

2017-2018 Annual Report  
To the  
ECMA Membership



Award Show Finale – 2018 ECMAs  
Photo: Bob Pettipas

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**GOVERNMENT**



**FOUNDING**



**PLATINUM**



**GOLD**



**STAGE**



**BRONZE**



**SUPPORTER**



**INDUSTRY**



## 2017-2018 Board Members, Team Members and Local Engagement Committee



The East Pointers - 2018 ECMAs  
Photo: Manon Cormier

### **Board Members**

#### **Executive**

Dean Stairs, NL Chair

Christine Dube, NB, Vice-Chair

Michelle Robertson, NL, Secretary

Jim Power, PE, Treasurer

#### **Directors**

Alex Douglas, PE

Josh Hogan, NS

Christopher Marr, NB, Legal Council

#### **MIA Representatives**

Catherine MacLellan, PE

John Ellingbo, CB

Marc Perry, NS

Sheldon Kirby, NL

Veronique Wade, NB

### **Local Engagement Committee**

Candace Thomas (co-chair)

Matt Hebb (co-chair)

David McKeage

Marc Perry

Matthew Gorman

Paul MacKinnon

Stacey Jones-Oxner

Suzanne Fougere

Tara Wickwire

## 2017-2018 Team Members

### Association Staff

Andy McLean, CEO  
Jeff Lawton, Marketing and Communications Manager  
Kathryn Herbert, CAO  
Shelley Nordstrom, International Export Manager  
Tara MacDonald, Artist and Member Relations Manager

### Event Contractors

Alyson Sanders, Conference Manager  
Anastasia Smallwood, Sponsor Fulfillment Coordinator  
Andrea Dawson Thomas - Operations Manager  
Andrea MacNeill - Transport Coordinator  
Andree Gracie - Manager of Partnerships  
Dana Beeler - Volunteer Coordinator  
Danny Thomas - Technical Director  
Don Brownrigg - Operations Coordinator  
Emilie Michaud - TD Soundwaves Coordinator  
Kathryn McCormack - Red Carpet Arrivals  
Lee-Anne Poole - Box Office Manager  
Lucas Reeves - Assistant Technical Director  
Meghan Scott - Sales & Community Outreach Manager  
Rachel Filiatrault - Logistics Coordinator  
Sarah Amire Aldridge - Volunteer Outreach Coordinator  
Stephanie MacDonald - Front of House  
Sylvia Bell - Special Events Coordinator  
Tony Murray - Awards Show Producer  
Trevor Barnaby - Special Events Technical Coordinator  
Trevor Murphy - Publicist, Pigeon Row  
Yolande Bourgeois - Conference Logistics Coordinator



Mo Kenney - 2018 ECMAs  
Photo: Manon Cormier

## Chair's Report 2018



2017-2018 has been a year of growth as well as celebrating a significant milestone. Any organization able to celebrate a 30 year history in today's business climate is laudable. The ECMA has not only lasted but excelled and been able to reach out to the National and International community on an ongoing and expanding basis. Partnerships such as the Cambridge Music Festival, Break Out West, Australian Music Week, are all strong indicators of the high level of creative talent and vibrant community that the membership of the East Coast Music Association embodies.

The fiscal year ending June 2018 was another year of consecutive financial profit for the Association and we are on track to be debt free as of July 2019. The Board continues to work towards achieving two financial goals, the elimination of the deficit and the provision for long-term positive cash flow.

The Governance committee of the Board of Directors has recommended that the ECMA's move from a provincial incorporation to incorporating nationally. The Board views this as a significant step which accomplishes several things, 1.) the change from a provincial organization to a regional organization is more in keeping with the mission statement of the ECMA's. 2.) The change more accurately reflects the perception of the organization as seen from a national and international perspective, as an example, the recent memorandum of understanding signed with the Cambridge Folk Festival states that the ECMA's will be the sole entrance into Canada for their Artists who are involved in the program. 3.) From a financial, particularly a fund raising perspective, the move to a nationally incorporated organization sets the stage for accessing funds that might previously be inaccessible.

