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MUSIC PEI 2021/22

Executive Director Annual Report



FACTOR Canada 

We acknowledge the financial support of FACTOR, the Government of Canada and of Canada's private radio broadcasters.
Nous reconnaissons l'appui financier de FACTOR, du gouvernement du Canada, et des radiodiffuseurs privés du Canada.

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Introduction

This past Fiscal Year has seen the world turn a bit of a corner, although the threat of a pandemic is still out there and now we have to contend with rampant inflation and all the other crisis which took a back seat in 2020 to COVID. The housing shortage, climate crisis and all of the inequalities which include racism and economic at the top of the list are now fully back into view.

But, we are finally seeing an opening up of the live music industry. We were more fortunate than most in 2021 with regards to live performances. Although under some restrictions, we were able to see a lot of live music. Venues like the Trillside (kudos to Pat Deighan!) and many of the breweries, gave PEI artists an opportunity to perform. The Confederation Centre of the Arts was severely restricted but still managed to put on a string of shows. This was NOT the norm across the country or around the world. Our bubble kept us safe throughout and only since 2022 have we seen the numbers rise.

Some artists are back out touring again, in spite of the challenge of increased travel costs and so many cancelled flights you now have to arrive a couple of days before a gig in order to be somewhat safe. It will take a while before things settle down again.

At Music PEI, we did our best to adapt as the times dictated with programming and opportunities. The music industry as a whole tried to adapt to the new reality of no live in-person shows during 2020 and 2021. Facebook Live became a hugely important tool and "Zooming" became part of our everyday vocabulary. Music PEI did our share of online conferences, showcases, workshops and networking but in the past year we managed to squeeze in some live in-person events.

Once again Skills PEI provided with tremendous support staff through the Work Experience PEI program. We could not function and deliver the volume of projects and programs without it. We had an amazing crew over the past year including Team Leader Alyssa Gallant along with Noah Malcom, Chris Martell, Sophie Hardwick, Brandon Howard Roy, Jerrica Ramsay and Hannah Melanson with summer student Ben Goss. They did an outstanding job, sometimes under very difficult circumstances.

Financial Report

Music PEI's 2021-2022 fiscal year covers from April 1st 2021 to March 31 2022. We managed to get through a challenging year with a small surplus of just over \$11,000 to bring total reserved funds to \$253,616. The Operating Expense for the year was

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\$739,968, up substantially from the previous year. Additional Government COVID funding allowed us to come out ahead with a small surplus.

The Board-Approved Operating budget for the upcoming year is set at \$727,600. The Financial Review was again completed by [Arsenault, Best, Cameron Ellis](#) accounting firm. They have completed the organisation's previous reviews. Maggie Clarkin has been doing Music PEI's books for the previous 11 years and has extensive experience working with non-profit arts and culture organisations and her accuracy and results have been excellent.

FACTOR funding has been secured for export development for this year and we also have confirmed funding from the Province for this year. ACOA funding is in progress but should be confirmed shortly. All funders have been extremely accommodating, allowing us to redirect funds as needed to modify our programs for what has been very unusual years.

Music PEI has been fortunate to receive consistent support from the Province of Prince Edward Island (through Innovation PEI and Skills PEI), ACOA and [FACTOR](#) as our primary funders for operations and ongoing projects. The Province's support has been critical in allowing Music PEI to leverage financial support from these other funders.

2021/2022 Activity Summary

Events

The year started off in April with the Canadian Folk Music Awards. Music PEI was to be the host organiser but due to COVID restrictions, the event went ahead with a virtual celebration and showcase. Music PEI created an Export Buyers Program for CFMA for the first time which will hopefully be a model for the future.

The Canadian Song Conference was once again held online in May of 2021 with some great successes. In May, Music PEI also presented 4 artists virtually at Canadian Music Week for the first time in many years. Following that in June was to be an in-person ECMA but it was changed to an online event.

The next event was Showcase PEI in September. This was the first in-person Showcase since 2019 but the number of delegates were reduced to about 30 and they were all domestic. Following up on that in February and March, Music PEI held an online version with an international target audience.

In November, Music PEI attended our first outbound showcase for 2 years at M for Montreal. Music PEI partnered with Music NB and Music NS to present 4 artists on our branded stage. Music PEI has been successful creating a recognisable brand at this event over the past 5 years and will be going solo again in 2022.

January was to be an American UK showcase in London, but it was cancelled. Folk Alliance did go ahead in February with a hybrid version but the East Coast cooperative of which

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we are a part, decided to just do a virtual presentation. We will be back in-person for both AMA-UK and FAI in 2023.

Music PEI Week was to take place the first week of March but it was cancelled due to a COVID outbreak. The Awards were presented in a pre-taped presentation online, hosted by Tanya Davis and Julie Pellisier-Lush.

And the 2022 Canadian Folk Music Awards kicked off March 31st, the last day of the fiscal year and carried on to April 2. This time it was live and in-person in Charlottetown at the Guild. It was a small live audience but the event was broadcast online as well and the Export Buyers program was also conducted virtually.

The following are links to full reports on each event:

- [Canadian Folk Music Awards](#)
- [Canadian Song conference Online](#)
- [CMW](#)
- [ECMA](#)
- [Showcase PEI](#)
- [M for Montreal](#)
- [Music PEI Week](#)
- [Canadian Folk Music Awards 2022](#)

Programs

Music PEI once again modified some existing programs and introduced new ones. This was the second year of ongoing planned Mentorship Programs with the development of the Producer Mentorship Program and the introduction of the Artist Mentorship Program. Both were great success and will be followed up with more. A Scoring/Composing Mentorship is planned for 2022/23 and the Artist Mentorship is an ongoing program led by Neil Pearson of Sounds Just Fine in the UK.

