



# 2025 ANNUAL REPORT



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# ACKNOWLEDGEMENTS

The Board of Directors of Music Nova Scotia wishes to acknowledge the contributions of respected government, industry, and corporate partners.

101 Creative Solutions  
Aberdeen Paving Ltd.  
Acadia Performing Arts Series  
Acadia University  
Acker Wealth Family Office  
ACTRA RACS  
ADVANCE: Canada's Black Music Collective  
African Nova Scotian Music Association (ANSMA)  
Atlantic Canada Opportunities Agency (ACOA)  
Atlantic Lottery  
Authentic Ginger Clothing Co.  
Barkeep Cocktails  
Breaking Down Racial Barriers  
BreakOut West  
Canadian Council of Music Industry Associations (CCMIA)  
Canadian Independent Music Association (CIMA)  
Canadian Live Music Association (CLMA)  
Cape Breton Music Industry Cooperative (CBMIC)  
Cox & Palmer  
Dairy Farmers of Canada  
Deep Roots Music Cooperative  
Discover Halifax  
East Coast Music Association (ECMA)  
Employment Nova Scotia  
Events East  
Events Nova Scotia  
Fédération culturelle acadienne de la Nouvelle-Écosse (FéCANE)  
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Herbin Jewellers  
Hotel Wolfville  
KBL Advantage  
Labatt

Long & McQuade  
MacKay Real Estate  
Music Declares Emergency Canada  
Nova Scotia Community College  
Nova Scotia Department of Communities, Culture, Tourism, and Heritage  
Nova Scotia Spirit Co.  
Nova Scotia Works  
Province of Nova Scotia  
Rewind 89.3  
Shoobox Studios  
SOCAN  
Sunken Escapes  
Support4Culture  
The Coast  
The Society of Composers, Authors and Music Publishers of Canada (SOCAN)  
Ticketmaster  
Town of Wolfville  
UNISON Fund  
Valley Harvest Marathon  
Valley REN  
Whitecap Entertainment  
Wine Growers of Nova Scotia  
Women in Music Canada

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

## Major Partners:

**FACTOR**

This product has been made possible in part by the financial support of the Government of Canada.

**Canada**

**NOVA SCOTIA**  
NOUVELLE-ÉCOSSE

**Atlantic Canada**  
Opportunities  
Agency



# BOARD OF DIRECTORS 2024-2025

## Executive

Meghan Scott – President (2025)  
Sarah Jamer – First Vice President (2025)  
Trevor Murphy – Second Vice President (2025)  
Meagan Davidson – Third Vice President (2026)  
Jody Upshaw – Secretary (2025)  
Sarah Atkinson – Treasurer (2025)

## ANSMA

Julien Matwawana (Appointed)

## Legal Advisor

Brian Awad

## Directors

Cyndi Cain (2025)  
Israel Ekanem (2025)  
Chris Gosse (2026)  
Katrina Lopes (2025)  
Siobhan Martin (2026)  
Tracey Williams (2025)

## Lifelong Director

Gerry Boudreau

Terms end June 24th of year shown



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Anabelle Pinto, Sponsorship & Marketing Coordinator  
Sophie Noel, Conference & Delegate Coordinator

# President's Message

As I reflect on my final year as President of the Board of Music Nova Scotia, I'm filled with a deep sense of pride, gratitude, and admiration for the organization and the people it serves. Serving on this board has been one of the most rewarding chapters of my career, and while it's bittersweet to step away after six incredible years, I'm inspired by all that we've accomplished together.

This past year was one of notable growth and recognition. Nova Scotia Music Week 2024 was not only a resounding success—it drew a record-breaking 2,200 attendees in Wolfville, marking it our most successful event ever, and in a brand new market!

Nationally, our presence was felt at the Canadian Live Music Awards when NSMW earned a nomination for Small Event of the Year and MNS earned a Community Impact Award nomination for our work with the JUNOS in Halifax - an event our Executive Director Allegra Swanson played a major role in bringing to the city. Allegra's impactful achievements were recognized with both the King's Coronation Medal and Discover Halifax's Take the Lead Award, and she couldn't deserve them more. We also proudly secured an additional \$500,000 investment from the Province of Nova Scotia, a significant vote of confidence from our funders in our mission and momentum.

Internally, we have continued to evolve with purpose. We are proud to introduce a new strategic plan that will guide our vision for the next few years. The staff also introduced an employee wellness program that has shaped our commitment to staff wellbeing - prioritizing mental health and helping to mitigate burnout in a demanding industry.

As the torch gets passed to new leadership, I pass it with optimism and full confidence in the people who will carry this work forward, and I wish them much luck and success. Music Nova Scotia is stronger, more inclusive, and more connected to its membership and community than ever before, and it's a joy for this team to be doing this work. It has truly been an honour to serve an industry I love in this role - thank you for the opportunity to be part of this journey.



A handwritten signature in black ink that reads "M Scott".

**Meghan Scott**

President of the Board, Music Nova Scotia

# MEMBERSHIP SERVICES

As part of our most recent strategic planning process, Music Nova Scotia recognized the need to better support and connect with members. That's why we introduced a new role, the **Membership & Admin Coordinator**, focused on making the membership experience smoother, more responsive, and easier to navigate.

Our membership includes a wide range of creatives from across Nova Scotia's music scene, artists, producers, agents, labels, studios, arts workers, and more. We're here to make sure our services reflect members needs and help members grow a lasting career in music.



Joe H. Henry photographed by Pam Samson Photography

**As of April 2025, we have 905 active members, which is a 20% increase from 2023/2024**

	2024/2025
<b>Individual Member</b>	588
<b>Band/Group</b>	203
<b>Small Business</b>	49
<b>Youth</b>	8
<b>Non-profit</b>	30
<b>Corporate</b>	16
<b>Venue</b>	11
<b>TOTAL</b>	<b>905</b>



## Voting

Your membership entitles you to vote! Membership is encouraged to attend and vote at the Music Nova Scotia Annual General Meeting, held every June. This is where members have their say and can shape the path of Music Nova Scotia. Members are also encouraged to vote for the Music Nova Scotia Music & Industry Awards, a celebration of the provincial music industry held every November. 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.

## Perks/Discounts

Music Nova Scotia has negotiated a variety of discounts to help our members support their careers, from wellness services and graphic design to airport parking and legal advice. We also host a number of workshops and seminars throughout the year, and provide one-on-one consultations on a range of music business topics. Notices for these events are shared via email, social media, and on our website.

To further encourage accessibility and reach, MNS in addition:

- Continued our partnership with **The African Nova Scotian Music Association (ANSMA)**, offering free MNS memberships to all active ANSMA members.
- Maintained our support of the **Mi'kmaq Artist Emergence Program (MAEP)**, offering free memberships to eligible participants.
- Began planning Indigenous outreach to better understand and serve these communities through more accessible memberships.

- Introduced **hyperlinked sign-up forms** that remove the need for credit card information for ANSMA, Youth, and Indigenous members, aligning with our equity commitments.

