

Creative Connections

Annual Report 2023



Artist: Sally Co
Project: Artbox mural
Partner: LGBT YouthLine
Address: 2676 Erin Centre Blvd

mac
Mississauga Arts Council



Artist: Brandon Jacko
 Project: Artbox mural (reveal ceremony)
 Partner: Express Scripts Canada
 Address: 8 Stavebank Rd S

The Mississauga Arts Council acknowledges that the land on which we gather is part of the Treaty and Traditional Territory of the Mississaugas of the Credit First Nation, The Haudenosaunee Confederacy, the Huron-Wendat and Wyandot Nations. We are grateful to have the opportunity to work on this land, and give our respect to these peoples and their ancestors who have been inhabitants of this land since time immemorial. We also recognize that Mississauga is now home to many global Indigenous Peoples.

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This report was designed by Sabrina Cunha.
 Written by Sabrina Cunha, Susan Durnin, Sherri Parliament, and the MAC team.

Creative Connections

A Letter from our Executive Director and President of the Board

In 2023, Mississauga Arts Council (MAC) developed our new Strategic Plan, *Bringing Audiences to the Arts*, aiming to foster connections and engage with community partners, organizations, audiences, and artists across Mississauga to build our arts economy.

With this new focus, MAC's communications surged, reaching 2,700,000 social media impressions and 1,970,000 in reach.

Supported by a grant from the Ontario Trillium Foundation, MAC added a part-time Content Creator and an Arts & Culture Reporter to its team. These additions grew our Instagram engagement by 309% and Sauga Arts HUB (formerly Martys HUB), reached 87,000 pageviews in 2023.

Co-produced programs like Sauga Teens Got Talent and Beauty of Bees at the Streetsville Bread and Honey Festival, Amphitheatre Unplugged with the City of Mississauga, and Sauga Summer Song Contest with Metalworks and Mississauga Music continue to engage emerging artists in career-boosting activities.

To ensure MAC's organizational sustainability, MAC secured a one-time grant from Canada Services Recovery Fund, to hire a Development Manager. This role has been critical to implementing our Case for Support and developing our ties with donors and sponsors.

In an effort to develop ArtsCare and our commitment to individual's well-being through arts programming, MAC presented the ArtsCare Pilot Program proposal to Hon. Michael Tibollo, Ontario's Associate Minister of Mental Health and Addictions, at the MACsquerade Glam Ball '23.

The event marked MAC's most successful fundraiser to date, achieving record-breaking profits, which will be reinvested into our new Sauga Neighbourhood Arts Program (SNAP!). SNAP! will provide seed money for community arts initiatives in celebration of Mississauga's 50th Anniversary.

MAC began preparing for these celebrations in 2023 by co-leading Sauga's 50th Anniversary Anthem Contest. Mikey Bloom's winning song, "Mississauga", has been adopted by the City as its official anniversary anthem!

MAC is proud to serve Mississauga artists and arts supporters. As we celebrate the City's 50th Anniversary in 2024, we look forward to the creative connections that will grow our arts economy and underline the importance of the arts in the future of our community.



Mike Douglas
Executive Director



Ron Duquette
President of the Board

Who We Are

The Mississauga Arts Council (MAC) is a registered charity dedicated to fostering the growth of the arts sector by cultivating creative opportunities and connections between artists and residents of Mississauga and beyond.

MAC is dedicated to providing service-based programming to artists, funding artist-led programs, and growing awareness of the arts to build a vibrant and thriving cultural community.

Our Vision

Mississauga is home to a thriving arts economy.

Our Mission

Empower the arts economy by:

- Creating opportunities and capacity
- Connecting artists to audiences and each other
- Celebrating artists' achievements

Our Values

MAC believes in the value of creative collaboration, the facilitation of partnerships, the encouragement of healthy competition between artists, and the strengthening of creative communities.

Our Strategy

To provide arts-based programming to communities across our city by supporting artist-led enterprises and programs, and to provide valuable communications and marketing services to individual creatives and groups, to advocate for the development of our city's arts economy.

2023 Impact

- \$220,000 in artist fees paid to 394 local artists across all disciplines
- Provided MicroGrant funding to a record number of artists in 2023
 - 50 artists and groups won MicroGrants
 - Total of \$154,000 in seed funding for artist-led projects
- Engaged 400 members and 1,618,900 in-person and digital audience members through our murals, programs, and arts initiatives
- Conducted a Creative Space Survey to address the primary request of members. Over 200 artists responded, identifying their space needs
- Launched two new professional development events, expanding our reach into the underserved film and literary arts sectors
 - The Screen Media Makers Industry Summit
 - TD Culture Lab: Breakthrough to Writers Success
- Strengthened MAC's team by hiring a Content Creator and Arts Reporter, supported by OTF, and a Development Manager, supported by CSRF



394

local artists paid



\$220,000

artist fees paid



1,618,900

total live and on-screen audience members

- Achieved substantial digital exposure
 - 2,700,000 page, profile, and post impressions across platforms
 - a total reach of 1,970,000
- Initiated 3 painted utility boxes celebrating 2SLGBTQ+ pride created by local artists
 - 2 in partnership with LGBT YouthLine, building a 2SLGBTQ+ Murals with MAC mentorship program and creating safe painting spaces for 2SLGBTQ+ youth
- Our programs serve diverse artists
 - 68% identified as BIPOC artists
 - 73% identified as female

“As someone who’s been involved with MAC and the Mississauga Arts community for well over half of my life, taking on a leadership role like hosting Amphitheatre Unplugged truly meant a lot to me.

