



RESURGENCE

A COMEBACK YEAR

Annual Report 2022



COVER:

*'The Salmon Run' by
Sima Naseem and
Stephanie Schirm. Murals
with MAC installation on
the north parapet of the
Cooksville bridge at
530 Lakeshore Rd E.*

Resurgence

Table of Contents

PAGE 4

A Year in Review

- 4** Message from the President of the Board of Directors and the Executive Director

PAGE 17

Signature Events

- 18** The MARTYS
- 20** MACsquerade Glam Ball '22

PAGE 30

MAC by the Numbers

- 30** Communications
- 32** Sponsors
- 34** Financials

PAGE 6

Our Programs

- 7** TD Culture Lab Sauga's Summer Song Contest
- 8** Martys HUB Reporter Jam TD Mediamakers
- 9** Sauga Music NOW
- 10** Murals with MAC
- 12** MicroGrants
- 14** Arts for Business Directory MAC Studio
- 15** Cranberry Christmas Market
- 16** Testimonials

PAGE 22

Community Partnerships

- 23** Info Session & Open House
- 24** FYI Youth Kit Saying it with Flowers
- 26** Amphitheatre Unplugged
- 27** Sauga Teens Got Talent Beauty of Bees
- 28** Martys HUB

PAGE 37

Staff & Leadership

- 37** MAC Staff
- 38** MAC Board of Directors



*'Freshly Picked' by
Yen Linh Thai. Murals
with MAC installation
on the wall of the LCBO at
200 Lakeshore Rd E.*

A Year in Review



KEN JONES

**PRESIDENT OF
THE BOARD**



MIKE DOUGLAS

**EXECUTIVE
DIRECTOR**

Ken Jones, MAC's President and Mike Douglas, MAC's Executive Director sat down to chat about the organization's highlights and successes in 2022 and plans for 2023.

"2022 was a year of resurgence, and our annual report highlights MAC's achievements by the numbers," notes Mike Douglas, MAC Executive Director. Adding that, "meanwhile in the office, MAC's dynamic staff, still relatively new to each other, took their individual practices to higher levels of impact and benefit.

MAC's popular signature events The MARTYS and The MACsquerade Ball - were sold out. The public embraced the return of these in-person gatherings, and both evenings were wonderful reunions for the city's arts community to finally gather in person.

The surprisingly good returns from this year's MACsquerade Ball are most

promising, setting MAC off on solid footing in 2023 to invest in more new arts projects and initiate more connections between our varied creatives and the residents of Mississauga using MAC's local artist platform, MartysHUB.com.

Bolstered by MAC's Board of Directors, volunteering at the RAMA Gaming Centre by MAC's community members raised \$50,000 for the MAC MicroGrant program supporting artist-led initiatives. Ken Jones, President of the MAC Board, emphasized how grateful we are for the strong support of the City of Mississauga and the Ontario Trillium Foundation, "together they helped MAC create record-setting opportunities to support artist projects."



➤ 'Colorful Fruits' by Khaula Siddique. Murals with MAC, Bell Box installation at 398 Confederation Parkway.

**“ How do we
take our
successes further
in 2023? We'll need
everybody on
board to get there.**

Increased attendance at Cranberry Christmas Market, Beauty of Bees and Saying it With Flowers, Sauga Teens Got Talent, Amphitheatre Unplugged, the Media Makers program in schools, and the entire TD Culture Lab professional development series - all glowed with resurgent interest in this comeback year.

“Growing our Murals with MAC program from scratch in 2022, 23 professional artists delivered 28 murals and we are just getting started,” adds Douglas.

2022 was a stellar year for Board attendance and increased commitments. Board members developed new political activity, conflict of interest, and code of conduct policies, modernizing MAC governance while MAC modernized its accounting in line with the speed and security of electronic banking.

Jones notes MAC's progress along its strategic path, citing the adoption of nimble and agile business methods, the wholehearted commitment to digital competency while growing opportunities for artists to work here in their hometown. “As MAC develops a new three-year strategic plan for 2024-26, we are excited to review the success of our strategic goals and plan our new trajectory to achieving our vision of Mississauga as a vibrant cultural community where arts and culture thrive.”

“It all points to the immediate challenge,” reminds Douglas, “how do we take our successes further in 2023? We'll need everybody on board to get there.”

JUNO-nominated Mississauga Hip Hop artist and producer Junia-T hosts Sauga Music NOW: Live at Metalworks on April 22, 2022.



Programs & *Opportunities*

TD Culture Lab

568 artists grew their career capacity through our TD Culture Lab professional development webinars and workshops. These engaging educational sessions provided valuable opportunities for artists across all artistic practices to learn about topics from grant writing to brand building and everything in between.

In 2022, we hosted 5 winter webinars and in the fall, 5 in-person workshops at MindShare Workspace. These 10 events paid \$3,900+ in artist fees to 22 presenters who shared their expertise.



➤ Workshop participants at TD Culture Lab: Digitizing Your Art Workshop led by **Sandra Clarke**.



