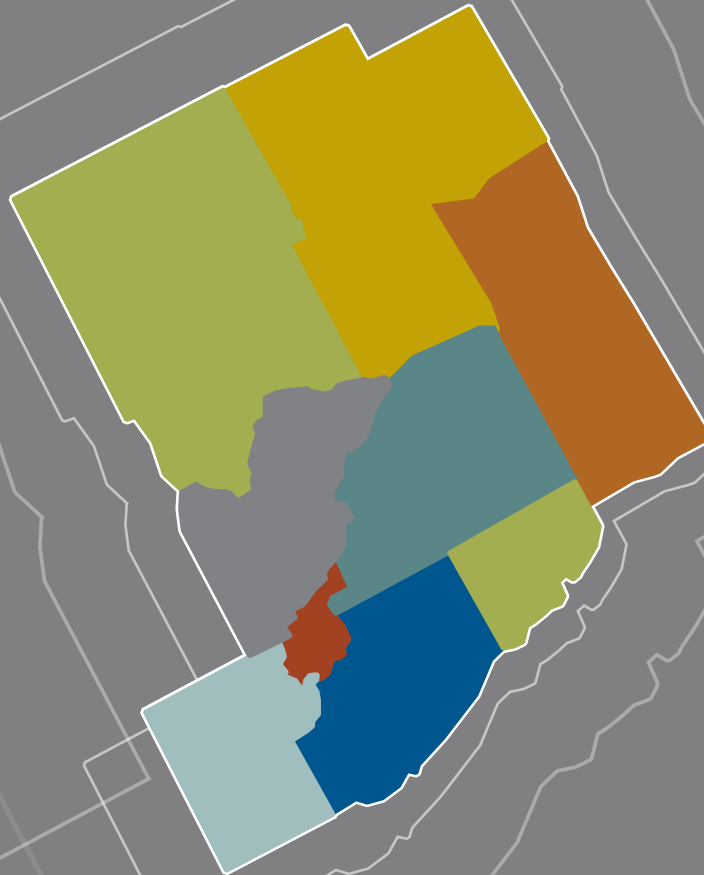


Peterborough & the Kawarthas

2022

BUSINESS COUNT REPORT



Peterborough
— & —
THE KAWARTHAS

ECONOMIC DEVELOPMENT

Table of Contents

4	Executive Summary and Acknowledgments
5	Glossary
6	N.A.I.C.S. Codes and Icons
7	Peterborough & the Kawarthas Regional Results
9	Employment Overview
10	Expansion Overview
11	Covid Impact
12	Assistance Overview
13	Skills Shortage Overview
14	Township of Asphodel-Norwood Results
16	Township of Cavan Monaghan Results
18	Township of Douro-Dummer Results
20	Township of Havelock-Belmont-Methuen Results
22	North Kawartha Township Results
24	Township of Otonabee-South Monaghan Results
26	City of Peterborough Results
28	Township of Selwyn Results
30	Municipality of Trent Lakes Results
32	Final Notes

Executive Summary and Acknowledgements

Throughout the summer of 2022, the team at Peterborough & the Kawartha Economic Development (PKED) conducted the region's third annual Business Count survey in-person, over-the-phone, and online, with a total of 995 surveys completed.

The purpose of the project is to record a comprehensive inventory of businesses in the City and County of Peterborough and to identify their associated industry and employment figures. According to official plan documents, the County and the City are expecting significant growth over the next planning horizon with job projections estimated to reach 89,000 jobs by 2051, with 63,000 jobs allocated to the City of Peterborough and 26,000 jobs allocated to Peterborough County. The region welcomes growth under the Places to Grow Act, and the team at PKED knows how important it is to track and maintain data related to businesses and employment to manage that growth in a sustainable way. The Business Count Project assists in the collection of this vital data.

The Peterborough & the Kawartha region strives to be a destination of choice for business. The annual business count survey helps to identify opportunities for growth, but also identifies challenges being faced by local businesses. The business count survey reports that the pandemic continues to be a formidable opponent for local businesses, however, the pressure to find and hire skilled workers, coupled with low vacancy rates and limited access to available land and buildings in the region is also a barrier to business growth in this region. Responding to these obstacles will be a priority for PKED throughout 2023 and beyond.

The team at PKED would like to thank every business that took the time to complete the survey and encourage the participation of many more business owners for the years to come. PKED would also like to thank our municipal economic development partners throughout the region who assisted us with the project. A sincere thank you to the G.I.S. departments at the City and County of Peterborough who provided valuable information to ensure the project's success.

Special thanks to the 2022 survey team, without whom this project would not have been successful. Their tireless efforts throughout the summer saw a record number of businesses complete the survey: Thank you to Laura Thompson, Ella Fischer-Slack, Joanne McCloskey, and Tianna Bell.



Glossary

Floor space in square feet:

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

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.

Home-based business:

A business where the main operations are conducted out of a person's home. Commercial square footage is not calculated or reported on in the Business Count Survey.





















Census Metropolitan Area (CMA):

is formed by one or more adjacent municipalities centred on a population centre (known as the core). A CMA must have a population of at least 100,000 of which 50,000 or more must live in the core.

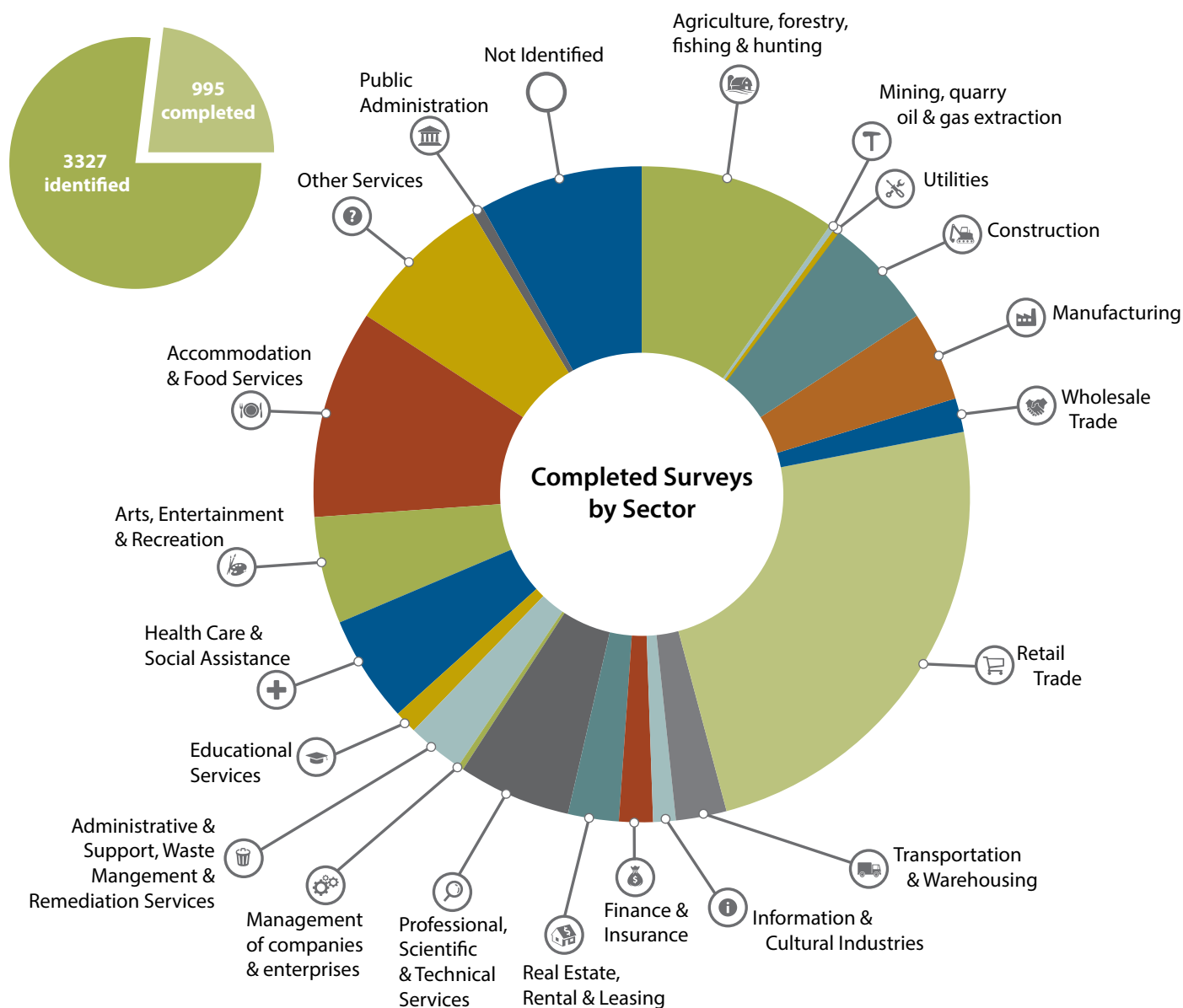
Peterborough CMA:

includes the City of Peterborough and the Townships of Selwyn, Cavan Monaghan, Otonabee-South Monaghan, Douro-Dummer, as well as Curve Lake First Nation and Hiawatha First Nation.

