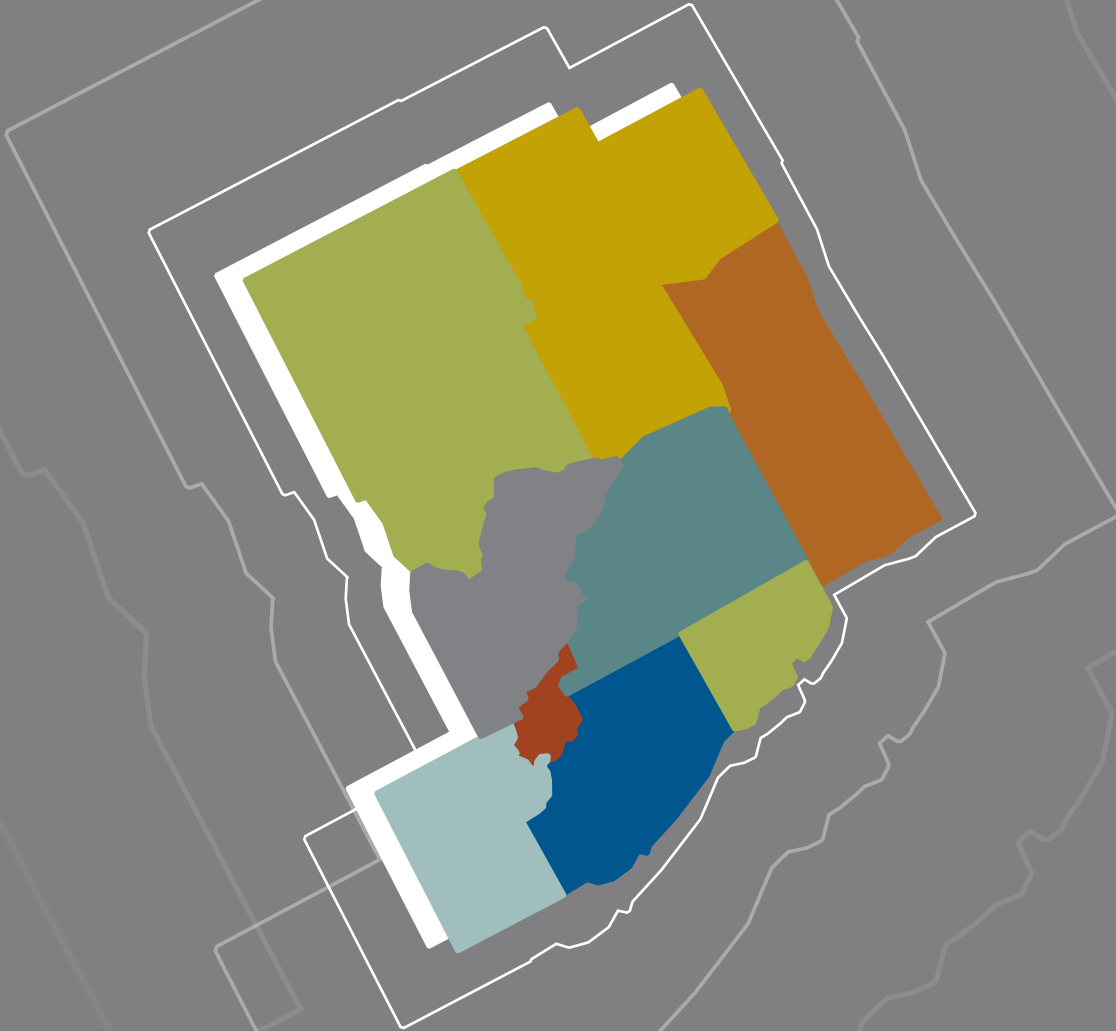


Peterborough & the Kawarthas

# 2020

## BUSINESS COUNT REPORT



*Peterborough*  
&  
THE KAWARTHAS

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In 2020, the Peterborough and the Kawarthas Economic Development team conducted the region’s first annual Business Count. Originally taking place over 16 weeks with 4 dedicated students, the plan was for students to visit each and every business within the City and County. Due to the nature of the pandemic, the Business Count team made the adaptations necessary to continue with the project without physically visiting businesses, by communicating over the phone and electronically. The objective was simple. To record a comprehensive inventory of the businesses and their associated industry and employment figures throughout the City and County. The original initiative to collect data was reconfigured and the emphasis of connecting and communicating information to our regional businesses quickly became the main priority of the project.

I would like to express a special thank you to our businesses that took part in the survey and encourage the participation of many more business owners for the years to come. I’d also like to thank our partner municipal economic development officers throughout the County that assisted us in the process in finding the businesses we identified and promoting the project with your locale. A sincere thank you also goes out to our excellent City and County G.I.S. departments that provided valuable information that the project could not be finished without.

Although not a perfect data set, the information uncovered will prove to be a useful and landmark snapshot of the regional economy as we enter into 2021. We look forward to uncovering more businesses next year and connecting with the business community as we push our economy forward.



**Suzanne McCrimmon**  
**Director of Business Development**

Peterborough & the Kawarthas  
Economic Development

## Fun Facts

1

**Pride of Place** - We identified more than 50 businesses that incorporated "Kawartha" into their operating name

2

More than **120 business owners** consented to receiving directed messaging from PKED.

## Final Note

Please note all surveys were completed voluntarily and were conducted over the phone and online between June 15th and September 30th. The more survey data we collect the better PKED can serve it's regional business community. Peterborough and the Kawathas Economic Development practiced extreme care and diligence in obtaining and reporting this information.

For any questions related to the project please contact project manager,



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**Business Retention & Expansion Officer**

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**We look forward to speaking with you next year!**

## Glossary

### Export:

Goods and services that are produced and shipped to other locations that can include regional, provincial, national or international locations.

### Floor space in square feet:

The total floor space used by a business (covered area).

