



MISSISSAUGA ARTS COUNCIL

# ANNUAL REPORT 2017

A YEAR OF ACCOMPLISHMENTS

**The** Mississauga Arts Council (MAC) has been blessed with a strong, diverse and professional Board of Directors, numbering 17 with skills in the law, accounting, communications, human resources, politics, financial planning, and creative entrepreneurship from break dancing to visual arts. They also help connect MAC to ethnically diverse communities. By working together with experienced staff, the Board has slain the biggest issue we faced - and that was year over year deficits.

The deficit of 2015 was cut in half in 2016, reversed to profit in 2017, and we are conservative in our surplus projection for 2018.

Improving communication and connection within the arts community was also a target for improvement. At the individual artist level, this necessitated useful and revitalizing connection with the grassroots of our arts community, meeting with more artists on a regular basis and attending their events, actively promoting them in our refreshed digital media channels.

We developed a new website that recently introduced a Member Directory. The spectacular quality of the last two MARTY Awards shows is a source of pride and hope for achieving excellence in the arts.

At the arts group level, MAC showed enthusiasm for interaction through a series of strategy meetings with Culture Division and other leading pillar groups. MAC has come to a new understanding and effective working relationship that places Mississauga arts groups in a stronger position than ever before.

By advocating to City Council for more funding earmarked for the arts community, MAC inspired the formation of the first Arts, Culture and Heritage Committee with at least four City Councillors present and the majority of members drawn from the arts community. This committee put arts groups in front of arts and culture decision makers for the first time.

Speaking personally, this is my last Annual General Meeting after two years as President, three as Vice President and another two as Director. I will be turning leadership over to the next Chair and will be leaving the Board as my career has expanded to include work in Toronto, Ottawa and New York, and I will be unable to commit the time necessary to work on the MAC Board of Directors. This service has been a gratifying chapter in my volunteer life and I'm proud of our accomplishments and wish MAC and the city's burgeoning arts community every success.



Best regards,

**Brian Crombie**

PRESIDENT, MISSISSAUGA ARTS COUNCIL

# EXECUTIVE DIRECTOR'S MESSAGE

**Welcome** to the Mississauga Arts Council's Annual General Meeting!

This report highlights MAC's better known activities, while much of what we did was behind the scenes. These efforts include many collaborative meetings on the future of the arts in Mississauga, ranging from public feedback meetings for Mississauga's new Culture Master Plan, Arts, Culture and Heritage Committee meetings, and meetings with pillar arts groups as well as many of the 65 arts groups that MAC connects with monthly.

Together we are raising the profile of the arts in Mississauga. The outcome is evident in the new Culture Plan, and will become clear in terms of support for the arts from the City. One additional key benefit from greater commitment by the City is greater pressure on the private sector to join in and support the arts as well.

We perhaps connect best with the arts through meetings with our individual members. Whether it's about their projects, careers, grant applications, publicity, marketing or opportunities to work with other artists and organizations; MAC can usually provide a connecting link, information or expert advice in these subjects, free of charge.

At MAC, we take particular enjoyment in creating work opportunities for our members. Last year, the new Boxes and Banners Neighbourhood Identity Project employed up to 20 artists for the creation and unveiling of beautifully wrapped or painted utility boxes across the city. In 2018, we expect to create at least four more sites for decorating and unveiling this summer.

Connecting Mississauga residents to the arts is another benefit of raising the profile of creativity in the city. We were pleased to contribute to the inaugural Cooksville Community Street Party, bringing Paint Your Passion painting-workshops to the neighbourhood festival. The workshops were so successful that they will be making a comeback this year. These connections also opened an opportunity to bring Paint Your Passion classes to new Canadians at the Newcomer Centre of Peel.

MAC was delighted to help launch the Island Flavor Caribbean cultural experience at Mississauga Valley Community Centre and will help with their grant application and program plans for year two in Malton.

The future is looking better than ever for the creative communities of Mississauga.



Sincerely,

**Mike Douglas**

EXECUTIVE DIRECTOR, MISSISSAUGA ARTS COUNCIL

## BOXES AND BANNERS

MAC led the creative transformation of plain utility boxes into heritage inspired outdoor art pieces at 8 sites across the city, with help from City Council.

