



Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

Q4 Quarterly 2021 Update



Q4 QUARTERLY METRICS SUMMARY



12

Number of
Businesses
Started



322

Number of
Business Assistance
Interactions



307

Number of
Visitors Served



4

Number of
Leads
Responded to



506

Number of Active
Local Job Postings
(as of December 20th, 2021)
source: wdb.ca

A Joint Message from PKED's Board Chair and CEO

The fourth quarter of every year includes preparations for the year ahead. It is the time of year that we assess what happened in the previous year, we make necessary adjustments and set goals for the following year. As much as we are all hoping for the pandemic to be over and to leave the last two challenging years behind us, it feels like we will have yet another year of working and living with COVID-19.

While businesses have done an exceptional job of showing their resiliency by adapting to constant changes, 2022 may be another tough year for them. We are proud of our business community, and while working from home allowed the PKED staff team to continue to reach out to local businesses virtually and provide them with programs and services such as the Tourism Resiliency Funding, we were missing that person-to-person interaction. We were missing “feet on the street” in the downtown core and supporting those merchants.

While we were always available by phone, live chat and virtual meetings throughout the pandemic, PKED reopened its offices in November. PKED began serving visitors in-person at the Visitor Centre and Business Advisory Centre clients were able to schedule in person consultations with Business Advisors. With all COVID protocols in place, it was exciting to see the energy back in the office, staff interacting with each other and supporting businesses across each of our key sectors. Sharing updates and opportunities from and for the business community. We had hoped that this situation would be the new normal, but as we learned throughout COVID-19, situations can change in an instant and we were saddened to close our offices

to the public for in-person services on December 15th once again. PKED will continue to follow direction from Peterborough Public Health.

Despite anticipating another tough year ahead, the Board and staff at PKED remain optimistic for the future of Peterborough & the Kawarthas. PKED is governed by a strong Board comprised of business leaders in each of our key sectors, we have a strong staff team committed to working with the business community; and we have innovative and creative businesses that make this community unique and strong. We are looking forward to another busy year ahead.



Sandra Dueck,
PKED Board Chair



Rhonda Keenan,
President & CEO

UPDATES FROM PKED

Peterborough & the Kawarthas Economic Development was proud to support the 2021 Peterborough Chamber of Commerce and the Kawartha Chamber of Commerce & Tourism's Business Awards

Business Student Leadership Prizes Sponsored by PKED

Congratulations to this year's recipients!

- Sarah Moore (Fleming College)
- Mohamad Ellabban (Trent University)



Tourism/Hospitality Excellence Awards sponsored by PKED

- [Burleigh Falls Inn & Suites](#)
- [Lang Pioneer Village Museum](#)
- [Old Bridge Inn & Restaurant](#)
- [The Village Inn](#)



✓ Fourth Quarter Presentations to City and County

- Q3 Presentations to City and County Councils
- 2022 Budget presentations to City and County Councils
- Presented at EPC - Youth Entrepreneurship workshop, trade connection program
- Attended TIAO Summit and Tourism Congress
- Attended Ontario East Municipal Conference
- Attended the Toronto Real Estate Forum





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.

HIGHLIGHTS - Fall Shoulder Season Media Partnerships

In order to sustainably grow the visitor economy, increased efforts to bolster visitation in the shoulder season. Increasing the number of visitors in the fall and winter are vital parts of PKED's destination marketing efforts.

PKED partnered with two prominent Ontario-based travel bloggers/influencers to showcase fall tourism experiences.

The first was a fall couples campaign targeted at single or married couples with or without children from the GTA, or other parts of Ontario within a 2-hour driving radius of Peterborough.

The second was a late fall family weekend getaway focused on indoor attractions targeted at families with children from the GTA and other parts of Ontario within a 2-hour driving radius of Peterborough.



