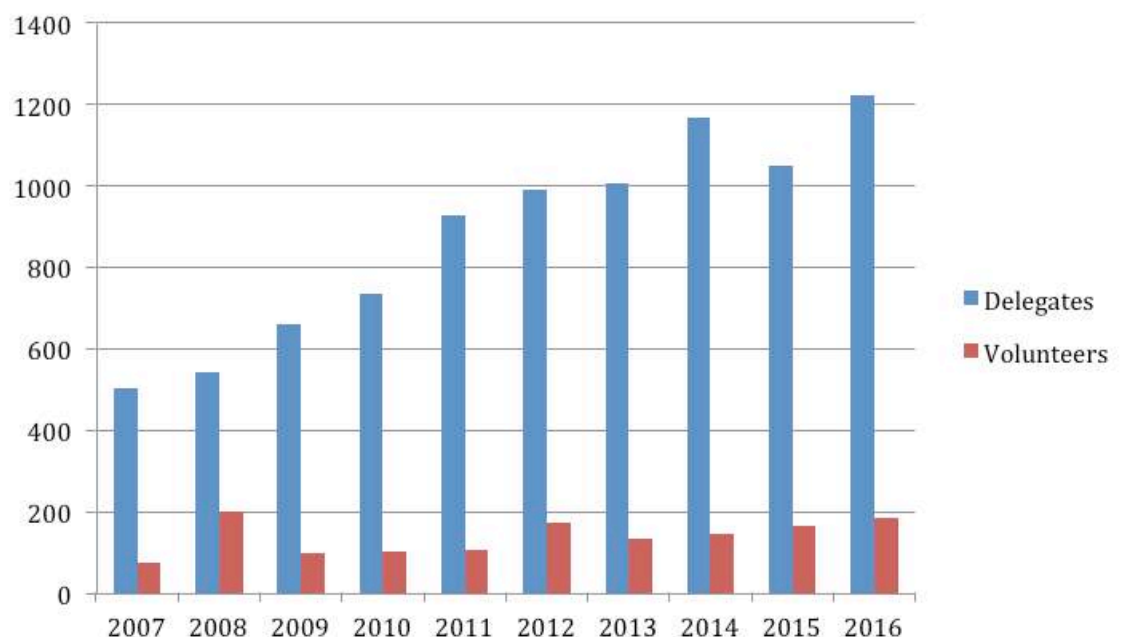
Each year, since the inception of Nova Scotia Music Week in 1997, the music community of Nova Scotia has gathered together to participate in a range of showcasing, training and networking opportunities while honoring and celebrating our artists and industry professionals.

Nova Scotia Music Week has engages the Music Nova Scotia membership and music industry at large while showcasing emerging and established artists to the public.

Delegate and Volunteer Registration NSMW 2007-2016

NSMW saw 502 delegates in 2007, 542 in 2008, 660 in 2009, 734 in 2010, 929 in 2011, 990 in 2012, 1006 in 2013, 1167 in 2014, 1050 in 2015 and 1224 in 2016. The 2016 edition held in Truro is the highest delegate registration to date. The 2014 edition also held in Truro is the second highest delegate registration year to date.

The central location of Truro and its close proximity to Halifax contribute to the highest delegate registration numbers in the history of the event.



Financial Overview

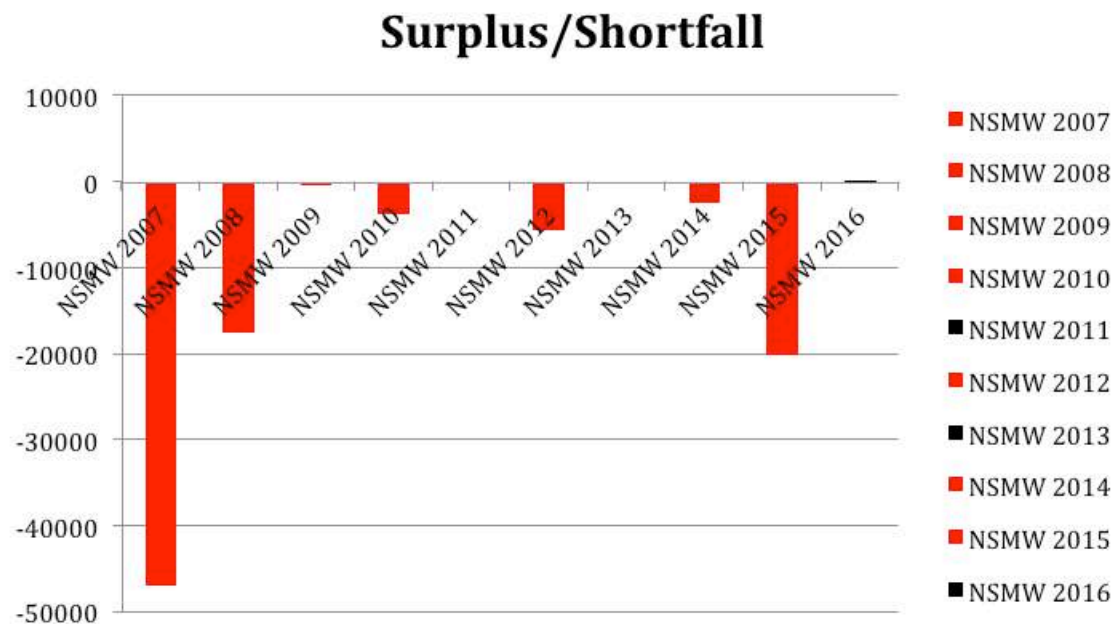
NSMW Surplus/Shortfall 2007-2016

Nova Scotia Music Week 2016 saw a small surplus of \$165.00 compared to a loss of \$20,096.00 the year previous.

Notable 2016 revenue activity:

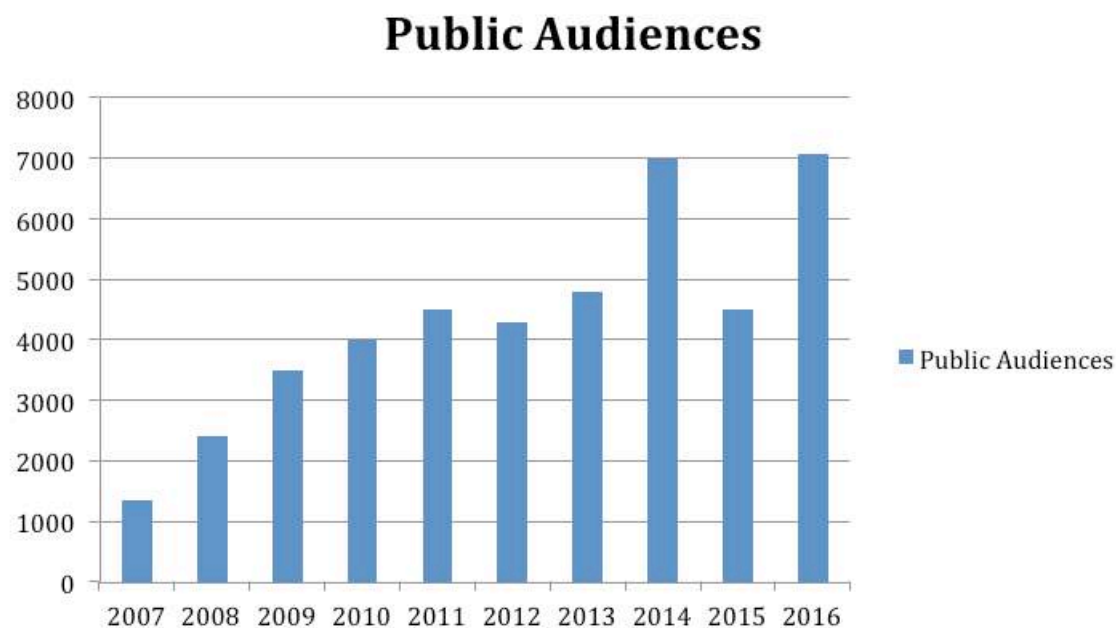
- Showcasing gates and wristband sales increase 21% over year prior
- Funding increase 29% over year prior (additional ACOA funding in 2016)
- Sponsorship increase 6% over year prior
- Large increase 35% in overall ticket sales over year prior (gates+delegate pass)

