



Aurora Cultural Centre

Presentation to Aurora Town Council

September 25, 2023

Canada Revenue Agency Ontario Not-For-Profit
Corporations Act



Board of Directors

The Board of Directors governs the Aurora Cultural Centre based on community needs.
The Centre's Vision, Mission and strategic priorities are created with input, feedback and inspiration from:

Funders

- Town of Aurora
- Province of Ontario
- Canadian Government
- Corporate Partners, Foundations, and Donors

Patron Base

- Seniors
- Adults
- Families
- Youth and Children
- Donors
- From existing, newcomer and culturally-specific communities

Partnerships

- For Profit and Not-For Profit Corporations
 - Cultural Groups and Business
 - Government partners
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Programming 2010–2023

Proudly programming at 22 Church Street since 2010

Venue management

Offsite programming throughout Aurora in 2020-2023



Gallery

2010–2023

- 9-12 professional artist exhibits annually; up to 6 exhibits while offsite
- 4 professionally equipped galleries; 1 gallery while offsite
- Annual Mayor's Celebration of Youth Arts
- Adult and family-oriented exhibits, collaboration with community partners
- Digital gallery available for every exhibit
- Digital and in-person education events/activities for every exhibit
- Sales of art, determined by artist
- Responsible for all marketing and promotion, fundraising, customer service, curatorial, contracting, administration, installation and de-installation, events, and education activities



Performing Arts

2010–2023

- Music concerts and performing arts events
- Professional artists, including Juno and Polaris prize-winning artists
- All music genres
- Theatre, puppetry, and movement (dance) events for families (ages 18mth +)
- ~ 20 events annually
- 20-35 pop up events in 2021 & 2022
- Responsible for all curatorial, contracting, artist liaison and hospitality, professional production and audience management, marketing and promotion, customer service, ticket sales, and fundraising



Performing Arts

2010–2023

- 15-20 events in Brevik Hall through 2020, and in offsite partner venues 2020 – present
 - Aurora Cultural Centre Presents – adult concert programming in all musical genres
 - ACC Family Program – music, theatre, puppetry, movement programming for families with school-aged children
 - Magic Carpet Series – music, theatre, puppetry, movement programming for families with toddler-aged children
 - Kaleidoscope in the Schools – music, theatre, puppetry, movement programming for junior-kindergarten-grade 4 students in York Region schools



Education

2010–2023

- ~ 70 visual and performing arts education for ages 4+
- Professional arts educators
- 3 terms of core classes, short courses and workshops
- 8 weeks of summer camps in visual arts for ages 4-12,
- Located in Art Activity Room, Brevik Hall, Galleries; temporary venues while offsite
- Kaleidoscope in the Schools (KITS) delivery to 36 schools; growing to 52 schools in 2023-2024
- Responsible for contracting, artist liaison, materials, marketing and promotion, registration of participants, customer service, producing KITS with production and FOH, developing curriculum, professional development to teachers, relationship management with 4 school boards



