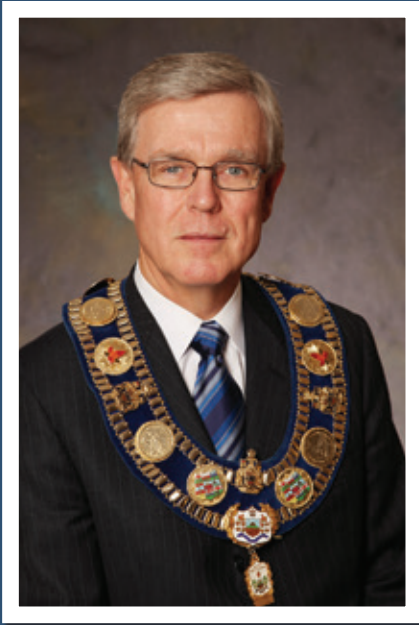




TOWN OF AURORA COMMUNITY PROFILE

Message from the Mayor



Office of the Mayor

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mayor@aurora.ca
www.aurora.ca

Aurora: An innovative and sustainable community where neighbours care and businesses thrive

Whether you're an existing resident or a business owner thinking of locating in Aurora, this publication serves as an extensive snapshot of the town. It includes detailed information and statistics that show why Aurora is such a great place to live and do business.

We're fortunate to be strategically located in the Greater Toronto Area (GTA), with easy access to the Highway 400 and 404 corridors. These serve as gateways to the GTA, Ontario and the United States markets. Aurora also benefits from GO Transit and Viva bus rapid transit service and is part of the York Region Transit network.

While Aurora is probably best known for being the corporate headquarters of auto-manufacturing giant Magna, its business community also includes insurance, finance, advanced manufacturing and diverse retail sectors. The sizes vary from small businesses with a few employees to others, like State Farm Insurance and Magna International, employing more than 1,000.

However, all work and no play would make Aurora a dull place indeed. That's why we're fortunate to have a community with urban amenities while keeping a small-town feel. Aurora has an extensive parks and trails network that sits on the beautiful and environmentally-significant Oak Ridges Moraine. It has plenty to offer if you're looking for an ideal work-life balance.

To find out more about how the Town of Aurora can help your business grow, contact our Economic Development Office at 905-726-4742.

Geoffrey Dawe
Mayor



Stronach Aurora Recreation Complex

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Aurora – An Overview

Aurora is located in Central York Region, just 30 minutes north of downtown Toronto. The town is home to 56,000 residents and 1,300 businesses including more than 150 major industries and head offices.

Aurora is a community of contemporary living and heritage surroundings, attracting those looking for the ideal combination of small-town friendliness with urban amenities.

Aurora's safe neighbourhoods, picturesque parks and trails, world-class education facilities, sporting and cultural amenities and economic opportunities attract people to both live and grow a business here.

Aurora Quick Facts

Area 49 sq. km.

Population 56,000

Location Highway 404 and Wellington Street,
access via Highway 401

Main industries

- Business Services
- Manufacturing
- Medical/Health



Economic Development: Key Accomplishments and Successes

Aurora Promenade

The Town recently approved a Downtown Revitalization Plan that will further strengthen the character of downtown Aurora. The intent of the study is to stimulate economic development, encourage intensification, and continue to enhance the role of the downtown area as a focal point for retail, service and special events and to create a vibrant and beautiful downtown core.

Business Concierge Program

The Town of Aurora wants to ensure your major industrial or office development project progresses as smoothly as possible and will be a success from start to finish. We offer immediate input, access to key decision-makers, priority processing, and personalized services to qualified applicants.

Aurora Northeast (2C) Secondary Plan

The Aurora Northeast (2C) Secondary Plan was approved by Council on September 28, 2010. The primary objectives of the 2C Secondary Plan are to emphasize sustainable development, protect the natural features of the area, standardize policies for growth management and development phasing, provide a comprehensive strategy for the delivery of services and infrastructure and promote economic development.

Business Retention and Expansion

The Town of Aurora recently undertook a Business Retention and Expansion Strategy to expand and strengthen the Town's relationship with the business community. The initiative has allowed the Town to gain a greater understanding of its businesses, identify potential barriers to economic growth and identify new opportunities to support growth in Aurora. Please contact the economic development office to participate in this project, or for more information please visit www.businessaurora.ca



Town of Aurora Promenade core

Location

Proximity to Major Markets

The Town of Aurora is located in the heart of Canada's "economic engine," the Greater Toronto Area (GTA). Within the GTA, Aurora is centred in York Region, one of the Province's fastest-growing regions. Aurora is within easy commuting distance to all major points in the GTA.

The Town's geographical location provides various advantages including convenient access to the GTA, southern Ontario's Greater Golden Horseshoe and the northern United States of America (USA). Almost half of Canada's and the USA's population live within 800 kilometres (500 miles) or a day's drive of Aurora.



