



Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

2020 Annual Report

ANNUAL METRICS SUMMARY



26

Number of
Businesses
Started



1206

Number of
Business
Assistance
Interactions



589

Number of
Businesses
Assisted



1521

Number of
Visitors
Served



58

Number
of Leads
Generated



6

Number of
Tournaments/
Conferences
(2 hosted, 1 postponed,
3 secured)



56

Number of
Challenges
Identified
(50 COVID-19 related)



67

Number of
Expansion
/Investment
Projects in
Pipeline



A Note from PKED's Board Chair

As we look back on 2020, it is hard to believe that it was one year ago that we began to see the full impacts brought about by COVID-19. One year later there are many similarities, much of the same challenges and yet some positive momentum as well. We are once again grateful to have the technology available to ensure that many of our businesses continue to operate.

A note to our business community – this has been a tough year, tougher than anyone could ever anticipate. We acknowledge how difficult it has been for each of you and the toll that it is taking on small business owners, the hundreds of tough decisions made, the thousands of changes needed, the countless nights of worry.

We are grateful for the passionate and ongoing commitment by this community to support local, through online ordering, take out menus, and all the likes and shares on social media. This local support is a lifeline for our local businesses.

To our healthcare workers – thank you for working tirelessly for those in need and to Peterborough Public Health for their ongoing vigilance, education, and commitment to keep us safe.

Sandra Dueck, PKED Board Chair

2020 BOARD OF DIRECTORS

Peterborough & the Kawartha Economic Development (PKED) is governed by a Board of Directors made of up to 13 members of our local community.

Board Chair

Sandra Dueck

Vice Chair

Lori Neill

Past Chair

Dana Empey

City of
Peterborough CAO

Sandra Clancy

County of
Peterborough CAO

Sheridan Graham

Karen Beamish

Bob Gauvreau

Erin McLean

Tracey Randall

Terry McCullough

Asaf Zohar

Maureen Adamson

Nicole Stephenson

The Staff and Board of Directors for Peterborough & the Kawartha Economic Development are pleased to present this annual summary of key activities and initiatives undertaken in 2020.

While 2020 was an incredibly difficult year for economic development, there were several important and progressive activities undertaken to achieve PKED's core economic development activities for the advancement of the objectives of PKED's Future Ready Regional Economic Development Strategy.

PKED's Core Economic Development Activities

PROMOTE: 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.

GROW: Business retention and expansion is the foundation of core economic development activities. We meet with the local existing business base, across all key sectors throughout the region.

START: 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 and early growth phases.

ATTRACT: Attracting new investment and assessment efforts will be focused across the region. Working in alignment with each municipality throughout the City and County, we focus on the region's established key sectors: Agriculture, Aerospace, Clean Technology, Manufacturing (Industry 4.0), Tourism and Small Business.

PKED's Strategic Vision

To become the most sustainable and innovative community and economy in Ontario

- 1 Promote Peterborough & the Kawartha as a Destination of Choice for Visitors, Business, Entrepreneurs, Investors and Students
- 2 Leverage the Region's Mix of Rural and Urban Assets and Business
- 3 Build a Job-Ready, Highly Skilled and Innovative Workforce of the Future
- 4 Support All Phases of Entrepreneurship, While Also Supporting Existing Business

The Future Ready strategy is underpinned by the values of sustainable development, and have the following UN Sustainability Goals firmly in view

