



2014 ACHIEVEMENT HIGHLIGHTS

Peterborough
ECONOMIC DEVELOPMENT

GET TO KNOW US



Peterborough Economic Development plays a strategic role in developing the economic capacity of the region. It is our task to serve visitors, promote tourism and encourage businesses to stay, expand, and invest in the County & City of Peterborough - all with the ultimate goal creating quality, well-paying, sustainable jobs.

The corporation's core funding comes from the City & County of Peterborough. Peterborough Economic Development offers economic expertise that identifies growth opportunities, provides services to existing ventures, and attracts new companies and visitors by sharing the region's competitive advantages.

Our Vision: To be a vibrant, innovative economy with unique rural-urban lifestyle.

Our Mission: We lead Peterborough's economic growth by attracting the talent, innovation and investments that create desirable jobs and an irresistible place to live & visit.

PETERBOROUGH ECONOMIC DEVELOPMENT

Peterborough Economic Development has a dynamic team of professionals who provide confidential, complimentary support services for companies or individuals interested in visiting, locating, growing or starting a business in the City & County of Peterborough.

Our helpful and skilled staff are here to help visitors, investors, entrepreneurs and businesses at every stage of business development, with services, programs and resources to help businesses of every size including:

- Start-up & Small Business Services
- Business Expansion Services
- Relocation Support
- Tourism Development & Destination Marketing Services
- Visitor Services

2014 BOARD OF DIRECTORS
Meet the Peterborough Economic Development
Board of Directors



PETER GAFFNEY
BOARD CHAIR



TOM ROBINSON
BOARD VICE CHAIR



BRIAN HORTON
BOARD DIRECTOR



LARRY JINKERSON
BOARD DIRECTOR



TIM RUTHERFORD
BOARD DIRECTOR



DANA MERRETT
BOARD DIRECTOR



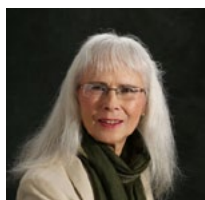
TOM SAYER
BOARD PAST CHAIR
BOARD DIRECTOR



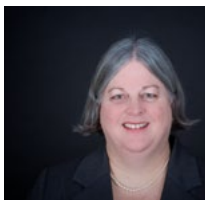
KEN TREMBLAY
BOARD DIRECTOR



GARY KING
BOARD DIRECTOR



JANE DAVIDSON
BOARD DIRECTOR



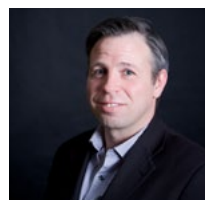
MARILYN FEIGE
BOARD DIRECTOR



MICHAEL SKINNER
BOARD DIRECTOR



JOHN KNIGHT
BOARD DIRECTOR



JOHN DESBIENS
BOARD DIRECTOR

2014 ACHIEVEMENT HIGHLIGHTS



JOB CREATION, START UPS & EXPANSIONS

Total Economic Impact: \$55,849,661

Peterborough Economic Development leveraged \$789,562 in additional investment

658/140

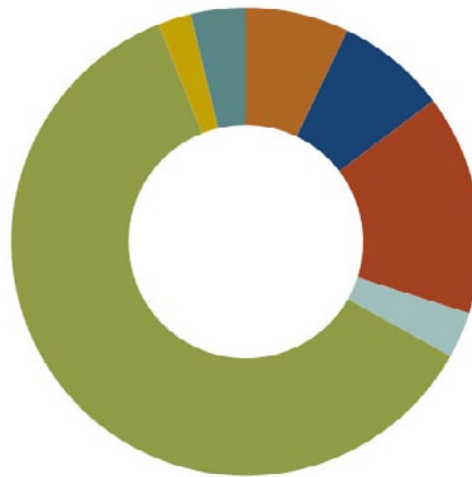
jobs created

169% increase over 2013

77/67

**client start-ups,
expansions &
relocations**

13% increase over 2013



■ BAC
■ Savage Arms
■ Minacs
■ Andritz Hydro
■ Nordia
■ BAC (Short-Term)
■ Atria (Short-Term)

INVESTMENT EXPANSION HIGHLIGHTS

Advanced Manufacturing

- Worked with the Kawartha Manufacturers' Association to administer a new fund designed to support Manufacturing businesses in Eastern Ontario through Skills Upgrading (funding through Eastern Ontario Development Program and Eastern Ontario CFDC)

Water Technologies

- Completed Year 1 of 3: CFDC Funded Project aimed at marketing Peterborough's water technologies sector

Aerospace

- Attended 3 Industry events targeting MRO companies; working with 7 clients considering investment

Business Advisory Centre

- Launched Starter Company program - Government of Ontario funded, administered through Peterborough Business Advisory Centre



PETERBOROUGH & THE KAWARTHAS TOURISM

3,444,538 visitors annually to the region.

\$358,181,012 in visitor spending in the local economy

Average length of overnight stay in the region: 3 Nights

Secured 2015 TMAC Conference & AGM (June 2015)

Host Community for Rogers Home Town Hockey

PGA Tour Canada - The Wildfire Invitational: \$1,074,661 in economic impact

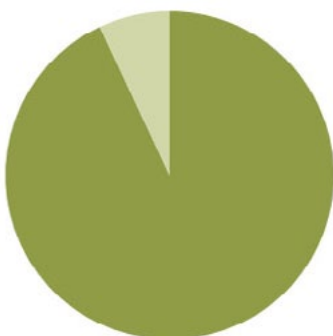
6% Increase in web visits; 7.5% Increase in visitor inquiries

SATISFACTION RATE

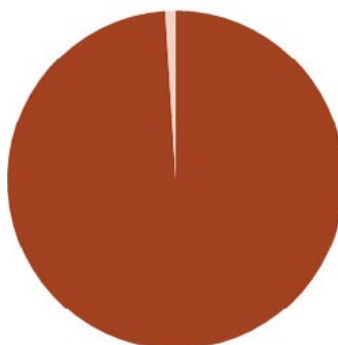
1. Achieved a **93% satisfaction rate** from business stakeholders in the service and value of their interaction with Peterborough Economic Development.

2. Achieved a **99% satisfaction rate** from visitors interfacing with Peterborough Economic Development Tourism operations (Peterborough & the Kawarthas Tourism)

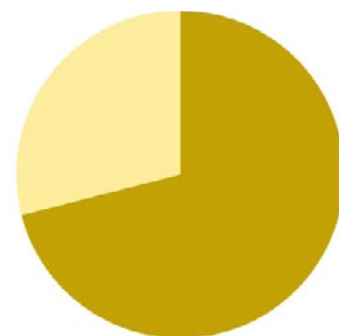
3. Achieved a **71% satisfaction rate** from City/County politicians and senior administration on Peterborough Economic Development's management of City and County priorities.



1. 93%
Business Stakeholder Satisfaction



2. 99%
Visitor Satisfaction



3. 71%
City/County Stakeholder Satisfaction

Peterborough

ECONOMIC DEVELOPMENT

The mission of Peterborough Economic Development is to lead Peterborough's economic growth by attracting the talent, innovation and investments that create desirable jobs and an irresistible place to live and visit.

Phone: 705.743.0777

Fax: 705.743.3093

www.PeterboroughED.ca



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