



Third Quarter Presentation
to City Council
Monday, November 7, 2016

2016 Q3 Results

Our results are tied to the work we are doing in support of the 2016 Business Plan, aligned to our strategic focus areas from the 2015-19 Strategic Plan

Our focus areas are:

- **Advancing Prosperity**
- **Creating a Culture of Startups & Entrepreneurship**
- **Telling Our Story**



Advancing Prosperity



97 Business Startups
& Expansions

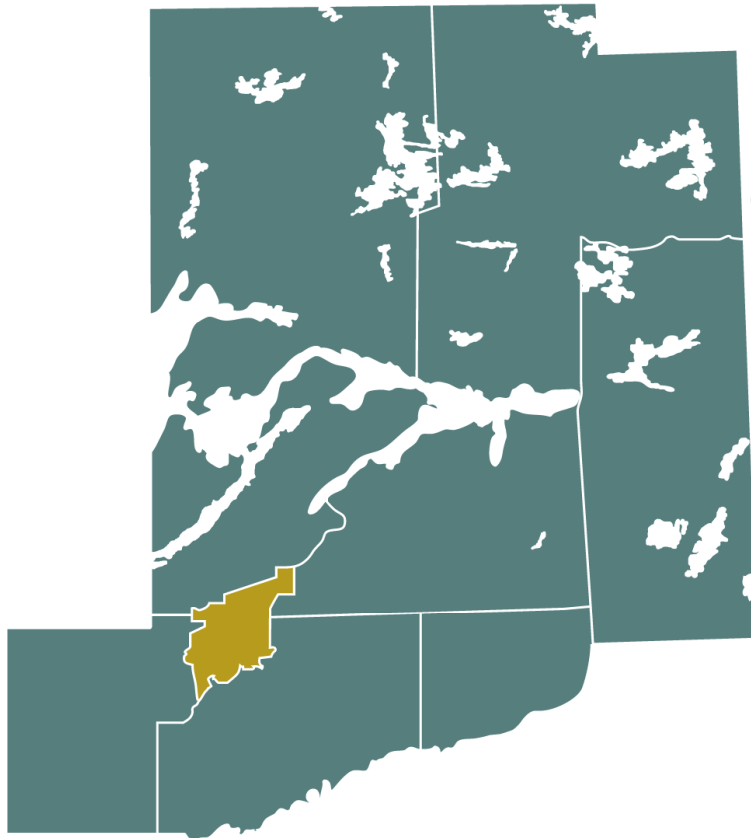


TOTAL ECONOMIC IMPACT:



OVER
\$12
MILLION

Business Consultations in the City & County



23% OF BUSINESS CONSULTATIONS
WERE IN THE COUNTY

77% OF BUSINESS CONSULTATIONS
WERE IN THE CITY



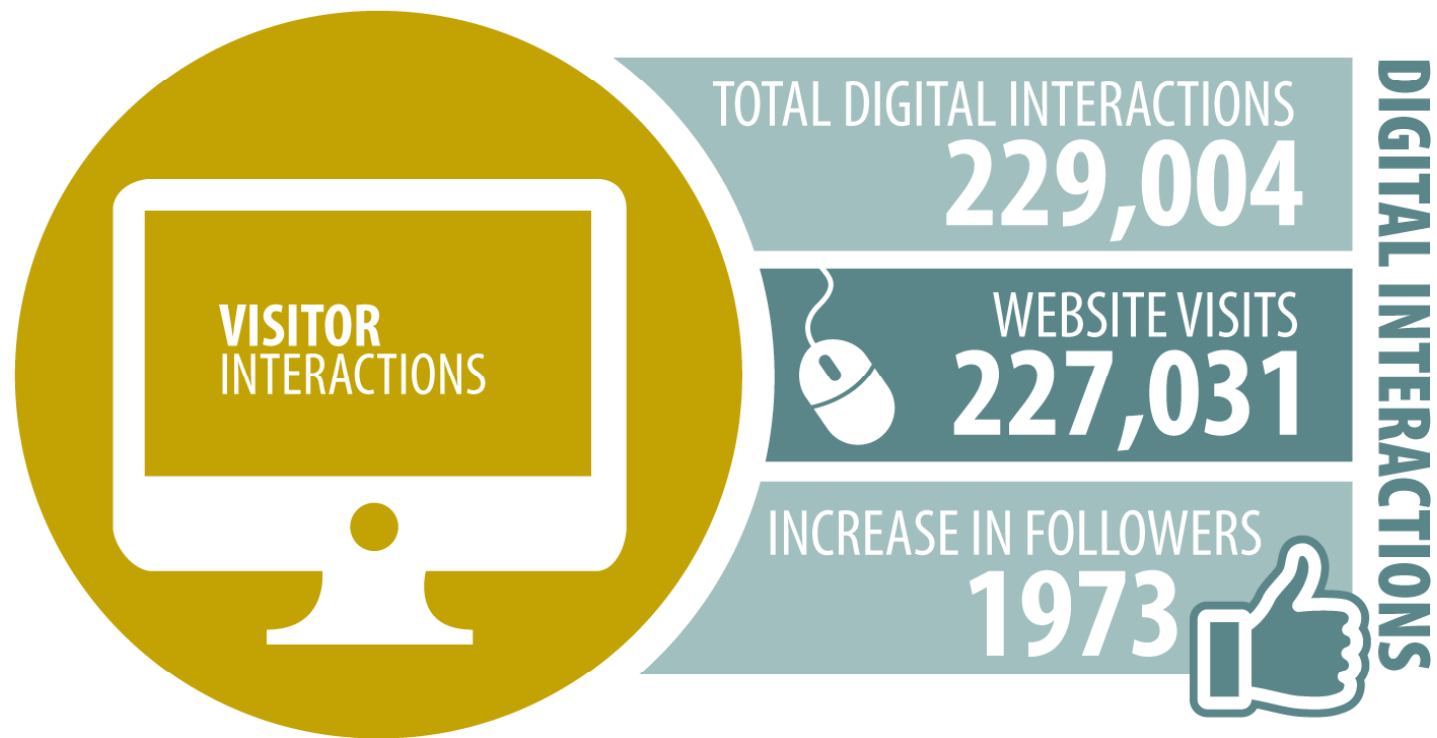
Trent Research & Innovation Park

- Targeting Cleantech companies
- Soft landing site for foreign direct investors

Visitor Centre Interactions



Digital Visitor Interactions





Creating a Culture of Startups & Entrepreneurship



Youth Entrepreneurs

- Connected 38 young entrepreneurs with over \$100,000 in funding



Business Advisory Centre Outreach

- Start & Grow Zone
- OMAFRA Workshop
- Workshop Series



Telling Our Story



Media Relations

- We continue to build strategic marketing & media relationships
- Presence in a variety of business publications



Thank You

peterboroughed.ca/performance