N.A.I.C.S. Codes and Icons

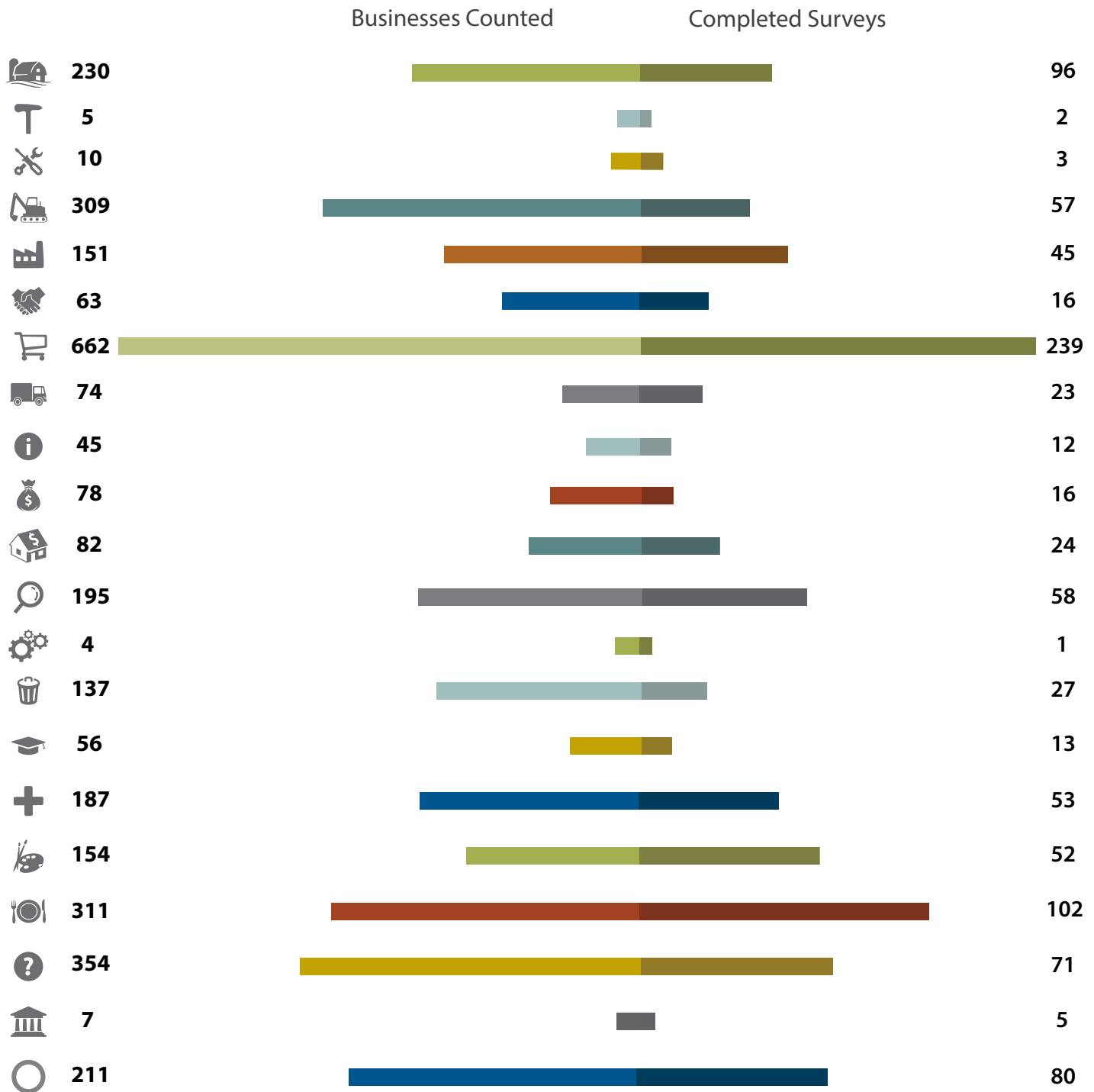
N.A.I.C.S.Code	Icon	Sector
11		Agriculture, forestry, fishing, and hunting
21		Mining, quarrying, and oil and gas extraction
22		Utilities
23		Construction
31-33		Manufacturing
41		Wholesale trade
44-45		Retail trade
48-49		Transportation and warehousing
51		Information and cultural industries
52		Finance and insurance
53		Real estate and rental and leasing
54		Professional, scientific, and technical services
55		Management of companies and enterprises
56		Administrative and support, waste management and remediation services
61		Educational services
62		Health care and social assistance
71		Arts, entertainment, and recreation
72		Accommodation and food services
81		Other services (except public administration)
91		Public administration

Peterborough & the Kawarthas Regional Results



A total of **3327 businesses** were counted in 2022. The top three sectors were: retail, accommodation & food services, and construction. Of the total businesses counted **995 businesses** were **successfully surveyed**, an increase of 21.7% over last year. More than **12,000 full-time** and more than **9,000 part-time** jobs were counted. The survey accounted for **almost 12 million square feet dedicated to business** (not including square footage reported by the 182 residential home-based businesses that completed the survey).

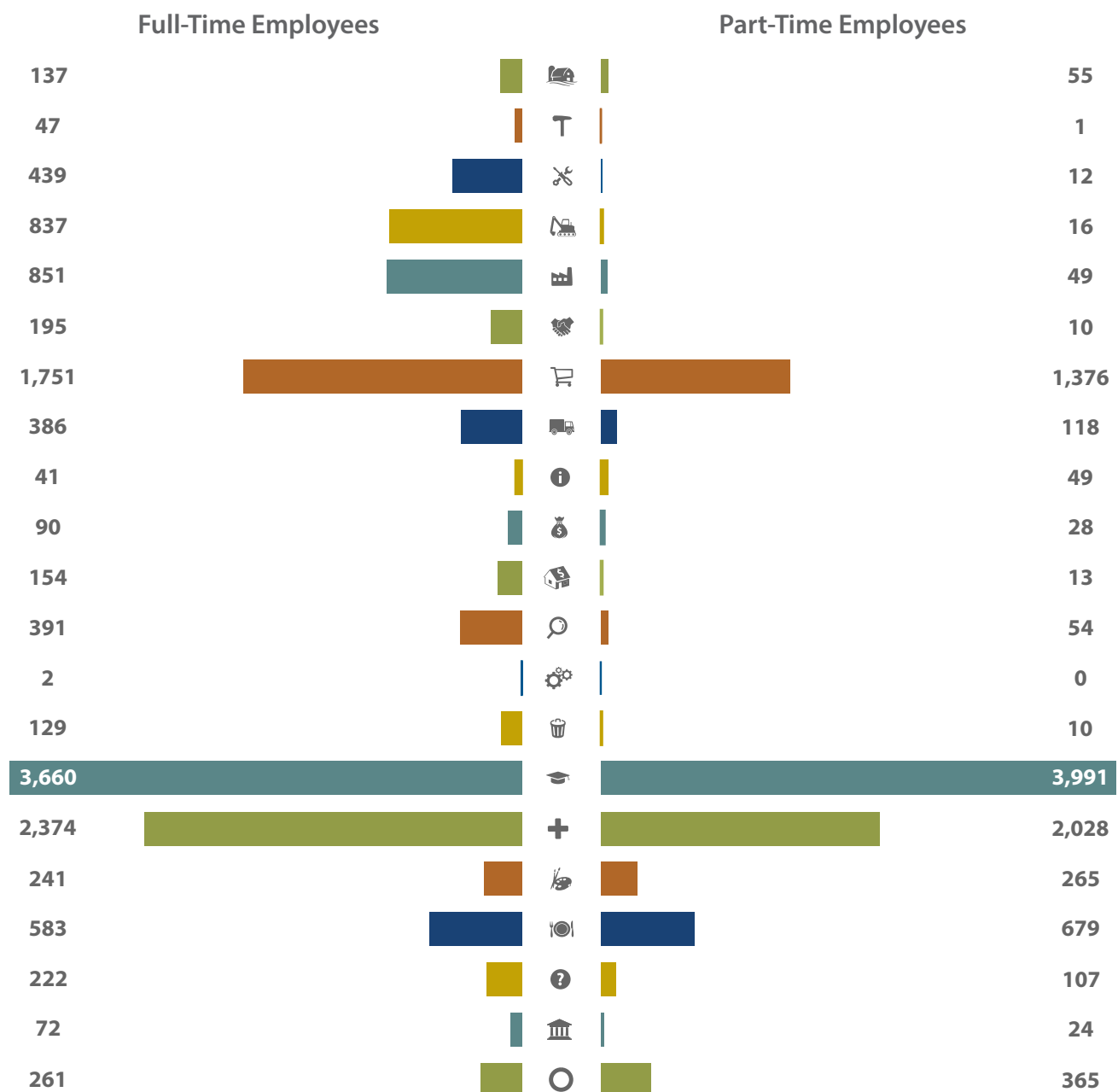
Peterborough & the Kawarthas Regional Results



Employment

Latest data from Statistics Canada on the Peterborough CMA reveals a labour force of 68,200 people, with the health care and social assistance industry employing the largest number of people with 14,400 employees. Wholesale and Retail Trade is the second largest industry with 9,600 employees, followed by education services with 4,500 employees.

The Business Count gathers employment data from all businesses that complete the survey, with data showing 22,113 full-time and part-time employees. Having successfully surveyed one third (995) of all the businesses identified (3,327), the employment data collected is consistent as a sampling size with the census data for employment counts (68,200) through Statistics Canada.

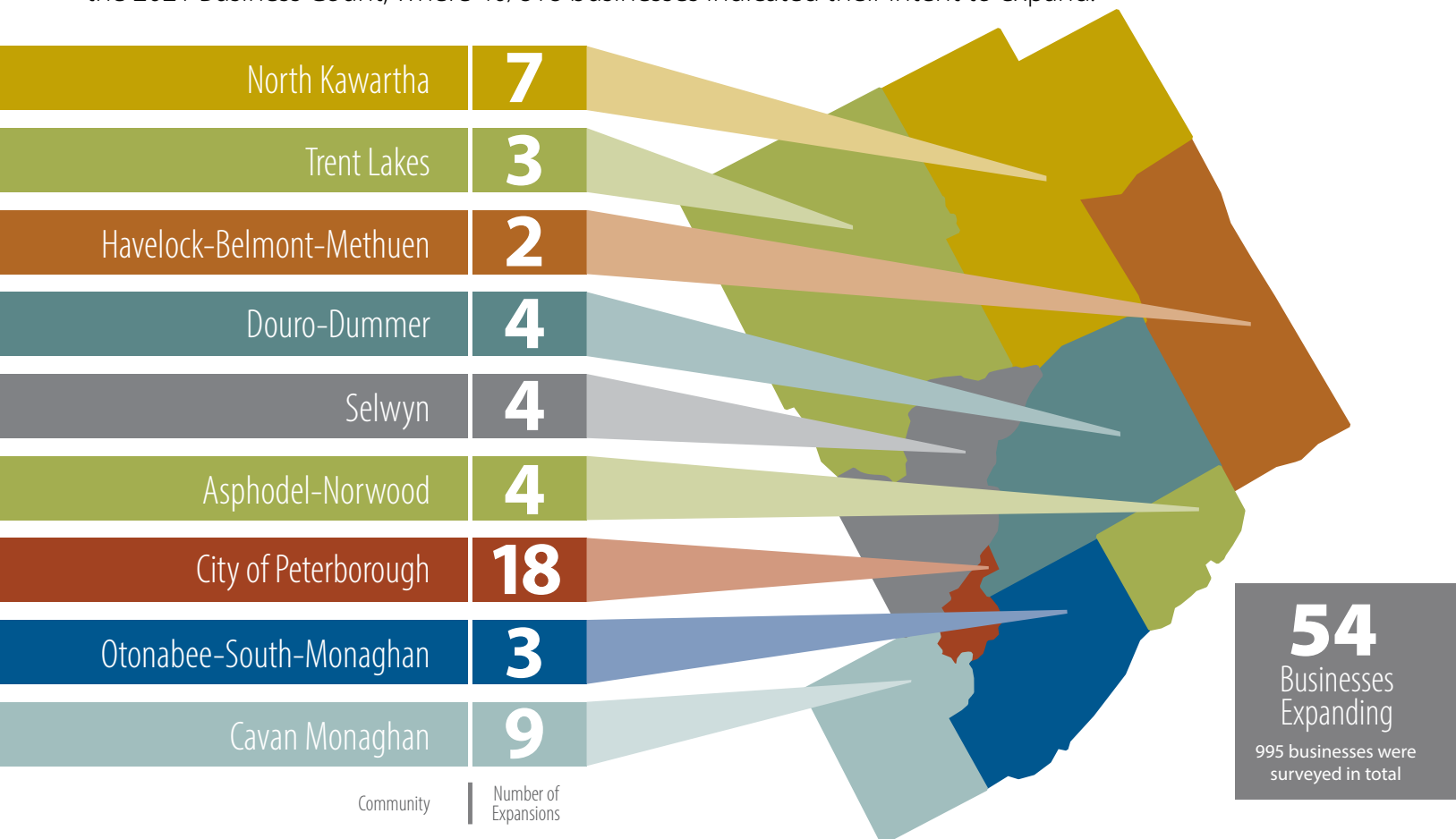


Note: This data does not include seasonal employees or volunteers.