➤ L-R: Experts **Demetrius Nath** (Mississauga Music), **Melissa Johnston** (Metalworks Institute), **Mark 'Pesci' Rodenhizer** (The Rec Room) and **Lincoln Blaché** (MADE IN SAUGA) at TD Culture Lab: Music Industry Panel

Sauga's Summer Song Contest

This year's song of the summer was MARTY Winner **David Leask's**, "A Little Bit of My Feet In Your Shoes". The song unanimously won over jury members **Tom Barlow, Kate Buote**, and last year's winner **Adina V**. David won a free recording and mixing session at Metalworks studios!

Sauga's Summer Song Contest seeks out Mississauga's next great summer song from demos submitted from both emerging and established musicians. The contest is run in partnership with Metalworks Studios and Mississauga Music.



➤ **David Leask** (centre) is presented the Sauga's Summer Song Contest prize by **Chris Crerar** (right) and MAC's Executive Director, **Mike Douglas** (left) at Metalworks Studios.

Martys HUB Reporter Jam

This new program introduced 9 artists to online content creation and event reporting. After attending an information session generously hosted at Lakeview Discovery Centre, Martys HUB Reporters went out into the community and produced 20 total videos, which accumulated over 7,000+ views on social media adding to 26 hours of watch time.

The Martys HUB Reporter Jam program was initiated with support from the Community Foundation of Mississauga's Hazel McCallion Fund.



➤ The first cohort of Martys HUB Reporters at Lakeview Discovery Centre for orientation.

L-R: **Khiem Hoang, Jennifer Cortez, Sima Naseem, Kyle Thompson, and Sandra Clarke**

7,000+

VIEWS ACCUMULATED BY MARTYS HUB REPORTERS

TD Mediamakers

80 students from Cawthra Park Secondary School were introduced to creating art for a virtual presentation through Mediamakers. This year, we engaged Mississauga visual artist **Raheel Patel** to transform his highly successful Arts & New Age Technology Program through MAC's Mediamakers program, sponsored by TD Bank Group.

Workshops provided an educational intro to Augmented/Virtual Reality (Raheel Patel), NFTs (Vandana Taxali), and cyber security (Kelly McCrae). Participants developed their own Augmented reality exhibition, *Rising from the Ashes*, which received more than 700 views!



➤ Cawthra Park students participate in the Augmented/Virtual Reality workshops and create a group art project through Mediamakers.



↗ Rap duo **RUNXGUN** perform at Sauga Music NOW: Rhymes & Rhythms



↖ **iaamSaam** performs at Sauga Music NOW: Live from Metalworks



↖ Sauga Music NOW: Live from Metalworks, the group cypher. L-R: **Lolia**, **SdotGoods**, **MDRA**, **J.O. Mairs** and **Gudini** of **RUNXGUN**, **Recca**, **iaamSaam** (not pictured: **Junia-T**)

Sauga Music NOW

Our Sauga Music NOW video concerts showcased 10 Mississauga Hip Hop artists through engaging videos with over 700 views on YouTube. In 2022, we staged two Sauga Music NOW shows, both curated by Juno-nominated Hip Hop producer **Junia-T** and featuring Mississauga Hip Hop and R&B artists.

Sauga Music NOW: Rhymes & Rhythms premiered on Martys HUB on January 20, 2022. A collaboration with TAKETHESTAGE.CA featuring sets by **Junia-T**, **SdotGoods**, **RUNXGUN**, **Nanna Goodie**, and **Kelson Fredericks**, and a group cypher to end the show.

Sauga Music NOW: Live from Metalworks was a live concert at the iconic Metalworks Institute on April 22, 2022. The show featured performances by **Junia-T**, **SdotGoods**, **RUNXGUN**, **iaamSaam**, **MDRA** and Metalworks students **Lolia and Recca**, and all the show tech was run by Metalworks Institute students. The video premiered on MAC's YouTube channel on November 3, 2022.

Murals

with MAC

Beautifying Mississauga inside and out through murals and decorated utility boxes.

This year, MAC commissioned 28 murals by 23 of Mississauga's talented visual artists, engaging local communities and beautifying our city with indoor/outdoor murals and utility box art installations. Artists received \$82,000+ in artist fees with the support of: Alectra Utilities, Bell Canada, Brightwater, City of Mississauga, Clarkson Village BIA, Edenshaw, Express Scripts Canada, Indwell, Hyatt Place Toronto/ Mississauga, Peel Children's Aid Society (Peel CAS), Peel Chrysler, Port Credit Community Foundation, and Port Credit Legion.

100,000+

IEWS FROM
MISSISSAUGA NEWS
FEATURE

200+

ATTENDEES AT 5
MAJOR REVEAL
EVENTS IN
2022

\$82,000+

PAID IN
ARTIST FEES



← L-R: Artists **Sima Naseem** (left), **Stephanie Schirm** (right), with Councillor **Stephen Dasko** (centre) at the Cooksville Bridge parapet mural unveiling (Their work, 'The Salmon Run' is featured on the front cover).

← 'Every Child is Cherished' by **Angela Chao**, indoor mural for Peel Children's Aid Society



➤ **David Anthony** poses with 'On the Dock of the Bay', one of three mural installations at Indwell's Lakeshore Lofts at 425 Lakeshore Rd E.

← Artist **Lynn Taylor** with her 'Four Stages of the Medicine Wheel' art box at 1 Front St., unveiled on National Indigenous Peoples Day and sponsored by Express Scripts Canada.



