



Town of Aurora Budget Committee Meeting Agenda

Date: November 15, 2021
Time: 6:00 p.m.
Location: Council Chambers, Aurora Town Hall

Due to the COVID-19 pandemic, meetings will be available to the public via live stream only on the [Town's YouTube Channel](#). To participate electronically please visit [aurora.ca/participation](https://www.aurora.ca/participation).

Pages

1. **Call to Order**
2. **Land Acknowledgement**
3. **Approval of the Agenda**
4. **Declarations of Pecuniary Interest and General Nature Thereof**
5. **Delegations**
6. **Consideration of Items**
 - 6.1. **2022 Operating Budget - Community Partner Business Plans and Presentations**
 - 6.1.1. **Central York Fire Services 2022 Operating Grant** 1

(Binder Tab 14)

(Presentation to be provided by Fire Chief Ian Laing and Mike Mayes, Treasurer, Town of Newmarket)

 1. That the presentation from Central York Fire Services be received; and
 2. That the request for the 2022 operating grant to the Central York Fire Services in the amount of \$12,294,900 be tentatively approved.
 - 6.1.2. **Aurora Public Library Board 2022 Operating Grant** 9

(Binder Tab 15)

(Presentation to be provided by Bruce Gorman, Chief Executive Officer, Tom Connor, Board Chair, and Julie Rocca, Business Manager)

1. That the presentation and business plan from the Aurora Public Library Board be received; and
2. That the request for the 2022 operating grant to the Aurora Public Library Board in the amount of \$3,934,100 be tentatively approved.

6.1.3. Aurora Historical Society Board 2022 Operating Grant

33

(Binder Tab 15)

(Presentation to be provided by Patricia Wallace, President, Geoffrey Dawe, Treasurer, and Kathleen Vahey, Curator)

1. That the presentation and business plan from the Aurora Historical Society Board be received; and
2. That the request for the 2022 operating grant to the Aurora Historical Society Board in the amount of \$84,600 tentatively approved.

6.1.4. Aurora Sports Hall of Fame 2022 Operating Grant

64

(Binder Tab 15)

(Presentation to be provided by Javed Khan, President, and Brian Roberts, Treasurer)

1. That the presentation from the Aurora Sports Hall of Fame be received; and
2. That the request for the 2022 operating grant to the Aurora Sports Hall of Fame in the amount of \$29,900 be tentatively approved.

6.1.5. Aurora Business Improvement Area (BIA) 2022 Operating Budget

91

(Presentation to be provided by Joanne Russo, President)

1. That the presentation from the Aurora Business Improvement Area be received; and
2. That a maximum 2022 special area tax levy of \$40,400 be tentatively approved.

7. Adjournment

Fire Services 2022 Budget Submission



2022 Budget Highlights

- Budget based on 10-year plan, target increase \$714,500
- Actual increase \$674,500, includes \$40,000 reduction target from Newmarket
- \$46,000 for growth expenditures (Station 4-5)
- Asset Replacement Fund contributions increase of \$35,000
- \$65,000 in revenue reduction for Whitchurch-Stouffville contract
- 0.20% change in cost allocation results in a shift of \$59,000 in annual operating costs (increase to Aurora)



Operating Budget Analysis

2022

Total Budget Request	\$29,538,810
----------------------	--------------

Total Salaries, Wages and Benefits	\$24,830,310
------------------------------------	--------------

84.1% of the total budget is wages and benefits



2022 Wages and Benefits

Account	2021 Budget	2022 Budget	Increase	%
Management Salaries	668,218	678,241	10,023	1.5%
Regular Wages	17,194,961	17,468,861	273,900	1.6%
Regular PT Wages	41,052	52,148	11,096	27.0%
Standby/Callback	0	0	0	0.0%
Overtime	217,143	226,092	8,949	4.1%
Lieu Time Paid	770,000	848,950	78,950	10.3%
Casual/Seasonal	18,000	20,000	2,000	11.1%
Payroll Benefits	5,463,900	5,536,018	72,118	1.3%
Total	24,373,274	24,830,310	457,036	1.9%



Other Operating Budget

Other Operating Expenses	2021 Budget	2022 Request	Actual Increase	%
Facilities repairs & maintenance	127,571	162,571	35,000	27.4%
Hydro, Heat & Water	193,711	218,211	24,500	12.6%
Equipment repairs & maintenance	136,850	156,850	20,000	14.6%
Dispatch Services Contract	449,500	463,000	13,500	3.0%
Street Snowploughing Contract	11,404	21,404	10,000	87.7%
Vehicle repairs & maintenance	493,170	501,170	8,000	1.6%
MTO Recoveries	0	7,000	7,000	0.0%
Misc., Consulting & Contingency	124,242	115,242	-9,000	-7.2%
Property Lease	31,500	23,500	-8,000	-25.4%
Uniforms, Clothing	136,816	131,816	-5,000	-3.7%
Support Cost Allocation	1,185,342	1,205,342	20,000	1.7%
Asset Replacement Fund	1,399,600	1,434,600	35,000	2.5%
11 line items have ZERO INCREASE				
8 line items were REDUCED				



2022 Capital Budget

	Budget Amount
Assistant Deputy and Deputy Chief Vehicle Replacement	180,000
Life Cycle Replacement of Personal Protective Equipment (PPE)	180,000
Recruit Firefighter Uniforms, PPE, and Equipment	150,000
Firefighter PPE Washing System	100,000
Fire Prevention - Fire Investigation Vehicle (4404)	70,000
Upgrade Asst. Deputy, Deputy Chief, & Investigation Vehicles to Electric	70,000
Total New Requests	750,000
Hazmat Truck (approved in 2019)	950,000
Replacement of Fire Engine (06-14) (approved in 2020)	750,000
Replacement of Fire Engine (06-15) (approved in 2021)	750,000
Station 4-5 (approved in 2016 to 2020)	2,700,000
Total Previously Approved Requests	5,150,000



Budgeting in a COVID World

- In 2021 – \$46,000 to the end of Q3 (Sept 30th) for Personal Protective Equipment, cleaning supplies, etc.
- No specific provision in 2022 budget; however, there are general provisions available:
 - the contingency account
 - reserve for volatile expenditures



Proudly Protecting Aurora and Newmarket



Aurora Public Library

Operating Budget 2022



About Aurora Public Library

Aurora Public Library's Strategic Plan charted a new direction for the Library and community to inspire and enable innovation, creativity and learning.

Our "community-led" approach reflects a social contract to deliver collections and services in collaboration with the evolving needs of the community we serve.



Place of Possibilities

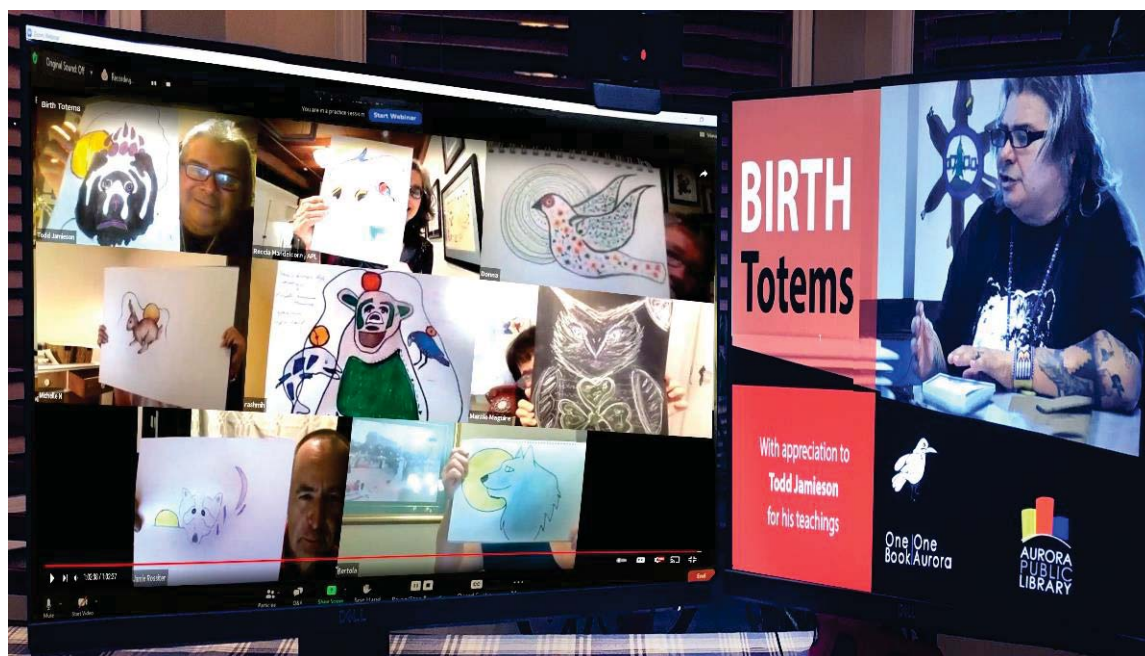
Aurora Public Library continues to provide traditional collections and services, but together with our community, we stretch and expand in fresh and exciting ways, creating a Place of Possibilities for people of all ages and interests.



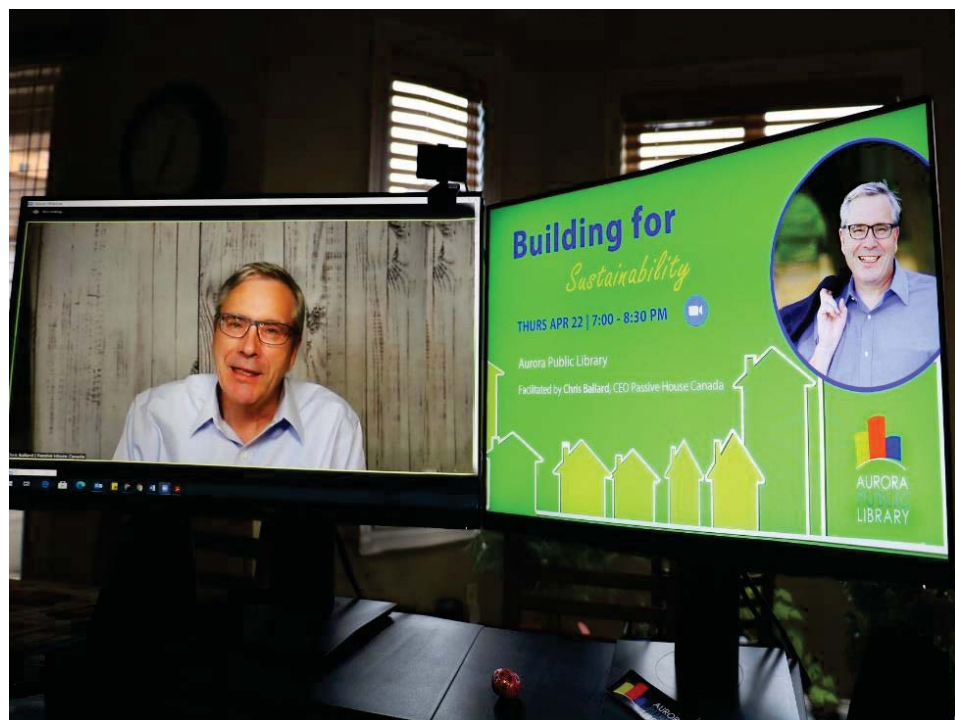
Impacts of COVID-19

Closure of the Library and disruption in operations together with impacts of the Town Square construction project influenced some metrics.

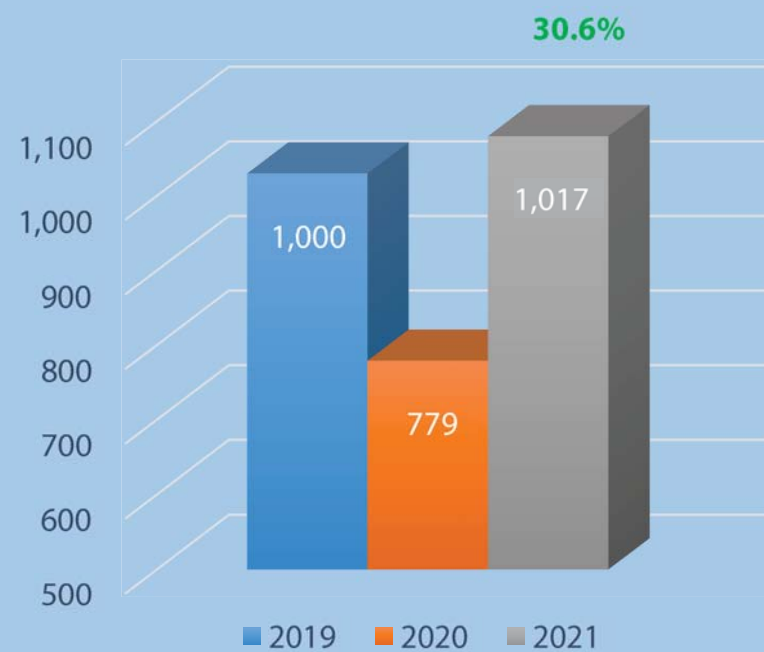
New virtual programming and an uptake on social media provided innovative ways of connecting online with the community.



