



Aurora Economic Development Corporation

2022 Annual Report

April 25, 2023





Aurora Economic Development Corporation

Board of Directors

- Marilee Harris, Chair
- Tim Hammill, Past Chair
- Thai Pham, Vice-Chair
- Mayor, Tom Mrakas
- Councillor, Rachel Gilliland
- Nancy Brndiar
- Vern Cunningham
- Richard Gong
- Steve Hinder
- Mae Khamissa
- Keith Loo
- Craig Youdale
- Sandra Ferri, Advisor

Staff Support:

- Doug Nadorozny, CAO
- Marco Ramunno, Director of Planning & Development Services
- Lisa Hausz, Manager, Economic Development & Policy
- Angela Haynes, Senior Economic Development Officer



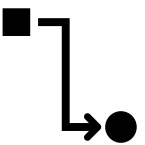


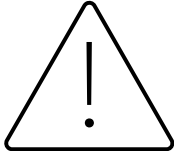
“Economic development goals should seek to build on local strengths, mitigate inherent weaknesses, convey the desired outcomes of the strategic planning process and speak directly to the aspirations of the community.”

(excerpt from the AEDC Terms of Reference)

- Responsible for working with community stakeholders to develop and maintain an **Economic Development Strategy** for the Town of Aurora to guide economic development activities and investment over the short, medium and long term. This Strategy will be updated and approved by Council every five years.
- Provide a **critical advisory role** in promoting economic growth and diversification in the Town of Aurora.
- Provide **strategic leadership and coordination** of community economic development.
- **Work with partners** to strengthen and diversify existing business, attract new business and investment, and coordinate strategic economic development initiatives within the community.

Economic Development Strategic Plan

30 Action Items on the Implementation Matrix (2021-2023)

	6 completed		10 ongoing
	8 in progress		5 not started
	0 nearly there		1 on hold

80%

Achieved &/or ongoing
(completion by Dec. 31, 2023)

Investment Attraction

Priorities:

- Business Concierge Program
- Manufacturing event



Business Support: Business Retention & Expansion (BRE)

Priorities:

- Business Outreach Program
- Start-up/Entrepreneurship Growth Support
- Emerging Aurora Events



Downtown Revitalization

Priorities:

- Promenade Plan and Community Improvement Plan
- Construction Mitigation Plan – In progress
- Downtown business/owner engagement plan




Workforce Development



Priorities:

- Training Programs, Skills Development and Mentorship
- Community Engagement e.g. professional development opportunities via courses, presentations and networking events
- Attraction/Recruitment
- Delegations/Tours/Invitationals
- Emerging Aurora Events

Advisory/Consultative Role

- 
- Green Development Standards
 - Sports Tourism Strategy
 - Community Improvement Plan
 - Active Transportation Plan
 - Official Plan Review
 - Public Art Master Plan
 - Promenade Secondary Plan Update
 - Downtown Support
 - Streetscape Needs Assessment

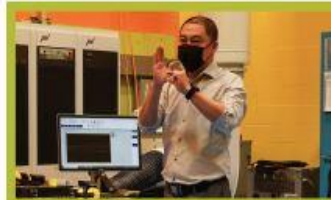
Emerging Aurora Campaign 2023: Business Support: Business Retention & Expansion (BRE)

EMERGING AURORA



'Aurora is a vibrant and exciting community with lots of potential in the automotive and MedTech industries, as well, a pool of talent that we can grow with, expanding Megalab's services in these markets.'

- Garry Lee, Megalab



Established in the 1800s, Aurora is a growing town with the essence of new ideas, new technologies and constant learning.

What's great is about to become exceptional!

Learn more at aurora.ca/business



2023 Event Schedule

▶ **June 4, 2023:** Chamber Street Festival (Emerging Aurora Booth)

June 26–29, 2023: Collision Conference, Toronto

September 6, 2023: Brand Domination Presentation w/Ryan Smolkin

October TBD: YES/Town of Aurora Cyber Security Awareness

November 1, 2023: YES Aurora Talent Fair

November TBD: Emerging Aurora Manufacturing Event

December 12, 2023: AEDC Board Meeting

Thank You!