### Import:

Goods and services that are received and shipped from other locations that can include regional, provincial, national, or international locations that are intended to be re-sold or inputted as a portion of a final or intermediate commodity.

### Legal Status:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

### N.A.I.C.S. Codes:

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States.

### Ownership Form:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

For further clarification on terms and definitions related to the business count please visit our website: <https://peterboroughed.ca/real-results/business-count/>

# Peterborough & the Kawarthas Results



For the businesses identified within the City and County we counted **2,023 business** which included **460** retail businesses, **287** accommodation & food businesses, **254** service-based businesses amongst many more. (table below).

**60 out of the 624 businesses** surveyed reported exporting products as part of their business operations

We gathered information on the commercial space utilized by **425 businesses**.

\*Please note we did not include square footage for residential home-based businesses.

## Business Composition Identified by Industry in Peterborough & the Kawarthas by NAICS Code

TOTALS		2,023
Retail Trade (44-45)		<b>460</b>
Accommodation & food services (72)		<b>287</b>
Other Services (81)		<b>254</b>
Arts, entertainment & recreation (71)		<b>134</b>
Construction (23)		<b>132</b>
Professional, scientific & technical Services (54)		<b>125</b>
Manufacturing (31-33)		<b>106</b>
Health care & social assistance (62)		<b>84</b>
Agriculture, forestry, fishing & hunting (11)		<b>68</b>
Wholesale Trade (41-42)		<b>64</b>
Administrative & support, waste management & remediation services (56)		<b>62</b>
Real estate, rental & leasing (53)		<b>58</b>
Educational Services (61)		<b>51</b>
Transportation & warehousing (48-49)		<b>47</b>
Finance & insurance (52)		<b>46</b>
Information & cultural industries (51)		<b>33</b>
Mining, quarry oil & gas extraction (21)		<b>4</b>
Utilities (22)		<b>3</b>
Management of companies & enterprises (55)		<b>2</b>
Public Administration (91)		<b>3</b>

624	60
144	<b>16</b>
81	<b>4</b>
62	<b>1</b>
41	
43	
43	<b>1</b>
47	<b>15</b>
28	
31	<b>14</b>
10	<b>5</b>
13	
22	
11	
11	<b>4</b>
13	
20	
1	
1	
1	
1	

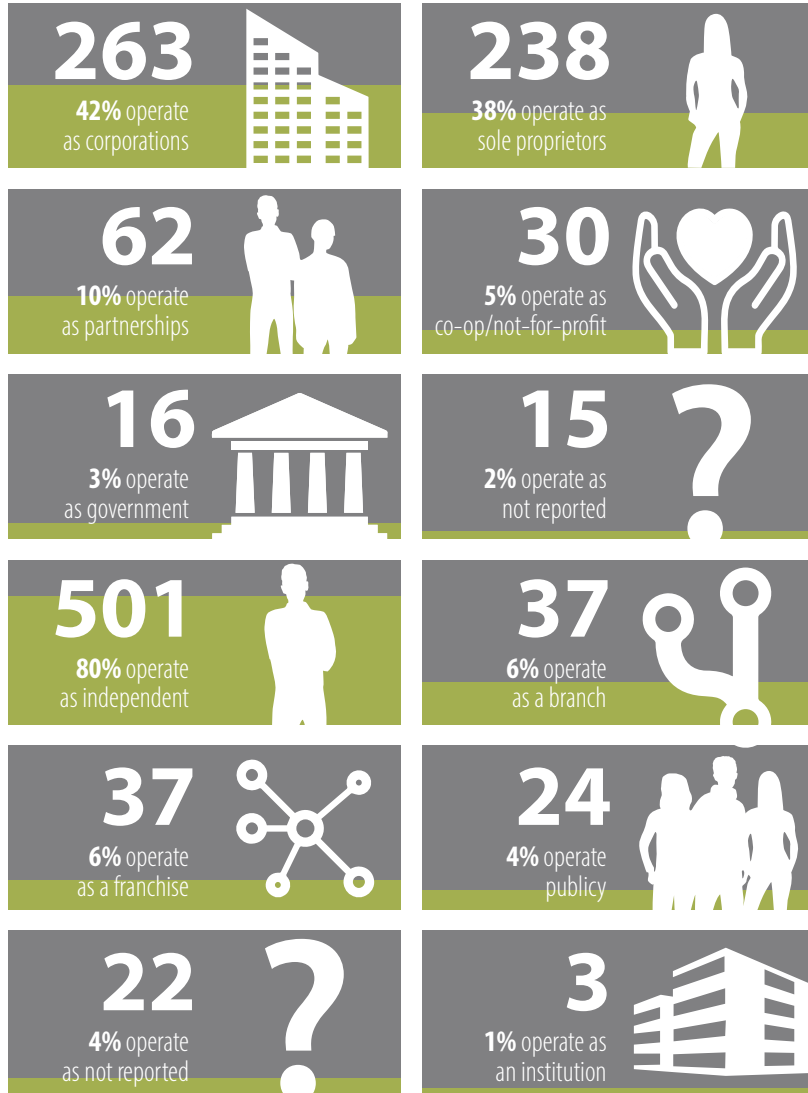
## Floor Space Overview

425	6,690,323
<b>143</b>	<b>2,325,997</b>
<b>47</b>	<b>295,688</b>
<b>37</b>	<b>139,450</b>
<b>27</b>	<b>609,142</b>
<b>7</b>	<b>10,450</b>
<b>29</b>	<b>165,600</b>
<b>44</b>	<b>1,396,728</b>
<b>21</b>	<b>93,150</b>
<b>1</b>	<b>800</b>
<b>16</b>	<b>119,800</b>
<b>3</b>	<b>22,800</b>
<b>13</b>	<b>23,750</b>
<b>10</b>	<b>769,120</b>
<b>3</b>	<b>21,100</b>
<b>13</b>	<b>89,260</b>
<b>8</b>	<b>72,988</b>
<b>1</b>	<b>50,000</b>
<b>2</b>	<b>484,500</b>

Of the total businesses we counted, we successfully **surveyed 624** businesses. **1 in 3 businesses** were responsive in providing answers to our survey over the phone and through e-mail.