Connecting with other artists in this vibrant community and being a part of MAC is a special part of my life and I don’t take it for granted.”

Cat Bernardi, Musician
@catbernardimusic

Programs & Projects

In 2023, MAC made many creative connections, from artist-led initiatives funded by MAC to creating artist development opportunities and collaborating with community partners in Mississauga.

Artist-Led Initiatives

- Dance
- Music
- Film
- Theatre
- Literary Arts/Poetry
- Visual Arts

February - April	Nózki Opera - Outreach to Schools			■	■
February - March	"Now I See Me, Now I Don't" - Artists in Momentum (Anna Silgado)	■	■	■	■
March	"Daylight" Premiere - Cullen McFater	■			
March - April	Wellness Art Workshop Series for Adults - Visual Arts Mississauga				■
March - April	Wellness Art Workshop Series for Youth - Visual Arts Mississauga				■
April	"Dauntless" Album Release Show - Bree Taylor	■		■	
April	"Voyage" Dance Film - Candace Kumar	■	■		
April	"In Black and White" Solo Exhibition - Sherry Prenevost				■
May	"Exposé" with Intentionally Nathan - Caterina Sauro		■		
May	Sauga Poetry Open Mic with Andrea Josic		■		
May	"Exposé" with Lisa Shen - Caterina Sauro		■		
May	"Food for Thought" Short Film - Anju Malhotra	■			
June - February 2024	"Lifers" Exhibition at the ROM - Noelle Hamlyn				■
June	"Mona Lisa" - Cat Bernardi	■		■	
June	"YOU ARE HERE" Exhibition - Fausta Facciponte				■
June	Sauga Poetry Open Mic with Shelly Grace		■		
June	Mississauga Big Band Jazz Ensemble Event			■	
June	"Exposé" with Ramrocks Speaks - Caterina Sauro		■		
June	"NOIR" Dance/Theatre Production - Frog in Hand	■			■
July	"Walking with You" Single & Music Video - Heather Christine	■		■	
July	"Mississauga Music Nights" #1 - Mississauga Music			■	
July	"Carlis Place Concert Series" feat. Druzie - LiveMAG			■	
July	"Sauga Poetry Open Mic" Caterina Sauro - Sauga Poetry		■		

July	"Exposé" with Judith Shaw - Caterina Sauro		■		
July	"Carlis Place Concert Series" feat. Barlow - LiveMAG			■	
August	"Before Sunset" Theatre in the Park - Megan Cruz		■	■	
August	"Humble & Hungry Music Fest" - Vivek Mehmi	■	■	■	
August	"Sauga Poetry Open Mic" with Robin Sindhu - Sauga Poetry		■		
August	"AMALGAM" Fusion Music Concert - Radhika Baskar			■	
August	"Mississauga Music Nights" #2 - Mississauga Music			■	
August	"Dreamland" Panel Discussion - Hibah Mian				■
September	"Mississauga Music Nights" #3 - Mississauga Music			■	
September	"Snail Mail" Community Arts Project - Yen Linh Thai		■		■
September	"Mississauga Music Nights" #4 - Mississauga Music			■	
September	"Generations 1: Oak Branch" at Nuit Blanche - Joanne Feely DeGraaf				■
October	"Awakening" Poetry & Public Art Video - Anna Yin	■	■		■
October	Mississauga Writers Group - Writing Contests		■		
November	"Mississauga Music Nights" #5 - Mississauga Music			■	
December	"Scotland the Brave India the Bold" Music Video - Archy Jay	■		■	
December	"Mississauga Music Nights" #6 - Mississauga Music			■	
December	"Ice Flower" Album - JACELYN		■	■	

Professional Development

February	TD Culture Lab Webinar - Endless Possibilities: Using a Green Screen with Prince Saquian	■			
February	TD Culture Lab Webinar - Get Funded: Grant Writing for Success with Rohit Mehta	■	■	■	■
March	TD Culture Lab Webinar - Public Art: Ask Me Anything Panel with Philippa French, Kyla Radoja, and Soon Cho				■
March	TD Culture Lab Webinar - Making Radio Waves: Intro to Podcasting with Keyv Oh	■			
March	The Screen Media Makers Industry Summit	■			
March	TD Culture Lab Webinar - Protecting Your Music: Copyright Basics with Melissa Johnston			■	
September	TD Culture Lab - Breakthrough to Writers' Success		■		

