



**AURORA**  
COLORADO



# AURORA IS...

## *The World in a City*

### THERE'S JUST SOMETHING ABOUT AURORA.

It's in the crisp Colorado air. It's in the diverse people who love to call Aurora home. It's in the businesses that make Aurora a highly sought-after address.

It's in the wide-ranging neighborhoods that blend an international mix of people, cultures and ideas. It's in the communities that come together in support of a safe city. It's in the leaders who are committed to intelligent and smart growth.

It's in the bustling medical and bioscience campus that draws researchers from around the world. It's in the renewable energy testing site that aims to power the future. It's in the aerospace companies that strive to create a more stable world. It's even in the land waiting to be developed into great homes, schools, restaurants, businesses and distribution centers.

It's in hotels and conference centers that welcome our visitors.

It's in the web of air, rail and roads that connects and unites the city. It's in the festivals, restaurants and schools that showcase how our status as an international city makes us stronger.

Let us show you why Aurora is the world in a city.



Mayor Mike Coffman

This is community.  
This is innovation.  
This is opportunity.  
**THIS IS AURORA.**





# AURORA IS... *Global*

## ONE OF AURORA'S BIGGEST STRENGTHS IS ITS PEOPLE.

They make Aurora one of the most international cities around.

International residents of Aurora have found great business opportunities, resources and a welcoming culture. And Aurora works hard to be a city that's open to all.

The nationally recognized Natural Helpers program identifies, trains and empowers local immigrants and refugees to connect members of their own communities with resources and opportunities to better integrate into the city.

The Aurora Office of International and Immigrant Affairs creates policy, programs and initiatives to bring local populations into the civic, economic and cultural life of the city. Aurora is the only city in Colorado and one of the few cities in the U.S. with a comprehensive strategic Immigrant Integration Plan. The 10-year plan "Aurora is Open to the World" was released in December 2020.

In addition, the office leads efforts to establish strategic global partnerships, manages official protocol activities and events, and serves as a liaison to the international community.

Local schools are committed to educating all students with respect to their cultural legacies while providing linguistic support to non-English speakers. Aurora Sister Cities International promotes cultural, educational and economic exchange between the city of Aurora and global partner cities. Aurora's current sister and friendship cities are: **Adama, Ethiopia; Jaco, Costa Rica; Antiguo Cuscatlán, El Salvador; Seongnam City, South Korea; and Zielona Gora, Poland.** Additionally, efforts are underway to foster friendships in **France, Japan, Mexico** and an additional city in **El Salvador**.

**160+**

languages spoken by students in Aurora Public Schools

**1 in 5**

of Aurora residents were born outside the United States

**43**

countries represented in the Aurora Global Fest Parade of Nations

**78,193**

foreign-born residents  
Source: U.S. Census American Community Survey, 2016-20

# AURORA IS...

## *Vibrant*

### WHY IS AURORA THE PLACE TO BE?

From its small-town beginnings as the town of Fletcher in 1891, Aurora has evolved from its first 100 residents into one of the most robust cities in the United States.



**Climate** - With low humidity, an average high temperature of 65 degrees Fahrenheit (18.4 degrees Celsius) and a dry climate, you'll find that sunny days lead to sunny dispositions and sunny outlooks.



**Location** - Sitting in the Aurora-Denver metro area on the plains at the base of the Rocky Mountains, Aurora has the perfect mix of scenic views, open space and modern amenities.



**Full Range of Housing & Great Values** - Aurora offers more house for your money, from executive high-end homes and charming historic bungalows to new construction and everything in between. In fact, Aurora tied for sixth among U.S. cities where more young residents are buying homes, according to SmartAsset.



**Job Growth** - Aurora is outpacing the nation in job growth, with a projected growth of more than 42 percent over the next 10 years, according to Sperling's Best Places.



**Quality of Life** - About 60% of Aurora residents rated the quality of life in their neighborhoods as "excellent" or "good" in a recent survey, and said the same about Aurora as a place to live.

