

Annual Report 2021

Growing the Arts in Mississauga



Mississauga Arts Council

CREATE | CONNECT | CELEBRATE

President's Message

Hello!

Highlights from 2021 began early in the New Year as the Board of Directors of the Mississauga Arts Council enjoyed meeting two new full-time staff members, Jacqueline Mak, Creative Director & Strategist and Susan Durnin, Administration Lead. Watching the MAC staff grow as a team and seeing their remarkable achievements was a highlight of the year.

MAC staff had to adjust to the COVID-19 pandemic and its limitations, and so too did our Board of Directors. The ambitious list of committees MAC was planning to use for channeling the efforts of Board members had to be adjusted in light of the absence of any live or in-person events. Over the course of the year, committees would resolve into Sponsorship, Special Events, Finance, and the HR & Succession Planning Committees. The addition of a new recruitment tool, the Skills Requirement Matrix, made assessing incoming board members easier. We were sad to say goodbye to retiring Board directors, Lynne Mack and Linden King.

On February 14th, Board VP, Ron Duquette, produced the 100-minute musical documentary *Hazel: A Celebration 100 Years in The Making*, marking the 100th birthday of Canada's most famous Mayor and her many contributions to the arts in Mississauga. The estimated viewership on MAC's YouTube and Facebook pages added to over

45,000. Fundraising efforts for the production were led by MAC Director and City Councillor, Ron Starr, which enabled MAC to make a profit that was invested in local artists.

Ron Duquette and Board Member Fil Plaskota worked with staff to produce the first ever virtual MARTY Awards to great success in June as another community building event. The presentation captured the achievements and resilience of our MARTY Award winners.

The board was proud to support MAC's Arts for Mental Health Conference and our ongoing leadership and initiatives, that continue to grow Arts for Mental Health Programs, employing artists and helping those living with mental health issues.

To celebrate MAC's milestone 40th Anniversary this year, the Board supported a rebranding effort from staff that provided MAC with a modern, friendly, appealing logo that was inspired by the diversity of MAC's members. Our new face to the public extended into the re-designed MAC website that also featured a clear outline of MAC's strategic plan for the next three years.

We are grateful to our outstanding staff for their unprecedented performance in 2021 on behalf of the arts and artists of Mississauga. We can't wait to see how MAC continues to grow in 2022.



Sincerely,
Ken Jones

PRESIDENT, MISSISSAUGA ARTS COUNCIL

Executive Director's Message

Dear Friends,

2021 was a purposeful year of benchmark achievements. Our programs and initiatives such as MicroGrants, Martys HUB, and Boxes and Banners grew our capacity and built arts recognition across our city. Together, we engaged hundreds of professional artists, thousands of friends, and residents of Mississauga and beyond.

We are grateful for government funders and sponsorship of our creative and innovative programs that connect artists to audiences and each other; and celebrate artist's achievements. With this generous support, we were able to provide nearly \$100,000 to 195 artists across 14 different programs.

Support from the Government of Canada's Emergency Support Fund through the Community Foundation of Mississauga, and TD Bank Group led to the creation of [MartysHUB.com](https://www.martyshub.com), an engaging new arts portal for Mississauga's creative sector. Ontario Trillium Foundation (OTF) kindly funded MAC's Digital Navigator who helped transition over 300 artists onto the new Artist Directory on Martys HUB.

The TD Bank Group supported MAC's Community Arts Development Program, funding 10 TD Culture Lab educational webinars, a 2-day publishing workshop, and the Mediamakers program bringing online filmmaking classes to over 100 students in 10 schools across Peel Region.

OTF provided support to MAC for the first ever Arts for Mental Health Conference in Canada. We pivoted from an in-person conference, partnering with Mass Culture to produce a successful virtual conference. The conference brought leaders from the arts and medical fields to map a way forward for the integration of the arts into mental health practices.

The Community Foundation of Mississauga funded our Artists Online: Transitioning to Digital Marketing program which saw the production of 15 new artist introduction videos.

2021 saw the addition of 5 newly decorated utility art boxes to our map with the ongoing support of Bell Canada, Alectra Utilities, and Express Scripts. In addition, our new Murals with MAC program took off, by the end of the year MAC had agreements underway to hire local artists for prominent outdoor murals in Port Credit and indoors at the new Peel Children's Aid Society building.

