



City of
Peterborough

To: **Members of the Committee of the Whole**

From: **Ken Doherty, Director of Community Services**

Meeting Date: **January 25, 2016**

Subject: **Report CSD16-004**
Presentation on Agricultural Society Strategic Plan

Purpose

A report to receive a presentation from the project consultant on the Agricultural Society Strategic Plan.

Recommendations

That Council approve the recommendations outlined in Report CSD16-004, dated January 25, 2016, of the Director of Community Services, as follows:

- a) That the presentation by Rob Hannam, Harry Stoddart, and Bronwynne Wilton from Synthesis Agri-Food Network be received for information.
- b) That the extension of the deadline for submission of the final report to March 31, 2016 be endorsed.

Budget and Financial Implications

There is no budget or financial implications in receiving the report.

Background

As a result of the Report CAO15-013 presented to Committee of the Whole on April 27, 2015, (Appendix A) Council approved an Interim Agreement between the City of Peterborough and the Peterborough Agricultural Society. The Interim Agreement stipulated that the City provide a special \$25,000 grant to the Society to assist it in developing a Strategic Plan with the assistance of City staff, with the plan to be completed no later than February 28, 2016. Council agreed that if a number of further conditions were met, the City would provide a further \$50,000 grant to the Society to support the 2016 Exhibition.

The Interim Agreement provided specific direction on the intent and development of the Strategic Plan. The objective of the planning process is to develop a Strategic Plan that is economically viable and that acknowledges that there will be no motorized events at the Peterborough Exhibition after the 2016 Exhibition. The planning process must include consultations with the City, community members, and other stakeholders with at least two public meetings held in the City. The plan must include an assessment by the Society of the strengths, weaknesses, opportunities and constraints of the various long term goals or objectives of the plans identified and considered in the planning process and the short-term action items required to realize and implement selected goals and objectives.

Last fall the Agricultural Society and City formed a project steering committee comprised of Ryan Moore, Society President; Paul McMahon and Brian Haass, Society Board representatives; Ken Doherty and Sue Warrington as City reps; and Jennifer Guerin as administrative support. The Committee developed Terms of Reference and issued a formal Request for Quotations with a closing date of October 22, 2015. The Committee reviewed proposals from ten consulting firms from across the province and after several interviews engaged Synthesis Agri-Food Network, a strategic consulting firm from Guelph Ontario to lead the planning process. This company has deep roots in the agriculture, rural, and food sectors in Ontario.

Synthesis representatives, Rob Hannam, Harry Stoddart, and Bronwynne Wilton, will provide an overview of their strategic planning process, timetable, and initial findings. As a result of the late start for the process, the deadline for completion was extended to March 31, 2016.

Submitted by,

Ken Doherty, Director
Community Services Department

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Attachment:

Appendix A - Report CAO15-023, dated April 27, 2015