Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

2019 First Quarter Presentation to City Council

Peterborough
&
THE KAWARTHAS
ECONOMIC DEVELOPMENT
Business Advisory
Centre
705-743-
Suite 102
PULL
AUTOMATIC
CAUTION
DOOR
EXIT

2019 Business Plan

Four Components of Business Plan

This Annual Business Plan supports the final year of the 2015-19 Strategic Plan: "Realizing a High-Performing Economy: Igniting the Transformation"

The core economic development activities are focused on:

- **Promote:** Advancing a compelling narrative about our region.
- **Start:** Supporting businesses through early growth phases.
- **Grow:** Business retention & expansion as a core activity.
- **Attract:** Attracting new investment & assessment.

1. PROMOTE

Focus #1: *Marketing to key audiences for business growth, investment and visitation*

Focus #2: *Stakeholder communications and media relations*

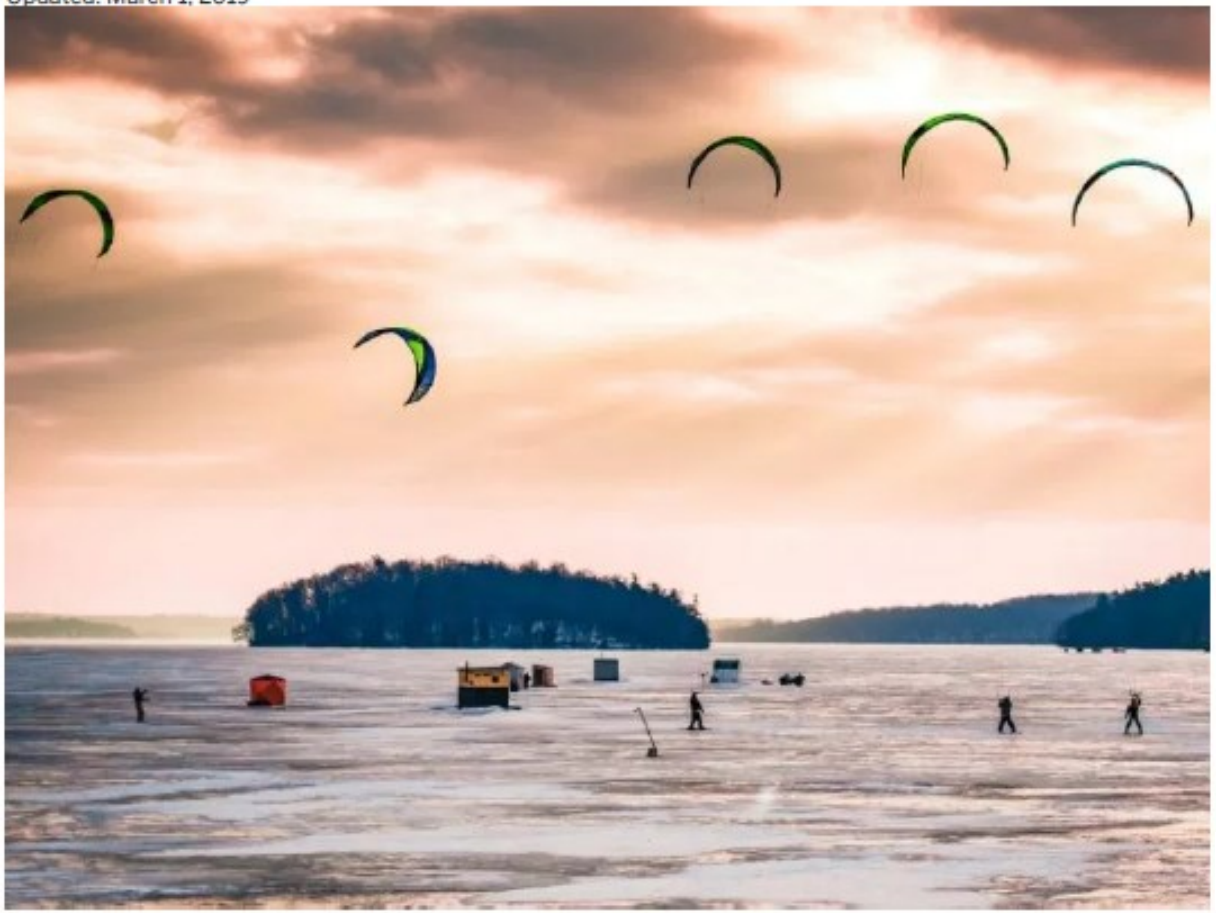
Metrics & Indicators:

