



Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

Q2 Quarterly 2021 Update



Q2 QUARTERLY METRICS SUMMARY



3

Number of
Businesses
Started



311

Number of
Business Assistance
Interactions



286

Number of
Visitors Served
(virtually)



10

Number
of Leads
Responded to



638

Number of Active
Local Job Postings
(as of June 30th, 2021)
source: wdb.ca



A Note from PKED's Board Chair

During the second quarter of 2021, Peterborough & the Kawarthas Economic Development held its AGM virtually, where we showcased our clean audit report and released a report on PKED's key activities in 2020, which can be viewed at www.peterboroughed.ca/reports. The PKED Board also welcomed three new board members: Jonathan Drew, Burton Lee and Ian Almond. These new Board members ensure that we have industry representation across our key sectors and provide critical industry input to help Peterborough & the Kawarthas recover and strengthen our regional economy. I am honoured to serve as PKED Board Chair for a second year and look forward to working with the rest of the PKED Board team: Lori Neill, Sandra Clancy, Sheridan Graham, Asaf Zohar, Bob Gauvreau, Erin McLean, Maureen Adamson, Terry McCullough, and Nicole Stephenson.

We continue to see the full impacts brought about by COVID-19. One year later while there are many similarities,

and many of the same challenges, some positive momentum is also starting to build. We are grateful for the passionate and ongoing commitment by this community to support local, it is a lifeline for local businesses. The PKED team will focus on recovering and rebuilding the local economy which includes a 2nd Annual Business Count, execution of a newly developed Culinary Tourism Strategy and increased support for small businesses through the Business Advisory Centre as examples.

Although we were looking forward to a fresh start in 2021, the pandemic continues to present ongoing challenges. Despite this, Peterborough & the Kawarthas remains a resilient community, led by resilient businesses. COVID-19 has certainly been a strong adversary, but Peterborough & the Kawarthas is up for the challenge.

Sandra Dueck, *PKED Board Chair*

UPDATES FROM THE PKED BOARD

Second Quarter Presentations to City and County



County council - regional economic development

Second Quarter Public Presentations & Events



- Havelock-Belmont-Methuen Council – Short Term Rentals and Visitor Accommodations
- Ontario Tech U – launching your career in Peterborough & the Kawarthas
- Innovation Cluster Power Breakfast – Economic Impacts & Shifts from COVID-1,
- PKAR – Business Attraction
- Trent Lakes Council - general overview of Economic Development
- Green Economy Peterborough Launch
- Multiple Community Presentations about upcoming launch of Visitor Pledge

Municipal Accommodation Tax Update

On June 24th, 2021, the PKED Board approved the following Motion regarding the Municipal Accommodation Tax:



The PKED Board strongly encourages all Peterborough & the Kawarthas' municipalities to consider implementation of the Municipal Accommodation Tax ("MAT"), also recognized as a Visitor Tax, for all types of accommodations, including Short-Term Rentals ("STRs") for the following reasons:

- It will create a level playing field for all types of accommodations that host visitors in the region;
- It will contribute to a consistent visitor experience both in this destination and within the province as more municipalities are implementing MAT;
- It will provide municipalities with a non-ratepayer funding stream to cover the municipal costs of maintaining their infrastructure impacted by tourism; and
- It will provide a funding stream for this destination to remain competitive and able to effectively market and promote the destination to key target markets



From the Desk of CEO
Rhonda Keenan

The second quarter of each year is usually an exciting time for PKED as we would normally be gearing up to warmly welcome the next wave of visitors to this beautiful region. It was difficult waiting to see if another tourism season would be disrupted by the global pandemic. Once again, our local businesses raised the bar with resilience, patience, and ingenuity.

Disruption is something that all businesses must continue to respond and adapt to, regardless of what industry they operate in. As much as Netflix has disrupted our TV watching habits, we are seeing disruptions occurring in the tourism sector and we are adapting to stay competitive and to remain a destination of choice.

The tourism industry is an important sector of the local economy. Prior to the pandemic, this region welcomed over

3 million visitors annually with an impact of approximately \$300 million to the local economy. That is significant spending, especially for local businesses that rely on those visitors.

As the economy begins to rebuild and recover, tourism destinations will be more competitive than ever, and it is important that Peterborough & the Kawarthas stays a destination of choice for visitors; but balanced, to sustain the region for future generations to enjoy. New data suggests that destinations like ours will be in a very different position in the marketplace post-COVID-19. For years, rural and remote destinations outside of the larger cities have struggled to gain their share of visitors, now, with a new desire for people to escape crowded places to experience safer spaces outdoors, these destinations are highly sought after, which is a bit of a double-edged sword. It is an opportunity for this region to have



its time in the spotlight, however, a sudden and significant increase in the volume of visitors to the region, during an already busy few months is sure to cause pressure and strain as we have seen in some popular outdoor areas over the past year.

A sustainable approach to marketing the destination in partnership with local municipalities and businesses will be vital. We will endeavor to do this in a few important ways:

Creating a destination development strategy and action plan to sustainably grow the tourism economy in a post-pandemic world will be a vital part of recovery for this region.

