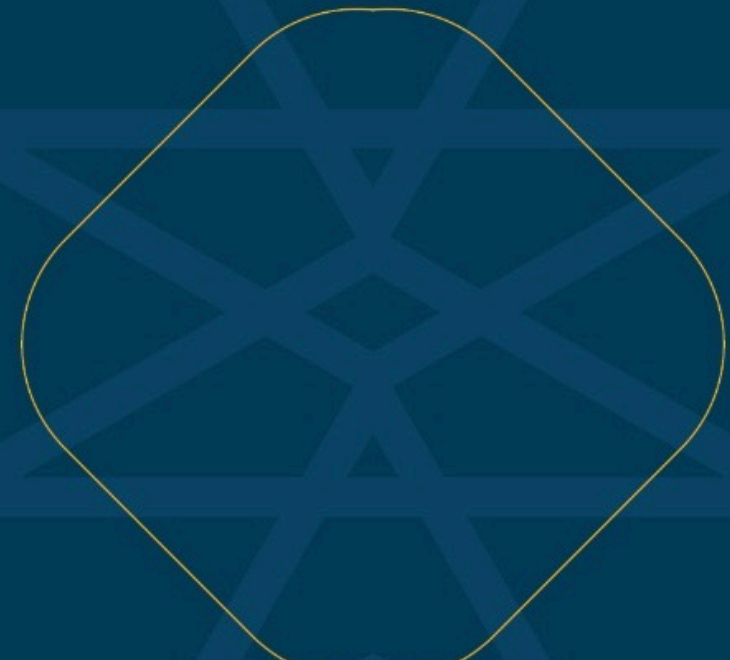


MuslimFest

Celebrating the Best in Muslim Art, Entertainment & Culture



OVERVIEW



- Annual signature Mississauga event spanning 3-days featuring Muslim arts, culture and entertainment and bringing in over 70,000 attendees locally, nationally and internationally
- Festival is organized through the leadership of 20 youth and 150 volunteers



CULTURAL IMPACT



- In 21 years of programming, we have engaged over 1,800 paid artists (local and international) through concert, comedy, poetry, visual art, digital art, exhibitions and pavilions, workshops, and theatre
 - numerous local artists launched their careers at MuslimFest and now perform nationally and internationally
- Feature artists from all countries, cultural communities and language communities
- Strong partnerships with cultural communities and ethnic media



ECONOMIC IMPACT

- Yearly engage 70+ businesses and sponsors to be vendors at the event; including inventory and event preparation, many vendors will spend upwards of \$15,000 to come to MuslimFest and apply every year to be at the event
- 18.6% of attendees are tourists
- MuslimFest hires 8 - 12 youth every year
- MuslimFest purchases \$200,000+ of services from operational, logistics and marketing providers yearly



CULTURAL FESTIVALS & CELEBRATIONS GRANT

Note: MuslimFest is a successful yearly recipient of the grant

WHAT WORKS:

- Opportunity to respond in-depth about the details of the event and organization and illustrate impact

OPPORTUNITIES FOR IMPROVEMENT:

- Challenge: with the growth of the event, industry costs, venue and staffing costs, artist fees, etc. the amount of funding allocated year-to-year has not grown
 - Opportunity: additional investments and support for local events within this grant program
 - Opportunity: detailed evaluations that can inform applicants on areas to focus for event development and to build a stronger application



CELEBRATION SQUARE - LARGE EVENT APPLICATION

Note: MuslimFest is a successful annual large-event host at MCS since July 2011

WHAT WORKS:

- The application is straightforward and the venue has great amenities/facilities
- Over the years, have worked with helpful and supportive City staff

OPPORTUNITIES FOR IMPROVEMENT:

- Challenge: there are adjusted or new guidelines introduced year-to-year, conflicting with the event organizer's event planning cycle (e.g. limit of 70 vendors on the Square and location of vendors onsite)
- Challenge: inconsistent internal City processes between different departments resulted in issues during our 2024 event; knowledge and training was inconsistent between various staff we worked with
 - Opportunity: review processes and procedures and include consultations/feedback with event organizers within that process; hold the revised guidelines for at least 3-5 years
- Challenge: Date announcement is delayed impacting sponsorship and artist opportunities
 - Opportunity: update process timeline to include announcing and finalizing event dates prior to year-end





Thank You

Q&A