Aurora is easily accessible via Highway 404



Highways

Aurora has access to an extensive and reliable network of municipal and regional roads with direct access to Highway 404, a high-capacity provincial expressway that connects to several major 400-series highways including Highways 401 and 407 and the Queen Elizabeth Way. This major artery provides direct access to downtown Toronto as well as major Canadian and American destinations. Aurora is also serviced by Highway 400, 10 minutes west of the town.

Airports

Toronto Pearson International Airport is Canada's international gateway and is located 45 minutes from Aurora. Buttonville Airport is only 15 minutes from Aurora and offers private flying, executive charters and scheduled air service. For more information, visit www.gtaa.com

Rail

Canadian National Railway Co. (CNR) freight services operates the largest rail network in Canada and provides intermodal bulk and refrigeration rail services. Passenger train services are available through GO Transit service, servicing Aurora and the Greater Toronto Area (GTA). For more information, visit www.cn.ca and www.gotransit.ca

Public Transit

Aurora's public transit system provides commuters with access to GO Transit commuter train service, York Region Transit and Viva Bus Rapid Transit systems that easily connect commuters to downtown Toronto and other GTA destinations. For more information, visit www.gotransit.ca and www.yrt.ca



Aurora Transportation Map



The many types of public transit running through Aurora

Education

Aurora’s residents are both highly-skilled and well-educated, with three-quarters of working-age residents having some level of post-secondary education, and nearly half (46 per cent) having some level of university education. This is 12 per cent higher than the provincial average.

The Town of Aurora is home to one of Ontario’s finest education institutions, the highly-acclaimed and world-renowned St. Andrew’s College.

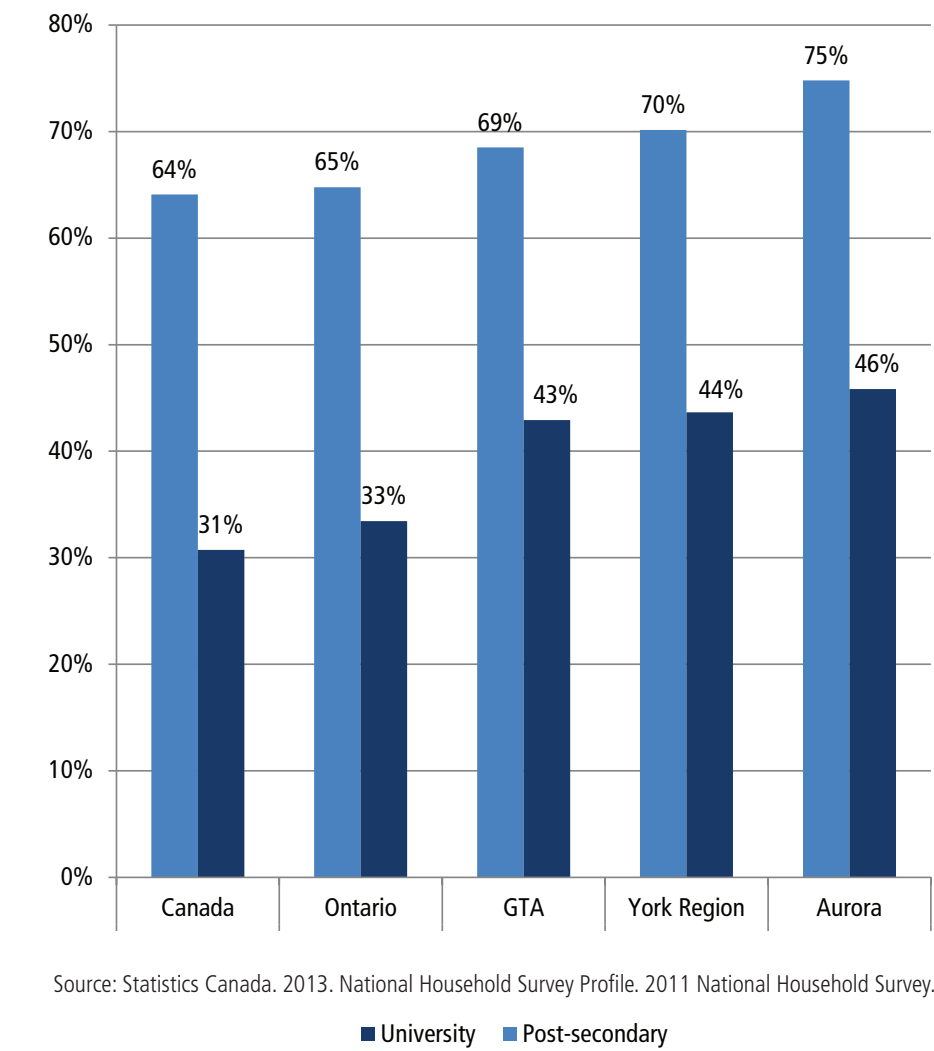
Leading universities and colleges including the University of Toronto, Ryerson University, York University and Seneca College are all within a short driving distance (40 kilometres) of Aurora.

Aurora offers public and private, daycare, nursery, elementary and secondary education facilities, with several schools offering French as a primary language for instruction.