A stronger **focus on winter and shoulder season development** to extend the core tourism season. The team at PKED is pleased to share our new and exciting **Culinary Tourism Strategy** for Peterborough & the Kawarths. Building on a strong agriculture sector and adding in our skilled artisan chefs and diverse restaurants, we know that visitors will once again flock to this region to experience our authentic taste of place, not only during the busy summer months, but all year round.



Launching the **O'de Piitaanemaan Pledge** (early July) we not only wish to welcome visitors and seasonal residents but also remind ourselves of the importance of respecting and protecting what we treasure in this region. It is a reminder of how fortunate we are to live in a destination that people dream to visit, and how important it is to protect this fresh, natural, and inspiring place for generations to come.

I am taking the O'de Piitaanemaan Pledge to show my gratitude and respect for this community, and I encourage residents and visitors to consider taking the Pledge as well. Let's come together to support our local businesses and to create a renewed sense of togetherness and respect for the place we call home.

Rhonda Keenan, PKED President & CEO



objective

Promote Peterborough & the Kawarthas as a destination of choice for visitors, business, entrepreneurs, investors and students

Promotion Mandate:

Advancing a compelling narrative showcasing our region's unique advantages, carefully differentiating our region from others; as well as creating awareness of our region to attract more visitors, investment and jobs through marketing to key audiences for business growth, investment and visitation as well as stakeholder communications and media relations.



In partnership with Corus Entertainment PKED ran a Gifts of Gratitude contest on The Wolf and Fresh Radio rewarding local front-line workers with prizes from more than 30 local businesses including a romantic getaway for 2 and a family fun package for 4 and a Brewery and Restaurant tour for 2. The contest drew 928 entries.

Economic Development Week took place May 9th - 15th and marked the launch of PKED's newly structured quarterly reporting, and plans for improvements to peterboroughed.ca and thekawarthas.ca to better position the region as it moves through recovery. PKED also encouraged locals to view an **award-winning**

video providing an overview of why investing in economic development matters.



PKED was pleased to present to Ontario Tech University engineering students and senior faculty members on the benefits of launching your career in Peterborough. Highlights of the many job opportunities in this field were presented as well as the quality-of-life new graduates could experience in this region.

Media Release:
Locals encouraged to learn about economic development 

HIGHLIGHTS



June 21st was the 25th anniversary of National Indigenous Peoples Day – In 2019, Peterborough & the Kawarthas Economic Development signed a Friendship Accord in partnership with Hiawatha First Nation, Curve Lake First Nation, Selwyn Township, Otonabee-South Monaghan Township, and the County of Peterborough. The accord's vision is to build a partnership where we respectfully and collaboratively

recognize our traditions and richness of culture and where, together, we share in a progressive, sustainable community with mutual prosperity achieved in balance with the preservation and protection of Mother Earth and the waters, now and for the next seven generations. PKED remains committed to this accord, and to collaborating in the spirit of friendship for inclusive economic prosperity across the region.



On June 3rd, with support from the Canadian Experiences Fund, the Tourism Industry Association of Canada and the Culinary Tourism Alliance, PKED launched a new Culinary Tourism Strategy for Peterborough & the Kawarthas

HIGHLIGHTS

BIKE MONTH



May 31 – June 30 was Bike Month in Ontario. Cycling is a key driver of visitation to the region, and ongoing collaboration with RTO8 and partners such as Ontario By Bike, and the City and County of Peterborough continue to drive improvements to the area's reputation as one of the top cycling destinations in Ontario. In April, two local businesses were awarded 2021 Ontario By Bike Bicycle Friendly Business Awards: Congratulations to The Pastry Peddler in Millbrook and B!KE: the Community Bike Shop in Peterborough.



LOCAL FOOD WEEK



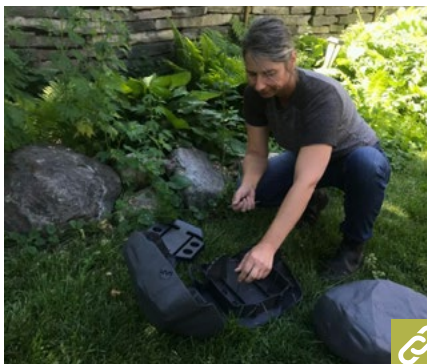
Local Food Week in Ontario was June 7-13th. PKED ran a small radio campaign drawing attention to the importance of the local agriculture and culinary scene in the region, encouraging locals to buy local and launched a blog series showcasing local restaurants that are dedicated to using local ingredients. Ongoing promotion of the newly developed kawarthachoice.com continues in partnership with City of Kawartha Lakes.



In partnership with Metroland, launched a visitor information campaign with a key focus on travel planning and COVID-safety as travel to the destination begins to open in the 2nd and 3rd phases reopening.

