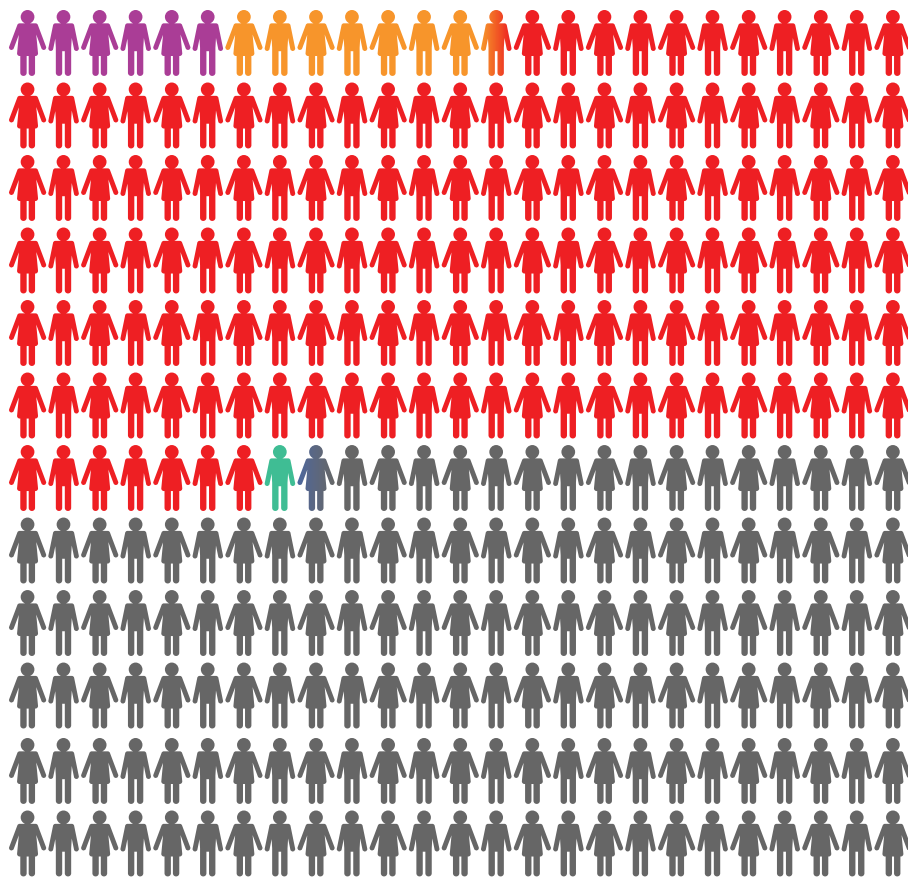


# 1,500,000

**people** attended and participated in **City funded** festivals, events; and arts and culture initiatives.



 = 5000 people

# 980

**volunteers** contributed over **5,500 hours** to Culture Division programming

# 30,200

**people** attended and participated in 110 exhibits, programs, special events and tours at **Museums of Mississauga**.

# 42,289

**attendees** over 347 days at **Meadowvale Theatre**.

# 723,095

**visitors** to **Celebration Square**. 46 annual events, 151 event days, 7 major events with over **20,000 attendees**.

# 3,500,000

**visitors** since opening in 2011.

# 4,400

**participants** in **Creative Classes and Camps**.

↑ **20% increase**

# More than \$2,230,000

in Arts, Culture and Heritage Grants awarded



**ACHIEVED**

## \$3.04

**PER CAPITA**

in Grant spending in 2016.

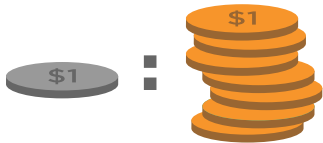


## \$60,000

**IN HERITAGE GRANTS LED TO**

## \$183,655

in building improvements to  
**Designated Heritage Properties.**



**COMMUNITY GROUPS  
LEVERAGED**

## \$7.27

for every **\$1 granted**

For every dollar that the City invests in community cultural organizations and festivals, an **additional \$7.27 is leveraged** from a variety of different sources. These organizations significantly contribute to Mississauga's local economy.