MAC enjoyed making these contributions to our professional creative community while getting to know each other as a new team. Thank you to all who have supported us this past year. With that continued support, we will increase our efforts to grow the arts in Mississauga in 2022.

Sincerely,
Mike Douglas

EXECUTIVE DIRECTOR, MISSISSAUGA ARTS COUNCIL



Achievements 2021 Martys HUB

Martys HUB: Mississauga Art Council's Online Portal For the Arts

Martys HUB is an online arts portal that launched in October 2021. This website is a conduit that connects Mississauga artists, arts organizations and businesses to the public, featuring artist profiles in a searchable directory, news, events, articles, videos, and more. This website replaces MAC's previous member directory and events calendar. Martys HUB offers engaging online encounters between professional artists in Mississauga and the community.

Site Users and Martys Store

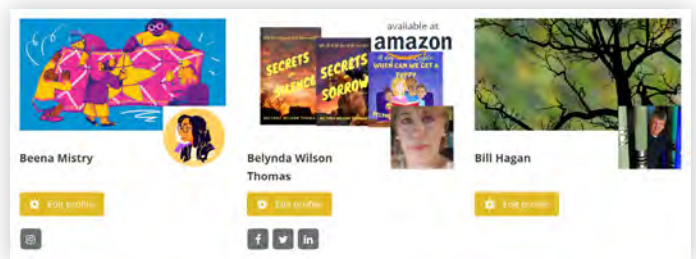
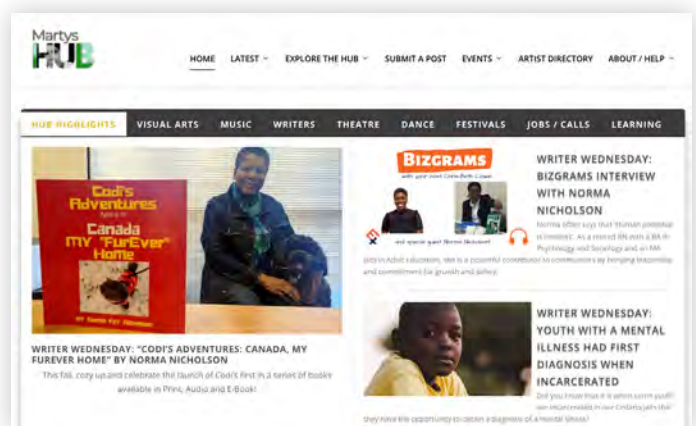
As of January 26, 2022, Martys HUB has 330+ artists on its artist directory spanning over a wide variety of disciplines.

Martys HUB store, created to showcase creatives products and services, features 40 creatives with 302 products and services.

View the store: martys.store



INFORM | ENGAGE | INSPIRE



Martys HUB Social Media

As of March 2022

MartysHUB.com

- 365+ artists in its Artist Directory
- 355 posts/articles
- 355+ events in Events Calendar
- 2,990+ page views a month

Instagram:

- 410+ Followers

Facebook:

- 140+ followers

YouTube:

- 33 subscribers



[@martyshub](https://www.instagram.com/martyshub)



[@MACMartysHUB](https://www.facebook.com/MACMartysHUB)



[Martys HUB](https://www.youtube.com/MartysHUB)

Achievements 2021 Martys HUB

MACTivities Gets a Refresh – Meet HUB Highlights!

To further Martys HUB as the go-to place for arts events, news, calls, and more, our weekly newsletter, MACTivities, was transformed into HUB Highlights. It received a brand new look to match Martys HUB branding, but still features local Mississauga arts news and events. A new biweekly Calls for Artists edition features artist opportunities of note.

The weekly events edition features an artist spotlight section, in which a new member is highlighted each week, usually in tandem with a new release or event the artist might have.

HUB Highlights continues to have a steady subscriber count of over 4,900+.

Subscribe here:

mississaugaartscouncil.com/hubhighlights/

HUB Highlights Video Report

MAC's mission embraced new digital heights by turning the weekly HUB Highlights (formerly MACTivities) newsletter into a monthly Video Report, hosted by MAC's Communications Producer, Sherri Murray. These videos brought the newsletters to life to a total audience of 1,800 in 2021.

