

Programs and Services Guide



Peterborough
— & —
THE KAWARTHAS

ECONOMIC DEVELOPMENT



Connect with Peterborough & the Kawarthas Economic Development

Peterborough & the Kawarthas Economic Development (PKED) is the lead regional economic development agency contracted to conduct core economic development activities on behalf of the City and County of Peterborough, Ontario, Canada. PKED also operates Peterborough & the Kawarthas Tourism (the region's official Destination Marketing Organization and Visitor Centre), and the Business Advisory Centre (the region's Small Business Enterprise Centre). It also provides administrative support for the Kawartha Manufacturers Association and is the host organization for Sustainable Peterborough.

PKED's team of economic development experts strive to identify growth opportunities for the region and attract new companies and visitors by highlighting the region's competitive advantages.

Leaders from Peterborough & the Kawarthas business community serve on PKED's Board of Directors, who oversee and govern this not-for-profit corporation.

PKED's offices are located at 270 George Street North in the Venture North building which is a business hub for entrepreneurs, economic development, and tourism in downtown Peterborough.

Address: 270 George Street North, Peterborough, ON K9J 3H1



The offices of PKED, the Business Advisory Centre, and Sustainable Peterborough are located in Suite 102

Telephone: (705) 743-0777

General email: connect@investptbo.ca

Website: investptbo.ca



The offices of Peterborough & the Kawarthas Tourism (PKT) and the Visitor Centre are located in Suite 101

Telephone: (705) 742-2201

Toll-Free: 1-800-461-6424

Email: info@thekawarthas.ca

Visitor Centre Website:

www.thekawarthas.ca/visitor-centre



What is Economic Development?

In simple terms, economic development seeks to improve the economic well-being and quality of life of a community by creating and retaining jobs and providing a stable tax base. It is about investing in growing the local economy through effective programs, policies, and activities to improve residents' economic well-being, prosperity, and quality of life.

Locally, it's about allocating limited resources (such as land, capital, and labour) in a way that will positively affect the levels of business activity, employment, income distribution, and wealth.

It is about taking deliberate actions by governing bodies (City, County, Townships) to influence the decisions of private sector investments toward opportunities that can lead to sustainable economic growth, under guidance from Provincial and Federal policies and requirements.

Economic development programs aim to:

- Help existing local businesses solve problems that would cause them to fail, close, or move away.
- Help local businesses expand and grow.
- Work with regional organizations to prepare residents for available careers, connect businesses to skilled workers, and build the pipeline of future workers in the community.
- Help entrepreneurs, solopreneurs, and small businesses start-up and access the resources they need to succeed.

How Does Economic Development make a difference in the community?

- Bring new businesses to the region and promote the community as a location for economic activity.
- Employer payroll flows through the local economy, supporting retailers, restaurants, and service providers.
- An expanded and diversified tax base helps tax rates for residents.
- Growing more pathways and supports to better jobs, give people dignity, choice, and the means to support themselves and their families.
- Community improvements, in neighbourhoods throughout the region, create vibrant places where people want to visit, live, work, play, study and invest.

Organization Overview



About PKED

PKED is the lead regional economic development agency for the Peterborough & the Kawarthas region. Established in 1998, PKED is a not-for-profit organization funded to deliver economic development and tourism services through a [Memorandum of Understanding](#) with the City of Peterborough and the County of Peterborough. PKED is governed by a volunteer board of directors consisting of up to 13 local community members representing key business sectors.

PKED's Mandate

PKED facilitates an environment that will contribute to the creation of wealth, the growth of new employment, and the development of improved quality of life for area residents. PKED promotes, facilitates and develops a strong, unified economic development presence for the Greater Peterborough area (Peterborough & the Kawarthas). PKED works cooperatively with local municipalities and other organizations to ensure that investment opportunities throughout the region are effectively developed. To fulfill this mandate, PKED is guided by the corporations' strategic plan.

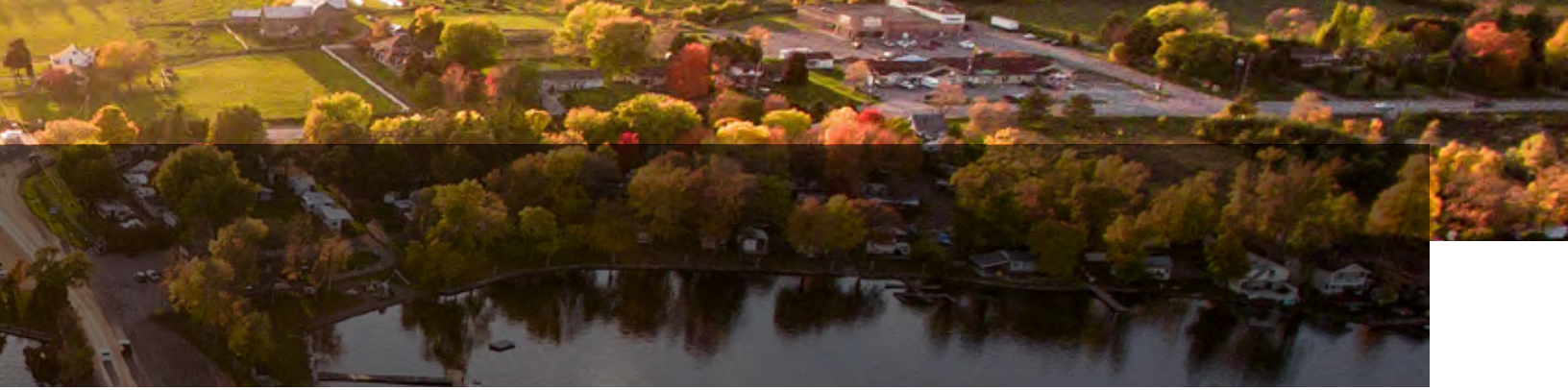


Accountability:

PKED reports publicly to City and County Councils each quarter to provide updates on activities, progress, and challenges.

