



MISSISSAUGA ARTS COUNCIL

ANNUAL REPORT 2018

A YEAR OF ACCOMPLISHMENTS

Thank you for a great year!

Last March, I was honoured and humbled to be elected as President of the Mississauga Arts Council. It has been a busy year as we started off by re-examining our Vision, Mission, and refining our Strategic Objectives.

MAC's mission to empower the arts community and to CREATE opportunities, to CONNECT artists, and to CELEBRATE their achievements, was reaffirmed by the Board as our core guiding principles. Our Mission summarizes well the unique role that MAC plays within the artistic community by our work across all artistic disciplines in support of the artistic community as a whole.

Professional development of our artists continued to be a key focus, whether through our networking and business skills workshops, the Open Mics which are a vital experience and launch pad for young talent, to the many one-on-one coaching sessions.

We continue to build our member directory and grow communications. Our Boxes and Banners program transformed plain utility boxes around the city into heritage inspired outdoor art pieces and won the Heritage Mississauga Community award.

The Motown Masquerade Ball, which many said was the best ever, raised \$30,000 to support MAC's arts programs, and the MARTYs has established itself as an event where artists are proud to receive the award and recognition in front of a crowd of over 500 people.

Financially, we turned a corner and were finally able to transfer \$5000.00 back into the Reserve Fund which had been drawn down upon in past years due to deficit positions. In fact, we have been doing more this past year despite no growth in our funding levels and have been gratified to hear from so many people with great comments about the work MAC is doing. We hope to find ways to do even more such as engaging in research and advocacy in support of the arts.

In closing, I would like to thank the talented and dedicated MAC staff, our large and well diversified Board which brings their many backgrounds and talents to bear on the leadership of MAC, our enthusiastic volunteers, and our members, for their contributions to the successes of MAC. It has been a terrific year. Working together we can accomplish our vision of a thriving and well supported arts community in Mississauga, *the place to live!*



Best regards,

Jeannette Chau

PRESIDENT, MISSISSAUGA ARTS COUNCIL

Hello MAC friends!

It's time again to review with you the highlights of progress made on your behalf last year.

The good news is that we are all a part of something bigger than we've seen in a long time. With the recent approval of the City's new Culture Master Plan for the next ten years, all of us will have a significant role to play in determining the rate at which of the Plan's goals are accomplished and so enabling the arts sector to take its rightful place on our City's priority list.

For the MAC team, 2018 marked five important turning points:

MAC volunteers assisted the Rama Gaming Centre bingo nights in order to receive shares of the proceeds to pay artists for public gigs and to provide funding for upcoming Arts Project Micro-Grants. A success to date, we are confident that MAC will fund 6 different grants for members to compete for in 2019.

The members surveys conducted in 2017 informed the selection and planning for 7 professional development workshops in 2018. By delivering these valuable networking nights across arts practices, MAC was able to grow artist capacity and make significant

partnerships with Work in Culture, MindShare Co-Working Space and the Mississauga Business Enterprise Centre.

MAC welcomed a terrific increase in communications impact across all media platforms. Our Facebook, Twitter and Instagram accounts have seen an increase in engagement and steady follower growth over the last year. Next priority is growing the reach of MAC e-newsletters, MACactivities and Spotlight, by 50% in 2019.

The transformation of the West Edge Community Church in Port Credit into the arts-friendly Common Ground Café was led by MAC Board Director, Jeff Wesseling, who rented the café for MAC artists each month. MAC now hosts monthly Open Mic events for musicians, poets and visual artists.

It was gratifying to produce the Motown Masquerade Ball fundraiser and deliver another powerful showcase for local talent. Many have said, including our Mayor, that it was the best gala they'd ever attended.

We know MAC has much to do and we know we are better at it with your participation.



Sincerely,

Mike Douglas

EXECUTIVE DIRECTOR, MISSISSAUGA ARTS COUNCIL

UTILITY BOX BEAUTIFICATION

MAC led the creative transformation of plain utility boxes into heritage inspired outdoor art pieces with help from City Council, Heritage Mississauga, Bell Canada and Alectra Utilities.

The breakthrough Boxes and Banners project beautifies communities and celebrates neighborhood heritage. MAC employed over 12 visual artists and transformed 14 utilities boxes around the city into heritage inspired outdoor art pieces.



OPEN MIC EVENTS

MAC continues to provide performance opportunities for artists, producing 24 Open Mic Nights in 2018. With the launch of the monthly **MAC at West Edge** series, over 50 singers, musicians, poets and spoken word artists were able to perform in front of a local audience.

In partnership with the Living Arts Centre, **Open Mic LIVE** continued to be a solid success with new performers and regular patrons filling the house each month. MAC's summer open mic, **Amphitheatre Unplugged**, brought out large crowds and diverse performers to Celebration Square.



