



Re15

**2015**  
Report on Culture



# Culture Division 2015 Highlights

## Strategic Plan for Museums and Heritage

Enabling City of Mississauga staff and residents to identify, protect, conserve and celebrate their collective cultural heritage by engaging the public in Mississauga's evolving story.

## Adoption of Cultural Policy

Adopted by City Council in September 2015, the Cultural Policy provides principles, goals and strategies to protect, support and foster culture in Mississauga. It is designed to provide clarity in decision making, allocation of resources and the role of the Culture Division within the City of Mississauga's Strategic Plan.

## Inaugural Poet Laureate

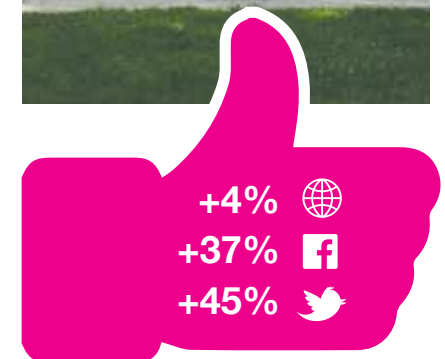
In 2015, the Culture Division introduced the Poet Laureate Program, naming Anna Yin as Mississauga's first Poet Laureate. Ms. Yin will serve a two-year term, while mentoring the City's Youth Poet Laureate in 2016. The Poet Laureate acts as Mississauga's literary ambassador, promotes poetry and literary arts in Mississauga and will create an artistic legacy through public readings and civic interactions.

## Pan Am/Parapan Am Arts and Culture Activations

Mississauga was a host site for the 2015 Pan Am and Parapan Am games. The Culture Division developed and supported several arts and culture themed events and programs aimed at celebrating sport and culture, fostering engagement and building excitement in Mississauga.

## Online Engagement

Culture Division web and social media activity were up an average of 25% over 2014. Culture's digital team completed a refreshed website [mississaugaculture.ca](http://mississaugaculture.ca).



# Meadowvale Theatre

## Meadowvale Theatre Strategic Plan

The adoption of the Meadowvale Theatre Strategic Plan in 2014 has resulted in a number of exciting new initiatives which have led to a dramatic increase in theatre use, audience participation and program offerings.



2015 **54,009**  
▲  
2014 **48,236**

2015 **346**  
▲  
2014 **256**



## Launch of Meadowvale Theatre Young Company

- Youth ages 9-17 participated in a specialized summer drama camp designed to develop their theatre skills
- Participants auditioned, produced, rehearsed and performed an original screenplay
- The company was supported by professional Meadowvale Theatre staff in staging an original adaptation of “Cinderella”





# Celebration Square



## New for 2015

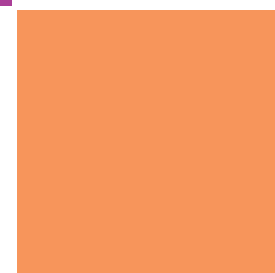
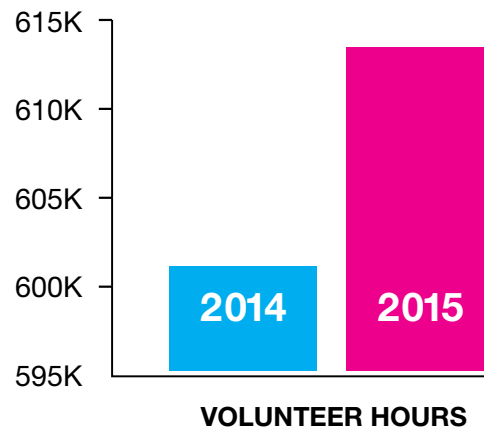
- Halloween Monster Mash (produced by Mississauga Celebration Square)
- Ukrainian Festival
- Latin Festival
- MACArts Festival
- Pan Am activations – included a themed fitness event “Samba Fitness” and the art piece “Colour by Number Chalk Art”
- Pan Am torch relay began at Mississauga Celebration Square before making its way to Port Credit

- Host to two Top 100 Ontario Festivals and Events – **Mississauga ITALFEST, MuslimFest**
- 8 Major events with attendance higher than 20,000



## Culture Division Volunteers

- Over 12,000 volunteers contributed 613,955 hours towards cultural festivals, events and projects that were delivered or supported by the Culture Division
- Growth was seen in volunteers for City-funded Cultural organizations and festivals over 2014



# Museums

130



ORGANIZED  
EDUCATIONAL AND  
COMMUNITY PROGRAMS



=



PARTICIPANTS IN  
MUSEUM ACTIVITIES

Site visits • Program participants • Registrants

+27%  
SINCE 2014

## Exhibit Highlight

**Stick, Bat, Ball** – exhibit that coincided with the 2015 Pan Am games; a reflection on how the culture of sport connects ancient cultures, aboriginal cultures and contemporary (multicultural) culture.



