



AGENDA

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, MAY 27, 2013 – 4:30 P.M.

COMMITTEE ROOM A, SECOND FLOOR
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1
www.mississauga.ca

Members:

Councillor Frank Dale, Ward 4 (Vice-Chair)

Councillor Ron Starr, Ward 6 (Vice-Chair)

Councillor Nando Iannicca, Ward 7

Councillor Pat Saito, Ward 9

Frank Giannone (Chair)

Bruce Kerr

Mario Carbone

Rafay Agha

Ron Duquette

Sonja Hidas

Margaret Jedlewska

Joe Saundercook

Claire Santamaria

Lucie Duong

Contact: Sacha Smith, Legislative Coordinator
Office of the Clerk 905-615-3200 ext. 4516 Fax 905-615-4181
sacha.smith@mississauga.ca

City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Catherine Tamoon, Account Executive, Sponsorship Corporate
Development

Rob Bowslaugh, Manager, Facilities Maintenance

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

CALL TO ORDER

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

APPROVAL OF THE AGENDA

DEPUTATIONS

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on April 29, 2013.

2. Mississauga Celebration Square – Café & Cart Food Services 2013 Spring/Summer Hours of Operation

Corporate Report dated May 21, 2013 from the Commissioner of Community Services with respect to the Café & Cart Food Services 2013 Spring/Summer Hours of Operation at the Mississauga Celebration Square.

RECOMMENDATION

That the Corporate report dated May 21, 2013 from the Commissioner of Community Services entitled Mississauga Celebration Square – Cafe & Cart Food Services 2013 Spring/Summer Hours of Operation, be received for information.

3. Mississauga Celebration Square Final Summer Calendar

Corporate Report dated May 14, 2013 from the Commissioner of Community Services with respect to the Mississauga Celebration Square final summer calendar of events.

RECOMMENDATION

That the Corporate Report dated May 14, 2013 from the Commissioner of Community Services entitled, “Mississauga Celebration Square Final Summer Calendar” be received for information.

4. Enabling Growth Working Team: 3 Year Plan

Mario Carbone, Citizen Member to present the Enabling Growth 3 year recommendation/ action plan for the Mississauga Celebration Square.

OTHER BUSINESS

ADJOURNMENT



DRAFT ONLY

MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, APRIL 29, 2013 – 4:30 P.M.

Mississauga Celebration Square
Events Committee

MAY 27 2013

COMMITTEE ROOM A, SECOND FLOOR
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1

www.mississauga.ca

Members Present:

Councillor Ron Starr, Ward 6 (Vice-Chair)
Councillor Nando Iannicca, Ward 7
Frank Giannone (Chair)
Bruce Kerr
Mario Carbone
Ron Duquette
Sonja Hidas
Claire Santamaria

Members Absent:

Councillor Frank Dale, Ward 4 (Vice-Chair)
Councillor Pat Saito, Ward 9
Rafay Agha
Joe Saundercook
Lucie Duong
Margaret Jedlewska

Contact: Sacha Smith, Legislative Coordinator
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City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

Carmen Ford, Supervisor, Film and Television

CALL TO ORDER – 4:30 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Approved (R. Duquette)

DEPUTATIONS

Joanne Foote, Youth Plan Coordinator and Carmen Ford, Supervisor, Film and Television to present Rebel Youth Week, May 1 -7, 2013 at the Mississauga Celebration Square.

Ms. Foote spoke to the Rebel Youth Week to take place at the Mississauga Celebration Square. She noted that there would be over 52 free youth events provided during this time. Ms. Ford spoke to the Music Monday event that would involve approximately 1400 students at the Square.

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on February 25, 2013.

Approved (C. Santamaria)

2. Shade and Furniture for Mississauga Celebration Square (Ward 4)

Corporate Report dated April 12, 2013 from the Commissioner of Community Services with respect to shade and furniture for the Mississauga Celebration Square.

Melissa Agius, Manager, Mississauga Celebration Square Events spoke to the subject report and explained that the amount of shade, chairs and picnic tables would be doubled.