BUSINESS BLOGS, SUCCESS STORIES

EARNED MEDIA



READER'S DIGEST



TORONTO STAR



O'de Piitaanemaan Visitor Pledge

As part of Peterborough & the Kawarthas' preparation for the 2021 tourism season, Peterborough & the Kawarthas Tourism is introducing new efforts to help guide the resilience and recovery of the invaluable visitor economy in 2021 and beyond.

Following its July 6, 2021 introduction of [the O'de Piitaanemaan Pledge](#) - a campaign inviting residents and potential visitors to promise to respect the land, waterways and communities of the region, the public reaction has been incredible. Within just a few short days of launching the pledge, we have surpassed our original goal of having 500 pledges by the end of 2021.

The O'de Piitaanemaan Pledge draws on the Ojibway word for “respect,” as well as Indigenous teachings toward living sustainably and in balance with the land, waterways and each other. It is meant to raise awareness of and appreciation for the richness of the natural, innovative and human assets of Peterborough & the Kawarthas among those who love the destination. It's also an exemplification of the region's approach to building its visitor economy back better than ever, by embracing the importance of

personal connections, community building and sustainability as a core part of tourism.

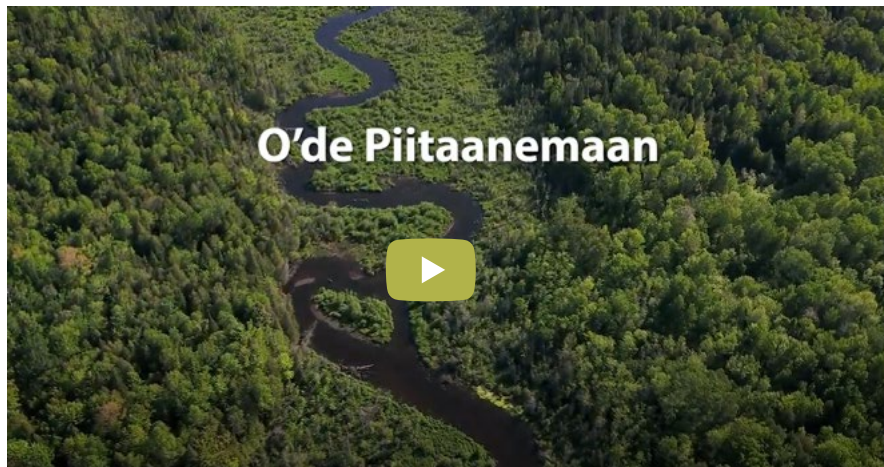
Created in consultation with Curve Lake First Nation and Hiawatha First Nation and drawing on the teachings of the Michi Saagiig Anishinaabeg the O'de Piitaanemaan Pledge represents a universal and evergreen value—respect—and serves to unify everyone for whom the region lives within their hearts.



O'de Piitaanemaan Visitor Pledge

Given the challenges we've all faced in the past year, a united pride of place among our residents, business owners and visitors will be essential to our successful tourism recovery for 2021 and beyond.

The O'de Piitaanemaan Pledge is another step toward Peterborough & the Kawarthas' efforts to increase the livability of the region and foster meaningful partnerships with Curve Lake First Nation and Hiawatha First Nation, via a Friendship Accord, Future Ready Regional Economic Development Plan, and forthcoming Destination Development Strategy & Action Plan.



Pledge:

I pledge to be light on the land and wise on the water



I'll explore my surroundings with an open heart,
ask for help when I need it, and be kind to strangers



Before starting my day, I'll gear up, make a game plan and get
wind of the weather



I'll remember my miigwech's, thank-you's, and merci's



With every new season, I'll seek fresh experiences and flavours,
trails, and friends



I'll place safety before sport when pedaling, paddling, parking,
or power boating



Be it bison, baked goods, or a crafty brew, I'll buy local where I can



I'll greet new cultures and traditional teachings with curiosity,
kindness, and compassion



After feeding my soul with authentic adventures, I'll take fond
memories with me and leave nothing but footprints behind



objective

Leverage the Region's Mix of Rural and Urban Assets and Businesses

Growth mandate:

Business retention and expansion is the foundation of core economic development activities. We continue to meet with the local existing business base, across all key sectors throughout the region with a focus on the collection and analysis of data and relationship building as well as the identification and response to challenges and opportunities.

Attraction mandate:

Attracting new investment and assessment efforts will be focussed across the region. Working in alignment with each municipality throughout the City and County of Peterborough, we will focus attraction efforts on the region's established key sectors: Agriculture, Aerospace, Clean Technology, Manufacturing and Tourism.

