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History, Programming & Future Direction

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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

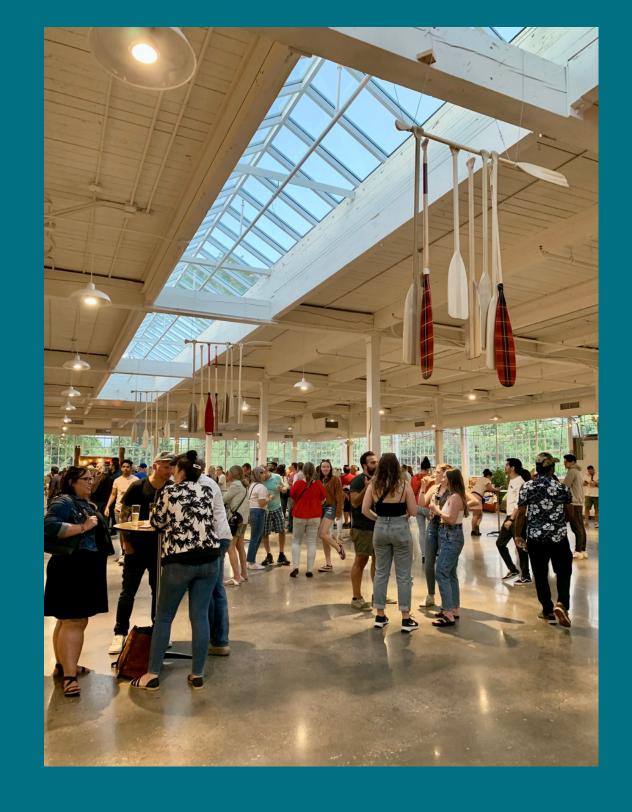




FUTURE DIRECTION

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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