Key Performance Indicators



Programs (YTD Sept)

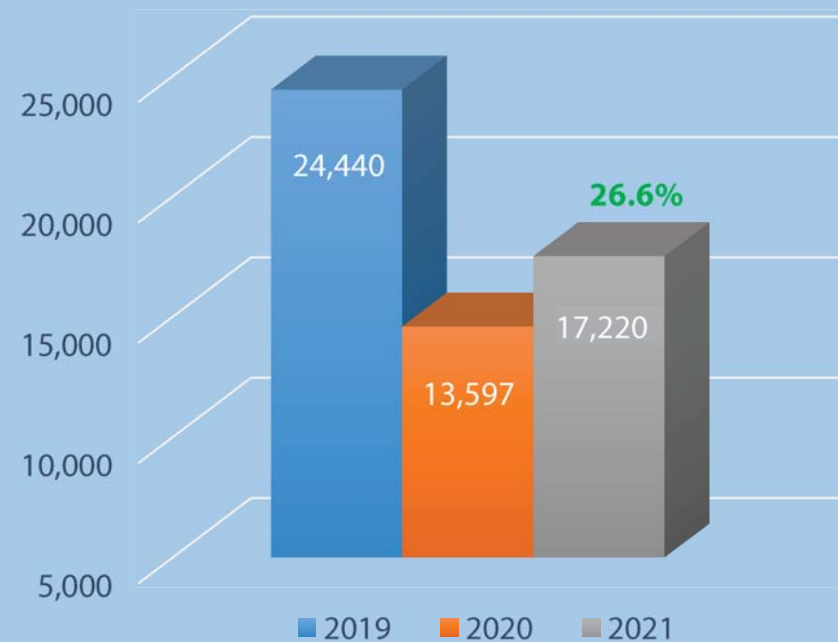


30.6% increase in programs (2020 - 2021)

Key Performance Indicators



Programs Attendance (YTD Sept)

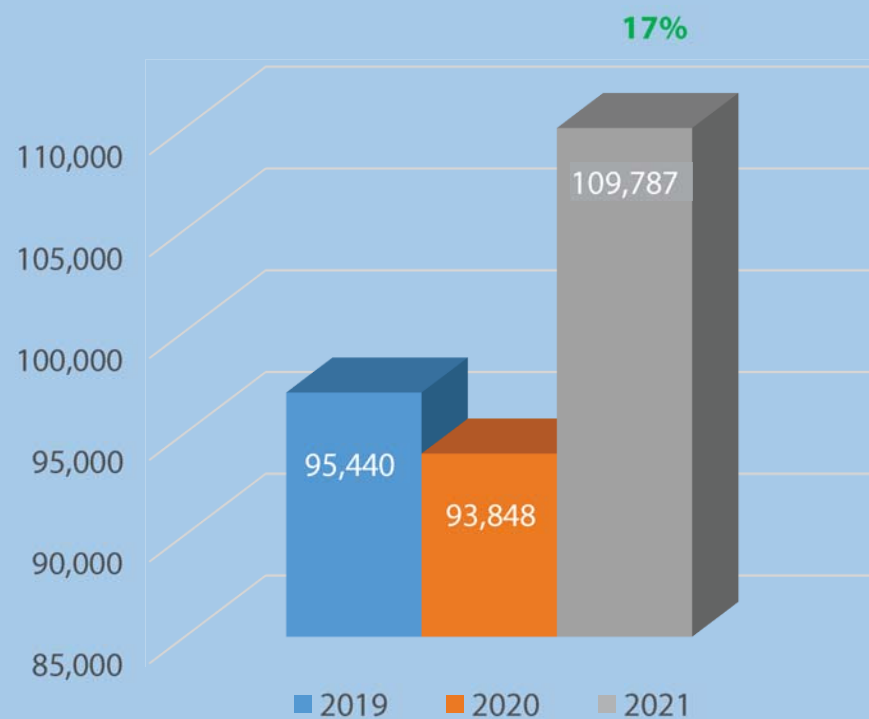


26.6% increase in program attendance (2020-2021)

Key Performance Indicators



Streaming & Downloads (YTD Sept)



17% increase in streaming & downloads (2020 - 2021)

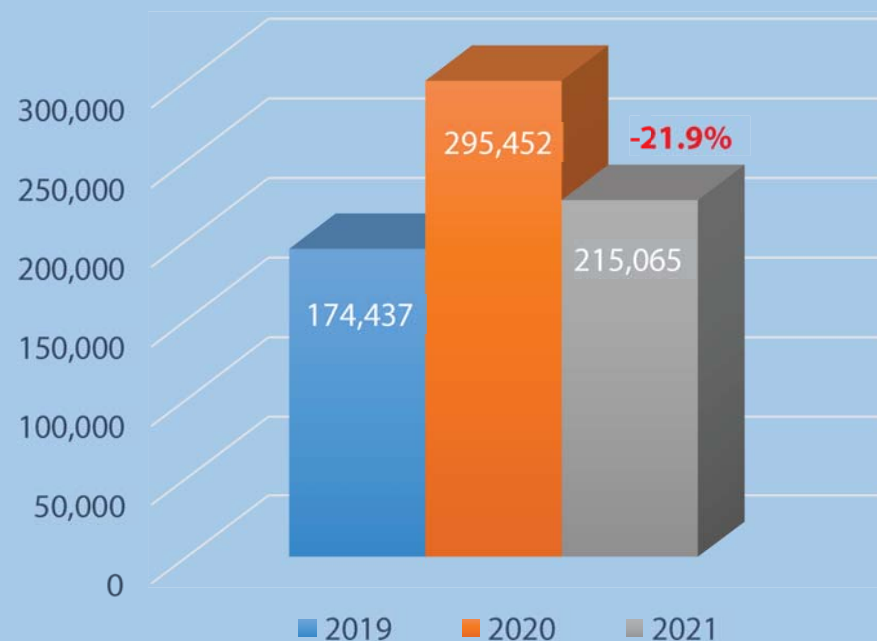
Key Performance Indicators

Facebook interface showing search results for "Aurora Public Library, Ontario". The top navigation bar includes "Page", "Inbox", "Events", "COVID-19", "Insights", and "More". Below the search bar, a table lists the top pages.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 tpl: Toronto Public Library	54.8 K	▲ 100%	22	2.2 K
2 IDEA EXCHANGE Idea Exchange	5.8K	▲ 100%	3	135
3 V Vaughan Public Libraries	1.8K	▲ 100%	21	182
4 RHPL Richmond Hill Public Lib...	3.5K	▲ 100%	12	410
7 mbl Markham Public Library	3.5K	▲ 100%	6	770
YOU 9 Aurora Public Library, O...	1.7K	▲ 100%	28	2.7K

Keep up with the Pages you watch. [Get More Likes](#)

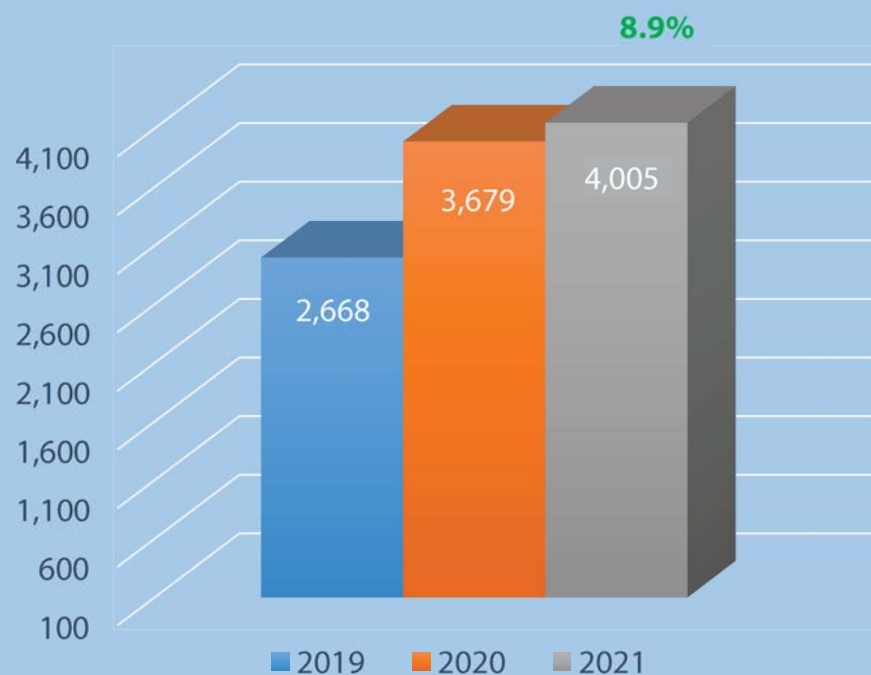
Facebook Reach (YTD Sept)



Key Performance Indicators



Online Followers (YTD Sept)

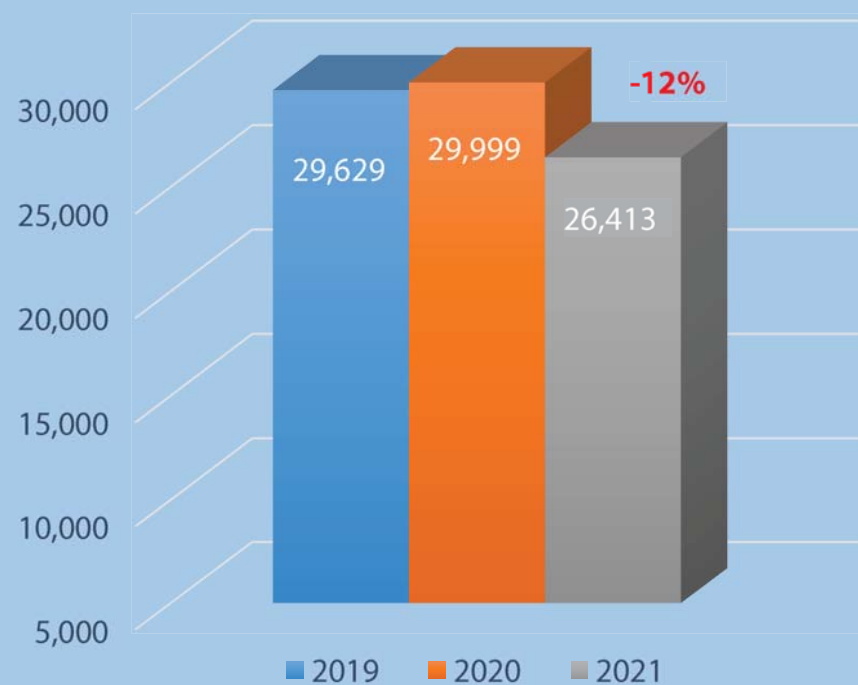


8.9 % increase in online followers (2020 - 2021)

Key Performance Indicators



Membership (YTD Sept)



Virtual Resources

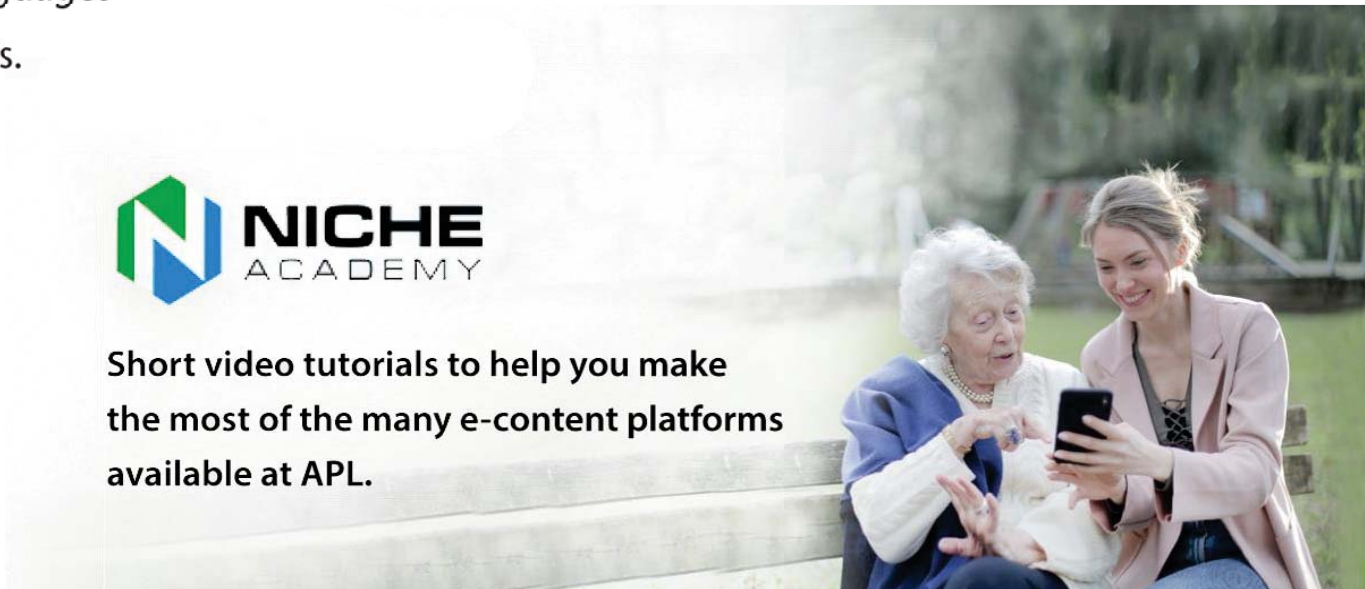
As our community responded to the global pandemic, Aurora Public Library was here for them with new digital resources.

