





**Design creates culture.
Culture shapes values.
Values Determine the
future”**

— Robert L Peters

ACTIVATE!

CULTURE

FINAL

REPORT

Activate! Culture

Final Report

The digital world changes quickly. From 2013 - 2016 we have seen amazing growth in the digital sector, in particular civic technologies, systems and processes. Activate! Culture successfully brought the Culture Division to meet Mississauga's citizens 'where they are' in terms of digital tools, systems and expectations. It created a framework from which the Division can now explore next level digital projects that will engage, excite, and create rich experiences for its audiences. The Culture Division is now ready to hit the ground running.

FRAMEWORK

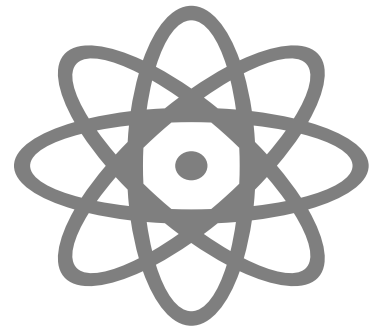
OUR VISION



Activate!Culture: A Strategy for Digital Engagement, will enable the development of an artful public realm by cultivating the creative and expressive potential of all of Mississauga's citizens and develop a shared and authentic cultural identity. The Culture Division will be a leader in the civic digital sphere.

OUR MISSION

The Culture Division will...



create a **contemporary, user focused**, networked hub with a series of **connected platforms**, systems & social networks

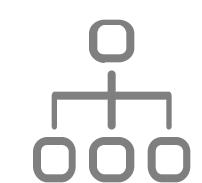
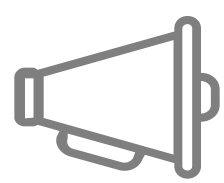


provide **meaningful & engaging** cultural experiences, on and off line, for all residents of Mississauga by reaching them **where they are**



use digital resources, initiatives & systems to raise the **cultural conscience** of every resident

GUIDING PRINCIPLES



CULTURE

We believe that Culture should be an integral part of every part of this strategy and to continue to develop a vibrant and artful realm.

CREATIVITY

We believe Creativity is the driving force behind all activities in the Culture Division. It is a vital component to all vibrant, innovative and successful cities, projects and initiatives.

CONNECTIVITY

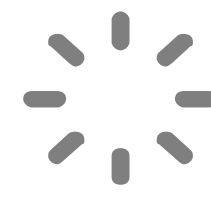
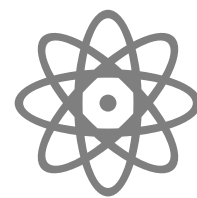
We believe being Connected allows us to reach ALL Mississaugan’s where they are in order to engage them in meaningful, creative, accessible cultural experiences and to be able to share these experiences with the world.

COMMUNITY

We believe that Community is at the core of what we do. The Culture Division is a resource, support system and driver for the city’s cultural community. We will not forget that.

**Let's review what we set
out to accomplish...**

THE STRATEGY



1 .

Establish a digital framework, including tools and systems, which strengthen and facilitate meaningful cultural connections between the Culture Division and the community;

2 .

Design and implement new and innovative digital initiatives which raise the cultural conscience of the community, and inspire and encourage greater participation in cultural life;

3 .

Design and implement digital strategies for Culture Division programs and services, ensuring the impact of such programming can be broadly experienced and is positively impacting the community;

STRATEGIC DIRECTIONS



STORYTELLING

The story of Mississauga, both historical & contemporary, is key to true community engagement. Some of the strongest examples of community engagement, and civic participation come from the ability to create, and disseminate, meaningful and distinct stories. Every aspect of this plan is based on storytelling - meaningful stories about & through culture in Mississauga. Using this tactic, we will engage the community on a variety of levels, and at each level give our audience, and the city staff, a memorable experience and an impetus to share this story. Success will require citizens having the opportunity to feel as though they are an integral part of the cultural fabric of the city.

THE HUB & ITS CONNECTIONS

The Cultural Division website will be the main hub for all programs. This hub will be extended through a suite of digital properties & tools including individual program websites, Facebook pages, Twitter accounts, and other social media. These tools, including the websites will be responsive so that they are accessible across platforms including smart phones and tablets.

By creating a suite of tool for all programs the Culture Division can not only create efficient and cost effective systems, but also allow for cross programming learning, communication and exchange. It will allow the public to see an active creative environment that will encourage active engagement & connectivity.

AUDIENCE ENGAGEMENT

Around the world there are studies being done about the connection between online and offline engagement. A recent UK study looked at this connection specifically in regards to arts+culture. The study reinforced the idea that those active online are also very active offline. Therefore, it is important to continue to build community activation through both experiences. In addition, the same report concludes that 'Organizations should consider how they might tap into audiences' desire for sociability, atmosphere and immersion by creating 'sociable' online experiences that encourage user interaction.' The Activate! Culture plan will integrate these uses into its structure in order that we can be a part of the online cultural fabric of the city and build towards building community on and offline for all Culture Divisions' events and services.

GOALS

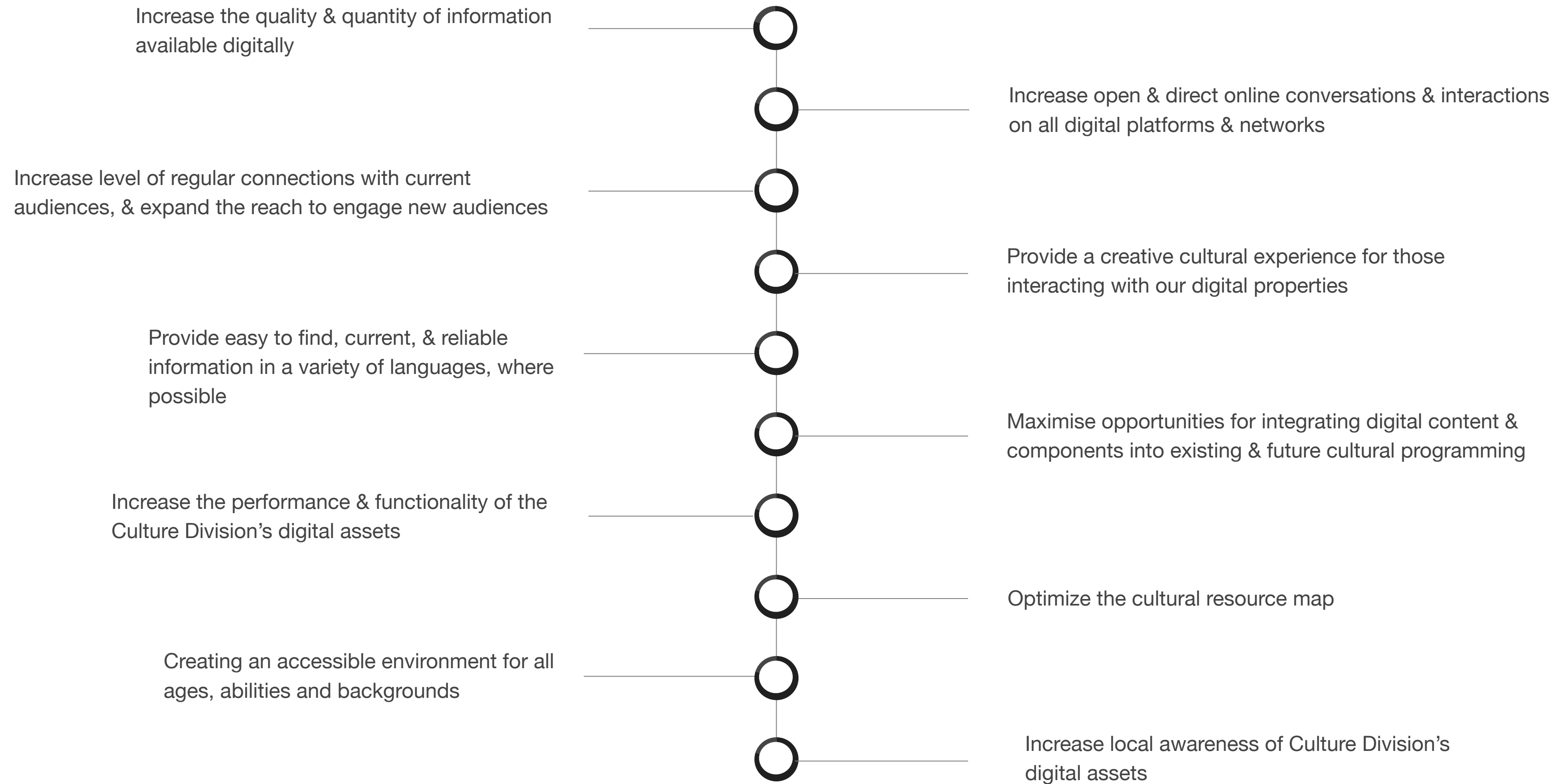
To strengthen our unique cultural identity
by raising the cultural consciousness of
each resident of Mississauga

To strengthen and Support Cultural
community in Mississauga

To position Mississauga as a leader in
innovative cultural development

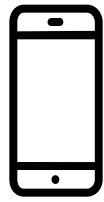
To improve access and participation in
Culture in Mississauga

OBJECTIVES



HOW DID WE DO?

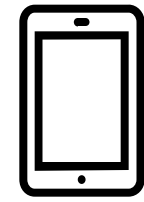
WE HAVE COME A LONG WAY



SOCIAL MEDIA

481%

Increase in Social
Media Reach



STRATEGY

99%

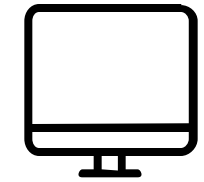
Digital Recommendations
Implemented



PLATFORMS

18

New Platforms Added



WEBSITE

1

Contemporary
Responsive Website



Culture is ahead of the curve

PAST

In 2013 the Culture Division's digital toolset was out of date, and did not reflect the contemporary world outside its doors.

PRESENT

Today, the Culture Division boasts a suite of digital tools and services that find our audience where they are and help to showcase the lively events & venues, useful services and educational opportunities.

FUTURE

In the future the Culture Division will develop a deeper connection to our community using digital tools including social media and online engagement; culture planning education, outreach, engagement; deeper marketing campaigns. Culture Division will also continue to connect with the broader digital civic activity across the city including the new user focussed website, and with emerging technologies such as Internet of Things technologies.

DETAILS

“

**Intuitive design is how
we give the user new
superpowers”**

— Jarod Spool

RECOMMENDATION 1

The Internet

To create a contemporary, user focussed networked hub site connected to a series of social media networks, responsive over a variety of platforms with a strong Culture Division presence.



The Website



Social Media



The Backend



e-Newsletter



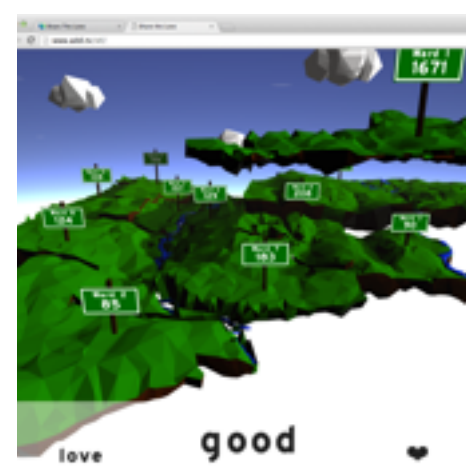
Physical Nodes



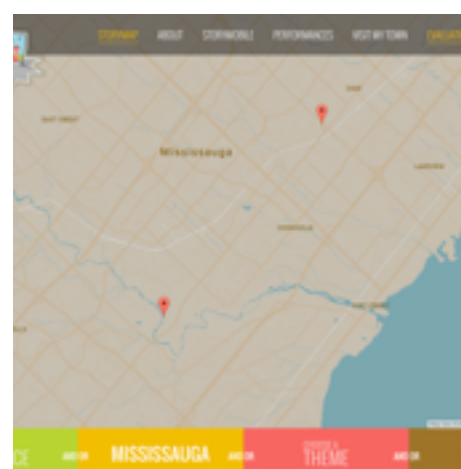
Intranet



Apps



Creative Spaces Online



Podcasts & Webcasts

The Website

FEATURES

EFFICIENT

In order to keep information up to date and relevant, as well as to adapt to on the fly changes that are a common occurrence in cultural events and activities, the easy to use back end can be updated by a number of staff with no specialized digital skills.

SHARED CALENDAR

It was important to create one place for the public to be able to access the many events offered by the Culture Division. This information had previously been in several locations, on different platforms and in varied formats. This integrated that information into a clear space for the public to find out what activities are happening

MARKETING ENABLED

Marketing the varied activities of the Culture Division is important in a city with relatively few media outlets. This website was designed with several marketing flows including: banners, cross promotion, calendar, What's Hot, What's Next, bold images and colours.

RESPONSIVE

The website was created to be accessible on a range of devices including smart phones and tablets. The previous site did not have this ability but, as the most common way for the public to access information online, was key to being customer focussed.

DIGITAL INTEGRATION

The Culture Website was built as a digital hub for the 14+ platforms that make up the full breadth of Culture's digital network. This website seamlessly integrates these systems to make a clear and focussed interface for the public.

CUSTOMER FOCUSED

This website was designed to reflect user need rather than internal silos. Throughout the process each stage of design returned to this idea and re-focussed decisions towards the user experience.

The Website

STAFF ENGAGEMENT

From one on one interviews, design thinking workshops with each Culture unit (all Culture staff were engaged in these), presentations and other communication efforts, this project involved a continuous process of staff engagement.

DESIGN + DEVELOPMENT

This site was developed with a focus on the needs of the public, and grounded in the requirements of a vibrant and active Culture Department. External design and development teams were engaged.

