



Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

Q1 Quarterly 2021 Update



QUARTERLY METRICS SUMMARY



16

Number of
Businesses
Started



386

Number of
Business Assistance
Interactions



62

Number of
Visitors
Served
(virtually)



11

Number
of Leads
Generated



602

Number of Active
Local Job Postings
(as of March 31st, 2021)
source: wdb.ca



A Note from PKED's Board Chair

On behalf of the Board of Directors, I am pleased to present the first quarter activities for Peterborough & the Kawarthas Economic Development (PKED) in 2021.

Throughout Q1, the Board remained committed to strengthening our regional economy. Elevating the need for employment lands as the City and the County advance their Official Plans, in addition, the Board is also focusing on workforce development strategies to help bridge the gap between job seekers and our local employers. As this region continues to grow, we want to ensure that there is enough space and the right talent available to welcome new industry leaders and future employers to Peterborough & the Kawarthas.

The effects of COVID-19 have hit small businesses hard, especially tourism dependent businesses. From partnering with Community Futures Peterborough to deliver much needed funding, launching a new Culinary Tourism Strategy and refreshed Kawartha Choice Farm Fresh website, PKED is helping to strengthen and retain our local companies in key sectors.

Starting this quarter, PKED is changing the way information is presented not only to City and County Council, but to the broader community as well. We hope that you enjoy the new format which is intended to help us share our activities and provide a better understanding of the type of work that PKED is undertaking as an organization.

Sandra Dueck, PKED Board Chair

UPDATES FROM THE PKED BOARD

First Quarter Presentations to City and County



2021 Business Plan presentations were made to the Peterborough Regional Liaison Committee (PRLC) on Feb 11th, County Council on Feb 17th and City Council on March 1st.



2020 Business Count Survey results were presented to City Council on Feb 8th and County Council on Feb 17th.

First Quarter Public Presentations & Events



- Economic Development Round table
- Trent Lakes Council
- Millbrook BIA
- Selwyn Economic Development Committee
- Start up Visa Program
- Women Breaking Barriers cohort
- Kawartha Chamber of Commerce & Tourism AGM
- Restaurant Canada Show



Workforce



From the Desk of CEO
Rhonda Keenan

Workforce is every company's most valued asset. With a top team of talent, a company performs well. However, when a company is missing important talent or making do with an under-skilled team, the company struggles to grow and realize its full potential.

In a community where several businesses are not reaching their full potential because the right talent and workforce is not available, the local economy struggles to grow and thrive as well.

In Peterborough & the Kawarthas, we have workforce challenges that are impacting the prosperity of the local economy. The region has a lower participation rate than many other communities in Ontario, meaning that we have a higher proportion of working-aged people that are not actively working, nor are they actively trying to

find work. At the same time, we are seeing hundreds of companies offering full-time job postings which are not being filled, including a significant number of good paying jobs with growth opportunity. These jobs can be found on the Workforce Development Board's job board which identifies the number of full-time, part-time, seasonal and permanent jobs available in the region.



Owners Lea Tran & Scott Williams, Wildflower Bakery - Havelock



Owner, Daniel Biro,
Rapids End Coffee
Roastery - Peterborough

Certainly, the impacts of COVID-19 have exacerbated this problem, however, this trend existed prior to the pandemic. While this may seem like a daunting problem to overcome, it is important to note that a lot of work is happening behind the scenes to build a long-term job ready workforce of the future. Many programs are being built in collaboration with industry and academia:

Junior Achievement Northern and Eastern Ontario is working with key industry leaders and local school boards to build connections and improve work readiness in students. Educating students (and more importantly, parents) on the career paths and earning potential of pursuing a career in skilled trades.

The **Muskoka-Kawarthas Service System Manager** at Fleming College is a new pilot program intended to remove barriers to employment and improve job retention.

Fleming College is supporting several local companies with specialized programs to provide soft skills and basic training programs for industry, such as aerospace, steel and aluminum manufacturing with more programming under development.

Trent University has **CareerSpace** to help students connect with local employers and create meaningful experiential learning opportunities.

