

Celebrating 35 Years with the Arts!



Mississauga
Arts
Council

ANNUAL REPORT
2015



PRESIDENT'S REPORT



MAC President
Ken Jones

2015 was a year of renewal and accomplishment for MAC. Following a year of significant change for both MAC and the City, MAC has reestablished its place as "the umbrella for the Arts" in Mississauga. Critical in this renewal has been our very dedicated team of MAC staff and volunteers, led by the very capable Anu Vittal. MAC's Strategic Plan requires MAC to better partner with, champion and collaborate with artists, arts organizations and other organizations in our great city. Everything we do is focused on the achievement of this plan. In 2015, we accomplished on all aspects of the plan, so completely, that the plan now requires renewal as we continue on our path forward. Achieving our strategic plan helps to ensure greater opportunities and success for our artists and for the City. MAC has continued to provide and enhance its strong suite of programs for our artists. For 2015, we added three new major initiatives for our artists.

- **MACArtsFestival:** This was a free Arts festival that showcased the diversity and talents of Mississauga. It highlighted the arts, culture, ingenuity, creators and institutions that collaborate to create Mississauga's thriving artistic scene. The festival exposed the public to arts in all its forms, from all corners of the city. Mississauga's emerging, established and multicultural talent will be on display.
- **Arts in the Community Conference:** This arts conference was the first of its kind for Mississauga and Peel Region. It began to fill a huge gap in helping to educate our artists on what it takes to be successful as an artist. This was an extremely successful event.
- **MAC Artepreneur:** We began the Mac Artepreneur program. This program recognizes professional artists as entrepreneurs and will begin to provide our artists with the tools they require to succeed. We also revamped two of our longest running events:
- **MARTY Awards:** Our MARTY Awards evening celebrates MAC artists. This was by far our most well attended MARTYS in our history and provided outstanding entertainment throughout the event.
- **Cranberry Cocktails** (formerly Breakfast) – MAC updated the format of the Breakfast. We incorporated a Christmas market which enabled many of our artists to display and sell their creations. It was a great success! MAC continued to promote young and emerging artists with its successful Limelight Association of Young Artists. This exciting program provides young artists with mentorship, understanding the business of art and a great oppor-

- tunity to contribute to Mississauga's arts community. We are constantly listening to our young artists and making changes to the program and its leadership to ensure its continued success. All arts organizations are facing increasing challenges in securing funding and ensuring the continuity of their services to their artists and their communities. This is best illustrated by the unfortunate closure of the Brampton Arts Council in 2015. As MAC grows into the future for 2016, we will continue to transform and evolve our organization to meet the goals of a revised strategic plan and a challenging financial environment. Our key efforts on this front include:
- MAC will operate increasingly as a social enterprise, bringing more emphasis on revenue generation through grants and sponsorships, allowing us to invest more into our artists and community. The City of Mississauga has increased its funding to MAC over the last five years, for which MAC is grateful. In this time, MAC has decreased its reliance on City grants, reducing these from over 50% of its funding to under 40%. This provides more available funding and more importantly, increased opportunity for our artists.
 - MAC currently operates on annual funding with no assurance that our next year funding will occur and if it does, to what degree. This makes it difficult for MAC to plan and commit to longer term programs and investments. Securing more consistent funding, perhaps over a 3-4 year window will be a key priority for MAC.
 - MAC Artepreneur is a new

program by which we have begun to actively enhance and build relationships with artists, arts organizations' and with business partners in the City. By better linking business and artists, it provides:

- More exposure and opportunity to our artists;
- Provides our community with the opportunity to demonstrate what a great place for the arts Mississauga is; and
- Enables our business partners to benefit from the wonderful art while demonstrating their corporate social responsibility with increasing opportunity for brand awareness within new audiences.
- We have changed, invested and transformed MAC over the last two years. For 2016, we will take a greater focus on achieving a sustainable fiscal performance.

In closing, I want to thank the MAC staff, our Board, our volunteers and the members of the Mississauga Arts Council for this opportunity to provide leadership to such a dedicated and outstanding organization. In 2016, MAC will be celebrating its 35th year of providing support to the artists of Mississauga. We are already planning for that to be an outstanding year for our artists, the City and for MAC.

