

An aerial photograph of a large body of water, likely a lake or wide river. In the background, a large fountain sprays water into the air. The shoreline is lined with dense trees showing vibrant autumn colors in shades of yellow, orange, and red. A small bridge is visible on the right side of the image. The sky is overcast with soft, grey clouds.

Peterborough  
&  
THE KAWARTHAS

ECONOMIC DEVELOPMENT

2018 First Quarter Presentation to  
City Council

# 2018 First Quarter Status Update

*Our results are tied to the work we are doing in support of the 2018 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: On track**



**12 COMPANIES**



CONNECT WITH LOCAL  
COMPANIES



**17 PROJECTS**



IDENTIFY PROJECTS



**1 ANNOUNCEMENT**



SUCCESSFUL PROJECT  
ANNOUNCEMENT





# 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**





# Building Entrepreneurship Skills

- Downtown Retail Makeover
- Media Relations Panel
- Starter Company Plus





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.**



## Digital Storytelling & Services

- 3 videos in 'Redefining Success' series launched
- Launched new "Live Chat" function to enhance visitor services through PKT website





# Airport Marketing





# Cleantech Commons at Trent University



# On the Horizon

## Highlights

- Starter Company Plus Applications Now Open
- Summer Company Applications Now Open
- Mobile Visitor Services
- Launch of new PKED website
- Launch of Under Water Dining at Lock 21
- Attending Canadian Business Aviation Association

# Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

**Thank You**

[peterboroughed.ca/performance](http://peterboroughed.ca/performance)