Artist Opportunitites

- Dance
- Film
- Literary Arts/Poetry
- Music
- Theatre
- Visual Arts

January	MARTY Award Nominations Open	■ ■ ■ ■ ■ ■
February	Spring 2023 MicroGrants Open	■ ■ ■ ■ ■ ■
April	Call for Music Video Editors	■ ■
May	2023 "Mississauga Arts Awards" (The MARTYS)	■ ■ ■ ■ ■ ■
June	Call for Emerging Filmmakers	■
June	"Sauga Teens Got Talent" Showcase at Streetsville Bread & Honey	■
June	"Beauty of Bees" Exhibition at Streetsville Bread & Honey Festival	■
June	Murals with MAC - Bell Box: Carlos Herrera	■
July	Murals with MAC - Bell Box: Khurram Javaid	■
July	Murals with MAC - Alectra Box Reveal: Rainier Naomi	■
July	Murals with MAC - Bell Box Reveal: Ishleen Singh	■
August	"Amphitheatre Unplugged" with host Adina V	■ ■ ■
August	Murals with MAC - Bell Box: Devika Mathur	■
August	Murals with MAC - Connolly Capital Mural: Matt Salisbury	■
August	"Amphitheatre Unplugged" with host Cat Bernardi	■ ■ ■
August	2SLGBTQ+ YouthLine Workshops	■
August	"Amphitheatre Unplugged" with host KHAY	■ ■ ■
August	"Amphitheatre Unplugged" with host IAMREBELWILL	■ ■ ■
August	"Arts for Business Directory" Launch	■ ■ ■ ■ ■ ■
August	"Amphitheatre Unplugged" with host Lisa Shen	■ ■ ■
September	Mississauga Creative Space Survey	■ ■ ■ ■ ■ ■
September	Fall 2023 MicroGrants Open	■ ■ ■ ■ ■ ■
September	Murals with MAC - Bell Box: Melina Cossio	■
October	"Sauga Summer Song Contest" Winner Announced - Tennyson King feat. Skye Wallace	■
November	"Mississauga's 50th Anniversary Anthem Contest" Opens	■
November	Murals with MAC - Alectra Box Reveal: Brandon Jacko	■
December	Murals with MAC - Alectra Box Reveal: Yeram Kwak	■
December	"Cranberry Christmas Market"	■ ■

"Providing a platform for local artists like me speaks volumes about your commitment to the arts community."

Thank you once again for everything. I look forward to more opportunities and just joined MAC as a member!"

