



2016 Year in Review
Presented to City Council
Monday, February 6, 2017

2016 Year in Review 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

122 Business Startups,
& Expansions

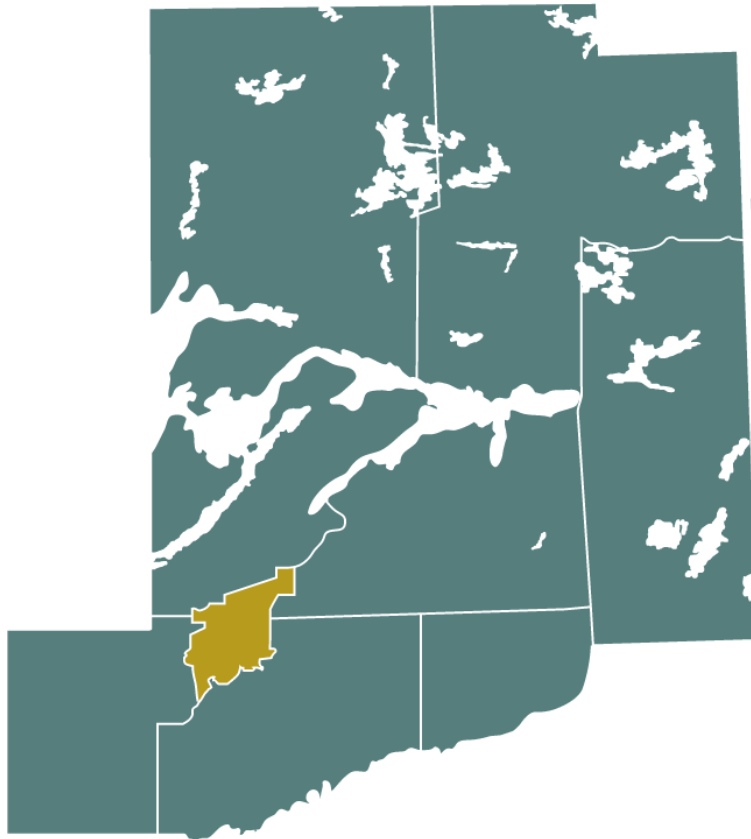


TOTAL ECONOMIC IMPACT:



