

2016-2017 Annual Report
to the
ECMA Membership



Lisa LeBlanc - 2017 ECMAs

Photo: Manon Cormier

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Like a Motorcycle - 2017 ECMAs
Photo: Manon Cormier

GOVERNMENT



FOUNDING

FACTOR

Canada



PLATINUM



Bell
Aliant

GOLD



TELEGRAPH-JOURNAL

SILVER



SUPPORTER



BRONZE



INDUSTRY



2016-2017 Board List and Team Members

Board Members

Executive

Dean Stairs, NL, Chair
Christine Dube, NB, Vice Chair,
Shauna Walters, CB, Second Vice Chair
Michelle Robertson, NL, Secretary
Jim Power, PE, Treasurer

Directors

Alex Douglas, PE
James Boyle, NS
Jeff Ward, CB
Josh Hogan, NS
Zachary Atkinson, NB
Christopher Marr, NB, Legal Counsel

MIA Representatives

Catherine MacLellan, PE
John Ellingbo, CB
Marc Perry, NS
Sheldon Kirby, NL
Veronique Wade, NB

Honorary Directors

Heather Ostertag
Sheri Jones



Classified - 2017 ECMAs
Photo: Manon Cormier

2016-2017 Team Members

Andy McLean, Executive Director
Chantal Caissie, Artist and Member Relations Manager
Jeff Lawton, Marketing and Communications Manager
Kathryn Herbert, Financial Controller and Office Operations

Alyson Sanders, Conference Manager
Andrea Dawson Thomas, Operations Manager
Andree Gracie, Sponsorship Manager
Angela Campbell, Red Carpet Arrivals
Christine Gilliland, Sales and Community Outreach Manager
Dana Beeler, Volunteer Coordinator
Danny Thomas, Technical Director
Don Brownrigg, Operations Coordinator
Emma Gillies, Volunteer Outreach Coordinator
Josh White, Registration Coordinator
Jules Hobin, Sponsorship Fulfillment Coordinator
Kate Elman-Wilcott, TD Soundwaves Coordinator
Kelsey Butt, Operations Coordinator
Lee-Anne Poole, Box Office Manager
Lisa Gribbons, Box Office Producer
Lucas Reeves, Assistant Technical Director
Andrea MacNeill, Transportation Captain
Shelley Nordstrom, International Export Manager
Yolande Bourgeois, Conference Logistics Coordinator



Paper Lions - 2017 ECMAs
Photo: Manon Cormier

Chair's Report 2017



The 2016-2017 year has been a period of significant growth in the reach and stability of the East Coast Music Association (ECMA). Strength and growth has been the driving force behind changes to almost every aspect of the ECMA from the Export Program to the Financial position to the membership requirements.

The change to the membership is the culmination of 3 years work. The purpose was to better serve and further strengthen our partnership with the local Music Industry Associations. We encourage anyone working in the music industry in the Atlantic region to become a member of your local Music Industry Association (MIA) and use your MIA membership to gain access to your ECMA membership. The response to this change has been both positive and immediate. We look forward to working closely with

each MIA to further strengthen opportunities for the talented musicians and industry professionals in the Atlantic region.

The fiscal year ending June 2017 was a second year of consecutive financial profit for the Association. The over budget revenue has been used to directly pay down the Association debt and keep it on the projected track of being debt free as of July 2019. The Board is particularly pleased that we have been able to accomplish this while growing the overall brand of the ECMA. In preparing the budget for 2017-2018 we continue to be very conscious of the need for fiscal restraint and the need to plan for further stabilization of the Association's long term income. We are working towards achieving two financial goals: the elimination of bank in-debtedness and the provision for long-term positive cash flow.

During the past year the Board has made a concerted effort to be more inclusive in all aspects of the Association reach. The initial area of opportunity was to provide for more inclusive representation within the Board of Directors. There is better representation from more sectors of the music industry at the Board level than in years past. However, there is room for improvement. Better representation from all sectors and regions remains an area of necessary growth.

The Export program has expanded by bringing in an Electronic Export Showcase which ran in parallel to the Acoustic Showcase for 3 days during the Saint John event. In conjunction with the new stage the International Programming team brought in multiple Buyers who were looking for artists within the electronic categories. The preliminary results of this effort have been encouraging. We are planning to expand this portion of the Export Buyers Program during the 2018 event in Halifax.