Watch here:

bit.ly/HUBHighlightsVideoReports2021

Martys HUB's Digital Navigator

In 2021, MAC welcomed a Digital Navigator, Prince Saquian, to our team. Over his 6 month contract, Prince led the development of the Martys HUB design and launch, connected with MAC members to build their artist profiles for the directory, and created engaging content to bring Martys HUB to life.

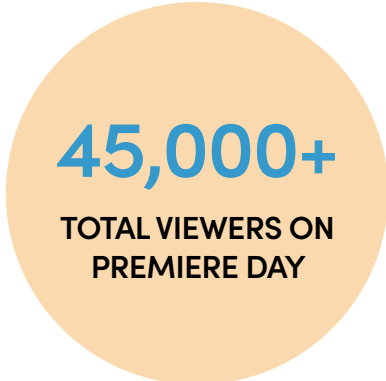


Achievements 2021

Hazel: A Celebration & MAC Music

Hazel: A Celebration 100 Years in the Making

In honour of Hazel McCallion's 100th birthday, Mississauga's arts community came together in a colourful, diverse celebration featuring 160 performers celebrating Hazel McCallion's life and legacy. Hosted by Mayor Bonnie Crombie and produced & directed by Ron Duquette, this 100-minute musical documentary was viewed by est. 45,000+.



Full presentation: bit.ly/HazelACelebration2021



MAC Music Spotlight

In January 2022, MAC Music Spotlight, a 78-minute production featuring artists interviews and music videos premiered on MAC's YouTube channel. The production showcased 8 new music videos produced by MAC's Musicians as Video Makers MicroGrant winners. Featured artists included: Moylee, Cmagic5, Vivek Mehmi, Abby V, Cat Bernardi, Shan Fernando, Paige Blossom & Danny Lwin, and Tennyson King.



The People's Choice Award was presented to Vivek Mehmi who's video Rubik's Cube received the most audience votes. Hosted by Sherri Murray, MAC's Communications Producer, this production had 1,000+ views.

Link: bit.ly/MACMusicSpotlight2021



Achievements 2021

TD Culture Lab & Artists Online

TD Culture Lab

Our free professional development webinars ran throughout 2021, providing valuable learning opportunities to 765 participants who attended 10 webinars and 2 workshop sessions. Popular topics included: Grant Writing, Brand Building, Video Production, and a 2-day publishing workshop. An additional 860+ viewers watched webinar recordings on MAC's YouTube channel.

Learn more about TD Culture Lab:

www.mississaugaartscouncil.com/programs/td-culture-lab

“It has the potential to really bind artists together in Mississauga. Appreciate the vision and hard work.”

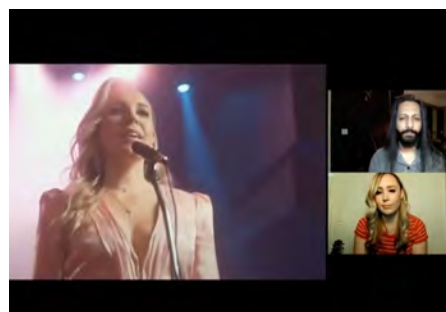
- Irvin Kovar,
2021 TD Culture Lab Participant

Artists Online Program

Artists Online: Transitioning to Digital Marketing enabled 15 artists to develop their professional stories through engaging artist introduction videos. Through educational workshops, private mentorship, and filming sessions, participants learned script writing, film basics, and how to present themselves on camera. Working with a professional videographer and video editor, they created their own engaging video, a vital digital marketing tool to connect with audiences online.

This program was made possible through the financial support of the Hazel McCallion Fund at the Community Foundation of Mississauga.

Watch here: bit.ly/ArtistsOnlineFilmFest



“Thank you for giving me an opportunity to upgrade my technical skills.”

- Pratap Reddy, Writer,
Artists Online Participant



Achievements 2021

MAC Arts Cafe & Sauga Summer Songwriting Contest

MAC Arts Cafe

MAC's successful monthly MAC Arts Cafe - Online Open Mics, hosted by award-winning singer/songwriter Heather Christine continued through 2021. Each episode featured a special guest (9 total) and up to 10 local acts, with 100+ performers in 2021, accumulating 11,300+ views across Facebook and YouTube.