The Halifax event was a great success with a significant presence in the downtown Halifax core. We were able to pay homage to our 30 year history while maintaining the focus on current industry practices and our creative members. The Marriott Harbourfront Hotel proved to be an ideal host hotel. Their complete involvement was evident from the branded hotel keys and uniforms, to the willingness to go the extra mile in adjusting service times and needs. The evening Flo-case in the hotel lobby was a particular highlight in making the event have a true East Coast feel. .

The 2019 event will be held in Charlottetown PE. We are working closely with our provincial, municipal and private partners to make 2019 a complete success at all levels. The Board continues to carefully evaluate all of our partnership opportunities with the goal of creating unique opportunities of substantial benefit to the ECMA membership.

I would be remiss if I did not point out the role that Andy McLean, CEO has played in the success of the ECMA. On behalf of the Board of Directors and the ECMA membership, “Thank You” for a job very well done.

From myself and all the ECMA Board Directors, congratulations on another year of making the East Coast of Canada a place of artistic vibrancy and excellence. We are envied around the world for our culture, our sense of place and our creative excellence. It is an honour to work with you and to help bring the music of the East Coast to the world.

## Chief Executive Officer’s Report



The challenge of delivering a 30th Anniversary celebration deemed worthy of the history and passion associated with the ECMAs was, in all honesty, a little daunting for our Board and staff. Together we made a pledge not to go with any half measures or to leave anything on the table but to follow through with our commitment for “Music to take over Halifax” for those 5 days in May 2-6, 2018. And I’m extremely proud and pleased to confirm we did just that!

Our inaugural, free, all ages Waterfront concert set the tone as 4,000 fans enjoyed a remarkably warm evening of stellar performances of East Coast talent new and established. Our sold out 30<sup>th</sup> Anniversary Awards show featuring a mind blowing 16 live performances, produced some typically East Coast moments of musical magic for the locals as well as a truly national and international audience.

During the daytime, we got down to serious business at our expanded, world renowned Export Buyers program. We welcomed the largest delegation in the program’s history with 128 high-profile international and Canadian music industry delegates from eight countries around the world. With 40 international delegates in attendance (30 new & 10 returning delegates), these music buyers included festival programmers, booking agents, promoters, presenters, music placement supervisors, publishers, labels and media from the United States, Canada, the United Kingdom, France, Denmark, Sweden, Germany, and Australia.

Our 2018 conference sessions and mentorships were the most well attended from recent history. In addition, stream lined programming and increased mentorship helped to create opportunities for participants and attendees to focus on their particular areas of interest. The newly created ECMA Wellness center was a successful first step in helping members maintain a healthy work/life balance. And our mental illness presentation – “It’s Time to Stop Being Weird About It” - was the best attended and most talked about session of the 2018 conference.

On the financial front, I am very pleased to announce that for the third year running, the association will be posting a revenue surplus and is on track to be debt free by 2019. The generated economic activity in the province of Nova Scotia by the ECMAs was estimated to be \$6,404,069 with \$4,454,360 within HRM alone. Using our measurement indicators, namely ticket sales, sponsorship revenue, membership participation, online engagement, community involvement and economic impact, the 2018 ECMAs can be deemed an unequivocal success with goodwill continuing to build for future events.

2018 also saw increased regional collaboration with the 5 music industry associations. A one-day summit is planned for September to review existing export initiatives and discuss developing new strategies.

My heartfelt thanks go out to the hardworking and incredibly resourceful members of the Halifax Local Engagement Committee (LEC). They were a huge reason the 30<sup>th</sup> Anniversary had such an impact on the HRM ensuring that all levels of government and community were able to participate in the event.

I want to thank our Board Chair Dean Stairs for his leadership and a thank you to all the Board members for their drive, determination and commitment to helping the ECMA fulfil its mission statement.

Once again, I was privileged to lead an incredibly dedicated and talented ECMA team who willingly took on the ambitious plans for our 30<sup>th</sup> Anniversary and delivered a seamless event with expertise and good humour. Thanks also to the army of local volunteers without whom an event of this magnitude would simply not be possible.

Plans for 2019 are well underway and we are thrilled to be back in Charlottetown, PEI May 1-5, 2019 for the 31<sup>st</sup> edition of the ECMAs. See you then...

Cheers!

