

BUSINESS Bright Lights

Fall 2013 Newsletter

Draft Business Retention and Expansion Action Plan

As part of the Business Retention Plan launched in 2012, The Town of Aurora is circulating a draft action plan to support the retention and expansion of existing businesses. The draft plan is based on more than 150 interviews and subsequent consultations conducted by town staff, and provides businesses the opportunity to shape the direction and future of this program.

There were nine key results identified from the interviews and consultations conducted:

- Continued smart and sustainable growth
- Availability of appropriate space or land
- Retaining and attracting businesses
- Making sense of development approvals
- Connecting businesses with residents
- Business networking and joint marketing
- Revitalizing downtown Aurora
- Improving public transit
- Increasing communication and support programs

These nine key results can be summarized into three groups: How we Grow, Services for Businesses and Enhancing Existing Resources. Some sample draft actions include improving online access to business information such as local job opportunities and real estate, improving Aurora Promenade accessibility for all modes of transportation and continuing to expand the business retention and expansion program with a commitment to visiting businesses within Aurora.

For a copy of the draft action plan, please visit www.businessaurora.ca

For further information or to provide feedback, please contact Michael Logue, Program Manager of Economic Planning, Town of Aurora, at 905-727-3123 ext. 4324 or bre@aurora.ca

Feedback is welcome up **until November 1**, with a goal to bring the final action plan for Council's approval by year-end.



WHAT'S INSIDE

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Economic Development
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New Businesses

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

- 4 CATS ART STUDIO
- AAA ATLAS ROOFING INC.
- AI CONSTRUCTION
- AUDIO EDEN
- AURORA ENDODONTICS
- AURORA FAMILY DENTAL
- AURORA GATEWAY DENTAL
- BETTER BODIES FITNESS AND BOXING
- CQ HAIR STUDIO
- CLEAN CLEANERS
- CRESCENT ORAL SURGERY
- CROSSFIT ARK
- DOLLAR TREE
- FEARLESS MIXED MARTIAL ARTS
- HARMONIC EXPRESSIONS
- HILTON MASSAGE THERAPY & WELLNESS CENTRE
- IZYDA COSMETICS
- MARKETEX ENTERPRISES
- MODELLA
- POWDER TECH LTD.
- PROJECT HARDWOOD FLOORING
- SMITH ROGERS FINANCIAL
- STUDIO 44 HAIR SALON
- THE KIDS YARD INC.
- TACO DEL MAR
- THE MILLIONAIRE'S DAUGHTER
- UNIQUE DISTINCTIONS INC.
- WISE FRANCHISE GROUP



Grand Opening of Aurora Family Dental with Town of Aurora Mayor Geoffrey Dawe with Dr. Ansari (October 7, 2013)

CELEBRATING

more than

25 years

IN THE TOWN OF AURORA

The Town of Aurora is home to nearly 1,400 businesses, with more than 200 of these businesses established for 25 years or more.

As Aurora celebrates its 150th anniversary, the Town is honoured to celebrate these long-standing businesses for their tremendous contribution to the community.

Visit www.aurora.ca/25years to view the businesses that have supported Aurora for a quarter-century or more ... and remember to shop in Aurora!

1988

Hurst Bakery

Hurst Bakery located on Yonge Street opened its doors in 1986 and continues to provide quality baked goods to Aurora residents.

Genpak

CIBC

St. Andrew's College

Thompson Funeral Home

The Thompson family began to serve Aurora and the neighbouring communities in 1921 when P.M. Thompson began the legacy of Thompson Funeral Home.

Caruso & Co.

1913

Town of Aurora 100 John West Way, Aurora, ON L4G 6J1
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Town and Regional News

Leadership Through Innovation™ Business Innovation in Changing Times

Featuring high-profile individuals including Frank Stronach, Founder of Magna International, on leadership from the past to present day and into the future. Register by November 8 and receive Frank Stronach's book "Magna Man."

Date: Friday, November 15
Time: 8:30 a.m. to 3:30 p.m.
Location: The Mansion Events Centre
400 Industrial Parkway South, Aurora
Cost: \$95 plus HST. Lunch is included.
Registration: www.YRBizSeries.ca

Leadership Through Innovation™

When: Friday, November 15, 2013
8:30 a.m. - 3:30 p.m.

Where: The Mansion Events Centre
400 Industrial Pkwy S, Aurora

Cost: \$95 + HST (lunch included)
after Nov.1: \$125 + HST (lunch included)

Register: YRBizSeries.ca

**Business Innovation
in Changing Times**

Featuring high profile individuals on leadership from the past, to present day and, into the future.

Register by Nov. 8 and receive Frank Stronach's "Magna Man"

Great Networking Event!

@YRBizSeries



Frank Stronach
Founder of Magna International

Ian Proudfoot
VP of Metroland Media / York Region Media Group

Bruce Harbison
Chair, TEC Canada - The Executive Committee

Lee-Anne McAlear
CEO, Current Group: Program Manager, Centre for Excellence, Innovation Management, Schulich School of Business



Upcoming Events and Training Opportunities

Marketing Workshop: Grow Your Business with Email and Social Media Marketing

Presenter: Javed S. Khan, Local Authorized Expert, Constant Contact

Date: Thursday, October 17
Time: 9 a.m. to 11:30 a.m.
Location: Aurora Chamber of Commerce, 14483 Yonge Street
Cost: \$20
Registration: www.aurorachamber.on.ca

Coffee with the Chair (Aurora Chamber of Commerce)

Get answers to your questions and meet the Chamber staff.

Date: Friday, October 25
Time: 10 a.m. to 11 a.m.
Location: Aurora Chamber of Commerce, 14483 Yonge Street
Cost: Complimentary
Registration: www.aurorachamber.on.ca