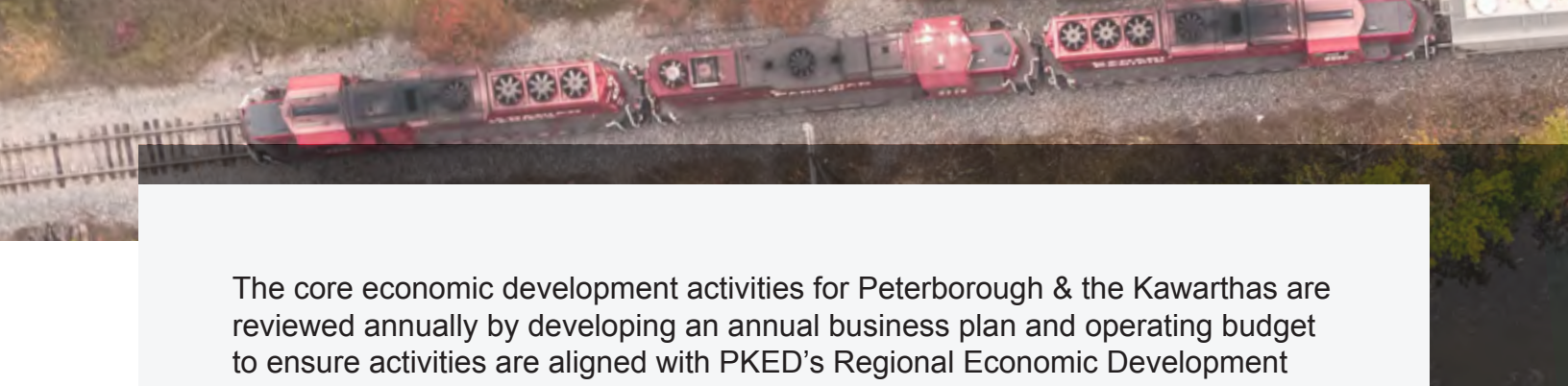
Funding:

PKED's core annual budget is generated through funding received from the City of Peterborough, the County of Peterborough, and federal, provincial and private sector support as available. In addition, PKED receives a portion of funds from the Municipal Accommodation Tax collected through the City of Peterborough to support tourism marketing and product development. Funding received is directed by a joint Memorandum of Understanding and annual business plan developed with industry input and shared annually with Councils.



What Does PKED do?

- PKED promotes and positions Peterborough & the Kawarthas as a destination of choice to live, work, invest, study and visit.
- PKED promotes and facilitates business opportunities to create a thriving economy for residents and communities, resulting in regional prosperity.
- PKED works closely with planning and infrastructure departments to identify a steady stream of employment lands for investors and businesses to expand and manage growth in the future.
- PKED works collaboratively with businesses, government, academic institutions, and industry partners.
- PKED supports the retention and growth of existing businesses and the attraction of new businesses and investments.
- PKED also strives to support local companies in accessing the talent, knowledge, resources, and economic conditions they need to thrive.
- PKED's focus is to grow the local economy through key economic sectors, including Aerospace, Agriculture, Advanced Manufacturing, Tourism, and Small Business (Entrepreneurship), to support industry in creating quality, sustainable jobs.
- PKED is responsible for tourism activities for the region as the Official Destination Marketing Organization through Peterborough & the Kawarthas Tourism. PKED also operates the regional Visitor Centre.
- PKED has a robust entrepreneurship development program through the Business Advisory Centre, providing consulting services for entrepreneurs and small business operators throughout the region.
- As the lead regional economic development agency, PKED plays an essential role as a leader and collaborative partner for critical initiatives, including uniting various stakeholders toward a common goal such as the development of the Mayor and Warden's COVID-19 Economic Recovery Taskforce and the First Nations – Municipal Community Economic Development Initiative (CEDI).



The core economic development activities for Peterborough & the Kawarthas are reviewed annually by developing an annual business plan and operating budget to ensure activities are aligned with PKED's Regional Economic Development Strategic Plan and the strategic direction of the City and County of Peterborough.

Activities are focused on four key categories:

1

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.

Focus 1: Marketing to key audiences for business growth, investment, and visitation

Focus 2: Stakeholder communications and media relations

2

Start

High Performing economic growth will be driven by start-ups and entrepreneurs. For a business to realize its full potential, PKED must support them through the start-up and early growth phases.

Focus 1: Supporting New Start-ups

Focus 2: Supporting growth years 2-5

3

Grow

Business retention and expansion are the foundation of core economic development activities. PKED will continue to meet with the local existing business base across all key sectors throughout the region.


Focus 1: Collection and analysis of data, relationship building


Focus 2: Identification and response to challenges and opportunities to foster business growth

4

Attract

Attracting new investment, and assessment efforts will be focused across the region. Working in alignment with each municipality through the City and County of Peterborough, PKED will focus attraction efforts on the region's established key sectors:

- Agriculture
 - Aerospace
 - Clean Technology,
 - Manufacturing (Industry 4.0)
 - Tourism (including Meetings, Conferences and Sports Tourism, as well as attracting visitors).
 - Note: Small – Medium-Sized Enterprises (SME's) are also a sector of strength that crosses many sectors.
- 



PKED's success is built on the strength of existing businesses and the development of innovative and sustainable products through the **Future Ready 2020-2024 Regional Economic Development Strategy**, which is centered on the following vision:

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

Strategic Plan: The future of Peterborough & the Kawarthas lies in the region's ability to adapt to world economic forces disrupted by technology, Canada's demographic shifts, and the COVID-19 global pandemic. The 2020-2024 Future Ready Regional Economic Development Strategy is underpinned by the values of sustainable development, with 5 of the UN Sustainability Goals firmly in view, centered around four key objectives:

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



Business Advice & Support

Peterborough
&
THE KAWARTHAS

BUSINESS ADVISORY CENTRE

Peterborough & the Kawarthas Business Advisory Centre (BAC) is often an entrepreneur's first point of contact with the business support community.



The BAC is a proud partner of the SBC Ontario Network.

For over 30 years, the Small Business Centres of Ontario have been funded through the Province of Ontario and local or regional governments. The Peterborough & the Kawarthas Business Advisory Centre is one of the 54 locations in Ontario's Small Business Enterprise Network.

The knowledgeable team at the Peterborough & the Kawarthas Business Advisory Centre is here to help start, grow, or acquire a business at every age and stage. All services, consultations, tools, and resources are confidential and complimentary for clients and businesses in the City and County of Peterborough.

In Canada, by definition a small enterprise consists of 1-99 employees, a medium enterprise consists of 100-499 employees, and a large enterprise consists of 500 employees or more.

According to the International Economic Development Council, "Entrepreneurship is the process of creating a business idea and turning it into a genuine business. Entrepreneurs create new goods and services based on recent technologies or demands. They are extremely motivated and focused, typically spending long, unpaid hours working on their ideas in attempts to turn them into profitable businesses. Entrepreneurs are the engines of the economy in every generation, so many economic development efforts

