



2012 Newsletter Volume 3

WHAT'S INSIDE

Town of Aurora to install Electric Vehicle (EV) charging stations

The Town of Aurora will be installing two publicly-accessible Electric Vehicle (EV) charging stations later this year. One charging station will be located at Aurora Town Hall and the other at the Aurora Community Centre.

EV drivers will be able to 'fill-up' their vehicles at these stations, free of charge, for a one-year introductory period. After the first year, a pay-per-use fee will be in effect.

This project is part of a larger initiative to promote EV technology in Aurora and help the Town become one of Ontario's most EV-friendly communities. Aurora-based Magna E-Car Systems already makes components for many of the EVs on the road today.

For more information on the EV charging stations, please contact Jeff Harti, Manager of Environmental Initiatives at 905-727-3123 ext. 4382.

Town and Regional News

Upcoming training opportunities

New businesses

Upcoming events



Pictured:
DuraStation EV
Charging Station
from GE

Town of Aurora Strategic
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100 John West Way, Box 1000
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Town and Regional News

Club Aurora Fitness Centre gets a fresh, new look!

Earlier this year, Club Aurora Fitness Centre completed a review as part of a comprehensive Business Plan, resulting in the addition of more than \$30,000 in new equipment to the facility. Improvements include two treadmills, two bikes, a stair climber and two strength machines. To complement the new equipment, Club Aurora has re-branded itself with a fresh new logo, bright new colour scheme and new signage that all complement the corporate colours of The Town of Aurora.



Club Aurora is conveniently located at the Aurora Family Leisure Complex at 135 Industrial Parkway North, and offers its members a wide variety of cardiovascular and weight-training options as well as a range of programs. Club Aurora also features a 65-metre, two-lane, indoor track with a rubberized sports surface and offers a variety of fitness and wellness programs that promote an active and healthy lifestyle for people of all ages.

Our Corporate Membership Program is available to Aurora businesses with five or more employees. Member rates are reduced by 20 per cent for groups of five to 10 and 25 per cent for groups of 11 or more.

As with all our membership packages, our Corporate Membership includes:

- A fitness appraisal (FREE for all six and 12-month memberships)
- Personalized program card
- Demonstration and use of weight equipment
- Unlimited attendance at fitness classes and Cyclefit classes which may be booked up to two days in advance
- Unlimited use of running/walking track

You can also customize your membership for greater services with a pool or aquafit add-on!

Also, sign up in November or December 2012 and receive one month extra and a free personal training session! Last day to register to receive this special offer is December 31, 2012.

For more information about Club Aurora Fitness Centre, including memberships and new features, please contact Fitness Programmer, Diana Dawson or Fitness Programmer, Wayne DeRyck at 905-726-4764 or visit www.aurora.ca/fitness



Town and Regional News

Accessorize Your Life Marketplace showcases local businesses run by women

On Sunday, November 4 more than 35 vendors will be participating in the Accessorize Your Life event, showcasing local women's businesses.

Date:	Sunday, November 4
Time:	10:30 a.m. to 2:30 p.m.
Location:	Aurora Cultural Centre, 22 Church Street

There will be a variety of products and services showcased including unique apparel and accessories, exclusive culinary treats and utensils and natural hair and skin treatments.

Tickets are \$10 and include light refreshments and a raffle ticket to win prizes from participating vendors.

This event is a partnership with the Aurora Chamber of Commerce, The Town of Aurora and the York Small Business Enterprise Centre.

For more information or to purchase tickets, please contact Shelley Chidlow at 905-853-9270 ext. 107 or schidlow@wcyr.ca

Upcoming Training Opportunities

Business Continuity for Small Business

The York Small Business Enterprise Centre and York Region Emergency Management present Business Continuity for Small Business. This seminar will ensure that your business continues to operate by learning how to address risks to your business not previously considered, to identify what your business priorities are, how to protect yourself and your employees and what necessary information to have on hand when you need it most.

Date:	Tuesday, November 6
Time:	9 a.m. to 12 p.m.
Location:	EMS Headquarters Training Room - 80 Bales Drive, Sharon
Cost:	FREE
Registration:	Please contact Karen Pozzebon at Karen.pozzebon@york.ca or 905- 830-4444 ext. 1219

Financing and Capital to Fuel Small Business Growth

The amazing N6 Conference Series continues with Financing and Capital to Fuel Small Business Growth. This event brings together business and finance leaders to work with small business owners looking at options for raising capital and getting financing to power business growth.

Date:	Thursday, November 8
Time:	6 p.m. to 9:30 p.m.
Location:	York Region Administrative Centre – 17250 Yonge Street, Newmarket
Cost:	\$45
Registration:	Visit www.n6bizseries.ca



Business Retention and Expansion update in Aurora

Over the past several months, The Town of Aurora staff have been working diligently to schedule and deliver over 150 business visitations across Aurora, as part of the Business Retention & Expansion initiative.

Businesses were selected to participate based on location, number of full-time employees and industry. The response from the business community has been positive with most businesses willing to meet with staff and complete the survey.

Staff have also personally followed up with businesses on every 'red flag' issue that was identified and provided relevant information regarding business support services.

Staff are pleased to report that the last few interviews to reach the target sample size have been completed, and are currently completing final follow-ups and preparing to tabulate results in order to identify and analyze trends.

Staff will share the results of the survey with all participants as part of developing an action plan to address the concerns of the local business community.

For more information, please contact Mike Logue, Strategic Programs Coordinator at 905-727-3123 ext. 4324

Please join us in welcoming the following new businesses to Aurora!

- All Star Driving School Ltd.
- Bark & Fitz, Head office
- Bayview Physiotherapy & Sports Medicine Clinic
- Blue Panda Art & Ceramics Studio
- Canada's Black Belt Martial Arts & Fitness Centers
- Chouinard Bros.
- Entertain Me Movies
- Extreme Pita
- Family Drug Mart
- Foxglove Design
- Fur in the Wind
- Girls and Pearls
- Lavie by Design
- LM Fashion Boutique
- Machi Training Centre
- Magna Syber
- Niche Décor
- Power Industrial Equipment Supply
- R & D Comics
- Robust Computers
- Shine Microfit Solar Systems
- Spuds Skateshop
- Style N Go
- Table for 2 and More
- TC Transcontinental Printing Inc.
- The UPS Store
- Toccobella Salon
- Workforce Planning Board York Region

Upcoming Events

Business Women's Luncheon
Wednesday, November 7
11:30 a.m. to 2 p.m.
King's Riding Golf Club
www.aurorachamber.on.ca

Social Media Seminar
Tuesday, November 27
10 a.m. to 12 p.m.
Aurora Town Hall, Holland Room
www.aurorachamber.on.ca

Building Partnerships and Collaborations
for Competitive Advantage
Wednesday, December 5
8:30 a.m. to 3:30 p.m.
Newmarket Community Centre
www.n6bizseries.ca