

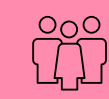
Keeping It Local: How Aurora's Community Calendar Drives Resident Engagement

THE CUSTOMER

Aurora, IL, the state's second-largest city, is a regional leader in cultural and economic development. Known for its historic downtown, arts scene, and local businesses, Aurora sought to enhance community engagement and economic growth. Spanning four counties and six school districts, the city is home to diverse businesses and nonprofits. However, without a unified event platform, engagement suffered, and businesses lacked data-driven insights into entertainment's impact.



THE CUSTOMER
Aurora



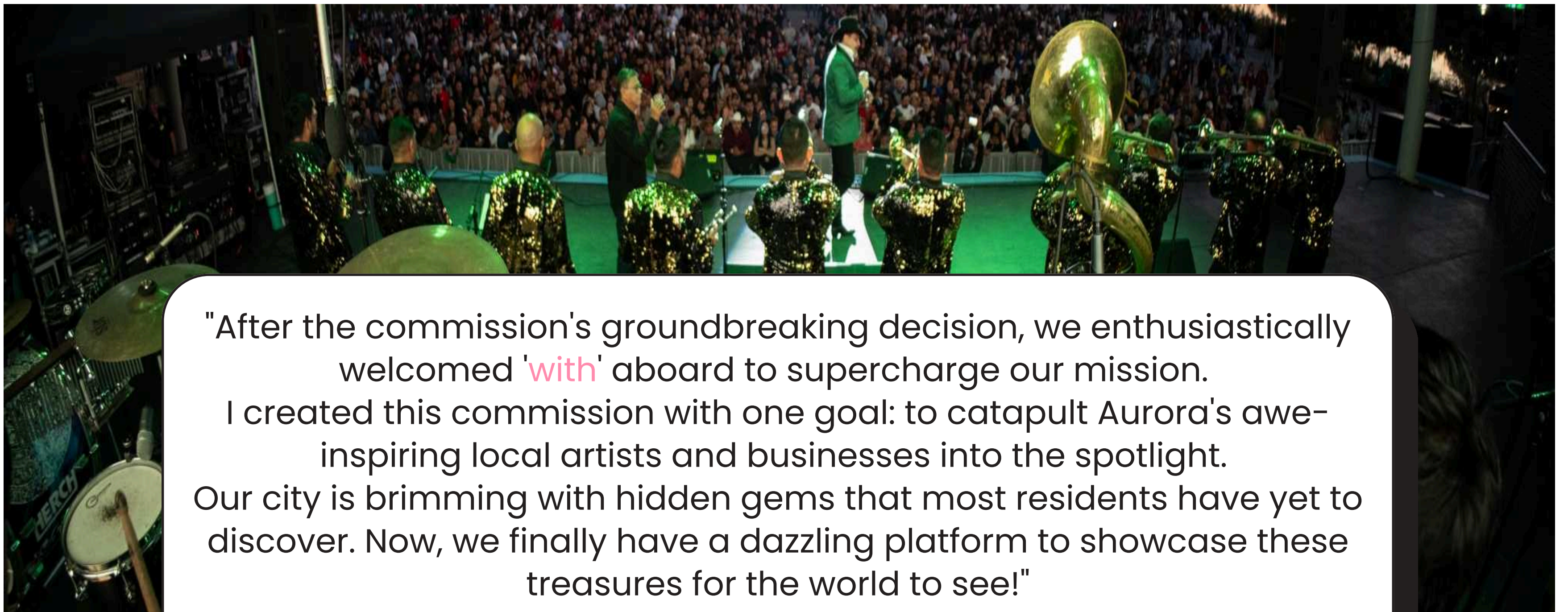
POPULATION
177,563



STATE
Illinois



FOCUS
Local Engagement



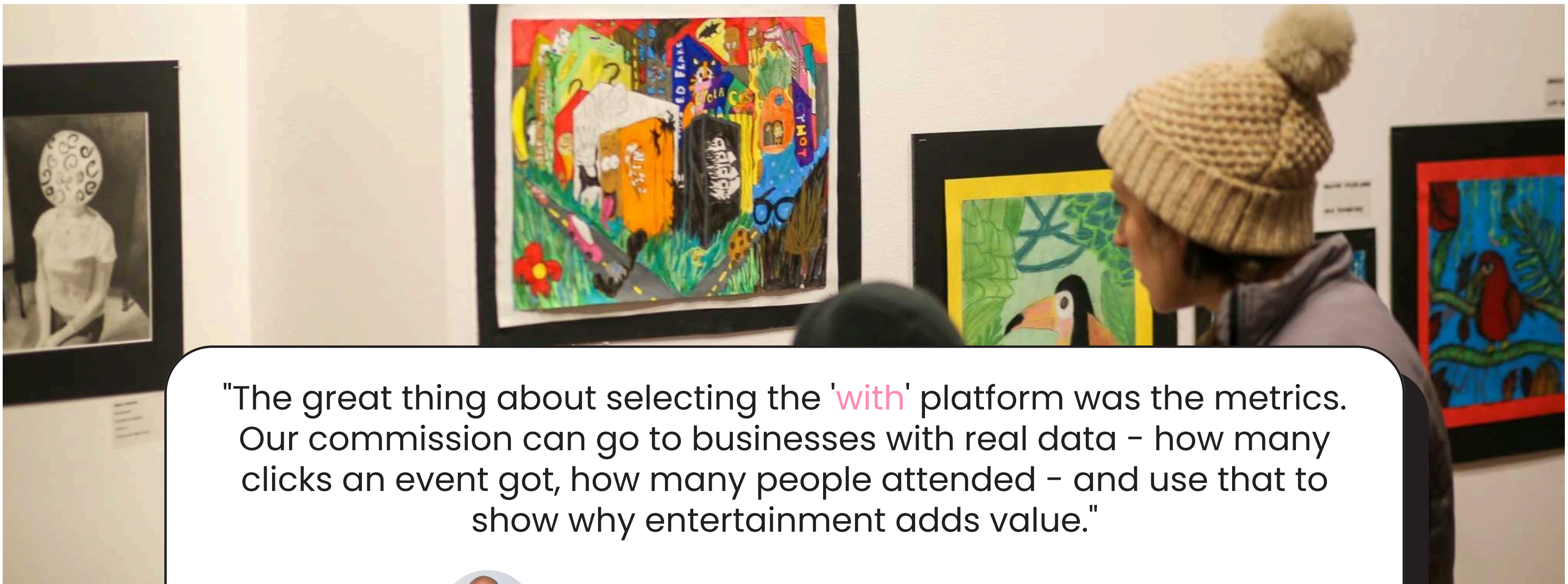
"After the commission's groundbreaking decision, we enthusiastically welcomed 'with' aboard to supercharge our mission. I created this commission with one goal: to catapult Aurora's awe-inspiring local artists and businesses into the spotlight. Our city is brimming with hidden gems that most residents have yet to discover. Now, we finally have a dazzling platform to showcase these treasures for the world to see!"



Richard C. Irvin
Mayor



With is a centralized community hub transforming how cities and counties connect with residents. Trusted by over 100 local governments worldwide, we empower communities to build stronger engagement, meaningful connections, and lasting trust.