## 196 permits

**WERE ISSUED FOR**

## 533

**FILMING DAYS**

↑ **13% increase from 2015**

## Digital Innovation

It's now easier for residents to connect with Culture

OVER

60,000

SOCIAL MEDIA FOLLOWERS

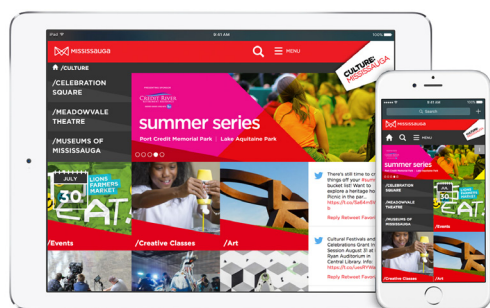
f 34,563 LIKES

t 22,442 FOLLOWERS

o 8,693 FOLLOWERS

↑ 481%

increase in **social media reach** across the Culture Division.



### OUR NEW WEBSITE

A contemporary responsive website that is easily updated by Culture staff. Includes a shared calendar and marketing features that are quick to maintain. Serves as a shared hub for the 18+ platforms, services and processes that make up the Culture digital ecosystem.

18+

PLATFORMS

including an online Culture grants portal; several new social media platforms and Hootsuite to help manage them; Upaknee for e-newsletters; Engagement HQ for civic engagement.

99%

OF RECOMMENDATIONS

from our initial digital strategy were fully or partially implemented.



### DIGITAL PLACEMAKING AND DIGITAL ART PROJECTS

have created extraordinary experiences for audiences, connected across the city and beyond our borders.

## Public Art

### 1 permanent installation and 3 temporary projects



#### The Book

Ilan Sandler

**The Book** was added to the Public Art Program's Permanent Collection. It is a large-scale painted steel sculpture with two pages torn away from its spine. The spine is perpendicular to the ground, the covers are open, and the pages appear to blow in the wind animating the space between the Central Library and Celebration Square. The pages are patterned with clusters of words and symbols referencing the origins of writing and the human body.



#### The Blue Trees

Konstantin Dimopoulos

**The Blue Trees** is an international award winning, temporary public art installation by Konstantin Dimopoulos. It raises questions about global deforestation through social action and community participation. This installation involved both the artist and many community members who came out to Celebration Square, the Living Arts Centre and Square One to paint trees with an electric-blue coloured pigment.



PICTURED FROM LEFT TO RIGHT

#### Ontario Summer Games Medals

Tomas Rojczik



#### Hurontario Tree Wraps

Amy Mailloux and Tony Di Nardo



## New Partnerships and Projects

### Youth Poet Laureate

The City of Mississauga recognized its first Youth Poet Laureate, Rebecca Zseder, in 2016. The role of the Youth Poet Laureate is to serve as a literary ambassador to the youth in Mississauga. Through the development of community youth poetry events and projects, Rebecca aimed to elevate the status of poetry, literary arts and young writers.



Rebecca was enrolled in the Arts and Culture Specialist High Skills Major Program at her high school. Her poetry is often centred around everyday life, strife and social issues in need of attention and her goal is to inspire youth to discover art in poetry.

### Culture Grants Review Study

In 2016, Council approved the Culture Grants Review Study. This study identified additional investments in the Culture Grants Program to raise the per capita grants spending from \$3 in 2016 to \$4.50 per capita by 2020. This will allow arts and culture organizations and festivals to develop higher quality programs and increase outreach to more areas of Mississauga. As part of the review, more project grants and expanded funding were established for new festivals and organizations.



### Sweat Lodge and Healing Circle

The **City of Mississauga** and **Peel Aboriginal Network (PAN)** partnered to build and program a traditional sweat lodge and healing garden at Bradley Museum. The Sweat Lodge is where the Indigenous community conducts traditional ceremonies and allows Mississauga residents to learn more about traditional ways of wellness and healing. The Healing Garden brings together the teachings of the Medicine Wheel and the four sacred medicines of the Indigenous community.

#### For more information:

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