



Annual Report 2020

A Year of Accomplishments

President's Message



Dear MAC Community,

For the Board of Directors of the Mississauga Arts Council, 2020's overwhelming pressure of the pandemic on professional artists challenged our ability to adapt and respond to the new needs of the city's creative community.

MAC's diverse and dedicated Board of Directors consists of 16 diverse and capable professionals with a 3 member non-voting Advisory Board. In 2020, we expanded beyond our executive committee, enabling the board members to provide additional support and apply their skills on our new board committees:

- Finance and Strategy
- Special Events
- Sponsorship
- Advocacy and Public Relations
- Theatre and Dance
- Arts Economy
- Professional Skills
- Visual Arts Online

MAC's Board quickly swung into our first Zoom meeting, our first AGM by Zoom, and the production of our first webcast concert/documentary - "Rise Up Mississauga - Concert of Hope" featured paid performances by 25 artists for an estimated digital reach of 20,000 viewers.

Led by Ken Jones, MAC's Board was actively engaged in the development of a new strategic plan. MAC is defined as an arts service agency, dedicated to growing the arts economy, and we do that by creating opportunities, connecting artists to audiences and each other, and promoting their achievements to greater public awareness.

In December, the Board received notice that this new strategic plan was heartily endorsed by the city's Culture Division, through the success of our operational grant from the city with increased funding for the next 3 years.

It was inspiring to be a part of a working Board that actively joined the mission, to help artists in a pandemic. We were humbled and proud of what we achieved, but sobered in knowing that the need next year could be greater. MAC's mission continues!



Sincerely,
Ron Duquette

PRESIDENT, MISSISSAUGA ARTS COUNCIL

Executive Director's Message

Photo credit: Michelle Laine

Dear Friends,

2020 started with such optimism. Last February, we were dancing at the Sweethearts Saloon, a country music showcase we produced with Lakeview Community Partners. In March, both our MAC at Westedge Open Mic and Open Mic LIVE at the LAC were planned.

The professional development seminars at Mindshare were selling out and the MARTY Nominations were open, the invites to MAC's Arts for Mental Health Conference were sent, then on March 13 - all stopped. Doors closed, cancelled. Stay home.

Immediately, Sherri took on curating and distributing our COVID-19 vs. the Arts news and staff rehearsed for our first virtual AGM. The toll on the lives of residents in long-term care homes was tragic and MAC sponsored and promoted the Smiles Are Essential entertainment troupe presenting Mississauga performers in 12 outdoor shows for residents at long-term care facilities.

With so much taken away from artists, how could MAC best leverage the Bingo sourced account raised by volunteers in 2019? We had to come up with creative grant opportunities that could be produced following COVID-19 protocols. So we turned to video productions for dance, music and theatre in the park and a large new invitational fine arts show, that while funded, could not be produced under pandemic limitations. Like many of the various Microgrants, it would have to be completed in 2021. New webcast music specials and the MAC Arts Cafe - Online Open Mic would thrive online.

Our strategic plan to serve professional artists, points us to enable and prepare the movement of creatives and groups into greater online capacity and digital literacy. With new digital marketing savvy staff, a new focused strategy built around growing the arts economy, we set about developing a new artists' online hub, scheduling TD Culture Lab educational webinars, and producing a musical documentary tribute to our former Mayor and arts patron, Hazel McCallion.

At year-end, hopes were high that the work done and investments made will create the results creatives need in 2021. We look forward to continuing to help improve life for professional artists in Mississauga.



Sincerely,
Mike Douglas

EXECUTIVE DIRECTOR, MISSISSAUGA ARTS COUNCIL

Achievements 2020



Rise Up Mississauga

Rise Up Mississauga - Concert of Hope, a made-in-Mississauga webcast concert/documentary featured inspiring talents performing uplifting songs in solidarity with essential workers through the COVID-19 pandemic, providing a positive beacon early in the pandemic. Introduced by Mayor Crombie with City Councillors introducing Tom Barlow; Patti Jannetta-Baker; Matt Zaddy and Heather Christine; David Leask; The Dreamboats; Arlene; Queen Pepper; Alessia Cohle; Jacelyn Holmes; Jeff Jones and Michelle Deneault; and Stephanie Braganza.

Webcast audience: over 20,000.

Link: <https://youtu.be/a0fdOY0KcC0>



The Sweethearts Saloon

Presented by MAC and Lakeview Village Partners, The Sweethearts Saloon - Valentines Country Dance, (February 15, 2020, at the Army, Navy and Airforce Club) featured award-winning local pop-country music stars, Alessia Cohle, Bree Taylor, and Marshall Dane, plus line dancing lessons, and even a cowboy boot contest!