➤ 'Life in Port Credit' by **Stella Jurgen**, Alectra box at 200 Lakeshore Rd E, sponsored by Brightwater.

← Ribbon-cutting celebration for six brand new murals on the side of the LCBO at 200 Lakeshore Rd E with artists, MAC Staff, and community leaders



➤ 'Day and Night' by **Ashley Beerdat**, Bell box at 5787 Hurontario St, sponsored by Hyatt Place Toronto/Mississauga

ARTISTS 2022

ALECTRA BOXES

Stella Jurgen
Lynn Taylor

BELL BOXES

Ashley Beerdat
Anne Christi
Carlos Herrera
Omar Hopkinson
Khaula Siddique

CITY TRAFFIC BOXES

Francine Freeman
Jacqueline Sally Co
Lynn Taylor

INDWELL MURAL

David Anthony

LCBO MURAL WALL

Ashley Beerdat
Veronika Benjamin
Carla Gonzalez-Casanova
Lynn Taylor
Yen Linh Thai
Ray Vidal

LCBO GUARDRAIL

Sandra Clarke

COOKSVILLE PARAPET

Tawny Mestecanean
Sima Naseem
Stephanie Schirm
Lynn Taylor

PEEL CAS MURALS

Angela Chao
Imani Dominique
Yen Linh Thai
Ray Vidal
Shellene Wright

MicroGrants

Providing funding for engaging artist-led projects and initiatives that increase awareness of the arts, connect to new audiences, and grow the arts sector.

In 2022, our impactful MicroGrant program awarded \$118,000 to 32 artist-initiated projects across all artistic disciplines. MicroGrants catapult artists to explore new projects, pushing their own abilities and connecting them to fresh audiences.

MicroGrants target areas of interest or need within the Mississauga arts sector. In 2022, we introduced a new funding stream, the ArtsCare Program Development MicroGrant, helping artists fund creative programming to support wellness and positive mental health therapeutic arts activities.

MAC's MicroGrant program is enabled by sponsor contributions and our own fundraising efforts. MAC is especially grateful for contributions from RAMA Gaming House - Mississauga, through the Mississauga Charitable Gaming Association.

\$118,000 TOTAL MICROGRANT FUNDS GIVEN TO ARTISTS IN 2022



➤ **Anna Wojcik** used her Matchmaker MicroGrant to produce 'Silhouettes', an opera recital at the Art Gallery of Mississauga.



➤ **Netta Ussyshkin** (left) and participants from 'Pocket Art', an ArtsCare Program Development MicroGrant project hosted at Lakeview Discovery Centre.



➤ **Theatre in the Park** MicroGrant winner **Za Hughes'** 'Ghost Light', an immersive, site-specific play at J.C. Saddington Park.



➤ **Matchmaker** MicroGrant winner **Anna Yin** (right) produced haiku workshops and the ebook, 'Here and Now, Discover Mississauga and More'.

micro
grants\$
WINNERS

ARTIST/
ORGANIZATION

MICROGRANT PROJECT

Visual Arts Mississauga Anna Silgado Netta Ussyshkin Candace Kumar Dora Paszuk Emily Ryder Bree Taylor Arlene Paculan Cathleen MacDonald Andrew Gaboury Za Hughes Fausta Facciponte	ArtsCare Program Development MicroGrant ArtsCare Program Development MicroGrant ArtsCare Program Development MicroGrant* Dance on Film MicroGrant* Dance on Film MicroGrant* Dramatic Short Film MicroGrant* Music Showcase Event Production MicroGrant* Short Documentary Film MicroGrant* Short Documentary Film MicroGrant* Theatre in the Park MicroGrant* Theatre in the Park MicroGrant* Visual Art Exhibition Curation MicroGrant*
--	--

Matchmaker
micro
grants\$
WINNERS

Anju Malhotra Anna Wojcik Anna Yin Cat Bernardi Cullen McFater Gladys Lou Gordon Culley Heather Christine Jaimie Poon Jayda Hope Lincoln Blaché Manahil Bandukwala Matt Zaddy Mauve Mississauga Big Band Jazz Ensemble Pilar America Radhika Baskar Sandra Clarke THE iDENTiTY CRiSiS	Food for Thought (film) Silhouettes Opera Recital (music) Opera Outreach Program (music/education) Haiku workshops and anthology (literary) Mona Lisa (music) Daylight Again (film) Semiotics of Water (multimedia installation)* Everythings Gonna Be Alright (film) Mentor Magic – new single and video (music)* Between Us Being Album (music) Imagine the Pain the Land Must Carry (art exhibition) Mykonos (music) A Woman Wide Awake (book project) New Single and video (music)* Dream State (music video) COVID recovery strategy Spanish Guitar Album recording AMALGAM, A fusion music project (music) Build Your Art Business Guided and Workbook (visual art/education) New Single and Video (music)
--	---

* Funded by RAMA
Gaming Centre through
the Mississauga
Charitable Gaming
Association.

All other MicroGrants are
supported through MAC's
own fundraising efforts.

Arts for Business Directory

In September, MAC launched the first edition Arts for Business Directory with promotional partner Mississauga Board of Trade (MBOT). The directory now features over 90 artists and arts groups including our Murals with MAC roster.