Ken Jones

President,
Mississauga Arts Council

The 22nd Annual
MARTYS

MARTYS - MAY 19, 2016



MACConference - MAY 20, 2016



MACArts Festival - MAY 21, 2016





EXECUTIVE DIRECTOR'S REPORT



MAC Executive Director
Anu Vittal

As we celebrate 35 years of MAC we are celebrating all our artists and arts organizations for their amazing contributions to the community. I take this opportunity to thank each one of our members, cultural partners, funders, donors and sponsors for their ongoing support and commitment to MAC. The MAC team, under my leadership, has implemented the 2012-2015 Strategic Plan and is excited to bring innovation in the arts and enhanced programming to ensure that member's talents are promoted and more viable financial opportunities are created to showcase the arts to our community. MAC staff and Board members have attended many of show/events throughout 2015. MAC was able to host over 100 events in 2015, and our community programming was spread across all 11 wards of Mississauga and extended to Brampton, Milton, Scarborough and Toronto. While I cannot list all of them here, I do want to share some of the other programs MAC has been involved with for your benefit (refer to

Pg. 6 onwards). Amongst our signature events, the **21st Annual MARTY Awards** was a roaring success on May 7th, 2015. The sold out seats to this spectacular award ceremony showcased nominees talents both in the atrium of the Living Arts Centre during the cocktail reception and inside the Hammerson Hall during the award ceremony. Each category honored an emerging artist and established artist with all winners receiving a cash prize. The Laurie Pallet Patron of the arts was presented to Gil Moore and the Lifetime Achievement in the Arts Award to our very dear, Hazel McCallion. The ceremonies were celebrated in great style with a full dinner and performance inside the atrium to end the night. Earlier the same day, we pioneered a much needed Arts Conference with theme **Art in Community** which was a big hit within the creative industry, arts fraternity and our funders. Our inaugural **MACArts Festival** was a huge success with over 80 acts across all areas of the Celebration from film screenings in the Noel Ryan Theatre to Community Walk, from Open-Mics focused on youth and story-telling for children in the Central Library. Celebration square came alive with the amazing line-up of artists performing on main-stage with the headliners being a 35 piece orchestra featuring Glenn Chipkar and the Swing Shift Big Band and capped off with the grand finale of 7 world dances from Sampradaya Dance creations to embody the theme of – "Bringing the world together through art". **MAC held its 9th annual Artbeats fundraising Gala event on October 22, 2015** with the theme "Around the World with Art" featuring over 200 artists'

creations in the silent auction. Guests enjoyed a delightful dinner featuring foods from many diverse cuisines and artistic treats from various performers. The evening also featured a live auction with top donations from our Mayors both current and past. MAC raised approximately \$30,000 to go towards more programming for the community. MAC celebrated the holiday season with over 120 guests from the local community at the **34th Annual Cranberry Cocktail along with a full day Christmas Market in City Hall**. Our Mayor Bonnie Crombie opened the Cranberry Cocktail and the event featured Juno Award winning singer Liberty Silver and Top 100 Billboard guitarist, Rob Tardik, along with Subhadra Vijaykumar and Dionne Grant. MAC raised approximately \$3000 to go towards our new social enterprise, MAC Artpreneur program, which was launched at this event. Amongst our accessory programming, **MAC's Open MIC evenings** were a big hit happening on a monthly basis throughout Mississauga featuring on average of 25+ artists. We also hosted 6 Panam Ignite Open-Mics all across the city. Our **MAC Coffee Night** showcases featured artists across all disciplines. Our **MACLimelight youth** team was instrumental in creating several youth focused events which were a great success – MAC Jam, Think Tank and visual arts exhibits throughout the city. **MAC** partnered with the city's Culture Division to enable artists to showcase their talents at 13 venues that took part in the **Doors Open/Culture Days** weekend in Sept 2015. We also partnered with them to organize, volunteer for Rebel celebrating Youth week in the

province. We also worked with City to test-run the "Clarke Hall Open" pilot project for artist's spaces which is a great need in our community.

Art Battle: MAC donated a membership and supported this pilot initiative bringing various Visual artists together for an extraordinary 2 hour event which was well received and the winning artists was presented with a MAC membership. This was a great marketing opportunity for members.