## Skyenner Cup Dedication

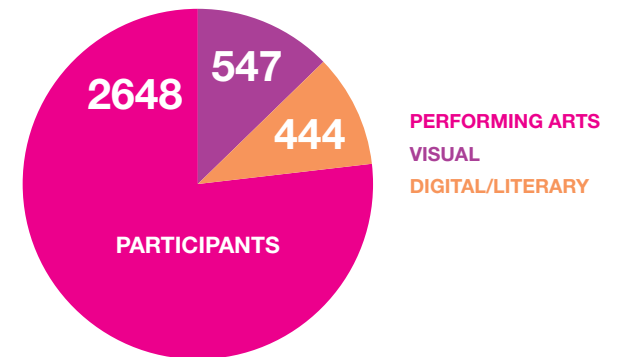
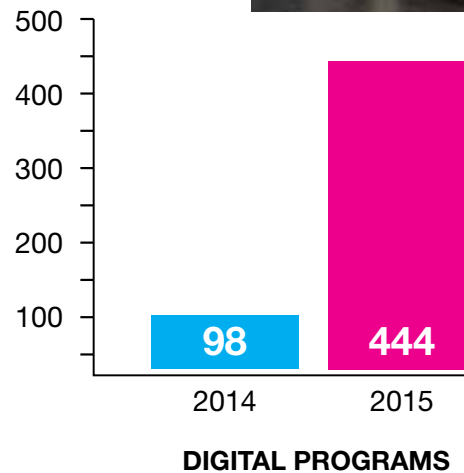
The Cup was gifted to British Royal Navy Commander Jon Skyenner by the Maltese in the early 1800s, to honour his efforts in protecting the people of Malta during the Napoleonic Wars (1796–1815). The Skyenner family lived in the Anchorage House (Bradley Museum site) from 1830–1890. The cup was officially inducted into the Museums of Mississauga artifact collection by Charles Sultana, Consul General of Malta, Mayor Bonnie Crombie and Members of Council on November 9, 2015.

Mayor Bonnie Crombie and Charles Sultana, Consul General of Malta with the Skyenner Cup ▶



# Culture Programs

- Over **3,700 participants** registered in programs, with highest growth in Digital and Literary programs
- **New performing arts program**, “Recital Competitive Team” offering a higher level training, skill-development and competitive performance for the City’s Dance Students





# Grants

\$2.2 million invested in grants through the Culture Grants program. These grants supported 34 community cultural organizations and festival groups in 2015.



Five of Ontario's Top 100 Festivals and Events received grants from the Culture Division:

- Bread and Honey
- Carassauga
- MuslimFest
- Southside Shuffle
- Waterfront Festival

## Four groups were awarded special Project Grants to execute Pan Am themed events and programs

- Mississauga Choral Society commissioned an original work that was premiered at Canada Day celebrations
- Mississauga Festival Choir presented a Pan Am themed concert at the Living Arts Centre
- The Art Gallery of Mississauga created two exhibits, "Be a Sport" and a photographic exhibit featuring work from each of the 41 Pan Am countries
- Hispanic Arts and Culture Association created free dance workshops featuring salsa and merengue with music of the islands



# Public Art

## Public Art in 2015

4 temporary art projects that animated 17 locations city-wide.

- Temporary Public Art pieces animated several spaces across Mississauga in celebration of the 2015 Pan Am/ Parapan Am games
- “Share the Love” was a multi-faceted public art campaign that engaged participants in every ward in the city
- “Art of Sport” was unveiled during the Parapan Am games and featured three interactive public art sculptures located in Lakeside Park, near the shore of Lake Ontario.





# Creative Industries and Film

**1,104**  
CREATIVE  
CULTURAL  
BUSINESSES

**2,205**  
PROFESSIONAL  
ARTIST RESIDENTS  
(2011 CENSUS)



**174**  
FILM PERMITS  
ISSUED

- 
- Overall filming days in Mississauga increased 57% in 2015 with highest permitting rate for TV series and commercials

- 
- Major filming productions in 2015: Academy Award winning film “Room” and James Franco’s miniseries 11.22.63 used Mississauga filming locations
- 





## For more information:

**Culture Division, City of Mississauga**  
201 City Centre Drive, 2nd floor  
Mississauga, Ontario, L5B 2T4

**Inquiries:** 905-615-3200 ext. 4065

**Email:** [cultural.planning@mississauga.ca](mailto:cultural.planning@mississauga.ca)

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