This directory offers a curated roster of professional performers, musicians, visual artists, instructors, photographers and more, available to be hired out for corporate events and team-building activities.



MAC Studio

MAC members can benefit from our MAC Studio. The studio is fully equipped with tech for content creation, photography, and video production and MAC members can book the space free of charge!

This space was acquired by MAC in 2020 and used for MAC-produced content in 2021. In 2022, it was officially transformed into a bookable studio space for MAC member use.

➤ **Vivek Mehmi** using MAC Studio to record his music video, 'Migraine Love'

“ I got to film my music video for Good Morning in the MAC studio! They have a great studio facility there. It’s a fantastic space for Mississauga artists to make digital content on a budget! Check it out! ”

- CHRIS GORMLEY
MUSICIAN



Cranberry Christmas Market

The Cranberry Christmas Market brought together the community for a highly successful holiday market at Clarke Memorial Hall on December 10, 2022.

Over 30 artists, crafters, and artisans were featured, holiday entertainment was provided by Mississauga Chamber Singers and the Heartland Singers, gift wrapping in support of Epilepsy South Central Ontario, and a food drive in support of the Compass Food bank. With 600 shoppers throughout the day, the event was a fantastic finale to a great year at MAC.

The market was supported in part by the Port Credit Community Foundation.



TOP L: (L-R) Writers **Zohra Zoberi** and **Mary Ellen Koroscil**

TOP R: **Mississauga Chamber Singers** entertain with Christmas carols.

CENTRE L: Clarke Hall bustling with holiday shoppers.

CENTRE R: Colourful soaps on display for shoppers.

BOTTOM L: (L-R) **Mike Douglas** (MAC) and **Karen Priest** (Port Credit Community Foundation).

BOTTOM R: (L-R) Writers and market vendors **Jeannette Chau**, **Deep Ganguly**, and **Belynda Wilson Thomas** at the Mississauga Writers Group table.



Testimonials

“ Receiving the MAC MicroGrant gave me the encouragement, support and inspiration I needed to launch my vocal studio... There’s no looking back! I am so grateful to the Mississauga Arts Council for their support and belief in me which has empowered me to make my dreams come true. ”

- HEATHER CHRISTINE
MICROGRANT WINNER

“ This TD Culture Lab was the most rewarding 2 hours I’ve spent in ages...For me this workshop not only provided such valuable information for pitching a film project but the concepts I received can be applied to almost any business. Incredible workshop! ”

- MARY ELLEN KOROSCIL
TD CULTURE LAB ATTENDEE

“ The guest speakers had an answer for every single question I had in mind. I appreciated the efforts the guest speakers made to fully answer every question, often giving examples to assist their answers. It was the best \$10 I ever spent!” - ”

- KIM CAYER
TD CULTURE LAB ATTENDEE

Diane Goldsmith receives the Hazel McCallion Volunteer of the Year Award and a warm embrace from the legendary Hazel McCallion, at the 2022 MARTY Awards.



Signature **Events**



➤ L-R: Adina V, Brian Sutherland of Lakeview Community Partners with award presenter Laurie Pallett, Diane L. Johnstone, JoSH the Band.

The 2022 MARTY Awards

The Mississauga Arts Awards (MARTYS) are MAC's annual award celebration honouring outstanding individual and organizational contributions to the arts and cultural activity in our city.

The first in-person MARTY Awards in three years took place on May 19th, 2022, at the Mississauga Convention Centre. This community revival put a spotlight on our 21 winners and 54 finalists with much deserved recognition for their accomplishments over the pandemic.

The awards were hosted by 2021 Music Solo Vocalist - Established Winner **Matt Zaddy** and 2019 Music Solo Vocalist - Emerging Winner **JACELYN** who each performed. Additional performances by **Marta Shpak** and former MARTY winners the **Five and Tens**, **Gabriela Rodgers**, and **Shadow Entertainment** wowed the crowd of nearly 500 artists, arts supporters, arts leaders, and sponsors.





➤ L-R: Marlon Porter (centre) with award presenter Elizabeth Wu (left) and son Jacob (right), Peta-Gaye Nash, David Leask

COMMUNITY AWARD WINNERS

Lakeview Community Partners – Laurie Pallett Patron of the Arts Award
Paul Eck – Lifetime Achievement Award
Diane Goldsmith – Hazel McCallion Volunteer of the Year Award
Mississauga Symphony Orchestra – Community Engagement Award

ARTISTIC EXCELLENCE AWARD WINNERS

ESTABLISHED

AJ Velasco
 Diane L. Johnstone
 Peta-Gaye Nash
 JoSH the Band
 Curtis Freeman
 David Leask
 Theatre Unlimited
 Performing Arts
 Lisa Jayne Irvine
 TD Mosaic Festival

Dance
 Film/Video Arts
 Literary Arts
 Music Group
 Music Instrumental
 Music Solo Vocalist
 Theatre Arts

Visual Arts
 Virtual Festival of the Year

EMERGING

Purawai Vyas
 Emily Ryder
 Qurat Dar
 Gladys Lou
 One In The Chamber
 Adina V
 Ashutosh Walia
 Marlon Porter

Dance
 Film/Video Arts
 Literary Arts
 Multimedia Arts
 Music Group
 Music Solo Vocalist
 Theatre
 Visual Arts

\$52,000

RAISED TO SUPPORT
THE ARTS

MACsquerade Glam Ball '22

MAC's annual gala fundraiser, the MACsquerade Glam Ball '22 made its highly-anticipated return, raising funds for MAC with a night of dinner, entertainment and celebration of the arts.

