



**Town of Aurora
Council Workshop/Education Session
Agenda**

Date: Tuesday, September 26, 2023
Time: 5:45 p.m.
Location: Council Chambers, Aurora Town Hall

Meetings are available to the public in person and via live stream on the [Town's YouTube channel](#).

	Pages
1. Call to Order	
2. Land Acknowledgement	
3. Approval of the Agenda	
4. Declarations of Pecuniary Interest and General Nature Thereof	
5. Consideration of Items Requiring Discussion	
5.1 Aurora Economic Development Committee (AEDC) Strategy	1
(Presentation to be provided by Allison Larsen, Founder & Facilitation Maestra, Inclusive Facilitation by TadZo Consulting)	
6. Adjournment	



AEDC Strategy Town Council Briefing

26 September 2023

Today's Purpose

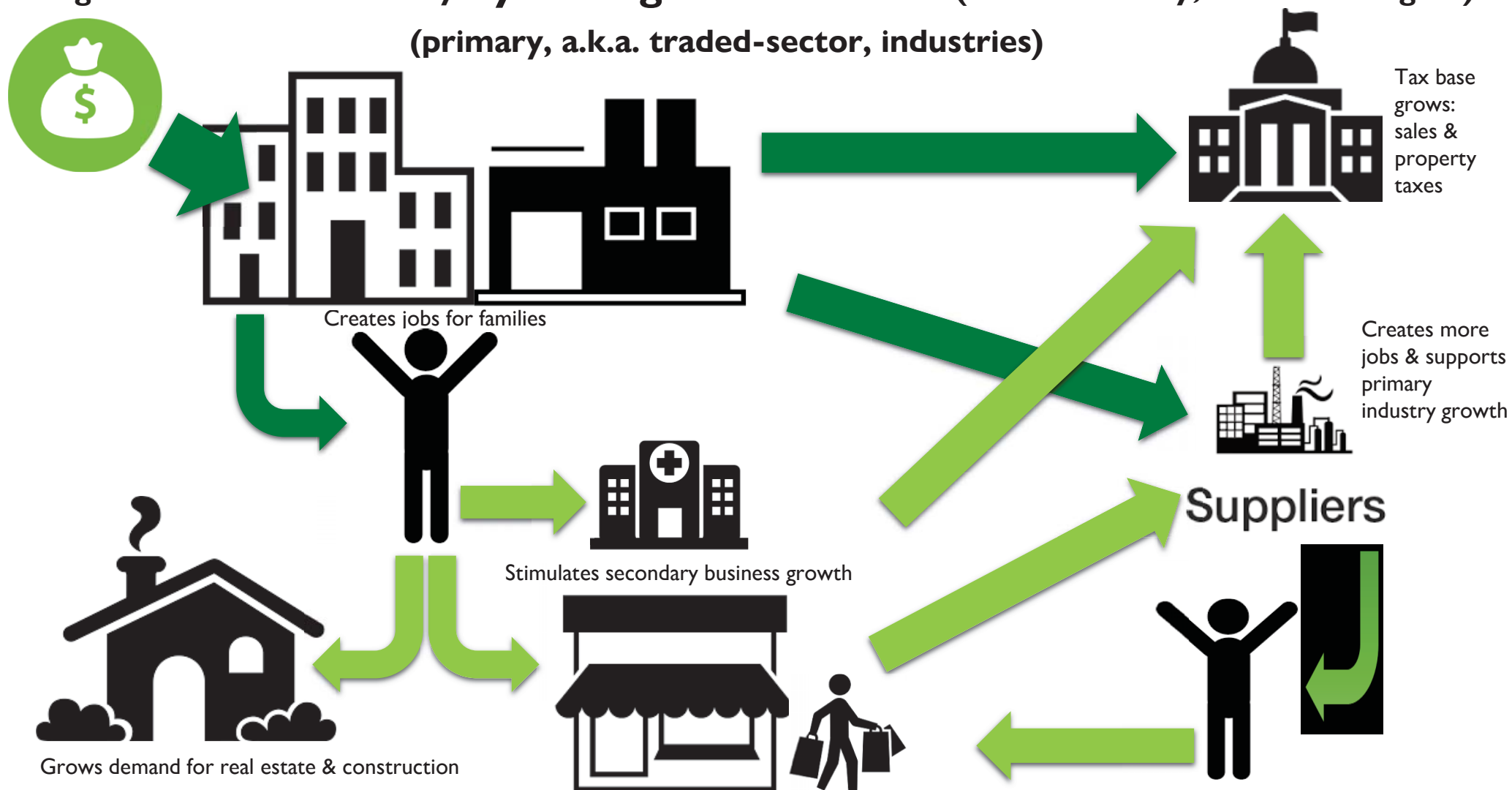


- Update on Findings
- Solicit Input
- Next Steps

How does a local economy grow?