This breakthrough Boxes and Banners project was enabled by successful grant applications to Ontario150, Community Foundation of Mississauga and the City of Mississauga, creative support from Heritage Mississauga, and financial support from Alectra Utilities, Enbridge Gas and Bell Canada. We happily employed 9 visual artists along with 8 musical artists hired for the site unveilings.



## OPEN MIC EVENTS

MAC set a record for producing 24 encouraging Open Mic Nights in 2017. Coffee Nights at Studio.89 featured singers, musicians, poets and spoken word artists.

In partnership with the Living Arts Centre, Open Mic LIVE at the LIVE Restaurant developed into a solid success with new performers and regular patrons filling the house each month. MAC's summer open mic, Amphitheatre Unplugged, brought out diverse singers of all ages to Celebration Square.



## TEENS GOT TALENT

MAC partnered with the Streetsville Bread & Honey Festival and Metalworks Institute to launch the Teen's Got Talent singing competition. The winner, Kendra Charest French, received recording sessions at Metalworks and moved into the Rotary Singfest finals, where she won again!



**80** PAID OPPORTUNITIES FOR ARTISTS FULFILLED BY MAC

**62** EVENTS PROGRAMMED BY MAC

**230** MEETINGS WITH ARTISTS, CREATIVES, AND GROUPS

**326** MAC MEMBERS FEATURED AT EVENTS

BY THE NUMBERS

### THE 2017 MARTY AWARDS

The 23rd annual MARTY Awards were a hit. Produced by Ron Duquette, the celebratory evening featured 5 professional performances that delighted 600 attendees for the presentation of the awards to brilliant established winners like Chuck Jackson, Billy Talent, Robert J. Sawyer and many more.

The new crystal MARTY award was introduced in 2017 and is an icon symbolizing excellence in Literary Arts, Visual Arts, Music, Media Arts, Theatre and Dance at one of the largest and most established arts awards presentations in Canada.



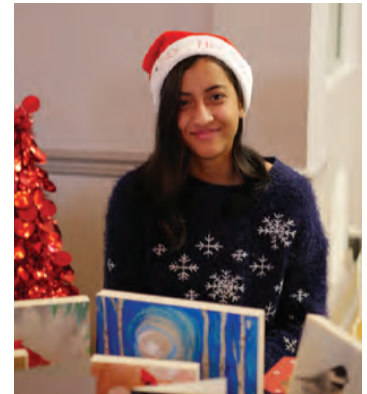
### MASQUERADE BALL

MAC produced the highly-anticipated and successful Renaissance Masquerade Ball. Guests were decked out in their finest Renaissance outfits and masks. A Renaissance fashion show and compelling performances from MAC's outstanding young musical talents mesmerized the audience with help from the Metalworks Productions team. MAC was able to raise \$23,000.



### CRANBERRY CHRISTMAS MARKET

MAC ended 2017 with the annual Cranberry Christmas Market at Clarke Memorial Hall. Over 30 artisan vendors sold their unique crafts and wares and donations were collected for The Compass Food Bank.



### CULTURE LAB

In November, MAC delivered Culture Lab 2.0 to present young arts and media professionals to educate and motivate high school arts students on what it takes to lead a successful arts career. Presenters include Mississauga's Poet Laureate Wali Shah and filmmakers Cathleen MacDonald and Mathew Murray.

In 2018, the Culture Lab 3.0 experience will again bring promising high school arts students into seminars with young, practicing professional artists.



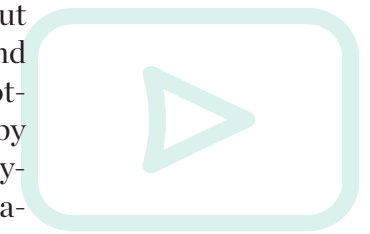
## SMALL GRANTS FOR IMPACTFUL ART

As a charity organization, MAC knows how much impact small project grants would have in the arts community. MAC is supporting Bingo nights at Rama Amusement Centre, beginning in June 2018. With support from volunteers, these efforts will create a small fund (\$5000+) from which we expect to offer the first project grant in winter 2019. Juried by a committee of relevant peers, the grants would typically be in the \$2,500 range.



