



**Q3 Report -
2015 Annual
Performance Measures
Scorecard**

Peterborough
ECONOMIC DEVELOPMENT

FY2015 PUBLIC SCORECARD		Q1 Results	Q2 Results	Q3 Results	Q4 Results	Notes
CORPORATE MISSION						
Business Retention and Expansion						
1.1	Achieve 72 business start-ups, relocations or expansions by PED clients.	14 of 72 Achieved	56 of 72 Achieved	66 of 72 Achieved		Investment Expansion = 6 Business Advisory Centre = 60
1.2	Peterborough Economic Development client announcements of additional jobs or retention which will over the course of one year result in the net addition/retention of 165 jobs.	89 of 165 Achieved	181 of 165 Achieved	260 of 165 Achieved		Long Term = 212 Short Term = 48
1.3	Achieve an economic impact of \$3,000,000 (Includes salary impact and Tourism Regional Economic Impact Model). Tourism: \$1,000,000; I.E.: \$2,000,000).	\$39,000,000 Achieved to date*	\$46,500,000 Achieved to date*	\$53,575,000 Achieved to date*		Investment Expansion = \$53 M. Note: Bell Fibe = \$35 M. * Company information confidential at this time for IE Clients. Tourism = \$575,000 YTD. Final results will be reported in Q4 following completion of Wildfire reporting.
Key Economic Development Priority Achievement						
2.1	Build, maintain and support a key relationship file with a minimum of 13 clients considering significant new business investment in the next two years. (IE: 10; Aviation: 3). (A significant new investment is greater than \$1,000,000 in investment (real estate, payroll, operations and capital) and/or 10 or more Employees.)	12 of 13 Achieved *	15 of 13 Achieved *	18 of 13 Achieved *		Aviation = 2 Investment Expansion = 16 * Company information confidential at this time.
2.2	Achieve 20 external media coverages promoting Peterborough region initiated by PED. (Tourism = 15; IE = 5)	7 of 20 Achieved	18 of 20 Achieved	34 of 20 Achieved		Tourism = 33 Investment Expansion = 1
2.3	Create a business plan to develop Peterborough's start-up ecosystem by 31/12/2015.	TBD	TBD	Complete		
2.4	Execute Travel Media Association of Canada (TMAC) conference and AGM in June 2015.	TBD	Complete	Complete		PED AGM (April 30) TMAC Conference (June 8 to 17)

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Quality of Life - Regional Income Increase						
3.1	20% of the jobs created by PED clients will have an average wage rate greater than \$17.78/hr (Average wage rate for the region). (Source: CMHC and Statistics Canada 2010)	84% Achieved*	59% Achieved*	60% Achieved*		* of jobs created to Q3
STAKEHOLDER AWARENESS & SATISFACTION						
Service Satisfaction						
4.1	Achieve a minimum 90% satisfaction rate from all stakeholders in the service and value of their interaction with PED.	TBD	TBD	TBD		Survey will be conducted in Q4.
Awareness of PED Role						
5.1	Achieve 185,000 digital interactions (includes social media likes and follows and web traffic - not restricted to unique visits). (Tourism: 150,000; IE: 35,000.)	41,649 of 185,000 Achieved	90,037 of 185,000 Achieved	194,203 of 185,000 Achieved		Tourism = 145,375 Investment Expansion = 48,828
5.2	Achieve 80 Tourism community business engagements (partnerships, consultations, projects and collaborations).	26 of 80 Achieved	111 of 80 Achieved	111 of 80 Achieved		
FINANCIAL MANAGEMENT						
Financial Responsibility						
6.1	Manage a balanced budget.	Forecasted balanced budget	Forecasted balanced budget	Forecasted balanced budget		

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Financial value added leverage to the City and County investment in PED						
7.1	Lever a minimum of \$300,000 of additional investment for economic development activities in the region from sources external to the City and County. (Includes cash and 'hard' in-kind.) (Tourism: \$150,000; IE: \$150,000).	\$315,800 Achieved	\$969,767 Achieved	\$1,016,717 Achieved		PKT Partners Annual Web Profiles \$4,750 Peterborough Destination Assoc. \$75,000 KEGI (in-kind concert for TMAC) \$12,000 RTO8 (TMAC) \$40,000 Ontario Parks(inkind TMAC music gala) \$7,000 RED Funding (TMAC) \$70,000 Parks Canada (TMAC) \$15,000 Summer Experience Program \$2,875 Canada Summer Jobs \$4,092 RED Funding (IE) \$139,000 EODF (IE - Project 1) \$280,000 EODF (IE - Project 2) \$202,000 EODP \$150,000 CFDC Funding (Startup Peterboro) <u>\$15,000</u> \$1,016,717
MOU Appendix A, Section 3						
	PED involvement in 100% of key economic development discussions with Senior City and County Staff. (MOU Appendix A, Section 3).	TBD	TBD	TBD		