Bring wealth into community **by selling outside area** (i.e. community, economic region) (primary, a.k.a. traded-sector, industries)



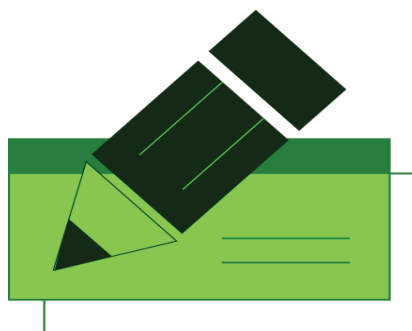
Bring wealth into community via visitor spending



A community with a healthy economy...



**Has a sustainable
tax base**



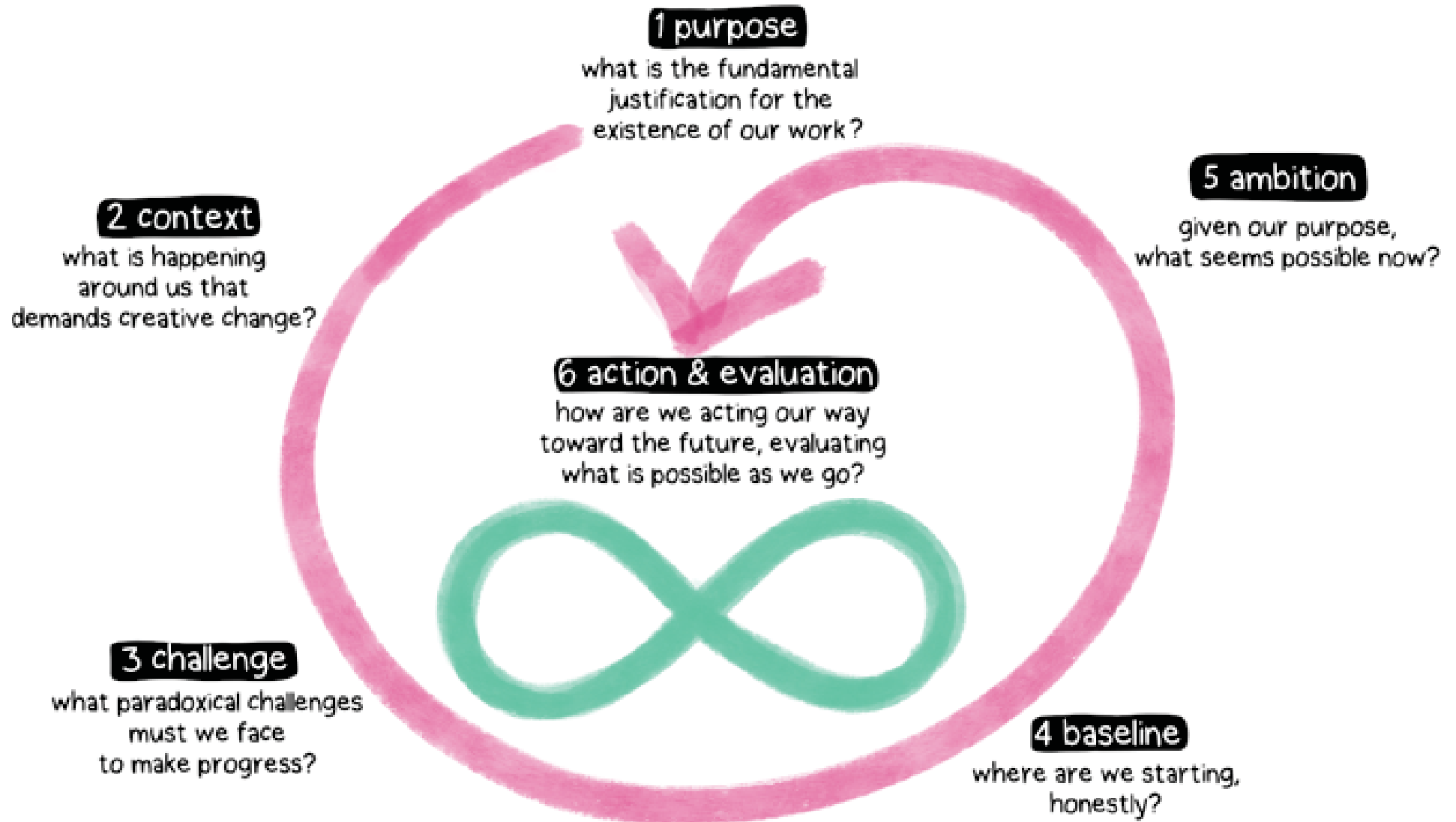
**Meets needs with
income**



**Exports goods &
services & imports
cash**



**Provides
opportunities for
individual growth**





PURPOSE:

**What is the
fundamental justification
for economic development
efforts in Aurora?**

AEDC PURPOSE

- ✓ enhances the experience of Aurora
- ✓ prosperity for all
- ✓ quality of life
- ✓ build community together
- ✓ economic sustainability
