



**2013**  
Report on Culture

Re13



# Celebrating Cultural Excellence

Culture is shaped by three Vs – Values, Vibe and Virtuosity. Guided by the Culture Master Plan, the 2013 Culture Report Card illustrates excellence in cultural development and innovation highlighting some of the city's important cultural achievements.



# Culture Division

## Our Vision

Mississauga will be known as a dynamic global cultural centre where public works are public art; our festivals and events have transformed our neighbourhoods and the City Centre into vibrant cultural nodes; our cultural facilities are welcoming places, providing opportunities to learn about our history, and to experience and celebrate our culture and unique identity.

## Our Mission

To implement the approved Culture Master Plan by working collaboratively with a wide variety of partners to build strong cultural institutions, complete communities and stimulate a creative economy.



# Key Performance Indicators

Our Cultural Outcomes (3Vs)	Performance Measures
<b>Cultural Values</b> <p>Values are our collective identity, customs, memories, stories, standards and beliefs. Values are understood through a variety of channels relating to museums, heritage and community identity.</p>	<ul style="list-style-type: none"><li>• Designated heritage properties</li><li>• Museums' artifact collections and archeological pieces</li><li>• Attendance at museum and heritage events</li><li>• Heritage property grants</li><li>• New approved by-laws and City policies that entrench support for our cultural values and traditions</li></ul>
<b>Cultural Vibe</b> <p>Vibe is the buzz, the culture that pours out into the street. Vibes are experienced at the shops, restaurants, cafes, public realm, lived culture, and through festivals and celebrations. Vibe is complemented by engaged individuals that consume cultural information, both online and offline.</p>	<ul style="list-style-type: none"><li>• Cultural spaces and facilities</li><li>• Public art installations</li><li>• Attendance at City-funded festivals and events</li><li>• Volunteers and volunteer hours that support festivals and events</li><li>• City's per capita grants investment in festivals and events</li><li>• Funds leveraged by City-funded cultural groups</li><li>• Clients' satisfaction surveys</li><li>• Online engagements through website and social media</li></ul>
<b>Cultural Virtuosity</b> <p>Virtuosity is the appreciation of artistic excellence. This is expressed through the creative cultural industry, cultural workers and artists.</p>	<ul style="list-style-type: none"><li>• Creative cultural businesses</li><li>• Creative cultural workers</li><li>• Artists</li><li>• Filming days</li><li>• New creative cultural sector partners</li><li>• Mississauga Cultural Resource Map data</li></ul>

## Cultural Values

### 279 Designated heritage properties

A designated heritage property is one that has been researched, identified and deemed to have cultural heritage significance. Designated properties are protected through the Ontario Heritage Act. Three heritage properties were designated in 2013: St. Apostle Andrew Romanian Church at Dixie, T. I. Bowie Medical Hall in Streetsville and the Outdoor Firing Range in Lakeview.

[mississauga.ca/heritage](http://mississauga.ca/heritage)

### 16,167 Museums' artifacts

An artifact is an object that is made or modified by a human and is of historical or archaeological interest. The number of artifacts in the museums' collection database increased by 2.4% compared to the previous year. In addition, the museums of Mississauga have over 100,000 archaeological pieces.

[museumsofmississauga.com](http://museumsofmississauga.com)



## Cultural Vibe

### 36 Public art installations

Public art is a site-specific work of art in a public space that is created by an artist. Through its public art program, the Culture Division aims to contribute to the unique identity of Mississauga. In 2013, City-owned public art increased from 14 to 17, while other publicly owned public art increased from 17 to 19. The two permanent public art projects unveiled by the City of Mississauga in 2013 include *Migration* and *Backside Flip*, both in downtown Mississauga.

[mississauga.ca/publicart](http://mississauga.ca/publicart)

### \$2.76 Per capita grants investment

City's per capita grants investment, in terms of grants provided to cultural organizations, festivals, events and designated heritage property owners. This is calculated by dividing the City's grants investment in culture by the city population for that particular year.

### \$2,082,034 City's grants investment

The total grants amount provided by the City of Mississauga to cultural organizations, festivals, events and designated heritage property owners increased by 4.3% compared to the previous year.

[mississauga.ca/grants](http://mississauga.ca/grants)

### \$2,517,130 Funds from other sources

For every dollar provided by the City of Mississauga, cultural community groups leveraged at least an additional dollar from other sources such as governments, corporations and foundations. This represents an increase of 2% compared to the previous year.



