



MISSISSAUGA ARTS COUNCIL

ANNUAL REPORT 2019

A YEAR OF ACCOMPLISHMENTS

Dear MAC community,

As I write this letter to recap and report to you the achievements of 2019, it has shrunk in importance under the backdrop of the COVID-19 pandemic that we are now under.

It is those achievements, however, that have built the foundation to enable MAC to weather these times and gives it the strength to help support the artist community.

MAC's mission to CREATE opportunities, to CONNECT artists, and to CELEBRATE their achievements continued to guide our activities.

I am proud of the strides MAC has made over the past year. We continued our Boxes and Banners program which transformed plain utility boxes around the city into heritage inspired outdoor art pieces.

Our signature fundraiser for the Arts, the British Invasion Masquerade Ball, was a smash hit. Our expanded number of Open Mic sessions in 2019 gave needed exposure and experience to new artists, Paint Your Passion engaged both artists and community members, creative collaborations with organizations and businesses provided multiple opportunities for our artists, and our professional development workshops

continued to nurture and support artists in their field, along with one-on-one coaching sessions.

To CELEBRATE, the MARTYs has continued its evolution into the largest Arts Awards Gala outside of Toronto where our many talented Artists are recognized and celebrated.

We were able to do well financially, enabling us to once again transfer \$5000.00 back into our Reserves fund which we had drawn down upon a few years ago.

I'd like to thank our dedicated Board and staff for all their contributions and the work they did in 2019 to support the artists and will continue to do, as well as our members who make up our strong and vibrant community.

Be well. Be safe. Be artful.



Yours together in Art,

Jeannette Chau

PRESIDENT, MISSISSAUGA ARTS COUNCIL

Hello MAC friends!

There were so many exciting highlights in 2019. Here's a few:

The year began with the momentous decision to apply for and ultimately win a Trillium Foundation Seed Grant to produce an educational conference exploring creative experiences for their healing benefits. All over England, arts and community health groups worked together to provide arts experiences that made people healthier and cut healthcare costs. MAC is looking to develop a new revenue channel for artists, employed at what they most enjoy, lifting others with their art.

Examples of success include great practical relationships with 3 high schools that supply MAC with co-op students. The YMCA of downtown Mississauga placed 3 adult co-op students with MAC. Bingo Volunteers at Rama Gaming earned over \$30,000 for MAC to give away to artists in exciting micro grants and new performance fees.

Building on successful collaborations with the Streetsville Bread & Honey Festival and the Amacon Rotary Ribfest brought more opportunities for Mississauga Artists.

In addition to MAC's Teens Got Talent singing contest, MAC introduced the Beauty of Bees, a juried painting contest to Bread & Honey this year.

Rotary Ribfest in Port Credit, a significant engagement for Mississauga musicians partnered with MAC to introduce 'Sauga Young Stars, a showcase for 16 young singers in a family friendly event that added a new creative flavour to Ribfest.

Funded by Bingo money, the successful collaboration with Westedge Community Church, led to over 30 new music and poetry events, averaging 45 people per occasion. Bingo funded the first 4 MAC Micro grants one of which, turned on hundreds of dance theatre goers with Stories in the Woods; a beautiful neighbourhood mural delighted visitors to Mississauga Valley with A Pollinators Paradise; informed filmmakers tested their ideas at the Inspired Film Incubator series and hundreds of imaginations were stimulated by "Feel It" the multifaceted, original exploration into the creative fusion of music, painting and poetry.

Thanks to talented artists, 2019 was a boldly successful year for MAC.



Best regards,

Mike Douglas

EXECUTIVE DIRECTOR, MISSISSAUGA ARTS COUNCIL

UTILITY BOX BEAUTIFICATION

MAC has continued to transform plain utility boxes into beautiful outdoor art pieces by connecting communities to their neighbourhood's heritage through art. In 2019, MAC added 5 more beautifully decorated utility boxes through Bell Canada and Alectra Utilities's generous support.

OPEN MIC EVENTS

The number of Open Mic and small concert events MAC produces or sponsors nearly tripled in 2019, largely thanks to the success of the new music hub at Westedge Community Church in Port Credit with monthly **MAC at West Edge Open Mic**, **Verses Out Loud**, spoken word events, new music launch events, workshops and sponsorship of the **Wonderfest Sauga Series** concerts.

MAC also continued its partnership with the Living Arts Centre for **Open Mic LIVE** series which was a success with new performers and regular patrons filling the house. MAC's summer open mic, **Amphitheatre Unplugged** continued as well, which brought out large crowds and diverse performers to Celebration square.

