

The landscape and character of the GPA in 2015 are likely to be substantially different from the scenario that we find ourselves in today. The context for the development of this Strategic Plan was insightfully described by Richard Florida and Roger Martin in their February 2009 report on the changing composition of Ontario's economy and workforce, *Ontario in the Creative Age*:

"The change we are living through is dramatic. It is as sweeping as the historic shift from agriculture to industry that established the modern economy. We are now experiencing a transformation from the industrial age to the creative age, leading us into uncharted territory that is full of opportunity."

This Strategic Plan recognizes the unique characteristics and attributes of the GPA and acknowledges the internal and external forces of change that will transform our community over the next five years. In the Strategic Plan the GPA EDC is recommending a path for moving forward through this uncharted territory, and a strategy for embracing these new economic opportunities as they emerge.

OUR VISION

By the year 2020 the GPA will be sought out by many, and admired worldwide, as a uniquely healthy, diverse, enriched community which balances and promotes vibrant economic and employment opportunities while honoring the natural environment and valuing its cultural heritage.

OUR MISSION

Assist with the development of an environment that facilitates the creation of wealth and expanded employment in a manner that increases our citizens' standard of living and improves their quality of life.



AGRICULTURE & RURAL DEVELOPMENT



INNOVATION



MANUFACTURING & SMALL BUSINESS



TOURISM

GREATER PETERBOROUGH AREA ECONOMIC DEVELOPMENT CORPORATION

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GREATER PETERBOROUGH AREA ECONOMIC DEVELOPMENT CORPORATION

ABSTRACT

Building on our Strengths and Opportunities:

- STRENGTHS

 - Long-standing relationship with US manufacturers
 - Competitive wage rates
 - Skilled labour force
 - Availability of energy
 - Quality of life attracts in bound migration
 - Entrepreneurial responsiveness to new demands
 - Strong sense of community
 - Well developed MUSH sector
 - Emerging skilled trades center
 - Significant post-secondary educational levels
 - Proximity of GTA
 - Proximity to a large Canadian market (GTA)
 - Environmental integrity
 - Strong entrepreneurial network
 - Competitive input costs
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- OPPORTUNITIES

 - Developing our tourism industry into a Premier-ranked Tourist Destination
 - Ongoing and significant and upgrades to economic Infrastructure
 - Expanding role of local post-secondary institutions in basic and applied research activities
 - Continuing operation of trans-national corporations in the region
 - Developing the airport as an international aviation business cluster
 - Potential construction of Darlington II
 - Inward migration of an affluent seniors population
 - New and expanded Peterborough Regional Health Center's ability to generate wealth and employment
 - The ability to attract new industrial, commercial and residential investment in the community
 - Significant agriculture activity

We intend to maintain values of:

Sustainability | Innovativeness | Inclusiveness | Differentiation



We intend to undertake activities which increases our residents' Standard of Living by:

AGRICULTURE & RURAL DEVELOPMENT

Provide our rural areas access to economic services and expand all aspects of the natural resources (agriculture, mining, etc.) value chains in a manner that addresses the changing market place and builds on the development of new products and processes.

MANUFACTURING & SMALL BUSINESS

Utilizing our developing infrastructure and skilled work force, attract new investment in existing and emerging new primary and support businesses that are global in scope and provide local employment. Undertake initiatives which support entrepreneurship.

TOURISM

Building on our built and natural assets, expand the economic impact of tourism by increasing the number of visitors per year to the region and/or the average expenditure of visitors to the area.

INNOVATION

In line with a focused global approach, facilitate the discovery of new knowledge and encourage opportunities for investment designed to commercialize new products and processes in a manner that contributes to local wealth and employment creation.

We intend to undertake activities which will improve our residents' Quality of Life:

- Building a sustainable economy
- Attracting and maintaining a permanent/seasonal population that contributes to a skilled and adaptable labour force
- Addressing health and housing by promoting wellness, providing accessible and quality healthcare and by meeting the infrastructure continuum of housing needs
- Respecting our culture and heritage, promote an emerging, diverse community