MAC booth at Waterside Inn - to promote MAC's mandate and Letter of Support for "Arts on the Credit" by Executive Director, Mississauga Arts Council participated in the 3 day event to do outreach and generate interest in the arts.

Artsvest 2015 - helped us raise \$2500 as a matching fund for all the sponsorships brought and this helped with growth of the arts opportunities in the city.

MAC also collaborated with Rotaract for the **SingFest Competition**, participated as a juror for the **Mississauga Idol Competition** and **Boston Pizza Idol Competition**, hosted 9 workshops and curated four **visual art exhibits**. New partnerships have been built as a result of which we are more involved in community such as the Malton workshops which have been a huge success. MAC's collaborative partnerships include: Conversations with AGM, Doors Open/Culture Days with the Culture Division, Studio 89 MAC Coffee nights, Celebration Square Open Mics throughout summer (x6), Art exhibits at Starbucks and TransCanada, National Youth Arts Week – Rebel programming with City, New Year's Eve Block Party held at City Hall with attendance of 500 youth, cultural animations projects with Jumbly Theatre, Afghan Women's

Network, PCYI, Peel Aboriginal Network and many schools in the Peel region, VAM: Art in The Park (MAC provided the musical entertainment), Boston Pizza Idol, Metalworks Open Mics and much more.

As we look forward into our 35th year in 2016, we aim to help artists as entrepreneurs gain success in their respective disciplines as we employ a new online directory for artists services and help connect those with viable financial opportunities as per our "triangle" marketing model using the arts to connect the two important arms of local business with community.

The 2015 MAC team:

I am pleased to report that all programming remained on schedule and staff training was imparted continually to enhance each department as our team grew from strength to strength with the tremendous success of each community event.

We simply could not have produced the vast amount of work without the dedication of our staff and interns. **Cheryl Stone** continues as our **Media and Communication Coordinator**, along **Yasmin Farouk** as **Executive Assistant**, **Helen Harris** – **Membership Officer**. In 2015, we were joined by **Wendell Sappor** as **Fundraising and Marketing Manager**, **Sharada Eswar** as **Cultural Animator** and **Jane Stastnikova** who started as a co-op placement towards the end of year and is now a **full time employee as head of Programming and Events**. We said **goodbye to our Aida Mohammad Design Co-coordinator** and **summer student Issac Eng Youth programmer** as they both went back to school end of August, 2015.

A huge thanks to the many volunteers who give so much to MAC and our

work! A special thanks goes to Carole Neely, Richard Calley and Nisreen Aksar for their ongoing support and sharing of their time to assist staff throughout the year.

To my staff, I salute them for their hard-work, dedication and passion to create a legacy of arts along with our members. They supported me, the Board and YOU, our members, with true conscientious efforts to enhance program delivery and services to all within the community. Thank you for all your support during 2015!

And to the Board of Directors and President Ken Jones, my sincere thanks to you for the new strategic direction, guidance and hands on support. Under the visionary leadership of Ken Jones, many new channels were created for MAC to sail forward "full steam" ahead! The excellent stewardship of the board helped us achieve success on all creative platforms with artists appreciating the numerous opportunities.

To all of MAC's supporters, always keep in mind as we co-create a legacy of art with you that the multi-disciplinary arts are essentially to connect with the diversity of our multi-cultural community and neighborhoods. Arts help us expand horizons and celebrate multiple perspectives - one of the greatest lessons we learn is that art helps us see and interpret the world in all its unique facets.

Anu Vittal



Executive Director,
Mississauga Arts Council



Volunteers and the MAC PAC

This year MAC expanded its volunteer base using social networks and personal contacts. We had over 50 volunteers onsite at the MACArts Festival, including offering many paid training opportunities for young members of the arts community where they learned valuable skills. The MACArts Festival also allowed us to work closer with Volunteer Peel, an organization dedicated to providing young people with opportunities to volunteer across the city. This organization also provided us with many young people to assist with our mural event at the Erin Mills Town Centre. We had nearly 50 students for this event.

Our members also stepped up and volunteered for many other signature events including ArtBeats, and the Cranberry Cocktail, MACConference and the MARTYS.

