

Peterborough & the Kawarthas
Annual Report | 2016



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Message from President & CEO and Board Chair

As we enter 2017, we are approaching the halfway point of our 2015-19 Strategic Plan, and have taken significant strides towards “Igniting the Transformation to a High Performing Economy”.

Economic development continues to be a competitive process in which communities, regions and countries strive to position themselves to be attractive to businesses, entrepreneurs, talented workers and visitors.

In 2016, the team at Peterborough & the Kawartha Economic Development (PKED) focused on strengthening our connections to businesses, entrepreneurs, stakeholders and our community-at-large in order to create a brighter and prosperous future for those who work and invest here.

Strong connections, solid support systems and resilient businesses are the foundation of a proud and successful community. Leveraging these connections, we ensure that we build a more attractive destination for those who live, learn, play and visit here.

Going ahead into this year, there are more changes ahead. We continue to strengthen our connections internally bringing our entire PKED team under one roof in a move to the new downtown business hub at VentureNorth. This relocation will house the Visitor Centre, Tourism Development, Marketing and Communications, Business Advisory Centre and Business

Development teams. Collaborating and connecting with our partners such as the Greater Peterborough Chamber of Commerce, Innovation Cluster and Community Futures Peterborough, we ensure that we are able to attract and support business at every stage of growth and development.

The Peterborough & the Kawartha community is as passionate as it is proud – and it is this unique personality that makes the work we do at PKED so rewarding. Whether we are welcoming a visitor to the region at the Visitor Centre, supporting an aspiring entrepreneur as they find their way or discussing the benefits of investing in Peterborough & the Kawartha with a potential investor, our team is providing friendly, personalized service and expertise that continues to connect and ignite the transformation to a high performing economy.

Tom Robinson

Board Chair

Peterborough & the Kawartha Economic Development

Rhonda Keenan

President & CEO

Peterborough & the Kawartha Economic Development



Economic Highlights

Peterborough & the Kawarthas has a rich offering for those who live, visit, invest and study here. Moving in to 2017, it is anticipated that Ontario's economy will continue to grow with real GDP growth at 2.4%.¹ Similarly to the rest of the province, Peterborough & the Kawarthas is expected to experience moderate growth this year. A notable trend is that the economy with its focus on education, health and tourism is experiencing employment growth in service industries.

In 2016, the region continues to experience positive results in the key economic indicators, and also has had exciting announcements with regards to the outlook in Peterborough & the Kawarthas as it plans for future growth. Some highlights include:

- Peterborough's employment rate is on a slow rising trend with much of that growth accredited to service industries. Rising trends in employment are taking place in health services as well as professional-scientific-technical industry employment.
- Residential sales and permits continue to climb in the region, with 550 building permits, this is a 27.6% growth.
- Building permit activity for non-residential (industrial, commercial and institutional government) experienced \$50M in growth in 2016.

- The region continues to be influenced by the province's historically large investment in infrastructure. Last year saw a renewed interest in passenger rail service to Peterborough. This, coupled with the announcement that the 407 is on track to connect with Highway 115 by 2019, sets the region on the right track for future growth potential.²

Tourism Facts

- Peterborough & the Kawarthas has seen strong growth, seeing approximately 3.2 Million visitors annually, which makes up more than half of the total visits to the Kawarthas Northumberland Tourism region.
- Those visitors spend \$311 Million in the local economy, resulting in 2504 tourism industry jobs.
- Visitors spend an average of 2.6 nights and \$99 in Peterborough & the Kawarthas.
- Overnight visitors are spending \$152, while day trippers are spending \$59.
- Nearly all visitors to Peterborough & the Kawarthas are coming from Ontario (97%), with the remaining visitors coming from near US states such as New York, Pennsylvania, Ohio and Michigan, and international destinations such as the UK and Germany.³

¹ http://www.conferenceboard.ca/press/newsrelease/16-12-08/ontario_s_economy_will_continue_to_do_well_in_2017.aspx

² <http://www.occ.ca/wp-content/uploads/2013/05/Central-1-Ontario-Economic-Analysis-2017.pdf>

³ Stats Canada, Travel Survey of the Residents of Canada 2013, International Travel Survey 2013, Ontario Ministry of Tourism, Culture & Sport



Message from Director of Business Development

PKED serves a community that is diverse, collaborative and welcoming. It is a pleasure to work with the Business Development and Business Advisory Centre team as they are passionate about making the community a better and more prosperous place. Together we help the community achieve a high performing economy by providing a dedicated service to local businesses in order to develop key growth sectors into future opportunities. We are creating a community that is a collaborative and supportive place to live, work and invest.

