

Imagine a Thriving Arts Economy



In March, MAC hosted a round table of arts, culture, and heritage leaders.



A 2022 study by Canadian insurance provider PolicyAdvisor...



**concluded that in North America on the list of least affordable...
the only city less affordable than Mississauga - is New York!**

The City of Mississauga recently commissioned a study of 2800 professional artists

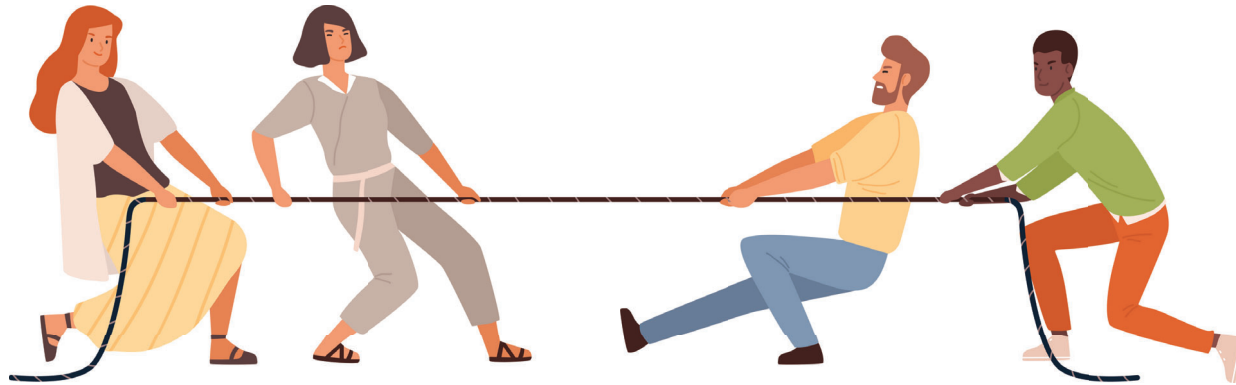


Median income 46% less than average worker's median income



At only \$26,400 a year, life as an artist in Mississauga is unaffordable

“Municipalities are competing for talented individuals and leading-edge businesses, and a strong local cultural scene is an important element of attraction for residents and investors. Beyond economic factors, the cultural sector is also associated with citizens’ social engagement, including connections to volunteering, donating, helping neighbours, and better health.”- Hill Strategies



Ipsos Reid study noted 90% of Ontario residents surveyed, believe the arts make their communities better places to live.





City investment in arts lagged greatly behind



Grant applications for City support were underfunded by \$1.4 million



Applications for new money largely dismissed



MAC Funding virtually frozen for years to come

Competitive Environment



**City of Mississauga support
for arts and culture**

Total arts/culture \$11.36/capita

Local demand and potential
Mississauga artists fall
further behind local demand



**City of Toronto support
for arts and culture**

Long established \$25/capita

**Toronto has both rich
infrastructure And funding**



**City of Hamilton support
for arts and culture**

Lower cost of living

**Influx of new artists
reinvigorates arts
downtown**

Future Directions - Culture Plan and Mississauga Arts Council

Enable us to
collaborate with
talented City staff to
lift our services!

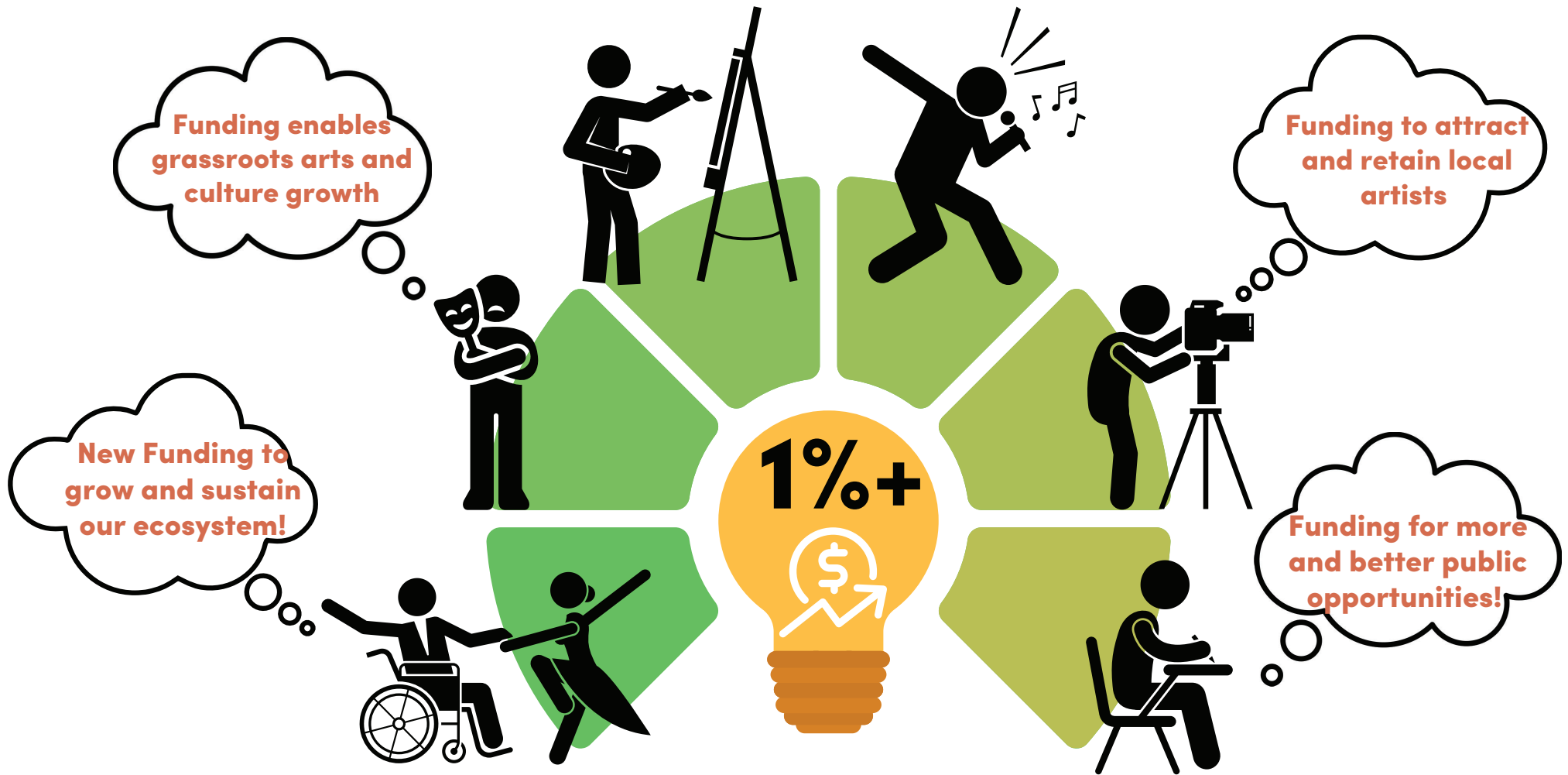


and productively join
missions together to
deliver more for the
people!

“The City’s Mission is to grow and support the cultural and creative sectors, while delivering cultural services and enabling high quality experiences for all cultures found in Mississauga. This work is to be led and developed by the City, as well as by various community partners in Mississauga working in collaboration.”

City of Mississauga- Culture Plan









Time to nourish the arts, culture and heritage grassroots eco-system



Needs a \$4 million increase in financial support to make real the promise of the new Culture Plan



Build on strengths, implement new opportunities



To serve more residents of Mississauga



Putting the dozens of arts, culture, and heritage groups to work for the plan

THANK YOU