HIGHLIGHTS



Federal Economic Development
Agency for Southern Ontario

Agence fédérale de développement
économique pour le Sud de l'Ontario

Tourism Resiliency Fund – PKED through its funding from Federal Economic Development Agency for Southern Ontario, and in partnership with Community Futures Peterborough has **committed to providing almost \$450,000 in funding** to tourism dependent businesses to assist them with capital improvements to overcome the impacts of COVID-19. To date: the following businesses have been supported:

4th Line Theatre	Gerti's Pub	Riley's Restaurant
A Taste of the Kawarthas	Hutchison House	Riverview Park & Zoo
Anchor Bay Camp Ltd	Indian River Reptile Zoo	Rolling Grape Vineyard
Ardagh Cottage Resort	Kawartha Voyageur	Showplace Performance Centre
Beachwood Resort	KC Hope Farms	Silver Bean Café
Black Honey Cafe	Kitchen Farmacy	Smithhavens Brewing Company
Black Horse Pub	Lakeside Cottages	Smitty's Family Restaurant
Bobcaygeon Brewing Co.	Lang Pioneer Village Museum	Southview Cottages
Buckhorn Community Centre	McLean Berry Farm	Stoney Lake Market & Grill
Camp Kawartha	Ontario Speed Skating Oval	The Canadian Canoe Museum
Clearview Cottage Resort	Personal Touch Banquet Hall	The Forest Hill Lodge
Craftworks at the Barn	Peterborough Musicfest	The Keg Steakhouse
Elmhirst Resort	Peterborough Northern Originals	The Old Bridge Inn
Escape Maze Incorporated	Pine Vista	Westwind Inn Resort
Farmhill Weddings	Publican Brew Pub	Wildflower Bakery
Fresh Dreams	Rare Restaurant	Wildwood Cottages
Gallery on the Lake	Redwing Cottages	

Learn more about
each business:



HIGHLIGHTS



FallforPTBO Picnic: PKT is currently running a pilot project in advance of launching a new Authentic Adventure in the Fall of 2021. Combining the long-standing interest in our Fall Drive tours, with our amazing local culinary offerings, we were pleased to support local and launch the pilot #FallforPTBO Picnic Fall Tour. Ordering tickets through Eventbrite, visitors receive a Peterborough & the Kawarthas Tourism branded picnic backpack with service for 4, as well as gift cards for culinary destinations, driving maps and suggestions for scenic stops for a picnic adventure.



Rural Hackathon at Ontario Tech University: In August, Ontario Tech University in Oshawa, will host their Catalyst Challenge Hackathon to create digital solutions for rural Canada built by the next generation of changemakers. Students will be expected to work in teams and come up with innovative concepts that will address existing challenges in rural Canada within the areas of health, talent, and education. PKED was able to connect EORN and EOLC to become key sponsors for this exciting competition. Winning teams will work with core sponsors to test and validate digital solutions in applied settings.



Kawartha Choice Farm Fresh launched a new logo and website in Q1 of this year. Q2 was spent building on this new momentum, promoting the foods that are now in season and the various farmers markets and farm gates located in this region.



PKED is looking forward to working with New Airport Administrator, Kyle Bruce as he takes on his new role in late July. Best wishes are given to Nancy Hewitt on her retirement.

INVESTMENT ATTRACTION LEADS

10 Investment attraction Leads were received and responded to between April 1 and June 30.



3 from Ontario East



Ministry of
Economic Development,
Job Creation &
Trade

1 from MEDJCT



**Invest
Ontario**

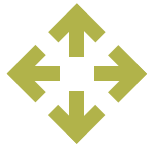
1 from Invest Ontario

Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT

5 Direct Inquiries

Of the 10 leads that were received:



2 were expansions



2 were for manufacturing/
industrial



1 was a co-packing
opportunity



1 was for cold
storage



1 was food
processing



2 were pilot opportunities to
test products in the region



1 was for industrial
land development

In progress- 3

Lost- 5

Expanding- 2



The Great Lakes Waterfront Trail will be expanding into Peterborough County and the City of Peterborough. It will connect to a portion of the Peterborough & the Kawartha Classic Cycling routes and City trails in Fall 2021. This will provide recreational cyclists with a signed route over 56 kms long to access and explore this destination from the Lake Ontario corridor. The launch of the new routes is expected in September.



Official Plans

An official plan describes a municipal council's policies on how land in this community should be used. It is prepared to ensure that future planning and development will meet the specific needs of the community for housing, employment, recreation and conservation. Both the City of Peterborough and the County of Peterborough are updating their Official Plans. PKED is pleased to participate in these important initiatives and will be encouraging the need for and allocation of future employment lands.



Taste of the Trent- Severn

- the connection to the Trent Severn Waterway is a significant tourism driver for this region. In 2019 Regional Tourism Organization 8 (RTO8) launched the **Trent Severn Trails Town Program**, Lakefield

and Buckhorn are designated Trent-Severn Trail Town Communities. RTO8 recently worked in partnership with Parks Canada to create the Taste of the Trent-Severn, a celebration of food and community on the Trent-Severn Waterway. RTO8 will highlight any business that offers a culinary product created to commemorate the 101st anniversary of the Trent-Severn Waterway National Historic Site of Canada (TSW). This culinary campaign will run while the TSW is operational in 2021. Of the businesses participating in this campaign, over 70% of the restaurants are from Peterborough & the Kawartha region. Some examples: Baked4U in the City is offering the TSW Cottage Country Chelsea Bun, Revelstoke is offering the Liftlock Burger. In Douro-Dummer Hobart's Lighthouse is offering Harbour Town Chowder, in Havelock-Belmont-Methuen Belmont Lake Brewery created a new brew "The Long & Winding Trent", and the Wildflower Bakery is offering Uncle Dan's Pickerel Cakes, in Selwyn Lock 27 Tap & Grill is offering Lock 27 Draft & the Lock 27 homemade smoked burger, in North Kawartha Burleigh Falls Inn is offering the Burleigh River Raft and in Trent Lakes Pizza Alloro has a daily Trail Town Special.