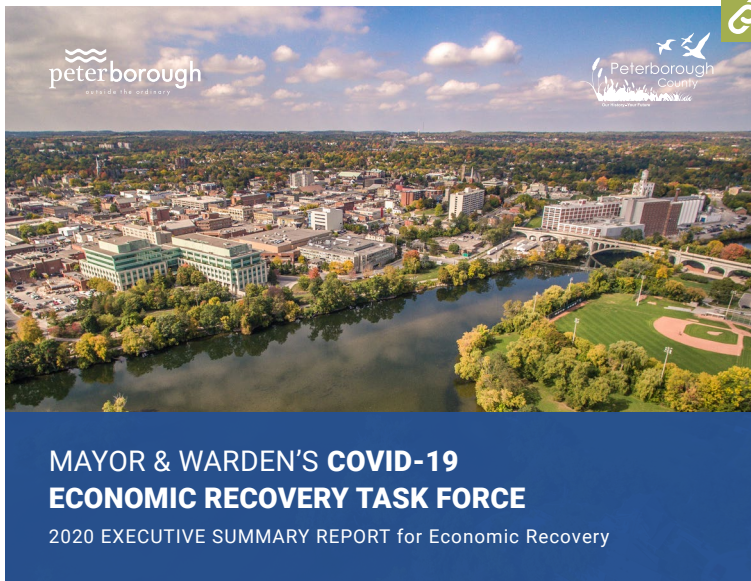




COVID-19 Impacts on Economic Development

In 2020, the world was impacted by the global pandemic caused by COVID-19. Although the 2020-2024 Future Ready Economic Development Plan had contemplated the need for flexibility to respond and adapt to ever-changing global economic changes and pressures, it did not anticipate a global crisis of this magnitude.

Every economy around the world has been gravely impacted by COVID-19 and Peterborough & the Kawarthas is no exception. In April 2020, we created a COVID-19 [Economic Recovery Plan](#) in collaboration with partners and business support agencies in the region such as Chambers of Commerce, BIAs, Community Futures Peterborough, and the Innovation Cluster Peterborough and the Kawarthas. This plan was approved by both City and County Councils and consistent with provincial efforts. The Plan included the creation of a Mayor and Warden's task force to assist in recovery efforts, but also contemplated the need to refresh the [Future Ready Economic Development Strategic Plan](#) to incorporate impacts of COVID-19.



The Mayor and Warden's Task Force co-chaired by City of Peterborough Mayor Diane Therrien and County of Peterborough Warden J. Murray Jones, pulled together over 40 businesses and organizations to meet regularly and help combat the effects of COVID-19. The Task Force began meeting in April and continued to do so until August.

PKED, together with partners, launched multiple surveys to check on businesses and to try and understand impacts and concerns throughout the pandemic.



335

Responses

*Business Impact
Survey March*



227

Responses

*Business Adaptation and
Continuity Survey April*



81

Respondents

*Business
Capacity Survey*

Throughout the year, using feedback from the taskforce, input from surveys and feedback from hundreds of business interactions, we tracked all of the challenges that businesses were facing in the Mayor & Warden's [Economic Recovery Taskforce Report Card](#), and used this as an important tool as solutions were identified and challenges were alleviated.

2020 OVERVIEW

While PKED started the year off strong in Q1, efforts in Q2 turned to the COVID-19 pandemic. The majority of 2020 was focused on the health of the local economy. Three key themes emerged to categorize the work undertaken by PKED in 2020:

Supporting
Local Business

Economic
Growth

Communication
& Knowledge
Sharing



Supporting Local Business

Like many other communities and economic development agencies navigating the pandemic, in 2020 we turned inward to focus efforts on supporting as many local businesses as possible – no two days were the same, we pivoted and adapted and learned along with our business community. We used the time to revise many of our core services and supports to better suit the new needs of business.

Launched New Business Collaboration Portal

In a time of considerable change, the one thing that has remained constant is the collaborative spirit of the local business community here in Peterborough & the Kawarthas. We invited local businesses to use this free online business collaboration tool to assist local businesses with new partnerships and for the creation of new products and services to help the economy thrive.



Launched PKED Business Recovery Centre Portal

In May, PKED launched a new digital [Business Recovery Centre Portal](#) for businesses in Peterborough & the Kawarthas in support of COVID-19 Economic Recovery efforts.



Created new Virtual Advisor Position

In December, the Business Advisory Centre announced the creation of a new position, Virtual Service Advisor, to serve local entrepreneurs and small business owners remotely on a part time basis to provide extended hours virtually through online Live Chat, email, and phone.



Launched Online Portal for Entrepreneurial Training

In August, the Business Advisory Centre (BAC) launched a new online learning platform for local entrepreneurs to access BAC programming anytime, anywhere.

