



City of
Peterborough

To: Members of the General Committee

From: Dana Empey, Board Chair
Rhonda Keenan, President & CEO

Peterborough & the Kawarthas Economic Development

Meeting Date: February 11, 2019

Subject: Report PKED19-001
PKED 2018 Fourth Quarter Report

Purpose

A report to inform Council of Peterborough & the Kawarthas Economic Development's 2018 Fourth Quarter Update.

Recommendation

That Council approve the recommendation outlined in Report PKED19-001 dated February 11, 2019 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED19-001 and supporting presentation, providing the Peterborough & the Kawarthas Economic Development 2018 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 & the Kawarthas Economic Development (PKED), endorsed by City Council December 7, 2015, requires PKED 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,


Dana Empey
Board Chair
Peterborough & the Kawarthas
Economic Development


Rhonda Keenan
President & CEO
Peterborough & the Kawarthas
Economic Development

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Attachment: Appendix A – Fourth Quarter Highlights & Progress Report 2018

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

Key Activities/Actions	Status	Year-to-Date Progress	2018 Target
1. Engage with external media (travel, business, industry) to promote Peterborough & the Kawarthas		Total of 30 to date including: Luxury Canada, WestJet Magazine, Wings Magazine; Sun Media, Scoregolf, Travel & Leisure, Escapism, Food Network, Culture Magazine, Kanu Magazine.	Report quarterly on number of media coverages
2. Increase digital interactions and engagement on website and social media	✓	138% increase for PKT 93% increase for PKED	10% increase year-over-year 373,807 (2017) Total Digital Interactions PKED: 103,576 Total Digital Interactions PKT: 570,525
3. Complete full redevelopment of the PKED website.	✓	Complete	To Be Completed
4. Continue to grow PKED Ambassador Program from local client success stories; Grow external influencers	✓	6 influential professionals highlighted in Redefining Success Video Series One new Insider – Travel Blogger, Tim Johnston 8 Summer Company success stories; 21 Starter Company Plus success stories to date	Showcase 12 entrepreneurial success stories through PKED/BAC

5. Create a "Pride of Place" Marketing Initiative		Consultant has been retained. Report to be delivered in First half of 2019. Incorporated into Communities in Transition Project	To Be Completed
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Efficient Operations

Objective 4.1: Support team needs from a financial, human resources and other project requirements perspective in order to maintain smooth and efficient operations and a balanced budget.

Key Activities/Actions	Status	Year-to Date Progress	2018 Target
1. Manage a balanced budget	✓	On track	Balanced budget
2. Leverage additional funding in order to support the work of Peterborough & the Kawarthas Economic Development (above core funding by City & County of Peterborough)	✓	Provincial: \$424,412 Federal: \$21,720 External: \$140,000 Total to date: \$586,132	\$350,000 in additional funding
3. Internal data management review. Create new processes and procedures for data management.	✓	Input stage with City staff for integration into SAP system Records Management Site Map complete and all files transferred Records Retention Schedule created and implemented.	Records Management System implementation
4. Governance Policy Reviews; HR, Financial, Risk Management	✓	Following Policies and Procedures completed to date: Risk Assessment Partnership/Sponsorship Records Retention Schedule HR Policy Social Media	Final review and approval of policies by BOD Governance Committee