MNS is also expanding access by exploring opportunities with national partners like **CARAS/The JUNO Awards**. In early 2025, MNS members were offered a 20% discount on CARAS membership, available from January 13 to February 7, 2025. Benefits under review include:

- Preferred pricing on JUNO Awards submissions
- Voting rights in up to 16 categories
- Ticket discounts for the JUNO Awards

## Consultations

One-on-one consultations continue to be a vital part of how MNS wants to better support our members. Whether it's help with investment programs, grant writing, career planning, marketing strategy, or navigating the music industry more broadly, members are encouraged to book time with our team.

To support this demand, we've created a smoother intake process that starts with an introductory consultation. This allows members to book with our Membership and Admin Coordinator for:

- Space to ask entry-level questions and get direction
- Time to identify the best staff member to connect with based on specific needs
- Support in getting organized before meeting with other team members

This approach benefits both members and staff — making sure meetings are more intentional and aligned with individual goals.

# COMMUNITY BUILDING

- MNS hosted **New Music Thursday** at the Seahorse Tavern in partnership with Garrison Brewing. With five monthly shows from February through June, this initiative was designed to showcase 20 emerging Nova Scotian artists to new audiences at Halifax's oldest live music venue.
- **Women in Music Canada's Atlantic Chapter** hosted a gathering for women and gender non-conforming folks during the East Coast Music Awards in Charlottetown to build community across the region and gain insight on what members would like to see from chapter programming in the next fiscal year.
- Music Nova Scotia proudly partnered on SailGP's official post-race stage in downtown Halifax, the **Argyle Street Shore Party** (May 31 - June 2), highlighting our emerging and established artists for both international race fans and local audiences. Free performances from headliners Ria Mae, Neon Dreams, Adam Baldwin & The Jenny Wren, Rankin MacInnis & The Broken Reeds, and rising acts like Harmz, DeeDee Austin, and Nicole Ariana, the Shore Party offered a vibrant East Coast welcome that complemented the high-energy hydrofoil racing across the harbour.
- On July 11, MNS hosted the **NSMW Summer Mash-Up** in partnership with TD Halifax Jazz Festival at The Seahorse Tavern. During this showcase, local artists each performed one of their own songs, as well as a cover of one of the other showcasing artists' songs. This showcase encouraged the Halifax Jazz Festival audience to discover emerging local artists, and facilitated creative collaboration between performing artists across genres.
- **Festival Music House** made its return to the Atlantic International Film Festival (AIFF) this past year featuring aRENYE, Loviet, and Rich Aucoin. Artists performed for producers, directors, and other AIFF delegates at Casino Nova Scotia.
- Once again MNS supported our colleagues from ANSMA at the 26th annual **ANSMA Awards** where the theme was "Legends and Legacy," encapsulating the impact of trailblazers to current groundbreakers who are shaping the sounds of African Nova Scotian Music.



Harmz, photographed by Unbound Media

# COMMUNITY BUILDING CONTINUED

- In partnership with the Atlantic Presenters Association (APA) and Eastern Front Theatre (EFT), the **Better Backstages Toolkit** was created with funds from the JUNOS Legacy programming via ACOA. The Better Backstages Toolkit is a new resource which will help increase accessibility and reduce barriers for venue operators, festival producers, and artists across the performance sector. It contains everything from self-audit tools for performance venues, to local resources, artist access riders, and more. This resource, developed by Meghan Sivani-Merrigan will assist venues and artists with creating better backstages, so we can strengthen the performing arts community across multiple sectors here in Atlantic Canada.
- In the lead-up to Nova Scotia Music Week, Music Nova Scotia hosted a series of engaging community-building events called the **Road to NSMW**; programming designed to prepare showcasing artists and foster connection. Highlights included a dynamic full-day performance coaching session with JUNO Awards Master Class coach Luther Mallory, helping artists refine their stage presence; a fun and sustainable Frenchys thrifting meet-up to get stage-ready on a budget; and a virtual AMA session where participants could connect with staff and tech leads to get all their event questions answered.
- MNS once again attended the **Boston Tree Lighting** in partnership with Events Nova Scotia, presenting Morgan Toney and Ria Mae on the Boston Commons and live on ABC to hundreds of thousands of viewers.
- To celebrate **International Women's Day 2025**, Music Nova Scotia hosted Stage Ready: Local Style, Global Impact, a half-day event connecting local designers and musicians to explore performance style and artistic branding. Held at The Sanctuary Arts Centre in Dartmouth, the event featured a fashion and performance panel, one-on-one styling sessions, a vision boarding, wardrobe swap, and a content creation booth. The event supported women and gender-diverse artists in building confidence and creative identity.



Jody Upshaw, photographed by Kay Drummond Photography

# COMMUNICATION & MARKETING



Elyse Aeryn, photographed by Pam Samson

Music Nova Scotia maintains regular communication with members and the general public to amplify the organization's programming, news from industry partners, and news from membership. Members and industry partners are invited to submit their news (new releases, upcoming shows, and other announcements) to be featured in the weekly newsletter, the Music Nova Scotia social media channels, and website. Offering a diverse range of information and ways to be in touch helps facilitate information sharing between members, industry partners, and fans of all demographics.

In the last fiscal year, the team has received almost 800 submissions from members (averaging approximately 16 per week). Music Nova Scotia sends out weekly newsletters and additional special announcements when needed to a growing email subscriber base of over 13,000.

Social media has an impact on how MNS communicates with the general public and its membership. Sending information to over 42,000 followers across all active platforms, MNS showcases the activities of our membership with three specific initiatives: Events This Week, Weekly Newsletter feature, and New Music Friday. In the last fiscal year, MNS shared a combined nearly 1,200 events and new releases across all social media platforms.

Music Nova Scotia additionally provides all members with an online presence through the option to create a public membership profile, consisting of contact information, a photo, a biography, show dates, music, and embedded streaming/video. These profiles can function as an Electronic Press Kit, as well as a directory for event programmers and other industry members to source active participants of the Nova Scotian music scene.



Rankin MacInnis and The Broken Reeds photographed by Unbound Media

# LOBBYING

**Music Nova Scotia acts on behalf of the Nova Scotia music industry regionally, nationally and internationally, both to government and other music industry associations. MNS lobbies for and passes the support onto the membership and the NS industry at large in a number of ways:**

## **Support from the Department of Communities, Culture, Tourism, and Heritage**

- Due in part to Music Nova Scotia's leadership role in the 2024 Halifax JUNO Host Committee, the organization was presented with a one-time investment of nearly \$500K for its programming to be used in 2024 - 2026. Over the past year, the following projects were supported:
  - Artistic Creation Program for racialized creatives
  - Community Presenters' Program
  - Alignment with the film industry by reigniting the Festival Music House as part of the Atlantic International Film Festival and the Sync Nova Scotia program
  - Export Accelerator Program
- More information on these programs can be found on page 18.

## **Hear and Now Study**

The Canadian Live Music Association (CLMA), in collaboration with the consulting firm Nordicity, conducted the first-ever economic impact assessment of the live music industry in Canada. MNS Executive Director, Allegra Swanson, was a community connector for the survey ensuring data came from across the province. An overview of the results of the survey show that in the previous fiscal year, live music and related tourism generated a combined \$10.92 billion in GDP, supported over 101,000 jobs, and produced \$9.9 billion in visitor spending and \$3.73 billion in tax revenue. Alongside these positive impacts, the report highlights rising ticket prices, declining alcohol sales, venue closures, and financial pressures on artists and venues—especially smaller ones—and issues nine calls to action, including protecting grassroots venues, improving artist compensation, and integrating live music into tourism planning.



