

Aurora Historical Society  
Budget Presentation to Town of Aurora  
November 13, 2023

# Background

- . AHS has served the citizens of Aurora since 1963
- . Established the Aurora Collection and the Aurora Museum
- . Made significant contributions to the restoration of Church Street School, raising in excess of \$700,000 to the project, as well as volunteer labour
- . Owns and operates Aurora's only National Historic Site
- . Promotes interest in Aurora's rich heritage
- . Provides innovative programming and learning opportunities



## **Mission Statement**

*To preserve, interpret,  
and promote the  
social, cultural, and  
material heritage of  
the community of  
Aurora for the  
education,  
enrichment, and  
enjoyment of present  
and future  
generations.*

As the landscape of  
Aurora changes, the  
Aurora Historical  
Society Board of  
Directors continues to  
be committed to the  
preservation of  
heritage and  
Hillary House  
National Historic Site.

# 2023 Highlights

- Speaker Series & Heritage Craft Workshops
- Seasonal & Special Events
- Youth Mentorship Program
- Programming partnerships with Aurora Public Library , Garden Aurora, Town of Aurora, Royal Rose Art Gallery, Shadowpath Theatre, & The Paranormal Seekers
- Educational and curriculum connection programs
- Progress on Collections projects



## 2023 Highlights Cont'd

- Participation in town-wide events: Home Show, Street Festival, Sr. Active Living Fair, Multicultural Festival/Culture Days, Markham Fair, Youth Volunteer Fair
- In-person Fundraising events: Mother's Day Tea, Children's Teddy Bear Tea, Victorian Harvest Tea, and Whisky Tasting
- Exhibitions with Youth Mentorship Program and travelling exhibition from King Heritage & Cultural Centre



# 2023 Scorecard (as of end of October)

## Goals

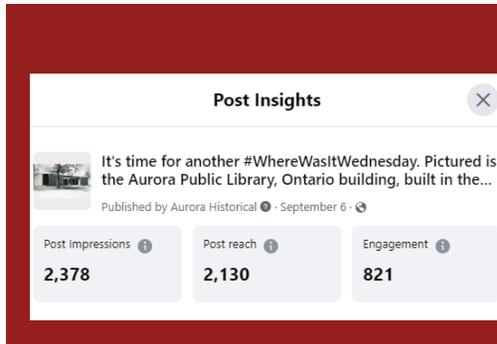
- . Plan and implement approx. 35 programs and special events
- . Present 3 exhibitions
- . Continue to use online presence for community engagement
- . Provide over 3000 hours in volunteer opportunities
- . Welcome 1300 visitors to Hillary House
- . Continue to educate community members through Outreach Programs
- . Continue to fund and execute the comprehensive action plan for critical restoration work at Hillary House

## Achieved

- . Implemented 36 programs and special events (4 events remain in 2023)
- . Presented 2 exhibitions
- . Increased online presence and community engagement
- . Provided 1600 hours in volunteer opportunities
- . Welcomed 750 visitors to Hillary House
- . Educated community members through 8 Outreach Programs & engaged with over 880 people
- . Worked with Parks Canada to completely replace historically significant fence along Yonge Street

# Continued Impacts of COVID-19

- Fluctuation in engagement and revenue



# of Tours/ People	May	June	July	August	September
2018	T=16, P=34	T=31, P =65	T=29, P=69	T=22, P=68	T=6, P=17
2019	T=8, P=18	T=26, P=58	T=18 , P=35	T=28, P=64	T=6, P=20
2020	Closed	Closed	T=8, P=22	T=18, P=34	T=11, P=49
2021	Closed	Closed	T= 7, P=14	T=16, P=35	T=13, P=54
2022	T=9, P=15	T=13, P=25	T=16, P=50	T=20, P=43	T=11, P=64
2023	T=2, P=3	T=9, P=17	T=13, P=24	T=38, P=83	T=15, P=80

- Increased online presence and engagement bringing new audiences and community awareness



# Key Performance Indicators (as of end of October)



36 (4)  
Programs &  
Special Events



750  
People welcomed  
to Hillary House



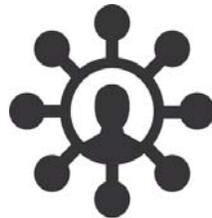
150  
People reached  
via virtual programs



880  
People engaged  
through outreach



1,600  
Volunteer  
hours  
performed



140  
AHS Members  
in 2023



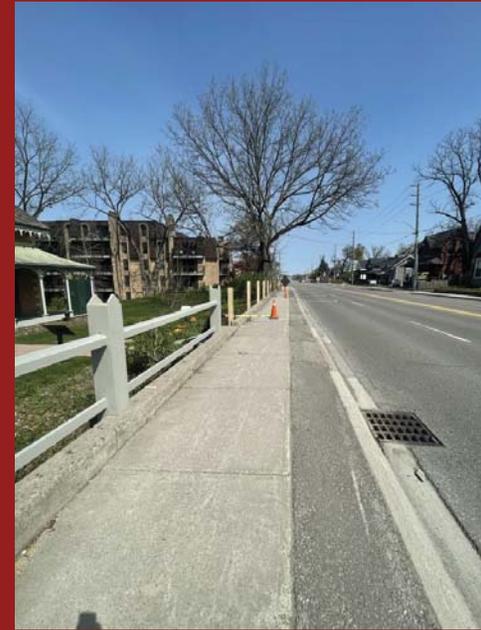
9,267  
Online  
Followers



19,500  
Online  
engagements

# Ongoing Challenges

- Fundraising
- Volunteer engagement
- Meeting critical maintenance needs in a timely fashion
- Restoration funding
- Grounds maintenance



