

Aurora Historical Society

Budget Presentation
to Town of Aurora

November 16, 2020



Background

AHS has served the citizens of Aurora since 1963

- Established the Aurora Collection and the Aurora Museum
- Made significant contributions to the restoration of Church Street School, raising in excess of \$700,000 to the project, as well as volunteer labour
- Owns and operates Aurora's only National Historic Site
- Promotes interest in Aurora's rich heritage
- Provides innovative programming and learning opportunities



Mission Statement



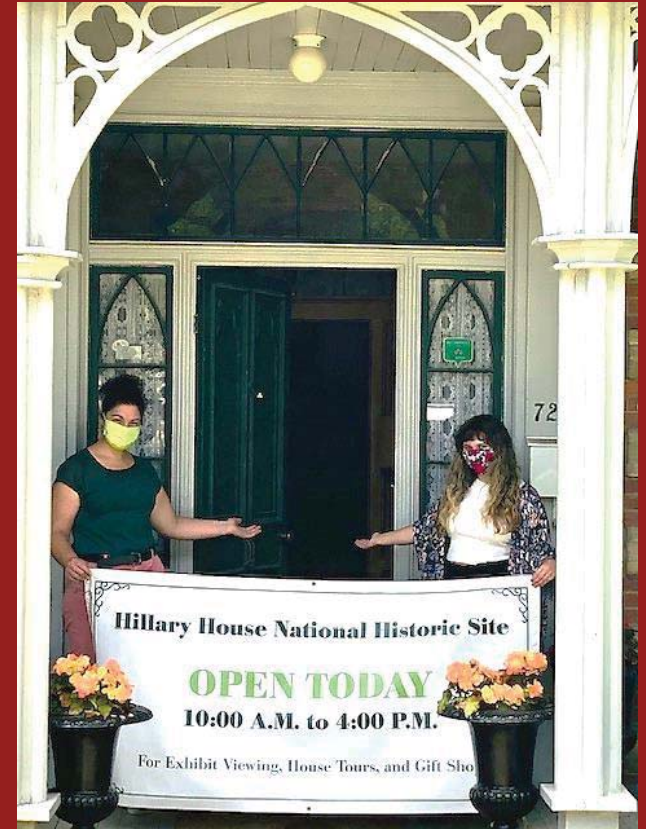
To preserve, interpret, and promote the social, cultural, and material heritage of the community of Aurora for the education, enrichment, and enjoyment of present and future generations.

As the landscape of Aurora changes, the Aurora Historical Society Board of Directors continues to be committed to the preservation of heritage and Hillary House National Historic Site.



2020 Highlights

- Engaging Speaker Series
January, February, and
September
- Around the House Video Series
- Increased Online Presence
- Volunteer Transcription Project
- Reopening Hillary House
- Culture Days: Victorian Harvest
Tea
- St. Andrew's College
Community Giving Program



2020 COVID-19 Impacts

- Significant loss of program revenue and engagement
- Cancellation of outreach opportunities
- Decrease in on-site attendance
- Cancellation of two major exhibitions
- Significant loss of fundraising revenue



2021/2022 COVID-19 Impact Projections

- Consequences are unpredictable
- Lower than average program revenue, attendance, and engagement opportunities
- Unknown future Government assistance



2020 Community Support

- Benjamin Moore Paints
- Wood Brothers Drywall Inc.
- Pine Farms Orchard
- Hurst Bakery
- North South Management
- ERA Architects
- Aurora Chamber of Commerce
- Town of Aurora
- Aurora Museum & Archives
- and others



Key Performance Indicators



349

People were
welcomed to
Hillary House



3122

Volunteer hours
performed



150

AHS Members
in 2020



9430

Online followers



11,000

Online
engagements



Our 2021 Goals

- Plan and implement approx. 30 programs and special events
- Host 3 exhibitions
- Increase online presence and community engagement
- Provide over 3900 hours in volunteer opportunities
- Welcome 2000 visitors to Hillary House
- Educate community members through Outreach Programs
- Fund and execute the comprehensive action plan for critical restoration work at Hillary House



2021 Partnership Goals

- Aurora Museum & Archives
- Aurora Public Library
- Aurora Cultural Centre
- Aurora Farmer's Market
- Theatre Aurora
- Garden Aurora
- Aurora Sports Hall of Fame
- Aurora Chamber of Commerce
- Niagara College, Aurora
- York Region School Boards
- Aurora Senior Centre

The Godfrey Collection

Currently, this important research collection of over 2000 historical medical books and important archival material is stored in an off-site, climate-controlled commercial facility at an estimated cost of \$3,500 per year.

This is intended as a short-term storage solution as the AHS is exploring alternatives to ensure this collection can be properly cared for and accessed by the public.



2020 Funding

- Town of Aurora Grant
- Community Museum Operating Grant
- Canada Summer Jobs
- Gift Shop Auction
- Annual Appeal

Emergency Funding

- Canada Emergency Wage Subsidy
- Museum Assistance Program Emergency Fund
- Other emergency funding – Canada Emergency Business Account & Resilient Communities Fund



Key Financial Metrics:

	2019 Audited	2020 Budget <small>(pre COVID-19 forecast)</small>	2020 Projected <small>(as of November 2020)</small>	2021 Forecast
Revenue from Fundraising/ Donations/ Other	\$53,000	\$55,000	\$13,000	\$20,000
Grant Revenue	\$103,000	\$104,000	\$104,000	\$105,000
COVID-19 Emergency Funding			\$23,500	?
Operating Surplus/ Deficit	\$12,000	\$5,000	\$0	-\$14,500

2021 Request for funding: \$82,800
 \$79,300 (base) + \$3,500 (Godfrey Collection storage)

2021 Steps Moving Forward



- Explore professional fundraising avenues
- Strengthening the AHS Board of Directors to broaden community engagement opportunities
- Lobby various levels of government for greater support of Hillary House National Historic Site

Hillary House National Historic Site



*We look to the Town of Aurora
for your continued support.*

“Excellent work! This community is very fortunate to have such a well-preserved gothic house.” – North Bay

“Very interesting history and nicely explained by the guide”
– Netherlands

“This is a lovely historic home and the grounds are perfect for a picnic.” - Aurora

“I visited earlier this month and loved it so much I returned with my entire family.”
– Toronto

“Thank you! Great experience!!! Enjoyed learning this history!”
– Scarborough



Thank
You!