PressReader provides access to 7,000+ newspapers and magazines in 60+ languages that can be translated into 19 languages.

The Niche Academy provides a series of learning and programming videos, many created by APL staff.



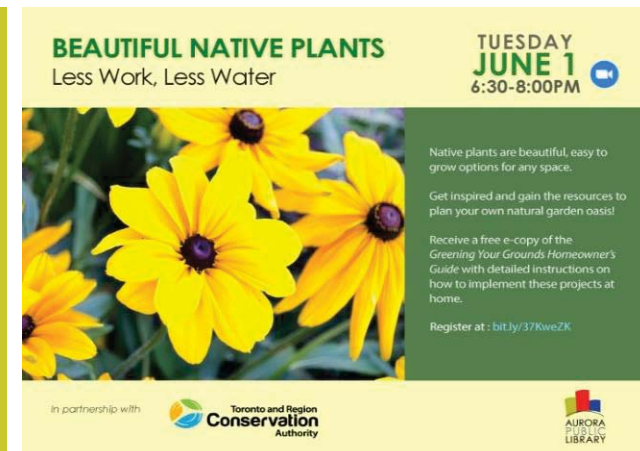
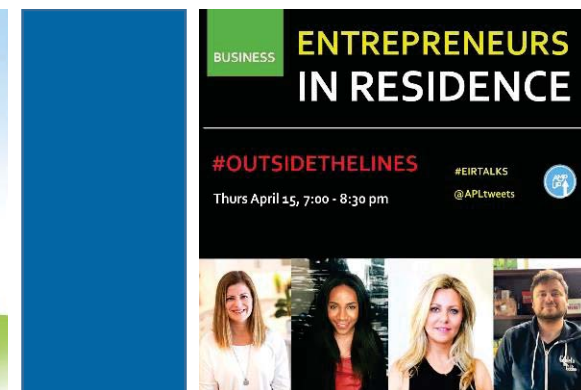
Short video tutorials to help you make the most of the many e-content platforms available at APL.



Virtual Programs

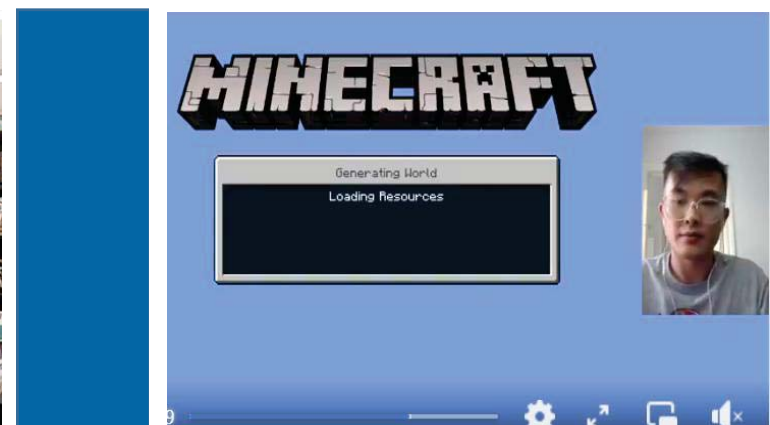
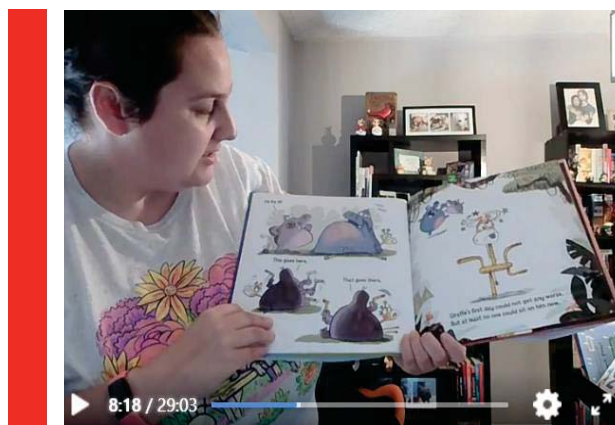
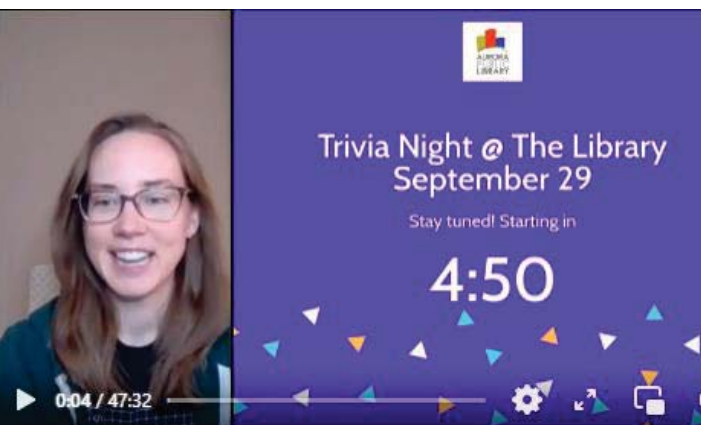
APL adapted in-person programs and created new virtual programs through Facebook Live Stream, YouTube, Google Classroom, podcasts, videos and Zoom.

The success and reach of virtual programming provided innovative ways of connecting and will continue in parallel when we resume in-library programs and events.



Creative Studio | Gaming | Trivia

"Take and Makes" from the Creative Studio, interactive games and weekly trivia nights kept the community active and engaged.



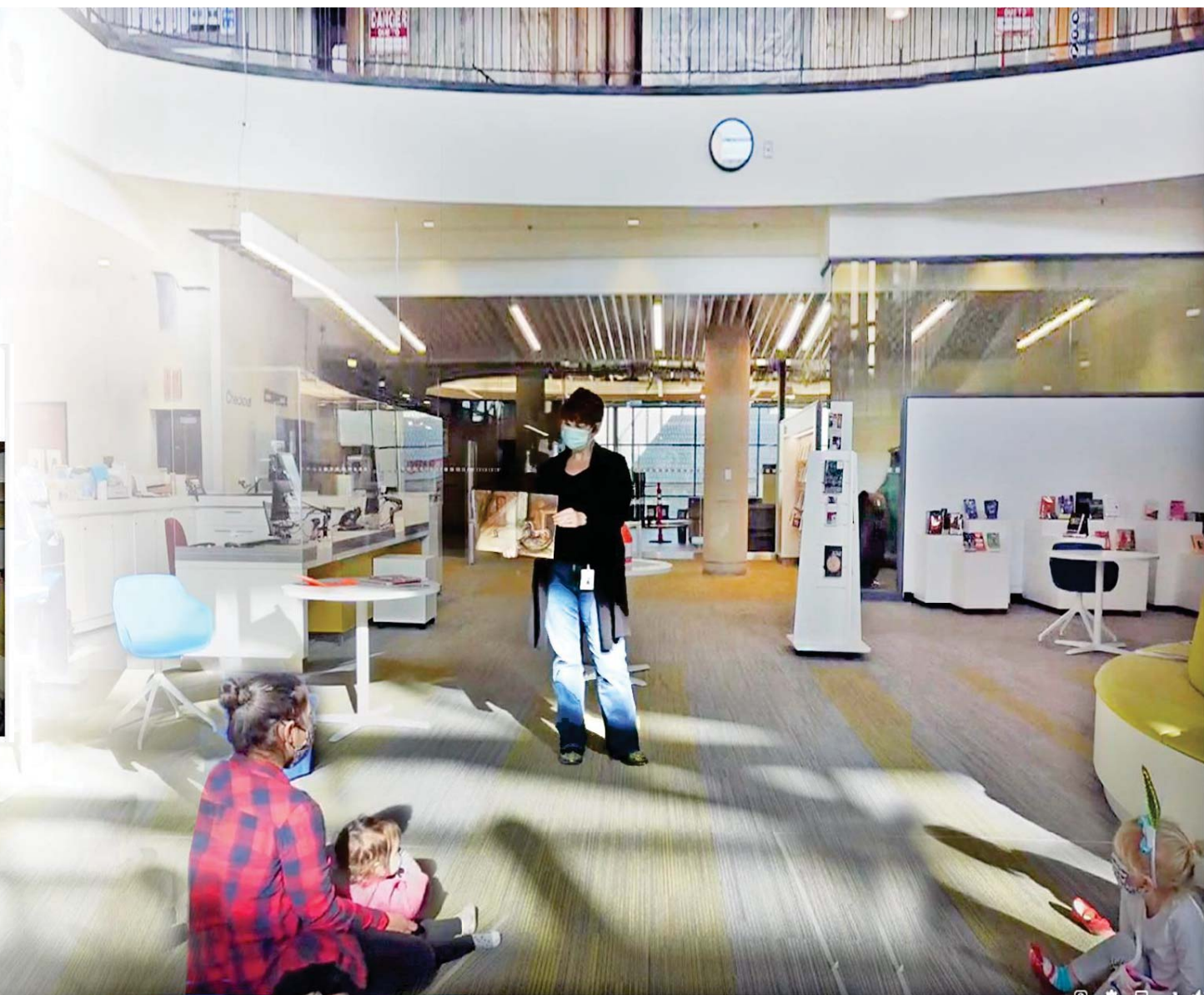
Outdoor Storytime

The summer months allowed for safe, weekly outdoor Storytime, bringing books, songs, rhymes and puppets to children visiting Aurora's neighbourhood parks.



Hybrid Storytime

Our first in-library Storytime.



Community Partnerships

APL collaborated with community partners to provide and expand program offerings during the pandemic.

New partnerships were developed that will continue to grow as we look forward to offering live programs and events.

Stories for the Season

Christmas Truce of 1914 by Aaron Shepard

Told by Timothy Greenwood



SO...
Storytelling
Orillia

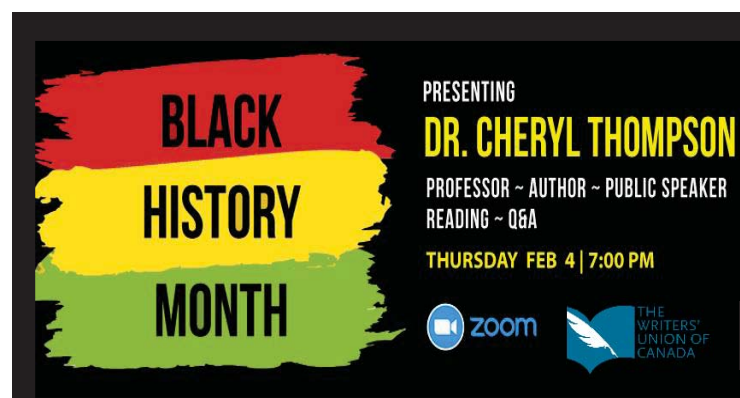


What is Democracy?

