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About Living Arts Centre

The Living Arts Centre is Mississauga's premier centre for arts and culture located in the heart of the city. It offers an incredible line up of live events and entertainment from symphonies to rock shows, ballets, and much more.



Owned and Operated by





Celebrating 25 years of arts and culture

Dedicated to being a place for global engagement in the arts, the Living Arts Centre houses a stunning landmark atrium, three presentation ready theatres, seven professional craft studios, and an attractive in-house restaurant. The Centre plays host to hundreds of performing arts, educational, community, and corporate events and activities each year. The Living Arts Centre is a dynamic and accessible gathering place for creativity that welcomes more than 400,000 discerning and culturally diverse visitors annually.

Over its 25 years in operation, the venue has been home to the Mississauga Symphony Orchestra and Mississauga Symphony Youth Orchestra, among several high-profile stage presentations. The Living Arts Centre has welcomed The Blue Man Group, Michael Bolton, Cats, Aretha Franklin, Tom Jones, Jann Arden, and many more.

About Living Arts Centre

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Highlights

The Living Arts Centre is a 225,000 square foot multi-purpose venue boasting with three theatres, studio and art spaces, meeting rooms, and a glass artwork piece, the *Dance of Venues by Stuart Reid*, in the Atrium.

The Main Auditorium (formerly Hammerson Hall), is just over 1,300 seats, one of the largest stages in Ontario, with no seat further than 125 feet from the stage, providing an intimate and professional quality experience.

Studio Theatre (formerly RBC Theatre) has a capacity of up to 310 guests, with the option of 360-degree seating on upper balconies, and customizable tiered seating. Screening Room (formerly Rogers Theatre) is a newly renovated full functioning cinema space, perfect for breakout rooms, presentations, and film screenings, with a capacity for 110.

Amenities

- Loading dock with 2 truck bays for quick unloading/loading with access to freight elevator
- On-site ticket office
- On-site catering, in-house restaurant
- Meeting rooms of various sizes ranging from 10 150 ppl
- Free Wi-Fi
- Underground parking for 400 vehicles

The venue has also been a notable location for local film and commercial productions.

For more information about film permits, please visit the film permit site.



Main Auditorium (formerly Hammerson Hall)

Main Auditorium (formerly Hammerson Hall) comes equipped with lighting, audio, video, orchestra pit lift, as well as technical staff to operate. This ensures the space is flexible and ready to support most events. The technical crew is non-union, and use of the core team is mandatory to ensure a successful event. Guest designers and engineers are always welcome.

Capacity 1,300



Technical Production Services Package - Main Auditorium

The base technical production package for events includes the following in-house services provided by Living Arts Centre staff:

- 1 x Technical Coordinator
- 1 x Front of House Audio
- 1 x Lighting Operator
- 2 x Stage Carpenter
- 1 x Fly Operator
- Venue Sound, Lighting, Staging and Video Equipment





Lighting

- Complete Rep House Plot
- 22 x JB Lighting A7 Zoom
- 8 x Mac Quantum Profile
- 1 x Grand MA 2 Light