ACCESSIBLE

This site was designed keeping AODA compliance in mind and being as easily accessible to as many people as possible.

CROSS DEPARTMENTAL

Large and small digital projects are in development across the organization on an ongoing basis. This process was developed alongside many other strategies and systems including the IT Master Plan, and the new city website project with input from a variety of sources including Communications and IT. It has been developed, as best as possible , to be ready for integration into the City's new website in the coming year.

USER TESTING / USER EXPERIENCE DESIGN

User Experience Design techniques were employed including user testing throughout the process. This included internal and external users.

CURRENT

This website was designed to be be current within the cultural landscape in order to educate, inform, and connect with a contemporary public.

RECOMMENDATION 1.1

The Website

The development of a contemporary, interactive, accessible website that engages user & portrays the vibrant cultural landscape of Mississauga.

Objectives

1. to break new ground in what a civic website can be
2. to create an engaging cultural space that informs and excites the citizens of the city

Goals

1. to create a hub for all digital properties
2. to enable Culture Division to access information from the public and organize it in an easy & efficient way, including access to forms
3. to enable communication and connection with audiences through tools, systems, policies & guidelines
4. to create a website that showcases the lively & creative culture in Mississauga
5. build new audiences & strengthen current audiences

Actions

1. developed an interim website
2. researched into current landscapes and best practices
3. interviewed staff; held design thinking workshops with each team to discover priorities, goals, audiences and special features
4. worked with IT and Communications to ensure website was in line with future digital City planning
5. hired external contractors (JRC9 & Miniature Massive) for design and development
6. hired internal contract web/graphic design staff
7. provided user testing opportunities for staff and public to ensure website was user friendly
8. ensured website was accessibility compliant
9. worked with Creative, Communications to develop new look for Culture
10. provided training for staff; development of style guide for the website
11. deployed new website
12. re-assessed site at 6 months and updated based on internal and external user needs

RECOMMENDATION 1.1

The Website

The development of a contemporary, interactive, accessible website that engages user & portrays the vibrant cultural landscape of Mississauga.

Outcomes

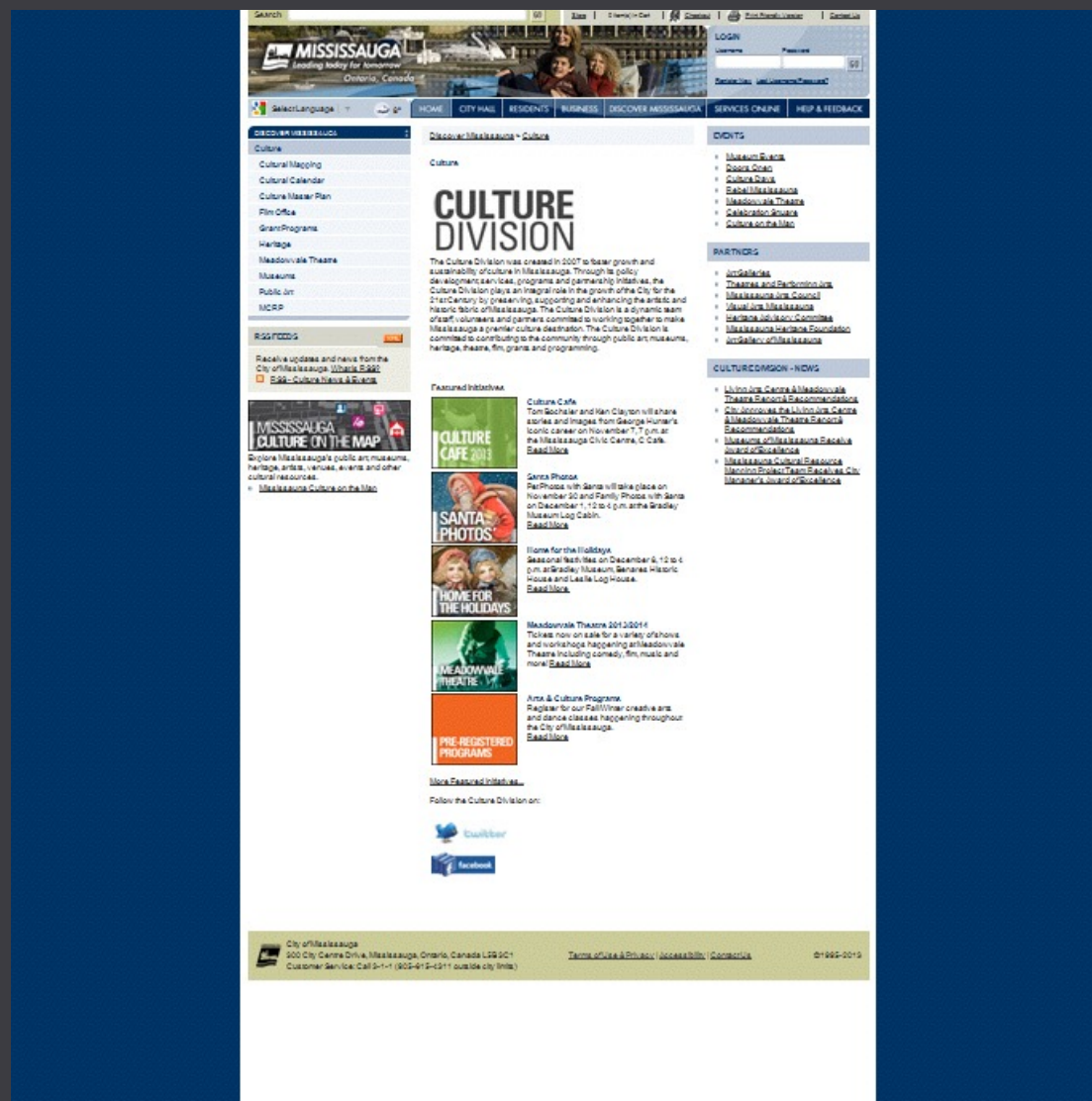
1. contemporary website that better reflects the range of vibrant activities Culture has on offer
2. better ability to market activities including cross promotion within the division
3. no longer requires a web specialist to make minor changes for events and activities. Keeps information up to date and accurate
4. creates a sense of cohesion with the Culture Division
5. calendar provides one central place for the public to access Culture activities
6. provides better customer service
7. provides an integrated hub for Cultures many platforms including social media, online applications, and planning resources
8. provided an opportunity to remove outdated information
9. prepares Culture Division for future city wide IT upgrades including new web portal

Next Steps

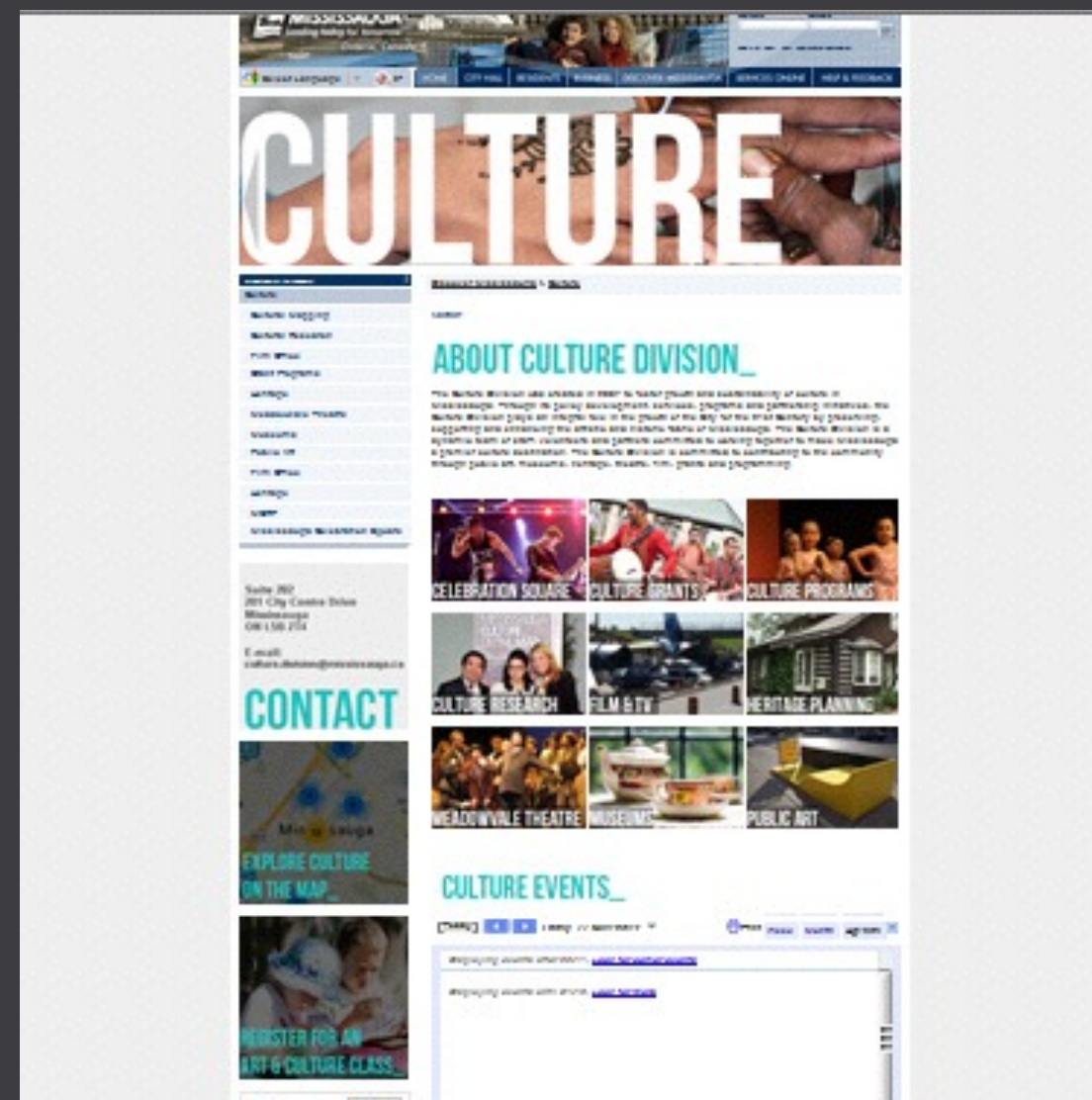
1. work with Digital United team to integrate Culture website into large City website redevelopment and ensure that Culture information is easy to access
2. upgrade Culture Planning portions of the website to ensure they are as vibrant and user friendly as the 'marketing' side of the website
3. review yearly to ensure site is still relevant to stakeholders

THE WEBSITE

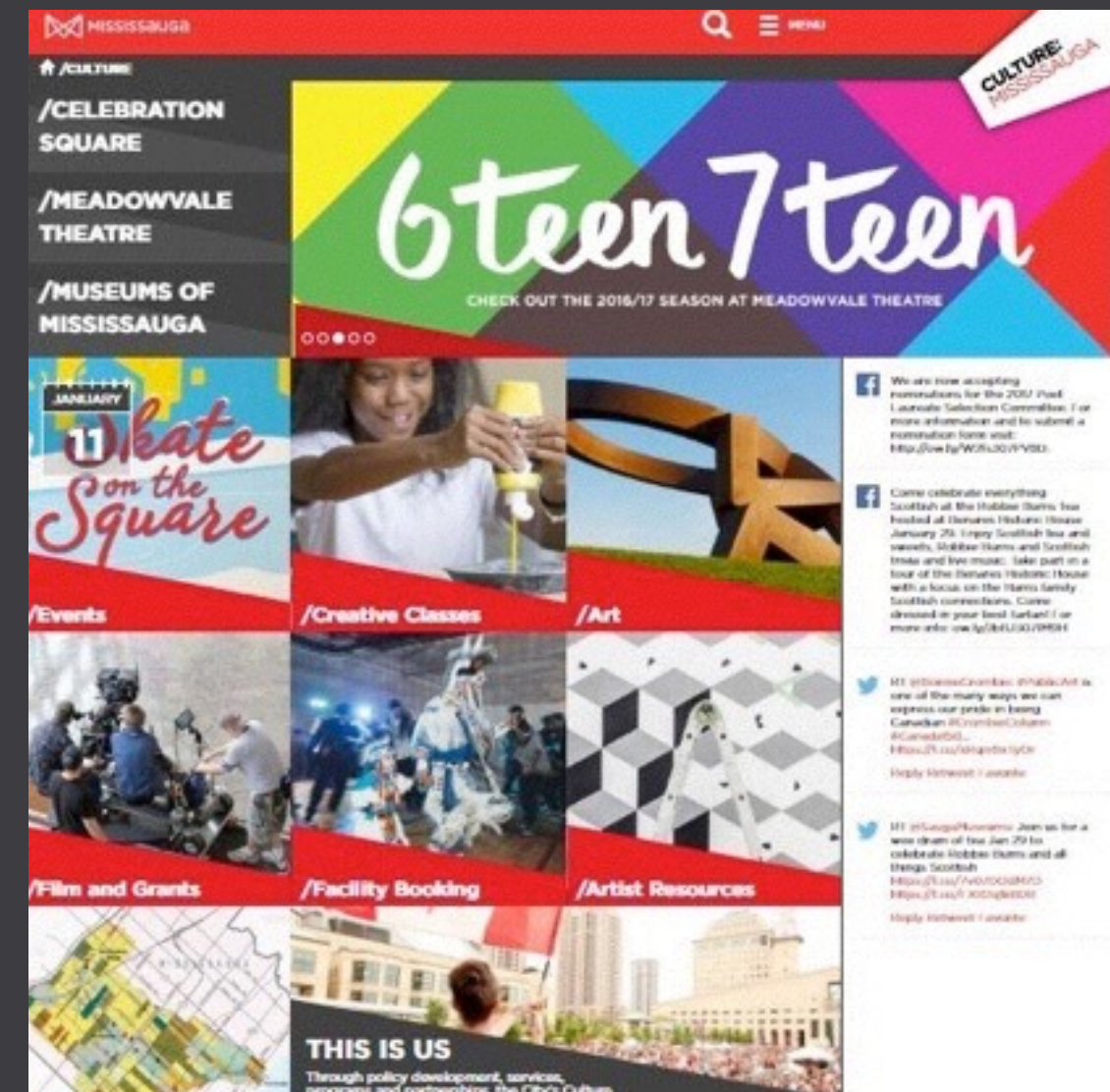
PROGRESS



2013
Existing Website



2014
Website Refresh



2016
New Website



**Focus on how to be
social, not how to do
social”**

— Jay Bayer

SOCIAL MEDIA

These are the suite of social media tools and platforms that help the Culture Division connect with people 'where they are'



RECOMMENDATION 1.2

Social Media

In 2013 the Culture Division used Facebook (2), Twitter (2), YouTube (1) & Flickr (1). These accounts were assessed and appropriate steps taken to add social media accounts and services.