Doc Screening

THURS JAN 21 | All Day

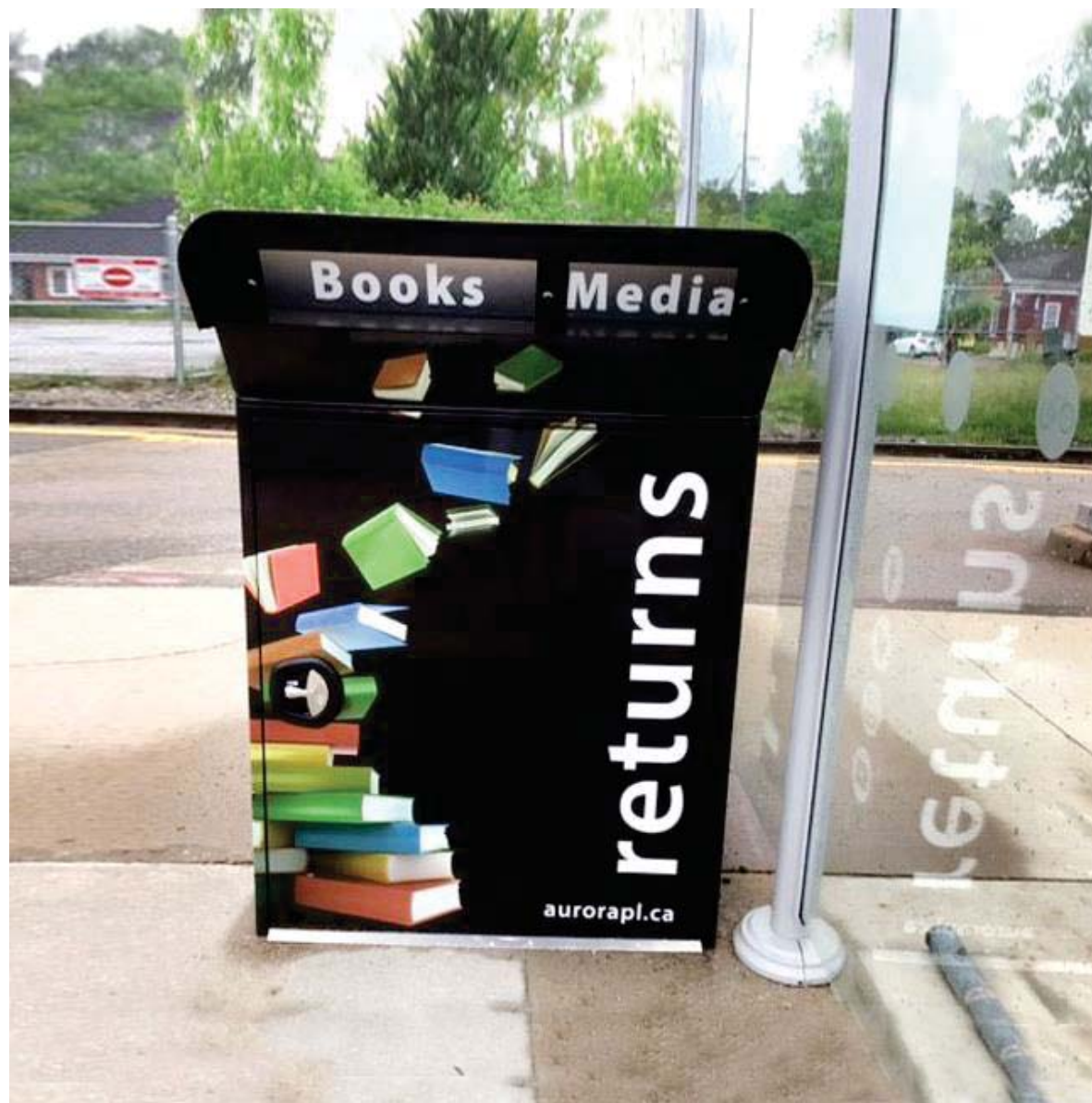
ACCESS CODE
will be provided.



Go Train Return Bin

The Library purchased a new return bin to enhance our visibility in the community and to provide commuters with a convenient way to return their materials.

The design for the bin was created in-library in accordance with APL branding standards.



Fine Free

After implementing a pilot project at the start of the pandemic, Aurora Public Library joined a growing number of libraries by permanently removing late fees.

Studies have shown that fines can act as barriers to marginalized and lower-income borrowers and that due dates are not affected by their removal.

Charges remain in place for lost or damaged items.



Window Pick-up

When Ontario went into lockdown on December 26, libraries were permitted to continue offering curbside pickup. Due to the Town Square construction project, the Library was not able to resume the service until January 20 when a new window and return slot was installed on Church Street.

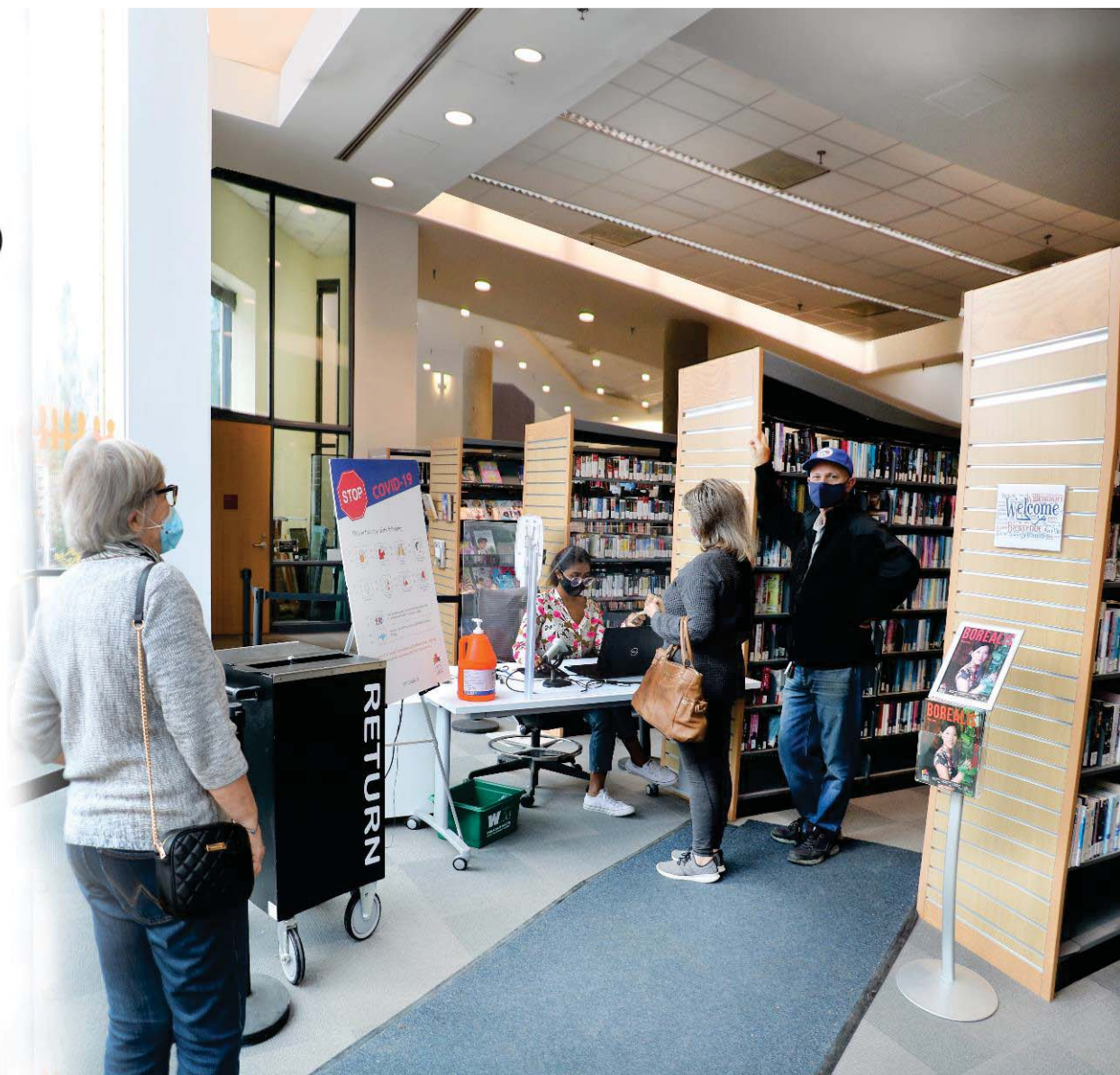
Sample Weeks	Total customers	Customer / hour	Total items CKO	Items / hour
Jan 18 - 24	753	18	3,216	77
May 10 - 15	668	16	2,614	62
July 19 - 24 * APL open	664	16	2,680	64



APL Reopening

The Library was able to extend services (July 5) with in-library computer use, study tables, in-person assistance and browsing of collections.

With capacity limits in place and visitors required to wear a mask or face-covering, staff was happy to welcome visitors via a new temporary entrance that was installed on Church Street.



Aurora Public Library COVID-19 Operating Pressures

- Reduced service levels
- Reduced operating hours
- Reduced staff
- COVID related staff absences
- Additional COVID related staff tasks
- Enhanced safety protocols & procedures for staff
- Developing new virtual programs
- Reduction of community partnerships
- Relocation of holds pickup
- Relocation of facility entrance
- Virtual card renewals



Aurora Public Library

Feedback from the Community

"Being able to reserve books and get them at the window/curbside pickup has been an exceptional service. I have never used the library more than during COVID. It has truly been appreciated during a very difficult time. Way to go Aurora. Great use of tax money!"

"I must thank you for the thousands of hours of reading pleasure that I have had over past two years. Especially over this pandemic, reading has been a great source of entertainment, distraction and escape."

"That was just incredible! I have felt as if my spirit has been cracking with exhaustion and that just filled me up. It was a beautiful way to learn about a beautiful culture."

"We are so lucky to have a library in our community that cares so much about everyone!"

Aurora Public Library Financial Summary

	2020 Budget	2021 Budget	2022 Budget
Personnel Costs	\$3,140,742	\$3,007,505	\$3,024,515
Other Expenditures	872,200	943,000	958,610
Total Expenditures	\$4,012,942	\$3,950,505	\$3,983,125
General & Grant Revenue	144,842	54,405	49,025
Municipal Requisition	3,868,100	3,896,100	3,934,100
Total Revenue	\$4,012,942	\$3,950,505	\$3,983,125

Aurora Public Library

Operating Budget 2022

Thank you

Bruce Gorman, CEO





Aurora Historical Society

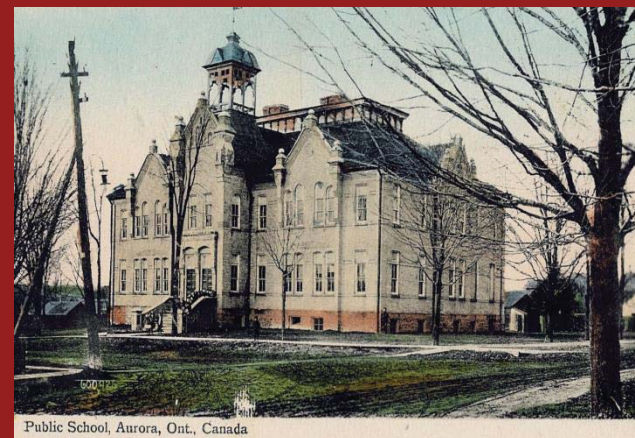
Budget Presentation to Town of Aurora

November 15, 2021

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.

