

CMA ONTARIO

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**YEAR IN
REVIEW
2022**



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Agenda

- Call to Order: Steve Kassay, President
- Motion to Open the Meeting: Steve Kassay, President
- Opening Remarks from the President: Steve Kassay
- Confirm Quorum: Brian Allen, Secretary
- Election Results: Brian Allen, Secretary
- Approval of the Minutes of the June 4, 2022 AGM: Brian Allen, Secretary
- The Year in Review: Steve Kassay, President
- Review of the Annual Report and Financial Statements of the Association:
Adam Clark, Treasurer
- Town Hall Open Member Discussion – Association Initiatives: Steve Kassay
- Other Business: Steve Kassay, President



Our History

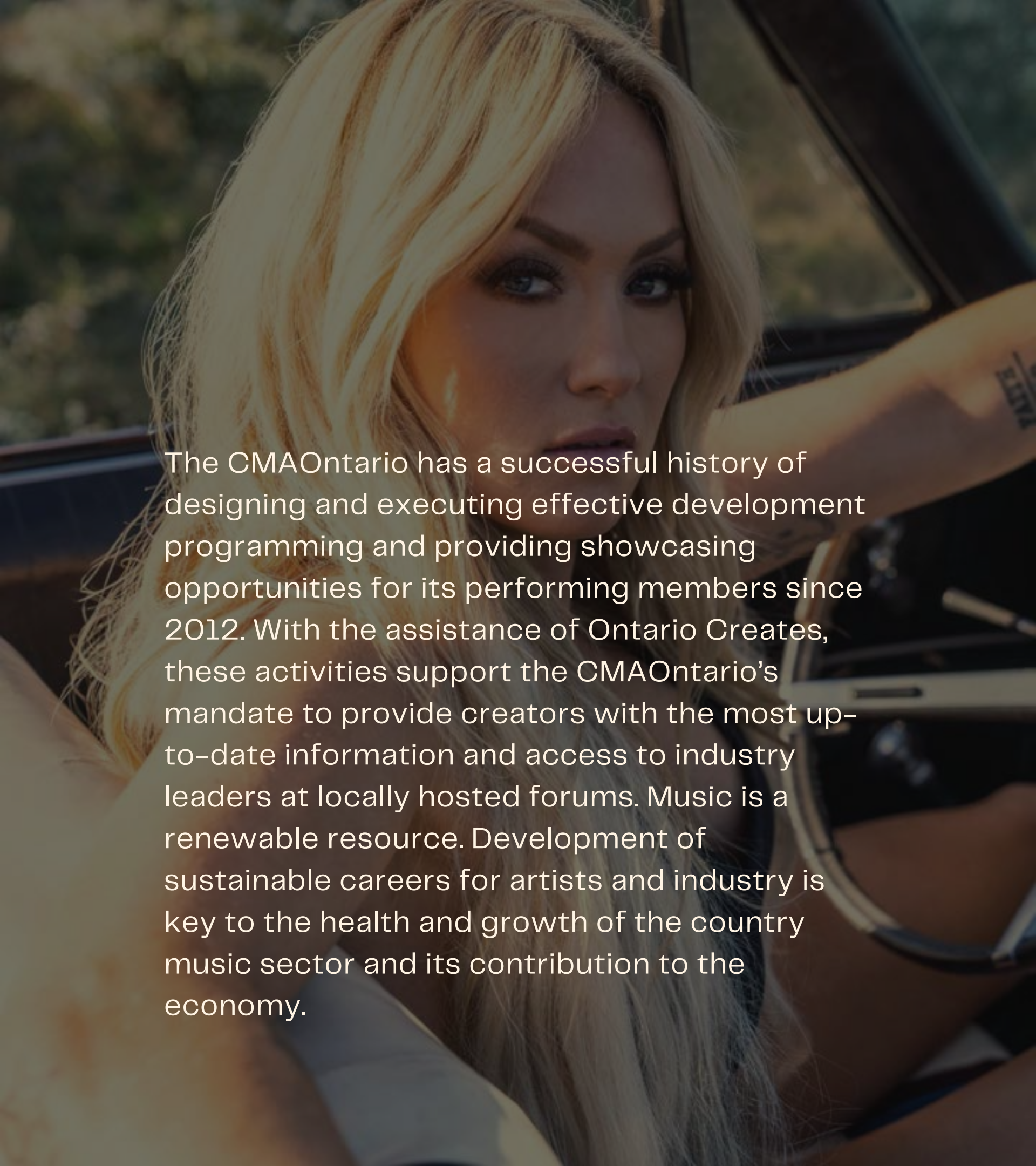
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MAKING ONTARIO COUNTRY MUSIC MATTER

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. Founded in 2008, The Country Music Association of Ontario (CMAOntario) was formed with the desire to support 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 the continued growth for the Association and the community it serves.