Paul Damaso, Manager, Mississauga Celebration Square advised that there has been a minimal loss of chairs over the past 2 seasons. He further spoke to the importance of balancing the amount of furniture on the Square as not to effect events on the Square.

RECOMMENDATION

That the report from the Commissioner of Community Services dated April 12, 2013 entitled "Shade and Furniture for Mississauga Celebration Square" be received for information.

Received (B. Kerr)

Recommendation MCSEC-0008-2013

3. Mississauga Amacon Rotary Ribfest Carnival 2013 (Ward 4)

Corporate Report dated April 9, 2013 from the Commissioner of Community Services with respect to the 2013 Mississauga Amacon Rotary Ribfest Carnival.

Councillor Starr enquired about a policy for donations at the entrance to the Square, as other rotary clubs in different areas are charging for entrance into their ribfest events. Melissa Agius, Manager, Mississauga Celebration Square Events and Paul Damaso, Manager, Mississauga Celebration Square explained that the Civic District Policy states that the Square should be free and open to the public. An exemption to the Policy would be required for paid events at the Square. Mr. Damaso further explained that at the Rotary Ribfest at the Square it is a voluntary donation.

RECOMMENDATION

That an exemption to the ban on mechanical amusement rides, as outlined in the "Outdoor Events in the Civic District" policy 05-03-03, be approved for the 2013 Mississauga Amacon Rotary Ribfest, contingent to the event organizers compliance with all conditions and requirements set out by the City of Mississauga.

Approved (Councillor Iannicca)
Recommendation MCSEC-0009-2013

4. Mississauga Celebration Square 2012/13 Rink Summary

Corporate Report dated April 16, 2013 from the Commissioner of Community Services providing a summary for the 2012/13 rink season at the Mississauga Celebration Square.

Andy Wickens, Manager, Parks Operations spoke to the report and noted that attendance on the rink has increased. He explained that staff would check the rink from time to time to estimate the numbers.

Councillor Starr noted that he observed kids learning how to skate at the rink and wondered if there would be some programming to address that. Frank Giannone, Chair suggested a learn to skate program at the rink. Mr. Wickens advised that he would bring the recommendation to recreation staff.

Claire Santamaria spoke to the design of the rink and how it accommodates new skaters. Frank Giannone, Chair noted that the increased attendance was also a benefit from the rink being available for more days than previous years. Mr. Wickens advised that the new refrigeration system has benefited the rink to remain open on days where the temperatures were above 0.

RECOMMENDATION

That the report from the Commissioner of Community Services dated April 16, 2013 entitled "Mississauga Celebration Square 2012/13 Rink Summary" be received for information.

Received (R. Duquette)
Recommendation MCSEC-0010-2013

5. Assessing Televised Programming Event Opportunities for Mississauga Celebration Square (Ward 4)

Corporate Report dated April 10, 2013 from the Commissioner of Community Services with respect to assessing televised programming event opportunities for Mississauga Celebration Square.

Paul Damaso, Manager, Mississauga Celebration Square spoke to the report and explained the proposal on how to handle requests for televised programming events, where these events conflict with community festivals. Discussion ensued with respect to early requests for televised events and how it would provide staff the opportunity to negotiate new event dates with festivals.

RECOMMENDATION

That the report from the Commissioner of Community Services dated April 10, 2013 entitled "Assessing Televised Programming Event Opportunities for Mississauga Celebration Square" be received for information.

Received (Councillor Starr)
Recommendation MCSEC-0011-2013

6. 2013 Summer Programming Launch

Melissa Agius, Manager, Mississauga Celebration Square Events to provide a verbal update on the 2013 Summer Programming Launch.

Ms. Agius advised of the prep rally planned at the Square to promote the 2013 summer events programming. She highlighted the summer programming events and noted that all community festival partners would also be invited to participate in the prep rally.

