



Sauga Neighbourhood Arts Program

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Our last 3 MACsquerade Ball fundraisers for the arts, accumulated enough funds to help Celebrate 50! With a new, seed money-oriented arts creation program called Sauga Neighbourhood Arts Program! (SNAP!) 2024.



2019 British Invasion



2022 Glam Ball



2023 Starry Night

Sauga Neighbourhood Arts Program (SNAP!)



Announcing the new, Sauga Neighbourhood Arts Program!

SNAP! Sauga Neighbourhood Arts Program



Sauga Neighbourhood Arts Program (SNAP!)

OBJECTIVE

- Animate and beautify neighbourhoods celebrating City's 50th year
- Creative events and public art
- Projects in all Wards of Mississauga



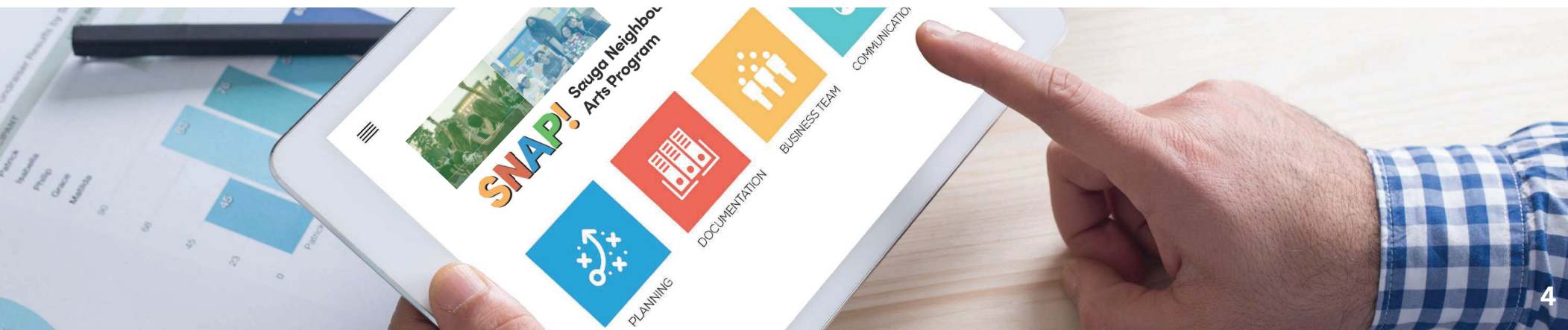
Sauga Neighbourhood Arts Program (SNAP!)

STEP 1

- MAC creates open call

DELIVERABLES

- Online applications form
- Accessible pathways
- Curated special SNAP! projects specific to neighbourhoods



Sauga Neighbourhood Arts Program (SNAP!)

STEP 2

- MAC's Strategy and Communications to create marketing promotional materials to invite residential groups/arts groups participate through our channels

TARGET GROUPS

- Outreach assistance from City Councillors and City's Communications team
- Residential communities, artists and arts groups



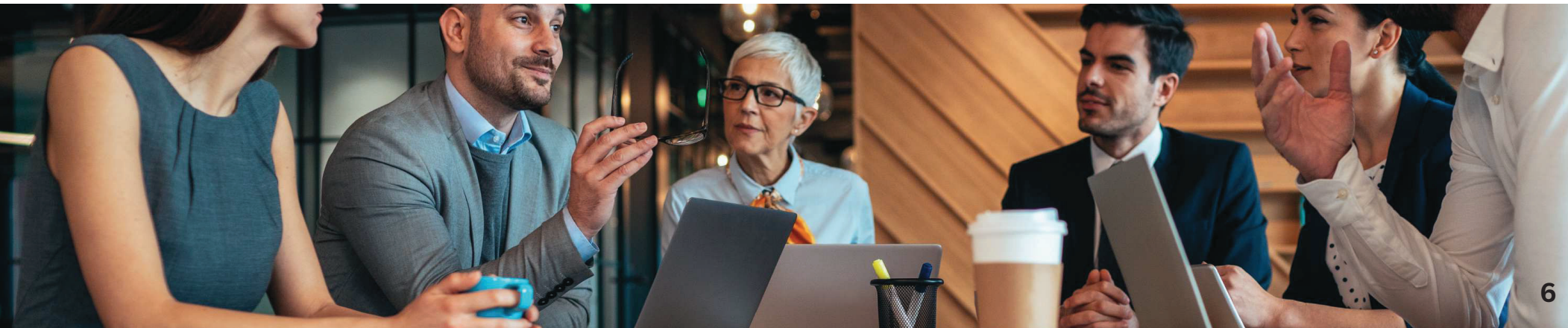
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STEP 3

- MAC & Stakeholders identify and solicit private and public partnerships in a variety of forms

CONSIDERATIONS

- Financial, in-kind contributions
- Volunteer labour
- Enhance project participation



Sauga Neighbourhood Arts Program (SNAP!)

ANIMATING OUR NEIGHBOURHOODS

- City Council and staff leadership can help generate interest and activity via cross-promotional platforms
- We can obtain and achieve together qualitative and quantitative data on the impact/benefits to the community for years ahead



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MUSIC EXAMPLE

- A \$10,000 music event
- Funding for each project should come from more than MAC's seed funds or we'll run out fast, serving fewer neighbourhoods

WHERE COULD THE \$10,000 COME FROM, IDEALLY?

- Mississauga Arts Council - \$2500
- Business sponsors and/or Community volunteers – \$2500 +
- City Community Matching Grants - \$2500
- TBC BIAs, Tourism OAC- \$2500



Sauga Neighbourhood Arts Program (SNAP!)

SNAP!

- **SNAP!** triggers at least 15 new projects
- **SNAP!** enhances the creative identity of Mississauga and the experience of living here for many more Mississauga residents
- **SNAP!** 2024 signals the launch of an unprecedented effort to bring audiences to the arts, and the arts to audiences all over our city



CREATIVITY IN A SNAP!

THANK YOU