TEENS GOT TALENT

Once again, MAC partnered with the Streetsville Bread and Honey Festival and Metalworks Institute for our third annual Teen's Got Talent singing competition. This year's top 16 were also invited to perform at the Gazebo as part of the Mississauga Rotary Ribfest in Port Credit, under the banner "Sauga Young Stars".



SAUGA YOUNG STARS

MAC developed a partnership with Mississauga Rotary Ribfest which saw their previous Singfest completion turn into **MAC's Sauga Young Stars**, where participants from our Teens Got Talent singing competition were invited to perform under the Gazebo and were paid an honorarium.



THE BEAUTY OF BEES

New sponsored and juried painting contest was added, the Streetsville Bread and Honey Festival, **The Beauty of Bees** connects Mississauga visual artists to bee culture and presents an outdoor exhibition showing off an array of beautiful floral paintings for which \$1000 in prize money was raised through Meadowvale Honda. Leo Dias won 1st place.



BY THE NUMBERS

125 PAID OPPORTUNITIES FOR ARTISTS FULFILLED BY MAC

53 EVENTS PROGRAMMED BY MAC

237 MAC MEMBERS FEATURED AT EVENTS

331 MEETINGS WITH ARTISTS, CREATIVES, AND GROUPS



THE 2019 MARTY AWARDS

Our well attended 25th anniversary 2019 MARTY Awards was a celebration of 25 years of recognizing exceptional Mississauga artistic talents, hosted by 2018 MARTY winners musicians Alessia Cohle and Rob Tardik and produced by Ron Duquette. The entertainment featured performances by 2018 MARTY winners Mason Victoria, Abshek, Angelica Scannura, The Dreamboats as well as our hosts. The 2019 Established MARTY Awards were given to Keith Garebian, Shazia Javed, Rashi Bindra, Tony Junor of Calliope Sound Productions, Hans Poppe, Bollywood Monster MashUp, Suma Nair, The Dreamboats, Ross MacIntyre, and Arlene Paculan. Also recognized with MARTYs were Michael Buchert as Volunteer of the Year, Heather Snell as Patron of the Arts and Lata Pada for Lifetime Achievement Award.

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 BRITISH INVASION MASQUERADE BALL

MAC produced the highly-anticipated and successful The British Invasion fundraiser. Guests dressed up in their Austin Power inspired, psychedelic outfits, dining and dancing to Beatles tunes, performed by the Dreamboats and Rolling Stones songs performed by the Tom Barlow Band, with a special guest appearance by Petula Clark, performed by Jacelyn Holmes. The Arts for Health Award was given to Anna Silgado. MAC raised over \$22,000 to support MAC's art programs.



CRANBERRY CHRISTMAS MARKET

Over 30 artisans and vendors offered handmade creations for sale to over 300 attendees at our Annual Cranberry Christmas Market, held at historic Clarke Memorial Hall in Port Credit. Once again this year's patrons generously donated to the Compass Food Bank. Shoppers were serenaded with Christmas Carols by the Clarkson Music Theatre Choir and the Mississauga Children's Choir.



TD CULTURE LAB WORKSHOPS

MAC produced 2 professional development workshops in 2019, one on producing a film on a micro budget and the second on how to use social media to your advantage. Both well attended and very informative.



MAC MICRO GRANTS

2019 saw the inaugural MAC Micro Grants program supported by funds raised by MAC volunteers at Bingo sessions at RAMA gaming in Meadowvale. The winners of the 2019 MAC Micro Grants were: Frog In Hand for their interactive outdoor dance/theatre production “Stories in the Woods”, Cathleen MacDonald for her “Film Incubator Workshop” series, Khaula Mazhar for her “Pollinator’s Paradise” mural at the Mississauga Valley Community Centre and Susan Ksiezopolski and Angela Chao for their various “Feel It” Exhibits.



COVID-19 VS. The Arts

COVID-19 has severely impacted the Mississauga arts community, changing our direction and strategy for the year as we align with this new normal. Our main focus has been providing the Mississauga arts community with curated relevant, useful and timely information via email updates, social media and our COVID-19 VS. the Arts webpage.

We are gathering data on the damaging impact of COVID-19 on the creative community's activities, employing the COVID-19 VS. the Arts survey and personal outreach to learn the consequences of the pandemic and inform us about how to better advocate for the ongoing sustainability of the Mississauga arts community. To this end, we are in discussions with Culture Division about potential financial support.

We have also been sharing through our MACtivities newsletter and on social media, engaging virtual concerts, compelling virtual art exhibitions and online art tutorials/workshops provided by innovative members of the arts community engaging viewers with creative experiences online.

To provide some positive enjoyment for city residents, MAC is producing a virtual concert circuit. The first episode is titled: Rise Up Mississauga - Concert of Hope. Rise Up Mississauga will initiate inspiring new online entertainment from Mississauga artists to fellow residents, enduring weeks of isolation.