Received (B. Kerr)
Recommendation MCSEC-0012-2013

7. City Committees Structure Review

Memorandum dated April 24, 2013 from the Legislative Coordinator with respect to recommendations resulting from the City Committees of Council Structure Review that were approved by Council on April 10, 2013.

The Legislative Coordinator spoke to the memorandum and explained that the Committee's change to a Community Reference Group would be effective at the beginning of the next term of Council.

Received (R. Duquette)
Recommendation MCSEC-0013-2013

OTHER BUSINESS

Frank Giannone, Chair raised the issue that the Food Services section should provide a report to the Committee on the summer operating hours and marketing strategy for the C Café at the Mississauga Celebration Square. He noted that it would be beneficial if this was reported to the Committee in May. Direction was given to staff to provide the 2013 C Café summer hours and the food strategy for 2014. Discussion ensued with respect to the food services operations at the Square and the importance of establishing the right operating hours.

Ron Duquette enquired about the possibility of televising the Toronto Maple Leafs playoff games on the digital screens at the Square. Paul Damaso, Manager, Mississauga Celebration Square advised that obtaining public screening rights for NHL games are challenging however he would continue to look into it.

CLOSED SESSION

Pursuant to Subsection 239 (2) of the *Municipal Act*, Councillor Starr moved the following motion:

Whereas the *Municipal Act, 2001*, as amended, requires Committee to pass a motion prior to closing part of a meeting to the public;

And whereas the Act requires that the motion states the act of the holding of the closed meeting and the general nature of the matter to be considered at the closed meeting;

Now therefore be it resolved that a portion of the Mississauga Celebration Square Events Committee meeting to be held on April 29, 2013, shall be closed to the public to deal with the following matters:

Personal matters about an identifiable individual, including municipal or local board employees – Mississauga Celebration Square Events Committee Member Absence (Verbal Update)

This motion was voted on and carried at 5:19 pm.

Item #20a - Mississauga Celebration Square Events Committee Member Absence (Verbal Update)

The Legislative Coordinator advised the Committee of a member's absence that would take place for three consecutive meetings due to a personal matter.

Committee moved out of closed session at 5:21 pm.

The following recommendation resulted from the In Camera session:

RECOMMENDATION

That Council be requested to pass a resolution to authorize the absence of a Mississauga Celebration Square Events Committee member who will be absent for three (3) consecutive months.

Approved (Councillor Iannicca)
Recommendation MCSEC-0014-2013

ADJOURNMENT - 5:22 P.M.



Corporate Report

Clerk's Files

Originator's
Files

2.

DATE: May 21, 2013

TO: MCS Advisory Committee
Meeting Date: May 27, 2013

Mississauga Celebration Square
Events Committee

MAY 27 2013

FROM: Paul A. Mitcham, P.Eng., MBA
Commissioner of Community Services

SUBJECT: Mississauga Celebration Square – Cafe & Cart Food Services
2013 Spring/Summer Hours of Operation

RECOMMENDATION: That the Corporate report dated May 21, 2013 from the Commissioner of Community Services entitled Mississauga Celebration Square – Cafe & Cart Food Services 2013 Spring/Summer Hours of Operation, be received for information.

**REPORT
HIGHLIGHTS:**

- The C Cafe & C on Wheels (mobile cart) will be open for its first summer season in 2013.
- The hours of operation are being extended beyond recommendations in the business plan to provide service later in the evenings, on weekends, and holidays to accommodate visitors to the square, festival activities and special events.

BACKGROUND: The Downtown 21 Master Plan identified developing a network of restaurants and cafes as one of the keys to success when developing a downtown core.

The City of Mississauga retained fsSTRATEGY Inc., a food service consulting firm to provide assistance in determining the most

appropriate methods and locations to conduct, operate and manage delivery of food and beverage services in the Civic Precinct.

The City of Mississauga took over all food service operations in the Civic Centre and Central Library commencing January 1, 2012 for a five (5) year term. The hours of operation were consistent with the recommended hours in the business plan. The business plan envisioned food services to be a profit centre by controlling labour costs which dictate the hours of operation.

