

**G R E A T E R**  
**PETERBOROUGH**  
**AREA ECONOMIC DEVELOPMENT**  
**CORPORATION**



# **PRESENTATION TO A JOINT MEETING OF CITY AND COUNTY COUNCILS**

**DECEMBER 1, 2008**

# PRESENTATION OVERVIEW

Three primary topics we wish to present:

1. Mandates outlined in the joint agreement
2. Activities being undertaken to achieve mandates
3. Plan for the 2010 Strategic Plan

# AGREEMENT MANDATES

Three classes of mandates addressed:

1. General Mandate
2. Specific Responsibilities
3. Reporting Requirements

# GENERAL MANDATE

The GPA EDC's mandate is to facilitate an environment which will contribute to the creation of wealth, the growth of new employment and the development of an improving quality of life for area residents. The GPA EDC will promote, facilitate and develop a strong unified economic development presence for the Greater Peterborough area. The GPA EDC will operate as an umbrella organization working cooperatively with local municipalities and other organizations to ensure that investment attraction opportunities are shared fairly and equitably. The GPA EDC, in working to fulfill its general mandate, will be guided by the corporation's strategic plan.

# SPECIFIC RESPONSIBILITIES

- Act as the primary economic development organization of the City and County.
- Identify and support existing and emerging business clusters and skill bases.
- Sustain and support long-term economic development and tourism development activities.
- Develop and assist in the promotion of the tourism and convention trade through operation of the regional Destination Marketing Organization (DMO), Peterborough & the Kawarthas Tourism, as a division of the GPA EDC.
- Support business retention and expansion, through communication and co-ordination.
- Sustain, develop and assist the Agri-Food sector expansion as identified and prioritized in the strategic planning process.
- Inventory and promote industrial land development.

# SPECIFIC RESPONSIBILITIES

- Promote networking within the Greater Peterborough Area.
- Source and promote external funding sources from both government and private sectors.
- Market and promote the Greater Peterborough Area region.
- Provide Professional Development Training and Business Advisory Services.
- Promote economic development in the Greater Peterborough Area with the cooperation and participation of available community resources by encouraging, facilitating and supporting community Strategic Planning and increasing self-reliance, investment and job creation within the community.
- Develop partnerships to promote, support and sustain economic growth.
- Act as a liaison with Federal and Provincial development agencies.
- Act as a confidential source for consultants, businesses and agents.
- Act as an advocate for regional business concerns and opportunities.

# 2009 MANDATE INITIATIVES

## MANUFACTURING AND SMALL BUSINESS

- Manufacturer's training program
- Manufacturer's intern program
- Made in Peterborough campaign
- Outbound mission to Alberta
- MOU with the KMA
- Airport business case
- Airport governance
- Airport inbound mission
- Work with Ontario East regarding business attraction activities
- Expanded activities of the BAC (added second consultant)
- Broadband initiative

# 2009 MANDATE INITIATIVES

## **MANUFACTURING AND SMALL BUSINESS CONT'D**

- Participation and co-ordination of PRT initiative
- Participation in the Sustainability initiative
- Working with the WFDB on Labor market development
- Participation in the Mayor's poverty task force
- Member of the Trent Business Council
- Mentoring Program
- Angel network
- BAC seminar and training initiatives

# 2009 MANDATE INITIATIVES

## TOURISM

- 50% expansion of partnership base
- Completion of Premier Rank program
- Launching of customer survey initiative
- Brand development initiative
- Destination Plan development initiative
- Kick-it-Up in the Kawarthas campaign
- Launching of DMF
- Culinary Tourism initiative
- Conference and motor coach guide
- Updated travel guide
- Updated VIP map

# 2009 MANDATE INITIATIVES

## TOURISM CONT'D

- Expanded TAC committee
- Conference attraction (i.e. within 2 hours)
- Trade shows
- Product development (i.e. Oval, Trent Severn)
- New Website

# 2009 MANDATE INITIATIVES

## AGRICULTURE AND RURAL

- Hosting of Kawartha Choice initiative
- Establishment of an Agriculture implementation committee
- Agriculture work plan
  - Awareness
  - Education
  - Farm services
  - Land use
- Feasibility study regarding a small ruminant center of excellence
- Established three BAC offices in the county
- Quarterly Regional EDO meetings established
- Created Community outreach position