Speakers

- FOH JBL VTX Line Array
- MON JBL STX812m Wedges
- CROWN Amplifiers



Consoles

- FOH Digico SD5 w/Core2
- MON Digico SD10 w/ Core2



Wireless

• 6 x Shure UR2 w/ KSM9 Capsules



Digital Snake

 56 x Inputs onstage Optocore configured as dual preamps

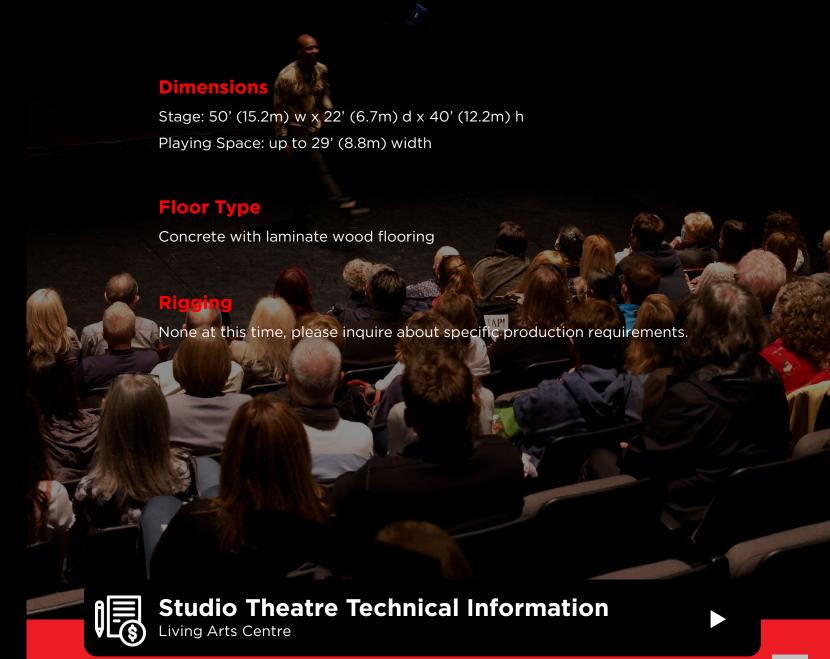
Additional equipment, services and/or staffing are also available upon request.

Living Arts Centre uses the industry standard 4-hour minimum call for all staff and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

Studio Theatre (formerly RBC Theatre)

Studio Theatre (formerly RBC Theatre) is an adaptable space for traditional theatre-style seating, "in-the-round" seating, and cabaret-style seating. The theatre provides spectacular lighting and sound systems, and intimate setting for all event types.





Technical Production Services Package - Studio Theatre

The base technical production package for events includes the following in-house services provided by Living Arts Centre staff:

- 1 x Technical Coordinator
- 1 x Front of House Audio
- 1 x Lighting Operator
- Venue Sound, Lighting, Staging and Video Equipment





Audio

- 1 x EAW KF650 PA
- 1 x Midas M32
- 6 x Shure ULX-D2 w/ 87C Capsules



Lighting

- Full Rep House Plot
- 24 x Colorblast16
- ETC Element

Grid Space

 Overhead LX and Rigging access via suspension grid

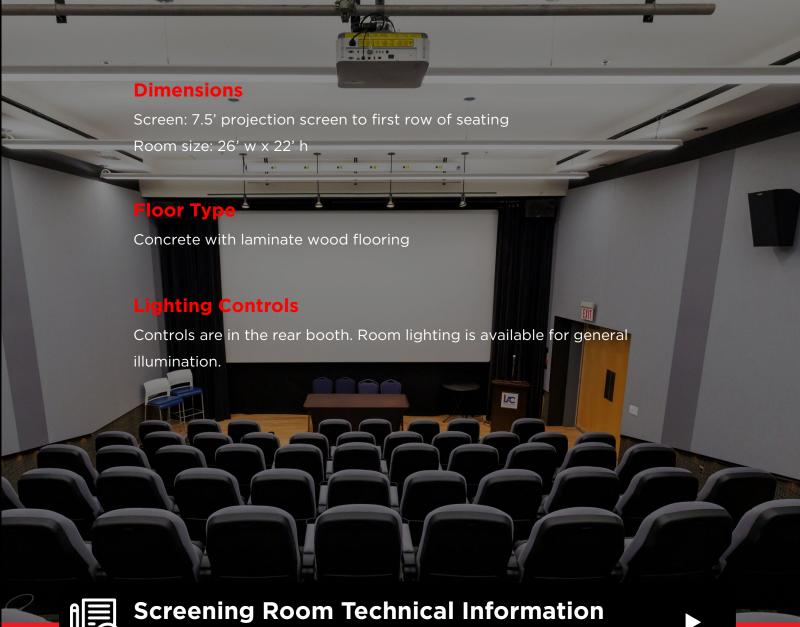
Additional equipment, services and/or staffing are also available upon request.

