



AEDC Strategy Town Council Briefing

26 September 2023

Today's Purpose

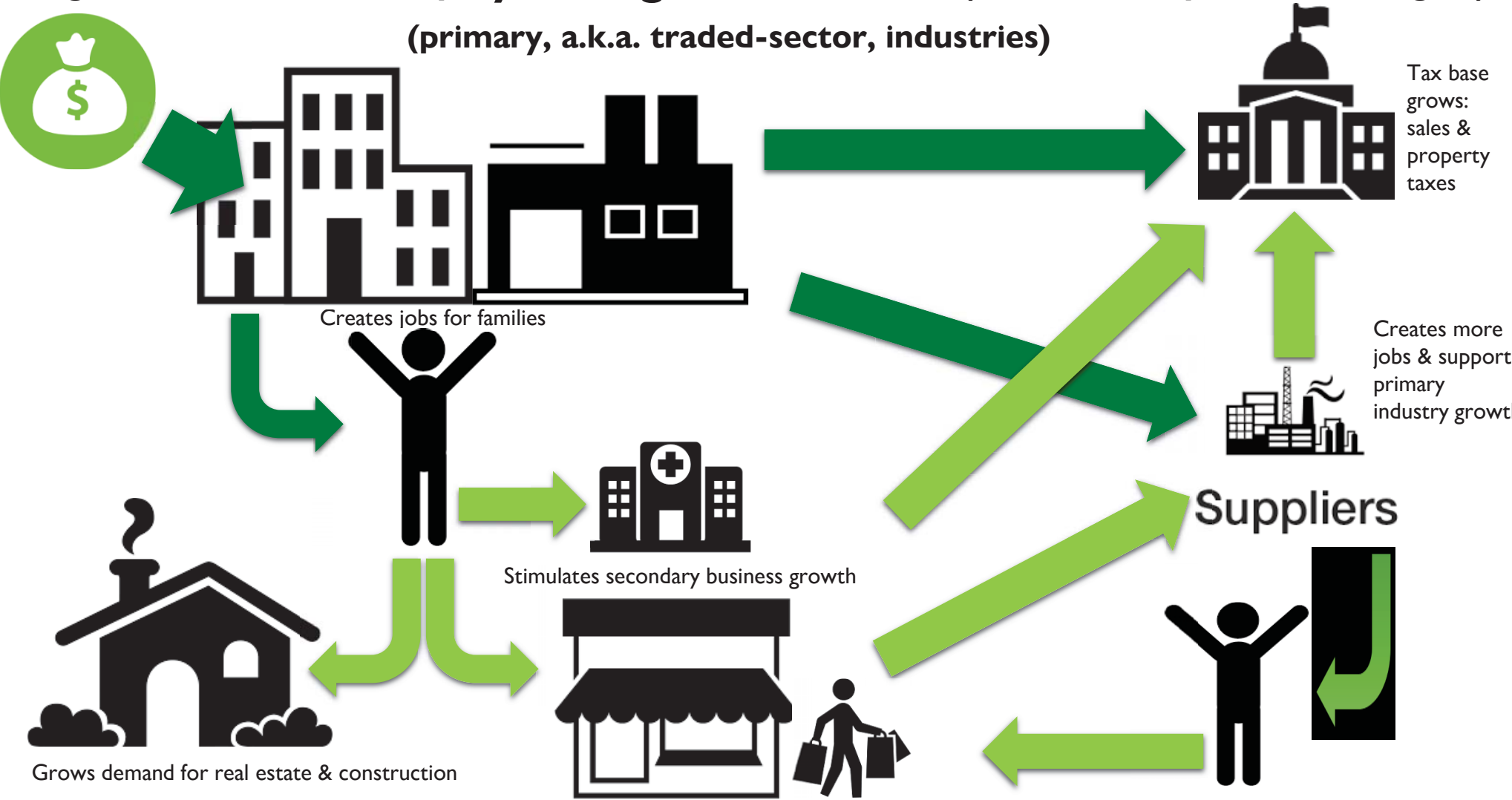


- Update on Findings
- Solicit Input
- Next Steps

How does a local economy grow?



Bring wealth into community by selling outside area (i.e. community, economic region)
(primary, a.k.a. traded-sector, industries)



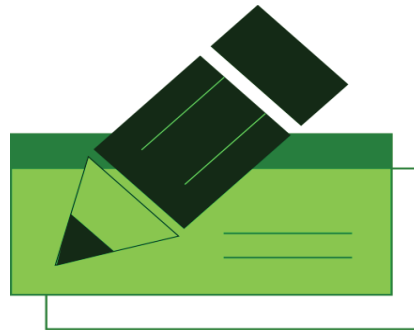
Bring wealth into community via visitor spending



A community with a healthy economy...