P'tit Belliveau, photographed by Pam Samson

## BOARD OF DIRECTORS

The Music Nova Scotia Board of Directors is a volunteer based board made up of Members of Music Nova Scotia. Board Directors are elected to the MNS Board in June every year by the membership during the Annual General Meeting (AGM).

The Board holds bi-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. There is a standing position on the Board for an individual from the African Nova Scotian Music Association (ANSMA) as well as an appointed legal advisor.

Terms for Board Directors are two years with a maximum three consecutive terms served. The Executive of the Board consists of a President, three Vice Presidents, a Treasurer, and a Secretary. The Executive positions are voted on annually by the full Board following the AGM in June.

## BASIC TRAINING

Basic Training offers educational sessions on different aspects of the music industry. These sessions are open to the public, and help prepare members with real life scenarios and experience in the industry.

Certain sessions are mandatory for all first-time Nova Scotia Music Week showcasing artists, as well as new funding clients and clients who wish to move up through the funding tiers. The sessions have been delivered primarily online since the pandemic, but thanks to a grant from the Department of Communities, Culture, Tourism, and Heritage, there have been sessions in person in Halifax at the MNS offices and this summer, will have additional sessions in Truro and Sydney aimed to support racialized community members.

### Basic Training sessions include:

- Business Basics
- Building Your Team
- Conferencing & Showcasing
- Financial
- Funding
- Live Performance
- Marketing
- Recording
- Royalties for Songwriters
- Royalties for Master Owners and Performers
- Social Media & Analytics
- Streaming

### Basic Training Attendance Statistics:

Total Sessions Offered: 34

Total Participants: 171

Total Sessions Attended: 609

# NOVA SCOTIA MUSIC WEEK 2024

NSMW 2024 marked a milestone year as it brought over 100 performances and 2,200 attendees to Wolfville from November 7–10 2024. The event showcased 105 acts across six venues, supported by 153 volunteers, and featured panels and networking focused on diversity, sustainability, and industry development. With 295 artist submissions, a record high, NSMW demonstrated its growing reputation and commitment to inclusivity, presenting 47% women, 7% non-binary, and 33% BIPOC performers.

Cultural engagement was central to the event, with Indigenous-led ceremonies and land acknowledgments setting the tone. The Music Nova Scotia Awards Brunch, hosted by CTV's Katie Kelly, celebrated the province's musical achievements with 29 awards.

NSMW achieved a 25% increase in gross revenue and a 22% growth in sales, driven by strong advance ticket sales and increased delegate registrations. Artists reported strong business outcomes, with many securing new industry leads and bookings.

Supported by partners including the Province of Nova Scotia, ACOA, FACTOR, the Government of Canada, and Canada's Private Radio Broadcasters, and the Town of Wolfville, NSMW 2024 further solidified its role as a key driver of music industry growth and cultural connection in Atlantic Canada.

## 2024 Showcasing Acts

10 Slip, aRENYE, Alaina Therese, Alanna Matty, Alan Syliboy and the Thundermakers, Angel Ann Julian, Avery Dakin, BASYL, Beauts, Blessing Tangban, Bologna Colorado, Braden Lam, Brooke Waye, Burry, Callum Gaudet, Cameron Nickerson, Catherine Little and Gregory Myra, Charlie A'Court, Chloe Rudolph, Christina GooGoo, Clever Hopes, Colrain, Customer Service, Daniel James McFadyen, DeeDee Austin, DEADØNE, Devarrow, Duffardino, Elyse Aeryn, emstuu, FSRGO, Fiona MacGillivray, Freya Milliken, Gearl, Gillian Smith, Good Dear Good, HARMZ, Halley Smith, idialedyournumber, India Gailey, Izra Fitch, Jah'Mila, Jade Bennett, Jennifer King, Jéa, Joe H Henry, Jon Hines Trio, Jordan Musycsyn, June Body, Julia Cunningham, KAYO, Katie Wayne, Kilmore, Kristen Martell, Kxng Wooz, Kye Clayton, Leanne Hoffman, Lindsay Misiner, Loviet, Matty Galaxy, Mayaya, Moira & Claire, Nicole Ariana, norc, Norma MacDonald, Orchid's Curse, Origami Workshop, Pat LePoidevin, Pillow Fite, Postfun, Pretty Archie, Quoia States, Reeny, Rich Aucoin, Rose Morrison, Roxy & The Underground Soul Sound, Sahara Jane, Sam Wilson, Shanii, Skunk Motel, Sluice, Sophie Noel, Spirit of the Wildfire, Steel Cut Oats, Sundae Girl, T. Thomason, Taryn Kawaja, The Dusty Halos, The Gilberts, The Marshall Brothers, The Public Service, TUSH, Universal Soul, Urban Surf Kings, Where Giants Once Stood, Wolfville, Ziahz, Zamani Folade

## 2024 Showcase Venues

Sheldon L. Fountain Learning Commons, The Axe, Manning Memorial Chapel, Kings Arms Commons, Devour! Studios, The Church Brewing Co., The Old Orchard Inn

Halley Smith, photographed by Pam Samson



# INTERNATIONAL & DOMESTIC BUSINESS DEVELOPMENT

## Focus Wales

May 9 - 11, 2024 - Wrexham, UK

**Genre:** Pop, indie pop, rock, hip hop

**Level:** Developing, export-ready

**Delegates:** UK, Hong Kong, agents, labels, funders (Wales)

**Artists:** Kayo, Nicole Ariana, Moira & Claire

Focus Wales continues to be one of the most effective opportunities for emerging and export-ready artists from Nova Scotia. In 2024, Music Nova Scotia supported multiple artists showcasing at the event, including Nicole Ariana, Kayo, and Moira & Claire. Artists performed multiple times throughout the festival and participated in one-on-one meetings and networking sessions with international industry professionals. Participants reported notable increases in social media engagement and streaming activity, with some artists seeing over 10 new

business contacts made during the event. Estimated immediate business outcomes ranged from \$500 to \$2,000, with future business potential projected between \$1,000 and \$20,000+. Key markets included the UK, US, and other parts of Canada. Focus Wales continues to serve as a critical platform for Nova Scotian artists to build industry relationships, grow their teams, and explore international opportunities.

## Canadian New Music Showcase

May 14, 2024, London, UK

**Genre:** Pop, indie pop, rock, Hip Hop

**Level:** Developing, export-ready

**Delegates:** London, UK

**Artists:** Maggie Andrew

Hosted by Enki Music (UK), Music Nova Scotia, Music BC, Alberta Music,

and SaskMusic, the Canadian New Music Showcase offered a second play opportunity for artists performing at The Great Escape. This event also offered networking in the UK and the opportunity for MNS members performing at the event to create deeper connections and expand their networks within the UK.