VISITOR SERVICES



286 Number Visitors Served
this Quarter

47 April

47 May

192 June



73 Walk ins



66 Website/Email



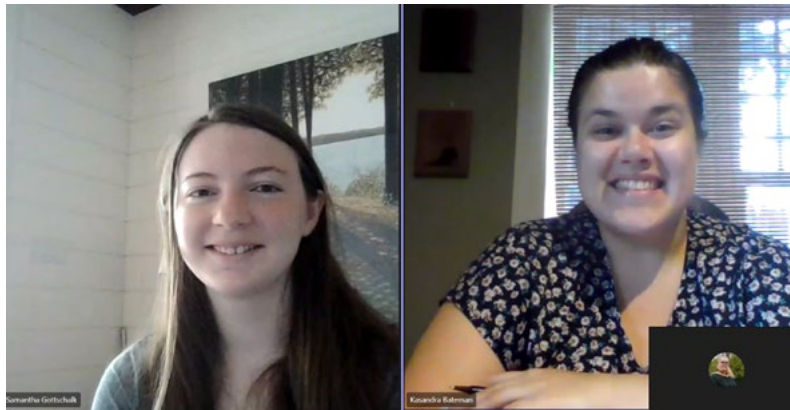
121 Live Chat



26 Phone

Most requested information: Parks and Trails, Boating and Marinas, Camping and Trailer Parks, Attractions, Paddling Routes, Resorts & Cottages, Food & Drink, Farm Gates & Farmers Markets

Meet the 2021 Travel Counsellor Team



HEALTH & SAFETY



Safe Travels Stamp

Consumer confidence will continue to be a challenge and significant work was undertaken to encourage tourism-based businesses to adopt worldwide industry protocols created through the World Travel and Tourism Council (WTTC) – the SafeTravel Stamp. To date 27 businesses have received the SafeTravels Stamp, (up from 11 in Q1). The Safe Travels Stamp is a designation to identify for visitors that the business is committed to safe health and safety practices and cleaning protocols.

HIGHLIGHTS

Business interactions

Business interactions were focused on prepping for Phase 2 re-opening plans, Tourism Resiliency Fund Programming and small business support for launching a new business.



Invest Canada made a presentation to the various economic development professionals throughout the region at the monthly EDO Roundtable meeting hosted by PKED. Invest Canada talked about their key sectors and how they are promoting Canada as a business destination globally. This presentation indicated that there were key areas of alignment for this region and Invest Canada, including: strengths in Clean technology, Agribusiness, and Advanced manufacturing.

Green Economy



Green Economy Peterborough is a new, local network that helps small and medium-sized businesses to identify, set, and achieve sustainability goals while improving their bottom line. Through coaching, educational opportunities, peer networking, and celebration events, Green Economy Peterborough helps members to make reductions in emissions, water and waste, and engage in other sustainable business practices. In 2020, there were 20 businesses that joined and PKED is pleased to participate on the Green Economy Peterborough Advisory Committee.

Mixed use development

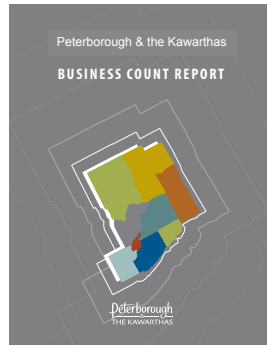
A Ground-breaking Ceremony for Excelsior Group for the 13,000 square foot structure which will have retail stores on the lower half, 15 apartments on the second floor fitted with an elevator and a drive-thru pad for a Tim Hortons. Over \$10 million has been invested into the Center and is expected to complete construction in early 2022.



Business Count Survey Update

Peterborough & the Kawarthas kicked off its second annual Business Count Survey in May 2021.

This survey is designed to collect valuable data to better understand and respond to business needs and growth pressures. The survey gathers basic information about the type and sector of the business, the number of employees, the amount of space occupied, if there are any vacant spaces that are not occupied and whether the business imports or exports. A final report is completed near year end and will be reported to City and County Councils in early 2022.



Meet the Business Count Team



The Business Count data will:

- Provide a valuable annual snapshot of the region's business community.
- Identify vacant properties and spaces for new and existing businesses to locate, supporting the region's main streets, business corridors and storefronts.
- Provide improved regional workforce data.
- Assist in making better informed decisions related to job growth, workforce development, business opportunities and community development initiatives.