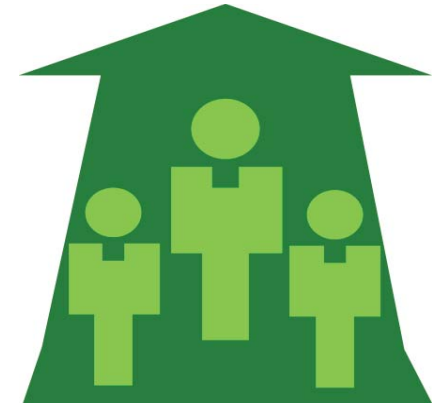
**Has a sustainable
tax base**



**Meets needs with
income**



**Exports goods &
services & imports
cash**



**Provides
opportunities for
individual growth**

1 purpose

what is the fundamental justification for the existence of our work?

5 ambition

given our purpose, what seems possible now?

2 context

what is happening around us that demands creative change?

6 action & evaluation

how are we acting our way toward the future, evaluating what is possible as we go?

3 challenge

what paradoxical challenges must we face to make progress?

4 baseline

where are we starting, honestly?





PURPOSE:

What is the
fundamental justification
for economic development
efforts in Aurora?

AEDC PURPOSE

- ✓ enhances the experience of Aurora
- ✓ prosperity for all
- ✓ quality of life
- ✓ build community together
- ✓ economic sustainability
financial
- ✓ can make a difference where I/we live & work

*Initial
musing
to be further
refined*



CONTEXT:

**What's happening around us that
demands creative change?**

Participants

TARGET SECTORS

- Camelia Rotarita FLOW WATER
- Chris Teehan KTI LIMITED
- Garry Lee MEGALAB GROUP INC.
- Lynette Lanning NEIGHBOUR MEDIA
- Patrick Wong PIRAMAL PHARMA SOLUTIONS
- Nathan Mortelliti PROLLENium MEDICAL TECHNOLOGIES INC.
- Ehsan Mirdamadi SMART COCOON
- Richard Gong TOWN OF AURORA

HUMAN RESOURCES

- Heba Fawzy FLOW WATER
- Sean Docherty PIRAMAL PHARMA SOLUTIONS
- Nicolle Ruby RNC Employment Services
- Stephanie Hensman TREASURE MILLS INC.
- Nima Khadem Mohtaram TRILLIUM MEDITEC

PROMENADE

- Geoffrey Dawe AURORA HISTORICAL SOCIETY
- Kathleen Vahey AURORA HISTORICAL SOCIETY
- Phiona Durrant COCONUT VILLAGE
- Darrel Yashinsky SALON CITY
- Theresa Cook THE STORY OF LOVE
- Mae Khamissa OMAR'S SHOES

TOURISM

- Christopher Payne MICROTEL INN & SUITES AURORA
- Amanda Vesterfelt MICROTEL INN & SUITES AURORA
- Robert Stewart WICKED EATS
- Maeve Mastracci WICKED EATS
- Ron Weese SPORT AURORA

HUMAN



RESOURCES

KEY ISSUES

• TRANSPORTATION NEEDS

• STUDENT Hours to Work LIMITED (LAW)

• AURORA EXPENSIVE HOUSING

• Local Talent for Lower Paying Jobs Difficult

ASK OF AURORA

• Mapping transportation ~ Employers and time of need (shifts)

• Accessibility ~ Go Hubs Buses

• Local Candidates - How to find

• HR Meetup / Networking

• Entry-Level Housing

Workforce Housing ^{Local}

• More Opportunities to Promote Employers

• EASY access to INFORMATION ~ Where to find
Clear up grants to pursue options

• Wage/Benefit Survey & Data

chaos



Complicated

Jobs & Transit Matching

Simple

Animal Mortar

Specific this equip sets Requirements for original tools

Workforce maintenance hiring

Equipment does not exist Employee retention (lack of communication)

