



**Inclusion of Sport Aurora Celebration Display at
the Stronach Aurora Recreation Centre**



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Town of Aurora

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Proposal

Inclusion of Sport Aurora Celebration Display at the Stronach Aurora Recreation Centre

Date: Fall 2024

Objective: *To celebrate and promote Sport Aurora in the Town's premier Sport and Recreation facility, replacing what was removed prior to the SARC Gym construction, thereby enhancing sport and recreational community engagement at the Stronach Aurora Recreation.*

Background: *The Stronach Aurora Recreation Centre serves as a hub for multi-sport and recreation activities; promoting health, wellness, and sportsmanship among residents of all ages. The facility attracts approximately 500,000 per year and the reinstatement of the Sport Aurora display would be a valued promotional of this community partner, fostering a deeper sense of community pride in athletic achievement.*

Sport Aurora is in hopes that the acceptance of this proposal will continue to lead and promote the excellence of sport & recreation in the Town of Aurora.

Warm regards,

Laurie Mueller
Executive Director Sport Aurora

Proposal Details:

1. Display Concept:

- *The Sport Celebration display will showcase achievements and milestones of local sports teams, athletes, and events. It will continue to showcase our current Pillar programs, Athlete of the Year, Coach of the year and Volunteer of the Year.*
- *It will include panels strategically placed within the recreation centre, highlighting photographs, achievements, records, and notable moments from various sports and recreational activities.*

2. Space Determined:

- *The Sport Celebration display will not be any more space than what was active in previous years. Sport Aurora is not asking for any additional space, in fact the projected space allotted to Sport Aurora is smaller than what we had in the past. If more space is offered, Sport Aurora would be happy to take what space is offered. This diagram attached outlines the full area that is built according to the architectural drawings laid out. Sport Aurora has met with Mr. Firman to confirm space that is projected.*
- *Please see projected space asked for in the diagram attached at the end of proposal.*

3. Content Curation:

- *Content for the display will be curated through collaboration with local sports organizations, schools, and community members.*
- *Emphasis will be placed on inclusivity, celebrating a diverse range of sports including but not limited to hockey, soccer, basketball, swimming, and gymnastics etc.*

4. Benefits:

- **Community Engagement:** *Encourages community involvement and pride by celebrating local athletes and teams.*
- **Inspiration:** *Motivates current and future athletes by showcasing success stories and milestones.*
- **Promotion:** *Provides a platform for local sports organizations and sponsors to gain visibility and recognition.*

5. Implementation Plan:

- **Phase 1 - Planning and Design:**
 - The planning committee comprising representatives from the recreation centre, local sports organizations, and community stakeholders will resume after completion of the SARC.
 - Determine display locations, specifications, and technical requirements.
- **Phase 2 - Content Development:**
 - Continue to solicit content submissions from sports teams, schools, and individuals.
 - Curate and organize content to ensure a diverse and representative display.
- **Phase 3 - Installation and Launch:**
 - Install necessary equipment and display panels.
 - Host a launch event to unveil the Sport Aurora Display to the community.

6. Budget Considerations:

- Allocate funds for display screens, installation costs, content curation, and ongoing maintenance.
- Explore sponsorship opportunities with local businesses or organizations to offset costs.

Conclusion: Introducing a Sport Wall of Excellence display at the Stronach Aurora Recreation Centre aligns with our commitment to promoting sportsmanship, community engagement, and local pride. This initiative will enrich the recreational experience for all visitors while highlighting the achievements of our talented athletes. We look forward to your support in making this vision a reality.

Next Steps: We propose convening a meeting to further discuss the details of this proposal and seek approval for its implementation. Your feedback and input are invaluable as we work together to enhance our community recreation centre.

Thank you for considering this proposal.

Contact Laurie Mueller

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NOT SURE WHAT IS DESIGNED ABOVE IN THIS SPACE.
IT COULD POSSIBLY BE UTILIZED BY SPORT IN THIS DESIGN.

SPORT AURORA SPACE REQUEST FROM POINT A TO POINT B SAME AS BEFORE

A

15' - 16' Across

B

32''

Partners & Benefactors

28''

42''

28''

44''

Chartered Sport Heroes

28''

36''

Additional sign

28''

SPORT AURORA WALL OF EXCELLENCE

48''

6''

48''

6''

48''

6''

40''

Sport Aurora History

44''

6''