



# SNAP! Sauga Neighbourhood Arts Program



## Impact Report 2024

Generous sponsors of the MACsquerade Ball in 2023 enabled MAC to launch the new and exciting Sauga Neighbourhood Arts Program (SNAP!) in 2024!



SNAP! supported diverse artists from across the city with seed money that kickstarted 38 projects, triggering creative experiences across Mississauga.

**"SNAP! allowed us to put our work out there in public space, creating new audiences and an appetite for the arts. We know the importance of the arts in supporting Mississauga's cultural vitality, and we couldn't do it without MAC's support."**

**-Colleen Snell, SNAP! recipient for Frog in Hand's 2024 Summer Company. Activations in Wards 1, 10, 11**

SNAP! has brought over 40,000 residents into connection with local artists, sharing inspiring experiences, beautifications, and activations, lifting the sense of belonging and elevating the identity of Mississauga in its 50th year.





# SNAP! Success in its Inaugural Year



**\$79,539.25**  
awarded to 38  
SNAP! Projects

**Events in all 11 Wards  
of Mississauga**

**40,000 audience  
members and  
counting!**

**Artforms: Music,  
Visual Arts,  
Literary Arts, Film,  
Dance**

**\$7,600 in-kind  
contribution from  
MAC**

**Partnerships with  
Councillors, the City of  
Mississauga, businesses,  
and all 5 BIAs**

**SNAP!, currently a one-time initiative,  
will depend on the success of our  
MACsquerade Disco Inferno!  
for its continuation in 2025.**



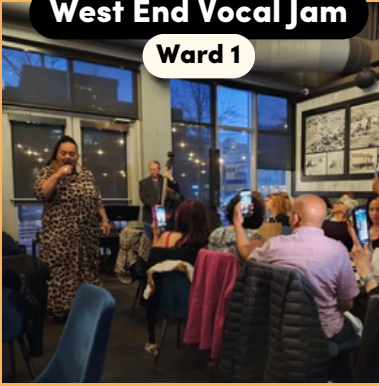
**Your generous contribution can ensure that SNAP!  
will continue to engage residents and artists  
through this valuable co-funding program.**



# Spotlight on SNAP! Success Stories

## West End Vocal Jam

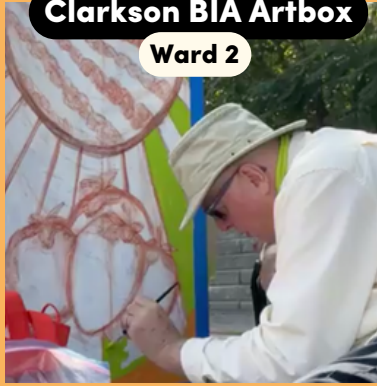
Ward 1



Heather Christine's West End Vocal Jam is a bimonthly jazz showcase featuring a house band and local vocalists at the Port House Social Bar.

## Clarkson BIA Artbox

Ward 2



An Artbox is a long-lasting community asset - this is why Clarkson BIA used their SNAP! to create a new hand-painted Bell Box.

## Westminster Court Seniors Celebrate Mississauga's 50th

Ward 3



Norma Nicholson organized the Westminster Court Seniors Celebrate Mississauga's 50th, where seniors shared why they love living in Mississauga while enjoying live entertainment.

## Potluck Ladies

Ward 4



Shazia Javed hosted a launch party for the Potluck Ladies TV series at the Living Arts Centre. Over 90 guests celebrated their cinematic achievement!

## P.E.A.C.E. Hip Hop Showcases

Wards 4, 5, 9



P.E.A.C.E. used their SNAP! funding for a multi-arts Hip Hop showcase series. These events inspired youth at Malton Youth Hub, Junxion Erin Mills, and The Rec Room Square One.

## Visual Arts Mississauga

Ward 6



Visual Arts Mississauga enhanced their World Art Day and Art in the Park events with sponsored performances from local talents, further engaging event-goers.

## Taste of Cooksville

Ward 7



Cooksville BIA provided entertainment from local artists at their Taste of Cooksville festival, spanning Dundas St between Hurontario St to Camila Rd.

## Erin Mills Block Party

Ward 8



Studio.89, with The Daniels Corporation, hosted the Erin Mills Block Party to celebrate their anniversaries with family-friendly activations and performances.

## Lisgar Residents Association Community Day

Ward 10



The Lisgar Residents Association sponsored entertainment from musician Mikey Bloom and Frog in Hand's dancers at their annual Community Day.