



To: Members of the Committee of the Whole

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

Peterborough Economic Development

Meeting Date: February 6, 2017

Subject: Report PED17-001
PED 2016 Fourth Quarter Report

Purpose

A report to inform Council representatives of Peterborough Economic Development's 2016 Fourth 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 PED17-001 of the President & CEO and Board Chair of Peterborough Economic Development, as follows:

That Report PED17-001 and supporting presentation, providing the Peterborough Economic Development 2016 Fourth 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
CORPORATE MISSION						
Business Retention and Expansion						
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	Year End Total of 122 Achieved	Investment Expansion 15 Business Advisory Centre 107 122
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	Year End Total of \$13,725,550 Achieved	Investment Expansion \$10,475,000 Business Advisory Centre \$2,330,000 Tourism \$920,550 \$13,725,550
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	Year End Total of 269 Room Nights Secured	British Car Rally 100 Folk Music Ontario 90 Travel Media 19 ON Aquaculture Assoc 50 Tourism Investor Tour 10 269 Currently working with 3 organizations for 2017-2018 conferences. Meetings and Incentives Trade show attended in Q3 – following up on leads.
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	In Progress	Awaiting followup from both First Nations in their review of draft Integrity Guidelines. Will continue to work with Indigenous Tourism Ontario in 2017. Currently in FCM application process for pilot project to create a GIS map of the culturally significant land features and areas identified by Curve Lake & Hiawatha First Nations and Selwyn township. Partnership includes above organizations, PED and Sustainable Peterborough.
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	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
Key Economic Development Priority Achievement						
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	Year End Total of 21 Clients Achieved	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	TBD	Deferred to 2017 – Report to Ptbo County Council on February 1, 2017 to obtain approval to proceed. Initial discussions and confirmation of Partners involved. (Anticipate project will be multi-year depending on scope 2-4 years).
Quality of Life - Regional Income Increase						
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	24.6% to Date	24.6% of jobs created by PED clients to end of Q4 have an average wage rate greater than \$17.78/hr.
FINANCIAL MANAGEMENT						
Financial Responsibility						
4.1	Manage a balanced budget.	Forecasted balanced budget	Forecasted balanced budget	Forecasted balanced budget	Balanced Budget Achieved	
Financial Value Added						
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	Year End Total of \$609,910 Achieved	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 IRAP Small Project Fund \$25,000 RTO8 Funding \$19,168 CFDC StartUp Peterborough \$18,000 CFDC Water Project \$14,800 PKT Directory \$10,475 PKT Website \$10,325 Canada Summer Jobs \$5,400 Kawartha Manufacturer's Assoc. \$5,000 Eastern Ontario Development Prog. \$5,000 Summer Experience Program \$2,875 \$609,910

FY2016 PUBLIC SCORECARD		Q1 Results	Q2 Results	Q3 Results	Q4 Results	Notes
STAKEHOLDER AWARENESS & SATISFACTION						
Service Satisfaction						
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.	94% Satisfaction Rate Achieved	Survey distributed to 465 Stakeholders within region including City, County and Township Councils, Administrative personnel, businesses, regional organizations and partners. Report available upon request.
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	Year End Total of 8,943 Visitors Served	<div> Walk Ins7,325 Phone Calls1,158 <u>Emails460</u> 8,943 </div> Satisfaction rate of 98.8% on service levels with guests.
Awareness of PED Role						
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.	Year End Total of 290,693 interactions achieved.	
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	Year End Total of 354 tourism businesses engaged.	<div> Social Media Workshop115 RTO8 Experiential Workshop40 4th Line Tourism Event90 Fishing Workshop26 Annual Partner Event67 <u>New Partner Registrations16</u> 354 </div>
7.3	Complete 50 Business Advisory Centre Outreach Events.	9 Events Completed to Date	22 Events Completed to Date	46 Events Completed to Date	Year End Total of 58 Events completed	
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	Year End Total of 66 media coverages achieved.	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	100% Complete	Redefining Success Showcase and videos completed showcasing 8 different local entrepreneurs.
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	100% Complete	Increases to Date: Twitter Followers788 Facebook Likes311 LinkedIn Followers57