- **External Media results**
- **Local Stories for PKED and our Clients (Earned)**
- **Social Media Analytics**
- **Creation & Execution of Sector Marketing Plans**
- **Website Analytics**

One-tank Trips: Adventurers turn icy weather into new outdoor fun

JIM FOX, SPECIAL TO POSTMEDIA NEWS (HTTPS://VANCOUVERSUN.COM/AUTHOR/1TANKTRIPS.BLOGSPOT.CA)

Updated: March 1, 2019



Snowkites and ice fishers dot Rice Lake at the Elmhirst Resort. (Photo by Justen Soule)

VANCOUVER SUN

OTTAWA CITIZEN

The London Free Press

THE CHATHAM DAILY NEWS

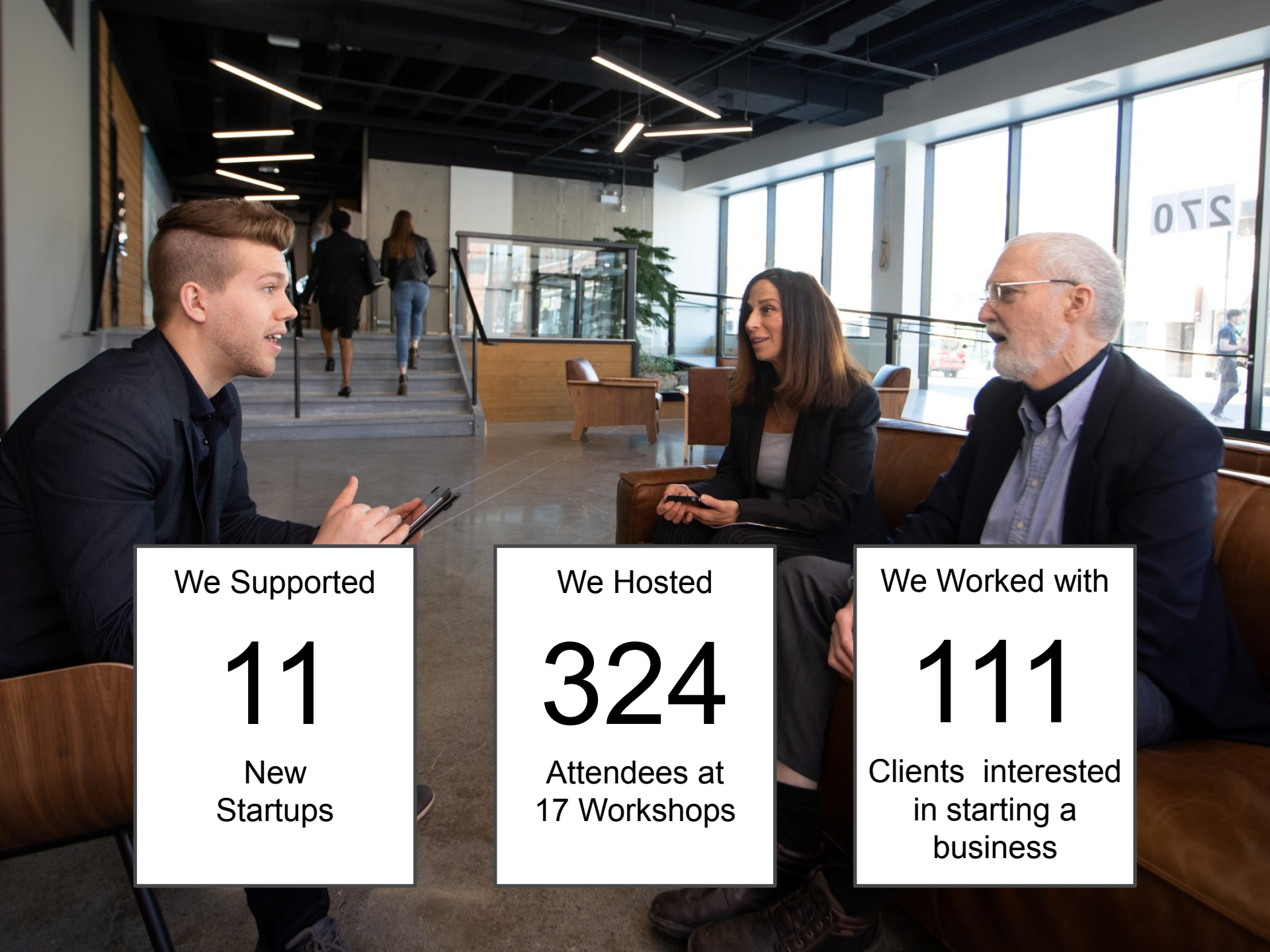
2. START

Focus #1: *Supporting new start-ups*

Focus #2: *Supporting growth in Years 2-5*

Metrics & Indicators:

- Workshops Offered for Startups
- Attendees at Workshops
- Hours Consulting Clients
- Business or Pre-Businesses Assisted
- Businesses Started
- Jobs Created (Year-End)
- Business Survival Rate (Year-End)
- Funding Secured by Entrepreneurs & Startups (Year-End)



We Supported

11

New Startups

We Hosted

324

Attendees at 17 Workshops

We Worked with

111

Clients interested in starting a business

Boden Contracting Expands

- Launched in 2016 with the support of Summer Company
- After graduating, Boden Contracting continues to expand with 2 new staff hired in Spring 2019

3. GROW

Focus #1: *Collection and analysis of data; relationship building*
Focus #2: *Identification and response to opportunities and challenges*

Metrics & Indicators:

- Business visits completed
- Workshops for Continuous Improvement
- Attendees at Workshops and Summits
- Local Economic Development Committees
- Businesses Assisted
- Barriers to Growth Identified
- Referrals to Other Business Support Organizations
- Jobs Created (Year-End)