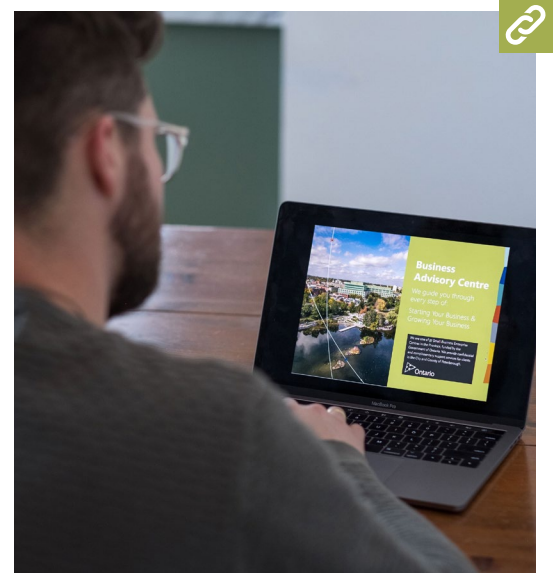
Joined Digital Main Street's ShopHERE Powered by Google to Support Local Businesses

In June, as part of ongoing regional economic recovery efforts and ahead of the UN's Micro-, Small and Medium sized Enterprises Day to raise public awareness of their contribution to sustainable development and the global economy, PKED spearheaded an effort to bring the ShopHERE program to the region to support small businesses and artists to help them sell online as quickly as possible.



BAC Digital Transformation

All of the resources and services of our Business Advisory Centre are now available online! Peterborough & the Kawarthas Business Advisory Centre (BAC) has taken lessons from the last year and is proud to introduce more comprehensive online resources. We are confident this 'Digital Transformation' will better assist the business community by increasing service accessibility and convenience. Our amplified reach through an entirely virtual process will pave the way for strengthening the entrepreneurial spirit of Peterborough & the Kawarthas.



Created a Small Business Toolkit





Starter Company Plus

While the winter intake of the Starter Company Plus program was business as usual, the Fall intake included a pivot to virtual and a shift to focus on more robust digital marketing strategies, crisis communications and public relations, financial acumen and long term planning to better equip the entrepreneurs to launch their businesses in a pandemic.



Summer Company

Despite the pandemic, PKED was still able to offer this annual youth entrepreneurship program which supported the creation of 5 new student-owned and operated summer businesses through the Government of Ontario's Summer Company program, which connected them with training, mentorship and up to \$3000 in funding.

2020 Partnership Events

Spring Future Ready Business Summit

TD Economic Outlook (Virtual)

5th Annual Peterborough Aerospace Summit (Virtual)

Tri-Association Manufacturing Conference (Virtual)

2020 Workshops

Becoming a Trusted Advisor with Jeff Mowatt

Digital Marketing on a Shoestring Budget with Camp Tech

Elevating Canadian Experiences – Winter/Shoulder Season and Culinary National Program

Business Fundamentals: Business Planning

Business Fundamentals: Branding, Marketing & Sales

New Venture Sessions



Lieutenant Governor of Ontario visits Lang Pioneer Village Museum.

Tourism Support for Local Businesses

While Peterborough & the Kawarthas Tourism (PKT) is primarily focused on driving visitation from outside the region, the 2020 pandemic caused a dramatic shift in focus toward local tourism. Normally this region welcomes over 3 million visitors each year and many local businesses rely on this influx of visitors. In accordance with public health direction, 2020 required a marketing message requesting that our visitors admire this region from afar and a focus on supporting local. PKT revamped the tourism website to improve the information available for local food and beverage businesses and to focus on ways for locals to shop, eat and drink locally, as well as to enjoy virtual events and experiences from local attractions. PKT encouraged Peterborough Public Health to deliver workshops that helped tourism dependent businesses to operate safely and ensure that they were in compliance with health regulations. The community was impacted with the loss of music events, live theatre, and annual festivals, but businesses that relied on this visitor traffic were impacted as well. It is estimated that it will take several years, before the tourism sector will fully recover.

