

# **Aurora Economic Development Corporation**

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2025 Annual Report



# A Year Defined by Intention

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- Learning
- Alignment
- Foundation-reset



# Purpose & Mandate

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- Strategic leadership
- Coordination
- Advisory support
- Sustainable economic growth



## 2025 Board of Directors



# A Year of Change and Renewal

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Staff Support

Chamber Liaison

# Strategic Reflection

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- Two-day strategic planning session
- Alignment before action
- Clarity before expansion



# Downtown as the Organizing Theme

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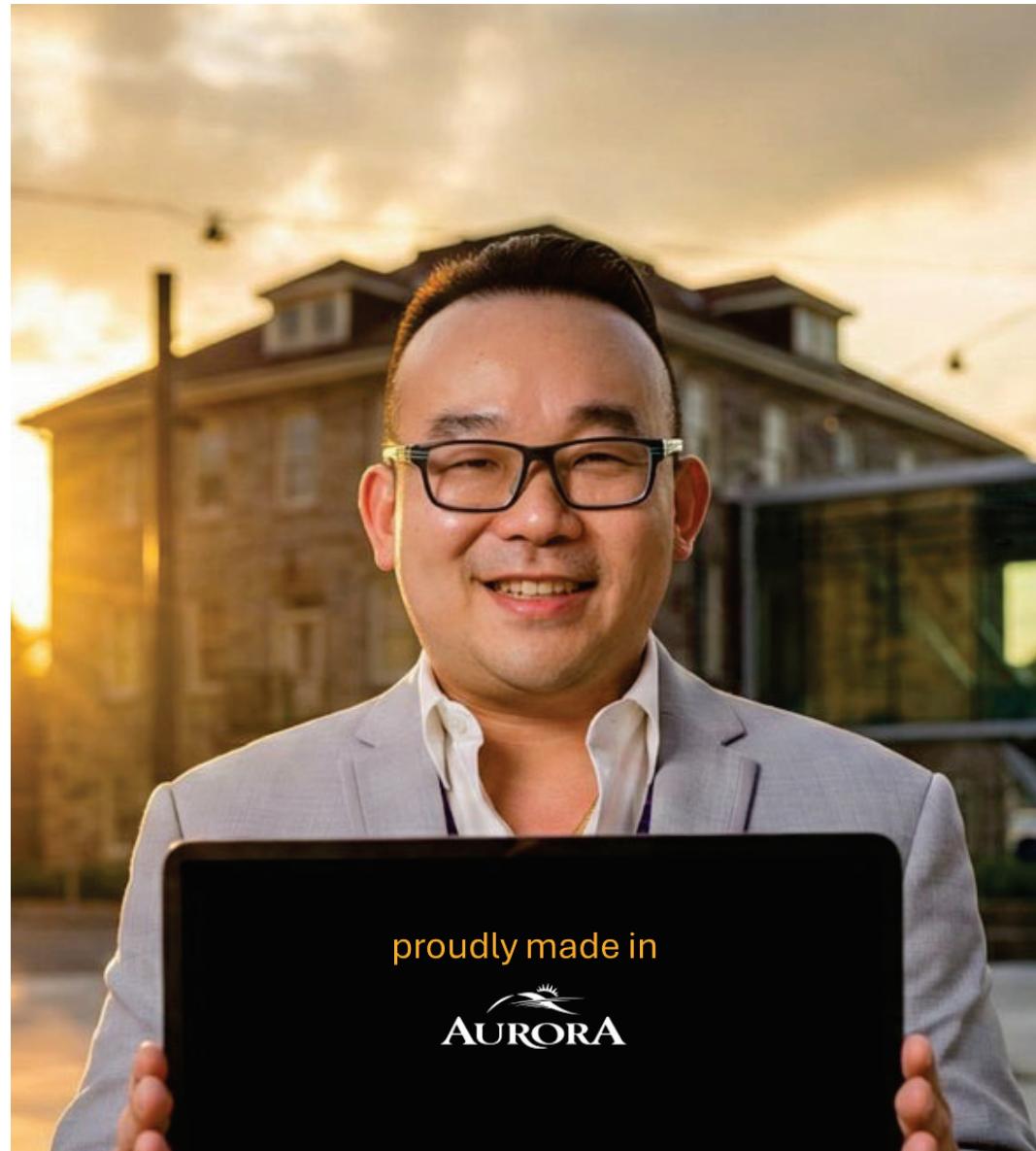
- Downtown as catalyst
- Place-based economic development
- Visibility, vitality, confidence



