



**Budget Committee
Meeting Agenda
2018 Budget Consultation**

**Wednesday, May 31, 2017
6 p.m.**

**Council Chambers
Aurora Town Hall**



**Town of Aurora
Budget Committee
Meeting Agenda**

2018 Budget Consultation

Wednesday, May 31, 2017
6 p.m., Council Chambers

1. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

2. Declarations of Pecuniary Interest and General Nature Thereof

3. Delegations

- (a) Craig Mather, President, Board of Directors, Aurora Cultural Centre
Re: 2018 Budget Request for Aurora Cultural Centre**
- (b) Stephen Kimmerer, President, Board of Directors, Sport Aurora
Re: 2018 Budget Request for Sport Aurora**
- (c) Bill Albino, President, Board of Directors, Aurora Historical Society
Re: 2018 Budget Request for Aurora Historical Society**
- (d) Javed Khan, Chair, Board of Directors, Aurora Chamber of Commerce
Re: 2018 Budget Request for Aurora Chamber of Commerce**

- (e) Irene Clement, Chair, Board of Directors, Aurora Community Arboretum
Re: 2018 Budget Request for Aurora Community Arboretum**
 - (f) Ron Weese, Chair, Aurora Sports Hall of Fame
Re: 2018 Budget Request for Aurora Sports Hall of Fame**
- 4. Public Consultation – Open Session – Opportunity for Members of the Public to Provide Input Regarding the 2018 Budget**
- 5. Adjournment**

ATTACHMENT #2



Budget Consultation Meeting

May 31, 2017 at 6 p.m.

2018 Budget Request to Council

For Funding or Services in Kind

This Request form and any written submissions or background information for consideration by Council must be submitted to the Clerk's office by the following deadline:

4:30 p.m. Thursday May 25, 2017 by email to clerks@aurora.ca

Budget Item for Discussion:	
Name of Spokesperson: CRAIG MATHER	Name of Group or Person(s) being Represented (if applicable): AURORA CULTURAL CENTRE
Brief Summary of Budget Item to be Presented to Council: Attach a one page description of your funding request or other budget item to allow Council and staff to understand the nature of your request/suggestion. Please include reference to: <ul style="list-style-type: none">• Benefit to Town Community including an estimated number of benefitting Aurorans• If applicable, how requested funds will be managed and spent, including a budget breakdown• Expected outcomes – your view of success; where applicable, include comparatives• Any service(s) in kind requested to be provided by the Town: be as specific as possible	
Please complete the following:	
Funding amount requested: \$ <u>0.00</u>	
To Support one-time project \$ _____ or, an on-going Program/Operation \$ _____	
NB: For Group/Organization funding requests, please attach latest audited financial statements	
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If yes, with whom?	
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes to delegate. (Depending upon the number of delegates at the meeting, the Chair may shorten all delegations to less than five (5) minutes)	



May 23, 2017

Mr. Michael de Rond
Clerk, Town of Aurora

Mr. Mayor and Members of Council
Re: Special Grant Funding for 2018

In response to Mr. Elliott's communication advising the Aurora Cultural Centre of the Special Budget Meeting of Council to be held on May 31, 2017, I am submitting our comments on behalf of the Board of the Aurora Cultural Centre. It is my understanding our comments, along with the completed Delegation and Financial Request Forms, will be made available to the Mayor and Council in advance of the special meeting. It is also my intention to appear before Council at the Special Budget Consultation Meeting to speak to our comments. We appreciate very much the opportunity to provide input to this important step in your budget preparation process.

The Aurora Cultural Centre is actively involved in a number of initiatives which may well impact our future funding requirements. These include but are not limited to:

- An active role and complete participation in the Cultural Partners Review;
- An active role and complete participation in the redevelopment of Library Square;
- The completion of our next three year Strategic Plan over the next few months which will contain some new and exciting opportunities;
- The hiring of our new Executive Director who will be starting at the Centre on June 5, 2017.

Given these initiatives, combined with the transition period we have had in the recruitment and hiring of an Executive Director, we are not currently in a position to make a request for additional grant funding from the Town for 2018, but we felt it was important for us to participate in this process and to inform Council of our position. With these initiatives, we would expect to present at the Special Budget Consultation Meeting in June 2018 in order to better inform our funding requirements for 2019.

We understand we will be advised of our base level funding, which will include inflationary adjustments and growth funding, in the near future.

