



GREATER  
Peterborough  
— AREA —

2013  
Budget Request



A photograph of a wooden canoe in a museum. The canoe is made of light-colored wood with a woven interior. It is positioned diagonally across the frame. In the background, other wooden boats and museum displays are visible, including a large wooden structure and a display case with a photo of people. The lighting is warm and focused on the canoe.

# Agenda

- Background
- Budget & Financials
- Core Business Focus



# Background

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 year
- Tighter focus on investment attraction and job creation/retention activities
- Transition may impact past programs
- Innovation is centre stage and integral 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
<b>REVENUE</b>					
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		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%
<b>Total Revenue</b>		<b>2,635,380</b>	<b>2,777,369</b>	<b>2,422,753</b>	<b>100%</b>
<b>EXPENSES</b>					
8. Business Development		869,130	1,045,546	957,868	40%
9. Innovation		413,075	332,242	355,000	15%
10. Tourism		874,278	862,077	681,195	28%
11. Facilities & Administration		478,897	537,504	428,690	18%
<b>Total Expenses</b>		<b>2,635,380</b>	<b>2,777,369</b>	<b>2,422,753</b>	<b>100%</b>

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



# 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  
place







# 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 industries

## Broad

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



# Targeted Sectors

Aviation/Aerospace

Water/CleanTech

Tourism / Conferences

Energy/Nuclear





# Summary

- 2% increase in budget year over year
- Tighter focus on investment attraction and job creation in targeted industries with sales team
- Internet and Public Relations supports broad approach for awareness and attraction – small