While there is a significant amount of work to do, today's employees no longer expect to enter a job or career that will be maintained until retirement. In Peterborough & the Kawarthas, we are working hard to build a culture that is open to and encouraging of life-long learning, so workers can keep up with changes in the economy and advance in their careers if they wish, allowing them to reach their full potential, which will allow local businesses and the community at large to reach their full potential as well.



STRATEGIC PLAN OBJECTIVE 1

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

Throughout the first quarter of 2021, PKED continued to reach out to key local markets through monthly Small Business Newsletters and Tourism Business Bulletins. Key topics included upcoming workshops, public health information and the Tourism Resiliency Funding Program.

In March, a Spring Visitor Insider Newsletter was distributed to our traveller database reinforcing the importance of staying home and staying safe, while continuing to use virtual visitor services for future travel planning when it is safe to do so again.



Ultimate Ontario Blog:
10 Great Things to Do In
Peterborough, Ontario

HIGHLIGHTS

DATA



Sharing the 2020
Business Count survey
results

SMALL BUSINESS



Promoting the Small
Business Centres
Ontario programming
free e-learning sessions
in support of small
business.

WORKFORCE



Pushing the Workforce
Development Board
Worker Impact Survey
to hear from people
looking to re-enter the
workforce

BUSINESS SUPPORT



Highlighting COVID-19 workplace guidelines for business from Peterborough Public Health (PPH)



YOUTH



Promoting applications for the Summer Company Program to students between the ages of 15 and 29.



SUCCESS STORIES



Profiling local business success stories such as Katie Jackson's Waderlight Alpaca Experience, near Lakefield.



Virtual Visitor Services

Promoting virtual visitor services for future travel planning opportunities offered through Peterborough & the Kawarthas Tourism including live chat, the AR powered Dream Book as well as takeout and delivery options for food & drink and online shopping opportunities locally.

Watch the *Absence Makes the Heart Grow Fonder* Video



TOURISM

Great Taste of Ontario Road Trip

Peterborough & the Kawarthas Tourism continues to participate in a provincial culinary tourism recovery initiative called The Great Taste of Ontario Road Trip, which features ideas, trips and stories to help Ontarians fall in love with Ontario again and to begin planning when it is safe to travel again.



TOURISM

Agriculture

Promotion of agriculture online workshops, an agriculture inventory survey and the launch of a new and improved Kawartha Choice Farm Fresh website.

Kawartha Choice

**FARM
FRESH**



BLOG SERIES

Dining Around the World in Peterborough & the Kawarthas

New insider blog series written by travel writer Tim Johnson, showcasing local restaurants featuring authentic international food.



Chef and co-owner,
Glen Ford, Island
Cream - Peterborough



MANUFACTURING

National Engineering Month

New blog highlighting many unique products designed and engineered in the region.



SMALL BUSINESS

Business Profiles

An ongoing series has been developed highlighting local companies, including those who have recently graduated from the Starter Company Plus program, including Kawartha Spice Co. and Ritual Apothecary.



Owner, Nadine McCallen,
Ritual Apothecary -
Peterborough



PARTNERSHIP

Lansdowne Place

Partnered with Lansdowne Place to encourage locals to explore their own backyard via centre court banner.





Owner, Jesse Bateson,
Solid Leather - Peterborough



STRATEGIC PLAN OBJECTIVE 2

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

Mandate for Growth

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.

FeastON Certification

FeastON is a certification program that recognizes businesses committed to sourcing and celebrating Ontario grown food and drink. To date, Peterborough & the Kawarthas has 5 FeastON certified businesses, (Elmhirst's Resort, Kitchen Farmacy, Publican House, Rare and BE Catering).



HIGHLIGHT

BUSINESS INTERACTIONS

There were **386 interactions** completed by PKED with local companies in the first quarter of 2021.

Activities have been for business plan support, advising of the Tourism Resiliency Project funding availability, product development opportunities and following up from 2020 Business Count surveys for companies that wish to expand.

FUNDING



Tourism Resiliency Fund Program

In partnership with Community Futures Peterborough, PKED was able to provide funding to 49 local businesses ranging from \$2,500 up to \$20,000 in Q1.

Mandate for Attraction

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

TOURISM

Culinary Tourism Strategy

In Q1 the development of a three-year culinary tourism strategy for Peterborough & the Kawarthas was completed, as part of the national Elevating Canadian Experiences project with the Tourism Industry Association of Canada and the Culinary Tourism Alliance. More information will be released in Q2.



