2018

ANNUAL REPORT

aurora cultural centre

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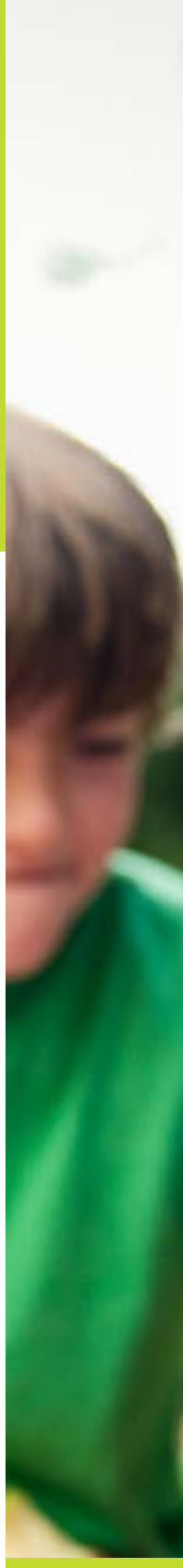
Our Vision & Mission



Vision

Strengthening the social fabric of our community through the transformative power of arts and culture.

Mission

As a cultural leader we bring vitality to the heart of Aurora through

- Excellent and innovative professional visual and performing arts programs and educational opportunities;
- Opportunities for meaningful social interactions and artistic community arts programs in our welcoming and inspiring venue and beyond; and
- Inclusivity by reaching out into our diverse community, recognizing that the arts are both universal and unifying.

As a partner of the Town of Aurora, we play a leading role in the realization of the Town's cultural objectives.

Core values were purposely chosen as integral elements for every day decision making by staff, volunteers and the Board. They are **Excellence**, **Collaboration** and **Accountability.**

2018 Highlights

- 222 artists exhibited in the galleries in 9 exhibitions, 16 artist talks, and 9 artist receptions
- 24 curated tours with 302 participants
- 19 Live Professional Performing Arts Events
- 25 artists engaged as instructors
- 69 educational programs surpassed budgeted participation by 11% with 766 students from ages 4+
- Exceeded 2017 fundraising by 140% from corporate and individual gifts
- Partnered with Aurora Historical Society and Town of Aurora Museum & Archives for 100th Anniversary of Armistice
- Partnered with Aurora Historical Society for Culture Days and Doors Open
- Partnered with the Aurora Museum & Archives for Doors Open
- 14% increase in rental revenue
- 901 activations of the building
- 28,577 visitors to the Centre
- Reaccredited with Imagine Canada at Level 2
- 5 high school co-op students mentored with long-term placements at Centre
- Increased summer student employment opportunities

Snapshot of ongoing activities

PROGRAMS

- Professional music concerts
- Professional children's and family theatre
- Professional visual art exhibitions
- Student visual art exhibitions
- Educational arts classes for all ages with professional artists
- Summer visual and performing art camps
- Educational lectures, talks and demonstrations with professional artists
- Special community events
- Free community programs
- Multi-cultural events & showcases
- Host site for community fundraisers and marketplaces
- Collaborate, host and facilitate programs with community partners
- Volunteer opportunities
- Community facility rentals

ADMINISTRATION

- In-house management of all facility rentals, activities and events
- Bookkeeping, accounting, and external audit
- In-house marketing and communications
- Customer service
- Maintain active website and all social media platforms

GOVERNANCE

- Board of Directors assume fiduciary responsibility for the governance of the Centre and provide broad oversight of the Centre's operations
- Create, review and administer policies and procedures
- Develop & review Strategic Plans
- Oversee all aspects of the organization
- Oversee compliance, legal and reporting protocols
- Ensure compliance with Canada Revenue Agency, Imagine Canada Standards, Provision of Cultural Services Agreement (PCSA), Strategic Plan, Ontario Corporations Act
- Serve as a resource to Town of Aurora for various cultural studies, committees etc.

Accountability and Transparency

In 2018, we reapplied for accreditation with the trustmark of Imagine Canada, a National standards program for not-for-profit governance in Canada. The Aurora Cultural Centre was one of the first organizations to be accredited and we continue to hold this trustmark for our operations. The standards test the Board of Directors' integrity in Governance, Financial accountability and transparency, Fundraising policies, practices and transparency, Human Resource Management, Volunteer Management. The Aurora Cultural Centre achieved a level 2 accreditation in 2018, which is for organizations with up to 50 FTE workforce and a $10 million budget

- As a Registered Charity and a party to the Provision for Cultural Services Agreement (PCSA), the Centre maintains high standards of accountability and transparency.
- Reporting to Federal and Provincial governments (e.g. Canada Revenue Agency, Ontario Charities Directorate, OnCorp)
- Reporting to Town of Aurora Council (quarterly reports, annual budget presentation)
- External third party audit
- Continuous oversight of Finance Committee & Treasurer
- 11 Aurora residents volunteer as the Centre's Board of Directors
- Liaising, reporting and collaborating with the Town CAO and Director of Community Services
- Documents and operational information widely available to public on Centre's website
- Two Councillors on Centre's Board of Directors
- Quarterly Public Meetings
- Compliance with PCSA reporting and submissions
- Accountability and reporting to our individual and corporate donors as well as grant providers (Ontario Arts Council, Canadian Heritage etc.)

	KPI (reference to PCSA)	How Calculated	Measure
1a	**Customer satisfaction with Program mix**	Question in Annual customer satisfaction survey	91.6 % satisfied or extremely satisfied
1b	**Customer Satisfaction with Quality Level**	Question in Annual customer satisfaction survey	In 2018 we asked about each program to see how those using them found their quality (ranked satisfied or extremely satisfied)
	1. Educational Programs		92%
	2. Gallery Programs		94%
	3. Live Performing Arts Programs		93%
	4. Special Events		90%
	5. Volunteer Program		68%
1c	**Customer Satisfaction with overall Governance**	Question in Annual customer satisfaction survey	85% satisfied or extremely satisfied
1d	**Customer Recognition and Awareness of Centre**	Question in Annual customer satisfaction survey	On a scale of 1-5 the participants rated their perception of how well the Centre is known at 74.2% on a weighted average.
2	**Programming spending vs. total spending**	Programming Spend / Total Spend	81%
3	**Programming hours per capita**	Programming hours / population	5.2%
4	**Town Grant as % of Total Revenue**	Town Grant / Total Revenue	55%
5	**Town Grant per capita**	Town Grant/ Population	$6.81
6	**Number of Partnerships**	Current year partners	81
7	**Volunteer hours as a % of total hours to operate the Centre annually**	Volunteer Hours / (Paid + Volunteer Hours)	48%
8	**Number of Visits Annually**	Current year visits	28,577

I am so pleased to have access to the Aurora Cultural Centre and all it represents. Art classes have been great and we have enjoyed concerts and the gallery displays immensely!

