



City of  
**Peterborough**

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

**From:** **Tom Robinson, Board Chair**  
**Rhonda Keenan, President & CEO**

**Peterborough Economic Development**

**Meeting Date:** **November 7, 2016**

**Subject:** **Report PED16-004**  
**PED 2016 Third Quarter Report**

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## **Purpose**

A report to inform Council representatives of Peterborough Economic Development's 2016 Third Quarter Update. A representative of Peterborough Economic Development will be in attendance at the Committee of the Whole meeting.

## **Recommendation**

That Council approve the recommendation outlined in Report PED16-004 of the President & CEO and Board Chair of Peterborough Economic Development, as follows:

That Report PED16-004 and supporting presentation, providing the Peterborough Economic Development 2016 Third Quarter Report be received.

## **Budget and Financial Implications**

There are no budget or financial implications as a result of this report.

## Background

The three-party agreement between the City, County and Peterborough Economic Development (PED), endorsed by City Council December 7, 2015, requires PED to provide quarterly updates to City and County Council, and to provide once a year concurrent with budget approval a set of performance measures for the upcoming year.

Submitted by,

Tom Robinson  
Board Chair  
Peterborough Economic Development

Rhonda Keenan  
President & CEO  
Peterborough Economic Development

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Attachment:  
Appendix A – 2016 Annual Performance Measures Scorecard



**APPENDIX A:  
2016 Annual Performance  
Measures Scorecard**

*Peterborough*  
ECONOMIC DEVELOPMENT

FY2016 PUBLIC SCORECARD		Q1 Results	Q2 Results	Q3 Results	Q4 Results	Notes
<b>CORPORATE MISSION</b>						
<b>Business Retention and Expansion</b>						
1.1	Achieve 85 business start-ups, relocations or expansions by PED clients.	18 Achieved to Date	75 Achieved to Date	97 Achieved to Date		Investment Expansion 12 Business Advisory Centre 85
1.2	Achieve an economic impact of \$11,000,000. Includes salary impact and/or equivalent as well as Tourism Regional Economic Impact. (Tourism = \$1,000,000 and Investment Expansion = \$10,000,000)	\$2,380,000 Achieved to Date	\$4,930,000 Achieved to Date	\$12,775,000 Achieved to Date		Investment Expansion \$10,475,000 Business Advisory Centre \$2,330,000
1.3	Secure a minimum of 500 room nights (includes groups, conferences, meetings and other trackable individual bookings).	190 Room Nights Secured to Date	190 Room Nights Secured to Date	219 Room Nights Secured to Date		British Car Rally 100 Folk Music Ontario 90 Travel Media 19 Tourism Investor Tour 10 219  Meetings and Incentives Trade show attended in Q3 – following up on leads generated.
1.4	Aboriginal Tourism: Create partnership with both First Nations communities to develop tourism experiences and business opportunities that are market-ready.	5% Complete	5% Complete	5% Complete		Initial discussions with Curve Lake, Hiawatha First Nations and Aboriginal Tourism Ontario. Awaiting followup from First Nations in their review of draft Integrity Guidelines. Discussions are underway to pursue 2 <sup>nd</sup> round of funding opportunities for 2017.
1.5	Development of 2 Experiential Tours that will add value and revenues to tourism businesses as next level in tourism product development.	TBD	50% Complete	100% Complete		Research and initial discussions under way. Q3: 2 new experiential development projects completed –“ UnderwaterDining”, supported 2 partners to attend Edge of the Wedge and they developed experience packages for 2016