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 Safe Travels Stamp. To date 19 local businesses have received the Safe Travels Stamp, a designation to identify for visitors that the business is committed to safe health and safety practices and cleaning protocols.

1. Beachwood Resort, 2. Best Western Plus Otonabee Inn,
3. Burleigh Falls Inn & Suites, 4. Elmhursts Resort 5. Holiday Inn Peterborough Waterfront 6. Shambhala Bed and Breakfast
7. Southview Cottage Resort 8. Peterborough Inn & Suites
9. Pine Vista Resort 10. The Village Inn of Lakefield
11. Westwind Inn on the Lake 12. 4th Line Theatre
13. Lang Pioneer Village Museum 14. The Canadian Canoe Museum
15. Blackhoney Dessert & Coffee House 16. Millbrook Mercantile
17. Rare 18. I Watch Animal Resort
19. Peterborough & the Kawarthas Visitor Centre



LEADS

PKED worked a total of **11 Leads** in Q1, 6 of which are still in progress and 5 of which were lost.

As of January 1, 2020 PKED is **actively working with 98 companies**. 55 are expansion projects, 34 are attraction efforts and 5 are considered start ups.

VISITOR STATS

62 visitors were served virtually in Q1

Most requested information:

Peterborough & the Kawarthas Relocation Guide, Sports and Recreation, Parks and Trails, Resorts and Cottages, Shopping and Food & Drink.

COVID-19 continues to impact visitor inquiries as **non-essential travel from outside the area is strongly discouraged at this time**.



HIGHLIGHTS

Provost Award for Academic Achievement in a Community Setting Award.

This award goes to the research project that best demonstrates rigorous community-based research practices to produce results of particularly high academic merit. Trent University International Development Studies students Emmanuel Pinto and Duc “Felix” Tran won for their project with PKED entitled: Economic Impact of Financial Institution Closures to Rural Communities



STRATEGIC PLAN OBJECTIVE 3

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

As of March 31, 2021, there were **602 active listings** posted on the WDB Local Job Board



Of those 602 jobs:

506 were Full-Time positions

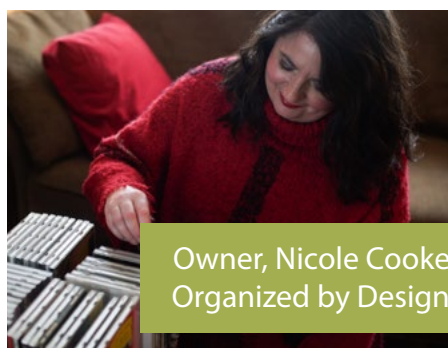
Skill Levels for the Full-Time posted positions:

62 Labouring and Elemental
(57 permanent)

176 Intermediate
(152 permanent)

156 Technical and Skilled Occupations
(126 permanent)

47 Professional
(34 permanent)



Owner, Nicole Cooke,
Organized by Design.

PKED is participating in a number of workforce development initiatives and on committees to address the shortage in skills. Reskilling and upskilling programming will need to be created to address these skills shortages.

Additional local workforce research is underway and will be shared in future PKED Quarterly Reports.

“When the only financial institution in a rural community leaves town, it can create social and economic upheaval. Student researchers Emmanuel Pinto and Duc Tran teamed up with Peterborough & the Kawartha Economic Development (PKED) through the Trent Community Research Centre (TCRC) to figure out what it really means for those left behind.”





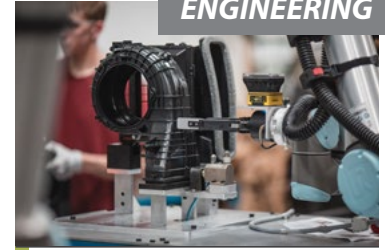
PKED actively supports partner programming such as Junior Achievement (JA) and their World of Choices event, in addition to their ongoing education campaigns for careers in the Skilled Trades. PKED also partnered with JA, KPR and PVNCCD School Boards to submit a Skills Development Fund project proposal to support students and young adults navigate a career path in the skilled trades. Research shows that students require additional support and wrap around services to enter the skilled trades. This funding proposal, led by JA, will seek to ultimately improve the number of students considering a career in the trades.

