



Church Street School Cultural Centre – operating as the Aurora Cultural Centre

Executive Director's Q3 2014 Managerial Commentary

Intended to accompany the Centre's July to September 2014 Third Quarter financial statements.

Highlights – 2014 Third Quarter

- 12 Instructional Summer Programs Ran
- 14 free Community Events Presented
- 2 Exhibitions of Art Presented
- 4 Heritage Events Presented
- 7244 Visits
- 616 Programming Hours
- 917 Volunteer Hours Donated to Centre



December 12, 2014

PROGRAMMING Q3 2014

Our programs are enjoying the support of a large number of participants. We are committed to presenting top quality cultural programming for our community. The Centre provides a mix of free, by donation and registered/ticketed events.

Art Exhibitions Q3 = 2

The Art Gallery program forms a major part of our operational plan to make the Cultural Centre accessible to everyone. All galleries are open free to the public to explore, be inspired and learn from. The exhibitions are changed regularly with great variety.

July - Sept <i>Earth to Fire - Contemporary Craft</i> : Pine Tree Potters juried show and sale	Meridian & Blue Galleries
July to Sept <i>Shift</i> : Krista Arnold	Great Hall & Reception Galleries

Heritage Displays of Artifacts Q3 = 3

There is always a display of artifacts from The Aurora Collection exhibited in the main reception area of the Centre. As well, the Centre has developed our own "*Community as Curator*" program where Aurora citizens, organizations and businesses are invited to display their artifacts and collections throughout the year, most often at the front reception area.

<i>AUC - Alive! Aurora United Church ... Continuing on the Journey. Surviving Artifacts and Photography</i> by Claire D'Aurore.	Community as Curator: Aurora Room A partnership with Aurora United Church, Town of Aurora, Claire D'Aurore & Cultural Centre
<i>Railways of Aurora</i>	Aurora Historical Society: Reception Display Case
<i>Church Street School Artifacts</i>	Aurora Historical Society: Library Room Display

Special Community Events Q3 = 14

Community events are initiated by the Centre, partnered by the Centre with other groups, or the Centre provides the location for a community event facility rental. However it comes about, a community event always welcomes the community into the facility for a special activity; often at no charge.

<i>Earth to Fire – Pine Tree Potters</i> - Opening Reception & meet the artists
<i>Shift</i> : Krista Arnold – Opening Reception & meet the artist
<i>Earth to Fire</i> - Docents in the Galleries throughout the exhibition
<i>Krista Arnold – Artist in the Gallery days</i>
Krista Arnold: <i>Ways of Seeing</i> - Artist walk & talk
Ramadan Community <i>IFTAR Dinner</i>
<i>Love You Forever & More Munsch</i> – 2 free community shows sponsored by Meridian
<i>Doors Open</i> with activities, music and refreshments
Aurora Cultural Centre – Public Meeting #2
<i>Earth to Fire</i> : Gallery pottery Demo

Aurora United Church – Community visioning session
William Lottering: Illustrated Art Lecture #1 of 2
<i>Culture Days</i> : a Celebration of Persian Culture & Opening Receptions with meet the artists for 2 new art exhibitions
Town of Aurora: Community Job Fair

Instructional Arts Programs Q3 = 12

With 2 summer students funded by Young Canada Works in Heritage Organizations (Canadian Museums Assoc.) and 2 summer student sponsored by Machi Badminton Training Centre, the were able to hire qualified young arts instructors to provide quality arts-infused programs. Each program offered was sold out.

Summer programming:

Young Artist Studio – summer programs – six weeks	Ages 4 to 6
Mixed Media Mash-Up – summer programs – six weeks	Ages 7 to 12

COMMUNITY PARTICIPATION Q3 2014

Community participation flows through everything that happens at the Centre and is evident in all we do.

Here are just some activities that occurred at the Centre in Q3 2014...

