



Subject: Party in the Park – June 30, 2017

Prepared by: Shawna White, Curator

Department: Parks, Recreation and Cultural Services

Date: April 4, 2017

In accordance with the Procedure By-law, any Member of Council may request that this Information Report be placed on an upcoming General Committee or Council meeting agenda for discussion.

Executive Summary

The purpose of this report is to inform Council that the Rotary Club of Aurora's annual Dance in the Park has been expanded and renamed Party in the Park through a partnership with the Aurora Museum & Archives to celebrate the 150th Anniversary of the Park.

Background

This year not only marks the 150th Anniversary of Confederation, but also the 150th anniversary of Town Park. To mark this milestone, the Aurora Museum & Archives applied for, and received, funding through the Federal Community Memories Investment Program to develop an online exhibition about Town Park. To maximize exposure for the project launch and to celebrate the Park's 150th birthday, the Aurora Museum & Archives approached the Rotary Club of Aurora about partnering with their annual Dance in the Park event on June 30th, 2017.

Analysis

Enhanced Areas and Activities

The event will begin three hours earlier than the regular Dance in the Park schedule to allow for a variety of children's games and activities. The Armoury building will be used for activities, including the serving of birthday cake and ice cream.

Launch of Online Project

The Armoury will also be the setting of the launch of the Community Memories Project *Town Park: A Community Storybook*. Interactive stations will be set up throughout the building to allow visitors the opportunity to visit the site. In addition, large-scale photographic reproductions of images used in the project will be displayed alongside relevant artifacts from the Museum's collection.

Advisory Committee Review

None required.

Financial Implications

Budget for the online project launch was approved in the 2017 Operating Budget.

Communications Considerations

This event will be promoted through the Rotary Club of Aurora and through the Town of Aurora's existing communication channels.

Link to Strategic Plan

The Party in the Park series supports the Strategic Plan goal of Supporting an exceptional quality of life for all through its accomplishment in Celebrating and promoting our culture in the following key objectives within this goal statement:

Expand opportunities and partnerships that contribute to the celebration of culture in the community.

Alternative(s) to the Recommendation

None.

Conclusions

Party in the Park is a tremendous partnership opportunity that allows the Town to maximize the reach of our online project launch through the celebration of Town Park's 150th anniversary.

Attachments

None.

Previous Reports

None.

Pre-submission Review

Agenda Management Meeting review on March 17, 2017.

Departmental Approval



Allan D. Downey
Director, Parks, Recreation and Cultural
Services

Approved for Agenda



Doug Nadorozny
Chief Administrative Officer