ArtBeats

This year's ArtBeats gala was a huge success! The "Around the World with Art" auction theme showcased over 200 arts and creative items from every discipline of art including fashion, beauty and culinary treats and therefore, we were able to raise approximately \$30,000 for programming. This year's entertainment included Glenn Chipkar, Viviana Castell and Elyse Mariah and the event was a SOLD OUT success!

Thanks to our co-chairs; Maggie Habiela, Randy Persaud, Sandra Longden, Helena Xu, SurbhiGuleria-Joshi, Olivia Torun, Tabi Moazzam, Lena Guirguis, Hifza Musa, Ritesh Malik, Samera Zoberi, Maggie Habiela, Eddie Suliman, Rinku Deswal, Sameer Q Zorberi, and Shirley Wu for helping make this evening a success! MAC wishes to extend a big thank you to all of our passionate supporters who came out to the event.

Culture Days

This year we brought our talented artists to the historical and architectural highlights of Mississauga. This year we also brought many youth talents to a variety of Mississauga stages as part of this initiative. This year we had: Lightning the Band at Heritage House Dental, the Marie Ann Longlade School of Dance at the Hindu Heritage Centre, visual artist Rosie Sayegh at the Ontario Centre for Classical Sport, the David Cruz Band at the Bradley Museum, Mississauga Children's Choir at St. Hilary's Anglican Church, Mississauga Handweavers and Spinners at St. Peter's Anglican Church, Claudio Ghirardo at Tinnox Academy and the St. Andrew's Mississauga Pipes and Drums took over Heritage Mississauga's The Grange.

Clarke Memorial Hall

Early in the summer, Culture Division began the process of turning Clarke Memorial Hall into a thriving space

for cultural development and MAC was along for the ride! We were brought in to facilitate free bookings for artists who wanted to use the space for the summer. Spaces were provided to MAC Members once it was confirmed they were not filled by a renter. The space was filled nearly every weekend with artists rehearsing for large shows and other events.

After the summer, Clarke Hall was available to artists for \$50 for public events and we continued to refer artists to the location. Successful events there include Matt Zadkovich's album release.

Next year we hope to continue offering Clarke Hall as a terrific venue for artists to use, and we are working with the city to facilitate the further use of the space as an artistic hub.

Cranberry Cocktail

This year MAC made some big changes to our annual holiday networking event. MAC switched from a breakfast event to a cocktail hour with a silent auction, and fabulous entertainment provided by Rob Tardik, Dionne Grant, Subhadra Vijaykumar and Juno-winner Liberty Silver. The group performed both individual sets, and a once in a lifetime group performance. We also brought the holiday market back for the day, allowing 20 artists to sell their goods all day, and to the cocktail guests into the evening.

This year's event also moved to the Great Hall in the City of Mississauga. This allowed us the opportunity to sell creative products and provide opportunity for the community to buy directly from artists for their Christmas gifts, thus enhancing local business and economy. Special thanks to Century AV for donating the lighting and sound for this event. Lastly, this event also served as the launch of our MACArtpreneur program. The program gained coverage in Snap'd North Mississauga, Rogers TV and the Mississauga News.

Communications

The communications department made many big strides this year. In particular, we strengthened our relationship with Rogers TV by having two MARTYS specials, one for nominees and one for winners with both pre and post event marketing and media exposure. This showcased the artistic talents of nominees to new audiences, and also gave them the VIP red carpet experience. We also continue to work with Rogers and regularly send artists for interviews.

MAC continued to work with The Mississauga News with a brief appearance of the State of the Arts Column this year, and consistent coverage of all MAC's events and initiatives.

On social media, we have grown significantly and our current pres-

ence with over 5,000 Facebook likes and over 3,600 Twitter followers. Engagement is up across all platforms. The MAC Couch was launched earlier this year on our YouTube channel as well and we upload our MAC Couch interviews onto our YouTube channel regularly. Some improvements are being made to make it easier and more affordable to produce, so expect to see more from the Couch in 2016.

Our annual publication of MAC Magazine which featured articles on the MACArts Festival, the MARTYS and the MACConference besides all our exciting creative community endeavours.

We also continued and completed our rebranding exercise, ensuring that the MACArts Festival, the MARTYS and the MAC Conference had a consistent look and feel, which are easily brought together in anticipation of our 2016's three day Industry series Arts event.