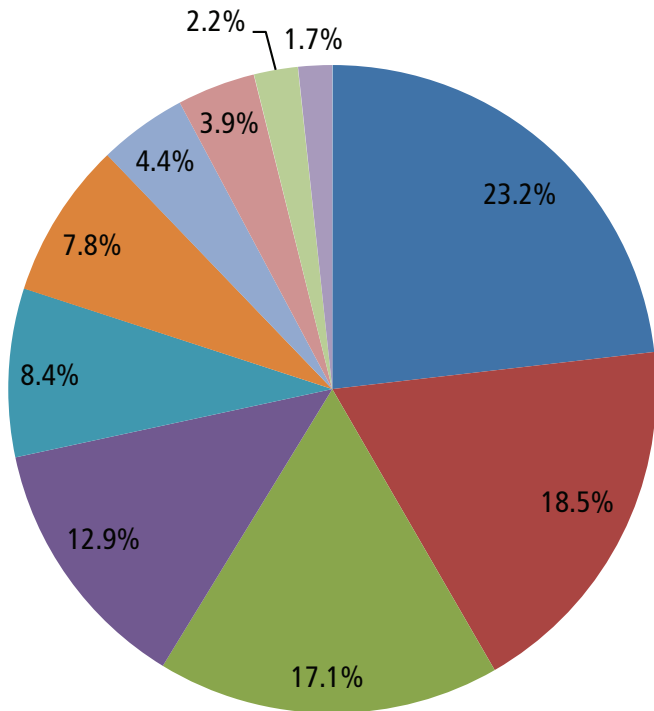


St. Andrew’s College

Education Attainment for Population Working Age of 25 to 64



Labour Force by Occupation



- Sales and Service
- Business, Finance and Admin
- Management
- Education, Law and Social, Community and Government
- Natural and Applied Sciences
- Trades, Transport and Equipment
- Health
- Art, Culture, Recreation and Sport
- Manufacturing and Utilities
- Natural Resources and Agriculture

Workforce

Aurora's labour force is young and trained in a number of fields. While sales and service makes up the largest share of Aurora residents' occupations, this position (1) and percentage (23 per cent) is the average across Ontario and Canada. Where Aurora's workforce has a significantly higher competitive advantage is in the fields of management, business, and sciences. These statistics, along with one of the highest average household incomes in Canada, reinforce that Aurora is home to many top-level executives.



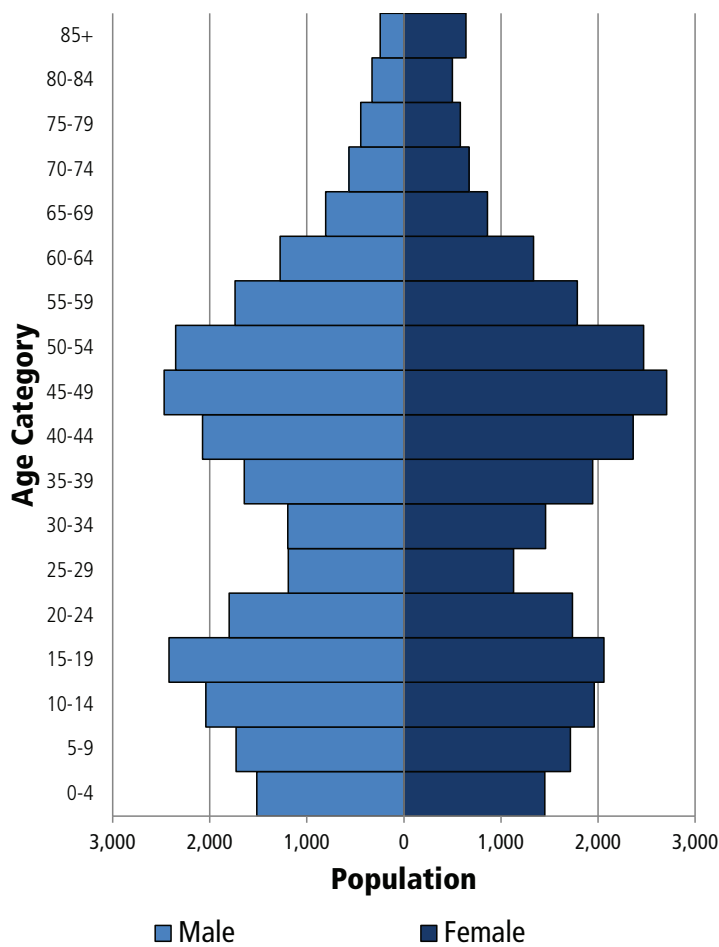
Van-Rob Inc.