Watch here: bit.ly/MACArtsCafe2021



Sauga Summer Songwriting Contest

Partnering with Metalworks Studios and Mississauga Music, MAC's Summer Songwriting Contest canvassed aspiring Mississauga musicians to find the next big hit. Juried by Alessia Cohle, Anthony Panacci, Jordan Howard, and Sherri Murray. We received 14 submissions. The jurors all agreed that this song stuck out to them the most, with a great melody and strong lyrics that got stuck in all of the jurors' heads. The winner, Adina V for her song "Admit It", received a recording and mixing session at the world-renowned Metalworks Studio. The announcement was made during the 2021 Mississauga Music Awards.

Watch Adina V's win here: bit.ly/SaugaSummerSongAdinaV



Achievements 2021 Amphitheatre Unplugged

Amphitheatre Unplugged

Despite COVID-19 limitations, MAC partnered with Mississauga Celebration Square to produce 4 outdoor Amphitheatre Unplugged Open Mic's. Featuring hosts; Kendra Charest-French, Vivek Mehmi, Arlene, and Nicole Faye and over 40 performers. With an audience of 300+, the four outdoor events featured emerging and established musicians, dancers, spoken word artists, poets, and comedians. It was a summer highlight for performers and audiences!

Learn more: mississaugaartscouncil.com/programs/amphitheatre-unplugged/



Achievements 2021 Boxes and Banners

Boxes and Banners

MAC's neighbourhood beautification project, Boxes and Banners, added 5 new community art landmarks to the map in 2021. MAC commissioned 3 hand painted Bell box designs by Sima Naseem, Yen Linh Thai, and Khaula Mazhar, a digital Alectra box wrap by David Anthony about the Spanish Flu Epidemic in Mississauga, and in partnership with Express Scripts, a digital Alectra box wrap by Indigenous artist Nyle Johnston.

These boxes celebrate our City's heritage and culture, bringing beautification to our community's neighbourhoods.

Link to Boxes and Banners page including a map of all boxes:
mississaugaartscouncil.com/programs/boxes-and-banners/

3
HAND-PAINTED
BELL BOXES

2
WRAPPED
ALECTRA BOXES

30
TOTAL HAND-PAINTED &
WRAPPED UTILITY BOXES
AND COUNTING!



Achievements 2021

The Arts for Mental Health Conference

The Arts for Mental Health Conference

MAC partnered with Mass Culture to present the virtual Arts for Mental Health Conference on October 6, 2021. This conference brought together health care practitioners and creative sector leaders to explore the rationale for, design, and implementation of a pilot program that will deliver and expand arts programs to people living with mental health issues in Mississauga.

Link to Conference:

bit.ly/A4MHConference

Learn more at: www.artscare.ca



“ [MAC] has the foundation needed to bring research into action, co-creating a strategy[ies] that seamlessly brings the arts and health sector together to incite positive social change ”

- Robin Sokoloski, Mass Culture

The Arts for Mental Health Award

MAC's annual Arts for Mental Health Award, sponsored by Bell, was awarded to Susan Ksiezopolski for her active community work, creating and sharing experiences that fuel a sense of well-being and support mental health through arts-based programs. In addition to her resilience workshops, she produced the *Art of Wellness Documentary* (2021), highlighting the health benefits of existing arts-based programs in Peel Region.

Award presentation video:

bit.ly/A4MHAwardWinner2021

Link to Documentary:

bit.ly/ArtOfWellnessDoc



“ Thank you to MAC for your support and everything you do for artists... everyone deserves access to these programs, they are life changing and transformative. ”

- Susan Ksiezopolski, Arts for Mental Health Award Winner

Achievements 2021

The 2021 MARTY Awards

The 2021 MARTY Awards

The 26th Annual Mississauga Arts Awards (MARTYS) made their return, virtually, in June 2021 on MAC's YouTube channel. MAC rewarded the inspiring achievements and resilience of the creative sector in Mississauga, especially in the midst of such a difficult year. With 19 winners and over 50 finalists, the 70-minute production, produced by Ron Duquette and hosted by Arlene, was filmed at Metalworks Studios. Awards were delivered as a surprise to the winners' homes, with cameras capturing their delighted reactions.

Link: bit.ly/2021MARTYAwards

“

This is such an honour. Thank you so much Mississauga Arts Council! Thank you for creating the MARTYS so that artists feel recognized in their own community, it's very special.”