FY2016 PUBLIC SCORECARD		Q1 Results	Q2 Results	Q3 Results	Q4 Results	Notes
<b>Key Economic Development Priority Achievement</b>						
2.1	Build, maintain and support a key relationship file with a minimum of 15 clients considering significant new business investment in the next two years. (IE: 10; Aviation: 5). (A significant new investment is greater than \$1,000,000 in investment (real estate, payroll, operations and capital) and/or 10 or more Employees.)	7 Achieved to Date	14 Achieved to Date	17 Achieved to Date		Company names confidential at this time.
2.2	Regional Tourism Wayfinding Program: Seek opportunities to improve visitor wayfinding within region. Begin with gateway leveraging current activity.	25% Complete	25% Complete	25% Complete		Initial discussions and confirmation of Partners involved. (Anticipate project will be multi-year depending on scope 2-4 years).
<b>Quality of Life - Regional Income Increase</b>						
3.1	20% of the jobs created by PED clients will have an average wage rate greater than \$17.78/hr (Average wage rate for the region). (Source: CMHC and Statistics Canada 2010)	44% to Date	44% to Date	33% to Date		33% of jobs created by PED clients to end of Q3 have an average wage rate greater than \$17.78/hr.
<b>FINANCIAL MANAGEMENT</b>						
<b>Financial Responsibility</b>						
4.1	Manage a balanced budget.	Forecasted balanced budget	Forecasted balanced budget	Forecasted balanced budget		
<b>Financial Value Added</b>						
5.1	Lever a minimum of \$325,000 of additional investment for economic development activities in the region from sources external to the City and County. (includes cash and 'hard' in-kind). (Tourism = \$175,000; IE = \$150,000)	\$298,156 Achieved to Date	\$505,586 Achieved to Date	\$563,586 Achieved to Date		Peterborough Destination Assoc. \$150,000 MEDI (BLAST Program) \$125,000 ICCI – Trent Research Park \$65,000 Mount Food Business Centre \$58,000 Media/Marketing Partnerships \$57,002 Travel Media Opportunities \$38,865 CFDC StartUp Peterborough \$18,000 CFDC Water Project \$14,800 PKT Directory \$10,113 PKT Website \$8,531 Canada Summer Jobs \$5,400 Kawartha Manufacturer's Assoc. \$5,000 Eastern Ontario Development Prog. \$5,000 <u>Summer Experience Program \$2,875</u> <b>\$563,586</b>

FY2016 PUBLIC SCORECARD		Q1 Results	Q2 Results	Q3 Results	Q4 Results	Notes
<b>STAKEHOLDER AWARENESS &amp; SATISFACTION</b>						
<b>Service Satisfaction</b>						
6.1	Achieve a minimum 90% satisfaction rate from all stakeholders in the service and value of their interaction with PED.	To be Completed in Q4.	To be Completed in Q4.	To be Completed in Q4.		
6.2	Provide exceptional customer service to 8,000 PKT Visitor Centre guests (includes in-person, email and telephone).	723 Visitors Served to Date	1,979 Visitors Served to Date	8,148 Visitors Served to Date		Walk Ins 6683 Phone calls 1041 <u>Emails 424</u> 8,148
<b>Awareness of PED Role</b>						
7.1	Achieve 190,000 digital interactions (includes social media likes and follows and web traffic - not restricted to unique visits).	41, 755 digital interactions achieved to date.	96,807 digital interactions achieved to date.	229,004 digital interactions achieved to date.		Total numbers are cumulative.
7.2	Achieve 100 Tourism community business engagements (partnerships, consultations, projects and collaborations).	155 Engaged to Date	251 Engaged to Date	259 Engaged to Date		Social Media Workshop 115 RTO8 Experiential Workshop 40 4 <sup>th</sup> Line Tourism Event 90 <u>New Partner Registrations 14</u> 251
7.3	Complete 50 Business Advisory Centre Outreach Events.	9 Events Completed to Date	22 Events Completed to Date	46 Events Completed to Date		Participated and created Start and Grow zone for Love Local Trade Show. Attended Librarian's regional meeting to discuss workshops at different libraries throughout the county.
7.4	Achieve 18 external media coverages promoting Peterborough region initiated by PED.	11 Achieved to Date	14 Achieved to Date	60 Achieved to Date		Includes 4 Media FAM Opportunities: Ashley Rae, Craig Nicholson, Fish 'n' Canada (x2)
7.5	Peterborough Makers: Build a showcase of entrepreneurial success stories and "makers" of the region.	Not Started	25% Complete	75% Complete		Several opportunities to showcase entrepreneurial success including Love Local – 6 entrepreneurs were highlighted; BAC at the Bonfire focused on entrepreneurial Success and Summer Company Launch and Showcase
7.6	Achieve a minimum 10% increase above previous year Social Media likes and followers through LinkedIn, twitter and facebook channels.	50% Complete	75% Complete	100% Complete		Increases to Date: Twitter Followers 657 Facebook Likes 281 LinkedIn Followers 48