Andy McLean  
CEO



Like a Motorcycle - 2018 ECMAs  
Photo by Deanna Allen

## ECMA 2018 Highlights

**The East Coast Music Awards: Festival and Conference** is a five-day, non-stop musical celebration showcasing and recognizing the best of East Coast artists and music. The ultimate goal of this internationally recognized event is to position and promote it as the premiere music event for the public and the music industry in Canada and the conference of choice for artists and industry professionals. This year marked the event's **30th Anniversary**, where we returned to where it all began in Halifax, NS from May 2-6, 2018.

The official launch of the 2018 ECMAs was a free, all-ages **ECMA 30th Anniversary Kick Off Waterfront Concert** presented by Waterfront Development in partnership with Port of Halifax, Downtown Halifax Business Commission, Halifax Stanfield International Airport, and Ulnooweg. The event took place on Wednesday, May 2, 2018 on the Halifax Waterfront with 3,500 in attendance and featured performances by Mo Kenney, Ashley MacIsaac, MAJE, Port Cities, and Kalolin Johnson. Boaters were invited to pull up to the docks to watch the show, vendors served food and other goods, and key sponsors were on hand to give out free swag.

Kalolin and Tom Johnson



Photo by Bob Pettipas

Nova Scotian comedian and actor Jonathan Torrens hosted our **30th Anniversary ECMA Awards Show**, which took place on May 3, 2018 at the Scotiabank Centre in Halifax. The sold out event featured 15 award presentations including Album of the Year, Song of the Year, the Directors' Achievement award, Fans' Choice awards and many more. The event also featured performances by Sloan, Measha Brueggergosman, Classified, Joel Plaskett, Rose Cousins, The East Pointers, Port Cities, The Once, The Barra MacNeils, Universal Soul, Les Hay Babies, City Natives, KINLEY, Quake Matthews, and Makayla Lynn. The 2018 Awards Show (and select showcases throughout the week) was streamed live and free-of-charge online at TV1 Atlantic, Channel 1.



Performers at the 30th Anniversary ECMA Awards Show  
Photo by Bob Pettipas

The legendary Newfoundland singer-songwriter Alan Doyle headlined two sold out 2018 **ECMA Big Ticket** concerts on Friday, May 4 and Saturday, May 5. These special ECMA events featured Doyle performing with his full band and took place at the Halifax Marriott Harbourfront. The concerts were open to people of all ages, and both concerts feature special guests Fortunate Ones.

**The ECMA Argyle Street Fest** was an opportunity for fans of all ages to enjoy live East Coast music and to get up close and



personal with their favourite musicians. Taking place on Saturday, May 5, this free, open to the public, and all-ages event occurred along the length of Argyle Street and featured performances by Jenn Grant, The Once, Dylan Menzie, City Natives, and Villages on the RBC Stage. The event also included musician meet-and-greets, autograph sessions, bouncy castles, food vendors, face painting and more. Attendance was 3,000

Fan Fest - 2018 ECMAs

Photo by Pam Samsom

Featuring over 500 musicians, **the 2018 ECMA Music Festival** took place in venues across the city, including Casino Nova Scotia, The Carleton, the Halifax Central Library, the Marquee, the Halifax Marriott Harbourfront Hotel and others, and featured genres such as rock, rap, country, roots, blues, classical and much more. The event not only featured our best East Coast artists, but also highlighted West Coast and Australian acts as part of our “East Meets West” and “AUSCAN” partnerships. Festival highlights included the **SOCAN Songwriters’ Circle** (hosted by Alan Doyle), the **Celtic Brunch**, the **Molson Late Night Stages**, the **Post-Awards Show Party**, the **Songbird North** stage, the free **Classical Stage** and **Indigenous Stage**, our **Export Buyers Stages** and much more.

The ECMA partnered with the CBC on numerous programs throughout the week, including broadcasts of **Information Morning**, **Weekend Mornings**, and **CBC Mainstreet**. **East Coast Music Hour** also broadcast live from the Argyle Street RBC Stage on Saturday, May 5. Our CBC programming was capped off by a very special recording of **CBC Radio Q** hosted by Tom Power, which took place at the Marquee on Sunday, May 6 and featured interviews and performances by Jonathan Torrens, Alan Doyle, Rose Cousins, Neon Dreams, Cheryl Hann, Classified and David Myles.