We counted more than **14,500 jobs** and accounted for just under **7 million square feet** dedicated to business.

Of the **624 businesses** we completed surveys with:



At the end of our survey we asked businesses if they would like to be put in touch with an economic development officer, **36 businesses requested assistance.**

The most common requests were for

- 1 Navigating and accessing COVID-19 financing.
- 2 Workforce development and retention assistance.
- 3 Marketing and networking opportunities.

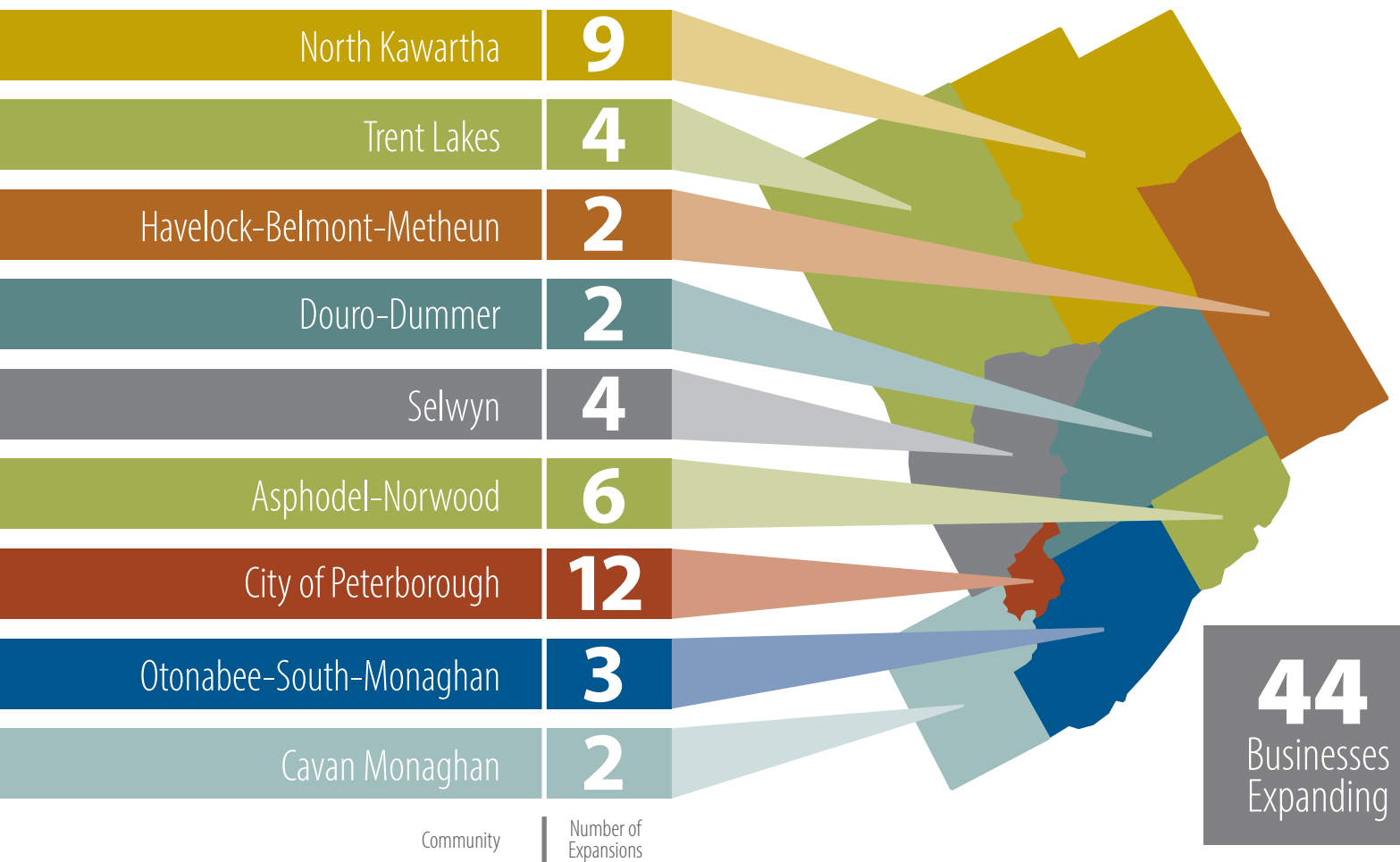
**141 businesses** out of the **624** we completed surveys with noted shortages when hiring. Here is a breakdown of what these shortages were:

Percent of Noted Shortages	Skill Shortage	Times Noted
25.34%	Tradespeople	35
17.81%	Customer service	25
13.70%	Scientific & technical services	19
8.90%	Culinary	13
6.85%	Auto mechanics	10
6.16%	General labour	9
4.79%	Trucking transportation	7
4.11%	Financial & accounting related skills	5
2.74%	Health professionals	4
2.05%	Cleaners	3
1.37%	Agricultural knowledge	2
1.37%	Engineering	2
1.37%	Estheticians	2
0.68%	Administrative work	1
0.68%	Construction	1
0.68%	Leadership	1
0.68%	Marketing	1
0.68%	Sales	1

# Expansion Overview



We asked businesses if they planned on expanding their operations within the next 12 months. **44 businesses indicated they were.** The number of expansions indicated per community are listed below.



The industry composition of these **businesses planning to expand** are listed beside.

