

## PETERBOROUGH REGION SETS ECONOMIC PLAN IN MOTION

*McGuinty Government Works With Economic Developers To Ensure Regional Growth*

NEWS

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Ontario is supporting the Greater Peterborough Area's efforts to develop tourism, create jobs, and strengthen the local economy.

The [Greater Peterborough Area Economic Development Corporation](#) will implement strategies developed from the Premier-ranked Tourist Destinations Project (2008) and the Tourism Sector Business Retention and Expansion Survey (2007), to strengthen the tourism sector, create new economic activity, and create jobs. This project hopes to maximize opportunities in conference and meeting travel, motor coach tours and product development, such as culinary tourism, festivals and events, and eco- and sports tourism. The Eastern Ontario Development Fund (EODF) is contributing \$530,025 toward this project.

Partnering with business is a key component of the government's [five-point economic plan](#) to grow the economy.

### QUOTES

"Peterborough and the Kawarthas are a key eastern Ontario tourism and economic asset. This government grant will allow more tourism establishments to stay open year-round and help increase tourism revenues, which benefits many sectors such as agriculture and construction."  
- [Jeff Leal, MPP for Peterborough](#)

"MPP Jeff Leal gives credit to his community and deserves credit himself for this excellent economic plan. By partnering with the Peterborough and Kawartha region, businesses and workers are able to better position themselves to meet the demands of emerging tourism markets and to develop a strong plan for future growth."  
- Michael Bryant, [Minister of Economic Development](#)

### QUICK FACTS

- The Greater Peterborough Area's estimated population is 130,000. It is estimated that the tourism sector generates over \$323 million annually in economic activity and supports close to 2,500 jobs.
- In 2007, eastern Ontario's gross domestic product (GDP) was approximately \$61 billion, representing 12 per cent of the provincial total.

### LEARN MORE

- Find out about the [Eastern Ontario Economic Development Fund](#), or call 1 866-909-9951.