CERTAINTY of OUTCOMES

LOW

HIGH

HIGH

AGREEMENT on STEPS to TAKE



Promenade

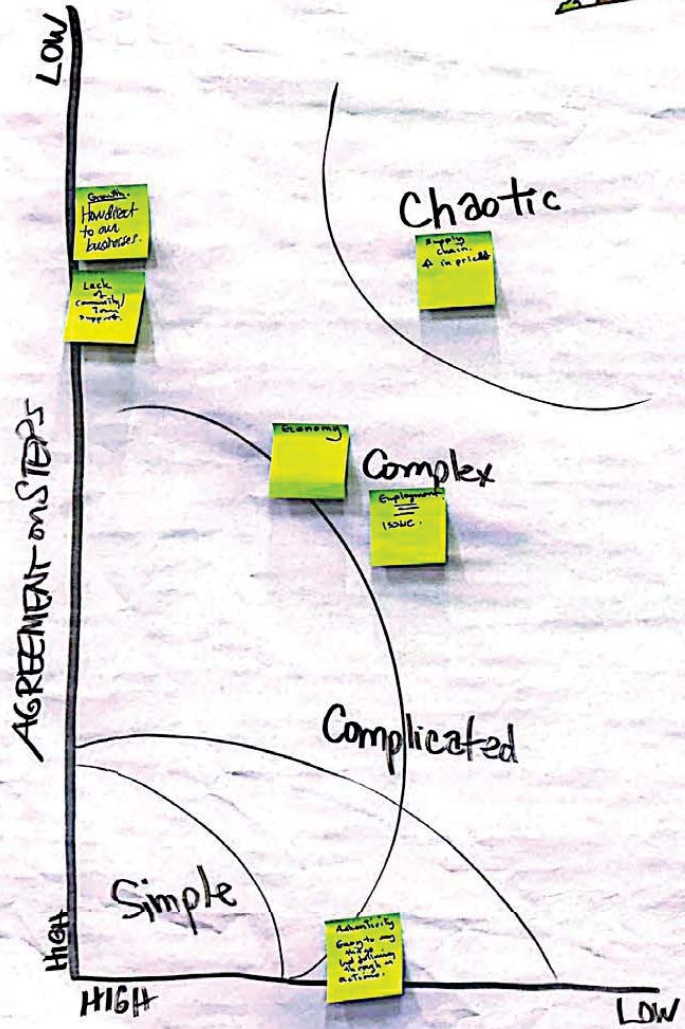


KEY ISSUES

- changing farmland community
- Population Growth nearby Promenade
- Promenade seeing drop in shopping traffic
- Need for anchors to ↑ traffic
- Commuters less aware of Young Corridor
- Post Covid pandemic more local discovery
- Lack of Cohesion/Duplicated effort
- Newcomers do not see Aurora place for them
- Retail rent increase