Expansions by Industry in Peterborough & the Kawarthas



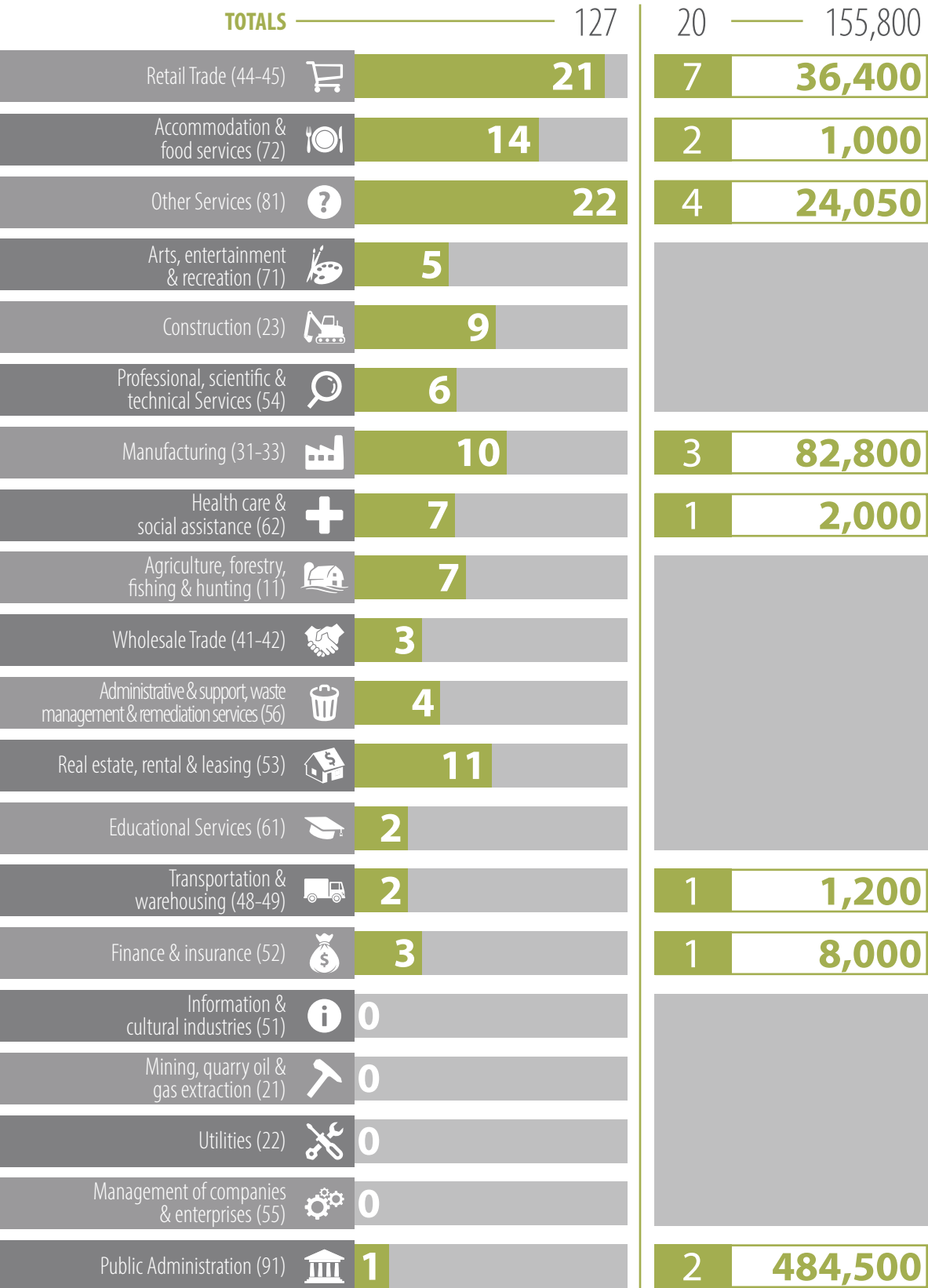
# Asphodel Norwood Results

We counted **127 businesses** in Asphodel Norwood.

Of those 127 businesses, **44 completed** a survey with us.

**20 businesses** accounted for just under **156,000 square feet** in Asphodel Norwood.

The business composition is listed below.\*



Noted skills shortage **9 businesses** noted skills shortages when hiring including:

- Trucking transportation 3
- Health professionals 3
- Tradespeople 2
- Customer service 1

Of those **44 businesses** that completed a survey **3 asked** to speak with an economic development officer for assistance.

**Most requested EDO services:**  
 COVID-19 financing,  
 Networking opportunities,  
 General business

Looking to expand:  
**6 businesses**  
 are planning on expanding within the next 12 months.



# Cavan Monaghan Results

We counted **135 businesses** in Cavan Monaghan.

Of those 135 businesses, **49 completed** a survey with us.

**28 businesses** accounted for just under **225,000 square feet** in Cavan Monaghan.

The business composition is listed below.\*



TOTALS	135	28	224,200
Retail Trade (44-45)	<b>28</b>	<b>7</b>	<b>24,600</b>
Accommodation & food services (72)	<b>5</b>		
Other Services (81)	<b>18</b>	<b>3</b>	<b>3,200</b>
Arts, entertainment & recreation (71)	<b>10</b>	<b>4</b>	<b>123,300</b>
Construction (23)	<b>5</b>		
Professional, scientific & technical Services (54)	<b>8</b>	<b>2</b>	<b>1,750</b>
Manufacturing (31-33)	<b>10</b>	<b>4</b>	<b>19,250</b>
Health care & social assistance (62)	<b>7</b>		
Agriculture, forestry, fishing & hunting (11)	<b>10</b>		
Wholesale Trade (41-42)	<b>6</b>	<b>3</b>	<b>37,000</b>
Administrative & support, waste management & remediation services (56)	<b>2</b>		
Real estate, rental & leasing (53)	<b>4</b>	<b>1</b>	<b>400</b>
Educational Services (61)	<b>3</b>	<b>1</b>	<b>1,920</b>
Transportation & warehousing (48-49)	<b>12</b>		
Finance & insurance (52)	<b>4</b>	<b>2</b>	<b>2,800</b>
Information & cultural industries (51)	<b>2</b>	<b>1</b>	<b>10,000</b>
Mining, quarry oil & gas extraction (21)	<b>1</b>		
Utilities (22)	<b>0</b>		
Management of companies & enterprises (55)	<b>0</b>		
Public Administration (91)	<b>0</b>	<b>2</b>	<b>484,500</b>

