

President's Message

I am pleased to present our 2014 Annual Report which offers a glimpse into our activities. It was an exciting year for the Centre; our wide array of programs attracted an ever-growing number of visitors to the Centre.

The signing of a 15 year Cultural Services Agreement with the Town of Aurora, and the continued development of partnerships and relationships has resulted in the Centre having become firmly established as an integral part of the fabric of the community.

We acknowledge not only what we accomplished in the fiscal year 2014 but the people who made it happen. I extend a sincere thank you to our funders, donors, visitors, volunteers, community partners, Board and staff—for your support and inspiration which helps bring the Aurora Cultural Centre to life, and enables us to look forward to an exciting future.

Bonnie Kraft, President, Board of Directors



Thank You to our 2014 Main Sponsors



Bonnie & Norbert Kraft

Programs 2014

- *248 artists given opportunity to exhibit
- *25 adult & child instructional classes ran
- *23 free all-ages community events offered
- *19 musical concerts included:
classical, indie, jazz, bluegrass, folk, world, Indigenous.

- *16 heritage events included:
Community as Curator displays of artifacts in Aurora Room and display cases at reception, heritage music, crafts, art.

- *Multicultural programming included:
Brazilian Capoeira, Celebration of Persian Culture, community Iftar Dinner for Ramadan, *Indigenesse* exhibition by First Nations, Inuit & Metis female artists.

We would LOVE to hear from you!

- Volunteers stephanie@auroraculturalcentre.ca
- Community Rentals carol@auroraculturalcentre.ca
- Sponsorship/Donations anuja@auroraculturalcentre.ca
- Exhibit Art clare@auroraculturalcentre.ca
- Teach/Programs janetaylor@auroraculturalcentre.ca
- Join our Board info@auroraculturalcentre.ca

- Feedback/Comments
lauraschembri@auroraculturalcentre.ca



Aurora Cultural Centre

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2014 ANNUAL REPORT



aurora
cultural
centre

Our Vision

The vision of the Aurora Cultural Centre is to be a vibrant centre of cultural and social activity in the heart of Aurora, celebrating the value of creative arts, culture and heritage, and enriching the quality of life of our community.

Our Mission

We deliver a diverse range of inspiring artistic, music and heritage programs, and promote Aurora as a dynamic community that values the creative contributions of its citizens. We proudly showcase local, emerging and established talent for all our community to enjoy.

Board of Directors at June 15, 2014

Bonnie Kraft, President
 Craig Mather, Vice President
 Heidi Franken, Treasurer
 Karin Allan, Secretary
 Janet Thacker, Director
 Levon Yazejian, Director
 Eric Acker, Director
 Lindsay Ablett, Director
 Carol Mather, Director
 Mukhlis Mutlag, Director
 Gabriela Dragomir, Director
 Mayor Geoffrey Dawe, Ex Officio Director
 Councillor John Abel, Ex Officio Director

Full Time Staff at June 15, 2014

Laura Schembri, Executive Director
 Jane Taylor, Program, Event & Communications Manager
 Carol Sharp, Administration & Operational Services Manager
 Stephanie Nicolo, Program, Gallery & Volunteer Services Coordinator
 Clare Bolton, Gallery Manager
 Anuja Varghese, Community Investment Manager (contract)

2014 Highlights

- Maintained 'Imagine Canada' accreditation
- Finalist, Voluntary Sector Reporting Award (VSRA)
- Honourable Mention Award from VSRA for Transparency in Financial Reporting
- Signed 15 year Cultural Services Agreement with Town of Aurora
- Secured Ontario Trillium Foundation three year grant for a Fund Development Officer (CIM)
- Recorded over 27,000 visits to Centre
- Favourable KPI results
- Increased programming and earned revenues

2014 Key Performance Results

The Centre tracks various KPI's to monitor the effectiveness of its operations.

Customer Satisfaction with Program Mix	90% Satisfied or Extremely Satisfied
Customer Satisfaction with Quality Level	96% Good, Very Good or Excellent
Customer Satisfaction with overall Governance	68% Satisfied/Extremely Satisfied
Customer Recognition & Awareness of Centre	59% Well known /Extremely well Known
Program Spend vs Total Spend	2014 74% 2013 69%
Program hours/capita	2014 0.05 2013 0.05
Town Grant as % of Total Revenue	2014 56.96% 2013 61.44%
Town Grant/capita	2014 \$6.48 /resident 2013 \$6.50/resident
Volunteer hours % of Total hrs to operate Centre	2014 28.74% 2013 31.83%
Visits annually	2014 27,247 2013 25,324



Outlook for the Future

Moving in to 2015 it will be time for the Centre to begin work on the next Strategic Plan which will take us from 2016 to end 2018. Having grown from just an *idea* in 2010, to the all-season, bustling center of cultural discovery and exchange that we are now, in our first five years, has been quite an achievement - and is the result of much hard work and passion – from the Board, staff and our volunteers.

Looking forward, the next three years will present challenges, some of them new to us, however; the Team is well-honed and we have the experience behind us to better predict how to move forward. The Strategic planning process will greatly assist with clearly identifying our direction.

We invite all to join us; we promise you a warm welcome. There's LOTS going on here!

For FULL **AUDITED FINANCIAL STATEMENTS** visit our website at www.auroraculturalcentre.ca

REVENUE	BUDGET	2014
Grants – Town of Aurora	377,000	377,000
Grants – other	92,600	70,656
Programs	155,000	163,520
Fundraising/donations etc	66,000	46,601
	690,600	657,777
EXPENSES*		
Salaries & benefit	372,174	353,819
Grants – other	85,900	60,713
Programs	134,800	139,490
Office, phone, leases, bank	41,649	29,780
Professional fees	30,000	18,481
Fundraising	15,677	10,749
Insurance	10,500	7,425
	690,600	620,457
		+37,320

*Does not include amortization