Amphitheatre Unplugged Performer



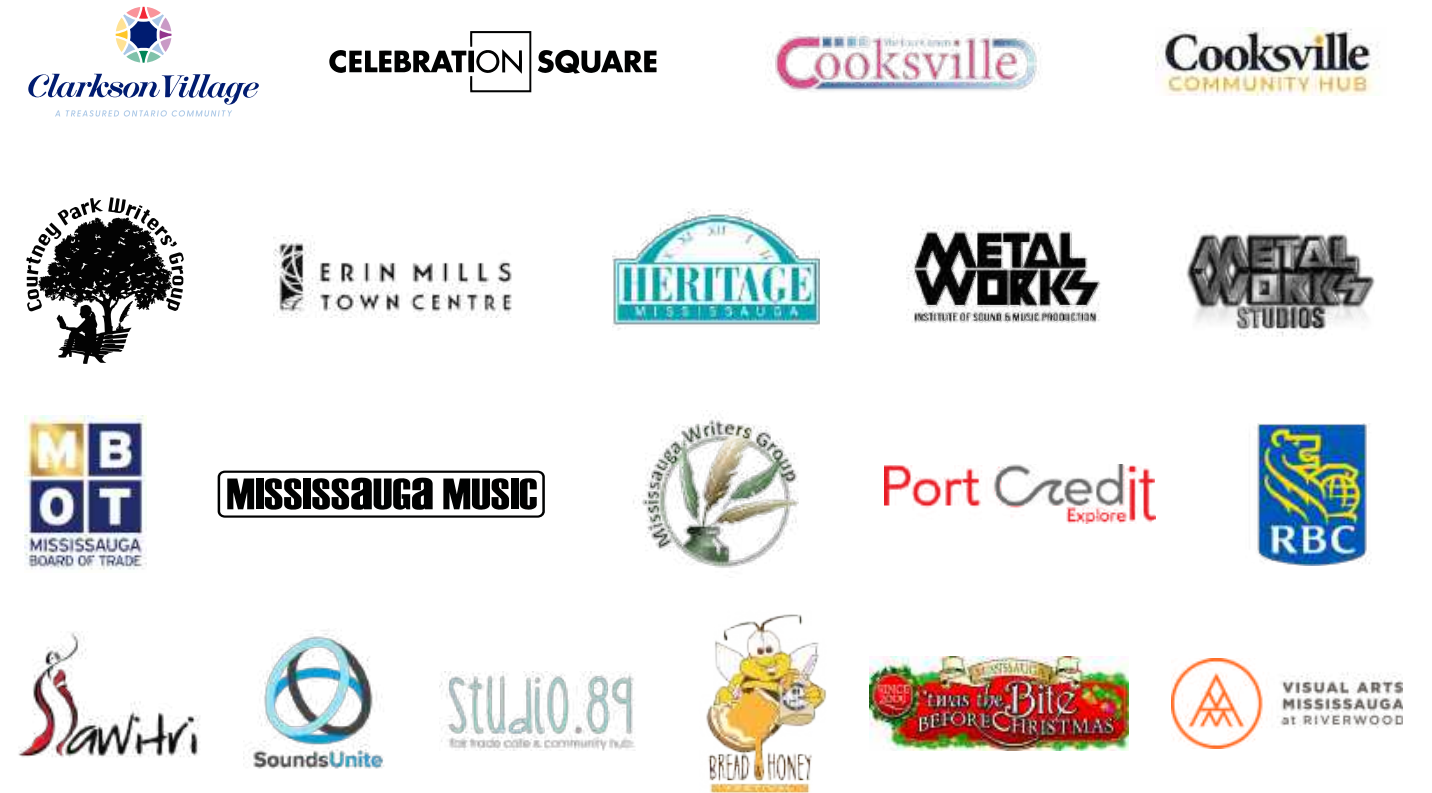
Community Events & Partnerships

- Sponsorship
- Partnership
- Attended

Ongoing	Laurie Pallett Metalworks Institute Scholarship				■
January	"VAM Art Night Out" - Troubadour	■			
February	"VAM Art Night Out" - Wharapo	■			
June	"VAM Art Night Out" - Cecilia Odyssey	■			
May	"MBOT Awards" - Creative City Award	■			■
July	"Impact Arts: Creative Story Telling" - Studio.89				■
July	"Impact Arts: Healing Through Painting" - Studio.89				■
August	MAC Annual General Meeting				
August	"Impact Arts: Civic Engagement through Creative Writing" - Studio.89				■
August	"Impact Arts: Paint Night - Connecting with Nature" - Studio.89				■
August	SAWITRI Multilingual Fringe Festival Shorts - "Real-to-Reel" Emerging Filmmakers Program				■
September	"Canadian Music Expo" Acoustic Showcase - Matt Zaddy	■			■
September	"Art in the Park" - Visual Arts Mississauga	■			■
September	"Taste of Cooksville" - Cooksville BIA	■			■
September	"Mississauga Music Awards" - Best Local Promoter & Video of the Year	■			■
September	"Impact Arts: A Poetic Story Circle" - Studio.89				■
September	"VAM Art Night Out" - Catherine Gava	■			
September	"Cooksville Festival of Cultures" - Cooksville Community Hub	■			
October	City of Mississauga Civic Recognition Ceremony				■
October	"Impact Arts: Healing with Haiku" - Studio.89				■
October	"Impact Arts: A Screening of Okja" - Studio.89				■
November	"VAM Art Night Out" - Joe Chammas	■			
November	"The Credits" - Heritage Mississauga's Citizen Awards	■	■		■
November	"Impact Arts: Paint Night" - Healing with Paint - Studio.89	■	■		■
November	"The MACsquerade Glam Ball '23"				■
December	"VAM Open House" - Cecilia Odyssey	■	■		■
December	"'Twas the Bite Before Christmas" Feed Mississauga	■			

Community Partners

Our community partners connected with us on exciting projects this year through in-kind support and creative collaboration.



Community Volunteers

- | | | |
|------------------|---------------------|-------------------------|
| Anna Adams | Victoria Daley | Sherry Prenevost |
| Helen Almeida | Christine Griffin | Glenn Pringle |
| Asma Ansari | Mary Ellen Koroscil | Susan Pringle |
| Nisreen Askar | Cathleen MacDonald | Jennifer Rabanillo |
| Kim Cayer | Anju Malhotra | Marlene Taylor |
| Jeannette Chau | Neelu Malik | Netta Ussyshkin |
| Jason Chellew | Ameena Naqvi | Sam Wang |
| Charles Chu | Arlene Paculan | Brian Waters |
| Diane Chu | Lois Peric | RBC Volunteers |
| Deta Constantine | Kathy Praught | RBC Next Gen Volunteers |

Micro Funding That Makes a Big Difference

MAC's MicroGrants provided 50 artist-led projects with \$154,000

This year, MAC awarded \$154,000 to 50 artist-initiated projects across all artistic disciplines. This marks the most funds given since the MicroGrant program began in 2019 - and a notable increase of 27% from 2022. These investments put funds directly into artists' projects, accelerating career progress and attracting additional investments while animating and beautifying our city. In total, our artists saw 14,638 audience members, event attendees and participants across a variety of events and projects: concerts, open mics, exhibitions, dance performances, live theatre, wellness arts workshops, and more.