Noted skills shortage  
**12 businesses** noted skills shortages when hiring including:

- Customer service **2**
- Scientific & technical services **2**
- General labour **2**
- Culinary **1**
- Auto mechanics **1**
- Tradespeople **1**
- Trucking transportation **1**
- Leadership **1**
- Marketing **1**

**Most requested EDO services:**  
COVID-19 related financing, Workforce retention, General business concerns

Looking to expand:  
**2 businesses** are planning on expanding within the next 12 months.



# Douro-Dummer Results

We counted **44 businesses** in Douro-Dummer.

Of those 44 businesses, **21 completed** a survey with us.

**8 businesses** accounted for just under **34,000 square feet** in Douro-Dummer

The business composition is listed below.\*



Industry (NAICS Code)	# of Businesses Identified	# of Businesses Included	Square Footage
<b>TOTALS</b>	<b>44</b>	<b>8</b>	<b>33,900</b>
Retail Trade (44-45)	<b>6</b>	<b>2</b>	<b>7,150</b>
Accommodation & food services (72)	<b>6</b>	<b>1</b>	<b>11,000</b>
Other Services (81)	<b>4</b>	<b>2</b>	<b>8,900</b>
Arts, entertainment & recreation (71)	<b>4</b>		
Construction (23)	<b>4</b>		
Professional, scientific & technical Services (54)	<b>4</b>		
Manufacturing (31-33)	<b>5</b>	<b>2</b>	<b>6,100</b>
Health care & social assistance (62)	<b>2</b>	<b>1</b>	<b>750</b>
Agriculture, forestry, fishing & hunting (11)	<b>6</b>		
Wholesale Trade (41-42)	<b>1</b>		
Administrative & support, waste management & remediation services (56)	<b>2</b>		
Real estate, rental & leasing (53)	<b>0</b>		
Educational Services (61)	<b>0</b>		
Transportation & warehousing (48-49)	<b>0</b>		
Finance & insurance (52)	<b>0</b>		
Information & cultural industries (51)	<b>0</b>		
Mining, quarry oil & gas extraction (21)	<b>0</b>		
Utilities (22)	<b>0</b>		
Management of companies & enterprises (55)	<b>0</b>		
Public Administration (91)	<b>0</b>		

Noted skills shortage **3 businesses** noted skills shortages when hiring including:

- Tradespeople **2**
- Auto mechanics **1**
- Sales **1**

**Most requested EDO services:**  
Networking, COVID-19 financing, General business concerns

Looking to expand: **2 businesses** are planning on expanding within the next 12 months.

