



Town of Aurora
Planning and Development Services

Business Retention & Expansion

Action Plan

How We Grow:

Continued Smart & Sustainable Growth, Availability of Appropriate Space or Land, Retaining & Attracting Businesses

Action	Accountability	Timelines	Indicators
Regularly monitor & report on population and employment growth, including by industry sector	Economic Development	Annually, beginning 2014	Bi-annual Report to Council outlining trends
Investigate opportunities to pre-install high capacity broadband in new development areas	Economic Development / Planning	Q1 2014	Explore with potential providers & developers
Evaluate opportunities to further strengthen employment protection policies in Official Plan	Economic Development / Policy Planning	Q3 2014	Research completed to contributed to planned Official Plan review in 2015
Expand Business Retention & Expansion program and business visitations	Economic Development	2015	Completion of 200 Business Visitations Annually (Conditional on the hiring of a BR&E Specialist)
Better promotion of available space and land in Town, through businessaurora.ca	Economic Development / GIS mapping	Q2 2014	Creation of revised/new web mapping tool to promote available property
Work with partners to attract an innovation incubator / post-secondary presence / skills centre to support local businesses and attract new start-ups	Economic Development	Ongoing	Approval of a new facility by 2020

Services for Business:

Making Sense of Development Approvals, Connecting Businesses with Residents, Business Networking & Joint Marketing

Action	Accountability	Timelines	Indicators
Work across departments to streamline development approval process and resolve conflicts	Economic Development, with Planning & Building	Q1 2014	Formal launch of Business Concierge Program in 2013
Conduct information sessions for businesses & land owners on development approval process	Planning & Building	Q2 2014	The delivery of at least two workshop by 2014
Promote 'How To' guides on the development approval process via businessaurora.ca	Economic Development / Planning	Q1 2014	Materials posted prominently on businessaurora.ca and aurora.ca
Investigate opportunities to monitor and host, link to, or consolidate local job opportunities through businessaurora.ca	Economic Development / GIS mapping	Q2 2014	Creation of revised/new web mapping tool to promote local job opportunities
Investigate holding a joint job fair in coordination with local service providers	Economic Development	Q2 2014	Report outlining opportunities to partner with local service providers on hosting a job fair
Encourage & assist with business-driven initiatives such as shop tours & 'shop local' promotions	Economic Development /Chamber of Commerce	As required	Formal launch of Business Concierge Program in 2013
Explore opportunities to work with York Region on sectoral cluster mapping analysis, to help inform networking and local supply chain opportunities	Economic Development	Q3-Q4 2014	The delivery of at least two workshops by 2014
Promote Chamber events on networking and joint marketing initiatives, and support making them available to non-members	Economic Development, Chamber of Commerce	Ongoing	Promotion of at least 12 events per year

Enhancing Existing Resources:

Revitalizing Downtown Aurora, Improving Public Transit, Increased Communications & Support Programs

Action	Accountability	Timelines	Indicators
Ensure coordination of downtown revitalization efforts explored through various processes via work plan and regular reporting	Economic Development / Planning	Annually, beginning 2013/14	Preparation of annual Aurora Promenade workplan to clarify and coordinate works related to downtown revitalization
Review Economic Development e-newsletter for reach (subscriptions) and content	Economic Development	Q1 2014	Deliver revised economic development newsletter quarterly
Offer & promote support services provided in partnership with York Region, Aurora Chamber of Commerce, local service providers	Economic Development / external	Ongoing	Track inquiries & support service referrals
Advocate York Region for improved east-west transit service and service to employment areas	Economic Development / Infrastructure & Env.	Q1 2014	Increased transit routes/frequency/ridership
Advocate the Province for regular two-way and weekend GO train service	Economic Development / Infrastructure & Env.	Q1 2014	Report to Council recommending formal request to the Province
Investigate opportunities to improve downtown accessibility for all modes of transportation	Economic Development / Infrastructure & Env.	Q4 2014	Preparation of a Transportation Strategy for the Aurora Promenade
Support measures to attract pedestrian activity downtown in support of local businesses:			
Self-guided walking tours, with potentially multiple themes	Economic Development / Heritage Planning	Q4 2014	At least one business-focused tour created
Temporary sidewalk patio policy or pilot program	Policy Planning / Economic Development	Q1 2014	Program/pilot in place for 2014 patio season
Improving public access to digital infrastructure in the downtown core	Economic Development	Q2-Q3 2014	Report outlining options and partners