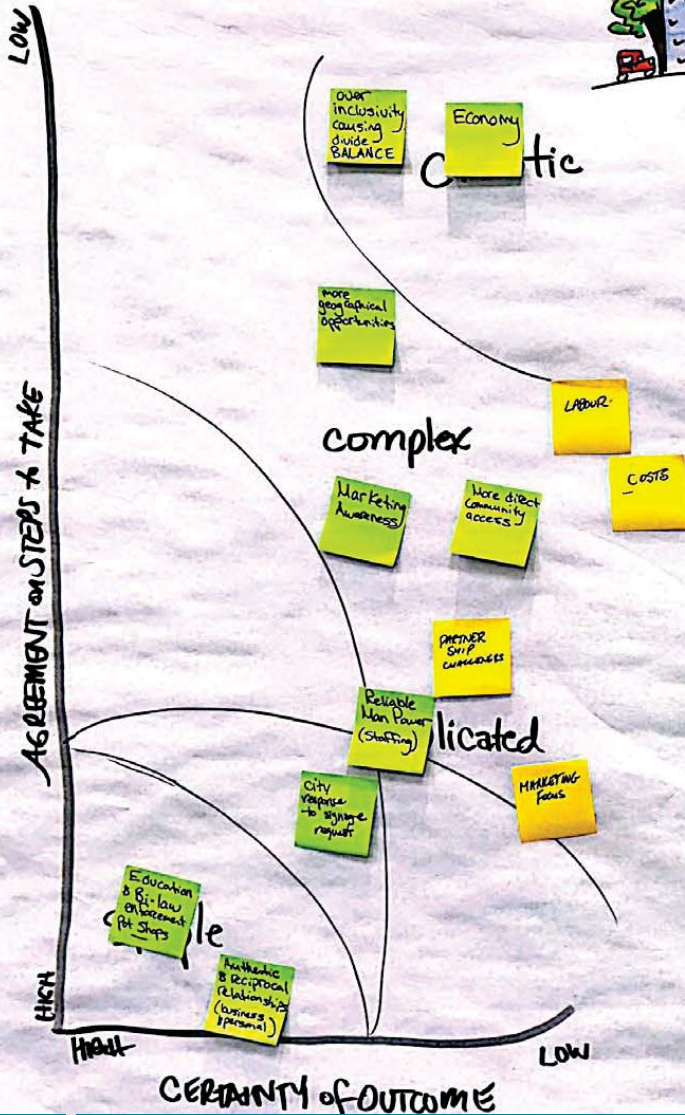
ASK OF AURORA

- More ^{spread} events in different locations
 - N. of Wellington
 - Eastside of Bayview
- Small Business Resources/Concierge Services Who go to?
- Hire employment assistance
- Public transportation - specifically outside of Aurora
- Housing Affordability, including rentals
- Intentional Outreach "Knock on doors" Build Sense of Community





Tourism Business.



KEY ISSUES

- Availability of reliable labor
- Cost increases labor products everything
- Need to Connect with Customers/prospects
- Disconnect between tourism users } Community Amenities

Ask of Aurora

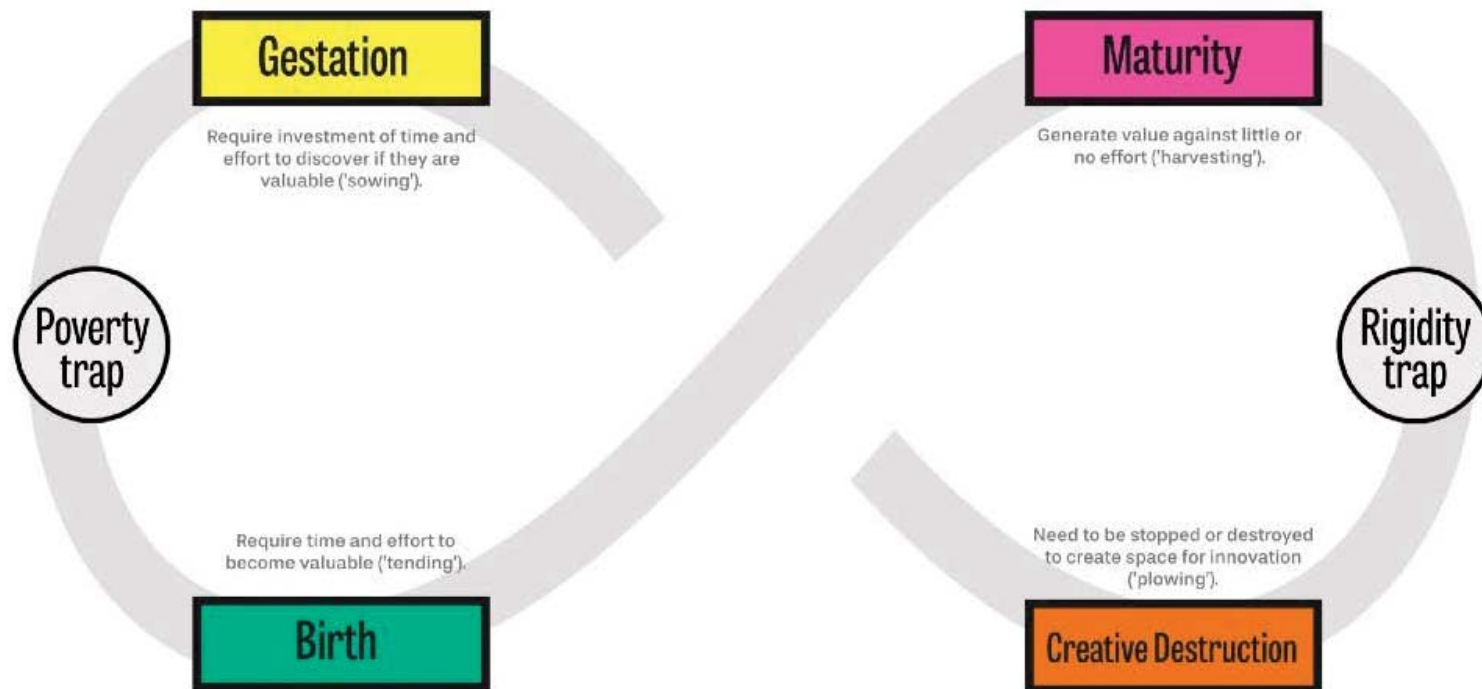
- * Wayfinding signage
 - * Year-round engagement ie Tourism busiest in the summer
 - * Events proximate to businesses.
 - * B2B Aurora
 - * Idea Sharing/Networking - Expand Business type/industry specific (ie restaurants)
 - * Menu food competition - ie Burgerlicious "we eat more wings per capita" July National Wing Month
 - * Week ie Auroralicious - like
- What's the vehicle to carry out ideas? Ready to do!
- Partnership
- Passport



