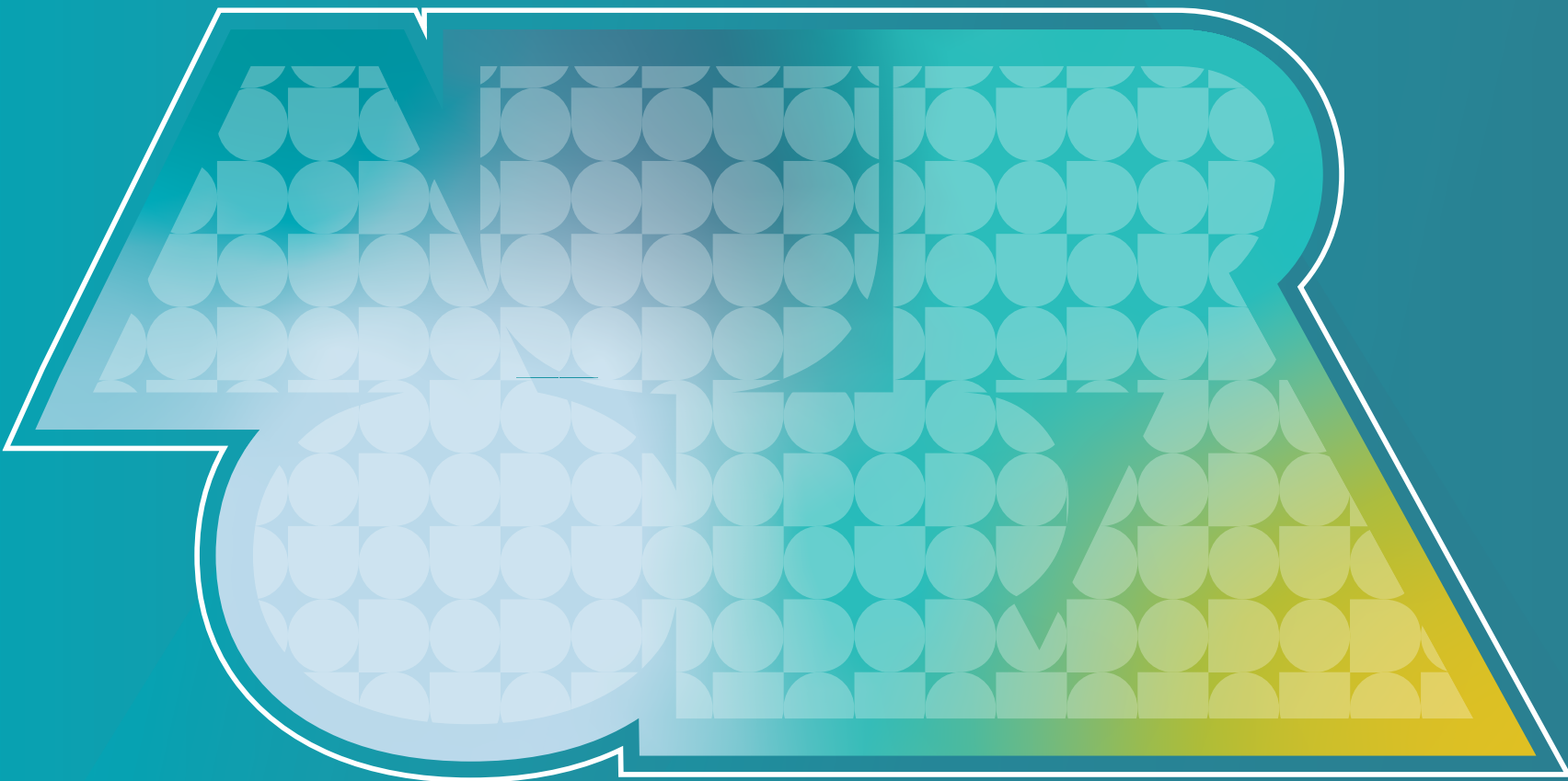




AURORA COMMUNITY PROFILE



One of things I'm most proud of as Mayor is the unique balance we've created in Aurora. We're located in one of the most dynamic and productive regions in North America, and have a strong business community, access to major markets, a talented workforce, and transit connections across the GTA and beyond. At the same time, we've been intentional about protecting what's always made Aurora special: our small-town charm and deep sense of community.

