

# Imagine a Thriving Arts Economy



# In March, MAC hosted a round table of arts, culture, and heritage leaders.



# **A 2022 study by Canadian insurance provider PolicyAdvisor...**



**concluded that in North America on the list of least affordable...  
the only city less affordable than Mississauga - is New York!**

# The City of Mississauga recently commissioned a study of 2800 professional artists

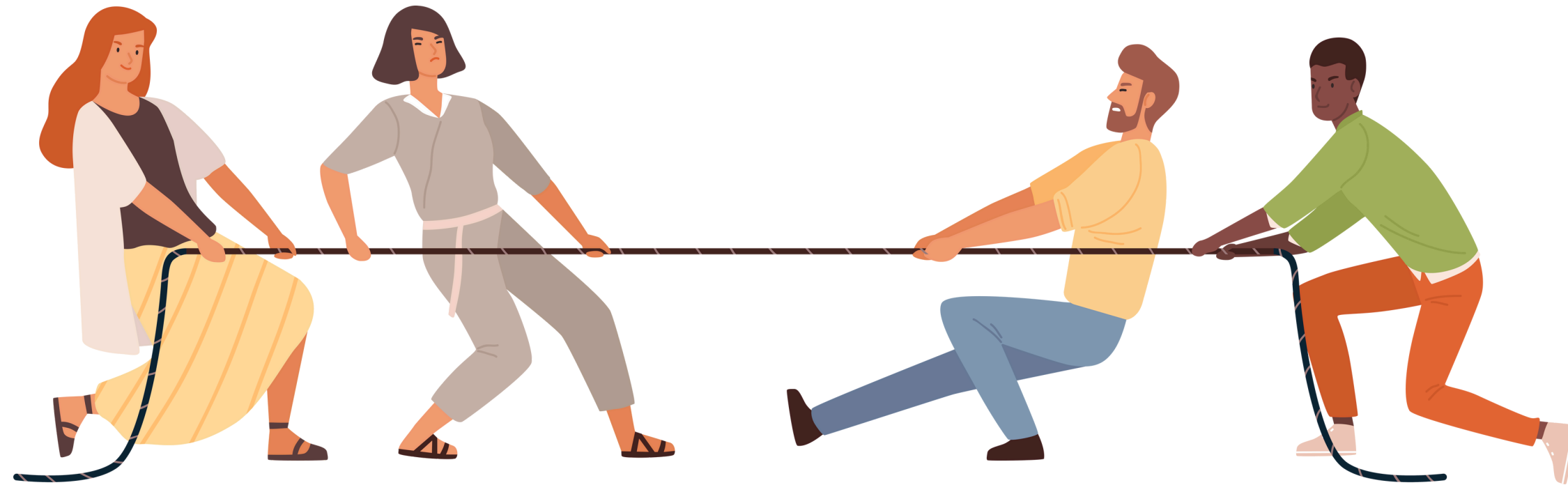


**Median income 46% less than average worker's median income**



**At only \$26,400 a year, life as an artist in Mississauga is unaffordable**

***“Municipalities are competing for talented individuals and leading-edge businesses, and a strong local cultural scene is an important element of attraction for residents and investors. Beyond economic factors, the cultural sector is also associated with citizens’ social engagement, including connections to volunteering, donating, helping neighbours, and better health.”- Hill Strategies***



**Ipsos Reid study noted 90% of Ontario residents surveyed, believe the arts make their communities better places to live.**

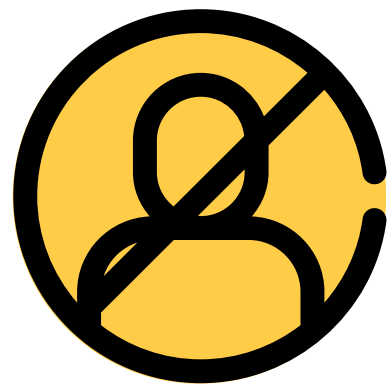




**City investment in arts lagged greatly behind**



**Grant applications for City support were underfunded by \$1.4 million**



**Applications for new money largely dismissed**



**MAC Funding virtually frozen for years to come**

# Competitive Environment



**City of Mississauga support  
for arts and culture**

**Total arts/culture \$11.36/capita**

Local demand and potential

Mississauga artists fall  
further behind local demand



**City of Toronto support  
for arts and culture**

**Long established \$25/capita**

**Toronto has both rich  
infrastructure And funding**



**City of Hamilton support  
for arts and culture**

**Lower cost of living**

**Influx of new artists  
reinvigorates arts  
downtown**



# Future Directions - Culture Plan and Mississauga Arts Council

Enable us to  
collaborate with  
talented City staff to  
lift our services!



and productively join  
missions together to  
deliver more for the  
people!