Demographics

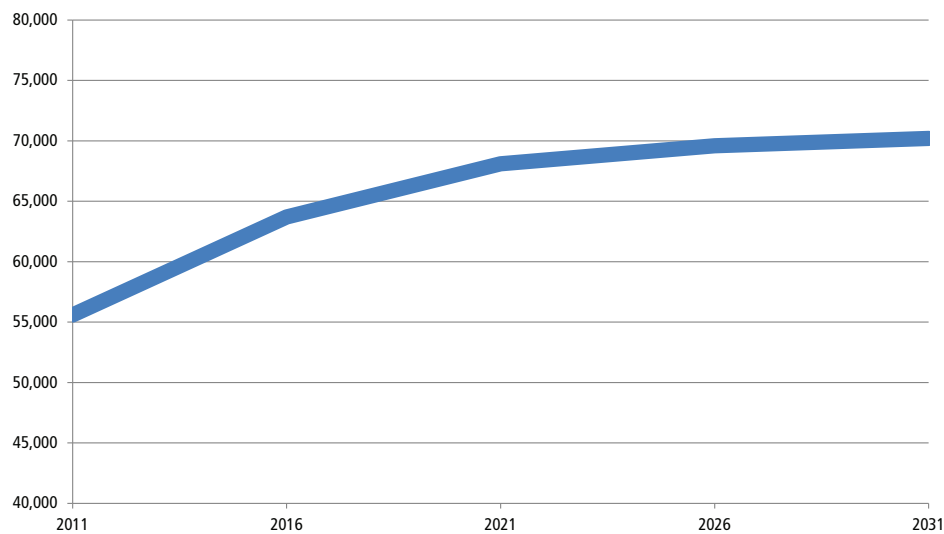
Population

A charming and friendly community with 56,000 residents and growing, Aurora has more than doubled its size since 1986. Over the next 20 years, Aurora is anticipated to continue its rapid growth with the addition of approximately 15,000 new residents.

2011 Age and Sex

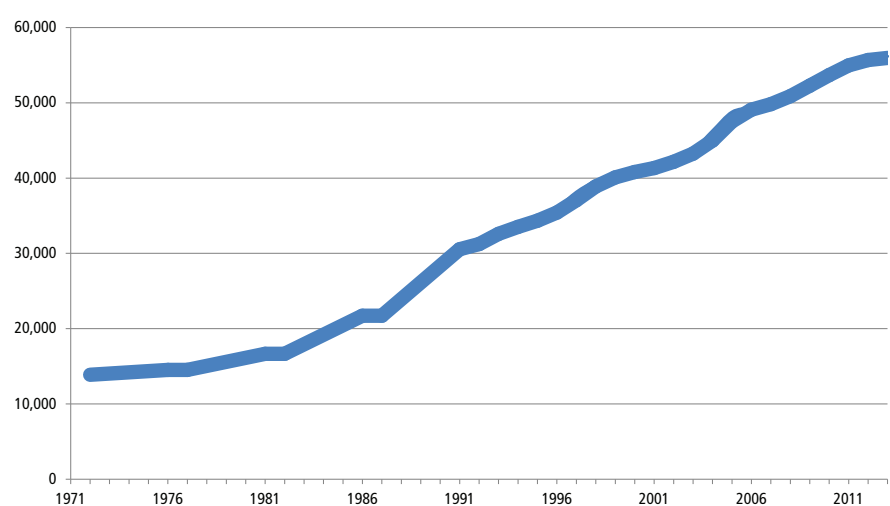


Population Projection



Source: York Region Office of the CAO, Long Range Planning Branch

Population Growth



Source: York Region Office of the CAO, based on Statistics Canada & CMHC

Resident Income Levels

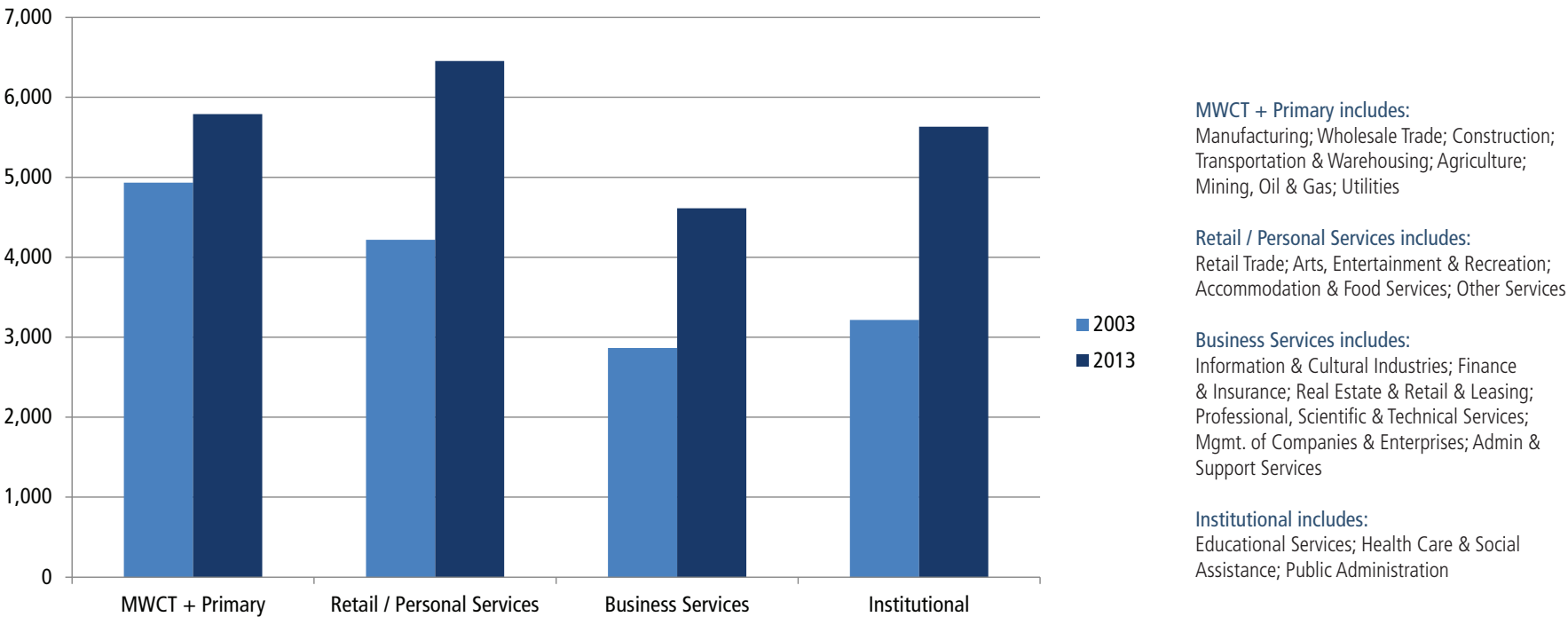
The income levels of the Town of Aurora residents are amongst the highest in the nation. The average household income in Aurora was more than \$130,000 in 2010. This is well above the York Region and Ontario averages of approximately \$110,000 and \$85,000 respectively.