Programming Vision for the Inspire, Engage & Transform 2018-2021 Strategic Plan

The Aurora Cultural Centre is a vibrant cultural hub that brings communities together. It is a gathering space for creative energy and expression. We believe the arts have the power to engage, inspire, and transform each and every person who experiences it. The arts spark creative thought, transforms perception, and provides a catalyst for conversation. It engages the mind and body, awakens the senses, and calms the spirit.

We welcome, share, and celebrate diversity. We champion the extraordinary, praise innovation and honour history. We look for truth, beauty and delight while allowing darkness, struggle and deep affectations to be present and consumed, knowing, that as we care for each other in moments of response, we create social inclusion and stimulate memories.

We believe music is a universal language that bridges cultures and is a fundamental necessity for our spirits as social beings. We invite the sounds of voice and instruments loud and soft, large and small, fast and slow, precise, moving, and excellent to wash over us, allowing us to feel every human emotion.

We welcome visual art from all cultures, in all its forms, colours, ideas, and sizes. We believe there is spiritual value to what the artist chooses to communicate to others as everyone has a deeply personal response to art. We seek out the highest quality in order to inspire the community.

We believe theatre reflects the stories of the exquisite joy, comedy, and anguish of what it means to live in this world. It is cathartic to have a shared intimate arts experience. We believe in building, telling and preserving the stories of our lives to illustrate our similarities and our differences. We engage in difficult conversations and in doing so bring communities together.

We invite new ideas, new voices, new cultures and new language into our space. As we remember our past, we stimulate the minds of our youth to build more for the future. We foster imagination as we build creative humans. We encourage all to try, and if they fail, to learn and try again.

We bring families together to discuss, celebrate, enjoy, grow, discover passions, understand each other, and inspire new outcomes. We build alliances and unique partnerships to deliver more to the community. We provide a meaningful, open, and welcoming environment for residents to give back to the community.

We seek excellence and offer collaboration. We are accountable, always.

Programs at the Aurora Cultural Centre

Live Performing Arts

Brevik Hall Presents features concerts from a diversity of genres outside classical music. We host jazz, blues, holiday, country, pop, rock, calypso, culturally specific music, and beyond. John Sheard, past music director for Stuart McLean's Vinyl Café on CBC, brings us three themed concerts annually which introduce new artists and show off some established artists in our intimate Brevik Hall setting.

Great Artist Music Series was born from the inspired programming of Grammy award winners Bonnie & Norbert Kraft. With a carefully chosen Yamaha C7 piano, the co-artistic direction team has been programming exceptional classical concerts that leave the audience spellbound and breathless as the music washes over them. The series has evolved from piano concerts to include a diversity of solo artists and chamber ensembles that bring a diversity of classical repertoire to the acoustically charming Brevik Hall. In 2018, we introduced pre-show talks and demonstrations made possible by individual donors to our Fortissimo! fundraising campaign.

Kaleidoscope Family Series took our family series and rebranded it to reflect the diversity of experiences we wanted to bring to school-aged children and their families. Primarily a theatrical series, the series continued to grow audiences with pre and post show refreshments and artistic activities related to the themes in the show.

Meridian Magic Carpet Series began in 2018 with the first of three performing arts experiences in the season to introduce toddlers (and up!) to the collective joy and wonder of live performance. Born due to the generosity from Meridian Credit Union, the program was created especially for our youngest audience with shows spanning music, theatre, dance and puppetry. We invite youngsters to take flight on our wondrous magic carpet, where wiggling, wonder and laughter is encouraged.

Live Performing Arts

John Sheard presents a Tribute to Stuart McLean	January 26	Brevik Hall Presents
Ken Whiteley & Freedom Blues	February 15	Brevik Hall Presents
Stewart Goodyear	February 22	Great Artist Music Series
Jillian Jiggs	March 15	Kaleidoscope Family Series
John Sheard Presents Wendall Ferguson	March 23	Brevik Hall Presents
Vlad Soloviev	April 13	Great Artist Music Series
The Ennis Sisters	April 20	Brevik Hall Presents
James Campbell & Friends	May 5	Great Artist Music Series
The Pick Brothers Band	May 11	Brevik Hall Presents
John Sheard Presents the British Invasion	June 8	Brevik Hall Presents
Alysha Brilla	October 12	Brevik Hall Presents
Tristan Teo	November 9	Great Artist Music Series
Heather Bambrick Jazz Quartet	November 16	Brevik Hall Presents
Old Man & The River	December 1	Meridian Magic Carpet
Robinson Crusoe + Friday	December 8	Kaleidoscope Family Series
Georgian Bay	December 13	Brevik Hall Presents

> **We are very fortunate to have this caliber of entertainment.**

> **Keep up the great work in addressing the diversity of our community!**

> **There is a special ambience that is welcoming and inviting!**

Gallery Exhibitions

SOYRA Showcase 2018 Group Exhibition	January 6 - 28
Mayor's Celebration of Youth Arts Youth Exhibition	February 3 - March 3
Hooked on Tradition Exhibition of works by the Newmarket Rug Hooking Guild	March 10 - April 28
Botanica Julia Hacker	March 17 - May 12
Purely Pastel Pastel Artists Canada 27th Annual Open Juried Exhibition and Sale	May 10 - August 4
(through) Thick & Thin Janine Wheeler	August 11 - November 24
Cassandra's garden; tracing shifted ground Rebecca Last	August 17 - September 29
Apparitions Troy Hourie	October 6 - November 10
Why Do I Paint Flowers? Helen Lucas	December 1 – 29

Educational Classes

WINTER

- Famous Artists and Their Styles - Ages 4-6
- Art in Stories and Pictures - Ages 7-10
- Abstract Ideas and Mixed Media - Ages 11-15
- Drawing, Sketching Pen & Ink
- Wood Carving
- Beginning Guitar
- Beyond Beginning Guitar
- Start Painting Now with Acrylics!
- Expand Your Horizons in Acrylics Level 2
- Exploring Watercolours
- Watercolours: Basics & Beyond
- A Winter Walk in Watercolours
- Introduction to Glaze Oil Painting
- Whiteline Watercolour Woodblock Printing
- Silver Wire Jewellery
- The Art of Celtic Knotwork
- Open Studio
- March Break: Painting the Colours of Spring - Ages 4-6
- March Break: Create Your Own Flipbook Animation - Ages 7-12

