



Deputation to the City of
Mississauga's Arts, Culture & Festival
Groups Subcommittee
Presented by: Andrew Fahmy, Festival Director
Discover Egypt Festival

About CEHA and Discover Egypt Festival



- CEHA was established in early 2019 to increase awareness of Egyptian culture and highlight the contributions of the Egyptian community to Canadian society and to celebrate the Egyptian Heritage Month in July as it received Royal Accent in Ontario in 2019.
- Our annual Discover Egypt Festival has grown significantly, attracting thousands of attendees each year.
- This year marked our sixth festival, though we faced challenges in securing sufficient event time.

Challenges Faced in 2024



- Our festival was reduced from two days to just one, impacting our ability to deliver the full experience and contracts that we had with artists
- The limited timeframe constrained our capacity to fully showcase the cultural heritage and contributions of the Egyptian community.

The Importance of Celebration Square



- Largest Square in Mississauga – spacious, central location.
- Well-equipped facility with necessary infrastructure.
- Close proximity to major transit routes.
- Celebration of diversity and rich cultural identity.
- Economic contribution and promotion of Mississauga as a tourism destination.
- Ideal venue for publicly recognized celebrations.

What's Missing in the Current Process



- Fair and clear application process.
- Fair basis for multi year approval, focusing on cultural and heritage themes and integration of local artists
- Consideration of attendees and vendors, and recognition of out-of-town attendees.

Recommendations for Improvement



- Increase resources and clear mandates between Celebration Square Vs. SaugaCelebrate.
- Creation of a unified permit system incorporating all fees into bookings.
- Address duplication of events with clear policies based on best practices.

Maximizing the Use of Celebration Square



- Allow partial use of weekend days (e.g., Fridays and Sundays).
- Expand the use of weekdays for cultural events.
- Prioritize dates of cultural and heritage significance.
- Focus on cultural and heritage themes for festivals.
- Establish fixed annual dates to facilitate better planning.

Success Stories



- 2024 Discover Egypt Festival attracted 28,000 visitors, engaged 45 vendors, and provided 120,000 meals.
- Social media engagement reached 550,000 interactions, reflecting strong interest and support.

Conclusion



- I urge the City to consider these recommendations to enhance the allocation process and support for cultural events at Celebration Square.
- We are committed to contributing to Mississauga's cultural landscape and look forward to continuing our partnership with the City.
- Thank you for your time. I am happy to answer any questions.