

Public Release  
April 4, 2017



**Town of Aurora**  
**Additional Items No. 2 to**  
**General Committee Meeting Agenda**

Tuesday, April 4, 2017  
7 p.m., Council Chambers

- **Delegation (b) Jamie MacDonald, Music Aurora**  
**Re: Canada 150 Celebrations – New Summer Music Festival**
- **Delegation (c) Javed Khan, Aurora Chamber of Commerce, and Ron Weese,**  
**Sport Aurora**  
**Re: Music Aurora**



Legislative Services  
905-727-3123  
[Clerks@aurora.ca](mailto:Clerks@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

## Delegation Request

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

**4:30 p.m. Two (2) Days Prior to the Requested Meeting Date**

<b>Council/Committee/Advisory Committee Meeting Date:</b> General Committee, April 4, 2017	
<b>Subject:</b> Canada 150 Celebrations - New Summer Music Festival	
<b>Name of Spokesperson:</b> Jamie MacDonald	
<b>Name of Group or Person(s) being Represented (if applicable):</b> Jamie MacDonald - Music Aurora	
<b>Brief Summary of Issue or Purpose of Delegation:</b> Presentation in support of Town Staff Report on Music Aurora New Summer Music Festival sponsor request of Town in conjunction with Canada 150 Celebration Ad Hoc Committee event planning.	
<b>Please complete the following:</b>	
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? Al Downey, Director of Parks, Recreation and Cultural Services	Date: <b>March 7, 2017</b>
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.	



Introducing York Region's newest  
community-based not-for-profit  
organization focused solely on all things  
Music!



## Background:

- Incorporated December 2016
- Executive and Board in place
- Formal Constitution
- Established Partnerships
- Membership Based



## Mandate:

- Festival Management
- Live Event Programming
- Advocacy, Education & Recognition
- Event/Musician Brokering
- Digital Music Hub – Get Connected



## Music Aurora Alignment:

- **Town Strategies**
  - **Arts & Culture Strategy**
  - **Music Strategy**
  - **Tourism Plan**
- **Local Businesses & Community Groups**
- **Economic Development**



## Music Aurora is the Proud Presenter:

- Aurora Winter Blues Festival
- NEW Aurora Summer Music Festival





## New Aurora Summer Music Festival

- Free event - Family & YoungGen Focused
- Aligned with Aurora Canada 150 Celebrations
- Part of the YRFA Canada 150 Festival Trail
- Active Participation by Community Partners
- Positioned as a New Arts & Cultural Event
- Legacy Event for Future Benefit of Town





## Music Aurora Ask of Town:

- Support the ASMF as a Canada 150 Town Sponsored Event
- Approve the ask of \$16K as supported by Town Canada 150 Ad Hoc Committee
- Support Town Staff offer of Communications and Parks, Recreation & Cultural Services



# Music Aurora Community Partners





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<b>Subject:</b> Music Aurora	
<b>Name of Spokesperson:</b> Javed Khan and Ron Weese	
<b>Name of Group or Person(s) being Represented (if applicable):</b> Aurora Chamber of Commerce, Sport Aurora	
<b>Brief Summary of Issue or Purpose of Delegation:</b> Statement of support for Music Aurora	
<b>Please complete the following:</b>	
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?	Date:
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.	