## The Great Escape

May 16 - 19, 2024 - Brighton, UK

**Genre:** Pop, indie pop, rock, hip hop

**Level:** Developing, export-ready

**Delegates:** UK, agents, labels

**Artists:** Moira & Claire, Maggie Andrew

The Great Escape is the festival for new music, showcasing 450 emerging artists from all over the world in Brighton Beach, UK. In 2024, Moira and Claire and Maggie Andrew performed at CIMA's Canada house and both artists were offered official showcase spots at the festival. Artists were featured in Line of Best Fit and other prestigious online publications. The artists reported an increase to social media and spotify listeners in addition to 5 - 10 contacts made. \$200 + in estimated value of current business done from the event, and an average of \$5,000 in estimated future sales from the event.



Jah'Mila, photographed by Pam Samson

## Pitch Scotland

August 22 - 23, 2024, Scotland, UK

Location: Drygate, Glasgow Scotland

**Genre:** Hip Hop

**Level:** Developing, export-ready

**Delegates:** Scotland, UK, EU, and US

**Artist:** Kayo, Quake Matthews

Music Nova Scotia's second year partnering with Pitch Scotland saw continued success in expanding opportunities for Nova Scotian hip-hop artists in the UK. Artists Kayo and Quake Matthews both reported highly positive experiences, using the event to build connections with booking agents, producers, festivals, and other industry professionals. Both artists engaged in co-writing sessions with UK-based talent, strengthening creative ties and market potential.

## BreakOut West

Sept 25 - 29, 2024, Saskatoon, SK

Partners: Music Nova Scotia, Music-Musique NB, Music NL

**Genre:** All

**Level:** Developing, export-ready

**Delegates:** Western Canada, the UK, and US

**Artists:** Maggie Andrew (NS), Nico Paulo (NL), The Hypochondriacs (NB)

The 2024 edition of BreakOut West featured the return of Atlantic Spotlight, a national showcase initiative led by Music Nova Scotia in partnership with Atlantic music industry associations Music-Musique NB and MusicNL. Focused on equity-deserving, export-ready artists, the showcase supported acts including Nico Paulo, Josh Bravener & The Hypochondriacs, and Maggie Andrew. Each artist performed twice, allowing for expanded visibility and deeper industry engagement. The initiative successfully connected Atlantic artists with Canadian and international delegates, resulting in new touring, collaboration, and festival opportunities.

## Folk Music Ontario

October 3-6, 2024, Mississauga, ON

**Genre:** Folk, Roots

**Level:** Export-ready

**Delegates:** Across Canada and International

**Artists:** Champagne Weather, The Gilberts, Terra Spencer

Music Nova Scotia participated in Folk Music Ontario for the first time with an official showcase and networking mixer, supporting artists Champagne Weather, The Gilberts, and Terra Spencer. Each artist performed in two settings, a large industry-focused ballroom and a more intimate listening room, allowing them to connect directly with over 200 delegates including festival bookers, agents, and presenters. All three artists reported meaningful outcomes, including confirmed and potential festival bookings across Central Canada.

## Come Together

November 25-26, 2024, Toronto, ON

**Genre:** Indie, Hip-hop, Pop

**Level:** Export-ready

**Delegates:** Booking agents, labels, Canadian-focused

**Artists:** Shanii

Held in Toronto, Come Together 2024 provided a valuable platform for emerging artists and their teams to connect with key industry professionals from across Canada. Shanii, represented by manager Ninad Tripathi (Trips), showcased at the event with a focus on building audience presence in the Toronto market and securing industry opportunities in booking, label services, and sync. The showcase led to meaningful industry engagement,

including interest from a booking agent previously connected at Nova Scotia Music Week and a sync representative actively seeking Arabic rap music. The team anticipates follow-ups in early 2025, with estimated business potential exceeding \$10,000. These outcomes underscore the value of Come Together as a launchpad for diverse, export-ready artists to build lasting industry relationships and expand their market reach.

## Boston Tree Lighting

**November 30 - December 2, 2024, Boston, US**

**Genre:** Holiday

**Level:** Exporting, export-ready

**Delegates:** N/A

**Artists:** Ria Mae, Morgan Toney

The Boston Tree Lighting is an annual event held in Boston, Massachusetts, to celebrate the start of the holiday season. A key highlight of the event is the lighting of a Christmas tree, which is gifted to the city of Boston by Nova Scotia each year. This tradition dates back to 1971 as a thank you from Nova Scotia for Boston's assistance during the Halifax Explosion in 1917. For over a decade, Music Nova Scotia has sent artists to perform at the Tree Lighting televised on ABC in partnership with Events Nova Scotia and the Department of Communities, Culture, Tourism, and Heritage. the Department of Communities, Culture, Tourism, and Heritage.

## Viva Sounds

**November 28-30, 2024, Gothenburg, Sweden**

**Partners:** Music Nova Scotia, Women in Music Canada, Canadian Embassy - Stockholm

**Level:** Export-ready

**Delegates:** Nordic Region, Europe, and the United States

**Artists:** Leanne Hoffman, Alanna Matty

For the third year in a row, Music Nova Scotia partnered with Women in Music Canada to support Nova Scotian artists Leanne Hoffman and Alanna Matty at Viva Sounds, an annual music festival and conference in Gothenburg, Sweden, known for connecting emerging talent with European music professionals. Both artists performed in multiple curated showcases in Gothenburg, as well as at a lead-up event hosted by the Canadian Embassy in Stockholm. These performances, combined with targeted networking sessions and B2B meetings organized by the Embassy, provided valuable access to booking agents,

festival programmers, and sync professionals across the Nordic region.

## Folk Alliance International

**February 19-23, 2025, Montreal, QC**

**Partners:** Music Nova Scotia, Music PEI, Music NL, Music-Musique NB

**Genre:** Folk, Roots, Singer songwriter, Trad

**Level:** Exporting, Export-ready

**Delegates:** North America, some International

**Artists:** Blessing Tangban, Morgan Toney, Joel Plaskett, Mama's Broke

Folk Alliance International 2025 served as a valuable platform for Atlantic Canadian artists to connect with global industry professionals through the Canadian Music. East Coast Style! showcase, presented in partnership with Music Nova Scotia and other regional music associations. Artists reported positive outcomes including new business contacts, festival bookings, and collaboration opportunities. While many artists benefited from strong showcases and meaningful engagement, challenges such as technical issues, registration glitches, and inconsistent event organization were noted. Modest growth in social media and streaming metrics was reported, and feedback emphasized the need for improved sound quality, clearer communication, and more structured networking. Despite these challenges, the event proved effective in helping artists build visibility and advance their careers internationally.

## JUNOfest 2025

**March 27-29, 2025, Vancouver BC**

**Genre:** All

**Level:** Exporting, Export-ready

**Delegates:** Canadian industry executives and other established Canadian artists

**Artists:** Kayo

JUNOfest 2025, presented by CBC Music, took place in Vancouver from March 28 to 29, showcasing over 50 artists across multiple venues. Among the performers was Nova Scotian hip-hop artist Kayo, who participated as part of the Wavemakers JUNO Legacy program (Halifax JUNOS in 2024). Kayo's involvement in JUNOfest 2025 not only highlighted his dynamic artistry but also underscored the program's commitment to fostering new talent within Canada's vibrant music scene.