2020 Webinars

Stress, your Business & your Health with Dr. Ange Wellman

Managing your Social Media Message in Times of Crisis with Kat Tepylo

Let's Revisit Your Brand: Branding & Marketing Your Small Business

Instagram Bootcamp with Kat Tepylo

Staying Healthy during COVID-19 with Dr. Ange Wellman

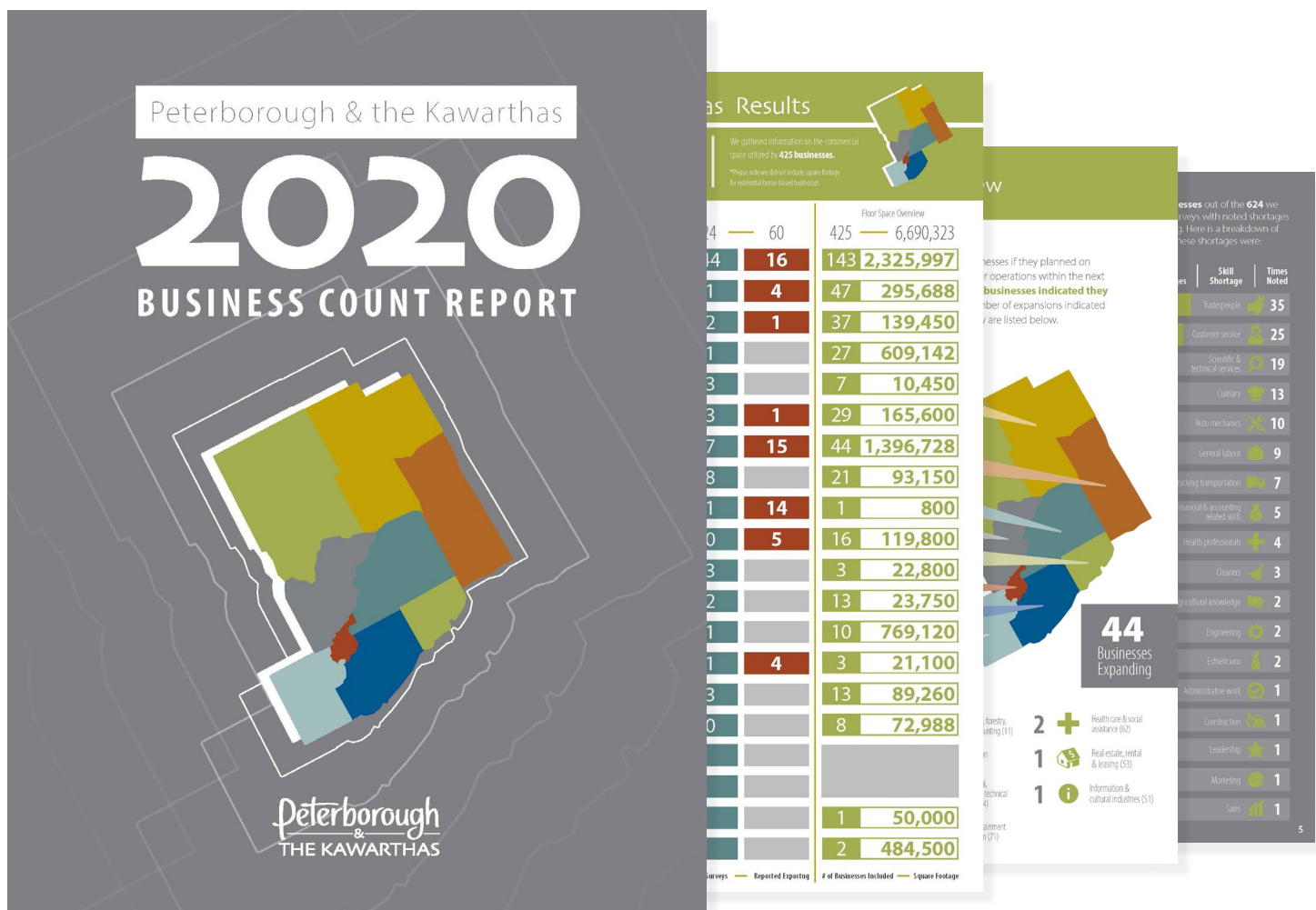
#CoffeeTalks Series

Travel Preferences in Ontario and COVID-19 with RTO8

Free Online Resources for Entrepreneurs

[Learn more](#)