Employment

Aurora’s employment base has grown significantly over the past decade. During this period, the Town added more than 7,000 jobs, representing an increase of 43 per cent.

Aurora’s employment base is a mixture of value-added, wealth-producing industries, and population-serving sectors. 27 per cent of jobs are in the goods-producing and traditional employment land industries (MWCT/Primary), while 21 per cent are in business services. Meanwhile, 29 per cent of jobs are in retail and personal services industries, and 25 per cent are in institutional sectors, sometimes referred to with the acronym M.U.S.H. for municipalities, universities, schools, and hospitals (health care). All sectoral groupings have seen significant growth over the last ten years.

Aurora’s Employment by Industry

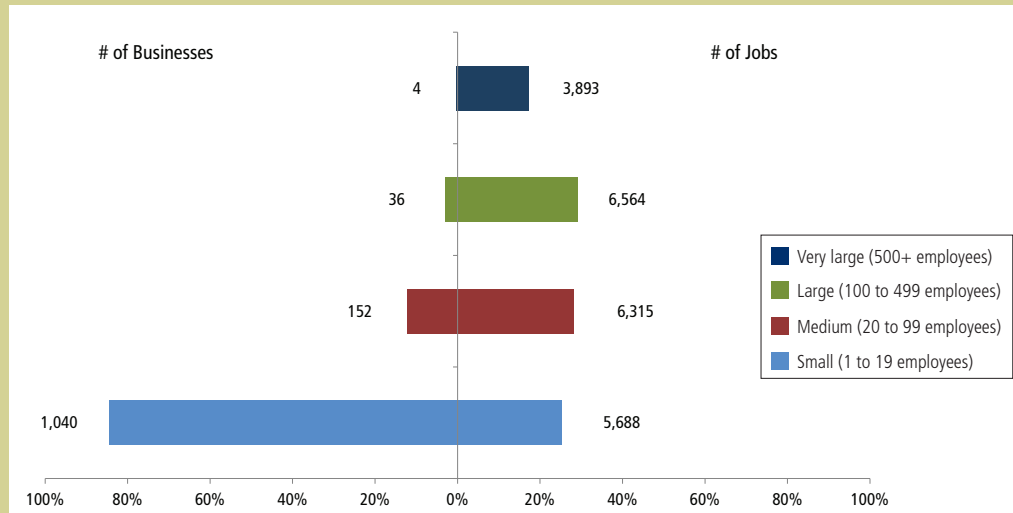


Business Environment

Aurora has a diversified economic base with over 1,300 businesses and continues to attract major companies including the head offices of Magna International, State Farm Insurance, Bulk Barn and many large businesses.

Aurora has a strong entrepreneurial spirit with approximately 84 per cent of small businesses employing less than 20 people.

Aurora Business by Size



Excludes farm and home-based businesses.

