



CELEBRATE CULTURE



Photo by: Robert Meeuwse

A MESSAGE FROM THE DIRECTOR OF CULTURE DIVISION

“What gets measured, gets done” is a popular business adage. Measurement helps us to understand where we have been and where we need to focus our actions in the future.

With this in mind, I welcome you to review the City of Mississauga’s first Culture Report Card. This report card was completed by the Culture Division for the purpose of tracking, measuring and communicating growth and success within the city’s culture sector. It provides information regarding the City of Mississauga’s investment in culture, participation numbers for various cultural activities and many more informative and interesting statistics.

Cultural activity and infrastructure is an indicator of a community’s vitality, economic prosperity and social cohesion. A strong cultural foundation attracts businesses, tourists and residents to the city. To that end, staff will use this report card to guide future work plans. We hope businesses and residents see this as the City’s commitment to expanding support for cultural activity and services in the coming years.



Susan Burt
*Director, Culture Division,
City of Mississauga*



EXPRESSING OUR CULTURAL IDENTITY

Mississauga's vitality is celebrated through festivals, events and programming across the city delivering rich and compelling experiences in our culturally diverse community.

Over the last year, a wide range of cultural initiatives inspired several festivals and events, including the International Indian Film Academy (IIFA) Buzz events that attracted thousands of visitors and residents to our city transforming our social cultural scene. Mississauga, selected as one of the official "buzz" locations surrounding the IIFA awards ceremony held in Toronto, captivated the attention of Bollywood fans with a wide range of events held at Mississauga Celebration Square, allowing them to share in the excitement of this once-in-a-lifetime experience. The anticipation surrounding the festivities stimulated creativity and inspired our residents by showcasing local and internationally renowned artists.





140,000

attendees at 50 Mississauga-based
International Indian Film Academy
(IIFA) Buzz events

Photo by: Steven Der-Garabedian

3,306

registrations at visual and performing
arts classes run by the City of
Mississauga's Culture Division

1,462

City-funded festival
and event activities



545,763

attendees at City-funded
festivals and events

322,621

attendees at programs and
activities organized by City-
funded cultural organizations

1,602

initiatives and events
run by City-funded
cultural organizations



We continue to strive to develop strong and positive relationships among our culturally diverse population through promoting participation and involvement in our festivals and events.

Many showed their interest in Mississauga's culture by attending one or more cultural activities including Doors Open Mississauga, Culture Days, Jane's Walk, Gauri Gill: The Americans Exhibit, Maple Magic at Bradley Museum and several more led by the City's Culture Division. These events allow us to create an experience, challenge our conventional approaches and encourage us to think imaginatively.



Photo by: Roselyn Brown

MEADOWVALE THEATRE

Community venues play an important role in the development and growth of arts and culture. In 2011, audiences of all ages experienced performances at Meadowvale Theatre in music, drama, dance, comedy. As well, numerous local artists proudly showcased their creative talents throughout the year.



Photo by: Roselyn Brown



Photo by: Roselyn Brown



Photo by: Roselyn Brown

169

days the theatre was
used for contracted
events and activities

139

shows and
performances

62

separately contracted
events and activities



3,358

listed heritage properties

274

heritage properties
designated under the
Ontario Heritage Act

57

heritage cultural
landscapes and
features

2

heritage
conservation
districts



HERITAGE PRESERVATION

We are committed to identifying, preserving and enhancing our cultural heritage resources. This is reflected in the increasing number of listed and designated heritage properties as well as artifacts found in our museums collection.





13

total number of pieces in
City's public art collection



17

total number of other
publicly-owned public
art pieces



PUBLIC ART

Public art enriches a community with an identity and experience of its own. The character of a neighbourhood is reflected through these artistic centrepieces currently displayed across the city including historic villages, Lake Ontario waterfront, the Credit River Valley and downtown.



15,118

artifacts in Museums of
Mississauga collections

100,000

archaeological pieces in Museums
of Mississauga collections

3

city owned museums
in Mississauga

FILM AND TELEVISION

Mississauga's cultural infrastructure and diverse beauty attracts hundreds of filming productions a year providing economic benefits to the local community. Over the last year, there was a 38% increase in the number of filming days in Mississauga.



342

filming days in 2011

66

filming location
agreements signed

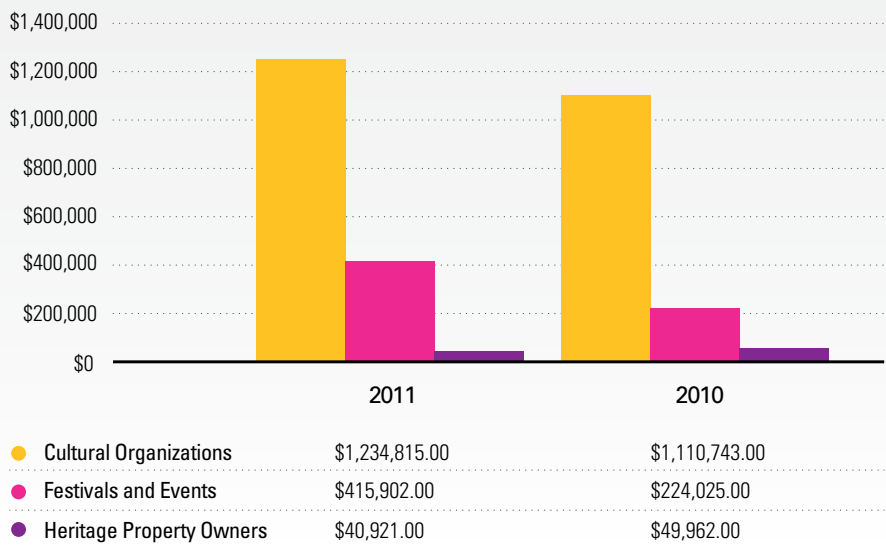
38%

increase in filming
days in 2011
compared to 2010

CONNECTING WITH OUR CREATIVE PARTNERS

Creativity is supported, encouraged and promoted through our robust grant programs. The City of Mississauga has increased its investment over the last year for festivals, events and cultural organizations.