financial
- ✓ can make a difference where I/we live & work

*Initial
musing
to be further
refined*



CONTEXT:

**What's happening around us that
demands creative change?**

Participants

TARGET SECTORS

- Camelia Rotarita FLOW WATER
- Chris Teehan KTI LIMITED
- Garry Lee MEGALAB GROUP INC.
- Lynette Lanning NEIGHBOUR MEDIA
- Patrick Wong PIRAMAL PHARMA SOLUTIONS
- Nathan Mortelliti PROLLENIUM MEDICAL TECHNOLOGIES INC.
- Ehsan Mirdamadi SMART COCOON
- Richard Gong TOWN OF AURORA

HUMAN RESOURCES

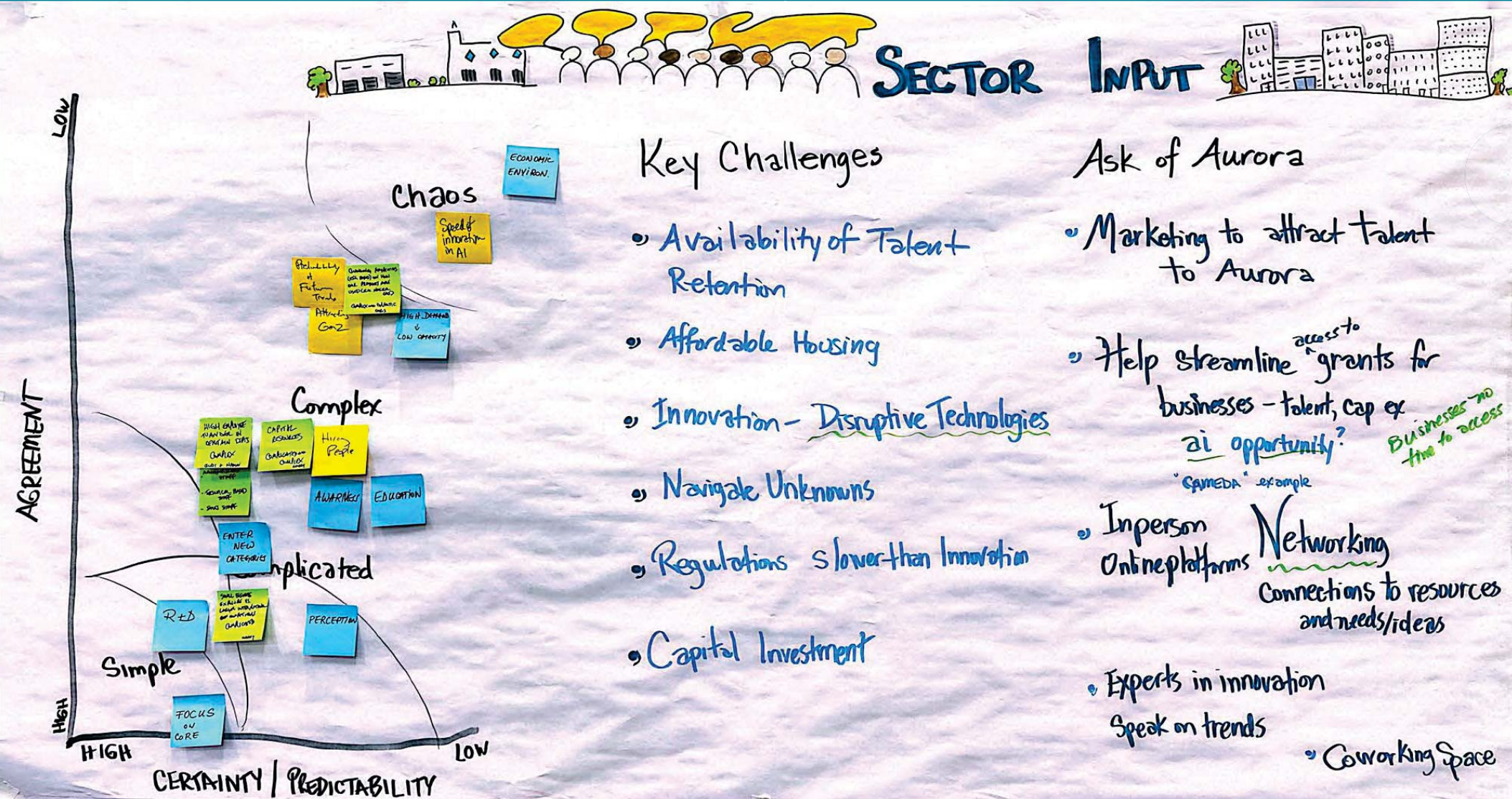
- Heba Fawzy FLOW WATER
- Sean Docherty PIRAMAL PHARMA SOLUTIONS
- Nicolle Ruby RNC Employment Services
- Stephanie Hensman TREASURE MILLS INC.
- Nima Khadem Mohtaram TRILLIUM MEDITEC