* Refer to the NAICS code legend on page 6 for descriptions of industry icons.

Expansion Overview

When the businesses surveyed were asked if they planned to expand their operations in the next 12 months, 54 businesses out of 995 indicated they were (5.4%). This percentage is an increase of 4.9% over the 2021 Business Count, where 40/818 businesses indicated their intent to expand.



10/97
Agriculture, forestry,
fishing & hunting



1/16
Wholesale Trade



2/58
Professional, scientific
& technical Services



2/52
Arts, entertainment
& recreation



1/3
Utilities



9/239
Retail Trade



2/27
Administrative and support,
waste management
& remediation services



6/102
Accommodation
& food services



3/57
Construction



1/23
Transportation &
warehousing



1/13
Educational Services



4/71
Other Services



5/45
Manufacturing



1/24
Real estate,
rental & leasing



4/53
Health care &
social assistance



1/5
Public Administration

10



1/80
Blank



#/#
Industry Name

of businesses reporting expansions

of businesses surveyed

COVID Impact on Businesses

Funding to assist businesses has been a crucial component of the Government's response during the recovery phase of the COVID-19 pandemic. Most of the businesses surveyed indicated they did not take advantage of any government funding in the last 12 months.

In the last 12 months, did your company take advantage of any government funding?



If you answered no, is it because you were not interested or did not qualify?



~60% of businesses surveyed stated that most of their employees lived in the City and County of Peterborough. When asked about relocation, 96% of the businesses surveyed said they had not and did not intend to move their business operations to a remote working model.

Since the beginning of the pandemic, have you or do you intend to move your business operations and staff to a remote location?



business owners said yes when asked if they intend to move their business operations and staff to a remote location, with some adapting to the hybrid model.



business owners said no when asked if they intend to move their business operations and staff to a remote location.

Can you indicate what percent of your workforce lives in the City or County of Peterborough?



Assistance Overview

Businesses were asked if they would like to be put in touch with an Economic Development Officer and 28 out of the 995 businesses requested assistance (2.8%). In comparison, last year's survey found that 47 out of 818 businesses surveyed requested assistance (5.7%). This decrease in assistance requests provides an indication that there has been an improvement in business conditions over last year.

The most common requests were for the following:

1. Navigating and accessing financing

2. Marketing and networking opportunities

3. Workforce development and retention assistance

4. Finding seasonal talent

5. Finding real estate for expanding business

Building on the 2021 data, and learning of the major challenges identified this year, PKED responded by providing active referrals to Community Futures Peterborough for access to financing. In addition, PKED delivered two significant workforce development projects in partnership with Trent University,

Fleming College, the Workforce Development Board, Muskoka-Kawartha Employment Services, and The City of Kawartha Lakes Economic Development to help job seekers prepare to enter or re-enter the job market and find employment in the local community.



PKED also actively participated in several career fairs, including the Kawartha Manufacturers Association Career Fair.


















PKED takes great pride in highlighting local success stories from the business community, as well as hosting relevant workshops and training sessions to assist and support businesses.



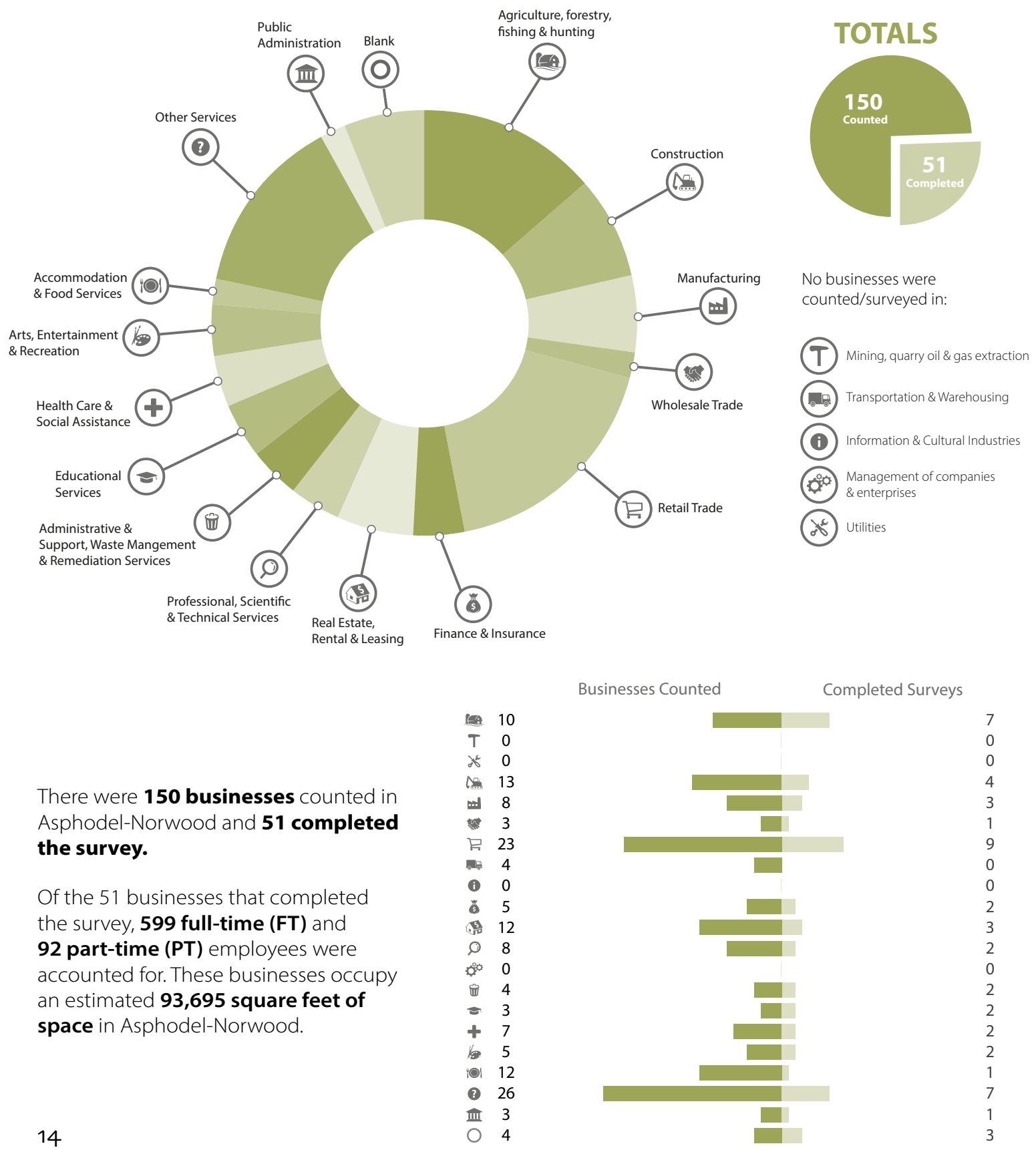
Given the shortage of available land and buildings throughout the region, there has been limited activity in connecting local businesses with suitable space for expansions.

Skills Shortage Overview

Of the 995 surveys completed, 468 businesses noted they were facing workforce shortages. The leading skills shortage identified (124 in total) was general labour, followed by customer service and sales (80 in total), and skilled trades (52 in total).

Skill Shortage	Number Reported
 General labour (including dishwasher)	124
 Customer service & sales	80
 Tradespeople	52
 Culinary	34
 Automotive	25
 Medical	17
 Construction	16
 Engineering	11
 Scientific & technical services	10
 Trucking & drivers	9
 Mechanical	9
 Cleaners	9
 Financial & accounting related skills	7
 Education	7
 Administrative work	5
 Agriculture/Farming	5
 Other	48
Total	468

Township of Asphodel-Norwood Results





Looking to expand:
4 businesses

Agriculture, forestry, fishing, and hunting (1), Construction (1), Manufacturing (1), Health care and social assistance (1)



