

THE EAST COAST MUSIC AWARDS: FESTIVAL & CONFERENCE

EAST COAST
MUSIC AWARDS

WHO WE ARE



THE EAST COAST MUSIC ASSOCIATION

- Since 1989, the ECMA has celebrated, promoted, and developed the work of musicians from the Atlantic provinces.
- It is the ECMA's mission to develop, advance and celebrate East Coast Canadian Music throughout the region, nationally and around the world.
- We advocate for our members to ensure they can sustain music careers and music businesses while based in Atlantic Canada.
- The ECMA today represents over 1,680 musicians and industry members who showcase their work annually at the East Coast Music Awards: Festival & Conference.

EAST COAST MUSIC AWARDS: FESTIVAL & CONFERENCE

- 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 34th Anniversary, where we return to Fredericton, New Brunswick from May 4-8, 2022.
- 2023 will mark the event's 35th Anniversary, when we return to Halifax , Nova Scotia from May 3-7. Halifax will ignite in a musical celebration as international and national audiences, conference attendees, and the local community experience a plethora of culturally diverse multi-genre showcases, high-end conference activities, and celebrate the accomplishments of our musicians and industry professionals at the ECMA 2022 East Coast Music Awards Shows.
- The East Coast Music Association Inc. (ECMA) has four pillars
 - Award Shows
 - Festival
 - Export Buyers Program
 - Conference

WHAT WE BRING



ECONOMIC IMPACT REPORTS

HALIFAX, NS 2018	FREDERICTON, NB 2022	HALIFAX, NS 2023
\$4.4 Million* Estimated Non-Resident Impact	\$2.2 Million Projected Non-Resident Impact	\$4.5 Million Estimated Non-Resident Impact
\$6.4 Million Estimated Total Impact	\$3.1 Million ** Projected Total Impact	\$6.5 Million Estimated Total impact

* 2018 STEAM Report Data

** Pending Final Audit Report

STEAM REPORT/ HALIFAX, NS

- The combined total of visitor, capital and operational spending as a result of hosting the 2018 East Coast Music Awards are estimated to total \$2,837,505. These expenditures are expected to generate a total of \$6,404,069 of economic activity in the province, of which \$4,454,360 will be in Halifax.
- The 2018 East Coast Music Awards are estimated to provide a total of 50.4 jobs for Halifax and an additional 8.6 jobs for the remainder of the province. These jobs will create a total of \$2,282,360 in wages and salaries for Nova Scotia as a whole.
- The net increase in economic activity in the province as a result of the initial expenditures of the event is \$3,317,641.
- The total level of taxes supported by the 2018 East Coast Music Awards are estimated at \$1,318,970. Of this,
- \$577,410 is allocated to the federal government, \$603,778 to the provincial government and \$137,783 to municipal governments across Nova Scotia. The level of municipal taxes supported within Halifax is estimated to be \$111,905.

PROJECTIONS



FREDERICTON, NEW BRUNSWICK, MAY 4 - 8, 2022

- 55 events over five-days and 12 venues
- 14,000 attendees including 5,500+ non-residents
- 450 performing artists representing 150 bands
- 1,200+ music industry delegates from Canada, US, UK, Belgium, Netherlands and beyond
- 225 volunteers
- The 2022 East Coast Music Awards will be presented by Rogers Communications and will be broadcast nationally on Thursday, May 5, 2022.
- For the first time, ECMA will also be working to ensure that non ECMA venues and artists will benefit from the event. By providing information, working with local partners on grant programs, and offering a free conference to any artists who will be on site, ECMA is ensuring that the event is successful for all.

HALIFAX, NOVA SCOTIA, MAY 3 - 7, 2023

- 60 events over five-days and 14 venues
- 18,000 attendees including 6,000+ non-residents
- 500+ performing artists representing 200 bands
- 1500+ music industry delegates from Canada, US, UK, Australia, Denmark, France, Belgium, Netherlands and beyond
- 270 volunteers
- Total hotel nights at host hotel Halifax Marriott Harbourfront : 2750

KEY OBJECTIVES

- Celebrate the 35th anniversary of ECMA
- To expand the regional, national, and international audience
- To provide an infrastructure that encourages and fosters necessary education and export business opportunities
- To diversify the music genre base of emerging and export-ready artists and businesses
- To increase industry and public awareness for marginalized communities (African Canadian, Indigenous, and Francophone members) in the region
- To develop strategic business alliances and new partnerships

LIVE AUDIENCE

- Charlottetown, Prince Edward Island, May 1-5, 2019
 - 53 events over five-days and 10 venues
 - 14,000 attendees including 4,000+ non-residents
 - 458 performing artists representing 137 bands
 - Over 1000+ music industry delegates from Canada, US, Belgium, Netherlands and beyond
 - 250 volunteers

DIGITAL AUDIENCE

- Sydney, Nova Scotia, June 9 - 13, 2022
 - 1 million organic impressions across all social media (FB, Insta, Twitter, Newsletter, YouTube)
 - 10,000+ views on Award Show, 25,000+ views across all events.
 - 700 registered conference attendees
 - 70+ Export Buyers



AUDIENCE DEMOGRAPHICS

Average demographic data for viewers of ECMA 2021.