Dressed to the nines, 400 of Mississauga's biggest arts supporters and community leaders celebrated together for the first time since 2019 at the MACsquerade Glam Ball '22 on December 1, 2022 at Le Treport with Mayor Bonnie Crombie as Honourary Chair.

Highlights of the night included host **Donovan Fernandes**, performances by **Suzie McNeil & The Chain Reaction**, **KHAY** trio, and **Shanaya Patel**, a Glam Makeup Bar by **Shirley Wu Academy**, a 360 photobooth, silent and live auctions, and the presentation of the Arts for Mental Health Award. The night was a fantastic success, raising over \$52,000 in support of our 2023 MicroGrant program and Arts for Mental Health programs.

Thank you to all of our sponsors, especially our presenting sponsor **Lakeview Community Partners**.



➤ Entertainment at the MACsquerade Glam Ball (L-R): **KHAY** sings during the champagne reception. **Shirley Wu** glams up a guest. Host **Donovan Fernandes**. **Jake Dheer** auctions the Triumph prize pack.



➤ **Mayor Bonnie Crombie** addresses the crowd at the MACsquerade Glam Ball '22



➤ **Suzie McNeil & The Chain Reaction** rock the house with their covers of Rock, Pop, and R&B classics.



➤ Guests dancing, enjoying the red carpet, perusing the silent auction, and capturing the moment at the Glam Ball.

ARTS FOR MENTAL HEALTH AWARD

MAC and Bell Canada presented the Arts for Mental Health Award to **Dr. Colin Saldanha** for his support and advocacy of therapeutic arts programs in the healthcare sector. Dr. Saldanha was also a founding member of MAC's steering committee for MAC's highly successful Arts for Mental Health Conference held in October 2021.



➤ Presenting the Arts for Mental Health Award (L-R): Lena DeMarco (Bell), Dr. Colin Saldanha and Nina Tangri (MPP, Mississauga–Streetsville).

(seated L-R) Demetrius Nath and Bree Taylor, two of our expert judges for Sauga Teens Got Talent, at the Streetsville Bread and Honey Festival on June 4, 2022.



Community *Partnerships*

MAC & Culture Division *Info Session*

177
CREATIVES
ATTENDED THE
EVENT

Local artists and arts groups learned about arts initiatives on September 21, 2022 as MAC and the City of Mississauga's Culture Division co-produced an Info Session and Culture Update in the RBC Theatre at the Living Arts Centre. This informative update for the arts and culture community included presentations from Culture Division and MAC on topics including gig and grant updates, project and operating initiatives, and more.

The evening finished with a Q&A and networking with professional leaders of the arts in Mississauga.

MAC & AGM Open House

MAC teamed up with the Art Gallery of Mississauga (AGM) to host an Anniversary Open House at the Mississauga Civic Centre's Great Hall on September 28, 2022. Celebrating MAC's 40th anniversary and AGM's 35th anniversary, guests enjoyed speeches and presentations from MAC and AGM staff, AGM gallery visits, a tour of the MAC office, cake cutting, and networking.



➤ Founding MAC Executive Director **Laurie Pallett** and MAC Executive Director **Mike Douglas** cut 40th Anniversary cake



FYI Youth Kits

Over the March break, 50 youth picked up their free FYI Youth Kit with over \$100 of art, art supplies, music, books, and more, connecting them to Mississauga's dynamic creative community.

MAC partnered with the Open Gallery to curate and give away free art kits to Mississauga youth. The music and visual art themed-kits had artwork by **David Anthony, Ashley Beerdat, Susan Ksiezopolski, Karim Machado-Aman, Sima Naseem, and Amrita Viridi** with art supplies and more sponsored by **DeSerres, Long & McQuade, and Heritage Mississauga.**

\$5,000+
GIVEN IN ARTWORK,
RESOURCES, AND
SUPPLIES TO YOUTH

Saying It With *Flowers*

MAC's first invitational fine art show featured the work of 17 artists, an Ikebana demonstration by **Aya Sugino**, and special guest presentations by local celebrity **Frankie Flowers**, and event curator **Asma Mahmood**. Inspired by the International Year of the Garden, MAC partnered with Canadian Community Arts Initiative (CCAI) to produce this sold-out invitational art show at the Hyatt Place Toronto/Mississauga & Luxe Convention Centre on October 15, 2022.

280 guests enjoyed the afternoon with high tea treats provided by the Hyatt Place Toronto/Mississauga & Luxe Convention Centre.