**OVER
\$13
MILLION**

Business Consultations in the City & County



22% OF BUSINESS CONSULTATIONS
WERE IN THE COUNTY

78% OF BUSINESS CONSULTATIONS
WERE IN THE CITY



Trent Research and Innovation Park

DRIVING SUSTAINABLE GROWTH

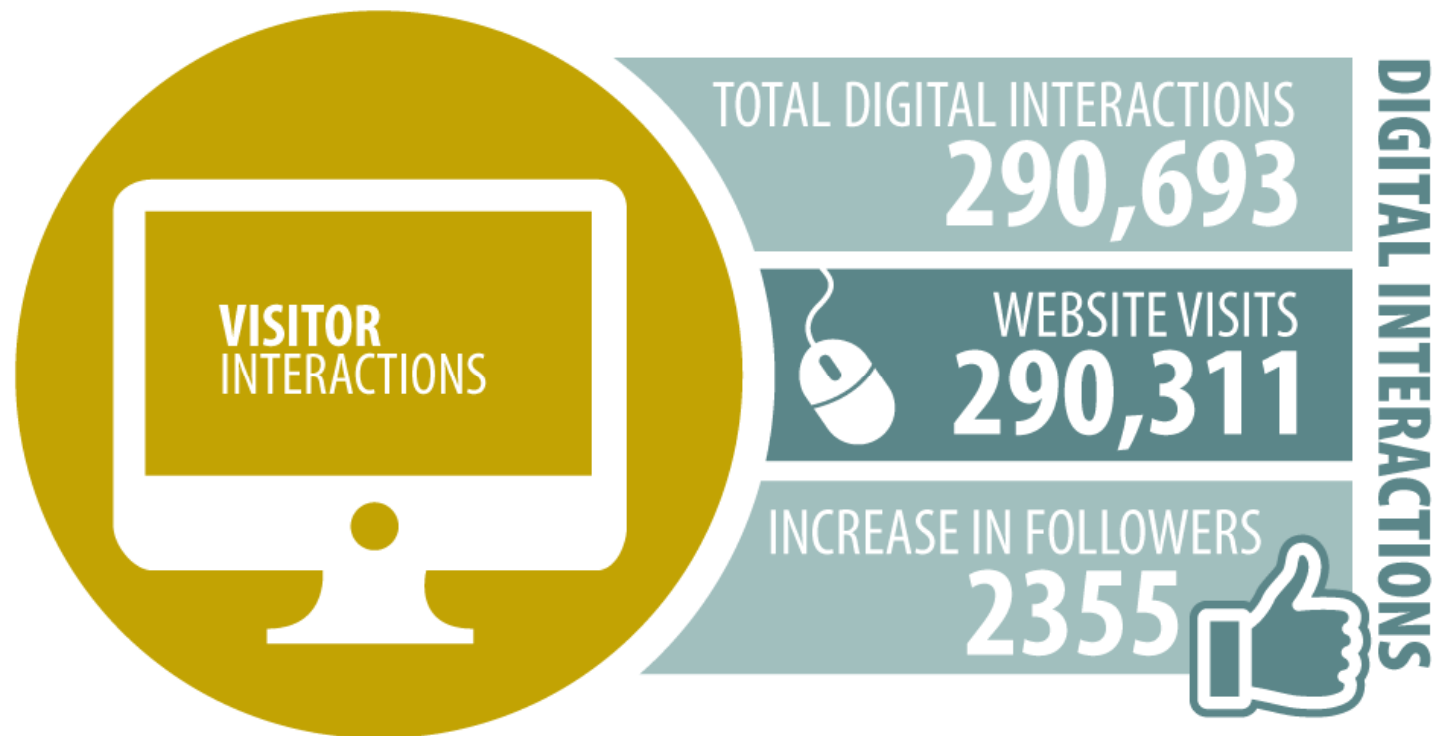
A Clean Technology Park for Companies



Trent Research & Innovation Park

- Strategic Plan Complete
- Beginning Tenant Recruitment

Digital Visitor Interactions



Visitor Centre Interactions





Creating a Culture of Startups & Entrepreneurship



Growing Small Business

- Connected 65 local entrepreneurs with a total \$249,500 in funding
- Launched biweekly Starting Point Workshops



Telling Our Story



Media Relations

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



Redefine your success in Peterborough & the Kawarthas.

PeterboroughED.ca



Redefining Success Stories

- Building community awareness
- Putting Peterborough & the Kawarthas on the map
- Inspiring entrepreneurial spirit



Peterborough
— & —
THE KAWARTHAS

TOURISM

2017 Business Plan Presentation to City Council

A high-angle photograph of a rowing team in a long, narrow boat on a body of water. The team consists of several members wearing red shirts, with one shirt clearly marked "CREW". The boat is white with "VOLUNTEERS" and the number "233" written on its side. The water is dark and rippled. A green rectangular box is overlaid on the lower-left portion of the image, containing the text "2017 Business Plan Process" in white.

2017 Business Plan Process



Advancing Prosperity

Adapting to Changing Global Markets

With recent news of the 150 layoffs at GE, our team is responding.

We have reached out to support:

- Labour force with transition
- Connecting workers with opportunities with local companies
- Workers considering self-employment through PED's Business Advisory Centre

A group of six people, three men and three women, are gathered around a wooden table in what appears to be a cafe or office setting. They are engaged in a collaborative meeting. One woman is pointing at a laptop screen, while others look on attentively. There are coffee cups and papers on the table. The background shows a wooden partition and a window.

Creating a Culture of Start Ups & Entrepreneurship



Telling Our Story



Thank You

peterboroughed.ca/performance