Smiles Are Essential

MAC sponsored the Smiles Are Essential troupe to stage an outdoor music entertainment series, featuring local talents, performing for quarantined residents of long-term care homes.

#ApartTogether Writing Contest

This contest gave writers a creative outlet to write about their COVID-19 experiences with cash prizes sponsored by MAC. Presented by Mississauga Writers Group, supported by Peel Weekly News and Heritage Mississauga.

1st place, **Marisa Baratta**

2nd, **Angela Chao**

3rd, **Frances Frommer**



MAC Arts Cafe - Online Open Mic

Since July 2020, our monthly MAC Arts Cafe - Online Open Mics, hosted by award-winning singer/songwriter, Heather Christine, and featuring up to 10 artists per show, has accumulated over 7,200 views across Facebook & YouTube.

Recap Video: <https://youtu.be/QWhEYSElatI>

Sauga Music Series

Sauga Music Series online concerts presented in partnership with Cats Cove Media. Most recently, Sauga Music NOW, premiered November 26, 2020 and featured performances from Matt Zaddy, One In The Chamber, and The MessAround, with over 1,900 views across Facebook & YouTube.

Full presentation: <https://youtu.be/FXu0-Gt26A>

Amphitheatre Unplugged

Limited by COVID-19 protocols, our outdoor Amphitheatre Unplugged Open Mic's, a partnership between MAC and Culture Division, still saw an audience of over 400. Featuring emerging and established Mississauga musicians, dancers, spoken word artists, poets, and comedians, this was a summer highlight.

Recap Video: https://youtu.be/Q7GboIYS_wc



Achievements 2020

Microgrants



About our 2020 Microgrants

Despite the challenging year, we were able to provide numerous artists with Microgrants ranging in amounts and opportunities, to create dynamic and impactful projects with a pronounced connection to the public and benefitting professional careers. We were pleased to commit over \$38,000 in three phases of grant applications.

Microgrant Winners - Phase One sponsored by RAMA Gaming House and supported by Charitable Gaming at City of Mississauga

- Theatre in the Park
 - » Jasmine Sawant
- Artists on Film
 - » Angela Chao
- Touring Words of Meaning
 - » Wali Shah
- Touring Words of Meaning
 - » Qurat Dar
- Musicians as Video Makers
 - » Dimitri Hyacinth, Tennyson King, Justin Moy, Paige Blossom and Danny Lwin, Cmagic5, Shan Fernando, Andrea Arthur, Abhishek (Abby V), Cat Bernardi, and Vivek Mehmi

Microgrant Winners - Phase Two

- Dance as a Movie
 - » Colleen Snell, Co-Founder & Artistic Director of Frog in Hand Productions
- Dance as a Movie
 - » Emily Roman, from Elite Dance Company
- Mississauga Invitational Fine Arts Show (Date TBC)
 - » Ashley Beerdat, Grace Miah, Jackie Gallagher, Cathy Clark, Debby de Groot, Sandra Robson, Joanna Turlej, Rosemary Broos, Sujata Chander, Shobha Wagley, Adriana Rinaldi, Laura Beaton, Sue Archibald, Gabby Tutak, Sjon de Groot, Noelle Hamlyn, Sofia Berger, and Raheel Patel

Microgrant Winners - Phase Three co-sponsored by Bell Canada

- Arts of Wellness (Documentary)
 - » Susan Ksiezopolski

Matchmaker Microgrants

Our new Matchmaker Microgrant Program was designed to help artists complete a project or provide career development support during the COVID-19 pandemic. Artists received up to \$2,000 in matching funds for money raised by sponsorship, investment, and in-kind contributions by the artists themselves. MAC committed over \$32,000 in direct support to artists.