The new C Cafe (located on the ground floor) was officially opened Thursday, October 18th, 2012.

The C Express (library kiosk) continues to meet the needs of visitors to the library and has maintained hours of operation that were in effect prior to the City takeover. C Express also provides a convenient food service option for customers visiting the lower square on weekdays and weekends.

The new C on Wheels mobile cart which is used for outdoor service and special events started its seasonal operation May 15th, 2013.

COMMENTS:

The hours of operation for all food services outlets were drive by the FS Food Services Strategy and business plan as approved by council. Civic Food Services was envisioned as a profit centre and the hours of operation were established to meet the needs of employees, library visitors and events on Mississauga Celebration Square.

The library kiosk hours of operation will continue to support the established traffic patterns of the facility. The kiosk is scheduled to be upgraded with new menu boards and a new look, fall of 2013. While the library kiosk is under renovation, the mobile cart will be located in the breezeway between the library and pavilion in order to continue to provide food services to those visiting the library. (Sample menus are included in Appendix 2).

Based on stakeholder feedback and in consultation with Culture Division Staff, the hours of operation of the C Café had been modified throughout the fall and winter to best meet the needs of our employees

and outdoor skating programming. While identified profit margins were not achieved, the additional hours did provide a level of service to resident's enjoyment of Mississauga Celebration Square.

Civic Food Services Summer 2013 plans are well underway. The cafe and outdoor patio will be open for its first summer season this year as a fully licensed operation. A new awning is scheduled and plantings will be installed May, 2013 to enhance the visibility of the cafe and patio and improve the appeal of the patio space. The hours of operation are being extended beyond recommendations in the original business plan to provide service later in the evenings, on weekends, and holidays, seven days a week, to better meet the needs of visitors to the square and planned programming and events. The added service levels were determined in consultation with Culture Division and it is recognized that these hours will likely impact the city's ability to achieve its revenue targets, though every effort will be made to do so.

The mobile cart will experience its first season of operation in 2013. The cart will operate evenings Thursday to Sunday, locating primarily on the lower square. The hours of operation will be Thursday, Friday Saturday and Sunday 5:00 pm to 8:30 pm. Hours of operation will be extended to support events, programs and festivals on the square.(See Appendix 1)

A working committee comprised of Culture Division staff and Food Services staff has been established to monitor the activity at the food service outlets serving the square to meet the needs of visitors to the square in the most efficient way possible. Meetings will be conducted weekly to ensure that activity and events on the square are communicated and hours of operation for food services are adjusted to best meet the needs of festivals and events.

The C Cafe will be open for all community festivals, special events including the two year countdown to the 2015 Pan Am Games, live on stage concerts, amphitheatre shows, and movie nights. The cart will operate on the lower square providing service for outdoor movie nights, and outdoor festivals where possible.

Menu planning and price setting has also considered feedback from customers and staff and has been and will continue to be changed as we gain greater experience. As a result of customer feedback, C Café has modified its menu to provide a greater variety of “grab & go” menu items, lower cost daily specials and has modified its hours of operation to best meet high customer traffic volumes

Food Services staff will continue to implement the marketing plan for Civic Food Services. Tactics included in the plan include direct mailing, sample menus, and magazine ads to the surrounding condos, signage in and around the square, advertisements on the big screen at Celebration Square, bus stop ads and personal calls by the manager to staff at the condos and Sheridan College.

STRATEGIC PLAN: Connect, Build Vibrant Communities. To link urban areas and neighbourhoods that offer commercial, social, artistic, cultural, civic and recreational experiences accessible to all.

FINANCIAL IMPACT: The hours of operation for Civic Food Services, was based on a business plan that envisioned the operation as a profit centre. The recommended hours of operation however, were not consistent with the schedule of events and programming on Mississauga Celebration Square. Hours of operation of the C Café and the mobile cart have been expanded to better meet the needs of programming, events and festivals on the square. Increasing the hours of operation without the sales to support the labor and food costs will negatively impact the ability to meet the profit margins. Staff will continue to monitor the performance of Food Services to ensure these impacts are mitigated, wherever possible.