## \$500K Investment from CCTH

Item	Budgeted	Spent
ACP programs	\$100,000.00	\$100,000.00
Community Presenters	\$60,000.00	\$60,000.00
Export Accelerator	\$80,000.00	\$54,000.00
AIFF	\$10,000.00	\$10,000.00
Sync NS	\$10,000.00	\$5,000.00
My BFF Jacob Mentorship	\$0.00	\$10,000.00
TOTAL:	\$260,000.00	\$239,000.00
<b>Remaining from 24/25:</b>		<b>\$21,000.00</b>
<b>Deferred for 25/26:</b>		<b>\$240,000.00</b>

### ACP Program

See page 24 for more information.

### Community Presenters

See page 25 for more information.

### Export Accelerator

The Music Nova Scotia Export Accelerator supports exporting and export-ready artists to better position themselves in international and national markets. Since 2010, Music Nova Scotia has been working with partners around the world to bring Nova Scotian talents to international stages. As MNS expanded and diversified its International Business Development Program, it became clear that there were systemic barriers for both racialized artists and developing artists to participate. The launch of Music Nova Scotia's Export Accelerator, funded by the Province of Nova Scotia's Department of Communities, Culture, Tourism, and Heritage, enabled participation of 20 artists in 10 international events, with over 60% of supported artists identifying as women and 30% as Black or African Nova Scotian. These selected participants

had the cost of accommodations, air travel, and ground transportation covered by MNS and the organization additionally provided administrative support in booking accommodations and travel for the showcasing artists. Artists traveled together wherever possible creating a shared experience and camaraderie. With a program budget of \$65,000, a total of \$54,000 was spent in its first year, with the remaining \$11,000 rolled into allocation for 2025–2026.

### Partnership with NS Film Industry

- AIFF
- Sync NS

The Sync Nova Scotia program was developed to mimic the Community Presenter program by providing a percentage subsidy to encourage productions shot in Nova Scotia to license Nova Scotian music in those productions.

The Sync Nova Scotia program provides a 25% subsidy up to a total of \$625 for master use and sync use licenses paid to Nova Scotian artists.

Please see page 19 for a full list of funding recipients.

### #mybestfriendjacob mentorship

First announced at Nova Scotia Music Week 2023 as part of the 50th Anniversary of Hip Hop, this program provided 200 hours of paid mentorship with producer Jacob Smith, aka My Best Friend Jacob. The mentorship focused on production skills with an emphasis on bespoke composition, sync, and song production.

The mentorship provided a mixture of in-person instruction, remote instruction, and independent work.



Reeny, photographed by Pam Samson



# MUSIC NOVA SCOTIA CLIENT INVESTMENT PROGRAM OVERVIEW

## FY 2024/2025

### Client Investment Program Components and Streams

- Artist I Recording
- Artist II/III Recording
- Artistic Creation Program
- Artistic Creation Program II
- Developing Songwriter/Producer
- Marketing
- Live – Tour Support
- Live – Showcase
- Live – Community Presenter
- Business Travel
- Business Development
- Mentorship
- Industry Builders Mentorship

# Additional Investment Program Components and Streams

## Artistic Creation Program II

In consultation with ANSMA, members of the African Nova Scotian Community, and other stakeholders, the ACP II program was created with funding from the Department of Communities, Culture, Tourism, and Heritage.

The Artistic Creation Program II of the Music Nova Scotia Investment Program offers a \$3,000 investment toward one year of artist development activities including sound recording, touring and showcasing, video production, marketing, and promotion. The Artistic Creation Program II is only available to applicants of racialized communities.

## Industry Builders Mentorship Program

In consultation with ANSMA, members of the African Nova Scotian Community, and other stakeholders, the Industry Builders Mentorship program was created with funding from the Department of Communities, Culture, Tourism, and Heritage.

The Industry Builders Mentorship component of the Music Nova Scotia Investment Program supports developmental employment relationships between Developing and Export-Ready Artists/Companies/Entrepreneurs (Mentee) and mentors in which a more

experienced music industry professional (Mentor) shares information, skills, or knowledge and standards or best practices that will advance the applicant's career, enhance their education, and build their networks. The Industry Builders Mentorship program is only available to applicants of racialized communities.



Kayo, photographed by Pam Samson

# Music Nova Scotia Investment Program Levels of Client Investment

Component	Max Per Project	Invest %	Budget	Actual
Artist I Recording	\$1,500	75%	\$35,000	\$39,850
Artist II/III Recording	\$3,000	50%	\$50,000	\$31,350
Artistic Creation I	\$1,500	100%	\$25,000	\$19,500
Artistic Creation II	\$3,000	100%	\$33,000	\$30,000
Business Travel	Annual Cap of \$2,000/\$5,000	50%	\$25,000	\$25,921
Business Development	\$1,000/\$2,500/\$7,500	50%	\$12,000	\$4,500
Community Presenter	\$1,000 per show	25%	\$60,000	\$71,460
Developing Songwriter/Producer	\$3,000	75%	\$10,000	\$7,300.00
Industry Builders Mentorship	\$15,000	100%	\$42,000	\$55,476
<b>Live Performance</b>				
Tour Support Stream	\$10,000/\$5,000/\$1,500	50%-67%	\$160,000	\$141,900
Showcase Stream	\$5,000/\$3,000/\$1,500	75%	\$75,000	\$94,450
<b>Marketing</b>	\$10,000/\$5,000/\$1,500		\$195,000	\$229,500
<b>Mentorships</b>	\$15,000	75%	\$70,000	\$71,000
Total Direct Client Investment			\$792,000	\$824,207
Administration			\$100,000	\$100,000
<b>Total Budget</b>			<b>\$892,000</b>	<b>\$924,207</b>
<b>24/25 From Deferred Revenue</b>				<b>\$32,207</b>

# Investment Client Applicant Profile Overview

## FY 2024/25

### Total Client Applicant Profiles:

Artists: 883  
Artist I: 754  
Artist II: 67  
Artist III: 62

Company/Entrepreneur: 160

Business I: 110  
Business II: 7  
Business III: 42

Community Presenters: 60

Professional Songwriters: 22

### Total Lifetime Consumer Units Reported by Client Applicants: 3,622,134

Physical Units: 1,551,442  
Audio Streams to Consumer Units: 1,136,440  
Video Stream to Consumer Units: 356,405  
Album Downloads: 669,714  
Single Downloads to Consumer Units: 564,605  
Total Consumer Units: 4,278,607

#### 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

#### Total Lifetime Streams Reported by Client Applicants

Audio Streams: 568,220,490  
Video Streams: 178,202,504

**Total Streams: 746,422,994**

### Total Social Media Fans (Facebook, Instagram, X, etc.)

Artist I: 1,603,654  
Artist II: 777,822  
Artist III: 1,517,650

**Total Social Media Fans: 3,899,126**



# Music Nova Scotia Client Investment Results FY 2024/25

All results are based on completion reports received to date.

- Actual Revenue is revenue earned during the course of the project
- Future Revenue is estimated revenue for the next three years

All revenue projections are based on self-reported numbers from investment clients based on the following income sources:

- Recording Sales Revenue (streaming, downloads, and physical)
- Live Performance Revenue (including online performances)
- Merchandise Revenue
- Publishing Revenue (performing rights and neighbouring rights)
- Sync Licensing Revenue

Results to Date Include 105% Investment Allocations with 72% Project Completion

See below for a full list of Investment Client recipients and amounts awarded.