There is no doubt that the 2017 event in Saint John was an unqualified success. This is in no small part due to the efforts of the Local Engagement Committee (LEC) and in particular the Co-Chairs, Lisa Gribbons and Chuck Teed. These events do not succeed without significant volunteer effort on the part of folks such as Lisa and Chuck. My sincere thank you goes out to them on behalf of the Board of Directors and the ECMA membership. I would also like to thank the Mayor of Saint John, Don Darling for his tireless efforts and outstanding good will demonstrated throughout the event and in the lead up to our week in Saint John. We had a great time working with you and we look forward to doing it again!

Over the past year the ECMA reached an agreement with the AFM/CFM. The three year contract is the continuation of a significant relationship that will serve to stabilize the uncertainty around showcasing agreements and long term career success for our members.

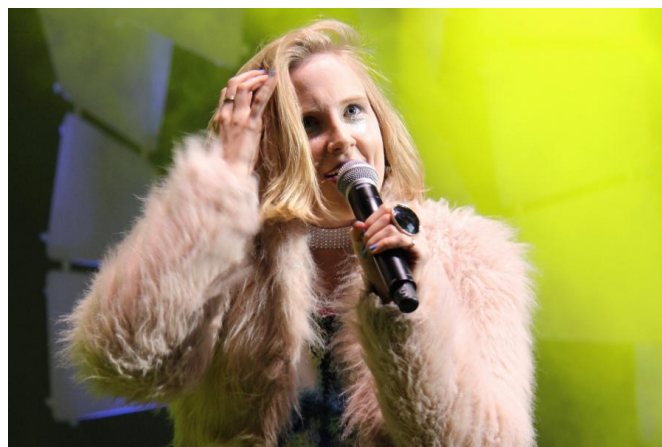
In order to institute many of the required changes to the Association a change of the ECMA By-laws was needed. The Governance committee of the Board of Directors started the process by reviewing the ECMA By-Laws two years ago in conjunction with the, then anticipated, change to the membership model. The Board has adopted a new set of by-laws that better reflects the ECMA as it presently exists. These new by-laws have been put to the membership for approval. The new by-laws will allow for continuity, flexibility and development of a long-term strategy for the ECMA.

Looking ahead to 2018 and beyond: the 2018 event will be in Halifax. We are pleased to be working with the Marriott Waterfront Hotel as our event centre. Plans are well underway for an exciting and productive 30th anniversary week. The 2019 event will be in Charlottetown, PEI and plans are already underway to make that a successful week. We have expanded our exporting partnerships by adding BreakOut West to our list of partners. The partnerships with Australia Music Week and Scotland through Celtic Connections continue and in some cases have been expanded. The ECMA has been approached by other potential partners and we continue to carefully evaluate these opportunities and work to provide the best advantage for our members.

I would be remiss if I did not point out the significant role that Andy McLean, Executive Director of the ECMA, has played in the success of the association for the past several years. Andy and the ECMA staff are some of the best people that I have had the pleasure to work with. 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 of 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 East Coast to the world.

Dean Stairs



REPARTEE - 2017 ECMAs
Photo: Manon Cormier

Executive Director's Report



2017 ECMAs: Festival and Conference

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 2017 ECMAs can be deemed a definite success with goodwill continuing to build for future events.

I want to thank the ECMA Board for their drive, determination and commitment to helping East Coast artists and industry professionals make a sustainable living without having to move away. We most certainly need to keep talented East Coasters on the East Coast.

It is also my sincere privilege to lead an incredibly dedicated and talented ECMA staff team who always go above and beyond to ensure the interest of our members are looked after. Thanks also to the army of local volunteers who delivered this years astounding ECMAs in Saint John, NB that is guaranteed to be talked about for years to come.

Moving towards our 30th Anniversary, the ECMA brand is stronger than ever. Collectively, we have made astounding strides forwards in the last three years. Every indication shows that the association's crippling financial challenges are being overcome. The association is showing sustained income growth from diverse revenue sources while expenses are being carefully managed without compromising its commitment to community building.

We are now ready to deliver a 30th Anniversary ECMAs that everyone can be really proud of.

Andy McLean

ECMA 2017 Highlights

ATTENDANCE

Descriptor	2017	2016	2015	Source
Total in person participants	12,372	10,800	11800	Tickets and pass distribution/head count
Audience Members	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	4,872 individual tickets purchased / 3,833 complimentary tickets issued / 210 passes & wristbands sold / 1,425 registrations/ 1,453 attendees of free school events	Audit of tickets sold and distributed Fair guess on free outdoor event participants
Artists	565	393	420	Pass distribution
Delegates	1026	1,251	858	Pass distribution
Staff	30	37	26	Employed/contracted
Volunteers	254	362	321	Registered
Crew	93	76		Gala/Stage crews



Còig - 2017 ECMAs, Photo: Scott Walsh

AWARDS SHOW AND ECMA TV

Over 3,500 people attended our exciting Awards Show from Harbour Station that was streamed by Bell Aliant around the world on TV1 and ECMA.com, with unrestricted access online to anyone who is a fan of Canadian Music - East Coast style. Hosted by renowned comedian James Mullinger and featuring a stellar line up of East Coast talent, the 2 hour, fast paced show will be reminiscent of those iconic ECMAs from years gone by. In addition, Bell captured over 100 individual artist showcase performances, and with FACTOR's support, we were able to offer this content to each band at no cost.