PROMENADE

- Geoffrey Dawe AURORA HISTORICAL SOCIETY
- Kathleen Vahey AURORA HISTORICAL SOCIETY
- Phiona Durrant COCONUT VILLAGE
- Darrel Yashinsky SALON CITY
- Theresa Cook THE STORY OF LOVE
- Mae Khamissa OMAR'S SHOES

TOURISM

- Christopher Payne MICROTEL INN & SUITES AURORA
- Amanda Vesterfelt MICROTEL INN & SUITES AURORA
- Robert Stewart WICKED EATS
- Maeve Mastracci WICKED EATS
- Ron Weese SPORT AURORA



HUMAN



RESOURCES

chaos

KEY ISSUES

• TRANSPORTATION NEEDS

• STUDENT Hours to Work
LIMITED (LAW)

• AURORA EXPENSIVE HOUSING
• Local Talent for Lower
Paying Jobs Difficult

ASK OF AURORA

• Mapping transportation ~ Employers
and time of need (shifts)

• Accessibility ~ Go Hubs
Buses

• Local Candidates - How to find

• HR Meetup / Networking

• ENTRY-LEVEL Housing
Workforce Housing

• More Opportunities to Promote Employers

• EASY access to INFORMATION ~ where to find
Clear up grants to pursue options

• Wage/Benefit Survey & Data

Complex
Culture Change
Workforce
National Work in
Field of Choice
Economic
Environment
~ migration
~ labor
~ new industries
FDA/HHS
approval

Complicated

Simple

Animal
Mortgage

Specific
this equip
sets
Requirements
for original work

Workforce
manpower
hiring

Specific
this equip
sets
Requirements
for original work

Labor here
does not exist
Employee
retention
(lack of communication)

