



Aurora Economic Development Corporation 2024 Annual Report





2024 AEDC Board of Directors

- Marilee Harris, Chair
- Tim Hammill, Past Chair
- Mae Khamissa, Vice Chair
- Mayor, Tom Mrakas
- Councillor Rachel Gilliland
- Richard Gong
- Nima Khadem Mohtaram
- Keith Loo
- Bill Hogg
- Tracy Smith
- Owen Heritage
- Sepehr Assadian

Staff & Community Support:

- Doug Nadorozny, CAO
- Marco Ramunno, Director of Planning & Development Services
- Lisa Hausz, Manager, Economic Development
- Angela Haynes, Senior Economic Development Officer
- Sandra Ferri, President & CEO, Aurora Chamber of Commerce



Recognizing Founding Board of Directors

- Steve Hinder
- Marilee Harris
- Tim Hammill
- Mae Khamissa
- Richard Gong
- Vern Cunningham

Leading Economic Development



Purpose for Economic Development in Aurora:

“To lead, inspire and build ongoing, sustainable and robust business growth in Aurora, which yields a vibrant, prosperous community of businesses, people and ecosystem.”

(From the Aurora Economic Development Strategic Action Plan - 2024)

- 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.
- Responsible for working with community stakeholders to develop and maintain an **Economic Development Strategy and Action Plan** for the Town of Aurora to guide economic development activities and investment over the short, medium and long term.

Innovation Team

Purpose: To facilitate a culture of innovation and entrepreneurship in Aurora by providing support for entrepreneurs to find connections and pathways for business growth.

Downtown Team

Purpose: To facilitate the creation of a magical, distinct destination for businesses, residents and visitors that enhances Aurora's culture, accessibility, and inclusivity.

Local Business Support Team

Purpose: To cultivate an inclusive ecosystem to support the growth of businesses located in Aurora.

Marketing/Storytelling Team

Purpose: To raise the profile of Aurora in the minds of businesses and residents, locally and beyond.

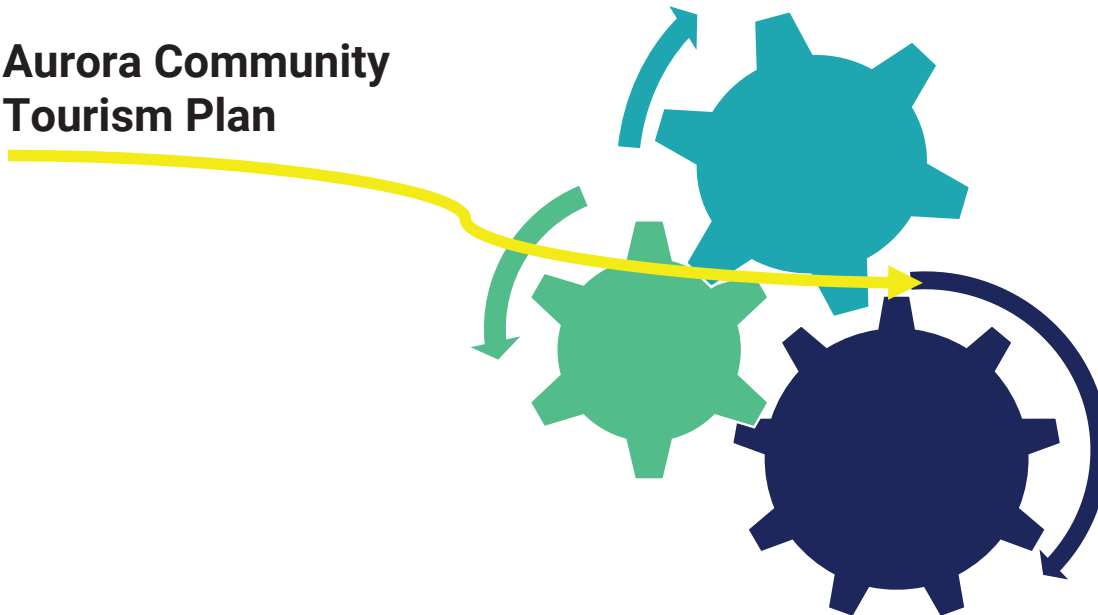


Objectives:

Enhance the visitor experience: Develop and promote unique tourism offerings that showcase Aurora's cultural heritage, natural beauty, and recreational opportunities, attracting a wider range of visitors and encouraging longer stays.

Drive economic growth: Increase tourism revenue by supporting local businesses, creating new employment opportunities within the tourism sector, and stimulating investment in related industries.

Aurora Community Tourism Plan



Innovation

▶ Economic Development Action Plan



Objectives:

- Position Aurora as a hub of innovation and cutting-edge technology to attract businesses and talent.
- (w/Tourism lens): Foster innovation in local industries to attract tourists interested in cutting-edge technology and products.



Local Business Support



Economic Development Action Plan

Objectives:

- Support and empower local businesses to thrive and contribute to Aurora's economic growth.
- (w/Tourism lens): Strengthen support for local businesses catering to tourists, enhancing their offerings and visibility

**EMERGING
AURORA**

PRESENTS

Eat, Sip & Connect

Join your fellow business leaders, movers, and shakers at THE networking event of the Fall season!

