




peterborough



MAYOR & WARDEN'S COVID-19 ECONOMIC RECOVERY TASK FORCE

2020 EXECUTIVE SUMMARY REPORT
for Economic Recovery



MESSAGE FROM

City of Peterborough Mayor - Diane Therrien,

The Covid-19 pandemic has proven to our community that we are stronger and more resilient when we band together. Looking ahead we will require more collaborations and partnerships to see our way through this global pandemic and future challenges. On behalf of the City of Peterborough, I would like to express my thanks to the business community for the honest advice and tough perspectives that have been shared during these difficult times. Your input has helped to respond to the immediate challenges, but also identified what is needed to move towards developing a modern, sustainable and innovative economy for the future.



MESSAGE FROM

County of Peterborough Warden - J. Murray Jones,

COVID-19 has forever changed our every day lives around the world! The Mayor and Warden's Economic Recovery Task Force has played a pivotal role in providing a platform for us all to hear the challenges our communities have faced, we have listened with intent and we have responded to our community with support from all levels of government. How we responded and how we worked together to come back stronger, more resilient and more aligned will be the story that we want to tell our future generations.



Above all else, the Mayor and Warden's Task Force is **grateful to all frontline workers and Peterborough Public Health** for their dedicated work and service during this pandemic.

THANK YOU!

Photography credits
(where applicable):
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The COVID-19 pandemic has devastated communities and economies around the globe throughout 2020 and is expected to negatively impact the regional economy of Peterborough & the Kawarthas for the foreseeable future. Industries across all sectors, and in all communities throughout the Greater Peterborough Area have had to adjust and adapt to the impacts of COVID-19.

In April, Peterborough & the Kawarthas Economic Development (PKED), the lead regional economic development agency for the City and County of Peterborough created a COVID-19 Economic Recovery Plan in collaboration with partners and business support agencies in the region. This plan was approved by both City and County Councils and included the creation of a Mayor and Warden's task force to assist in recovery efforts.

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 2020 and informed the content contained in this Final Report.



For a copy of the full
Economic Recovery Plan, please visit:
peterboroughed.ca/recovery-plan/

THE ECONOMIC RECOVERY PLAN WAS **DEVELOPED IN THREE PHASES:**

PROTECT **Immediate** Recovery Plan

The purpose was to identify and track companies needs, challenges and opportunities with a key focus on those companies at greatest risk to identify ways to support them through the closure period. The goal was to assist them through the closure period so that they could re-open with it was deemed appropriate to do so.

RESTART **Mid-Term** Recovery Plan

During this phase, the goal was to assist those businesses to re-open by promoting the destination in a post-COVID environment, with a strong “support local” campaign. At that time, it was equally important to identify new barriers that were affecting a business that had been closed and trying to re-open or adjust to changing circumstances and public health guidelines. To assist businesses in accessing this information, PKED developed a COVID-19 Business Recovery Centre Portal www.peterborough.ca/recovery which featured sector specific resources for businesses to re-open under the new restrictions. This phase also focused on connecting businesses with applicable funding sources to support their recovery efforts.

RECOVER **Long-Term** Recovery Plan

The Recover Phase was planned to transition from recovery to routine business activity in a “new normal” environment.

Each phase of the Recovery Plan had deliberate actions and was consistent with provincial recovery plans. The plan also aimed for compliance with Peterborough Public Health guidelines. The goal at each phase was to instil consumer confidence that the right precautions were being undertaken to protect workers and customers, as well as support business as they navigated these challenging times.

At each phase, there was proactive outreach to local businesses across all sectors to identify the challenges and opportunities that were facing the business community as the global pandemic evolved. These business challenges were tracked at monthly Task Force meetings and were shared with federal, provincial and municipal elected officials as well as economic development partner agencies.

The actions as outlined in all three phases of the Recovery Plan have largely been completed. Some actions will continue and are considered ongoing activities in support of the local business community.



Key Actions

On March 16th, 2020, a Business Impact Survey was created with **317 businesses responding** from across the region.

Based on the responses from the survey, a Frequently Asked Questions document was created. The PKED team commenced calling individual companies by phone to inquire about how they were doing, using the FAQ document to help answer concerns.

A second survey was issued on March 26th focusing on business adaptation and continuity. A total of **264 businesses responded** on how their business had been impacted, what type of financial aid they required and how they were managing the changes that were occurring daily.

A third survey was issued in August and asked business to anticipate the changes that they would need to make as cooler weather seasons were on the horizon. The survey also asked if additional forms of financial support would be needed and for what purposes.