“ Without the support of the Mississauga Arts Council’s Microgrant, I would not have been able to afford radio trackers’ services at this time. I am so very grateful and thank MAC for their amazing support which has helped my career to expand during the pandemic. ”

- Heather Christine

Matchmaker Microgrant Winners:

- Demetrius Nath, musician and vocalist/guitar player of MAYBE MAY
- Emily Ryder, filmmaker
- Jacelyn Holmes (JACELYN), singer-songwriter
- Matt Zaddy, acclaimed musician and music educator
- Tony Truong, filmmaker
- Heather Christine, award-winning singer-songwriter
- You Made It!, a rising Mississauga-based arts collective
- Tsochoy Go, artist and digital illustrator
- LCI Movement, dance program
- Lisa Alves, lyricist and producer, in collaboration with Jessica Goddard
- Mabrook Entertainment
- Deep Ganguly, bansuri player and educator
- Denise Leslie, jazz songstress
- Tennyson King, international touring musician
- Cat Bernardi, jazz vocalist and composer

Career Development Microgrant Winners:

- Matt Easter
- Keith Garebian
- Deepa Mahanti

“ Due to the loss of live gigs, we musicians have to put much more stock into the creation of videos and online content. I am proud and delighted to have the support of MAC! ”

- Denise Leslie

Looking Ahead 2021

The Mississauga Arts Awards (The MARTYS)

The MARTY Awards return virtually June 2021. MAC is thrilled to be able to reward the incredible achievements and resilience of the creative sector in Mississauga, especially in the wake of such a difficult year. Join us as we reward the ingenuity and creativity of local creatives who have persevered through the pandemic and celebrate their achievements.



The Martys Hub

The Martys Hub is an online destination for artists and the public, featuring artist profiles in a searchable directory, news, events, articles, videos, and even an arts store. This site will expand the arts community beyond the sector to reach new audiences and engage the public in meaningful ways.



Hazel: A Celebration 100 Years in the Making

Hosted by Mayor Bonnie Crombie, Mississauga's arts community came together in a colourful, diverse celebration, featuring over 160 performers to celebrate former Mississauga Mayor, Hazel McCallion on her 100th birthday! This 100 minute musical documentary was viewed by est. 45,000. Full presentaton: <https://youtu.be/oMSBtM5GPOs>



TD Culture Lab

These free professional development webinars ran through February and March 2021, providing valuable learning opportunities to 320 participants attending the 7 sessions. Videos and presentation resources are available on our website for future learning: <https://www.mississaugaartscouncil.com/programs/culture-lab/>



Strategic Plan 2021-2024: A Brave New World

Over the past year, MAC re-evaluated the programs that are most relevant to you, our stakeholders, and we assessed the means for us to enable growth in the arts economy during a particularly challenging time.

Our board undertook strategic planning sessions that resulted in a Strategic Plan for 2021-2024. This plan provided an outline for MAC's pronounced and committed shift to providing more digital services and building digital literacy for our members.

Our strategic plan, *A Brave New World*, outlines five strategic priorities that will be implemented by our staff:

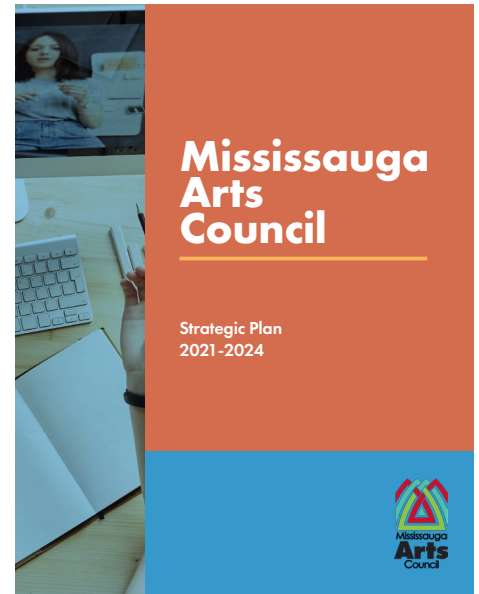
1. Drive digital innovation
2. Increased emphasis on the arts economy
3. Develop increased public-private sector funding partnerships
4. Enhanced community outreach
5. Employ agile and entrepreneurial business model

These priorities are at the heart of our organization, and will drive our activities and priorities throughout 2021-2024. This marked shift to digital programs will help artists maintain and connect with their audience, find new markets, and transition effectively to online presentation formats which enable artists to work and monetize their art in the new digital world.

MAC is implementing its focused business plan with our rejuvenated Vision, Mission and Strategy, designed out of acute awareness that recovering the arts economy in Mississauga - and indeed everywhere - will be a multi-year task best suited to the Arts Council and its multifaceted community connections.