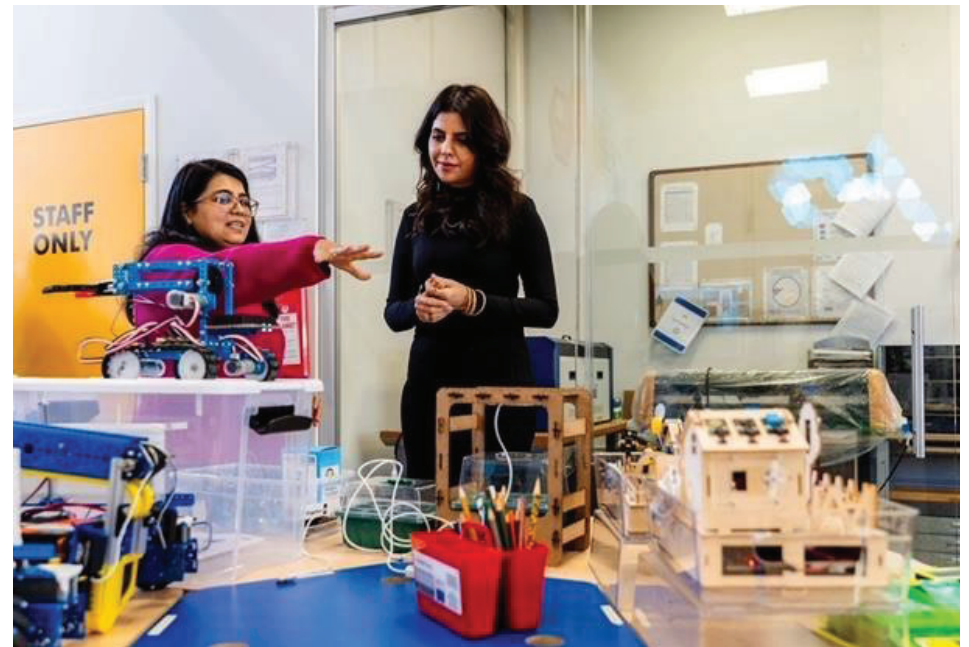
Cool space (**MegaLab**), music, food, and great company, be the first to hear about the exciting new program that puts entrepreneurs and innovators in the spotlight!

**Oct. 24
5-7pm**

Free to attend and bring a friend!
RSVP: emerging@aurora.ca



Anu Bidani, Stem Minds



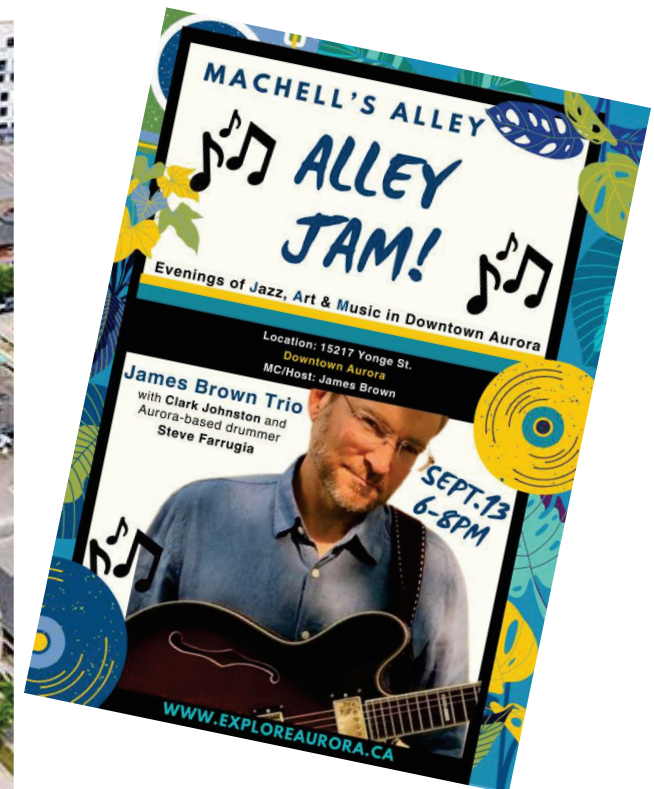
Downtown Revitalization

Economic Development Action Plan



Objectives:

- Transform Downtown Aurora into a vibrant cultural and entertainment hub for residents and visitors.
- (w/Tourism lens): Strengthen support for local businesses catering to tourists, enhancing their offerings and visibility



Marketing / Storytelling

Economic Development Action Plan



- Craft a compelling narrative and marketing strategy to elevate Aurora's brand and reputation regionally and nationally.
- (w/Tourism Lens): Craft compelling narratives and marketing campaigns to position Aurora as a must-visit destination, leveraging existing events and assets.



Aurora Entrepreneur Resource Alliance (ERA)

EMERGING AURORA

The Aurora ERA:

An alliance of the GTA's innovation ecosystem partners collectively providing advice and support to entrepreneurs in an intimate, boardroom-style environment. The intention is to assist entrepreneurs in navigating the ecosystem and finding their way to growth.



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



Winner!

Emerging Aurora: Cybersecurity Escape Room by siberX



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EDCO Awards of Excellence



Advisory/Consultative Role

- ▶
 - Promenade-Streetscape Plan
 - Town-wide Parking Study
 - Community Tourism Plan
 - Collaborative Downtown Engagement
- Upcoming
 - Town website updates
 - Comprehensive Zoning By-law
 - Community Planning Permit System

2024 Event Schedule

- ▶ **January 23, 2024:** AEDC Board Meeting (first of 2024)
- February 21, 2024:** Mayor's State of the Town
- June 3, 2024:** Chamber Street Festival (Emerging Aurora Booth)
- June 18–20, 2024:** Collision Conference, Toronto
- Aug.-Sept 2024:** Machell's Alley – Alley Jam!
- September 3, 2024:** Cyber Security Escape Room
- September 17, 2024:** AEDC Board Meeting, Action Teams & Partners
- October 24, 2024:** Entrepreneur Resource Alliance & Eat. Sip & Connect
- December 12, 2024:** AEDC Board Meeting & Lunch (last of 2024)

Thank You!