## Artist I Recording

### Projects

Number of Applications Received: 58  
Number of Projects Approved: 30  
Percentage of Projects Approved: 52%  
Total Allocation: \$35,000

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 21  
Total Music Nova Scotia Investment:  
\$24,580

**Actual Revenue: \$97,517**  
**Future Revenue: \$242,648**

## Artist II/III Recording

### Projects

Number of Applications Received: 11  
Number of Projects Approved: 11  
Percentage of Projects Approved: 100%  
Total Allocation: \$31,350

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 3  
Total Music Nova Scotia Investment:  
\$7,350

**Actual Revenue: \$11,700**  
**Future Revenue: \$119,000**

## Artistic Creation Program

### Projects

Number of Applications Received: 13  
Number of Projects Approved: 13  
Percentage of Projects Approved: 100%  
Total Allocation: \$22,500

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 6  
Total Music Nova Scotia Investment: \$9,000

**Actual Revenue: \$952**  
**Future Revenue: \$12,000**

## Artistic Creation Program II

### Projects

Number of Applications Received: 13  
Number of Projects Approved: 10  
Percentage of Projects Approved: 77%  
Total Allocation: \$30,000

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 4  
Total Music Nova Scotia Investment: \$12,000

**Actual Revenue: \$4,300**  
**Future Revenue: \$117,700**

## Developing Songwriter/ Producer

### Projects

Number of Applications Received: 4  
Number of Projects Approved: 3  
Percentage of Projects Approved: 75%  
Total Allocation: \$7,300

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 3  
Total Music Nova Scotia Investment: \$6,873

**Actual Revenue: \$4,755**  
**Future Revenue: \$32,000**

## Marketing

### Projects

Number of Applications Received: 128  
Number of Projects Approved: 75  
Percentage of Projects Approved: 59%  
Total Allocation: \$195,000

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 48  
Total Music Nova Scotia Investment: \$113,464

**Actual Revenue: \$360,930**  
**Future Revenue: \$1,714,697**

## Live Performance – Tour Support

### Projects

Number of Applications Received: 63  
Number of Projects Approved: 43  
Percentage of Projects Approved: 68%  
Total Allocation: \$141,900

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 40  
Total Music Nova Scotia Investment: \$87,931

**Actual Revenue: \$402,944**  
**Future Revenue: \$1,125,535**

## Live Performance – Showcase

### Projects

Number of Applications Received: 48  
Number of Projects Approved: 37  
Percentage of Projects Approved: 77%  
Total Allocation: \$95,450

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 33  
Total Music Nova Scotia Investment: \$64,417

**Future Revenue: \$1,079,750**

## Community Presenters

### Community Presenters Applicant Profile Overview

Total Client Applicant Profiles: 60

Total Number of Annual Music Presentations: 955

Total Number of Annual Presentations by Nova Scotian Artists: 553

Total Number of Applications: 97

Total Number Approved: 97

Total Number Completed: 78

Presentations: 97

Total Music Nova Scotia Investment Awarded: \$71,460

Total Music Nova Scotia Investment Paid: \$58,159

**Total Artist Guarantees: \$262,875**

## Business Travel

### Projects

Number of Applications Received: 13

Number of Projects Approved: 13

Percentage of Projects Approved: 100%

Total Allocation: \$25,921

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 11

Total Music Nova Scotia Investment: \$17,773.24

**Actual Revenue: \$7,781**

**Future Revenue: \$195,840**

## Business Development

### Projects

Number of Applications Received: 5

Number of Projects Approved: 2

Percentage of Projects Approved: 40%

Total Allocation: \$4,500

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 2

Total Music Nova Scotia Investment: \$4,500

**Actual Revenue: \$5,600**

**Future Revenue: \$61,000**

## Mentorship

### Projects

Number of Applications Received: 14

Number of Projects Approved: 9

Percentage of Projects Approved: 64%

Total Allocation: \$71,000

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 6

**Total Music Nova Scotia Investment: \$51,000**

**Future Wages: \$229,500**

## Industry Builders Mentorship

### Projects

Number of Applications Received: 7

Number of Projects Approved: 5

Percentage of Projects Approved: 71%

Total Allocation: \$55,476

### Total Investment and Revenue for Completed Projects

Number of Completed Projects: 3

Total Music Nova Scotia Investment: \$40,000

**Future Wages: \$40,081**



Braden Lam, photographed by K. Speiran

# SUMMARY: MUSIC NOVA SCOTIA CLIENT INVESTMENT RESULTS FY 2024/25

Total Applications: 474  
Total Applications Approved: 348  
Total Allocation: \$824,207

## **Total Investment and Revenue For Completed Projects**

Number of Completed Projects: 258  
Total Music Nova Scotia Investment: \$497,047

**Total Actual Revenue: \$1,159,354**  
**Total Future Revenue: \$5,232,545**

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Artist / Recording	Amount Awarded	Deadline Date
10 Slip	\$1,000	September 15, 2024
Adrianna Ciccone and Ellen Gibling	\$1,500	March 15, 2024
Alanna Matty	\$1,000	March 15, 2024
Big Ricky's Illegal Fireworks	\$1,500	September 15, 2024
Bill Ricky	\$1,500	March 15, 2024
Cameron Nickerson Music	\$1,500	September 15, 2024
Colette M Deveau	\$600	March 15, 2024
DIAMONDTOWN	\$1,500	March 15, 2024
Elyse Aeryn	\$1,500	March 15, 2024
Good Dear Good	\$1,500	September 15, 2024
Haliey Smith	\$1,500	September 15, 2024
Hirondelles	\$600	March 15, 2024
Ian Van der Wee	\$1,000	March 15, 2024
India Gailey	\$1,500	September 15, 2024
Isabella Samson	\$1,500	September 15, 2024
Izra Fitch	\$1,500	September 15, 2024
Izra Fitch	\$1,150	March 15, 2024
Jake Ballard	\$1,500	March 15, 2024
Jon Samuel	\$1,500	March 15, 2024
Mat Hughes	\$1,500	September 15, 2024
Mickii Bellier	\$1,500	March 15, 2024
Only Good Company	\$1,500	March 15, 2024
Persephone	\$1,500	September 15, 2024
Shay Pitts	\$1,500	September 15, 2024
Sleepy Kicks	\$1,000	March 15, 2024
Sophie Noel	\$1,500	March 15, 2024
The Dusty Halos	\$1,500	March 15, 2024
The Orchids	\$1,500	September 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

The Public Service	\$1,000	March 15, 2024
Thousand Knives	\$1,000	March 15, 2024

Artist II/III Recording	Amount Awarded	Deadline Date
Cassie and Maggie	\$3,000	June 15, 2024
Customer Service	\$1,350	June 15, 2024
Elyse Aeryn	\$3,000	December 15, 2024
Gianna Lauren	\$3,000	June 15, 2024
Jah'Mila	\$3,000	June 15, 2024
Jordan Musycsyn	\$3,000	June 15, 2024
Language Arts	\$3,000	December 15, 2024
Loviet	\$3,000	June 15, 2024
Moira & Claire	\$3,000	December 15, 2024
Nicole Ariana	\$3,000	June 15, 2024
Walrus	\$3,000	June 15, 2024