We Visited

103

Existing Businesses

We Supported

14

Businesses with Expansion Plans

We Identified

7

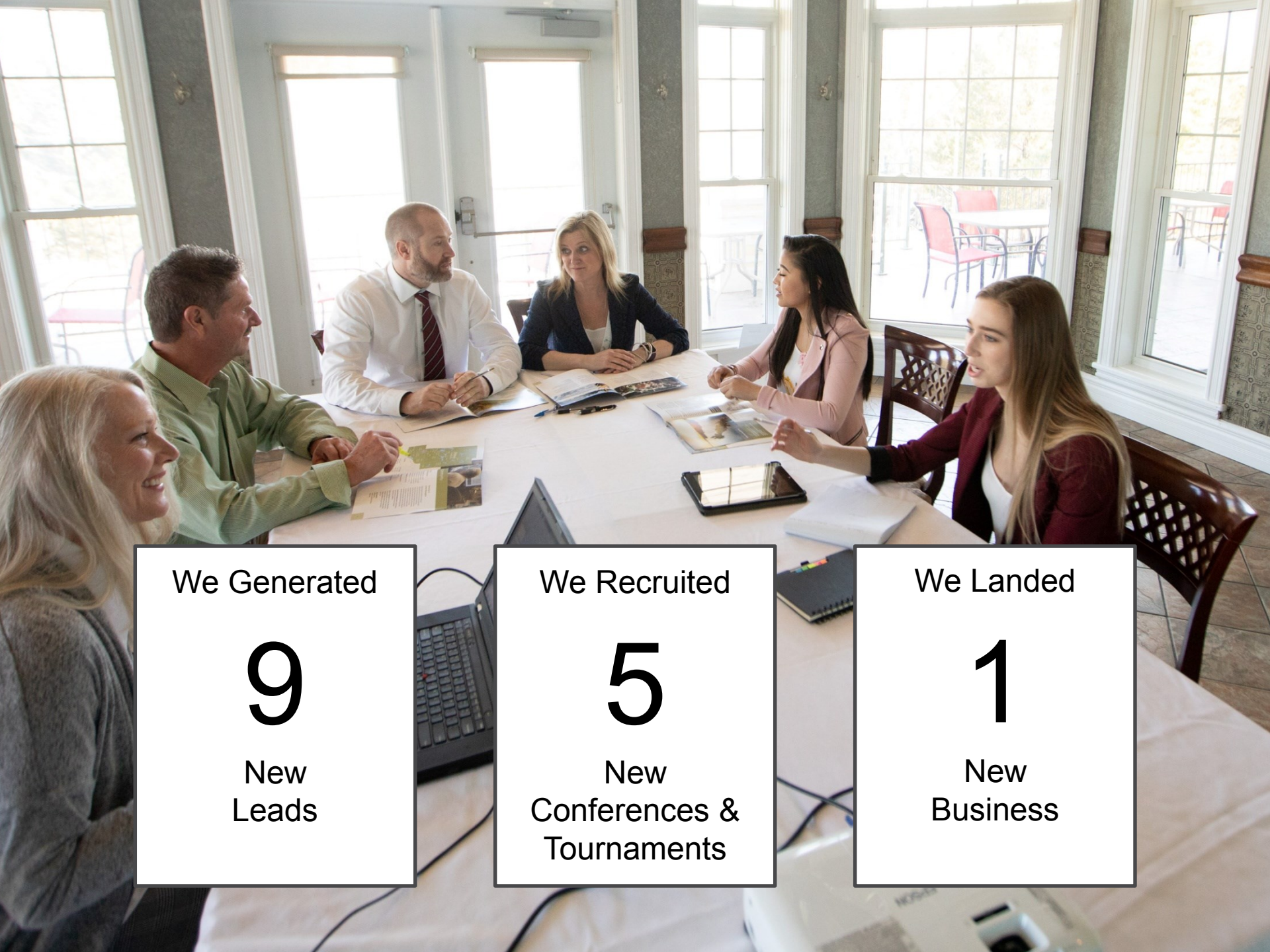
Barriers to Growth

4. ATTRACT

Focusing on growing in our five key growth sectors: *Advanced Manufacturing, Aerospace, Agriculture, Cleantech, Tourism (including Meetings, Conferences & Sports Tourism, as well as attracting visitors.*

Metrics & Indicators:

- Leads per sector generated
- Prospects identified
- Missions (inbound and outbound)
- Businesses landed
- New jobs created (Year-End)
- Opportunities Lost
- New conferences and tournaments recruited
- Visitors served



We Generated

9

New Leads

We Recruited

5

New Conferences & Tournaments

We Landed

1

New Business

Win This Space: Sustain Store

- Met with Jonathan and Celine in November, looking for a place for their second location

- Referred to Win This Space, where we continued to support with Business Planning.

On the Horizon

A glimpse ahead into our second quarter.

- Rural Tourism Symposium
- New Tourism Experience: Pedal, Paddle, Pint
- Under Water Dining at Lock 21
- Cleantech Symposium at Trent University
- 2020-2024 Strategic Plan

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ECONOMIC DEVELOPMENT

Thank You

peterboroughed.ca/real-results