

Artist Call: Request for Proposal
Streetsville Hoarding Project (52m Hoarding Project Queen Street N)
Project Code: MM26- Queen Street N



Overview

Mississauga Arts Council's Murals with MAC, in collaboration with HATCH and Peel Region, is launching five hoarding mural projects across designated sites in Ward 11. Councillor Brad Butt, together with Heritage Mississauga, the Streetsville BIA, and the Streetsville Historical Society, is championing this initiative to provide meaningful artistic opportunities for local artists.

This project aims to celebrate Streetsville's rich history, past and present, through compelling, site-specific artworks. Murals with MAC is seeking dynamic and impactful imagery that captures the unique spirit and character of Ward 11's Streetsville community.

Project Overview - “Love Letters to Mississauga”

Murals with MAC is inviting residents of Mississauga to share their vision of the city through the theme “Love Letters to Mississauga.” This project is open exclusively to photographers, writers, and poets, and seeks to celebrate the past, present, and future moments that make

Mississauga special to its residents. We encourage creatives to explore what love for the city means to them, through images, words, and poetry, and contribute to a vibrant, heartfelt community story.

Submission Deadline: April 6, 2026

Artist Fee: \$350 honorarium for each of the 10 artists selected

(+HST if applicable) PER artist(s) or group

Location: Queen Street North *This is NOT a handpainted mural*

About the Partners

The Peel Region

Peel Region serves more than 1.5 million residents and approximately 200,000 businesses in Mississauga, Brampton, and the Town of Caledon. Delivering a wide range of resident-focused services across Peel. Peel is "Community for Life" a goal created in a place where everyone enjoys a sense of belonging and has access to the services and opportunities needed to thrive in each stage of their lives.

HATCH

Hatch is a global, employee-owned engineering and consulting firm delivering innovative, sustainable solutions across transit, transportation, water, energy, mining, and metals. With over 10,000 professionals in 150+ countries, Hatch designs and manages complex projects that transform industries and communities, redefining what's possible through expertise, collaboration, and bold thinking. Hatch strives for real partnerships with our clients and with the communities in which they work. Hatch takes every opportunity to assist and contribute to our local communities when and wherever they can.

The Committee

Ward 11 Councillor Brad Butt's Office

Brad Butt was elected as Councillor, Ward 11, City of Mississauga, on October 24, 2022 for a term ending on November 14, 2026. Prior to this, Brad served as the Vice-President, Government & Stakeholder Relations for the Mississauga Board of Trade. He served as the Member of Parliament for Mississauga-Streetsville from May 2011 – October 2015, and as President of the Greater Toronto Apartment Association for twelve years.

Councillor Butt proudly serves as the elected representative for the Ward 11 community, which is located in north-west Mississauga and encompasses the communities of Streetsville, Credit Mills, Meadowvale Village, Meadowvale South, Credit Valley, Levi Creek, and Meadowvale Business Park. Ward 11 is an interesting mix of old and new, centred along the beautiful Credit River Valley, and approximately 60,000 people live in the Ward 11 community.

Heritage Mississauga

Heritage Mississauga (Mississauga Heritage Foundation) began in 1960 when a citizens' group was organized by the then-Township of Toronto to move a heritage home that once belonged to a United Empire Loyalist family (the Bradley's), to a permanent location, and open a community museum (Bradley House Museum Complex, managed by the Museums of Mississauga today). It is through this broad definition that Heritage Mississauga has shaped its work over the past decades; supporting the community with resources, providing event planning and delivery assistance, promoting community activities and engaging in dialogue to further awareness.

Streetsville Historical Society

Located in the heart of Mississauga, Streetsville, "The Village in the City" is a quaint village full of rich history. Streetsville is home to the highest concentration of historical buildings in Mississauga and is also home to the oldest Cenotaph in the city. Streetsville Historical Society collects, preserves and promotes interest in the general history of the Streetsville area. The focus on the SHS is local history, genealogy and preservation of the rich history of Streetsville. In addition to offering information sessions, tours and having guest speakers, the Society maintains the Streetsville Archives, located at 4415 Mississauga Rd in the Leslie Log house built in 1826.

Mississauga Arts Council and Murals with MAC Program

Murals with MAC is a neighbourhood beautification project that facilitates relationships between artists and community partners. Run by the Mississauga Arts Council (MAC), Murals with MAC develops the creative identity of Mississauga and employs local artists to contribute their voices and skills to projects that foster neighbourhood identity with designs that speak to the unique character, culture, or heritage of the local community.

Eligibility

This call to artists is open to established and/or emerging artist(s) or artist teams. Only Mississauga-based residents will be considered for this project. We welcome individuals from diverse equity-deserving groups, including but not limited to visible minority groups, Indigenous Peoples, persons with disabilities and 2SLGBTQIA+.

MAC is committed to ensuring the value of diversity is upheld in everything that we do for our members, employees, volunteers, and the broader community. MAC welcomes and supports all people, regardless of ability, age, race, gender identity, sexual orientation, or beliefs. It is incumbent upon MAC staff and volunteers to share the responsibility of creating and maintaining an environment of mutual respect and support.

