Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

2017 Third Quarter Presentation to City Council

2017 Third 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

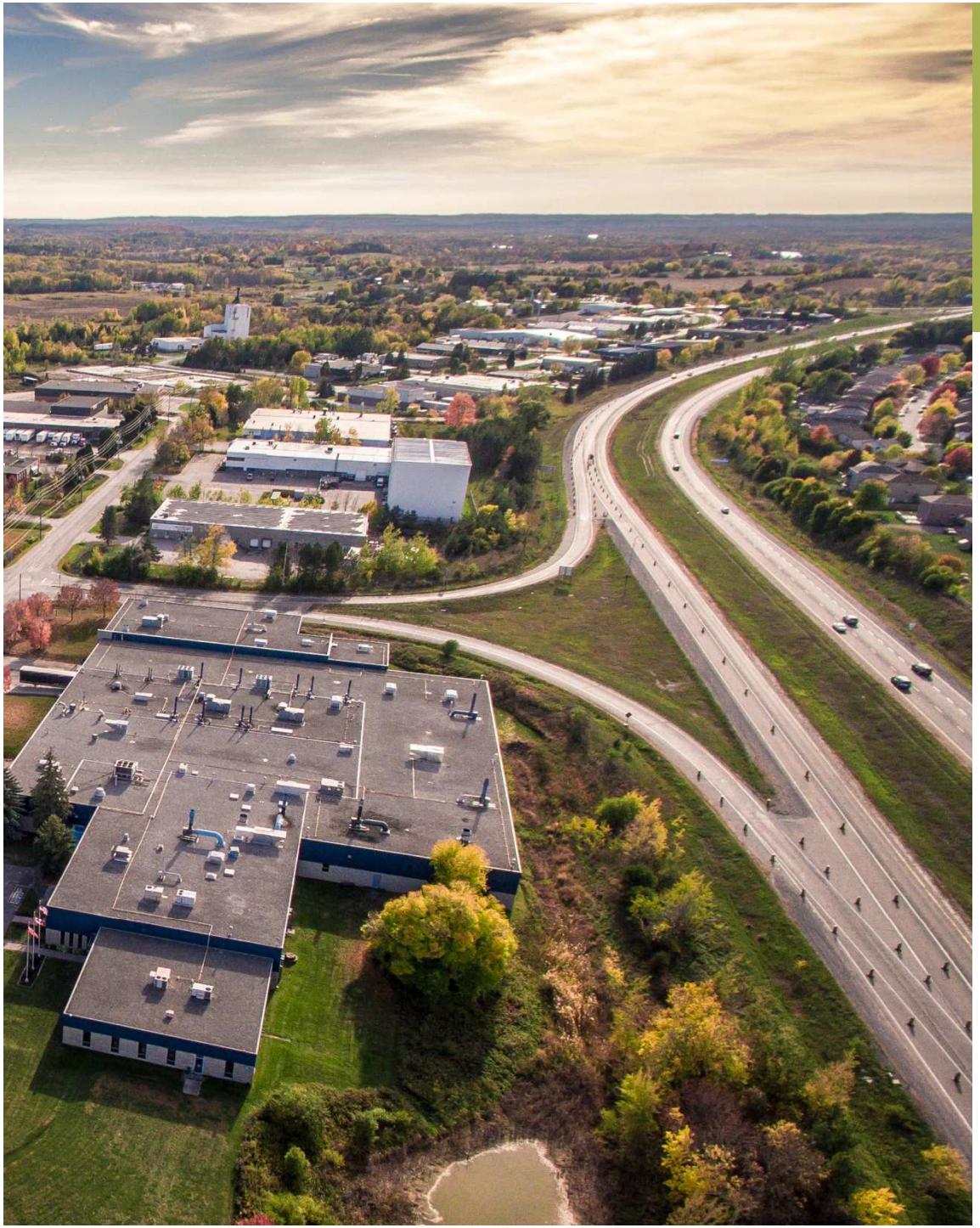
Advancing Prosperity – Status Update

1.1. Develop and Implement a Business Retention & Expansion Program: On track

1.2. Improve Investment Readiness for Peterborough Region: On track

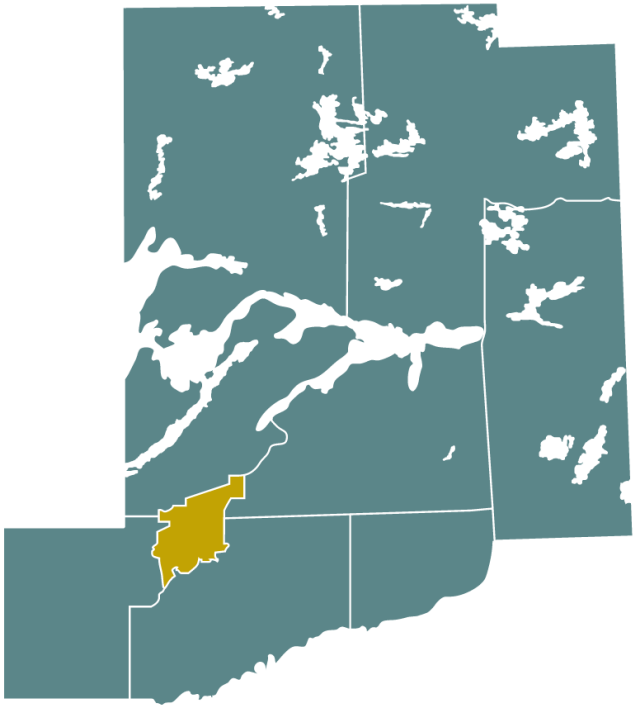