# Havelock-Belmont-Metheun Results

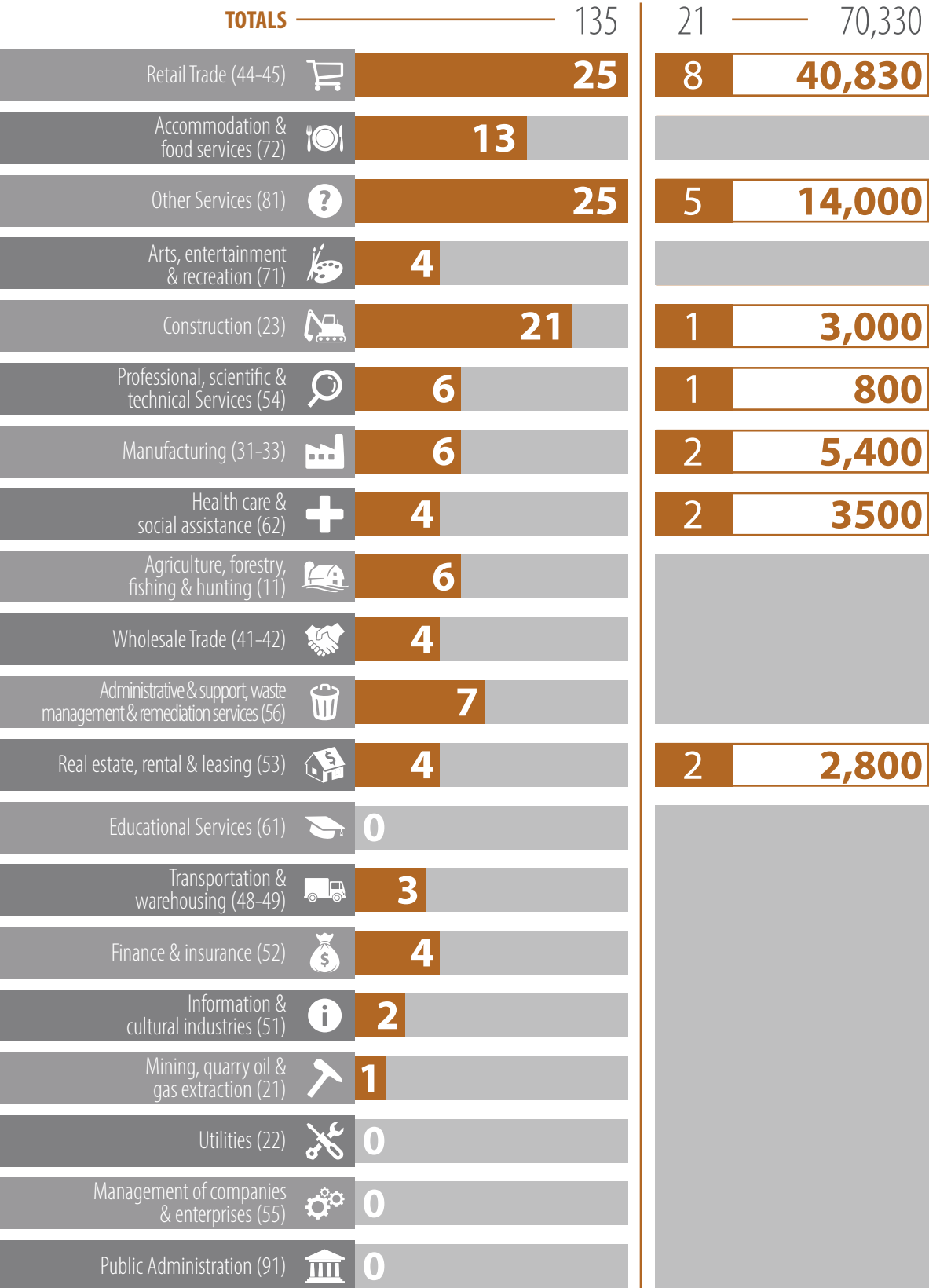


We counted **135 businesses** in Havelock-Belmont-Metheun.

Of those 135 businesses, **50 completed** a survey with us.

**21 businesses** accounted for just under **71,000 square feet** in Havelock-Belmont-Metheun.

The business composition is listed below.\*



Noted skills shortage **9 businesses** noted skills shortages when hiring including:

- Tradespeople **2**
- Customer service **2**
- Scientific & technical services **1**
- Health professionals **1**
- Auto mechanics **1**
- General labour **1**
- Engineering **1**

**Most requested EDO services:**  
Workforce development,  
Networking,  
COVID-19 Financing.

Looking to expand:  
**2 businesses**  
are planning on expanding within the next 12 months.

# North Kawartha Results

We counted **148 businesses** in North Kawartha.

Of those 148 businesses, **61 completed** a survey with us.

**27 businesses** accounted for just under **218,000 square feet** in North Kawartha.

The business composition is listed below.\*



Industry (NAICS Code)	# of Businesses Identified
<b>TOTALS</b>	<b>148</b>
Retail Trade (44-45)	<b>23</b>
Accommodation & food services (72)	<b>20</b>
Other Services (81)	<b>13</b>
Arts, entertainment & recreation (71)	<b>30</b>
Construction (23)	<b>27</b>
Professional, scientific & technical Services (54)	<b>3</b>
Manufacturing (31-33)	<b>5</b>
Health care & social assistance (62)	<b>7</b>
Agriculture, forestry, fishing & hunting (11)	<b>0</b>
Wholesale Trade (41-42)	<b>2</b>
Administrative & support, waste management & remediation services (56)	<b>6</b>
Real estate, rental & leasing (53)	<b>7</b>
Educational Services (61)	<b>0</b>
Transportation & warehousing (48-49)	<b>1</b>
Finance & insurance (52)	<b>2</b>
Information & cultural industries (51)	<b>1</b>
Mining, quarry oil & gas extraction (21)	<b>0</b>
Utilities (22)	<b>1</b>
Management of companies & enterprises (55)	<b>3</b>
Public Administration (91)	<b>0</b>

# of Businesses Included	Square Footage
<b>27</b>	<b>217,600</b>
<b>7</b>	<b>36,900</b>
<b>6</b>	<b>144,400</b>
<b>2</b>	<b>2,400</b>
<b>4</b>	<b>18,200</b>
<b>1</b>	<b>900</b>
<b>1</b>	<b>900</b>
<b>1</b>	<b>2,000</b>
<b>2</b>	<b>8,500</b>
<b>2</b>	<b>1,400</b>
<b>1</b>	<b>50,000</b>
<b>2</b>	

Noted skills shortage  
**18 businesses** noted skills shortages when hiring including:

- Tradespeople **8**
- Culinary **4**
- General labour **4**
- Trucking transportation **1**
- Financial & accounting related skills **1**

**Most requested EDO services:**  
COVID-19 financing,  
Workforce retention,  
General business concerns

Looking to expand:  
**9 businesses**  
are planning on expanding within the next 12 months.

# Otonabee-South-Monaghan Results



We counted **132 businesses** in Otonabee-South-Monaghan.

Of those 132 businesses, **40 completed** a survey with us.

**14 businesses** accounted for just under **636,000 square feet** in Otonabee-South-Monaghan.

The business composition is listed below.\*

TOTALS	132	14	635,900
Retail Trade (44-45)	22	6	53,250
Accommodation & food services (72)	28	1	5,000
Other Services (81)	6		
Arts, entertainment & recreation (71)	19	2	159,000
Construction (23)	9	1	1,350
Professional, scientific & technical Services (54)	4		
Manufacturing (31-33)	5	2	411,300
Health care & social assistance (62)	2		
Agriculture, forestry, fishing & hunting (11)	20		
Wholesale Trade (41-42)	6	1	5,000
Administrative & support, waste management & remediation services (56)	6		
Real estate, rental & leasing (53)	0		
Educational Services (61)	2		
Transportation & warehousing (48-49)	0		
Finance & insurance (52)	1	1	1,000
Information & cultural industries (51)	2		
Mining, quarry oil & gas extraction (21)	0		
Utilities (22)	0		
Management of companies & enterprises (55)	0		
Public Administration (91)	2		

Noted skills shortage **8 businesses** noted skills shortages when hiring including:

- Tradespeople 3
- Customer service 1
- Scientific & technical services 1
- Auto mechanics 1
- Cleaners 1
- Administrative work 1

**Most requested EDO services:**  
 COVID-19 financing,  
 Marketing, Networking.

Looking to expand:  
**3 businesses**  
 are planning on expanding within the next 12 months.

# City of Peterborough Results

We counted **907 businesses** in City of Peterborough.

Of those 907 businesses, **218 completed** a survey with us.