EMPLOYEES

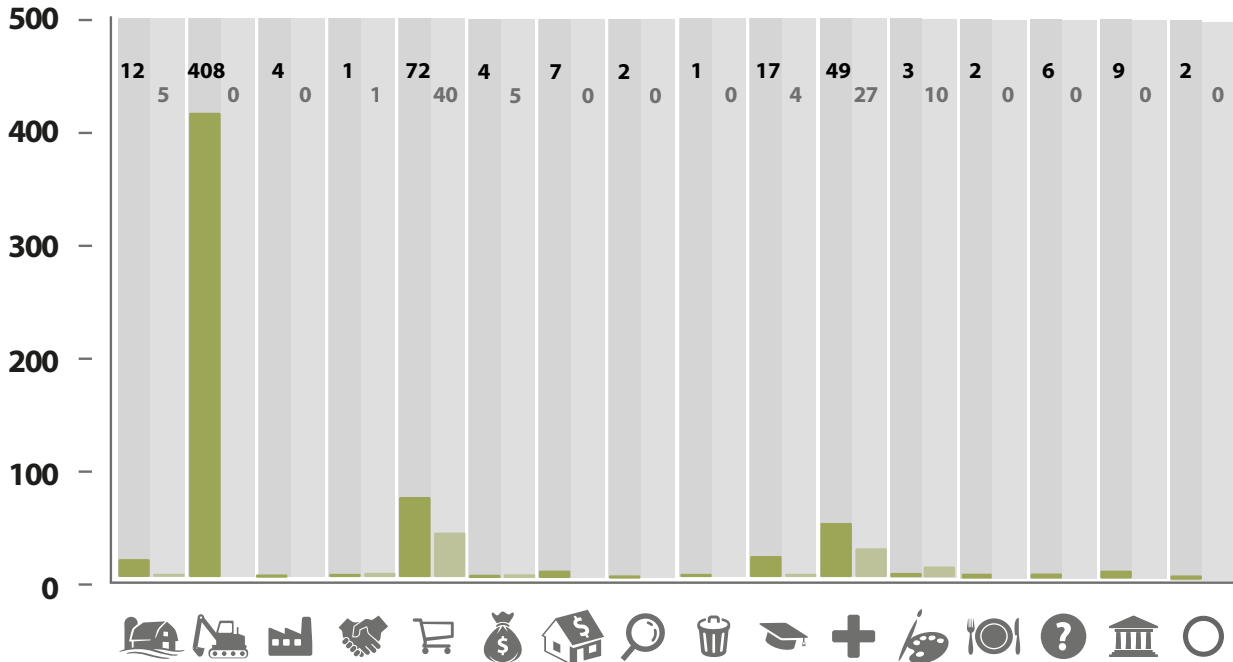
FT

PT

TOTALS

599

92



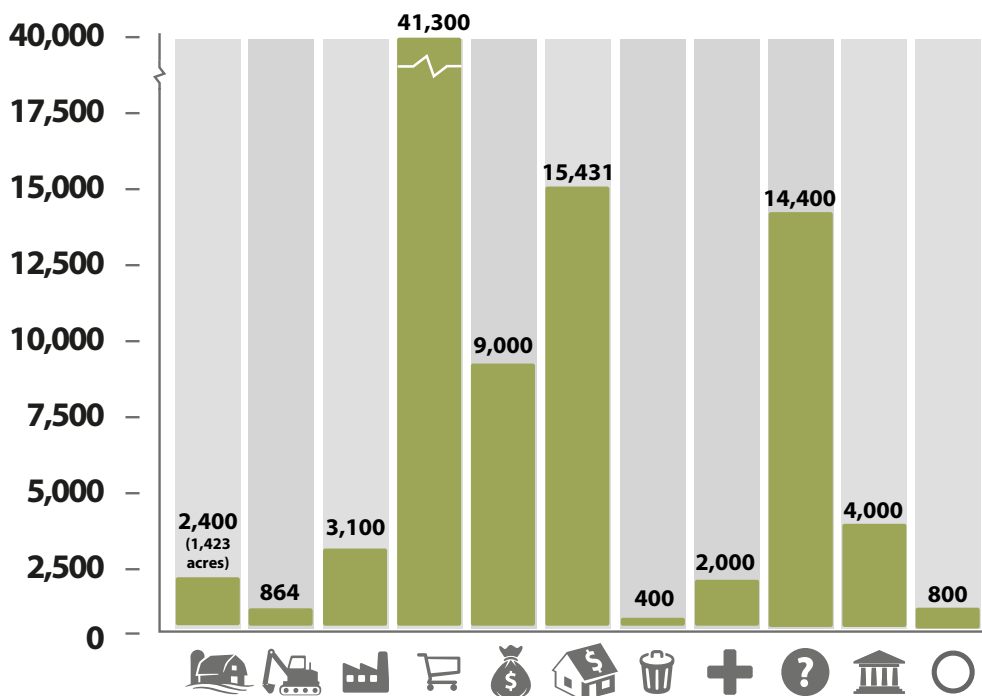
24
skills shortages noted
Most common include:

7
General Labour

4
Customer Service

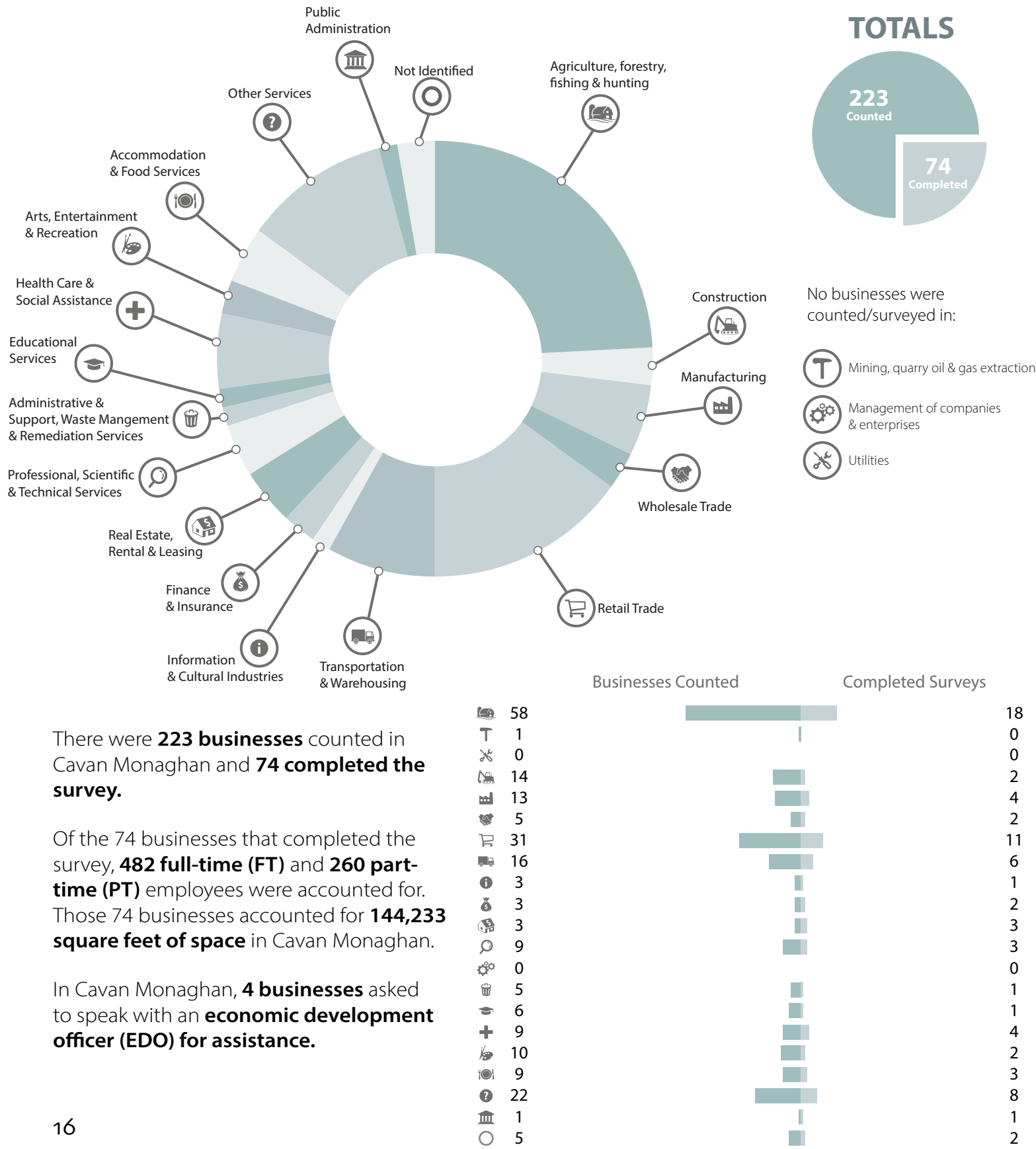
3
Skilled Trades

SQUARE FOOTAGE ACCOUNTED



TOTAL
93,695 sq ft
1,773 acres

Township of Cavan Monaghan Results



There were **223 businesses** counted in Cavan Monaghan and **74 completed the survey**.

Of the 74 businesses that completed the survey, **482 full-time (FT)** and **260 part-time (PT)** employees were accounted for. Those 74 businesses accounted for **144,233 square feet of space** in Cavan Monaghan.

In Cavan Monaghan, **4 businesses** asked to speak with an **economic development officer (EDO)** for assistance.



Looking to expand: 9 businesses

Agriculture, forestry, fishing, and hunting (2), Manufacturing (1), Retail Trade (1), Transportation and warehousing (1), Health care and social assistance (1), Accommodation and food services (1), Other services (except Public Administration) (2).



EMPLOYEES

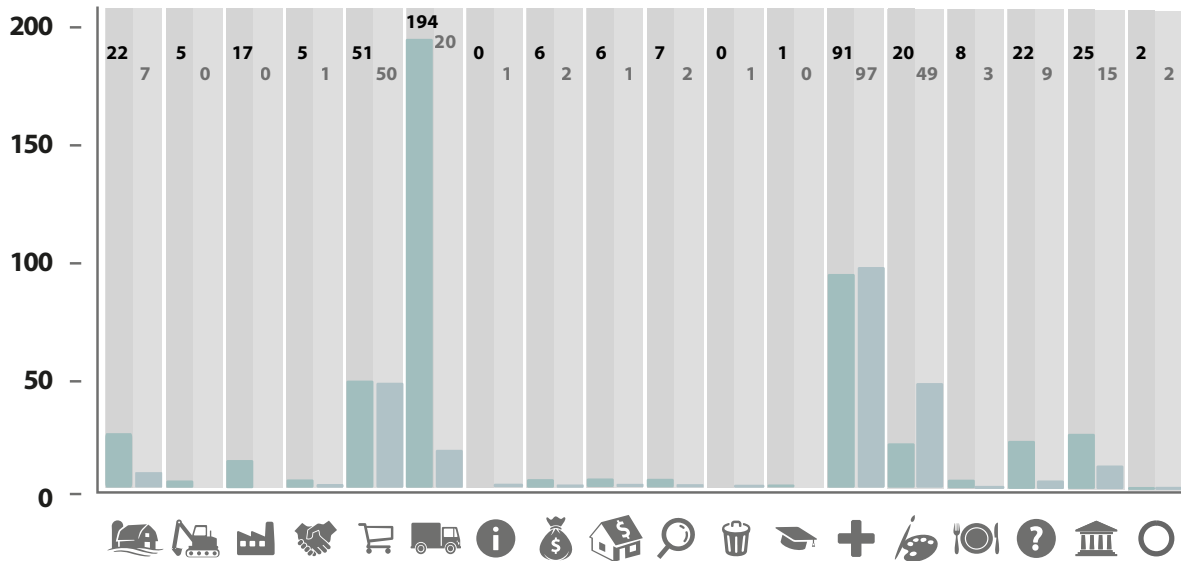
FT

PT

TOTALS

482

260



40

skills shortages noted
Most common include:

8

General Labour

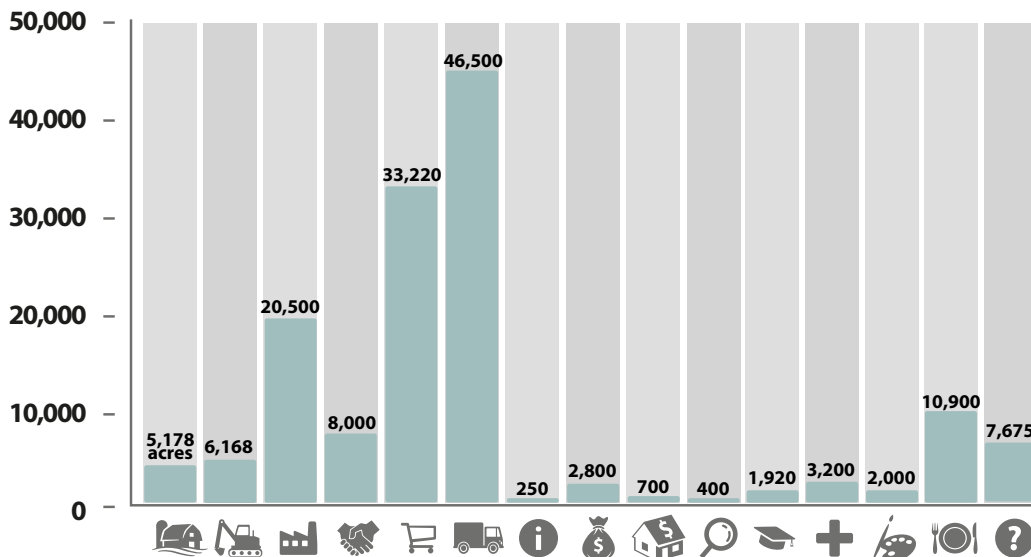
5

Customer Service

5

Skilled Trades

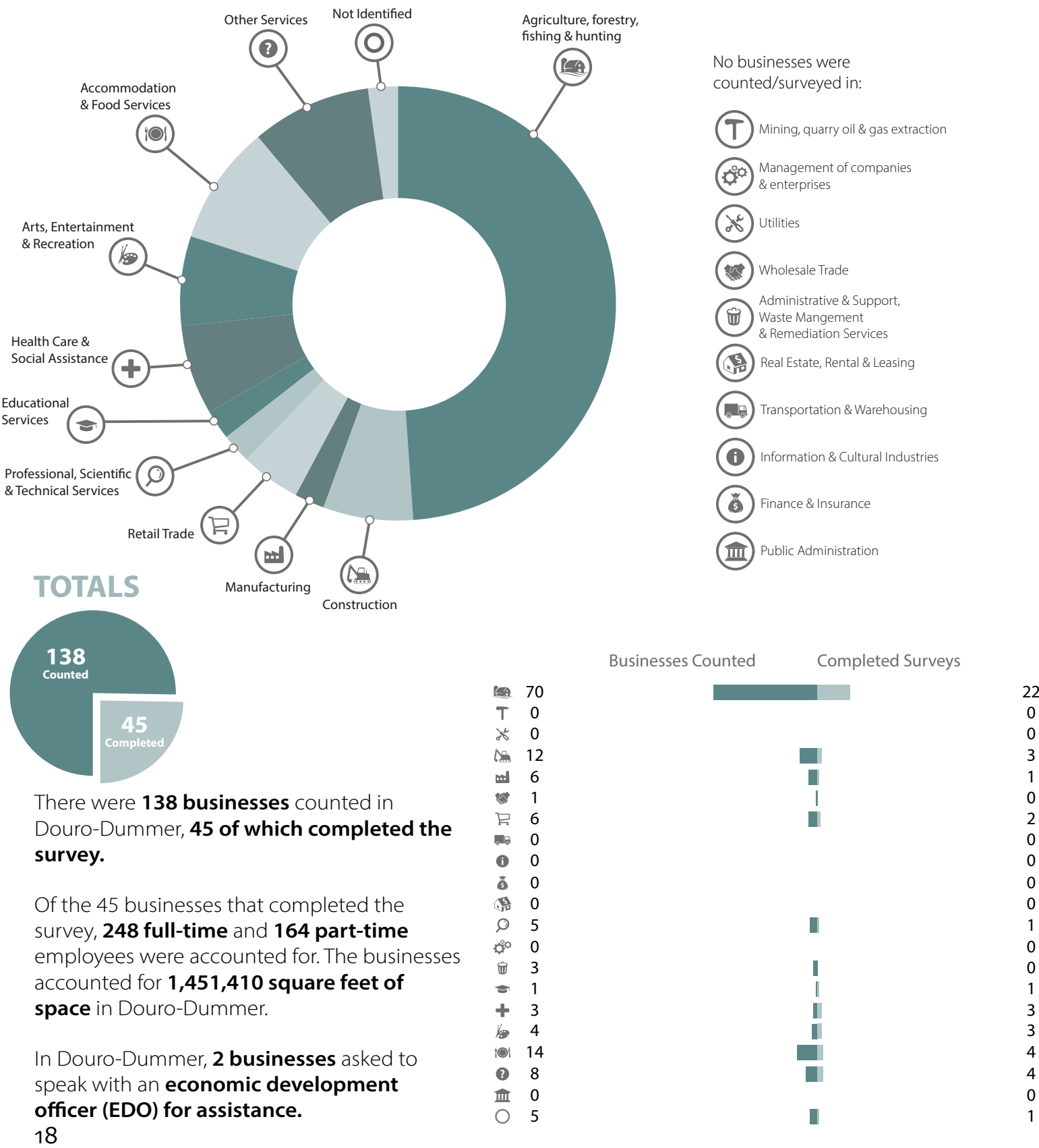
SQUARE FOOTAGE ACCOUNTED



TOTAL

144,233 sq ft
5,343 acres

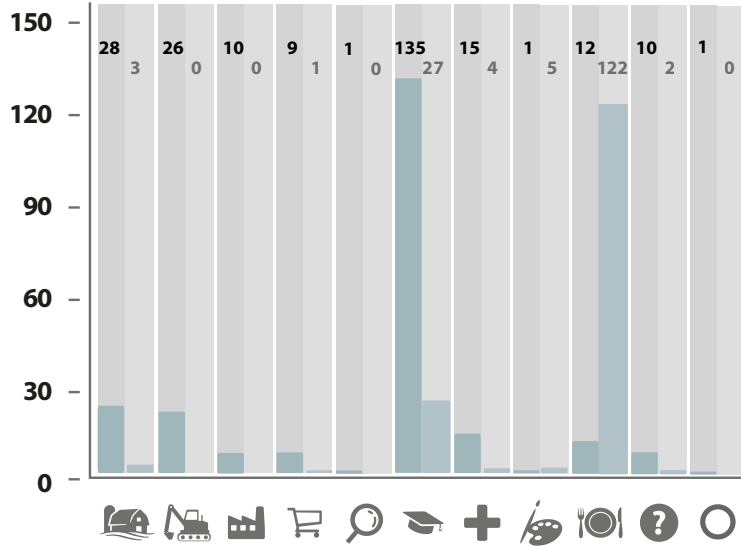
Township of Douro-Dummer Results





Looking to expand: 4 businesses

All four of these businesses are in the agriculture, forestry, fishing, and hunting sector



EMPLOYEES **FT** **PT**
TOTALS **248** **164**

18

skills shortages noted
Most common include:

5

Skilled Trades

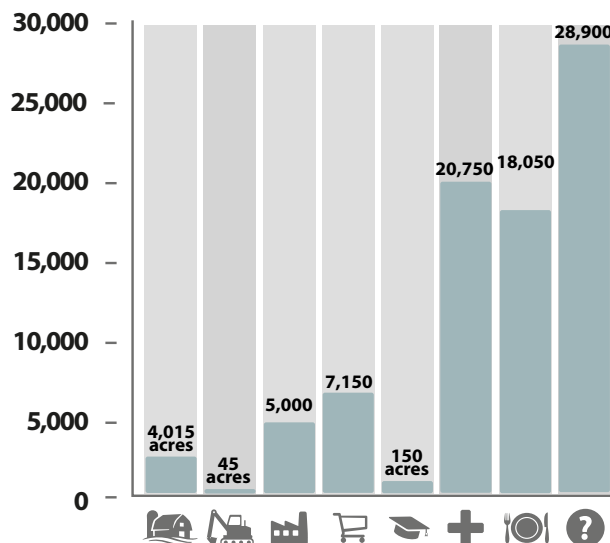
4

General Labour

3

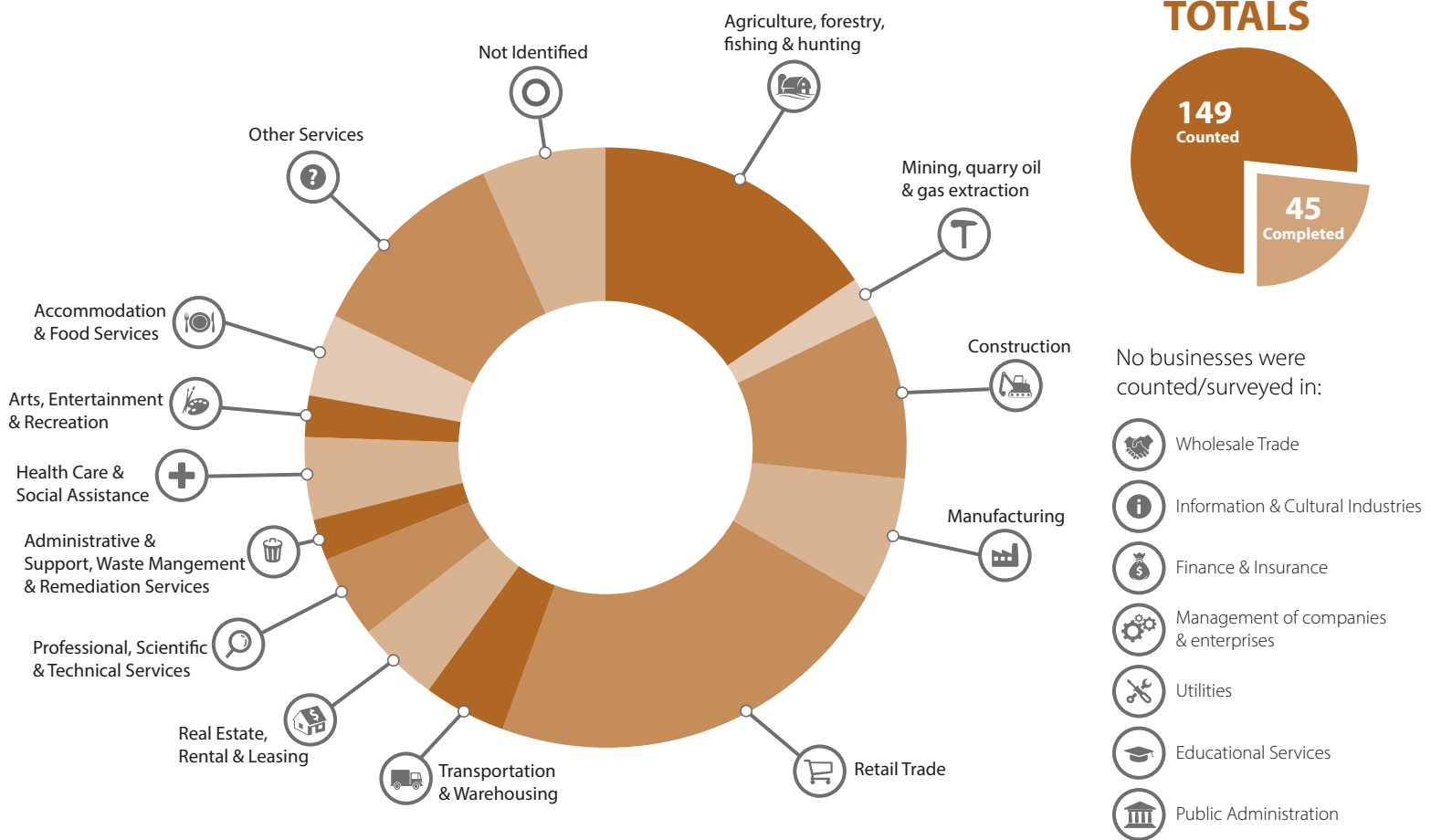
Automotive
(Mechanics)