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Finally I would like to point out that the Centre continues to be in need of an outdoor sign. We believe a sign allowing the public to more readily identify and locate the Centre is a benefit to the Town and the Centre. We would like to submit a capital budget request for a sign at the appropriate time following the Town's capital budget process and timetable.

Sincerely,



Craig Mather
President
Aurora Cultural Centre

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Budget Consultation Meeting
May 31, 2017 at 6 p.m.

2018 Budget Request to Council
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4:30 p.m. Thursday May 25, 2017 by email to clerks@aurora.ca

Budget Item for Discussion: <i>SPORT AURORA CONSIDERATION FOR BASE BUDGET FUNDING</i>	
Name of Spokesperson: <i>STEPHEN KIMMERER</i>	Name of Group or Person(s) being Represented (if applicable): <i>SPORT AURORA</i>
Brief Summary of Budget Item to be Presented to Council: Attach a one page description of your funding request or other budget item to allow Council and staff to understand the nature of your request/suggestion. Please include reference to: <ul style="list-style-type: none"> • Benefit to Town Community including an estimated number of benefitting Aurorans • If applicable, how requested funds will be managed and spent, including a budget breakdown • Expected outcomes – your view of success; where applicable, include comparatives • Any service(s) in kind requested to be provided by the Town: be as specific as possible 	
Please complete the following: <i>NUMBERS REPRESENT WITH SPORT PLAN + WITHOUT SPORT PLAN</i>	
Funding amount requested: \$ <u><i>163,270 WITH SPORT PLAN</i></u> To Support one-time project \$ <u><i>95,765 WITHOUT SPORT PLAN</i></u> or, an on-going Program/Operation \$ <u><i>163,270 WITH 94,765 WITHOUT SF</i></u>	
NB: For Group/Organization funding requests, please attach latest audited financial statements	
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input checked="" type="checkbox"/> If yes, with whom? <i>AL DOWNEY</i> <i>MAYOR DAWE</i> No <input type="checkbox"/>
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes to delegate. (Depending upon the number of delegates at the meeting, the Chair may shorten all delegations to less than five (5) minutes)	



Executive Summary

The last 12 years has solidified Sport Aurora's presence in the Community of Aurora. We have continued to deliver quality programs, support Town initiatives and have brought millions of dollars of value to our community through revenue generation, grants and volunteer contribution.

Sport Aurora continues as a not-for-profit, inclusive Organization representing 42 sport Organizations in Aurora and thousands of citizens in our community, regardless of age, gender or ability.

We have provided leadership in sport and are recognized as the 'voice of sport' in Aurora. We estimate that we are truly the largest single Organization of any kind in the Town as sport participation is a cultural phenomenon. Sport Aurora has grown in a slow and controlled manner and has provided the knowledge, skill and expertise to create valuable Town assets such as the Aurora Sports Hall of Fame, the All Kids Can Play Program and, more recently, Activate Aurora.

We have provided valued input to the Town in areas of sport policy and sport facility development and use and have a permanent seat on the Parks, Recreation and Culture Advisory Committee.

Our published Mission is to support and develop sport and physical activity in our community by advocating on behalf of our member organizations in order to build capacity, increase participation, enhance integration and celebrate excellence.

Funds that are advanced will be used to further our Mission; continuing the work we have done over the past 12 years and add expertise and value by delivering on the Sport Plan that was approved by the Town Council in 2016. We are a professionally managed, volunteer-driven Organization and our three-year budget projections are attached. They represent a conservative yet accurate estimate of the financial requirements to achieve our goals and we are confident of the projections.

As we are revenue aware; asking for only 33% of our total budget and expect to continue all our revenue activities to sustain ourselves with the financial assistance requested of the Town.

It is our contention that there is no better partner for the Town to have than Sport Aurora because we have proven to be fiscally responsible and provided value. We are governed by a Board who sets and oversees ethical guidelines and have shown to be capable of delivering on every objective or role ever assumed.

We ask that the request for funding for the 2018 budget is approved by Town Council and that this partnership and our sustainability be secured for years to come for the benefit of the entire Community.