"The great thing about selecting the 'with' platform was the metrics. Our commission can go to businesses with real data - how many clicks an event got, how many people attended - and use that to show why entertainment adds value."



Tony Martinez
Chief Communications & Marketing Officer

THE CHALLENGE

As a major Chicago suburb, **Aurora struggled to retain entertainment spending locally**. Residents often traveled for events, leaving local artists and businesses underappreciated. **Event promotion was fragmented across multiple platforms**, making discovery difficult. Without a central hub, businesses couldn't track engagement, and nonprofits lacked visibility. **Aurora needed a unified solution to boost participation and strengthen community ties.**

THE SOLUTION

Aurora embraced 'with' as its centralized community hub, a move approved by the Mayor's Music, Entertainment, and Events Commission to spotlight local talent and businesses. By centralizing event and communication, the platform gives businesses and artists real-time insights to track engagement, reach local audiences, and drive participation. Now, **residents can easily discover Aurora's cultural gems, keeping entertainment local** while strengthening community pride and engagement.

What's Happening in Aurora, IL

January 2025						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Winter Craft Workshop for All Ages
Monday, January 20, 2025
6:00 PM - 8:30 PM
Community Center, 123 Main Street



Local Farmers' Market and Artisan Fair
Monday, January 27, 2025
9:00 AM - 12:00 PM
Park Pavilion, 78 Maple Avenue



Family Movie Night Stars
Saturday, January 25, 2025
6:00 PM
Public Library, 456 Oak Street