**The East Coast Music & Industry Awards** took place on Sunday, May 6 at the Halifax Marriott Harbourfront Hotel. In previous years the ECMA would hand out many of the Music Awards at

showcases throughout the week of the festival. This year we revamped our Sunday evening awards ceremony by handing out both Music and Industry awards at a larger scale event. The event also featured performances by Lennie Gallant, Ouroboros, Heather Rankin and Jenn Grant, plus our Honorary Awards presentations. The event also marked a new partnership with



the **Canadian Songwriters' Hall of Fame**, where "Song for the Mira" by Allister MacGillivray was inducted. The Hall of Fame will continue to induct an East Coast artist each year at the ECMAs.

Heather Rankin  
Photo by Sylvia Blanchard

**The 2018 ECMAs Industry Conference** is the premiere destination for all Atlantic Canadian artists and industry

professionals. It is a place for artists and members to connect with international guest delegates and educators, offer mentorship and be mentored by peers and industry experts, and ultimately elevate their careers. The 2018 conference continued to shine a spotlight on the ECMA Music in Motion: Film, Television & New Media program and offered a series of engaging forums to help prepare industry professionals and companies with the insight to expand career and business opportunities in the world of film, television, advertising and music supervision. The conference featured a wide variety of other sessions and events, and also offered mentorship programs for managers, breakout artists, emerging and established artists as well as industry professionals.

This year's conference sessions and mentorships were the most well attended from recent history. Halifax as a location has a history of seeing higher attendance numbers based on the critical mass location of artists, however streamed programming and increased mentorship helped to create opportunities for participants and attendees to focus on their particular areas of interest.

The biggest benefits of attending ECMA according to attendees is to establish new business contacts/networking, maintaining a presence in the market and identifying potential business leads

**The ECMA Export Buyers Program** is renowned as one of Canada's premiere incoming buyers trade events and creates export business development opportunities for the Atlantic Canadian music industry. The ECMA brought in over 80 music industry delegates from the United States, Europe, Canada and Australia to join us at the Export Buyers Program and international marketplace. These international and Canadian guests included booking agents,

talent buyers, venue and festival programmers, promoters, presenters, music supervisors, digital experts and media from the music industry around the world.

<b>International Business Development</b>	<b>2017-2018</b>	<b>Percentage change from prior year</b>
# New exporters	37	Increased by 12%
# Active exporters	48	Consistent with past year
# SME's Increased Export Readiness	168	Increased by 13%
# of skills Development, Capacity Building	32	Consistent with past year
# Formal One-on-One Business Meetings	841	Consistent with past year
# One-on-One Meetings Export Ready/Exporters	84	Consistent with past year
# International Business Development Live Performance Export Showcases	35	Consistent with past year
# Export Readiness Training Participants/Mentorship Training Programs (via workshops)	113	Increased by 22%
International Booking Agent/Promoter Signings	15	Consistent with past year
Confirmed Shows/Performances	311	Consistent with past year
Confirmed festival booking contracts	233	Increased by 19%

Community and youth involvement was very important for this year's event, as we not only offered numerous free, all-ages concerts, events and pop-up shows, but also once again partnered with TD Bank Group for our **Soundwaves Program**. This program included the TD Soundwaves Student Conference, which is a day of songwriting, performance and music business workshops for youth that took place on May 4 at the ECMAs in Halifax. The program

also included TD Music Moves Me, where Nova Scotia high school students were encouraged to show their musical talent by recording a video of themselves performing a song and applying at ECMA.com. The program's

winner Harmony Adesola performed at the Opening Concert and presented at the Awards Show. (Photo credit Kelly Clarkson Photography)



This year the ECMA shined a spotlight on mental health and wellness. During the five-day event, ECMA offered a **Health & Wellness Centre**, workshops on mental wellness support strategies, and featured talks that speak to living



with mental illness as a musician. Curated by Moksha Yoga Halifax, the Health & Wellness Centre offered an on-site facility during the festival where artists, delegates, staff, volunteers, and sponsors could participate in yoga classes and guided meditation sessions, or make appointments with a Registered Massage Therapist or licensed Acupuncturist. ECMA also hosted guest speaker and musician Zac Crouse, who delivered a talk called Mental Illness: It's Time To Stop Being Weird About It! which aimed

to break social stigmas about mental health and also offer "simple, supportive tools" that can help musicians and industry professionals. The ECMA also hosted an event where East Coast musicians, industry professionals, award nominees, and ex-NHL players take to the ice to compete for the ECMA Cup hockey game, with \$3,200 going to the Unison Benevolent Fund. (Photo credit Kelly Clarkson Photography)

