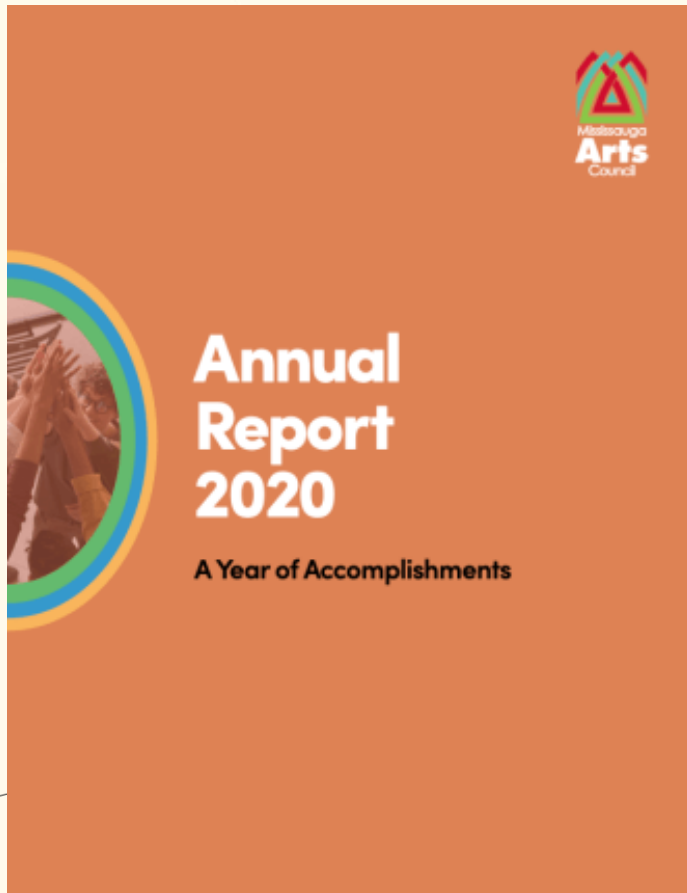


# Update to Mississauga City Council October 20, 2021 Mississauga Arts Council

Presented by President Ken Jones and  
Executive Director Mike Douglas

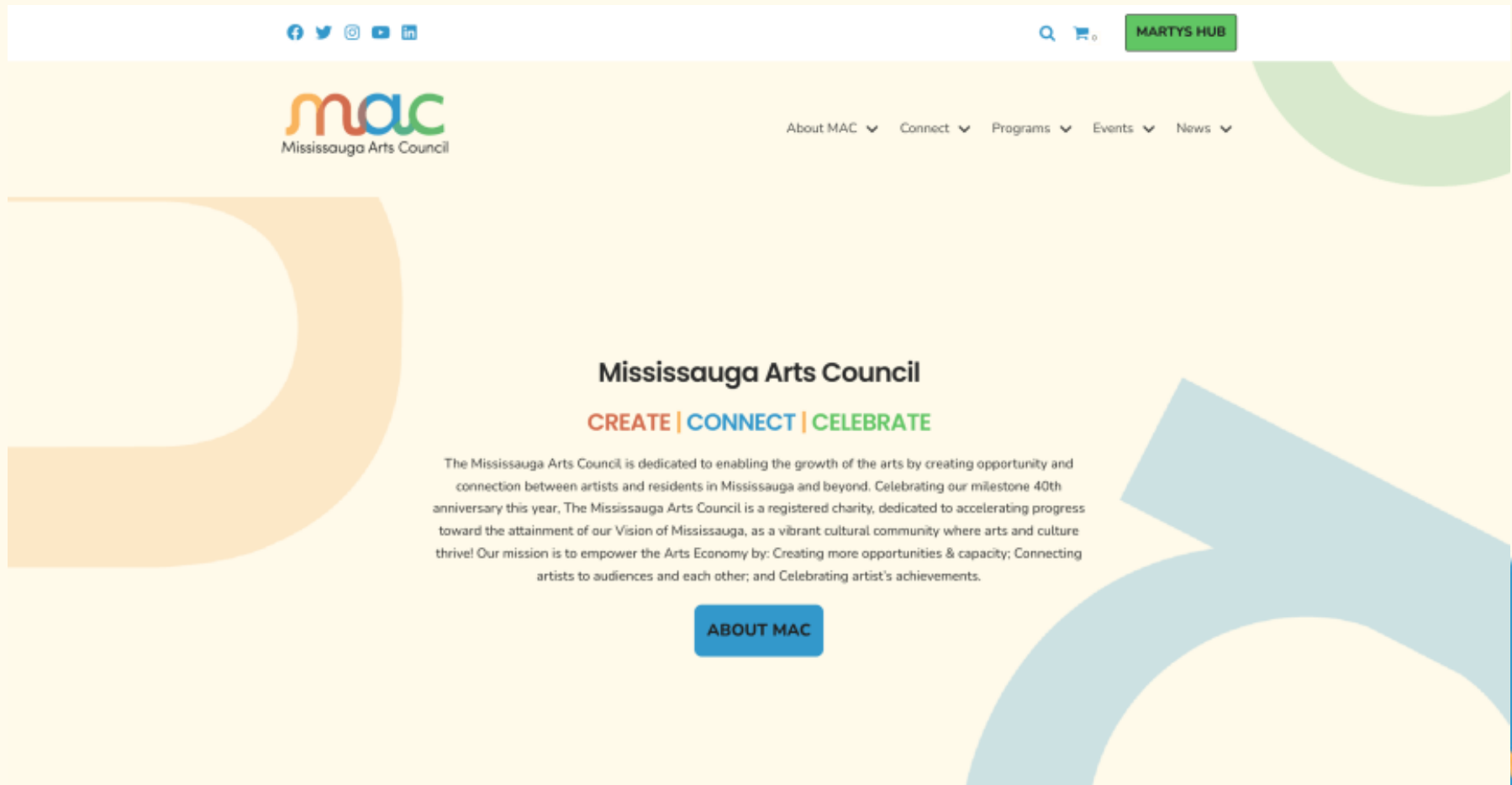




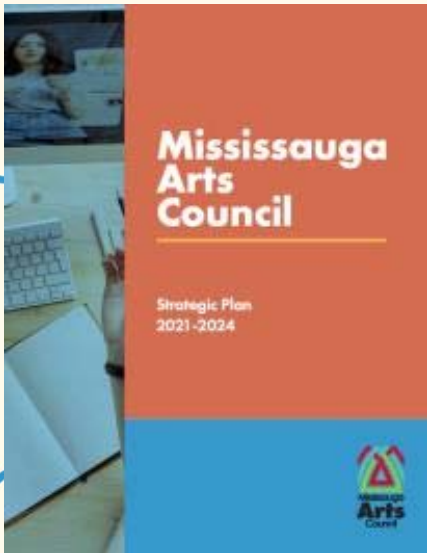
31,000+	20	96	2,000+	277
AUDIENCE MEMBERS	IN-PERSON AND ONLINE EVENT PRODUCTIONS	ARTISTS PAID FOR PERFORMANCES & SERVICES	SOCIAL MEDIA POSTS	NEWSLETTERS SENT



# MAC's New Look & Website



# Strategic Plan



## STRATEGIC PRIORITIES

**1. Develop Increased Public-Private Sector funding partnerships**

**2. Drive Digital Innovation**

**3. Increased Emphasis on the Arts Economy**

**4. Enhanced Community Outreach**

**5. Agile and Entrepreneurial Business Model**

## KEY ENABLERS

**1. Agile and Entrepreneurial Staffing Capacity**

**2. New Executive Director Responsibilities**

**3. Community Outreach**



New Website:  
Featuring programming,  
artist opportunities

Arts News & Artist Directory:  
Connecting artists to the  
public and the public to the  
arts

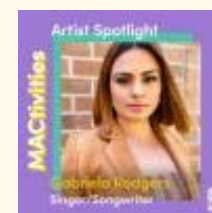


TD Culture Lab:  
Professional development  
webinars provided  
virtually to our artist  
communities

## Digital Initiatives



Virtual Celebrations:  
Hazel at 100, the MARTYS,  
Rise Up Mississauga



Promoting Artists & Events:  
MACtivities Video Reports, Artist  
Spotlights, MACMusic showcase