FUNDING REQUIRED FOR SUSTAINABILITY

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>Total</u>
Revenue:				
Activate Aurora (Ontario Trillium Grant)	\$ 250,000	\$ 250,000	\$ 249,500	\$ 749,500
Administration	21,125	32,375	34,125	87,625
Breakfast of Champions	7,300	7,550	7,800	22,650
Volunteer Recognition Event	3,750	3,800	3,875	11,425
Coaching Development	2,500	3,250	4,000	9,750
Promotion of Sport	8,425	8,425	8,425	25,275
Sport Tourism	18,000	18,000	18,000	54,000
All Kids Can Play	3,000	3,000	3,000	9,000
Sports Plan Service Contract (Dec - Mar)	18,713	-	-	18,713
	<u>332,813</u>	<u>326,400</u>	<u>328,725</u>	<u>987,938</u>
Expenses:				
Administration Costs	83,020	84,770	86,870	254,660
Breakfast of Champions	8,450	8,850	9,250	26,550
Volunteer Recognition Event	4,250	4,500	4,825	13,575
Coaching Development	3,170	4,530	5,890	13,590
Promotion of Sport	58,925	47,525	47,775	154,225
Sport Tourism	14,740	16,040	17,040	47,820
All Kids Can Play	3,950	4,950	3,950	12,850
Activate Aurora	250,000	250,000	249,500	749,500
Physical Literacy Training	-	-	-	-
	<u>426,505</u>	<u>421,165</u>	<u>425,100</u>	<u>1,272,770</u>
Funds Required For Sustainability	(93,692)	(94,765)	(96,375)	(284,832)
Additional Funds Required For Sports Plan Implementation	-	68,505	74,475	142,980
Funds Required For Sustainability and Sports Plan Implementation	\$ (93,692)	\$ (163,270)	\$ (170,850)	\$ (427,812)
% of Revenue - Sport Aurora	74%	77%	77%	76%
% of Revenue - Town Support (including Sport Plan)	26%	23%	23%	24%

ATTACHMENT#Z 2:38PM 16s



Budget Consultation Meeting
May 31, 2017 at 6 p.m.

2018 Budget Request to Council
For Funding or Services in Kind

This Request form and any written submissions or background information for consideration by Council must be submitted to the Clerk's office by the following deadline:

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4:30 p.m. Thursday May 25, 2017 by email to clerks@aurora.ca

Budget Item for Discussion: Storage Request	
Name of Spokesperson: Bill Albino	Name of Group or Person(s) being Represented (if applicable): Aurora Historical Society
Brief Summary of Budget Item to be Presented to Council: Attach a one page description of your funding request or other budget item to allow Council and staff to understand the nature of your request/suggestion. Please include reference to: <ul style="list-style-type: none"> • Benefit to Town Community including an estimated number of benefitting Aurorans • If applicable, how requested funds will be managed and spent, including a budget breakdown • Expected outcomes – your view of success; where applicable, include comparatives • Any service(s) in kind requested to be provided by the Town: be as specific as possible 	
Please complete the following:	
Funding amount requested: \$ <u>\$5000</u>	
To Support one-time project \$ _____ or, an on-going Program/Operation \$ _____	
NB: For Group/Organization funding requests, please attach latest audited financial statements	
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If yes, with whom?	
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes to delegate. (Depending upon the number of delegates at the meeting, the Chair may shorten all delegations to less than five (5) minutes)	



AURORA HISTORICAL SOCIETY

Mayor Dawe and Town of Aurora Council
100 John West Way
Aurora, ON

Dear Mayor and Council of the Town of Aurora:

The Town of Aurora has generously partnered with the Aurora Historical Society in the past to house its Godfrey Collection. The collection is a collection of books relating to science and medicine as well as letters and papers. It was donated to the Koffler Museum of Medicine in 2001 by Dr. Charles Godfrey and was appraised at \$130,000 at the time of donation. The collection includes a large segment devoted to early medicine in Canada and Ontario and is a very significant reference source for the history of medicine in Canada. Several segments, mainly the letters written by early Canadian doctors, are unique and therefore only accessible in this collection. It is an important part of the history of the Town.

Previously, The Town of Aurora, through the Aurora Public Library and the Aurora Museum and Archives, has generously partnered with AHS and has allowed the Collection had been housed in the Library - in the past several years it has been stored at the Armoury. We have been informed in the past week that the Town is re-purposing the Armoury and there is an expectation that the Collection will need to be moved later this year.

We will endeavour to partner with both the Town and the Museum to arrive at a solution that allows for the Collection to be properly housed at minimal expense. In the event that we are forced to store the collection at our own expense we estimate 2018 costs approximating \$5,000 for storage fees and the purchase of appropriate racking. There may be costs associated with moving the Collection that would need to be unexpectedly absorbed into our 2017 operating budget. Our operating budgets are as you can appreciate very tight.