Source: York Region Office of the CAO, Long Range Planning Branch

Largest Manufacturers in Aurora	
Company Name	Business Activity
Avant Imaging & Information Management (AIIM)	Graphics and printing
Axiom Group	Plastics and electronics
Bunn-O-Matic	Coffee and beverage equipment
Featherlite Industries	Ladders
Genpak	Packaging
Magna International	Auto parts
Primal Health Care Canada	Health care
Sinclair Technologies	Antennas
TC Transcontinental Printing	Printing
Van-Rob Inc.	Auto parts

Source: York Region Office of the CAO, Long Range Planning Branch

Largest Employers in Aurora

- State Farm Insurance**
 Business activity: Insurance
 Full-time employees: 1,600
 State Farm Insurance's Canadian head office specializes in home, business, auto, life and other insurance options.
www.statefarm.ca
- Magna International**
 Business activity: Automotive parts
 Full-time employees: 650
 Headquartered in Aurora, Magna International is the most diverse automotive supplier in the world. Specializing in design, development and manufacturing of automotive systems.
www.magna.com
- TC Transcontinental Printing**
 Business activity: Printing & publishing
 Full-time employees: 650
 TC Transcontinental Printing has grown steadily over the years to become the largest printer in Canada, and are Canadian leaders in market activation.
www.tctranscontinental.com
- Van-Rob Inc.**
 Business activity: Automotive
 Full-time employees: 500
 Van-Rob Inc. is a leader in the design and manufacturing of metal stampings, modular, structural and mechanical assembly and a major supplier to automobile manufacturers.
www.van-rob.com
- York Catholic District School Board**
 Business activity: Education
 Full-time employees: 490
 With their board office headquartered in Aurora, they serve one of the fastest growing areas in North America: York Region, in the Greater Toronto Area.
www.ycdsb.ca
- York Regional Police**
 Business activity: Police
 Full-time employees: 460
 First opened in 2010 housing highly trained investigative and support officers, the Aurora location has grown to become YRP's headquarters.
www.yrp.ca
- York Region District School Board**
 Business activity: Education
 Full-time employees: 230
 With their board office in Aurora, YRDSB is the 3rd-largest school district in Ontario, and the largest employer in York Region when including their schools.
www.yrdsb.ca
- Genpak LP**
 Business activity: Packaging
 Full-time employees: 180
 Genpak LP is a leader in the manufacturing packaging and single-service products for the food service industry.
www.progressivepac.com
- Bunn-O-Matic**
 Business activity: Electrical appliances
 Full-time employees: 160
 Bunn-O-Matic is an industry leader in the manufacturing of coffee and beverage equipment for the foodservice industry.
www.bunnomatic.com
- St. Andrew's College**
 Business activity: Education
 Full-time employees: 160
 SAC is an independent university-preparatory school for boys, founded in 1899, focused on academic, artistic, and athletic achievement.
www.sac.on.ca

Largest Private Sector Employers in Aurora



A Competitive Business Environment



Aurora Shopping Centre

Aurora's geographic location, affordable land prices and tax-friendly environment, compared to municipalities of similar size, allow for lower business operating expenses and higher company profits.

Summarized Municipal Property Tax Rates – 2014 (Includes Municipal, Regional and Educational portions)

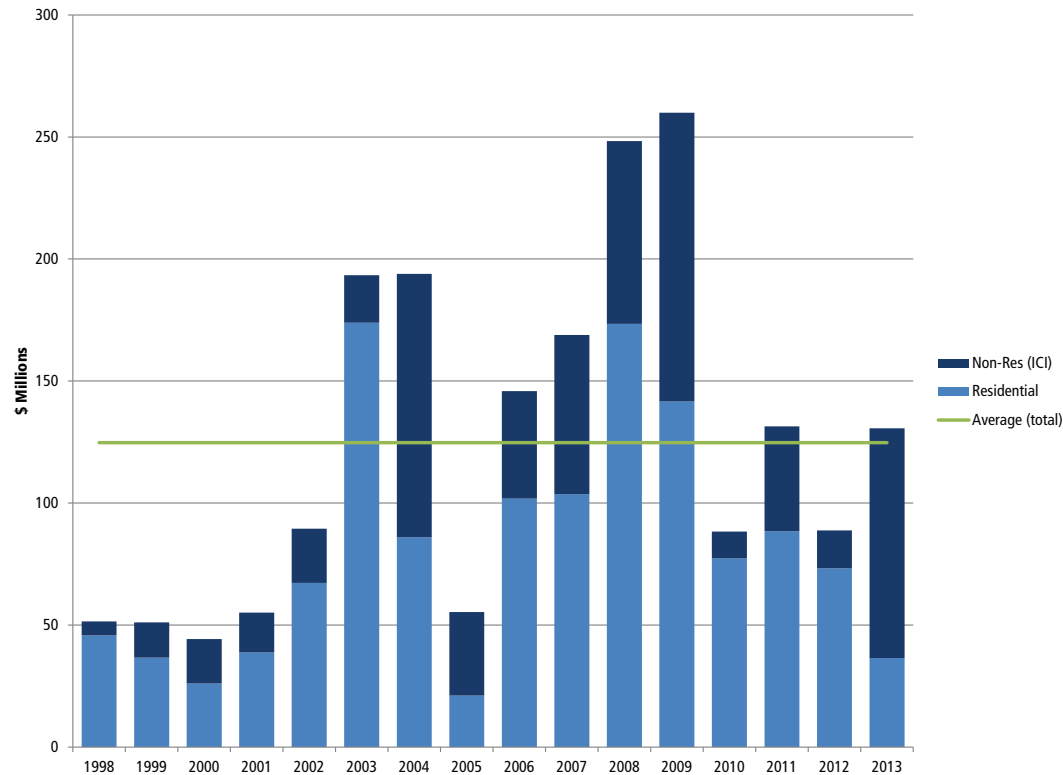
Residential	0.967896%
Commercial, Office Buildings & Shopping Centres	1.910179%
Industrial	2.223850%

Taxes are calculated at the above rates as percentage of assessed value of the property including structures. Other rates may apply for vacant properties.