Download the full report here:

https://www.mississaugaartscouncil.com/wp-content/uploads/2021/02/MAC_Strategic-Plan-2021.pdf



Communications

SOCIAL MEDIA - As of Dec, 2020

 [@missartscouncil](https://www.facebook.com/missartscouncil)

 [@MissArtsCouncil](https://twitter.com/MissArtsCouncil)

 [@mississauga.arts](https://www.instagram.com/mississauga.arts)

Facebook:

7,800 followers with an average of 80 posts/month

Twitter:

5,100 followers with an average of 80 posts/month.
Average of 38,000 impressions/month

Instagram:

2,900 followers with an average of 13,000 impressions/month

E-NEWSLETTERS

MAC's arts promotion efforts includes sending weekly MACTivities newsletters to over 4,500 subscribers. These newsletters provide an in-depth look at arts programming and events every week, and features calls for artists, opportunities, art news, events, workshops and more. In 2021, MACTivities is transitioning to video reports to increase the impact of this email newsletter.



Subscribe here:

www.mississaugaartscouncil.com/mactivities

BY THE NUMBERS

31,000+

**AUDIENCE
MEMBERS**

20

**IN-PERSON AND
ONLINE EVENT
PRODUCTIONS**

96

**ARTISTS PAID FOR
PERFORMANCES
& SERVICES**

2,000+

**SOCIAL MEDIA
POSTS**

277

**NEWSLETTERS
SENT**

MAC Donors

THANK YOU TO OUR INDIVIDUAL DONORS!

Albert, Sharon
Allan, Morag
Chau, Jeannette
Christie, Jaime

Huab, Neil
Munson, E. Connie
Pallett, Laurie
Snow, Jackie

Toller, Peter
Widdup, Robert
Wilson, Catherine P.
City Centre Musical Productions

MAC Supporters

THANK YOU TO OUR FUNDERS!



THANK YOU TO OUR SPONSORS!



City Councillor George Carlson
City Councillor John Kovac
Anonymous
Woodhall Park Estates
Mountainview Residence Inc.

Parkland on the Glen
Shelburne Long Term Care
Tullamore Care Community Living
Tyndall Senior Village
Devonshire Erin Mills Inc.

Summary of Financial Statements

S.A. Sami Professional Corporation

Chartered Professional Accountant

Tel: (905) 273 5888 ext:233 • Fax: 905 273 5999 • Email: samisyedca@gmail.com

www.samicpa.ca

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Directors of
Mississauga Arts Council

Opinion

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2020, the summary statement of operations for the year then ended, and related notes, are derived from the audited financial statements of **Mississauga Arts Council** for the year ended December 31, 2020. I expressed a qualified audit opinion on those financial statements in my report dated March 9, 2021.

In my opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, on the basis described in Note 1.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of Mississauga Arts Council. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

The Audited Financial Statements and My Report Thereon

I expressed a qualified audit opinion on the audited financial statements in my report dated March 9, 2021. The basis for my qualified audit opinion was in common with many charitable organizations, the organization derives revenue from donations, the completeness of which is not susceptible to satisfactory audit verification.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements on the basis described in Note 1.

Auditor's Responsibility

My responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on my procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagements to Report on Summary Financial Statements.

Mississauga, Ontario
March 9, 2021

S.A. Sami Professional Corporation

S. A. SAMI PROFESSIONAL CORPORATION
CHARTERED PROFESSIONAL ACCOUNTANT
Authorized to practise public accounting by
the Chartered Professional Accountants of Ontario

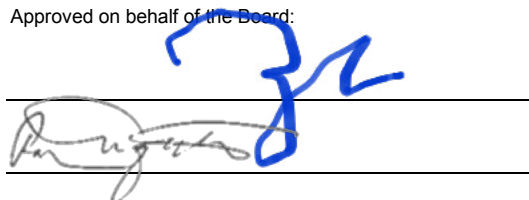
Summary of Financial Statements

MISSISSAUGA ARTS COUNCIL SUMMARY FINANCIAL STATEMENTS

SUMMARY STATEMENT OF FINANCIAL POSITION	December 31, 2020	December 31, 2019
Assets		
Cash	\$ 404,999	\$ 262,165
Receivables	5,828	13,972
Prepaid expenses and other assets	15,354	1,336
Property and equipment	833	2,059
Intangible asset	2,108	333
	429,122	279,865
Liabilities		
Accounts payable and accrued liabilities	14,820	9,413
Government remittances payable	3,772	3,265
Deferred revenue	176,025	104,886
CEBA Loan	40,000	-
	234,617	117,564
Net Assets	194,505	162,301
	\$ 429,122	\$ 279,865

SUMMARY STATEMENT OF OPERATIONS	December 31, 2020	December 31, 2019
Revenue		
Grants	\$ 320,779	\$ 341,126
Federal government COVID support	72,447	-
Sponsorships	33,334	115,565
Other revenue	25,223	36,890
Forgivable portion of CEBA loan	20,000	-
Charitable donations and other fundraising	14,636	108,484
	486,419	602,065
Expenses		
General and administration	178,153	186,784
Membership services and communications	123,142	129,801
Special projects and events	102,842	102,826
Fundraising	50,078	158,084
	454,215	577,495
Excess of revenues over expenses	\$ 32,204	\$ 24,570
Net Assets, beginning of the year	162,301	137,731
Net Assets, end of the year	\$ 194,505	\$ 162,301

Approved on behalf of the Board:



See accompanying notes to financial statements.