**398,018**

2022 estimated population  
3rd largest city in Colorado

**163.19mi<sup>2</sup>**

land area (422.66 km<sup>2</sup>)  
2nd largest city in Colorado

**5,435ft**

elevation (1,656 m)





# AURORA IS...

## *Community*

### IT'S EASY TO SEE THE ATTRACTION TO AURORA AND WHAT BRINGS THE COMMUNITY TOGETHER.

This is where residents can embrace the Colorado lifestyle with plenty of parks, recreation and open space. It's easy to incorporate exercise into a daily routine in Aurora, with 103 miles of trails, five award-winning golf courses and two reservoirs.

This is where families can access great education with four school districts and more than 10 colleges and universities, specializing in emerging fields like bioscience.

This is where dedicated police and fire departments work to make sure Aurora remains a safe place to live and do business, with a commitment to community and a new way of building trust.

Outdoors, at school, at home, at work – it's all part of the Aurora community, and it's all part of the Aurora way of life.



## TOP 20

Most Livable Towns  
and Cities in America  
*Outside Magazine*



## #1

Best Neighborhood  
Retail District—Stanley  
Marketplace  
*Westword*



## 99

Parks across Aurora



# AURORA IS... *Connected*

## AURORA IS A CITY OF THE WORLD FOR MORE REASONS THAN JUST ITS PEOPLE.

Minutes from one of the busiest airports on the globe, Aurora is ideally located at the center of the United States. Direct flights from North America, Latin America, Europe and Asia drop passengers right on Aurora's doorstep, and rail lines can take them directly from the airport to 11 stations throughout the city. The result is the development of walkable neighborhoods, with shops, restaurants, residential, office and gathering spaces, and easy access to everything the city has to offer. Want to go shopping or catch a movie? There's a rail stop for that. Have a medical appointment? It's just steps from the station. Interested in the nightlife of downtown Denver? Hop aboard.

This connectivity is important to Aurora's young workforce and opens up new opportunities for businesses to access the 3 million people in the Aurora-Denver metro area, and the world beyond. And when transit doesn't fit your needs, Aurora is also home to two major interstates and the E-470 tollway, making it easy to get wherever you need to go.

**58.8 million**  
passengers at Denver  
International Airport  
in 2021 (world's third  
busiest airport)

**34.8 yrs**  
median age—3.4  
years younger than  
national median

**11**  
light rail and  
commuter rail  
stops





# AURORA IS... *Booming*

With targeted industries in aerospace and defense, bioscience, renewable energy, transportation and logistics, Aurora has the whole package when it comes to doing business locally, nationally and internationally. Businesses can feel comfortable knowing they have the support and infrastructure of a full-service city.

Aurora is a home for dreamers and innovators. The city's business-friendly environment, ample room to grow, affordable lease rates and global connectivity are fueling a robust economy and attracting new businesses and new workers every day.

With its own municipal water system and water rights and pipelines throughout the state, Aurora delivers some of the country's best water. The city has supportive and experienced planning staff, with fast and flexible development processes. Aurora's approach to growth is thoughtful and strategic, with a comprehensive plan that takes advantage of both the city's vast open land and opportunities for infill development.

Boasting an excellent track record for competitive rates of return, Aurora's pro-business stance makes development an attractive proposition. Combined with Colorado's high-quality, innovative workforce, low cost of doing business and high quality of life, it's an exciting time to be part of Aurora's future.