A woman with long, wavy blonde hair is sitting in the driver's seat of a car. She is looking out the window with a thoughtful expression. The car's interior, including the steering wheel and dashboard, is visible. The background outside the car is slightly blurred, suggesting an outdoor setting.

The CMAOntario has a successful history of designing and executing effective development programming and providing showcasing opportunities for its performing 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 the number of Ontario artists and SMEs 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

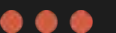
The Country Music Association of Ontario (CMAOntario) is an Ontario-based, province-wide, not-for-profit organization. The objective of the CMAOntario, through the leadership and experience of our Board of Directors, is to celebrate, foster and support the growth and development of Ontario's country 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 and, between the members and industry leaders and stakeholders.

By investing in the potential of current performing artists, 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 shapes 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 Identity, 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.

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+35.3%

Overall Revenues

Overall revenues increased to \$456,855 from \$337,732, representing a 35.3% increase.



+45.3%

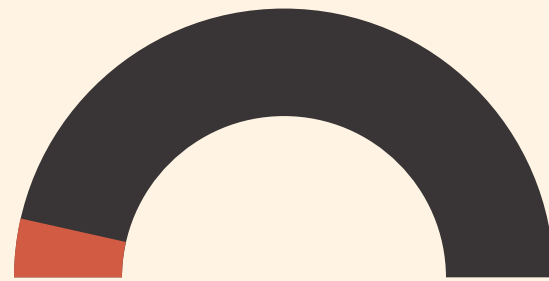
Sponsorship Revenues

Total sponsorship revenue increased to \$184,942 from \$127,250, representing a 45.3% increase.

2022 in Numbers



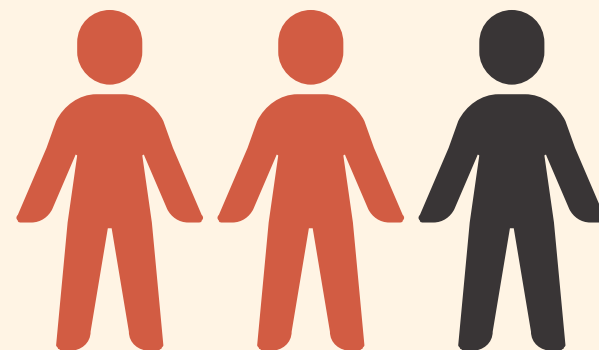
08



+7%

Membership Revenues

Membership revenues increased to \$24,431 from \$22,841, representing a 7% increase.



+10.8%

Number of Members

Total number of members increased 10.8% to 668.

2022 in Numbers



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Social Media



Instagram

+13%

+8.5%

164K



Facebook

+5.5%

+7.7%

398K



Twitter

+0%

+3.5%

159K

CHANGE IN FOLLOWERS

ENGAGEMENT RATE

POST IMPRESSIONS



Programs & Initiatives

In 2022, CMAOntario was able to bring the complete CMAOntario Festival & Awards weekend back to London in a fully live in-person format after two years of drive-in or cancelled events. The Association was able to uphold commitments to members and stakeholders, introduce new opportunities for Ontario artists to learn, network, and perform live in front of new audiences, re-engage with peers, and continue its objective of building new audiences – for the Festival, Conference, and associated events, participating artists, and the Association as a whole.

CMAOntario also presented four additional shows throughout the year, including a showcase at Canal Days (Port Colborne) in association with Country 89, two presentations of Country Nights in the City at Moonshine Café (Oakville) in association with In The Country with Dave Woods, and a second presentation of the Legacy Revival at Walters Music Venue (Bright).