Objectives

1. to reach a broader audience & to grow our audience
2. to create a contemporary set of tools for the Culture Division

Goals

1. to increase meaningful, creative, public interaction with the Culture Division
2. to reach our audience in a way that is familiar to them
3. to be able to provide timely, accurate and relevant information

Actions

1. assessed social media networks
2. researched into current landscapes and best practices
3. interviewed staff from all departments, with a focus on Communications, Legal
4. worked with Social Media Team / Communications to ensure social media followed guidelines
5. recommended additional staff to support social media initiatives
6. recommended Hootsuite for coordination, analytics and security
7. removed YouTube and Flickr accounts due to poor uptake by public
8. added Instagram for main Culture site and Celebration Square
9. added social media to Meadowvale Theatre (Facebook, Instagram, Twitter)
10. provided training opportunities for staff in regards to Social Media, Hootsuite
11. recommended analytics training
12. ongoing research of trends, tools, tactics

RECOMMENDATION 1.2

Social Media

Social media has become a core part of our business in terms of marketing and promotion of Culture activities.

Outcomes

1. increased reach by 481% (across Culture likes and follows)
2. increased social media accounts from 4 to 11 to highlight and build communities across Culture venues
3. moved from administrative assistant managing social media account to a team of specialists dedicated to social media marketing
4. use social media for comprehensive marketing campaigns
5. use social media to engage citizens through online polls (movie nights, gaming nights) and online Twitter chats about arts and culture in Mississauga
6. implemented Hootsuite, a dashboard system to help manage, schedule, pull analytics and provide a level of internal security around social media posts.
7. developed processes and reports for analytics

Next Steps

1. continue to grow Culture reach on social media
2. develop deeper processes for analyzing analytics in order to measure and grow campaigns and other activities
3. develop strategic social media goals in regards to citizen engagement and planning
4. creation of a social media strategy



**Design is not just what
it looks like and feels
like. Design is how it
works”**

— Steve Jobs



(website platform)



(social media management)



(online grants platform)

BrightSign®

(digital screens platform)

THE BACK END

These are the suite of digital tools and platforms that are integrated into the ecosystem to create a modern system that benefits staff and public.



Google Analytics

(analytics)



esri

(open data / mapping)



(image bank)



(various platforms)



(project management)



(project management)



(e-newsletter platform)



(online film permit application)



(online theatre ticketing system)



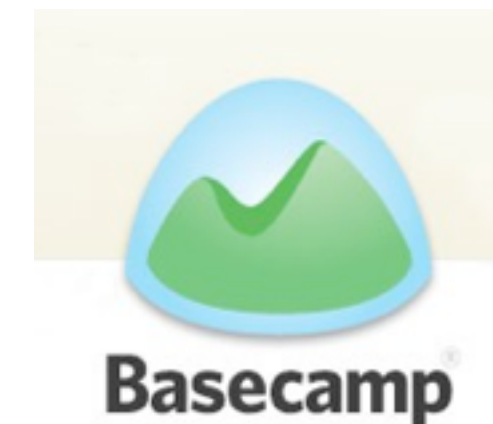
(digital engagement platform)



(survey application)



(project management)



(project management)



(event and information mobile app)

The Backend

FEATURES

PLATFORMS

Our website is currently a hybrid platform site. Drupal, a Culture specific platform, hosts the information that requires continuous content changes, constant engagement and marketing. ATG, the city's current platform hosts information sites that do not require frequent content updates, ongoing engagement or marketing.

TOOLS

There are many contemporary tools that can be bought off the shelf that are cost efficient and easily integrated into Culture's digital ecosystem.

OPEN & ENGAGED

Marketing the varied activities of the Culture Division is important in a city with relatively few media outlets. This website was designed with several marketing flows including: banners, cross promotion, calendar, What's Hot, What's Next, bold images and colours.

BUSINESS EFFICIENCY

Digital tools should not create roadblocks but help to enable fluid systems that support our staff. Tools in this category include: Sharepoint, Dropbox, Asana, Slack, BOX, Google Analytics, Hootsuite, Basecamp

CONNECTED

Many of the digital tools are shared across departments enabling each sharing of information and content, shared costs, and shared learnings. Digital projects in this category include: Hootsuite, Bang The Table, Google Analytics, Key Survey, Fluid Review, BOX, Active Guide, Infor, and Ping Street.

PUBLIC FIRST

Government digital tools have a reputation for being overly complicated. The Culture Division is part of a movement towards public first digital tools. Projects in this category include: Online Grants Portal, Online Film Application, Social Media, TixHub, and Ping Street.

RECOMMENDATION 1.3

The Back End

Assess our current backend systems & plan for future need. We currently have a wide range of backend systems that will help to provide a robust set of tools for the Culture Division. These are the systems that are not 'seen' but are integral for the system to run efficiently.

Objectives

1. to ensure professional & high quality customer service by ensuring the underlying structure is strong, secure, efficient and safe
2. to provide useful & relevant systems & tools for our audience

Goals

1. to ensure we have a solid system that works efficiently & smoothly
2. to ensure that the end user sees these processes as seamless in their interaction on the site
3. to ensure the security & safety of people using our site

Actions

1. assessed and analyzed current systems
2. researched current landscapes and best practices
3. worked with IT, Communications, Legal, Procurement and other divisions where required
4. made recommendations, where needed, for new systems
5. worked with Culture Division staff to assess stress points and opportunities. Made recommendations based on these assessments
6. integrated current systems seamlessly into digital assets

RECOMMENDATION 1.3

The Back End

The development of a contemporary, interactive, accessible website that engages user & portrays the vibrant cultural landscape of Mississauga.

Outcomes

1. 18 new integrated digital tools and platforms
2. increased levels of customer service through ease of use, easy access to information and the use of tools familiar to them
3. increased levels of staff efficiency through reduction in time spend with clients, integrated backend programs with other departments, cohesion of information, reducing paperwork
4. created shared tools and services to ensure a more efficient and collaborative
5. to provide best practices in 'good government' in regards to Open Data and sharing information to citizens 'where they are'
6. reduce number of internal bottlenecks in work processes by providing modern, easy to use tools that allow for PMRs to take control of their own information
7. creates a system that has reliable analytics and data tracking to help gauge performance easily

Next Steps

1. Work closely with Digital United team to integrate Culture Website with new city-wide platform (Oracle)
2. Completion of upgrade to new Tix Hub site with better marketing and platform integration
3. Completion of upgrades to public facing Film / TV application process
4. Continue research and development of integrated Heritage Application Process
5. Move Culture on the Map onto Information Planning Hub housed on ESRI, an Open Data platform.
6. Completion of Celebration Square Online Application Process
7. Continue to research tools for better internal and back end processes
8. Expand use of community engagement platforms for Culture Planning projects



Grant Program Peer Assessment Committee

The City of Mississauga is seeking potential assessors for the volunteer peer assessment committee to evaluate culture grant applications. Criteria is in the attached nomination form. All eligible people are encouraged to apply to ensure representation of Mississauga's cultural and artistic diversity.

Deadline to submit application: October 24, 2016 by 4:30 p.m. EST.

Click here to download the nomination form.

For more information contact grantsinfo@mississauga.ca

Twitter

Follow [@SaugaCulture](https://twitter.com/SaugaCulture) to stay up to date with Mississauga Culture news!

Facebook

Like [Mississauga Culture](https://www.facebook.com/MississaugaCulture) on Facebook to keep up with our news, updates and other discussions!

City of Mississauga Culture Division
201 City Centre Drive, suite 202
Mississauga, Ontario L5B 2T4

You are receiving this email because you signed up for our mailing list.

If you're having trouble viewing this message, [open it in a browser window](#)

If you don't want to receive emails from us anymore, [click here to unsubscribe](#).

e-Newsletter

Newsletters are a preferred tool for communicating information to targeted audience members. This e-Newsletter is a contemporary way to inform our audience about Culture Division Activities.

RECOMMENDATION 1.4

e-Newsletter

The creation of an e-newsletter, originally visioned as a ‘lifestyle magazine’, but switched to this format based on current data, allows our audience to customize what they see in their feeds or emails depending on their interests. Information is aggregated from all sections of the Culture Division and there is room for additional content, such as editorials.

Objectives

1. to reach a broader audience & to grow our audience.
2. to create a contemporary set of tools for the Culture Division

Goals

1. to increase meaningful, creative, public interaction with the Culture Division
2. to develop innovative ways to reach our audience
3. to further the brand of the Culture Division

Actions

1. research & assess other tablet magazines and newsletters
2. assessed that a newsletter was a better customer service option
3. worked cross departmentally to procure Upaknee
4. provided training to staff
5. ensured that it complied with CASL legislation
6. designed to ensure it fits with the look and feel of Culture materials

Outcomes

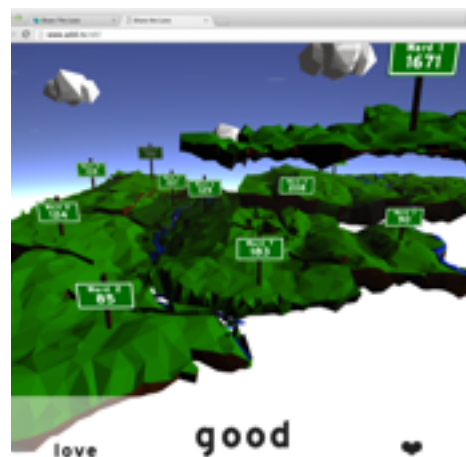
1. implementation of Upaknee, a digital newsletter platform shared across several divisions
2. the cohesion of all Culture activities into one place for easy dissemination to audiences
3. growth of Culture marketing database from 50 (2014) to 2000+ (2017)
4. the addition of another tool to reach audiences ‘where they are’

Next Steps

1. continue work on integration of Culture Division business unit’s separate databases
2. continue to follow Upaknee project plan tactics
3. continue to build the Culture database through a variety of outreach opportunities

Physical Nodes

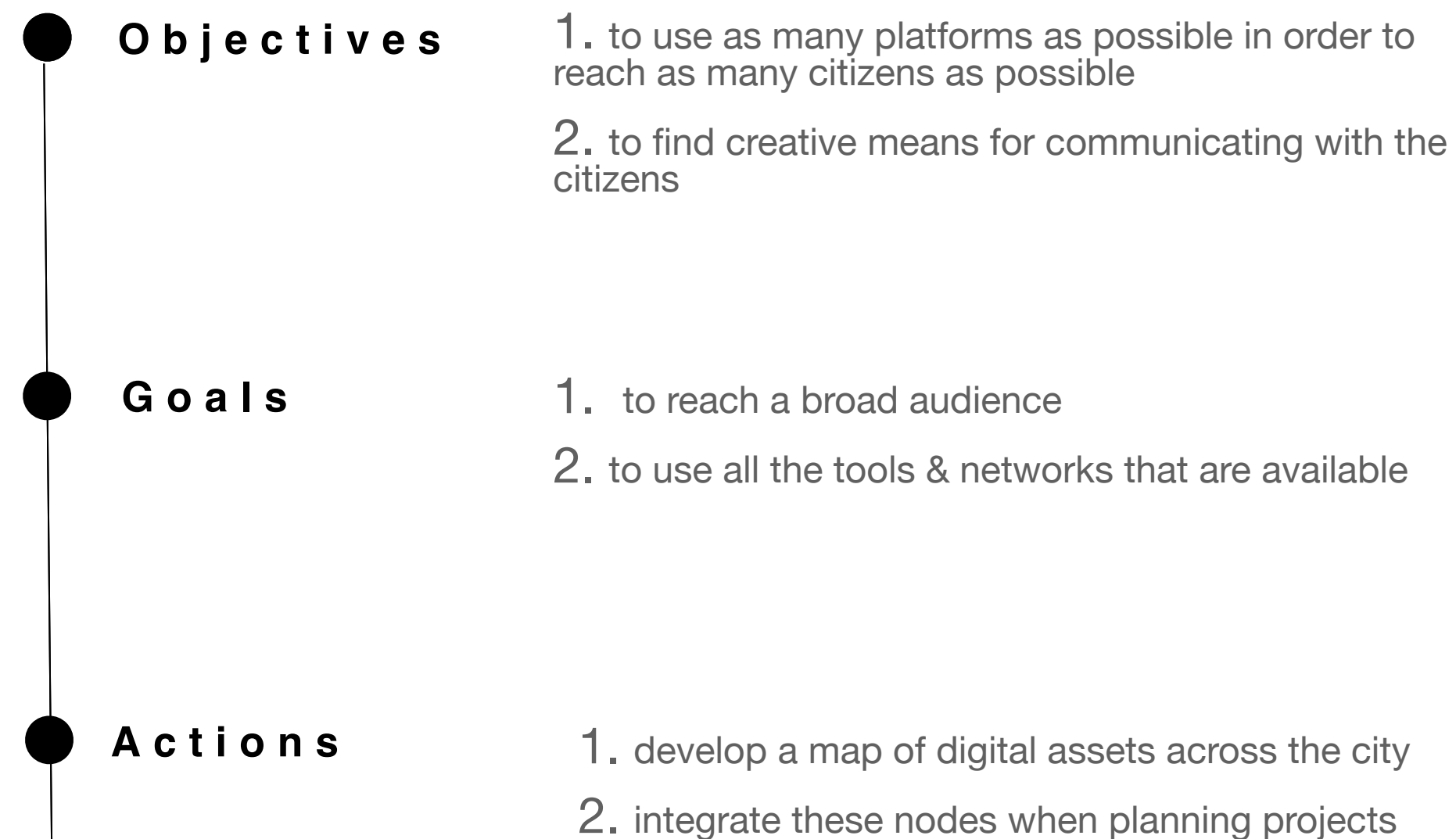
The City's infrastructure includes a variety of physical digital nodes such as the screens at Celebration Square, the screens at libraries and recreation centres, across the website, a live web cam at Celebration Square, screens along transportation corridors, and a host of social media channels across the city.