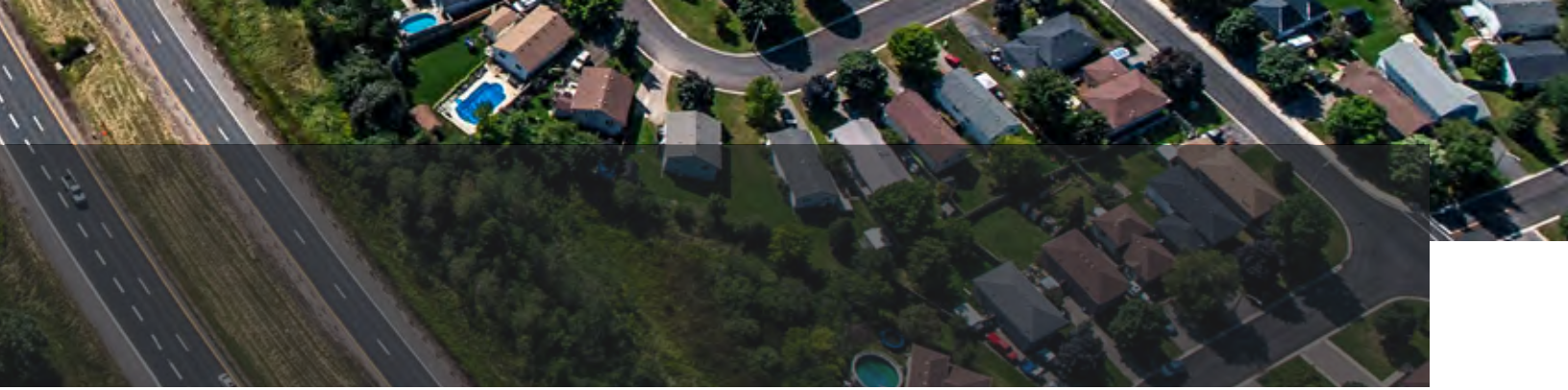
support their needs in the hope of creating new employment prospects. Entrepreneurship development programs provide potential entrepreneurs with the capital, training, and technical assistance they need to start-up and grow their business. Incubators are one of the many initiatives used for entrepreneurship development, but programs also include technical assistance, financing, legislation, marketing, accounting, and networking."

Business Support Services:

- Start-up
- Business Growth
- GrowthWheel®

Business Advisory Centre Programs

- Starter Company Plus
- Summer Company



Business Support Services

Start-Up Support Services: The BAC works directly with new business owners looking to build a solid business plan or business owners looking for assistance in navigating the region's network of support for entrepreneurs. The BAC offers workshops, webinars, consultations, and resources for small business owners. Beginning with the New Venture Sessions, the goal of this step-by-step process is to ensure that every business starting up has access to the resources and support needed to build a solid business plan for success.

Business Growth Services: Business Growth Services are designed to help business owners explore new opportunities, achieve business goals, and help take business operations to the next level through various business support programs and services. Existing businesses can receive one-to-one support with accounting, applying for funding, pivots, e-commerce, marketing, tourism product development and more by meeting with a Business Advisor. Assisting businesses to scale their operations is also a critical component of business growth support.



GrowthWheel®: GrowthWheel is a hands-on, action-oriented program designed to help entrepreneurs overcome barriers to growth at all stages.

All businesses, from pre-venture start-ups to established enterprises, must address four key challenges.

Businesses need:

- An attractive business concept
- Lasting customer relations
- Profitable operations
- A strong organization

PKED offers Certified GrowthWheel Advisors and GrowthWheel toolbox designed to help early-stage and growth companies get focused, set a plan, make decisions, and act.



Business Advisory Centre Programs

The BAC offers two training programs to support Peterborough & the Kawarthas entrepreneurs. The Government of Ontario funds both programs to connect business owners with training, mentorship, and funding to start and grow businesses.

- **Starter Company Plus** is designed to provide business training for entrepreneurs (from aspiring to experienced) aged 18 and over who are launching a business or expanding an existing business (operating for five years or less).
Training Includes:
 - Workshops with experts in their fields
 - Business plan training
 - One-to-one advisory training sessions
 - Community connections to business mentors
 - Chance to win one of six \$5000 microgrants
- **Summer Company** is the Government of Ontario's flagship youth entrepreneurship program. Summer Company connects youth ages 15 to 29 looking to try their hand at entrepreneurship with the money and support to run a summer business in Ontario.

This program provides:

- One-on-one guidance from Business Advisory Centre staff
- Advice and mentorship from local business leaders
- Access to business workshops, training, and resources
- Up to \$3000 of start-up money to kick-start a summer business

Business Advisory Centre Training & Workshops

The Business Advisory Centre offers free online learning courses and workshops. Workshops are designed to teach or refresh business fundamentals in an interactive and small group setting. Workshops are hosted live on Zoom by a Business Advisor, or self-guided e-learning courses are also offered for individuals who require additional scheduling flexibility. E-learning courses are available 24 hours a day, seven days a week, and a Small Business Toolkit is available to download for free.

- **E-Learning Courses** (self-guided, available 24/7)
- **Workshops** (Live/Online)
- **Small Business Toolkit** (Download)



How to become a client of the Business Advisory Centre in 3 easy steps

Step 1

Take the New Venture Session Online Course or workshop and download the Small Business Toolkit.

Step 2

Check out our Business Fundamentals E-Learning Courses and Workshops.

Step 3

Book a one-on-one Consultation with the Business Advisory Centre.

Bonus!

Apply for an Entrepreneurship Program: Starter Company Plus or Summer Company.



Business Retention & Expansion

The Business Development Team focuses on supporting existing businesses. Peterborough & the Kawarthas has a broad and diversified economy with strengths in the following key sectors:

Aerospace

Cleantech

Advanced Manufacturing

Tourism

Agriculture

Small Business

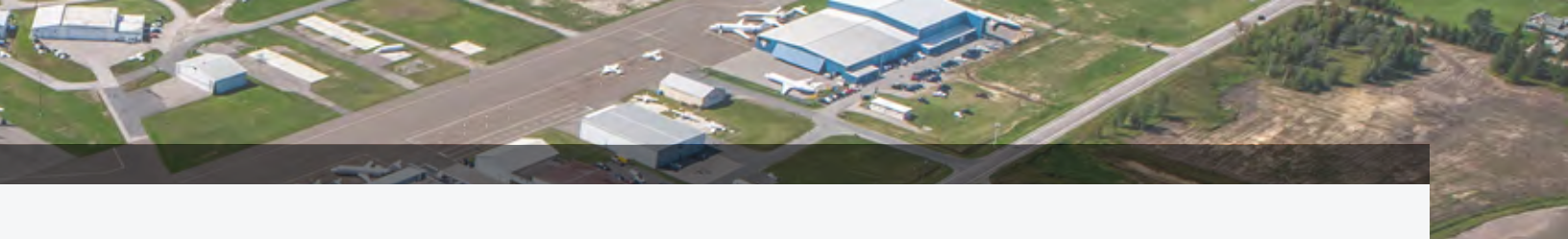
Supporting local business is crucial to local and regional economic vitality and prosperity. Approximately 80 percent of new jobs and capital investment comes from companies that already exist in the community.

The main goal of business retention is to assist existing businesses with issues that could cause closure or failure, and preventing companies from relocating to other communities. A strong business retention and expansion program preserves and increases local jobs and tax revenues by maintaining and diversifying the local economy and access to goods and services.