Educational Classes

SPRING

- Faces and Places - Ages 4-6
- Abstract Ideas and Mixed Media - Ages 7-10
- Art Through the Ages - Ages 11-15
- Drawing, Sketching Pen & Ink
- Wood Carving
- Beginning Guitar
- Beyond Beginning Guitar
- Start Painting Now with Acrylics!
- Expand Your Horizons in Acrylics Level 2
- Exploring Watercolours
- Watercolours: Basics & Beyond
- Creative Photography
- The Art of Celtic Knotwork
- Introduction to Glaze Oil Painting
- Florals Up Close - Watercolours
- The Art of Botanical Drawing
- Crepe Paper Garden Roses
- Open Studio

Educational Classes

SUMMER

Visual Art Camps

- Young Artist Studio – Ages 4-6 (7 camps)
- Mixed Media Mashup – Ages 7-12 (8 camps)
- Themes for visual art camps below:
    - A Journey Through Art & Time
    - Comics, Cartoons & Superheroes!
    - Art Around the World
    - Me, Myself & Art
    - Colour Around Us – full day camp for older students only
    - Outer Space & Art Exploration
    - The Art Lab
    - The Wonderful World of Nature & Animals

Performing Arts Camp

Musical Theatre – Ages 6-10 (1 camp)

Act It Out! – Ages 6-10 (1 camp)

Educational Classes

FALL

- Abstract Ideas and Mixed Media - Ages 4-6
- Art Through the Ages - Ages 7-10
- Colour Around Us - Ages 11-15
- You Can Uke It! - Ages 8+
- Drawing, Sketching Pen & Ink
- Wood Carving
- Beginning Guitar
- Start Painting Now with Acrylics!
- Expand Your Horizons in Acrylics Level 2
- Exploring Watercolours
- Watercolours: Basics & Beyond
- The Process of Portraiture
- Traditional Glaze Oil Painting
- Magic of Pastels
- Brilliant Botanicals of Fall
- The Art of Japanese Ink Painting
- Watercolour Birds
- Open Studio

Free Community Special Events

We hosted 5 free community events in 2018.

Doors Open

Culture Days

March Break ‘Crafternoon’

100th Anniversary of Armistice

We’ll Meet Again sing-a-long

Wonderful venue... and wonderful staff!

Community Rental Partners

Addiction Services of York Region
AIDS Committee of York Region
Aurora Community Band
Aurora Farmers Market
Aurora High School
Aurora Music Academy
Aurora Winter Blues Fest
Bahai Community
Borealis Big Band
Bouchard - Music Teacher
Camphill Communities
Canadian Mental Health Association
Catulpa Community Support Services
CFUW
Children's Aid Society York Region
Chris Ballard MPP
CIBC
Community Living
Dr. G.W. Williams Secondary School
Edward Jones Investments
Family Services of York Region
Gran Aurora
Harrison- Music Teacher
ImprovAbility
Kerry's Place
Krasman Centre
Lynham - Music Teacher
Mastermind Montessori
Ontario Dental Hygienists
Ontario Trillium Foundation
Ontario Water Centre
OPSEU
ORMTA Newmarket & Area
ORMTA Stouffville
Paskke Quartet
Pastel Association of Canada
Pine Tree Potters - Empty Bowls
Pine Tree Potters - May
Poljakova - Music Teacher
PRIVATE Birthday Celebration
PRIVATE Birthday Celebration
PRIVATE Birthday Celebration
PRIVATE Birthday Celebration
PRIVATE Birthday Celebration
PRIVATE Celebration of Life
PRIVATE Celebration of Life
RBC Royal Bank
Redemption House

Sandgate

Scotiabank

Society of York Region Artists

Soroptimist Intl Yr

Successmap

Third Age Learning York Region

Town of Aurora Museum & Archives

Watsons Family Karate School

Windfall Ecology

Women's Support Network York Region

York Region Community & Health

York Region Corporate Services

York Region District School Board

York Region Environmental Services

York Region Transportation Services

Volunteer Program

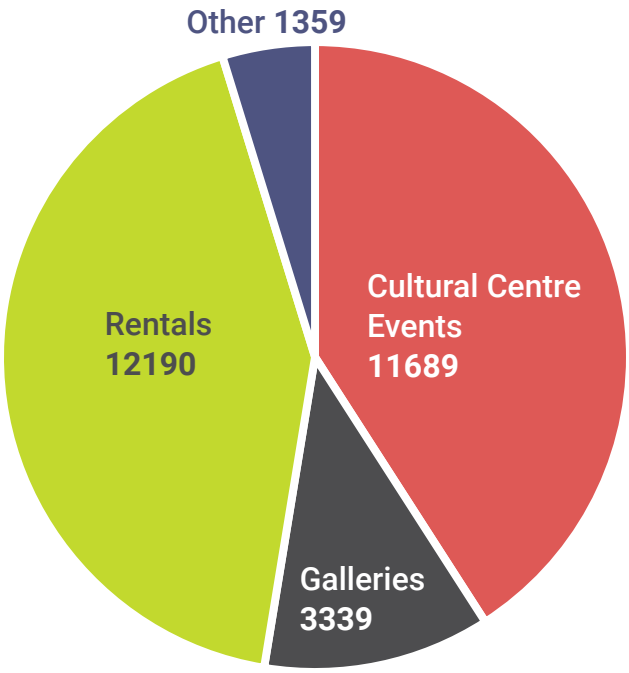
The volunteer program is a significant part of our operations. We rely on the support of community members who donate their time to help us with administrative and event related activities.