### **Background of event:**

From humble beginnings 30 years ago in a Halifax Bar, the East Coast Music Awards: Festival and Conference has grown from a one-day \$1,000 event to a five-day international gathering, with a budget exceeding \$1.6 million. At the same time, it has become the premier event of its kind in Atlantic Canada, attracting millions of dollars in economic spin offs. It has become one

of the top music industry events in Canada, on par with the JUNOS and the Canadian Country Music Awards.

ECMA has a reputation as a major music business and trade event that generates substantial economic benefits for those artists taking part and for the host city as well. The export buyers program is the gold standard for B2B music events across Canada and around the world. It's a program that galvanizes the Atlantic regions top talent and showcases them to influential talent buyers who know the depth and quality available on the east coast.

ECMA continues to draw its unique qualities and strength from the musical diversity found in each of the five distinct Atlantic Canada regions it encompasses, Cape Breton, mainland Nova Scotia, Prince Edward Island, New Brunswick and Newfoundland and Labrador.

### **Event Sustainability**

This year was ECMAs 30<sup>th</sup> Anniversary celebration and with it came three key objectives over an above delivering a successful event:

1. Recognise and pay tribute to the ECMAs rich heritage.
2. Ensure that "Music Takes Over Halifax" during the 5-days of the ECMAs engaging the city on multiple levels and across a wide demographic.
3. Continue to raise the ECMAs profile nationally to confirm its position as one of Canada's signature music industry events.

All three objectives were met:

Firstly, the event featured a rich selection of renowned acts including Alan Doyle, Lenny Gallant, The Barra MacNeils, Sloan, Joel Plaskett, Measha Brueggergosman, and Universal Soul. We showcased the incredible depth of current and developing talent across all genres.

Secondly, participation reached new heights with over 650 artists featured and attendance almost double 2017 (over 21,000) due largely to the introduction of free, all ages stages – namely the Waterfront concert and Argyle St stage ( 3-days) which together attracted over 6,500 people. The ECMAs showed Halifax what a music city looks like. Engagement from the Mayor and some city councilors increased dramatically and hopes that our event will spur more recognition of Halifax's potential to become a "Music City" remain high.

## Attendance:

Descriptor	2018	2017	2016	Source
Total in person participants	21,624	12,372	10,800	Tickets and pass distribution/head count
Audience Members	9,193 individual tickets purchased / 1,575 complimentary tickets/passes issued / 506 passes & wristbands sold/ 10,350 attendees of free and school events	5,738 individual tickets purchased / 2,311 complimentary tickets/passes issued / 695 passes & wristbands sold/ 3,628 attendees of free and school events	4,166 individual tickets purchased / 2,507 complimentary tickets/passes issued / 301 passes & wristbands sold / 2,763 registrations / 1,073 attendees of free school events	Audit of tickets sold and distributed Fair guess on free outdoor event participants
Artists	652	565	393	Pass Distribution
Delegates	1026	1,026	1,251	Pass distribution
Staff	41	30	37	Employed/contracted
Volunteers	276	254	362	Registered
Crew	50	93	76	Gala/Stage crews

Thirdly, a new partnership with CBC “Q” delivered an ECMA Special streamed live on Sunday May 6<sup>th</sup> and broadcast to an audience of over 1 million listeners across Canada and the US on Monday May 7<sup>th</sup>, took the ECMA’s brand to new heights. An edited version will also be broadcast on CBC network TV in September 2018.

Also, a new national partnership with the Canadian Songwriters Hall of Fame (CSHF) drew significant media attention at the Sunday Music and Industry Awards show and marks the start of an annual induction of an East Coast song to the CSHF during the ECMAs.

Based on tangible measurements including ticket sales, sponsorship revenue, membership participation, online engagement, community involvement and economic impact, as well as testimonials from members, fans, industry professionals and government, the 2018 ECMAs can be deemed a definite success with goodwill continuing to build for future events.