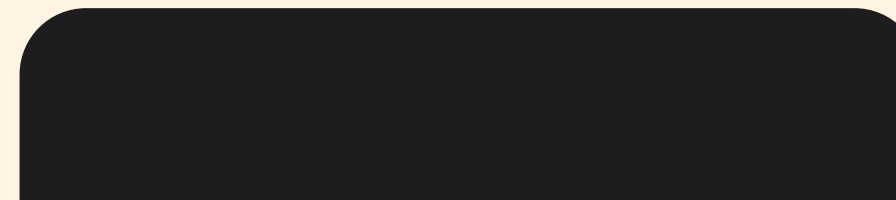
Legacy **Revival**

On Thursday, June 2nd, 2022, the **Legacy Revival** show featured Ontario's treasured pioneers at Purple Hill Country Hall in a celebration of the music that paved the way. Hosted by **Jamie Warren** and **Gary Taylor**, the event featured performances by Canadian Country Music Hall of Famer **Michelle Wright**, seven-time CCMA winner **Thomas Wade**, Juno nominated country trio **Lace**, Canadian Songwriters Hall of Famer **Robert Paquette**, and ten-time CCMA nominee **Diane Chase**.



Songs & Stories

CMAOntario presented Songs & Stories at Toboggan Brewing on Friday, June 3. The show featured a diverse lineup of songwriters including **Jason Blaine**, **Ryan Langdon**, **Dani Strong** and **The Wilkinsons** – each of whom shared the stories behind creating their work. The evening was hosted by **Randy Owen**, who led the songwriters in conversation about their songs, giving the audience an opportunity to hear these creatives talk as if in their own living rooms.



R2i TuneUp Conference

CMAOntario presented the 2022 **R2i TuneUp Conference** on Saturday, June 4th and Sunday, June 5th at the Delta London Armouries in London, Ontario. Panel discussions covered: artist development, rights management, songwriter development, music supervision, radio, breaking into the growing Quebec country market, and live performance.

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As part of the conference, CMAOntario gave attendees 70 minutes of access to a direct learning and professional exchange with funders, agents, managers, labels, producers, talent buyers and festivals through the R2i Networking Roundtable. Attendees connected with more than 30 speakers and executives from all facets of the music industry attending the event, and took advantage of coveted face-to-face time in a casual setting.





Bonfire

On Saturday, June 4th, 2022, the **Bonfire** concert (formerly New Faces showcase) gave fans a chance to take in some of Ontario's hottest new music and up-and-coming talent, with performances at Dundas Place by: **Brian John Harwood**, fresh off his latest single Savin' Up For Friday; **Dustin Bird**, named one of 9 Canadian Country Artists To Watch In 2022 by Front Porch Music; **Gabrielle Goulet**, nominated for CMAOntario Francophone Artist of the Year; **Karli June**, who recently released her EP Where You Come From and **Nate Haller**, nominated for the Rising Star Award. The show was anchored by four-time 2022 CMAOntario Awards nominee **Tebey**.

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Tailgate Party

On Sunday, June 5th, 2022, the **Tailgate Party** kicked off CMAOntario Awards celebrations with a pre-show bash at Dundas Place. This free concert featured performances by 2022 CMAOntario Award nominees **Alli Walker**, **David Boyd Janes**, **Graham Scott Fleming**, and **Mackenzie Leigh Meyer** as well as **Roslyn Witter**, an emerging artist from the Slaight Music roster.

CMA Ontario Awards

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

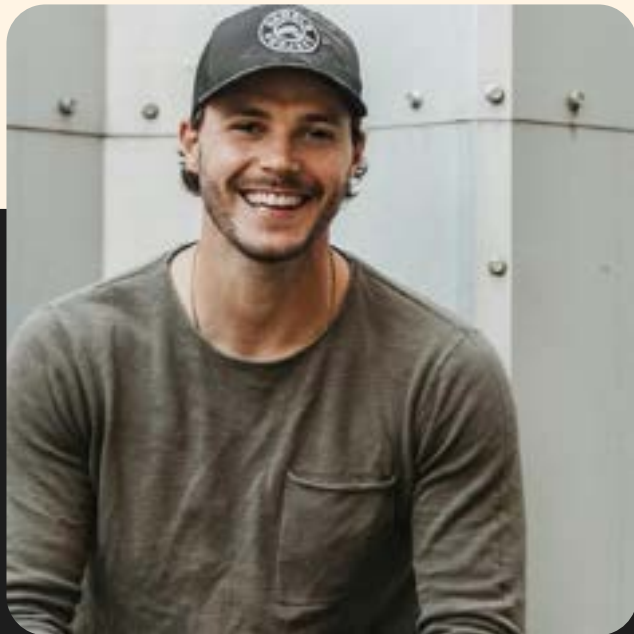
CMA Ontario celebrated the 10th Anniversary of the CMA Ontario Awards with 20 award presentations at Centennial Hall on Sunday, June 5.