1.3. Continue to advance tourism experience development and visitor services through Peterborough & the Kawarthas Tourism: a: on track, b: change in scope, working to build awareness, c: on track, d: on track

1.4 – 1.8 Within Our Sectors: On track



Supporting Business Growth

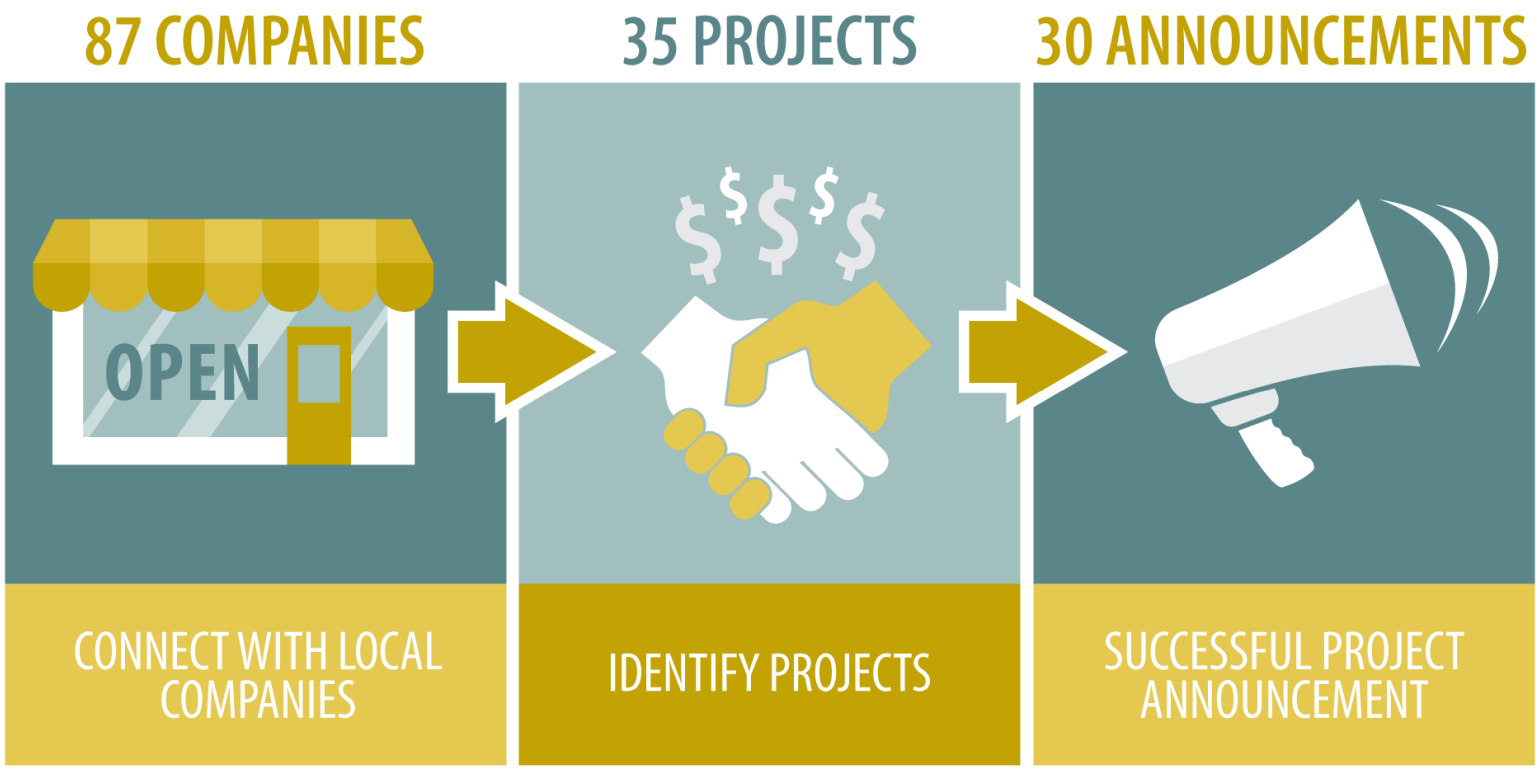
Connecting with local companies to help them start, thrive and expand in Peterborough & the Kawarthas