NSMW Surplus/Shortfall 2007 - 2016



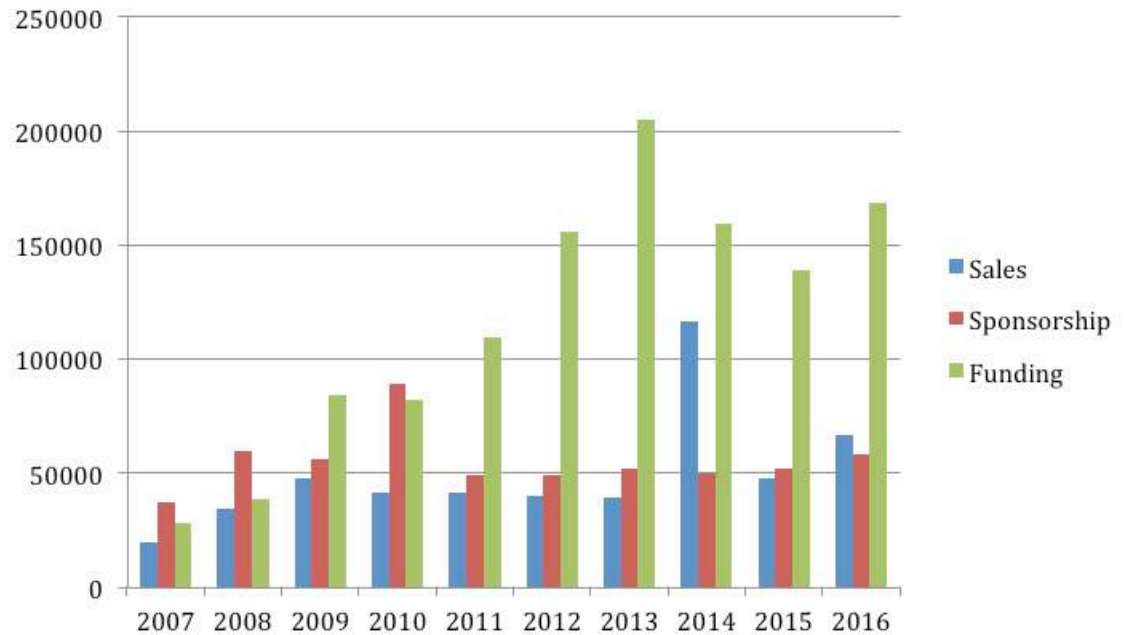
Public Attendance 2007-2016

Nova Scotia Music Week 2016 saw a 45% increase in public audience participation over the year prior. The dramatic increase in public participation is reflective of a larger population draw and distance to market from Halifax compared to Yarmouth in 2015. It is interesting to note that the percentage increase this year is almost the exact same percentage decrease (43%) in attendance the year prior.



Sales, Sponsorship, and Funding 2007-2016

An increase in funding revenue is the largest variable over the year prior next to increases in ticket sales and sponsorships respectively



NSMW Revenue by Type

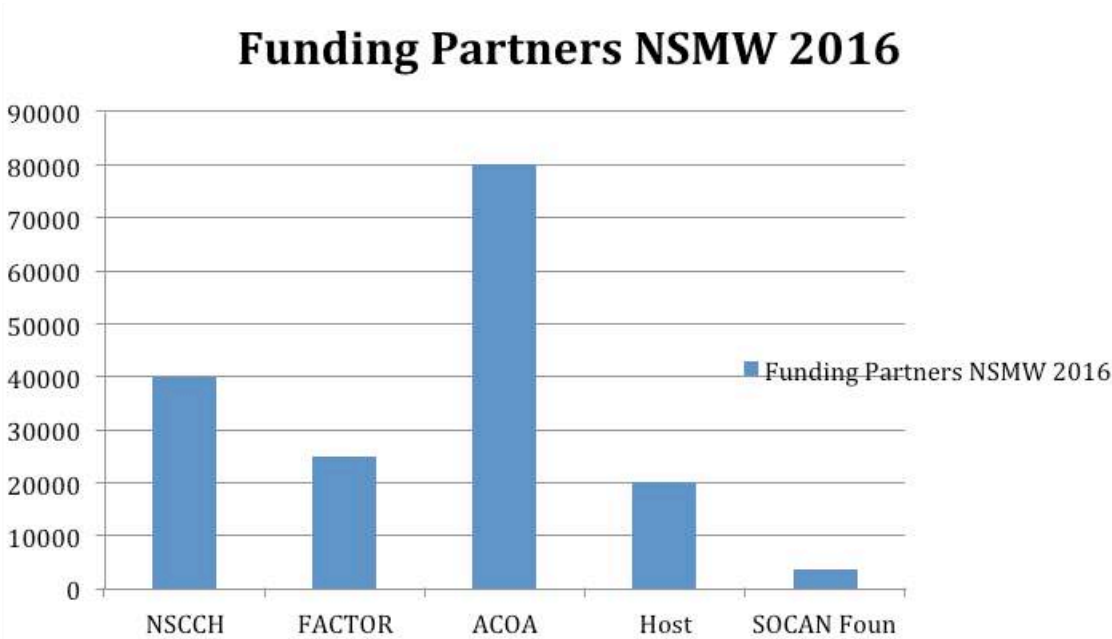
- Public Funding – 55% (57% year prior)
- Ticket Sales – 23% (19% year prior)
- Corporate Sponsorship – 20% (21% year prior)
- Artist Submission Fees – 2% (3% year prior)

NSMW Funding Percentage by Level of Government

- Federal – 62%
- Provincial – 26%
- Municipal/Local – 12%



Funding Nova Scotia Music Week 2016



Private Investment Nova Scotia Music Week 2016



Award and stage sponsorships combined contributed \$23,400 to sponsorship revenue in 2016. These sponsorships are sourced primarily in the host community and from our membership.

NSMW 2016 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.

	# of Participants	# of Days	Average Daily Spend	Total Average Spend
Conference Delegates and Volunteers	1410	4	\$66.00	\$372,240
Audience Participants	7235	4	\$30.00	\$868,200
Total				\$1,240,440

Participants Spend: \$1,240,440

Music Nova Spend: \$154,000

Total Direct Spend in Host Community: \$1,394,440

International Buyers Program 2016 – A Spotlight on Poland and Eastern Europe and a Focus USA on Irish and Celtic Festivals

- 11 Polish Delegates
- 2 Russian Delegates
- 2 German Delegates
- 1 Lithuanian Delegate
- 1 UK Delegate
- 38 USA Delegates

Benefits and Results:

- \$220,555 in direct immediate sales
- \$430,000 in direct sales in 6-36 months
- 51% of respondents have done business as a direct result of NSMW to date
- 100% of respondents believe they will do business in the future as a direct result of NSMW
- 45% of respondents indicated that future business will take 6-36 months to see results
- Approximately \$180,000.00 generated in direct bookings from USA Irish and Celtic Festivals buyers
- Milwaukee Irish Fest to present an entire program of Nova Scotian artists in 2018 generating \$60,000.00 in artist fees.



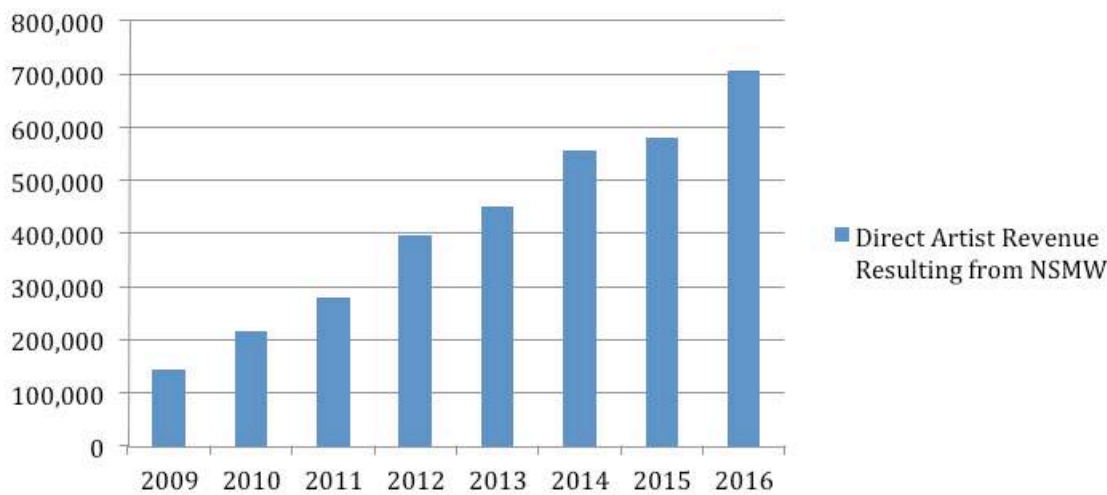
The Return on Investment

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.