## ENHANCED CONNECTIONS VIA VIDEO

MAC is applying for grants to fund the production of short arts news videos about the artists and the arts programs occurring in Mississauga to increase support and interest. MAC's long time role as a communications engine and marketing promoter for the arts, positions us to enhance and grow these communications efforts by taking advantage of the popularity of short videos. MAC aims to develop this storytelling initiative by hiring freelance video artists to produce short arts news and features videos which can be shared with local media, on social media and MAC's online networks. This program would provide freelance video artists with a new source of revenue and a means of showcasing their skills.



## STARTING A CREATIVE BUSINESS

In partnership with Work in Culture, the Mississauga Business Enterprise Centre (MBEC) and Culture Division, MAC will be offering free one-day seminars called "Starting a Creative Business" for artists interested in learning how to turn their creative dreams into business propositions. This course also pre-registers attendees for business plan mentorship through MBEC and on completion of their plan, they will be eligible to win one of four grants worth \$2500 each.



## COMMUNITY OUTREACH

MAC is planning to partner with other arts group and community organizations in Mississauga to produce arts programming (open mics, gallery exhibitions) that showcase the work of underrepresented artists who are a part of LGBTQ+ and PoC communities.





# MISSISSAUGA ARTS COUNCIL FULL TIME STAFF



**Mike Douglas**  
EXECUTIVE DIRECTOR

Human resources, finance, marketing, advocacy, public relations, consultation, members counselling, programming, community/government relations, strategic/business planning, fundraising, grant writing.



**Yasmin Farouk**  
OPERATIONS MANAGER

Supports research, writing, communications and reporting between MAC and its stakeholders. Provides event planning, financial reporting, human resources support, administration, operational and logistical assistance to facilitate the Mississauga Arts Council's agenda and objectives. Secretary for Board of Directors meetings, assisting in grant writing and reporting.



**Helen Harris**  
PRODUCTION MANAGER

Event planning, budgeting, and accounting. Producing annual signature events including The MARTYs and the Masquerad fundraising gala and new MAC programs like Paint your Passion and Teens Got Talent. Coordinating grant funded projects like Ontario 150 Boxes and Banners Project. Membership processing, accounting and database management.



**Amrita Chopra**  
COMMUNICATIONS PRODUCER

Communications management including social media, writing, reporting, photography, public dissemination of member news, website management, media relations, youth event coordination, production of all MAC corporate publications.



# MISSISSAUGA ARTS COUNCIL BOARD OF DIRECTORS



Brian Crombie  
President



Jeannette Chau  
Vice President



Charles Chu  
Treasurer



Wojtek Jaskiewicz  
Secretary



Demetrius Nath  
Director



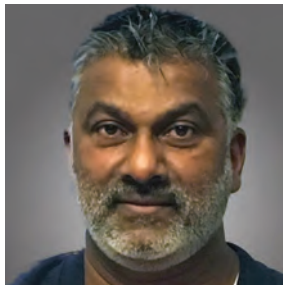
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Director



Heidi Somfalvi  
Director



Jeff Wesseling  
Director



Sylvan Naidoo  
Director



Lynne Mack  
Director



Linden King  
Director



Marcelino DaCosta  
Director



Ron Starr  
Director



Ron Duquette  
Director



Samantha Angel  
Director



Sandra Maylor-Caesar  
Director



Le Luong  
Director

# COMMUNICATIONS



@Mississauga.arts



@MissArtsCouncil



@MissArtsCouncil

## SOCIAL MEDIA

Facebook: On average, 50 posts a month to over 6500 followers. More video content has increased overall engagement by over 70%.

Twitter: 60 tweets a month to 4500 followers, garnering 20,000 impressions/month.

Instagram: Sharing content from arts events with 1400 followers and counting.

## E-NEWSLETTERS

MAC's arts promotion efforts includes sending bi-weekly MACtivities and weekly MAC Spotlight newsletters to over 3700 subscribers. Newsletters include local artist news, programs and events.