PERFORMERS

There were over 565 artists performing this year at the event representing 131 groups. The regional representation is as follows:

- New Brunswick 33.58%
- Nova Scotia 36.3%
- Prince Edward Island 11.64%
- Cape Breton 9.58%
- Newfoundland and Labrador 8.9%

Feedback from artists has been overwhelmingly positive on the strength of programming, quality of the Awards Show, conference, mentorship opportunities and one-on-one sessions.

MARKETING & COMMUNICATION

- Marketing and communications for the ECMAs included public relations, graphic design, social media, advertising (print, online, TV, radio, digital signage), online activities, promotional items, partnership development and implementations, contesting, and more.
- Returning to Saint John, NB for the first time in 15 years, this year's event saw an increased focus on promoting ticket sales, with an emphasis on online advertisements, weekly meetings, and daily ticket sale updates.

- Marketing and communications efforts were highly effective in promoting the event and selling tickets/passes. We reached or surpassed our sales goals in each type of ECMA pass (VIP, Festival and Conference Pass, Wristband and Weekend Warrior Wristband), and also the Matt Andersen Big Ticket and Awards Show. The Songwriters' Circle also sold out, with more than double the ticket sales from 2016. The event also saw over \$30k in door ticket sales for individual showcases.

INDUSTRY CONFERENCE

The ECMA Industry Conference 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.

This year's conference continued to offer opportunities for delegates to connect with key members of the music industry through unique mentorship programs, engaging conference sessions and strategic networking opportunities.

Elevating the conference this year meant offering sessions that were current, engaging and reflected what members have been asking for in the region. This year the conference shone a spotlight on the ECMA **Music in Motion: Film, Television & New Media** program, offering 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. In addition to the Music in Motion stream, sessions were offered focused on the live music industry, mental health, gender and race equality in the industry and strategic planning for exporting artists.

Mentorship and intensive workshop opportunities included the annual **Music Managers Mentorship Program, Breakout Members Mentorship Program, Live Media Coaching, The Canadian Presenters Touring Networks Forum, Music Supervision Mentorship, Export Pitch Training** and an advanced **Digital Marketing Workshop**. In addition to these in-demand programs, ECMA also added a number of new mentorship and networking opportunities throughout the event including the **Electronic Production Workshop**, and the **Self-Managed Mentorship Program**.



Reeny Smith - 2017 ECMAs
Photo: Manon Cormier

EXPORT PROGRAM

QUICK FACTS

International Business Development	2016-2017	Percentage change from prior year
# New exporters	33	Increased by 18%
# Active exporters	47	Increased by 31%
# SME's Increased Export Readiness	148	Increased by 20%
# of skills Development, Capacity Building	32	Consistent with past year
# Formal One-on-One Business Meetings	836	Increased by 35%
# One-on-One Meetings Export Ready/Exporters	85	Increased by 29%
# International Business Development Live Performance Export Showcases	34	Increased by 36%
# Export Readiness Training Participants/Mentorship Training Programs (via workshops)	93	Increased by 3%
International Booking Agent/Promoter Signings	15	Increased by 67%
Confirmed Shows/Performances	316	Increased by 10%
Confirmed festival booking contracts	196	Increased by 11%

2017 INTERNATIONAL EXPORT BUYERS PROGRAM

The 16th edition of the ECMA International Export Buyers Program was significantly expanded and welcomed over 110 international and Canadian music industry delegates from the United States, Canada, the United Kingdom, Belgium, France, Denmark, Germany and Australia, celebrating the largest delegation in the program's history.

ECMA continues to take a leadership role to create business-to-business opportunities and business partnerships in new international markets. There are many new relationships and partnerships resulting from the Export Buyers Program activities and market expansion and development remains the number one priority focus area for our exporting members.

In 2017, the hugely popular “Canadian Music. East Coast Style” Export Buyers Showcases were expanded to offer the new ‘Roots’ and ‘Electric’ genre-themed exporting stages and featured a diverse lineup of exporting talent from a wide range of musical genres. The Export Buyers Program one-on-one business meeting forum reached new record breaking participation levels with **75** delegates and **85** export ready artists and companies participating in more than **836** pre-scheduled 10 minute one-on-one business meetings.