- Jasmine Sawant, 2021 MARTY Theatre Arts - Established Winner

List of 2021 MARTY Winners

Community Awards

- **Mary Miskic**, Hazel McCallion Volunteer of the Year
- **Port Credit Community Foundation**, Laurie Pallett Patron of the Arts
- **Anthony Panacci**, Lifetime Achievement
- **MonstrARTity – #BollywoodMonster Mashup**, Virtual Festival of the Year
- **The Tom and Rick Show**, Special Award for Outstanding Community Connection

Artistic Award Category

Dance

Digital Arts

Fashion and Beauty

Literary Arts

Music Group

Music - Solo Instrumental

Music - Solo Vocal

Theatre

Visual Arts

Established

Tobin Thomas

Maya Charbin

Pratap Reddy

MAYBE MAY

Davor Jordanovski

Matt Zaddy

Jasmine Sawant

Sherry Prenevost

Emerging

Rohan Dhupar

Vrishub Merai

Carolyn Topdjian

Five and Tens

Gabriela Rodgers

Yen Linh Thai



THE
MARTYS

Achievements 2021

The 2021 MARTY Awards



Mary Miskic
2021 Hazel McCallion Volunteer of the Year



Port Credit Community Foundation
2021 Laurie Pallett Patron of the Arts



Anthony Panacci
2021 Lifetime Achievement



#BollywoodMonster Mashup
2021 Virtual Festival of the Year



The Tom and Rick Show
2021 Special Award - Community Connection



Tobin Thomas
2021 Dance - Established



Rohan Dhupar
2021 Dance - Emerging



Maya Charbin
2021 Fashion & Beauty - Established



Vrishub Merai
2021 Digital Arts - Emerging



Pratap Reddy
2021 Literary Arts - Established



Carolyne Topdjian
2021 Literary Arts - Emerging



MAYBE MAY
2021 Music Group - Established



Five and Tens
2021 Music Group - Emerging



Davor Jordanovski
2021 Music Solo Instrumental - Established



Matt Zaddy
2021 Music Solo Vocalist - Established



Gabriela Rodgers
2021 Music Solo Vocalist - Emerging



Jasmine Sawant
2021 Theatre Arts - Established



Sherry Prenevost
2021 Visual Arts - Established



Yen Lin Thai
2021 Visual Arts - Emerging



Achievements 2021 MicroGrants

About our 2021 Microgrants

MAC's dynamic MicroGrant program, funded through MAC's own fundraising efforts, provides funding for artist-led projects which have an impactful connection to the public and bring recognition and increased awareness to the arts across the city.

In 2021, we awarded \$50,000 to 19 artist-led projects across artistic disciplines. These engaging projects grew the arts sector in Mississauga and connected audiences to the arts in creative ways.

micro
grants\$

\$27,500

IN MATCHING FUNDS
GIVEN TO MATCHMAKER
MICROGRANT
WINNERS



Dance on Film MicroGrant winner Zachary Seto's "Estrella Emergence".

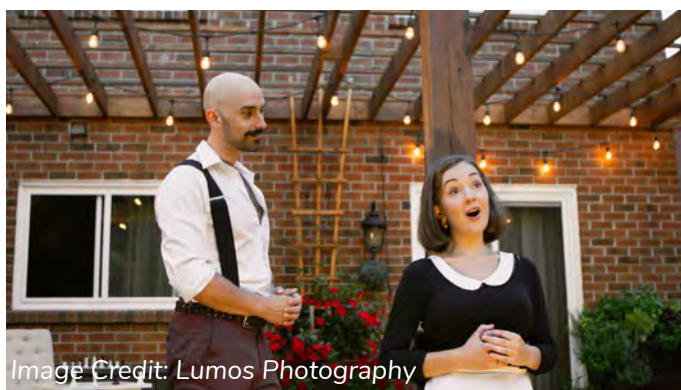


Image Credit: Lumos Photography

Matchmaker MicroGrant winner Anna Wojcik's group Nózki Opera performs "the Marriage of Figaro".