Artistic Creation Program	Amount Awarded	Deadline Date
aliasjazz	\$1,500	September 15, 2024
Anashie	\$1,500	March 15, 2024
April Martell	\$1,500	March 15, 2024
Jea	\$1,500	March 15, 2024
Joseph Elior	\$1,500	March 15, 2024
KXng Wooz	\$1,500	September 15, 2024
MADKjD	\$1,500	March 15, 2024
Nicolae	\$1,500	September 15, 2024
Raymond Sewell	\$1,500	March 15, 2024
Sawaiz	\$1,500	September 15, 2024
Shay Pitts	\$1,500	March 15, 2024
Sunlight Thief	\$1,500	March 15, 2024
TowChow	\$1,500	March 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Artistic Creation Program II	Amount Awarded	Deadline Date
aRENYE	\$3,000	December 15, 2024
Blessing Tangban	\$3,000	June 15, 2024
Haliey Smith	\$3,000	December 15, 2024
Jon Samuel	\$3,000	June 15, 2024
JupiterReign	\$3,000	December 15, 2024
Lance Sampson [Aquakulture]	\$3,000	June 15, 2024
Maggie Andrew	\$3,000	June 15, 2024
O'Sound	\$3,000	December 15, 2024
Shay Pitts	\$3,000	December 15, 2024
TUSH	\$3,000	June 15, 2024

Developing Songwriter/Producer	Amount Awarded	Deadline Date
AA Wallace	\$1,800	March 15, 2024
KAYO	\$3,000	September 15, 2024
Nicole Ariana	\$2,500	March 15, 2024

Business Travel	Amount Awarded	Deadline Date
Adrian Morris	\$617.50	Rolling
Blue in Tokio INC	\$3,100	Rolling
Breagh MacKinnon	\$2,800	Rolling
Carleton Stone	\$2,375	Rolling
Crescendo Fest	\$2,160	Rolling
Dylan Guthro Music Inc.	\$2,100	Rolling
Forward Music Group	\$1,356	Rolling
Jones & Co.	\$1,570	Rolling
Leaf Music	\$740	Rolling
Leanne Hoffman	\$1,085	Rolling

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Quake Matthews	\$1,875	Rolling
Royalty Gnomes	\$805	Rolling
Sheri Jones Entertainment Consulting Inc.	\$4,100	Rolling
SoundBox Music	\$1,855	Rolling

Marketing Artist I	Amount Awarded	Deadline Date
Adrianna Ciccone and Ellen Gibling	\$1,100	June 15, 2024
Alex Coley	\$1,500	December 15, 2024
Alex Coley	\$1,200	June 15, 2024
Alexander Gallant	\$1,500	December 15, 2024
Avery Dakin	\$1,500	December 15, 2024
Bethany	\$1,000	June 15, 2024
Blackwood	\$1,500	September 15, 2024
Bologna Colorado	\$1,000	September 15, 2024
Contrived	\$1,400	March 15, 2024
Denzel Subban	\$600	March 15, 2024
Elyse Aeryn	\$1,500	June 15, 2024
India Gailey	\$1,500	June 15, 2024
India Gailey	\$1,400	March 15, 2024
Juicebox	\$1,500	June 15, 2024
Julia Cunningham	\$1,500	December 15, 2024
June Body	\$500	December 15, 2024
June Body	\$1,400	March 15, 2024
Kristen Martell	\$1,500	September 15, 2024
Lanke	\$1,100	September 15, 2024
Lisa Richard	\$1,100	December 15, 2024
Long Call	\$1,400	March 15, 2024
Mat Elliott	\$1,250	June 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Mat Hughes	\$1,250	December 15, 2024
Matthew Joel	\$1,500	June 15, 2024
Mayaya	\$1,000	June 15, 2024
Meghaan LeBlanc	\$1,200	March 15, 2024
Noel Morgan	\$1,000	March 15, 2024
Peach on a beach	\$1,000	June 15, 2024
Postfun	\$1,400	March 15, 2024
Psiren	\$1,400	March 15, 2024
Rose Morrison	\$1,500	June 15, 2024
Sophie Noel	\$1,500	September 15, 2024
Storm Recorder	\$1,500	December 15, 2024
The Culls	\$1,400	March 15, 2024
The Old Beef Stringband	\$1,000	March 15, 2024
Thousand Knives	\$1,000	September 15, 2024
Tyler Mullendore	\$1,100	December 15, 2024
Tyler Mullendore	\$1,400	March 15, 2024

Marketing Artist II	Amount Awarded	Deadline Date
Alana Yorke	\$4,000	March 15, 2024
BASYL	\$2,400	September 15, 2024
Braden Lam	\$5,000	December 15, 2024
Braden Lam	\$3,750	June 15, 2024
Brett Matthews	\$2,250	December 15, 2024
Brett Matthews	\$4,500	June 15, 2024
Charlie A'Court	\$2,250	December 15, 2024
Charlie A'Court	\$1,500	June 15, 2024
chasing luma	\$5,000	December 15, 2024
Daniel James McFadyen	\$5,000	March 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Devarrow	\$3,750	June 15, 2024
JayTheKidd	\$3,000	June 15, 2024
KAYO	\$3,750	March 15, 2024
Kestrels	\$5,000	September 15, 2024
Moira and Claire	\$3,000	September 15, 2024
Nicole Ariana	\$4,000	September 15, 2024
Pat LePoidevin	\$1,800	December 15, 2024
Pillow Fite	\$5,000	March 15, 2024
Rachel Davis & Darren McMullen	\$4,500	June 15, 2024
Shanii22	\$5,000	September 15, 2024
Shanii22	\$3,750	March 15, 2024
Terra Spencer	\$4,000	June 15, 2024
The Gilberts	\$4,500	March 15, 2024

Marketing Artist III	Amount Awarded	Deadline Date
Ben Caplan	\$8,250	June 15, 2024
Christina Martin	\$8,000	June 15, 2024
Classified	\$8,250	June 15, 2024
Daniel James McFadyen	\$10,000	December 15, 2024
Jrdn	\$7,000	December 15, 2024
Loviet	\$8,750	December 15, 2024
Maggie Andrew	\$8,000	June 15, 2024
Mo Kenney	\$6,500	March 15, 2024
Nap Eyes	\$5,750	September 15, 2024
Nap Eyes	\$2,200	March 15, 2024
Neon Dreams	\$4,250	December 15, 2024
Neon Dreams	\$7,250	September 15, 2024
Neon Dreams	\$2,500	June 15, 2024
T. Thomason	\$8,000	June 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Tour Support Artist I	Amount Awarded	Deadline Date
Alanna Matty	\$1,200	June 15, 2024
Alexander Gallant	\$1,500	September 15, 2024
All Honesty	\$750	March 15, 2024
Ally Fiola	\$1,200	June 15, 2024
Bologna Colorado	\$1,500	September 15, 2024
Brad Reid	\$1,500	June 15, 2024
Ian Van der Wee	\$1,000	June 15, 2024
Kristen Martell	\$1,500	December 15, 2024
Lizard the Bird	\$750	March 15, 2024
Lloyd's Money	\$750	March 15, 2024
Long Call	\$1,000	June 15, 2024
Sam Wilson	\$1,500	March 15, 2024
Taryn Kawaja	\$1,350	June 15, 2024
The McMillan's Camp Boys	\$1,500	December 15, 2024
The McMillan's Camp Boys	\$1,500	September 15, 2024
Townie	\$1,500	March 15, 2024