Media Partner: Travelling Mitch & Ultimate Ontario

Facebook, Instagram, Twitter, Reddit, Tik Tok



Views:
200,000+



Impressions:
50,692



Engagements:
10,260



Media Partner: Wandering Wagars + Flavor the Globe + Ultimate Ontario

Facebook, Instagram, Tik Tok,
YouTube, Twitter



Reach:
30,652



Impressions:
24,758



Engagements:
13,290

Objective 1 Highlights



Ray Galletti and Royal Wood



Peterborough & the Kawartha Tourism was pleased to support the development of a new, locally focussed culinary themed television pilot called Questionable Taste which is the first Bell FibeTv1 production filmed in Peterborough, ON. The cooking/talk-show was produced by local filmmakers Chad Maker, Kirk Comrie and Michael Hurcomb and features Actor Ray Galletti welcoming Canadian celebrities into the East City based kitchen where they cook up dishes using some locally sourced ingredients. Each episode features at least one or more Peterborough-based vendor and the entire show was filmed at various locations in Peterborough and area. New webisodes will be featured by PKED in 2022 in support of the region's culinary tourism marketing efforts.

Peterborough THE KAWARTHAS

#2 CITY IN CANADA FOR WATER TECH STARTUPS

Peterborough & the Kawartha is a region that has been shaped by three things: innovative minds, a commitment to sustainability, and a connection to water.

Discover Cleantech Commons at Trent University®

Cleantech Commons at Trent University® is creating a Canadian hub for clean, green, & zero-carbon technology research, innovation, commercialization & entrepreneurship.

To learn more about Cleantech Commons, please contact Martin Yull, Executive Director of Cleantech Commons at martinyull@trentu.ca.

For more information about cleantech investment opportunities in Peterborough & the Kawartha, please contact Suzanne McCrimmon, Director of Business Development for Peterborough & the Kawartha Economic Development at smccrimmon@peterboroughed.ca.

PKED was pleased to work with Cleantech Commons at Trent University for inclusion in Invest Ontario's newest invest, expand and relocate perspective magazine.

PKED is proud to support local chambers on their new Hometown Holiday Campaign through social media amplification and the sponsorship of the contest for two local staycations.



SUCCESS STORIES

Winning Finalist “Top 4 Under 40” Lyle Saunders finds success by Connecting with Community Supports

Lyle Saunders, a past participant in the Starter Company Plus program offered by PKED’s [Business Advisory Centre](#) is one of 4 under 40 featured at the Peterborough Chamber of Commerce’s 2021 Business Excellence Awards.

“I am so grateful to Peterborough & the Kawarthas Economic Development, Peterborough Chamber of Commerce and other community groups for their support in helping to grow and foster my business. From learning to write a business plan to how to be successful, I wouldn’t be where I am today without their support. To be recognized as a community champion is a really great accomplishment that I am very proud of.”

In addition to ongoing community and business support, Lyle has also taken advantage of the many networking opportunities available through Peterborough & the Kawarthas Economic Development, Peterborough Chamber, and Community Futures. “I first started with the Business Advisory Centre and began to learn about running a business the right way regarding sustainability. I knew I wanted to create a successful business in the long term, so the Business Advisory Centre was a great place to learn from people who have succeeded.”



BUSINESS BLOGS



TRIBAL TRADE CO



LGBTQ+ FARMERS



BOARDWALK
GAME LOUNGE



SOUTH EATERY



KING & TUPPER



EARNED MEDIA RESULTS



Petroglyphs Provincial Park Guide



Perspective



wheels.ca



Ours to Discover: Haunted Drives, Explore Ontario on these bone-chilling road trips



Explore Peterborough & the Kawarthas This Autumn
By Planning a Fall for PTBO Picnic!

POSTED ON SEPTEMBER 20, 2021 BY CHRISTOPHER MITCHELL



Taking part in the Fall for PTBO Picnic will allow Ontarians to explore Peterborough & the Kawarthas through a new lens, and one that is sure to have a meaningful impact on your appreciation of the region and its local shops, wineries, sites, and bakeries.





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

The Business Development Team continues to work with partner organizations such as Ontario East Economic Development and Invest Ontario to position this region for new investment. Throughout 2021 there was significant interest from businesses identifying Peterborough & the Kawarthas as a strong business location.

