

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Katie Allen, Partnership Developer
Meeting Date: October 31st 2017
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 October 31st be received for information.

Budget and Financial Implications

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

New SP Partnership:

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

- 4th Line Theatre
- The Mane Intent
- Rural Community Nursing
- The Cavan Art Academy and Gallery
- The Canadian Festival of Spoken Word
- Peterborough Regional Farmers Network
- Peterborough Poetry Slam Collective

Current partner count: 153

Plan Alignment and Partnership Strategy:

The focus for October has been on partnership recruitment, and promotion. It has been a successful

recruitment month. Follow-up with connections made at outreach events throughout late summer yielded fruitful community connections, with breadth across new and exciting sectors. Partner follow-up and promotion are ongoing.

Social media analytics:

Twitter

| Month | Tweet Impression | Profile Visit | Mention | New Followers |
|----------------|------------------|---------------|---------|---------------|
| Sept 26-Oct 23 | 12,000 | 114 | 17 | 12 |

Facebook

| Month | Page Views | Page Likes | Post Engagements | Reached |
|----------------|------------|------------|------------------|---------|
| Sept 26-Oct 23 | 17 | 11 | 184 | 1,292 |

Next Steps

I will continue to create partner showcase articles and promote partner initiatives and their events. Partnership recruitment is ongoing.

Submitted by,

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