Assist with

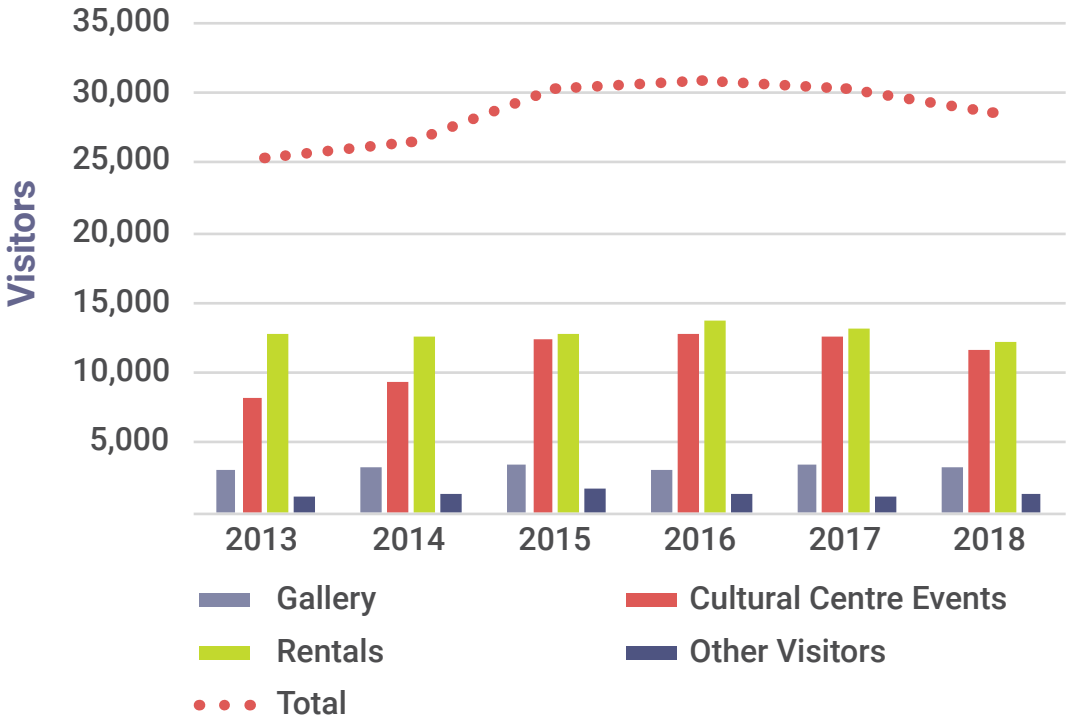
- Wayfinding
- Ticket taking
- Ushering
- Special event setups
- Board Governance duties
- Administrative support
- Reception support
- Processing registrations and sales
- Planning and supporting events
- Marshalling audience
- Supporting children/youth programs
- Concession ticket sales
- Fundraising
- As Cultural Ambassadors in our community