CONNECTED WITH **87** EXISTING LOCAL COMPANIES **TO ASSESS THEIR NEEDS.**

18% OF BUSINESS RETENTION & EXPANSION SUPPORT WAS IN THE COUNTY

82% OF BUSINESS RETENTION & EXPANSION SUPPORT WAS IN THE CITY


87 COMPANIES
35 PROJECTS
30 ANNOUNCEMENTS
OPEN
CONNECT WITH LOCAL COMPANIES
IDENTIFY PROJECTS
SUCCESSFUL PROJECT ANNOUNCEMENT

Significant Challenges

Peterborough & the Kawarthas Economic Development is working collaboratively with partner organizations and agencies to support our community during a time of transition for local industries.

This includes issues such as:

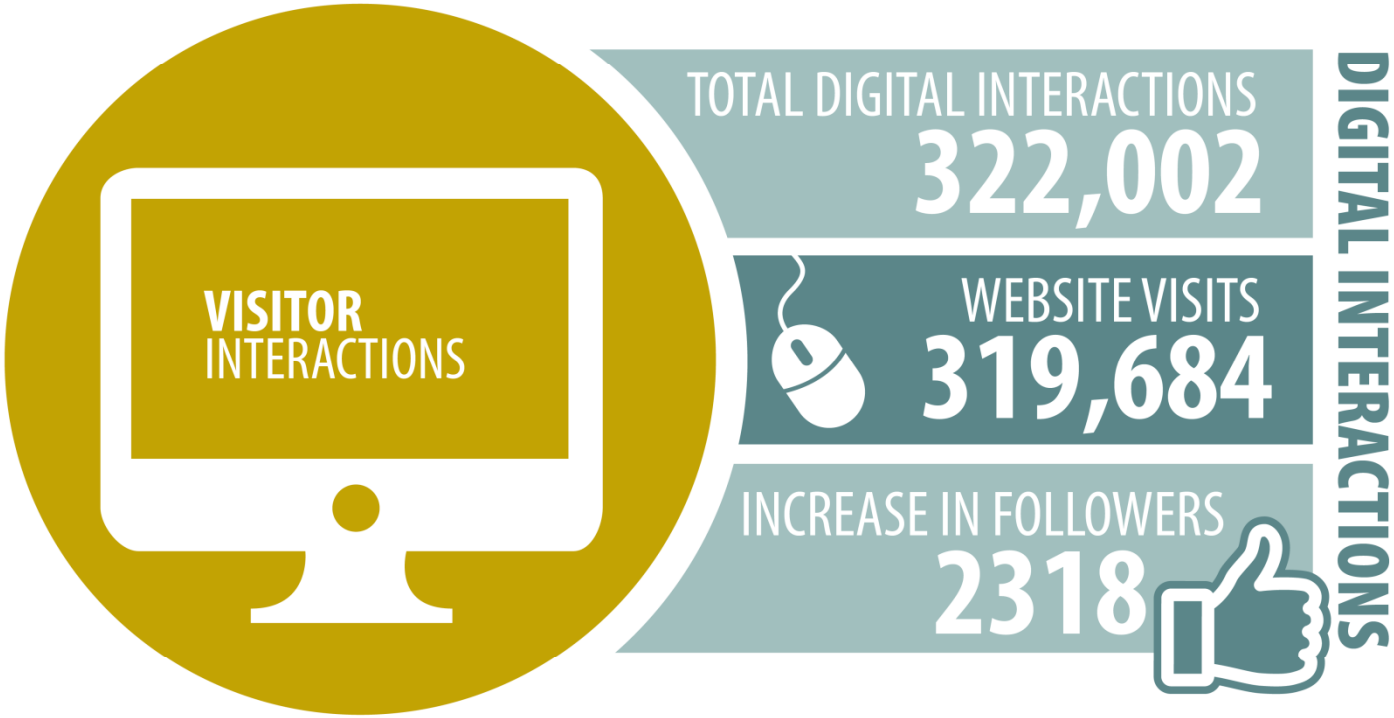
- Communities in Transition
- Changes within the retail sector
- GE Canada