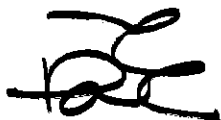
CONCLUSION: The hours of operation for Civic Food Services, was based on a business plan that envisioned the operation as a profit centre. The recommended hours of operation however, were not consistent with the schedule of events and programming on Mississauga Celebration Square. Hours of operation of the C Café and the mobile cart have been expanded to better meet the needs of programming, events and festivals on the square. Increasing the hours of operation without the

sales to support the labor and food costs will may negatively impact the ability to meet the profit margins. Staff will continue to monitor the performance of Food Services to ensure these impacts are mitigated, wherever possible.

ATTACHMENTS:

Appendix 1: Hours of Operation

Appendix 2: Sample Menus



Paul A. Mitcham, P.Eng., MBA
Commissioner of Community Services

Prepared By: Marc Skinner, Manager Food Services

Summer Hours of Operation

C Cafe

Date	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
May 21 st to Sept., 2nd	12:00 pm till 8:00 pm	7:30 am till 8:00 pm	7:30 am till 8:00 pm	7:30 am till 8:00 pm	7:30 am till 9:00 pm	7:30 am till 9:00 pm	12:00 pm till 9:00 pm

- Hours extended/adjusted on festival/holidays dependent on schedule of activities

C Express @ Central Library

Date	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
May 21 st to Sept., 2nd	Closed	8:30 am till 8:00 pm	8:30 am till 8:00 pm	8:30 am till 8:00 pm	8:30 am till 8:00 pm	8:30 am till 6:00 pm	9:00 am till 5:00 pm

- Hours based on library operation
- Closed Holidays

C On Wheels (Mobile Cart)

Date	Thurs.	Fri.	Sat.	Sun
May 18 th till Sept., 2nd	5:00 pm till 8:30 pm	5:00 pm till 8:30 pm	5:00 pm till 8:30 pm	5:00 pm till 8:30 pm

- Hours extended/adjusted on festival/holiday/special event days dependent on schedule of activities

Menus

- Menus are written and costed three to four times annually
- Seasonal features are rotated
- New menu items are introduced regularly
- All meats are halal where possible
- Daily specials are offered
- Healthy food items are identified on the menus
- Local products are used whenever possible
- Many items are made in house
- C on Wheels Menu and pricing will remain consistent for the season
- Selling prices are in line with or lower than comparable benchmarked operations

Sample Menu Features:

C Cafe & Outdoor Patio

Breakfast:

Granola with Berries & Fruit \$4.05; Classic Breakfast \$5:15; Mushrooms on Toast \$4:95;

Lunch:

Homemade Soups \$3.55/\$4.55; Salads \$3.65/\$4.75; Sandwich Creations Club, Vegetarian Wrap, Burrito, Philly, Burger, \$6.75>\$8.95 range

Beverages: Coffee, Starbucks, Soft Drinks, Juice, V-8, \$1.52>\$2.50 range

Quick Features under 5.00: Fruit, Pasta Salad; Muffins; Western, Turkey, Tuna, Grilled Cheese Sandwiches

Daily Specials: Fish & Chips, Chicken Parmesan, Crab Cakes, Smoked Salmon Salad, Vegetable and Meat Quiche, Turkey Club, Wings, Vegetarian Lasagna, \$6.50>\$7.50 range

C on Wheels (cart)

Burger \$4.50; Hot Dog \$3.25; Soft Drinks \$2.25; Freezes \$0 .75; Ice Cream Bars \$1.50; Confection \$1.50>\$1.75; Coffee \$1.35 (tax in)

C Express (library)

Assorted hot and cold beverages, sandwiches, muffins, confection items
Pricing in line with cafe menu items



Corporate Report

Clerk's Files

Originator's
Files

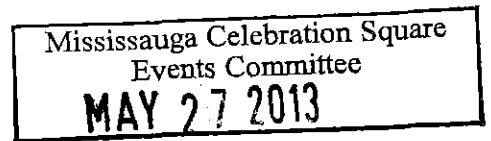
3.

