

FROG IN HAND

Presentation by Colleen Snell



DANCE IN MISSISSAUGA

ONLY 160 PROFESSIONAL DANCERS* *HILL STRATEGIES*
 YOUNG DANCERS HAVE A BETTER CHANCE OF MAKING THE NHL THAN OF
 BECOMING A PROFESSIONAL DANCE ARTIST

DANCERS FROM MISSISSAUGA

AMANDA CLEGHORNE - IN LOS ANGELES

TAYLOR SWIFT TOUR, FILM WITH RYAN RENOLDS

KRISTEN CARCONE - IN NEW YORK

TONY-AWARD WINNING MUSICAL (ON CHOREOGRAPHIC TEAM)

DAVID NORSWORTHY - IN SWEDEN / NEW YORK / TORONTO

JUILLIARD, NORRDANS, TOES FOR DANCE, DANCEWORKS, BOARD MEMBER OF CANASIAN DANCE

SCOTT MCCABE - IN MONTREAL

JUILLIARD, FULL TIME COMPANY MEMBER LA COMPAGNIE MARIE CHOUINARD

DANIELA JEZNERIAC - IN MONTREAL

FULL TIME COMPANY MEMBER RUBBERBANDDANCE

RAKEEM HARDY - IN VANCOUVER

CRYSTAL PITE / KIDD PIVOT COMPANY MEMBER

ROHAN DHUPAR - IN LONDON ENGLAND

TRINITY LABAN CONSERVATOIRE IN LONDON. COME FROM AWAY CANADIAN TOUR.

ALVIN COLLANTES - IN TEL AVIV / BERLIN

CERTIFIED GAGA TEACHER (BATSHEVA COMPANY).

FRANCES SAMSON - IN NEW YORK CITY

FULL TIME MEMBER OF LIMON COMPANY

**WE'RE MISSING PUBLIC SECTOR
 INVESTMENT & COMMITMENT**



WHY INVEST IN DANCE?

BUILD CULTURAL INFRASTRUCTURE

“Dance facilities can help to strengthen an area’s local identity and make a place more vibrant.” *London dance infrastructure report 2019, UK*

BE A MAJOR EMPLOYER

Live performance accounted for 78,000 jobs in 2023. *Performing arts statistics, CAPACOA*

DRIVE TOURISM

“The total attendance reported by CAPF clients is impressive: it can be estimated at more than 20 million attendees per year.” *CAPF Data*

SUPPORT ECONOMIC GROWTH

The live performance industry contributed \$3.6 billion to the Canadian GDP in 2023. *CAPACOA.ca/stats*



WHY INVEST IN DANCE?

1. Increase social inclusion, quality of life
2. Support educational attainment & attention in the classroom
3. Improve body health & body image
4. Support rehabilitation (*notably, people with Parkinson's*)
5. Improve memory & learning
6. Enhance motor learning & balance
7. Prevent age-related decline / risk of falls
8. Reduce mental distress, improve wellbeing
9. Support non-verbal communication
10. Foster social cohesion

From World Health Organization
Health Evidence Network Synthesis Report, "what is the evidence on the role of the arts in improving health and wellbeing? A scoping review"

WHO CAN PRODUCE THESE RETURNS?

FROG IN HAND



WHY INVEST IN FROG IN HAND?

We serve, prioritize and represent equity deserving groups

- Emerging artists (over 109 youth supported with 600+ hours of meaningful mentorship in 2024 so far)
- Surveys and statistics show strong self-identification of BIPOC and LGBTQ+ groups

We prioritize Mississauga

- At all levels (artistic collaborators, board members, leadership, performers)