“ [#TogetherAtHome] did a great deal of good for the community during the most difficult times of COVID, and became a source of hope, entertainment, and inspiration. ”

- Matt Zaddy

“ This grant was the catalyst for me to become a full-time musician and vocal educator. I am so grateful to the Mississauga Arts Council for helping me to achieve this lifelong dream... ”

- Heather Christine



Achievements 2021 MicroGrants

MicroGrant Winners - Phase One

- Dance on Film MicroGrant*
 - » **Zachary Seto**
- Touring Words of Meaning MicroGrant*
 - » **Anjula Evans**
- MAC Funded Fusion Animated Music Video MicroGrant
 - » **Mauve** (musician) & **Matthew Salisbury** (animator)

* Sponsored by RAMA Gaming House and supported by Charitable Gaming at City of Mississauga

Matchmaker MicroGrant Winners

- **Alex Pollard** - Lost and Found (dance)
- **Alison Syer** - Drawn In (visual art/literature)
- **Anna Wojcik** - Outdoor Opera (music production/concerts)
- **Arlene** - Harmony/Innocence (music recording)
- **Karin Elyakim** - Sunrises for Darling (film)
- **Matt Zaddy** - #TogetherAtHome (open mic concerts)
- **MAYBE MAY** - Still Mine (music recording)
- **Rohan Dhuvar** - Venus & Adonis (dance)
- **Susan Ksiezopolski** - Creative Resilience, Artful Way to Bounce (multi-genre workshops)
- **Tanisha Cunningham** - Hair Care (theatre production)
- **Zohra Zoberi** - The Other I (literature)

Career Development MicroGrant Winners

- **Angela Chao** - Colours that Make Mississauga (visual art)
- **Heather Christine** - Vocal Coaching Mentorship (music)
- **Julia Juhas** - Film Directing Mentorship (film)
- **Maria Lagarde** - Art2Connect Credit Valley Trail (visual art/literature)

\$50,000

**TOTAL FUNDS GIVEN TO
ARTIST-LED PROJECTS**

“Our production brought an experience to residents of Mississauga for which they would usually have to travel far.”

- Anna Wojcik



Communications

Social Media

As of March 2022

[Facebook:](#)

- 8,670+ likes/follows
- 1,100 posts & 3,000 clicks in 2021

[Twitter:](#)

- 5,290+ followers
- 1,200 tweets & 125,000 impressions in 2021

[Instagram:](#)

- 3,485+ followers
- 187 posts & 6,100 post likes in 2021

[YouTube:](#)

- 485 subscribers

[LinkedIn:](#)

- 270 followers

Going Digital

2021 was MAC's biggest year of video production, with 88 videos in total. MAC produced 10 TD Culture Lab Webinars, 15 Artists Online - artist introduction videos, 3 information sessions, 9 MAC Arts Cafe - Online Open Mics, and special event presentations; MARTY Awards and Hazel A Celebration: 100 Years in the Making. Martys HUB also produced 23 of these videos including artist interview features, tutorials, and more.

88

VIDEOS PRODUCED
BY MAC IN 2021

Media Features

In 2021, MAC had 35+ features in media across news, television, and radio. Highlights include:

Toronto Star



Toronto Star ran a double page spread highlighting Hazel A Celebration: 100 Years in the Making on the day of the event. They also ran a banner ad four times leading up to the show.

CBC Here and Now



Mike Douglas and Angela Chao were interviewed about Arts for Mental Health by CBC Radio One's Gill Deacon on the radio program Here and Now.

Mississauga News



MAC received a front page feature in the Mississauga News on the benefits of integrating the arts into health care following the Arts for Mental Health Conference.

Looking Ahead at 2022

The MARTYS 2022

The Mississauga Arts Awards (The MARTYS) are the annual award celebration honouring outstanding individual and organizational contributions to the arts and cultural activity in Mississauga. For the last 26 years, the MARTYS have been the city's most distinguished red carpet event for recognizing established and emerging artists. In 2022 we will return to an in-person gala! Join us on May 19, 2022 at the Mississauga Convention Centre as we reward the ingenuity and accomplishments of local creatives.



40th Anniversary Documentary

In honour of MAC's 40th Anniversary, Ron Duquette is producing a documentary celebrating the last four decades of MAC. Featuring exclusive archival footage and interviews with founding director Laurie Pallett (pictured, centre right), community leaders, Mississauga artists, and more. Stay tuned for this special presentation in 2022.



Masquerade Ball

The most enjoyable gala of the year, the Masquerade Ball, returns this November! A themed costume party showcasing outstanding musical performers and arts lovers from business and politics, dining and dancing the night away with host Mayor Bonnie Crombie. The Masquerade Ball also features the Arts for Mental Health Award sponsored by Bell Canada. Leading contributors to the arts are highlighted in an unforgettable night.