Culture Talks

MAC partnered with the Ontario Ministry of Tourism, Culture, and Sports to co-host "Culture Talks" on December 1st, 2015. These discussions were done as part of consultations across the province on the future of culture in Ontario. There were 175 attendees, including local dignitaries, artists and members of the public.

Development and Sponsorship

This year MAC continued to work with local business to seek support both in revenue and in-kind to help MAC further its mandate of supporting artists and engaging them in the community. This was done in tandem with providing the local businesses an opportunity to showcase their brand and products and services and show a growth in ROI.

New sponsorships were forged with local businesses and large corporations. We are hoping to expand on both types of these relationships in 2016, giving these brands exposure to larger spectators, new audiences and more community awareness. We're very grateful to these sponsors and thank them for their support (Please see the back of this publication for a full list of sponsors for 2015).

All of our signature events were sponsored very favorably so that we could showcase the talents of the artists and pay more artist fees and honorariums for programming.

Our Donor Program was also a success and we were able show a 60% increase in revenue which will be used prudently towards new platforms for artist opportunities. Special thanks to all of our individual donors (featured on the back of this publication) who helped make this possible.



Membership

In 2015, MAC increased membership fees minimally for the first time in years. We are still amongst the lowest fees for Art Councils across Canada. The new fee structure will go towards enhanced programming for our members. We introduced; *MAC Arteprenuer* – workshops where successful art entrepreneurs provide professional development opportunities through sharing their experience, teaching “tools of the trade” and guiding to learn new business skills; *MAC Munch* – lunch and learn workshops by local corporate partners who will offer artists “tools of the trade” to help excel in business; *MAC Artisans* – a community outreach series of workshops by individual artists from all disciplines and diverse cultures to introduce and create using new art-forms or classic, dying arts and learning heritage; *MAC Artists in Action* – features artists in their element while bringing the community to art venues such as music studio, galleries, theatres, etc. As well as our continuing MAC Open Mic and MAC Coffee Night programming providing our members opportunities to showcase their talents.

This year we also revamped our weekly MACTivities newsletter and introduced the weekly MAC Spotlight. The revamped MACTivities features more images than ever before, and more links to the MAC and member sites. Spotlight goes out

on Thursday evening, so members can plan their weekends around the city’s arts activities. These newsletters continue to be one of our most attractive selling points to new and returning members, and they continue to be very well read by the community. These two newsletters are sent to over 5,000 regular subscribers and have an exceptionally high readership for the sector.

2015 MARTY Awards

This year’s MARTYS was a huge success featuring two massive dance numbers covering the last 50 years of dance and the diversity of cultures across the city, our host was Rogers TV personality Randy Persaud. We handed awards out to 13 artists and honored former Mayor, Madame Hazel McCallion, with a lifetime achievement in the arts award. We also SOLD OUT of pre-sale tickets! This year’s event was in the Living Arts Centre and followed our MACConference (Please see MACConference section on this page for more information). The event also featured a medley of nominee performances in the lobby and a full buffet dinner. As per previous years the winners were selected by an independent jury of experts. Winners received a cash prize, media coverage and recognition in the community. 2015’s winners and honorable mentions are:

LITERARY ARTS

- Emerging: Peta-Gaye Nash
- Honourable mention: Thomas

Joseph

- Established: Katarzyna Kochany
 - Honourable mention: Larissa Fleurette Ho
- ### MEDIA ARTS
- Emerging: Troy Aaron De Four
 - Honourable mention: Francesco Reale
- ### VISUAL ARTS
- Emerging: Breanna Shanahan
 - Honourable mention: Fatima Fasih
- Established: Lizz Aston
- ### PERFORMING ARTS (Individual)
- Emerging: William Leathers
 - Honourable mention: Cat Bernardi
- Established: Peter Katz
 - Honourable mention: Alex Pangman
- ### PERFORMING ARTS (Group)
- Emerging: Dead Penny
 - Honourable mention: Eh440
- Established: All Masters Lion Dance Group; Mississauga Pops
 - Honourable mention: Mississauga Children’s Choir
- ### CREATIVE COMMUNITY AWARD
- Dam Poets Society
- ### PEOPLE’S CHOICE
- Justin Covas
- ### HAZEL MCCALLION VOLUNTEER OF THE YEAR
- Marlene Taylor
- ### LAURIE PALLETT PATRON OF THE ARTS
- Gil Moore
- ### LIFETIME ACHIEVEMENT IN THE ARTS
- Former Mayor Hazel McCallion