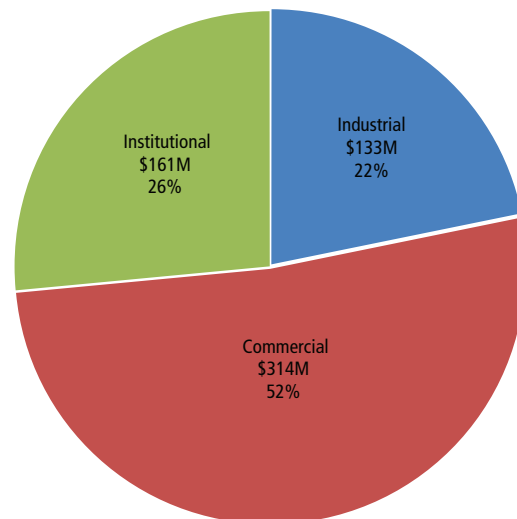
Building Permits

Aurora's building permit activity suggests that the Town has been successful in attracting new development.

Total Construction Value (1998 to 2013)



10-Year Non-Residential Construction Values (\$Millions, 2004 to 2013)



New residential and industrial developments in Aurora

Development Opportunities



Vacant Employment Land

There are over 400 acres of prime, undeveloped land in Aurora's six employment areas, most of which is located in the Leslie/ Highway 404 area. All five employment areas are within close proximity to Highway 404 and rail service. This total includes more than 200 acres of future employment land proposed in the Aurora Northeast (2C) Secondary Plan.

Aurora's Employment Areas



Employment Space

Employment space may also be available in existing facilities on single industry sites and industrial condominiums or plazas.

For more information on Aurora's vacant employment land inventory and properties for sale or lease, please visit www.businessaurora.ca

Commercial Opportunities

Major Commercial Developments

There is approximately 3 million square feet of existing and proposed commercial space in Aurora (see map below).



Commercial Centres

A – Bayview Corridor

- 1 Aurora Gateway Centre
- 2 Home Depot
- 3 Aurora Centre
- 4 Borealis
- 5 Reebok Centre
- 6 Bayview North Centre
- 7 Rice Group Proposal
- 8 Pedersen Village
- 9, 10 LCBO and Beer Store
- 11 Loblaws (Superstore)
- 12 Daniels

B – Yonge Street and Downtown

- 13 Aurora Village
- 14 Smart Centres Yonge and Murray
- 15 Edward Street Plaza
- 16 Aurora Shopping Centre
- 17 Beswick Properties
- 18 Aurora Classic Plaza
- 19 Aurora Shopping Fair
- 20 Hunter's Glen
- 21 Tyler Mews
- 22 Treasure Hill
- 23 Aurora Heights Plaza
- 24 The Valhalla Plaza
- 25 Arch Plaza
- 26 St. Andrew's Village

C – Central Wellington

- 27 Wellington Business Centre
- 28 Tim Horton's Plaza (Westway Market)
- 29 Home Hardware and Millway Heights Plaza

Other Various Plazas

- 30 Smart Centres Wellington and 404
- 31 Wellington Square
- 32 Parkway Plaza
- 33 McLelland Way Plaza



New Development Opportunities

New development opportunities are planned throughout Aurora including the following new and proposed commercial developments.

New and Proposed Commercial Developments

Development	Use	Status	Space (sq. ft.)
248 Earl Stewart Drive	Medical Office	Under Construction	7,150
212-218 Earl Stewart Drive	Industrial	Under Construction	34,450
Kaitlin Group (Centro)	Mixed Use Commercial	Under Construction	4,190
Bayview Ave & St. John's Sideroad	Commercial	Proposed	16,900
Aurora Retail Ltd. (Rice Group)	Commercial	Proposed	75,400
Smart Centres/ABC Projects	Office/Commercial	Proposed	435,000
Wellington Business Centre	Office	Built	43,600
158 Don Hillock Drive	Industrial Condo	Built	43,900
TACC Commercial	Commercial	Proposed	14,180
Wellington Street & Leslie Street	Commercial	Proposed	8,700
Emery Investments (2C lands)	Business Park	Proposed	TBD
15059 Leslie Street	Business Park	Proposed	TBD

Livability

The Town of Aurora is home to National Historic Sites such as the Hillary House, Aurora Cultural Centre, Horton Place and the Morrison House. The community also features exciting events that include the World's Longest Street Festival, Aurora Art Show & Sale and RibFest. Aurora also boasts first-class recreation complexes, championship golf courses and exceptional shopping and dining.