Timeline (subject to changes)

- The selected artist will be contacted by a representative from Murals with MAC for an artist kick-off meeting, which will be scheduled to introduce the artist to key stakeholders and provide an opportunity to present their concept.

- Upon approval, the artists must provide a high-resolution digital final version of the artwork.
- Murals with MAC will oversee the production and installation of the final piece.

Timeline (subject to changes)

Request for Proposal Opens	February - March 2026
Deadline for submission of proposals	April 6, 2026
Successful Artists will be contacted	Week of April 13, 2026
Artist Kick-Off Meeting with Sponsors and Stakeholders	<p>April 20 - April 30, 2026</p> <ul style="list-style-type: none"> • Monday April 20th / am only (from 8:30 a.m to 11 a.m.) • Friday, April 24th / pm only (from 2 p.m. – 5 p.m.) • Monday, April 27th / am only (from 8:30 a.m. to 11 a.m.)
Design and Research	TBA
Provision of 2nd revision	May - June 2026
Provision of 3rd revision	May - June 2026
Provision of 4th revision	May - June 2026
Provision of Finale revision	May - June 2026
Selected image in digital high-resolution format deliverables for printing and installation	July - August 2026
Murals with MAC unveils new artwork with photo-op and interviews	September - October 2026

Artist Brief

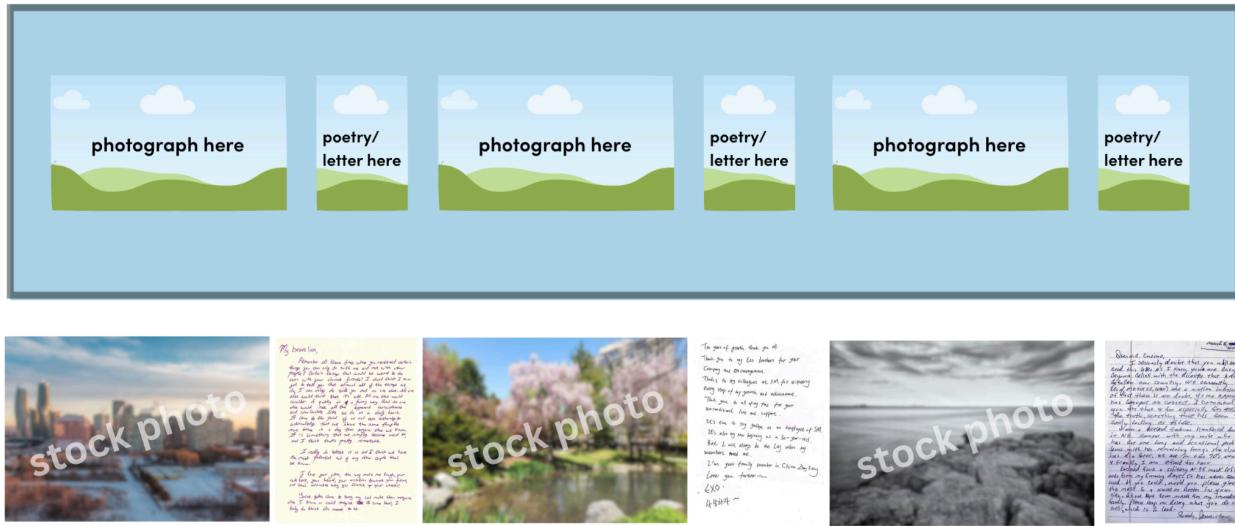
Artificial Intelligence (AI) Usage

Artists are not permitted to use artificial intelligence (AI) technologies in any part of their practice for this opportunity. This includes the use of generative AI tools, platforms, or programs in the creation, development, or production of the artwork.

Theme: “Love Letters to Mississauga”

Murals with MAC is inviting residents of Mississauga to share their vision of the city through the theme “Love Letters to Mississauga.” This project is open exclusively to photographers, writers, and poets and seeks to celebrate the past, present, and future moments that make Mississauga special to its residents. We encourage creatives to explore what love for the city means to them,

through images, words, and poetry, and contribute to a vibrant, heartfelt community story. Selected works will form part of a collective visual and literary tribute, displayed as below:



Photography Submission Guidelines

Photographers are invited to submit existing photographs or create new, meaningful images that capture their personal connection, reflecting the theme of “Love Letters to Mississauga”.

Submissions must adhere to the following requirements:

Artist Statement

Each photograph must include an artist statement that explains the context, inspiration, or story behind the image.

Identification

Include the artist's name, the title of the work, and the year it was created.

Content Restrictions

- No images depicting bodily or animal harm or cruelty
- No depictions of violence
- No branding, corporate logos, or commercial content
- No religious propaganda
- No images that depict gambling, alcohol abuse, or sexual content in any form

The goal is to ensure that all imagery is respectful, safe, and inclusive, while capturing authentic expressions of love for Mississauga.