DATE: May 14, 2013

TO: Chair and Members of Mississauga Celebration Square Events
Committee
Meeting Date: May 27, 2013

FROM: Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

SUBJECT: **Mississauga Celebration Square Final Summer Calendar**



RECOMMENDATION: That the Corporate Report dated May 14, 2013 from the Commissioner of Community Services entitled, "Mississauga Celebration Square Final Summer Calendar" be received for information.

BACKGROUND: On February 11, 2013 Mississauga Celebration Square staff presented a draft calendar of summer events for 2013 within the report entitled, "Mississauga Celebration Square 2013 Spring/Summer Calendar". Since that time, staff have confirmed final details for the 2013 event season and are providing the final calendar of events for the Mississauga Celebration Square Events Committee within Appendix 1 of this report.

COMMENTS: On Saturday, May 18, from noon to 2 p.m. Celebration Square launched the 2013 summer season with a 'pep rally' featuring food trucks, the popular Superdogs show, acrobatic shows and activities for the whole family.

Copies of the 2013 Mississauga Celebration Square event calendar were distributed to pep rally visitors and are being made available to residents at City facilities, within in the Mississauga tax bill, and

through distribution to downtown condominiums and businesses, as well as the Square One shopping centre.

This summer's marketing campaign for the Square is entitled, "Summer is Big". The campaign leverages on resident feedback that the Square is a big prominent feature in the downtown that hosts large and significant events within Mississauga. The "Summer is Big" campaign will feature the Square's twenty-one movie nights, nineteen community festivals, twelve fitness classes, eight amphitheatre shows, and four signature concerts that will enliven the City Centre core this summer.

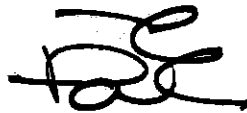
Although the 2013 summer schedule is fully committed for weekend and major festival requests, as per policy 05-03-03, staff will continue to entertain requests for smaller, non-weekend events (500 people or less) up to a maximum of 16 weeks prior to the event date.

FINANCIAL IMPACT: The events produced by Mississauga Celebration Square are funded through sponsorship, vendor revenue, and the Square's council approved budget for annual programming.

Community Festivals are funded by Community groups who pay the City for all operational and rental costs related to their use of the Square.

CONCLUSION: The final schedule addresses feedback from the public and builds on advice and direction from the Celebration Square Events Committee.

ATTACHMENTS: Appendix 1: Celebration Square 2013 final Summer Calendar



Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

Prepared By: Melissa Agius, Manager, Celebration Square Events

SUMMER IS BIG



**AMAZING
CONCERTS**



**1 PEP
RALLY
KICK-OFF**



**MAGICAL
MOVIE
NIGHTS**






**12
ENERGIZING
FITNESS
CLASSES**



**19
DIVERSE
COMMUNITY
FESTIVALS**

#summerisbig

VISIT MISSISSAUGACELEBRATIONSQUARE.CA
FOLLOW MISSISSAUGA CELEBRATION SQUARE  
TAKE  WAY TO THE SQUARE

 **MISSISSAUGA**
Leading today for tomorrow

3c

SUMMER AT A GLANCE

For detailed event listings, please visit mississaugacelebrationsquare.ca

KICKOFF PEP RALLY & FOOD TRUCKS

Saturday, May 18 noon

OUTDOOR MOVIE NIGHTS

Presented by *Tim Hortons*

Sponsored by RBC

- Thursday, May 23 8 pm
- Thursday, May 30 8 pm
- Thursday, June 6 8 pm
- Thursday, June 13 8 pm
- Thursday, June 20 8 pm
- Thursday, June 27 8 pm
- Thursday, July 11 8 pm
- Thursday, July 25 8 pm
- Thursday, August 1 8 pm
- Saturday, August 3 8 pm
- Thursday, August 8 8 pm
- Thursday, August 15 8 pm
- Thursday, August 22 8 pm
- Thursday, August 29 8 pm
- Friday, September 6 8 pm
- Friday, September 13 8 pm
- Friday, September 20 8 pm