RECOMMENDATION 1.1

Physical Nodes

Physical digital nodes exist across the city including the screens at Mississauga's Celebration Square, screens at the Libraries and Rec Centres, the live web cam at City Centre. These can be utilized and integrated into the overall strategy.



Outcomes

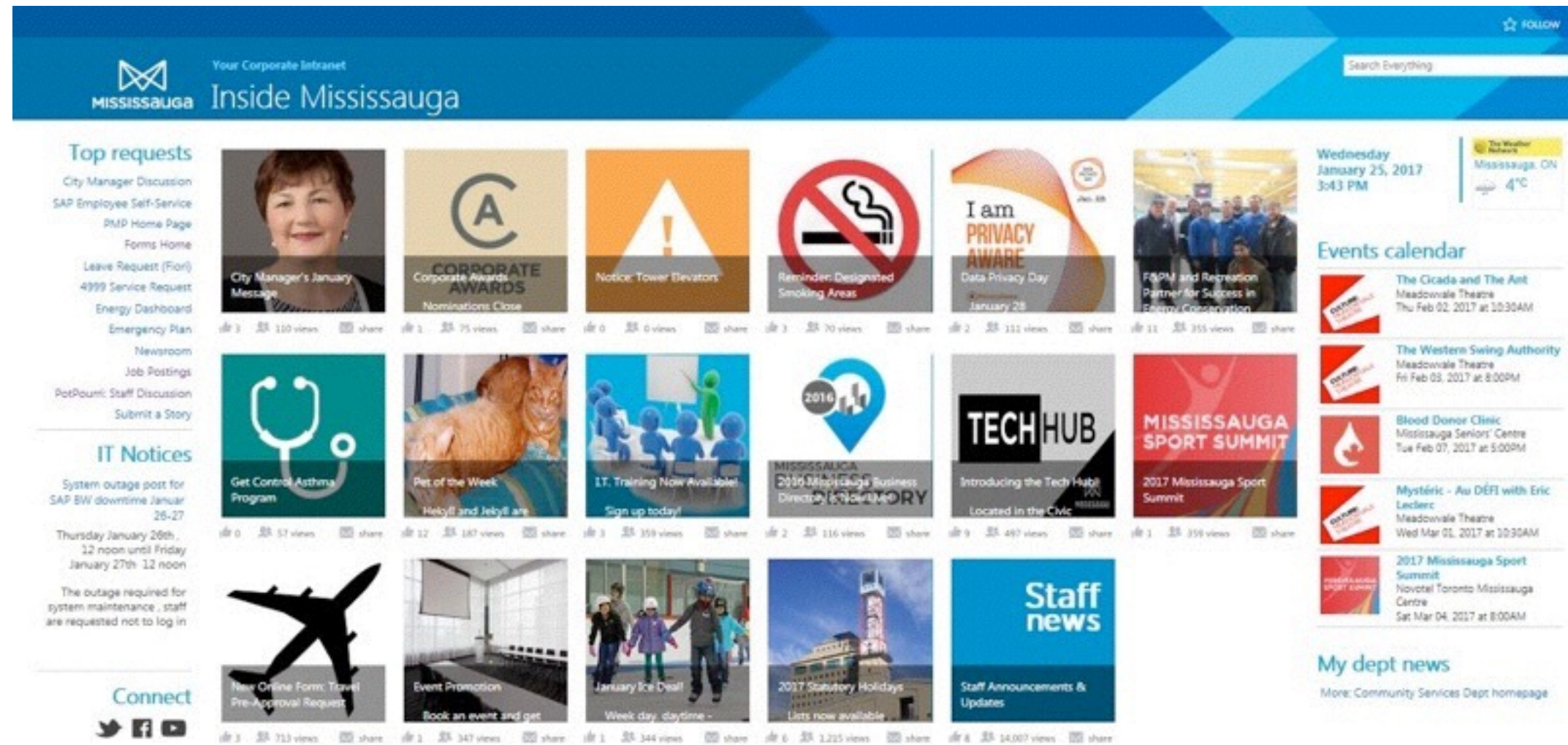
1. used screens across the city to exhibit artwork, disseminate promotional information about Share the Love, an art project that spanned all 11 wards and the internet during the 2015 Pan Am / Parapan Am Games
2. development of Art on the Screens programming showcasing local, national and international screen based artworks.
3. development of Gaming on the Screens programming including a variety of activities including a gaming tournament and physical gaming activities.
4. development of beacons based storytelling activities for the Museums presented at the Gardiner Museum

Next Steps

1. Look for new opportunities to connect across the city to showcase artwork in a variety of public spaces
2. Work with Information Technology Department on Internet of Things projects that will bring the internet to the street

Intranet

The Intranet is an opportunity to connect with internal staff and provide valuable information in regards to the Culture Division.



RECOMMENDATION 1.1

Intranet

Develop the Culture Division's presence on the City of Mississauga's Intranet site to inform and engage City staff in an internal marketing campaign. The City employees are a great resource for sharing the story of the Culture Division. The majority of the content will come from our lifestyle magazine but can also include information that is more targeted to internal staff.

Objectives

1. to further the Culture Division brand throughout the City
2. to create compelling stories that resonate with City staff in order to encourage them to spread the story, & find new audiences for the Culture Division

Goals

1. to connect & engage with City staff
2. to create a highly engaged audience

Actions

1. assess & analyze current intranet
2. gather content from Culture Division staff
3. design & deploy

Outcomes

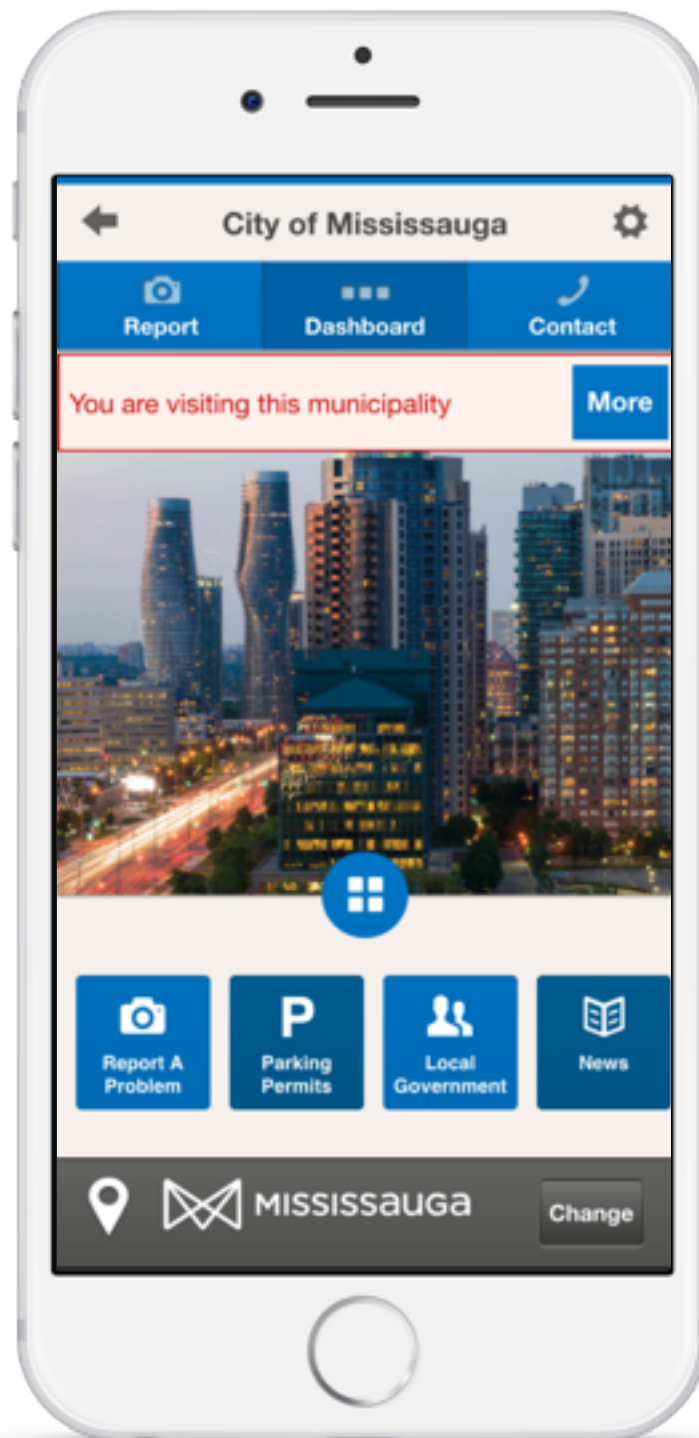
1. citywide update of intranet achieved many of the goals of this initiative
2. Culture marketing is utilizing internal system for marketing events

Next Steps

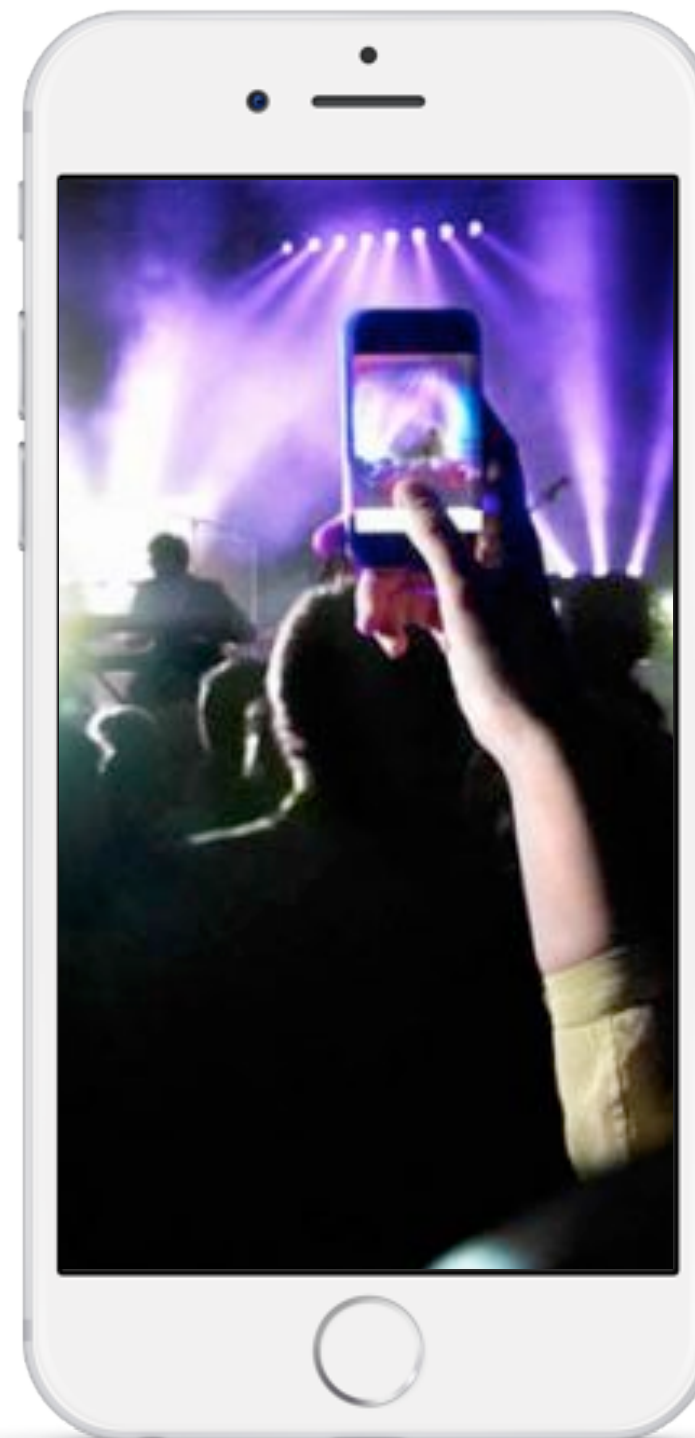
1. The Intranet is going through a significant overhaul led by Marketing and Corporate Records

