Creative Hulo 1352

Dream Out Loud

August 13, 2024





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.





program highlights

Mississauga Festival of Trees

December 8 - 17 2023

Third annual festival celebrating art, food, culture, and community, with art installations, light displays, markets, entertainment, and much more.

- 80+ culinary and artisanal vendors
- 10+ commissioned art installations
- Festive lights, workshops, music, etc.
- 27+ articles from DailyHive, InSauga, live interviews from CityNews TV, etc.

InSitu Multi-Arts Festival

March, 2024

Fourth bi-annual, award winning InSitu Multi-Arts Festival featuring immersive art installations and performance, Mississauga's only multi-arts festival.

- Commissioned 50+ professional Mississauga-based artists
- Exhibited work from 600+ students
- Pri winner of Ontario Art Education
 Arts Educator of the Year Award
- Prior winner of Web Excellence Award - Art Category

Summer Arts Mississauga

July, 2024

Unique arts-based programs for adults providing talented Mississauga-based artists and community members an opportunity to teach and learn.

- 15+ workshops from local artists
- Included watercolour, weaving, oil painting, woodturning, gel printing, and much more

Lakeview Farmers' & Artisan Market

May-October, 2024

Mississauga's only indoor and outdoor Farmers' Market, featuring local vendors, makers, weekly musicians, art activations, and more.

- 38,400+ visitors (+49% vs 2022/2023)
- 85+ local farm and artisanal vendors
- 39+ local musicians and entertainers
- Additional activations: Lakeshore Art Trail, LGBTQ2S+ Pop-Up, and more!



achievements



140 total public activities

+7% versus 129 in 2022/2023

50,000+ annual program and event participants

+44% versus 2022/2023



Total partnerships and collaborations with 400+ artists, community

organizations, academic insitiutions, local businesses

Lakeview Farmers' Market, 2024



Raising \$300,000+ in successful grants from Federal, Provincial, and Municipal Sources



11 annual full-time or part-time employees

Up from 8 total employees; including full-time Executive Director & Fundraising Specialist



challenges

- With mainly **program-based funding**, we lack the funds needed to build robust internal systems that would support more innovative and responsive programming
- When **gaps occur** between programs, we are forced to release staff who have built up the knowledge and skills integral to our operations and programming
- Lack of sufficient reliable funding perpetuates the precarious nature of employment in the arts, particularly to young professionals in the arts and non-profit administration
- We do not have the cash reserves to support programming that
 has not received full funding through grants and sponsors, and our
 board has had to make the decision to cancel programming that
 had significant interest in the community







scenario: postponed festival

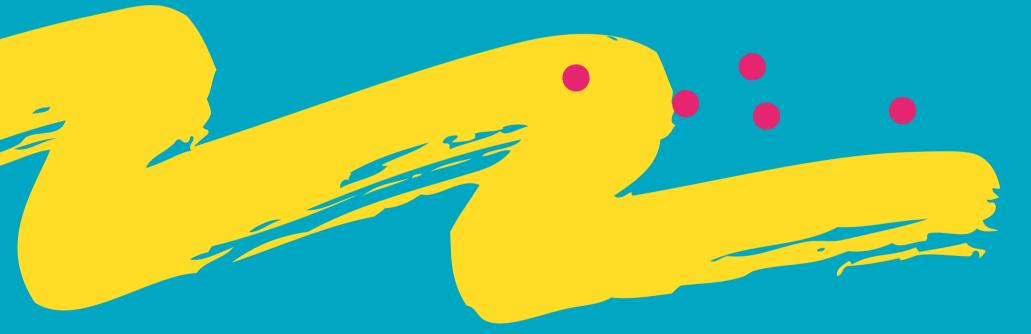
- In 2023/2024, we pursued the **creation of a new fibre arts festival** similar festivals take place across Ontario, but none in Mississauga
- Mississauga's fibre-based guilds and craft groups have lost access to facilities, and fibre-based businesses have been shutting down, even as interest in the fibre arts has grown, especially during the pandemic
- A divide exists between older generations with extensive knowledge and skills and younger generations.
 We wanted to create a space for intergenerational knowledge sharing, and a revitalization of communities of craft
- Extensive outreach has taken place with craft guilds and groups and vendors based in Mississauga
- Unfortunately, even with the significant interest in this event, CreativeHub 1352 cannot move forward without secured funding specifically for this event

improved funding and support services would allow us to:

- Maintain full time staff in positions such as marketing and development, and end the precariousness of all positions
- Form partnerships with a greater diversity of organizations, especially those who have less access to resources
- Plan and execute new, innovative and responsive programs in the Small Arms Inspection Building and beyond
- **Meet the demands** of a growing and diverse community and realize the potential of our organization's capacity



thank you





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