



AURORA CULTURAL CENTRE STRATEGIC PLAN

2026 TO 2030



Aurora
Cultural
Centre

PERFORMING ARTS
GALLERIES
EDUCATION



When culture thrives at the centre of civic life, people don't just attend events, they **belong here**.





TOWN OF AURORA
SUPPORT &
COLLABORATION

COMMUNITY

AURORA
CULTURAL CENTRE
PROGRAMMING &
ACTIVATION



HUMAN IMPACT

4 SPECIAL COUNCIL BRIEFING



COMMUNITY IMPACT



Serpa Motor Sports
Powersports & Marine



Apple Suites Flexible
Office Space



Richard Gong, Agent
15342 Yonge Street • (905) 727-6333

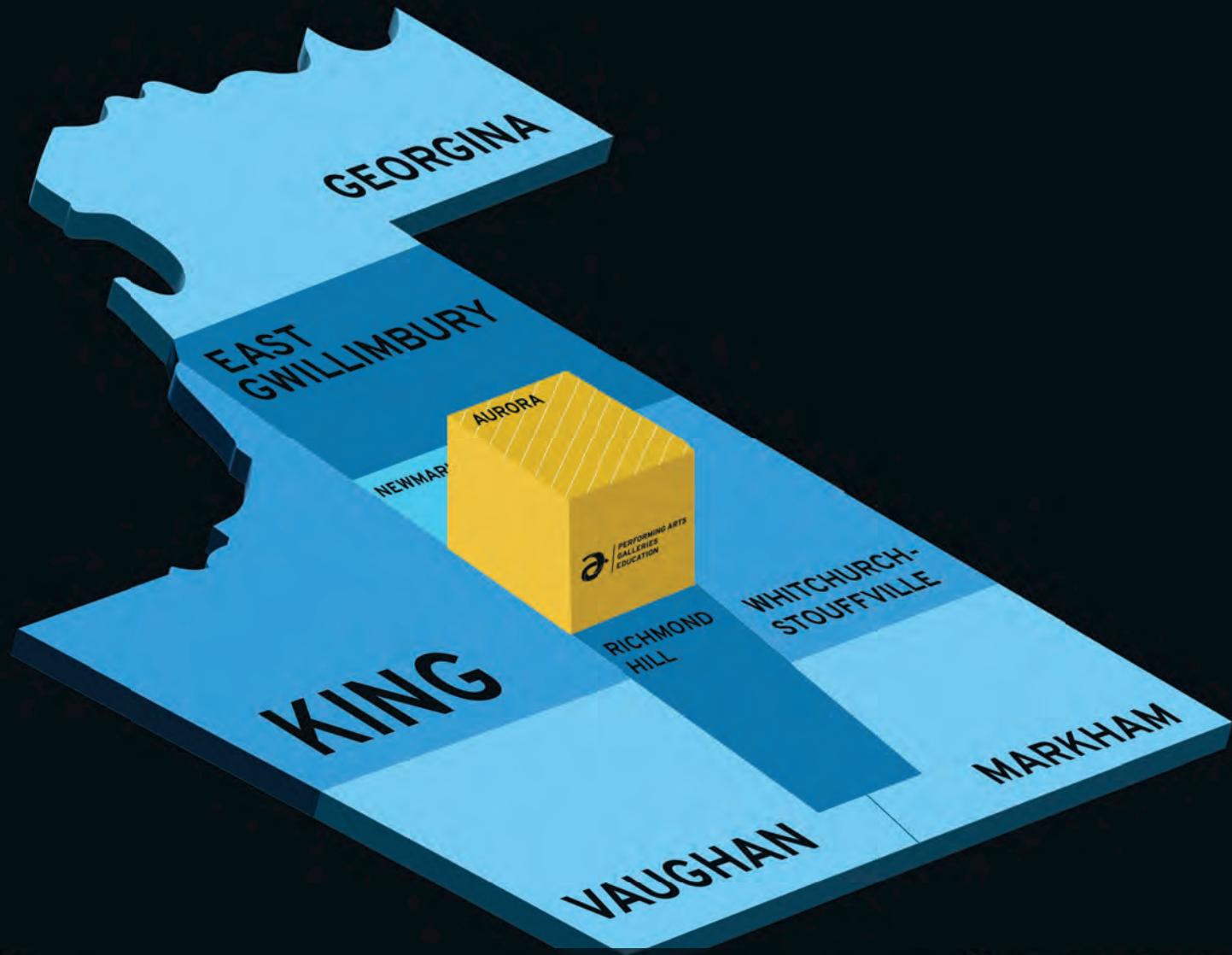
Desjardins Insurance



RBC Foundation

ECONOMIC IMPACT

 Aurora Cultural Centre Strategic Plan | 2026 to 2030





ARTS EDUCATION VISUAL ARTS PERFORMING ARTS



“As a not-for-profit charitable organization, we offer excellent and inclusive experiences, celebrate diverse voices, and connect people through live performance, visual arts, and arts education.”

