

The H'ble Members
Council Of the City of Mississauga

Subject: Reconsideration of Cultural Festival Grant 2025 amount

Dear Members of Council

I was privileged to make a deputation to this Council late last year to highlight the opportunities existing in our granting application, assessment and approval processes. I was very happy to see that many of my suggestions and recommendations were adopted by the Council. On behalf of the art and cultural of our city, I thank the council.

I am writing exclusively on behalf of Canadian Community Arts Initiative at this time, though the outcome of the subject request may demonstrate more areas where understanding of festivals and their operations is required by the staff (and peer assessment committees, as they are also guided by the staff).

CCAI requested a total grant of \$191,000 for its Mosaic festival 2025 which is our 20th anniversary festival. In the application we had indicated increased expenses due to inclusion of:

1. A third day of the long weekend (Sunday Aug 3rd) to be used by our Youth Component Rock the Coliseum at the Celebration Square (the only all ages free indie music festival of Mississauga)
2. Additional costs for larger programming for 20th anniversary celebrations (Aug 1-2)
3. Inclusion of a 4 day long film component on July 24-27, 2025 which was earlier presented as a separate festival in Winters.

We have been informed by the staff that our request for inclusion of film component has been declined as the city can not fund the part that takes place on non-consecutive days.

It is our submission that exception may be granted to include the film component into the festival as it is the only festival of its kind in Mississauga that is delivered at an international level of production and presentation, bringing in industry stars and film makers to our city. The whole of film part will use the Living Arts Centre for all of its film screening, industry event and red carpet and gala, paying most of the requested money back to the city of Mississauga in rentals and other expenses.

The reason why the film component has been added to the Mosaic festival is due to the costs if it was to be delivered as a separate festival, just like Rock the Coliseum which is also celebrating its 20th anniversary. By bringing them all under one Mosaic Festival saves on overall expenditure like marketing and advertising (all sharing the resources), rentals, personnel, volunteers and so on.

You are requested to kindly approve recommendation of the full amount requested in our application without prejudice to the festival's components.

Thank you for your support
Arshad Mahmood
Director CCAI