- The Centre is proud to have become the northern “home” of *Third Age Learning – York Region*. This group of seniors for seniors, provides informative lectures to packed audiences in Brevik Hall for about six weeks each spring and fall.
- During *Culture Days*, as a member of the Aurora Cultural Roundtable, the Centre co-ordinated and collaborated with the Roundtable to participate in this national celebration of culture. At the Centre we hosted an afternoon of Persian culture – dancing, singing, instrumental music – and even refreshments – all to a packed and appreciative audience upstairs in Brevik Hall. At the same time we opened two new summer exhibitions of art with the artists in attendance. A true hub of culture.
- During *Doors Open*, the Centre welcomed 315 visitors who *despite the heavy rain*, came to tour the building and its displays, interact with brilliant young (local) artist, Krista Arnold, chat with Bob McRoberts as he showed his slides of Old Aurora Postcards, meet and learn from the Pine Tree Potters docents and participate in a collaborative community art project.
- Our children’s summer art programs operated at 102% capacity and with that, we have hopes of expanding the programs for summer 2015.
- During July and August, every Friday afternoon the Centre hosted Spotlight Youth Theatre for their weekly camp recitals, held in our Brevik Hall. On Fridays the Centre was chock a block with children everywhere – much as it must have been many years ago as a school.
- In July we partnered with The Intercultural Dialogue Institute of GTA and York Region Children's Aid Society to present Aurora’s first Ramadan Fast Breaking Community IFTAR Dinner whereby all faiths were welcomed to join in the event. Once again we had a full house participate.

- Generous sponsorship funding from Meridian allowed the Centre to offer two shows of *Love You Forever & More Munsch* performed by *To Be Determined Theatre Company* to local families at NO CHARGE in the middle of summer. What a treat for all!
- We were thrilled to receive funding enabling us to expand our children's summer arts programs and hire three talented students to facilitate the programs which started at the beginning of July. We are grateful for funding received from *The Canadian Museums Association's Young Canada Works in Heritage Organizations* program which supported two student instructors. As well, Centre Business Partner, *Machi Badminton Training Centre* helped bring sport and culture together when they generously funded the hiring of the Centre's third summer student.

OUR VOLUNTEERS Q3

Volunteers are another important measure of community participation at the Centre. Our volunteers donate thousands of hours of their time. All ages offer to volunteer at the Centre in operations; including couples and families volunteering together. We are always happy to welcome more people to our volunteer team. We offer a thorough orientation and interesting volunteer opportunities. Our Board of Directors and citizens sitting on occasional ad hoc committees are all volunteers and donate a huge number of hours to the governance of the Centre. We simply could not operate the Centre without our dedicated volunteer force.

VOLUNTEERS donated a total of 917 hours July to end September 2014.

Operational Volunteers TOTAL hours donated Q3	362.5 hours (not including Board Of Directors)
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Governance Volunteers Board of Directors & committee work TOTAL hours donated Q3	554.5 hours
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FACILITY RENTALS – AN INDICATOR OF COMMUNITY PARTICIPATION Q3

Facility Rentals bring diverse community groups and organizations to the Centre where we are then able to further engage them with culture. Providing rental space to community organizations is an important service facilitated by the Centre especially to smaller organizations.

We are pleased to facilitate several long-term, standing rental relationships with the following organizations throughout the year:

- Society of York Region Artists (SOYRA)
- Aurora Community Band
- Pine Tree Potters
- Spotlight Theatre
- Theatre Starts
- Third Age Learning – York Region

- Aurora Farmers' Market – Indoor
- Children's Chorus of York Region
- - and more!

Community bookings are always soft during the summer months, however here are some examples of a few bookings in Q3 (*not* including any from the above):

- Addiction Services of York Region - Case Reviews
- Kerry's Place Autism - AGM
- Aid's Committee of York Region - AGM
- Town of Aurora - Community Job Fair
- York Region Transit & VIVA - Community Stakeholder Meeting

SUMMATION

Having almost completed our fourth year of operations, the Centre is still experiencing growth in our four seasonal programming areas.

As a result, our visitor numbers are still climbing. Our small staff is enthusiastically functioning at full capacity, but we do predict at some point to begin to level off due to a finite number of spaces, hours and staff resources. However, we *have* planned an action-packed 2015 for the community.

KPI	2013 to end Q3	2014 To end Q3	2014 -/+
Visitation	18,374	20,023	9%
Operational Hours	2506	2572.5	2.7%
Program Hours	2140	2218.5	3.7%
Volunteer Hours	3623	3811	5%

It is preferable to read this Managerial Commentary in conjunction with our Q3 financial statements (unaudited- GAAPS) in order to more fully understand the activities reported in this document drive our financial standing. Q3 2014 continues to show an increase in revenue and decrease in expenses over the same period in 2013.

We are grateful for the support of our volunteers whose donated hours continue to grow over those given last year and enable us to achieve great success.

Everyone is invited to pop by the Centre to view our changing exhibitions, attend a concert, community event, take a class, tour the building, buy some art or handcrafted gifts or ... just say "hi".

Visit our website often for current information on all the activities happening at the Centre.

You can follow us on Facebook and Twitter as well. Hope to see you soon!

Laura Schembri
Executive Director
December 12, 2014

Thank you to our Major Sponsors up to Q3:



Bonnie & Norbert Kraft