CERTAINTY of OUTCOMES

LOW

AGREEMENT on STEPS to TAKE

HIGH

HIGH



Promenade

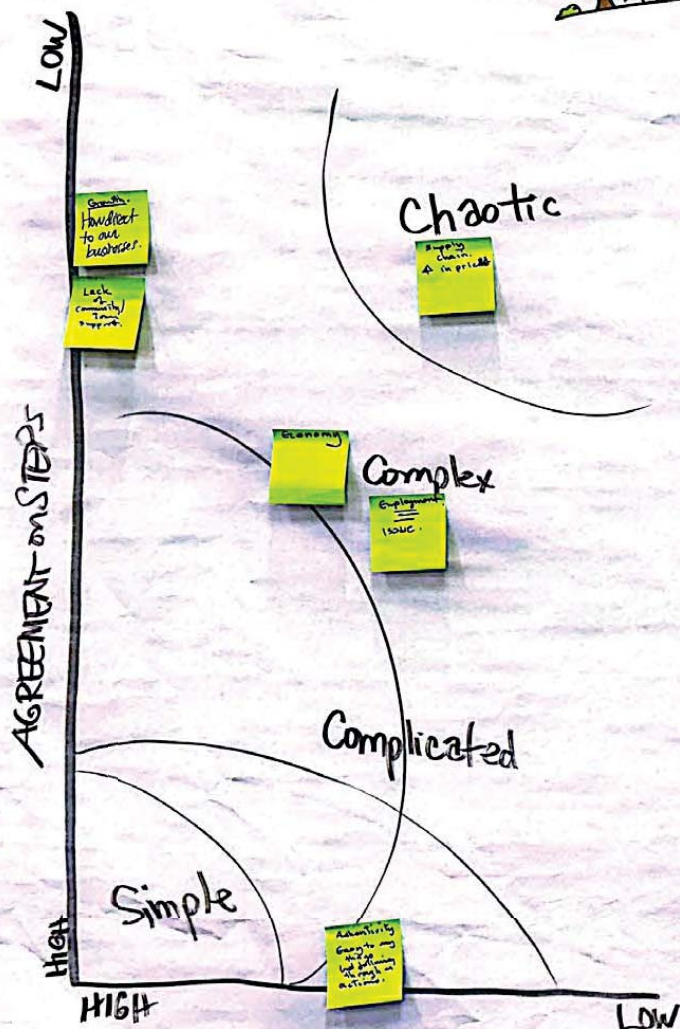


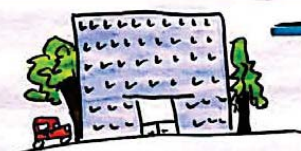
KEY ISSUES

- changing farmland community
- Population Growth nearby Promenade
- Promenade seeing drop in shopping traffic
- Need for anchors to ↑ traffic
- Commuters less aware of Young Corridor
- Post Covid pandemic more local discovery
- Lack of Cohesion/Duplicated effort
- Newcomers do not see Aurora place for them
- Retail rent increase