# Action with Intention

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- Innovation
- Downtown revitalization
- Local business support
- Marketing & Storytelling
- All through a downtown-first lens



# Strengthening the Foundation

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- Governance improvements
- Policy reviews
- Recruitment and onboarding enhancements



# Championing Initiatives

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- Downtown Streetscape Plan
- Town-Wide Parking study
- Community Planning Permit System



# Collaboration in Action

- Community Profile
- Visitor Growth Plan
- Machell's Alley activations
- Downtown Virtual Tour
- ExploreAurora.ca relaunch

**EMERGING AURORA**

“We’re honoured to bring new life to one of Aurora’s most cherished landmarks,” said Lori Faddome, co-owner of Slabtown. “From the moment we stepped onto the historic building, we knew it had the potential to be something special. A place that would perfectly reflect what Slabtown is all about. Our vision is to create a space that is a true reflection of the community. A place where people can come together and enjoy farm-to-table dining with a menu that features local flavours from the farmers who grow our food to the local artisans who create our products. We also plan to host a variety of exciting events for community organizations, local businesses, as well as corporate and private groups. We are excited to be a part of the Aurora community and to welcome our local organizations and visitors. Thank you, Aurora, for such a warm welcome. We’re looking forward to many more years of success and growth for Slabtown and the surrounding businesses we are made for years to come.”

Lori Faddome, co-owner of Slabtown

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](http://aurora.ca/business)

AURORA

**TOWN OF AURORA**

**VISITOR GROWTH PLAN**

2026 - 2030

Off the Cuff PODCAST

# Bringing Ideas to Life

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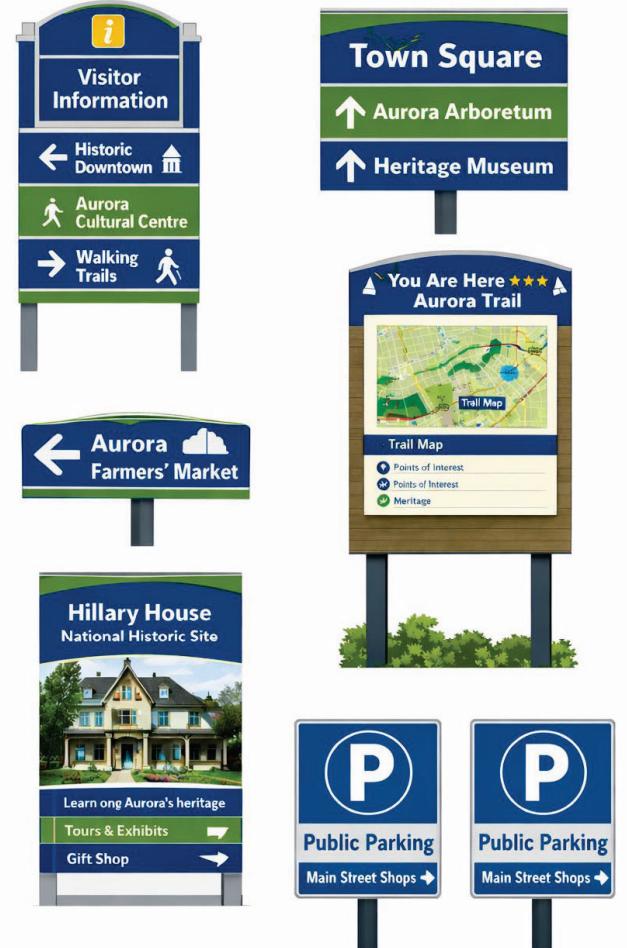
- Delivered a signature event showcasing MedTech innovation, entrepreneurship,
- Purposefully hosted at Town Square
- Demonstrated the Board's transition to visual, community-facing Activation



# Activation In 2026

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- Downtown Revitalization
- Innovation & Entrepreneurship
- Wayfinding Plan
- New Economic Development Strategy





# Thank you

**Kirusha Srimohananrajah**  
Vice President, MegaStudio  
Head of Clinical Innovation, Radials

**Garrett Tone**  
Executive Director, Life Sciences  
Invest Ontario