TEENS GOT TALENT

MAC partnered with the Streetsville Bread & Honey Festival and Metalworks Institute for the second annual Teen's Got Talent singing competition. The winner, Alexa Frankian, received recording sessions at Metalworks and moved into the Rotary Singfest finals, where she won again!



88

PAID OPPORTUNITIES FOR ARTISTS FULFILLED BY MAC

60+

EVENTS PROGRAMMED BY MAC

300+

MEETINGS WITH ARTISTS, CREATIVES, AND GROUPS

350+

MAC MEMBERS FEATURED AT EVENTS

THE 2018 MARTY AWARDS

The 24th 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 Eric Walters, Alessia Cohle, Cathleen MacDonald and many more.

The 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.



THE MOTOWN MASQUERADE BALL

MAC produced the highly-anticipated and successful Motown Masquerade Ball fundraiser. Guests dressed up in outfits reminiscent of the Motown era and the line-up of performers included Juno-award winning singer Liberty Silver and R'n'B/Soul group, The Sound Exchange. The 2018 gala raised over \$30,000 to support MAC's art programs.



CRANBERRY CHRISTMAS MARKET

The Cranberry Christmas Market was back at Clarke Memorial Hall in 2018. Over 25 artisans and vendors had their unique crafts and wares up for sale to over 200 attendees. Donations were collected for The Compass Food Bank.



WORKSHOPS + NETWORKING EVENTS

MAC produced 7 professional development workshops on how to get funded, improve marketing practices, and starting a creative business.

By collaborating with Metalworks Institute and Mindshare Coworking Space, MAC hosted seminars and networking nights for Mississauga-based musicians and visual artists. MAC partnered with Work In Culture and Mississauga Business Enterprise Centre to present 1-day workshops.



NEW MAC MICRO GRANTS OPEN IN APRIL

In 2018, MAC volunteers supporting bingo nights at Rama Amusement Centre raised enough money to fund the new MAC Micro Grants program for 2019. The Micro Grants are aimed primarily at providing individual artists and unregistered groups with targeted grant opportunities to bring art to the street, improve professional capacity and enable art producers to shine. MAC will offer the first micro grants to competitive proposals from member artists in April.



MAC SUPPORTS NEW COFFEE HOUSE CIRCUIT

MAC is growing its relationship with select performance venues designed to give opportunity to and nurture emerging performers at LIVE, the Living Arts Centre's restaurant, the Common Ground Café in Port Credit and Studio 89. These venues host singers, musicians, song writers, spoken word artists and painters. It is expected that the Common Ground Café will soon add a recording studio facility for the production of music demos.



THE BEAUTY OF BEES

New painting contest for talented Mississauga visual artists with spectacular paintings of flowers. Produced in collaboration with the Streetsville Bread & Honey Festival, we hope to create the most beautiful flower walk in the city with 25 finalists' works presented publicly on easels in the Village Square, competing for cash prizes on Sunday June 2.



MAC ROXX MUSIC CONCERTS

MAC is actively looking to collaborate and partner with musicians and bands with local followings, to produce ticketed rock, pop and country music concerts in the Army, Navy and Air Force Club dance hall in Lakeview. The first available date is Friday, June 7 at the club, located at 765 Third St. Contact our Production Manager, Helen Harris, for a chat about your band.





Mike Douglas
EXECUTIVE DIRECTOR

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



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 Masquerade fundraising gala and new MAC programs like Paint your Passion and Teens Got Talent. Coordinating grant funded projects like 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, production of all MAC corporate publications, management & mentorships of co-op and summer students.

MISSISSAUGA ARTS COUNCIL

Board of Directors



Jeannette Chau
President



Samantha Angel
Vice President



Charles Chu
Treasurer



Sylvan Naidoo
Secretary



Grant Clark
Director



Marcelino DaCosta
Director



Ron Duquette
Director



Linden King
Director



Cobi Ladner
Director



Lynne Mack
Director



Sandra Maylor-Caesar
Director



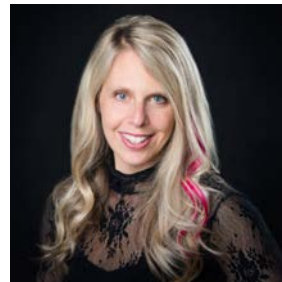
Ray Mikkola
Director



Demetrius Nath
Director



Randy Persaud
Director



Heidi Somfalvi
Director



Ron Starr
Director



Jeff Wesseling
Director

COMMUNICATIONS



@missartscouncil



@missartscouncil



@mississauga.arts

SOCIAL MEDIA

Facebook: On average, 50 posts a month to over 6700 followers. More video content has increased overall engagement by over 70%.