Age	36.4% 24 - 44
Gender	52% female
Location	91% Canada

Social Audience (as of June 2021)

-  18344 followers, 15856 likes, avg 10K/month engagements.
-  6539 followers, 50K monthly reach, 1500 monthly profile visits
-  30,900 followers, 200K monthly reach, 8200 monthly profile visits
-  572 followers, 44 monthly page visits
-  883 subscribers, 475K annual reach,
-  2624, 24% open Rate

Social Audience Demographics

	Gender	Age
Facebook	59.9% F	49.5% 35 - 54
Instagram	53.1% F	66% 25 - 34

FOUR PILLARS



AWARD SHOW

- The East Coast Music Awards Show Part 1
 - Live in show performances for 12- 14 acts
 - 12 Awards given out
 - Special induction into the Canadian Songwriters Hall of Fame
 - The 2022 East Coast Music Awards will be presented and broadcast by Rogers Communication.
- The Music and Industry Awards Show Part 2
- Both celebrate the best in East Coast Music and Music Production.
- Projected Attendance
 - 2022 ECMAs in Fredericton, 2,500 at the Aitken Centre + 35,000 online & across Rogers Network
 - 2023 ECMAs in Halifax, 5,000 at the Scotiabank Centre + 50,000 online & across Rogers Network



FESTIVAL

- Each year, ECMA takes East Coast Music Week to a different community in Atlantic Canada, bringing with it scores of musicians, industry reps, and cheering fans.
- The Event Is...
 - An unforgettable experience for music fans, bringing them up close and personal with Atlantic Canadian stars
 - A celebration for artists, giving them recognition through the East Coast Music Awards
 - A professional development opportunity for industry through the international industry conference

35 YEARS

FLOCASE



SONGWRITERS CIRCLE



OPENING NIGHT PARTY



SHOWCASES



VOLUNTEER



COMMUNITY CELEBRATIONS



**EAST COAST
MUSIC** AWARDS

HALIFAX / NS

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EXPORT BUYERS & CONFERENCE

- ECMA Industry Conference: Our Music Means Business is a 4 day professional development program with a robust Export Buyer program running alongside.
- A delegation of Festival Programmers, Booking Agents, Events & Venue Managers, Promoters, Presenters, Publishers, Music Supervisors & Digital/Technology Experts partake in the ECMA Export Buyers Program.

2019	2021	2022	2023
110 Delegates 1,048 pre-scheduled one-on-one 400+ Confirmed Results	75 Delegates 477 pre-scheduled one-on-one	100 Delegates confirmed to date	175 Delegates, both online and in person

PROFESSIONAL DEVELOPMENT & INFRASTRUCTURE

- Working closely with local community stakeholders
- Partnership and consultation with Music Nova Scotia
- Establishment of Local Engagement Committee in Halifax.
- Employment opportunities for HRM-based industry professionals
- Professional Development for local industry and artists through Industry Conference
- Professional & Community Development for volunteers through ECMA Volunteer Program
- Key Conference Sessions by diverse communities such as Breaking Down Racial Barriers
- Mental Wellness program to all who attend



ECMA COMMUNITY ENGAGEMENT

- Press Conference & local pre-event promotional engagement
- Engaging sponsors to co-produce free, accessible, public events
- Special programs through partnerships with local arts organizations
- Francophone & Indigenous programming
- Airport to Host Hotel- city-wide activation
- Comprehensive volunteer program and outreach



EVALUATION OF EVENT SUCCESS

- The event will be evaluated in a number of ways:
 - Number of attendees.
 - By the total earned revenue of Box Office sales.
 - Audience Travel
 - Outside of HRM/Atlantic Region
 - The rest of Canada
 - Outside of Canada
 - Export Buyers revenue-generating business
 - Staff Final Reports
 - Online impressions, reach and engagement reporting.

FINANCIAL SUPPORT

- The East Coast Music Awards: Festival & Conference is seeking contribution from:
- HRM of \$300,000
- Provincial Contribution: \$300,000
- Federal Contribution: \$250,000
- The Operating Budget for ECMA 2023 is \$1,681,000 Million.
- This contribution would position the Municipality as a high-level partner for the 2023 ECMAs. We are pleased to offer a comprehensive package of benefits & entitlements throughout the event.

THANK YOU

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