

Creative Hub 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

Completed Fundraising Plan & Case for Support

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



Lakeview Farmers' Market, 2024

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**



Back to the 1940's Party, 2019



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



MISSISSAUGA

McKenna LOGISTICS CENTRES

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