Thank you RAMA Gaming House and the Mississauga Charitable Gaming Association/Charitable Gaming Community Good for their role in making our MicroGrant program possible.



Name: Yen Linh Thai
Project: Snail Mail
MicroGrant: Matchmaker
Photo credit: Yen Linh Thai



Name: Frog in Hand
Project: NOIR
MicroGrant: Matchmaker
Photo credit: Michael Lemiski for Frog in Hand

Spring 2023 Winners

- Michael Bacon
- Elizabeth Banfalvi
- Megan Cruz
- Joanne Feely DeGraaf
- Keith Garebian
- Noelle Hamlyn
- Tennyson King
- Denise Leslie
- Samuel Liu
- Vivek Mehmi
- Hibah Mian
- Demetrius Nath
- Maya Saggar
- Caterina Sauro
- Lisa Shen
- Colleen Snell
- Yen Linh Thai
- Anna Yin
- Zohra Zoberi

Fall 2023 Winners

- The Artisanal Writer
- Thipashini Balakrishnan
- Cat Bernardi
- Marilyn Campbell
- Heather Christine
- Leah Duarte
- Frog in Hand
- Muniyat Haque
- JACELYN
- Archy Jay
- JD Era
- Mississauga Players Theatre
- Mississauga Writers Group
- Sabrina Narzoles Aly
- Sauga Poetry
- Caterina Sauro
- Stay Woke
- Studio.89
- Anna Yin
- Ruba Zouzou



For every **1 MicroGrant**

awarded by MAC, on average up to



10 artists

are hired as collaborators

How Microgrant Funding Nurtured Mississauga's Spoken Word Scene

To create accessible spaces for emerging poets like Shelly Grace, Lisa Shen and her poet peers launched Sauga Poetry, also known as "Mississauga's hub for spoken word". With the support of a MAC MicroGrant, the group began hosting monthly spoken word open mics at Studio.89 from May to August 2023. The four sold-out events saw over 150 attendees and over 70 open-mic performers. The success of these initial events enabled Sauga Poetry to produce four additional open mics in 2023.

"If you give people the opportunity to explore their craft, they really enjoy and appreciate the process..." said Tahira Rajwani, Promotions Lead of Sauga Poetry.

Artist: Shelly Grace
Photo credit: Sufal Deb for Sauga Poetry



“I am so grateful for the opportunity to collaborate with Murals with MAC and create a lasting, positive mark on my city, especially as a young artist.”

Sally Co, Visual Artist
@sallarts



Growing Community Connection Through Murals

Beautifying our city and providing paid opportunities to artists

MAC commissioned 10 visual artists, illustrators, and designers to create artwork for 11 utility boxes and mural projects. We hosted 6 mural/box reveal events, and increased art boxes in underserved areas of the City - Ward 8 (Erin Mills), Ward 7 (Cooksville), and Ward 5 (Britannia Woods/Malton). In total, artists were paid \$28,860 to beautify our neighbourhoods with exciting artwork that reflects the values, people, and iconography of Mississauga.

Thank you to Bell and Alectra for providing these canvases. MAC also had the pleasure of partnering with Clarkson BIA, Connolly Capital, Express Scripts Canada, and LGBT YouthLine on projects this year.



\$28,860

paid in artist fees



65+

public art projects since 2017

Supporting 2SLGBTQ+ Youth With Opportunities for Creative Expression

MAC partnered with LGBT YouthLine on a Bell utility box mural series that empowered nine local 2SLGBTQ+ youth to attend workshops and paint 2 Bell utility boxes under the mentorship of local visual artist, Sally Co. The boxes, located at 2676 Erin Centre Blvd and 5182 Plantation Place in the Erin Mills area, stand as testaments to creative expression for 2SLGBTQ+ Youth in Mississauga.

Artist: Sally Co
Project: Artbox mural
Partner: LGBT Youthline
Address: 2676 Erin Centre Blvd



Artist: Carlos Herrera
Project: Artbox mural
Address: 26 Matthews Gate



Artist: Ishleen Singh
Project: Artbox mural (reveal event)
Partner: Councillor Alvin Tedjo & Clarkson BIA
Address: 1920 Lakeshore Rd W

Recognizing Artists' Accomplishments

The Mississauga Arts Awards (MARTYS) uplift deserving artists and boost their careers

The MARTYS are MAC's annual award show celebration that recognizes the accomplishments of both individual artists and community arts organizations for their creative contributions in our city.

In 2023, MAC celebrated 16 Artistic Excellence Award winners in 8 artistic disciplines and 5 Community Arts Awards winners.