**238 businesses** accounted for just under **4,000,000 square feet** in City of Peterborough

The business composition is listed below.\*



TOTALS	907	238	3,972,954
Retail Trade (44-45)	<b>239</b>	<b>74</b>	<b>1,706,863</b>
Accommodation & food services (72)	<b>118</b>	<b>29</b>	<b>118,798</b>
Other Services (81)	<b>133</b>	<b>15</b>	<b>65,700</b>
Arts, entertainment & recreation (71)	<b>33</b>	<b>15</b>	<b>271,842</b>
Construction (23)	<b>24</b>	<b>3</b>	<b>4,400</b>
Professional, scientific & technical Services (54)	<b>71</b>	<b>20</b>	<b>153,850</b>
Manufacturing (31-33)	<b>50</b>	<b>24</b>	<b>765,253</b>
Health care & social assistance (62)	<b>43</b>	<b>13</b>	<b>70,100</b>
Agriculture, forestry, fishing & hunting (11)	<b>68</b>		
Wholesale Trade (41-42)	<b>38</b>	<b>12</b>	<b>77,800</b>
Administrative & support, waste management & remediation services (56)	<b>17</b>	<b>2</b>	<b>22,000</b>
Real estate, rental & leasing (53)	<b>21</b>	<b>6</b>	<b>15,800</b>
Educational Services (61)	<b>39</b>	<b>7</b>	<b>14,900</b>
Transportation & warehousing (48-49)	<b>23</b>	<b>2</b>	<b>19,900</b>
Finance & insurance (52)	<b>26</b>	<b>6</b>	<b>68,260</b>
Information & cultural industries (51)	<b>24</b>	<b>7</b>	<b>62,988</b>
Mining, quarry oil & gas extraction (21)	<b>0</b>		
Utilities (22)	<b>1</b>		
Management of companies & enterprises (55)	<b>2</b>	<b>1</b>	<b>50,000</b>
Public Administration (91)	<b>2</b>	<b>2</b>	<b>484,500</b>

Noted skills shortage  
**50 businesses** noted skills shortages when hiring including:

- Customer service **16**
- Scientific & technical services **12**
- Tradespeople **9**
- Culinary **3**
- Financial & accounting related skills **3**
- Estheticians **2**
- Trucking transportation **1**
- Auto mechanics **1**
- Cleaners **1**
- Engineering **1**
- General labour **1**

### Most requested EDO services:

COVID-19 financing, Business Development, Networking.

Looking to expand:  
**12 businesses** are planning on expanding within the next 12 months.

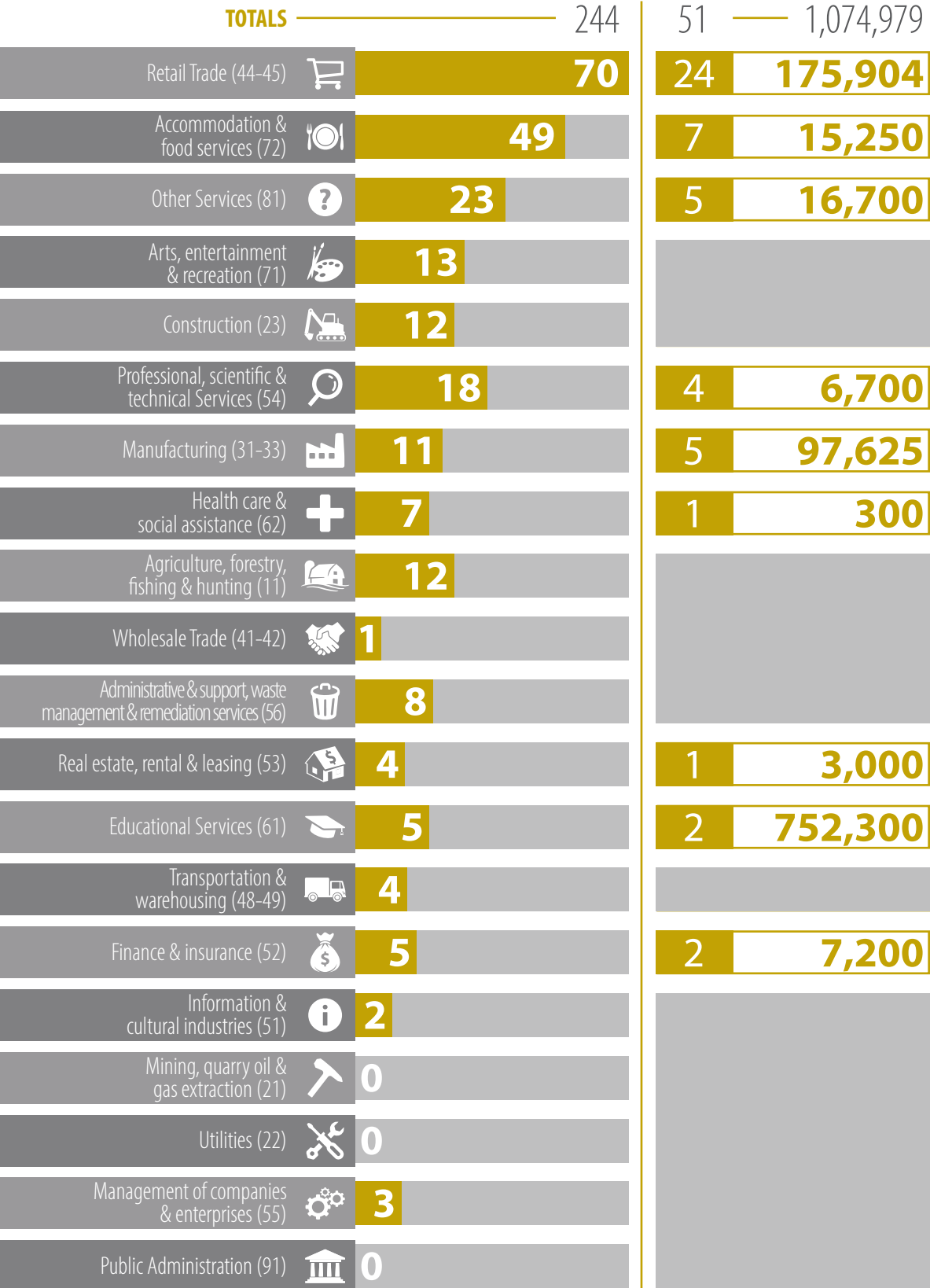
# Selwyn Results

We counted **244 businesses** in Selwyn.