FRESH AIR FITNESS

BOOTCAMP

Wednesday, June 5 7 pm

ZUMBA

Wednesday, June 12 7 pm

CARDIO KICKBOX

Wednesday, June 19 7 pm

BOOTCAMP

Wednesday, June 26 7 pm

YOGA

Wednesday, July 3 7 pm

BOOTCAMP

Wednesday, July 10 7 pm

ZUMBA

Wednesday, July 24 7 pm

BOOTCAMP

Wednesday, July 31 7 pm

YOGA

Wednesday, August 7 7 pm

KICKBOX BOOTCAMP

Wednesday, August 14 7 pm

BOOTCAMP

Wednesday, August 21 7 pm

YOGA

Wednesday, August 28 7 pm

LIVE ON STAGE CONCERT SERIES

- URBAN MUSIC FEATURING CLASSIFIED**
Friday, June 21 8 pm
- WORLD MUSIC FEATURING ALEX CUBA**
Friday, July 26 8 pm
- COUNTRY MUSIC FEATURING KIRA ISABELLA**
Friday, August 23 8 pm
- END OF SUMMER BASH**
Saturday, September 7 8 pm

MISSISSAUGA ARTS COUNCIL AMPHITHEATRE UNPLUGGED

- BATTLE OF THE BANDS**
Wednesday, July 3 7 pm
- ANTI-BULLYING SPOKEN WORD POETRY SLAM**
Wednesday, July 10 7 pm
- ROOTS & REGGAE JAM NIGHT**
Wednesday, July 24 7 pm
- GLOBAL RHYTHMS WITH DRUM CIRCLE**
Wednesday, July 31 7 pm
- THEATRE & DANCE IN THE RING**
Wednesday, August 7 7 pm
- WONDER WOMEN & SUPERMEN SHOWCASE & OPEN MIC**
Wednesday, August 14 7 pm
- HIP-HOP & URBAN OPEN MIC NIGHT**
Wednesday, August 21 7 pm
- MISSISSAUGA INDIE MUSIC NIGHT**
Wednesday, August 28 7 pm

CANADA DAY CELEBRATION

Presented by  RBC Royal Bank*

Sponsored by   Pizza Nova

Fireworks sponsored by *Tim Hortons*

Performing Live: Down with Webster
Monday, July 1 4 pm to 10:30 pm

CHOOSE YOUR ADVENTURE MOVIE MARATHON

Presented by *Tim Hortons*

- Thursday, July 4 8 pm
- Friday, July 5 8 pm
- Saturday, July 6 6 pm
- Saturday, July 6 8 pm
- Sunday, July 7 4 pm
- Sunday, July 7 6 pm

THE TWO-YEAR COUNTDOWN TO THE 2015 PAN AM GAMES

Wednesday, July 10 noon

ABANDON YOUR BUILDING

Thursday, July 25 noon

COMMUNITY FESTIVALS

NATIONAL PUBLIC WORKS WEEK FAMILY FUN DAY

Saturday, May 25 10 am to 3 pm

MS WALK

Sunday, May 26 9:30 am to 3 pm

CITY OF MISSISSAUGA BIKE TO WORK DAY

Monday, May 27 8 am to 10 am

BUDDHA'S BIRTHDAY CELEBRATION

Saturday, June 1 4 pm to 8 pm

FROM KHYBER TO MEHRAN A JOURNEY THROUGH PAKISTAN

Saturday, June 8 noon to 11 pm

SCOTIABANK BED RACE

Sunday, June 9 noon to 4 pm

HUNGAMA (CELEBRATE!)