Meghan Patrick led with three wins for Album of the Year, Female Artist of the Year, and the Compass Award.

Hosted by Jason McCoy and Robyn Ottolini, the CMA Ontario Awards included performances by Tebey, Robyn Ottolini, Genevieve Fisher, Sacha, Jason Blaine, Kristine St-Pierre, Nate Haller, River Town Saints, The Western Swing Authority and special guest Aaron Goodvin. Cory Marks and Tim Hicks teamed up for "Blame It On The Double", and in a tribute to Impact Award recipient Carroll Baker, the CMA Ontario Awards also included a performance from guest artists Michelle Wright, Beverley Mahood, Stacey Lee Guse, and Patricia Conroy.



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



Artist of the Month

by Jenna Weishar, Alexa's Country Party, Matt Ersnaught, Tracy-Ann Gagnon

A spotlight on Ontario's emerging and breakthrough artists.



Ontario Pioneers

by Larry Delaney

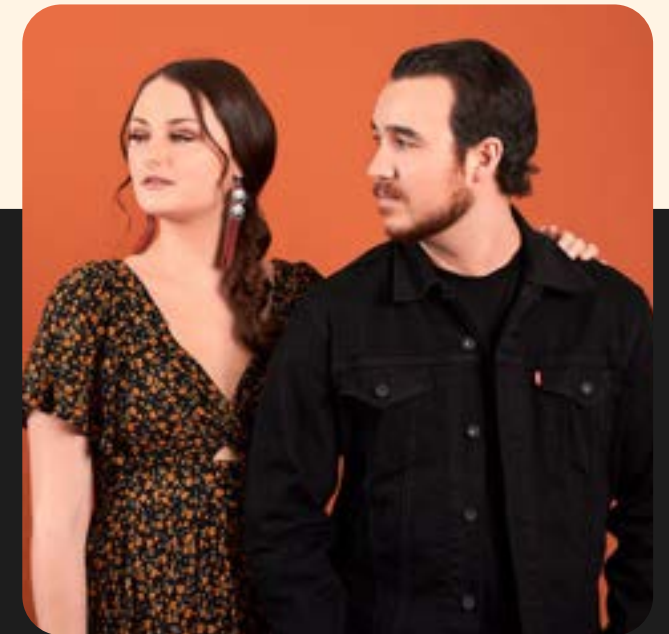
A look back at Ontario legends who have paved the way for today's artists.



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

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Industry Advisory Council



Francophone Advisory Council



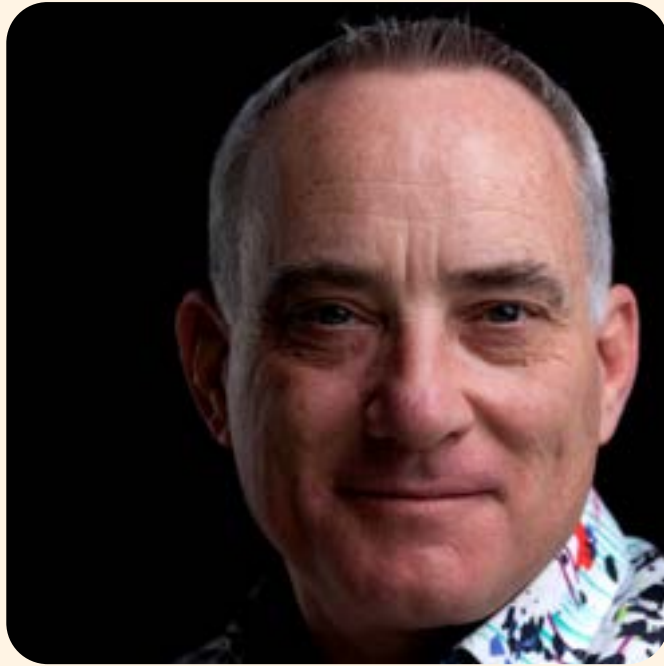
In 2020, CMAOntario initiated discussions to expand the current team to include two new Advisory Councils – an Industry Advisory Council and a Francophone Advisory Council. Both councils bring together a distinguished and diverse group of industry peers, all united by their shared passion and commitment 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 and set an even more ambitious agenda for 2024 and beyond.