[www.mississaugaartscouncil.com/subscribe](http://www.mississaugaartscouncil.com/subscribe)



## THE 24TH ANNUAL MISSISSAUGA ARTS AWARDS



# THE MARTYS 2018

*The One-of-a-Kind Gala, Dinner and Multidisciplinary Arts Awards Show*

MAY 10, 2018 | MISSISSAUGA CONVENTION CENTRE

**GET YOUR TICKETS TODAY**  
[mississaugaartscouncil.com/the-martys](http://mississaugaartscouncil.com/the-martys)



**TIME**  
May 10, 2018  
6:30 PM



**LOCATION**  
75 Derry Rd W.  
Mississauga, ON



**FEATURING**

- Live performances
- Dinner service
- Networking & more!

**CELEBRATE MISSISSAUGA'S  
ARTISTS & CREATIVES!**



905.615.4278 | [mac@mississaugaartscouncil.com](mailto:mac@mississaugaartscouncil.com)

# SUMMARY OF FINANCIAL STATEMENTS

**Nawaz Taub & Wasserman L.L.P.**  
CHARTERED ACCOUNTANTS  
LICENSED PUBLIC ACCOUNTANTS

*improving the present, with an eye on the future*

48 Village Centre Place

Mississauga,

Ontario

L4Z 1V9

|t| 905 273 5888

|f| 905 273 5999

|e| info@ntnw.ca

www.ntnw.ca

## 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, 2017**, 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, 2017** and for the year then ended.

We expressed a modified audit opinion on those financial statements in our report dated **March 19, 2018**. 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**).

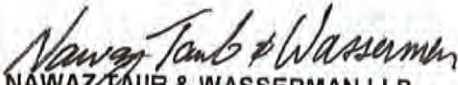
### **Auditor's Responsibility**

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, 2017**, 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 19, 2018

  
**NAWAZ TAUB & WASSERMAN LLP**  
CHARTERED ACCOUNTANTS  
LICENSED PUBLIC ACCOUNTANT

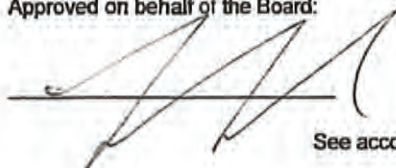
# SUMMARY OF FINANCIAL STATEMENTS

## Mississauga Arts Council SUMMARY FINANCIAL STATEMENTS

<b>SUMMARY STATEMENT OF FINANCIAL POSITION</b>	<b>December 31, 2017</b>		<b>December 31, 2016</b>	
<b>Assets</b>				
Cash	\$	165,375	\$	82,112
Receivables		9,714		15,682
Prepaid expenses and other assets		1,580		1,057
Property and equipment		382		5,053
Intangible asset		667		1,217
		<b>177,718</b>		<b>105,121</b>
<b>Liabilities</b>				
Accounts payable and accrued liabilities		27,722		9,152
Government remittances payable		5,669		6,717
Deferred revenue		46,425		20,000
		<b>79,816</b>		<b>35,869</b>
<b>Net Assets</b>		<b>97,902</b>		<b>69,252</b>
	\$	<b>177,718</b>	\$	<b>105,121</b>

<b>SUMMARY STATEMENT OF OPERATIONS</b>	<b>December 31, 2017</b>		<b>December 31, 2016</b>	
<b>Revenue</b>				
Grants	\$	362,402	\$	381,885
Charitable donations and other fundraising		117,146		145,605
Sponsorships		66,441		71,925
Other revenue		11,924		15,566
		<b>557,913</b>		<b>614,981</b>
<b>Expenses</b>				
Special projects and events		198,631		257,759
General and administration		168,491		174,585
Membership services and communications		162,141		196,953
		<b>529,263</b>		<b>629,297</b>
<b>Excess/(Deficit) of revenues over expenses</b>	\$	<b>28,650</b>	\$	<b>(14,316)</b>
Net Assets, beginning of the year		69,252		83,568
<b>Net Assets, end of the year</b>	\$	<b>97,902</b>	\$	<b>69,252</b>

Approved on behalf of the Board:



March 21<sup>st</sup>, 2018

See accompanying notes to financial statements.

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## MISSISSAUGA ARTS COUNCIL NOTES TO SUMMARY FINANCIAL STATEMENTS FOR THE YEAR ENDED December 31, 2017

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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, 2017** 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 DONORS & SUPPORTERS

## THANK YOU TO OUR SUPPORTERS!



## THANK YOU TO OUR DONORS!

Rev. John & Catherine Ambrose  
 Mrs. Pat Bond  
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 Becca Cala  
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