Community Award Winners

Community Arts Group of the Year	Canadian Community Arts Initiative (CCAI)
Festival of the Year	Paint The Town Red Port Credit Canada Day Celebrations
Hazel McCallion Volunteer of the Year	Elizabeth Banfalvi
Laurie Pallett Patron of the Arts	Brightwater
Lifetime Achievement	Ron Cameron-Lewis
Special Award for Theatre Resilience	City Centre Musical Productions (CCMP) & The Encore Series

Established Award Winners

Dance	Candace Kumar
Film/Video Arts	Vanessa Burns
Literary Arts	Manahil Bandukwala
Music Instrumental	Radhika Baskar
Music Solo Vocalist	Tennyson King
Visual Arts Multimedia	Victor Wong
Visual Arts Public Art	Omar Hopkinson
Visual Arts Traditional	Stephanie Schirm

Emerging Award Winners

Film/Video Arts	Cullen McFater
Literary Arts	Pujita Verma
Music Solo Vocalist	Sarah Catharine
Visual Arts Multimedia	Veronica Spiljak
Visual Arts Traditional	Karim Machado-Aman

"I feel like new doors have opened to me. This award instills greater power in me to work even harder and harder."

Radhika Baskar, Veena Artist, 2023 MARTY Winner
@veena_raga

The MARTYS Empower Artists' Professional Growth

MAC first met veena artist Radhika Baskar in 2021 as part of the Artists Online program - a workshop designed to assist artists in making introductory videos about their practice for their professional growth. Radhika was a 2022 MARTY Finalist, receiving an unprecedented special consideration and public recognition from the jurors for her outstanding work. In 2022 and 2023, she received two MAC MicroGrants, one for a recording and one for a fusion concert and to record a fusion single.

With all of these accomplishments behind her, Radhika won the 2023 Established Music - Instrumental MARTY. Her story demonstrates the professional development opportunities MAC provides to our members, and highlights MAC's commitment to nurture talented artists, celebrate their excellence, and empower them to grow their careers.

Photo Credit: Bob Warren





Transforming Lives Through Creativity: MAC's ArtsCare Initiatives

The MACsquerade Glam Ball has been instrumental in driving success for MAC's funding programs - including ArtsCare. Through programs like the Arts for Mental Health Award and the Arts for Mental Health Conference, MAC has helped empower professional artists to make a difference in mental wellbeing.

In 2023, our ArtsCare Program Development MicroGrant employed 17 artists and enabled 184 participants to enjoy creative therapeutic programs through workshops led by WriteWell, Artists in Momentum, DrumIN, and Visual Arts Mississauga.

Organization: DrumIN, run by Samuel Liu
Project: ArtsCare Program Development MicroGrant

The MACsquerade Raises Critical Funds For MAC's Programs

Our gala fundraiser celebrates and supports the arts by funding MicroGrants, ArtsCare & SNAP!

The MACsquerade Glam Ball is a critical fundraising event for MAC. Community leaders come together for a gala dinner and dance in support of MAC's artists, and the programs and initiatives run by MAC that uplift them.

Thanks to new sponsors, the MACsquerade Glam Ball '23 was the most successful gala to date! Their generous support raised funds for projects to celebrate the arts in Mississauga's 50th year: MicroGrants, ArtsCare, and the new Sauga Neighbourhood Arts Program - SNAP!

The gala also honours an Arts for Mental Health leader of the year through the presentation of the Arts for Mental Health Award. In 2023, Sybil Rampen, founder of Joshua Creek Heritage Arts Centre, was recognized for her lifetime contributions to wellness through the arts.