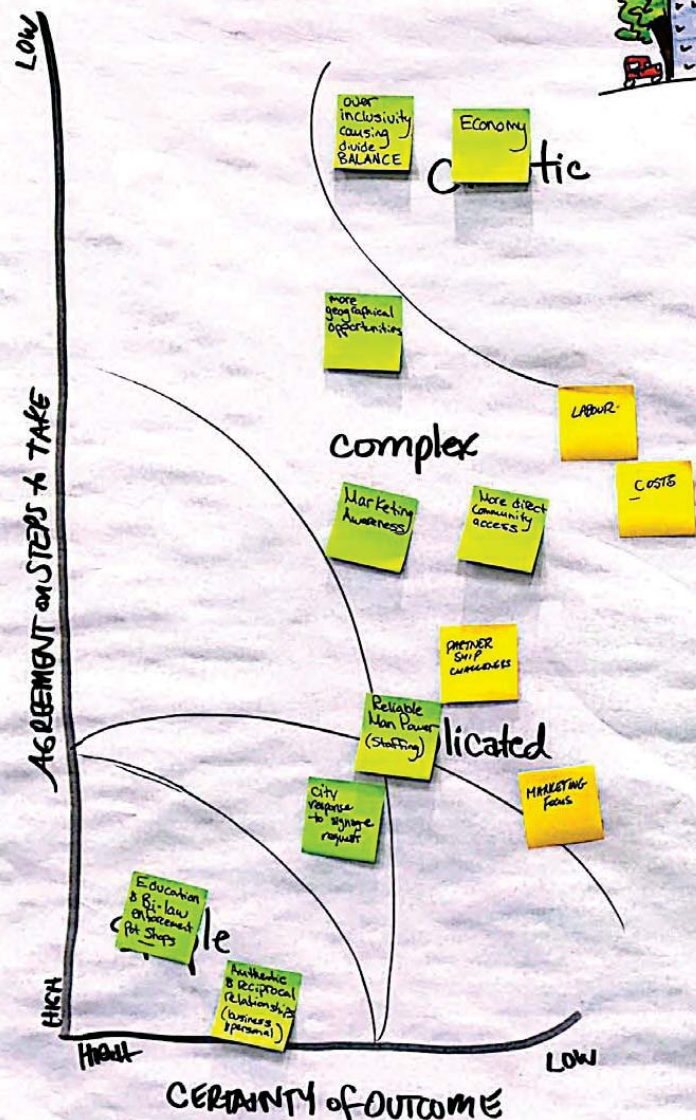
ASK OF AURORA

- More ^{spread} events in different locations
 - N. of Wellington
 - Eastside of Bayview
- Small Business Resources/Concierge Services Who go to?
- Hire employment assistance
- Public transportation - specifically outside of Aurora
- Housing Affordability, including rentals
- Intentional Outreach "Knock on doors" Build Sense of Community





Tourism Business. ✓



KEY ISSUES

- Availability of reliable labor
- Cost increases labor products everything
- Need to Connect with Customers/prospects
- Disconnect between tourism users } Community Amenities

Ask of Aurora

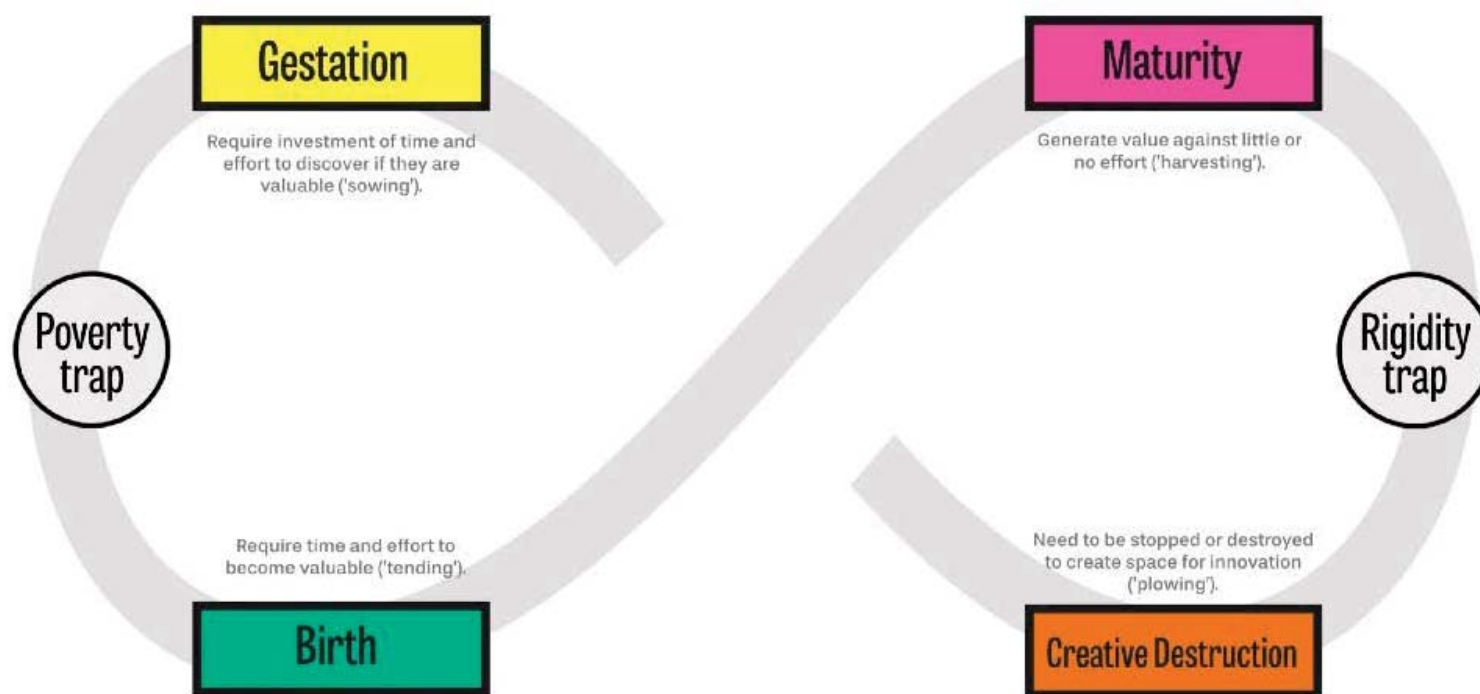
- * Wayfinding signage
 - * Year-round engagement ^{ie Tourism} busiest in the summer
 - * Events proximate to businesses.
 - * B2B Aurora
 - * Idea Sharing/Networking - Expand Business type/industry specific (ie restaurants)
 - * Menu food competition - ie "Burgerlicious" "we eat more wings per capita" July National Wing Month
 - * Week ie Auroralicious - /like
- What's the vehicle to carry out ideas? Ready to do!
- Partnership
- Passport