MISSISSAUGA ARTS COUNCIL NOTES TO SUMMARY FINANCIAL STATEMENTS FOR THE YEAR ENDED December 31, 2020

The Mississauga Arts Council (the “organization”) is a non-profit charitable organization, incorporated on December 9, 1982 under the laws of Province of Ontario without share capital, whose mandate is to foster and develop, support and champion a vibrant, dynamic arts community in the City of Mississauga through services to enrich the lives of its citizens. The organization is a non-profit organization under the Income Tax Act (Canada) and, accordingly, exempt from income taxes provided certain requirements of the Income Tax Act (Canada) are met.

1. Summary Financial Statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as of **December 31, 2020** and the year then ended.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- a) Whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and
- b) Whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statements of change in fund balances and cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of **Mississauga Arts Council** are available upon request by contacting the Organization.



Mike Douglas
EXECUTIVE DIRECTOR (FULL-TIME)

Leads MAC's strategy and business plan to develop the arts economy; Advocates for artists and Mississauga's Arts Sector; Develops initiatives to employ creatives; Relationship building in the creative sector; Builds business and sponsor relationships; Seeks new grant opportunities and sponsorships; Growth of recognition for excellence and achievement in the arts.



Jacqueline Mak
CREATIVE STRATEGIST/CREATIVE DIRECTOR (FULL-TIME)

Develops projects with stakeholders to strengthen relationships and grow the arts sector; Program/project production and development; Builds relationships with members and local artists; Coaches artists to increase their advertising and graphics capacity; Creates content briefs; Oversees MAC branding and graphic for consistency and messaging.



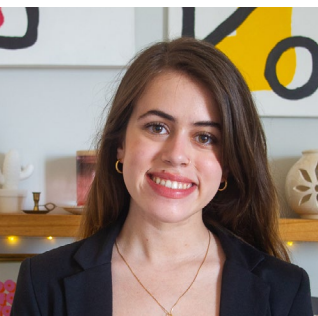
Susan Durnin
ADMINISTRATION LEAD (FULL-TIME)

Membership coordination, volunteer and donor relations; Provides operational and HR support to MAC team; Project Management; Production support for signature events; Oversees grants and granting programs; Contracts artists for events and programs; Assists ED with Sponsor Relations.



Sherri Murray
COMMUNICATIONS PRODUCER (FULL-TIME)

Produces all MAC messaging, communications, and social media content; Develops relationships with local and national media outlets; Leads production of MACtivities, Spotlight communications; Produces MAC Newscast video; Delivers on communication goals and measure outcomes, numbers and learn.



Sabrina Cunha
MULTIMEDIA DESIGNER (PART-TIME)

Produces graphics and videos; Schedules and produces social media; Assists with webcast production; Researches and develops promotions reports on arts events.

Mississauga Arts Council

Board of Directors - 2020



Ron Duquette
PRESIDENT



Ken Jones
VICE-PRESIDENT



Charles Chu
TREASURER



Marissa Mah
SECRETARY



Anna Adams
DIRECTOR



Helen Almeida
DIRECTOR



Grant Clark
DIRECTOR



Sameena Eidoo
DIRECTOR



Imran Hasan
DIRECTOR



Linden King
DIRECTOR



Lynne Mack
DIRECTOR



Randy Persaud
DIRECTOR



Filip Plaskota
DIRECTOR



Michael Roszak
DIRECTOR



Ron Starr
DIRECTOR

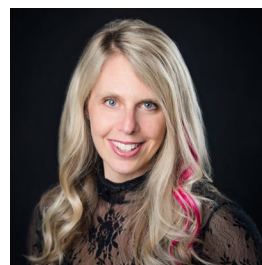


Laurie Uspchuck
DIRECTOR

MAC's Advisory Board:



Marcelino DaCosta



Heidi Somfalvi



Jeff Wesseling