Visitor Services

-Visitor Centre
-Mobile Tourism
-Engaging with the Visitor digitally

Visitor Centre Interactions

Digital Visitor Interactions



Creating a Culture of Startups & Entrepreneurship

Create a Culture of Startups & Entrepreneurship - Status Update

2.1. Support businesses to successfully start, prosper and grow in the region: On track

2.2. Lead with facilitation and collaboration to grow our local entrepreneurship community: On track

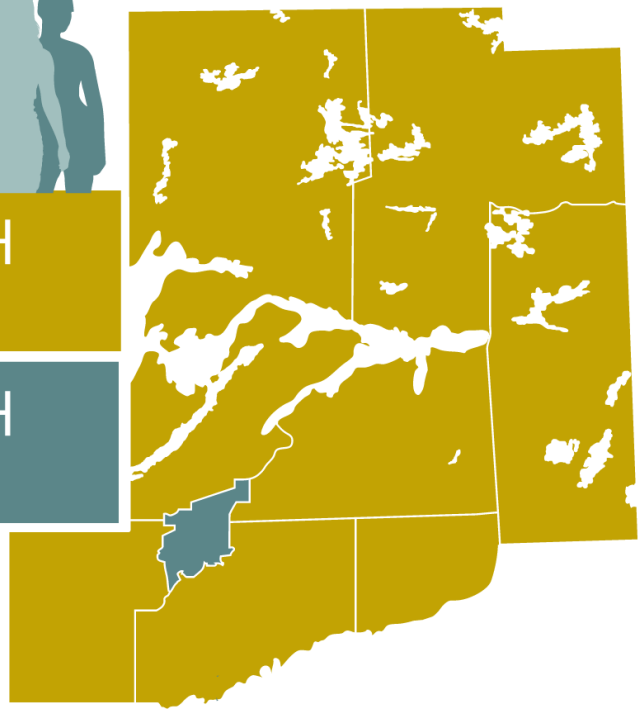
THE BAC HAS SUPPORTED

42 STARTUPS

TO START, PROSPER &GROW IN THE REGION.