2021 Highlights

- Virtual Speaker Series
- Re-established partnership with Aurora Sports Hall of Fame
- Partnerships with other Ontario Museums including the Toronto Railway Museum
- Launch of virtual How to Care For Workshop Series
- Continued growth of online presence
- Volunteer Transcription Project



2021 Highlights Cont'd

- Reopening Hillary House
- Virtual, hybrid, and in-person Fundraising events: Strawberry Tea, Scotch Tasting, Victorian Harvest Tea, and Hillary House Ball
- Facilitated Rentals and Film Productions – The Sawbones Society; and the Aurora EDC's 'C You in Aurora'
- Completed critical restoration of Hillary House verandah



2021 How Did We Do

Goals

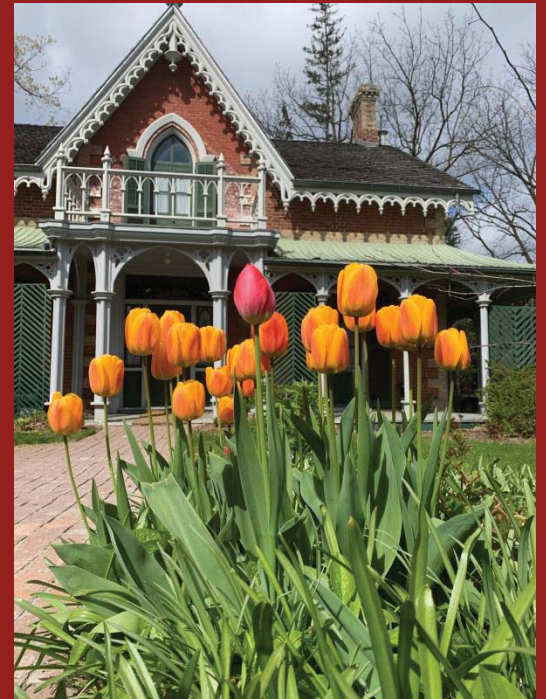
- Plan and implement approx. 30 programs and special events
- Host 3 exhibitions
- Increase online presence and community engagement
- Provide over 3900 hours in volunteer opportunities
- Welcome 2000 visitors to Hillary House
- Educate community members through Outreach Programs
- Fund and execute the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

Achieved

- Implemented 17 programs and special events + 3 upcoming
- Presented 2 exhibitions
- Increased online presence and community engagement
- Provided over 2125 hours in volunteer opportunities
- Welcomed 326 visitors to Hillary House
- Educated community members through 2 Outreach Programs
- Funded and executed the action plan for critical verandah restoration work at Hillary House

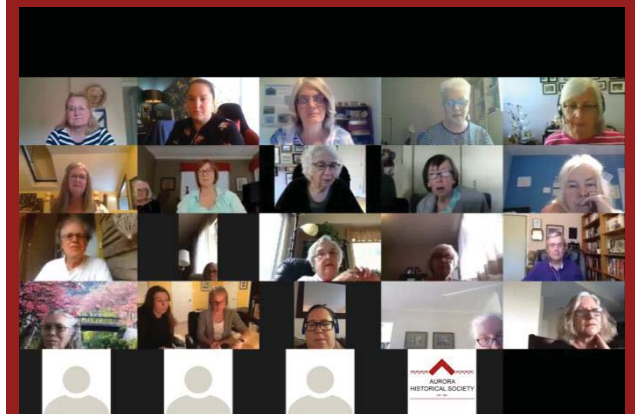
2021 COVID-19 Negative Impacts

- Loss of program revenue and engagement
- Cancellation of outreach opportunities
- Decrease in on-site attendance
- Challenges with pivoting fundraising strategies
- Reduced volunteer opportunities



2021 COVID-19 Positive Impacts

- Increased virtual and hybrid program and event offerings
- Increased online presence and engagement bringing new audiences and community awareness



2022/2023 COVID-19 Impact Projections

- Consequences are more predictable
- Future Government assistance unknown
- Level of programming consistent with 2021
- Continued virtual/hybrid programming





Ongoing Challenges

- Meeting critical maintenance needs in a timely fashion
- Restoration funding
- Grounds maintenance
- Staffing
- Volunteer engagement





Ongoing Partnerships

- Aurora Museum & Archives
- Aurora Chamber of Commerce
- Aurora Cultural Centre
- Aurora Farmer's Market
- Aurora Museum & Archives
- Aurora Public Library
- Aurora Senior Centre
- Aurora Sports Hall of Fame
- Garden Aurora
- Neighbor Aurora (formerly snapd)
- Other Ontario Museums
- The Auroran Newspaper
- Town of Aurora

2021 Sponsors, Supporters, and Donors

Aqua Grill
 Artistica Dance Studio
 Aurora Farmer's Market
 Aurora Home Hardware
 Bazil Developments Inc.
 Benjamin Moore Paints – Klein
 Paint
 BDO
 Boston Pizza
 Brainy Games
 Canadian Tire
 Cassidy Event Management
 Condor Properties
 Delmanor
 ERA Architects
 Eric McCartney Century 21 -
 Heritage Group
 Eye Care Optical
 Food In Motion
 Gaspare Saracino
 Geoffrey Dawe

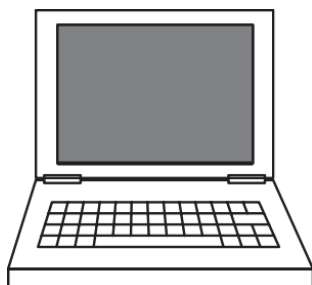
Geranium
 Gibson Group
 Ginger's Bakery
 Golf Glen Veterinary Clinic
 Groundswell Urban Planners Inc.
 Hockley Valley Brewery
 Holiday Inn Express
 Home Depot
 Jackson Events
 Kelseys Roadhouse
 Kerbel Group
 Landscape Ontario
 Laurion Law
 Magna
 Maple Tea House
 Market Brewing Company
 Mary Hope, Investors Group
 North South Management
 Private Wealth Management
 McLaren Doors
 Orchid Thai

Piazza Mercato Aurora
 Ren's Pet Depot
 Replenish
 Roberts & Company CPA
 Romy's Restaurant
 St. Andrew's College
 Story of Love
 The Country Look
 The Patrick House
 Thomas Foods International
 Canada
 Tina's Grill
 The Auroran Newspaper
 Topper's Pizza
 Trayvino
 Vandenboshe Jewellers
 Volvo Financial Services
 Westview Golf Ltd.
 Yonge Street Winery

Key Performance Indicators



326
People
welcomed to
Hillary House



565
People engaged
in virtual programs



2125
Volunteer hours
preformed



162
AHS Members
in 2021



9251
Online
Followers



15,300
Online
engagements

*Numbers are as of October 31, 2021

Our 2022 Goals

- Plan and implement approx. 25 programs and special events
- Present 3 exhibitions
- Continue to use online presence for community engagement
- Provide over 3000 hours in volunteer opportunities
- Welcome 1000 visitors to Hillary House
- Continue to educate community members through Outreach Programs
- Continue to fund and execute the comprehensive action plan for critical restoration work at Hillary House
- Investigate large-scale funding opportunities



2021 Funding

- Donations
- Memberships
- Gift Shop Sales
- Fundraising Events
- Rentals
- Canada Summer Jobs Grant
- Community Museum Operating Grant
- OTF Capital Grant
- Town of Aurora Operating Grant

Emergency Funding

- Canada Emergency Wage Subsidy
- CMOG Digital Capacity Funding
- COVID-19 Business Support Grant - Energy Cost Rebate
- OTF Resilient Communities Fund Grant
- Reopening Fund for Heritage Organizations – Museums Assistance Program

	2019 Audited	2020 Audited	2021 Projected (as of October 2021)	2022 Forecast
Operating Revenue	\$11,454	\$11,382	\$20,501	\$7,350
Fundraising	\$42,728	\$14,132	\$63,000	\$63,000
Municipal Funding	\$77,900	\$81,675	\$82,800	\$84,600
Grant Revenue	\$24,640	\$24,631	\$65,375	\$30,000
COVID-19 Funding	\$0	\$15,556	\$41,885	\$0
Transfer from Reserves	\$0	\$0	\$59,000	\$0
Total Revenue	\$156,722	\$147,376	\$332,561	\$184,950
Operating Expenses	\$128,029	\$96,716	\$141,232	\$146,875
Fundraising Expenses	\$16,944	\$2,982	\$31,065	\$31,000
Restoration Costs	\$0	\$3,653	\$95,000	TBD
Total Expenses	\$144,973	\$103,351	\$267,297	\$177,875
Operating Surplus/ Deficit	\$11,749	\$44,025	\$65,264	\$7,075

2022 Request for funding: \$84,600
 \$80,900 (base) + \$3,700 (Godfrey Collection storage)

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 \$3,700 per year.

This is intended as a short-term storage solution until the new space at Town Square is available.





Hillary House Restoration

- Priority projects:
 - Rear Summer Kitchen – Complete overhaul
 - Foundation of middle section of the House
 - Landscape
 - Interior Rooms

\$300,000 - 500,000 estimate

2022 Moving Forward



- Explore representation from Town Council to AHS Board of Directors
- Continue to lobby various levels of government for greater support of Hillary House National Historic Site
- Ensure restoration plans move forward to ensure our past has a future.

Hillary House National Historic Site

“Hillary House is one of the [Ontario Heritage] Trusts, almost 200 heritage conservation easement sites located across the province. Hillary House is... recognized as a National Historic Site and is one of the best and most well-preserved examples of Gothic-Revival architecture to be found in Canada... it is the Aurora Historical Society that gives the property life.

Our partners at the Aurora Historical Society worked tirelessly to maintain and preserve the site for use and enjoyment by the public and we commend their efforts to conserve this property... We appreciate the Aurora Historical Society’s continued stewardship, conservation, care, and upkeep of this provincially significant property...”

Thomas Wicks

Manager of Acquisitions and Conservation Services at the Ontario Heritage Trust



AURORA HISTORICAL SOCIETY
AUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2020

BATEMAN, GRAHAM & FITZPATRICK

CHARTERED PROFESSIONAL ACCOUNTANTS

JOHN P. BATEMAN, BBA, CPA, CA, LPA, CPA (Illinois)*

SCOTT A. FITZPATRICK, MBA, CPA, CA, CMA, LPA, CPA (Illinois)*

DONALD P. EYLES, BA, CPA, CA – Associate

* operating through a professional corporation

TELEPHONE: (905) 895-9457

1-888-895-9457

FACSIMILE: (905) 895-8519

1-877-895-8516

757 Bogart Avenue, Newmarket, Ontario L3Y 2A7

E-MAIL: info@batemangraham.com

INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Aurora Historical Society

Qualified Opinion

We have audited the financial statements of Aurora Historical Society (the "Society"), which comprise the statement of financial position as at December 31, 2020, statement of operations and net assets, statement of cash flows for the year then ended, and notes to the financial statements including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for Qualified Opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Society as at December 31, 2020, its financial performance and its cash flows for the year then ended in accordance Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

In common with many not-for-profit organizations, the Society derives revenue from donations and fund-raising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Society. Therefore, we were not able to determine whether any adjustments might be necessary to revenues, contributions, general fund - shortfall of revenue over expenditures, and cash flows from operations for the years ended December 31, 2020 and 2019, current assets as at December 31, 2020 and 2019 and net assets as at January 1 and December 31 for both 2020 and 2019. Our audit opinion on the financial statements for the year ended December 31, 2020 was modified accordingly because of the possible effects of this limitation in scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Society in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a qualified basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Society or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Society's financial reporting process.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Society's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Society's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Society to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Bateman Gilman + Fitch

Chartered Professional Accountants
Licensed Public Accountants

Newmarket, Ontario
June 14, 2021

**AURORA HISTORICAL SOCIETY
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2020**

	<u>2020</u>	<u>2019</u>
ASSETS		
Current		
Cash		
Short-term investments (Note 3)	\$ 174,938	\$ 72,023
Accounts receivable and accrued interest	62,567	61,534
Prepaid expenses	9,525	3,140
	<u>7,185</u>	<u>7,807</u>
	254,215	144,504
FIXED (Note 4)	<u>4,672</u>	<u>5,968</u>
	<u>\$ 258,887</u>	<u>\$ 150,472</u>
LIABILITIES		
Current		
Accounts payable and accrued expenses	\$ 9,058	\$ 4,668
Deferred revenue (Note 6)	<u>4,058</u>	<u>4,058</u>
	13,116	8,726
LONG-TERM DEBT (Note 6)	<u>60,000</u>	<u>-</u>
	<u>73,116</u>	<u>8,726</u>
NET ASSETS (Note 7)		
Invested in capital assets		
Unrestricted	4,672	5,968
Restricted - Medical History Course (unchanged)	113,185	79,613
Restricted - Building and Grounds Fund	2,747	2,747
	<u>65,167</u>	<u>53,418</u>
	<u>185,771</u>	<u>141,746</u>
	<u>\$ 258,887</u>	<u>\$ 150,472</u>