Rental Program

2010–2020

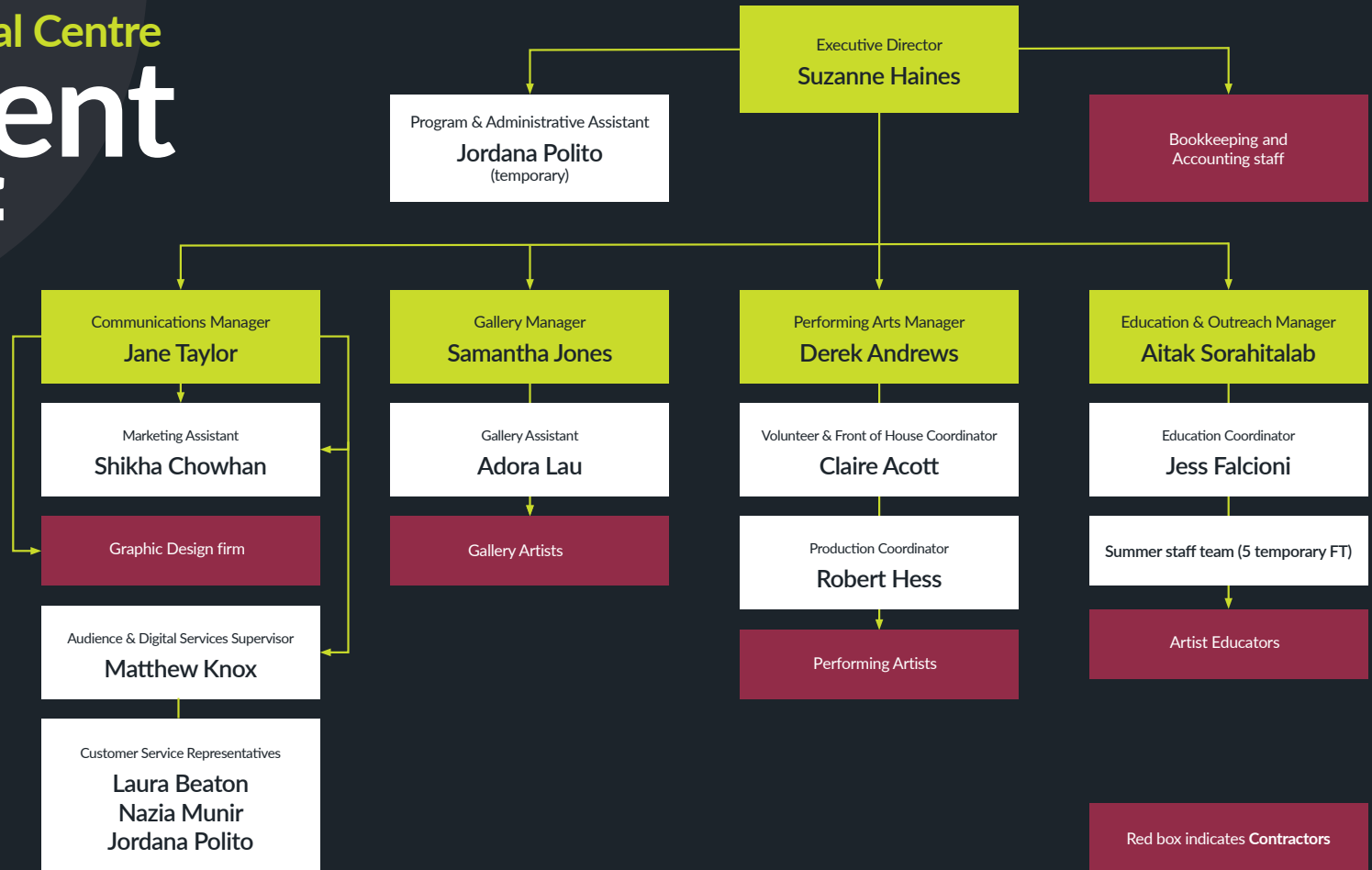
- Grew to approximately 250 events with community partners; annual revenue ~\$60K
- Rentals included meetings, arts events, memorials, training sessions, special occasions, etc.
- Responsible for customer service and permitting
- The rental program was sunset in 2020





Aurora Cultural Centre

Current Staff



Aurora Cultural Centre at Aurora Town Square

A shared vision of success

Shared Vision

Aurora Town Square is not just a building - it is a cultural nexus where creativity, talent, and innovation converge to create unforgettable experiences. Our vision is to establish Aurora Town Square as a leading destination where artists, educators, researchers, audiences, and enthusiasts come together to celebrate the magic of arts, culture, and community. We will cultivate an environment that transcends boundaries and genres, evokes emotions, inspires change, and promotes learning.

Shared Mission

Within a well-managed, high integrity environment that is fiscally responsible, Aurora Town Square supports the community to:

- Create meaningful, quality experiences that inspire the community
- Inspire community connection through shared experiences and cultural exchange to create a place of belonging
- Encourage community reflective grassroots participation that embraces the tapestry of voices, lived experience, histories, and stories to foster diverse opportunities

Comment on Budget

We currently receive a base budget plus one-time allocations of an agreed historical top-up. This funding typically also receives a COLA/ Growth allocation. Programming activities listed here are all possible within this current level of funding. New programs will be funded through new revenue sources made possible through access to additional infrastructure and targeted fundraising efforts.

Gallery Programming

Additional Services to the Community in Aurora Town Square

- Extend the Mayor's Celebration of Youth Arts exhibit across Aurora Town Square
- Visual Arts residency program – Aurora Cultural Centre Artists Create!
 - Located in the 22 Church Street basement art activity room
 - Open to artists who are building programming for the Gallery program
- Community visual arts gallery

Additional services funded through new revenue sources



Performing Arts Programming

Additional Services to the Community in Aurora Town Square

- Brevik Hall Creates!
 - Artist residency program for Performing Artists
- Access to a new performing arts hall
- ACC in the Square – summer concert programming in the outdoor amphitheatre

Additional services funded through new revenue sources





Education Programming

Additional Services to the Community in Aurora Town Square

- Access to new infrastructure
- Growth in programs for the community

Additional services funded through new revenue sources



Activation in Aurora Town Square

Program	Existing programming	Additional Services to the Community
Visual Arts/Gallery	<ul style="list-style-type: none"> • 9-12 gallery exhibits • Education events 	<ul style="list-style-type: none"> • Mayor's Celebration of Youth Arts across all of Aurora Town Square • ACC Artists Create! • Community gallery on 1st floor of new building
Performing Arts	<ul style="list-style-type: none"> • ~35 events for ages 18 mths+ • community events 	<ul style="list-style-type: none"> • Brevik Hall Creates! • Performance Hall use • ACC in the Square events
Education	<ul style="list-style-type: none"> • ~80 classes, workshops, short courses • Summer camps programs • Kaleidoscope in the Schools to 52 schools across York Region 	<ul style="list-style-type: none"> • Additional summer camps • Deliver Town visual and performing arts classes with similar/identical curriculum • Growth in number of classes • Use of new visual and performing arts studios in Aurora Town Square



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Thank you