



2012 Newsletter Volume 2

WHAT'S INSIDE

BUSINESS Bright Lights

Business Retention & Expansion: We Want to Meet with You!

In partnership with the Aurora Chamber of Commerce and York Region, The Town of Aurora is embarking on an exciting new economic development program, Business Retention & Expansion (BR&E). BR&E differs from traditional economic development efforts, which often focus externally. Based on the premise that the majority of job growth comes from within, BR&E is designed to help us better understand and support existing businesses.

Key features of the program include:

- Building relationships with existing business and key organizations
- Addressing urgent business issues
- Using a structured survey to gather input and ensure statistical validity
- Developing and implementing an action plan based on survey results
- Retaining businesses and jobs and supporting business expansions

Stay tuned, as the first round of Aurora businesses will be receiving invitations to participate shortly.

For more information, please email bre@aurora.ca or contact Michael Logue, Program Co-ordinator at 905-727-3123 ext. 4324

Town and Regional News

Upcoming training opportunity

Featured new business

New businesses

Upcoming events



Town of Aurora Strategic Initiatives Division
100 John West Way, Box 1000
Aurora, Ontario L4G 6J1
T: 905-726-4742
F: 905-727-4738

Town and Regional News

Town of Aurora showcases eco-friendly BionX e-bike during Earth Week

The Town of Aurora partnered with Aurora company BionX International during Earth Week to promote their innovative line of environmentally-friendly products, including their electric-assisted bikes and paddleboats.

Members of the public and media heard remarks by Mayor Geoffrey Dawe and learned about BionX technology through a presentation by Paul Gingl, BionX International's Vice President of Business Development.

Following the presentation, attendees had the opportunity to take a short ride on one of four BionX e-bikes on-hand.

For more information on BionX International and their innovative products, please visit www.bionxinternational.com



Town of Aurora Mayor Geoffrey Dawe with Paul Gingl, BionX International's Vice President of Business Development

Business and Broadband: Conference highlights and community assessment

On May 23 and 24 the "Northern 6" (N6) communities of Aurora, East Gwillimbury, King, Georgina, Newmarket and Whitchurch-Stouffville participated in a conference entitled "Business and Bandwidth" at the Kingbridge Conference Centre near King City. The sold-out two-day summit explored the concepts of Intelligent Communities and broadband.

The conference is part of the N6 business series, which is a collaborative effort between the six municipalities, the six Chambers of Commerce and York Region's Small Business Enterprise Centre (YSBEC).

Bandwidth refers to the capacity for data transfer using an electronic communications system. The term broadband is often used in this discussion to indicate a high-speed communications network. Intelligent Communities are those which are taking steps to create an economy capable of prospering in this new age of high-speed data connectivity.

Using the conference as a start, the N6 municipalities have begun an intelligent community assessment process, as a first step in investigating the potential of bringing high-speed broadband to northern York Region.

For more information on additional N6 events, please visit www.n6bizseries.ca

For local media coverage of the conference, please visit: www.yorkregion.com/news/article/1361529--connectivity-key-to-growth-conference-told



Town and Regional News

Update your business information with York Region this summer

In partnership with The Town of Aurora, The Regional Municipality of York will be sending employment surveyors to local businesses over the summer to update company information.

The surveying is taking place across all nine of York Region's local municipalities, marking the 12th consecutive year that business information has been updated.

The collected information is used to:

- Monitor local economic trends
- Update the York Region Business Directory
- Analyze and market local business sectors
- Create business attraction and retention strategies
- Forecast infrastructure and service requirements
- Assist transit service planning

One of the benefits of participating in this survey is the opportunity to receive a FREE listing in local and regional business directories.

The most recent Town of Aurora business directory is available online at:
<http://businessaurora.ca/businessdirectoryc25.php>

York Region's online business directory.

Upcoming Training Opportunity

July

How to Start a Small Business Group Session

Wednesday, July 4 at The Regional Municipality of York (17250 Yonge Street, Newmarket)

Chouinard Bros. makes the move to Aurora

Chouinard Bros., a family-owned and operated business, moved to Aurora in 2012. For 40 years, the company has been providing quality services to Canada's top builders and homeowners.

Specializing in a wide variety of options for roofing, siding and windows their 2,000 square foot showroom, which includes a 500 square foot demo home, is located at their office on 201 Earl Stewart Drive.

Chouinard Bros. works with residential, commercial, industrial and institutional markets. They will install, repair and maintain or construct roofing, siding or windows with a variety of products. Staff will visit your home upon request to discuss options, as well as provide free inspections and written estimates.

For more information on Chouinard Bros. please visit, www.chouinardbros.com or call 905-479-8305.



Strategic Plan Consultations Wrap-up with Live-Streamed Event



On March 29, The Town of Aurora hosted a final public consultation session on the draft Strategic Plan in Town Hall Council Chambers. The event was the first time the Town offered live-streaming of a public meeting, while also fielding questions and comments via email and social media.

A revised plan was presented which incorporated changes based on community feedback collected at several events over the course of 2011. The plan was well-received by the majority of the public attending Town Hall and will undergo some final editing relating to implementation, prior to a final plan being brought forward to Council in June 2012.

The draft plan and a web video of the consultation can be viewed online at: www.aurorastrategicplan.ca

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

- Adec Electrical Services Ltd.
- Allure Spa for Hair and Esthetics
- Altus Group
- Aurora Family Dental
- Bluberi Beauty Bar & Beauty Lounge
- Celebrant
- Dr. S. Zaki, MD
- Gallery Seven
- Harvest Meats & Fine Foods
- Immerge & Paste Graphics
- Irwin Industrial
- Jiffy Lube, Aurora
- Longview Services Inc.
- Mortgage Architects Planner Network
- Petvalu Aurora, Bayview
- Pro Vision Architecture Inc.
- Q W Page Associates Inc.
- Quantum Educational Services
- Real Deal Boxing and Fitness
- Rubaroc York Region
- Solar Power Network
- The Restaurant Doctor
- Tinge Boutique
- Trek Bicycle Shop
- Twirl 'n' Top Yogurt Café
- Unique Hair Salon & Spa
- Wahed Shawarma



Upcoming Events

Celebrate Canada

Saturday, June 30 and Sunday, July 1

Doors Open Aurora

Saturday, July 14

Concerts in the Park

July and August

Movies in the Park

Tuesday, August 28 to Thursday, August 30

Ribfest

Friday, September 7 to Sunday, September 9

For more information on these and other Town of Aurora special events, please visit www.aurora.ca