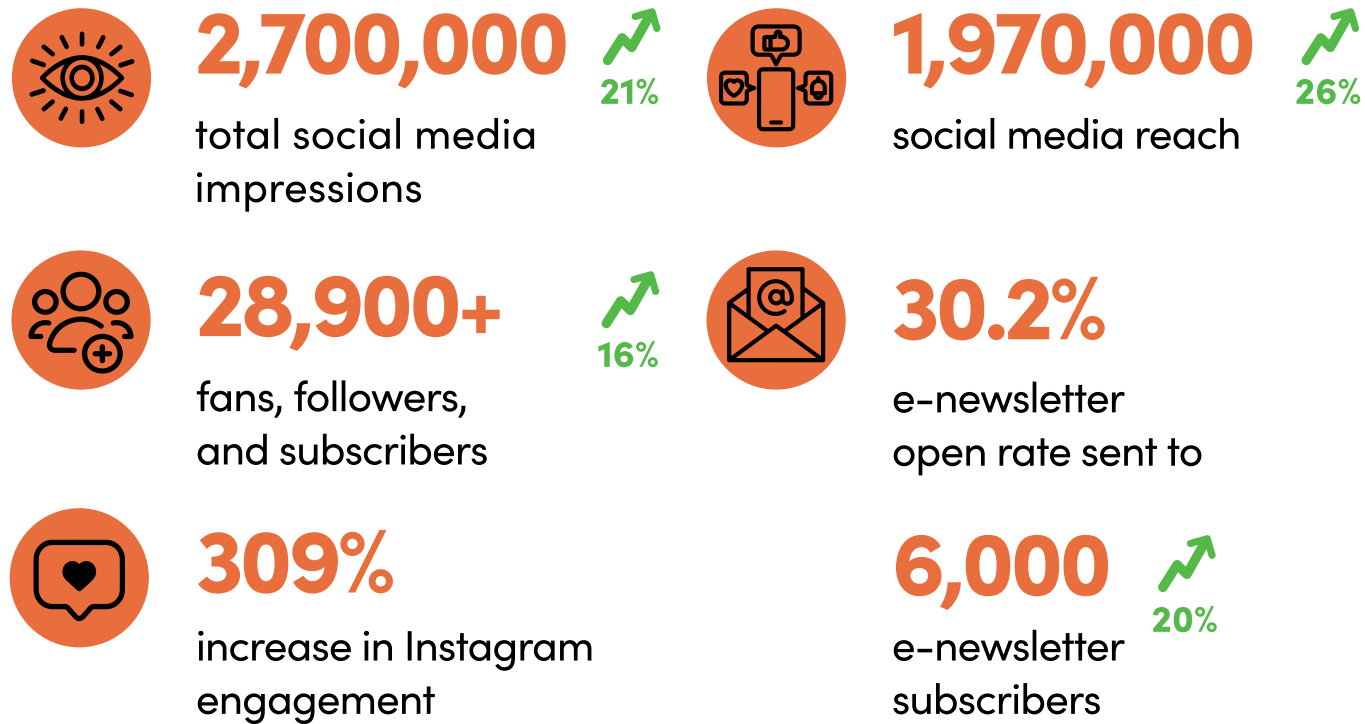
Photo credit: Adam Pulicchio



(L-R): Mike Douglas, Hon. Michael Tibollo, Arts for Mental Health Winner Sybil Rampen, Andrea Peca on behalf of Bell Canada, and Hon. Nina Tangri
Photo credit: Adam Pulicchio

Communications Success

Our communications connect artists and audiences, growing visibility for the arts



Sauga Arts HUB

Meet Sauga Arts HUB

Martys HUB saw steady growth in 2023, achieving the milestone of 600 account holders since its launch. In 2024, MAC will rebrand Martys HUB as Sauga Arts HUB to help increase brand awareness and clarity, furthering its mission to bring audiences to the arts. The platform will receive a new website design with updated visuals, improved UI, AODA compliance, and a Creative Space directory.



Bringing Audiences to the Arts

Strategic Plan 2024-2026



Enabling Artist Sustainability

- MAC supports artist sustainability through entrepreneurial models, project support, and business skills development
- Continuously adapting educational seminars, sharing resources, offering mentorship, providing communications support, and hosting artist events
- Celebrate artists' achievements through the MARTYS Award Show
- Provide opportunities, connections, and professional development through MAC MicroGrants



Creating Funding Partnerships

- Develop funding partnerships with sponsor and donor-focused initiatives to find new funding sources
- Support Board Fundraising Committee, foster public/private partnerships, and establish a Sponsor Relations Management Program



Bringing Audiences to Artists

- Bigger focus on reaching audiences and the general public, and mentoring our artists to do the same
- Connect with arts and culture groups via sponsorship of performances at festivals
- Outreach strategy with increased efforts into niche communities
- Increased marketing efforts both digitally and out-of-home to expand awareness



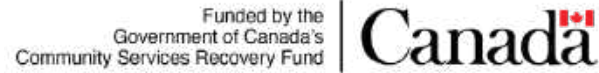
Growing Sauga Arts HUB

- Rebrand Martys HUB into Sauga Arts HUB, a more engaging and clear identity to attract Mississauga's general public
- Offer a directory of creative spaces around the city on the new Sauga Arts HUB website
- Plan for the HUB to become a physical, multifunctional space encompassing concert, exhibition, and maker spaces, as well as MAC's Offices

Funders & Sponsors

Funders

Our funders sustain MAC with critical operational support.



Program Sponsors

These sponsors enabled our initiatives and programming in 2023, including MicroGrants, TD Culture Lab, Murals with MAC, and more.



Event Sponsors

Supported our signature events, the Mississauga Arts Awards and the MACsquerade Glam Ball '23.



Donors



Jeannette Chau
Greg Dean
Neil Huab
Muhammad Khizer
Linden King

Claudine LaRochelle
Dana Lum
Alverna Metcalfe
Laurie Pallett
Gary Praught

Craig Scarlett
Gord & Shelley White
Patricia Turcotte
Bob Widdup

Financials

INDEPENDENT AUDITOR'S REPORT ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of Mississauga Arts Council:

Qualified Opinion

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2023, 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, 2023. We expressed a qualified audit opinion on those financial statements in our report dated April 24, 2024.

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 April 24, 2024. The basis for our qualified opinion was that in common with many charitable organizations, Mississauga Arts Council derives revenue from donations and fundraising activities, 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.