Economic Growth

2020 marked the launch of the regions' first annual count of local businesses to collect valuable data and insight into the region's economy. A final report has been completed, highlighting employment numbers, space and land data across industry sectors. The report also recognized industry concerns as well as growth opportunities. This information can assist PKED and planning departments across the region with growth plans and programming efforts to support businesses, and to improve communications. Businesses highlighted hiring challenges, expansion plans, as well as requested assistance to access new funding programs.

SUPPORT FOR KEY SECTORS

Aerospace

The Ontario Aerospace Council's Research and Technology Committee is working to build a collaborative Aerospace R&T community in Ontario. Due to the strength of Peterborough's Maintenance, Repair and Overhaul aerospace sector, PKED participated in the latest edition of the R&T Source Book and the Beyond the Barriers – Building the Ontario Aerospace Research & Technology Community event.



Cleantech

PKED, in partnership with Cleantech Commons, sponsored the Early Adoption category at the Water's Next Awards, at the Canadian Water Summit and coordinated an effort to see local company Aclarus Ozone, local business leader John Gillis and local academic leader Chris Metcalfe recognized at this year's awards, which further supports the region's position as one of Canada's rising cleantech and water technology centres.



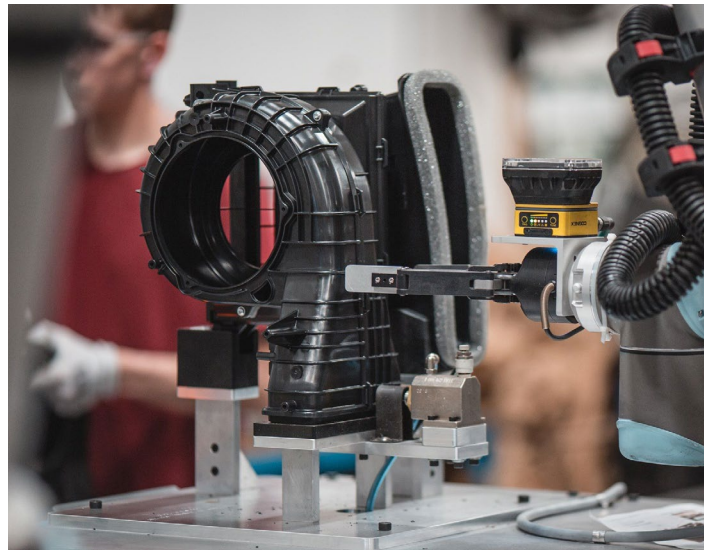
Agriculture

Completed an Aggregation and Distribution Feasibility Study to develop our plan to support agriculture producers to expand and grow. Applied for and received funding to refresh the Kawartha Choice Farm Fresh website and strengthened our partnership with City of Kawartha Lakes Economic Development Team.



Advanced Manufacturing

Early on in the pandemic, a [call was made to local businesses](#) to consider retooling to help meet the need for urgent medical supplies, and PKED led the charge to assist a number of local companies with materials and supply chain, including [Harco Enterprises Ltd. with the support of Merit Precision](#) to create PPE. The positive response inspired PKED to [create an online business collaboration portal](#) to support more local businesses to collaborate.



Women's Lacrosse

Prior to the pandemic shutting down events around the world, PKED and organizers from the 2019 Women's Lacrosse U19 World Championships announced that the combined spending of out-of-town participants, delegates, spectators, and additional visitors, in combination with the

expenditures made by the organizers of the event, totaled \$3.6 million, supporting nearly \$6.3 million in overall economic activity in Ontario, including \$4.55 million of economic activity in the Peterborough area. The event drew nearly 4000 visitors from twenty-two nations and territories. This data supports PKED's activities to continue to recruit and bring new sporting events to this region.