Living Arts Centre uses the industry standard 4-hour minimum call for all staff and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

Screening Room (formerly Rogers Theatre)

Screening Room (formerly Rogers Theatre) is suitable for many types of presentations, such as film screenings, business meetings, and lectures. The theatre has optimal viewing from any seat and has updated décor, seating, and audio/visual equipment.









Living Arts Centre

Location

4141 Living Arts Drive

Living Arts Centre is located in downtown Mississauga and intersects with Duke of York Boulevard, Princess Royal Drive, and Prince of Wales Drive.

A short walk from Square One Shopping Centre and the City Centre Transit Terminal and can be easily reached by local transit, ride-share and taxi services.

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Public Transit

Easily accessible by Mississauga public transit routes and a short walk from City Centre GO Transit Terminal. For more information, including schedules and maps visit:

Mississauga.ca/miway.

Accessibility

In accordance with the Accessibility or Ontarians with Disabilities Act (AODA), the Living Arts Centre is committed to meeting the accessibility needs of persons with disabilities through identifying, removing, and preventing barriers to accessibility and inclusion.

Accessible features include:

- Accessible seating in our theatres and meeting rooms
- Ability to choose accessible seating during online checkout
- Accessible washrooms on all levels of the Centre
- Assistive listening devices
- Service animals and support workers welcome
- Courtesy wheelchair available onsite for transportation use
- Accessible parking spots, entrances and elevators
- Assistive listening devices are available free of charge.



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Location

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Event Coordinators

Our skilled Event Coordinators will guide you through our event process from enquiry to post event. They will ensure that guidelines and City By-laws are followed and will serve as your main point of contact.

Technical Services

Our experienced Technical team provides professional services and consultation to create the best possible production value for each client. All events in the theatres require some degree of technical support including lighting, sound, rigging, carpentry, and staging.

Front of House

Our Front of House (FOH) team provides front line services to our guests entering the theatres by directing them to their seats and enforcing policies. FOH is required for all theatre events when patrons are sitting in theatre seats.



Food and Beverage

Our culinary team is led by European trained chef, Nico Tretschock with over 25 years of experience. A native of Germany, graduate of Apprenticeship and Culinary Diploma program at the Chamber of Commerce in Chlausthal-Zellerfeld and has worked at some of the best hotels in the World.

Nico's cooking style focuses on simplicity using the best possible ingredients. His love for incorporating diverse flavours in his food is a passion. Nico and our entire hospitality services team are excited to share our dedication to cooking, service and exceeding customer expectations.

Contact banquets@mississauga.ca



Catering

Our experienced team of hospitality professionals will plan and execute catering events and packages ranging from 10 to 400 guests. As we are a full-service event space, The Living Arts Centre does not permit any outside food or beverages.

LIVE Restaurant

LIVE Restaurant is an in-house restaurant. Tastefully decorated, the seating space is surrounded by windows overlooking the City Centre. Capacity for up to 80 (seated dinner) or 120 (cocktail reception) guests with separate stand-alone bar area.





Concessions

There are three (3) permanent concession stands, one on each level, which are operated by our food services team. If a custom menu is preferred for your event, our hospitality team would be happy to discuss this with you.



Event bookings at Living Arts Centre are processed by our Event and Performing Arts team. All booking inquiries are evaluated on several criteria. All event arrangements are considered tentative until a contract has been issued and executed. To inquire about booking an event at Living Arts Centre, please contact us at:



lac.rentals@mississauga.ca



livingartscentre.ca



dial 3-1-1 within city limits

Deposit Requirements & Contract Execution

All arrangements for rentals are tentative until a contract has been signed and payment of the Facility Rental Fee has been received.