Chartered Professional Accountants
Licensed Public Accountants


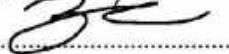
Mississauga, Ontario
April 25, 2024

MISSISSAUGA ARTS COUNCIL

SUMMARY STATEMENT OF FINANCIAL POSITION
December 31, 2023

	2023	2022
ASSETS		
CURRENT		
Cash	\$ 279,098	\$ 435,164
Guaranteed investment certificate	7,000	-
Accounts receivable	76,283	36,654
Due from internally restricted fund	-	8,500
Prepaid expenses	3,391	2,822
PROPERTY AND EQUIPMENT		
	2,664	4,409
LONG-TERM INVESTMENTS		
	102,460	-
INTANGIBLE ASSET		
	-	6,616
	\$ 470,896	\$ 494,165
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 89,101	\$ 62,732
Government remittances payable	494	8,220
Government loan	-	40,000
Deferred revenue	111,231	65,924
Due to internally restricted fund	-	8,500
	200,826	185,376
NET ASSETS		
	270,070	308,789
	\$ 470,896	\$ 494,165

Approved by the Board:

 Director
 Director

MISSISSAUGA ARTS COUNCIL

SUMMARY STATEMENT OF OPERATIONS AND NET ASSETS
For the year ended December 31, 2023

	2023	2022
REVENUE		
Grants	\$ 529,705	\$ 499,865
Sponsorships	239,548	244,085
Other revenue	114,961	63,904
Charitable donations and other fundraising	128,439	117,058
	<u>1,012,653</u>	<u>924,912</u>
EXPENSES		
General and administration	230,927	217,808
Membership services and communication	205,843	131,706
Special projects and events	505,298	425,649
Advocacy and community building	109,304	96,391
	<u>1,051,372</u>	<u>871,554</u>
(DEFICIENCY) EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	(38,719)	53,358
NET ASSETS, beginning of the year	308,789	255,431
NET ASSETS, end of the year	\$ 270,070	\$ 308,789

Meet the Team



Mike Douglas
Executive Director
mike@macarts.ca

Generates a larger arts economy by executing MAC's strategy and business plan. Grows partnerships, sponsorships, and funding. Advocates for artists by initiating artist employment initiatives.



Susan Durnin
Administration Lead
susan@macarts.ca

Develops and implements programs, produces events, manages organization operations, writes grants and reports, oversees Board and membership communications, and assists accounting.



Jacqueline Mak
Creative Director & Strategist
jacqueline@macarts.ca

Plans and executes strategic advertising and marketing campaigns, oversees asset development, enables artists to develop strategies for their practice, and manages Murals with MAC.



Madison Espie
Development Manager
madison@macarts.ca

Researches funder and donor prospects to grow funds for MAC, enhances donor programs, develops and initiates fundraising strategies, and manages relationships with key stakeholders.



Sherri Parliament
Communications Manager
sherri@macarts.ca

Manages communication strategies, media outreach, newsletter production, and overall messaging. Facilitates MAC's music-related programs and the Mississauga Arts Awards (MARTYS).



Sabrina Cunha
Multimedia Designer
sabrina@macarts.ca

Designs print and digital graphics to support programs and initiatives, develops social media and web content, maintains Sauga Arts HUB site, creates supplementary media and supports editing.



Maria Naqvi
Content Creator
maria@macarts.ca

Ideates, produces, films, and edits all TikTok/ Instagram Reels content for MAC and Sauga Arts HUB channels to promote programs and artists.



Lejla Pepeljak
Arts Reporter
lejla@macarts.ca

Researches, writes, edits, and reports on local arts and culture stories for MAC and Sauga Arts HUB. Conducts interviews and develops stories.

Our Board of Directors

MAC's diverse volunteer Board of Directors offers effective leadership and governance, meeting monthly to contribute their skills to MAC's mission, and actively engage in fundraising, events, and community outreach.

Additionally, the Board operates sub-committees – Finance, Special Events, Human Resources, and Fund Development – leveraging specialized expertise to further MAC's goals.

The Advisory Board, composed of non-voting members, ensures equitable representation across our members, supporting and advising the Board of Directors while also participating in sub-committees.

Directors

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

Advisory Board

David T. Ho	Advisor
Ken Jones	Advisor
Amena Mohammad	Advisor
Jennifer Rabanillo	Advisor

Become a Member

Get actively involved in our arts community! MAC members have access to our MicroGrant program, our SaugaArtsHUB.com website, and more!

Become a member at macarts.ca/membership

Donate

Help MAC carry out its mission to empower local professional artists at macarts.ca/donate

Follow Us

Subscribe to our newsletter at macarts.ca/hubhighlights and follow our social media channels to show your support!

Artist: Hibah Mian
Project: Dreamland Workshop
MicroGrant: Visual Art Exhibition Curation



Creative

Connections

-  macarts.ca
-  @MissArtsCouncil
-  @MissArtsCouncil
-  @mississauga.arts
-  @MississaugaArtsCouncil
-  Mississauga Arts Council

-  saugaartshub.com
-  @saugaartshub
-  @saugaartshub

Mississauga Arts Council
1055-300 City Centre Drive
Mississauga, ON
L5B 3C9
(905) 615-4278
info@macarts.ca

Band: RECKL3SS

Program: Amphitheatre Unplugged