2018 Patron Base

2018 Patron Visits

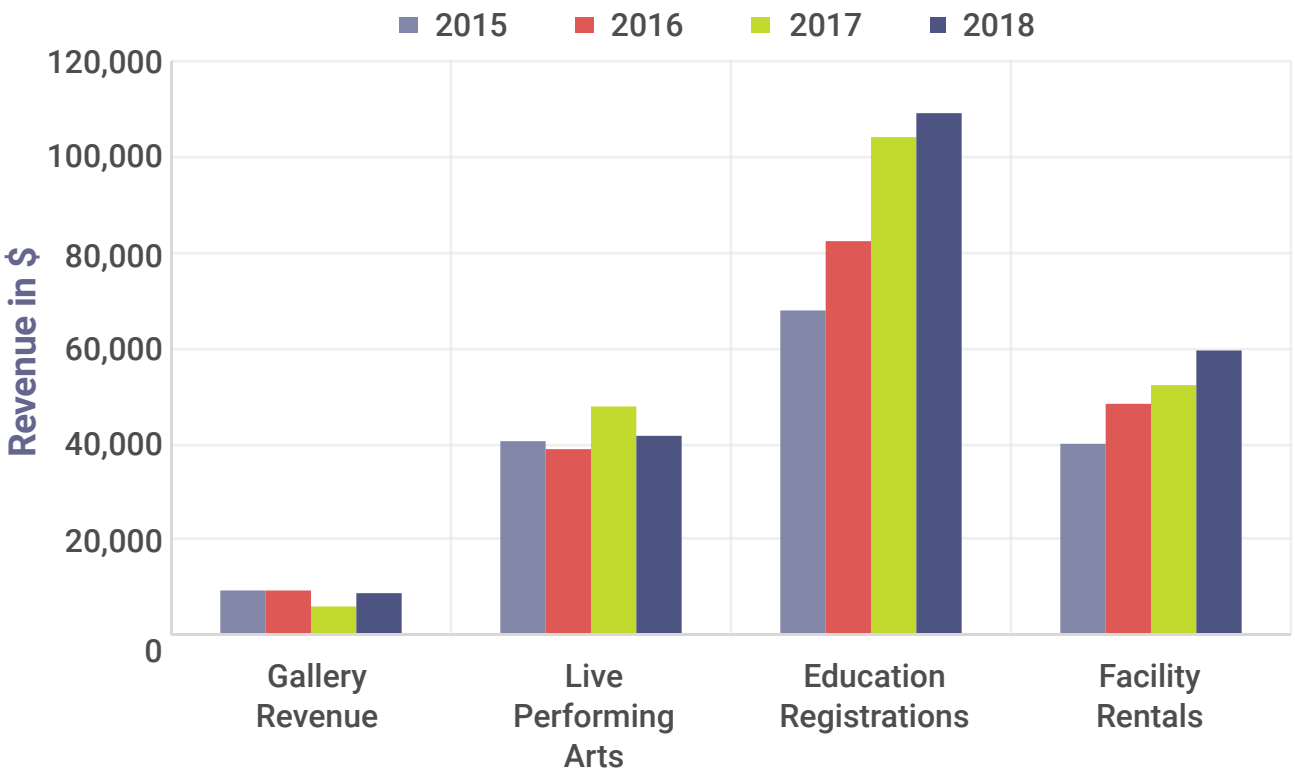


Why People Visited The Aurora Cultural Centre



Program Growth

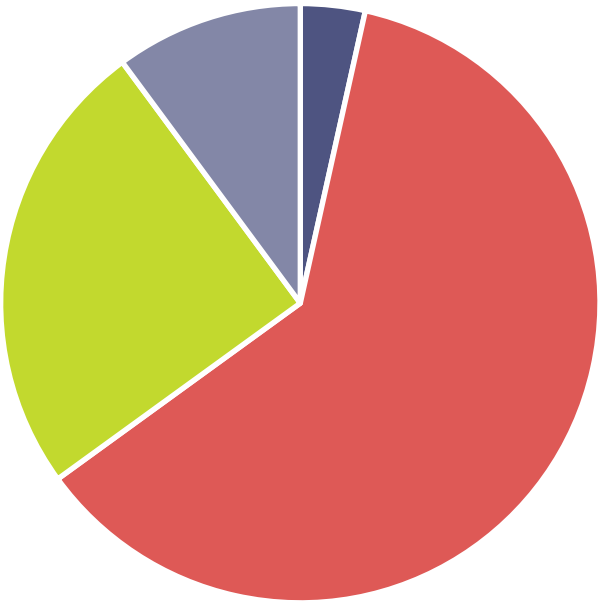
Program Revenue Growth



2018 Program Statistics

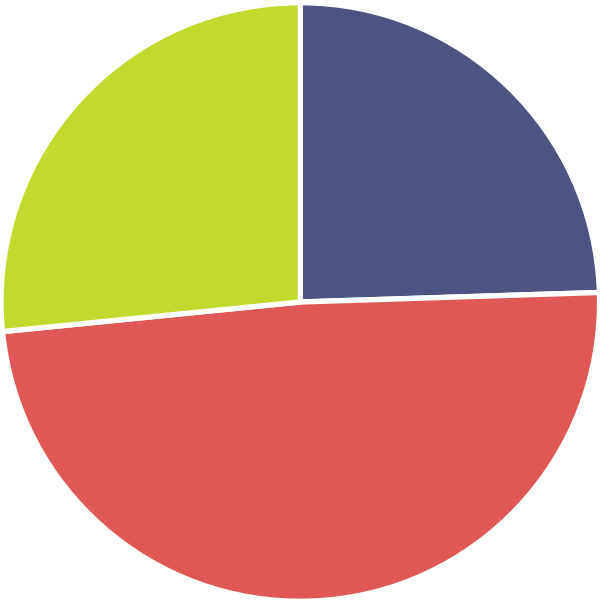
901 uses of the venue for events, classes and rentals.