On behalf of the Board

P. Wall

Director, President

Graham & Fitzpatrick

Director

T. K. S. S. S.

See accompanying notes to the financial statements

BATEMAN, GRAHAM & FITZPATRICK
CHARTERED PROFESSIONAL ACCOUNTANTS

**AURORA HISTORICAL SOCIETY
STATEMENT OF OPERATIONS AND NET ASSETS
FOR THE YEAR ENDED DECEMBER 31, 2020**

	<u>2020</u>	<u>2019</u>
REVENUES		
Grants		
Sales and other income	\$ 121,862	\$ 102,540
Donations and fundraising	8,135	3,526
Hillary Hall Ball	13,899	5,803
Investment	-	35,985
Admission	919	1,175
Membership	851	4,538
	<u>1,710</u>	<u>3,155</u>
	<u>147,376</u>	<u>156,722</u>
EXPENDITURES		
Depreciation	1,296	1,515
Wages and benefits (Note 6)	46,501	77,198
Fundraising	2,982	16,944
Insurance (Note 6)	6,899	7,556
Professional fees	5,511	4,687
Newsletter	-	376
Office and miscellaneous	10,688	14,226
Repairs and maintenance	11,900	10,027
Readman project expenses	3,131	-
Restoration	3,653	-
Program	1,219	2,863
Utilities	5,083	5,466
Curatorial and collection	<u>4,488</u>	<u>4,115</u>
	<u>103,351</u>	<u>144,973</u>
EXCESS OF REVENUES OVER EXPENDITURES FOR THE YEAR	44,025	11,749
NET ASSETS, beginning of year	<u>141,746</u>	<u>129,997</u>
NET ASSETS, end of year	<u>\$ 185,771</u>	<u>\$ 141,746</u>

See accompanying notes to the financial statements

BATEMAN, GRAHAM & FITZPATRICK
CHARTERED PROFESSIONAL ACCOUNTANTS

**AURORA HISTORICAL SOCIETY
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2020**

	<u>2020</u>	<u>2019</u>
SOURCES (USES) OF CASH:		
OPERATING ACTIVITIES		
Excess of revenues over expenditures for the year	\$ 44,025	\$ 11,749
Items not involving cash		
Depreciation	<u>1,296</u>	<u>1,515</u>
Changes in non-cash working capital items	45,321	13,264
Short-term investments	(1,033)	(787)
Accounts receivable and accrued interest	(6,385)	(88)
Prepaid expenses	622	1,575
Accounts payable and accrued expenses	4,390	(1,213)
Deferred revenue	<u>-</u>	<u>(6)</u>
	<u>42,915</u>	<u>12,745</u>
INVESTING ACTIVITIES		
Purchase of capital assets	-	(1,046)
Proceeds on disposal of fixed assets	-	30
Proceeds of long-term debt	<u>60,000</u>	<u>-</u>
	<u>60,000</u>	<u>(1,016)</u>
NET INCREASE IN CASH	102,915	11,729
CASH, beginning of year	<u>72,023</u>	<u>60,294</u>
CASH, end of year	<u>\$ 174,938</u>	<u>\$ 72,023</u>

See accompanying notes to the financial statements

BATEMAN, GRAHAM & FITZPATRICK
CHARTERED PROFESSIONAL ACCOUNTANTS

**AURORA HISTORICAL SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2020**

1. OPERATIONS

Aurora Historical Society is a non profit organization, incorporated without share capital, devoted to the preservation and sharing of Aurora's history. The organization is funded by various government agencies, charitable organizations, donations and fundraising efforts.

The organization is exempt from federal and provincial income taxes.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and are in accordance with Canadian generally accepted accounting principles, the most significant of which are summarized as follows:

Use of estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expense during the year. These amounts are reviewed periodically and any adjustments are reported in earnings in the period they become known. The principal estimates used in the preparation of these financial statements include useful life and valuation of fixed assets and accruals. Actual results could differ from management's best estimates as additional information becomes available in the future.

Revenue recognition

Revenues from government ministries and foundations are recognized when the Society has met the terms of any related contracts. Amounts received but where the Society has not met the conditions of the contract are recognized as deferred revenues.

Donations and other revenues are recorded as received.

Fixed assets

Fixed assets are stated at cost. Depreciation is calculated on the diminishing balance basis over the estimated useful lives of the assets. The percentages used are as follows:

Equipment	- 20%
Computer equipment	- 30%

Contributed services and materials

Donated services received by the organization are not recognized in the financial statements because of the difficulty in determining their fair value.

Donated materials received by the organization are recognized in the financial statements at fair market value.

**AURORA HISTORICAL SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2020**

Financial instruments

Measurements of financial instruments

The organization initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and deferred revenue.

Impairment

Financial assets measured at cost are tested annually for impairment. If there are indicators of impairments, the amount of the write-down is recognized in net income.

Fund accounting

The organization follows the restricted fund accounting method. Restricted contributions for which a corresponding restricted fund is presented are recognized as revenue of that fund in the current period. Unrestricted contributions are recognized as unrestricted revenue of the unrestricted fund in the current period.

Unrestricted funds

The unrestricted funds are amounts that are available for use to carry out the activities of the organization.

Invested in capital assets

Invested in capital assets fund consists of net fixed assets, including purchases, disposals and amortization.

Restricted funds - Medical History Course

Approximately 25 years ago, the organization was a member of the British Apothecary Society and this fund was established to provide related courses.

Restricted Funds - Building and Grounds Fund

The building and grounds fund is internally restricted by the Board of Directors to the restoration and rehabilitations of the Hillary House.

3. SHORT-TERM INVESTMENTS

Short-term investments are comprised of cashable GIC's of \$62,567 (2019 - \$61,534), maturing August 10, 2021 (2019 - August 10, 2020). The interest rate is prime minus 2.20% (2019 - 2.70%).

**AURORA HISTORICAL SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2020**

4. FIXED ASSETS

	<u>Cost</u>	<u>Accumulated Depreciation</u>	<u>Net Book Value</u>
Equipment			
Balance, beginning of year	\$ 21,001	16,066	4,935
Depreciation		988	988
	<u>\$ 21,001</u>	<u>17,054</u>	<u>3,947</u>
Computer equipment			
Balance, beginning of year	\$ 9,687	8,656	1,031
Depreciation		308	308
	<u>\$ 9,687</u>	<u>8,964</u>	<u>723</u>
Hillary House land and building			
Balance, beginning and end of year	<u>\$ 1</u>	<u>-</u>	<u>1</u>
Hillary House, The Koffler Museum			
Balance, beginning and end of year	<u>\$ 1</u>	<u>-</u>	<u>1</u>
TOTALS	<u>\$ 30,690</u>	<u>\$ 26,018</u>	<u>\$ 4,672</u>

5. FINANCIAL RISK

Liquidity risk

Liquidity risk is that the organization will be unable to fulfill its obligations on a timely basis or at reasonable cost. Management manages liquidity risk by monitoring its operations requirements to ensure it has sufficient funds to fulfill its obligations.

Interest rate risk

Interest rate risk is the risk that the value or future cash flows of a financial instrument might be adversely affected by a change in the interest rates. The investments are exposed to interest rate risk arising from fluctuations in interest rates on its interest bearing cash and investment balances. In seeking to minimize the risks from interest rate fluctuations, the organization manages exposure through its normal operating and financing activities.

6. GOVERNMENT ASSISTANCE

The organization has received assistance through the Canada Emergency Business Account (CEBA) program. They received a \$60,000 interest free loan, which if repaid by December 31, 2022, will result in \$20,000 of loan being forgiven. If the loan is not repaid back by December 31, 2022, the loan will be converted into a three year term loan with interest at 5%.

The organization also received assistance through the Canada Emergency Wage Subsidy (CEWS) program. They received \$26,594 which reduced wages and benefits by this amount.

The organization also received assistance through the Canada Emergency Rent Subsidy (CERS) program. They received \$1,195 which reduced insurance expense by this amount.

**AURORA HISTORICAL SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2020**

7. CHANGE IN FUND BALANCES

	<u>Operating</u>	<u>Capital Assets</u>	<u>Restricted</u>	<u>2020</u>	<u>2019</u>
Opening	\$ 79,613	\$ 5,968	\$ 56,165	\$ 141,746	\$ 129,997
Revenue/Expenditure	<u>33,572</u>	<u>(1,296)</u>	<u>11,749</u>	<u>44,025</u>	<u>11,749</u>
	<u>\$ 113,185</u>	<u>\$ 4,672</u>	<u>\$ 67,914</u>	<u>\$ 185,771</u>	<u>\$ 141,746</u>

Each year the board reviews the surplus and determines if a transfer to the restricted funds is necessary. During the year, the board approved \$11,749 of the 2019 surplus to be allocated to the restricted building and grounds fund.

8. PANDEMIC

In March 2020, the World Health Organization declared the outbreak of a novel coronavirus (COVID-19) as a global pandemic, which continues to spread in Canada and around the world.

As the date of the audit report, the organization is aware of changes in its operations as a result of the COVID-19 crisis, including the closure of its office and postponement of certain events to take place later in the fall.

Management is uncertain of the effects of these changes on its financial statements and believes that any disturbance may be temporary; however, there is uncertainty about the length and potential impact of the disturbance.

As a result, we are unable to estimate the potential impact on the organization's operations as at the date of these financial statements.



Aurora Sports Hall of Fame

Javed S. Khan CD & Brian Roberts CPA, CGA, LPA



Welcome to the Aurora Sports Hall of Fame.



- The Aurora Sports Hall of Fame is a **celebration of sport history** and excellence; dedicated to the recognition of the important place that sport has assume **within the fabric of Aurora.**

Key Highlights of the Aurora Sports Hall of Fame.

- Established in 2013 by Sport Aurora.

Key Highlights of the Aurora Sports Hall of Fame.

- Established in 2013 by Sport Aurora.
- Inducted 34 Honoured Members, soon to be 38.

Key Highlights of The Aurora Sports Hall of Fame.

- Established in 2013 by Sport Aurora.
- Inducted 34 Honoured Members, soon to be 38.
- Host one of our community's premier events - Induction Celebration Dinner.

Key Highlights of The Aurora Sports Hall of Fame.

- Established in 2013 by Sport Aurora.
- Inducted 34 Honoured Members, soon to be 38.
- Host one of our community's premier events - Induction Celebration Dinner.

Key Highlights of the Aurora Sports Hall of Fame.

- Established in 2013 by Sport Aurora.
- Inducted 34 Honoured Members, soon to be 38.
- Host one of our community's premier events - Induction Celebration Dinner.
- Community Reach Out through our Education Programs
 - Moments in Sport
 - Aurora Sports Hall of Fame "Aurora Cup"
 - Heroes of the Hall "Comic Book" Series
 - NEWLY Renovated Education Wall

How has COVID-19 impacted ASHoF's 2021 Operations?

- In 2021 the Board of Governors unanimously voted to "UN-PAUSE";
 - Meet and Greet & Celebration of our Sponsors & Partners;
 - **Induction Celebration Dinner;**
 - All Education Programs.

How has COVID-19 impacted ASHoF's 2021 Operations?

- In 2021 the Board of Governors unanimously voted to "UN-PAUSE;
 - Meet and Greet & Celebration of our Sponsors & Partners;
 - **Induction Celebration Dinner;**
 - All Education Programs.
- Applications for various Provincial Grants were not successful and possible loss of opportunity for revenue.

How has COVID-19 impacted ASHoF's 2021 Operations?

- In 2021 the Board of Governors unanimously voted to "UN-PAUSE";
 - Meet and Greet & Celebration of our Sponsors & Partners;
 - **Induction Celebration Dinner;**
 - All Education Programs.
- Applications for various Provincial Grants were not successful and possible loss of opportunity for revenue.
- Loss of revenue opportunities for close to 2 years!

Accomplishments in 2021 - NEW Partnership with AHS.



AURORA HISTORICAL SOCIETY SPEAKER SERIES*

**"LIFE ADVENTURES
FROM 0 - 140 KM/H"**

WED. SEPT. 22, 2021
7:00 PM - 9:00 PM

*THIS EVENT IS VIRTUAL



Accomplishments in 2021 - "Heroes of the Hall" Comic Book.



