

A woman with long dark hair is singing into a black microphone on a stage. She is wearing a light pink jacket over a gold sequined top. The background is a dark, textured wall. The text 'CMA ONTARIO' is at the top, 'YEAR IN REVIEW' is in the middle, and '2021' is at the bottom left. There are three red dots in the bottom right corner.

CMA ONTARIO

**YEAR
IN
REVIEW
2021**

Agenda

ANNUAL GENERAL MEETING OF ITS MEMBERS

1. Call to Order: Steve Kassay, President
2. Motion to Open the Meeting: Steve Kassay, President
3. Opening Remarks from the President: Steve Kassay
4. Confirm Quorum: Brian Allen, Secretary
5. Election Results: Brian Allen, Secretary
6. Approval of the Minutes of the July 12, 2021 AGM: Brian Allen, Secretary
7. Proposal to Revise Article 6 of the Bylaws
8. The Year in Review: Steve Kassay, President
9. Review of the Annual Report and Financial Statements of the Association: Sam Arraj, Treasurer
10. Other Business: Steve Kassay, President

Our History

MAKING ONTARIO COUNTRY MUSIC MATTER

Founded in 2008, The Country Music Association of Ontario (CMAOntario) was formed with the desire to support and connect the country music industry and our emerging artists in Ontario.

Today, our volunteer Board of Directors is comprised of a group of individuals committed to continued growth of the Association and the community it serves. The Country Music Association of Ontario (CMAOntario) is a not-for-profit organization incorporated without share capital under the Corporations Act (Ontario) on March 25, 2010.

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The CMAOntario has a successful history of designing and executing effective development programming and providing showcasing opportunities for its members since 2012. With the assistance of Ontario Creates, these activities support the CMAOntario's mandate to provide creators with the most up-to-date information and access to industry leaders at locally hosted forums. Music is a renewable resource. Development of sustainable careers for artists and industry is key to the health and growth of the country music sector and its contribution to the economy.

Over the past nine years, the CMAOntario's efforts have increased both the number of Ontario artists and small and medium-sized enterprises introduced to music industry leaders, resulting in the development of new business relationships. The association has facilitated essential training and information sessions, resulting in better equipped individuals, a clearer understanding of the industry and enhanced skillsets to take advantage of business opportunities.



Our Mission

The Country Music Association of Ontario (CMAOntario) is an Ontario-based, province-wide, not-for-profit organization. The objective of the CMAOntario, through the leadership and experience of our Board of Directors, is to celebrate, foster and support the growth and development of Ontario's country music community and all those associated with the Ontario country music infrastructure - provincially, nationally and internationally.

The CMAOntario works continually with passion and dedication to develop opportunities and initiatives to expand the infrastructure necessary to help Ontario country music artists and small and medium-sized enterprise compete in today's ever-changing competitive marketplace. Through its programs, CMAOntario:

- educates and encourages creativity;
- celebrates the unique achievements and contributions of the Ontario industry;
- provides its members with a hub for information and resources;
- facilitates connections and communications among members, industry leaders and stakeholders

By investing in the potential of artists performing today, the CMAOntario is laying a solid foundation to build sustainable careers for tomorrow. With a position of respecting tradition and recognizing past artistic successes, it is preserving, conserving and enriching the heritage and legacy that continues to shape Ontario's country music identity and resiliency.

CMAOntario DIVERSITY, EQUITY and INCLUSION STATEMENT

The CMAOntario is committed to creating a culturally sensitive environment for our stakeholders that is diverse, inclusive and promotes positivity. As an artist-driven association, our goal is to treat all members, contractors, consultants, and suppliers fairly and equally, regardless of their Age, Disability, Sex, Sexual Orientation, Ethnicity, Religion/Belief, Gender Reassignment, Marriage or Civil Partnership, and Pregnancy/Maternity. Advancing gender equity, diversity and inclusion benefits both the Association and its stakeholders and by reflecting the growing diversity in our community, we encourage stronger engagement from our stakeholders and the community we serve. We promote civility, integrity and respect among our stakeholders as we strive to provide access and relevant opportunities for all of our members wherever we possess the means to assist them.

2021 in Numbers



+38.7%

Overall Revenues

Overall revenues increased to \$252,332 from \$181,887



+39.6%

Sponsorship Revenues

Total sponsorship revenue increased to \$132,250 from \$94,750



+0.6%

Membership Revenues

Membership revenues increased by 0.6% to \$22,841 from December 2020 to December 2021



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Facebook

+5.7%

5%

346K



Instagram

+11.9%

9.5%

187K



Twitter

+1%

2.9%

84K

CHANGE IN FOLLOWERS

ENGAGEMENT RATE

POST IMPRESSIONS



Programs & Initiatives

The worldwide COVID-19 pandemic and province-wide shutdowns of large gatherings during 2020 & 2021 forced the CMAOntario to postpone the main awards show and cancel several planned programs and events (R2i Conference, Showcase and Performance Opportunities, etc). Continuing limitations on social gatherings, international travel restrictions, and ongoing concerns for the health and safety of performers and audiences, made for another challenging year. However, the decision was made to proceed with the CMAOntario Awards, New Faces Showcase & Concert, and Legacy Revival in the same drive-in, safe and socially-distanced format as in the previous year with the Awards.