PKED recently received a presentation from Riipen, a new program that is integrating work and education, creating student experiential learning opportunities within companies. Businesses are encouraged to post projects so they can place students. Visit riipen.com for more information.

PKED presented a number of manufacturing challenges to Fleming College and the Ministry of Labour, Training and Skills Development to pitch several projects to help support the manufacturing skills shortage in the region. PKED is also in discussion with Skills Ontario regarding the use of a roundtable related to manufacturing pain points, seeking HR managers from the region to speak to the issues.

HIGHLIGHTS

ENGINEERING



PKED met with Ontario Tech University to discuss student placements and graduating students in the field of engineering to help address engineering related workforce challenges.

AEROSPACE



PKED participated in Skills Advance Ontario for Aerospace Advisory Committee.

TRAINING



Letters of support have been provided for two training programs under development at Fleming College.

STRATEGIC PLAN OBJECTIVE 4

Support all Phases of Entrepreneurship



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).



Starter Company Plus is a program offered through the Peterborough & the Kawarthas Business Advisory Centre with funding from the Government of Ontario. This program is designed to provide business training for entrepreneurs (from aspiring to experienced), aged 18 and over in the City and County of Peterborough who are launching a business or expanding an existing business (that has been operating for five years or less).

Q1 included the Winter Intake for Starter Company Plus. 12 companies participated and 6 grant winners were announced on March 22, 2021.

Get to know:

Verminix – Pest Control Company

Daily Development

Full Bloom Health

Tragically Dipped Donuts

The K9 Clipper

Elemental Tree Care

Applications are now open for Summer Company



This is the Government of Ontario's flagship youth entrepreneurship program, delivered locally through Peterborough & the Kawarthas Business Advisory Centre. This program is perfect for self-motivated, entrepreneurial-minded youth looking to try their hand at business ownership.

Number of Workshops/Courses offered by PKED in Q1: 16



10 Farms to Retail Business Bootcamp Series

6 Farm Financials Series

47 E-Learning Courses Registrations in Q1

Branding & Marketing

Business Planning E-Learning

New Venture Online



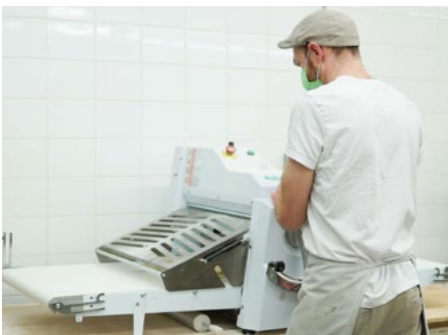
Top Challenges Inhibiting Economic Growth

As previously noted, a number of workforce issues have been identified in the local economy. These challenges will need to be addressed in order to remain competitive and ensure that companies are considering this region for relocation and expansion. Closing the skills gap



Owner, Dr. Ange Wellman,
Wellman Clinic - Peterborough

and improving the low participation rate will be critical. Both technical and soft skills have been identified as employment gaps by industry.




COVID-19 challenges continue to burden many local businesses, especially those in the restaurant, retail, personal service and hospitality sectors. Ongoing support for these businesses and advocacy for all sectors continues at all levels of Government.



Increasingly, PKED is receiving more investment inquiries that are unable to be advanced due to a lack of available lands and buildings to suit investment and growth inquiries. Discussions are underway with City and County staff related to this issue.



The COVID-19 pandemic has further highlighted the crisis in rural internet access and capacity. It has impacted businesses, student learning, healthcare and Government services. EORN is proposing a project to deliver ultra-fast internet to homes and businesses in the region. 

A LOOK AHEAD,

what's coming up for PKED in the next quarter.



April 7-9



CSTA Sport
Events Congress



April 29



PKED Annual
General Meeting
(Zoom).



April 19



2021 Business
Summit: Forward
Thinking



May 6



Tri-Association
Manufacturing
Career Fair



April 21



Ontario
By Bike



May 9-15



International
Economic
Development
Week



April 22



Green Economy
Launch – Earth Day



May 23-30



Tourism Week
in Canada



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 up of 12 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.

