

Creative Hub 1352

Arts & Culture Grant Program Application

February, 2025

InSitu Multi -Arts Festival,
2024

6.7



why are we here?

We are here to appeal to the City Council for an increase in the recommended grant. In this deputation, we will provide you with:

1. Background – CreativeHub 1352
2. Revenue, Expenses and Grant received
3. Why we are asking for additional funding
4. Our plan for 2025

about us

CreativeHub 1352 is a non-profit, charitable organization dedicated to fostering community cultural development in Mississauga. Operating from the historic Small Arms Inspection Building (SAIB), CreativeHub 1352 brings together arts, heritage, and environmental programs that serve diverse communities. We are committed to:

- Providing inclusive, multidisciplinary cultural programming
- Supporting underrepresented artists and marginalized communities
- Driving Mississauga's cultural economy by employing local artists & cultural producers
- Expanding public access to arts and culture



program highlights

Mississauga Festival of Trees

December, 2024

Fourth 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
- Winner of Ontario Art Education Arts Educator of the Year Award, Web Excellence Award - Art Category
- Finalist for Mississauga Arts Council Festival of the Year Award

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



140+ annual paid Mississauga -based artists
Annual partnerships with 400+ local businesses, organizations, students

Completed Fundraising Plan & Case for Support
Raising \$300,000+ in successful grants from Federal, Provincial, and Municipal Sources



3 annual full-time or part-time employees
Current full-time employees include 1 Executive Director and 2 Part-Time Event Coordinators,
with additional members brought on to support specific programs and events



Lakeview Farmers' Market,
2024





revenue & expenses - 5 years

	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025
Revenues	\$ 222,488	\$ 384,353	\$ 511,107	\$ 452,699	\$ 619,798
Expenses	\$ 191,510	\$ 408,198	\$ 476,554	\$ 504,465	\$ 607,691
Grant received from the City of Mississauga	\$ 28,000	\$ 25,000	\$ 25,000	\$ 75,000	\$ 75,000
City of Mississauga expenses	\$ 5,831	\$ 36,819	\$ 37,452	\$ 43,337	\$ 53,874

revenue & expenses - 2025/2026 forecast

	2025/2026 Request	2025/2026 Recommended
Revenues	\$732,682	\$632,682
Expenses	\$706,896	\$706,896
Grant received from the City of Mississauga	\$200,000	\$100,000
City of Mississauga expenses	\$65,885	\$65,885



grant recommendation vs our ask

Our Ask: Increased funding to...

- Sustain operational needs, bridge funding gaps, and support a full **time** Marketing staff member
- Offset rising facility rental fees and other costs associated with City of Mississauga
- Strengthen our organizational capacity to enhance long **term** impact and sustainability

With recommended grant amount.....

- Staffing will continue with grant **to**-grant contracts rather than full time positions
- Program plan will need to be reduced
- Fees for event attendance may need to be ticketed rather than accessible/PWYC



why we are asking for additional funding

1. Addressing Funding Gaps:

- Current funding is primarily program -based, limiting long -term operational stability
- Staff retention is a challenge due to gaps in funding between projects

2. Program Demand:

- Piloting new programs in 2025, such as the Fibre Arts Festival, postponed in 2024 due to a lack of funding
- Expanding programs for local artists
- Ensuring existing and new programs remain financially accessible to all attendees

3. Rising Costs:

- Rising City of Mississauga facility, vendor, and operational expenses require additional support

4. Expand Organizational Capacity:

- Hire a full -time Marketing Manager to enhance outreach, audience engagement, and program visibility
- Build partnerships with diverse organizations, particularly those with limited resources
- Develop and implement new, innovative programs within the Small Arms Inspection Building and beyond
- Address growing community needs and maximize organizational impact

our plan for 2025



- **Strategic Plan 2025 -2027:** Implement key objectives from our newly developed three-year strategic plan, focusing on sustainability, accessibility, and expanded programming.
- **Expand Community Engagement & Access:** Strengthen outreach to underserved communities, expand educational partnerships, meeting the needs of a growing, diverse community and maximize impact.
- **Infrastructure & Sustainability:** Invest in digital infrastructure for virtual programming and adopt sustainable event practices.
- **Economic & Cultural Impact:** Increase paid opportunities for artists and expand vendor opportunities at events like the FibreArts Festival, Mississauga Festival of Trees, and more.
- **Capacity Building:** Hire a full-time Marketing Manager for outreach and audience development, build fundraising and revenue diversification abilities, develop and execute new programs.

thank you



Charitable #:
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