

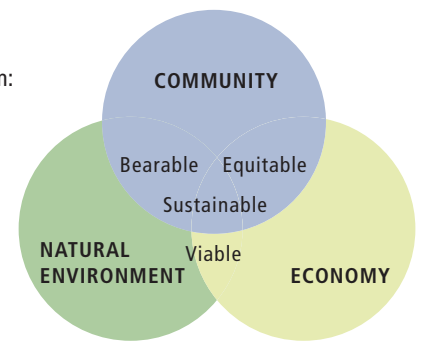


## THREE PILLARS OF SUSTAINABILITY: ECONOMY

### What Have We Heard?

Throughout the consultation process, this is what key informants in Aurora have identified as being important to them:

- Develop a Capital Investment Plan
- Conduct a Fiscal Impact Study
- Calculate infrastructure affordability and prioritize projects
- Manage rising costs of providing services
- Anticipate costs of emerging services
- Ensure future economic opportunities
- Impact of economic downturn on housing affordability
- Source of funding to Town after build out is reached and development charges have diminished



### What Are We Currently Doing?

This is a list of some of the current initiatives being done in Aurora as identified by key informants.

**www.BusinessAurora.ca** – Economic Development website developed to support and informs businesses of current initiatives, incentives and opportunities.

**Competitive Advantages** – Financially, Aurora has a diverse economy, low debt, moderate taxes and is well situated in proximity to major highways and large markets (such as Toronto).

**Target Sectors** – Advanced Manufacturing, Green Industries and Interactive Media are target areas for economic growth in the Town. Financial incentive information from the Province and Federal levels are provided.

**Employment Lands** – Various plans have been developed in order to support the growth of the employment sector, particularly in the Northeast.

**Available Property and Vacant Lands** – List of available property listings and vacant lands provided in an effort to infill all areas of available land to support economic development and growth of the employment sector.

### What Opportunities Do We Have?

This is a list of future opportunities for Aurora identified by key informants:

- Make strong efforts to protect and preserve all designated employment lands
- Revitalize the downtown area in order to bring businesses into the area
- Reorganize the Town's governance to better meet employers' needs
- Leverage public/private partnerships
- Create a Capital Investment Plan in order to determine spending priorities
- Create a Legacy Fund
- Support workforce with tools to continue providing exceptional performance
- Plan for amenity infrastructure to support large businesses (i.e. hotels)
- Find replacement for development charges so once build out is reached, Town income does not cease
- Engage business leaders in implementation of plans and provide a sense of responsibility