Twitter: 60 tweets a month to 4800 followers, garnering 20,000 impressions/month.

Instagram: Sharing engaging arts content with over 1800 followers

E-NEWSLETTERS

MAC's arts promotion efforts includes sending bi-weekly MACTivities and weekly MAC Spotlight newsletters to over 4000 subscribers. Newsletters include local artist news, programs and events.

www.mississaugaartscouncil.com/subscribe



MACTivities



MAC
SPOTLIGHT



CELEBRATING 25 YEARS OF ARTS EXCELLENCE



REWARD MISSISSAUGA'S ARTISTS & CREATIVES!



TIME
May 23, 2019
6:00 PM



LOCATION
75 Derry Rd W.
Mississauga, ON
MCC

Featuring live performances,
dinner service, networking and more!

NOMINATE AN ARTIST

mississaugaartscouncil.com/the-martys

905.615.4278

mac@mississaugaartscouncil.com

Nawaz Taub & Wasserman LLP
CHARTERED ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANTS

improving the present, with an eye on the future

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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, 2018**, 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, 2018** and for the year then ended.

We expressed a modified audit opinion on those financial statements in our report dated **March 5, 2019**. 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**).

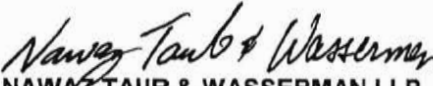
Auditor's Responsibility

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, 2018**, 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 5, 2019


NAWAZ TAUB & WASSERMAN LLP
CHARTERED ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANT

MISSISSAUGA ARTS COUNCIL NOTES TO SUMMARY FINANCIAL STATEMENTS FOR THE YEAR ENDED December 31, 2018

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, 2018** 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.

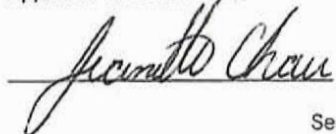
SUMMARY OF FINANCIAL STATEMENTS

Mississauga Arts Council SUMMARY FINANCIAL STATEMENTS

SUMMARY STATEMENT OF FINANCIAL POSITION		December 31, 2018	December 31, 2017
Assets			
Cash	\$	188,298	\$ 165,375
Receivables		13,765	9,714
Prepaid expenses and other assets		1,336	1,580
Property and equipment		787	382
Intangible asset		1,000	667
		205,186	177,718
Liabilities			
Accounts payable and accrued liabilities		9,402	27,722
Government remittances payable		3,907	5,669
Deferred revenue		54,146	46,425
		67,455	79,816
Net Assets		137,731	97,902
	\$	205,186	\$ 177,718

SUMMARY STATEMENT OF OPERATIONS		December 31, 2018	December 31, 2017
Revenue			
Grants	\$	327,837	\$ 362,402
Charitable donations and other fundraising		113,598	117,146
Sponsorships		104,479	66,441
Other revenue		14,050	11,924
		559,964	557,913
Expenses			
Special projects and events		226,817	198,631
General and administration		137,362	168,491
Membership services and communications		155,956	162,141
		520,135	529,263
Excess of revenues over expenses	\$	39,829	\$ 28,650
Net Assets, beginning of the year		97,902	69,252
Net Assets, end of the year	\$	137,731	\$ 97,902

Approved on behalf of the Board:



8 MARCH 2019

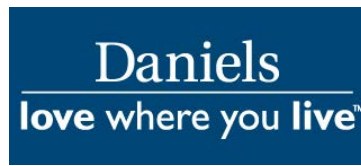
See accompanying notes to financial statements.

MAC DONORS & SUPPORTERS

THANK YOU TO OUR SUPPORTERS!



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
 an Ontario government agency
 un organisme du gouvernement de l'Ontario



THANK YOU TO OUR DONORS!

Nisreen Askar
 Laura Beaton
 Arsenio Braga
 Becca Cala
 Jeannette Chau
 City Centre Musical Productions
 Sandra Connell
 Ron Duquette
 Dr. Jane Fraser
 Marielle Griffiths
 Carlos Herrera
 Neil Huab
 Stella Jurgen

Jill Kelman
 Lynne Mack
 Rohit Mehta
 Miriam Melamed
 Mississauga Ballet Association
 Gil Moore
 Connie E. Munson
 Sylvan Naidoo
 Lewis Neahr
 Carole Neely & Richard Calley
 Eileen Oswald
 Laurie Pallett
 Victoria Prystawski

Luan Quach
 Rotary Club of Mississauga West
 Jasmine Sawant
 Robert J. Sawyer
 Studio P.A.V.A.S.
 Norm Tendall
 United Way of Peel Region
 Laurie Usyphuk
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