

# CreativeHub 1352

connect | collaborate | create

## 2024 Programs & Initiatives

Connect - Collaborate - Create

Charitable #: 848778866RR0001

Creative Craft Beer Festival, 2022  
Sanborg Productions



# ABOUT US

CREATIVEHUB 1352 is a non-profit, charitable, community-driven organization that brings creative people together and strengthens community cultural development. We are a key stakeholder in the adaptive re-use and programming of the Small Arms Building, owned and operated by the City of Mississauga, as a community creative hub.

**2008:** Early origins as Lakeview Legacy Community Foundation, a group of dedicated individuals formed in response to the proposed demolition of the Small Arms Inspection Building

**2014:** Incorporated as the Small Arms Society

**2018:** Small Arms Inspection Building's South Building opened to public; Small Arms Society instrumental in cultivating the early partnerships to develop collaborative creative programs and site as a new cultural destination for the the Mississauga region

**2020:** Name change to CreativeHub 1352 to better reflect role in animating the Small Arms Inspection Building as a community creative hub





Small Arms Inspection Building  
Aerial Photo



## VALUES

CONNECT  
COLLABORATE  
CREATE

## MISSION

CreativeHub 1352 exists for the advancement of community cultural development through the arts, heritage, and environmental sciences.

## VISION

CreativeHub 1352 is a catalyst for change that fosters the advancement of creative endeavours, human potential, and place-making in communities.



Cawthra Repertoire Dancers, InSitu 2018  
VOITEK







# 2023 SUCCESSES



**140+ annual  
public activities**



**51,900+ annual participants  
in programs and events**

37% of all annual Small Arms Inspection Building attendees



**600+**

**dedicated volunteers**

**From 2021-2023, 700+ participants said CreativeHub  
1352 programs/events positively impacted...**

96% - likelihood to support local businesses

88% - their community pride

87% - their appreciation of arts and culture

86% - their overall sense of well-being



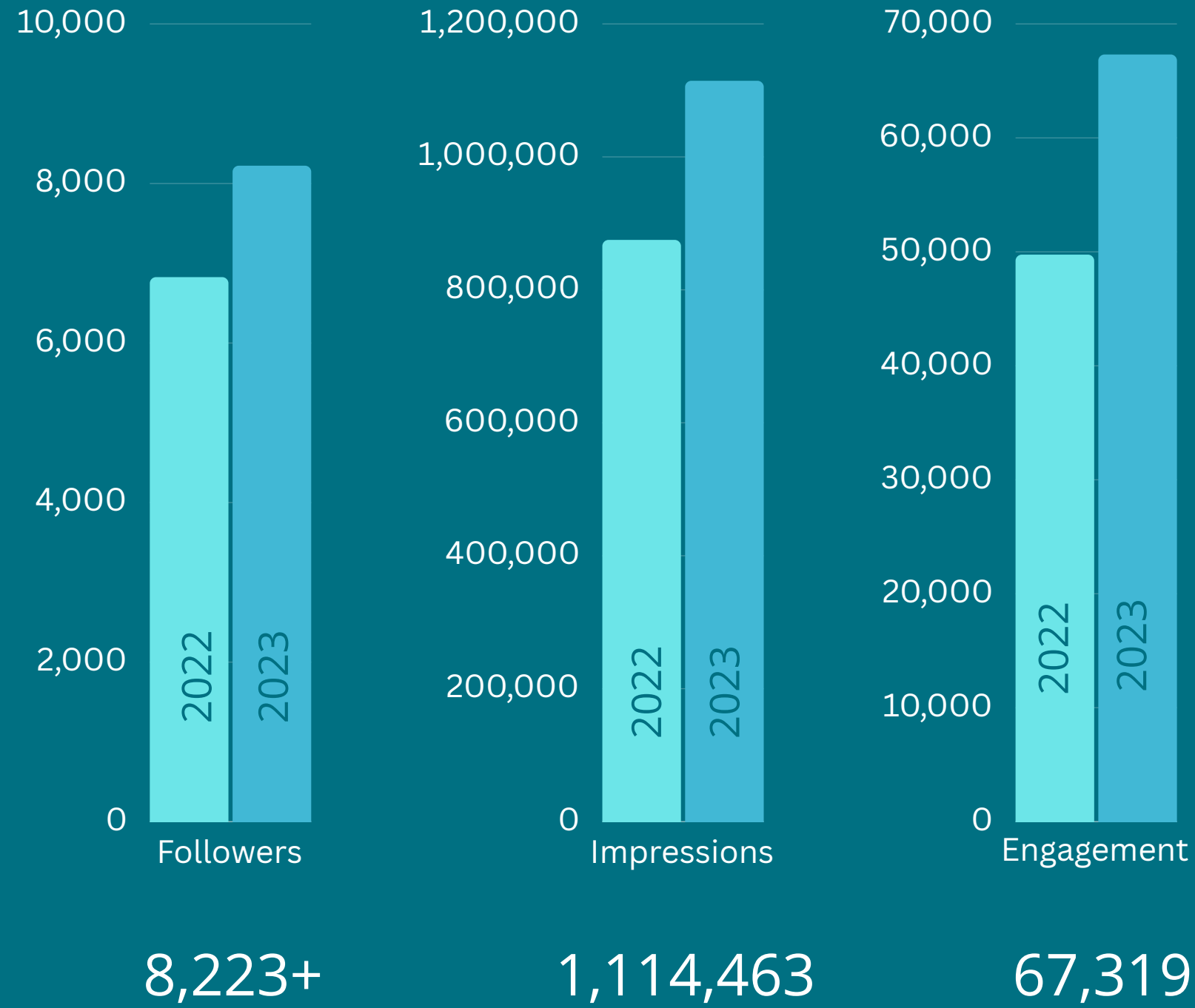
**Total partnerships and collaborations with  
500+ artists, community organizations,  
academic insitiutions, local businesses**