Successful business retention programs provide data and intelligence to strategically attract new companies to a community and foster the creation of new businesses.



investptbo.ca/our-services/growth-and-expansion/



Activities included in Business Retention and Expansion:

- Providing one-to-one consultations on specific issues, assist businesses in troubleshooting problems and developing solutions
- Finding land or buildings for future operations
- Assisting businesses and organizations with applications and proposals to local, provincial, and federal programs
- Facilitating and recommending access points to secure financing related to business operations
- Assessing market research and feasibility opportunities
- Developing strategic partnerships with provincial and federal agencies, including trade and export resources
- Keeping up-to-date on government legislation and funding programs for business
- Providing direction, consultative services, and advice on issues and services to the community across all sectors
- Gathering and sharing data relevant to local planning departments to implement policies that will benefit the regional business environment
- Providing connections with local community partners and organizations, including staffing and training agencies
- Supporting businesses to grow, expand or enhance their product offerings and experiential product development
- Connecting businesses with industry resources and research to assist in retention, growth and expansion
- Liaising with and collaborating on referrals to Innovation Cluster Peterborough & the Kawarthas for research and development support to test or commercialize products
- Providing marketing and promotional support on business expansions by liaising with local and national media, and industry associations
- Recommending and coordinating supply chain and business-to-business connections
- Assisting in recruiting new talent to the region and ensuring a connection between educational institutions and the local economy
- Collecting and reporting on data related to the regional business environment, including issues related to infrastructure, licensing, permits, etc.
- Supporting and developing education and training programs of economic benefit to the region in cooperation with existing education and training organizations
- Assistance with permitting, licensing, or infrastructure needs
- Providing technical assistance for exporting, supply chain, marketing development, post-disaster continuity, and other growth opportunities and challenges



Economic Developers with PKED seek to schedule one-to-one interviews to better understand business needs, and to identify industry opportunities and challenges. Annually, PKED conducts a business count survey to study the business dynamics which shape the community and impact local employers, planners, and workforce.

PKED also works with many partners and industry associations to ensure that business needs are acknowledged, and programs are created to support industry as effectively as possible across all sectors.

Relocation Support

Peterborough & the Kawarthas Economic Development maintains a **Relocation Guide** to assist residents, students and businesses settling in the Peterborough & the Kawarthas region.

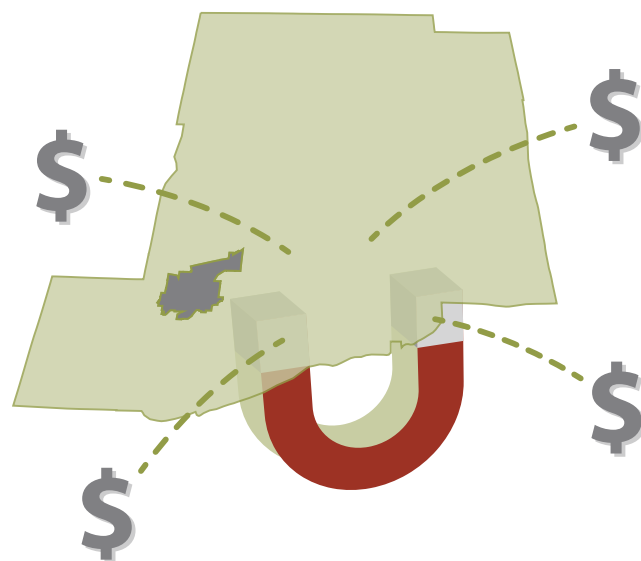
PKED completes a situational analysis to review data and statistics for a growing and diverse economy. The Situational Analysis highlights economic indicators, growth opportunities and changes in the communities' demographics and labour force. The data from the situational analysis is actively studied and forms the background for developing the corporation's strategic plan every 5 years.

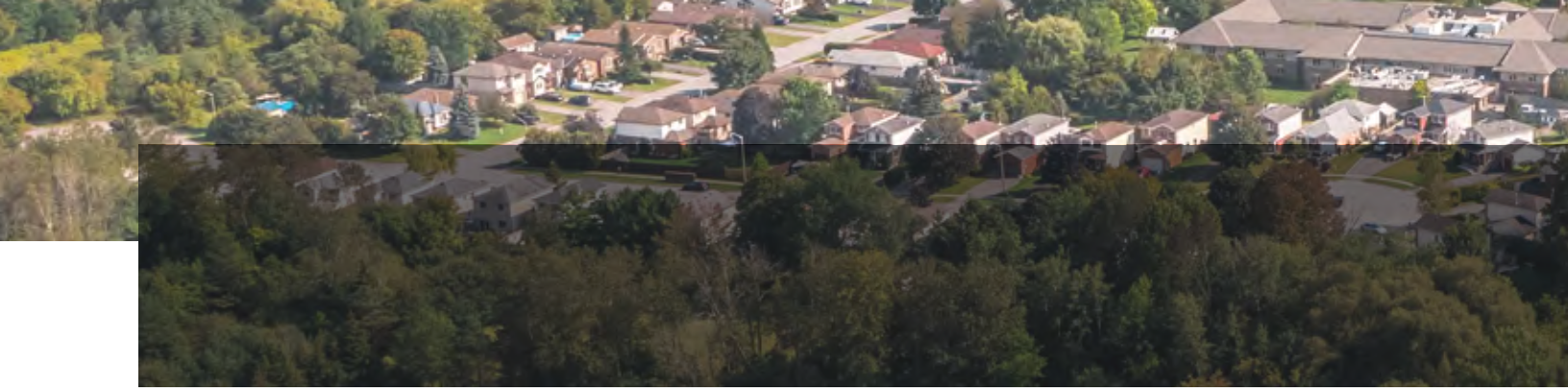
Investors & Site Selectors

When a company decides to invest outside of its original location, it can choose among thousands of places around the globe. PKED's investment attraction activities help to identify why a company should select Peterborough & the Kawarthas as a destination to invest in. Communities that do not integrate with the global economy risk being left behind, however integration does not happen independently. To attract foreign companies, economic developers build relationships with targeted firms, industries, and communities. To maximize investment attraction efforts, PKED works with larger organizations such as Ontario East Economic Development, Invest Ontario, and Invest Canada to help showcase the reasons to invest in Peterborough & the Kawarthas.

Investment attraction is an essential activity as it helps to:

- Diversify economies
- Expand tax revenues
- Import innovation, current ideas, and diversity
- Support local businesses by opening export markets abroad
- Enhance a community's reputation among other international firms as an attractive place to invest. International companies want to locate where other international companies are.
- Make local economies more resilient to regional, national, and global fluctuations





Economic Development Support for Investors

PKED's Business Development team offers friendly, personalized service to promote the advantages of doing business in Peterborough & the Kawarthas including:

- Support in training and workforce development
- Identification of financing and funding opportunities
- Connections to the local business support community and decision-makers
- Navigating the planning process, zoning, and regulatory environment
- Site selection and property identification support
- Access to and analysis of local market research
- Advice on grant and application writing

The Business Development Team works with businesses, municipal partners and staff to cost-host events and summits to bring the latest news and trends directly to business; and provides ongoing communication to ensure businesses have access to the tools and resources needed to build and grow business.