# MAC Board of Directors



Ken Jones  
President



Ron Duquette  
Vice President



Charles Chu  
Treasurer



Marissa Malt  
Secretary



Anne Adams  
Director



Helen Almeida  
Director



Jason Chellow  
Director



Grant Clark  
Director



Christine Griffin  
Director



Imran Hasan  
Director



Filip Plaskota  
Director



Jaspreet Sondika  
Director



Ron Starr  
Director



Laurie Uyyschuk  
Director

# MAC Staff



**Mike Douglas**  
Executive Director  
([Email Mike](#))



**Jacqueline Mak**  
Creative Director/Strategist  
([Email Jacqueline](#))



**Susan Durnin**  
Administration Lead  
([Email Susan](#))



**Sherri Murray**  
Communications Producer  
([Email Sherri](#))



**Prince Saquian**  
Digital Navigator  
([Email Prince](#))



**Sabrina Cunha**  
Multimedia Designer  
([Email Sabrina](#))



# Professional Development Webinars



# micro grants\$



60+ Projects & Investments, 100+ Artists



# mac arts cafe

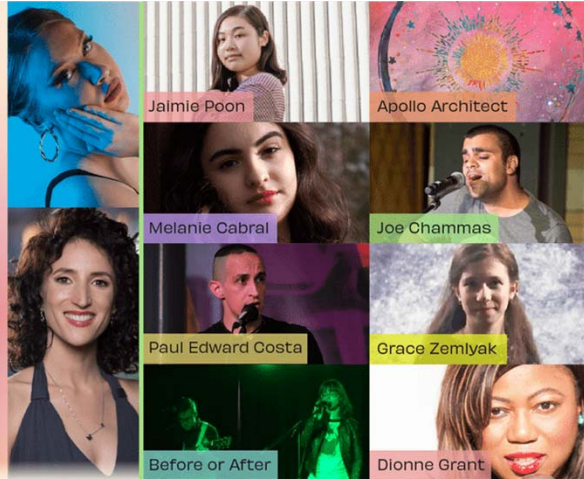
online  
open  
mic

THURS, SEPT 23  
7 PM

Hosted by  
Heather Christine

Special Guest: Dani Kristina

Streaming live on  
MAC's Facebook & YouTube



Kindly sponsored by:



@missartscouncil Mississauga Arts Council

MISSISSAUGA ARTS COUNCIL AND METALWORKS STUDIOS PRESENT

## Sauga's Summer Songwriting Contest

Musicians - Win a  
Recording and  
Mixing Session at  
Metalworks Studios!