Apps

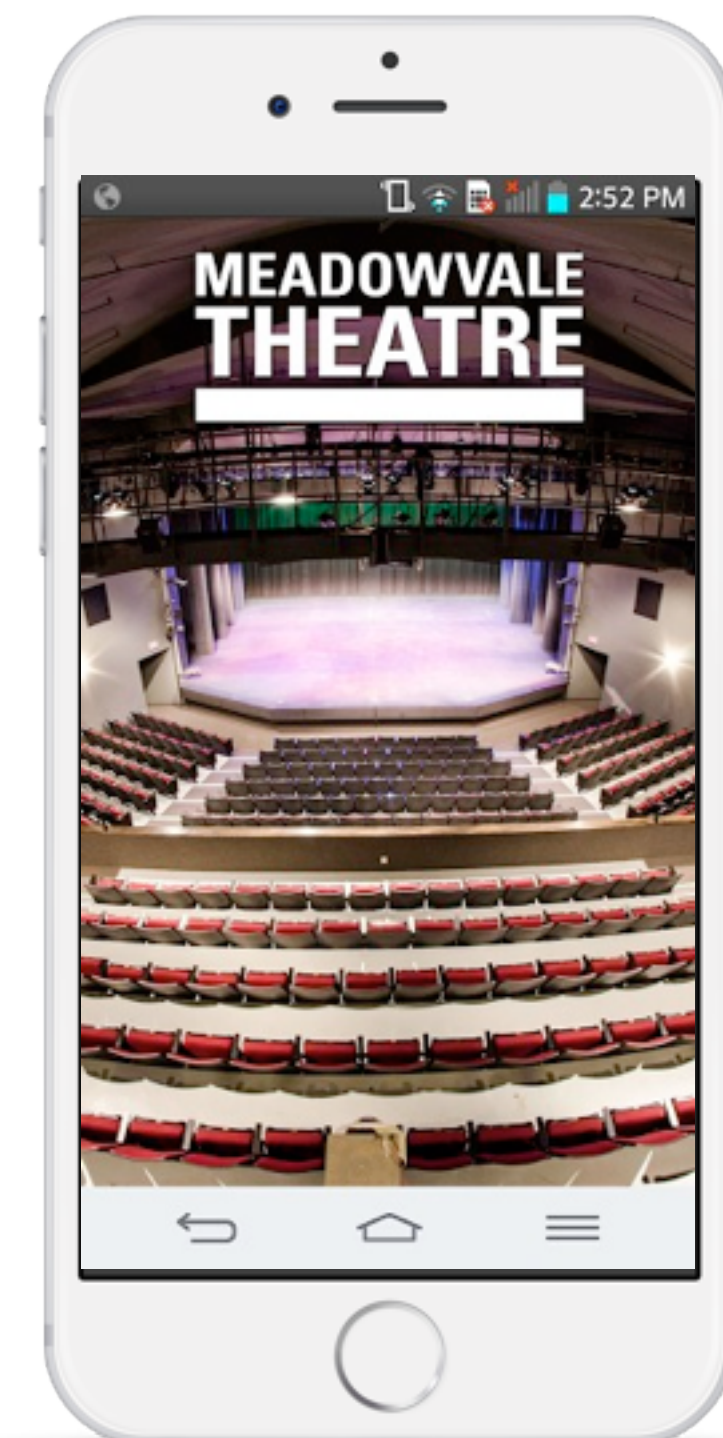
Smartphone apps to connect with citizens.



PING STREET



OFFLI.NE



MVT BOX OFFICE

RECOMMENDATION 1.1

Apps

There will be a series of small and large smart phone apps. The large smartphone app would be created that integrates the Cultural Map. This app would be a resource to the citizens of the City of Mississauga letting them know accurate and up to date information about when, where & and what is happening as well as giving them alerts & reminders about events they have already signed up for. The smaller apps would be on an as needed basis.

Objectives

1. to create a tools that enables easy access to required information when and where our audience expects it
2. to create a contemporary set of tools for the Culture Division

Goals

1. to give citizens the tools they need to be meaningfully engaged
2. to use the appropriate tools that fit with citizen expectations
3. to be able to provide timely, accurate and relevant information

Actions

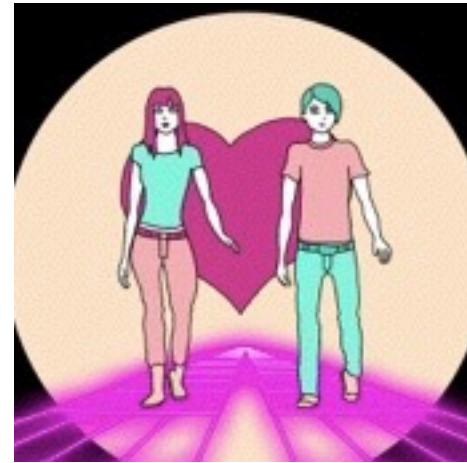
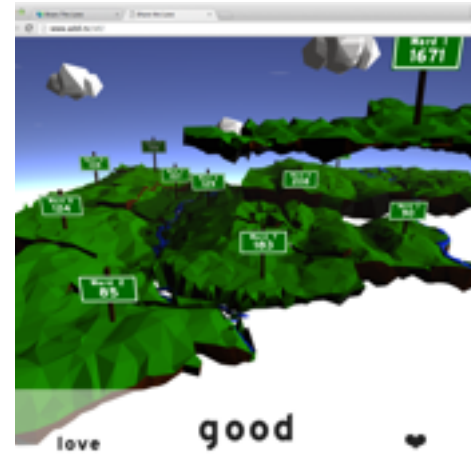
1. research into current landscape & best practices
2. analyze information & make recommendations
3. develop & implement within branding & social media guidelines

Outcomes

1. Ping Street has been the most successful of our apps as it has a citywide reach
2. Creating a responsive website eliminated much of the need for apps as our audiences can simply look online
3. Audience behaviours are changing, Social media is the main way in which they gather information about events. The Culture Division has extended its reach in this area eliminating the need for event based apps.

Next Steps

1. Adding Culture other event based activities to Ping Street (Meadowvale Theatre and Museums)
2. Work with Ping Street to get viable analytics about Culture activities



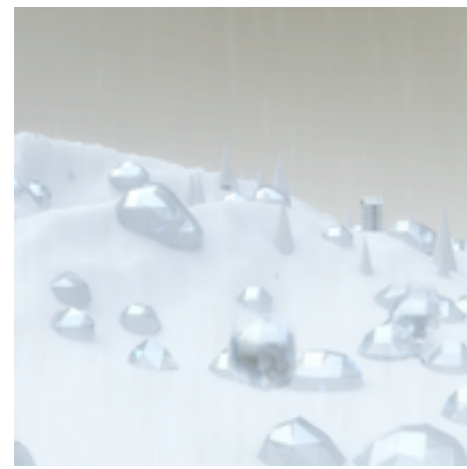
Creative Spaces Online

Digital space is a great place to showcase creative work as it can be easily shared and disseminated.



Rebecca Zseder To Sea

I can't help but feel
as though the ocean waves
are trying to speak.



RECOMMENDATION 1.1

Creative Spaces Online

To develop creative spaces on all of our digital assets to support online creative projects. This could include audio, video, image based content. The focus for the next three years should be on re-imagining what this space could be, curating / leading small projects in order to test and examine this space.

Objectives

1. to be leaders in the creation of civic online space as a platform for creative development
2. to create a contemporary set of tools for the Culture Division

Goals

1. to give citizens the tools they need to be meaningfully engaged
2. to develop new forms of creative space to engage citizens

Actions

1. work alongside programming staff to brainstorm & develop a framework
2. work alongside programming staff to curate & deploy small projects

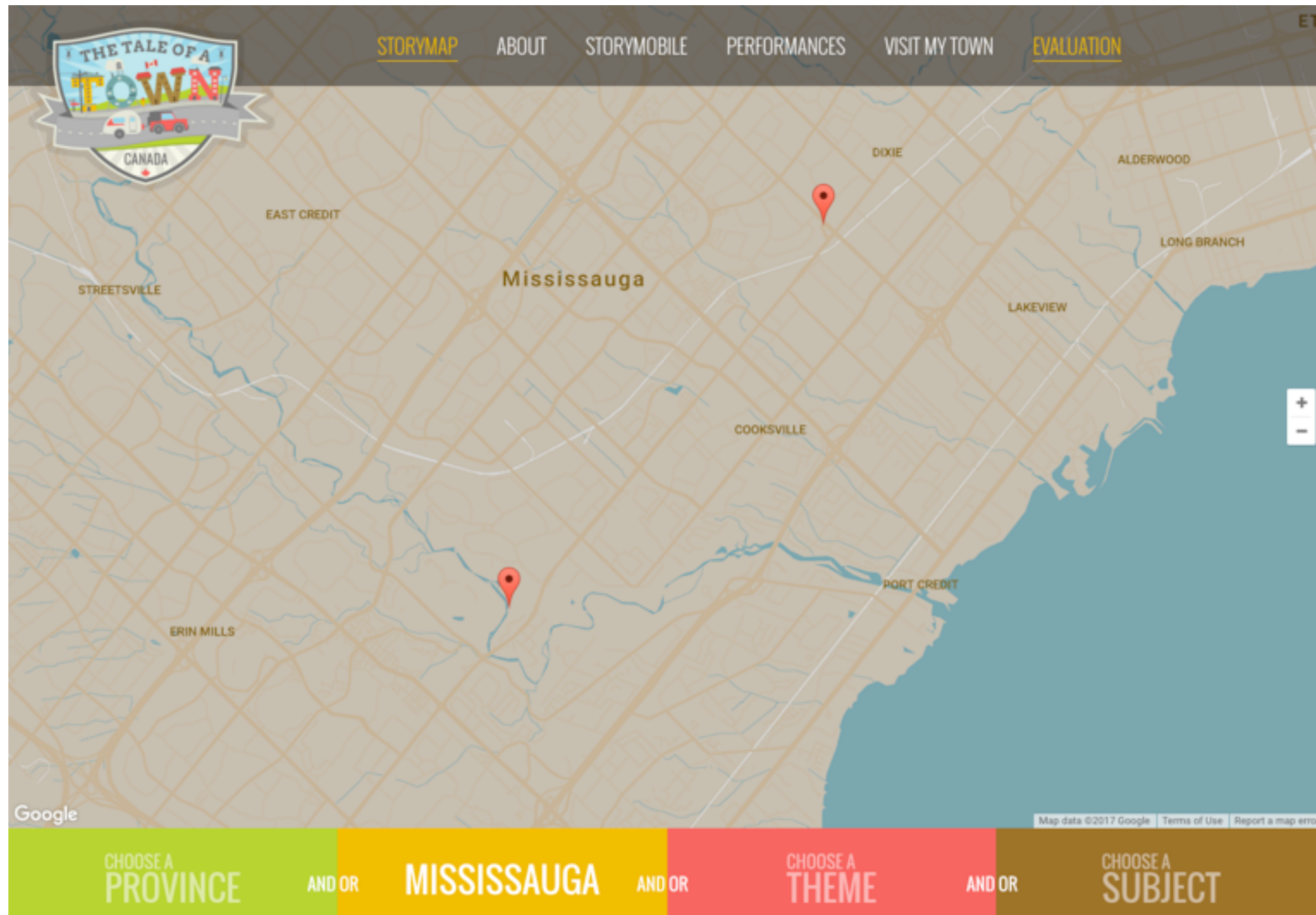
Outcomes

1. Artwork was shown online, and on Celebration Square screens for Share the Love <http://www.addi.tv/stl/>
2. Through the Art on the Screens programming local artists work has been shared publicly through digital means.
3. A 'Sauga Public Art Map' was created both as a physical document but also as a Google Map.
4. The Poet Laureate and Youth Poet Laureate's work was shared through the Celebration Square screens as well as through social media.
5. The Public Art Program has developed a city owned Digital Art Collection which has work that has been screened and is available for a variety of screens and platforms.

Next Steps

1. Looking for more opportunities to showcase creative work through our digital network.

Podcasts & Webcasts



RECOMMENDATION 1.1

Podcasts & Webcasts

To integrate podcast & webcast options as a standard component on the Culture Division's website.

Objectives

1. to create digital tools that are fun & lively to create an engaging experience
2. to provide opportunities to reach citizens that may not physically come to the cultural events
3. to enable opportunities for revenue sources

Goals

1. to provide interactive options for users to learn about our programs
2. to provide easy, accessible & economical tools for our staff

Actions

1. research & assess current landscape
2. work alongside staff to develop tools, guidelines & education
3. integrate into larger internet design

Outcomes

1. Through a joint program with Culture Planning and Dundas Connects podcasts about Dundas street were developed and presented through Tale of a Town and Walrus Magazine.
2. Webcasts are offered as a service to Celebration Square clients and also for Council Meetings but are currently too expensive for Culture projects.
3. Digital interviews of residents of Malton were developed as part of the My Malton / Story of M project.

Next Steps

1. Currently no plans are in the works to expand podcast or webcast projects.

“

People ignore design
that ignores people”

— Anon

RECOMMENDATION 2

The Audience

Whether we call it the audience, the residents, the users, the stakeholders - or whichever other name - the people using the site are core. All the digital assets will be designed with this in mind. Some considerations in regards to the audience will be ease of use, accessibility, the range of users, variation of stakeholder needs, clarity and accuracy of information, and developing a creative and enjoyable experience that will give our audience a taste of culture in Mississauga and raise the cultural consciousness of those who interact with any of our digital assets.



How to Get Involved



Culture Patrons



Supporting the Community



Digital Innovation / Activation



Doing Business



Youth



Accessibility

RECOMMENDATION 2.1

How to Get Involved

The development of a section on the website that informs the general public how to get involved in culture through the Culture Division. This section will include information and links on how to: volunteer; apply for a grant; apply for an RFP; get a job at Culture Division; take a class; attend an event; our social media sites; and how to get on a jury.