Including EcoSource, Toronto Region, Credit Valley & Riverwood Conservation, Humber CollegeSheridan College, OCAD U, Sheridan & Humber College, DailyHive, 105.9 The Region, Yelp, and many more



# 2023 MARKETING ACHIEVEMENTS

Social  
Media

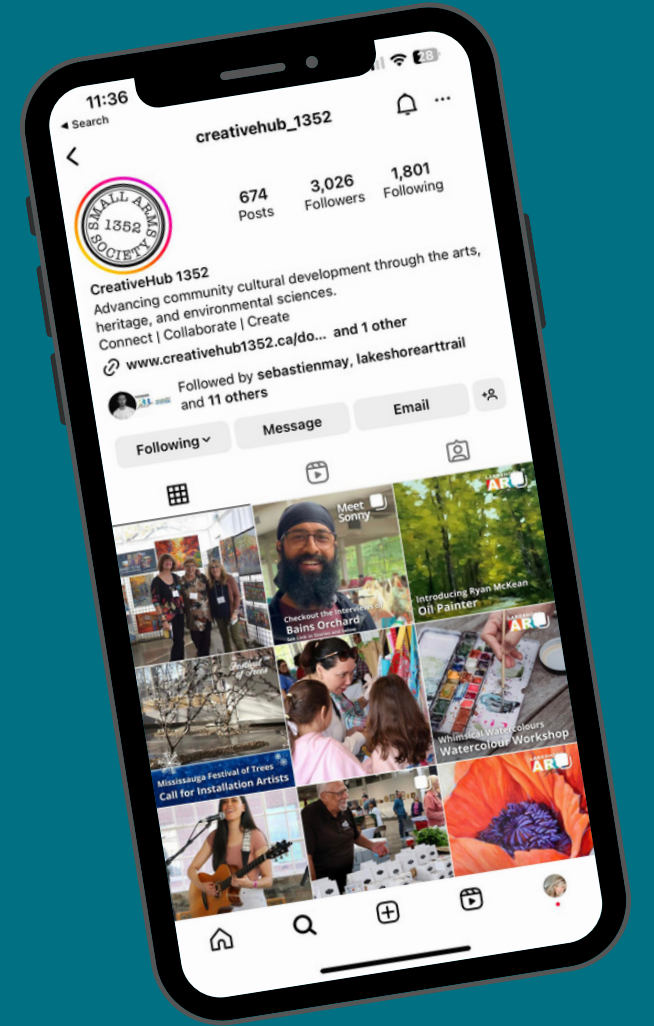


Web

Unique visitors  
47,321

Site sessions  
61,214

Avg. duration  
4m. 29s









# SELECT 2023 PROGRAM HIGHLIGHTS

## Lakeview Farmers' & Artisan Market

May 28 - October 29, 2023

Mississauga's only indoor and outdoor Farmers' Market, featuring local vendors, makers, weekly musicians, art activations, and more.

- 33,854+ visitors (+33% vs 2022)
- 85+ local farm and artisanal vendors
- 39+ local musicians and entertainers
- Butter Tart Festival, Fall Festival, Lakeshore Art Trail, and more!

## Mississauga Creative Craft Beer Festival

June 16 - 17, 2023

Mississauga's first-ever Craft Beer Festival, with Ontario-based small batch craft beer vendors and entertainment.

- 1,700+ visitors (+27% vs 2022)
- 21 vendors (Stonehooker, Old Credit, Red Tape, Nickel Brook, and more).
- 3 local musicians and entertainers
- 26+ articles, including from CityNews TO, DailyHive, Toronto Star, etc.

## Summer Arts Mississauga

July 4 - 20, 2023

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

## Mississauga Festival of Trees

December 8 - 17 2023

Third annual festival celebrating art, food, culture, and community, with art installations, light displays, markets, entertainment, and much more.

- 4,500+ visitors
- 80+ culinary and artisanal vendors
- 10+ commissioned art installations
- Festive lights, workshops, music, more
- 27+ articles from DailyHive, InSauga, live interviews from CityNews TV, etc.







# UPCOMING 2024 EVENTS



## **InSitu Multi Arts Festival**

March, 2024

Award-winning, immersive, multidisciplinary art exhibition, showcasing 300+ emerging and established Ontarian artists.



## **Earth Day with CreativeHub 1352**

April 20, 2023

Collaboration between a number of environmental groups for a community clean up, workshops, and knowledge sharing.



## **Lakeview Farmers' & Artisan Market**

May - October, 2024

Mississauga's only indoor and outdoor farmers' market, featuring 85+ local farmers', artisans, and activations.



## **Lakeshore Art Trail**

October 19 & 20, 2024

23rd annual art exhibition showcasing 30+ local artists, complimented by artist talks, workshops, and more.



# UPCOMING 2024 EVENTS



## Mississauga Creative Craft Beer Festival

June 14 & 15, 2024

Third annual Craft Beer Festival featuring the best local craft beer, food, games, and entertainment.



## Summer Arts Mississauga

July, 2024

Third annual art workshop series, hosted by local artists, makers and artisans



## Mississauga Festival of Trees

December 2 -16, 2024

Fourth annual Festival featuring artisan and culinary markets, art installations, workshops and entertainment.



## Creative Workshops

Ongoing

A variety of drop-in and registered sessions, workshops, lectures, classes, art and craft and maker projects.



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## Thank You

 [www.creativehub1352.ca](http://www.creativehub1352.ca)  [@creativehub\\_1352](https://www.instagram.com/creativehub_1352)  
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Lakeview Artisan Market, 2022  
Sanborg Productions