Saturday, June 22 6 pm to 10 pm

5TH ANNUAL SOUTH ASIAN CANADA DAY

Sunday, June 23 noon to 8 pm

TD IRIE FEST - MISSISSAUGA

Saturday, July 13 noon to 10 pm

Sunday, July 14 noon to 7 pm

AMACON MISSISSAUGA ROTARY RIBFEST

Thursday, July 18 11 am to 11 pm

Friday, July 19 11 am to 11 pm

Saturday, July 20 11 am to 11 pm

Sunday, July 21 11 am to 7 pm

FIESTA NG KALAYAAN

Saturday, July 27 noon to 10:30 pm

PRIDE WEEK IN PEEL MARCH & COMMUNITY FAIR

Sunday, July 28 1 pm to 5 pm

VIET SUMMERFEST

Sunday, August 4 2 pm to 8 pm

MISSISSAUGA ITALFEST 2013 FERRAGOSTO IN THE CITY

Saturday, August 10 3 pm to 11 pm

MOSAIC - 8TH ANNUAL SOUTH ASIAN HERITAGE FESTIVAL OF MISSISSAUGA

Friday, August 16 6 pm to 11 pm

Saturday, August 17 noon to 11 pm

BOLLYWOOD MONSTER MASH UP

Saturday, August 24 1 pm to 11 pm

MUSLIMFEST 2013

Saturday, August 31 noon to 11 pm

Sunday, September 1 noon to 8 pm

TOUR DE MISSISSAUGA

Sunday, September 15 7 am to 1 pm

COMMUNITY CRIME AWARENESS DAY

Saturday, September 21 noon to 4 pm

Events are weather permitting and subject to cancellation

CALL (3-1-1) OR IF OUTSIDE CITY LIMITS, CALL 905-615-4311
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 **MISSISSAUGA**
Leading today for tomorrow

The Mississauga Celebration Square Events Committee

Enabling Growth Working Team

3 Year Plan
May 27, 2013

Mississauga Celebration Square
Events Committee
MAY 27 2013

Enabling Growth 3 Year Plan on a Page

2013

Foundation Building

Expand Sponsorship	Increase awareness	Generate Revenue
Finalize scope and develop action plan to secure a sponsor for naming rights of the square	Expand social media efforts to develop our brand	Explore partnership opportunities with LAC, Square One, Sheridan or others as identified
Develop a premier selling package for all city events	Develop a proactive communication package for use with media	Continue to monitor impact of Downtown 21

2014

Sustainability

Expand Sponsorship	Increase awareness	Generate Revenue
Final recommendation on sponsor for naming rights for stage and/or square	Public relations initiatives to expand awareness in GTA	Investigate large paid events to generate awareness and revenue
Explore opportunity to expand sponsorship for 2015 (sell naming rights for key city events, as example)	Conduct research and awareness survey with residents	Develop and recommend long term food service strategy

2015

Accelerating

Expand Sponsorship	Increase awareness	Generate Revenue
Prepare a study on how to develop the edges of the square through sponsors	Expand focus on arts and culture	Sell the square for appropriate commercial use that are directed to public

Enabling Growth Recommendation/Action Plan

Short Term Actions – 2013

- **By May 2013** – Present a Food Service plan for 2013 season. Update to MCS Committee
 - Objective to provide flexible options during key events
- **By May, 2013** - update to MCS committee on the status of sponsorship activities
- Update to MCS committee on efforts to date of enabling growth work team
- **By Sept 2013** – Complete a Short Term food service strategy to support 2014 Season.
 - Objective to provide flexible options during key events and summer months
- **By Sept, 2013** - Update on discussions on potential partnership opportunities with Square One, LAC, Sheridan College
- **By October, 2013** – MCS staff to review and provide comments to 3 year plan prepared by Enabling Growth working team

Long Term Actions - 2014

- **By January 2014** - Investigate cost and feasibility of a large paid event in an effort to raise awareness and profile
- **By May 2014** - Develop a long term sustainable food service strategy
- **By April 2014** – Develop a plan to an expand PR and Marketing efforts for the square, focused on revenue generation, growth and awareness of celebration square. In addition, protect the brand and ensure it stays relevant