### **Volunteers:**

The 2018 ECMAs had 276 volunteers that worked 323 shifts totaling over 2,000 hours. Our top volunteer worked over 48 hours in 5 days! Of the 276 volunteers 12 were from outside of HRM, 14 were from the other Atlantic Provinces, 3 were from the rest of Canada and 1 International volunteer.

Halifax has a strong base of volunteers with experience working events such as Halifax Jazz Festival, Pop Explosion and In the Dead of Winter.

Outreach was

done through these organizations as well as through the local universities and music programs at NSCC as well as Holland College in Charlottetown PE.

There were a couple of general training sessions for volunteers just before the event and then further training was provided for specific positions as required.



Merch Volunteers  
Photo by Pam Samson

### **Marketing**

Advertising and Promotions

There was an in-kind \$50,000 advertising campaign in The Chronicle Herald and Transcon-owned newspapers in exchange for numerous sponsorship benefits. Print ads were included in trade publications and other festival/event programs, such as the JUNOS, Folk Alliance International, CMW and more. We also traded print ads with The Coast and Exclaim! for sponsorship benefits.

In-kind advertising was also used for Newcap-owned radio stations. Regional advertising on Newcap’s Atlantic stations (Halifax, Sydney, Moncton, Charlottetown, Saint John and St. John’s) ran in four stages from December until April. (15-22 ads per station, per week). The two final

stages of ads focused solely on the Halifax stations Mix 86.5 and Q104. Newcap also produced editorial content and artist interviews in the weeks leading up to the event.

Digital Signage was offered in-kind through Halifax Stanfield Airport, Pattison billboards and Scotiabank Centre partnerships.

Once again, there was a much larger focus on social media ads for this year's event. These ads focused mainly on selling our Awards Show, Big Ticket, Opening Concert and Songwriters' Circle, as well as a general call to purchase wristbands. There was also a focus on selling 2-day Weekend Warrior wristbands, which offered a discount to those only able to attend on Friday and Saturday. The target markets for these ads were varied in terms of region, age, interest, etc, as we wanted to try many different types of campaigns to see what worked best. Although it was difficult to find correlation between specific ad campaigns and ticket sales, it certainly seemed like the overall social media effort resulted in more sales.

#### Social Media

The integrated social media platform increased outreach, educated followers about ECMA, enabled us to learn more about our audience, built relationships with our audience, sponsors, volunteers, delegates and artists, and drove revenue.

Facebook followers increased from 12,256 on May 22, 2017 to 13,154 on May 23, 2018.

Twitter followers increased from 29.9k on May 22, 2017 to 31.5k on May 23, 2018.

Instagram followers increased from 2231 on May 22, 2017 to 3236 on May 23, 2018.

A social media cheat sheet was created for delegates and artists, detailing all necessary social media accounts, appropriate hashtags, our app, website, etc. for complete social integration. Everyone attending the ECMAs - from delegates to artists to audience members – was connected online on one or more social platforms. It was also included in event guide.

#### Bell Aliant Stream/ECMA TV

This year's broadcast partner Bell Aliant streamed our Awards Show as well as select showcases throughout the week.

#### Video Content

The 30-second promo video was produced by Bell Aliant and was featured heavily in online promotions. The nomination video, wrap up video, and Awards Show video packs were produced by Bell Aliant.

ECMA also worked with Awards Show host Jonathan Torrens on four promo videos leading up to the event. These videos were published to social media (with advising from Pigeon Row) and performed better than any of the previous year's content.

## Public Relations

Pigeon Row Public Relations was hired to handle bilingual publicity for the 2018 ECMAs. Pigeon Row provides media outreach and facilitation at press conferences, and handles all media inquiries/accreditation leading up to and during the event.

ECMA made big strides with French media by offering well-written French press releases and warm and informed communications. Once again, there was much positive feedback from French speaking media outlets about Pigeon Row's bilingual efforts. All of Pigeon Row's press releases for ECMA were also sent out through the ECMA newsletter and posted on the website.