## #2

Colorado's rank for most educated population  
*U.S. News & World Report*

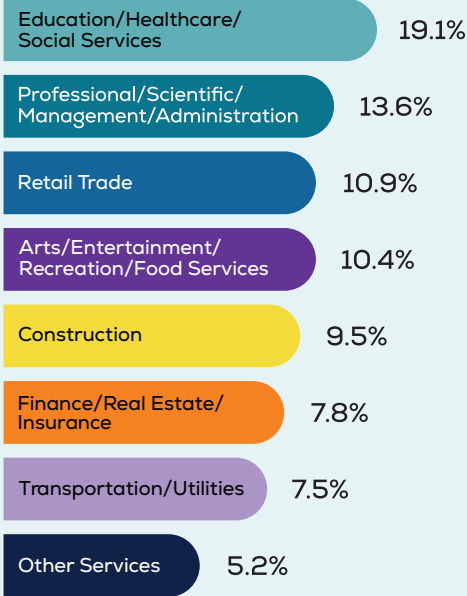
## #12

Aurora's ranking among best large U.S. cities to start a business  
*WalletHub, 2022*

## 12,000

# of employees at Buckley Air Force Base, the largest employer in Aurora

### TOP INDUSTRIES BY EMPLOYMENT



# AURORA IS... *Innovative*

When Fitzsimons Army Medical Center closed in 1999, Aurora made the most of the opportunity. What was once one of the military's premier medical training facilities has transformed into one of the world's premier medical campuses.

The Anschutz Medical Campus and Fitzsimons Innovation Community redevelopment in the heart of Aurora is now home to more than 28,000 workers, a nationally ranked medical school, medical research facilities and bioscience firms. But that's just the beginning. The campus is expected to employ over 40,000 people when fully built.

Between the Anschutz Medical Campus – home to the University of Colorado Hospital, Children's Hospital Colorado and the new Rocky Mountain Regional Veterans Affairs Medical Center – and The Medical Center of Aurora, the city has over 1,700 hospital beds and is a hub for clinical care and medical entrepreneurship for the Rocky Mountain region.

## AURORA'S TARGETED INDUSTRIES

- Bioscience
- Renewable Energy
- Health Services
- Aerospace and Defense
- Transportation and Logistics

# #1

University of Colorado  
Hospital's ranking among  
Colorado hospitals  
*U.S. News & World Report*

# #7

Children's Hospital  
Colorado's ranking among  
U.S. children's hospitals  
*U.S. News & World Report*

# 80

Bioscience companies and  
other visionary organizations  
on the Fitzsimons Innovation  
Community





# AURORA IS... *Inviting*

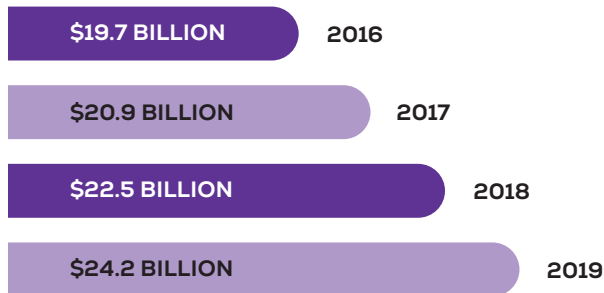
## AURORA IS IN THE CENTER OF IT ALL.

Colorado is world-renowned for its hospitality, from the ski slopes of the Rocky Mountains to the economic engine of the Front Range.

Rising from the plains near Denver International Airport is Colorado's big international draw, located in Aurora. The Gaylord Rockies Resort & Conference Center is the largest hotel in Colorado. With more than 500,000 square feet of meeting space and convention space, the Gaylord Rockies is the perfect place for businesses and industries to "wow" their vendors, customers and colleagues.

Just minutes from one of the world's leading airports, the Gaylord Rockies sits amid a burgeoning "aerotropolis" of business and industry. What does this mean for the future of Aurora and its businesses? It means an international audience, more prominence, and an opportunity to make a great first impression on the throngs of visitors coming to Colorado.

## COLORADO VISITOR SPENDING



**1,501** Guest rooms at the Gaylord Rockies Resort & Conference Center



**26** World-class ski resorts in Colorado



**39 million** Visitors to Colorado in 2019  
*Longwoods International*

# AURORA IS... *Electrifying*

If renewable sources are the future of energy, then Aurora could very well be the center of power.