We offer programming for all levels

- 2023/24 over 200 workshops & classes

We perform all across the City, and beyond

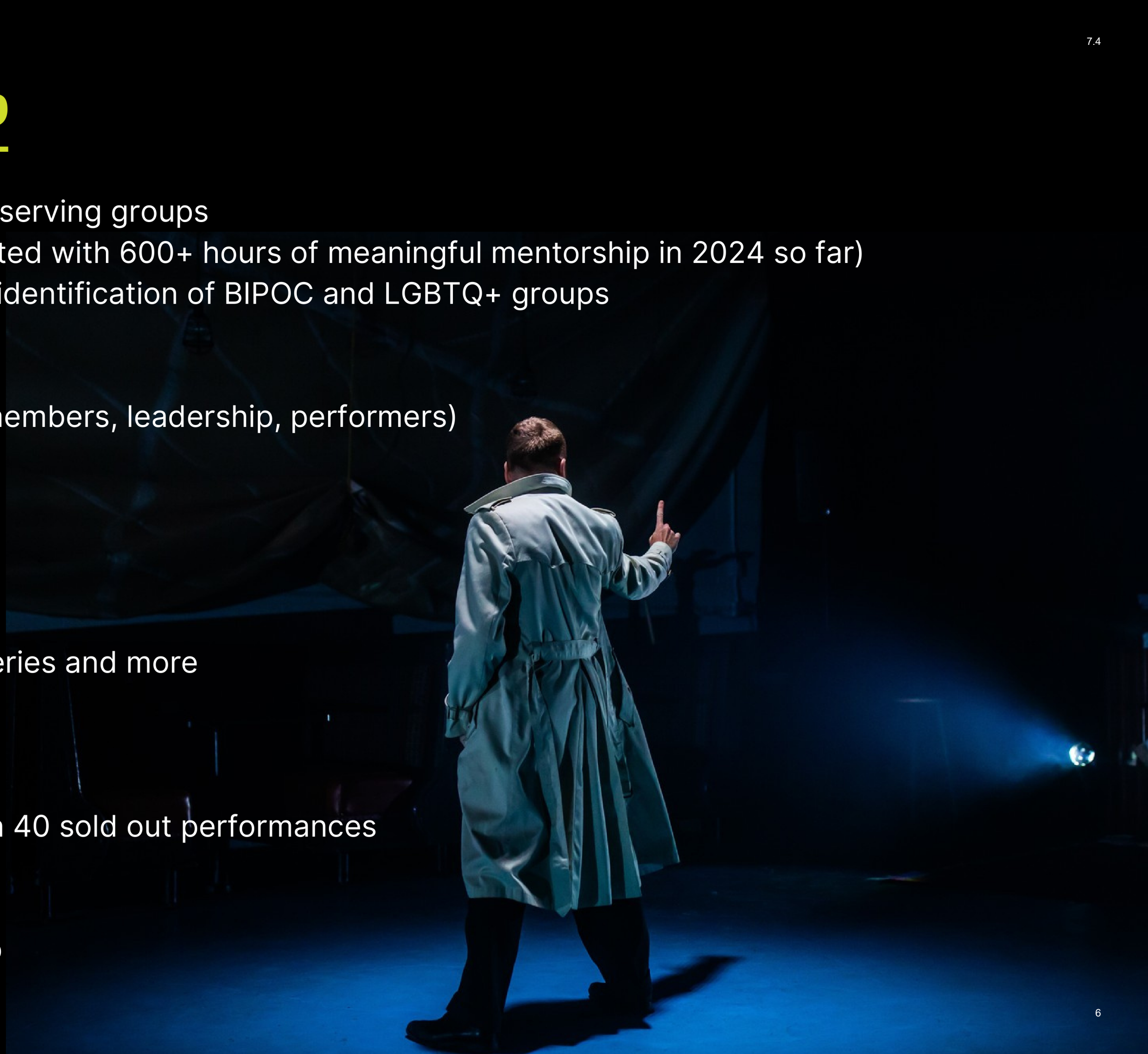
- Public parks, festivals, laundromats, breweries and more
- Outdoor rehearsals, visible to the public

We're prolific and critically acclaimed:

- 5 original shows over the past 7 years with 40 sold out performances

Innovative placemakers

- We built the Art Shelter from the ground up



THE ART SHELTER



THE ART SHELTER IS THE FUTURE



Sustainable, solar-powered.

Artist run, community led.

Unique model: artists exchange time & talent for space.

Built in response to the lack of creative space for professional dance artists (see the Dance Umbrella of Ontario Needs Assessment Report).

In its first 6 months of operation, the Art Shelter has:

Hosted 20 artists in residence

54 workshops & classes

11 community performances

Paid well over \$85,600 in professional artist fees

All of this...

And Frog in Hand has only **ONE**** full time employee**

WE NEED:

- 1. A COLLABORATIVE RELATIONSHIP**
- 2. MORE EQUITABLE COMMITMENT TO DANCE**
- 3. INCREASED LONG-TERM FUNDING WITH SERVICE AGREEMENTS**
- 4. INNOVATIVE IN-KIND SUPPORT.**



IMAGINE

Frog in Hand as a full-time professional dance company representing Mississauga at home & worldwide, with:

- Year-round programming, classes, workshops, shows, multicultural opportunities for all ages & all levels
- Mentorship opportunities connecting young Mississauga dancers to professional careers, encouraging them to remain in their hometown
- Launch publicity, public awareness & corporate fundraising campaigns
- Moving the Art Shelter to a City park

TOGETHER WE COULD BUILD A LEGACY



**What if we had a long-term, in-kind lease
at an underused City park?**

IMAGINE

The Art Shelter would breathe new life into Saddington Park, and use existing infrastructure - instead of building another expensive, indoor, bricks and mortar performance hall. This is our chance to do something different for Mississauga.

And it would cost so much less than other models, becoming a destination and a landmark for tourists.





LET'S WORK TOGETHER.

IMAGE CREDITS

Slide 1 - The Fall, Q&A with Cawthra Park SS dancers by Nettie Seip

Slide 2 - The Fall at InSitu by CreativeHub1352

Slide 3 - Dancer Clara Isgro by Bharat Vyas in "Noir" at Stonehooker Brewing Company

Slide 4 - 2024 Summer Company by Stephen Uhraney

Slide 5 - The Fall by CreativeHub1352 (L), 2023 Summer Company (R) by Colleen Snell

Slide 6 - Ryan Lee in Noir by Kendra Epik

Slide 7 - The Art Shelter by Michael Lemiski

Slide 8 - The Art Shelter interior construction by Andrew Gaboury

Slide 9 - Stories in the Woods by Nettie Seip

Slide 10 - Kai Fitzpatrick in Noir by Kendra Epik

Slide 11 - Amphitheatre by Getty Images

Slide 12 - Summer Dances (Ryan Lee & Colleen Snell) by V. Enorme

Slide 13 - Jarrett Siddal & Elke Shroeder by Nettie Seip (this slide)