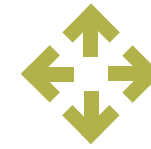


LEADS: 4

Of the 4 leads that were received this quarter:



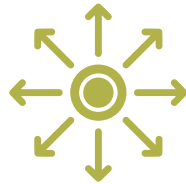
2 were new investment opportunities



2 were local expansions



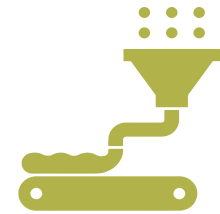
1 local expansion seeking a larger building



1 local expansion looking to diversify business activities



1 new investment opportunity inquiring about new industrial park



1 new investment opportunity looking at large food manufacturing processing facility

In progress: 3

Lost 1 (cannot meet requirements and timeline for large food manufacturing processing facility)

Lead Sources & Status

1 from



3 Direct Inquiries

The leads were in healthcare, industrial development, academia, and food processing

VISITOR SERVICES

307 Number Visitors Served this Quarter



215 Walk ins



15 Website/
Email



29 Live Chat/
Social Media



48 Phone



The Visitor Centre re-opened to the public in Q4 and the most requested information was about Fall driving routes, planning 2022 vacations, and holiday shopping. Unfortunately, due to the Omicron variant, PKED closed its doors to the public in December, in compliance with Public Health measures.



The PKED Team was active throughout Q4.

Business interactions were focussed on business growth and support. Small businesses required assistance with their digital presence, others were looking for locations to expand, as well as encouraging more farms to become Kawartha Choice members. There was also significant outreach to rural tourism businesses. Given that the Kawartha and Greater Peterborough Chamber of Commerce were merging, PKED set out to ensure that tourism-based businesses in rural areas continued to feel supported and understood the services that are available to them.



The team hosted a Peterborough-based reception for the annual **Ontario East Municipal Conference**



HIGHLIGHTS

The Business Development Team met with Economic Development Officers from the City and townships to discuss 2022 priorities and opportunities to collaborate.



Aerospace Summit - The PKED Team was pleased to participate in another virtual Aerospace Summit, highlighting the advantages of YPQ.

Business After Covid: A Peterborough Perspective was moderated by Hillary Manion, Entrepreneurship Officer with the BAC and Michael Gatschene from BDC.



Tri-Association Conference: PKED was pleased to participate and support the manufacturing sector through the annual Tri-Association Conference that was held virtually this year.



The PKED was pleased to sponsor **Green Economy Peterborough** to offer the first event of their 2021/2022 Series: **“Green Business Basics”**. The event featured four guest speakers on topics related to energy, waste and water – presenting the business case for environmental action, and programs that are currently available to organizations in this region.



AWARD WINNING BUSINESSES

In November, at the Tourism Industry Association of Canada's 2021 Summit, Anne Marshall of Elmhirst Resort was inducted into the Canadian Tourism Hall of Fame. The reward recognizes individuals who have made tourism an important part of their life's work and whose actions have had a positive impact on the industry they serve.



Congratulations Anne for this national award of recognition.

Congratulations to Peterborough & the Kawarthas businesses that have received recognitions and awards this quarter. It is exciting to see so many award winners that have used PKED's Business Advisory Centre services, continue to grow and expand their business operations and are now being recognized for their business achievements!

Natures Table – Culinary Experiential Training

Chefs Tyler Scott (Rare Local Restaurant), Lisa Dixon (Blackhoney Bakery & Coffee House) and Michael Sterpin (Club Café) attended an experiential training program presented by the Gros Morne Institute for Sustainable Tourism made possible with support from PKT.

Nature's Table is a collaborative, 6-week, online learning program exploring the guiding principles and practices for developing unique culinary experiences in nature. The program is directed at businesses with an advanced level of knowledge around either culinary or adventure tourism. Lisa and Tyler are in the beginning stages of development of two culinary foraging experiences for 2022!