To take advantage of the area's renewable-friendly resources, the city created the Aurora Campus for Renewable Energy (ACRE), a 1,762-acre (713-hectare) master planned campus on the Eastern Plains designed for the advancement of alternative, renewable energy research and production.

It's already home to the largest test facility for solar technologies in the U.S.: the Solar Technology Acceleration Center (SolarTAC). SolarTAC allows the solar industry to research, test, validate and demonstrate solar technologies. In just a few years of operation, SolarTAC has attracted some big names in solar around the globe.

ACRE is uniquely situated to promote renewable energy development. The region provides an excellent solar resource with its sunny climate and is home to the National Renewable Energy Laboratory and the Colorado Energy Research Collaboratory, a research partnership among NREL, Colorado State University, the University of Colorado at Boulder, and Colorado School of Mines.

## PROJECTED U.S. SOLAR ENERGY ELECTRIC POWER CONSUMPTION

2022: 0.3 trillion kWh

2030: 1.1 trillion kWh

2040: 1.7 trillion kWh

2050: 2.2 trillion kWh

Source: U.S. Energy Information  
Administration

## 250

Sunny days  
every year

## 1,762 acres

at the Aurora Campus  
for Renewable Energy

## \$173 trillion

Estimated global investment in  
energy supply and infrastructure  
over next three decades

*Bloomberg New Energy Finance*





# CONNECT WITH AURORA...

**Aurora City Manager's Office**  
303.739.7010  
citymanager@auroragov.org

**Office of the Mayor & City Council**  
303.739.7015

**Aurora Chamber of Commerce**  
aurorachamber.org  
303.344.1500

The chamber serves as a leading voice for local businesses, providing networking resources, government advocacy and business exposure.

**Aurora Economic Development Council**  
auroraedc.com  
303.755.2223  
info@auroraedc.com

The council is a partnership between business and government that seeks to increase jobs in Aurora by recruiting, retaining and assisting employers. The council is focused on innovative deal creation and strategic partnerships, as well as advocating for economically sustainable public policy.

**Aurora Office of Development Assistance**  
auroragov.org  
303.739.7345  
oda@auroragov.org

The Office of Development Assistance is a division within the City Manager's Office and offers assistance explaining and facilitating the city's development process.

**Aurora Office of International & Immigrant Affairs**  
auroragov.org/international  
303.739.7521  
international@auroragov.org

The office facilitates the successful integration of immigrants and refugees into Aurora's civic, economic and cultural life. The office oversees policy, programs and initiatives toward the local immigrant and refugee populations and helps manage international and intergovernmental relations for the city.

**Aurora Sister Cities International**  
aurorasistercities.org  
303.739.7120

Aurora Sister Cities promotes mutually beneficial local and global partnerships centered on international trade, and cultural and educational exchange. Additionally, it serves as the liaison, facilitator and guide to foster international trade opportunities between Aurora and its sister and friendship cities.

**Colorado Consular Corps**  
consularcorpscolorado.org  
info@consularcorpscolorado.org

The Colorado Consular Corps represents foreign governments in the state of Colorado. The corps has members from 35 countries.

**Colorado Office of Economic Development and International Trade**  
advancecolorado.com  
303.892.3840  
oedit.info@state.co.us

The office strives to advance the state's economy through financial and technical assistance in support of local and regional economic development activities.

**U.S. Economic Development Administration – Denver Office**  
eda.gov/contact/#denver 303.844.4715

The EDA plays a critical role in fostering regional economic development efforts in communities across the nation.

**Visit Aurora**  
visitaurora.com  
720.484.8902  
info@visitaurora.com

Visit Aurora promotes Aurora as a destination for visitors from around the world.

**World Trade Center Denver**  
wtcdenver.org  
303.592.5760  
info@wtcdenver.org

The center facilitates international trade by educating, serving and connecting businesses to its global network of 330 World Trade Centers in 100 countries.



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