MACConference

In 2015, we hosted the inaugural MACConference. We filled the BMO Room at the Living Arts Centre for an

afternoon with speakers from across Ontario. The afternoon featured a keynote from Gil Moore, CEO of Metalworks, and speakers from across Ontario covering topics such as community art, business of art and why public art can be used to enhance our neighborhoods. The main aim of the conference was to promote interest in the pursuit of arts and provide artists with valuable information on funding and training to enhance their passion. The conference was also fashioned to educate artists about the avenues available for learning and promotion and to connect them with local businesses.

At the conference, artists were also presented with the opportunity to compete for additional mentorship for their projects. Shortlisted artists had five minutes to convince a panel of judges to support their project. The winning projects are working with Jumblies Theatre as part of Artfare Essentials in spring of 2016 to receive additional training in community arts.

MACArts Festival

2015 was a big year for MAC as we also successfully launched the MACArts Festival – Bringing the world together through art! This community festival is truly a festival of the people, for the people and by the people, showcasing all disciplines of art across every diverse culture represented in Canada. The TD MACArtsFestival, presented

by the Mississauga Arts Council, took art to public spaces, engaged community in all its diversity, breaking through socioeconomic barriers and driving tourist traffic. This free event exposed the public to multidisciplinary art forms that would otherwise be inaccessible and costly. The Festival highlighted a medley of arts vendor booths, visual artist exhibitions, literary art readings and lectures, craftwork, and live performing arts – showcasing local emerging and established Mississauga talent. It also showcased multicultural talent attracting artists and non-artists as well as the general public from all ages; kids, youth, adults and seniors across diverse cultures within the Mississauga, GTA and surrounding cities of Hamilton, Oakville, Caledon, Brampton, Milton. The main goal was to expose the community to the scope and caliber of arts available in and around Mississauga and to engage community to culturally enhance themselves connecting them on a common platform. Mississaugans left the comfort of their beds despite the cold and rainy weather as over 5000 people poured in to Celebration Square for an all day exploration and celebration of the diversity of our art. This event brought together wide range of sectors and exceptional talents of more than 70 artists and creators, 14 artist vendors, 11 food vendors and 25 corporate sponsors, funders and media partners. For its inaugural year, the TD MACArts Festival was successful

featuring 17 main stage performances and attracting both local and international talents from Dubai and Los Angeles.

In a survey conducted during and after the festival, 96% of people found the festival to be an essential part of the fabric of Mississauga. In addition, 92% were excited about the programming and indicated that they would come again next year. It is also featured under the Heritage festivals of Mississauga.

Community and Cultural Animation

MAC was thrilled to launch our Community Animation program with OAC as the third city to be selected by the Ontario Arts Council for its Cultural Animator initiative. The main goal of this initiative is to promote, support and assist artists and arts/non-arts community organizations in developing community arts projects and proposals for the OAC’s Artists in the Community / Workplace (AICW) program. Since the initiative took off, the number of applicants to the AICW program from Mississauga and the Region of Peel increased from an average of 0 to 6. In the past year, MAC was involved with a variety of community and cultural animation initiatives including: creating and strengthening our connections with a variety of organizations including the Peel Aboriginal Network, the Afghan Women’s Centre, PAMA and Broadening Hori-



zons. The relationship with these organizations will be further strengthened as we continue to host and facilitate workshops in 2016. We've also begun work with community arts and non-arts organizations in other cities so there can be an exchange of knowledge with Mississauga. These organizations include Jumblies Theatre (Toronto), Mabelle Arts (Toronto), Neighbourhood Arts Network (Toronto), Tangled Arts + Disability (Toronto) and the Community Arts Guild in Scarborough. Besides leading workshops for the youth of the Afghan Women's Centre (Chai Stories) and Peel Aboriginal Network (Bannock Stories), high school students of Mayfield Secondary School, Cedar Brook School and Willow Park School. MAC also created new community arts initiative this year; Conversations- in partnership with Visual Artist, Shellyann Siddoo, the Cultural Animator facilitated and led 8 workshops in community-engaged arts for the disabled. This was a pilot project, excerpts from which were presented at the MACArts Festival.