Chef Tyler Scott, Rare



3 objective

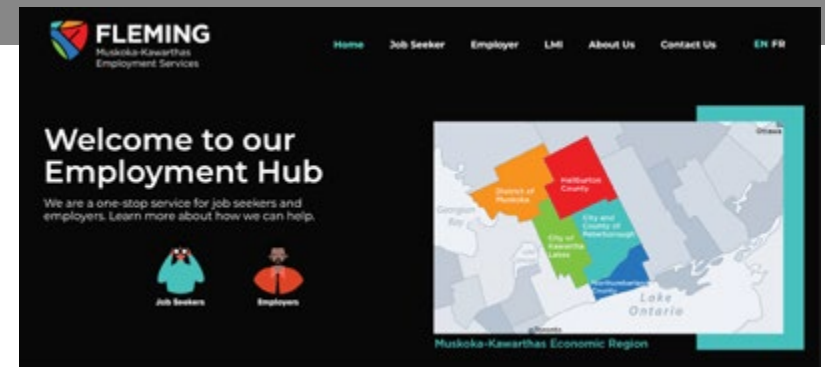
**Building a job-ready,
highly skilled and
innovative workforce
for the future.**

HIGHLIGHTS

PKED is leading an application to the provincial Skills Development Fund, in collaboration with Fleming College, the Workforce Development Board, City of Kawartha Lakes and the SSM Muskoka-Kawartha Employment Network for a program to address challenges in the local labour market.

The PKED Board of Directors received a presentation from the Northumberland Manufacturers Association and Hop In Technologies to discuss micro transportation options to assist rural residents to travel to work.

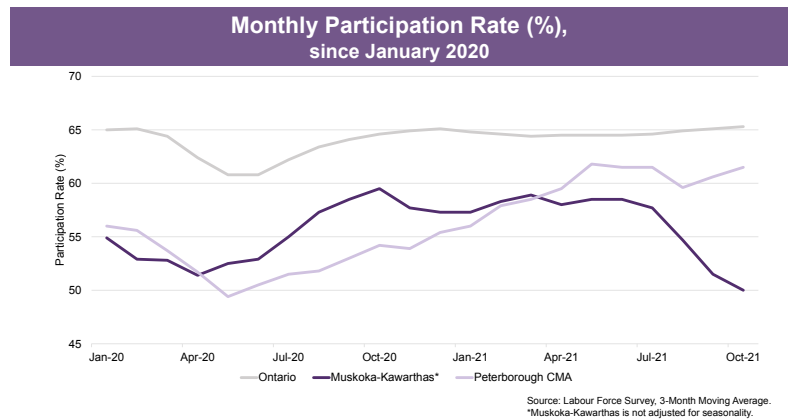
The Tourism Industry Association of Ontario (TIAO) and the Ontario Restaurant, Hotel, and Motel Association (ORHMA) want to hear from current and former employees in Ontario's tourism and hospitality industry via an anonymous and confidential survey so it can better understand the challenges that are being faced, how those challenges have changed or intensified during the pandemic, and how they might be contributing to the labour crisis. The survey results will be shared with the Ministry of Labour, Training and Skills Development and the Ministry of Heritage, Sport, Tourism and Culture Industries to help inform government decision-making to address the labour crisis. <https://www.surveymonkey.com/r/RK3VHMY>



HIGHLIGHTS



The PKED team continues to participate in the Labour Force Task Force, led by Workforce Development Board. The latest data is showing some improvements to the local participation rate.



Ontario Tourism Education Corporation (OTEC) Project – PKED is continuing with ongoing participation in the Kawarthas / Northumberland / County of Peterborough (KNP) regional workforce working group of OTEC. Leveraging PKED's program advisory role with Fleming's travel and tourism program, PKED is looking at workforce training opportunities including micro-credentials for the new year. PKED is partnering to promote OTEC's Resiliency Training Series and Leadership Excellence Series for tourism businesses, to help build a more resilient workforce and increase employee engagement and retention. PKED is also providing input into Destination Dynamics; OTEC's LMI model to forecast the impact of COVID-19 on the tourism and hospitality sector in Ontario. This data system will support local, regional stakeholders by packaging and redistributing regional information and better support business design recovery strategies including workforce development initiatives.

