



2011 Newsletter Volume 3

WHAT'S INSIDE

BUSINESS Bright Lights

Message from the Mayor: Aurora's Strategic Plan Update

The Town of Aurora recently initiated a process to develop a new Strategic Plan to guide future directions in Aurora over the next 20 years. The Plan will focus on strategies that position the Town to help create what the public wants Aurora to look like in 2031.

The Town's Strategic Plan will identify and assess future scenarios, service delivery options and growth and development opportunities. The Plan will touch upon economic, social, cultural and environmental issues as the Town focuses on its long-term sustainability and health. The resulting new Strategic Plan will outline future directions for Aurora, taking into account recent trends, issues, priorities and input from the community and key stakeholders.

As a local business with an interest in the future of Aurora, we would appreciate your participation and invite you to help shape the vision, actions and priorities for the Town over next 20 years.

We have already conducted a number of initial key-participant interviews including one with the Aurora Chamber of Commerce and are planning more as we move through the summer and fall.

Please visit the Town's website at www.AuroraStrategicPlan.ca to stay up-to-date on consultation information, dates and locations. Public consultation sessions are scheduled to run until the end of October with a draft plan presented to Council in November.

Sincerely,
Mayor Geoffrey Dawe

2011 Aurora Community Profile Available

The Town of Aurora is pleased to announce the release of its updated 2011 Community Profile. The profile provides up-to-date business and economic information including demographics, statistical information and development opportunities.

The 2011 Community Profile is available both in print version through the Town's Strategic Initiatives Division or electronically through the Town's Economic Development website. Please follow the link below to view the updated profile www.businessaurora.ca.

For more information, please contact the Town's Strategic Initiatives Division at ecdev@aurora.ca

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Upcoming Workshops

Business Innovation in Changing Times
Sept 28
www.investinyork.ca

Upcoming Events

Concerts in the Park July & Aug
www.aurora.ca

Ribfest Sept. 9th to 11th
www.aurora.ca

Business Achievement Awards Oct 6th
www.aurorachamber.on.ca

Colours of Fall Concerts Oct. 6th
www.aurora.ca

New Businesses

3 Step Solution by LK My Techy Electronics
Ahhh! Chocolate! Philip Dodgson
Alfekey RNR Parenting
Aurora VIP Sushi Round Two Consignment
Auroraclicks.com Royal Bank of Canada
Bikesports Specified Roofing Inc.
Brand Wizard The Caribbean Hut
Bridal Swan Vision 2000 Travel
Camron Vitality Vibe
Cool Tea Spa Wimpy's Diner
Cochran Law & Real Estate Brokerage
Di Cecco, Jones Law Office
Edward Jones
Irina's French
Jennifer's Hair Boutique
Jewelcraft Fine Jewelry
Karma Apparel
Magnum Gymnastics
Maple Sushi
Me Ni Sushi
Mommy and Me Sweets

Region of York Partners with Local Municipalities to Support Local Manufacturing

The Region of York and its local municipalities recently launched the Innovation in Manufacturing project.

The project will assist innovative manufacturers and investors in identifying competitive opportunities in York Region manufacturing and lay the groundwork to encourage new and sustained manufacturing investment in York Region.

The project will undertake research and produce a self-guided online resource for manufacturers to assess their capacity to develop, research and promote innovation.

For more information on the Innovation in Manufacturing project visit www.investinyork.ca/existing-business/innovation

Green Genius Fuel Saver Rolls into Town

The Green Genius Fuelsaver is a fuel saving, emissions-reduction device, which is installed inside a vehicle's fuel tank to optimize the combustion process, reducing fuel consumption and carbon emissions.

The Green Genius Fuel Saver is manufactured in Vancouver and Aurora is home to its global distribution centre. The product has been approved for use in 38 countries and will reduce carbon emissions and lower operating costs.

The company is currently looking for a fleet of vehicles to participate in a trial to confirm the product's emission reduction and fuel saving data as part of an eco-product certification process.

For more information on the Green Genius Fuel Saver contact Gordon London at (416) 907-3202.