Show us your hot new  
summer song and win!

DEADLINE: Mon, Aug 23<sup>rd</sup> by 5:00 PM!

MORE INFO: [bit.ly/MACSaugaSummerSong](https://bit.ly/MACSaugaSummerSong)

KINDLY SPONSORED BY:



MEDIA PARTNER:



### Mississauga Arts Council

REC

Artists Online:  
Transitioning to  
Digital Marketing  
Program

You will learn scriptwriting,  
film basics, and get your own  
artist introduction video!

0:00:17

More info:

[bit.ly/MACArtistsOnline](https://bit.ly/MACArtistsOnline)

APPLY

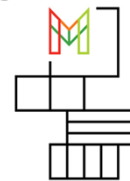


# Sponsors

95% of money raised from Sponsors goes to professional artists



## Friends of the arts





# Martys Hub

**Martys HUB**

HOME LATEST HUB CATEGORIES ▾ SUBMIT A POST EVENTS ▾ ARTIST DIRECTORY HELP & INFO ▾


Jun 1, 2021

Subscribe to our HUB newsletter

SEARCH


### UPCOMING EVENTS ON MARTYS HUB

**Mississauga Library Author Talks: Francesca Ekwuyasi**



June 4 | 7:00 pm | Francesca Ekwuyasi was a finalist for Canada Reads 2021 and longlisted for 2020 Scotiabank Giller Prize for her work *Butter Honey Pig Breed*. [...]

**MAYOR BONNIE CROMBIE CELEBRATES PRIDE 2021**



June 15 | 5 - 7pm | Please join Mayor Crombie and the City of Mississauga to mark Pride Month 2021 through a fun-filled, educational hour with Fluffy Soufflé! [...]

**NEW ON THE HUB**

- ART OF WELLNESS - CREATIVE PATH TO MENTAL HEALTH SHORT DOCUMENTARY  
June 3, 2021
- BILLTAWARD FOR ONTARIO LGBTQ+ STUDENTS  
June 3, 2021
- LAURIE PALLETT METALWORKS INSTITUTE SCHOLARSHIP  
June 3, 2021
- TIM HORTONS SOUTHSIDE SHUFFLE PRESENTS THE SOUTHSIDE CAFÉ  
June 3, 2021
- MEADOWVALE THEATRE RENOVATION  
June 3, 2021

**VISUAL ARTS**

**WE ARE RESILIENT**

**WE ARE RESILIENT - PHOTOGRAPHY CONTEST**  
Jun 3, 2021  
We Are Resilient is a contest for community

**LIVE MUSIC TONIGHT**

**TIM HORTONS SOUTHSIDE SHUFFLE PRESENTS THE SOUTHSIDE CAFÉ**  
Jun 3, 2021

**WORD POWER**

**MISSISSAUGA WRITERS GROUP - WRITING CONTESTS (DUE SEPT 30, 2021)**  
Jun 3, 2021  
Join the Mississauga

**ON STAGE**

**CRANE CREATIONS - THEATRE QUIZ**  
May 31, 2021  
Are you a professional theatre artist? How well do you know the Canadian

Week of June 6

S M T W T F S

# Collaborators

- Art Gallery of Mississauga
- Art Trendz
- City Centre Dance
- Courtney Park Writer's Group
- Crane Creations
- Creative Hub 1352
- Do Good Fundraising
- Frog in Hand
- Headwaters Arts
- Heritage Mississauga
- Hispanic Canadian Arts & Culture
- Living Arts Centre
- Mississauga Board of Trade
- Mississauga Culture
- Mississauga Museums
- Mississauga Music
- Mississauga Potters Guild
- Mississauga Symphony Orchestra
- Mississauga Writers Group
- MonstrARTity
- Sampradaya Dance Creations
- Sawitri Theatre
- TD Mosaic Fest
- Visual Arts Mississauga
- and more

# Arts for Mental Health Conference



[ABOUT THE CONFERENCE](#) [NEWS](#) [EVENTS](#) [RESOURCES](#) [CONTACT](#)

## Arts + Mental Conference

**October 6 2021, 1 – 5pm EDT**

Mississauga Arts Council in partnership with Mass Culture presents the Arts for Mental Health Conference, bringing together thought leaders from the arts and medical fields to map a way forward for the integration of the arts into mental health practices.

[About the Conference](#)

## Murals with MAC Boxes & Banners



Beautification Program



# Murals with MAC Boxes and Banners

30 boxes, murals  
and counting!

