

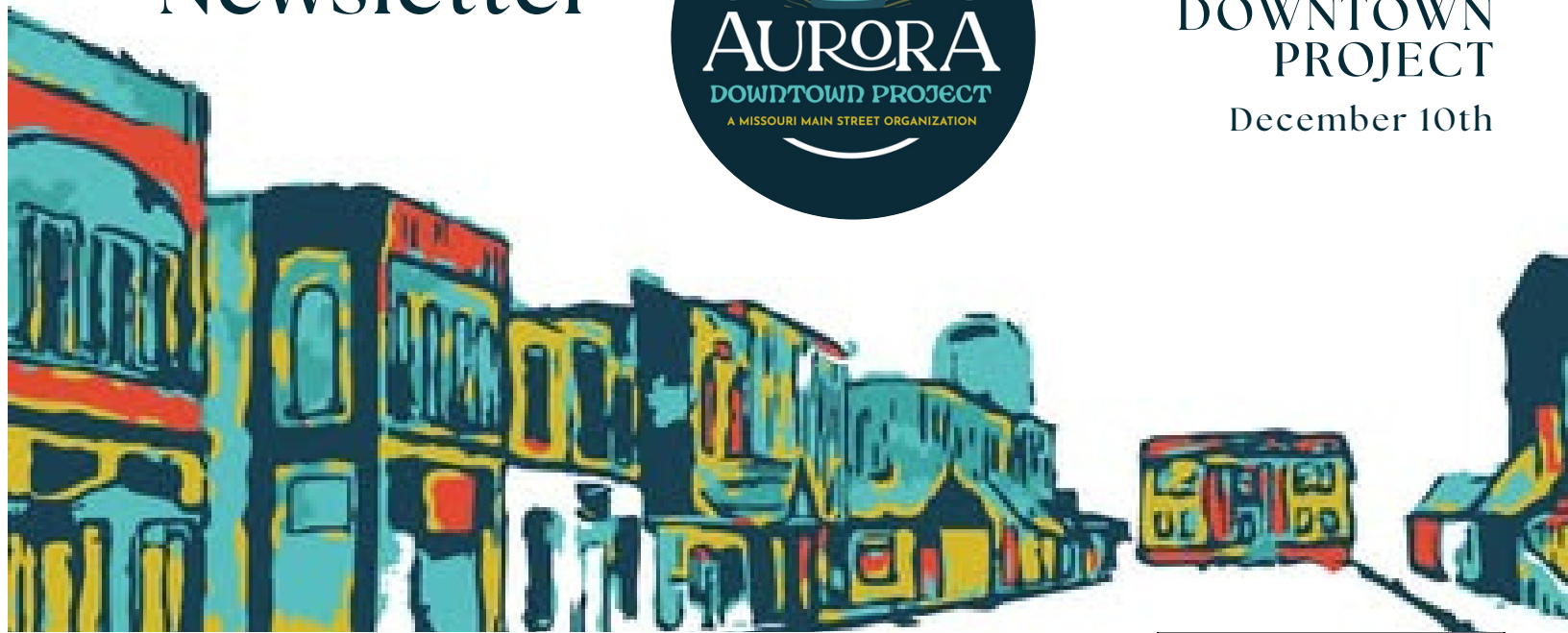
Quarterly Newsletter



ISSUE #4

AURORA DOWNTOWN PROJECT

December 10th



Aurora Downtown Project Update: Community Engagement and Progress

We started the final quarter by closing out Farmer Market Fridays, a brand-new summer event that brought steady foot traffic and fresh energy into our downtown. This season also marked the final Art Walk hosted by Melody McKinley with Brush hour art studio, in conjunction with our businesses. The turnout was wonderful, and it was exciting to see so many people supporting collaborative events. As fall arrived, downtown shifted into seasonal activities. The Chamber led the 2025 Spooktacular, filling Main Street with families on Halloween. The event had its usual strong turnout, and we're always grateful to have it rooted in the heart of downtown. We then moved quickly into preparations for Community Christmas. Although due to the weather we relocated to the Armory this year, conversations with local businesses showed that Small Business Saturday remained successful for many shops.

We continued our traditions with the downtown tree lighting, bringing everyone together to kick off the holiday season.

To round out the festivities, we introduced Downtown Bingo, where participants could visit shops, complete their boards, and enter to win prizes. It added a fun, interactive way for the community to explore and support local businesses throughout December.

This quarter carried a mix of new ideas, strong partnerships, and seasonal traditions—each one highlighting the momentum growing in our downtown. More updates to come as we welcome new businesses and move into the next season.

