



2012 Newsletter Volume 1

WHAT'S INSIDE

BUSINESS Bright Lights

Mayor announces exciting 2012 projects, touts economic successes in 2011

On Thursday, February 23, Mayor Geoffrey Dawe addressed a packed room of Aurora business community leaders at the 2nd Annual Mayor's Luncheon, hosted by the Aurora Chamber of Commerce.

Mayor Dawe spoke to the challenging economic conditions impacting Canadian businesses, brought on by recent global events. Although not immune to these global trends, The Town of Aurora has fared relatively well by withstanding major declines experienced elsewhere. To further this point, Mayor Dawe elaborated on recently completed and current business developments across Town and pointed to the fact Aurora saw healthy increases in the number of businesses and jobs over the last year.



Mayor Geoffrey Dawe

The Mayor also introduced key staff and key projects for 2012, which includes a Business Concierge Service to provide assistance with non-residential development applications and a Business Retention and Expansion (BR+E) program. BR+E is a business visitation program backed by a structured survey, which will allow the Town to better identify and respond to the concerns and challenges facing Aurora businesses. Town staff recently completed a small number of surveys as part of a successful BR+E pilot, and look forward to rolling out the program Town-wide to 150 businesses. Contact Michael Logue, Strategic Programs Coordinator at 905-727-3123, extension 4324, to learn more about how to get involved in this initiative.

Closing out his remarks to applause from the audience, two major projects for the Town were announced. Best Western® will be constructing an 85-room hotel at the corner of Leslie Street and Don Hillock Drive, complete with restaurant and conference facilities and Canadian company Bulk Barn™ will be relocating and expanding their head office and distribution facilities in the same area of Aurora, bringing approximately 300 jobs in the process.

Town and Regional News

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New businesses

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Town and Regional News

Town of Aurora approves \$72.1 million 2012 budget

Town of Aurora Council has approved a \$72.1 million 2012 budget that includes \$22.3 million to build and maintain roads, water lines and other infrastructure and \$49.8 million to operate Town of Aurora programs and services.

The 2012 Town of Aurora budget includes a 4.77 per cent increase to the local municipal tax levy.

The 2012 Town of Aurora draft budget was originally tabled on November 7, 2011 with a proposed tax levy increase of 6.2 per cent or \$1.87 million. Following nine dedicated budget review meetings with members of Town Council, the levy increase was reduced by \$429,000 to \$1.43 million, resulting in the approved 4.77 per cent.

The tax impact for commercial and industrial property owners including the combined impacts of the Regional Municipality of York, the school board and the Town's taxes are estimated to be just less than 1.4 per cent.

For additional information on the budget, please visit www.aurora.ca and visit the Media Releases section.

Town of Aurora Strategic Plan

The Town of Aurora has developed a new Strategic Plan to identify and assess growth and development opportunities, to help ensure the future economic, social and environmental sustainability and health of the Town.

The Strategic Plan identifies a vision for the next 20 years and includes an implementation strategy to guide municipal services to achieve the goals of creating a sustainable community over the long term. It also guides Aurora Town Council in decision-making for the Town's future.

The vision for the Town of Aurora in 2031, outlined in the Strategic Plan is "An innovative and sustainable community where neighbours care and businesses thrive."

At its Council meeting on February 28, Aurora Town Council approved a final consultation for the Strategic Plan for Thursday, March 29. Residents and business owners are invited to have their voices heard in helping to share the Town's vision for the future. For more information, please contact Anthony Ierullo, The Town of Aurora's Manager of Strategic Initiatives at 905-726-4742.



Upcoming Training Opportunities

March

Training and Placement Incentive Information Session

Friday, March 16 from 8 a.m. to 9 a.m. at RNC Employment Services (222 Wellington Street East)

Employer Apprenticeship Information Session

Monday, March 19 from 8 a.m. to 9 a.m. at RNC Employment Services (222 Wellington Street East)

Embracing Change: Developing Personal and Company-wide Capacity for Change

Tuesday, March 20 from 8:30 a.m. to 10:30 a.m. at the Aurora Chamber of Commerce (14483 Yonge Street)

Getting the Most out of Employees by Giving

Wednesday, March 28 from 6:30 p.m. to 9 p.m. at RNC Employment Services (222 Wellington Street East)

April

Staying in Business: Cash isn't everything ... it can be the only thing

Tuesday, April 17 from 8:30 a.m. to 10:30 a.m. at the Aurora Chamber of Commerce (14483 Yonge Street)

May

Find Your Passion in Business

Tuesday, May 15 from 3:30 p.m. to 5:30 p.m. at the Aurora Chamber of Commerce (14483 Yonge Street)

Welcoming Hand & Stone Massage and Facial Spa to Aurora!

Hand & Stone Massage and Facial Spa in Aurora opened its doors on February 15, 2011.

The spa offers registered massage therapy including sport injury, relaxation and deep tissue. It also offers licensed esthetics including facials and waxing services.

Prices are divided into two categories, non-member and member. Pre-paid and corporate discounts are also available for memberships.

The spa employs three estheticians, 10 registered massage therapists and five spa associates.

Hand & Stone Massage and Facial Spa has three locations in Aurora, Thornhill and Oakville with another four opening this spring in Whitby, Richmond Hill, Vaughan and Burlington.

For more information on Hand & Stone Massage and Facial Spa, please visit www.handandstone.ca

HAND & STONE[®]
MASSAGE AND FACIAL SPA



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

- Adrian Holmes Photography Ltd.
- Akita Sushi
- Artsy Baker
- Aurora Vision Center
- Ashley's Beauty Emporium
- Bionx International Corporation
- Buddy's Kitchen
- Carmelo Linardi Professional Corporation
- Cobs Bread
- Custom Smile Denture Clinic
- Dawg House Sports
- Galaxy Energy
- GTA Pilates
- Hand & Stone Massage and Facial Spa
- Ivory Line
- Kat Sturino
- McClellan Bar and Grill
- Multeps Solar
- Play It Again Sports
- Play Laugh and Learn Child Care Centre
- Rac N Roll
- Rare Party Ideas
- Rocco Picheca Salon
- Senshuken Martial Arts Academy
- Spreadsheet 911
- Sunnywei International Inc.
- Tail-Waggers
- The Gown
- Vue Optical Boutique
- Wellington Nails and Spa
- 2 Thumbs Up Productions



Upcoming Events

Aurora's Easter Egg Hunt

Saturday, April 7

Aurora Seniors' Centre, 90 John West Way

For more information, visit www.aurora.ca

Aurora Home Show

April 13, 14 and 15

Aurora Community Centre, 1 Community Centre Lane

For more information, visit www.aurorachamber.on.ca

Aurora Art Show and Sale

May 5 and May 6

Aurora Town Hall, 100 John West Way

For more information, visit www.aurora.ca

Aurora's Adrenaline Rush

Monday, June 17

Lambert Willson Park and Sheppards' Bush

For more information, visit www.aurora.ca