SQUARE FOOTAGE ACCOUNTED



TOTAL
1,451,410 sq ft
4,246 acres

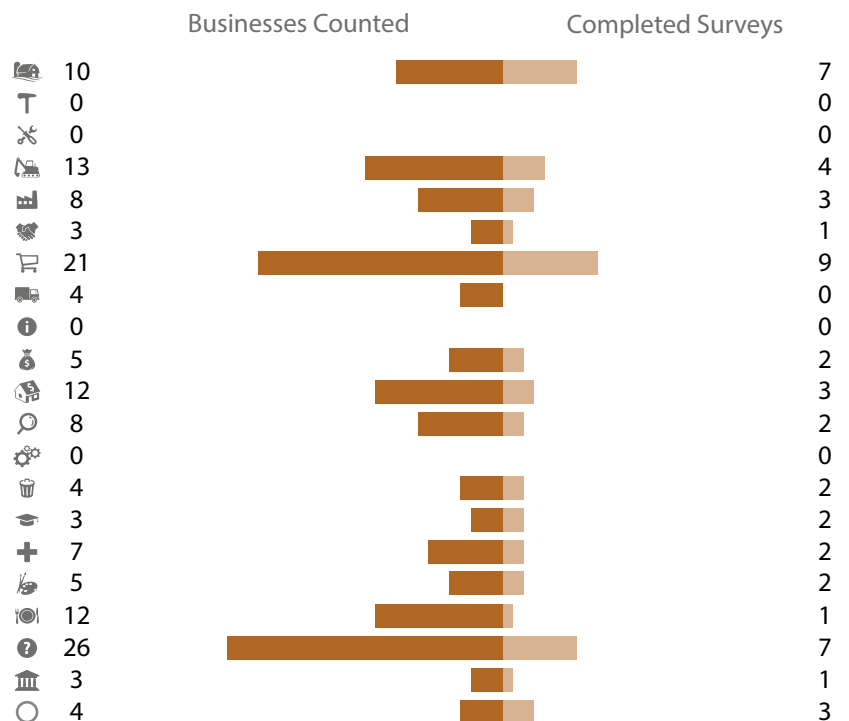
Township of Havelock-Belmont-Methuen Results



There were **149 businesses** counted in Havelock-Belmont-Methuen, **45 of which completed the survey.**

Of the 45 businesses that completed the survey, **195 full-time (FT)** and **102 part-time (PT)** employees were accounted for. The businesses accounted for **170,980 square feet of space** in Havelock-Belmont-Methuen.

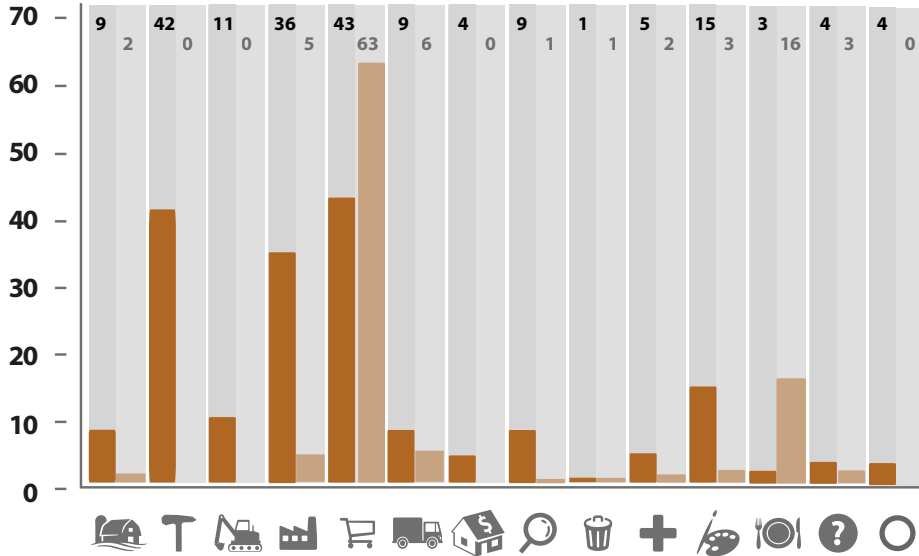
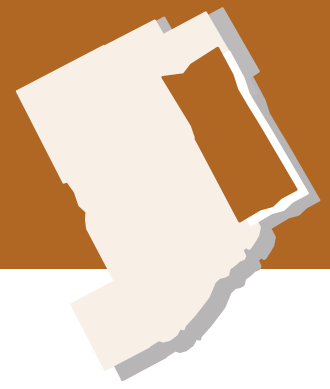
In Havelock-Belmont-Methuen, **1 business** asked to speak with an **economic development officer (EDO)** for assistance.





Looking to expand: 2 businesses

Construction (1), and Professional, scientific, and technical services (1)



EMPLOYEES FT PT
TOTALS 195 102

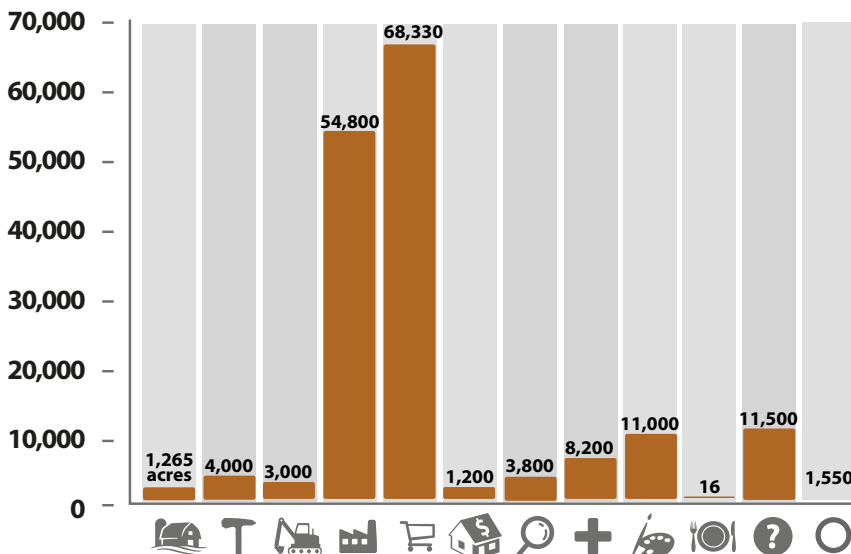
20
skills shortages noted
Most common include:

10
General Labour

2
Automotive (Mechanics)

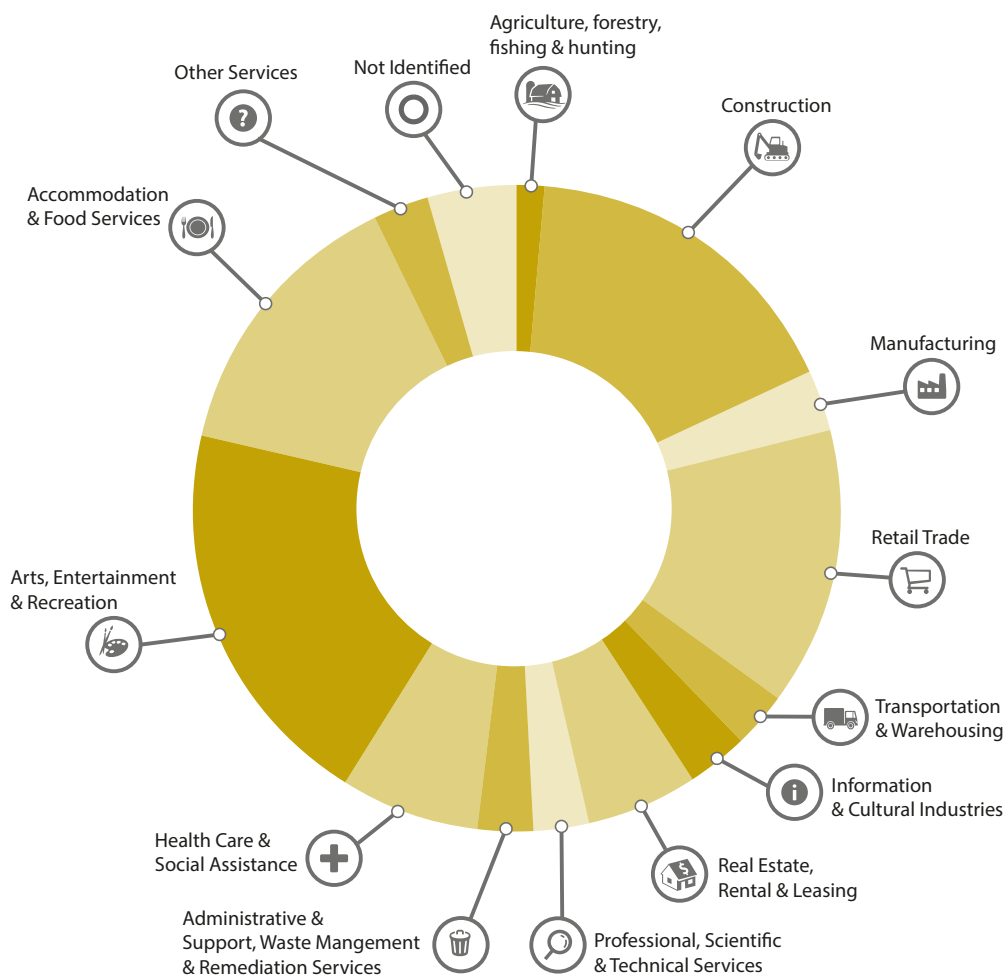
2
Medical (Vet and PSW)

SQUARE FOOTAGE ACCOUNTED

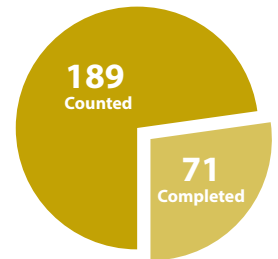


TOTAL
170,980 sq ft
1,281 acres

North Kawartha Township Results



TOTALS



No businesses were counted/surveyed in:

- Wholesale Trade
- Finance & Insurance
- Management of companies & enterprises
- Educational Services
- Utilities
- Public Administration
- Mining, quarry oil & gas extraction

Businesses Counted

Completed Surveys



There were **189 businesses** counted in North Kawartha, **71 of which completed the survey.**

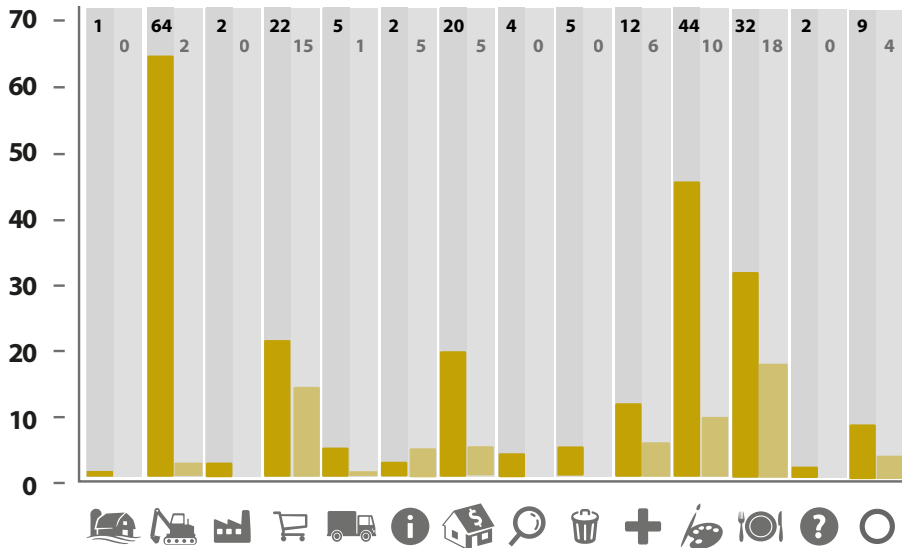
Of the 71 businesses that completed the survey, **224 full-time** and **66 part-time** employees were accounted for. Businesses accounted for **188,997 square feet of space** in North Kawartha.