PROGRESS REPORT As of June 30, 2021:

- 351 Surveys have been completed in 6 townships (up 29% at the same time last year) of them at this time.
- We have accounted for just under 10,000 paying jobs and 2,400 volunteer positions.
- We have accounted for 3.8M sq ft. of commercial space in 283 businesses and counted 101 vacancies in the region accounting for 300k sq ft. of vacant commercial space.
- Over one-third of our businesses successfully surveyed are "home-based" businesses.
- 23 businesses have requested immediate assistance.



SCHEDULE

The assistance requests come from every type of industry and are mostly concentrated in understanding what general and financial resources are available to them at this time as a business. There were a few businesses inquiring about resources related to hiring staff (grants, partnerships, etc.).

Subject to public health regulations, we are currently on track to visit businesses in person by early August.

If you are a Peterborough & the Kawarthas based business and you wish to fill out the survey online, you can take the survey here:



May 3rd – 14th

North Kawartha

May 17th – May 28th

Trent Lakes

May 31st – June 4th

Douro-Dummer

June 7th – June 11th

Asphodel-Norwood

June 14th – June 25th

Cavan Monaghan

June 28th – July 9th

Havelock-Belmont-Methuen

July 12th – July 23rd

Otonabee-South Monaghan

July 26th – August 6th

Selwyn

August 9th – September 3rd

City of Peterborough



3 objective

**Building a job-ready,
highly skilled and
innovative workforce
for the future.**

HIGHLIGHTS



On May 6, the Kawarthas Manufacturing Association in collaboration with Northumberland and Quinte Manufacturing Associations hosted a Manufacturing Career Fair. Students from high school as well as college and university were invited to attend and learn about career opportunities in this sector. Virtual plant tours were conducted for Peterborough based Charlotte Products and Savage Arms. Kawartha Metals were key sponsors for this event.

There were 35 companies that had virtual booths and positions to fill. A total of **237 participants** attended the event, including a significant number of student participants:



The **Acceler8** Program is offered through RTO8 and in partnership with each DMO, such as PKED. Acceler8 is a professional development program for entrepreneurs and small businesses in the Tourism & Hospitality industry including accommodations, retail, food & beverage, attractions, outfitters and the arts. Acceler8 collaborates with partners to create and offer programming specifically targeted to the learning needs of tourism owners and operators, with an aim to strengthen tourism enterprises. The key objectives are to: Help participating businesses achieve success as they define it, increase the retention/survival rate of participating businesses, retain existing jobs and create new ones and to ensure Peterborough & the Kawarthas continues to be one of Ontario's premier destinations. The program will kick off in August and run to December 2022.

Talent Beyond Boundaries

Building a world where refugees and other displaced people can move internationally for work, leveraging their own professional skills to secure their futures.

Refugees have skills but lack opportunities. Refugees are doctors, engineers, skilled trade workers, software developers and more. At the same time, we know locally that our businesses are facing a skills shortage and need people with those skills. TBB works with governments, refugee- serving organizations, business sector and local communities to create safe, legal pathways to employment.



Details from the Workforce LMI request for Peterborough

In Q1 report, the skills shortages and workforce challenges that our businesses are facing were highlighted. Building on this important topic, we benchmarked wages for key occupations in this region against others. Overall, Peterborough & the Kawarthas pays a competitive wage when comparing for key occupational categories. Thanks to the Workforce Development Board for completing this customized report for PKED.

Occupational Group	Peterborough CMA	Belleville CMA	Kingston CMA	Barrie CMA	Durham Region	Toronto CMA
Business, finance and administration occupations	\$23.34	\$23.88	\$24.41	\$24.67	\$25.33	\$26.24
Natural and applied sciences and related occupations	\$35.84	\$31.71	\$32.31	\$35.04	\$35.58	\$36.07
Health occupations	\$28.31	\$29.22	\$30.19	\$31.20	\$30.08	\$30.60
Occupations in education, law and social, community and government services	\$32.83	\$33.14	\$35.44	\$34.77	\$33.36	\$33.32
Occupations in art, culture, recreation and sport	\$21.65	\$19.62	\$19.33	\$21.48	\$20.40	\$22.63
Sales and service occupations	\$16.79	\$16.03	\$15.92	\$16.68	\$16.38	\$17.06
Trades, transport and equipment operators and related occupations	\$25.68	\$23.42	\$24.01	\$25.11	\$25.48	\$24.75
Natural resources, agriculture and related production occupations	\$18.25	\$17.04	\$18.00	\$17.39	\$18.79	\$18.88
Occupations in manufacturing and utilities	\$22.94	\$24.02	\$24.90	\$20.91	\$21.16	\$19.51
Management occupations	\$43.90	\$39.22	\$39.63	\$41.54	\$43.31	\$44.58

Source: EMSI Analyst (2020.3)