Type of Venue Activation



- Live Performing Events
- Educational Art Classes
- Community Rentals
- Gallery

Direct Revenue ($)*

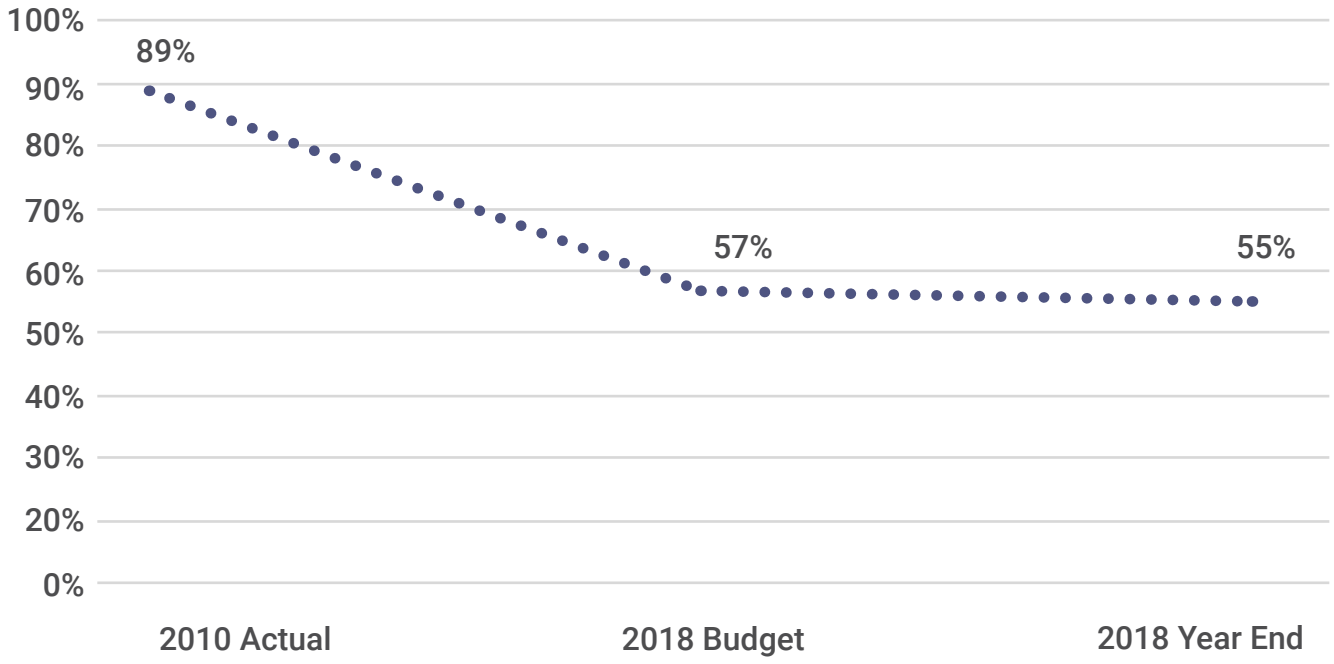


- Live Performing Events
- Educational Art Classes
- Community Rentals

*Not Including Fundraising

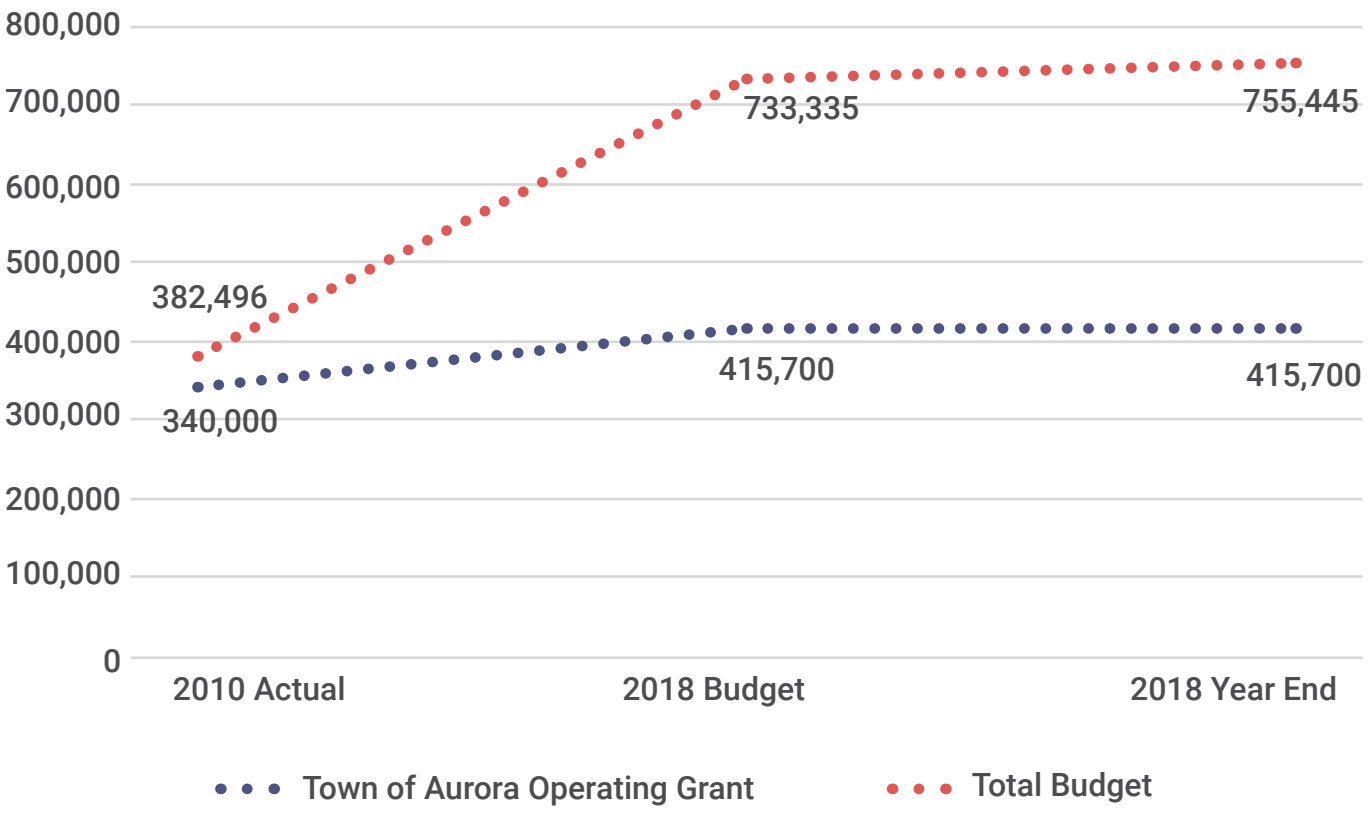
Town Grant Dependency

Town Grant as a % of Total Revenue (Dependency on Town Funding)



