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Music Week coming back

By: Eric Bourque

Local business people and community leaders welcomed the news that Nova Scotia Music Week will be back in Yarmouth this fall.

Music Nova Scotia executive director Scott Long made the official announcement via computer link last Thursday, informing those gathered in the boardroom of the South West Shore Development Authority that the Molson Canadian Nova Scotia Music Week Festival and Conference for 2010 will be held in Yarmouth Nov. 4-7.

Last year's event was the most successful to date and organizers want to build on that success, Long said.

"We know it's going to be great," he said. "That's why we're coming back."

The event will feature more than 60 musical performances and what is billed as one of Nova Scotia's biggest gala awards shows.

Nova Scotia Music Week was pretty much a million-dollar event in 2009, based on the breakdown of figures regarding the events economic impact.

These include an estimated \$620,000 in revenue generated in the host community by delegates and the local public, \$60,000 spent directly by Music Nova Scotia on local goods and services, plus more than \$300,000 earned by artists from business created at the festival.

In a media release issued in conjunction with last week's announcement, Long said, "Nova Scotia Music Week is becoming not just a great celebration for fans and musicians, but a serious place to do business."

The host community for Music Week 2010 was chosen following an open call for submissions.

"Yarmouth demonstrated the best infrastructure and readiness to host the four-day event this year," according to last week's announcement.

Among those on hand to hear the news officially was Karen MacKay, general manager of the Rodd Grand Hotel, host hotel of Nova Scotia Music Week 2009, whose comments were included in the press release issued by organizers.

"We're just thrilled to be able to host it again this year," she said. "This has been one of the best events we've ever had. It's huge for the tourism sector and it's huge for even the gas stations in town to have all these people in our communities. Anytime of the year is great, but November is perfect because it's one of the slowest months. This is the brightest piece of news we've had in a long time."

Plans for Nova Scotia Music Week 2010 include the addition of aboriginal programming, expansion of the Acadian component and the addition of an “emerging artists’ stage,” Long said.

More announcements regarding Music Week will be made in the coming weeks, he added.

Music Week was held in Halifax for a decade or so before being taken on the road in 2006, when it was held in Liverpool. It was held there again in 2007 and in Pictou County in 2008.