In 2016, we strengthened our connections to community partners and delivered programming that helped businesses and entrepreneurs achieve their goals. We held 1027 business consultations and supported businesses with funding, resources and expertise that companies and entrepreneurs need to start, expand and thrive in Peterborough & the Kawarthas.

In 2016 we had some great accomplishments including:

Connected **65** local entrepreneurs with over ⁴

\$249K
IN FUNDING TO
START OR EXPAND THEIR BUSINESS



- Creation and administration of the B.L.A.S.T. Pilot Program, a program designed to support entrepreneurs over 30, specifically focused on companies in skilled trades, product creation and service delivery;

- Launching a new series of workshops through the Business Advisory Centre;
- Continuing to provide administrative support to the Kawartha Manufacturers' Association.

Connected manufacturers with over

\$48K IN FUNDING
FOR TRAINING & SKILLS DEVELOPMENT



Developing collaborations & opportunities, including:

**THE TRENT RESEARCH
AND INNOVATION PARK,
& THE PETERBOROUGH AIRPORT**
THROUGH THE BUSINESS ENABLEMENT TEAM



In the year ahead we look forward to supporting businesses through the new Starter Company Plus program, continuing to strengthen our relationships with our community partners, and Peterborough & the Kawarthas' offering for businesses and investors.

Suzanne McCrimmon

Director of Business Development

Peterborough & the Kawarthas Economic Development

⁴Through Starter Company, Summer Company, and the B.L.A.S.T. Pilot Program (Administered through the BAC, funded by the Government of Ontario)



Message from Director of Tourism & Communications

As a long-time member of the tourism community in Peterborough & the Kawarthas, I couldn't be more excited to have the opportunity to join the team at Peterborough & the Kawarthas Economic Development as Director of Tourism and Communications.

Telling our story is a key deliverable of our strategic plan. Our ability to position this area as a great place to live, work, invest and visit is vital, connecting the good work we're doing with the successes of our partners in the community. Equally as important is telling PKED's story as we share results and demonstrate value to the community we serve.

Tourism in Peterborough & the Kawarthas is growing, becoming an even stronger economic driver for the local economy. We remain focused on our core objectives; to increase the number of visitors to the region, to encourage them to stay longer and to spend more money while they are guests in our community.

In 2016, we celebrated many successes, but there were 5 of particular importance.

- Building our reputation as one of the best fishing destinations in Ontario through partnering with Ontario Tourism to host an education session for recreational/sport fishing businesses; improving the region's presence through exposure with Ontario Tourism and 5 national television shows.
- We made significant strides to improve communications with our community stakeholders including connecting with township councils, building relationships with our community partners and City and County Councilors and hosting a very successful AGM and Showcase last April.

- During Small Business Week in October, we hosted a very successful "Spotlight on Small Business" event which included a showcase of local entrepreneurial success stories. We also filmed the "Redefining Success" video series which was launched in January 2017.



Moving into 2017, we have many changes ahead, but we look forward to strengthening our relationship with our community stakeholders and partners, as well as building more internal collaboration with a move to VentureNorth. We look forward to working with both businesses and visitors as we position Peterborough & the Kawarthas as a place to live, work, invest and visit.

Tracie Bertrand

Director of Tourism & Communications
Peterborough & the Kawarthas Economic Development



Message from Director of Operations

In 2016, we continued to focus on providing a superior level of service to our clients, as well as maintaining accountability to our key funding stakeholders in a fiscally responsible manner.

Leveraged additional
\$690K
IN FUNDING



By leveraging our core budget, we were able to secure an additional \$690,000 in private, provincial, and federal funding which enabled PKED to provide the best programming possible for the local community.

For the fourth year in a row, our annual Stakeholder Satisfaction Survey showed an increase in our rates of satisfaction with key stakeholders.

