



AURORA SPORTS HALL OF FAME
**ENHANCING THE
CURRENT EXHIBIT
SPACES & VISITOR
EXPERIENCE .**



10 YEARS



Enhancing the Current Exhibit Spaces & Visitor Experience.

The Aurora Sports Hall of Fame (ASHoF) stands as a cornerstone of our community, embodying our shared sporting heritage and serving as an institution of inspiration for generations to come.

As a strong cultural partner of the Town of Aurora, ASHoF takes pride in honouring the outstanding athletes, coaches, and builders who have contributed to our community's sporting legacy & culture.

The core objective of this proposal is to revitalize the current Home of the Aurora Sports Hall of Fame, enhancing its visual appeal, enriching the visitor experience, and deepening its educational significance. By modernizing the display of our Honoured Member plaques and providing dedicated space for viewing archival documents, we aim to create a more dynamic and immersive environment that celebrates the achievements of our local sports heroes.

We are thrilled to present a comprehensive plan that encompasses enhanced current exhibition spaces, additional display cases, and the integration of multimedia technology. Through these proposed enhancements, we aspire to elevate the visitor experience, pay homage to our community's athletic achievements, and foster a stronger sense of community engagement.

Outlined below are the key recommendations for the renovation of the Home of the Aurora Sports Hall of Fame (ASHoF), reflecting our commitment to preserving and promoting our sporting heritage.

#1 31-Foot Wall (EXISTING):

- Repurpose the existing wall dedicated to our Hall of Famers with a two-tiered system for Honoured Member plaques.
- This redesign will increase the footprint of the display area, providing more space to showcase the members enshrined in the ASHoF.
- Introduce low level archival-style display cases to exhibit inductee-related archival documents, offering visitors a deeper insight into the sporting history of Aurora.

#2 16-Foot Wall (EXISTING):

- Utilize the 16-foot wall as an overflow for Inductee plaques.
- Incorporate large graphics and potentially relocate or add additional mannequin case and artifact displays to revitalize the visual appeal and storytelling.

#3 West Window (NEW):

- Welcome visitors with a message incorporating the ASHoF logo, creating a consistent branding experience similar to the main entrance of the building.

#4 Pre-School / New Meeting Room (EXISTING):

- Add graphics to the frosted glass to enhance the aesthetics and current educational value of the space.



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#5 Education Wall (EXISTING):

- Enhance the look and feel of the current education wall to create a stronger showcase and educational experience.
- Update low-tech interactive experiences, such as graphics illustrating the comparison between visitor and professional athlete performance.
- Consider relocating the current “Future Hall of Famers” display to a more eye-level position and replace existing graphics accordingly.

#6 New Hallway (NEW):

- Explore the possibility of implementing a two-level display of the ASHoF “Future Hall of Famers” of the Year, providing visibility to upcoming athletes and inspiring future generations.

#7a, #7b, #7c, #7d Poles (EXISTING):

- Revamp and redesign the wrapping of the current four poles with updated images of Hall of Famers and Future Hall of Famers, reinforcing the sense of community pride and achievement.

#8 NEW Way finder (NEW):

- Install the NEW Way finder in front of the wall or adjacent to Pole #2, improving visitor navigation and enhancing the overall experience.

#9 Blue Wall (EXISTING):

- Utilize the current space for the installation of a monitor showcasing running videos and messages from ASHoF, creating an engaging multimedia experience for visitors.

#10a, #10b Poles (EXISTING):

- Feature designs and copies related to Call to Action #87 and the current Sports Plan, respectively, enhancing visitor awareness and participation in community initiatives.

#11 Wall with Bench and Drinking Fountain (EXISTING):

- Replace current “Champions of Sport” display with Annual Induction Celebration “Sponsor Thank You” messages and sponsor logos, refreshing the content annually.

#12 Front Entrance – NEW Customer Service Desk – Southeast Wall (EXISTING):

- Retain the Mike Palmateer Image with the ASHoF logo to maintain brand consistency and recognition at the entrance.

#13 31-Foot Wall – Other Side South Side (NEW):

- Plan for future displays of jerseys, artifacts, and community outreach initiatives outside display cases, pending loaner approval and with a fun theme to engage visitors.
- Install hanging rail to accommodate the display of textiles and other items.
- Reevaluate individual/family business contributors and sport organizations, recognizing their historical and future contributions to the ASHoF.



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In conclusion, the proposed enhancements outlined for the Aurora Sports Hall of Fame not only represent an exciting opportunity to rejuvenate and elevate our brand presence and equity but also signify a significant step towards securing the Hall's future as a cornerstone of our community's cultural landscape.

By modernizing the display spaces, integrating multimedia elements, and enhancing the overall visitor experience, we are not only revitalizing the presence of the Aurora Sports Hall of Fame, but also laying the groundwork for its sustained growth and relevance in the years to come.

The expanded current footprint will not only accommodate larger audiences but also ensure that future generations have the opportunity to experience and appreciate our rich sporting heritage.

If we do not expand our current footprint to accommodate new inductees, ASHoF will be unable to recognize future honorees, which will significantly impact the future of our organization.

These enhancements will position our organization as one of the premier destinations in York Region but also aspire to elevate its status to one of the best Hall of Fames in the province of Ontario. By offering visitors a more immersive and engaging experience, we are confident that the Hall will attract visitors from across the region and beyond, cementing its reputation as a must-visit destination for sports enthusiasts and history buffs alike.

In essence, the proposed enhancements are more than just a renovation; they are a testament to our commitment to preserving and celebrating the achievements of our local athletes, coaches, and builders while fostering a deeper sense of community pride and connection.

Together, we are poised to embark on an exciting journey towards making the Aurora Sports Hall of Fame a beacon of inspiration and a source of pride for generations to come.

Thank you for considering this proposal, and we anticipate and welcome the opportunity to embark on this transformative endeavour together.



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Moving forward, we recommend the following next steps to bring these enhancements to action:

Implementation Planning: Initiate detailed planning sessions to determine the logistics, timelines, and budgetary considerations for implementing the proposed enhancements across the various areas of ASHoF.

Stakeholder Collaboration: Collaborate closely with stakeholders, including the Aurora Sports Hall of Fame board, to garner support and ensure alignment with the vision for the project.

Design Development: Engage design professionals to develop comprehensive design concepts and layouts for each proposed enhancement, ensuring they align with the overarching goals and objectives of the ASHoF.

Approval Processes: Seek necessary approvals from relevant stakeholders for the proposed renovations, ensuring compliance with regulations and guidelines.

Execution and Installation: Execute the approved plans, ensuring the seamless installation of display cases, multimedia technology, and signage in accordance with the agreed-upon timelines.

Post-Installation Evaluation: Conduct a thorough evaluation following the installation of enhancements to assess their impact on visitor experience, engagement, and overall satisfaction. Gather feedback from visitors and stakeholders to identify areas for further improvement.

Ongoing Maintenance and Updates: Implement a maintenance plan to ensure the longevity and upkeep of the newly installed features, and periodically review and update the exhibits to reflect the evolving landscape of Aurora's sporting heritage.

By following these recommendations and working collaboratively, we are confident that the Aurora Sports Hall of Fame will emerge as a premier destination of visitors to the Town of Aurora that celebrates our community's rich sporting legacy and inspires future generations of athletes, coaches, and sports enthusiasts alike.

We believe that these proposed enhancements will significantly enrich the ASHoF experience for visitors while preserving and celebrating the rich sporting heritage of Aurora. We look forward to your feedback and collaboration in implementing these exciting improvements.



#10b

#12

#11

#7d

#10a

251

252