Industry Advisory Council

Andy Hawke – Anthem Entertainment
 Dale Peters – Dale Speaking
 Dayna Bourgoin – Pure Country Radio
 Derek Schwartzentruber – Schwartzentruber Music Service
 Jen Goheen – Havelock Country Jamboree
 Sam Arraj – Seeds & Company
 Tina Simpkin, – Artist Manager
 Tracy-Ann Gagnon – LaFab Musique

Francophone Advisory Council

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



Those Who Led **Us** Through **2022/23**

Executives:

Steve Kassay

President

Michel Bénac

1st Vice President

Patrick Duffy

2nd Vice President

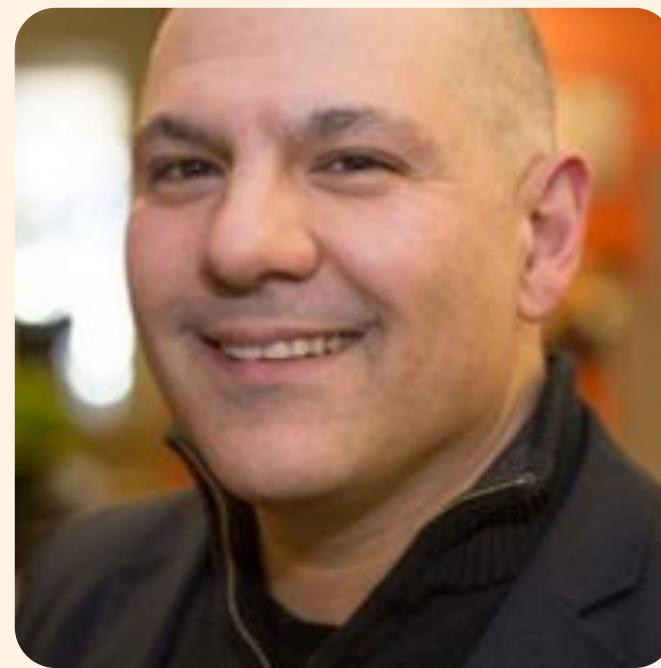
Adam Clark

Treasurer

Brian Allen

Secretary





Those Who Led **Us** Through **2022/23**

Directors:

Amber Bell

Brooke Dunford

Burt Gidaro

Stacey Lee Guse

Lindsay Hyslop



Sponsors & Partners

Without the ongoing support and dedication from our sponsors and partners, the CMAOntario would not be able to deliver the programs and initiatives to its members each year.

Slaight Music | Ontario Creates | Tourism London

ACTRA/RACS
AM to FM Promotions
Auralis Botanical
Bayshore Broadcasting
Blackburn Radio
CCMA
Cithara Guitars inc.
Cool 100.1
Country 103
Country 104
Country 89
Downtown London
FedDev Ontario and the
Government of Canada
Fielding Estate Winery
Forrest Jones Entertainment
Heavy Beards
Hot Country 93.9
In the Country

KX Country
Long & McQuade
Manrkē
MNP
Music in the Fields
MusicOntario
plaympe
Pure Country Radio
RBC Emerging Artists
Reconnect Ontario
Rogers
SOCAN
The Hill Boutique
The Syndicut
Toboggan
Tourism Hamilton
Universal Music
VEC Entertainment
Warner Music Canada

2022 AGM Minutes

Minutes of the Annual General Meeting of the Country Music Association of Ontario, held on Monday June 4, 2022, in the Gunnery Ballroom at the Delta Armouries Hotel, 325 Dundas St., London, Ontario, commencing at 12:55pm.

President Steve Kassay acted as Chair of the meeting and Holly Kassay 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 Patrick Duffy, seconded by Terry Ferneyhough.
3. Confirm Quorum: Secretary Brian Allen confirmed that quorum had not been achieved. After the expiry of the required 30-minute wait to reach quorum, the AGM was re-convened without quorum, as allowed under the Bylaws.
4. Opening Remarks from the President:
Steve Kassay welcomed everyone in attendance everyone in attendance at this meeting and recognized the Board of Directors. Steve acknowledged the

2022 AGM Minutes

retirement of Sam Arraj from the Board and thanked him for his years of dedication. Adam Clark's appointment as the new Treasurer for the Association was announced. Steve also acknowledged that Jennifer Goheen would be stepping down from the Board this year and thanked her for her service. He then proceeded to provide an overview of the Association's activities during the 2021 operations period.