# Partnerships

- Aurora Chamber of Commerce
- Aurora Cultural Centre
- Aurora Museum & Archives
- Aurora Public Library
- Aurora Senior Centre
- Aurora Sports Hall of Fame
- Garden Aurora
- Neighbour Aurora
- Other Ontario Museums
- Royal Rose Art Gallery
- Shadowpath Theatre
- The Auroran Newspaper
- The Paranormal Seekers
- Town of Aurora





## 2023 Funding

- Admission
- Donations
- Memberships
- Gift Shop Sales
- Programs
- Fundraising Events
- Rentals
- Canada Summer Jobs Grant
- Young Canada Works
- Community Museum Operating Grant
- Town of Aurora Operating Grant

	2018 Audited	2019 Audited	2020 Audited	2021 Audited	2022 Audited	2023 Projected (as of September)	2024 Forecast	2025 Forecast	2026 Forecast
Operating Revenue	\$16,409	\$11,454	\$11,382	\$27,089	\$22,226	\$14,500	\$15,850	\$16,250	\$16,750
Donations & Fundraising	\$61,816	\$42,728	\$14,132	\$61,725	\$82,730	\$11,000	\$15,000	\$27,000	\$20,000
Municipal Funding	\$79,500	\$77,900	\$81,675	\$82,830	\$84,600	\$93,017	\$85,900	\$87,600	\$89,400
Grant Revenue	\$22,091	\$24,640	\$24,631	\$61,755	\$31,877	\$33,854	\$28,042	\$25,242	\$25,242
COVID-19 Funding	\$0	\$0	\$15,556	\$38,804	\$44,935	\$0	\$0	\$0	\$0
<b>Total Revenue</b>	<b>\$179,816</b>	<b>\$156,722</b>	<b>\$147,376</b>	<b>\$272,203</b>	<b>\$266,368</b>	<b>\$152,371</b>	<b>\$144,792</b>	<b>\$156,092</b>	<b>\$151,392</b>
Operating Expenses	\$147,886	\$128,029	\$96,716	\$126,129	\$207,000	\$206,571	\$185,225	\$145,900	\$149,800
Fundraising Expenses	\$25,091	\$16,944	\$2,982	\$29,625	\$32,665	\$5,500	\$7,000	\$5,000	\$5,000
Restoration Costs	\$0	\$0	\$3,653	\$43,183	\$58,794	\$0	\$0	\$0	\$0
<b>Total Expenses</b>	<b>\$172,977</b>	<b>\$144,973</b>	<b>\$103,351</b>	<b>\$198,937</b>	<b>\$298,459</b>	<b>\$212,071</b>	<b>\$192,225</b>	<b>\$150,900</b>	<b>\$154,800</b>
Operating Surplus/Deficit	\$6,839	\$11,749	\$44,025	\$73,266	-\$32,091	-\$59,700	-\$47,433	\$5,192	-\$3,408
Transfer in/out from Reserves	\$0	+\$11,749 (in)	+\$21,995 (in)	-\$38,836 (out)	-\$44,692 (out)	-\$2,747 (out)	\$0	\$0	\$0

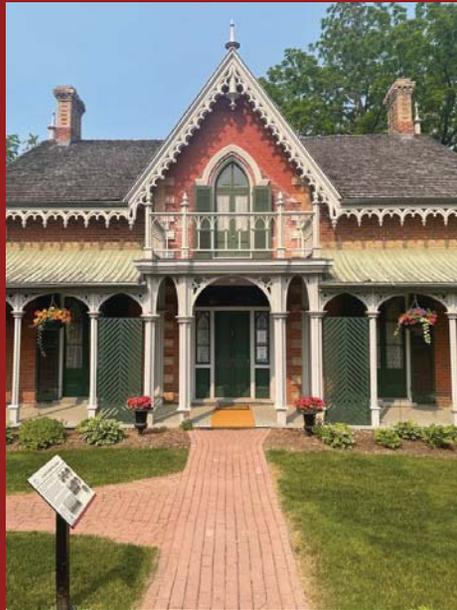
**2024 Request for funding: \$85,900**

# The Godfrey Collection

Currently, this important research collection of over 2,000 historical medical books and important archival material is stored at Hillary House. An AHS Intern is inventorying and assessing the collection to create a plan for the future.

The AHS thanks the Town of Aurora and the Young Canada Works Building Careers in Heritage program for assisting with this project.





# Hillary House Restoration

- Long-term priority projects:
  - Verandah roof
  - Rear Summer Kitchen
  - Foundation of middle section of the House
  - Landscape
  - Interior Rooms



## Our 2024 Goals

- . Plan and implement approx. 30 programs and special events
- . Present 2 exhibitions
- . Provide over 3000 hours in volunteer opportunities
- . Welcome 1300 visitors to Hillary House
- . Continue to educate community members through Outreach Programs



## Our 2024 Goals

- Continue to lobby various levels of government for greater support of Hillary House National Historic Site
- Explore new revenue and fundraising avenues
- Continue to fund and execute the comprehensive action plan for critical restoration work at Hillary House



# Feedback from the Community

*Excellent experience. The staff was knowledgeable and provided a great tour. There's a lot of history in the house and you can enjoy the gardens as well.*

*Gorgeous historic home in the heritage district. Fun and engaging public events. Great prices to go to museum or attend events. Nice staff.*

*An old house, which is a museum, preserved in very good condition. The owners were doctors, so they keep many old medical instruments. They also keep the living room, dining room and bedrooms in perfect condition. The young lady who gave us the explanation was excellent and very knowledgeable about the history of the museum. I highly recommend visiting this museum.*

*The tour leader was very kind and patient. She gave us amazing details about the House and seemed like she enjoys sharing her knowledge. I was amazed by the house and the story behind it. Will suggest it to my friends and anyone who is a history fan.*



Thank You!