33% OF STARTUPS SUPPORTED THROUGH THE BAC WERE IN THE COUNTY

67% OF STARTUPS SUPPORTED THROUGH THE BAC WERE IN THE CITY

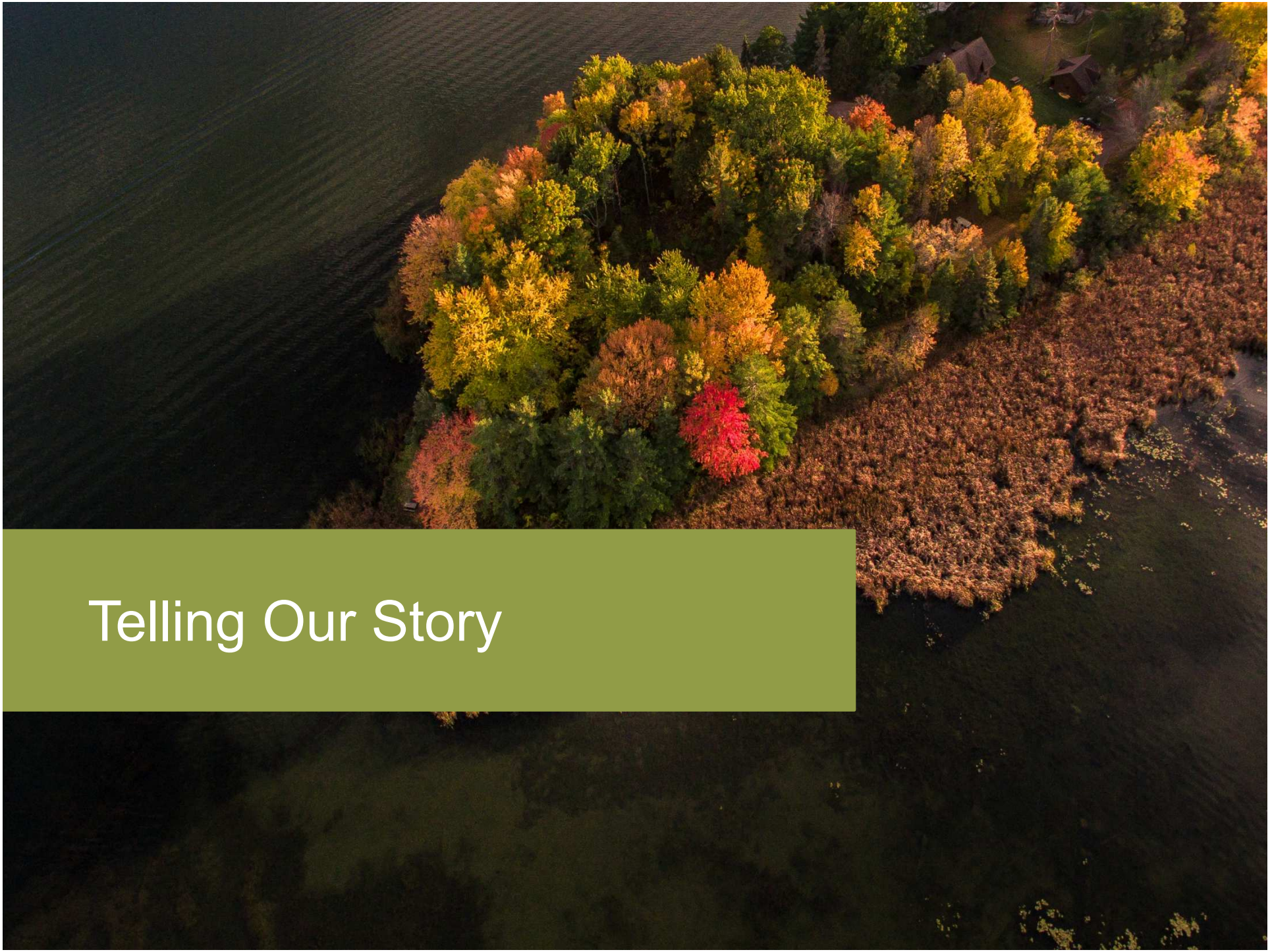


Supporting Small Business Success

- Starter Company Plus second intake recipients
- Summer Company
- Supporting Bears' Lair and Win This Space

Building our Entrepreneurial Skill Sets

We have hosted 33 workshops with a total of 614 attendees.