5. Results of the Board of Directors election, conducted via a secure online platform from April 13, 2022, to April 22, 2022, were presented by Brian Allen.
 - The incumbent Directors, Steve Kassay and Michel Benac, were re-elected.
 - The CMAOntario welcomed newly elected Directors, Amber Bell and Brooke Dunford
6. Approval of the minutes of the July 12, 2021, AGM: On a motion by Jim Dunlop, seconded by Jamie Warren and unanimously carried, the minutes were adopted as presented.

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7. (a) Proposal by Brian Allen to change Article 6 in the Bylaws to the following:

6:1 Election of Directors

:1 :1 (a) The Country Music Association of Ontario (CMAOntario) is managed by a Board of Directors that will consist of a minimum of three (3) and a maximum of thirteen (13) Directors.

(b) Subject to paragraph :1 :1 (e) below, a minimum of two-thirds (2/3) of the Directors shall be elected (“Elected Directors”), and the remainder may be appointed (“Appointed Directors”) at the discretion of the Board provided that the total number of Appointed Directors does not exceed four (4).

(c) Where a Director is elected during the general elections, the Director’s term shall begin at 12:00 am two (2) days after the AGM at which their election to the Board is announced and the term shall at end 11:59:59 pm one day after the AGM that falls at the end of the Director’s two-year term, unless such Director resigns or is duly removed earlier than such date.



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(d) Each Director (whether elected or appointed) shall serve for a term of two years unless such Director resigns or is duly removed prior to the expiry of such two-year term. A Director may serve an unlimited number of duly elected or appointed terms.

(e) In the event that a Director (elected or appointed) resigns or is otherwise removed prior to the completion of their two-year term and such resignation or removal results in less than two-thirds (2/3), but more than fifty percent (50%), of Directors being Elected Directors, then the minimum proportion of Elected Directors permitted shall be fifty percent (50%) until such time as general elections for Directors occur. In the event that any resignation or removal of a Director results in less than fifty percent (50%) of Directors being Elected Directors, then the Board shall, in its discretion, either: (i) elect to hold a by-election of a Director or Directors to bring the Board composition back in compliance with Section :1 :1 (b) above; or (ii) elect to wait for general elections to bring the Board composition back in compliance with Section :1 :1 (b) above.



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Motion to accept the proposed change of Bylaw 6 via show of hands;
Majority in favour; Motion passed.

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

8. Steve Kassay presented a summary of The Year in Review, the Annual Report that was distributed to the members, highlighting key aspects of the report including:
 - i. 2021 performance results for the association including the presentation of the Association's 10th Anniversary show.
 - ii. An overview of the funding programs the Association applied to for Covid Relief, most of which were unsuccessful, with funders citing the organization did not "qualify" for the programs offered.
 - iii. Two funding applications were successful, which helped to offset the costs of proceeding with live events during the two years of the pandemic.
 - iv. Steve acknowledged and thanked the funders and sponsors for their continued financial support, as well as the dedicated team of volunteers
 - v. The Association is considering future locations for the Awards weekend and is committed to taking the event to new cities.



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9. Financial Statements of the Association: A clean review engagement report from Prasad & Company LLP was presented by past Treasurer Sam Arraj for the fiscal year ending December 31, 2021. Sam noted that, despite the challenges presented by the pandemic, with the persistence of the team, the association was able to finish the year with a positive surplus.
- Randy Owen requested that the year-to-year comparison (page 3 of the financial statements) include a percentage to indicate the variance from year to year.
 - KT Timmermans congratulated the organization for their efforts in 2020 and their ability to bounce back in 2021 despite the challenges they faced.

Sam asked members for recommendations on funding programs.

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10. Other Business/Q&A:

- A member raised the question of considering some regional workshops. Steve replied that we do consider it each year and we're also looking at the possibility of adding a series of small concerts throughout the year.

No further business was raised.

11. Motion to Adjourn: by Director Stacey Lee Guse, seconded by Director Burt Gidaro. Meeting adjourned at: 1:34pm.