Actual Sales Reported to Date: \$276,555.00
Future Sales Reported to Date: \$430,000.00
Total Sales: \$706,555.00

Direct Artist Revenue Resulting from NSMW



Total Event Investment (festival, conference & international buyers program):
\$314,257.00

Province of Nova Scotia Investment: \$50,000.00 (16%)
(\$10,000.00 IBD & \$40,000.00 event)

Return on Investment (Over Three Years):

Gain: \$392,298.00
Percentage Gain: 125%
Annualized Return: 31%

CLIENT INVESTMENT PROGRAM FINAL REPORT



1.0 Music Nova Scotia Client Investment Program Overview

1.1 Client Investment Program Components and Streams

- a) Artist Development
- b) Business Development
- c) Business Travel
- d) Live Performance – Tour Support Stream, Showcase Stream, Community Presenters Stream
- e) Marketing
- f) Mentorships

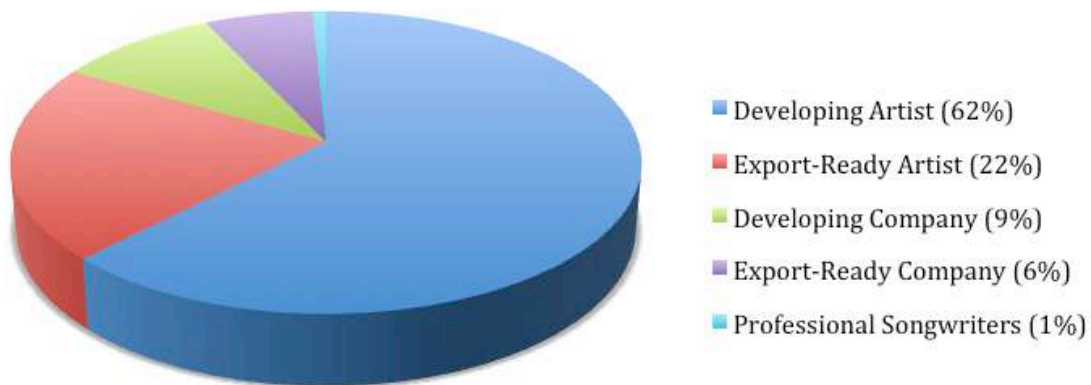
1.2 Music Nova Scotia Investment - Program Levels of Client Investment

Component	Max Per Project	Invest %	Budget
Artist Development	\$4,000	75%	\$40,000
Business Development	\$5,000	50%	\$50,000
Business Travel	Annual Cap of \$5,000	50%	\$40,000
Live Performance			\$200,000
Tour Support Stream	\$10,000	50%	
Showcase Stream	\$5,000	75%	
Community Presenter Stream	\$1,000	25%	
Marketing	\$10,000	50%	\$200,000
Mentorships	\$15,000	75%	\$100,000
Total Direct Client Investment			\$630,000
Administration			\$100,000
Total Budget			\$730,000

1.3 Direct Client Investment Applicant Profile Overview

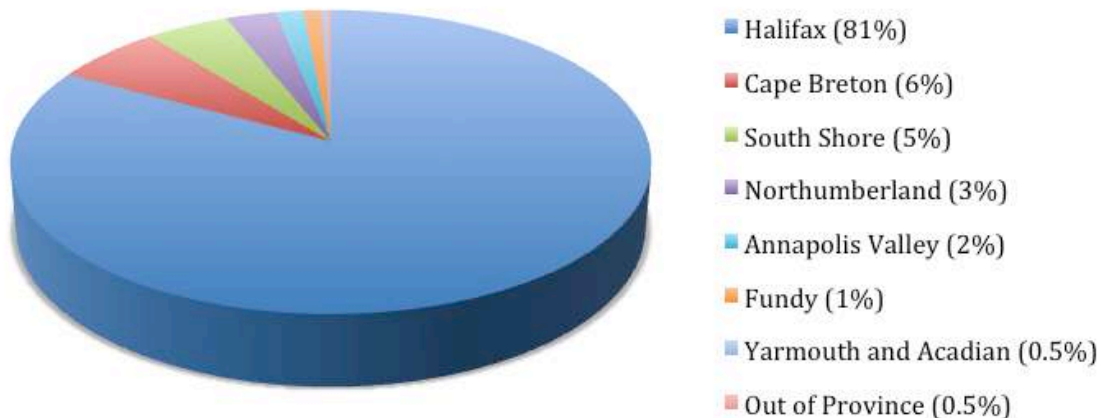
a) Total Client Applicant Profiles: 380

b) Applicant Types

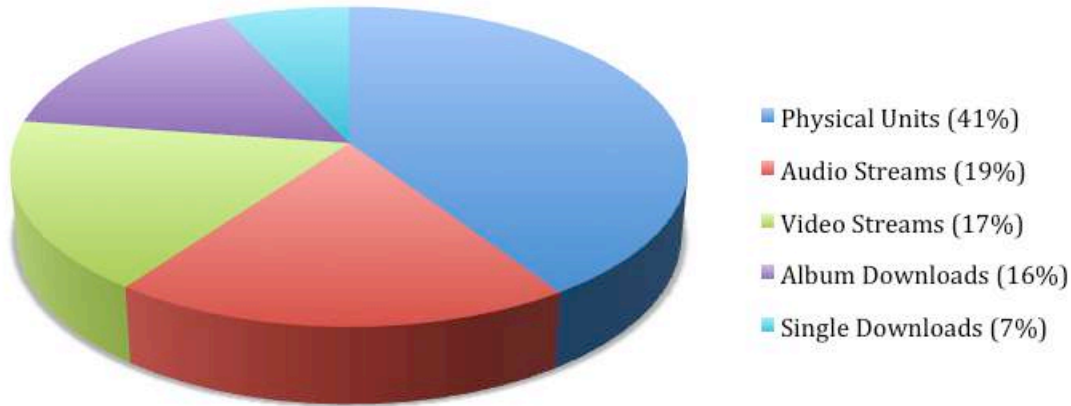


Developing Artist: 237 Applicant Profiles
Developing Company/Entrepreneur: 36 Applicant Profiles
Export-Ready Artist: 80 Applicant Profiles
Export Ready Company/Entrepreneur: 24 Applicant Profiles
Professional Songwriters: 3 Applicant Profiles

c) Region of Applicants



d) Total Lifetime Consumer Units Reported by Client Applicants: 1,071,538



Physical Units: 436,522
Audio Streams to Consumer Units: 206,269
Video Stream to Consumer Units: 185,107
Album Downloads: 169,784
Single Downloads to Consumer Units: 73,856
Total Consumer Units: 1,071,538

Consumer Unit Conversion

1 Physical Unit Sold = 1 Consumer Unit
1 Album Download = 1 Consumer Unit
6 Single Downloads = 1 Consumer Unit

500 Audio Streams = 1 Consumer Unit
500 Video Streams = 1 Consumer Unit

e) Total Lifetime Streams Reported by Client Applicants

Audio Streams: 103,134,530
Video Streams: 92,553,588

Total Streams: 195,688,118



1.4 Music Nova Scotia Client Investment Results - Results to Date Include 91% Investment Allocations with 90% Project Completion

a) Artist Development

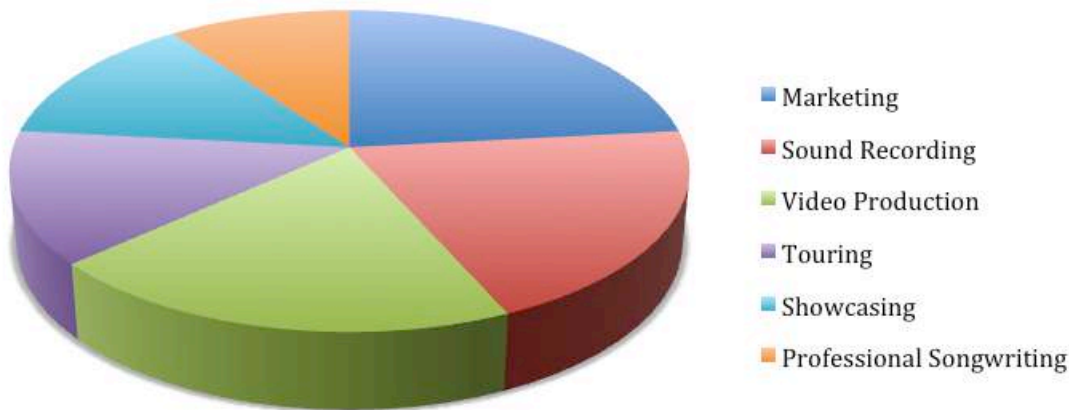
Projects

Number of Applications Received: 88

Number of Projects Approved: 42

Percentage of Projects Approved: 48%

Project Activity



Investment

Total Music Nova Scotia Investment: \$95,758 (58%)

Total Applicant Investment: \$56,441 (34%)

Total Other Government Investment: \$13,500 (8%)