Excellence

Collaboration

Inclusivity

Artistic integrity

Responsible Governance

Stewardship



IMAGINE
CANADA

01

Cultural Leader & Artistic Hub

02

Strengthen Community & Audience

03

Build Funding & Diversify Revenue

04

Enhance Branding & Visibility

05

Broaden Reach & Recognition

06

Strengthen Capacity & Governance

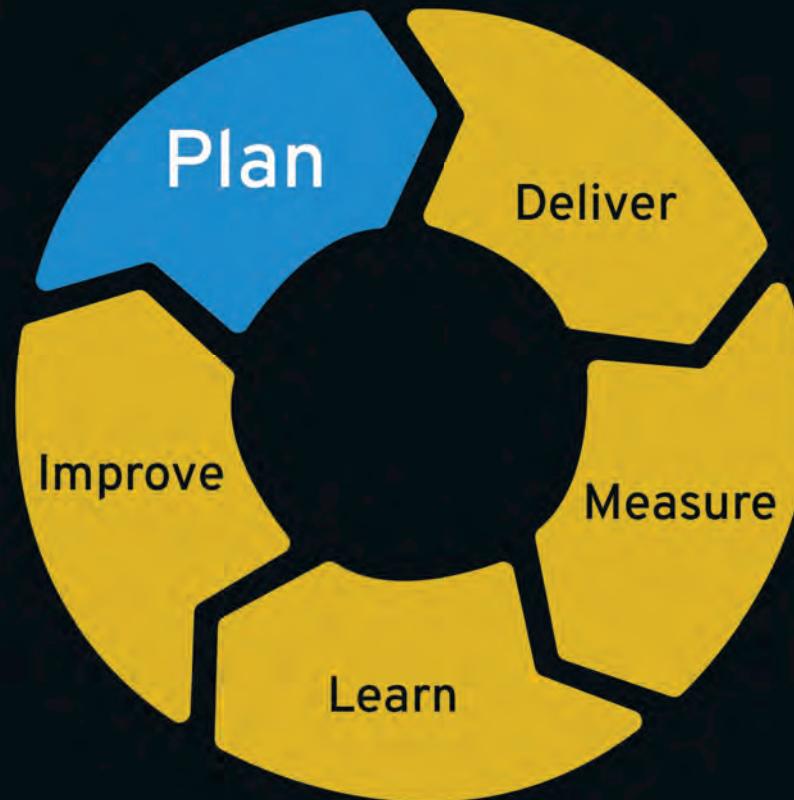
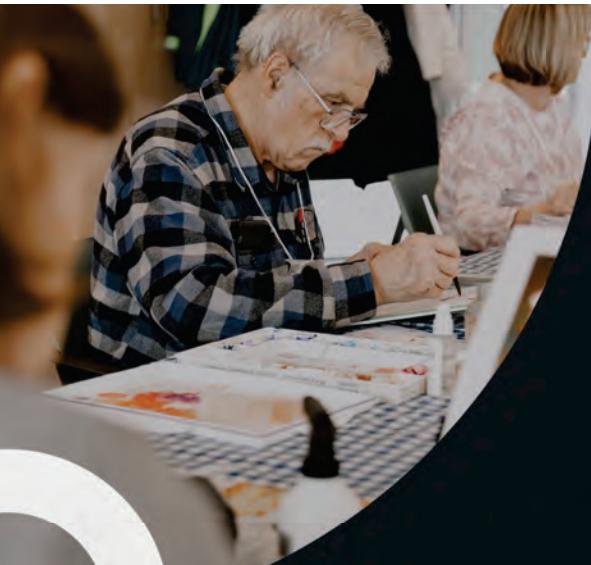




STRONGER community connection for residents.

BROADER reach and recognition to attract people and businesses.

ENDURING organizational sustainability to enrich our community.





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When culture thrives at the centre
of civic life, people don't just attend
events, they know they **belong here**
in Aurora.