**Of the 638
positions available
on June 30, 2021:**



44

Labouring and Elemental



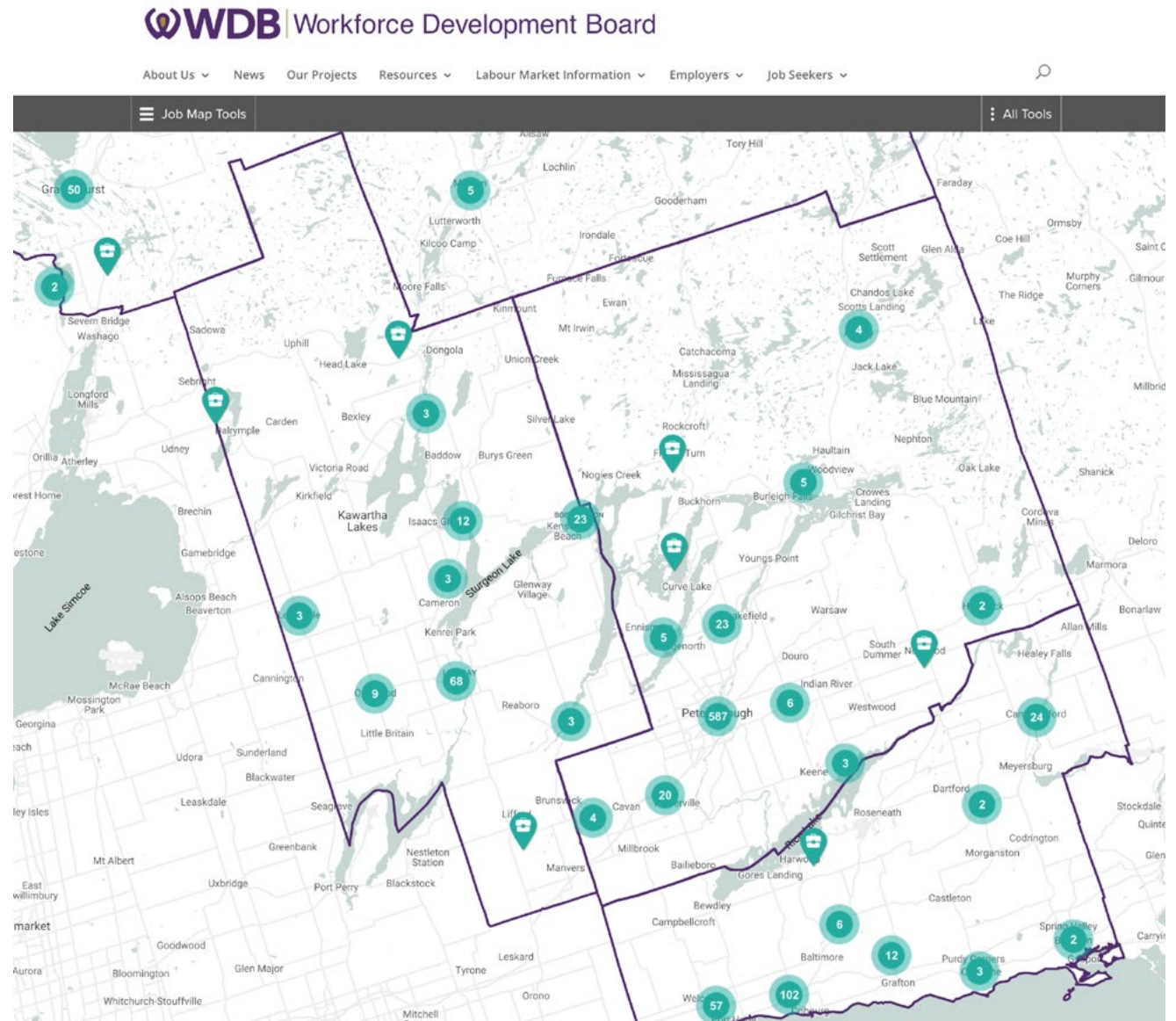
251
Intermediate

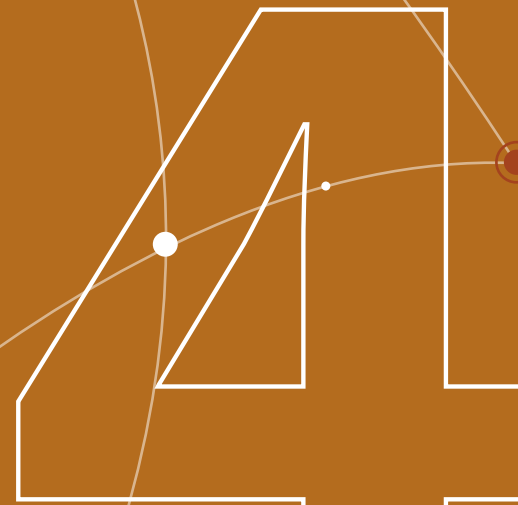


189
Technical
and Skilled



61 Professional





objective

Support All Phases of Entrepreneurship, While Also Supporting Existing Businesses

Mandate for Entrepreneurship

High performing economic growth will be driven by start ups and entrepreneurs. For business to realize its full potential, we must support businesses through the start up and early growth phases (years 2-5).

HIGHLIGHTS

Future Proofing Retail Interactive Workshop:

On June 15, PKED hosted an interactive workshop for retailers with over 30 attendees.