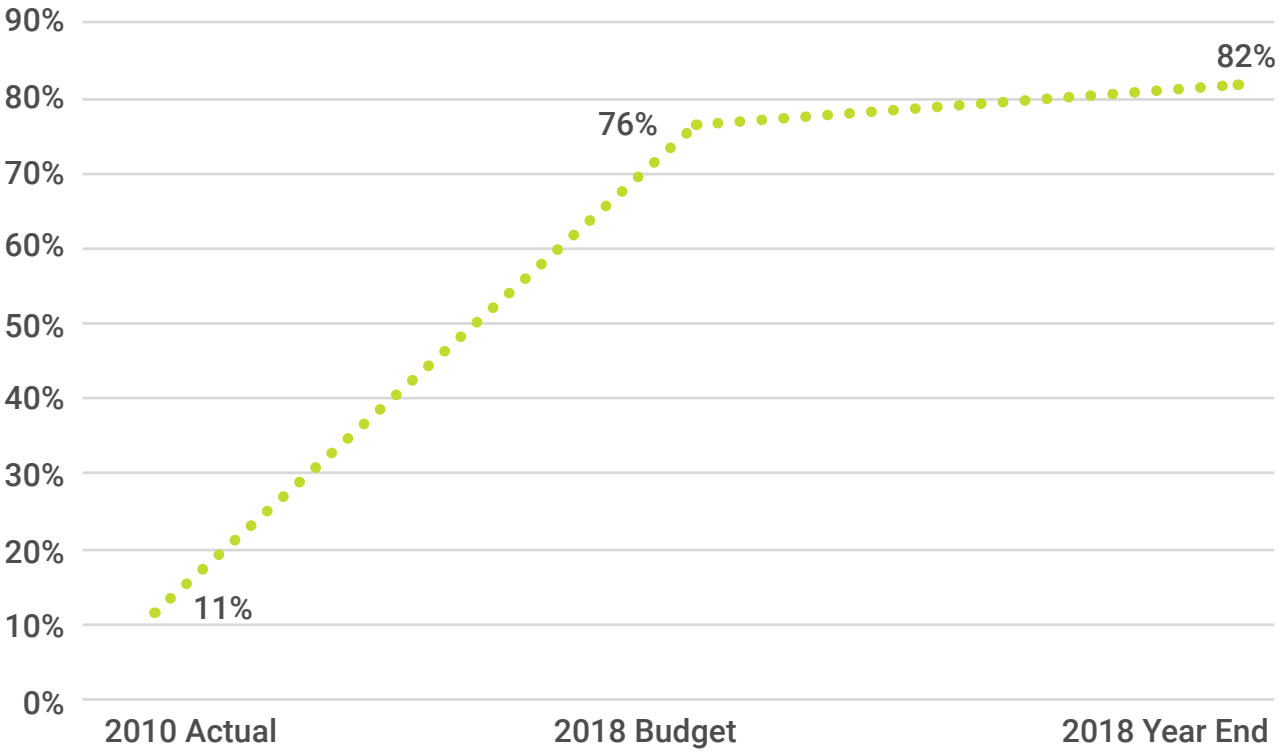
Town Grant to Total Budget

Town Grant to Total Budget



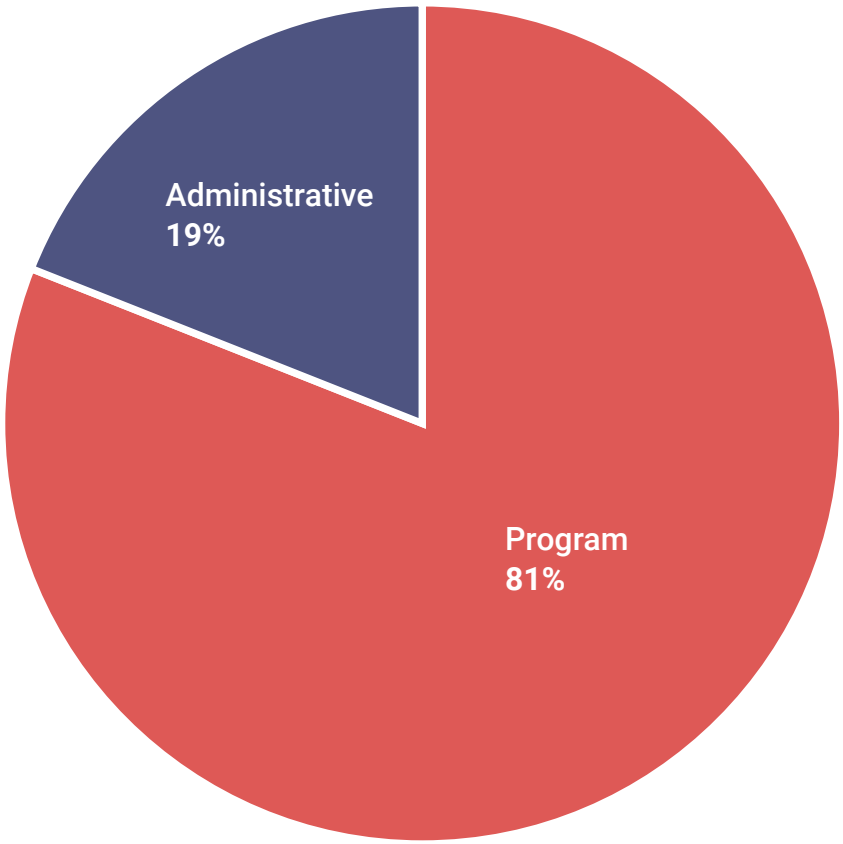
Earned Revenue to Town Grant

Earned Revenue as a % of Town Grant



Program and Administrative Expenses

2018 Expense Breakdown



2018 Financial Snapshot

Revenue	2018 Year End	% of total
Town of Aurora Operating Grant	415,700	55%
Fundraising: Grants, Donations and Sponsorships	114,009	15%
Programs	225,736	30%
Total Income	**755,445**	

Expenses		
Salaries and benefits	505,266	70%
Programs	147,926	20%
Professional fees	19,770	3%
Fundraising	2,893	0%
OTHER (Office, phone, equip lease, bank, insurance etc.)	46,739	6%
Total Expense	**722,594**	
Excess/-Deficiency of Revenues over Expenditures	32,851	
Amortization	(6,772)	
Program Surplus (Deficit)	26,079	
Great Artist Music Series Program Surplus: Transfer to Classical Music Fund	(3,450)	
Contingency Reserve Transfer	(22,000)	
Net Surplus (Deficit)	629	

2018 Reserves	
Contingency Reserve Fund	147,000
Classical Music Reserve Fund	71,991
Special Project Reserve Fund	20,000

Individual Donors

Anne & David Rosevear
Arthur & Judy Craig
Becky Haggith
Bonnie & Norbert Kraft
Camille Anderson
Carol Mather
Colin Guenther
Craig Mather
Damien Chan
Dave Rheaume
David & Dierdre Tomlinson
Doug & Linda Zack
Elizabeth Maynard-Gregg
Elizabeth Ramsell
Eric Acker
Eric Stangl
Frank Pulumbarit
Fred & Marlene Ash
Gay King
Geri Adam
Heidi Franken
Dr. Isobel M. Ralston & Dr. Jan Oudenes
James & Sharon Bradley
James & Carol Campbell
Jan Freedman
Jane Taylor
Jo Anne Richardson
Joao Canhoto & Suzanne Haines
John Cooper
John Gallo
Karen Johnston
Katalin Frohlinger
Laura Lawrence
Lorraine Hill
Mary Bastedo
Mary Jeanne Oliver
Mary Smith
Marylou Kumagawa
Maureen Campbell
Mike Kennedy
Mukhlis Mutlag
Paskel Boettcher
Patricia Crawford
Patricia Murray
Patricia Wallace
Phyllis & Dale Mitchell
Ron & Maggie Haines
Rosalyn Gonsalves
Sandra Leonard
Sandra Smith
Sharon Kelly
Stan & Mary Neal
Sue Miller
Susan Bright
Victor Davis