In light of the above reality, please accept this request for an additional \$5,000 in funding for the Aurora Historical Society for 2018.

Respectfully Submitted

Aurora Historical Society

ATTACHMENT #2



**Budget Consultation Meeting
May 31, 2017 at 6 p.m.**

**2018 Budget Request to Council
For Funding or Services in Kind**

This Request form and any written submissions or background information for consideration by Council must be submitted to the Clerk's office by the following deadline:

4:30 p.m. Thursday May 25, 2017 by email to clerks@aurora.ca

Budget Item for Discussion:	
<i>Aurora Chamber of Commerce & Request</i>	
Name of Spokesperson:	Name of Group or Person(s) being Represented (if applicable):
<i>Javed Khan</i>	<i>Aurora Chamber</i>
Brief Summary of Budget Item to be Presented to Council:	
Attach a one page description of your funding request or other budget item to allow Council and staff to understand the nature of your request/suggestion. Please include reference to:	
<ul style="list-style-type: none"> • Benefit to Town Community including an estimated number of benefitting Aurorans • If applicable, how requested funds will be managed and spent, including a budget breakdown • Expected outcomes – your view of success; where applicable, include comparatives • Any service(s) in kind requested to be provided by the Town: be as specific as possible 	
Please complete the following:	
Funding amount requested: \$ _____	
To Support one-time project \$ _____ or, an on-going Program/Operation \$ _____	
NB: For Group/Organization funding requests, please attach latest audited financial statements	
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If yes, with whom?	
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes to delegate. (Depending upon the number of delegates at the meeting, the Chair may shorten all delegations to less than five (5) minutes)	



2018 Budget Consultation Meeting

The Aurora Chamber of Commerce is a politically independent, membership based, volunteer driven, not-for-profit organization whose mission is to lead and serve the Aurora business community. Our goal is to build, drive and positively influence Aurora's economic landscape.

Not only does our Chamber act as an advocate for the entire 14,000 plus businesses, we facilitate opportunities for businesses to promote themselves locally and regionally, do business with one another, enjoy savings and value through benefit programs, and gain knowledge through dozens of events and seminars each year.

Through the course of each year, the Chamber hosts a variety of events ranging from breakfast meetings, Business after Five, to our signature events such as the Annual Golf Tournament, Aurora Chamber Home Show and the Aurora Chamber Street Festival.

Aurora Chamber Home Show, April, 2018

Request: We ask that the facility rental fee be waived. The 2017 fee was \$7,290.00 + HST. The purpose of this request is to offset the cost of admission. In 2018, we would like to offer free admission to all attendees. We feel this would increase attendance to the show substantially, by making it more accessible for Aurora residents and ultimately benefiting our exhibitors — many of which are Aurora-based businesses. This year's admission cost was \$5.00 (children under 6 free) and while that is still a low cost, we did find it prohibitive for some attendees this year. We want the annual Aurora chamber Home Show to be an all-inclusive event. Our key measurement of success would be the increase in visitors over previous years.

By waiving the facility rental, the Chamber would be pleased to showcase the Town of Aurora as a presenting sponsor of the annual event.

The sponsorship benefits to the Town would include:

- One 10x20 booth space
- Full page ad in the Exhibitor Guide
- Message from the Mayor
- Recognition as a Presenting sponsor in all marketing material (includes print advertising)
- 6' Banner in facility lobby
- Logo placement on all emails from the Chamber prior and following the event
- Logo placement on the Home Show event page of the Chamber website with a link to the Town's website
- Recognition in all social media initiatives
- Recognition at the Exhibitor Reception

Aurora Chamber Tech Expo, October, 2018

Request: The Chamber is pleased to be presenting the 2nd annual Aurora Chamber Tech Expo in October 2017 and has received a \$2,500 sponsorship from the Town. Our inaugural event in 2016 was very

successful. We are requesting the same sponsorship of \$2,500 for 2018. Below are some statistics from last year:

- 19 cutting-edge exhibitors
- 200+ local business people attended
- 100+ social media posts
- 60k+ FB impressions, 11k+ Twitter impressions
- 5k+ views of animated promo video
- 200k print media impressions
- 4 local newspaper articles, 5 local newspaper ads, 1 television promo appearance

This event provides the opportunity for local businesses to showcase their technology services to local small and medium-sized businesses.