The ECMA ‘Music in Motion’ Program was considerably enhanced and welcomed several international and Canadian music supervisors, sync agents, publishers and brand strategists to engage in a series of interactive professional development sessions aimed at expanding business opportunities and revenue streams in film, television and digital media. Other program activities included a full business orientation networking session, numerous showcases and networking receptions, two-days of “Live Performance Pitch” sessions, enhanced training and mentorship programs, and an array of engaging export business development sessions to connect with program delegates from around the world.

The remarkable growth and success of the program strongly demonstrates a substantial increase in the level of new export business activity reported from artists and companies and member engagement is at an all-time high.

It is estimated that the confirmed early direct business negotiations resulted (reported from export ready artists and businesses through overall evaluations and feedback) is more than **15** international booking agent/promoter signings, **316** confirmed shows, **55** International festival booking contracts, **141** Canadian festival and show bookings, **90** international tours, **20** film and television licensing deals, **2** label/publicity releases and **10** showcasing and touring business development opportunities.

MARKET & BUSINESS DEVELOPMENT

The ECMA continues to prioritize building partnerships that reflect our commitment to working collaboratively with the regional, national and international music and cultural communities.

MIA relations continue to strengthen and improve. The Atlantic Music Study necessitated regular communications with the 5 MIA EDs throughout 2016/17, building on the trust process actively pursued since 2014. The overwhelmingly successful and productive regional collective approach to Folk Alliance International in Kansas City, was an indication of what can be achieved when we work collaboratively. It also demonstrated that collective events can achieve substantially more than unilateral initiatives, without diluting existing programs in place.

In February 2017, ECMA, Music/Musique NB, MusicNL, Music NS and Music PEI joined together to coordinate an International trade mission to FAI 2017. Showcasing artists and company representatives took part in the sponsored ‘Canadian Music. East Coast Style’ FAI official showcases (on Friday, February 17), Official Performance Alley showcases, and hosted four evenings of music showcases, and three

Songwriter in the Round showcase matinees (estimate attendance of 1000+ delegates attended throughout the weekend). The Atlantic Canadian collective consisted of 16 showcasing artists/groups, 6 management/companies, and organization representatives with 44 participants. FAI 2018 official showcase applications are now open and planning is underway to coordinate a collective 'Canadian Music. East Coast Style' business development showcase at FAI 2018 (February 14-18) in Kansas City, MO.

"East Meets West" is a new business and market development reciprocal exchange partnership with BreakOut West and the Western Canadian Music Alliance aimed to offer showcasing opportunities to 2 select artists (selected through a submission and jury process) at BOW 2017 and ECMA 2018. Featured BOW 2017 showcasing artists includes PEI's Dylan Menzie and Nova Scotia's Hillsburn.

Canadian Blast at Australian Music Week (AMW) 2017 - ECMA in partnership with the Canadian Independent Music Association (CIMA), Canadian Music Week (CMW) and BreakOut West (BOW) will present the second edition of the 'Canadian Blast Showcase & Reception' at AMW 2017. The Canadian Blast Showcase will feature 6 showcasing artists and include 2 Atlantic Canadian showcasing acts (selected through a submission and jury process). Featured AWW 2017 showcasing artists include PEI's Paper Lions and Dylan Menzie.

ECMA and Showcase Scotland at Celtic Connections 2018 - ECMA's reciprocal business exchange partnership with Showcase Scotland will present three showcasing artists at the 2018 Showcase Scotland reception held at the prestigious Celtic Connections Festival. This is a tremendous opportunity to showcase in front of a large network of influential international music buyers, booking agents, festival and venue programmers, media, and international representatives from around the world. Showcasing artists will be selected through a submission and jury process.

ECMA continues to conduct market research through attending many Canadian and international events and engages in a number of international business activities to create export business opportunities for our export ready members. A few of these new market research initiatives will include participation in targeted international business activities (in association with the Canadian Independent Music Association) such as the Reeperbahn Festival, The Americana Music Conference, Australia Music Week 2017, Lorient Festival (France), Tonder Festival (Denmark), Bogotá Music Market - BOmm 2017 (Columbia) and Showcase Scotland at Celtic Connections 2018, to name a few international events.

ADVOCACY

2017 saw significant growth in the ECMA's leadership role in key areas – namely:

Atlantic Music Industry – Sector Profile Study

- Commission by the ECMA, Music Canada and Music Canada Live. "Striking A New A-Chord" - Recommendations for the growth and development of Canada's East Coast Music Industry was completed and published on Saturday, April 27 during the Town Hall session.