You can see that balance in our economy. Local entrepreneurs are opening thoughtful, community-focused businesses, and globally competitive companies continue to invest here because of our talent, location, and reputation.

It's in how we respect our heritage neighbourhoods while also modernizing our historic downtown, now home to the Aurora Town Square cultural centre. And it's in our award-winning community events, best-in class recreation facilities, and beautiful parks that keep people active, engaged and connected.

Aurora is growing, welcoming investment, and building a future that reflects our values. If you value opportunity and community, come be part of what we're building here.

TOM MRAKAS
MAYOR OF AURORA

1

Overview

PLACE ROOTED IN HERITAGE, EMBRACING THE FUTURE

Aurora is where the future meets its home, a vibrant, growing town that blends heritage roots with modern innovation. With 66,000 residents, 2,300+ businesses, and one of Canada's highest household incomes, Aurora is thriving at the intersection of prosperity and community. Its safe neighbourhoods, top schools, and small-town warmth make it a welcoming home, while its economic strength and prime location make it a launchpad for the future. Aurora is proof that you don't have to choose between lifestyle and opportunity.



Established
1888



Population
66,000



Area
49 KM²

2

Connected

GET ANYWHERE, FROM HERE

Aurora's future-ready community is built on seamless connections. Highways 404 and 400 link directly to Toronto and cross-border trade routes, while GO Transit, York Region Transit, and Viva rapid transit service make commuting effortless. Pearson International Airport, Canada's busiest is just 30 minutes away. Aurora's connectivity ensures businesses and families can feel at home locally while staying plugged into global opportunities.



30 Minutes Away From
**TORONTO PEARSON
INTERNATIONAL
AIRPORT**



Direct Connection to
HIGHWAY 404



**EASY ACCESS TO 2
COMMUTER RAIL LINES**

3

Access to GTA and Major Markets

THE GATEWAY TO POSSIBILITY

Aurora sits in the heart of the GTA, offering unmatched access to one of North America's largest consumer and talent markets. From here, over 150 million consumers are within a day's drive, and Toronto's downtown is only 30 minutes away. This perfect balance of reach and community charm means that in Aurora, your business can operate on a global stage while finding a home in a supportive, thriving town.



150,000,000
Consumers



Direct Access To
68 COUNTIES



30 Minutes Away From
**CN INTERMODAL
TERMINAL**

4

Investment Opportunities

WHERE IDEAS TAKE ROOT AND GROW

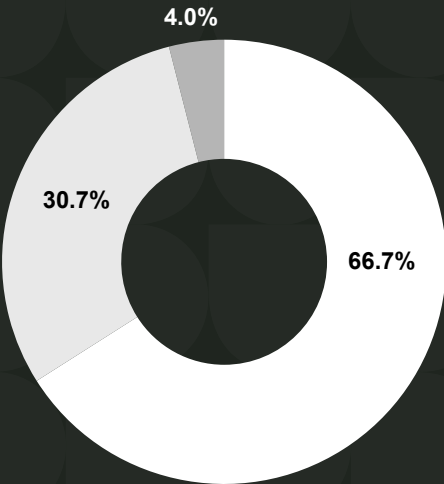
Aurora’s diverse economy is a canvas for building the future. With thriving sectors in advanced manufacturing, technology, finance, and health sciences, the town offers opportunities from Fortune 500 headquarters to innovative startups. Fully serviced employment lands, a supportive business ecosystem, and high local purchasing power give investors every advantage. Aurora is where enterprises of every size can grow roots and from those roots, reach new heights.