The sponsorship benefits to the Town would include:

- ½ page ad in the event program
- ½ page message from the Mayor
- Logo on all marketing material (pre and post)
- Logo in all print advertising
- Logo on the event welcome banner and other event signage
- Logo on the Tech Expo event page of the Chamber website with a link to the Town's website
- Recognition in all social media initiatives
- Sponsor recognition in the online Chamber Event Update one month prior to the event (distributed 2x during the month)

Aurora Chamber Business Women's Summit, October, 2018

Request: We are requesting \$2,500 of support from the Town to continue this event in 2018. This event is focused on meeting the needs of women entrepreneurs, professionals and business owners in Aurora. The mission of the summit is to address the concerns of local businesswomen in a one-day conference, featuring keynote speakers and breakout-sessions focused on pertinent topics for women in business. Sponsorship from the Town of Aurora would help to offset costs, enabling us to reach more small and medium-sized business women, which would reflect positively on our community, as being businesswomen-friendly. The end target is to reach approximately 300 participants, providing tools to help Aurora businesswomen thrive.

The sponsorship benefits to the Town would include:

- Four tickets to attend the event
- Opportunity to bring greetings from the Town of Aurora
- Showcase table in a prominent location
- ½ page ad in the event program
- ½ page Message from the Mayor
- Logo on all marketing material (pre and post event)
- Logo in all print advertising (pre and post event)
- Logo on event welcome banner and other signage
- Logo on the Summit event page of the Chamber website with a link to the Town's website
- Recognition in social media initiatives

- Sponsor recognition in the online Chamber event update one month prior to the event (distributed 2x during the month)

Aurora Chamber Youth Entrepreneur Summit, TBD, 2018

Request: We are requesting \$2,500 of support from the Town to help facilitate the launch of this event.

The sponsorship benefits to the Town would be TBD.



Budget Consultation Meeting

May 31, 2017 at 6 p.m.

2018 Budget Request to Council

For Funding or Services in Kind

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4:30 p.m. Thursday May 25, 2017 by email to clerks@aurora.ca

Budget Item for Discussion: Request for approval of updated Master Plan and renewal of 10 year Community Partnership Program and funding for this plan.		
Name of Spokesperson: Irene Clement	Name of Group or Person(s) being Represented (if applicable): Aurora Community Arboretum	
Brief Summary of Budget Item to be Presented to Council: Attach a one page description of your funding request or other budget item to allow Council and staff to understand the nature of your request/suggestion. Please include reference to: <ul style="list-style-type: none"> • Benefit to Town Community including an estimated number of benefitting Aurorans • If applicable, how requested funds will be managed and spent, including a budget breakdown • Expected outcomes – your view of success; where applicable, include comparatives • Any service(s) in kind requested to be provided by the Town: be as specific as possible 		
Please complete the following:		
Funding amount requested: \$ <u>960,000</u> over <u>10</u> _____		
To Support one-time project \$ _____ or, an on-going Program/Operation \$ <u>96,000</u> _____		
NB: For Group/Organization funding requests, please attach latest audited financial statements per year N/A		
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If yes, with whom? Mr Al Downev
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes to delegate. (Depending upon the number of delegates at the meeting, the Chair may shorten all delegations to less than five (5) minutes) *I request 10 min presentation time due to complex		

Aurora Community Arboretum (ACA) Updated Master Plan (2018 to 2028)

Brief Summary to Budget Consultation Meeting: May 31, 2017

In partnership with the Town of Aurora and the Lake Simcoe Region Conservation Authority, The Aurora Community Arboretum has been established as a key focal natural asset for the Town.

ACA is requesting commitment from the Town of Aurora to support the updated master plan for the Arboretum. The execution of the updated master plan is a 10-year project, which is in line with both the Parks and Recreation Master Plan (2016 update) and the York Region Greening Strategy. We estimate the cost to the Town of Aurora over the 10 years will be \$960,000 with an approximate annual cost of \$96,000. This will pay for maintenance, sourcing additional and increasing difficult to find specimen trees, (also source and plant approximately 10,000 trees and shrubs), cover fees for needed engineering and other expert services for new or upgraded trails, the wader scrape, and educational signs. ACA will continue to leverage its' volunteer base to provide in-kind services, which for the past 10 years has averaged an equivalent of approximately 1.5-2 full-time equivalents per year, a significant contribution to the Town by our volunteers.

