

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Katie Allen, Partnership Developer
Meeting Date: May 12, 2016
Subject: Staff Report

Purpose

A report to advise the SPCC on the bimonthly activities of partnership development for Sustainable Peterborough.

Recommendation

That the report with respect to the activities of the Sustainable Peterborough Partnership Developer for May 12, 2016 be received for information.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Details

Economic Development and Taskforce: CCAP

I had the opportunity to facilitate the CCAP Economic & Business Task Force meeting 3. I was able to connect with potential partners, and engage directly with the Economic Development sector and PED on local actions, approaches and directions. I am in discussion with Task Force members, and business leaders regarding partnership.

Partner Communications:

I have rolled out a new communication strategy for partnership development based on social media to engage current, and potential partners. I am targeting partner activities, celebrating events and accomplishments. The strategy has proven effective so far, as I have garnered interest in partnership and engaged with community via social media tools.



Our future...
Our legacy

Communications with SP partners is ongoing.

New SP Partnership:

New partners that have been added to the growing Sustainable Peterborough network include:

Doors Open Peterborough

Community partnership recruitment is ongoing.

Plan Alignment and Partnership Strategy:

Partner communications (including social media), and partnership recruitment will remain as primary partnership tasks. As well, in April I updated the partnership development actions for strategic plan alignment.

Moving forward with plan alignment, I will connect with economic development staff and PED staff to push Sustainable Peterborough through economic development within the GPA.

Submitted by,

Katie Allen
Sustainable Peterborough Partnership Developer
kallen@gpaedc.on.ca
705.957.3118