 **MAGNA**

BulkBarn[®]

 **Desjardins**



BUSINESS SIZE DISTRIBUTION

- 1-4 Employees
- 5-49 Employees
- 50 or Above Employees

5

New Plans & Developments

TOMORROW, ALREADY UNDERWAY

Aurora's future isn't just on the horizon, it's already underway. From the transformative new Aurora Town Square downtown to shovel-ready employment lands near Highway 404, investment opportunities are shaping the next generation of community life. With smart design, sustainable growth, and vibrant public spaces, Aurora is building tomorrow while staying true to its identity, a future-ready town you'll be proud to call home.



1000
Building Permits Issued



150
Major Industries



2300+
Jobs

6

Talent

THE MINDS BEHIND THE MOMENTUM

Aurora's people are its greatest strength. With 75% of residents holding post-secondary education and a workforce rich in management, business, and science skills, Aurora is home to the minds driving tomorrow. Proximity to world-class universities and colleges ensures a steady pipeline of talent, while local schools like St. Andrew's College and St. Anne's School add global recognition. For businesses seeking talent and families seeking opportunity, Aurora is where potential finds its home.



75% Attained

POST SECONDARY EDUCATION



3 UNIVERSITIES & 1 COLLEGE

Within 40KM



TOP AREAS OF STUDY

- Social Sciences & Law
- Business Management
- Mathematics & Information Science
- Engineering & Technology
- Health

7

Explore Aurora

THE LIFESTYLE THAT FUELS SUCCESS

In Aurora, livability and opportunity go hand in hand. Tree-lined streets, 40 km of trails, vibrant cultural venues, and award-winning heritage preservation create a community that's as beautiful to live in as it is exciting to visit. Ranked among the top places in Canada to live and raise a family, Aurora proves that the best future isn't just about success, it's about finding a home where you can truly thrive.



exploreaurora.ca



40KM
of Trails



1.1M
Visits to main
sporting venues



**2ND BEST PLACE
TO LIVE IN ONTARIO**

• Point2Homes 2024

8

Downtown

THE HEART OF AURORA

Aurora's downtown is where history and future meet face-to-face. Heritage storefronts and red-brick buildings line the streets, while the new Aurora Town Square infuses modern culture, arts, and energy into the core. Festivals, markets, and family-run shops keep the heart of Aurora beating year-round. Downtown Aurora shows the town's spirit in its purest form, a place where past and future come together, creating a home for both tradition and innovation.



KEY PROJECTS

New Aurora Town Square

Includes a vibrant outdoor square with amphitheater and a new performance theatre for up to 250 people