Benefits:

- Planting approx 10,000 trees/shrubs that improve the environment and support the York Region Greening Strategy. Supports the Parks & Recreation Master plan and long-term strategy for a healthy community.
- Signage that provides education & identification, interest and location information.
- Overall enhanced maintenance, care & enhancement of 100 acres town parkland using contracts (with diligent oversight) and leveraged by volunteer in-kind services. Provides healthy environment. Enhances the quality of life for current and future generations.
- Projects to highlight unique, educational and ecologically diverse features. Increases accessibility and maintains walkability of this vast park in the centre of Aurora.
- Benefits available to all community. Arboretum is accessed and enjoyed by many thousands of residents and visitors each year. A key resource for passive recreation and enjoyment of nature.

ATTACHMENT #2



Budget Consultation Meeting
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4:30 p.m. Thursday May 25, 2017 by email to clerks@aurora.ca

Budget Item for Discussion:	
Sustainability of the Aurora Sports Hall of Fame	
Name of Spokesperson:	Name of Group or Person(s) being Represented (if applicable):
Ron Weese	Aurora Sports Hall of Fame
Brief Summary of Budget Item to be Presented to Council:	
<p>Attach a one page description of your funding request or other budget item to allow Council and staff to understand the nature of your request/suggestion. Please include reference to:</p> <ul style="list-style-type: none"> • Benefit to Town Community including an estimated number of benefitting Aurorans • If applicable, how requested funds will be managed and spent, including a budget breakdown • Expected outcomes – your view of success; where applicable, include comparatives • Any service(s) in kind requested to be provided by the Town: be as specific as possible 	
Please complete the following:	
Funding amount requested: \$ <u>78,000</u>	
To Support one-time project \$ <u>26,500</u> or, an on-going Program/Operation \$ <u>51,500</u>	
NB: For Group/Organization funding requests, please attach latest audited financial statements	
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, with whom? Sandra McNamee
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes to delegate. (Depending upon the number of delegates at the meeting, the Chair may shorten all delegations to less than five (5) minutes)	



Executive Summary

As a volunteer-driven organization, the Aurora Sports Hall of Fame represents an important historical celebration of sport for **all members of the Aurora Community and beyond.**

Through its partnership with the Town (via Aurora Museum and Archives) and Sport Aurora (via its 42 member Organizations), the Hall of Fame is building the repository of this town's sports culture.

The Aurora Sports Hall of Fame's new location is a monument to Aurora's sport heritage and attracts thousands of sport visitors at the Stronach Aurora Recreation Centre (SARC) annually. It is a source of pride for the entire Community.

The Hall's annual Induction Celebration dinner has been sold out four years and has become the premiere sport celebration in Aurora. The attendee's experience at this event is on par with that other provincial Halls of Fame.

The Hall's Education programs inspire children to participate in healthy physical activity and inspire future sport participation. These efforts come to life through our 'Sport History Alive' presentations that are carried out in Aurora's elementary schools and in the Norm Johnson Hall of Education, set to expand in 2017.

Our strategic plans will further expand sport history through a number of exciting and valuable initiatives. Our Sport Legacy Project marking Canada's 150th anniversary will engage the public and uncover more of Aurora's sports narrative. As well, we have partnered with the Town successfully to help renovate the SARC and the work is not done. Our hope is that the SARC can be developed further into the premiere showcase for every sport in this community. Other development projects approved by the Town and enabled through our Board will benefit sport tourism and sport heritage.





We ask that the Town become our funding partner, providing base financing that permits us to sustain our activity and grow according to our approved strategic plan. Our Partnership Proposal represents fair and mutual benefits to both parties in a trusting business relationship: we will continue to maintain our service levels and grow them responsibly while reducing the funding requirement of the Town from the present 40.7% to a point that is mutually acceptable. It is understood that the ASHoF will create revenue through fundraising and other revenue generating strategies.

The Aurora Sports Hall of Fame has a highly optimistic future. It is poised to be the best Municipal Sports Hall of Fame in Ontario, perhaps the Country.

No Municipal Sports Hall of Fame anywhere survives or thrives without municipal support, nor should it be required to. It is a community asset for all to enjoy. It is a source of pride and attracts attention through Tourism.

We are grateful to the Town for the positive (and financial) support it has provided thus far – we have already done great things together and your investment in this valuable ‘public’ showpiece is needed and indeed, the long-term sustainability of the Aurora Sports Hall of Fame is part of the official Sports Plan.

Thank you for partnering with the Aurora Sports Hall of Fame.

Related to this proposal, we ask that the Town consider entering into a Service Agreement (primarily for curatorial services) with the Aurora Sports Hall of Fame.