In this newsletter you can expect:

Aurora
Downtown
Project Updates

Highlight on
events and
activities

New T-shirt
Designs for
Order

Community
Involvement
Stories

Business
Spotlights

Meeting
Schedules and
How You Can
Get Involved



Welcome to Our New Downtown Businesses!

This quarter, we were thrilled to welcome several new businesses to our downtown area:

- **Urban Unwind and Salon** – Located at 118 South Madison, this salon and spa offers massages, pedicures, manicures, and hair services. Stop by for a little self-care and relaxation!
- **Tuscan Table** – Housed in the former downtown pizza building on Madison, Tuscan Table brings delicious Italian cuisine to the heart of downtown.
- **Olive Street Mercantile** – Located in the old Norma's building, Olive Street Mercantile features antiques, collectibles, and unique finds.
- **Front Porch Mercantile** – Situated between Watts Chiropractic and the Tuscan Table, The Front Porch Mercantile offers a charming mix of curated goods and gifts.
- **Taqueria California** – Also on Madison, near Houn Dawg Barbershop, this new spot brings fresh and flavorful Mexican cuisine to downtown.

We're excited to see these businesses grow and become a part of our vibrant downtown community!

Fresh Blooms for Downtown

Thanks to the Aurora Community Foundation's generous donation, we were able to add new self-watering planters at the corner of Locust and Madison, filled with vibrant mums. We also refreshed the existing planters around town, bringing a little extra color and life to downtown. It's amazing how a few blooms can brighten the streets and give the community a fresh, welcoming feel!



FARMERS MARKET
FRIDAYS WITH MELODY
KIDS PROGRAM



SANTA AT THE TREE
LIGHTING



NEWEST BUSINESS ON
THE STREETS OLIVE
STREET MERCANTILE



New T-Shirts

We've designed new downtown t-shirts, perfect for showing your local pride! If you'd like to grab one, simply scan the QR code to purchase online. These shirts are a fun way to support downtown and take a piece of our community with you wherever you go!



Investing in Downtown

We're proud to highlight the dedication of our volunteers! In 2024, we logged 337 hours of service, and as of October 2025, we've already recorded 847 hours. These hours reflect more than just events—they show our ongoing commitment to supporting and revitalizing downtown. Thank you to everyone who gives their time and energy to keep our community thriving!

WE ARE SO GRATEFUL FOR THE GENEROUS DONATIONS AND SUPPORT FROM OUR COMMUNITY THAT MADE COMMUNITY CHRISTMAS POSSIBLE. EVENTS LIKE THIS TRULY REFLECT THE HEART AND SPIRIT OF DOWNTOWN AURORA.

EVEN WITH ALL THIS SUPPORT, WE ARE STILL ACCEPTING DONATIONS AND WELCOMING VOLUNTEERS TO HELP WITH OUR ONGOING EFFORTS. EVERY CONTRIBUTION—WHETHER YOUR TIME, ENERGY, OR FINANCIAL SUPPORT—HELPS MAKE DOWNTOWN AURORA AN EVEN BETTER PLACE TO LIVE, WORK, AND ENJOY.



Be Part of Downtown's Growth

Downtown Aurora is thriving, and there are exciting opportunities for businesses and entrepreneurs to join in the momentum. Several properties are currently available—whether for sale or for lease—including the newly renovated former music store, 112 North Madison (a 4,000+ sq. ft. commercial building with living quarters), and other spaces throughout downtown.

If you're interested in becoming part of our growing community, don't hesitate to reach out. We'd love to help you find the perfect spot to establish your business and contribute to the vibrant downtown we're building together.

How to Get Involved with Aurora Downtown Project

We'd love for you to get involved with the Aurora Downtown Project! There are so many ways to contribute to the ongoing work in our community, and we need your help.

- **Volunteer:** Whether it's helping out at events, assisting with social media, or being a part of our various committees, we need dedicated volunteers to help our initiatives thrive.
- **Join a Committee:** We hold monthly meetings for different committees, and your participation is always welcome.
- **Support Financially:** We can't do this important work without funding. If you're able to contribute, whether through a donation or sponsorship, we'd be incredibly grateful.

Meeting Schedule Interested in getting involved? Attend one of our monthly meetings!

We'd love for you to get involved! Our board meetings are held from 5:30–6:30 PM every third Monday of the month on the third floor of City Hall. Immediately following, from 7:00–8:00 PM, we host all four committee meetings together in the same room—so you can meet everyone in one evening.

The best part? All we ask is that you show up one evening a month. It's a simple way to stay connected and be part of shaping downtown Aurora's future.



**AURORA
DOWNTOWN
PROJECT**

**MONTHLY BOARD
MEETING:
3RD MONDAY OF
THE MONTH -
5:30PM
CITY COUNCIL
CHAMBERS**

**CONTACT US:
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