

**Mississauga
Arts Council
Annual Report**

2016





President's Message

Last March, after serving 4 years as Vice President of the Mississauga Arts Council, I was pleased to be elected President. We have enjoyed great progress on our commitment to increase the awareness, appeal and accessibility of arts events and opportunities to the public. Our communications and marketing efforts on behalf of individual artists and in particular for member groups and organizations continued unsurpassed.

For our Board of Directors, 2016 was a year in which we said goodbye to several staff members after they moved on to new opportunities and welcomed new talent including Mike Douglas, Executive Director, Derek Luis, Director of Outreach and Nansy Khanano, Content Producer and Arts Reporter. Together with Manager of Operations, Yasmin Farouk and Production Manager, Helen Harris, MAC has a small but impressive team.

Working closely with the Board, they were responsible for unprecedented attendance at the Mississauga Arts Awards (The MARTYS) and best ever results from the new fundraising gala, the Magical Masquerade Ball. The TD MACArts Festival at Celebration Square presented a diverse array of live entertainment for 9 hours, bringing music from around the world to an estimated 8,000 visitors.

We believe in the value of being an organization that facilitates partnerships, collaboration and healthy compe-

titition between artists, organizations and cultural industries, to strengthen creative communities and contribute to a more vibrant city.

The Board has renewed MAC's commitment to engage, connect, promote, champion and develop artists of all disciplines, ages and abilities from diverse communities to spread the growth of arts and culture into more communities in Mississauga.

I have undertaken to explain and develop the case for increased support for the arts in Mississauga with a speaking tour that presents the extraordinary economic and cultural benefits that other cities have enjoyed through increased support and connection to the arts. Their success underlines that all great cities enjoy a creative convergence of diverse communities and cultures that is expressed creatively through exciting arts scenes that attract more residents and businesses.

I know I speak for the Board when I offer our sincere gratitude for the opportunity to serve the burgeoning arts scene and create more and better ways to connect and celebrate the arts in Mississauga.

Sincerely,
Brian Crombie
President, Mississauga Arts Council



Executive Director's Message

In 2016, the Mississauga Arts Council (MAC) placed members in 340 professional engagements, hosted over 600 career and marketing meetings with individual artists and organizations, consulted on grant writing, professional development and marketing.

We wrote 15 letters of support for member grant applications and importantly secured 7 grants for the Arts Council which will support the organization's activities in 2017.

We are especially grateful to the City of Mississauga for its operating grant which funds nearly 40% of our charity's operations. In addition to providing talent casting services to the City, the more significant role for MAC was sharing in and supporting the City's strategic goals arts development.

The City government has been an arts and culture co-producer using MAC's free talent casting services. The more significant role for MAC was sharing in and supporting the City's strategic goals for arts and culture development.

Our shared goals include making art more accessible. One response from MAC in 2016 was collaborating with Erin Mills Town Centre to provide Paint Your Passion, learn to paint classes for new Canadians. The City's goal to enable greater participation in the arts motivates MAC's Open Mic events, initiated 7 years ago and continuing in 2016, MAC collaborated on open mics with Culture Division, the Living Arts Centre and Studio 89.

MAC's most consistent service to the arts community has been its promotion of excellence in artistic skills, epitomized by the dynamic 22nd annual Mississauga Arts Awards (The MARTYS) which awarded 2016's best artistic performance in over 20 categories including established winners and emerging talents. MAC's Board of Directors were pleased to host the most successful MARTY Awards ever. We all look forward to improving on that experience on May 18th!

2016 saw the first edition of Culture Lab, sponsored by the Ontario Trillium Foundation, the program provided high-school arts students, interested in arts careers, with a preview of what is needed to succeed as described by young practicing professionals.

Many members count on MAC's communications and marketing work. In 2016, MAC reviewed the popular arts e newsletters, MACTivities and Spotlight (13,000 emails/week) and developed a new communications proposal aimed at taking better advantage of this content to host and produce short videos for an active online arts channel, Mississauga Arts and Culture Television – MAC TV.

2016 was a year of productive rededication and redirection that enjoyed promising outcomes provide practical insights into how best to serve and grow the arts in Mississauga.

Best regards,
Mike Douglas
Executive Director, Mississauga Arts Council

ACHIEVEMENTS 2016

MARTYS 2016



This year's MARTYS was an amazing success! Hosted at the Mississauga Convention Centre with 19 awards in total given out to deserving members of our community, in front of nearly 700 supportive attendees. The creative gala event featured an exciting variety of entertainers and some very special guests; including Mayor Bonnie Crombie and our many talented artists!

TD MACARTS FESTIVAL

The TD MACArts Festival was a great accomplishment! This year MAC brought 20 acts to the mainstage from across the city. The festival featured fashion highlights from Mississauga Fashion Week and MAC also created a village ambience with some of the city's most talented artists. With Great talent, interesting artist vendors, and tasty food to compliment the sunny day, MAC worked hard to bring the world together through the arts.