Site Selectors

PKED's Business Development Team acts as an investor and site selector's local "boots on the ground". With connections to 9 municipalities, one regional government, multiple systems, planners, and real estate professionals, PKED quickly assembles a local team to assist companies in obtaining the information needed to make an informed location decision.

Using tools and resources, PKED will create a responsive toolkit providing insight into opportunities, using in-depth local knowledge to help site selectors and investors make smarter, faster, better decisions.

PKED offers a comprehensive **digital data centre information hub** to support investment and site location research.

Tourism



Peterborough & the Kawarthas Tourism (PKT) is the Official Destination Marketing Organization (DMO) for the City of Peterborough and the County of Peterborough, Ontario, Canada. Peterborough & the Kawarthas is part of Regional Tourism Organization 8 (RTO8), one of 13 RTOs in the Province.

Annually Peterborough & the Kawarthas welcomes over 3 million visitors who spend more than \$300 million in the local economy, accounting for approximately 58% of total spending in the RTO8 region.

Tourism is integral to economic development and is a critical driver in achieving broader economic development goals. PKT's goals are to strengthen the local economy and enrich the quality of life for residents by supporting businesses reliant on the visitor economy and actively marketing the destination for increased visitation and spending.

PKT is responsible for attracting visitors to the region and providing industry-specific knowledge to tourism businesses. PKT supports the sustainable growth and expansion of tourism businesses by assisting with sustainable experiential product development, providing industry-specific data and research as well as exceptional visitor services year-round.

PKT actively works with local, regional, provincial and national industry partners to create destination development strategies and strategic plans to achieve growth and prosperity for the businesses.

PKT has a team of 'destination developers' that act as catalysts and facilitators for the realization of a prosperous visitor economy. PKT works closely with advocacy partners like the local Chambers of Commerce, the Tourism Industry Association of Ontario (TIAO) and Ontario Restaurant Hotel and Motel Association (ORHMA) to ensure current or emerging challenges, barriers and opportunities affecting local businesses are elevated.

thekawarthas.ca/tourism-partners



Destination Marketing

Aligned with PKED's strategic plan, PKT works to enhance the visitor experience and the destination's identity and brand expression with a focus on targeted visitor segments aligned with regional and provincial strategic goals and objectives.

PKT provides creative, sustainable, strategic initiatives aimed at attracting visitors to the region and promotes the destination by leveraging innovative marketing technologies, traditional and industry advertising and storytelling methods to increase visitation, the number and length of overnight stays and visitor spending.

PKT makes meaningful connections as trusted advisors with over 450 registered tourism businesses in the region.

Through effective communication plans, site visits, FAM Tours, and industry specific training, the team at PKT works to connect businesses with one another, with industry partners, with associations and with opportunities that will help them maintain and grow their business.

Peterborough & the Kawarthas Tourism offers year-round travel media hosting services including comprehensive travel media support, ranging from pre-arranged itinerary planning, to fact checking, information dissemination, interviews and photography assistance. Film and television support is also included in the menu of media services offered by PKT.

Product Development

PKT invests heavily in experiential tourism training and sustainable product development including training from the Gros Morne Institute for Sustainable Tourism (GMIST), in partnership with RTO8. Experiential and immersive travel represents a valuable opportunity for tourism operators, not-for-profit organizations, and attractions such as parks and historic sites. It involves a customer-centric approach to planning travel, communicating with visitors, and delivering sustainable and innovative products aligned with what visitors are interested in experiencing.

Visitor Services

PKT provides year-round regional visitor services for the City and County of Peterborough, which includes operating The regional Visitor Centre located at VentureNorth in downtown Peterborough. PKT provides resources for visitor services and destination information for visitors, locals, operators, and community partners.

Acting as the concierge desk for the destination, the Visitor Services Team shares the destination's stories in a meaningful, authentic, and engaging way to help maximize visitor spend, enhance visitor satisfaction, build destination loyalty, encourage repeat visits and referrals to tourism businesses.



Itinerary development is a part of the suite of services provided to all types of visitors (Fully independent travel business travel, sports tourism, group travel), which helps to ensure visitors have an experience that inspires them to rave and return.

Other services provided by the Visitor Services Team includes:

- In-person customer service at Peterborough & the Kawartha Regional Visitor Centre from trained travel counsellors
- Live online chat services
- Email, phone, and Social Media services
- Curbside pick-up
- Mobile visitor services
- Accommodation checks
- Travel Publications
- Destination Training for tourism operators, associations, and community partners

Meetings, Conferences & Sports Events

In addition to recreational travellers, PKT recruits' visitors through meetings, conferences, corporate retreats, incentive getaways, sports tourism year-round. Building on the area's long and storied history as a sports hotspot, PKT has fostered a supportive culture of community support, and the necessary infrastructure for hosting tournaments, competitions, and sports events, as well as small to medium sized business events.

PKT advances the following actions:

- Bid Development
- Hosting Fee Assistance
- Sourcing Accommodation
- Venue & Site Coordination
- Municipal Logistics
- Food Services Coordination
- Transportation Coordination
- Marketing
- Volunteer Recruitment
- Provide Participant & Visitor Information (guides, maps, etc.)



(Appendix A)

How to become a registered tourism business

Businesses that rely on the visitor economy for their main source of revenue can apply to become a registered business with Peterborough & the Kawarthas Tourism. Businesses in the tourism sub sectors of: culinary, hospitality, entertainment, agritourism, arts & culture, live music or accommodation can also apply. All registered businesses must be located within the City of Peterborough or the County of Peterborough.

thekawarthas.ca/tourism-partners/





(Appendix B)

Economic Development Ecosystem

Many stakeholders (private, public, and not-for-profit) make up the overall economic development framework or ecosystem for economic development.

While PKED is the lead regional economic development agency, it's not the only entity responsible for delivering economic development services. Collaboration between private, public, and not-for-profit sectors is key to successful economic development for the Peterborough region.

Municipal Partners

City of Peterborough (single-tier municipality)

County of Peterborough (upper-tier municipality, which includes eight lower tier municipalities)

- **Township of Asphodel-Norwood**
- **Township of Cavan-Monaghan**
- **Township of Douro-Dummer**
- **Township of Havelock-Belmont-Methuen**
- **Township of North Kawartha**
- **Township of Otonabee-South Monaghan**
- **Township of Selwyn**
- **Municipality of Trent Lakes**

Curve Lake First Nation

Hiawatha First Nation



Business Support Organizations

BDC — Peterborough's business centre's mission is to help create and develop strong businesses in Peterborough. Whether a business is looking to apply online for a small business loan or needs additional financing for a larger project, their financing solutions are designed to protect cash flow and help grow businesses. Businesses can access their network of experienced business consultants in Peterborough, who can provide practical advice to help accelerate company growth.

bdc.ca/en/business-centres/ontario/peterborough

Community Futures Peterborough — CFP is a non-profit organization that works to generate and assist in creating and maintaining local employment opportunities through business development and consulting services. Their team is committed to supporting the efforts of entrepreneurs and forward-thinking community leaders.

communityfuturespeterborough.ca

Innovation Cluster Peterborough and the Kawarthas supports determined, innovative entrepreneurs in the formation and growth of their technology-driven companies focusing on four key sectors: Clean Technology, Agriculture Technology, Digital Technology, and Healthcare Technology. Dynamic programming ensures that start-ups find their best path to market. The Innovation Cluster operates three incubators that make up an ecosystem called The Cube.