Tourism

In the new year, PKT began the process of developing a five-year Destination Development Strategy & Action Plan with the goal of growing sustainable tourism in the region. Considering COVID-19's impact on the region, addressing the

recovery needs of the local business community became the immediate priority and the project was placed on hold to shift focus towards developing a short-term tourism recovery plan that addressed the immediate needs of tourism-dependent businesses.



Culinary Tourism Strategy

PKED with support from the Tourism Industry Association of Ontario, worked with the Tourism Industry Association of Canada and the Culinary Tourism Alliance as part of the national project, Elevating Canadian Experiences. The project focused on building local tourism operator capacity

in rural and remote destinations across Canada. The project involved piloting culinary tourism strategy development processes in rural and remote destinations. Peterborough & the Kawarthas was selected as one of four destinations across the country to participate in the pilot and develop a three-year culinary tourism strategy for our destination.



In addition to tourism, small business and economic development activities, PKED is also **proud to host Sustainable Peterborough**

sustainablepeterborough.ca



Communication & Knowledge Sharing

PKED advances a compelling narrative that showcases our region's unique advantages, and carefully differentiates our region from others to multiple, yet strategic audiences. In ordinary times, we aim to increase awareness of the region and identify new opportunities to attract more visitors, investment, and jobs. When the world as we knew it came to an abrupt halt in the spring of 2020, PKED's marketing and communications efforts took a sharp change in direction as well.



PKED worked in alignment with the province towards reigniting the economy in Ontario and Peterborough & the Kawarthas through a collaborative Team Ontario approach. This approach had three phases (Hyper-Local, Regional & Ontario-Centric), with a particular focus on tourism through:

- Regular advocacy through the Tourism Industry Association of Canada and the Tourism Industry Association of Ontario.

- Regular calls with MPs and MPPs, Federal and Provincial Ministry Representatives.

- Hosted Her Honour the Hon. Elizabeth Dowdeswell, Lieutenant Governor of Ontario who visited a number of local tourism spots in August highlighting the safe re-opening of the province during the COVID-19 pandemic.

- The development of a new travel planner "Dream Book" powered by Augmented Reality to showcase the region for future travel planning when it is safe to do so again and to inspire locals to stay home to explore the region.

- Coordination of a Virtual Victoria Day Fireworks program with the City and County of Peterborough to encourage locals to stay home and enjoy virtual celebrations during an important restriction period.

- Development of comprehensive content focused on the Trent-Severn Waterway in support of RTO 8's Trent-Severn Trail Town initiative.

- Dream Ahead - [Future Travel Planning Campaign](#) to stay top of mind when it is safe for Ontarians to travel again.



Peterborough & the Kawartha Economic Development
Published by Alyssa Cymbalista • April 11, 2020

Let's give a #VirtualHighFive to Jon and Katie from [Rolling Grape Vineyard](#) for switching gears and providing contactless porch delivery within the region and continuing to ship within Ontario for their wine. They are also offering a bonus bottle of wine for orders of 6 or more when you support a local business with a gift card or future service purchase.

Visit their website www.rollinggrape.com/shop to make an online order and their Facebook page to explore the list of local businesses taking part in this promotion.



The Word is Out
(Your Meetings Matter Here)

Peterborough & the Kawartha, located just 90 minutes from Toronto and 3.5 hours from Ottawa, is the breath of fresh air you've been looking for. No matter the size or complexity of the meeting, conference or event our team has worked on, the feedback is always the same — outstanding attention to detail, over-the-top service and personalization at every angle. That's what you can expect when you trust this region with your next event.

Your meetings matter here, find out why.
Visit thekawartha.ca/meetings or call Joe Rees at 705-743-0777 x 2138.

Towards kick starting the local economy by encouraging spending at micro, small and medium sized businesses with a key focus on the retention of as many businesses as possible through:

Funding received through the Regional Relief and Recovery Fund to support Tourism marketing initiatives which involved building a year's worth of multi-faceted marketing plans into campaigns in just a few short months.

Buy Local campaigns and contests which included support for more than 50 local businesses across the region with a particular focus on food & drink, retail, attractions, and agri-tourism.

