

**To:** Members of the Sustainable Peterborough Coordinating Committee (SPCC)

**From:** Katie Allen, Partnership Developer

**Meeting Date:** October 24 2016

**Subject:** Staff Report

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### **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 October 24, 2016 be received for information.

### **Budget and Financial Implications**

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

### **Details**

#### **New SP Partnership:**

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

- Kawartha Local
- KawarthaNOW

Community partnership recruitment is ongoing. Follow-up and new partnership engagement continue to be a priority.

#### **Plan Alignment and Partnership Strategy:**

I continue to work on rolling out the social media campaign and partnership engagement strategy. I have had excellent and engaged feedback from partners, as well as generating interest in potential partnership. It has been an effective vehicle for community engagement.

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Partnership engagement: I attended the Chamber of Commerce PBX event for green business. This event provided an excellent opportunity to engage with local “green” minded businesses. The event generated a successful partnership opportunity.

Communications Sub-committee: included strategizing new opportunities to communicate with community and further engage partnership.

Partnership Recognition Event Sub-Committee: An initial meeting to begin discussions around planning the 2017 Partnership Recognition Event.

Partner Count: 134

### **Next Steps**

Next steps moving forward partnership development include creating a work plan for 2017 to further develop future partnership strategies. I will continue to development the online database, update partner initiatives, and partner blurbs.

Submitted by,

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