Retail has changed dramatically over the past year, juggling

Covid-19 protocols, launching an online store, managing cash flow and staying connected with clients has brought many new challenges to retailers. The Business Advisory Team brought in Lisa Hutcheson from J.C. Williams Group to discuss retail trends and innovations so that local companies can find new ways to stay relevant and grow their business.



For upcoming workshops and online training opportunities through the Business Advisory Centre visit <https://peterboroughed.ca/events/>



2021 Business Summit:

PKED was pleased to partner with the Greater Peterborough Chamber of Commerce to host over 160 attendees at the Forward-Thinking Business Summit. The goal of this summit was to focus on recovery, foster connections, offer knowledge on upcoming business trends and give local business the opportunity to work on their business goals. This was a week-long virtual event in April and tickets were free to all registrants. The event featured 4 live workshops, keynote speakers, pre-recorded sessions on topics such as cybersecurity, marketing, inventory management, customer service, wellness in the workplace and building soft skills. The event also included a funders forum panel, and daily virtual networking.

HIGHLIGHTS

Home Based Business Incubator:

During Q2, the Business Advisory Centre (BAC) was invited to host four training sessions for the New Canadians Centre's (NCC) Home-Based Business Incubator (HOBBI) program. Participants voted "Introduction to Business in Canada" as the most helpful of 12 lessons (thus far), bringing more awareness of the network of support available locally. Moving forward, the BAC will continue growing its relationship with the NCC and assist HOBBI alumni in realizing their entrepreneurial goals.



BUSINESS ADVISORY CENTRE

Check out our updated Small Business Toolkit



Number of Workshops/Courses offered by PKED in Q2

20 Started E-learning Courses

17/5 New Venture Started/Completed **2/1** Business Planning Started/Completed **1/0** Branding & Marketing Started/Completed

73 Inquiries for initial assistance from small business and startups through all channels

37 virtual consultations with small business operators

18 Workshops Provided

4 NCC HOBBI Program

5 from Biz Summit

Number of Challenges – 5



**COVID-19
recovery**



Workforce



**Available Land and
Building Inventory**



Broadband



**Supporting
downtowns**

Similar to Q1, COVID-19 continues to be the biggest challenge facing local businesses in this region and will continue throughout 2021. Businesses are concerned about servicing increasing debt load, hiring workers, and gaining back their customers.

Workforce also continues to be a struggle for businesses to hire people with the skills they need, and they continue to report concern for broadband infrastructure and available land and buildings.

As we emerge from lock down and into a state of re-opening, it is recognized that COVID-19 has significantly impacted downtowns and main streets in this region. With office workers working from home, students studying remotely,

and takeout as their only culinary option, the downtown areas were missing their considerable customer base. With the reopening of patios, it is exciting to see these important areas of the community being re-animated and supported. Downtowns are important to communities as they are often the starting point for many independent entrepreneurs and family-owned business ventures, a place for good food and a place for the arts and entertainment. Downtowns are often considered the “activity centres” of the community, where a diversity of economic, physical, social and civic assets cluster at a hyperlocal scale. Others define the downtown as the soul of the community. However you choose to define downtown, support for our local downtown merchants, arts and entertainment venues and favourite food hubs are critical to recovering from this global pandemic.

CONFERENCES AND TOURNAMENTS ATTRACTED

It is expected that sports tourism, meetings and conferences will have a long and slow recovery from the COVID-19. There were several cancellations identified in 2020 as well as 2021. However, it was encouraging to see tournament organizers beginning to inquire about potential tournaments to be held in 2022. Staff attended the Sports Event Congress in Q2 and began once again to promote the destination as a location for sport tournaments and conferences.

- **2022 Cross Country Skiing**
- **55+ Summer Games have been cancelled for 2021 but Peterborough has been offered to be the host community for 2022**

The Ontario government through the Ministry of Heritage, Sport Tourism and Culture, released a report prepared by the Tourism Economic Recovery Ministerial Task Force, which makes recommendations on how to support the province's \$36-billion tourism industry recover from the COVID-19 pandemic. The report provides 10 key recommendations about how to rebuild and reshape the future of Ontario's tourism industry. The recommendations include reducing red



tape for tourism businesses, restoring consumer confidence in visitors through collaboration between public health officials and the tourism industry and encouraging Ontarians to experience the province through industry co-ordinated travel days. The report also suggests new opportunities to highlight the best Ontario has to offer through itineraries, packages and trails that will make it easier to find local Ontario products and experiences. PKED will be reviewing these recommendations and incorporating key activities within our Destination Development Strategy and annual work plans.

A Look Ahead:



KMA Tri Association Manufacturing Summit - October 2021



Fall Career Fair at Ontario Tech U (Manufacturing) - October 2021



TD Economic Outlook Event - Tuesday November 2, 2021



YPQ Aerospace Summit - Fall 2021



FemSTEAM Summit - October 2021



International Youth Day - Thursday August 12



World Tourism Day - Monday Sept 27



Small Business Week - Oct 17 – 23



Small Business Month - October



Manufacturing Month - October