

CreativeHub 1352

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History, Programming & Future Direction

Pamela Julian, Director of Strategic Initiatives

Paul Michel, Chair

Meredith Wood, Executive Director

Creative Craft Beer Festival, 2022
Sanborg Productions



ABOUT US

CREATIVEHUB 1352 is a non-profit, charitable, community-driven organization that brings creative people together and strengthens community cultural development. We are a key stakeholder in adaptive re-use and programming of the Small Arms Building as a community creative hub.

2008: Early origins as Lakeview Legacy Community Foundation, a group of dedicated individuals formed in response to the proposed demolition of the Small Arms Inspection Building

2014: Incorporated as the Small Arms Society

2018: Small Arms Inspection Building's South Building opened to public; Small Arms Society instrumental in cultivating the early partnerships to develop collaborative creative programs and site as a new cultural destination for the the Mississauga region

2020: Name change to CreativeHub 1352 to better reflect role in animating the Small Arms Inspection Building as a community creative hub



KEY SUCCESSES



MISSISSAUGA
FESTIVAL OF TREES



MISSISSAUGA CREATIVE
CRAFT BEER FESTIVAL



SUMMER ARTS
MISSISSAUGA



LAKEVIEW FARMERS'
& ARTISAN MARKET



INSITU MULTI-ARTS
FESTIVAL



KEY SUCCESSES

2021: Granted charitable, non-profit status

CREATIVEHUB 1352 events attracted more than 36,000 attendees in 2022

37% of all annual Small Arms Inspection Building attendees

Total partnerships and collaborations with 400+ artists, community organizations, academic insitiutions, local businesses

Including EcoSource, Toronto Region, Credit Valley & Riverwood Conservation, OCAD U, Sheridan & Humber College, DailyHive, 105.9 The Region, Yelp, and many more

Increased social media marketing and reach

6,826 followers across our Facebook, Twitter, Instagram, LinkedIn channels, 38%+ year-to-date

119,445 annual website viewers, 51%+ year to date

6,667 newsletter subscribers, 33%+ year to date

Wide recognition for events & programs

Winner of Web Excellence Award and Ontario Art Education Association Award for 2021 InSitu-Multi Arts Festival

Mississauga Festival of Trees named Best Holiday Event by GoTransit in 2021

Mississauga's first-ever Craft Beer Festival, partnership with Ontario Craft Brewers Association





FUTURE DIRECTION

2022-2024 Strategic Plan

1. Strong Brand Identity, distinct from the Small Arms Inspection Building
2. Outstanding programs that fill gaps in Mississauga's cultural offering
3. Enthusiastic community support and engagement
4. Diverse sources of funding
5. A strong organization

Critical to Lakeview's transformation, and the City of Mississauga's future aspirations, CREATIVEHUB 1352 will continue to actualize the Small Arms Inspection Building vision as a vibrant, multi-disciplinary creative hub.



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Thank You

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InSitu 2018
Michael Scholz