Accomplishments in 2021 - Updates to aurorashof.ca



Welcome to the Aurora Sports Hall of Fame

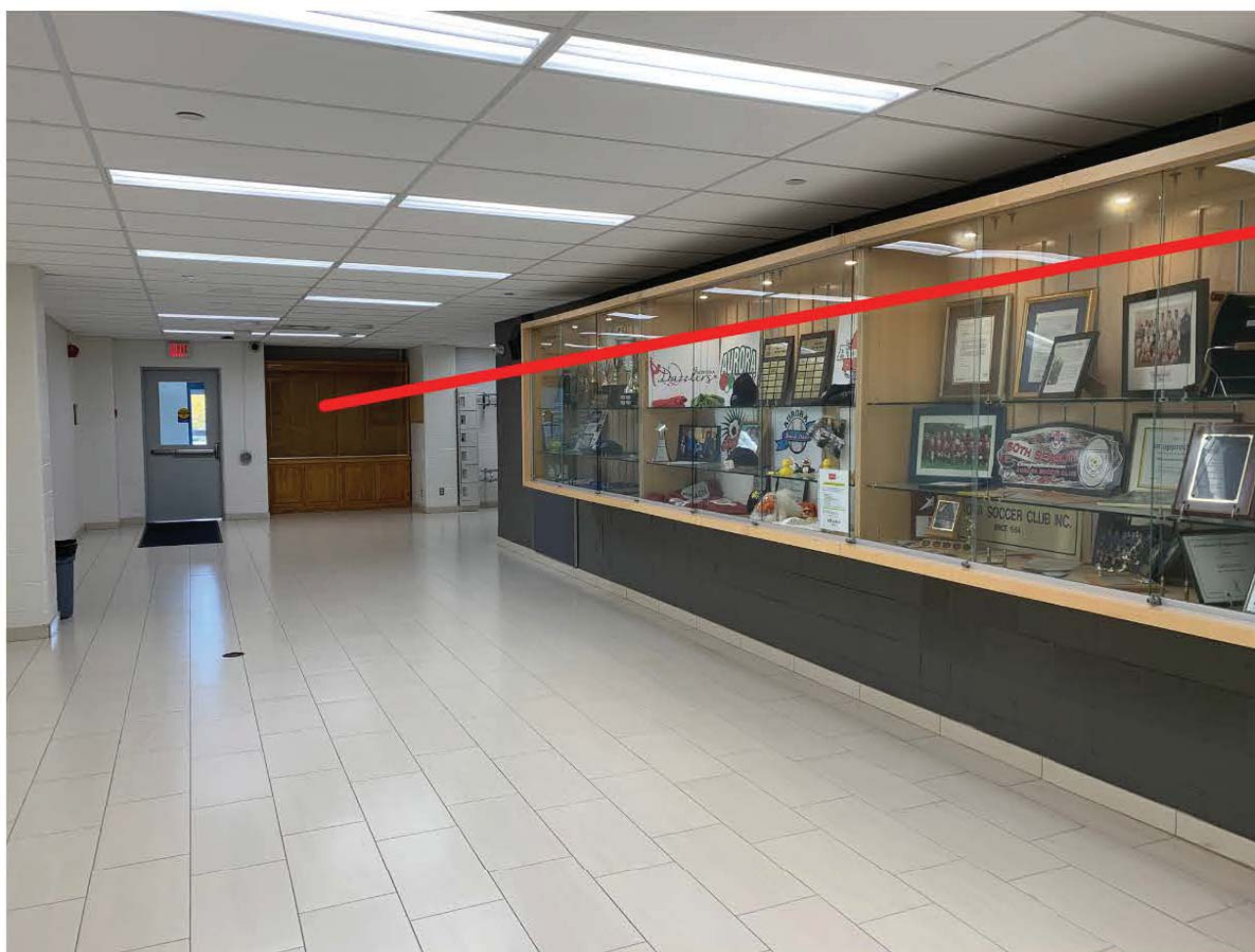
The Aurora Sports Hall of Fame (ASHoF) celebrates sports history and excellence, recognizing sport's important place in Aurora.

It's a place of history, stimulating pride in our community's accomplishments. It's a place of education, with more than 90 artifacts to showcase how far our Inductees have come. It's a place of community, where young and old can gather to appreciate Aurora's rich culture and heritage.

To date, we have inducted 34 outstanding athletes, coaches and builders. Mike Kitchen, Mike Palmateer, Mike Murphy, Cal Bouchard, Paolina Allan, Brian Stemmler, Frank Stronach, Alan Dean, Ryan & Dave Gardner, Mark Hesse and many more are Honoured Members.

You can find all the Honoured Members at <https://aurorashof.ca/whos-in-the-hall/>

Accomplishments in 2021 - NEW Display Case at the AFLC.

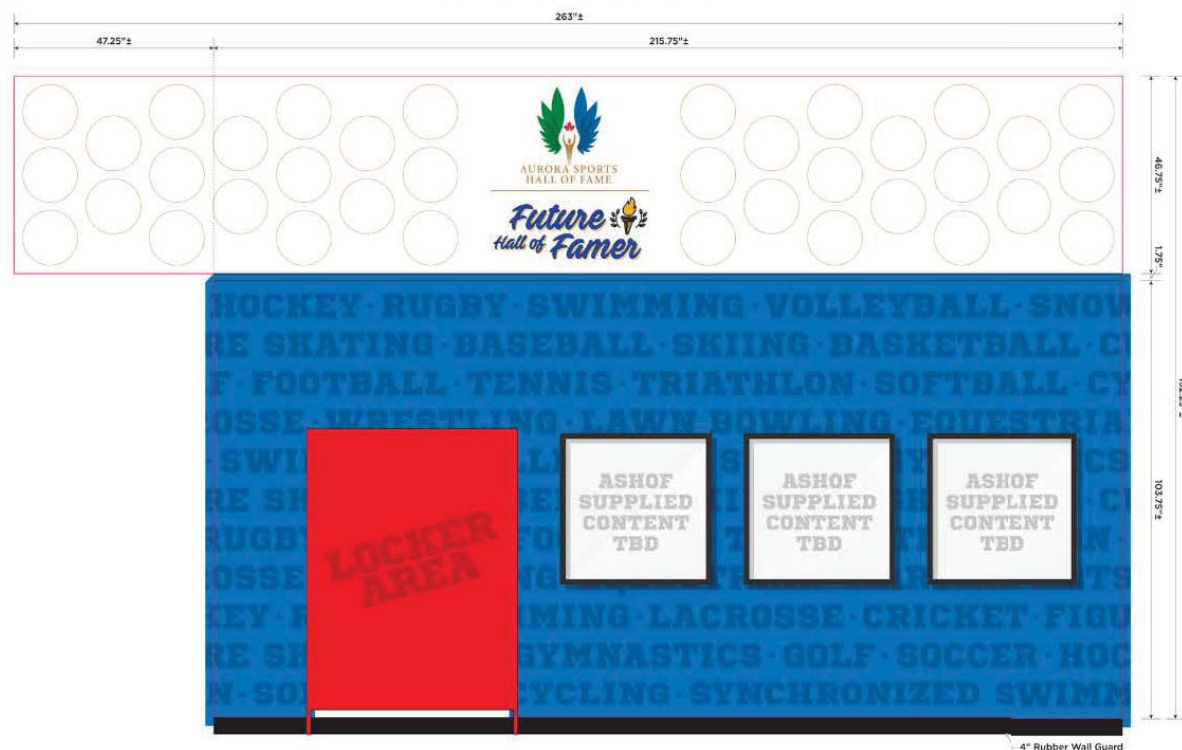


ASHOF EDUCATION WALL

OCTOBER 13, 2021

ALL ELEMENTS ARE CMYK

→ SCALE IS 1:2 ←



Accomplishments in 2021 - 50/50 Raffle Draw Program.

- Launch in 2022;
- Software partner - BUMP;
- Launch a 50/50 Raffle webpage;
- 1 year program - first draw is the end of January, 2022; and
- Monthly draws thereafter.

Accomplishments in 2021 - Portraits of Giving Spotlight.



CONGRATULATIONS
**KRISTEN
DAJIA**



Accomplishments in 2021 - Sport Aurora Volunteer Recognition.



DAVID THOM

#THANKYOUTHURSDAY



AURORA SPORTS
HALL of FAME

EST. 2013

Their Legacy. Our Future.



AURORA SPORTS
HALL of FAME

EST. 2013

Their Legacy. Our Future.

Biggest Accomplishment - Induction Celebration Dinner is back!

BUY
YOUR TICKETS
NOW!

AURORA SPORTS HALL OF FAME 2021 INDUCTION CELEBRATION DINNER



THURSDAY, NOVEMBER 18, 2021 | ROYAL VENETIAN MANSION @ 6:30PM



Class of 2021



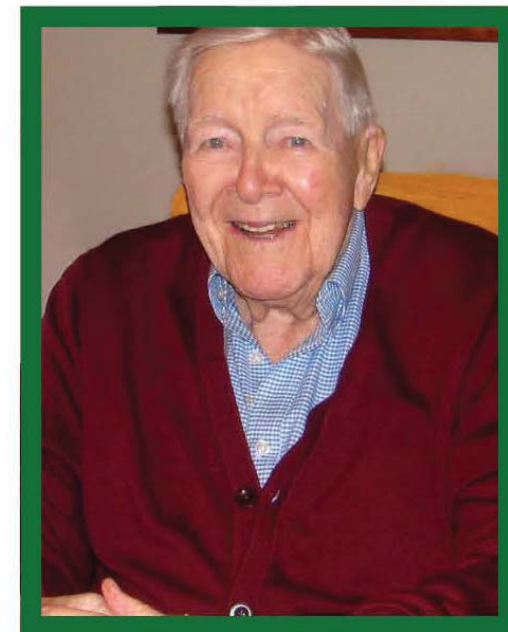
Steve Vickers
(Athlete, Hockey)

Colin Graham
(Builder, Hockey & Lacrosse)



Lois Thompson
(Builder, Softball)

Brendan Macken
(Athlete, Tennis)



Nominations for 2022 are now OPEN!

- Nominations will be accepted until April 1, 2022.
- Learn more about the process and download the Nomination Form, visit ashof.ca/nomination-process/



AURORA SPORTS
HALL of FAME
EST. 2013

Their Legacy. Our Future.



THANK YOU TO OUR 2021 INDUCTION CELEBRATION DINNER SPONSORS



Thank You Paul Riley (Portrait Artist).





2022 Funding Requirements; \$29,900



AURORA SPORTS HALL OF FAME

Budget 2020 - 2022

	Historical	Approved for	3 Year Budget		
	2018	2019	* 2020	2021	2022
Revenues					
Fundraising	37,491	46,500	-	48,300	49,300
Dinner ticket sales	9,750	15,000	-	15,600	15,900
	47,241	61,500	-	63,900	65,200
Expenses					
Dinner expenses	34,767	36,200	-	37,600	38,400
Dinner management	10,500	11,000	3,200	11,400	11,600
Dinner expenses and management - subtotal	45,267	47,200	3,200	49,000	50,000
Collections <i>(Assumed by Town Jan 2019)</i>	19,012				
Education	5,922	13,300	2,000	13,900	14,200
Communications (website, social media)	8,788	9,500	5,400	9,900	10,100
Executive Director <i>(discontinued June 2018)</i>	12,858	-	-	-	-
Executive Assistant <i>(beginning 2019)</i>	-	8,000	8,200	8,400	8,600
Executive Expenses	7,995	6,500	4,300	6,700	6,800
Nomination, Induction, Honoured Members	4,929	5,100	1,700	5,300	5,400
Special project - Covid-19 non recurring expenses	-	-	2,000	-	-
	104,771	89,600	26,800	93,200	95,100
Operating deficit	- 57,530 -	28,100 -	26,800 -	29,300 -	29,900
Town of Aurora Grant	48,100	28,100	28,700	29,300	29,900
Net Income (Loss)	- 9,430	-	1,900	-	-





Aurora Sports Hall of Fame
Thank You





AURORA SPORTS HALL OF FAME

Budget 2020 - 2022

	Historical	Approved for	3 Year Budget		
	2018	2019	* 2020	2021	2022
Revenues					
Fundraising	37,491	46,500	-	48,300	49,300
Dinner ticket sales	9,750	15,000	-	15,600	15,900
	47,241	61,500	-	63,900	65,200
Expenses					
Dinner expenses	34,767	36,200	-	37,600	38,400
Dinner management	10,500	11,000	3,200	11,400	11,600
Dinner expenses and management - subtotal	45,267	47,200	3,200	49,000	50,000
Collections <i>(Assumed by Town Jan 2019)</i>	19,012				
Education	5,922	13,300	2,000	13,900	14,200
Communications (website, social media)	8,788	9,500	5,400	9,900	10,100
Executive Director <i>(discontinued June 2018)</i>	12,858	-	-	-	-
Executive Assistant <i>(beginning 2019)</i>	-	8,000	8,200	8,400	8,600
Executive Expenses	7,995	6,500	4,300	6,700	6,800
Nomination, Induction, Honoured Members	4,929	5,100	1,700	5,300	5,400
Special project - Covid-19 non returning expenses	-	-	2,000	-	-
	104,771	89,600	26,800	93,200	95,100
Operating deficit	- 57,530	- 28,100	- 26,800	- 29,300	- 29,900
Town of Aurora Grant	48,100	28,100	28,700	29,300	29,900
Net Income (Loss)	- 9,430	-	1,900	-	-

* Note: The annual celebration induction dinner as well as other programs and initiatives were paused for the 2020 year due to covid-19 with the intention to unpause in 2021.