With the prospect of economic recovery on the horizon, we ask all artists to prepare and update their post in the MAC Directory, in anticipation of enabling prospective engagers to better include creatives in their recovery events.

Our number one goal is to help our Mississauga arts community in every way that we can. We look forward to a time when we can again come together and celebrate the arts in person but for now, we continue to support our arts community together, while apart.





@missartscouncil



@missartscouncil



@mississauga.arts

SOCIAL MEDIA

Facebook: On average, 70 posts a month to over 7,400 followers.

Twitter: 30 tweets a month to 5,000 followers, garnering 20,000 impressions/month.

Instagram: Our Instagram followers increased by 33% to 2,400. We had consistently higher levels of engagement by creating our #musicmonday series and covering events through the Instagram Story feature.

E-NEWSLETTERS

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

www.mississaugaartscouncil.com/subscribe



MAC DONORS

THANK YOU TO OUR INDIVIDUAL DONORS!

Alli, Nayeem
Angel, Samantha
Askar, Nisreen
Beaton Art, Laura A
The Benevity Community Impact Fund
Bozzo, Diana
Chao, Angela
Chau, Jeannette
Crombie, Mayor Bonnie
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Fletcher, Mr. and Mrs. Paul and Debora
Gallucci, John
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Huab, Neil
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Jurgen, Stella
Laverriere, Marcelle
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Maher, Michelle
Minelli, Denise
Mundenchira, Amitha
Neely & Richard Calley, Carole
Neves, Jacqueline

Oswald, Eileen
Pallett, Laurie
Pisani, Ms. Sandra
Starr, Councillor Ron
Suliman Events, Eddie
Tanurkova, Iva
Tutak, Ms. Gabrielle C.
United Way Of Greater Toronto
Usypchuk, Laurie
Zadkovich, Matthew & Heather

MAC SUPPORTERS

THANK YOU TO OUR CORPORATE SUPPORTERS!



HOLT RENFREW



SUMMARY OF FINANCIAL STATEMENTS

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, 2019**, 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, 2019** and for the year then ended.

We expressed a modified audit opinion on those financial statements in our report dated **March 11, 2020**. 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, 2019**, 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 11, 2020


NAWAZ TAUB & WASSERMAN LLP
CHARTERED ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANT

MISSISSAUGA ARTS COUNCIL NOTES TO SUMMARY FINANCIAL STATEMENTS FOR THE YEAR ENDED December 31, 2019

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, 2019** 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.

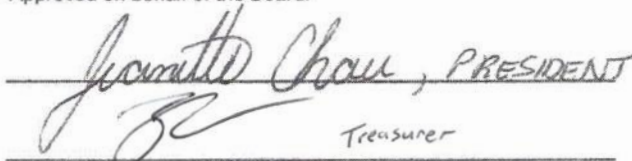
SUMMARY OF FINANCIAL STATEMENTS

**Mississauga Arts Council
SUMMARY FINANCIAL STATEMENTS**

SUMMARY STATEMENT OF FINANCIAL POSITION	December 31, 2019	December 31, 2018
Assets		
Cash	\$ 262,165	\$ 188,298
Receivables	13,972	13,765
Prepaid expenses and other assets	1,336	1,336
Property and equipment	2,059	787
Intangible asset	333	1,000
	279,865	205,186
Liabilities		
Accounts payable and accrued liabilities	9,413	9,402
Government remittances payable	3,266	3,907
Deferred revenue	104,886	54,146
	117,564	67,455
Net Assets	162,301	137,731
	\$ 279,865	\$ 205,186

SUMMARY STATEMENT OF OPERATIONS	December 31, 2019	December 31, 2018
Revenue		
Grants	\$ 341,126	\$ 327,837
Charitable donations and other fundraising	115,565	104,479
Sponsorships	108,484	113,598
Other revenue	36,890	14,050
	602,065	559,964
Expenses		
General and administration	186,784	124,854
Fundraising	158,084	134,477
Membership services and communications	129,801	155,956
Special projects and events	102,826	104,848
	577,495	520,135
Excess of revenues over expenses	\$ 24,570	\$ 39,829
Net Assets, beginning of the year	137,731	97,902
Net Assets, end of the year	\$ 162,301	\$ 137,731

Approved on behalf of the Board:



 Jamette Chow, PRESIDENT
 Treasurer



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 - 2019



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President



Samantha Angel
Vice President



Charles Chu
Treasurer



Ray Mikkola
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Filip Plaskota
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Director



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Director



Imran Hasan
Director



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Director



Ken Jones
Director



Linden King
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Director



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Director



Ron Duquette
Director



Ron Starr
Director



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