All five MIAS signed the foreword which was a landmark signifying a renewed commitment to working collectively for the benefit of all ECMA members.

Regional working groups are in the process of being set up to advise on an Atlantic strategy which ideally will include new investment in the form of an Atlantic Music Fund. The ECMA will continue to pursue this objective with the help of our national partners, Music Canada and Music Canada Live.

Mental Health & The Music Industry

The ECMA Board identified the mental health of Atlantic Canadian musicians as a priority issue to focus on over the foreseeable future. Mental health professional Errin Williams conducted focus groups and interviews at this year's event as the initial steps in establishing a regional outreach program to assess the needs of our music community. The long term goal is to reduce stigma and find ways to provide the necessary support to our music communities.

In 2018, ECMA members will have access to a Wellness Room on site during the event.

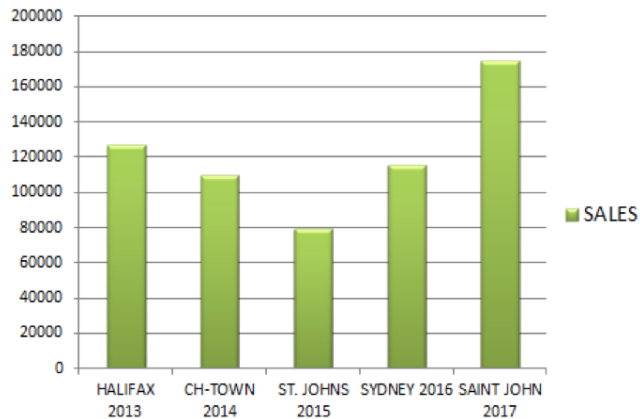


Ria Mae - 2017 ECMAs
Photo: Manon Cormier

Treasurer's Report

A very successful year from a financial stand point as we grew the event, managed expenses and increased revenue to make a profit, pay down the debt and increase goodwill.

5 YEAR SALES TREND



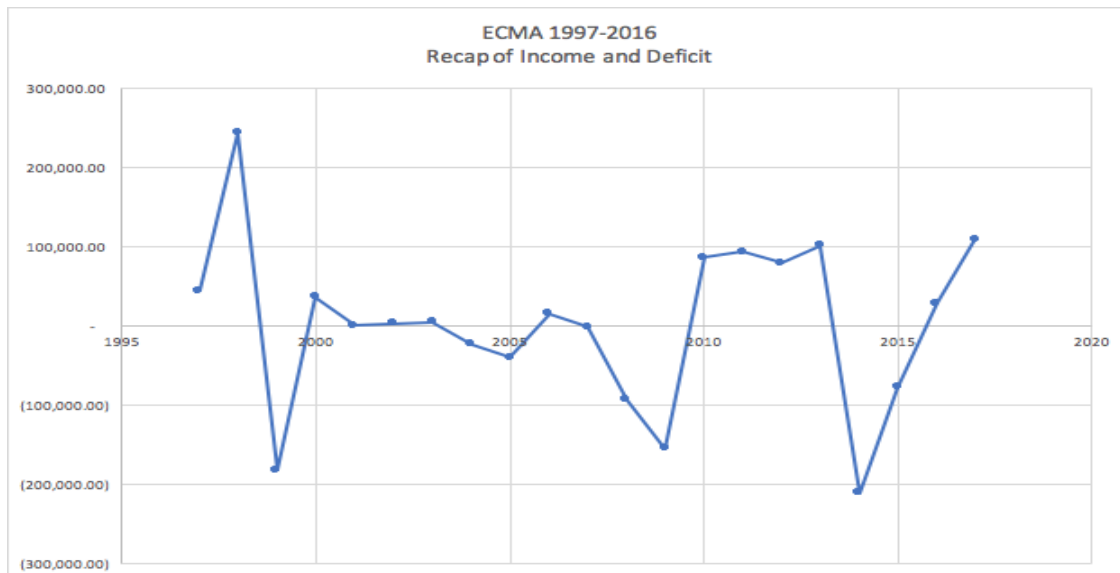
The 2017 year end revenue is 10% higher than last year with ticket sales driving this increase. Year over year ticket sales increased by 52%. Saint John came out and supported the ECMAs, we sold out of passes, wristbands, the Big Ticket show featuring Matt Anderson and VIP tables at the Awards Show. The following graph shows the 5 year trend in ticket sales.

Sponsorship revenue held steady with a slight 3% increase over last year while government and industry sponsorship was up 7% largely

due to increased sponsorship from the City of Saint John.

Expenses from operations were kept in-line with a 3% increase over the prior year.

The following graph shows a recap of the profit and loss positions of the organization over the past 20 years.



Jim Power