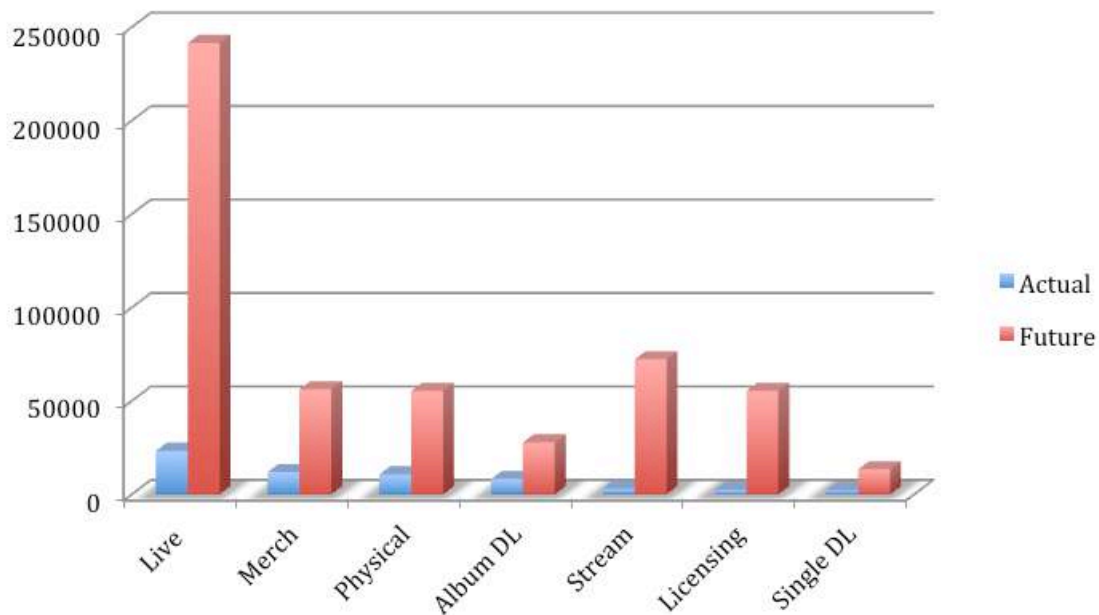
Total Investment: \$165,669

Total Expenses Claimed: \$165,669



REENY SMITH

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



Total Actual Revenue Reported: \$68,210
 Total Future Revenue Reported: \$625,610
 Total Revenue Reported: \$693,820

ROI (Over Three Years)

Gain/Loss: \$528,151
 Percentage Gain: 319%
 Annualized Return: 66%

b) Marketing

Projects

Number of Applications Received: 24
 Number of Projects Approved: 13
 Percentage of Projects Approved: 54%

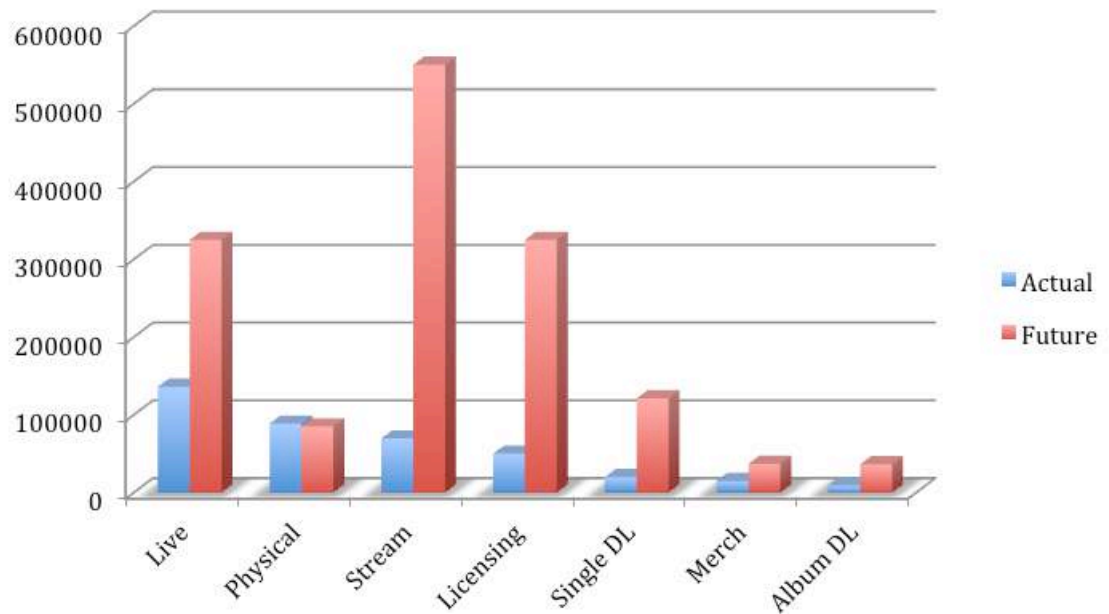
Investment

Total Music Nova Scotia Investment: \$87,286 (39%)
 Total Applicant Investment: \$124,159 (56%)
 Total Other Government Investment: \$10,000 (5%)

Total Investment: \$221,445

Total Expenses: \$221,445

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



Total Actual Revenue Reported: \$397,931
Total Future Revenue Reported: \$1,696,560
Total Revenue Reported: \$2,094,491

ROI (Over Three Years)
Gain/Loss: \$1,873,046
Percentage Gain: 846%
Annualized Return: 111%

c) Live Performance - Tour Support

Projects

Number of Applications Received: 30
 Number of Projects Approved: 20
 Percentage of Projects Approved: 67%

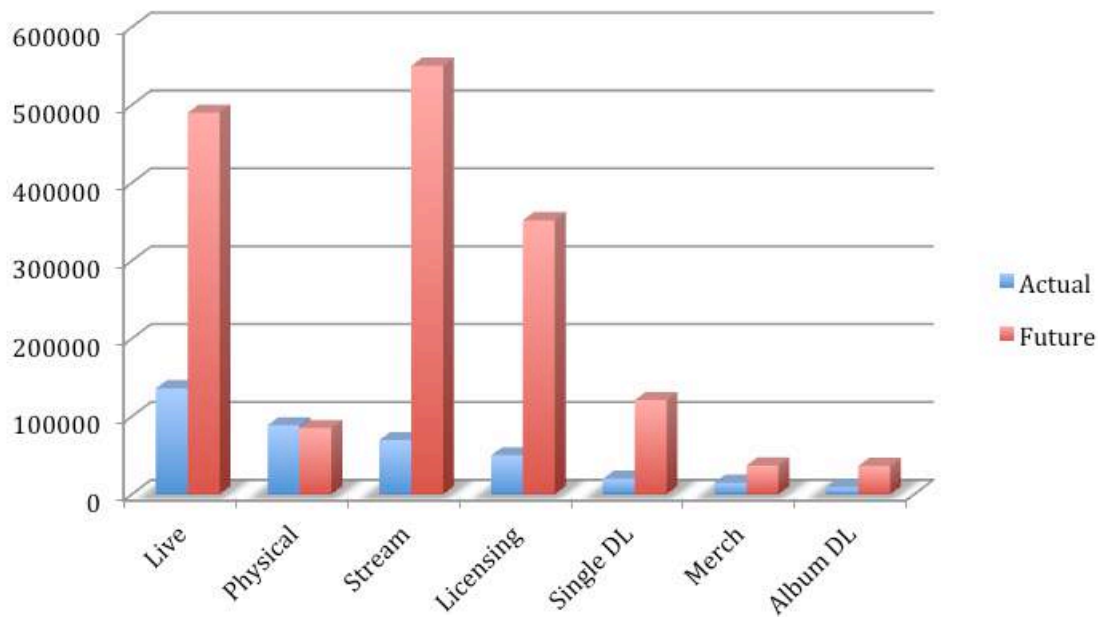
Investment

Total Music Nova Scotia Investment: \$134,813 (46%)
 Total Applicant Investment: \$124,000 (43%)
 Total Other Government Investment: \$33,360 (11%)

Total Investment: \$292,173

Total Expenses: \$292,173

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



Total Actual Revenue Reported: \$331,190
 Total Future Revenue Reported: \$1,929,959
 Total Revenue Reported: \$2,261,149

ROI (Over Three Years)

Gain/Loss: \$1,968,976
 Percentage Gain: 674%
 Annualized Return: 97%

d) Live Performance - Showcase

Projects

Number of Applications Received: 26
 Number of Projects Approved: 22
 Percentage of Projects Approved: 85%