Objectives

1. to put our audience front and centre
2. to deepen our connection to the residents by allowing them to be a part of our division
3. to clarify and educate the public about the Culture Division

Goals

1. enable communication and connection with audiences through clear and concise information
2. build new audiences & strengthen current audiences

Actions

1. assess current 'ways to get involved'
2. amass a list of ways in which residents can get involved
3. research and develop appropriate User Experience (UX) tools to make it the best user experience possible
4. user test with a variety of audiences

Outcomes

1. Creation of an Artists Resources page on the website

Next Steps

1. Further develop this section based on public recommendations discovered during the Culture Master Plan engagement process in 2017

RECOMMENDATION 2.2

Culture Patrons

The development of tools and resources that outline how, where, and when they can participate in cultural events put on by Culture Division and its partners. This could include a mobile application; a separate map for events; a calendar of events; and profiles of local artists & creators

- **Objectives**
 - 1. to put our audience front and centre
 - 2. to deepen our connection to the residents by allowing them to be a part of our division
 - 3. to clarify and educate the public about the Culture Division
- **Goals**
 - 1. enable communication and connection with audiences through clear and concise information
 - 2. build new audiences & strengthen current audiences
- **Actions**
 - 1. assess current 'ways to get involved' that exist within Culture Division
 - 2. develop a clear outline and list of these activities
 - 3. research and develop appropriate UX tools to make it the best user experience possible
 - 4. user test with a variety of audiences

Outcomes

- 1. The development of cultural patrons is an ongoing process but not within official mandate of the culture Division. This is encouraged within the community.

Next Steps

- 1. Continue to represent the Culture Division in the community including possible future patrons.

RECOMMENDATION 2.3

Supporting the Community

The development of a section on the website that informs artists, cultural creators and creative businesses how the Culture Division can support them. This will include information and links: to grants; to Culture on the Map; to RFPs; to how to apply for City supported festivals and events; how to apply for an event on Celebration Square; how to rent facilities such as city owned facilities such as Meadowvale Theatre, Dance or Art making spaces; start up support from EDO or other City departments.

Objectives

1. to put our audience front and centre
2. to deepen our connection to the residents by allowing them to be a part of our division
3. to clarify and educate the public about the Culture Division

Goals

1. enable communication and connection with audiences through clear and concise information
2. build new audiences & strengthen current audiences

Actions

1. assess current 'ways to get involved' that exist within Culture Division
2. develop a clear outline and list of these activities
3. research and develop appropriate UX tools to make it the best user experience possible
4. user test with a variety of audiences

Outcomes

1. Creation of an Artists Resources page on the website
2. Creation of a Culture Industries page on the website
3. Redesign of the Grants webpage, inclusion of an online grants application

Next Steps

1. Reassess Culture Industry digital needs after completion of the Culture Master Plan in 2018

RECOMMENDATION 2.3

Accessibility

The development of a section on the website that informs residents about our commitment to providing accessible information and experiences for ALL Mississaugans. It will outline ways to use the site in a variety of ways, such as bigger text, voice overs etc, as well as outline which of our other tools are also accessible. For example, the Lifestyle Magazine will be programmed so that it is accessible for people who are deaf and hard of hearing, and for those with visual impairments. Owing to the tremendous diversity of the residents, there will also be opportunities to outline the ways that we will be able to provide our tools in a variety of languages, where possible.

- **Objectives**
 - 1. to put our audience front and centre
 - 2. to deepen our connection to the residents by allowing them to be a part of our division
 - 3. to clarify and educate the public about the Culture Division
- **Goals**
 - 1. enable communication and connection with audiences through clear and concise information
 - 2. build new audiences & strengthen current audiences
- **Actions**
 - 1. assess current 'ways to get involved' that exist within Culture Division
 - 2. develop a clear outline and list of these activities
 - 3. research and develop appropriate UX tools to make it the best user experience possible
 - 4. user test with a variety of audiences

Outcomes

- 1. The website and tools were created with accessibility requirements.

Next Steps

- 1. Continue as a best practice to include accessibility for all new digital projects.

RECOMMENDATION 2.4

Digital Innovation / Activation

The development of a section on the website that informs the public about our various digital initiatives. This will include our strategy; social media links; app links; digital initiative projects; and feedback opportunities. This section may also include a blog of relevant and current information about our digital initiatives.

Objectives

1. to put our audience front and centre
2. to deepen our connection to the residents by allowing them to be a part of our division
3. to clarify and educate the public about the Culture Division

Goals

1. enable communication and connection with audiences through clear and concise information
2. build new audiences & strengthen current audiences

Actions

1. assess current 'ways to get involved' that exist within Culture Division
2. develop a clear outline and list of these activities
3. research and develop appropriate UX tools to make it the best user experience possible
4. user test with a variety of audiences

Outcomes

1. Creation of a Digital Engagement page on the Culture website.

Next Steps

1. Continue to grow and develop this page as required.

RECOMMENDATION 2.5

Doing Business

The development of a section on the website that outlines the information for cultural businesses. This would include links and information to: film & tv; grants; heritage planning (for developers); Culture on the Map; Celebration Square; Meadowvale Theatre (rentals); EDO office; sponsorship office; etc.

Objectives

1. to put our audience front and centre
2. to deepen our connection to the residents by allowing them to be a part of our division
3. to clarify and educate the public about the Culture Division

Goals

1. enable communication and connection with audiences through clear and concise information
2. build new audiences & strengthen current audiences

Actions

1. assess current 'ways to get involved' that exist within Culture Division
2. develop a clear outline and list of these activities
3. research and develop appropriate UX tools to make it the best user experience possible
4. user test with a variety of audiences

Outcomes

1. Creation of a Culture Industries section on the website.
2. Information about Culture Industries on Open Data Information Hub

Next Steps

1. As Culture Industries develops, continue to grow the webpage (or appropriate digital resources)
2. Move Culture on the Map and Heritage information over to Open Data Information Hub
3. Work with city-wide web team as corporate website is developed in order to place information in client appropriate places

RECOMMENDATION 2.6

Youth

The development of a section on the website that outlines the information for youth. This would include links and information to: events; festivals; Celebration Square; concerts; Meadowvale Theatre; Museums; classes and other youth oriented events and services.

- **Objectives**
 - 1. to put our audience front and centre
 - 2. to deepen our connection to the residents by allowing them to be a part of our division
 - 3. to clarify and educate the public about the Culture Division
- **Goals**
 - 1. enable communication and connection with audiences through clear and concise information
 - 2. build new audiences & strengthen current audiences
- **Actions**
 - 1. assess current 'ways to get involved' that exist within Culture Division
 - 2. develop a clear outline and list of these activities
 - 3. research and develop appropriate UX tools to make it the best user experience possible
 - 4. user test with a variety of audiences

Outcomes

- 1. Youth information is integrated into web and digital tools as needed. A separate webpage was not required.

Next Steps

- 1. No further changes will be made

“

**Design is the silent
ambassador of your
brand”**

— Paul Rand

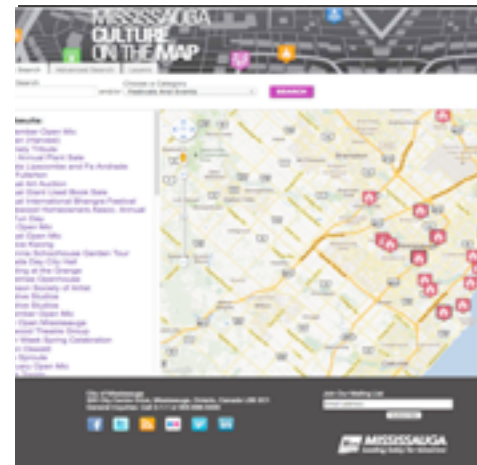
RECOMMENDATION 3

Programs & Services

The Culture Division programs & services offer tremendous opportunities for the development of creative assets & tools. Our aim is to expand and enhance the impact of these services through the use of digital technology. Combined with traditional methods of marketing and user engagement, we will amplify, promote and engage audiences with a specific focus on the Culture Division programs and services. We will develop sustainable, efficient, creative and customer focused digital tools and engagement strategies that will harness the inherent nature of each program or service, while continuing to build audiences.



Heritage Planning



Culture on the Map



Public Art



Data / Research



Film & TV



Culture Planning



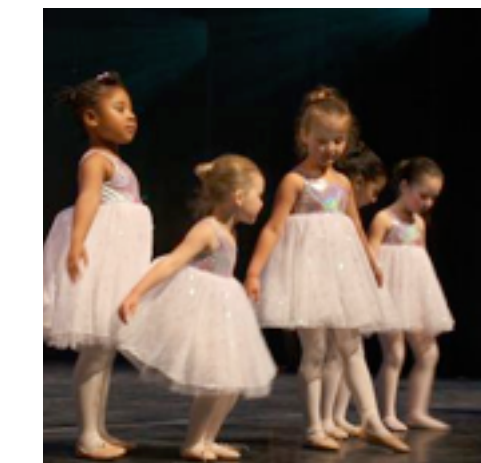
Museums



Meadowvale Theatre



Celebration Square



Programs



Grants

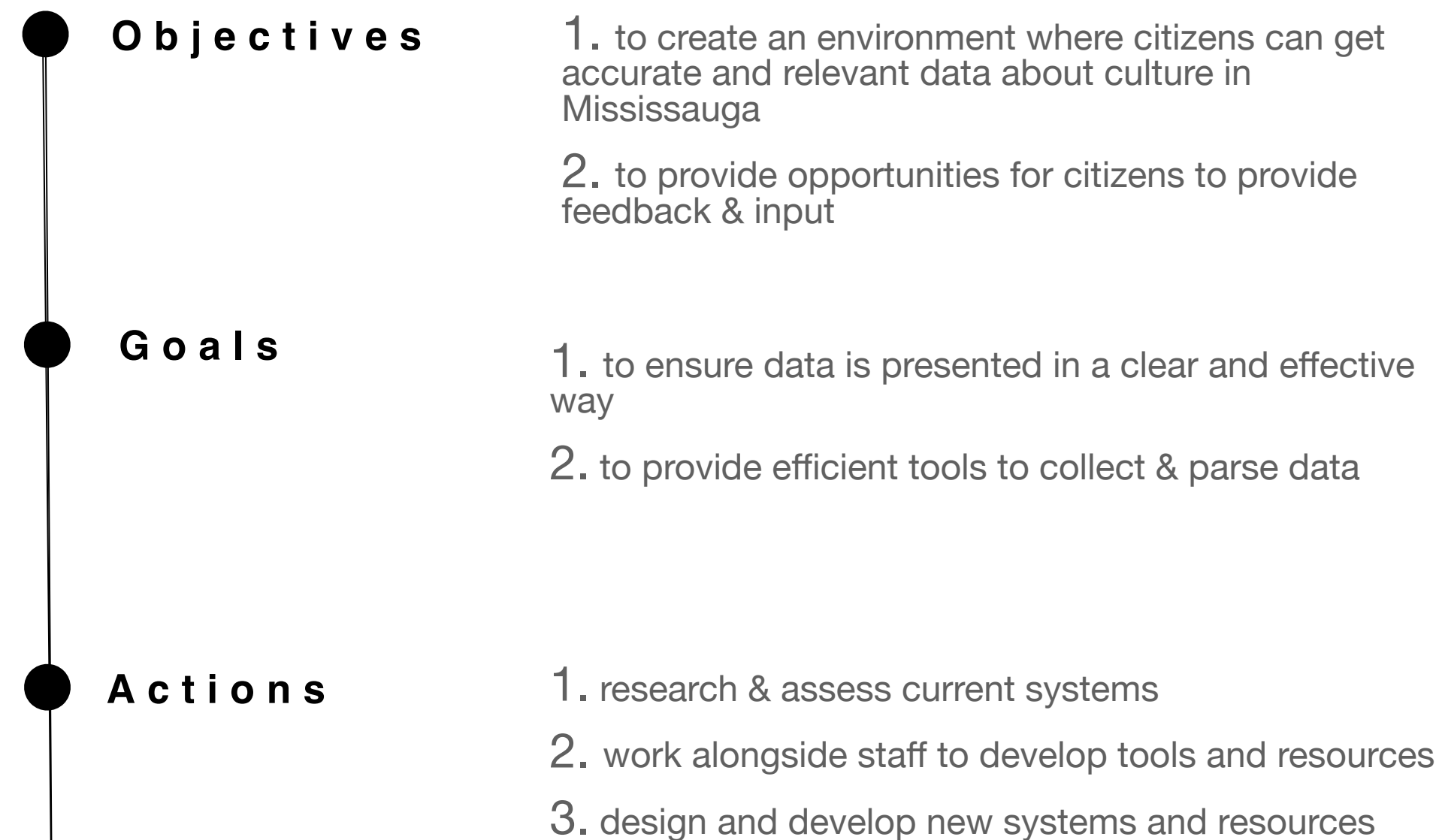


Communications

RECOMMENDATION 3.1

Culture Planning

Increase the online presence of Culture Planning information, and opportunities for data collection. We will create efficient systems for the collection and sharing of data online will be a priority for the Culture Planning. Structures will be created for collecting data such as surveys and feedback, showcasing the Culture Report Card or developing infographics to share important data. Additionally, putting in place analytic systems to effectively track, parse and collect data will be an important step.



