

## Aurora Live! postmortem

Aurora Live began with much excitement and curiosity.

Lucid's benevolent actions were met with very damaging behavior that exemplifies just how little politics and politicians have to do with creative event planning. Shortly after Councillor Abel approached me asking my team to do the festival, we experienced two Councillors with behavior that was completely organized around defeating Aurora Live!

What is clear is Councillors Ballard and Gallo are not event planners and are in no position to evaluate the strengths of Lucid's model. Our mix is steered by Health Canada's C3 Community Co-Operation for Change; a model built with problem solving psychology. This in mind, our model will not ever be embraced by problematic councillors whose desire is to undermine event investors with covert vendettas intended to damage town partnerships trying to make the Mayor look bad. In a civilized forum, their actions would be no match for competent thinkers.

In the absence of any legitimate argument to defeat Lucid, the Councillors had one thing left to do; manufacture what does not exist. Lucid's work is built entirely with integrity in mind leaving nothing to argue that could validate [their] skepticism.

Lucid had overwhelmingly covered all the bases. We gave the Town a comprehensive document, one with national impact capability. There was nothing to debate.

The larger undeniable debate is Aurora not only lost a festival; it needlessly lost a new standard in community improvement via powerful business opportunities that a truer understanding of social responsibility would never allow for.

The Town lost \$20,000, the Aurora Culture Center lost \$10,000, the Aurora Food Pantry lost \$6,000, while Aurora's youth lost \$21,000, and job opportunities, possibly \$10,000 in beer sales for Aurora's Rotarians and \$9,000 in acting scholarships; not to mention the derivatives arising from those acquisitions.

It seems Councillor Ballard is accurate about his one statement, "Past success is a good indicator of future success?". His method could be relevant as Aurora Live! now assumes the same avoidable fate as the Jazz + Fest; a tragic ending, all due to the same type of social disturbances previously experienced by the town.

Observing Councillor Ballard's theory for appraising success now provides future event planners with two shameful references to consider.

Aurora Live or any project of its kind will be no match for political viruses like those endured by Lucid. This counter-productivity was ingrained in the social fabric long before Lucid came to town, making those viruses the acceptable norm rather than the exception to it.

When one's desire for social dysfunction exceeds the desire for change, the experience of a planner is irrelevant. No one with any level of skill can build healthy social capital in the arid soil of social disease stifling creativity.

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