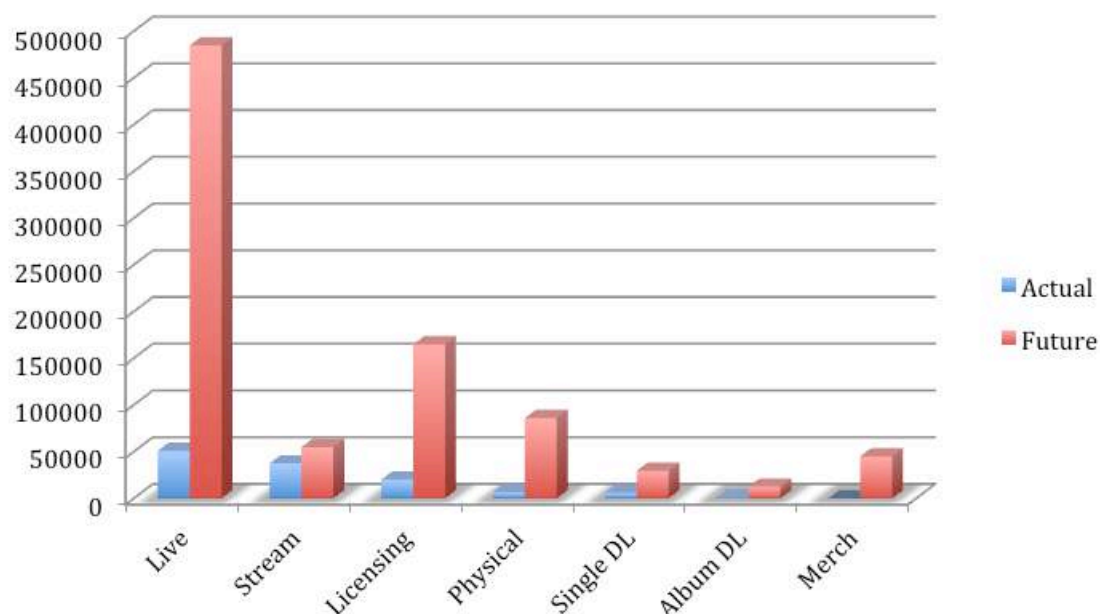
Investment

Total Music Nova Scotia Investment: \$74,531 (55%)
 Total Applicant Investment: \$39,348 (29%)
 Total Other Government Investment: \$21,376 (16%)

Total Investment: \$135,255

Total Expenses: \$135,255

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



Total Actual Revenue Reported: \$122,824

Total Future Revenue Reported: \$933,900

Total Revenue Reported: \$1,056,724

ROI (Over Three Years)

Gain/Loss: \$921,469

Percentage Gain: 681%

Annualized Return: 98%

e) Live Performance – Community Presenters

Community Presenters Applicant Profile Overview

Total Client Applicant Profiles: 14

Total Number of Annual Music Presentations: 227

Total Number of Annual Presentations by Nova Scotian Artists: 171

Total Annual Audience Members: 51,337

Total Annual Gross Tickets Sales: \$650,505

Total Average Operating Budget Per Presenter: \$126,558

Total Average Number of Full-Time Staff Per Presenter: 1.6

Total Average Number of Part-Time Staff Per Presenter: 2

Total Average Number of Contract Staff Per Presenter: 1.5

Total Number of Volunteers: 789

Total Number of Presenter Social Media Followers: 30,524
Total Number of Presenter Email List Subscribers: 8,145

Presentations: 15

Total Music Nova Scotia Investment: \$9,138

Total Artist Guarantees: \$50,112

Total Ticket Sales Generated: \$90,449

Total Audience: 3,500

Participating Community Presenters

Barrington Municipal Exhibition
Cecilia Concerts
Creamery Square Arts Society
deCoste Performing Arts Centre
Deep Roots Music Cooperative
Glasgow Square Theatre
Halifax Camerata Singers
Harmony Bazaar
Les Productions de Moulin
Lunenburg Folk Harbour Society
Mermaid Imperial Performing Arts Centre
Port Hawkesbury Civic Centre
Ship's Company Theatre
Strathspey Performing Arts Centre

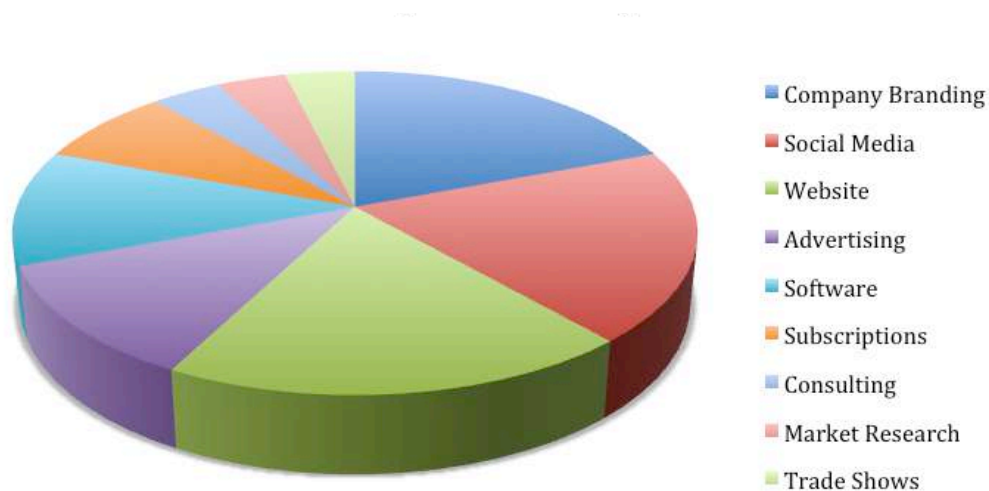
f) Business Development

Projects

Number of Applications Received: 7

Number of Projects Approved: 4

Percentage of Projects Approved: 57%



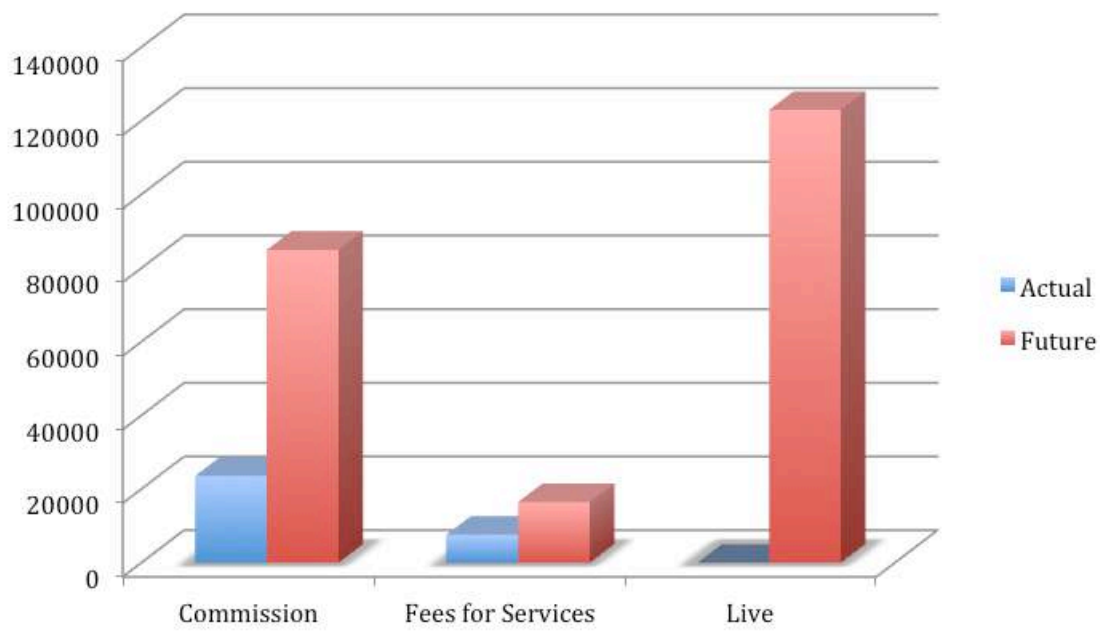
Investment

Total Music Nova Scotia Investment: \$15,350 (49%)
Total Applicant Investment: \$16,160 (51%)
Total Other Government Investment: \$0 (0%)

Total Investment: \$31,510

Total Expenses: \$31,510

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



Total Actual Revenue Reported: \$30,586
Total Future Revenue Reported: \$224,500
Total Revenue Reported: \$255,086

ROI (Over Three Years)

Gain/Loss: \$223,576
Percentage Gain: 710%
Annualized Return: 100%



g) Business Travel

Projects

Number of Applications Received: 16

Number of Projects Approved: 15

Percentage of Projects Approved: 94%

Investment

Total Music Nova Scotia Investment: \$14,459 (41%)