Ticketed Events (one (1) day rental):

- Full payment of the Facility Rental Fee (non-refundable) is due at the time of booking.
- A secondary payment of 50% of the estimated Event Fees is due 45 calendar days prior to the event; payment may be made in full or in part from ticket sales revenues.
 - If ticket sale revenue is insufficient to cover the secondary payment, a pre-authorized payment or post-dated cheque for the balance of estimated Event Fees is required at that time.
- The balance of the estimated Event Fees is due ten (10) calendar days prior to the event; payment may be made in full or in part from ticket sales revenues.
 - Payments made by cheque less than 14 days prior to an event must be by certified cheque.
- Payment of any additional charges incurred during or after the event date is due within 30 calendar days after receipt of the final invoice.

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Deposit Requirements & Contract Execution

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Ticketed Events (Two (2) or more consecutive rental days):

- A (non-refundable) deposit of the first two (2) days of Rental Fees is due at the time of booking.
- A secondary payment of 50% of the estimated Event Fees and the balance of the Rental Fees is due 45 calendar days prior to the start of the event; payment may be made in full or in part from ticket sales revenues.
 - If ticket sales revenue is insufficient to cover the secondary payment, a pre-authorized payment or a post-dated cheque for the balance of estimated Event Fees is required at this time.
- The balance of estimated Event Fees is due ten (10) calendar days prior to event; payment may be made in full or in part from ticket sales revenues.
 - Payments made by cheques less than 14 days prior to an event must be by certified cheque.
- Payment of any additional charges incurred during or after the event date is due within 30 calendar days after receipt of the final invoice.

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Deposit Requirements & Contract Execution

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Non-Ticketed Events:

- Full payment of the non-refundable Facility Rental Fee and pre-authorized payment or postdated cheques for 100% of estimated Event Fees is due at the time of booking.
 - A booking is only confirmed upon the receipt of both the Rental Fee and pre-authorized payment or post-dated cheques for estimated Event Fees.
- 25% of the estimated Event Fees is due 60 calendar days prior to the event.
- The balance of estimated Event Fees is due 30 calendar days prior to the event.
- Payment of any additional charges incurred during or after the event date is due within 30 calendar days after receipt of the final invoice.

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Insurance Requirements

General liability insurance is required for all events at Living Arts Centre. The following insurance requirements must be met for all events at the Square:

- \$5 million general liability insurance
- Name "The Corporation of the City of Mississauga" as an additional insured
- Cover all event dates including set-up and clean-up
- Proof of Insurance will only be accepted on the <u>City of Mississauga template</u>
- Must be signed, dated, and stamped by the insurance provider or broker

Merchandise

Living Arts Centre offers pre-approved locations for merchandise sales. Merchandise rates are based on commission or flat rate.







Ticket Office and Sales

All ticket services pertaining to the event are performed through our Ticket Office, exclusively by Ticketmaster Canada. The Ticket Office will act as treasurer for all event revenue and will be responsible to the promoter for accurate accounting of all admission rights. Revenue cannot be released to the promoter prior to the execution of the event, in case of a cancellation where ticket refunds are necessary. The cost of the above service will be factored into your rental and expense agreement.



Ticket.Operations@Mississauga.ca



livingartscentre.ca



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Ticketmaster

The Promoter understands that the Living Arts Centre uses Ticketmaster as their ticketing platform for all attractions hosted in the Main Auditorium, the Studio Theatre, and the Screening Room. Ticketmaster's services are limited to serving as its agent for the sale and distribution of tickets. The Promoter is solely responsible for the marketing and promotion and the success of the Attractions. Ticketmaster makes no guarantee of the number of tickets that will be sold through the TM System for the Attractions. Further, Ticketmaster does not warrant that the use of the TM System will be uninterrupted or error free and it shall not be responsible for such interruptions or errors.

