

TOWN OF AURORA, CULTURAL SERVICES DIVISION

Cultural Action Plan 2024-2028



CAP Highlights

- Includes 9 Objectives that describe Cultural Services' mission-supporting goals.
- Accompanying each Objective are Key Results, providing a clear methods for tracking progress and meeting targets.
- Will be implemented over a five-year term, beginning in 2024.
- For each year of implementation, annual work plans will be created, and progress will be reported publicly.

Vision & Mission

To drive successful community connections by creating a sense of place that showcases the past and fosters new experiences. We will achieve this by:

- Engaging responsively to the communities we serve.
- Evoking emotions through our efforts to preserve, conserve, educate and inspire.
- Employing cross-sector strategies to support collaboration between the municipality, our Cultural Partners and the community.
- Working at the grassroots level to find equitable solutions that benefit our Cultural Partners, key collaborators, and community at large.
- Facilitating culture in a sustainable manner that considers the environmental impact of the creative sector.

What We Stand For

Our behaviour will come from a place of compassion and caring for one another and the community.

- We will act with respect, accountability, kindness and professionalism.
- Our work will be creative, innovative and proactive.
- Communication and active listening will allow us to generate responsive outcomes with an emphasis on equity and deepening community connections.

Objective 1

Align the Cultural Action Plan with the Town's Truth and Reconciliation efforts.

- Regularly update Indigenous Relations Committee on CAP implementation.
- Establish Inclusive Classroom at Town Square.
- Increase Indigenous participation in special events, programs, and exhibitions beyond designated dates.

Objective 2

Develop Creative Innovation Opportunities.

Gauge the feasibility of a program and/or physical space that will serve as a creative community hub for local artists and creative entrepreneurs to create, network, share resources and foster collaborative efforts.

Objective 3

Culture Days to increase awareness of local cultural groups and demonstrate their value to Aurora.

- Allocate budget to support Culture Days.
- Review and evaluate Culture Days programming by end of Q4 annually.
- Increase number of heritage experiences offered during Culture Days.

Objective 4

Map the cultural resources that comprise Aurora's cultural sector.

- Develop a system for maintaining and updating the database.
- Conduct user testing with partner groups annually.
- Increase the number of users accessing and using the Map by at least 50% by Q4 2028.

Objective 5

Position Aurora as an arts, culture, heritage and tourism destination within York Region.

- Leverage partnerships with businesses and local organizations to create Cultural Tourism Experience Packages.
- Expand cultural experiences in the community by participating in national and provincial arts, culture, heritage and tourism initiatives.

Objective 6

Increase the capacity of the local cultural sector.

Create opportunities for local cultural groups to build their capacity:

- Host annual Cultural Summit.
- Host networking and knowledge sharing opportunities.
- Create a Cultural Partner associate membership program with benefits.

Objective 7

Ensure the CAP remains strategically aligned with other related corporate plans.

- Update Aurora Town Square Business Plan by Q4 2025.
- Update Museum Plan, 2021-2025, Growing a Robust and Relevant Community
- Museum by Q4 2026.
- Update 2024-2028 Public Art Plan by Q4 2028.
- Review alignment with Economic Development Strategy, Corporate Strategic Plan and Official Plan by Q4 annually.

Objective 8

Use Cultural Services' resources to support downtown revitalization and create a distinct sense of place.

- Introduce public art to the Cultural Precinct.
- Contribute to the Promenade Streetscape Redevelopment design process.
- Meet with the economic development and downtown business community at least once annually to ensure Town Square alignment with downtown revitalization efforts.

Objective 9

Demonstrate that arts, heritage and culture play an instrumental role in enhancing Aurora's quality of life and supporting a vibrant town.

- Participate in the Municipal Cultural Statistics program with Creative City Network of Canada.
- Monitor and evaluate the impact of culture locally through qualitative and quantitative data collection that is translated into an annual Cultural Impact report.
- Conduct ongoing evaluation of all arts, culture and heritage programs, events and initiatives provided by the Cultural Services Division.

Implementation and Monitoring

- We will use Viva Goals, an innovative, forward-looking digital platform.
- This tool empowers all staff accountable for CAP implementation by providing real-time insights, fostering collaboration, and enabling agile decision-making.
- With Viva Goals, we can anticipate challenges, seize opportunities, and drive meaningful progress toward our cultural objectives.

Acknowledgements

Thank you to all the residents, artists, cultural professionals, arts, culture and heritage organizations, Mayor and Council, and staff who contributed to the development of the CAP.

We are especially indebted to our Cultural Partners for their insight and support.

An abstract geometric design featuring several parallel diagonal lines in teal and yellow. A large teal triangle occupies the bottom right portion of the image. The text "Thank you." is centered in the upper left area.

Thank you.