For CMAOntario, this meant the ability to support Ontario artists at a time when music events had been all but wiped out, as well as retain select sponsors, generate income from ticket sales, present appealing fully-live programming in a safe environment and continue engagement with audiences, attracting potential new audiences and facilitating job prospects for production crews during a peak unemployment period, while maintaining a presence in Ontario's music landscape.

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New Faces Showcase & Concert

On Friday, September 3rd, the New Faces Showcase and drive-in concert gave fans a chance to take in some of Ontario's hottest new music and up-and-coming talent, with performances by: **Aaron Allen**, 2020 CMAOntario Rising Star Award winner; **Charissa**, Americana singer-songwriter; **Kansas Stone**, 2019 CMAOntario nominees; **Owen Barney**, who landed in the Top 20 of Canadian country radio with his 2020 summer hit "Thank Her For That"; **Ryan Langdon**, 2019 CMAOntario nominee and a headline concert by country rock trio **The Road Hammers**.



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Legacy Revival

On Saturday, September 4th, the Legacy Revival brought together Ontario's treasured pioneers in a celebration of the music that paved the way for so many of today's country artists. Hosted by Wendell Ferguson, Legacy Revival featured: multi-award winning country vocal group **The Good Brothers**; Canadian Country Music Hall of Famer **Marie Bottrell**; lead singer and founding member of the award winning country-roots group Prairie Oyster, **Russell deCarle**; French songwriter, and founding member of progressive-folk band Garolou, **Michel Lalonde** and Canada's folk-country matriarch **Sylvia Tyson**.

CMAOntario partnered with Tim Hortons Foundation Camps and Hamilton Food Share to donate a portion of proceeds from both events to benefit these organizations.



CMAOntario Awards

Celebrating the talent and achievements of Ontario's country music industry

CMAOntario celebrated the talent and achievements of Ontario's country music industry across 18 categories with a drive-in award show at Ancaster Fairgrounds in Hamilton on September 5th. **Meghan Patrick** led with three wins, followed by **Aaron Allen** with two wins.

Hosted by **Jason McCoy** and **Beverly Mahood**, the 9th Annual CMAOntario Awards was presented in a drive-in format with performances by **Aaron Allen, Susan Aglukark, Buck Twenty, David Boyd Janes, Owen Barney, Reney Ray, Tim Hicks, Robyn Ottolini, Kelly Prescott, Sacha, Elyse Saunders, The Redhill Valleys,** and **The Western Swing Authority**.

This year marked the third presentation of the Francophone Artist or Group of the Year award, presented to Franco-Ontarian country act **Les Rats d'Swompe**. For the grand finale, fellow CMAOntario performers joined **Susan Aglukark** onstage for a special rendition of her song "O Siem". An audience of 225 vehicles, representing a diversity of fans, artists, industry members and media, got a first-hand look into some of the brightest new country acts emerging from Ontario.

Despite a pandemic, the association was able to respond to the needs of its members by pivoting from its original plan of an indoor event to a drive-in style presentation, executing the activity safely and efficiently while still providing a platform for members to perform live in front of potential new fans, industry insiders and media personnel, earn income, and boost mental health and social well-being.

Recognizing **artists that have impacted** the Ontario country music industry, both past and present.

Canadian Country Artist Discovery

The Canadian Country Artist Discovery initiative is a collaborative program between nine provincial music industry associations - Music PEI, MusicNL, Music Nova Scotia, Music NB, CMAOntario, MCMA, SCMA, Country Music AB, and BCCMA - to highlight some of Canada's brightest country talent in each region. The program launched in July, 2021, featuring Lawrence Maxwell from PEI, with each association supporting the selected artist through cross-promotion on their website, newsletter, and social media. Each month featured a different artist selected by the presenting association. **Aaron Allen** was selected as CMAOntario's emerging artist.

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Monthly Newsletter Features



Artist of the Month

by Joshua Murray

A spotlight on Ontario's emerging and breakthrough artists.



Ontario Pioneers

by Larry Delaney

A look back at Ontario legends who have paved the way for today's artists.



Video of the Month

by Patrice Whiffen

A highlight of the latest videos and newest releases by Ontario artists making waves in country music.