- **Producer Mentorship**
- **Artist Mentorship Program**

Other Programs- Links to Final Reports

- [Investment Program](#)
- [Workshops](#)
- [Diverse Voices](#)
- [Takin Care of Business](#)
- [Artist Mentorship Program](#)
- [Golden Ticket](#)

Website Development

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Music PEI finally has a fully functioning brand-new website as well as our own Award submission platform as a result of funding from FACTOR and ACOA. Ryan Hutchinson developed the website and Wavelength Media created the awards platform. It was a long time coming but worth the wait.

Operations

Location

2021-22 has been our fifth year in our offices on the third floor of The Guild. The central location offering easy access for members and provides a member office space. It also allows for the flexibility of a staff that grows and shrinks with events. The Guild chose not to increase rent this year in the face of COVID which we are grateful for.

Staff

Music PEI has 3 fulltime staff. Steve Love is in his sixth year as Program and Operations Manager. Andy Glydon is completing their first fulltime year as Communications and Community Outreach Officer. This marks Executive Director Rob Oakie's 15th year with Music PEI since inception in 2008.

With the support of Skills PEI, Music PEI employed 6 more staff through the Work Experience PEI program for Showcase PEI, Music PEI Week and the Canadian Song Conference. Once again we were able to assemble a skilled team and their work during the pandemic was outstanding! Music PEI always attempts to hire people connected to the music industry for those short-term positions in order to help them gain knowledge and contacts within the industry.

Board of Directors

Music PEI is fortunate each year to have an engaged volunteer BOD who are connected to or passionate about PEI's music industry. The past few years have been exceptional with a wonderful group of people with a tremendous amount of knowledge. 2021/22 Directors were:

- Catherin MacLellan - Past President
- Iain McCarvill - President
- Liam Corcoran- Vice President
- Nikki Waite - Secretary
- Jessica Smith- Treasurer
- Emmanuelle Leblanc- Francophone Rep
- Tyler Gilbert- Indigenous Rep
- Joce Reyome- 2SLGBTQIA+ Rep
- Tamara Steele- Black Community Rep
- Patrick Bunston
- Natalie Williams Calhoun
- Max Knechtel

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- Lindsay Scheick
- Evan McCosham
- Jon Matthews
- Mark Watts

Directors serve 3-year terms. It is a governance board and meets once a month. Directors also serve on various committees. Directors are not eligible to sit on juries for Music PEI activities including the funding program or the music awards in order to keep them at arm's length from those processes. The Music PEI bylaws are posted on our [website](#).

This will be Catherine MacLellan's final year on the Board after serving 2 consecutive terms, 2 years as president and this final year as Past President. Music PEI owes Catherine a huge debt for helping guide our organisation these past few years providing thoughtful, knowledgeable and compassionate direction during some pretty challenging years. You have our eternal gratitude.

This is also Iain McCarvill's final year as president and he will now move into the Past President role. Iain has provided so much insightful advice and guidance and has made a significant contribution to Music PEI and our members.

Funding for Music PEI

Music PEI has been extremely fortunate over the years to have 3 consistently solid funders provide tremendous financial support. They are the Province of PEI, ACOA and FACTOR.

The **Province of PEI**, through Innovation PEI, provides the majority of Music PEI's operational funding. Investment from the Province for Operations and projects was \$230,000 for 2021/2022. Of this approximately \$160,000 This funding is used both for core operations and for the Music PEI Investment program.

FACTOR- It is the largest national funding body in Canada for the music industry and distributes up to \$14 million annually. They are funded equally by the Federal Government and Canada's private radio broadcasters. FACTOR provides Music PEI with a \$40,000 contribution annually towards operations as a regional rep and funds multiple projects including export development and industry projects. Approximate contributions towards projects from FACTOR for 2021/22 was approximately \$110,000.

ACOA- Each year ACOA has funded Music PEI export projects, both incoming and outgoing, as well as some professional development projects and events. They allow us to include an administration fee which goes towards operations. Approximate contributions for 2021-22 were \$99,000.

Music PEI has also received support from various other agencies and organisations including the City of Charlottetown, the Charlottetown SERF fund, the SOCAN Foundation

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and Canadian Heritage. TD was also a major sponsor this year generously supporting the Diverse Voices Program.

Summary

Music PEI continues to find new ways to support PEI's music industry. The plan is to develop more mentorship programs and programs for underserved communities. Member input is extremely important, and we need your feedback in order to grow.

We constantly review programs to improve them. The Music PEI Awards program will be fully reviewed before launching to keep it in touch with today's music industry. The Investment Program will also be under review, and we hope to add more opportunities for youth.

Music PEI has been a co-signer and partner on the [Breaking Down Racial Barriers](#) program and continues to support this great initiative. One of our goals this year is to improve our connection to PEI's indigenous community.

The challenges of the music industry really came to light during the past 2+ years. Many established artists re-assessed how they are doing their business. Touring is extremely fragile at the moment, travel being a huge challenge and much more expensive while fees have not kept pace. It is more important than ever now to have as many revenue streams as possible. The Canadian Song Conference will continue to explore those kinds of opportunities. Music PEI will also continue to lobby on behalf of the industry for fair royalty rates and creator's rights.

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