HIGHLIGHTS

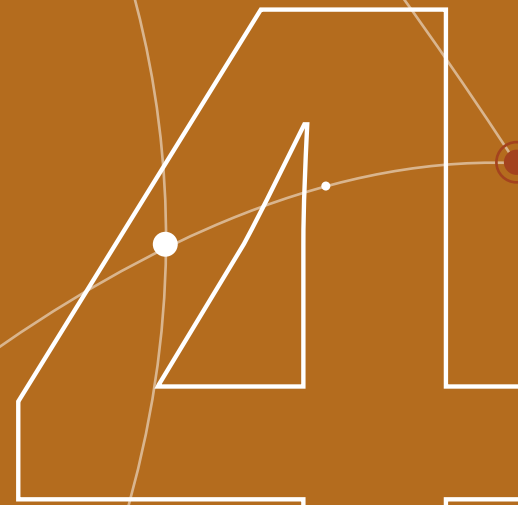


RTO8 Acceler8 Program – Acceler8 is a mentorship program designed to assist tourism business owners/operators within Kawartha Lakes, Peterborough City and County and Northumberland County in accessing assistance to develop and grow their business. Acceler8 is a highly personalized approach to business improvement. The program focuses on enabling tourism businesses to succeed by working with seasoned business experts. Mentors from Peterborough & the Kawarthas include Robert Gauvreau - Chief Executive Officer at Gauvreau CPA Firm; Sofie Andreou – Founder of 123 Digital Power; Michael Konopaski – Managing Director of Inclusive Advisory, Kateryna Tepylo – Owner/Operator Social Kat Media.



The Workforce Development Board is using Edgefactor videos to educate and highlight the career pathways in key industries. The latest video includes highlights from innovative Woodleigh Farms.





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).



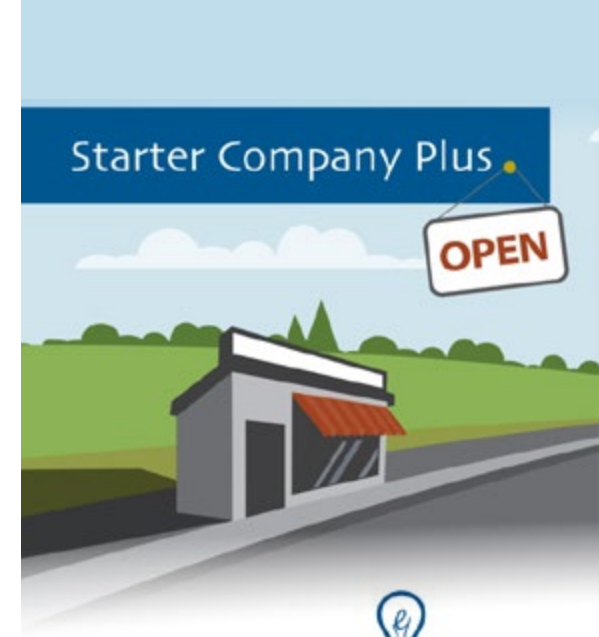
New workshop series was launched in December:

The workshop series, which reviewed the steps to plan out a business ran for three weeks in a row on Thursdays from 12:00 pm to 1:00pm via Zoom - topics discussed were aimed at helping would-be entrepreneurs in planning new businesses, and current small business owners planning for changes or expansions to their business models.



Starter Company Plus

Sixteen entrepreneurs operating twelve small businesses successfully completed the Fall 2021 intake of Starter Company Plus. Through the course of the program participants attended five online workshops featuring guest speakers and had regular one-on-one consultations with BAC. Each participant completed the required formal written business plan as well as a 10 minute business pitch submitted as a video. A panel of four community judges graded all the submissions and six \$5000 microgrants were awarded.