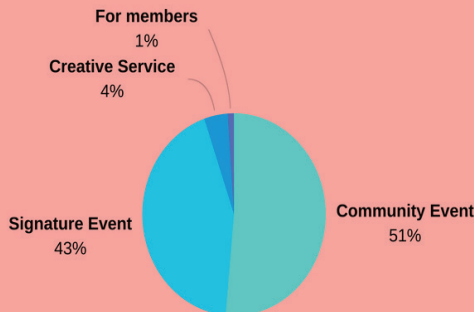


MASQUERADE BALL

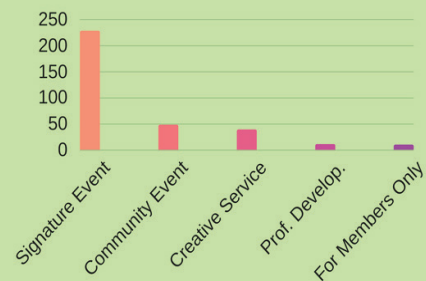


With the support of many local businesses the Mississauga Arts Council (MAC) was able to pull off one of the most talked about events that Mississauga has seen in years. The grandeur was spectacular and the outfits were red-carpet-worthy. The evening was complemented by the fabulous entertainment provided by A2D2 and Mayor Bonnie Crombie/*Detective Mayor*. The Masquerade Ball was a fundraiser filled with excitement, surprise and networking.

TOTAL ATTENDEES AT MAC PRODUCED EVENTS/PROGRAMS IN 2016



Artists featured/hired for events in 2016



Visions 2017



In 2017, we plan to continue to uphold the high standards of the arts in our community. We plan to help our community reach the goals they have set by providing all the resources. Our staff will be dedicated to continuously promoting and providing for the arts as we have been for the past 36 years. We will make this year count by rewarding deserving artists in Mississauga while consistently integrating the arts into our community!

2017 will see the continuation of many MAC events including Coffee Night, Studio.89 and the Mayor's Levee. This will result in more opportunities for community and MAC members to showcase their talents. We plan to bring back our annual events bigger and better than ever! We look forward to working with artists in 8 communities on Canada 150 Box and Banners projects.

This year, we are excited to introduce new programs and events for our MAC members! These upcoming events include our 'Limelight Leadership Program', in which youth will be able to take on Leadership roles, and 'MAC Couch', in which MAC members will be able to showcase their talent on our Youtube channel! We hope these new events/programs will be able to promote the arts and appeal to our creative youth!

Mississauga Arts Council Staff



Mike Douglas, Executive Director

Human Resources, Finance, Marketing, Advocacy, Public Relations, Consultation, Community/Government Relations, Strategic/Business Planning



Helen Harris, Production Manager

Event Planning and Accounting for Signature Events and new MAC programs like TD Legends Music Festival, Teens Got Talent and the Boxes & Banners Projects



Yasmin Farouk, Operations Manager

Oversees delivery of grant applications, Project reporting, Provides HR oversight, Grant support, Manages stakeholder relations, Administration



Nansy Khanano, Communications Producer & Arts Reporter

Communications management, Social media, Writing, Reporting, Photography, Website management, Media relations, Limelight Youth coordination



Derek Luis, Director of Outreach

Membership development, Communications, Marketing, Video production, Grant writing, Database management, Member consultation, Events production

Mississauga Arts Council Board of Directors



Brian Crombie
President



Jeannetter Chau
Vice President



Charles Chu
Treasurer



Wojtek Jaskiewicz
Secretary



Samantha Angel
Director



Linden King
Director



Lynne Mack
Director



Grant Clark
Director



Heidi Somfalvi
Director



Ron Duquette
Director



Ron Starr
Director



Sylvan Naidoo
Director

Summary of Financial Statements

Nawaz Taub & Wasserman L.L.P.
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INDEPENDENT AUDITOR'S REPORT ON
THE SUMMARY FINANCIAL STATEMENTS

To the Directors 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, 2016, 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, 2016 and for the year then ended.

We expressed a modified audit opinion on those financial statements in our report dated March 8, 2017. 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, 2016, 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 8, 2017


NAWAZ TAUB & WASSERMAN LLP
CHARTERED ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANT

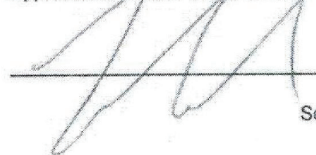
Summary of Financial Statements

Mississauga Arts Council SUMMARY FINANCIAL STATEMENTS

SUMMARY STATEMENT OF FINANCIAL POSITION		December 31, 2016	December 31, 2015
Assets			
Cash	\$	82,112	\$ 106,025
Receivables		15,682	21,461
Prepaid expenses and other assets		1,057	1,724
Property and equipment		5,053	10,450
Intangible asset		1,217	2,433
		105,121	142,093
Liabilities			
Accounts payable and accrued liabilities		9,152	24,947
Government remittances payable		6,717	4,828
Deferred revenue		20,000	28,750
		35,869	58,525
Net Assets		69,252	83,568
	\$	105,121	\$ 142,093

SUMMARY STATEMENT OF OPERATIONS AND DEFICIT		December 31, 2016	December 31, 2015
Revenue			
Grants	\$	381,885	\$ 351,350
Sponsorships		71,925	174,593
Charitable donations and other fundraising		145,605	101,464
Other revenue		15,566	16,871
		614,981	644,278
Expenses			
Special projects and events		257,759	282,262
Membership services and communications		196,953	229,018
General and administration		174,585	181,549
		629,297	692,829
(Deficit) of revenues over expenses	\$	(14,316)	\$ (48,551)
Net Assets, beginning of the year		83,568	132,119
Net Assets, end of the year	\$	69,252	\$ 83,568

Approved on behalf of the Board:




See accompanying notes to financial statements.

Summary of Financial Statements

MISSISSAUGA ARTS COUNCIL NOTES TO SUMMARY FINANCIAL STATEMENTS FOR THE YEAR ENDED December 31, 2016

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, 2016** 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.

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Mississauga Art Council
Supporters!

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