During this time, industry associations such as the Tourism Industry Association of Ontario (TIAO) were also issuing

Tourism specific surveys, as were Chambers of Commerce, Canadian Manufacturers and Exporters, Retail Associations, and Agriculture Associations in support of their respective business sectors.

It was also recognized that some sectors had additional challenges and sub-committee working groups were formed to tackle those specific challenges. A student working group and a large venue working group were formed and continue to meet regularly.

The challenges identified through business calls, task force input and surveys were tracked in **Monthly Report Cards** and posted on the Recovery Portal. The Report Card included an executive summary as well as an itemized list of business challenges. It was recognized that the COVID-19 pandemic was a fluid situation, and details were changing daily. Many issues that were identified early on had been resolved, while other more complicated challenges remained. The report card used a red, yellow and green progress indicator system to identify the number of challenges being faced, any actions taking place to help resolve them, and ongoing updates for those that remained unresolved.



Looking Longer Term Insights and Recommendations from the Taskforce

At the August Taskforce meeting, the taskforce reviewed the work that had been undertaken to remediate business issues caused by the pandemic, however, it was also recognized that there are additional challenges that are impacting business which are specific to the Peterborough & the Kawarthas region, many of which were already existing, but were intensified by COVID-19.

It was recommended that these challenges continue to be addressed to help grow the regional economy.

Labour Force

Currently, Peterborough CMA has one of the lowest participation rates in the province. Persons not in the labour force include people who are unable or unavailable to work. It also includes persons who are without work and had not actively looked for work in the past four weeks. While it may be easy to lay blame with COVID-19, this statistic was also true prior to COVID-19.

Services and Infrastructure

As the ongoing impacts of COVID-19 are realized and remote working continues to become a more widely accepted form of work, interest in relocating to this region is likely to grow. Ongoing access to reliable broadband will be a key component for remote working. The Eastern Ontario Regional Network (EORN) project will be key in positioning this region competitively for remote workers. As we position this region as a destination of choice, modern services such as high-speed internet and ride-share transportation will become increasingly desired.

Job Vacancies

There are many job vacancies within the Peterborough CMA and many of which are tracked through the Workforce Development Boards Job Map. wdb.ca/map
This job map is updated daily and offers a diverse range of job openings that are actively posted as available in the region. It is important to educate the community on the availability of employment.

Available Land & Buildings

Peterborough & the Kawarthas also currently has limited options for housing for future remote employees as well as shovel-ready, serviced lands for industry in comparison to the region's competitor communities. As the City and County develop their official plans this issue should be highlighted.

It was determined at the August Taskforce meeting that recommendations related to the concerns identified had been and were being addressed, and as such that the Taskforce could suspend its ongoing meetings. It was recognized that COVID-19 may cause additional changes and it may be necessary to reconvene the Taskforce to respond to new challenges as they emerge. The Taskforce agreed to meet again, should it become necessary to respond to COVID-19.

Future Ready Strategic Plan

In January 2020, PKED launched the Future Ready 2020-2024 Economic Development Strategy. www.peterboroughed.ca/future-ready

This strategy identified a vision for **this region to become the most innovative and sustainable community and economy in Ontario**. 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.

The Future Ready Plan has been updated to respond to the impacts created by COVID-19. It was estimated that the impacts of COVID-19 will likely be felt for the duration of the Future Ready 2020-2024 Plan. It was appropriate to adapt some existing actions, and introduce new actions in response to COVID-19 impacts.

The Peterborough & the Kawarthas business community is resilient. The original plan referred to the need for sustainability, innovation and partnerships to grow the regional economy and those key pillars are even more relevant today, as PKED responds, adapts and pivots this plan, with our partners to grow the Peterborough & the Kawarthas regional economy into the future.



For a copy of the full
Economic Recovery Plan, please visit:
peterboroughed.ca/recovery-plan/



Mayor & Warden's Economic Recovery Task Force

The Mayor and Warden, on behalf of the City and County of Peterborough would like to thank the Task Force members for the valuable insight and input during these challenging times due to the COVID-19 global pandemic.

Sector/Representative

Co-Chair

Mayor Therrien

Co-Chair

Warden Jones

City Councillor

Don Vassiliadis

County Councillor

Andy Mitchell

City of Peterborough

Sandra Clancy

County of Peterborough

Troy Speck

Economic Development

Rhonda Keenan

Government of Canada

Peter Mitchell
for MP Maryam Monsef

Government of Ontario

MPP David Smith

Manufacturing Sector

Terry McCullough

Aerospace Sector

Kate Ahrens

Tourism Sector

Dana Empey

Retail (non-downtown)

Sam McKnight
McKnight's

Retail County

Susan Mattucci
Lockside Trading Co.