### **Direction:**

The 2019 ECMAs will be held in Charlottetown PE from May 1 -5th. The event cycles through 5 regions in Atlantic Canada, Cape Breton, Mainland Nova Scotia, New Brunswick, Newfoundland and Labrador and Prince Edward Island. It comes to Halifax once every 5 years. Planning is well underway for the 2019 event and we continue to build the ECMAs into the festival of choice for B2B Music events as well as the Festival of choice for Music Lovers.

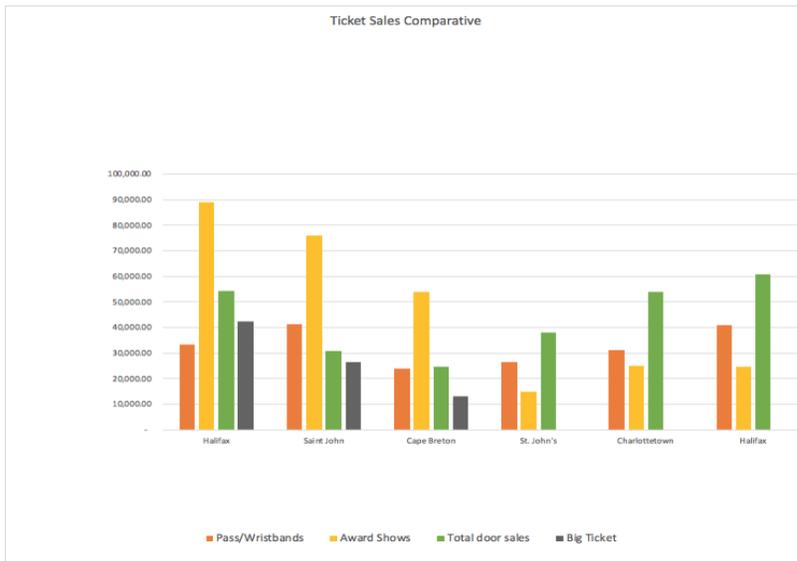
Charlottetown representatives attended the 2018 ECMAs and they have expressed interest on building on Halifax's Success and are looking to incorporate new initiatives that reflect their city and province.



The Three Tenors  
Photo by Gary Murphy

## Treasurer's Report

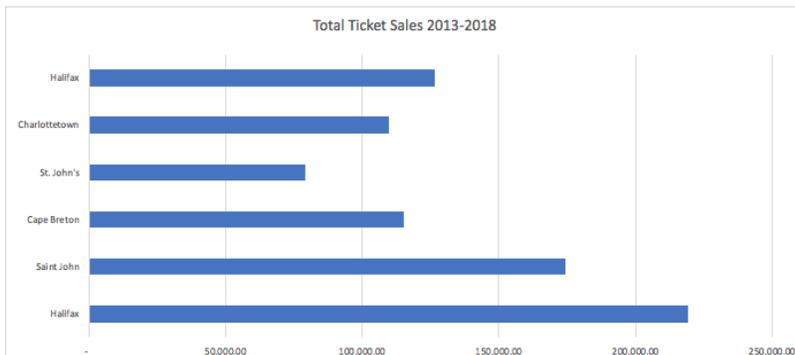
The year ending June 30, 2018 was another successful year for our 30th Anniversary. The goal



was to have music take over HRM and certainly we reached that goal with artist payments over \$193,000. Ticket sales were up 25% over 2017 with the Awards Show on Thursday evening driving the increase. Sales of Awards Show tables was again very strong and we sold out two Big Tickets shows with Alan Doyle.

The first graph shows the breakdown of ticket sales with the list of column

starting on the left: passes and wristbands, Awards Show, Door Sales and Big Ticket. The second graph shows total tickets sales starting in 2013



Sponsorship was 7% over budget and 23% over last year. Total revenue was 8% over budget. Total expenses were also 8% over budget which meant that we met our budgeted surplus. The overage in expenses was due to the increase in artist fees and sponsorship activation.

We have spent the past three years growing revenue and keeping a tight control on expenses which has meant that we have reduced the deficit substantially during this time frame. The event has also grown over this period and as we return to Charlottetown for the 2019 we are well placed to record an overall surplus. This has been accomplished under the leadership of Andy McLean, CEO, Dean Stairs, Chair of the Board and myself Jim Power, Treasurer with full support from the rest of the team and Board of Directors.