

## sterborough AREA

### 2013 Budget Reque

# Agenda

Background
Budget & Financials
Core Business Focus

#### Dackground

Primary Economic Development organization for the Region of Peterborough

- Lead investment expansion towards the goal of attracting well paying jobs
- We do this through retention, expansion and attraction of small businesses and targeted industries
- Promote Peterborough as a tourism destination which supports quality of place and makes us attractive to investors

## Overview

- 2% increase in budget year over yea
- Tighter focus on investment attraction and job creation/retention activities
- Transition may impact past program
- Innovation is centre stage and integr in all we do. GPIC financials include
- MOU revised to support transition.

NOTE: GPIC does not receive any support from City/County core funding.



			2012 Budget	2012 Forecast	2013 Budget	% 2013 Budget
REVENUE						
1.	City	Core Funding	818,285	818,285	881,155	
2.	City	Special Funding	-	130,000	130,000	
			818,285	948,285	1,011,155	42%
3.	County	Core Funding	662,886	662,886	629,742	
4.	County	Special Funding	-	30,000	30,000	
			662,886	692,886	659,742	27%
5.	Federal	ral	71,619	56,230	22,500	1%
6. Provincial			670,765	648,345	308,000	13%
7.	Other		411,825	431,623	421,356	17%
Total Revenue			2,635,380	2,777,369	2,422,753	100%
EXPENSES						
8	8. Business Development		869,130	1,045,546	957,868	40%
9.	Innovatio	n	413,075 874,278	332,242 862,077	355,000 681,195	15% 28%
10.	Tourism					
11. Facilities & Administration			478,897	537,504	428,690	18%
Total Expenses			2,635,380	2,777,369	2,422,753	100%

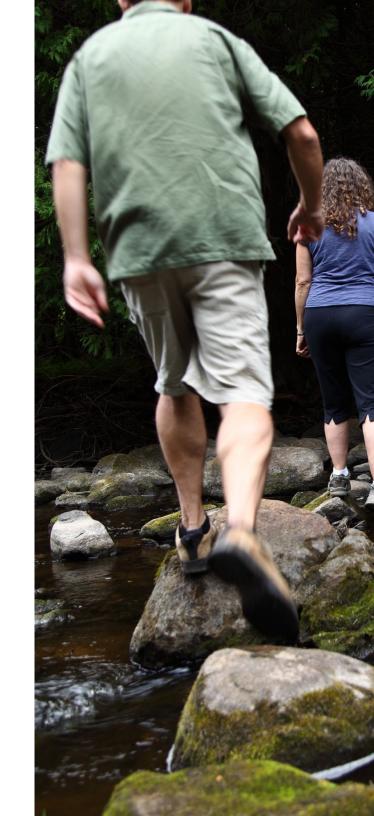
		2013 Budget	% 2013 Budget
REVENUE			
	City	881,155	
	County	629,742	
	Core Funding	1,510,897	75%
	All Other Funding	506,856	25%
Total GPA	EDC Only Revenue	2,017,753	100%
EXPENSES			
	Personnel Costs	1,260,257	62%
	Facilities & Administration	373,726	19%
	Programming	383,770	19%
Total GPA EDC Only Expenses		2,017,753	100%

## **Expense Consideration**

- In past, Provincial & Federal programs were available to match Core funding
- Programs with 50 75 cent dollars were not uncommon
- Accepted higher percentage of admin costs as part of matching dollars
- In the current environment, 15 -20 cent dollars more common

# Strategy

- Position and market Peterborough as an innovative, progressive and growth oriented region
- Marketing through internet, campaigns and public relations. Third party media - focus
- Direct sales through business development sales team and sales system/process
  - Tourism work supports selling



### **Our Focus**

**Business Development:** 

- Investment expansion with existing businesses
- Investment attraction of new businesses
- Two prong approach:



## **Our Focus**

#### Targeted

 Business development sales focused on targeted industrie

#### Broad

- Web, internet, campaigns and public relations to create awa and attract interest
- Web sells place, opportunitie offers specifics on individual communities

## **Ingeted Sectors**

Aviation/Aerospace

Water/CleanTech

Tourism / Conferences

Energy/Nuclear



## Summary

HASTINGS 14 KM

- 2% increase in budget year over year
- Tighter focus on investment attraction and job creation in targeted industries with sales team

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Internet and Public Relations supports broad
Approach for awaroness and attraction small