In partnership with Jumblies Theatre, MAC was involved in an exhaustive and extensive Community Engaged Arts Project – Train of Thought. From MAC, Anu Vittal, Cheryl Stone and Sharada Eswar participated in this evolving community arts project, journeying from the Victoria, BC - West coast to the east coast Halifax, NS, with on-board activities and over 20 stops along the way.

Open Mics

MAC's Open Mic nights continued to be a huge success as our fundamental platform of favourites for all artists! We hosted weekly RE: TO2015 IGNITE Program Application for events in Mississauga PanAm/ParapanAm open mics in June and July to celebrate the PanAm Games. These events happened across the city at venues from Studio.89 and The DAM to C-Café, Clarke Hall and Metalworks. These events were hosted by comedians, spoken word artists, and singer-songwriters. Our weekly Summer sessions in the Amphitheatre "Unplugged" at Celebration Square in August were filled to capacity. The attendance averaged well over 100 at each session with the final session seeing over 300 attendees.

Workshops and Professional Development Opportunities

MAC brought talent from far and wide to Mississauga to share their stories and skills with our membership. MAC organized a variety of workshops in 2015 including workshops on grant writing and funding, navigating the changing music industry and drumming and many others enhancing the creative scope of this growing industry. We would like to take this time to thank our 2015 partners for these workshops, the Living Arts Centre, Studio.89 and more.

MAC limelight

This year Limelight launched several new initiatives such as Think Tank, the Streetsville Youth Concert, Mississauga's Got Talent and the MAC Limelight Jam. This was alongside our regular MAC Limelight events such as the New Year's Eve Block Party and Rebel Week.

Think Tank

Think Tank was MAC Limelight's first annual arts seminar and showcase for youth on August 15th, 2015 at the Bradley Museum. We offered youth a professional mentor and the ability to showcase and create work in a group setting. The visual artists created and displayed their art in the exhibit building. Musicians composed and performed on the barn house stage. Literary artists wrote and read their works in the log cabin. During the seminar, artists brought an idea, work in progress or a previously completed work to be reviewed and critiqued by the designated mentor. In the latter portion of the workshop, the mentors guided a solo and collaborative project. By the end of the seminar, each artist had an improved personal piece, created a new piece and collaborated towards a joint effort.

The feedback from youth and parents received from the success of this event prompted us to initiate a grant request. We're thrilled to announce that Think Tank will be expanded into a larger youth festival in June 2016 from a grant supported by OTF leading youth forward into creating a legacy of art for the future.

Streetsville Youth Concert

We kicked off the summer by listening to great tunes performed by young musicians while enjoying ice cream. Acts included: The David Cruz Band, Cam Bogle, Ayydos and Awkward Flagpole. Starbucks also gave away prizes to a few lucky youth audience members. This was a great platform providing opportunity for youth to connect with MAC Limelight and with the local Business Improvement Area (BIA) and community whilst performing in the amazing square.

Mississauga's Got Talent

MAC Limelight's Mississauga's Got Talent was a multi-disciplinary competition showcasing the best artists that Mississauga has to offer! All three categories were judged by a panel of local established artists and arts professionals. There were three \$250 cash prizes up for grabs for Most Talented Visual Artist, Dancer, and Musician. We selected the top 15 to perform and showcase at Clarke Memorial Hall on July 31st.

Our judges included; Steve Khan, Natalie Nesterenko and Alex Andronache. Our prizes were handed out to Elise Mariah in the Music Category, Ryan Brown for his illusionist act and VinitiVenkatesh for visual art. These artist winners were then featured on the main-stage at MACArts.

MAC Limelight Jam

To celebrate Canada Day, on Saturday July 4th the MAC Limelight JAM brought food, live music, and yarn bombing to Port Credit's Clarke Memorial Hall. Local bands Rikashay, Perivale, and Jammers Waffle House performed live. This event was done in partnership with the Port Credit BIA and was huge success with the youth and local community.

