

## **Aurora Economic Development Corporation 2025 Annual Report**

As Chair of the Aurora Economic Development Corporation (AEDC), I am pleased to present this report to the Corporation's shareholder, summarizing the Board's activities over the past year.

The past year was defined by transition, learning, and foundation-setting. The AEDC exists to provide strategic leadership, coordination, and informed advisory support to advance sustainable economic growth in the Town of Aurora. That mandate guided the Board's work throughout a year of substantial organizational change. These changes included the onboarding of four new Board members, a new Chair and Vice Chair, in addition to a new Executive Director.

Recognizing this context, the Board made a deliberate decision to prioritize alignment, and clarity of role before initiating activity. Through a comprehensive two-day strategic planning session, the Board reaffirmed its purpose and refined its approach, focusing on where it could add the greatest value in support of Council, staff, and the broader economic ecosystem.

During the term, the Board strategically chose to focus its efforts primarily through a downtown lens, supporting initiatives tied to downtown revitalization while continuing to advance the additional focus areas identified in the 2024 Economic Action Plan: innovation, local business support, and marketing. This approach allowed the Board to remain responsive while ensuring efforts were grounded and offered value.

Significant progress was also made in strengthening the Board's internal operational foundations. Governance initiatives included the development of a director's policy, refining the director's recruitment processes, and initiating a new Director call-out for the upcoming term. These efforts were intended to ensure the Board remains well-positioned to support the Town over the long term.

The Board continued to fulfill its advisory role by providing input and insight into several key Town-led initiatives that will shape Aurora's economic future, including the Promenade Streetscape Plan, Town-wide Parking Study, Community Planning Permit System.

In parallel with this advisory role, the Board reinforced its support for visitor growth and downtown activation, intended to strengthen Aurora's economic position. This included advancing work related to the Community Profile, the Visitor Growth Plan, Machell's Alley activations, and the Downtown Virtual Tour. The Board also supported the launch of the newly redesigned ExploreAurora.ca website, delivered in partnership with the Aurora Chamber of Commerce, as a key platform to showcase Aurora's visitation assets, support local businesses, encourage visitation and attract new investment.

These collective efforts lead to the delivery of Aurora CNX (Connects), a signature MedTech event that brought together innovation and entrepreneurship in a highly visible way. Building on the previous year's Aurora Entrepreneur Resource Alliance, Aurora CNX was intentionally hosted at Town Square to showcase the facility and draw the MedTech businesses community to the heart of Aurora. The event marked the Board's transition from foundational activities to the execution of tangible value driven initiatives.

Looking ahead to 2026, the Board is prepared to continue its move to more active delivery and advocacy. Two newly established work groups will focus on advancing downtown revitalization initiatives and supporting innovation and entrepreneurship. Advancement in these areas will be accomplished through targeted programming and enhanced storytelling efforts to strengthen Aurora's investment narrative. Most significantly, the board will start the process for the delivery of a new five-year Economic Development Strategy for the Town in 2027.

The coming year represents an important step forward, building on the foundation established during this period of transition and learning. The Board remains committed to working collaboratively with Council, staff, partners, and the business community to support a vibrant, resilient, and prosperous local economy.

On behalf of the Board of Directors, I would like to thank Council for its continued trust and support. We look forward to the year ahead and to continuing our work in service of the Town of Aurora.

Keith Loo  
Chair  
Aurora Economic Development Corporation