

2012
Report on Culture



Per12

Cultural Experiences that Engage

The five year Culture Master Plan guides Mississauga in shaping a culturally vibrant community where people want to live, work and visit.

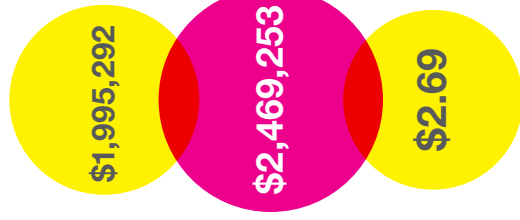


The 2012 Culture Report Card provides a glimpse of the essential components which have contributed to achieving the goals of the Culture Master Plan. It tells the story of our community partnerships, historic places, public art and cultural experiences within our city. It highlights what Mississauga is doing to quickly earn a reputation as an innovator in digitally supported cultural development. Our award-winning cultural resource map, continued attraction of film and television productions, the new high-tech Mississauga Celebration Square and a significant cluster of creative firms and cultural workers, are a few examples of how Mississauga continues to lead.

2012 Highlights Based on the Culture Master Plan's Seven Strategic Directions

1 Strengthen arts, culture and heritage organizations

The Culture Master Plan emphasizes the importance of providing stable funding to the city's arts, culture and heritage organizations to ensure their long-term organizational stability. In 2012, the City provided a total of \$1,995,292 to culture organizations, festivals, events and designated heritage property owners. Per capita grants investment has risen from \$1.50 in 2009 to \$2.69 in 2012.



City's grants investment

Grants amount provided by the City of Mississauga to culture organizations, festivals, events and designated heritage property owners in 2012.

Funding from other sources

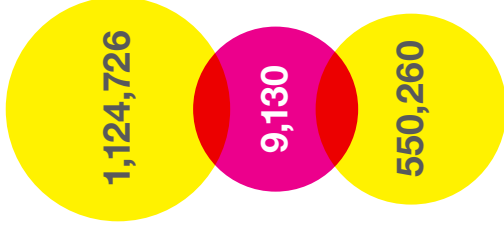
Grants and donations provided by other levels of government, corporations and foundations to City-funded cultural organizations and event groups in Mississauga, increased 16.8 per cent compared to the previous year.

Per capita grants investment

City of Mississauga per capita grants investment, in terms of grants provided to cultural organizations, festivals, events and heritage, increased 6 per cent compared to the previous year.

2 Encourage community celebrations and festivals

Celebrations and festivals serve as platforms for a wide range of cultural and heritage expression, and community pride. Participation and support for cultural events and activities is growing in Mississauga. This is evident by the attendance at City-funded festivals and events, and increase in volunteering indicators that support festivals in general.



Attendance at events

Attendance at festivals, events and activities run by City-funded festival, event and cultural organizations, increased 29.5 per cent compared to the previous year.

Volunteers

Number of volunteers reported by City-funded cultural organizations, festivals and events, increased 35.1 per cent compared to the previous year.

Volunteer hours

Number of volunteer hours reported by City-funded cultural organizations, festivals and events, increased 8.3 per cent compared to the previous year.

4 Build partnerships and increase collaboration

Partnerships are integral to the success of the Culture Master Plan. In December 2010, the Culture Division established the Mississauga Cultural Resource Partnership (MCRP). By the end of 2012, the partnership had 22 members from all levels of government, education, key cultural organizations, community associations and business affiliates. The Culture Division also partnered with a number of key community organizations to successfully deliver specific cultural initiatives. Our partners are diverse, ranging from large institutions to community organizations. Some of these include the University of Toronto Mississauga's Institute of Communication, Culture and Information Technology (ICCIT), Humber College's Research Analyst Postgraduate Program and the Friends of the Museums of Mississauga.



3 Strengthen cultural infrastructure

The City of Mississauga is committed to enhancing cultural and heritage expressions and community character. The Culture Master Plan recommends developing Mississauga's cultural infrastructure and resources to support local cultural expression at both the city-wide and community levels. Currently, the city's cultural inventory includes over 5,600 resources and physical assets, such as performance spaces, heritage properties, public art works, festivals, events, creative businesses and cultural organizations.



6 Identify cultural nodes and create an artful public realm

The Culture Master Plan encourages the creation of engaging, lively and richly textured public places. In 2012, the Port Credit Cultural Node Pilot Project was successfully launched in partnership with the Port Credit BIA. Sidewalk patios and temporary art installations on Lakeshore Road were some of the unique features of the initiative. Additionally, in 2012, the City of Mississauga unveiled its newest City-owned public art piece, *Possibilities* by Michel de Broin. Public art helps to create vibrant public spaces and streetscapes, reinforces unique identity, and provides memorable cultural experiences.

14

Public art: City-owned

Number of City-owned public art pieces.

17

Public art: Non-City owned

Number of other public art pieces not owned by the City of Mississauga.

Webpage views

Number of views on Culture Division websites, increased 15.4 per cent compared to the previous year.

Social Media

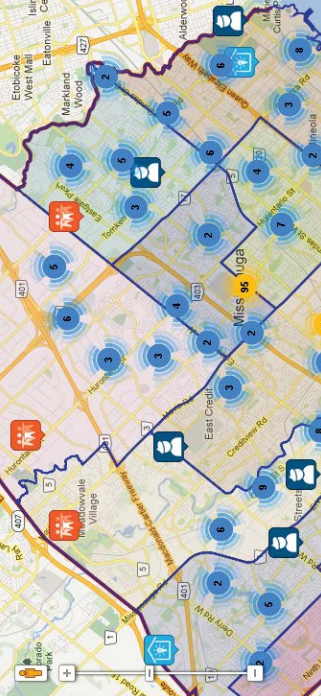
Number of followers and likes on Facebook and Twitter, increased 812.4 per cent compared to the previous year.

344,907

10,766

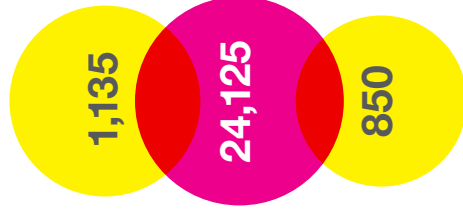
5 Strengthen the flow of information

The City of Mississauga is committed to providing access to online information. On May 1, 2012, the City launched its Cultural Resource Map which provides a single comprehensive source to digitally search Mississauga's cultural resources and assets. The map can be viewed online at cultureonthemap.ca. Additionally, the Culture Division's websites and social media tools provide current information on the City's diverse cultural opportunities, and have become platforms for innovative digital engagement.



7 Attract and support creative individuals

Mississauga is a creative city that supports cultural businesses and creative individuals who live or work in the city. Through its various cultural projects and initiatives that took place in 2012, the Culture Division engaged numerous creative individuals, artists and other culture stakeholders in implementing some of the strategic objectives identified in the Culture Master Plan.



Creative cultural businesses

Number of creative cultural businesses, increased 6.8 per cent compared to the previous year.

Creative cultural workers

Number of creative cultural sector workers, increased 3.9 per cent compared to the previous year.

Filming days

Number of filming days, increased 148.5 per cent compared to the previous year.



For more information:

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