



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 know they **belong here.**







HUMAN IMPACT



COMMUNITY IMPACT



Serpa Motor Sports
Powersports & Marine



Apple Suites Flexible
Office Space



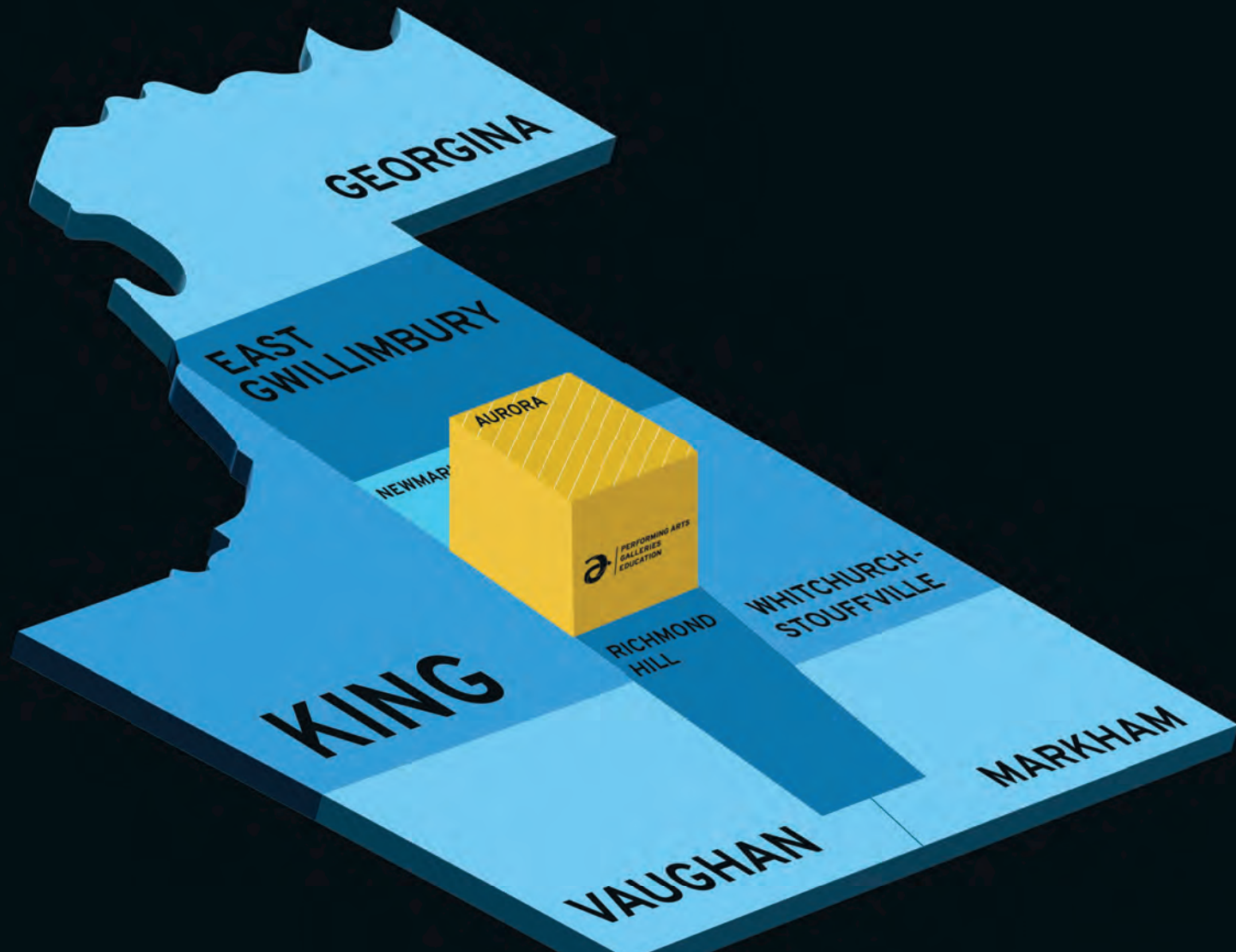
Desjardins Insurance



Foundation

RBC Foundation

ECONOMIC IMPACT



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



- 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

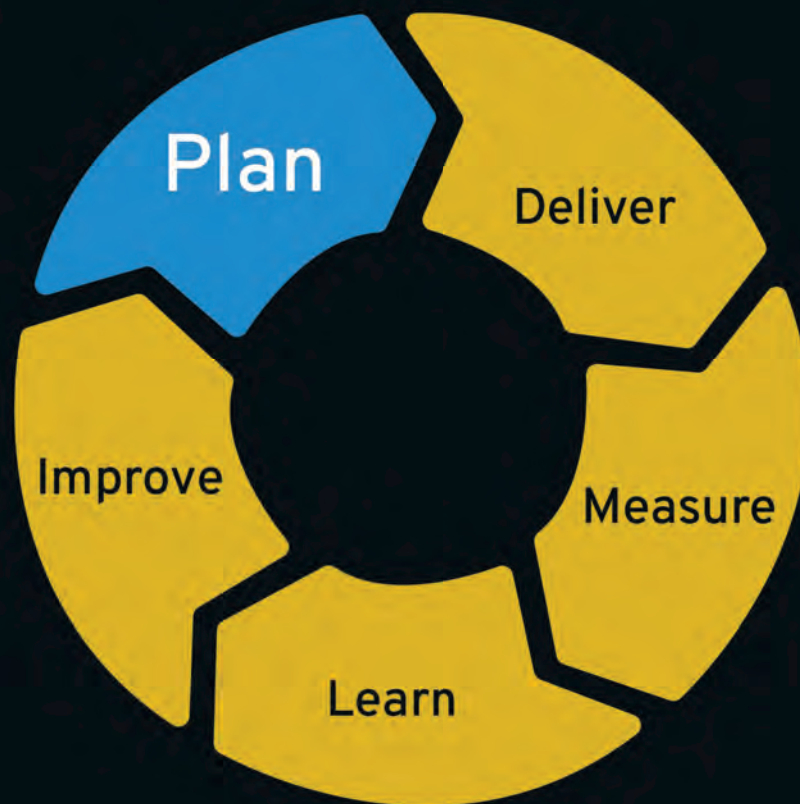


A large group of people, including men, women, and children, are sitting on a wide set of outdoor stone steps. They are dressed in casual summer attire. In the background, there is a historic building with a prominent clock tower and a red-trimmed gable. The scene is set in a park-like area with trees and a clear sky. A blue circular graphic is in the top left, and a yellow and white abstract shape is in the top right.

STRONGER community connection for residents.

BROADER reach and recognition to attract people and businesses.

ENDURING organizational sustainability to enrich our community.







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