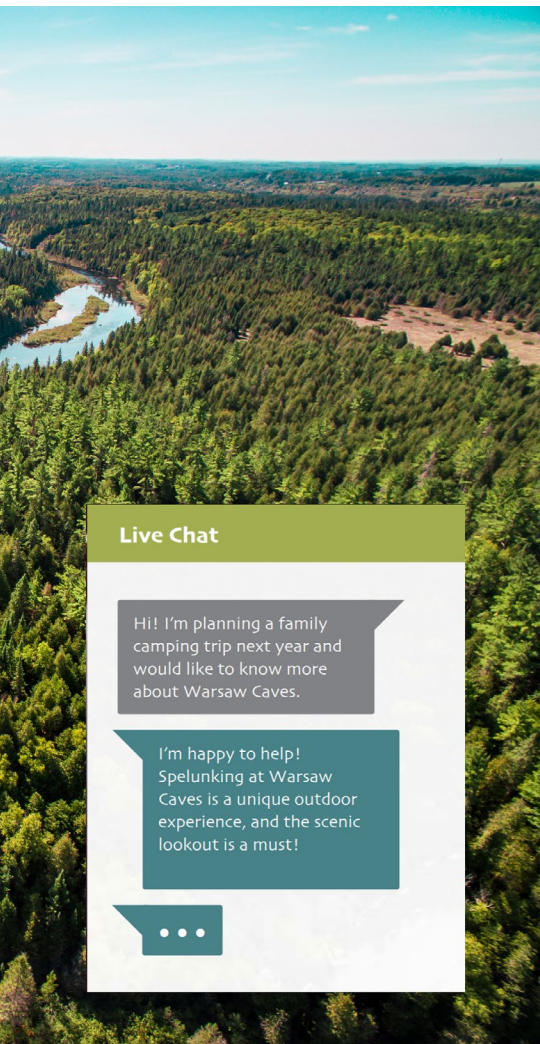
Social media campaigns to support local businesses, such as #VirtualHighFive.

The development of a [blog](#) focused on sharing the stories of local businesses.

Improved focus on a [Success Stories](#) platform to amplify the successes of local businesses.

Continued work with trusted travel media for the development of [itineraries](#) and stories focused on local businesses (Jim Byers, Tim Johnson).

Continued investment in Meetings, Conferences and Sports Tourism through Meeting Planners International's Membership Guide and [Ignite Magazine's Destination Collection](#) for future lead generation. PKED also developed an [interactive venue search tool](#) to assist meeting and event planners.



Towards providing clear, consistent, and up-to-date information to local businesses to support business continuity during the pandemic through:

- A newly developed Business Recovery Portal.
- A refresh of PKED's [Small Business E-Newsletter](#).
- Improvements and increased frequency of PKT's Tourism Business Bulletin E-Newsletter.
- The addition of a [Study in Peterborough](#) landing page and investment in the Fleming College handbook promoting the use of virtual visitor services to assist with relocation to the region.
- The development of a Visitor Pledge encouraging visitors to be respectful of our communities to better support the over-tourism challenges that have and are expected to continue to place undue burden on small businesses and area municipalities. The pledge is planned to roll out in 2021.
- Virtual visitor and small business support services via Live Chat, 1-800 #, Email and Phone.

Towards forging deeper relationships with local media and like-minded organizations through

- Local advertising investment, contest partnerships and increased efforts to share story leads.

Towards proactive outreach to local businesses across all sectors through:

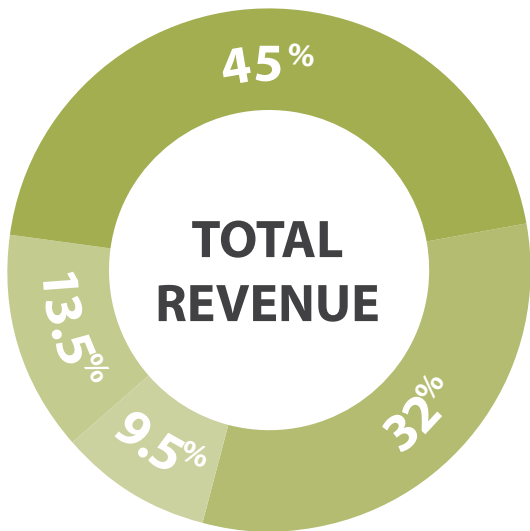
- A [partnership with the Workforce Development Board](#) to promote their interactive job hub.
- Launching an Economic Development Officer roundtable to ensure ongoing connections with each community in the region and to share economic development activities region wide.