Facility Fees

A \$2.55 Capital Refurbishment Fee plus a \$0.75 Single Ticket Processing Fee will be added to each ticket purchased for Attractions at Living Arts Centre, on all ticket purchasing channels including the Ticket Office. The Promoter will be required to advise if the fee will be deferred to the Ticket Purchaser at the time of purchase or added to the final settlement of the Promotor as an additional expense line. Additionally, all complimentary tickets pulled by the Promoter will be charged both fees and added to the final settlement as an additional expense line.

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All ticket services pertaining to the event are performed through our Ticket Office, exclusively by Ticketmaster Canada. The Ticket Office will act as treasurer for all event revenue and will be responsible to the promoter for accurate accounting of all admission rights. Revenue cannot be released to the promoter prior to the execution of the event, in case of a cancellation where ticket refunds are necessary. The cost of the above service will be factored into your rental and expense agreement.



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Complimentary Tickets

Complimentary Tickets cannot exceed 250 tickets per Attraction and must be agreed upon by both the promoter and the Living Arts Centre. The Facility Fee will be charged on all Complimentary tickets and applied to the final settlement. Tickets cannot be sold for anything other than the face value, as per provincial law. Should the Licensee be found; exchanging tickets for money, at a value other than the zero-dollar face value, a penalty of \$1,000.00 will be applied to the final settlement.

Postponement / Major Changes

When a Promoter makes a major change to an event, date/time change, patrons may request a refund and as per Ticketmaster Agreements, a refund will be granted, regardless of what the Promoter is offering. If an Attraction is postponed, the same rules apply as stated above. Please note, that tickets to the original Attraction date/time will be valid for the new Attraction date/time. No new tickets will be resent via Account Manager, Ticketmaster.ca, or email address, patrons will be asked to keep their original emailed tickets.







Safety & Security

Health and Safety

As required by the City of Mississauga, the Ministry of Labour, and any provincial or federal laws and regulations, employers and workers are required to comply with fire, healthy and safety regulations. The following section outlines specific health and safety requirements for Living Arts Centre.



<u>livingartscentre.ca</u>



lac.rentals@mississauga.ca



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Evacuation & Emergency Procedures

Living Arts Centre has established evacuation procedures for emergency situations. Our emergency plan promotes safety awareness and shows a commitment to the safety of workers and the public along with understanding the risks and hazards they may encounter and how to respond timely and appropriately. All Living Arts Centre staff are trained to deal with such situations. In the event of an evacuation, we request full participation and assistance to ensure the safety of everyone.

Emergency Care and First Aid

The Living Arts Centre has fully stocked first aid kits throughout the facility and a First Aid room located on the ground level galleria by the washrooms. The Centre is equipped with 2 AED units found in the atrium on the ground floor across from the Ticket Office, and on the 3rd floor by the elevator. We also have two wheelchairs available on site for transporting purposes.

The Living Arts Centre is located minutes away from healthcare facilities with 24-hour emergency care:

- Credit Valley Hospital 2200 Eglington Avenue West (905) 813-2200
- Mississauga Hospital 100 Queensway West (905) 848-7100



Smoking Policy

Living Arts Centre is committed to creating a safe, comfortable, and enjoyable entertainment experience for all fans. City of Mississauga staff and bylaw enforcement will be implementing the Smoke-Free Ontario Act legislation at Living Arts Centre.

Safety & Security

Guest Services Team

Guest comfort, safety and satisfaction are vital to the success of each event. Each event will be planned and staffed individually based on specific event related information. Final event staffing levels are determined by Living Arts Centre staff.



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Alcohol Management

The Living Arts Centre is compliant with all requirements set out and governed by the Alcohol and Gaming Commission of Ontario (AGCO). The AGCO is responsible for administering the Liquor License Act (LLA) and specific sections of the Liquor Control Act (LCA), which together with the regulations made under them establish the licensing and regulatory regime for most aspects relating to the sale and service of alcohol in Ontario. The consumption of alcoholic beverages must be strictly confined to designated areas. The sale of alcohol for any event is at the discretion of the Living Arts Centre.

