

CASE STUDY: MONSTRARTITY (MISSISSAUGA) / BOLLYWOOD MONSTER MASH-UP (2013)



ABOUT THE ORGANIZATION

MonstrARTity Creative Community was incorporated as a non-for-profit organization in 2012. The volunteer-run organization was founded couple of years ago with a mandate to providing local artists the opportunity to create original programming and to collaborate with international artists; and to represent and integrate the various ethnic groups in the local community with cutting edge cross-cultural programming.



PROJECT DESCRIPTION

This application was for the expansion of the “Bollywood Monster Mash-Up”, a multi-disciplinary free event that took place August 24, 2013 at Mississauga Celebration Square. In 2013, the Festival expanded from a free evening of live music, dance, and media arts centered on the fusion of Bollywood with non-South Asian arts forms to a full day of programming and activities. The Festival's main four-hour multi-performer 'mash-up' concert in the evening included an enhanced line-up of artists, including a Bollywood headliner from India. The new additional programming was composed of a film festival, a media arts festival, children’s programming and an expansion of the Festival's vendors/marketplace. **Total attendance was 25,000 - a 60% increase over the previous year.**

OCAF CONTRIBUTION

\$ 15,000. \$ 4,500 repaid (30% of contribution).

HOW OCAF HELPED

“Overall, the fact that the OCAF staff was willing to have a conversation throughout the application process was extraordinarily helpful. This way, working with OCAF was more of a partnership, than simply just an administrative application task.”

“The event would still have happened without OCAF. However, it was the injection from OCAF that helped us market the event to a much broader audience, which has led us to become the largest South Asian festival in Mississauga.”

“In past years, we relied on a lot of grassroots promotion and PR as our marketing initiatives because we never had additional funds to spend on marketing and advertising properly. Receiving OCAF funding thus allowed us to expand our marketing strategy. The OCAF funding allowed us to advertise the event beyond our social media network. As a result, the event was a tremendous success.”

“The repayment portion makes sense as OCAF funding acts more like an investment, rather than a grant. Keeping in mind that it was an investment helped us to stay disciplined, and to not simply waste the money on things that would not be beneficial for their event.”

ECONOMIC IMPACT OF PROJECT SPENDING (BASED ON THE TREIM MODEL)

GDP GENERATED = \$ 263,541

LABOUR INCOME GENERATED = \$ 53,464

DIRECT PROVINCIAL TAXES GENERATED = \$ 27,590

TOTAL PROVINCIAL TAXES GENERATED = \$ 9,534