Investment in Culture 2010-2011



Arts and culture programs drive economic and social innovation.

Participation in these activities can emphasize a sense of belonging and encourage creativity through collaboration and learning. In support of these goals and non-profit organizations that develop programs and services, we have contributed over a million dollars to our cultural partners, ranging from the Mississauga Children’s Choir to the Art Gallery of Mississauga. Many of these programs and services in arts, culture and heritage empower our artists and youth to create, imagine and believe in their own potential.



\$2,114,973

grants and donations from other levels of Government, corporations, foundations and individual donors to support culture organizations and festival groups in Mississauga

\$88,930

grants, donation and commitments from non-Governmental sources to support Culture Division projects and initiatives

INVESTMENT IN CULTURE

Cultural festivals aim to develop strong and positive relationships by bridging the differences between our diverse communities and shaping a creative environment. Our commitment to enhancing and building life-long cultural experiences is supported through our investment in non-profit organizations ranging from the Mississauga Independent Film Festival to the largest multicultural festival in Ontario, Carassauga.

Maintaining and preserving Mississauga's heritage properties reflects understanding and appreciation of our past and present. We are building on the unique character of our communities through the protection and promotion of our heritage resources.



\$1,691,638

total grant amount provided
by the City of Mississauga to culture
organizations, festivals, events and
heritage property owners

\$2.55

Mississauga per capita
grants investment provided
to cultural organizations

\$361,953

grants amount provided by other
levels of Government to the City's
Culture Division to support specific
culture projects and initiatives



8,399

volunteers reported
by City-funded culture
organizations, festivals
and events

4,000

volunteer hours logged by
400 volunteers at International
Indian Film Academy (IIFA)
events in Mississauga

VOLUNTEERING

Cultural organizations and services are built on strong community involvement. Many of our festivals and events rely on the commitment of our volunteers investing both their time and talent in elevating the quality of experience to the public. An increase of 18.2% was seen this past year in the number of hours contributed by our dedicated team of volunteers towards enhancing our cultural events and programs.



60

average number
of volunteer hours
by individual volunteers
at programs and events
organized by City-funded
culture organizations,
festivals and events





INSPIRING FUTURE GENERATIONS

Mississauga’s social networking sites, cultural mapping resources and online web presence encourage on-going, engaging discussions among creative individuals seeking out new ideas and experiences. The City of Mississauga Culture Division’s website promoting initiatives in arts, culture and heritage continues to be a strong informative tool for residents and visitors with the number of views to our web page increasing by 6.2% over the last year. Through the promotion of our cultural initiatives, we continue to encourage creative dialogue through our social networking sites. An increase of 178% was seen in the number of followers on our Facebook and Twitter sites strengthening two-way communication and participation.

5

social media
tools used by
Culture Division

1,180

“followers” and “likes” on
Culture Division Facebook
and Twitter pages



16,358

views garnered by the IIFA
event webpage hosted by
Culture Division

24,291

views garnered by the City of
Mississauga's Culture Division
main web page

703

online survey respondents
for the Living Arts Centre &
Meadowvale Theatre Study
commissioned by Culture Division

CREATIVE CULTURAL INDUSTRY

Mississauga's Creative Sector, ranging from performing arts to digital media, enables individuals to create unique relationships and play an important role in promoting and marketing creativity. Currently 35.2% of the entire city's workforce is employed in the Creative Sector, enabling innovative concepts and partnerships in our community.

738,000

population of Mississauga

143,560

people who work in
the Mississauga
Creative Sector

2,300

artists

8,473

creative businesses

35.2%

workers in the Mississauga
Creative Sector as a
percentage of the entire
city's workforce

11,800

cultural workers

ABOUT CULTURE DIVISION

The Culture Division was created in 2007 to foster growth and sustainability of culture in Mississauga. Through its policy development, services, programs and partnership initiatives, the Culture Division plays an integral role in the growth of the City by preserving, supporting and enhancing the artistic and historic fabric of Mississauga. The Culture Division has a dynamic team of staff, volunteers and partners committed to working together to make Mississauga a premier culture destination. The Culture Division is committed to contributing to the community through public art, museums, heritage, theatre, film, grants and programming.

A copy of our annual Cultural Report Card can be found online at mississauga.ca/culture

Cultural Planning Section
Culture Division
City of Mississauga
301 Burnhamthorpe Road West
Mississauga, Ontario L5B 3Y3
Tel: 905 615 3200 x 4065
Email: cultural.planning@mississauga.ca
mississauga.ca/culture



'Like' Mississauga Culture on Facebook



Follow [Twitter.com/SaugaCulture](https://twitter.com/SaugaCulture)