And more!

- TD Culture Lab 2022
- MicroGrants 2022
- Murals with MAC - 3 new community inspired projects!
- Amphitheatre Unplugged 2022
- Boxes and Banners - 9 new landmarks by local artists!

MAC Supporters

THANK YOU TO OUR FUNDERS!



THANK YOU TO OUR SPONSORS!



THANK YOU TO OUR 2021 MARTYS SPONSORS

Patron Sponsors:



Presenter Sponsors:



Performer Sponsors:



THANK YOU TO OUR 2021 MAC ARTS CAFE SPONSORS!

SPARKTECTS

Rennie White Asset Management **3Macs**
A DIVISION OF
RAYMOND JAMES

Jenny Rushforth, Agent
www.rushforthinsurance.ca **Desjardins**
Insurance

MISSISSAUGA MUSIC



CAV
century
audio visual

THANK YOU TO OUR HAZEL A CELEBRATION SPONSORS

Proud Presenting Partner:

Performance Sponsors:



THANK YOU TO OUR INDIVIDUAL DONORS!

Arte, Brian
Brissenden, Heather
Chau, Jeannette

Huab, Neil
Kalra, Anuradha
Kingsmill, Dorion

Kovac, Andreja
Paculan, Arlene
Pallett, Laurie

Toller, Peter
Widdup, Bob

Summary of Financial Statements



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Oakville, ON L6H 5S9
Phone: 905-820-5566
Fax: 905-820-5502

INDEPENDENT AUDITOR'S REPORT ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of Mississauga Arts Council:

Opinion

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2021, the summary statement of operations for the year then ended, and related notes, are derived from the audited financial statements of Mississauga Arts Council for the year ended December 31, 2021. We expressed a qualified audit opinion on those financial statements in our report dated March 8, 2022.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, on the basis described in Note 1.

Summary 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 and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

The Audited Financial Statements and Our Report Thereon

We expressed a qualified audit opinion on the audited financial statements in our report dated March 8, 2022. The basis for our qualified opinion was that in common with many charitable organizations, Mississauga Arts Council derives revenue from donations, the completeness of which is not susceptible to satisfactory audit verification.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements on the basis described in Note 1.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagement to Report on Summary Financial Statements.

Oakville, Ontario
March 8, 2022

Allworth + Associates
ALLWORTH & ASSOCIATES
CHARTERED PROFESSIONAL ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANTS

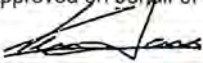
Summary of Financial Statements

MISSISSAUGA ARTS COUNCIL


SUMMARY FINANCIAL STATEMENTS

SUMMARY STATEMENT OF FINANCIAL POSITION	<u>December 31, 2021</u>	<u>December 31, 2020</u>
ASSETS		
Cash	\$ 401,611	\$ 404,999
Accounts receivable	12,784	5,828
Prepaid expenses and other assets	7,013	15,354
Property and equipment	8,817	833
Intangible asset	<u>14,286</u>	<u>2,108</u>
	<u>\$ 444,511</u>	<u>\$ 429,122</u>
LIABILITIES		
Accounts payable and accrued liabilities	\$ 33,254	\$ 14,820
Government remittances payable	6,686	3,772
Deferred revenue	157,672	176,025
CEBA loan	<u>40,000</u>	<u>40,000</u>
	237,612	234,617
NET ASSETS	<u>206,899</u>	<u>194,505</u>
	<u>\$ 444,511</u>	<u>\$ 429,122</u>
SUMMARY STATEMENT OF OPERATIONS	<u>December 31, 2021</u>	<u>December 31, 2020</u>
REVENUE		
Grants	\$ 490,505	\$ 320,779
Federal government COVID support	84,723	72,447
Sponsorships	83,600	33,334
Other revenue	20,537	25,223
Charitable donations and other fundraising	9,147	14,636
Forgivable portion of CEBA loan	<u>-</u>	<u>20,000</u>
	688,512	486,419
EXPENSES		
General and administration	226,585	178,153
Membership services and communications	209,353	123,142
Special projects and events	176,906	102,842
Fundraising	<u>63,274</u>	<u>50,078</u>
	<u>676,118</u>	<u>454,215</u>
Excess of revenues over expenses	12,394	32,204
Net assets, beginning of the year	<u>194,505</u>	<u>162,301</u>
Net assets, end of the year	<u>\$ 206,899</u>	<u>\$ 194,505</u>

Approved on behalf of the Board of Directors:



Director



Director

The accompanying notes are an integral part of these financial statements

Summary of Financial Statements

MISSISSAUGA ARTS COUNCIL

NOTES TO THE SUMMARY FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2021

The Mississauga Arts Council ("the organization") is a not-for-profit charitable organization, incorporated without share capital on December 9, 1982 under the laws of the Province of Ontario. The organization's 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 not-for-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 of December 31, 2021 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 changes 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.