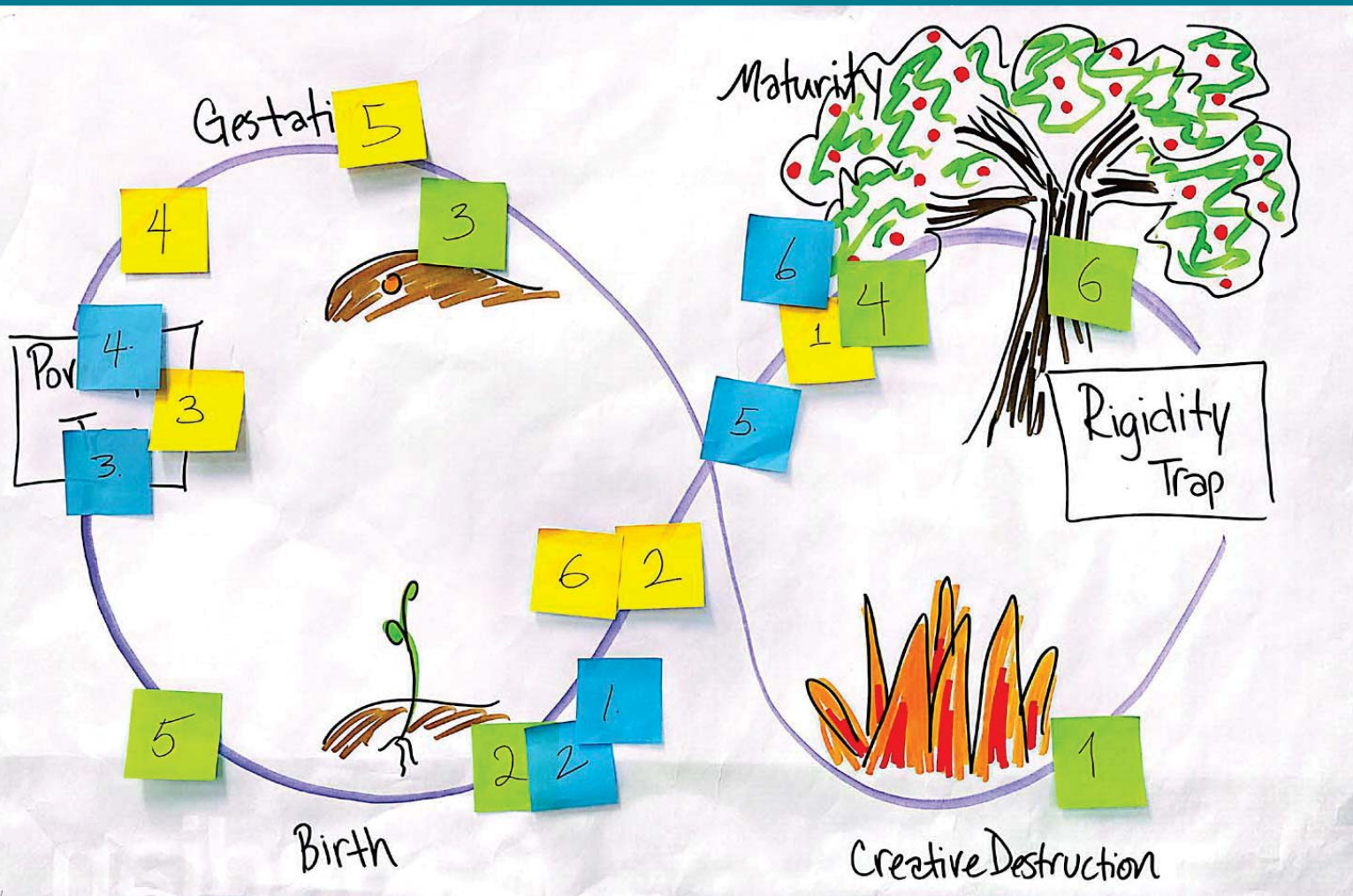
BASELINE:

***Honestly,
where are we
starting now?***

Ecocycle Planning



AEDC Current Strategic Activities



1. Investment Attraction
2. Business Retention & Expansion
3. Downtown planning, programs and initiatives
4. Quality of Life/Workforce initiatives
5. Tourism
6. Marketing

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Scope Overview

