AURORA
You're in Good Company

| MEMORANDUM | Strategic Initiatives Office<br>Administration Department |
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**Date:** **December 11, 2009**

**To:** **EDAC**

**From:** **Anthony Ierullo**

**Re:** **Monthly Report to EDAC**

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## RECOMMENDATIONS

**That the memorandum be received for information.**

## BACKGROUND

### Ongoing Economic Development Activities

- Providing guidance and input on the Aurora Promenade Study
- Launching and promoting the new Town of Aurora Economic Development website
- Completing and implementing the Business Retention and Expansion Strategy
- Coordinating a series of Small Business Workshops in partnership with York Region Economic Development.
- Updating the Town of Aurora Community Profile

### Meetings/Events

- Grand Opening of SW Supper Club, November 5th, 2009
- Creating an Eco-friendly Office Environment Workshop, November 17th, 2009
- The Aurora Promenade Public Consultation, November 18th, 2009
- Grand Opening of the GO Transit Parkette, November 25th, 2009
- Launch of the new Town of Aurora Economic Development website (www.businessaurora.ca), November 30th, 2009
- Aurora Chamber of Commerce Holiday Open House, December 3th, 2009
- Aurora Chamber of Commerce Networking Breakfast, December 8th, 2009
- YRSBES Small Business Workshop: Sales and Marketing, December 8th, 2009

### Inquiries

- The Strategic Initiatives Office received 12 inquiries between November 1st and December 9th, 2009. The nature of these inquiries were related to:

    - Hotel/Convention Centre Uses
    - Small Scale Energy Generation
    - Office Uses
    - Automobile Sales Use
    - Adult Education Centre
    - Automotive Repair Uses
    - Pharmacy Use
    - Assistance with a small business start-up

**Business Openings**

- The Town of Aurora's Office of Strategic Initiatives was advised of 12 new business openings between November 1st and November 31st, 2009.

**Upcoming Events**

- YRSBES Small Business Workshop (Hosted by the Town of Aurora), January 19th, 2010
- YRSBES Annual Entrepreneur Conference: Access to Capital for Entrepreneurs, February 9th, 2010

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Anthony Ierullo
Manager of Strategic Initiatives
Ext. 4742