In The Country

by Dave Woods

In-depth conversations with some of the best Country music artists around.



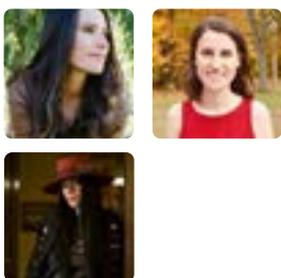
Advisory Councils

Industry Advisory Council



In 2020, CMAOntario initiated discussions to expand the current team, including two new Advisory Councils - an Industry Advisory Council and a Francophone Advisory Council. Both councils bring together a distinguished and diverse group of industry peers, all united by their shared passion and commitment for supporting Ontario's Country Music industry. As CMAOntario works to develop and celebrate the country music sector in Ontario, our Advisory Councils will provide critical insight and support to deliver programs and initiatives that are most impactful to our members, setting an even more ambitious agenda in 2021 and beyond.

Francophone Advisory Council



Industry Advisory Council

- Andy Hawke - Sr. Project Manager, Anthem Entertainment
- Dale Peters - Founder, Dale Speaking
- Derek Schwartzentruher - Schwartzentruher Music Service
- Tracy-Ann Gagnon - Communications & Marketing Manager, LaFab Musique

Francophone Advisory Council

- Kristine St-Pierre - Artist
- Nicole Lefaive - Ariko
- Reney Ray - Artist

Looking Ahead

Virtual Programming

CMAOntario presented the 2021 R2i TuneUp Conference in a virtual format. Sessions were pre-recorded, edited and posted to CMAOntario's YouTube channel. To facilitate those in the Ontario industry who cannot attend the Conference in person, CMAOntario will continue to explore virtual options to present programming in 2022 that aligns with its mandate and objectives.

Summer Concerts

CMAOntario is developing a new series of concerts to bring live music back to country fans in rural communities across Ontario. The concerts will launch in July, 2022 and continue through to September, featuring emerging and legacy Ontario artists.



Leading Us Through 2021/22

Executives:

Steve Kassay
President

Jennifer Goheen
1st Vice President

Michel Bénac
2nd Vice President

Sam Arraj
Treasurer

Brian Allen
Secretary

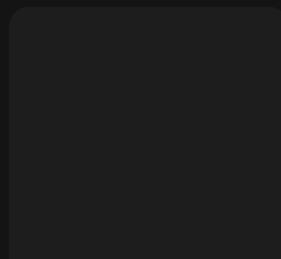
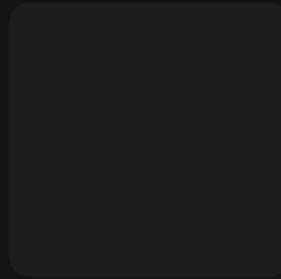
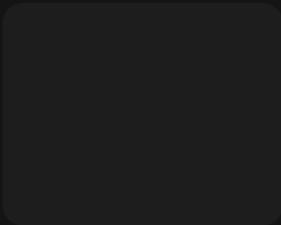
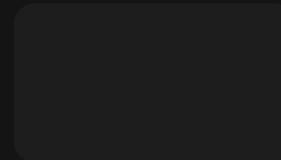
Directors:

Patrick Duffy

Burt Gidaro

Stacey Lee Guse

Lindsay Hyslop



Sponsors & Partners

These past two years have been challenging for everyone but particularly hard for those in the live music industry. Even in light of a significant reduction in revenues, CMAOntario's long time sponsors and partners came to the table to help us present a socially distanced and safe weekend of live music for the community of Hamilton.

We would not have made it through a second challenging year were it not for the continued support from our generous sponsors and major contributors.

Slaight Music | Ontario Creates | Tourism Hamilton

- | | |
|---------------------------|-----------------------|
| BAYSHORE BROADCASTING | MNP |
| BELL MEDIA | MRC DATA |
| BLACKBURN RADIO | MUSIC ONTARIO |
| BOREAL BREWING | NIAGARA FALLS CRAFT |
| CFWC FM HOT COUNTRY 93.9 | DISTILLERY |
| CHAW COUNTRY 103 | PURE COUNTRY 93 |
| CHCQ-FM COOL 100.1 | ROGERS BROADCASTING |
| CITHARA GUITARS | RVEZY |
| CKDK COUNTRY 104 | SEEDS & CO. |
| CKYY COUNTRY 89 | SKELTON TRUCK LINES |
| COUNTRYFEST PRODUCTIONS | SOCAN |
| DESJARDINS | SUPERCRAWL |
| DURHAM RADIO (KX COUNTRY) | THE SYNDICUT & WILLOW |
| FIELDING WINES | SOUND RECORDS |
| GROWUP | TOURISM LONDON |
| LONG & MCQUADE | VEC ENTERTAINMENT |
| LUCKNOW'S MUSIC IN THE | WARNER MUSIC |
| FIELDS | |

Industry Partners

CIMA | IN THE COUNTRY | MUSIC BIZ FINANCE | UNISON

Thank You

2020 AGM Minutes

Minutes of the Annual General Meeting of the Country Music Association of Ontario held on Monday July 12, 2021 on the digital platform Zoom, commencing at 6:50 PM.