We are looking forward to moving PKED's whole team under one roof at the new VentureNorth building on George Street in 2017. A complete review of current administrative and operational costs was completed in 2016 in preparation for the move. This exercise assisted in our ongoing efforts to streamline operations while providing additional savings to our administrative costs.

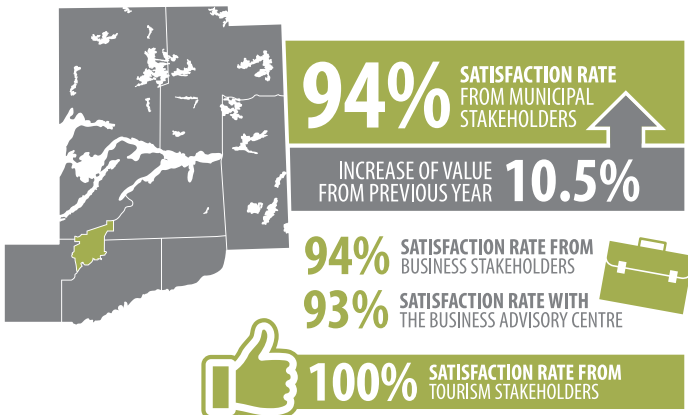
With our whole team working in the same location we will continue to be a leader in regional economic development and provide strategic measurable results for the communities we serve.

John F. Kennedy wrote that "Change is the law of life. And those who look only to the past or present are certain to miss the future." While we should be proud of the many accomplishments achieved in 2016, it is the many opportunities ahead that we look forward to in 2017 and all of the possibilities they will bring.

Barb van Vierzen

Director of Operations

Peterborough & the Kawarthas Economic Development





Peterborough & the Kawarthas Economic Development Team

Back Row: Sandy Greenberg, Tracie Bertrand, Kelly Jessup, Jaimie Judge, Susan Quinlan, Reece David, Cara Walsh, & Drew Whatman

Front Row: Madeleine Hurrell, Joe Rees, Matt Braithwaite, Suzanne McCrimmon, Rhonda Keenan, Gail Henderson, Barb van Vierzen, & Aleks de Oliveira

Our Leadership Team

Rhonda Keenan, President & CEO

Barb van Vierzen, Director of Operations

Tracie Bertrand, Director of Tourism & Communications

Suzanne McCrimmon, Director of Business Development

Our Staff

Aleks de Oliveira, Corporate Assistant

Cara Walsh, Corporate Communications Coordinator

Drew Whatman, Corporate Marketing Coordinator

Gail Henderson, Corporate & Tourism Services Lead

Jaimie Judge, Tourism Communications Coordinator

Joe Rees, Business Development Lead

Kelly Jessup, Tourism Marketing Communications Lead

Madeleine Hurrell, Starter Company Plus Program Coordinator

Matt Braithwaite, Business Development Lead

Reece David, Visitor Services & Special Projects Coordinator

Sandy Greenberg, Business Advisory Centre Lead

Susan Quinlan, Tourism Development Lead

Tyler Wilson, Summer Company Coordinator



Peterborough & the Kawarthas Economic Development Board of Directors

Back Row: Marilyn Feige, Tom Robinson, Larry Jinkerson

Middle Row: Tracey Randall, Gary King, Allan Seabrooke, Waleska Vernon, Lori Neill

Front Row: Dana Empey, John Desbiens, Sandra Dueck

Our Board of Directors

Tom Robinson, Board Chair
Professional Land Use Planner

Dana Empey, Board Vice-Chair
Travel Industry Professional

Peter Gaffney, Former Board Chair
Retired Manufacturing Professional

Allan Seabrooke
City of Peterborough CAO

Gary King
County of Peterborough CAO

John Desbiens
Innovation Cluster Board Representative

Karen Beamish
Retired Educator

Larry Jinkerson
Retired Agriculture Industry Professional

Lori Neill
Health and Business Professional

Marilyn Feige
CPA, CA

Sandra Dueck
Policy Analyst & Communications Specialist

Tracey Randall
Peterborough Musicfest

Waleska Vernon
Business Law and Career Services Expert



Redefine your success in Peterborough & the Kawarthas

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