Outcomes

1. Creation of a new section of webpages for Culture Planning
2. Connect Culture Planning tools such as Culture on the Map and the Culture Report Cards

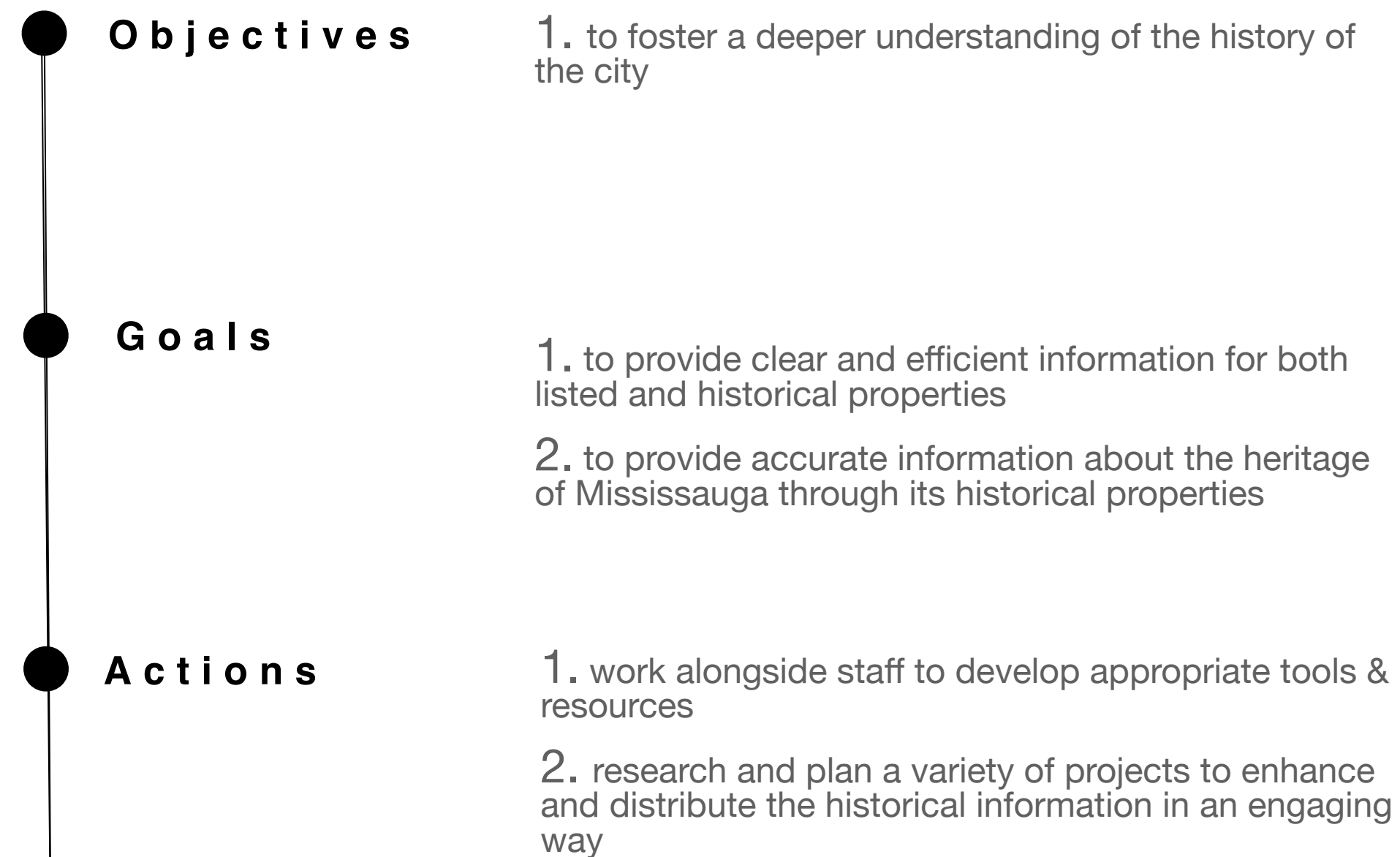
Next Steps

1. Work with IT to further develop alongside corporate website development

RECOMMENDATION 3.1

Heritage Planning

Providing clear and accurate information about Heritage Planning is essential for this section. It is important to provide information about heritage designation as well as all the forms and permits required for buyers, developers and planners. A secondary priority is to share the history of Mississauga through the heritage designated areas and properties. This could include a ‘then & now’ photo gallery, crowdsourcing stories from the citizens, photos, stories and podcasts telling the stories of the city.



Outcomes

1. Creation of a new section of webpages for Heritage Planning
2. Development of easy to understand infographic outlining the application process
3. Creation of a new 311 Knowledge Base so that 311 staff can answer Heritage questions
4. Implementation of new internal systems to create more efficient files storage and process
5. Professional photography of a selection of Heritage properties allows for dissemination in the community
6. An information and education social media campaign to inform the public about Heritage
6. Addition of an online grant application process for Heritage Grants

Next Steps

1. Continue to develop more user friendly systems for clients to process Heritage Applications

RECOMMENDATION 3.2

Culture on the Map

The opportunities afforded by the Culture on the Map for supporting and enhancing culture division program & services will be maximized to their greatest extent. Establishing an app based on the Cultural Resource map is imperative. Additionally, it will be important for the Cultural Resource Map to be integrated into existing culture division programs and digital platforms / networks. Gamification techniques techniques to engage and create a 'sticky' site where user come back time and time again will be considered. Other opportunities for supporting and enhancing local cultural development using the Culture Map include designing a GPS supported app; establishing layer techniques to support creative projects and enhancing current programs and services; and the creation of a widget that can be embedded on external sites to increase the breadth of the Culture Division brand.

Objectives

1. integrate Culture on the Map into the other programs and digital platforms and networks
2. increase staff knowledge in regards to its usefulness
3. gamification techniques for the general audience and creators to keep them coming back and feeling engaged
4. timely & accurate information to build audience trust

Goals

1. to integrate the cultural resource map to support and enhance Culture Division programs & services
2. to provide up to date, accurate and useful information for citizens looking to find out about Culture initiatives in Mississauga

Actions

1. research & assess current map
2. work alongside staff to develop tools & resources
3. design & develop new systems + resources

Outcomes

1. Made upgrades within the existing platform

Next Steps

1. Integrate Culture on the Map Data with city-wide Open Data Information Hub
2. Communicate with public about availability of open data
3. Work with other city departments (Recreation, Economic Development) to find ways to cross promote open data

RECOMMENDATION 3.3

Public Art

Public art is often the most commonly experienced product of the Culture Division, but often little is known about the projects, the artists or the creative process. Digital platforms & networks provide opportunities to showcase the work and facilitate interesting interactions with artists. Using the web as a gallery platform will allow us to create digital works online, as well as to showcase existing and new physical public artworks. This could include time lapses of the work being built and installed, interviews of the artists, and other relevant material. Social media is a great way to facilitate this kind of engagement and begin the process of public education and appreciation of these works of art. Along with this public engagement, there are also administrative processes that could be improved such as calls for submission, applications, RFPs & other forms, information for juries, permits etc. A priority for online for online forms will be essential.

Objectives

1. to develop a supportive culture and understanding of public art in Mississauga
2. to increase the number and quality of public art submissions

Goals

1. to educate the citizens about public art
2. to provide efficient means for the public to apply for, and access information about the public art processes

Actions

1. work alongside staff to develop appropriate tools & resources
2. design & develop new systems + resources
3. develop a social media strategy to promote public art

Outcomes

1. Creation of a Public Art page on the website including galleries of permanent and temporary works
2. Creation of Calls for Submissions page on the website
3. Use of digital tools for engaging public in jury process
4. Creation of a downloadable map of downtown city art projects. This is connected to an online Google map.
5. Creation of three videos available online about Public Art and Public Art projects
6. Development of an annual juried Art on the Screens program
7. Development of a Digital Art Collection

Next Steps

1. An online submission and RFP platform
2. Growth of Digital Art Collection
3. Develop further digital art opportunities across the city
4. Further develop public engagement through online platforms such as Engagement HQ
5. Create infographic about public art process

RECOMMENDATION 3.4

Data / Research

Providing easily accessible data pertaining to the Culture Division is an essential part of the internet strategy. The Culture Report Card, Culture Master plan, and other public documents will be made available on a variety of platforms and networks. As well, consideration will be made around enhancing audience engagement tools such as surveys. This may include new strategies for increasing understanding and involvement such as online survey platforms, infographics and public events.

Objectives

1. to foster understanding and support of the Culture Division through a broader understanding of the implications of what the Department does.
2. to increase the uptake of user response to surveys and other feedback mechanisms so we can better serve the public needs

Goals

1. to educate the citizens about the Culture Division
2. to provide appropriate tools to engage the public and gather accurate data

Actions

1. work alongside staff to develop appropriate tools & resources
2. design & develop new systems + resources
3. develop a social media strategy to engage citizens in Culture Division activities

Outcomes

1. Creation of easy to understand infographics for a variety of projects including the Culture Report Card, Heritage Application Process, various documents
2. Implementation of Key Survey tool as well as process to ensure more activities have active surveys
3. Creation of a Planning & Research webpage that includes all planning initiatives and reports

Next Steps

1. Continue to assess and update as required

RECOMMENDATION 3.5

Museums

Expanding the reach of the Museums offerings is of key importance. Digital platforms and networks provide an exceptional opportunity to market the current offerings, engage new visitors and deepen & lengthen the experience on and offline. Some of the ways to do this include a continuation of their current digital offerings such as museum walkthroughs, QR codes, podcasts and introduce new digital experiences online using social media and other devices. This could include in car historical tours, Twitter re-enactments, user generated photo galleries and other initiatives. As well, it will be important to create an online ticketing system so that visitors can buy tickets to events and programs online.

Objectives

1. to create a deep experience that engages and excites visitors
2. to develop a strong story that will create a buzz and enable visitors to spread the story of the Museums

Goals

1. to increase attendance at Museums
2. to create a long lasting and engaging experience for visitors
3. to expand brand of the Museums

Actions

1. work alongside staff to develop appropriate tools & resources
2. work with museums team to develop appropriate and integrated projects

Outcomes

1. Creation of a contemporary Museums website
2. Developed a shared, easy to use calendar
3. Use of a variety of technologies to enhance visitor experiences including smart phones and iPads
4. Development of online exhibits
5. Creation of a modern look and feel
6. Implementation and development of social media channels
7. Addition of digital screens to enhance visitor experience
8. Creation of a series of marketing videos

Next Steps

1. Continue to explore creative digital tools for sharing Mississauga's story
2. Continue to adapt the Museums website in regards to requirements business

RECOMMENDATION 3.7

Meadowvale Theatre

There are two main priorities for Meadowvale Theatre. The first is to provide tools for allowing audience members easy access to pay, get information and attend the theatre. This includes the ability to pay for tickets online and mobile devices, to have a clear events calendar that provides accurate information send reminders and give clear travel instructions. The second main priority is to create a clear understanding of the new Meadowvale programming and differentiate it from the rentals. This can also include using social media networks and tools to promote programming and engage audiences in new and contemporary ways. This can include time lapse behind the scenes videos, interviews with actors, online programming, the creation of Tweet Seats, social media Q&As and more. Secondary to this is to provide tools for the rental department for efficient online registration and booking.

Objectives

1. to create a strong brand awareness and develop a strong and loyal following for Meadowvale
2. to be seen as a contemporary theatre

Goals

1. to increase attendance at the theatre
2. to create awareness of new theatre programming
3. to expand brand of the theatre

Actions

1. assess current 'ways to get involved'
2. amass a list of ways in which residents can get involved
3. research and develop appropriate UX tools to make it the best user experience possible
4. user test with a variety of audiences

Outcomes

1. Creation of a contemporary website
2. Developed a shared, easy to use calendar
3. Creation of a modern look and feel
4. Creation of a more client friendly venue rentals page including high quality photos and booking information
5. Implementation and development of social media channels
6. Updating current online ticket system to be more modern and connected to connected systems
7. Updating screens to Brite Author system for easy content scheduling

Next Steps

1. Complete upgrade of Tix Hub system
2. Continue to develop social media impact, implement analytics and develop social media strategies
3. Research online application and intake system for rental clients

RECOMMENDATION 3.8

Celebration Square

The key priority for Celebration Square it to support them with their current social media strategy and develop the tools they need in order to provide accurate and timely information for visitors. The creation of an app that provides time, event, reminders and other information is a priority. Secondary to this is the creation of a web presence that mirrors other event based organizations. This will allow audiences to see CS as a contemporary, active space where they want to be. Other initiatives could include linking the CS screens with screen throughout the city, the creation of video content, providing programming in the Glass Pavilion.

Objectives

1. to create a strong brand awareness and develop a strong and loyal following for Celebration Square
2. to been seen as a contemporary event space that is a 'go to' space

Goals

1. to increase attendance at Celebration Square
2. to expand brand of Celebration Square
3. to provide accurate information to visitors

Actions

1. work alongside staff to develop appropriate tools & resources
2. work with IT team to develop an appropriate app

Outcomes

1. Creation of a contemporary website that aligns with the activities at the Square
2. Creation of events calendar that is easy to use and contemporary
3. Addition of Instagram account
4. Addition of Hootsuite
5. New look and feel to create cohesion with Culture brand
6. Addition of Ping Street city wide event app
7. Creation of video content (marketing, placemaking and art)
8. Development of Art on the Screens and Gaming on the Screens programming
9. Development of digital placemaking projects

Next Steps

1. Continue to grow social media and online activities
2. Continue to increase digital content (screens, web)
3. Continue to grow digital marketing initiatives
4. Continue to grow social media and online activities
5. Continue to grow digital placemaking activities

RECOMMENDATION 3.9

Programs

Providing contemporary programming to the citizens of Mississauga is key priority. Digital networks and programs are a powerful way to engage, educate and promote the citizens about the cultural programming initiatives. Digital platforms are also a useful tool for the creation and display of original artworks. Through these means Culture Division can be seen as a cutting edge city. It will provide an opportunity to bring in new talent, foster current talent and educate citizens to become more involved in arts and culture in their community.

