



## 2011 Newsletter Volume 2

### WHAT'S INSIDE

# BUSINESS Bright Lights

#### Message From the Mayor

The Town of Aurora is committed to working with the business community to create an attractive, friendly and supportive business environment.

Being the former President of the Aurora Chamber of Commerce and a business owner, I am excited to expand my knowledge about small-business enterprise through working with the Town's Strategic Initiatives division and the newly struck Economic Development Advisory Committee. Working together with Council, Committee and Town staff, I believe 2011 to be a year that the Town can help grow a stronger and more vibrant economy that provides Aurora residents with high-quality jobs in diverse fields.

This year, local businesses can look forward to several activities aimed at supporting and developing our town's business sector. Some of these activities include:

**A Business Retention and Expansion Strategy:** The strategy aims to identify and respond to opportunities and challenges facing businesses in Aurora, develop relationships with local businesses and develop an action plan to support business over the short, medium and long-term.

**Unique Business Workshops:** A series of events dubbed as "Business Innovation in Changing Times," allows small and medium-sized businesses the opportunity to access ideas, insight and resources to help their businesses adapt to the fast-changing, highly-competitive marketplace. With a focus on technology solutions, these workshops will afford Aurora business owners the opportunity to develop concrete actions and strategies that they can use to power their companies to greater success.

**A Business Concierge Service:** This Town service will help business owners and investors looking to locate or expand an operation in Aurora navigate through Town Hall. The program will assign a case manager to each major potential investor to liaise with Town staff (on behalf of the client) on information requests and the development approval process.

Strengthening business partnerships is one way to increase our service levels and lower our costs. If we, as the Town, successfully take care of our existing business community, we will attract new business. These are just a few ways the Town is looking to work more closely with local businesses to make our community a great place to live, play and do business.

Sincerely,  
Mayor Geoffrey Dawe  
Town of Aurora

Message From the Mayor

Town of Aurora to Update Business and Employment Information

York Region Provides Workshops to Businesses on Exporting to Foreign Markets

Business Innovation in Changing Times Conference Series Comes to York Region

Blueballoon Provides Specialized Healthcare to Aurora

New Businesses

Upcoming Workshops

Upcoming Events

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## Town of Aurora to Update Business and Employment Information

The Regional Municipality of York in partnership with the Town of Aurora are currently contacting local businesses to update employment and business information.

In May and June, surveyors will canvas Aurora and request that businesses take a few minutes to complete the survey. The information collected is used to monitor local economic trends, update the York Region Business Directory, analyze local business sectors, forecast infrastructure and service requirements and plan for better transit service.

All businesses that complete the survey will receive a free listing in local and regional business directories. For more information on the business survey please contact Paul Bottomley, Manager of Growth Management at 905-830-4444 ext. 1530 or [businessdirectory@york.ca](mailto:businessdirectory@york.ca)

## York Region Provides Workshops to Businesses on Exporting to Foreign Markets

Going Global, a series of export development training workshops delivered by York Region are designed to help businesses and entrepreneurs increase their understanding of doing business in foreign markets.

The Going Global export development program will provide information and resources to businesses in York Region who are seriously considering exporting their products and services. Workshop participants will learn to identify market opportunities, leverage resources to secure financing and insurance services and negotiate partnerships with foreign shippers and distributors.

York Region is also planning similar workshops with local businesses, industry organizations and other small business centres to make the sessions widely available to all interested York Region businesses.

For additional information on the Going Global workshops, please contact Gordon Scheel at 905-505-0395 or visit [www.investinyork.ca](http://www.investinyork.ca)

## Business Innovation in Changing Times Conference Series Comes to York Region

York Small Business Enterprise Centre (YSBEC) is partnering with the Northern York Region municipalities and their respective Chamber of Commerce to host a series of full day conferences with a wide range of speakers and topics focused on innovation.

The Conferences give small and medium sized businesses access to ideas, insight and resources to help their businesses adapt to the fast-changing, highly competitive marketplace. With a focus on technology solutions and ideas, attendees will walk away with concrete actions and strategies that they can use to power their companies to greater success.

Over two dozen speakers are involved in the conference series and topics range from sustaining and greening your business to customer service and getting to know your community and using social media.

Event dates and locations are listed below. For more information please contact Dan Ruby, Small Business Consultant for York Small Business Enterprise Centre at [dan.ruby@york.ca](mailto:dan.ruby@york.ca) or 905-830-4444 x 1517.

Date	Community	Venue
Friday, May 6th, 2011	Town of Newmarket	Glenway Golf and Country Club
Tuesday, May 31, 2011	Town of Georgina	The Annex, Georgina Ice Place
TBA	Town of Aurora	The Aurora Cultural Centre
Thursday, September 29th, 2011	Town of East Gwillimbury	Mount Albert Lions Community Centre
Tuesday, October 18th, 2011	Township of King	Dr. William Lacey Nobleton Arena & Community Centre
Wednesday, November 9th, 2011	Town of Whitchurch-Stouffville	Nineteen on the Park