## 1,278,843 Attendance at events

Attendance at cultural festivals, events and programs run by City-funded groups increased by 13.7% compared to the previous year. The City's investment in cultural activities continues to yield remarkable returns as attendance figures have gone up by 74.5% between 2010 and 2013.

## 557,135 Volunteer hours for culture

Volunteer hours reported by City-funded cultural organizations and festivals increased by 1.2% compared to the previous year. Using industry standard calculation, the hours are equivalent to 268 full time jobs with an economic value of \$13,378,560. Active volunteers for culture in Mississauga were 9,747 individuals in 2013, an increase of 6.8% compared to the previous year.

## 386,371 Online engagement

The Culture Division webpages continue to draw a large number of views from residents and visitors alike. Webpage views increased by 7.4% while social media followers increased by 74.3%, both compared to the previous year.

## Cultural Virtuosity

### 1,066 Filming days

Filming is a great indicator of a vibrant creative economy. Filming days in Mississauga increased by 25.4% compared to the previous year. "Filming days" are the addition of filming activities which can take place on the same day, across city locations and directed by different production companies. Filming days have risen steadily in Mississauga from 248 days in 2010 to 1,066 in 2013, representing an increase of 332.5% over a three year period.

[mississauga.ca/filmoffice](http://mississauga.ca/filmoffice)

### 1,110 Creative cultural businesses

Since 2010, the number of creative cultural businesses has risen by 2.1%. Mississauga's creative cultural businesses include businesses like sound recording companies, engineering and architectural firms, designers, advertising, art schools, theatres and antique stores.

### 22,520 Creative cultural workers

Mississauga's creative cultural workers are people who work at the city's creative cultural businesses. They contribute greatly to our growing local economy. Since 2010, the number of creative cultural workers has risen by 2.7% within a three-year period.

### 6,044 Cultural resource inventory

Number of cultural resources and assets tracked by the Mississauga Cultural Resource Map increased by 7.5% compared to the previous year. The map is a resource tool that records and provides information on the city's arts and culture businesses, cultural organizations, heritage assets, public art, cultural spaces and other related resources.

[cultureonthemap.ca](http://cultureonthemap.ca)

# 2013 Snapshot

Guided by the Culture Master Plan, the Culture Division completed a number of key projects that involved collaboration with various community organizations, business groups, schools and creative individuals. Some of these include:

- **Avro Arrow Replica/Doors Open**

The Canadian Air & Space Museum's full size replica of the AVRO Arrow was showcased at The International Centre to kick off Doors Open Mississauga. There were 60 free Culture Days events and 44 Doors Open sites with over 10,000 attendees.

- **Meadowvale Theatre Strategic Plan**

A 5-year strategic plan was completed by Meadowvale Theatre to guide future strategic operations. The plan was led by a community-driven committee, with input from youth, artists, current theatre clients, senior citizens and other community stakeholders.

- **Migration**

*Migration* by local sculptor Alex Anagnostou was unveiled. The permanent artwork reflects Mississauga's history of passenger pigeons that used to number in the billions as they flew across the southern coast of Lake Ontario during their migrations.



- **Rebel**

Rebel is a distinct Mississauga youth event that combines both National Youth Week and National Youth Arts Week. Rebel 2013 featured over 58 events involving 250 young artists, 175 volunteers and 3,000 attendees.

- **Canada Day on Celebration Square**

Canada Day celebrates national patriotism and civic pride. Mississauga Celebration Square hosts one of the largest Canada Day celebrations in the Greater Toronto Area. In 2013, over 120,000 attended the events on the Square.

- **Collections and Film Policies**

The Culture Division completed two policies supporting museums and film operations. The Museum's Collections Policy sets criteria for collections acquisition and management, while the Film Policy provides guidance on filming process and accountability.

- **Recital Dance Program**

The Culture Division offers recital programs to children as young as 4-years old, up to adults. Students can learn ballet, modern tap, contemporary, jazz, hip hop, lyrical and musical theatre. Over 450 individuals participated in the program in 2013.

## Awards & Recognition

**MARCOM Gold Awards:** Mississauga Celebration Square

**Urban Design Merit Award:** *Possibilities* by artist Michel de Broin

**Urban Design Merit Award:** Port Credit Cultural Node Project

**Parks and Recreation Ontario Innovation Award:** Rebel13

**Volunteer MBC Change the World Recognition Award:** Rebel13



## For more information:

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[mississauga.ca/culture](http://mississauga.ca/culture)



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