Of those 244 businesses, **95 completed** a survey with us.

**51 businesses** accounted for just under **1,100,000 square feet** in Selwyn.

The business composition is listed below.\*



Noted skills shortage  
**21 businesses** noted skills shortages when hiring including:

- Culinary 5
- Tradespeople 4
- Auto mechanics 4
- Scientific & technical services 3
- Customer service 2
- General labour 1
- Trucking transportation 1
- Financial & accounting related skills 1

**Most requested EDO services:**  
COVID-19 financing,  
General business,  
Networking.

Looking to expand:  
**4 businesses**  
are planning on expanding within the next 12 months.

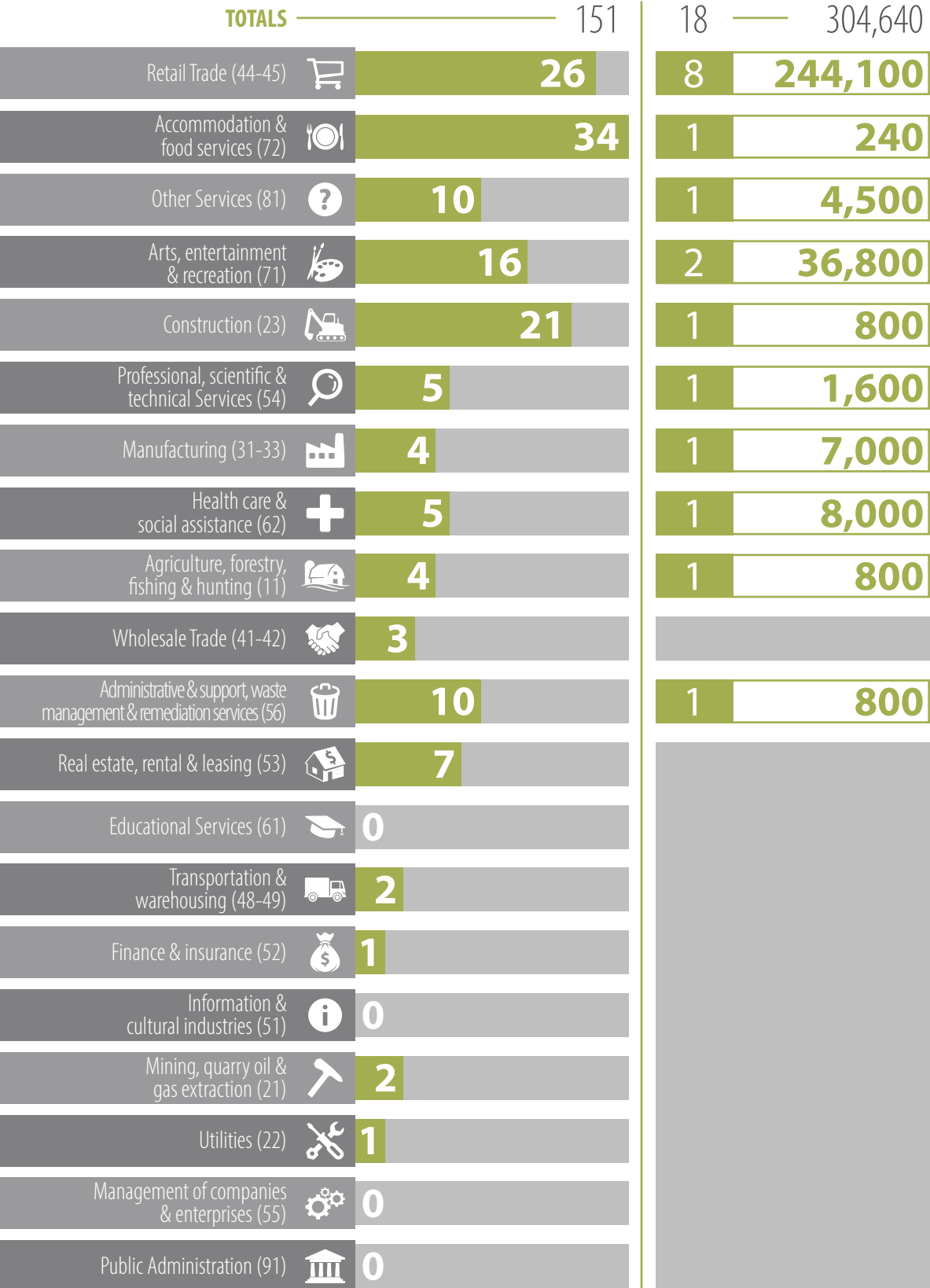
# Trent Lakes Results

We counted **151 businesses** in Trent Lakes.

Of those 151 businesses, **46 completed** a survey with us.

**18 businesses** accounted for just under **305,000 square feet** in Trent Lakes.

The business composition is listed below.\*



Noted skills shortage  
**15 businesses** noted skills shortages when hiring including:

- Tradespeople 6
- Customer service 2
- Agricultural knowledge 2
- Auto mechanics 1
- Financial & accounting related skills 1
- Cleaners 1
- Scientific & technical services 1
- Construction 1

**Most requested EDO services:**  
COVID-19 financing,  
Business Development,  
Networking.

Looking to expand:  
**4 businesses**  
are planning on expanding within the next 12 months.



Peterborough  
&  
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