City of Mississauga staff are trained to enforce the Alcohol Management Policy designed to:

- Ensure our guests have a safe and enjoyable experience
- Encourage guests who consume alcohol to do so in moderation and to not drink and drive
- Ensure staff is trained to serve alcohol responsibly and deal with guests in an appropriate manner

Safety & Security

Parking

Paid parking is available in the Mississauga Civic Centre/Central Library and the Living Arts Centre. Parking spots on the layby on Burnhamthorpe can be reserved through Living Arts Centre.



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Security Plans and Crowd Management

Event organizers must ensure that all participants and patrons are adequately safeguarded. Final event staffing levels and component parts of the overall event security plan will be solely at the discretion of the Living Arts Centre Staff.

The Living Arts Centre partners with a professional third-party security provider. Our team will determine the level of security staffing required for your event with all costs being the responsibility of the client.

During the run of the event certain precautions will be taken in advance to help reduce or eliminate unnecessary problems. The following is recommended:

- Advise of any VIPs which may attract attention.
- Disclosure of any problems you have experienced in the past with your event which may be prevented with advance planning.
- A comprehensive list of staff, crew, volunteers, and exhibitors/sponsors should be provided to the Event Coordinator, with a visible pass/credential system in place.



saugaLIVE

A place that connects residents, artists, visitors and communities to live events, entertainment and experiences happening at five venues in Mississauga. Living Arts Centre is one of the premier venues.









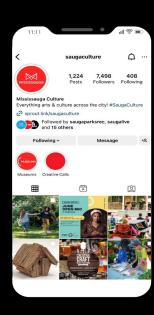
Social Media

@saugaLIVE Connects residents to LIVE events and entertainment across five premier venues in Mississauga. Find your next experience at saugalive.ca



@saugaCulture Invites Mississauga to discover the vibrant world of arts and culture throughout the city! #SaugaCulture





Demographics

@saugaLIVE

Gender Age Male 25 - 34 33% 30% Female 35 - 4467% 39% 45 - 54 31%



Instagram

@saugaLIVE 19.2K Followers

@saugaCulture

10.4K Followers



Facebook

@saugaLIVE **41K Followers**

@saugaCulture

7.3K Followers



Twitter

@saugaLIVE 14.5K Followers

@saugaCulture

10.5K Followers

@saugaCulture

Gender

Male

35%

Female

65%

Age

25 - 34

33%

35 - 44

33%

45 - 54

24%

55 - 64

10%



*Current statistics as of September 2024

Marketing: In-Kind Assets

We will leverage our in-kind assets to ensure that your event is promoted through our networks.



lac.rentals@mississauga.ca



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Living Arts Centre in-kind assets

- Digital Signage (interior)
- Venue Website
- Marquee Signage (exterior)
- Arts & Culture Website
- City of Mississauga Tourism Website
- saugaLIVE e-newsletter or e-blasts (based on availability)
- Event promotion on saugaLIVE social media channels (Instagram, Facebook, and Twitter)

When advertising your event, always use "Living Arts Centre". All use of the Living Arts Centre logo or likeliness of the venue must be approved by our marketing team, who can also supply appropriate logos.



About The City of Mississauga

Mississauga is the largest city in the Peel Region with a total population of over 800,000 residents.





@citymississauga

The city is part of North America's largest and fastest growing regions, and Canada's most powerful beacon to the world with millions of people seeking economic opportunities, peace and security, and a better quality of life. With the downtown core of Mississauga being conveniently situated between two major Canadian highways, the city can boast a metropolitan reach of nearly 6 million.

MISSISSAUGA

A vibrant and culturally-rich city, Mississauga is a top tourist destination in the country that offers its visitors a variety of entertaining, engaging and inspiring experiences through its festivals, museums, theatres, and cultural sites.

Living Arts Centre



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