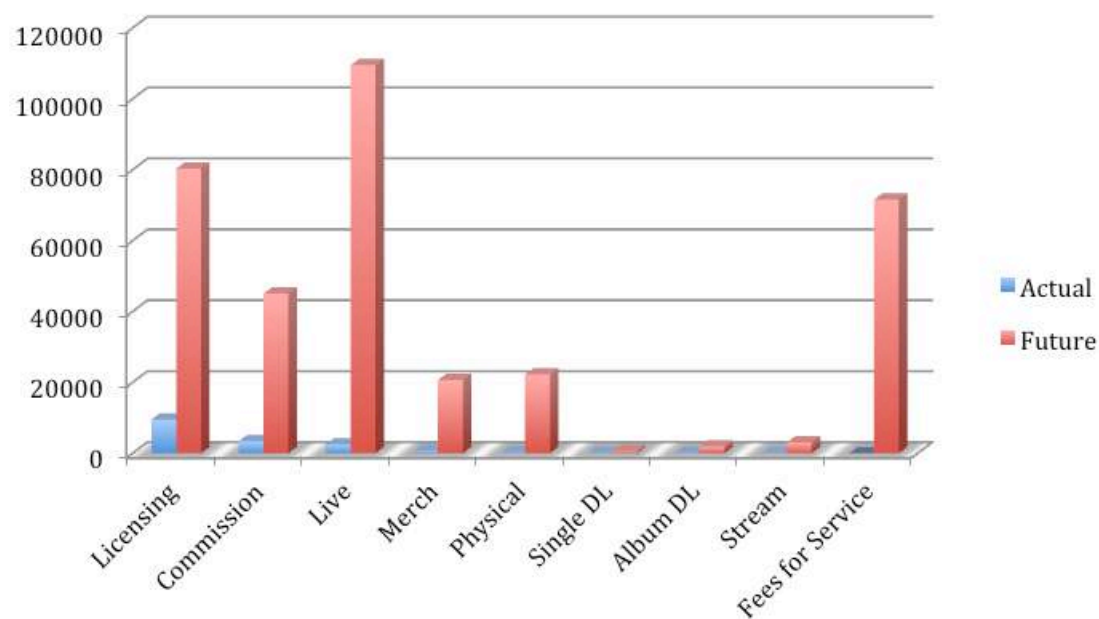
Total Applicant Investment: \$16,500 (47%)

Total Other Government Investment: \$4,176 (12%)

Total Investment: \$35,135

Total Expenses: \$35,135

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



Total Actual Revenue Reported: \$16,109

Total Future Revenue Reported: \$364,670

Total Revenue Reported: \$380,779

ROI (Over Three Years)

Gain/Loss: \$345,644

Percentage Gain: 984%

Annualized Return: 120%

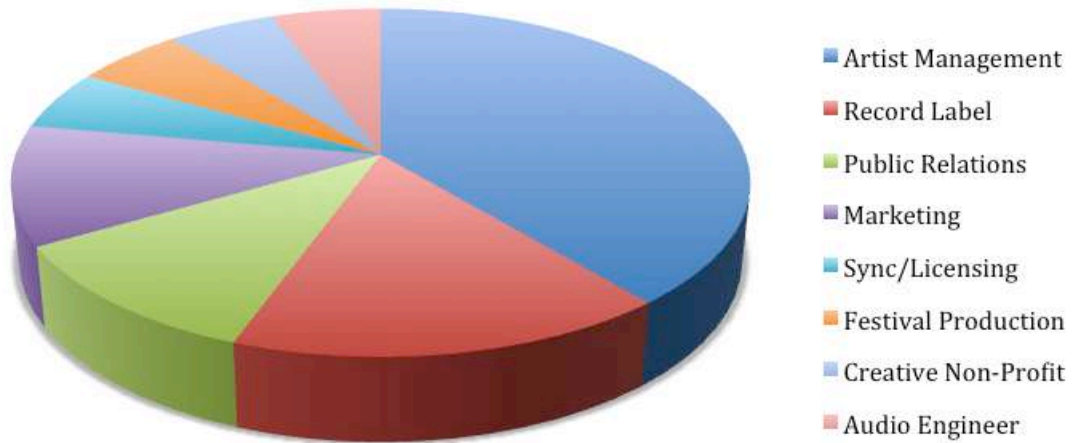
h) Mentorships

Projects

Number of Applications Received: 20

Number of Projects Approved: 14

Percentage of Projects Approved: 70%



Investment

Total Music Nova Scotia Investment: \$141,636 (77%)

Total Applicant Investment: \$31,708 (17%)

Total Other Government Investment: \$0 (0%)

Total Private Investment \$11,410 (6%)

Total Investment: \$184,754

Total Expenses: \$184,754

Total Actual Wages/Salaries Reported: \$70,000

Total Future Wages/Salaries Reported: \$264,750

Total Wages/Salaries Reported: \$334,750

ROI (Over Three Years)

Gain/Loss: \$149,996

Percentage Gain: 81%

Annualized Return: 22%

1.5 Music Nova Scotia Client Investment Results Summary

Total Applications: 229

Total Applications Approved: 145 (63%)

Total Music Nova Scotia Investment: \$572,971* (53%)

Total Applicant Investment: \$408,316 (38%)

Total FACTOR Investment: \$82,412 (8%)

Total Private/Other Investment: \$11,410 (1%)

Total Investment: \$1,075,109

Total Actual Revenue Reported: \$1,086,962

Total Future Revenue Reported: \$6,039,949

Total Revenue Reported: \$7,126,911

ROI on Total Investment and Actual Revenues Reported

Gain/Loss: \$11,853

Percentage Gain: 1.1%

Annualized Return: 1.1%

ROI on Total Investment and Actual Revenues Reported + Future Revenues Reported (Over Three Years)

Gain/Loss: \$6,051,802

Percentage Gain: 563%

Annualized Return: 87%

ROI on Music Nova Scotia Investment Only and Actual Revenues Reported

Gain/Loss: \$513,991

Percentage Gain: 90%

Annualized Return: 90%



1.6 Total Client Applicant Sales, Consumer Units, Socials, Shows and Audiences Reported

Audio Stream Gains: 11,099,921 (22,200 consumer units)

Video Stream Gains: 8,649,949 (17,300 consumer units)

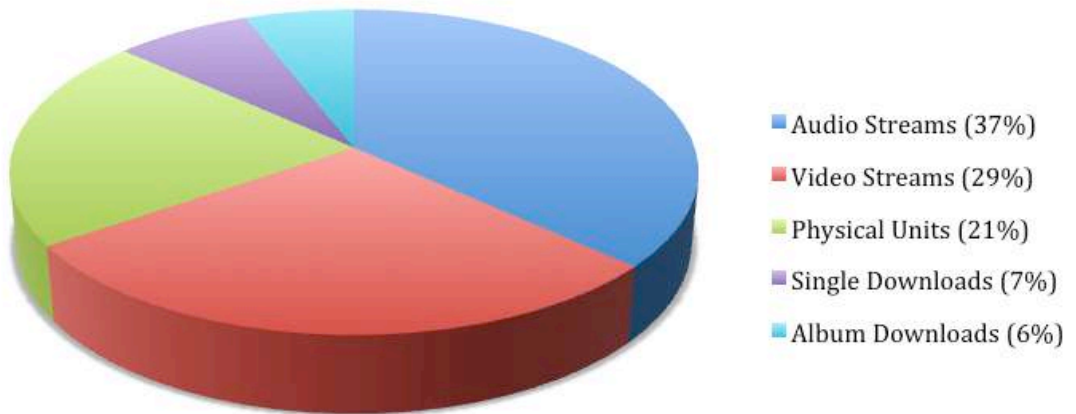
Physical Unit Gains: 12,837 (12,837 consumer units)

Single Download Gains: 26,840 (4,473 consumer units)

Album Download Gains: 3,581 (3,581 consumer units)

Total Consumer Unit Gains: 60,391

FY 2017 Total Consumer Units Reported



Social Media Follower Gains: 166,554

Email List Subscriber Gains: 2,485

Total Number of Tour and Showcasing Performances: 143

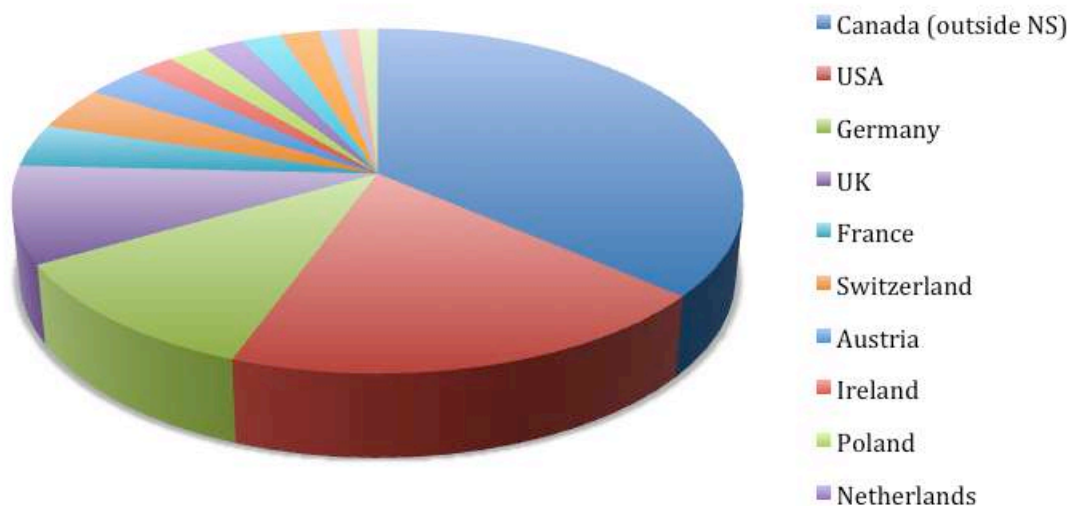
Total Number of Tour and Showcase Audience: 33,694