2020 PKED Funding & Expenditures Break Down

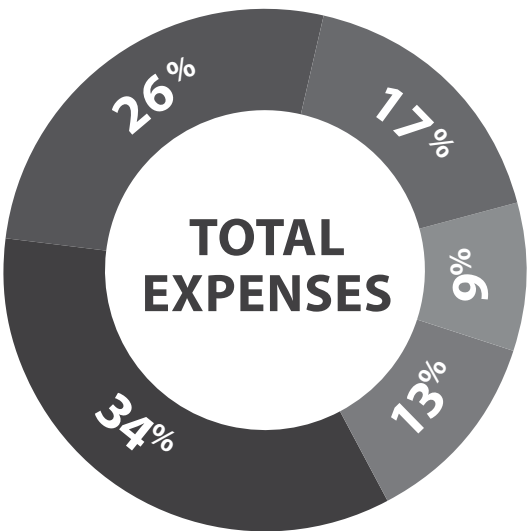
PKED’s annual budget is generated through funding received from the City of Peterborough, the County of Peterborough as well as Federal, Provincial and Private Sectors support as available.

Funding received is directed by our joint Memorandum of Understanding and annual business plan, that is developed with industry input and shared annually with Councils.



2020 BUDGET:
\$2,215,020

City of Peterborough	45%
	999,778
County of Peterborough	32%
	705,746
Province	9.5%
	210,385
Other Sources	13.5%
	299,111



EXPENSES

Tourism	34%
Facilities and Admin	26%
Business Development	17%
Marketing and Communications	13%
Business Advisory Centre	9%



Who We Are

Peterborough & Kawarthas Economic Development (PKED) is the lead regional economic development agency for the City and County of Peterborough, Ontario, Canada. Established in 1999, PKED is a not-for-profit organization that is funded to deliver economic development and tourism services through a Memorandum of Understanding with the City of Peterborough and the County of Peterborough and is governed by a volunteer board of directors made of up to 13 members of the local community, including Chief Administrative Officers for the County and City of Peterborough.

What We Do

PKED promotes and positions Peterborough & the Kawarthas as a destination of choice to live, work, invest, study and visit.

PKED focusses on growing the local economy through key economic sectors including Aerospace, Agriculture, Advanced Manufacturing, Tourism and Small Business (Entrepreneurship) in order to support industry in creating quality, sustainable jobs.

PKED promotes and facilitates business opportunities to create a thriving economy for our residents and communities, resulting in regional prosperity for the City and County of Peterborough.

PKED has the responsibility for tourism activities for the region as the Official Destination Marketing Organization through Peterborough & the Kawarthas Tourism, which also operates the regional Visitor Centre.

Working collaboratively with businesses, government, academic institutions, and industry partners, PKED supports the retention and growth of existing businesses, attraction of new businesses and investment and strives to support local companies in accessing the talent, knowledge, resources, and economic conditions they need to thrive.

PKED has a robust entrepreneurship development program through the Business Advisory Centre, providing consulting services for entrepreneurs and small business operators throughout the region.

About Peterborough & the Kawarthas Economic Development



Our Mandate

To facilitate an environment which will contribute to the creation of wealth, the growth of new employment and the development of an improving quality of life for area residents. PKED will promote, facilitate and develop a strong unified economic development presence for the Greater Peterborough area (being the entire geographic region consisting of the County of Peterborough and the City of Peterborough). PKED will work cooperatively with local municipalities and other organizations to ensure that investment opportunities throughout the region are effectively developed. PKED, in working to fulfill its general mandate, will be guided by the corporations' strategic plan.

OUR VISION

To be the most **sustainable and innovative** community and economy in Ontario.