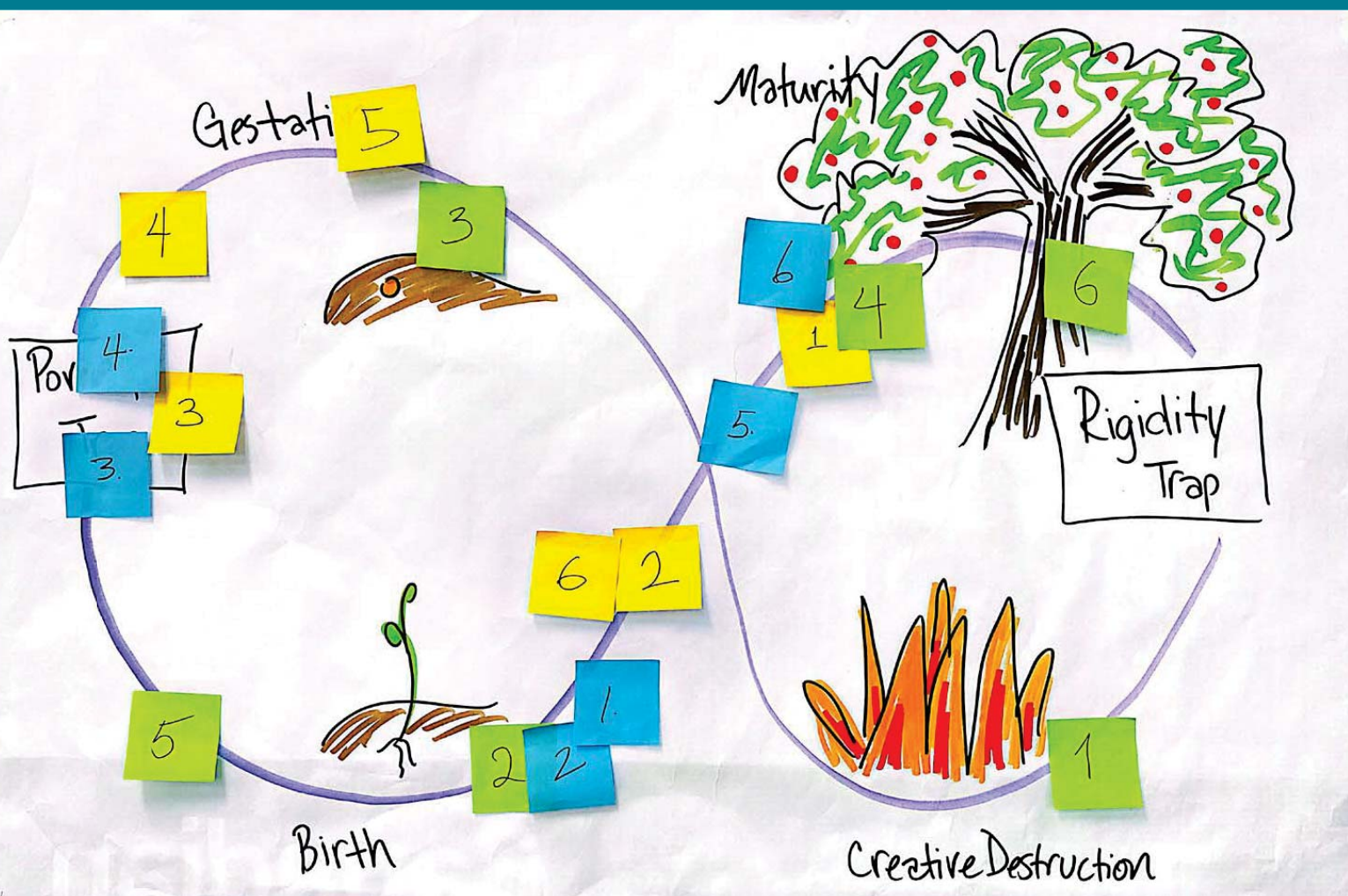
BASELINE:

