This Community Confidence study identifies key community strengths, as well as a manageable set of issues that leadership can address. The report provides data that leadership can use to target efforts to improve local resources and drive down local poverty levels. Of particular value are your citizens’ positive perceptions of the community. These can be used to actively engage more citizens in positive community action. This will provide Aurora with greater capacity to drive positive change.

What I am most proud about the community:

Great schools
Small town feel
Safe and secure

Most Admired Leaders:

Shannon Walker
Jon Holmes
Jack Muench
Scott & Theresa Petit
Billy Redus
Kelly Johnston
Kim Mobley
John Paul Lee
Marsha Egan
Nikki Gamet
Kim Mobley
Dawn Oplinger

GRO PROGRAMMING APPROACH

Our Economy

What is most important to our community:

- Low-income family support programs
- Programs for citizen engagement
- Community leadership development
- Grow Existing Local Businesses
- Encourage local startups entrepreneurship
- Improve public infrastructure (Sidewalks, roads, parks, etc.)
- Attract New Business
- Community branding and signage
- Training and certification to help improve wages
- Beautify public areas
- Student engagement programs
- Restore our town center
- Remove/renovate run-down Properties

Economic snapshot: Compared to the country and the state, Aurora’s local wages are stagnating. Poverty rates are declining, but families with young children are struggling more. The survey indicates that the community would like town leaders to develop programming that delivers positive impact to the people in the community. This is similar to feedback received from other community surveys. Aurora’s leadership can focus on issues identified above. While some of these issues can require many years to rectify, community leaders can target smaller parts of the city’s population to drive engagement and positive impact.

Is there a more objective way to describe this?
Responses indicate that Aurora’s leadership is seen as trustworthy, fair, and maintains an open pathway for citizen participation. Finding ways to translate this community confidence into greater citizen engagement appears to be a valuable “next step” for leadership. Clues for how to make this happen are available in the response breakdowns from citizen demographics. Using insights from these can be used to support efforts to target programming to residents more inclined toward positive action. Building the town’s capacity relies on bringing these community members to participate in development efforts.
Community received a total of 110 responses, this is in line with the number of responses we see in most communities.

More males responded to the survey than what is typically seen. Males more often prioritized economic development, and females on placemaking priorities.

Limited participation from students. View of leadership varied significantly based on the age of the responder. Younger viewed leadership more favorably.

Resident owners tended to prioritize placemaking more and also demonstrate a stronger confidence in the community direction.

Opportunity: students, retired and unemployed have the lowest enthusiasm for the community. Steps should be taken to engage these citizens more.

Individuals with mid-tier education seem to be least enthusiastic about the community. At top and lower ends citizens hold a more positive outlook.

Hispanic residents are most positive in their outlook about the community. White population is more inclined to engage in community related efforts.

People who have resided for a shorter duration would like to see more talent related opportunities. Those who have lived here longer would like to focus on economics.

Number of people who expressed an interest in volunteering to better the community: 27 of 110

Aurora Score
Average Community Score
Additional Data Elements

Annual Sales Tax Collections

Annual Real Estate Tax Collections

Local Unemployment Rate

Small Business Employment

Local Community Foundation Assets

Local Community Foundation Grants Awarded