Featured Artists: **Adriana Rinaldi, Alison Syer, Ashley Beerdat, Christi Anne-Abraham, Diana Carrol, Elena Dinissuk, Gabby Tutak, Jennifer Lawton, Karlene Bland, Katherine A. Laird, Lisa Jayne Irvine, Nada Khatib, Nisreen Askar, Rekha Pevekar, Sandra Robson, Stella Jurgen, and Sue Archibald.**



MAC Creative Director & Strategist **Jacqueline Mak** delivering FYI Youth Kits to Mississauga students at the MAC office. ↘



Images from top left, clockwise: Frankie Flowers shares gardening tips. (L-R) Mike Douglas, Sabrina Cunha, Jacqueline Mak, event volunteer Naomi Stokes, and Susan Durnin. Ikebana demonstration by Aya Sugino. (L-R) Sandra Robson and Chrsi Anne Abraham. Nada Khatib with her work, 'What a Wonderful World'. Diana Carrol (right) with her work, 'The Whisper'. Karlene Bland with her work, 'Floral Rhapsody'. Centre (L-R): Mike Douglas and Asma Mahmood share the spotlight at Saying it with Flowers

50+
PERFORMERS OVER
4
WEEKS

Amphitheatre Unplugged *Outdoor Open Mic*

MAC partnered with Mississauga Celebration Square to showcase local talent at 4 weekly outdoor open mics at Celebration Square in August. Featured hosts Arlene, Bree Taylor, **KENDRUH**, and Vivek Mehmi shared the stage with 50+ emerging and established performers, who unveiled their talents to an audience of over 825.

Amphitheatre Unplugged Outdoor Open Mic has been a treat for summer city goers and open mic-ers since 2017, and this year was no exception.

Sauga Teens Got Talent

Local teens showcased their vocal talent for a chance to win the Sauga Teens Got Talent title and a recording session from Metalworks Studios. This talent show returned to the Streetsville Bread & Honey Festival in 2022 where 15 talented young singers perform for judges **Demetrius Nath** (Mississauga Music), **Bree Taylor** (Country Recording Artist), and **KENDRUH** (Pop Artist, 2017 STGT winner).

Congratulations to the winners, **Jasy** (1st), **Bianca Espino** (2nd), and **Ramya Ramnath** (3rd) and to all the performers who dazzled the audience of nearly 1000.

↘ *The 2022 Winners of Sauga Teens Got Talent (L-R) Ramya Ramnath (3rd), Bianca Espino (2nd), and Jasy (1st).*



↗ *Sarah Mikayla performs at Sauga Teens Got Talent.*

IN PARTNERSHIP
WITH
STREETSVILLE
BREAD & HONEY
FESTIVAL

Beauty of Bees Exhibition

In partnership with Streetsville Bread & Honey Festival, the Beauty of Bees art exhibition and juried show returned to the Streetsville BIA Pollinator Garden. Themed to bring attention to the preservation of our pollinating bee population, the show featured 23 local visual

artists showcasing their floral and bee themed works of art.

This year's winners were **Joanne Feely DeGraaf** (1st), **Trish Miller** (2nd), and **Emily Liang** (3rd and Audience Choice).



↗ *Aiesha Baig (left) and friends with her work, 'Bouquet in Watering Can'*



↗ *Amber Briden (centre) with her work "Blooming Flower" and her mentor Sherry Prenevost (left).*

Martys HUB

Mississauga Arts Council’s online portal for the arts, connecting artists and arts events to the public, while connecting the public to local artists.

MAC’s online community arts portal, Martys HUB, saw continued growth this year. Our goal was to increase awareness of the platform and strengthen its brand as the go-to place for arts news and events in Mississauga. Martys HUB also aimed to be the place artists go to connect with each other and the public, and share their upcoming projects, events, good news, and opportunities. This effort inspired artists to have agency in promoting their own initiatives and build a sense of community on a platform all their own.

MAC members can register as Martys HUB users for free, and are then able to add their own events and posts to the website, connected to their very own artist profile in the HUB’s directory of artists and arts supporters.

MAC’s HUB Highlights Artist Spotlights turned into an interview series, HUB Creative Talks, posted to Martys HUB Facebook and YouTube. These short videos gave artists space to share their stories; going deeper on their arts practices, their hardships, successes, and goals. Seventeen artists were interviewed by MAC from February to August.

1,200+
COMMUNITY ARTS
EVENTS AND ARTICLES
ADDED TO
MARTYSHUB.COM

MARTYS HUB WEBSITE STATISTICS*

* As of December 2022

90%
OF MARTYSHUB.COM
VISITORS WERE NEW
TO THE SITE IN 2022
vs. 85% in 2021

CONTENT

590 events added
540 posts/articles added

MEMBERS

385 total members in directory
97 new members joined in 2022

PUBLIC SITE USERS

31,000 page sessions (up 430% from 2021)
24,000 site users (up 608% from 2021)
55,000 page visits (up 136% from 2021)





Our most viewed 'HUB Creative Talks' interview in 2022 was with **Chris Hummel** of *The Dreamboats*.

Chris Hummel of The Dreamboats



SOCIAL MEDIA*

FOLLOWERS

IMPRESSIONS

ENGAGEMENT RATE

775+

up 138% from 2021

55K+

up 207% from 2021

9.99%



↳ Martys HUB's social media channels spotlight MAC members, artist projects, and local arts events daily. L-R: Music Mondays (featuring *m3lizard*), HUB Quotes (featuring *Ayomide Bayowa*), HUB Highlights Artist Spotlight (featuring *Sue Aranha*), HUB Hotspots (featuring *Meadowvale Theatre*).