National Youth Arts Week and Rebel 15

For Rebel 15, we continued to activate Clarke Memorial Hall with an open mic featuring up and coming talents Clarke Schlesinger and Belle Matthews. Many youth brought their latest track or a show-stopping classic to showcase their talent. We also provided "buskers" opportunity to sing, create or recite at the Mi-Way City Centre Terminal. This program was very successful as commuters enjoyed the art, and artists enjoyed the Unorthodox venue. The City of Mississauga has indicated they would like to bring this project to life again this year.

TD New Year's Eve Block Party

The Limelight Committee of Young Artists hosted their annual Limelight NYE Block Party on December 31, 2015. The event was hosted by Yoko Gold, a local hip-hop artist. The evening featured 3 performances including Perivale, Jammers Waffle House and Arlene Paculan. The event was well organized thanks to TD's sponsorship. The event attracted a whopping 500 attendees.

Celebrating 35 Years!

Did you know.....

MAC's original Executive Director was Laurie Pallett, she was inducted to Mississauga's Legends' Row in 2015.

MAC supports a creative community of over 38,000 artists in not only Mississauga but across the globe. We have members as far away as Dubai and Los Angeles!

2016 will be our second year for the MACArts Festival, last year we featured 16 disciplines of art from 14 cultures across Canada.





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**INDEPENDENT AUDITOR'S REPORT
 ON THE SUMMARY FINANCIAL STATEMENTS**

To the Members of
Mississauga Arts Council

The accompanying summary financial statements of **Mississauga Arts Council**, which comprise the summary statements of financial position as at **December 31, 2015**, and the summary statements of operations for the year ended, and related notes, are derived from the audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, of **Mississauga Arts Council** (the "Organization"), as at **December 31, 2015** and for the year then ended.

We expressed a modified audit opinion on those financial statements in our report dated **March 16, 2016**. Those financial statements, and the summary financial statements, do not reflect the events that occurred subsequent to the date of our report on those 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, therefore, is not a substitute for reading the audited financial statements of the Organization.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in the note to the summary financial statements (**Note 1**).

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of the Organization as at **December 31, 2015**, and for the year then ended are a fair summary of those financial statements, in accordance with the basis described in the note to the summary financial statements.

Mississauga, Ontario
 March 16, 2016

Nawaz Taub & Wasserman
NAWAZ TAUB & WASSERMAN LLP
 CHARTERED ACCOUNTANTS
 LICENSED PUBLIC ACCOUNTANT

**Mississauga Arts Council
 SUMMARY FINANCIAL STATEMENTS**

SUMMARY STATEMENT OF FINANCIAL POSITION	December 31, 2015	December 31, 2014
Assets		
Cash	\$ 106,025	\$ 236,473
Receivables	21,461	8,727
Prepaid expenses and other assets	1,724	979
Property and equipment	10,450	4,678
Intangible asset	2,433	-
	142,093	250,857
Liabilities		
Accounts payable and accrued liabilities	24,947	22,258
Employee obligation	-	57,120
Government remittances payable	4,828	10,610
Deferred revenue	28,750	28,750
	58,525	118,738
Net Assets	83,568	132,119
	\$ 142,093	\$ 250,857

SUMMARY STATEMENT OF OPERATIONS AND DEFICIT	December 31, 2015	December 31, 2014
Revenue		
Grants	\$ 351,350	\$ 291,395
Sponsorships	174,593	140,273
Charitable donations and other fundraising	101,464	60,018
Other revenue	16,871	13,701
	644,278	505,387
Expenses		
Special projects and events	282,262	138,479
Membership services and communications	229,018	257,587
General and administration	181,549	140,597
	692,829	536,663
(Deficit) of revenues over expenses	\$ (48,551)	\$ (31,276)
Net Assets, beginning of the year	132,119	163,395
Net Assets, end of the year	\$ 83,568	\$ 132,119

Approved on behalf of the Board:

Ken Jones

See accompanying notes to financial statements.



MISSISSAUGA ARTS COUNCIL
NOTES TO SUMMARY FINANCIAL STATEMENTS
FOR THE YEAR ENDED December 31, 2015

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 at **December 31, 2015** 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.

MAC BOARD OF DIRECTORS



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Linden King
Director



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