***“The City’s Mission is to grow and support the cultural and creative sectors, while delivering cultural services and enabling high quality experiences for all cultures found in Mississauga. This work is to be led and developed by the City, as well as by various community partners in Mississauga working in collaboration.”***

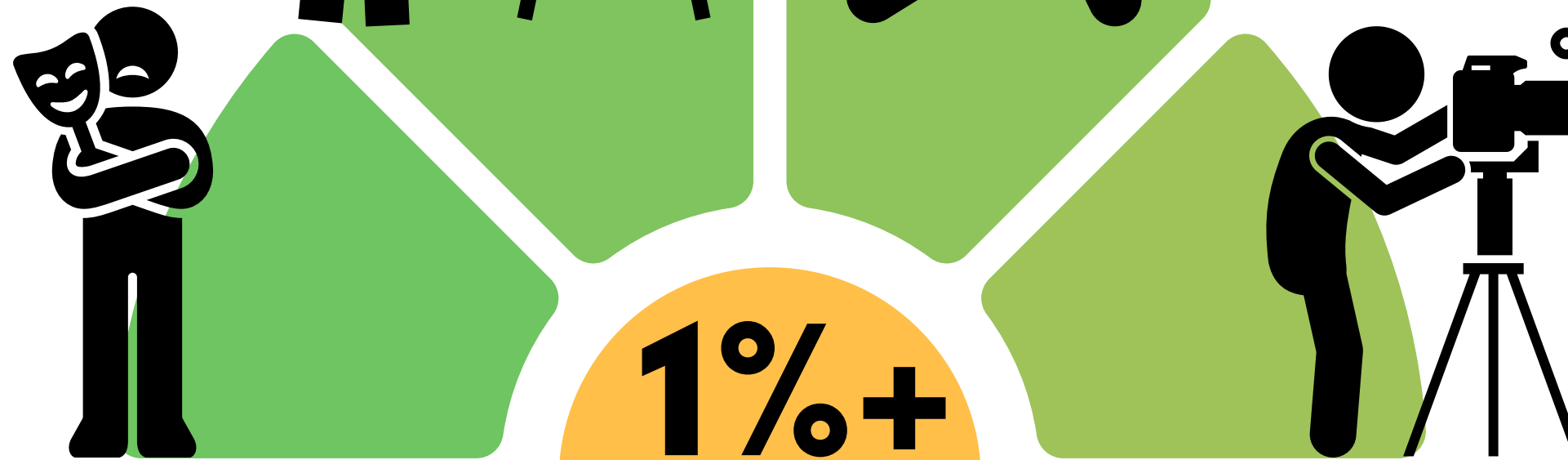
***City of Mississauga- Culture Plan***



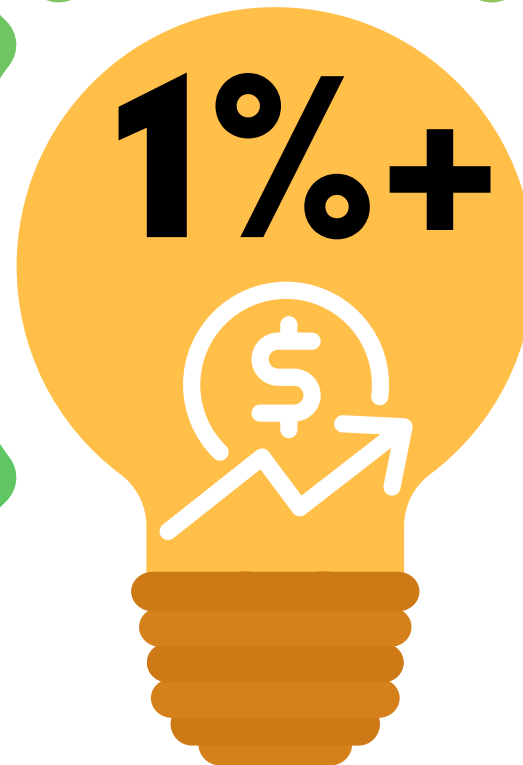
**Funding enables grassroots arts and culture growth**



**Funding to attract and retain local artists**



**New Funding to grow and sustain our ecosystem!**



**Funding for more and better public opportunities!**



**Break through the 1% Barrier. Support the arts, culture and heritage eco-system**

**Enable the success of the Future Directions Culture Plan!**

**Bring about a thriving arts economy!**





## Time to nourish the arts, culture and heritage grassroots eco-system



**Needs a \$4 million increase in financial support to make real the promise of the new Culture Plan**



**Build on strengths, implement new opportunities**



**To serve more residents of Mississauga**



**Putting the dozens of arts, culture, and heritage groups to work for the plan**

# THANK YOU