Communications

MAC's communications efforts serve Mississauga's robust arts community by highlighting our members' outstanding events and activities. Our communications put our arts sector on the digital stage to an audience of over 25,000.

25,000+

TOTAL DIGITAL REACH OF MAC & MARTYS HUB



SOCIAL MEDIA*

FOLLOWERS

IMPRESSIONS

ENGAGEMENT RATE

19K+

771K+

3.6%

up 11.6% from 2021

up 13.5% from 2021

up 31.7% from 2021



NEWSLETTERS*

HUB HIGHLIGHTS
SUBSCRIBERS

TOTAL
NEWSLETTERS SENT

HUB HIGHLIGHTS
ARTIST SPOTLIGHTS

5,000

175

51



COMMUNITY STATISTICS*

TOTAL EVENT
ATTENDEES

TOTAL
MAC MEMBERS

TOTAL
PUBLICATIONS

6,500+

379

1244



* As of Decemer 2022

Media Features

23
MEDIA
FEATURES



TORONTO STAR & MISSISSAUGA NEWS FEATURES

9 PRINT AND WEB FEATURES

Sauga Music NOW: Rhymes & Rhythm was featured in the Toronto Star article, 'Upcoming virtual arts events in Mississauga,' and the show poster was the article's featured image. Published January 2022.



MODERN MISSISSAUGA FEATURES

3 WEB FEATURES

Modern Mississauga put the spotlight on MARTY Nominations last year, giving the awards a two-page spread in their Winter 2022 interactive digital magazine. Published February 2022.



CAMÕES TV STELLA'S STUDIO FEATURES

4 TV & WEB FEATURES

Stella's Studio, broadcasted on Camões TV, covered the Murals with MAC LCBO Mural Wall Reveal event, sharing interviews with the featured artists and community leaders. Aired June 2022.

Images (opposite page, top to bottom): (L-R) Alex Andronache (Metalworks Institute), Sherri Murray, and Susan Durnin. (L-R) PCCM's Andrew Da Câmara and Mike Douglas. (L-R) Glenn Pringle and Sherri Murray. (L-R) Susan Durnin and writer Zohra Zoberi. (L-R) Sabrina Cunha and Susan Durnin. (L-R) Karlene Bland, Gabby Tutak, Adriana Rinaldi, and Jacqueline Mak.

Sponsors

MAC thanks our funders, sponsors, and donors whose generous support enables the growth and sustainability of arts programming and events in Mississauga.

FUNDERS



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



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



SPONSORS



COMMUNITY PARTNERS

Heritage Mississauga
Hyatt Toronto/
Mississauga

Insuranceland
LCBO
Mississauga Board of Trade

Metalworks Group
Mississauga Music
Port Credit Legion

DONORS

Heather Brissenden
Neil Huab
Anil Kapur
Laurie Pallett

Glenn Pringle
Barry & Alverna Metcalfe
E. Connie Munson
Peta-Gaye Nash

Priti Sachdeva
Jasmine Sawant
Patricia Turcotte
John Taylor

Peter Toller
Bob Widdup

2022 MARTY SPONSORS

PLATINUM

BRIGHTWATER
A Port Credit Waterfront Community

GOLD



Daniels
love where you live™

oX|FLORID



SILVER

EDENSHAW



AWARD SPONSORS



Elizabeth Wu in Memory of
Emily Wu
The Munawar Family
Laurie Pallett
MAC's Board of Directors

FRIENDS OF THE MARTYS

Alectra Utilities
Jenny Rushforth, Desjardins Insurance

MACSQUERADE GLAM BALL '22 SPONSORS

PRESENTING SPONSOR



ARTS SUPPORTERS

BRIGHTWATER
A Port Credit Waterfront Community



EDENSHAW



Sheridan

CONDOMINIUMS@
Square One District

FRIENDS OF THE ARTS



HOLT RENFREW



Financials



2401 Bristol Circle, Suite C200
Oakville, ON L6H 5S9
Phone: 905-820-5508
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, 2022, 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, 2022. We expressed a qualified audit opinion on those financial statements in our report dated July 10, 2023.

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 July 10, 2023. 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
July 10, 2023


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


MISSISSAUGA ARTS COUNCIL
SUMMARY FINANCIAL STATEMENTS

SUMMARY STATEMENT OF FINANCIAL POSITION	<u>December 31, 2022</u>	<u>December 31, 2021</u>
ASSETS		
Cash	\$ 435,164	\$ 401,611
Accounts receivable	36,654	12,784
Due from internally restricted fund	8,500	-
Prepaid expenses and other assets	2,822	7,013
Property and equipment	4,409	8,817
Intangible asset	<u>6,616</u>	<u>14,286</u>
	<u>\$ 494,165</u>	<u>\$ 444,511</u>
LIABILITIES		
Accounts payable and accrued liabilities	\$ 62,732	\$ 33,254
Government remittances payable	8,220	6,686
Due to internally restricted fund	8,500	-
Deferred revenue	75,685	118,902
CEBA loan	<u>40,000</u>	<u>40,000</u>
	195,137	198,842
NET ASSETS	<u>299,028</u>	<u>245,669</u>
	<u>\$ 494,165</u>	<u>\$ 444,511</u>

