

A Vision

For the Next 5 Years

This is a Culture Master Plan for a young city. Its short-term vision focuses on building a cultural infrastructure that is community driven and neighbourhood focused. Strengthened arts, culture and heritage organizations ensure a broadly distributed range of opportunities for citizens of all ages and backgrounds to participate in a wide variety of cultural activity. Local engagement and participation in culture is Mississauga's priority.

Within this time period, the Culture Division will be known for its collaborative work with a wide variety of partners inside City Hall and in the community and business spheres to build strong cultural institutions, complete communities and promote new forms of wealth creation. Through its cultural infrastructure policy framework; its financial support to cultural organizations, festivals and celebrations; its libraries and heritage resources; its support for interactive communications; and the creation of an artful public realm, Mississauga will cultivate the creative and expressive potential of all its citizens and develop a shared and authentic cultural identity.



...and Beyond

By 2035, Mississauga has realized its short-term vision and has produced a unique identity resulting from the mobility and fusion of its remarkably diverse citizenry. Mississauga is a dynamic global cultural centre in which the international identity of Canadians has emerged as a multilingual cultural centre. Asian, African, American and European ideas of art and human expression are found in a new school of artists and writers whose images and stories find expression on stage, in galleries and book shelves and are manifest in inventive and expressive new architecture and design which captures the vocabulary of the great cities of the world and fuses them with the opportunities that a four-season Canadian city creates.

Public works are public art. Bridges are beautiful places to stroll and enjoy vistas, rapid transit stations are cultural portholes and interpretive centres that introduce the visitor to the feel and content of the neighbourhood. The dynamic walkable streets of Streetsville and Port Credit have provoked the creation of transit friendly avenues and boulevards connecting clusters of cafes, shops and given birth to midnight markets, Indian cafes, theatres and most importantly a vibe and buzz that is uniquely local and brilliantly global at the same time. This has given Mississauga and its international airport a global cultural reach, better connected and hardwired into the values and tastes of over 100 countries.

Streets are platforms for commerce and culture that move more than just traffic, and have eclipsed the malls as the meeting places of Mississauga. An internationally renowned festival program has transformed the centre of Mississauga into a programmed downtown that is known as the world beat capital of the hemisphere where the party never stops and you can enjoy almost any musical tradition at almost any time of day.

Innovation is driven by people and on the rapidity with which their ideas and research is commercialized. The success of Mississauga is its ability to apply new knowledge to production, technology, culture, place making and human development. Innovation jobs have surpassed production and services as the fundamental source of wealth in this new economic hub. The diversity and depth of local culture have become the powerful magnets for Mississauga's creative workforce.

Mississauga's integrated planning has melded fiscal, cultural, environmental and economic policies into a coherent and coordinated framework with clearly delineated wealth-generating objectives. Mississauga has co-located cultural institutions and colleges within the dynamic commercial clusters of the city centre significantly multiplying the value of property and the quality of place so much so that it has driven up the value of land and buildings, increased economic activity and built the city's tax base.

Mississauga is a place boasting unique creative and cultural offerings that compete on a global scale.