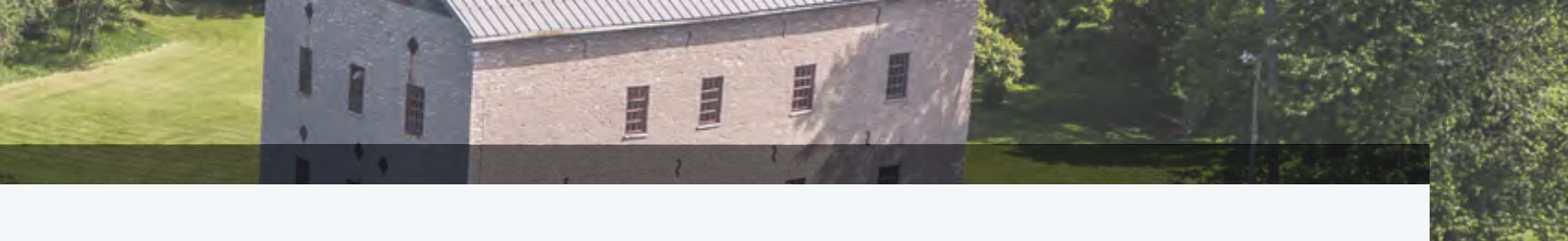
innovationcluster.ca

Junior Achievement Northern and Eastern Ontario — since 1955, JA Canada has been inspiring and preparing youth to succeed by providing opportunities to learn financial literacy, entrepreneurship, and work readiness skills with engaging programs and the help of dedicated volunteers. JA inspires youth and prepares them to succeed in a global economy.

jacanada.org/ja-northern-and-eastern-ontario/

Kawartha Manufacturers' Association (KMA) — The KMA's objective is to grow the regional economy through World Class Manufacturing and the development of a diverse, highly skilled workforce. The KMA achieves this through strategic partnerships with industry, government, educational institutions, and community stakeholders.

thekma.com



New Canadians Centre — Founded in 1979, The New Canadians Centre Peterborough (NCC) is a non-profit charitable organization dedicated to supporting immigrants, refugees, and other newcomers in the Peterborough and Northumberland regions. The NCC strives to empower immigrants and refugees to become full and equal members of Canadian society and to provide community leadership to ensure cultural integration in a welcoming community.

nccpeterborough.ca

Sustainable Peterborough is a community-based, regional collaborative working to integrate the sustainability framework identified in the Community Sustainability Plan throughout the Greater Peterborough Area.

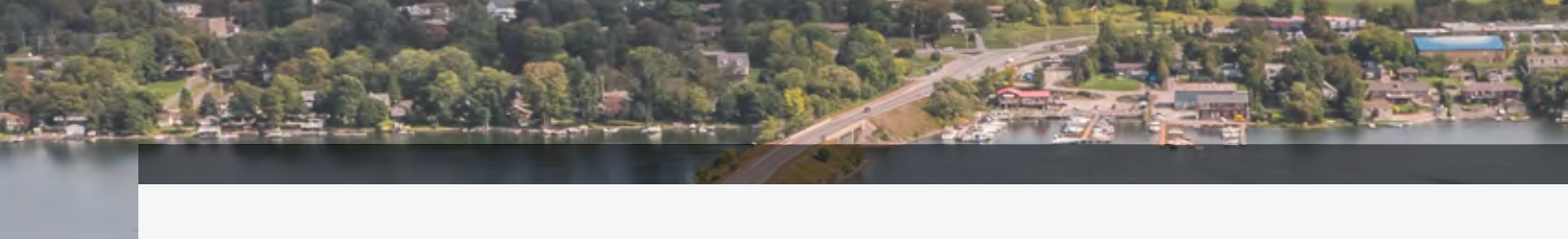
sustainablepeterborough.ca

Workforce Development Board is a not-for-profit organization located in Peterborough and serving Northumberland, Peterborough, Kawartha Lakes, and Haliburton. Founded in 1996, WDB is funded by the Ontario Ministry of Labour, Training and Skills Development to provide labour market information, coordinate employment, and training services, and engage employer communities.

wdb.ca

Women's Business Network of Peterborough (WBN) is a networking channel for women who wish to enhance and expand their business contacts and grow their businesses.

wbnptbo.ca



Chambers of Commerce

Havelock Chamber of Commerce has been working to support local businesses and boost the local economy since 1998. With achievements like Celebrate Havelock, the establishment and staffing of the local Tourist Information Kiosk, and a new and improved membership package, the Chamber continues to look forward.

havelockchamber.com

Millbrook & District Chamber of Commerce's mission is to create a profile for Millbrook and area as a destination, to draw people from outside the area, and encourage those who live within the community to use and contribute to its resources. To work and grow together as a group with common goals, in support of each other.

millbrook.ca

The Peterborough and the Kawarthas Chamber of Commerce is a non-profit, membership-driven association that advocates on behalf of the Peterborough business community. The Peterborough and the Kawarthas Chamber is an amalgamation of the Greater Peterborough Chamber of Commerce and the Kawartha Chamber of Commerce and Tourism that agreed to amalgamate in 2021 and will transition during 2022. Both offices in Peterborough and Lakefield will remain during this transition.

peterboroughchamber.ca

kawarthachamber.ca

Business Improvement Associations

Ashburnham Village Business Improvement Area is a group of small businesses working together to improve the business community.

facebook.com/Village-BIA-443192929221190

The Millbrook Business Improvement Area is an association of businesses that joined together to promote mutual interests, increase sales and profits, promote a more prosperous and active business environment, create a more beautiful community, and encourage a sense of civic pride.

cavanmonaghan.net



Peterborough Downtown Business Improvement Area — Established in 1981, the DBIA represents approximately 400 businesses in the downtown core with a focus on promoting and beautifying the downtown and assisting and advocating on behalf of DBIA members. It is a non-profit organization governed by a board of management made up of the downtown business community members and a representative from City Council. Though it operates independently of the City of Peterborough, the DBIA is considered a local board of the City of Peterborough.

ptbodbia.ca

Community Organizations

The Buckhorn District Tourist Association is non-profit organization to help promote businesses and tourism in the Buckhorn and surrounding area.

buckhorn.ca

Community Employment Resource Partnership is a group of employment and training organizations committed to enhancing service to people, businesses, and their communities. CERP is a connection to local job opportunities, employment, training-related events, and support to businesses.

peterborough.ca/en/community-employment-resource-partnership.aspx

Community Foundation of Greater Peterborough believes that together, we can build a vital community for everyone. With a long-term view of the community and insight into the challenges and opportunities facing Peterborough, the Community Foundation has the knowledge and the staying power needed to address complex issues, from environmental sustainability to housing and homelessness, from support for the arts to care for those in need.