Writing & Poetry Submission Guidelines

Writers and poets are invited to submit works reflecting the theme of “Love Letters to Mississauga.” ***Submissions must adhere to the following guidelines:***

Format

- Works should fit on a standard A4 (8.27 x 11.69 inches) sheet of paper.

Identification

- Include your name and the date of the written piece in the bottom right corner

Presentation

- Submissions should be handwritten and legible for the public and scanned at 300 DPI to preserve the integrity of the writing for visual display.

Content Restrictions

- No profanity
- No depictions of violence
- No sexual content
- No religious propaganda
- If the language is written in another language, an English translation must accompany it.

This format fosters an intimate connection with the city, evoking the warmth of a handwritten letter and the essence of human connection.

Selection Criteria

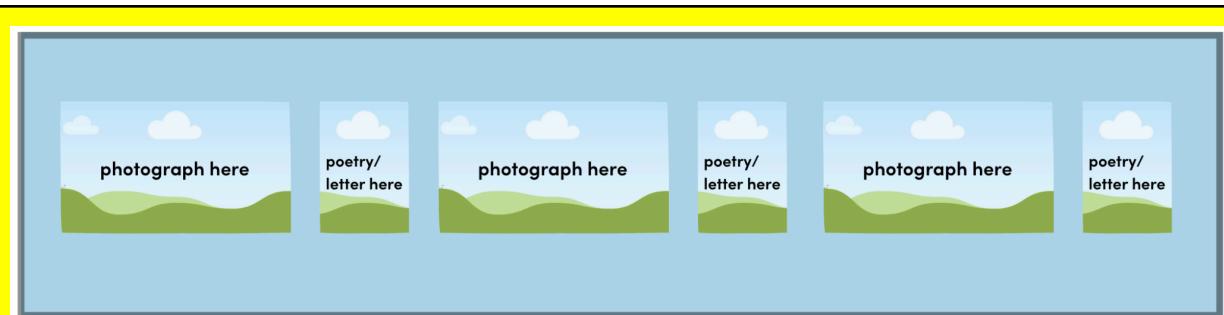
The Community Jury Panel will consist of seven stakeholders: Councillor Brad Butt; one (1) representative from the Region; one (1) from HATCH; and one (1) representative each from the Streetsville Historical Society, Heritage Mississauga, and the Streetsville BIA. Mississauga Arts Council (MAC) will also appoint one representative, who will chair the panel, and three authors.

Submissions will be evaluated based on:

- Relevance to the theme “Love Letters to Mississauga.”
- Emotional impact and meaningful storytelling
- Artistic quality and presentation (photographic composition, legibility of handwritten works)

Technical Considerations

- Photographers:** High-resolution image (minimum 300 DPI) with artist name, artist statement, title, and year.
 - The photograph image must be scalable to fit the specifications of 6ft in height and 20ft in length
- Writers & Poets:** Scanned legible handwritten letter at 300 DPI on A4 paper



**Full specification and dimensions, including templates, below
[CLICK HERE FOR PRE SPECS AND TEMPLATES]**

All submissions must adhere to the above guidelines to be considered for inclusion in the project.

Community Jury Panel

The Community Jury Panel will consist of seven stakeholders: Councillor Brad Butt; one (1) representative from the Region; one (1) from HATCH; and one (1) representative each from the Streetsville Historical Society, Heritage Mississauga, and the Streetsville BIA. Mississauga Arts Council (MAC) will also appoint one representative, who will chair the panel.

Submission Requirements (by email only)

- All proposals must be submitted via email with the subject line "MM26-Queen Street N" to jacqueline@macarts.ca
- Submissions received after the deadline of April 6, 2026 will not be considered
- Must be a resident of Mississauga
 - Proposed images must be submitted in low-resolution digital format (.pdf or .jpg). All materials must be compiled into a single PDF document - no larger than 3 MB

- Photographers may submit a maximum of two photos in total
 - The photographer must refer to page 5 of the submission guidelines
- Writers and poets may submit a maximum of one written piece only
 - The writers and poets must refer to pages 5 and 6 of the submission guidelines
- Title of work (important for press release)
- Artist statement in 250 words or less (important for press release)
- Brief CV and or resume (two pages maximum)

Copyright

The artist retains copyright of the artwork but grants the Mississauga Arts Council and Murals with MAC perpetual permission to use photos and videos of the work for non-commercial promotional purposes. Submitted artwork must not infringe on any copyright or intellectual property rights.

Artificial Intelligence (AI) Usage

Artists are not permitted to use artificial intelligence (AI) technologies in any part of their practice for this opportunity. This includes the use of generative AI tools, platforms, or programs in the creation, development, or production of the artwork.

Additional Information

For additional information or questions, please contact: jacqueline@macarts.ca

Land Acknowledgement

Murals with MAC acknowledges that the land on which we gather is part of the Treaty and Traditional Territory of the Mississauga's 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.

Visit Us

www.mississaugaarts council.com/programs/murals-with-mac/
@muralswithmac

We appreciate all applications but only those selected will be contacted.