*Honestly,
where are we
starting now?*

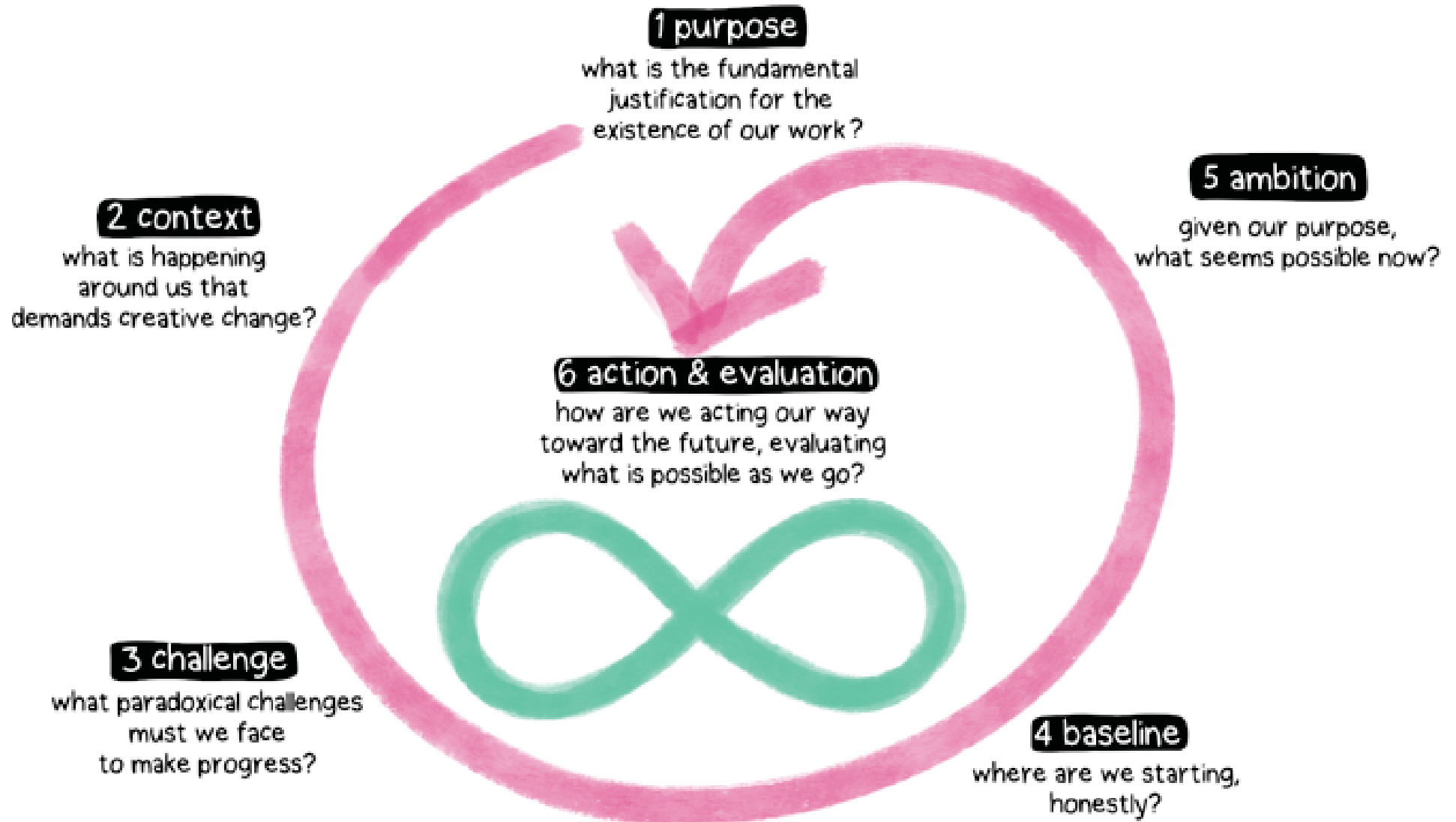
Ecocycle Planning



AEDC Current Strategic Activities



1. Investment Attraction
2. Business Retention & Expansion
3. Downtown planning, programs and initiatives
4. Quality of Life/Workforce initiatives
5. Tourism
6. Marketing



Scope Overview