# 2009 MANDATE INITIATIVES

## BUILDING AN INNOVATIVE ECONOMY

- Levering substantial funding from MRI, CFDC and others
- Attracting private investment in cluster activities
- Working with ICAV to develop local pharmaceutical manufacturing
- Developing a business model to attract commercial investment to the CAWT
- Marketing water related research to commercial investors
- Building commercial opportunities relating to anaerobic digestion
- Assisting Trent in the establishment of a bio-materials center
- Business support
  - Community outreach
  - Business seminar series
  - Innovation summit

# 2009 MANDATE INITIATIVES

## BUILDING AN INNOVATIVE ECONOMY CONT'D

- Fostering a partnership between Trent, Riken Institute of Japan and the private sector on increased cereal crop yield
- Developing a significant investment in pathogen research
- Working with several researchers on market analysis and/or commercial partnership opportunities

# REPORTING REQUIREMENTS

- At least once during the term of this agreement, by way of a joint presentation to the combined Councils;
- Annually, by way of an annual budget and related work plan , and the board's strategic plan update document, to each Council;
- Annually, by way of the draft budget, annual work plan and the board's strategic plan update, to the Joint Services Steering Committee;
- Quad-annually, by way of a new five year strategic plan, to the Joint Services Steering Committee and to each Council; and
- As requested by the Joint Services Steering Committee or by the Councils of the City and County

# 2010 STRATEGIC PLAN

## BROAD MANDATE:

The GPA EDC strategic plan will be built around the 20/20 vision statement and will incorporate updates as developed by the Vision Task Team working under the auspices of the Prosperity Round Table.

The plan will be developed in an inclusive manner, seeking input from the public and key stakeholders on a regular basis. It will build on past and current community initiatives charting a bold and innovative approach to future development, which differentiate our region from our competitors.

The plan will be built on a strong analytical foundation based on a comprehensive and integrated SWOT and market analysis. It will incorporate the concept of place and work towards an increase in standard of living and improvement in quality of life.

# 2010 STRATEGIC PLAN

## BROAD MANDATE CONTINUED:

The plan will enunciate goals, objectives and strategies around six key pillars:

- **Building an Innovative Economy**
- **Business Attraction**
- **Business retention**
- **Tourism**
- **Agriculture and rural development**
- **Corporate Services**

The plan will be aggressive, but also achievable. It will clearly identify financial resources required and put forward a strategy to secure those resources.

The plan will be measurable through annual work plans, which will ensure its relevancy to evolving circumstances. Measurement of the plan's results will allow the Board, Councils and the Community to ensure accountability in its execution.

# 2010 STRATEGIC PLAN

## KEY PRINCIPALS:

### Essential Principals

- The Plan will be consistent with and abide by the spirit of the GPA EDC agreement with the City and County
- The development of the plan must be directly driven by the Board of Directors who have ownership of its content
- The plan will contribute to a holistic placed based policy designed to provide an increase in the standard of living and an improvement in resident's quality of life.
- The plan will be achievable and will identify the financial resources necessary to carry it out
- Using an inclusive process, the development of the strategic plan must include a broad based community consultation and reflect a bottom up approach at seeking a community consensus

# 2010 STRATEGIC PLAN

## KEY PRINCIPALS:

### Preferred Principals

- The plan will be inclusive and consider the interests of all residents
- The plan will reflect a regional approach to economic development and address all present and potential components of the regional economy
- The plan will respond to a comprehensive and up to date SWOT analysis
- Building on the current plan and initiatives within the community, the plan will be creative and include innovative and new initiatives
- The plan will be broadly crafted in order to maintain its relevancy during its five year horizon
- The plan will be measurable and the method for doing so will be enunciated
- The Plan will differentiate Peterborough Region and its opportunities from our primary competitors

# 2010 STRATEGIC PLAN

## KEY TIME LINES

- Mandate and principals adopted – September 2008
- Market analysis completed – November 2008
- SWOT analysis completed – November 2008
- Initial public consultation – February 2009
- Complete a first draft outline in respect to mission statement, goals, objectives and planned actions – April 2009
- Second public consultation – June 2009
- Initial draft report prepared – August 2009
- Final consultation – September 2009
- Plan approval by board – October 2009
- Presentation to council – November 2009