Mississauga Arts Council Current Staff – 2022



Mike Douglas
EXECUTIVE DIRECTOR

mike.douglas@mississaugaartscouncil.com

Leads MAC's strategy and business plan to develop the arts economy; Advocates for artists and Mississauga's Arts Sector; Develops initiatives to employ creatives; Relationship building in the creative sector; Builds business and sponsor relationships; Seeks new grant opportunities and sponsorships; Growth of recognition for excellence and achievement in the arts.



Jacqueline Mak
CREATIVE DIRECTOR & STRATEGIST

jacqueline@mississaugaartscouncil.com

Develops projects with stakeholders to strengthen relationships and grow the arts sector; Program/project production and development; Builds relationships with members and local artists; Coaches artists to increase their advertising and graphics capacity; Creates content briefs; Oversees MAC branding and graphic for consistency and messaging; Facilitates Murals with MAC and Boxes and Banners programs.



Susan Durnin
ADMINISTRATION LEAD

admin@mississaugaartscouncil.com

Membership coordination, volunteer, donor, sponsor relations; Provides operational and HR support to MAC team; Project Management; Production support for signature events; Oversight of grants and granting programs; Contracting of artists for events and programs; Facilitates TD Culture Lab, Artists Online, and MicroGrant programs.



Sherri Murray
COMMUNICATIONS PRODUCER

media@mississaugaartscouncil.com

Produces all MAC messaging, communications, and social media content; Develops relationships with local and national media outlets; Leads production of HUB Highlights Newsletters and Artist Spotlight communications; Deliver on communication goals and measure outcomes, numbers and learn; Facilitates MARTYS Nominations, MAC Arts Cafe and Amphitheatre Unplugged events.



Sabrina Cunha
MULTIMEDIA DESIGNER

design@mississaugaartscouncil.com

Supports all communications, programs, and events with graphic and video content; Runs MartysHUB.com, including technical support for user profiles, adding events to calendar, and adding content of relevance to the arts community; Video Editing and Graphic production; Creates and posts original video content for Martys HUB; Schedules and produces social media content for MAC and Martys HUB.

Mississauga Arts Council Board of Directors – 2021



Ken Jones
PRESIDENT



Ron Duquette
VICE-PRESIDENT



Charles Chu
TREASURER



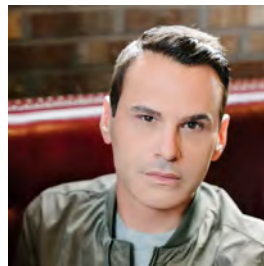
Sarah Rustomji
SECRETARY



Anna Adams
DIRECTOR



Helen Almeida
DIRECTOR



Jason Chellew
DIRECTOR



Grant Clark
DIRECTOR



Mike Douglas
DIRECTOR



Christine Griffin
DIRECTOR



Imran Hassan
DIRECTOR



Filip Plaskota
DIRECTOR



Jaspreet Sandhu
DIRECTOR



Ron Starr
DIRECTOR

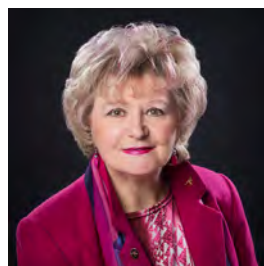
Advisory Board



Mark Almond
ADVISOR



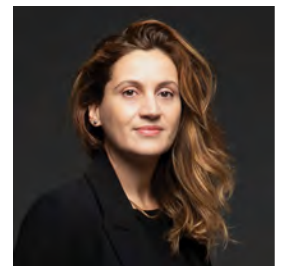
Linden King
ADVISOR



Lynne Mack
ADVISOR



Marissa Mah
ADVISOR



Isabella Vecchiarelli
ADVISOR