Objectives

1. to put our audience front and centre
2. to deepen our connection to the residents by allowing to be a part of our division
3. to clarify and educate the public about the Culture Division

Goals

1. to increase attendance at events and other art happenings
2. to amplify expand brand of arts in Mississauga
3. to provide accurate information to visitors

Actions

1. work alongside staff to develop appropriate tools & resources
2. develop and expand on new initiatives

Outcomes

1. Creation of Art on the Screens including 18-22 weeks of programming per year, a juries art call, a partner program, a community program and a spotlight on local artists program.
2. Creation of Gaming on the Screens including 4-5 weeks of programming per year, gaming tournaments, community based activities, and a partnership program
3. Increased digital placemaking activities such as Nifty Fish; Share the Love
4. Increased civic activities such as Remembrance Day; National Flag Day;
5. Creation of a Digital Public Art Collection
6. Development of several high quality videos about activities across the division, 1000's of professional quality photographs
7. Development of several innovative digital initiatives based on emerging technologies such as beacons and other IoT devices and platforms
8. Creation of partnerships to develop opportunities for Mississaugans to experience cutting edge projects such as the VR project Clouds over Sidra

Next Steps

1. Continue to expand the program and look for new digital opportunities

RECOMMENDATION 3.9

Pre-Registered Programs

The main goals for the pre-registered programs are to amplify brand awareness, increase class enrolment and provide easy and useful tools for registration, payment and communication. This will involve an active web presence that includes a website that will allow visitors to easily access information about programs, teachers and events; to register and pay straight from the description page; to have immediate access to documentation of the classes; to provide forms and other information. Social media and other digital tools will be used to provide accurate and up to date information about time, place and changes to classes. As well, pre-registered programs will benefit from the use of digital tools to market and promote these programs.

Objectives

1. to create a strong brand awareness and develop a strong and loyal following for art and culture classes in Mississauga
2. to be seen as a contemporary city with a strong commitment to the arts

Goals

1. to increase attendance at classes
2. to amplify expand brand of arts and culture classes
3. to provide accurate and up to date information

Actions

1. work alongside staff to develop appropriate tools & resources
2. develop and expand on new initiatives

Outcomes

1. Creation of a contemporary webpage with space for forms, resources and a link to the registration page
2. Active Guide was updated during this time and is an efficient system for class registration that ensure information is clear and up to date
3. Increased social media campaigns and information sharing
4. Increased information sharing through Culture e-Newsletter
5. Purchase of 15 iPads, and several laptops for classroom use

Next Steps

1. Continue to increase marketing reach
2. Continue to increase social media reach
3. Continue to work with Recreation and Digital United to ensure that Pre Registered Programs are customer friendly and user focussed

RECOMMENDATION 3.10

Grants

Grants are an integral part of the Culture Division and a key resource for developing a strong arts and culture community. The key priorities for the Grants department are to ensure the process is as transparent, accessible and efficient as possible. This will include online registration and jury forms, payment, private areas for jury deliberations and artist/ organization submissions. Additional items could include a new grants database, and tablets for jury use. Along with these goals it is also important to use digital tools to celebrate current and past grant recipients and also to market the program in order to increase new grant applicants.

Objectives

1. to create a strong and diverse arts and culture community in Mississauga
2. to be seen as a contemporary city with a strong commitment to the arts

Goals

1. to increase amount of grant applicants
2. to provide accurate, easy and efficient services for applicants

Actions

1. work alongside staff to develop appropriate tools & resources
2. develop marketing and promotional tools

Outcomes

1. Creation of an online grants application portal
2. Creation of a new look and feel
3. Creation of a new contemporary website
4. Increase in use of social media, newsletter to share knowledge and increase awareness of grants program
5. Integration of Heritage Grant onto online grants application portal

Next Steps

1. Continue to use digital tools for awareness and education
1. Continue to assess and adapt online portal to optimise tool

RECOMMENDATION 3.6

Film / TV

Mississauga continues to be a prime location for film & television filming. There is opportunity to continue to build the City's reputation as a world class city for production companies by developing easy and efficient tools. Along with the implementation of the Hansen program, it is also a priority to set up easy online payment and registration, and providing all forms online. A secondary priority is to create a dynamic site that allows the citizens of Mississauga the opportunity to be aware of the film and television activities in their city. This could include a layer on the Culture Map that maps out major film & TV locations, images from these, and a better description of what this department does.

● Objectives	<ol style="list-style-type: none"> 1. to create a system that is conducive for doing business in Mississauga 2. to develop awareness of film & tv production in Mississauga
● Goals	<ol style="list-style-type: none"> 1. to increase efficiency of online tools
● Actions	<ol style="list-style-type: none"> 1. work alongside film & tv department to develop industry appropriate tools 2. develop online marketing tools and an up to date web presence

Outcomes

1. Implementation of a responsive online application
2. Assessment of online application portal
3. Creation of a 'Creative Industries' section within culture has created expanded opportunities for Film / TV
4. Inclusion in Creative Industries webpage

Next Steps

1. develop new front end for online application due to customer feedback
2. develop a plan for the larger Creative Industries web portal, including the inclusion of a Music page
3. work with Digital United web team to ensure Creative Industries page is easier to access for the public
4. link page to Spacefinder, Information Hub, Economic Development and other related information

RECOMMENDATION 3.11

Communications

Communications is a key part of the digital media strategy. Working closely with the Communications teams will be imperative to the success of the success of this strategy. This will be a central relationship in building out branding strategies for the digital properties, as well as building the brand and story of the Culture Division. Key initiatives will include the continuation of the movement away from the Recreation department, the possible creation of gift cards, sponsorship & advertising opportunities, the Lifestyle Magazine, building out Social Media initiatives, the implementation of analytic programs to track and build audiences, the creation of all digital initiatives within Brand.

Objectives

1. to develop and disseminate an effective 'story' about the Culture Division, and arts & culture in Mississauga
2. to be seen as a contemporary city with a strong commitment to the arts

Goals

1. to increase awareness of Culture Division
2. to increase numbers on all digital platforms and networks

Actions

1. work alongside Communications liaison to develop appropriate tools & resources
2. develop marketing and promotional tools, brand strategy

Outcomes

1. Creation of a new Culture brand that brings all Culture activities together with a contemporary feel
2. Development of marketing initiatives across all channels
3. Implementation of a team of specialists
4. Implementation of Hootsuite to better manage social media accounts and campaigns
5. Implementation of analytics tools and processes for data gathering
6. Development and implementation of a Culture-Newsletter
7. Growth across all Culture related social media channels

Next Steps

1. Further develop the Culture 'story' based on Culture Master Plan feedback, and other innovative initiatives

“

**Every great design
begins with an even
better story”**

— Anon

RECOMMENDATION 4

Special Projects

Large scale Special Projects allow the Culture Division to add to an 'artful public realm' that encourages citizens of Mississauga to be engaged and involved in the city's cultural life through city wide engagement initiatives by creating experiences where they are {online and off}. Through a structured approach, these projects will deepen levels of awareness and engagement through playful and active participation in order to create a space of meaningful, experiential, participation. This will give Mississaugans an opportunity to feel connected to their city and, in the process, promote stronger civic engagement. These project will be built in stages of engagement with the first year being more passive engagement, the second year more active engagement, and the third year an immersive project.



Tale of a Town



Story of M



Share the Love

STORY OF M



CONNECTING THE CITY THROUGH STORY.

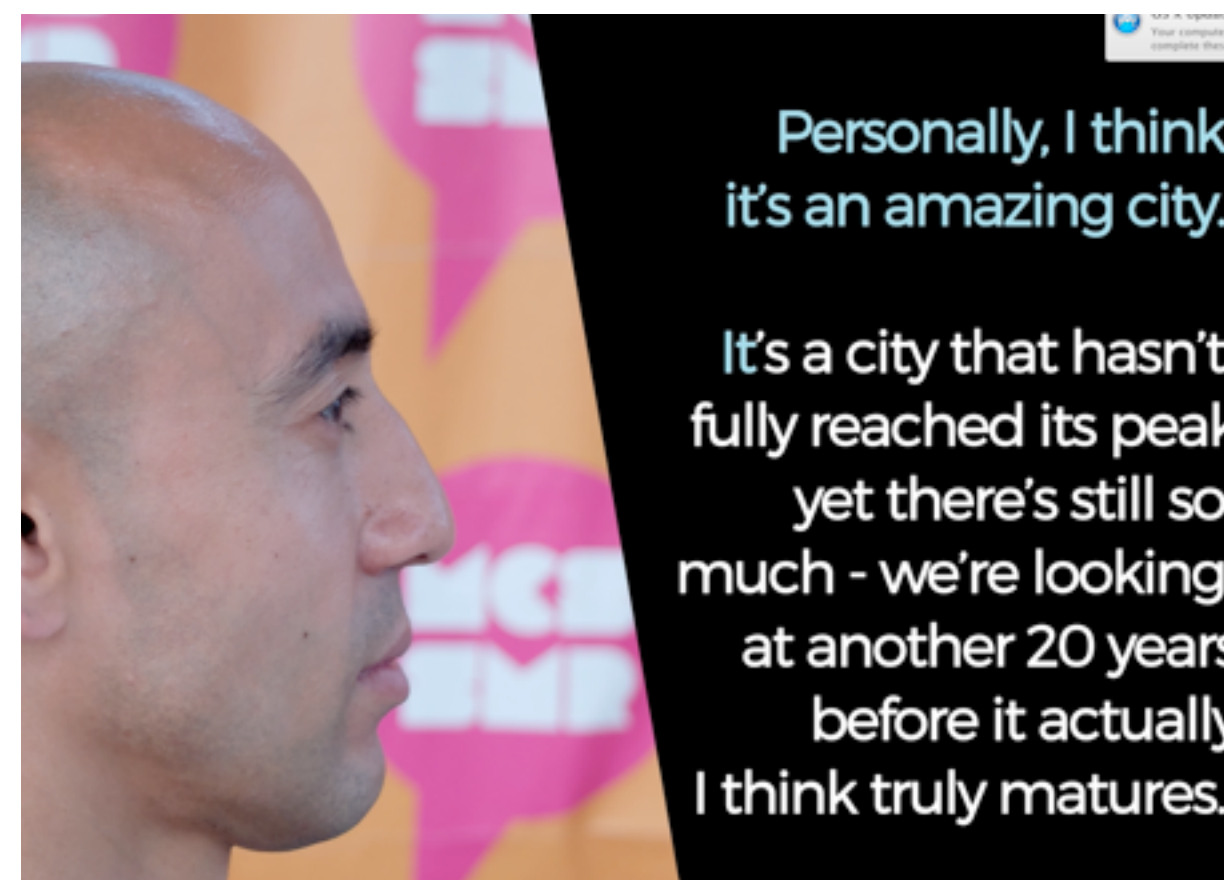
The Story of M is a cross city collaborative project that uses the power of storytelling and creative community engagement as a tool for a variety of city building activities in partnership with various city divisions and projects. Each year a large scale project is undertaken including My Malton in partnership with Policy Planning; Cooksville Changemakers which was connected to Vision Cooksville and Dundas connects; and the Thematic History of Mississauga (THOM) project in partnership with the Museums of Mississauga.

TALE OF A TOWN



GETTING TO KNOW DUNDAS STREET

Culture, in partnership with Dundas Connects, who are developing a long-term, future-oriented Master Plan for the Dundas Corridor, brought on Tale of a Town to help engage citizens, gather data for the Dundas Connects project and bring awareness to this long term planning project.



SHARE THE LOVE



HOW ARE YOU FEELING TODAY MISSISSAUGA?

Share the Love was developed in partnership with the Public Art Program and was presented as part of the Pan Am / Parapan celebrations. This project blanketed the city with juried participatory artworks in every ward, an online real-time interactive map of Mississauga's emotions, and various other pieces of content on screens across the city (Libraries, Community Centres)

Thank You!

Activate! Culture was a cross department, interdivisional, internal/external project. We would like to thank everyone for their expertise, creativity and time on this project.

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External Designers & Developers (website): JRC9, Miniature Massive

External / External Visioning Team: Michael Wheeler, Artistic Director, Praxis Theatre; Simon Rabyiniuk, Department of Unusual Certainties; Ben De Santis, Digital Screens Coordinator; Andrew Whittemore; Andrew Lovett-Barron, US Digital Service @ Department of Defense; Trevor Haldenby, Digital Futurist, Syntegrity, Living Architecture, LongExposure Innovation Photography; Jaclyn Qua-Hansen, Communications, Art Gallery of Mississauga; Marcel DaCosta, Founder: Ground Illusionz, Senior Facilitator: Blue Print for Life & Unity Charity; North Program Coordinator: Share Our Spirit; Eric Blais, Facilitator for Visioning Team, Director Innovation Numeris Canada; Danielle Rodrigue, Intern - Projects Research Assistant; Culture Division; John Imperiale Manager, Information Tech (CMS), CPS/IT Division, City of Mississauga; Devon Ostrom, Co-Founder: beautifulcity.ca, Co-Founder: them.ca, Co-Founder: Manifesto Festival

Special Thanks: Grants, Film & TV, Meadowvale Theatre, Heritage Planning, Museums of Mississauga, Celebration Square, Public Art

Thank you to all Culture Division staff for participating in workshops, taking part in user testing, providing feedback, asking questions and pushing for the best possible tools and platforms to connect with the community.



end.