Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

2017 First Quarter Presentation to City Council

Monday May 8, 2017

2017 First Quarter Status Update

Our results are tied to the work we are doing in support of the 2017 Business Plan, aligned to our strategic focus areas from the 2015-19 Strategic Plan

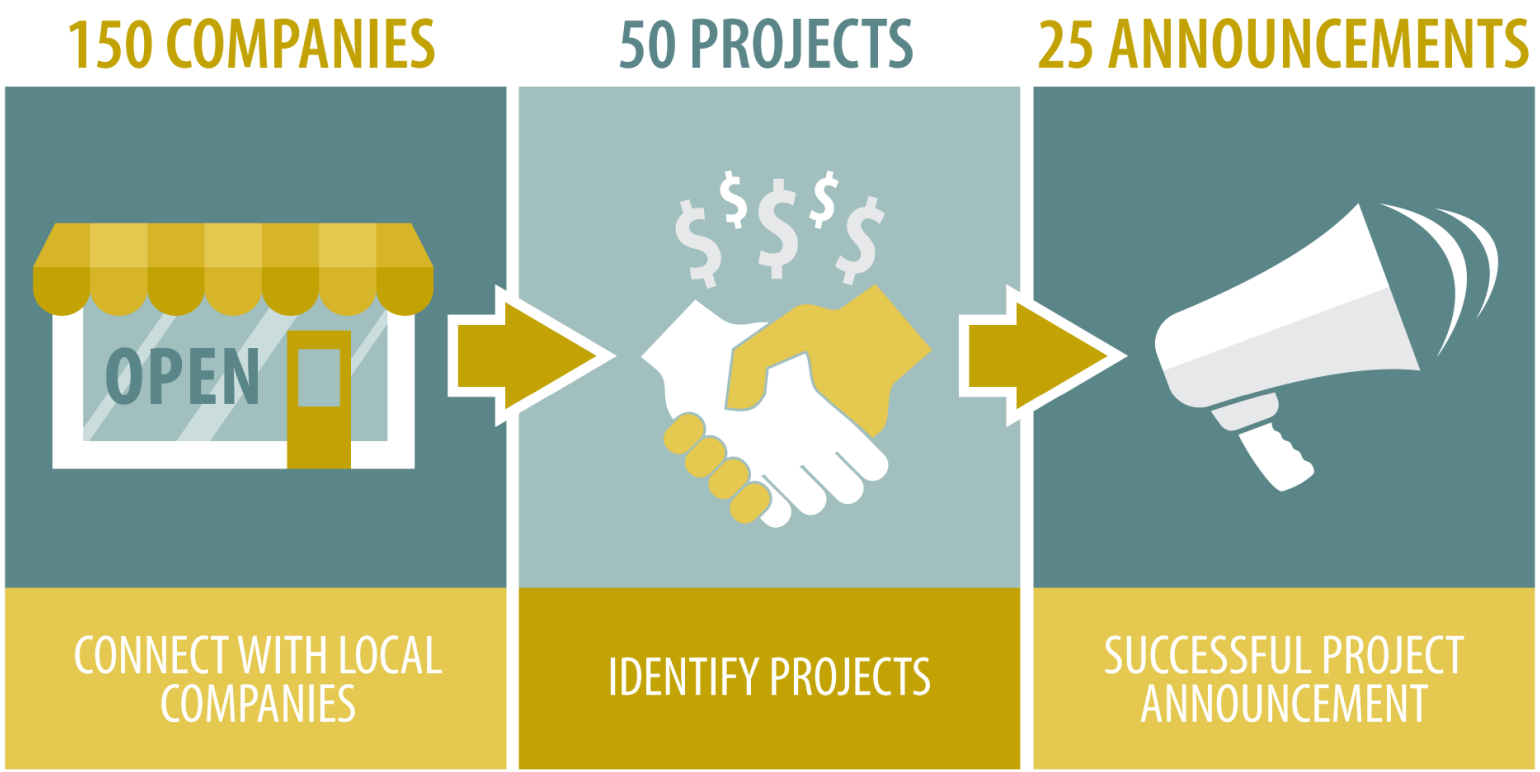
Our focus areas are:

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

Advancing Prosperity

Business Retention & Expansion

- Connecting with local companies to help the thrive and expand in Peterborough & the Kawarthas


150 COMPANIES
50 PROJECTS
25 ANNOUNCEMENTS
OPEN
CONNECT WITH LOCAL COMPANIES
IDENTIFY PROJECTS
SUCCESSFUL PROJECT ANNOUNCEMENT

Under Water Dining

- New and exclusive experience developed in partnership with Parks Canada and the Canadian Canoe Museum

Creating a Culture of Startups & Entrepreneurship

Starter Company Plus

- New program for entrepreneurs aged 18 and over

- Launched at the Start & Grow Fair

Telling Our Story

Wings Magazine

- hosted Editor of Wings Magazine

- Featured in a Special Series on Aerospace Hubs & Airports in Transition

EDCO Marketing Award

- Received award in advertising category for last year's Food & Agriculture video series

Peterborough
&
THE KAWARTHAS
ECONOMIC DEVELOPMENT
VISIT OUR NEW
DOWNTOWN
LOCATION

Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

Thank You

peterboroughed.ca/performance