Small Business

Lori Neill

Cleantechnology

John Gillis

Agriculture

Erin McLean
Tim Klompmaker

Innovation

John Desbiens

Culinary/Restaurant

Brad & Kate Watt
Publican House

Professional Services

Bob Gauvreau

Arts and Culture Sector

Emily Martin
Showplace

Main Street (County)

Deanna Bell-Hall
Pastry Peddler

Main Street (City)

Anna Eidt
Watson & Lou

Real Estate Development
(Commerical)

Paul Bennett

Real Estate Development
(Residential)

Paul Dietrich

Events

Jennifer Goheen
Havelock Jamboree
Tracey Randall
Ptbo Musicfest

Marina

Jessica Ambler
McCrackens Landing

Resort

Jennifer Craig
Burleigh Falls Inn

Ontario - Ministry of
Municipal Affairs

Eric Thibaudeau

Support Team/Representative

Greater Peterborough
Chamber of Commerce

Stu Harrison

PKED Board Chair/
Chamber of Commerce

Sandra Dueck

Kawartha Chamber of
Commerce and Tourism

Sherry Boyce Found

DBIA

Terry Guiel

County BIA

Christine McCullough
(Millbrook BIA)

Innovation Cluster

Mike Skinner

Community Futures

Gail Moorhouse

Fleming College

Tom Phillips

Trent University

Asaf Zohar

PKED Business
Development

Suzanne McCrimmon

PKED Tourism

Tracie Bertrand

PKED Marketing/
Communications

Kelly Jessup

Workforce
Development Board

Jennifer Lamantia

BDC

Dawn Hennessey

Community Foundation of
Greater Peterborough

Jennifer Debues

Associations & Institutions/Representative

PKED

Aleks de Oliveira

City of Peterborough

Ashley Webster

County of Peterborough

Karla Sampson

City of Peterborough

Brendan Wedley

County of Peterborough

Sheridan Graham



COVID-19 SUCCESSES & HIGHLIGHTS

Although there were challenges identified through the global pandemic, good news stories were also identified and highlight this region's resiliency in times of crisis. Businesses partnered to deliver new products, communities looked out

for one another, new funding initiatives were launched for businesses to innovate and other businesses were able to grow and expand during COVID-19. These good news stories should also be recognized.

For more local success stories, visit: peterboroughed.ca

Sector/Representative

Madderhouse Textile Studios

Worked with New Canadian Centre and Women's Sewing Collective to product 2,200 masks for PRHC.

Harco Enterprises Ltd

Harco Enterprises Ltd. In Peterborough Receives Expedited Health Canada Approval To Produce PPE.

Pan-Oston Ltd

Created Cashier-Customer Hygiene Guards for retail and big box stores.

Elmhirt's Resort

Partnered with Escape Maze and PTBO Axe Club to provide unique tourism experience during COVID-19.

Bobcaygeon Brewery

Launched Peterborough Innovation Lab Brewery location and outdoor patio space.

The Loomex Group

Providing Emergency Management Services and training to First Nation communities.

Peterborough Regional Health Centre, Peterborough Public Health, Peterborough County-City Paramedics

Became first in province to use handheld devices for lab automation with COVID-19 testing.

Trent Athletics

Launched esports community because of COVID-19.

Rapids End Roastery

Launched Peterborough's 2nd coffee bean roastery during COVID-19.

Streambed Media

Won Wyoming Sandcastle Startups Challenge.

AVIT Manufacturing

AVIT Manufacturing president to advise feds on COVID-19 impact.

Trent University

Trent is Ontario's #1 Undergraduate University for 10 Consecutive Years.

Kawartha Craft Beer Festival

Didn't cancel even because of COVID but switched it to online and in-home delivery.

Curve Lake First Nation

Introduced Coloured Flag System to safeguard community through COVID

Nufas Media

Hiring in multiple departments and expanded into new office during COVID-19.

Innovation Cluster Peterborough Kawarthas

President John Gillis and Aclarus Ozone win at Water Canada's Water's Next Awards

Charlotte Products

Increased commercial hand sanitizer production.

Blacks Distillery

Adapted local distillery to hand sanitizer production.


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