Aurora Promenade Streetscape

Historic downtown area, redesigned

Community Planning Permit System

Making the development approval process more efficient in the Downtown

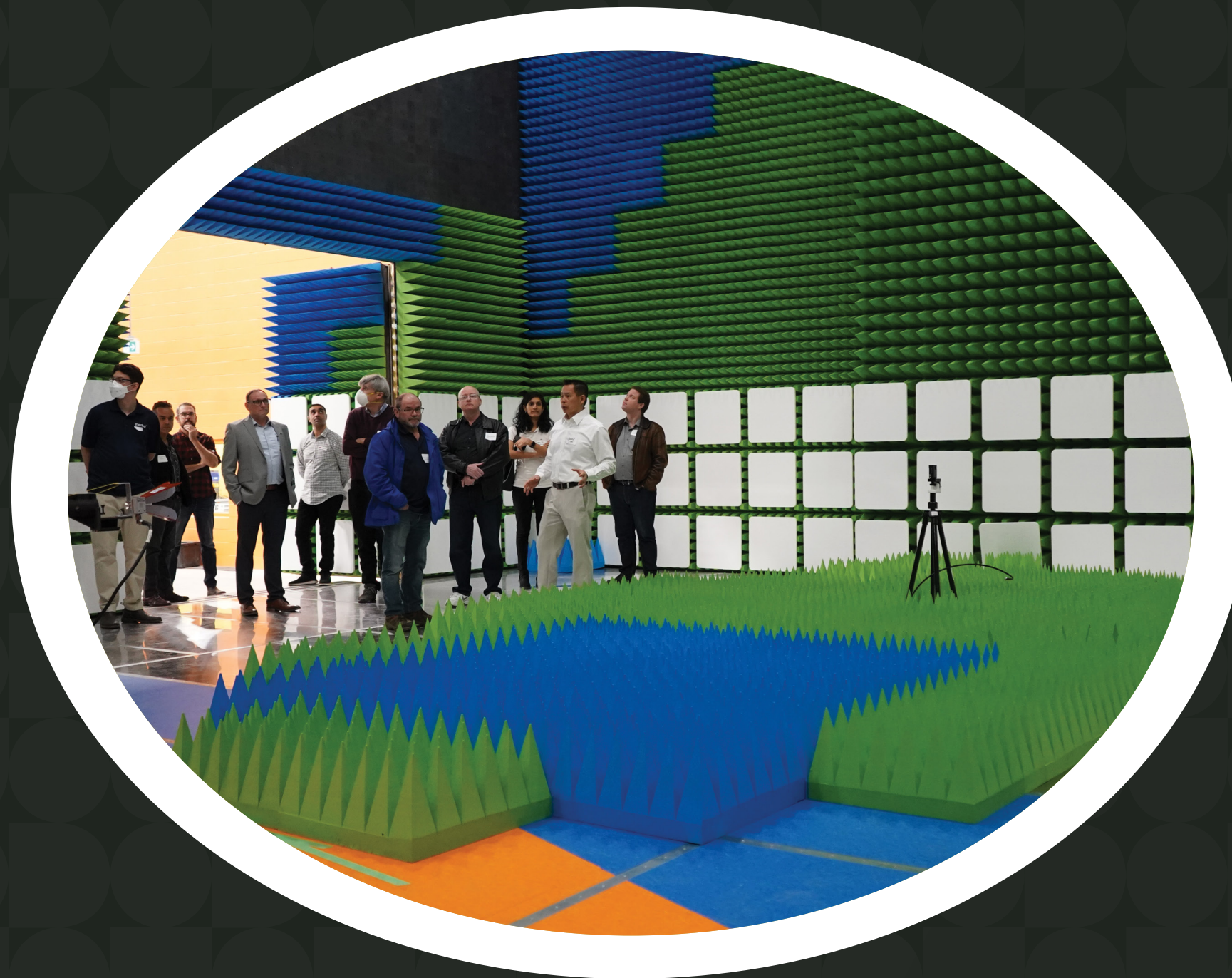


9

In Good Company

THRIVING TOGETHER

Aurora is home to success stories big and small, from Magna International's global headquarters to boutique innovators and community entrepreneurs. These companies thrive not just because of market access or infrastructure, but because Aurora provides a place where collaboration and community run deep. Here, being "in good company" means more than sharing a location, it means joining a future-focused community where businesses and people alike feel at home.



FASTEST GROWING SECTORS

- Health Care
- Scientific & Technical Services
- Wholesale Trade
- Transportation & Warehousing
- Retail

10

Visit Aurora

**SEE IT.
FEEL IT.
LOVE IT.**

We invite you to experience firsthand what makes this town truly exceptional. From championship sports tournaments and scenic golf courses to cultural festivals and trails that wind through heritage landscapes, there's always something happening here. Visitors are drawn by the vibrant mix of small-town charm and big-city amenities, boutique shopping, award-winning dining, live music, and unforgettable events. Whether you're coming for a weekend getaway, a youth tournament, or a cultural celebration, you'll find friendly faces and world-class facilities ready to welcome you. Come see for yourself why Aurora feels like home.



3.3 MILLION
Visits to Retail Hubs



\$36 MILLION
In Visitor Spending



4.4 MILLION
Total Visits



aurora.ca/Business

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