



**Welcome**  
TO POLAND  
AT  **MISSISSAUGA**  
**POLISH DAY**



Anna Gulbinski  
Festival Director

# Who Are We?

- First established in 2014 – inaugural Mississauga Polish Day (MPD) festival in the parking lot of the John Paul II Cultural Centre – over 8000 attended
- 2015 – moved MPD to Celebration Square – every year in early June - 10 year anniversary in 2025
- Average attendance over the last 10 years (excluding covid) has been around 25,000
- Incorporated as a not for profit corporation in 2018 – with a 5 member Board of Directors
- The festival is planned and run by a 14 member volunteer organizing committee and festival director that reports to the Board

# Context

- There are over 1.1 million people of Polish descent in Canada
- Ontario with close to ½ a million and the GTA with almost 200,000
- Mississauga is home to the largest Polish population in Canada with 23,000 Poles and Polish is the 4<sup>th</sup> most spoken language following Chinese, Urdu and Arabic
- Within a few hours drive of Mississauga are the 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> largest populations of Poles in Canada – Ottawa, Hamilton, Kitchener, St. Catharines and London
- The largest population of Polish people in the United States, is right across our borders – in Chicago, Buffalo/New York, Pittsburgh and Newark
- Mississauga Polish Days is the largest truly Polish festival in Ontario

\*\*Based on 2021 Canada Census Data and Mississauga Data

# The Issues

- **TIMING** – of Celebration Square and Culture Grant applications and results; applications are due September/October, with results in December/January – only six months to the festival date  
>>significant issue for booking acts, getting sponsors and marketing
- **2 DAY FESTIVAL** – what is the criteria to be a 2 day festival? Want to move MPD to 2 days and have had no success with our requests
- **TOURISM** – Who are they and where are they? No engagement with MPD to date
- **COMMUNICATION** – inconsistent and unreliable – contradictory information from City Staff versus City Service department
- **FUNDING** – results not timely; recognition that sponsors are VERY difficult to get in this post covid era and expenses are ever increasing

# Some Creative Suggestions

- **Application Timing** (Celebration Square and Culture Grant) – apply 1 year out OR allow for multiyear applications – ie should be able to announce 2025 date at 2024 festival; apply for 2026 in 2024
- **Simplify Application Process** – other annual festival funders automatically populate your new application with the previous years information – simply update the information
- **Streamlined procedures** – many festivals use the same vendors and each of us has to provide the same certificates, licenses; some vendors are not liked by the City – create a list of recommended/ approved vendors
- **Tourism Tool Kit** – provide resources for festivals and get information from festivals to promote
- **Mississauga Culture** – engagement and promotion
- **Funding** – recognition of increased costs and decreased revenues

Dziękujemy!  
Thank you for the  
opportunity to  
present our issues

Anna Gulbinski