1.7 FY 2017 Markets Accessed by Project Component

Market	Marketing	Tour Support	Showcase	Biz Travel	Total
Canada (Outside NS)	3	7	15	11	36
USA	3	2	9	5	19
Germany	2	3	9	5	11
UK	2	2	3	2	9
France	1	1	2	0	4
Switzerland	2	0	1	1	4
Austria	2	0	0	1	3
Ireland	2	0	0	0	2
Poland	1	0	1	0	2
Netherlands	0	1	0	1	2
Sweden	0	1	0	1	2
Denmark	0	1	0	1	2
Australia	0	0	1	0	1
Iceland	0	0	1	0	1
Belgium	0	0	0	1	1

Project Markets



1.8 Music Nova Scotia Client Investment Program Budget FY 2016/2017

EDP/EMBP Programs	Amount Awarded
EDP – Travel Tour (1 deadline)	\$42,112.62
EDP – Marketing (1 deadline)	\$13,615.00
EDP – Showcase Support (1 deadline)	\$14,991.00
EMBP – Artist/Group (1 deadline)	\$48,400.00
EMBP – Industry Professional (1 deadline)	\$9,358.00
EMBP – Mentorship (1 deadline)	\$84,010.00
Total - One Deadline Old Programs	\$196,226.62

The March 15, 2016 deadline was the first deadline of the 2016/2017 fiscal year. This deadline was the last deadline prior to a complete overhaul of the funding programs administered by Music Nova Scotia (Export Development Program and the Emerging Music Business Program).

On July 15, 2016 the new Music Nova Scotia Investment Program was introduced to reflect changes in the industry and current business models. The new investment program also provides improved mechanisms for collecting data, reporting results and calculating return on investment.

Music Nova Scotia Investment Program	Amount Awarded
Artist Development	\$38,000.00
Business Development	\$15,350.00
Business Travel	\$14,459.38
Live Performance – Tour Support	\$92,700.35
Live Performance – Showcase Support	\$59,539.62
Live Performance – Community Presenters	\$9,137.50
Marketing	\$73,670.74
Mentorships	\$73,886.00
Total – Music Nova Scotia Investment Program	\$376,743.59

Total Budget: \$630,000.00

Total Awarded: \$572,970.21

Balance: \$57,029.79

The remaining balance has been carried forward to the 2017/2018 fiscal year Music Nova Scotia Investment Program budget. Two specific reasons for the remaining balance have been identified by Music Nova Scotia staff:

1. Disruption of Application Intake - Introduction of New Creative Industries Fund

Investment programs were taken offline for an extended period due to uncertainty around investment commitment to Music Nova Scotia specific programs with the introduction of the new Creative Industries Fund. During this time, several potential applicants believed the Music Nova Scotia programs no longer existed due to the introduction of the new Creative Industries fund and did not seek investment for projects.

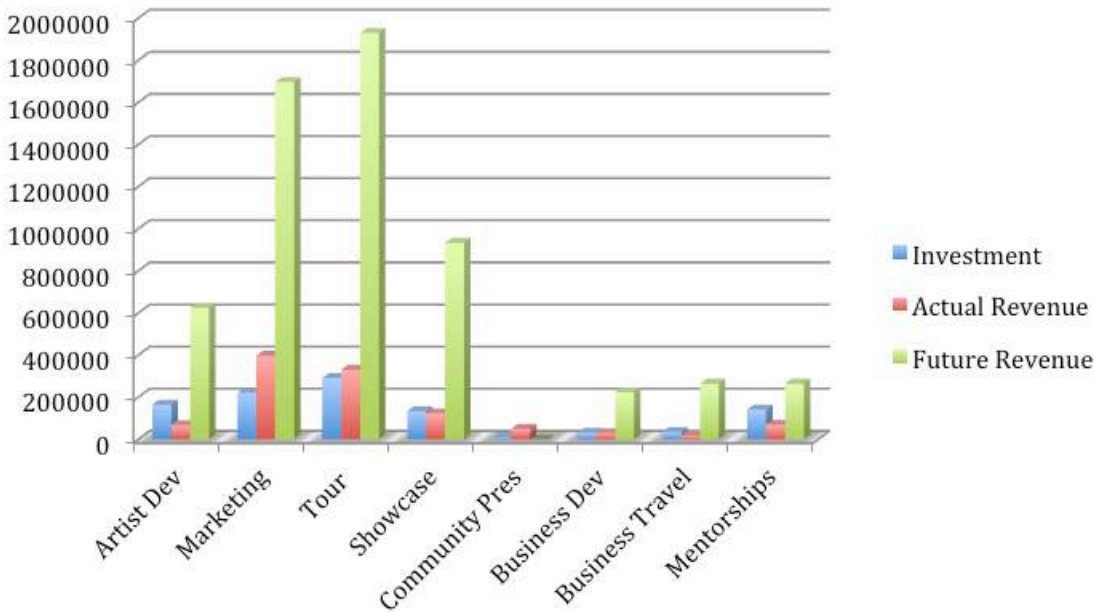
2. Clients/Projects Moving to Creative Industries Fund

A select number of clients and projects have been realigned to investment opportunities under the Creative Industries Fund due to the size of the companies and their projects. The result was an initial slight decrease in demand for Music Nova Scotia investment from these clients.

In a response to this, Music Nova Scotia has created a new “Eligible Applicant” category to allow more “new exporters” access to export-ready investment. The new “Developing Artist Level II” Eligible Applicant allows for artists with 500-1000 consumer units to apply for marketing and tour support formerly exclusively reserved for Export-Ready artists. (1000+ consumer units). This will help create new exporters and balance the demand between the Music Nova Scotia Investment Program and the Creative Industries Fund.

These modifications to the program have already proven successful with 50% of the 2016/2017 fiscal year deferred balance being allocated in the first deadline for the 2017/2018 fiscal year (March 15, 2017).

Music Nova Scotia Client Investment Program Summary of Results



REPORT CONTRIBUTORS

Scott Long

Molson Canadian Nova Scotia Music Week Report
International Business Development Report

Lisa Stitt

Membership Report
Membership Services Report
Financial Report

Serge Samson

Export Development Program for Music Report
Member Training Report

Devin Fox

Technology Report
Report Layout & Design



FINANCIAL STATEMENTS



MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA
Financial Statements
Year Ended March 31, 2017
(Unaudited)

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REVIEW ENGAGEMENT REPORT

To the Members of Music Industry Association of Nova Scotia

We have reviewed the statement of financial position of Music Industry Association of Nova Scotia as at March 31, 2017 and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of inquiry, analytical procedures and discussion related to information supplied to us by the company.

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

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

Halifax, Nova Scotia
June 27, 2017

Belliveau Veinotte Inc.
CHARTERED PROFESSIONAL ACCOUNTANTS
Licensed Public Accountants

Statement of Financial Position

March 31, 2017

(Unaudited)

	2017	2016
ASSETS		
Current		
Cash	\$ 280,188	\$ 256,498
Term deposits	70,414	60,221
Accounts receivable	81,613	75,944
HST recoverable	1,265	1,668
Prepaid expenses	34,208	22,549
	467,688	416,880
Property and equipment (Note 3)	42,944	58,109
Advances to DRUM Live Inc. (Note 7)	-	710,576
	\$ 510,632	\$ 1,185,565
LIABILITIES		
Current		
Accounts payable	\$ 83,780	\$ 48,530
Current portion of long term debt (Note 5)	6,672	5,672
Deferred income (Note 4)	247,140	240,086
	337,592	295,288
Long term debt (Notes 5, 7)	72,200	789,448
	409,792	1,084,736
NET ASSETS		
Unrestricted net assets (deficit)	(2,802)	(2,813)
Restricted net assets	34,485	34,485
Contingency fund	69,157	69,157
	100,840	100,829
	\$ 510,632	\$ 1,185,565

ON BEHALF OF THE BOARD

Director

Director

See accompanying notes to the financial statements

Statement of Revenues and Expenditures

Year Ended March 31, 2017

(Unaudited)