Tour Support Artist II	Amount Awarded	Deadline Date
Botfly	\$4,500	September 15, 2024
Charlie A'Court	\$3,250	December 15, 2024
Customer Service	\$3,500	June 15, 2024
Customer Service	\$4,000	March 15, 2024
Devarrow	\$2,500	September 15, 2024
Daniel Connolly	\$3,500	December 15, 2024
Ian Sherwood	\$3,000	June 15, 2024
Loviet	\$3,000	June 15, 2024
moiraandclaire	\$2,750	June 15, 2024
POSTDATA	\$3,000	March 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Pillow Fite	\$5,000	September 15, 2024
Pillow Fite	\$2,000	June 15, 2024
PINEO & LOEB	\$4,500	December 15, 2024
PINEO & LOEB	\$4,000	March 15, 2024
Terra Spencer	\$4,100	December 15, 2024
Terra Spencer	\$3,000	September 15, 2024
Terra Spencer	\$2,000	June 15, 2024
Willa Owen	\$2,500	December 15, 2024

Tour Support Artist III	Amount Awarded	Deadline Date
Ben Caplan	\$8,500	June 15, 2024
Carleton Stone	\$4,000	March 15, 2024
Cassie and Maggie MacDonald	\$10,000	December 15, 2024
Cassie and Maggie MacDonald	\$8,800	March 15, 2024
Neon Dreams	\$10,000	December 15, 2024
Old Man Luedecke	\$5,000	March 15, 2024
Quake Matthews	\$6,000	March 15, 2024
Rich Aucoin	\$8,500	September 15, 2024

Showcase	Amount Awarded	Deadline Date
Avery Dakin	\$1,000	September 15, 2024
Avery Dakin	\$2,500	March 15, 2024
Blessing Tangban	\$1,300	June 15, 2024
Braden Lam	\$2,100	September 15, 2024
Brooklyn Blackmore	\$2,500	September 15, 2024
Campbell & Johnston	\$1,000	December 15, 2024
Charlie A'Court	\$2,250	December 15, 2024
Devarrow	\$700	December 15, 2024
Devarrow	\$3,500	September 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Elyse Aeryn	\$4,500	September 15, 2024
Joe H Henry	\$1,000	September 15, 2024
June Body	\$1,200	June 15, 2024
Thaydra Gray	\$4,300	March 15, 2024
KAYO	\$3,500	December 15, 2024
KAYO	\$5,000	March 15, 2024
Kids Losing Sleep	\$1,200	June 15, 2024
Leanne Hoffman	\$1,500	September 15, 2024
Lisa Richard	\$3,500	December 15, 2024
Lisa Richard	\$2,500	September 15, 2024
Maggie Andrew	\$3,000	September 15, 2024
Maggie Andrew	\$5,000	March 15, 2024
Mary Beth Carty	\$2,000	March 15, 2024
Moira and Claire	\$5,000	March 15, 2024
Nap Eyes	\$1,500	December 15, 2024
Nicole Ariana	\$3,000	June 15, 2024
Nicole Ariana	\$5,000	March 15, 2024
Peanut Butter Sunday	\$2,700	June 15, 2024
Pillow Fite	\$1,500	September 15, 2024
Postfun	\$2,500	December 15, 2024
Quake Matthews	\$3,000	March 15, 2024
Rose Morrison	\$5,000	December 15, 2024
Sophie Noel	\$1,000	March 15, 2024
Terra Spencer	\$2,500	December 15, 2024
The Bombadils	\$1,500	September 15, 2024
The Bombadils	\$2,500	March 15, 2024
The Gilberts	\$1,200	June 15, 2024
Willa Owen	\$2,500	September 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Community Presenter	Amount Awarded	Deadline Date
Astor Theatre Society	\$4,500	Rolling
Chester Playhouse	\$13,330	Rolling
Deep Roots Music Cooperative	\$600	Rolling
East Coast Blues Society	\$1,000	Rolling
Evergreen Theatre	\$8,760	Rolling
Glasgow Square Theatre	\$900	Rolling
Inverness County Council of the Arts	\$1,450	Rolling
King's Theatre	\$6,500	Rolling
Lunenburg Folk Harbour Society	\$7,075	Rolling
MacDonald Museum	\$150	Rolling
Marigold Cultural Centre	\$7,190	Rolling
Musique Royale	\$5,935	Rolling
Musquodoboit Valley Bicentennial Theatre	\$3,380	Rolling
Port Hawkesbury Civic Centre	\$1,050	Rolling
Ship's Company Theatre Society	\$3,780	Rolling
Songwriters and Storytellers Society	\$4,000	Rolling
The Association for the Health and Wellbeing of Veterans	\$1,860	Rolling

Mentorship	Amount Awarded	Application Date
Awar Obob	\$7,000	March 15, 2024
B L Bookkeeping	\$2,500	March 15, 2024
Dan MacCormack	\$7,000	September 15, 2024
Jesse LeGallais	\$8,500	September 15, 2024
Jordan Murphy	\$6,500	September 15, 2024
Micah Smith	\$14,000	September 15, 2024
Owen Williams	\$10,000	September 15, 2024
Paul Aarntzen	\$4,500	March 15, 2024
Sophie Noel	\$11,000	March 15, 2024

# Music Nova Scotia Investment Program Clients/Projects

## FY 2024/25

Industry Builders Mentorship	Amount Awarded	Application Date
aliasjazz	\$1,476	December 15, 2024
BASYL	\$13,000	December 15, 2024
BASYL	\$12,500	June 15, 2024
CJ Bissett	\$13,000	December 15, 2024
Neshane A3sus Brown	\$3,000	June 15, 2024
Ricardo Paris	\$12,500	June 15, 2024

Sync Nova Scotia	Amount Awarded	Application Date
Tricine Pictures Inc.	\$201.00	Rolling
Fri Bands Inc.	\$250.00	Rolling
Fri Bands Inc.	\$250.00	Rolling
Fri Bands Inc.	\$375.00	Rolling
Fri Bands Inc.	\$625.00	Rolling
Fri Bands Inc.	\$250.00	Rolling
Fri Bands Inc.	\$250.00	Rolling
Fri Bands Inc.	\$187.50	Rolling
Fri Bands Inc.	\$315.50	Rolling
Fri Bands Inc.	\$312.50	Rolling
Fri Bands Inc.	\$312.50	Rolling

## SUMMARY:

# MUSIC NOVA SCOTIA CLIENT INVESTMENT PROGRAM BUDGET

FY 2024/25

Annual Budget FY24/25: 792,000.00

Total Offered: \$824,207.00

Balance to be pulled from deferred revenue: \$32,207.00

The remaining balance has been carried forward to the 24/25 Music Nova Scotia Investment Program budget.

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