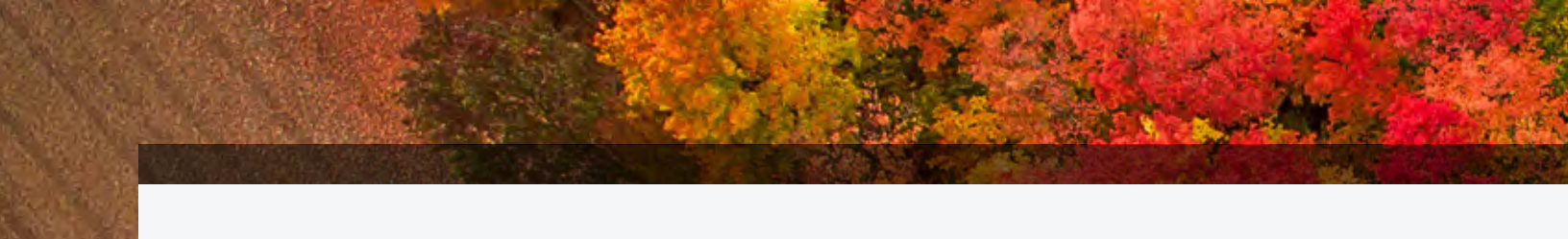
cfgp.ca

Federation of Ontario Cottagers Associations is a not-for-profit organization representing volunteer associations and individual property owners across Ontario.

foca.on.ca

Muskoka-Kawarthas Employment Services empowers people to find and keep the jobs they want, and employers to find the labour they need to build better lives, better communities, and a better world.

flemingemploymenthub.ca



Peterborough & the Kawarthas Home Builders Association— a local volunteer, not-for-profit corporation comprised of the residential construction industry. The goal is to create a collaborative, supportive forum to facilitate the development of sustainable businesses for members, advocate for effective government policy, maintain positive consumer experiences, and exchange experiences, information, and best practices.

pkhba.com

Peterborough & District Construction Association — Represents companies from the City and Counties of Peterborough, City of Kawartha Lakes, Northumberland, Hastings, Haliburton, and Durham Region. Members are General Contractors, Trade Contractors, Manufacturers, Supply & Service Companies, and firms interested in the commercial, industrial, and institutional construction fields. The Board of Directors meets monthly to discuss the best ways to encourage growth in the field through promotion, networking, community involvement, training, and collaboration.

peterboroughconstructionassociation.ca

Peterborough Immigration Partnership — Established in 2008, the Peterborough Immigration Partnership (PIP) is a community-based partnership of individuals and organizations (including the New Canadians Centre) which envisions a community where the meaningful economic, social, and cultural integration of newcomers ensures a prosperous and inclusive community for all. The work of the PIP is guided by the Community Immigrant Integration Plan 2016-2021, which articulates the goals that need to be met to achieve meaningful integration in a welcoming community.

nccpeterborough.ca/peterborough-immigration-partnership

Peterborough and the Kawarthas Association of Realtors — A non-profit trade organization representing the “Voice for Real Estate” in Peterborough & the Kawarthas and beyond. Their membership stretches from Apsley, Bancroft, and Lakefield in the North to Norwood, Hastings, Campbellford in the East, Millbrook, and Cavan in the South, and as far away as Toronto.

pkar.org

The Rice Lake Tourism Association — An association of hosts who want to make Rice Lake ON your next destination.

ricelakecanada.com



Regional Organizations

Canadian Sports Tourism Association (CSTA) — One of the Canadian Sports Tourism Association's (CSTA) key objectives is to market Canada internationally as a preferred sport tourism destination. Canada has a long and proud history of hosting international sport events including three Olympic Games, two Pan American Games, four Commonwealth Games and a variety of single sport world championships.

The CSTA leverages its expertise and leadership as a catalyst to grow the \$6.8 billion a year sport tourism industry in Canada (Statistics Canada, 2016), promoting the development of partnerships between events rights holders and host cities. Other activities of the CSTA include sharing best practices, measuring the economic impact of sport events, and enhancing the profile of sport tourism.

sporttourismcanada.com

Culinary Tourism Alliance — The Culinary Tourism Alliance works with communities to grow food tourism by leveraging the history, heritage, and culture behind the food and drink that makes each destination unique.

ontarioculinary.com

Economic Developers Association of Canada — EDAC is 'Canada's national organization of economic developers pursuing excellence in the field since 1968. With over 1,000 members from coast to coast to coast, EDAC delivers a comprehensive program of professional development, including the Ec.D. – 'Canada's nationally recognized designation for economic developers, networking and information sharing opportunities with a national perspective, tools, and resources – both on and offline – for economic development in Canada.

edac.ca

Economic Developers Council of Ontario — EDCO provides leadership to enhance the professional development of its members; advance economic development as a profession and support municipalities in fostering economic prosperity in the province of Ontario.

edco.on.ca



Indigenous Tourism Association of Canada — The Indigenous Tourism Association of Canada (ITAC) is a global leader in the marketing and development of Indigenous tourism experiences. ITAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism in Canada and address the demand for development and marketing of authentic Indigenous experiences. ITAC has an established membership process that enables Indigenous tourism industry partners to engage with and show support for Indigenous tourism.