	2017	2016
REVENUE		
Project revenue (Schedule 1)	\$ 1,270,041	\$ 1,199,856
Province of NS - Dept Communities, Culture and Heritage	60,000	60,000
Foundation to Assist Canadian Talent on Records	30,000	30,000
Management & administration fees	61,386	2,040
Memberships	26,374	26,213
Interest income	1,869	4,207
Sponsorships	17,768	49,259
Fundraising	-	28,077
HRM Funding	10,000	10,000
Rental income	11,460	9,900
	1,488,898	1,419,552
PROJECT EXPENDITURES (Schedule 1)	1,277,054	1,223,920
	211,844	195,632
EXPENSES		
Advertising and promotion	2,596	25,169
Amortization	16,023	16,487
Bad debts	173	800
Equipment rentals	5,340	5,340
Insurance	4,093	3,917
Interest and bank charges	7,937	8,390
Occupancy	43,035	41,900
Office	13,166	6,707
Professional fees	4,326	1,156
Salaries and wages	239,176	220,452
Travel	6,542	5,045
Utilities	15,848	14,898
Less expenses allocated to projects	(146,422)	(137,880)
	211,833	212,381
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 11	\$ (16,749)

See accompanying notes to the financial statements

MUSIC INDUSTRY ASSOCIATION OF NOVA SCOTIA

Page 5

Statement of Changes in Net Assets**Year Ended March 31, 2017***(Unaudited)*

	Unrestricted net assets	Restricted net assets	Contingency Fund	2017	2016
NET ASSETS - BEGINNING OF YEAR	\$ (2,813)	\$ 34,485	\$ 69,157	\$ 100,829	\$ 117,578
Excess of revenue over expenses	11	-	-	11	(16,749)
NET ASSETS - END OF YEAR	\$ (2,802)	\$ 34,485	\$ 69,157	\$ 100,840	\$ 100,829

See accompanying notes to the financial statements

Statement of Cash Flow

Year Ended March 31, 2017

(Unaudited)

	2017	2016
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ 11	\$ (16,749)
Item not affecting cash:		
Amortization of property and equipment	16,023	16,487
	16,034	(262)
Changes in non-cash working capital:		
Accounts receivable	(5,669)	134,939
Prepaid expenses	(11,659)	10,579
Accounts payable	35,249	6,516
HST payable	403	7,837
Deferred income	7,054	18,387
	25,378	178,258
Cash flow from operating activities	41,412	177,996
INVESTING ACTIVITY		
Purchase of equipment	(857)	(7,000)
FINANCING ACTIVITY		
Repayment of long term debt	(6,672)	(6,672)
INCREASE IN CASH FLOW	33,883	164,324
Cash - beginning of year	316,719	152,395
CASH - END OF YEAR	\$ 350,602	\$ 316,719
CASH CONSISTS OF:		
Cash	\$ 280,188	\$ 256,498
Term deposits	70,414	60,221
	\$ 350,602	\$ 316,719

See accompanying notes to the financial statements

Notes to Financial Statements

Year Ended March 31, 2017

(Unaudited)

1. PURPOSE OF THE ASSOCIATION

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

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

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

Cash and cash equivalents

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

Financial instruments policy

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

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

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

Accounting estimates

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

Revenue recognition

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

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

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

(continues)

Notes to Financial Statements

Year Ended March 31, 2017

(Unaudited)

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Income taxes

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

Property and equipment

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

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

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

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

3. PROPERTY AND EQUIPMENT

	Cost	Accumulated amortization	2017 Net book value	2016 Net book value
Computer equipment	\$ 20,119	\$ 13,705	\$ 6,414	\$ 8,122
Furniture and fixtures	6,977	2,937	4,040	5,050
Leasehold improvements	62,239	29,749	32,490	44,937
	\$ 89,335	\$ 46,391	\$ 42,944	\$ 58,109

4. 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:

	2017	2016
Export Development Program	\$ -	\$ 129,534
Bringin' It Home	-	75,842
Nova Scotia Music Week	-	20,400
Artist in Residency	-	5,002
CCMIA Challenge	-	5,000
Emerging Artist	-	4,308
Investment Program Deferred	219,130	-
AIR Funding	8,010	-
17/18 FACTOR IBD	20,000	-
	\$ 247,140	\$ 240,086

Notes to Financial Statements

Year Ended March 31, 2017

(Unaudited)

5. LONG TERM DEBT

	2017	2016
Department of Economic Development and ACOA loans. See Note 7.	\$ -	\$ 710,576
Scotiabank term loan, maturing October 2018, amortized over 15 years. Repayable in monthly principal payments of \$556 plus interest.	78,872	85,544
	78,872	796,120
Amounts payable within one year	(6,672)	(6,672)
	\$ 72,200	\$ 789,448
Principal repayment terms are approximately:		
2018	\$ 6,672	
2019	6,672	
2020	6,672	
2021	6,672	
2022	6,672	
Thereafter	52,184	
	\$ 85,544	

6. RESTRICTED NET ASSETS & CONTINGENCY FUND

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

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

The Fund consists of short term investments

Notes to Financial Statements

Year Ended March 31, 2017

(Unaudited)

7. ADVANCES TO DRUM LIVE INC.

	2017	2016
Department of Economic Development	\$ -	\$ 192,525
ACOA	-	518,051
	\$ -	\$ 710,576

The above loans were negotiated to assist with the theatrical production of "DRUM - A Musical Tribute". These funds have been advanced to DRUM Live Inc. who has been contracted to produce the show. The Department of Economic Development loan is to be repaid in an amount equal to 2.5% of future gross profits generated from performances of the production. The ACOA loan is to be repaid in an amount equal to 2% of future gross profits generated from performances of the production. The advances to DRUM Live Inc. are to be collected on the same basis as the repayment of the Department of Economic Development and ACOA loans. During the year, an agreement was reached between the Department of Economic Development, ACOA and Drum Live Inc. to settle the balances. As a result, DRUM Live Inc. have taken over the advances directly and the association has been released from its obligations.

Notes to Financial Statements

Year Ended March 31, 2017

(Unaudited)

SCHEDULE 1 - PROJECT REVENUE & EXPENDITURES

	2017	2016
Project revenue		
Nova Scotia Music Week (Schedule 2)	\$ 314,903	\$ 245,818
Bringin' It Home (Schedule 3)	19,897	66,003
Casino Nova Scotia	65,550	78,675
Investment Program / EDP	654,609	330,430
International Business Development	91,000	105,655
Artist in Residency	19,492	22,498
Emerging Artists	-	305,692
Gordie Sampson	-	25,000
Hall of Fame	-	10,000
Other projects	9,918	10,084
CCMIA Challenge	5,000	-
Digital Marketing	89,672	-
	1,270,041	1,199,855
Project expenses		
Nova Scotia Music Week (Schedule 2)	314,490	270,983
Bringin' It Home (Schedule 3)	19,897	66,003
Casino Nova Scotia	65,550	78,675
Investment Program / EDP	654,609	330,430
International Business Development	97,885	105,655
Artist in Residency	19,492	22,498
Emerging Artists	-	305,692
Gordie Sampson	-	25,000
Hall of Fame	584	10,000
CCMIA Challenge	5,000	-
Digital Marketing	89,672	-
Other projects	9,875	10,102
	1,277,054	1,225,038
Excess (deficiency) of revenue over expenditures	\$ (6,790)	\$ (25,183)

Notes to Financial Statements

Year Ended March 31, 2017

(Unaudited)

SCHEDULE 2 - NOVA SCOTIA MUSIC WEEK REVENUE AND EXPENDITURES

	2017	2016
Revenue		
ACOA	\$ 80,000	\$ 26,102
Province of NS - Dept Communities, Culture and Heritage	40,000	40,000
Foundation to Assist Canadian Talent on Recordings	35,000	35,000
SOCAN Foundation	3,500	5,000
Program revenue	-	19,945
Registration and ticket sales	35,373	48,096
Advertising Sales	2,950	-
Delegate Pass	13,540	-
Showcase	46,143	-
Sponsorship	37,000	-
Hosting Committee	20,000	-
Other	1,397	-
Sponsorship	-	71,675
	314,903	245,818
Expenditures		
Advertising	14,015	21,828
Bank charges	-	1,766
Consulting	5,082	6,170
Meals & accommodations	94,391	50,965
Miscellaneous	9,460	6,386
Performance	62,432	64,390
Production equipment rental	21,664	67,807
Travel	99,671	46,306
Venue & food	7,775	1,200
Communications	-	4,165
	314,490	270,983
Excess (deficiency) of revenue over expenditures	\$ 413	\$ (2,422)

SCHEDULE 3 - BRINGIN' IT HOME REVENUE AND EXPENDITURES

	2017	2016
Revenue		
Nova Scotia Business Inc.	\$ 19,897	\$ 66,003
Expenditures		
Production & performance	19,897	66,003
Excess (deficiency) of revenue over expenditures	\$ -	\$ -