194
ENTREPRENEURS
SUPPORTED



104
START UP
BUSINESSES
OPENED



26
BRICKS AND MORTAR
LOCATIONS



52
EXPANSIONS OF
EXISTING BUSINESSES



PARTICIPANTS COME
AWAY WITH FORMAL
BUSINESS PLAN



195
JOBS CREATED



\$1.2M
CLIENTS SECURED
FUNDING AND FINANCING
FROM BANKS



HIGHLIGHTS

Selling Yourself Short?
Why EQSP Will Help You Better Position Your Business to Your Ideal Customer
Weekly Series, Wednesdays from 1-2:30pm
October 20th – Nov 10th
(+ BONUS Mastermind Class Nov 24th)

In this complimentary 4- week learning series you will get familiar with the consultative 7-Step Sales Process and how to incorporate EQSP into your sales approach for future success and growth.

Register Today!

David Cohen
The David Cohen Group

Peterborough THE KINANTIVAS
Presented in partnership with
FedDev Ontario

7 Step Sales Process Workshop - Bridges to Better Business

A four week learning series was held October 20th - November 10 through the BAC. This workshop series was focussed on the consultative 7 step sales process and how to incorporate EQSP into a sales approach for future success and growth. The series was facilitated by the David Cohen Group and presented in partnership with FedDev Ontario.

**NEW VENTURE:
STARTING UP YOUR
OWN SMALL BUSINESS**

Thursday, October 14
1:00pm

More Information:
peterborough.ca/events

Business Fundamentals workshops

New Venture Workshop series were held for four consecutive Thursdays at 1pm, in Q4. This series was offered to the public as well as applicants of the Fall 2021 Starter Company Plus intake that were not selected as participants for this round.

E-learning Courses (Started/Completed)

18/4 New Venture
Started/Completed

10/1 Business Planning
Started/Completed

4/1 Branding & Marketing
Started/Completed

Total 32/6

TOURISM: CONFERENCES AND TOURNAMENTS ATTRACTED*

PKED is excited to announce that through ongoing work with Sports Tourism Canada, the Canadian National Women's Para Hockey Team will be holding their 2022 National Team Selection camp in Peterborough, ON from January 7-9, 2022.

Coaches, staff and 22 women from across the country (representing 7 provinces) have been invited to compete for a spot on the team, including 8 new women who have never attend selection camp before.

It has been 2 years since the high-performance women were last able to get together so this is sure to be an exciting event for all those involved.

***Covid Update:** Due to Covid protocols the National Selection Camp has been cancelled. The Team will return to Peterborough for an event in the Fall as a result of the excellent support and relationship they have built with the local organizers



PKED continues to work on the organizing committee for the Ontario 55+ Summer Games and Joe Rees is the Chair of the Accommodations committee:

To date:

- Contracts are either signed or pending with all accommodation providers.
- Accommodation plans have been updated from 2020 and to allow for some integration with food services plans.
- Participants are being booked in proximity to their sport venue location.
- Working with nine different Peterborough accommodation providers.

BARRIERS TO BUSINESS



Staffing



Debt Assistance



Downtown Crime

In addition to the ongoing challenges such as lack of available land and buildings, Covid recovery and supply chain issues, specific concerns were highlighted this quarter.

Tourism businesses were asked to provide input on key concerns they still face, and to identify what their business requires for Covid recovery. The top three responses were:

- 1) Staffing and funding for staffing.
- 2) Debt assistance as revenues have not returned to normal and debt continues to rise.
- 3) Specifically in downtown Peterborough, businesses are asking for assistance with how to stop / reduce crimes citing concerns that the downtown area is losing its desirability as a place to visit.

A Look Ahead:



2021 Business
Count Results
Presentations
to Councils –
Q1 2022



Canada Sport
Tourism Conference
March 22-25



Chamber of
Commerce/
PKED Business
Summit – TBD



ECONOMIC DEVELOPMENT

PKED AGM –
April 28, 2022