Pedestrian Trail at Sheppard's Bush

Pedestrian Trail System

Aurora features approximately 40 kilometers of pedestrian trails which connect many of its neighbourhood parks, Town facilities and open space corridors.

The Holland River Valley Trail is Aurora's longest trail, designed as part of the inter-municipal Nokiidaa Trail. The trail links multiple municipal facilities such as Aurora Town Hall, the Aurora Seniors' Centre, the Aurora Family Leisure Complex, the Aurora Arboretum, Sheppard's Bush and Lambert Willson Park.

The newest section of this trail, northwest of McKenzie Marsh, now links Aurora's section of the Nokiidaa Trail to the neighbouring Town of Newmarket.



Aurora Cultural Centre

Arts, Culture & Heritage

Aurora is rich in culture. In 2010, the Town of Aurora re-opened the Church Street School, a heritage building that was originally the Aurora Public School. Today the Church Street School has been transformed into the Aurora Cultural Centre, a centre for arts, culture and heritage. The Aurora Cultural Centre is a generator of cultural programming, program partnerships and a steward for the many collections stored within it.

Aurora is recognized as a premiere heritage community. In 2008, the Town won the prestigious Prince of Wales Prize for its commitment to the preservation of its built heritage. To date, visitors and residents enjoy the annual Doors Open Aurora event, which showcases significant architectural, cultural and historical sites in Aurora.



Children's splash pad at Town Park



One of Aurora's many scenic trails

Recreation Opportunities... by the numbers

- 700 acres of woodlots and open spaces
- 45 parks including Sheppard's Bush (50 acres of forest and trails)
- 36 playgrounds
- 33 soccer fields
- 40 kilometres of trails, located across the full length of the town
- 16 baseball diamonds
- 16 basketball courts
- 13 municipal tennis courts
- 5 beautiful and challenging golf courses
- 4 large outdoor skating rinks
- 3 first-class recreation complexes
- 2 splash pads
- 1 skate park

Special Events

The Town of Aurora offers many special events for residents of all age groups and interests including:

- Arctic Adventure
- Aurora Art Show and Sale
- RibFest
- Concerts in the Park
- Theatre in the Park
- Santa Under the Stars Parade
- Aurora's Borealis
- Easter Egg Hunt
- Haunted Forest
- Aurora's Teen Idol
- Canada Day Parade and festivities
- Movies in the Park
- Colours of Fall Concert and Community Corn Roast

Housing

Aurora offers residents a wide range of housing options including neighbourhoods with stately homes, executive enclaves, apartments and multi-dwelling units.

Town of Aurora Housing Prices – 2013

Detached		Semi-detached		Town/Row/Attached		Condo./Apt.	
Sales	Avg. Price	Sales	Avg. Price	Sales	Avg. Price	Sales	Avg. Price
583	\$687,501	80	\$423,277	201	\$452,012	54	\$360,989

Source: York Region Growth & Development Review, 2013

Construction has begun in Aurora's newest residential community, located in the north-east portion of Town. The 2C Planning Area includes seven residential land owners, which are projected to provide homes for over 7,000 persons, in a variety of different dwelling unit structure types such as single detached, townhouses, and apartments.



A residential subdivision in Aurora

Health Care Facilities

Aurora's community health-care needs are serviced by Southlake Regional Health Centre. Southlake offers almost 400 patient beds and accommodates approximately 90,000 emergency visits, 22,000 in-patient admission and 600,000 out-patient visits each year.

Situated on the Southlake campus, the newly built Stronach Regional Cancer Centre serves as the designated cancer treatment facility for more than one million people living in York Region and south Simcoe County, providing access to the most up-to-date knowledge, practices and provincial standards in cancer care.

Southlake's team of more than 3,000 employees, 540 physicians, 900 volunteers, combined with their commitment to provide the best possible care to patients, makes Southlake synonymous with health care excellence.



Southlake Regional Health Centre



Quick Facts

Area	49 sq. km.	Natural Gas	Enbridge Inc. (gas) 1-877-362-7434 www.enbridge.ca
Population	56,000	Technology	Rogers Communications Inc. 1-866-431-4642 www.rogers.com Bell Canada 310-2355 www.bell.ca
Business Cost & Information			
Development Charges (2014)	\$254.05 for industrial, office and institutional (includes regional and education portions)		
Property Taxes (2014)	1.910179% commercial (including office buildings and shopping centres) 2.223850% industrial (including large industrial)		
Water Rates (2014)	\$1.8015 / cubic meter of consumption		
Waste Water Rates (2014)	\$1.5287 / cubic meter of water consumption		
Storm Sewer Rates (2014)	Commercial & industrial properties \$62.96 per metre monthly or \$125.92 per metre bi-monthly		
Electricity	PowerStream Inc. 905-417-6900 www.powerstream.ca	Labour	
		Labour Force	31,100
		Major Employment Sector	Manufacturing
		Average Household Income	\$130,600
		Average Detached Housing Price	\$687,500



Contact Information

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