COVID-19 impacts in 2021

As of May 2021:

154 business locations

70% active (108)

17% (26) inactive (due to COVID)

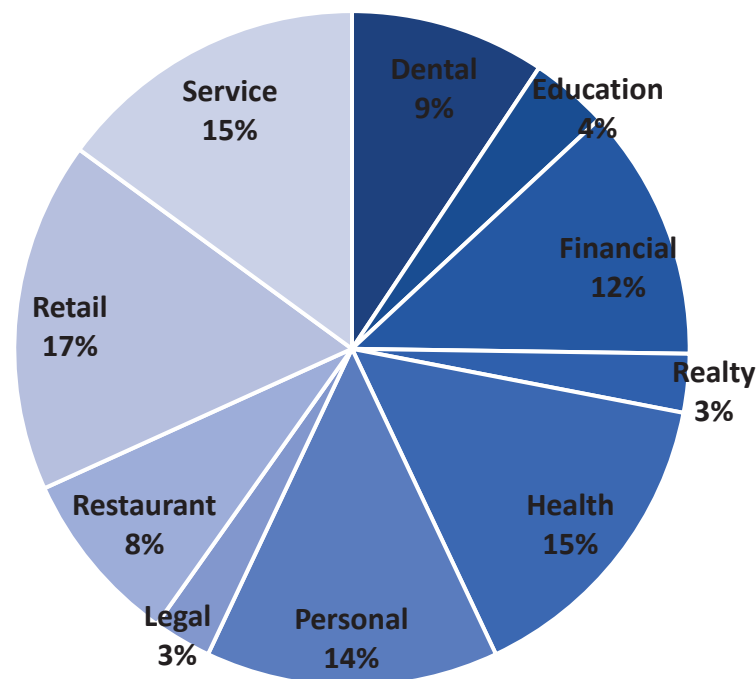
13% (20) closed/vacant (due to COVID and/or other)

Objectives for 2021:

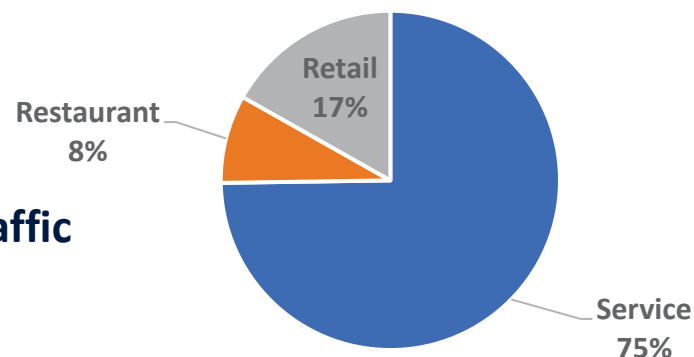
1. Improve and increase Member Engagement
2. Begin member outreach and events to drive traffic and awareness to the Downtown

Aurora BIA Active Businesses by Category

*154 total - **108 Active**; 26 Inactive; 20 Vacant/Closed



Aurora BIA Businesses Categories



2021 Accomplishments

Improve and increase Member Engagement

- Updated the BIA by-law to enable improved avenues of communication for members
- Updated the BIA Members list
- Updated and refreshed the BIA Logo
- Participated in the Town's Business Survey
- Added 3 new Board Members
- Created a Marketing Committee
- Created a Budget/Finance Committee
- Released and RFP for a new, member-focused BIA website
- Became a Member of the Ontario BIA Association
- Became a Member Aurora Chamber of Commerce
- Supporting the Town's applications for the new My Main Street grants

Begin member outreach and events to drive traffic and awareness to the Downtown

- Supported the Town, AEDC and Magna for the Downtown Window Art project
- Installed decals along Yonge Street for better visitor parking information
- Purchased a BIA branded event tent
- Decorated Machell's Alley with new Downtown Banners
- Animated Machell's Alley with pop-up music in partnership with the Aurora Cultural Centre, Chartwell Residence and local performing artists
- Installed an 'Instagram/Selfie' spot in Machell's Alley for the fall awareness
- Supported Aurora Chamber and the ExploreAurora campaigns
- Launched a Halloween-themed 'Spooktacular' campaign to promote the area
- Sponsored and actively participated in the Town's **'Saturday Night Fever on Yonge Street'** event



What:

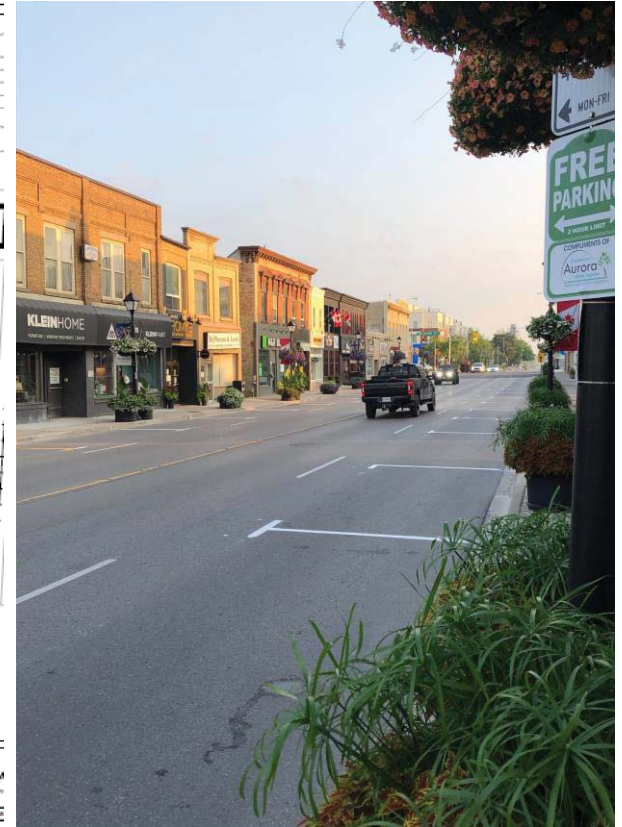
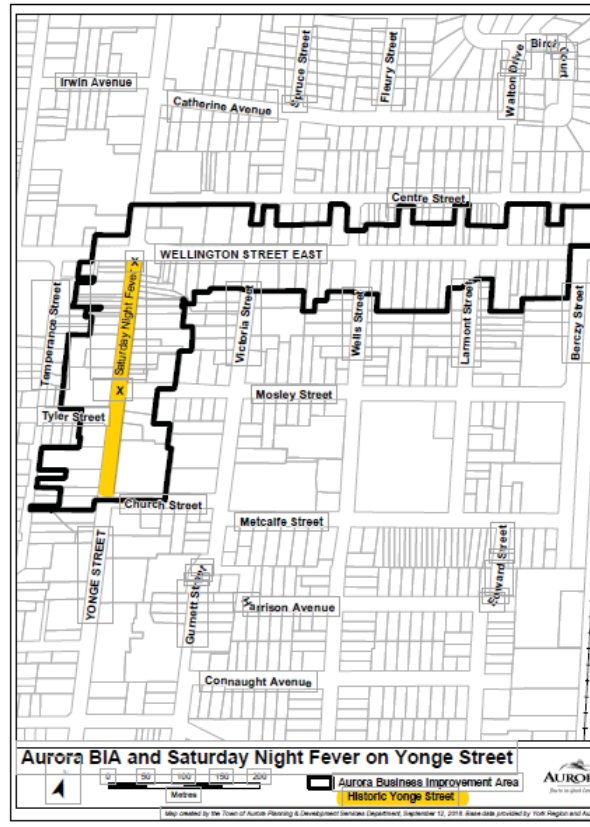
Entering COVID re-opening protocols, the Town wanted to provide an event to support local main street businesses and celebrate all of the efforts by residents and visitors in keeping Aurora safe. The result?

“Shut down Yonge Street and Dance in the Street!”

Saturday Night Fever on Yonge Street offered food, music, dance, fun and a chance to see neighbours, friends and visit local businesses on Yonge Street – all while keeping COVID safe!

Who:





Where: Downtown Aurora, Historic Area of Yonge Street

When:
Saturday,
September
18, 2021
4pm to
11pm





Why:

Downtown and Main Street businesses are the heart of a town, and COVID caused a great deal of stress, anxiety and loss. As a way to celebrate the local innovators, entrepreneurs, and the people that supported them through the pandemic, the Town of Aurora decided to invite them to a dance party in the middle of Historic Yonge Street – **70's Style!**



How:

With only 28 days notice, several COVID protocols changes, and fast outreach to the BIA, Town staff quickly engaged to bring **Saturday Night Fever** to life! The near impossible was made possible!

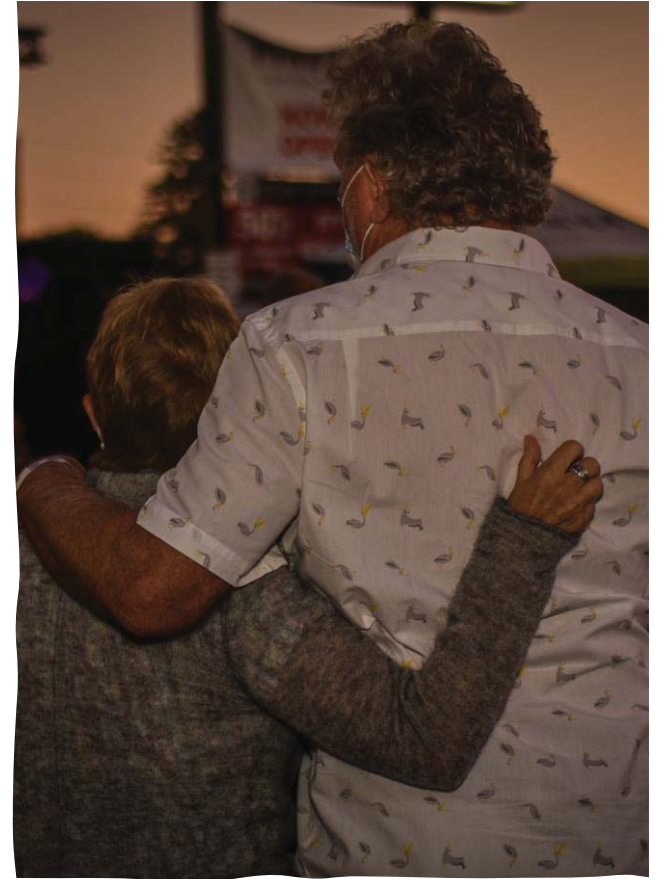
28 days to prepare | 100+ businesses to engage | 1M logistics items to task | 4 entertainment groups to book | 1 theme – boogie till you drop!



How:

Marketing and promotion support through the Town's social media, BIA website and Aurora Neighbor (Snapd Aurora). And, participation by local entrepreneurs!

Fun:
nuf said



Stats and Impacts:



Stats and Impacts:

- 25+ BIA businesses participated
- 20 Staff and volunteers
- 38 Performers & Roadies
- 35+ Silent Auction prizes
- 1800+ Smiling Attendees
(*behind their masks!*)

Impact on resident and business spirit...priceless!

Thank you!



2022 Budget Placeholder

Description	Budget	Notes
Administration	\$9,000	Insurance, membership fees, website hosting, cheque & bank fees, year end accounting fees.
Marketing, Social, Web	\$10,000	Marketing, promotion and website enhancements
Contact/Member Support	\$10,000	Ambassador grant contribution (if awarded) or committed to part-time person for admin/member support.
Materials and Printing	\$1,400	Materials printing for BIA member's windows/doors; welcome kits; other printing
Summer Event	\$10,000	Contribution to partnering in Town/Chamber events; or BIA-run events;
Winter Event	\$10,000	
TOTAL	\$50,400	
Carry-over from 2021	(\$10,000*)	*Estimated – commitment for Ambassador Grant
TOTAL 2022 REQUESTED FUNDS	\$40,400**	**Less any other carry-over from 2021, to be confirmed with audited financials.



Thank you!