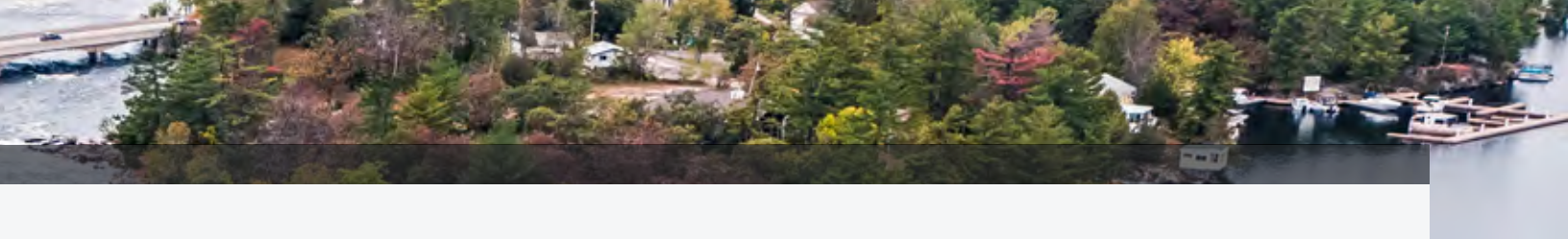
indigenoustourism.ca

Indigenous Tourism Ontario — Indigenous Tourism Ontario (ITO) is the province's first and only dedicated Indigenous tourism organization that focuses on uniting communities, Indigenous organizations, industry leaders to support the growth of Indigenous tourism in Ontario. Through product development and marketing of authentic Indigenous experiences, ITO establishes a platform for Indigenous cultural expression and preservation through tourism.

indigenoustourismontario.ca

International Economic Development Council (IEDC) — The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth, and provide a stable tax base. From public to private, rural to urban and local to international, 'IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions.

iedconline.org



Ontario By Bike — The goal of Ontario By Bike™ is to create a network of businesses that together enhance a regional cycle tourism product and collectively, Ontario's cycle tourism sector. It provides a robust certification program, industry workshops, operator training, tourism industry standards, destination development assistance and marketing and promotional opportunities. These are coordinated in an effort to drive community-based economic development in Ontario's cycle tourism sector.

The Ontario By Bike Network certifies tourism businesses and organizations as bicycle friendly for free under the categories of accommodation, food service providers, destination attractions, business areas and other cycling-related businesses or organizations interested in cycle tourism.

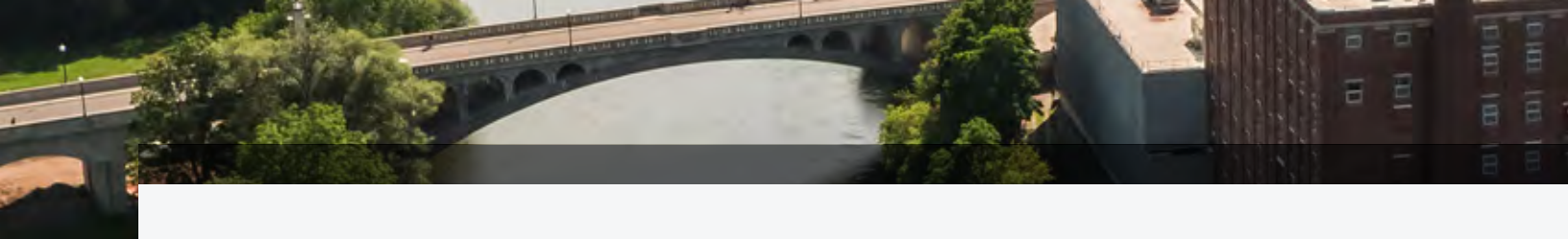
ontariobybike.ca

Ontario East Economic Development — The Ontario East Economic Development Commission is the lead regional economic development organization facilitating collaboration, working with investors, supporting members, providing resources, and working as a collective voice for economic development in Eastern Ontario.

ontarioeast.ca

The Ontario Tourism Education Corporation (OTEC) — The Ontario Tourism Education Corporation (OTEC) is Ontario's tourism and hospitality workforce development organization. It is a not-for-profit organization that delivers award-winning skills training, consulting, research, insight – guiding workforce strategy and evidence-based investment. OTEC provides a diverse portfolio of customized, sector-specific workforce solutions designed to ensure organizations achieve the highest standards of service and performance objectives – including customer service and leadership training, up skilling and reskilling, professional certifications, HR technology, and consulting services for a wide range of businesses and destinations.

otec.org



Regional Tourism Organization 8 — Kawarthas Northumberland - is funded by the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries to promote regional tourism activity in the area that is now branded as Kawarthas Northumberland.

rto8.com

Southern Ontario Airport Network — Is a forum for leading commercial airports in the region to work together, support growth and amplify the overall impact of air service. We do this by drawing on lessons from megacities and fast-growing regions around the world to ensure the needs of all aviation stakeholders are met. The network consists of 12 of the most significant commercial airports in the region.

Our members vary greatly in scale and service profile, but each shares the goal of supporting the needs of Southern Ontario communities and helping develop economic opportunities.

While each airport will continue to make independent strategic decisions based on local business drivers and community needs, SOAN provides a forum to discuss the opportunities and constraints to air service development in the region.

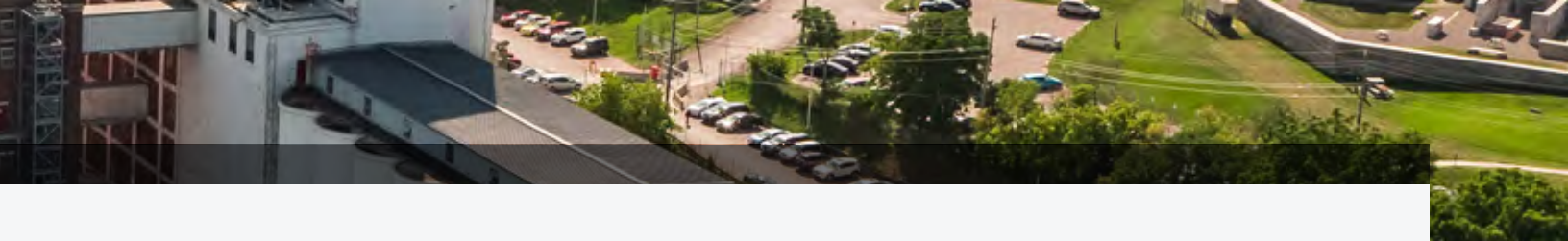
soairportnetwork.com

Small Business Centres of Ontario — The Small Business Centres Ontario network has 54 locations throughout the province. Our centres provide entrepreneurs with a full range of support services needed to start and successfully grow their small business. Each of our 54 locations provides one-stop access to Expert Business Advisors, programs, services and learning opportunities for small business owners specific to their region.

sbcontario.ca

Tourism Industry Association of Canada — Founded in 1930 to encourage the development of tourism in Canada, TIAC serves today as the national private-sector advocate for this \$102 billion sector. Based in Ottawa, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper.

tiac-aitc.ca



The Tourism Industry Association of Ontario (TIAO) — Recognized by government as the voice of tourism. TIAO works on behalf of their membership, collectively representing 188,000 businesses and 391,000 employees, to take on pressing policy issues that impact the Ontario tourism industry. TIAO leads the way in government relations on behalf of the Ontario tourism industry, including tourism businesses and operators, destination marketing organizations, regional tourism organizations, and educators. TIAO provides evidenced-based policy recommendations to ensure the provincial government understands and addresses the multifaceted needs of the tourism industry.

tiaontario.ca

Tourism HR Canada — Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. It facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce. The organization works with the industry to attract, train, and retain valuable tourism professionals by giving them the tools and resources they need to succeed in their careers and entrepreneurial endeavours.

tourismhr.ca

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Economic Development

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Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT

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