Corporate Donors

CIBC

Fidelity Investments Canada ULC

RBC Foundation

Hurst Bakery

VP Carpets

Corporate Sponors

Sustaining Partner

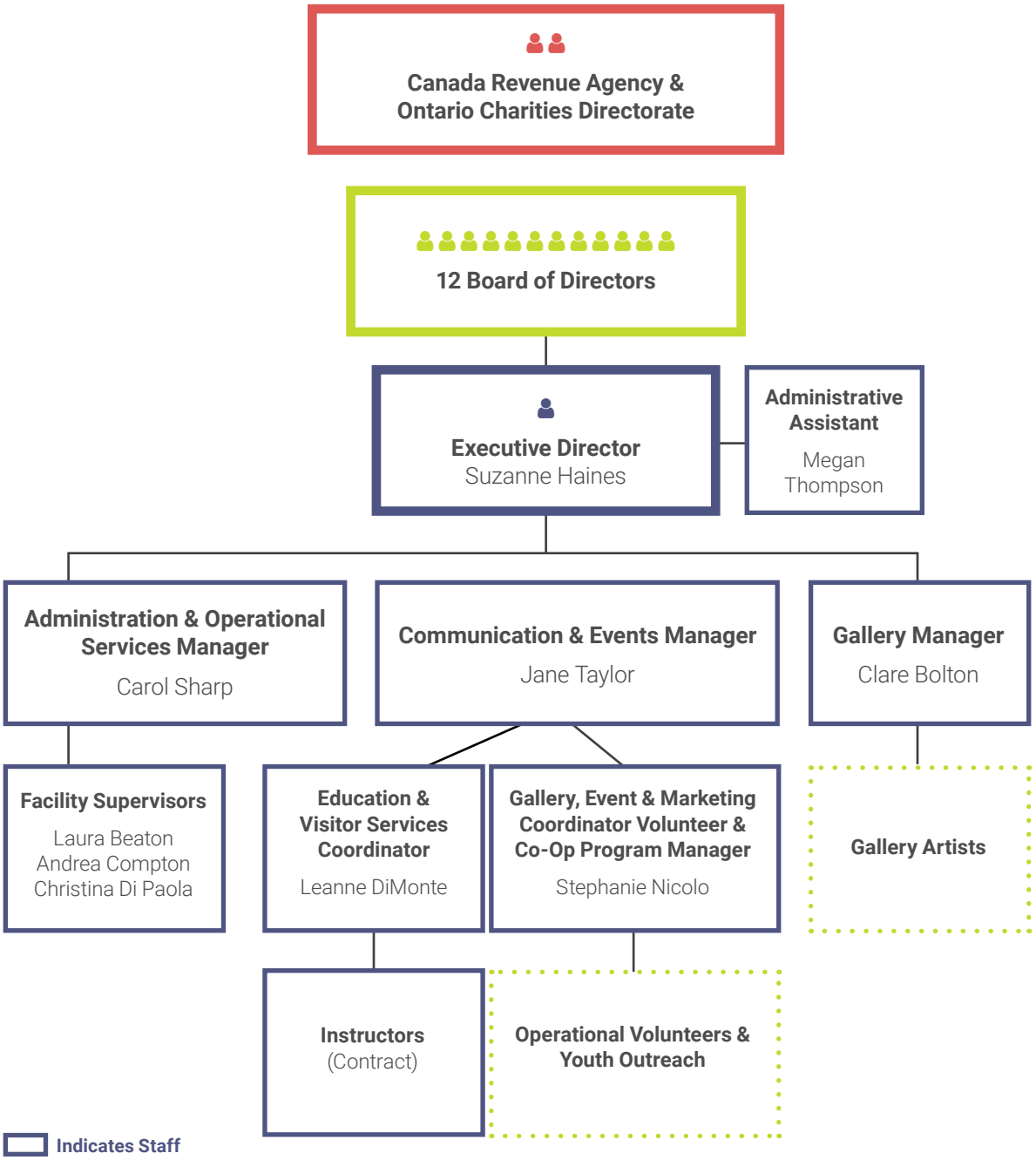
Facility Naming Sponsor

Program Naming Sponsor

Program Sponsors

Hospitality Sponsors

Organizational Leadership



Board of Directors

President	Craig Mather	Served as the CAO for the Toronto & Region Conservation Authority from 1992 to 2003 with a staff of 250. The Province of Ontario appointee to the International Joint Commission's Water Quality Board, former National Director of the Canadian Water Resource Association, and former Director on the Board of the Toronto Centre for the Arts.
Vice President	Eric Acker	His professional career began in the early 1970s in the political milieu of Ottawa. He then spent sixteen years in the aerospace industry followed by fourteen years in the health sector. Eric retired after serving as President of one of Canada's largest behavioural health companies where his focus was on operations including human resources, information technology, finance, customer relations, and service delivery. Born and educated in Nova Scotia, Eric made Aurora his home in 1989.
Treasurer	Laura Hostick	Laura Hostick is the owner of a local Accounting and Bookkeeping firm, LMH Professional Corporation. Laura founded LMH in 2013 with the goal of making a larger impact to her clients while being more client facing. Her team has since expanded to include a number of accounting and bookkeeping professionals. Laura has been in the accounting business since 2007 and has always worked with small to medium sized businesses, working with business owners to teach them about accounting, taxes and how to see beyond the numbers. You can always strike up a conversation with Laura about running, wellness and her two daughters, Isla and Maren.
Secretary	Karen Johnston	A marketing professional with significant experience in creating and executing strategic plans that deliver exceptional business results. A leader who fosters an environment of creativity and works to inspire the team to solve business issues with creative yet cost effective solutions. Experience gained in corporate and not for profit sectors.
Director	Damien Chan	VP Personal and Small Business Technology at CIBC with responsibility to transform the client experience in the Banking Centres. Prior to this, Damien was a Client Director at HP Enterprises and IBM Canada. Damien is also a mentor at Futurpreneur Canada for young entrepreneurs.
Treasurer	Heidi Franken	A Senior Forensic Accountant in the Enforcement Branch of the Ontario Securities Commission, she has also worked in the Corporate Finance Branch and Office of the Chief Accountant at the OSC. Prior to joining the OSC, she managed assurance engagements for both corporate and non-profit clients at PWC. She holds an Honours Bachelor of Business Administration from Brock University. Heidi joined the Board in October 2010 and has lived in Aurora for 14 years.

Director	Sharon Kelly	Educator with 42 years of experience with the Toronto Catholic District School Board. Served in a variety of roles: elementary and secondary teacher, department head, consultant, program designer and administrator. Spent 10 years at Covenant House developing in-house school, Chair of Project Work and a variety of board committees with the focus of integration for students with developmental and/or physical disabilities. Member of the community colleges' advisory committees.
Director	Mike Kennedy	Currently Partner and Principal, arc Health Management. Active volunteer as coach and trainer in Aurora Minor Hockey Association and Newmarket Ball Hockey Association.
Director	Amy Lane	Amy Lane manages Marketing, Communications and Proposal Development for the Ontario Clean Water Agency, where she has led many community outreach/educational initiatives over the past decade. Previously she worked with the broadcast division of Alliance Atlantis in various communications roles. She holds a B.A. from Ryerson University (Radio and Television Arts), as well as a post-grad certificate (Public Relations) from Humber College. Originally from Montreal, she has been a proud Auroran since 2011. She encourages everyone who will listen to ditch the plastic and drink tap!
Director	Victoria Kinniburgh	A resident of Newmarket for over 40 years, she has worked in the public sector as an HR professional for over 17 years. Currently employed as an HR Consultant at the Regional Municipality of York. She has previously served on the Hemophilia Ontario Board and the Toronto and Central Ontario Hemophilia Board.
Ex Officio Director	Councillor Wendy Gaertner	Wendy Gaertner has been a resident of Aurora since 1987. She has served on Aurora Council since 2003. Councillor Gaertner sat on the Cultural Centre Board last Term. She is currently one of the two Councillor Representatives on the Centre's Board. Wendy has been a strong supporter of the Church Street School since its inception. She was also Chair of the Culture Committee which provided Recommendations to Council on the formation of the Centre. Wendy Gaertner has a history of service to the Community including providing a drop in for Youth, HOT SPOT, for 18 years.
Ex Officio Director	Councillor John Gallo	Resident of Aurora since 1996. Member of Aurora Council - 2007-2014, 2018-present. Director at Aurora Cultural Centre since 2015. Past chair of Central York Fire, Environmental Advisory Committee, Trails and Active Transportation Committee. Director at Aurora Soccer Club. Vice Chair, St. Jerome Catholic Parent Council. Principal in a Property Management since 2005. Bachelor of Arts Degree from U of T, Architectural Technologist from Humber College.

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