Telling Our Story

Telling Our Story – Status Update

3.1. Continue to focus on Community and Stakeholder Communications in order to inform on Peterborough & the Kawarthas Economic Development's role and results in the region: On track

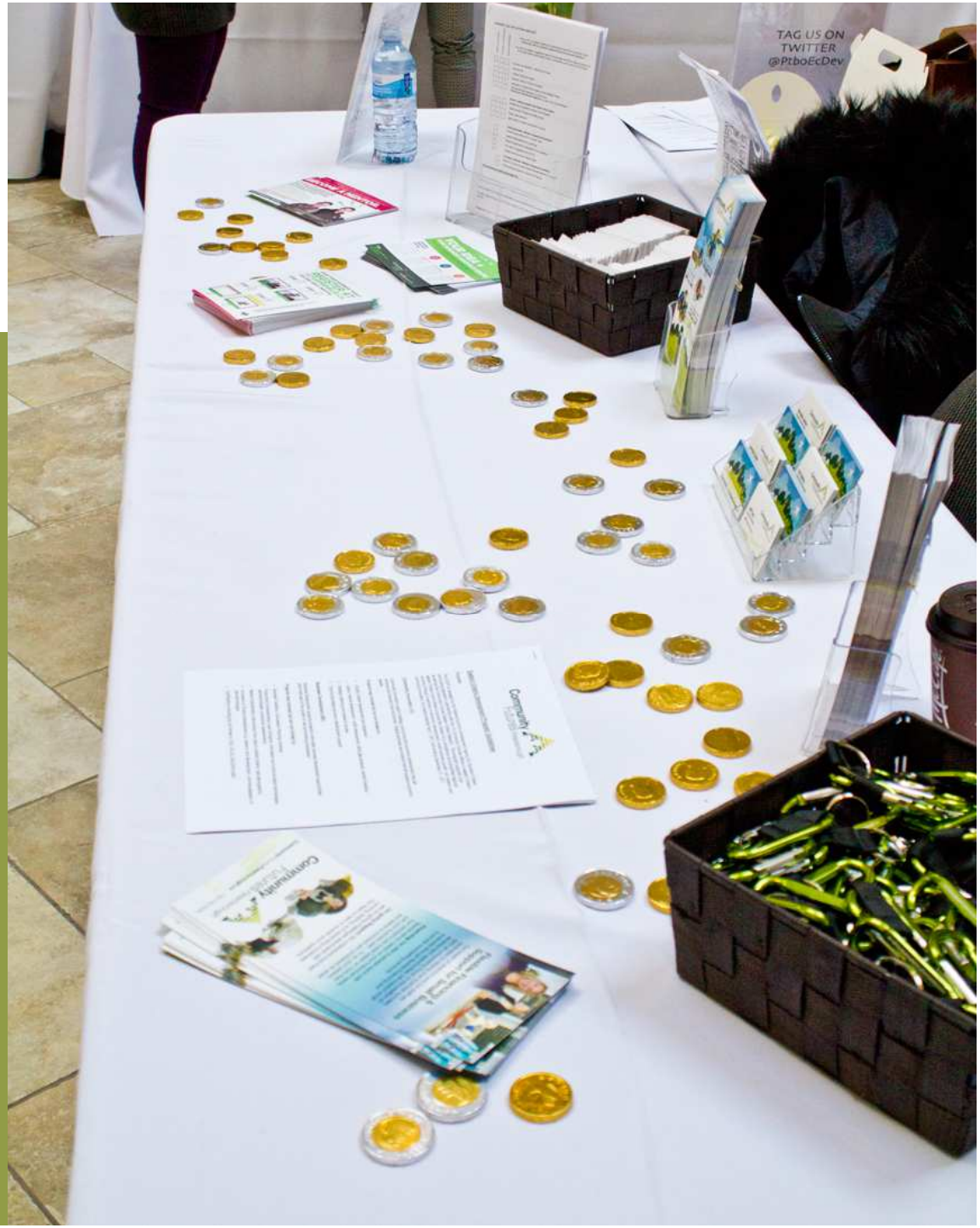
3.2. Continue to grow our outreach to raise awareness of Peterborough & the Kawarthas as a place to live, work, invest and visit: On track

Putting our Region on the Map

- **34 external media coverages to date**
- Connecting to #PaddleON
- 2 Major FAM tours

Upcoming Events

- TD Economic Outlook Luncheon
- Funding Forum
- Peterborough Chamber Business Summit
- Tourism Partner Event



Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

Thank You

peterboroughed.ca/performance