SUMMARY STATEMENT OF OPERATIONS	<u>December 31, 2022</u>	<u>December 31, 2021</u>
REVENUE		
Grants	\$ 499,865	\$ 490,505
Federal government COVID support	-	84,723
Sponsorships	244,085	83,600
Other revenue	63,904	29,143
Charitable donations and other fundraising	117,058	9,147
	<u>924,912</u>	<u>697,118</u>
EXPENSES		
General and administration	217,807	314,403
Membership services and communications	131,706	151,572
Special projects and events	425,649	160,012
Advocacy and community building	<u>96,391</u>	<u>50,131</u>
	<u>871,553</u>	<u>676,118</u>
Excess of revenues over expenses	53,359	21,000
Net assets, beginning of the year	<u>245,669</u>	<u>224,669</u>
Net assets, end of the year	<u>\$ 299,028</u>	<u>\$ 245,669</u>

Approved on behalf of the Board of Directors:


 _____ Director


 _____ Director

The accompanying notes are an integral part of these financial statements

MISSISSAUGA ARTS COUNCIL

NOTES TO THE SUMMARY FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2022

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, 2022 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.

Current Staff



**MIKE
DOUGLAS**
EXECUTIVE
DIRECTOR

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.

mike.douglas@mississaugaartscouncil.com



**SUSAN
DURNIN**
ADMINISTRATION
LEAD

Membership coordination, donor and sponsor relations; Manages MAC's Board of Directors; Provides operational and HR support to MAC team; Project/Program Management; Production and budget oversight for signature events; Manages grant writing and reporting; Contracts/manages artists for events and programs; Facilitates TD Culture Lab, Cranberry Christmas Market, and MAC MicroGrant programs.

admin@mississaugaartscouncil.com



**JACQUELINE
MAK**
CREATIVE
DIRECTOR
& STRATEGIST

Develops projects and strategies with stakeholders to strengthen relationships and grow the arts sector; implements, identifies and determines creative solutions to improve business. Program/project production and development for Marty's HUB; Oversees MAC and Marty's HUB branding and graphic for consistency and messaging;

jacqueline@mississaugaartscouncil.com



**SHERRI
MURRAY**
COMMUNICATIONS
MANAGER

Manages MAC and Marty's HUB communications and social media content; Develops relationships with local and national media outlets; Delivers on communication goals and measures outcomes; Leads production of HUB Highlights Newsletters and Artist Spotlight communications; Facilitates MARTY Nominations, Sauga Teens Got Talent, Amphitheatre Unplugged, Sauga's Summer Song Contest, MAC's Studio Space and Charity Gaming Volunteer Programs.

media@mississaugaartscouncil.com



**SABRINA
CUNHA**
MULTIMEDIA
DESIGNER

Supports MAC and Marty's HUB communications, programs, activities, and events by designing original graphic, print, and video content with consistent branding; Schedules social media content for MAC and Marty's HUB; Manages Marty'sHUB.com, including technical support for user profiles, adding events to calendar, and adding content of relevance to the arts community; Facilitates MAC's Arts for Business Directory.

design@mississaugaartscouncil.com

Board of Directors

MAC has a diverse Board of volunteer Directors with skills for effective leadership and governance. MAC's Board of Directors meets monthly, providing their individual skills to the greater good of MAC. The Board aids in MAC's fundraising, events, and community connection.

In addition, the Board works in sub-committees, enabling Board members to provide additional support to MAC, utilizing their specialist skills in a more focused manner. These committees are: Finance, Special Events, Human Resources, Fund Development, and Succession Planning.

MAC's Advisory Board are non-voting members that support the Board of Directors and ensure all genres, disciplines, and members of our community have fair representation and consideration in all board decisions. These trusted advisors also serve on sub-committees as additional support to board members.

DIRECTORS

Ken Jones	President
Ron Duquette	Vice President
Charles Chu	Treasurer
Sarah Rustomji	Secretary
Anna Adams	Director
Helen Almeida	Director
Jason Chellew	Director
Deta Constantine	Director
Christine Griffin	Director
Imran Hassan	Director
Sumeeta Kohli	Director
Jung Ah Kwon	Director
Filip Plaskota	Director
Mike Douglas	Executive Director

ADVISORY BOARD

Grant Clark	Advisor
Amena Mohammad	Advisor
Tracy Xavier	Advisor





*'The Salmon Run' by
Sima Naseem and
Stephanie Schirm. Murals
with MAC installation on
the north parapet of the
Cooksville bridge at
530 Lakeshore Rd E.*

 mississaugaartscouncil.com

 @MissArtsCouncil

 @MissArtsCouncil

 @mississauga.arts

 @MississaugaArtsCouncil

 Mississauga Arts Council



Canada's Got Talent 
Finalists **Shadow**
Entertainment perform
at the 2022 MARTY Awards.
Tobin Thomas (left) won
the 2021 MARTY Award
in the Dance Arts -
Established category

Mississauga Arts Council

1055-300 City Centre Dr

Mississauga, ON

L5B 3C9

(905) 615-4278