President Steve Kassay acted as Chair of the meeting and Executive Director Verle Mobbs acted as recording secretary.

1. Call to Order: The meeting was called to order by Steve Kassay and the agenda approved as presented.
2. Motion to Open the Meeting: by Peter Parmentier, seconded by Secretary Brian Allen.
3. Confirm Quorum: After the expiry of the required 30-minute wait to reach quorum, Brian Allen confirmed that quorum had not been achieved and as required under the Bylaws, the AGM was adjourned.
- 14 4. A motion by Joe McAuley was then made to reconvene the meeting under Bylaw 5:6, without quorum, at 7:20 PM, seconded by Shane Guse. The meeting then proceeded with the Members in attendance.

5. Opening Remarks from the President:

Steve Kassay welcomed everyone in attendance and thanked them for taking the time to attend this meeting. He then proceeded to provide an overview of the Association's activities during the 2020 operations period. Steve acknowledged that despite the costs and COVID 19-related logistical challenges the team faced, we were one of the fortunate few organizations that found a way to persevere and stage a much-needed live event for both the community and the artists.

6. Results of the Board of Directors election, conducted via a secure online platform from June 6, 2021 to June 24, 2021, were presented by Brian Allen.

2nd Vice President Ken Boyer and Director Steven Ehrlick had stepped down from the Board, creating a total of 3 seats available for election. Grateful for their service, the CMAOntario wished them success in their endeavours.

- The two incumbent Directors, Brian Allen and Patrick Duffy, were re-elected.
- The CMAOntario welcomed newly elected Director, Burt Gidaro

7. Approval of the minutes of the November 9, 2020, AGM: On a motion by Wendell Ferguson, seconded by 1st Vice President Jennifer Goheen and unanimously carried, the minutes were adopted as presented.

8. Steve Kassay presented an overview of The Year In Review, the Annual Report that was distributed to the members, highlighting key aspects of the report including:

- i. 2020 metrics indicating performance results for the association
- ii. A summary of the first-ever live drive-in awards show

- iii. The formation of two advisory councils to expand expertise resources and provide additional guidance to the Association: the Industry Advisory Council and the Francophone Advisory Council
- iv. An overview of CMAOntario's Diversity, Equity, and Inclusion statement, which is on the Association's website. Steve encouraged everyone to contribute their input and recommendations any time of the year to make the association better and stronger – in all aspects.
- v. Steve acknowledged and thanked the sponsors for their continued financial support, especially considering the challenges presented in 2020.

9. Financial Statements of the Association: A clean review engagement report from Prasad & Company LLP was presented by Treasurer Sam Arraj for the fiscal year ending December 31, 2020. The financial statements were reviewed via screen sharing and noted.

- Sam remarked that despite the extraordinary challenges presented by the pandemic and lack of COVID funding programs for our Association, we finished the year with a small deficit of just over \$3,000.

10. (a) Proposal by Brian Allen to add Bylaw Article 6.4 into the Bylaws:
Article 6:4 Every Director shall either be a Member in good standing or shall become a Member in good standing of the Association upon their election to the Board in order to serve as a Director.

Motion to accept the proposed addition of Bylaw 6:4; Majority in favour; Motion passed

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(b) Proposal by Brian Allen to Revise Article 9:1 of the Bylaws:

CURRENT WORDING: Article 9:1:

9:1: Bylaws of the Association can only be amended at a Members' Meeting by a Special Resolution of the members voting at least 75% in favour.

PROPOSED REVISIONS: Article 9:1:

9:1: Bylaws of the Association can only be amended by a Special Resolution of the Members, voting at least 75% in favour: (a) at an official Members' Meeting; or (b) at the Board's discretion, by a secured Members-only voting process conducted online.

Motion to accept the proposed revision to Bylaw 9:1; Majority in favour. Motion passed.

- Noted: Bylaw changes approved above will be effective immediately.

11. Other Business/Q&A:

Joe McAuley (in attendance) is becoming a certified pyrotechnics technician and has offered to assist, should this be a visual element that we would consider adding to our activities.

No further business was raised.

12. Motion to Adjourn: by Director Michel Benac, seconded by Peter Parmentier. Meeting adjourned at: 7:49pm.



CMA ONTARIO

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