In North Kawartha, **5 businesses** asked to speak with an **economic development officer (EDO) for assistance.**



Looking to expand: 7 businesses

Accommodation and food services (3), Arts, entertainment, and recreation (1), Construction (1), Retail trade (1), and one unidentified sector business.

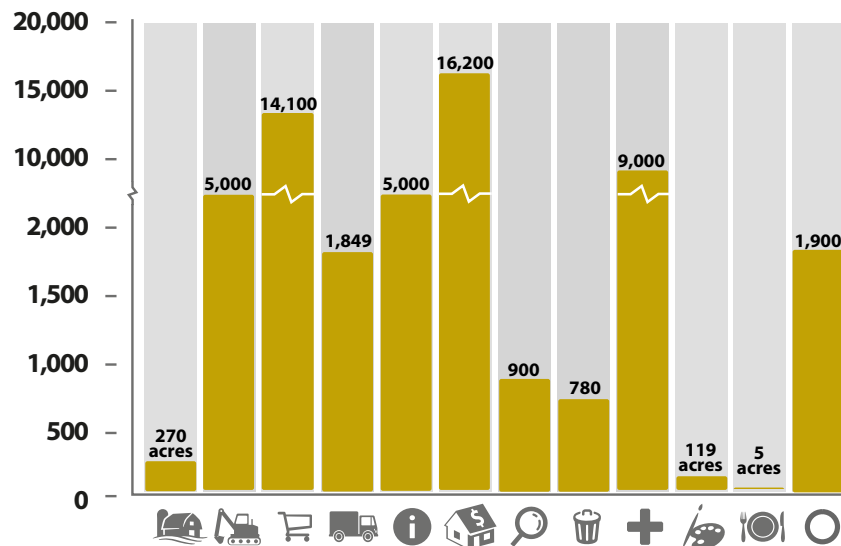


EMPLOYEES TOTALS

FT	PT
224	66

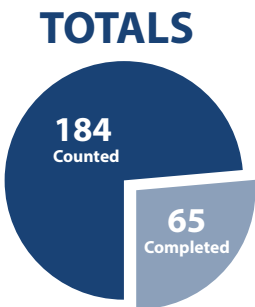
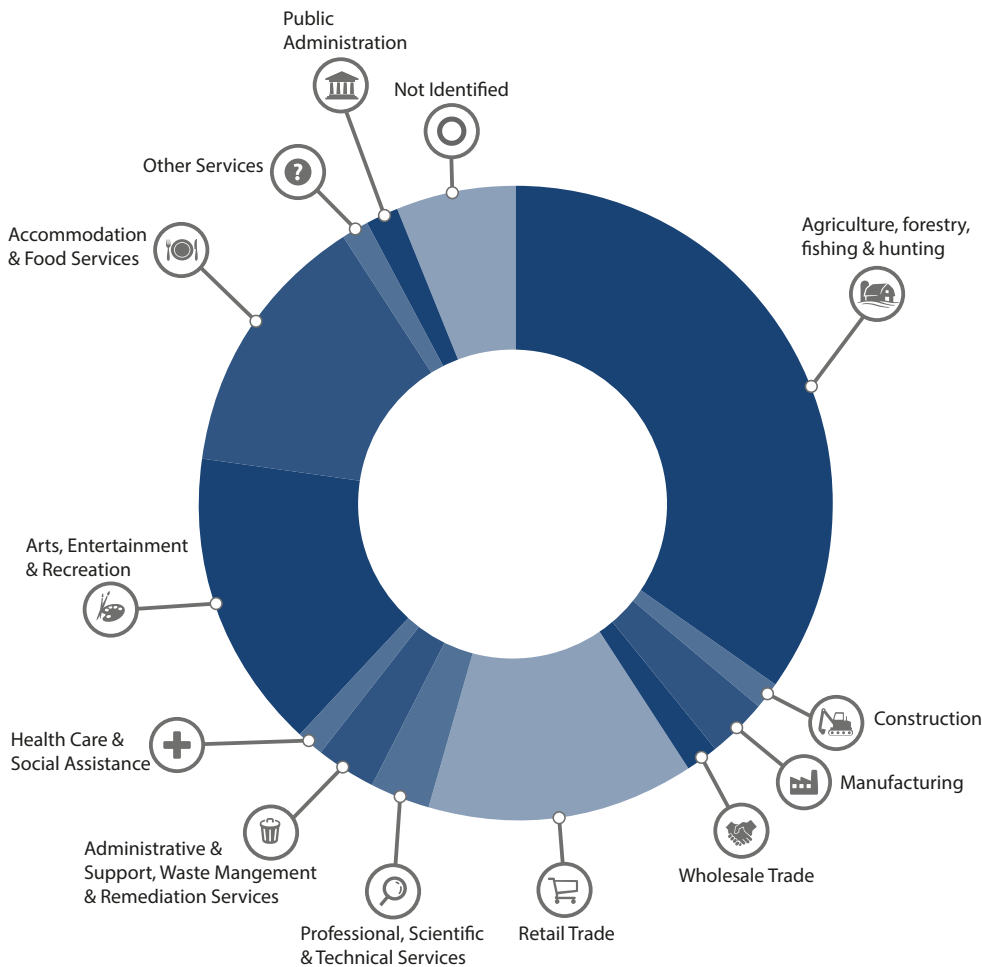


SQUARE FOOTAGE ACCOUNTED



TOTAL
188,997 sq ft
394 acres

Township of Otonabee-South Monaghan Results

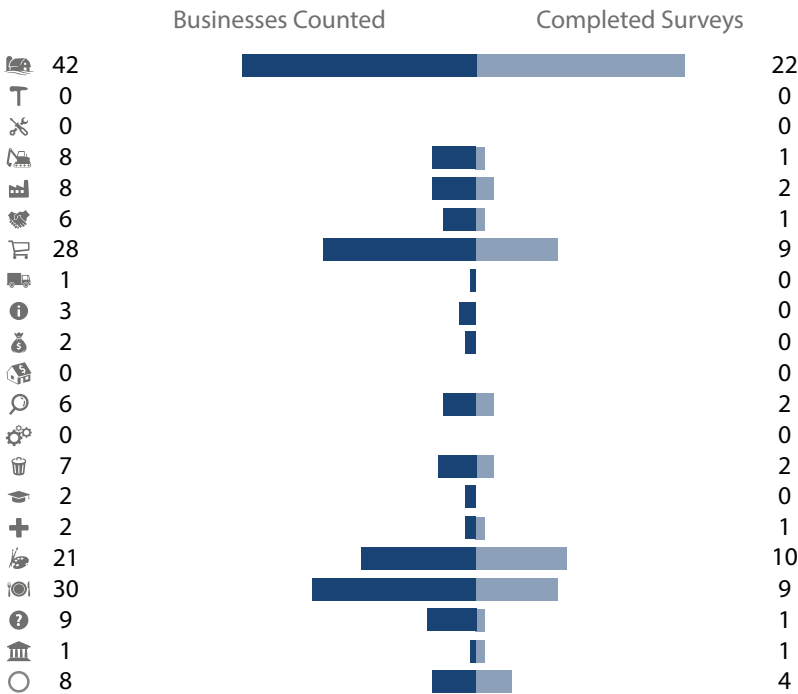


- No businesses were counted/surveyed in:
- Transportation & Warehousing
 - Real Estate, Rental & Leasing
 - Mining, quarry oil & gas extraction
 - Utilities
 - Educational Services
 - Finance & Insurance
 - Management of companies & enterprises
 - Information & Cultural Industries

There were **184 businesses** counted in Otonabee-South Monaghan, **66 of which completed the survey.**

Of the 66 businesses that completed the survey, **179 full-time** and **124 part-time** employees were accounted for. The businesses accounted for **125,837 square feet of space** in Otonabee-South-Monaghan.

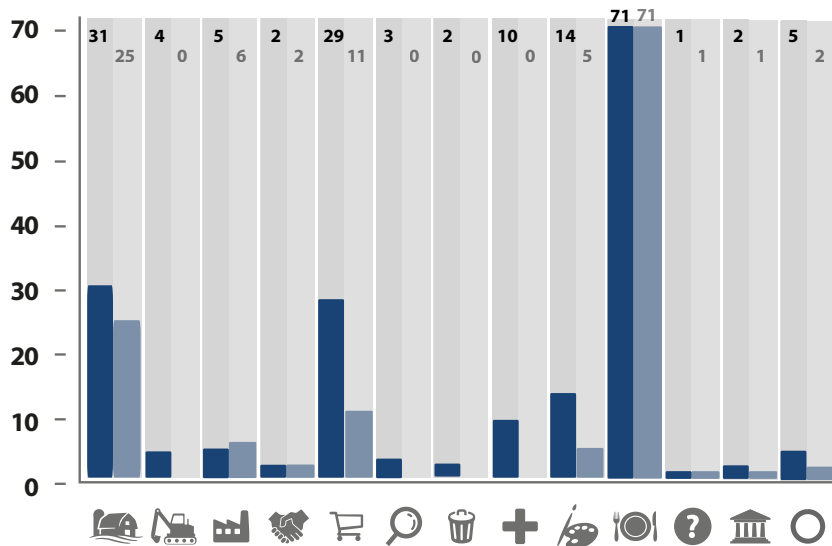
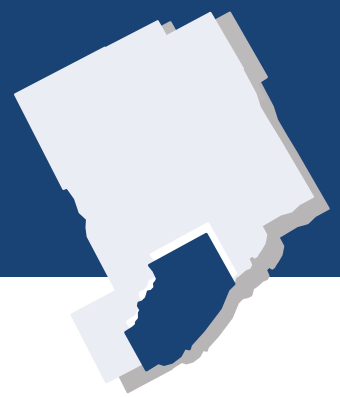
In Otonabee-South-Monaghan, **2 businesses** asked to speak with an **economic development officer (EDO) for assistance.**





Looking to expand:
3 businesses

Agriculture, forestry, fishing, and hunting (1), Manufacturing (1), and Retail trade (1)



EMPLOYEES TOTALS

FT	PT
179	124

19
skills shortages noted
Most common include:

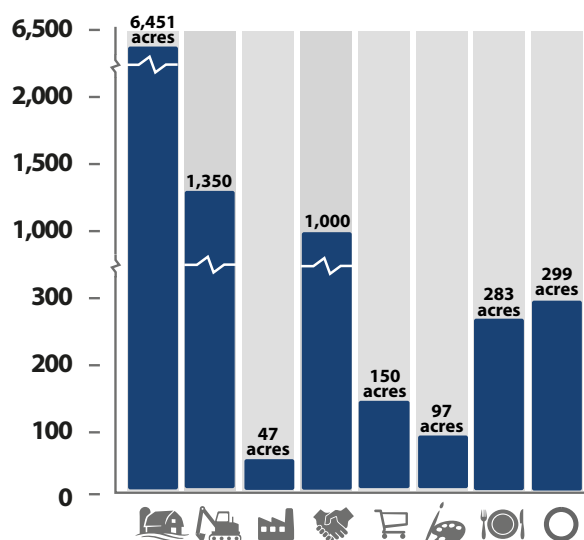
7
General Labour

2
Medical

2
Agriculture

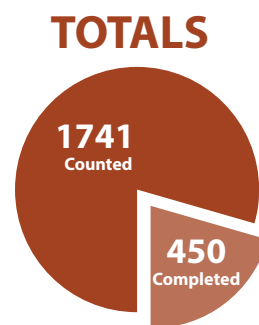
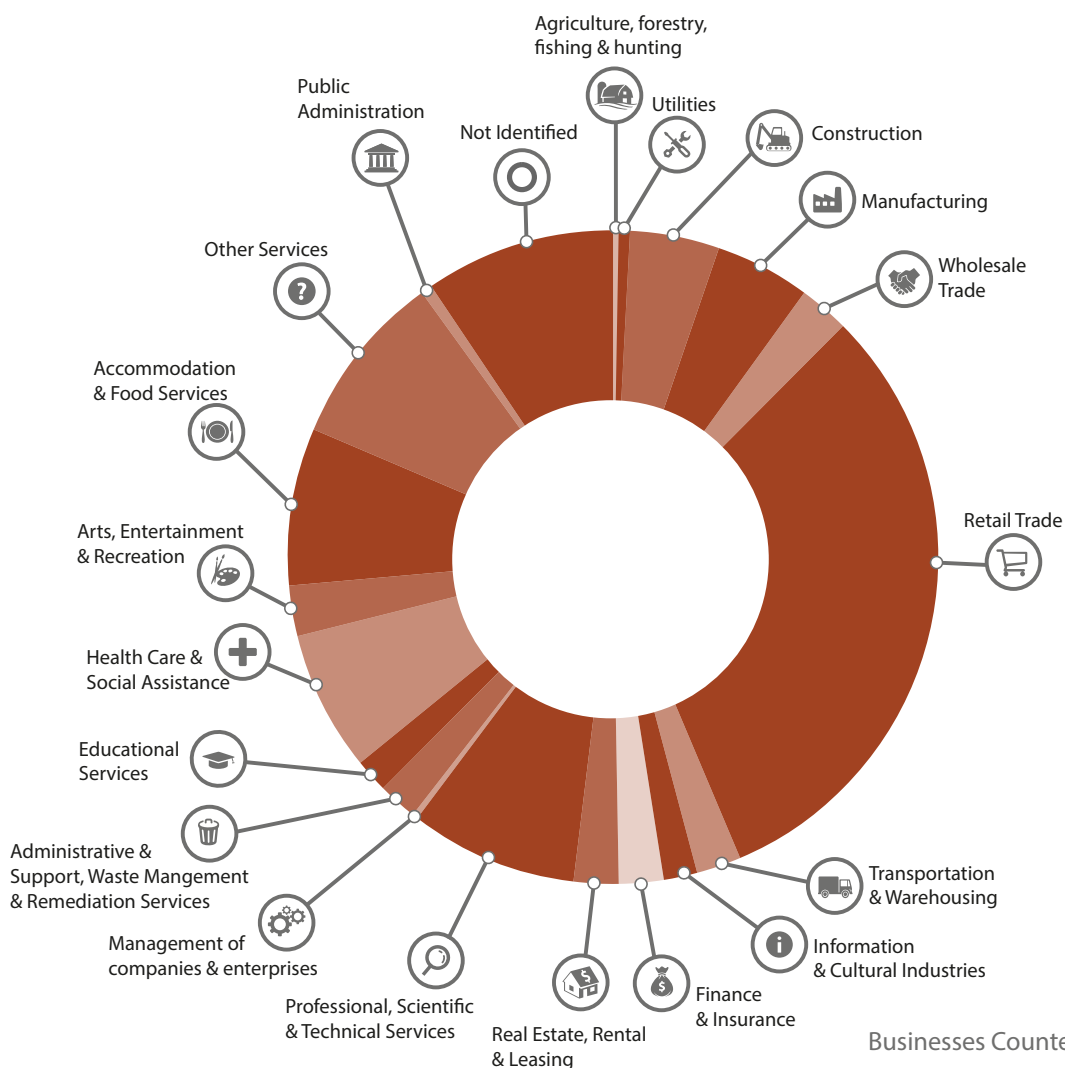
2
Customer Service
and Sales

SQUARE FOOTAGE ACCOUNTED



TOTAL
125,837 sq ft
7,327 acres

City of Peterborough Results



No businesses were counted/surveyed in:
























Mining, quarry oil
& gas extraction

There were **1741 businesses** counted in the City of Peterborough, **450 of which completed the survey.**

Of the 450 businesses that completed the survey, **9988 full-time (FT)** and **8030 part-time (PT)** employees were accounted for. The businesses accounted for **64,924,146 square feet of space** in the City of Peterborough.

In the City of Peterborough, **8 businesses** asked to speak with an **economic development officer (EDO)** for assistance.

		Businesses Counted	Completed Surveys
	8		1
	0		0
	8		3
	151		20
	78		22
	36		11
	417		140
	38		10
	30		7
	56		10
	42		10
	125		38
	4		1
	69		9
	37		7
	138		31
	48		12
	122		35
	211		39
	2		2
	120		42

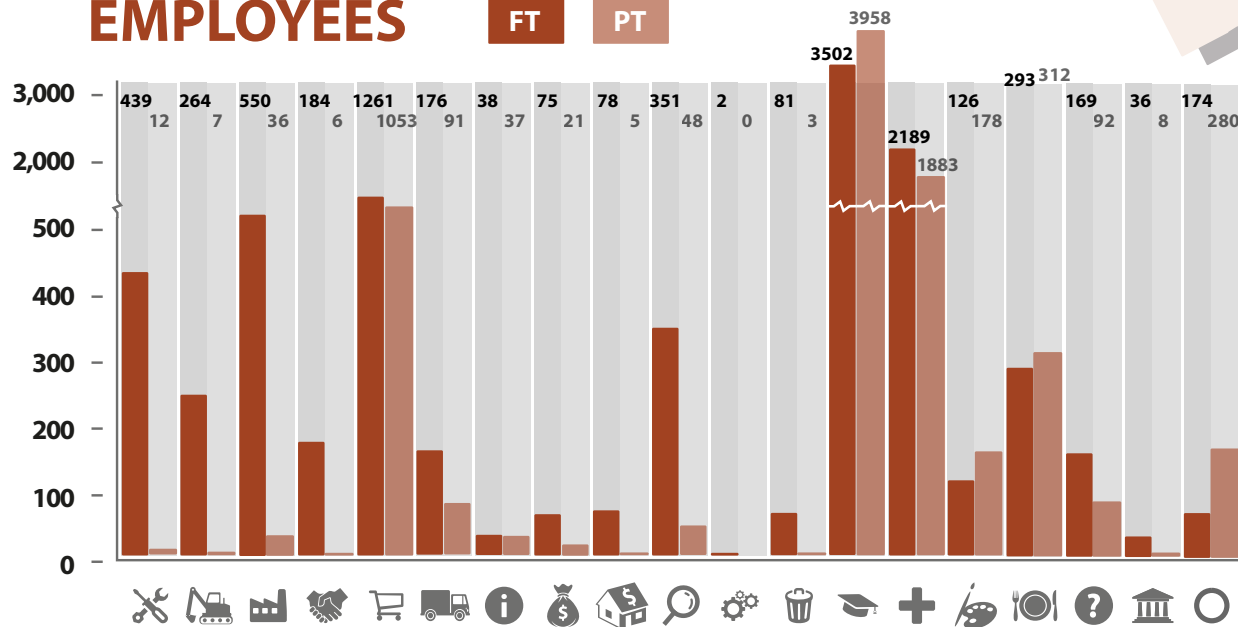


Looking to expand: 18 businesses

Utilities (1), Manufacturing (2), Wholesale trade (1), Retail trade (5), Administrative and support, waste management and remediation services (1), Educational services (1), Health care and social assistance (2), Arts, entertainment, and recreation (1), Accommodation and food services (1), Other services (except public administration) (2), Public administration (1)



EMPLOYEES

FT**PT**

TOTALS

9,988**8,030****215**

skills shortages noted
Most common include:

61

General Labour

49

Customer Service
and Sales

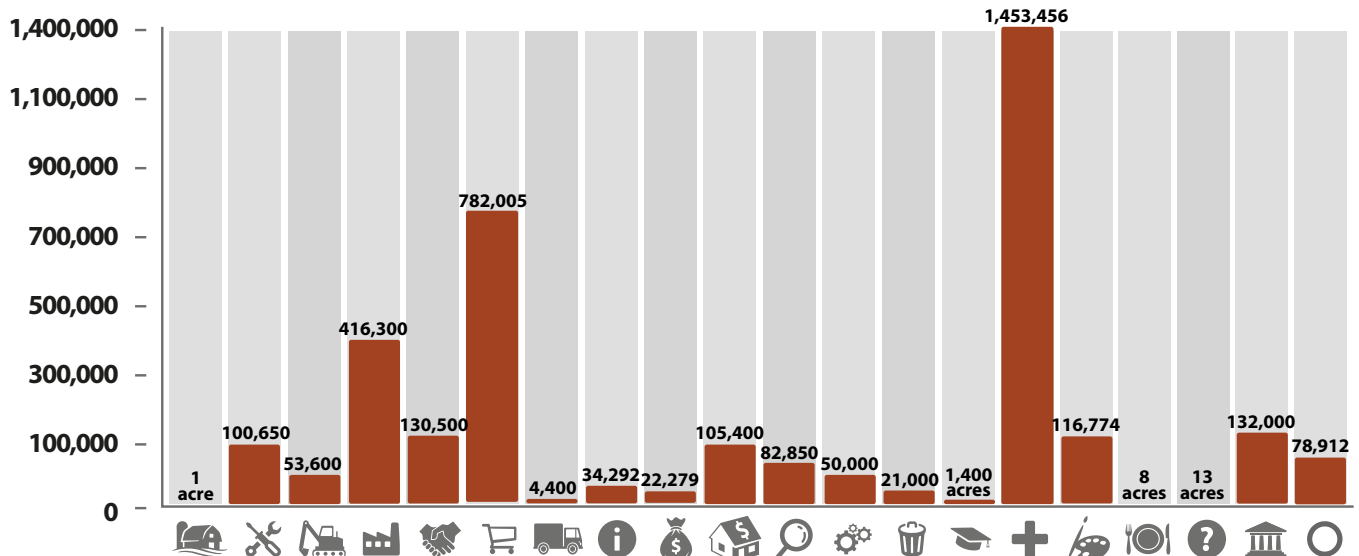
19

Skilled Trades

14

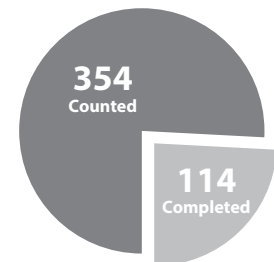
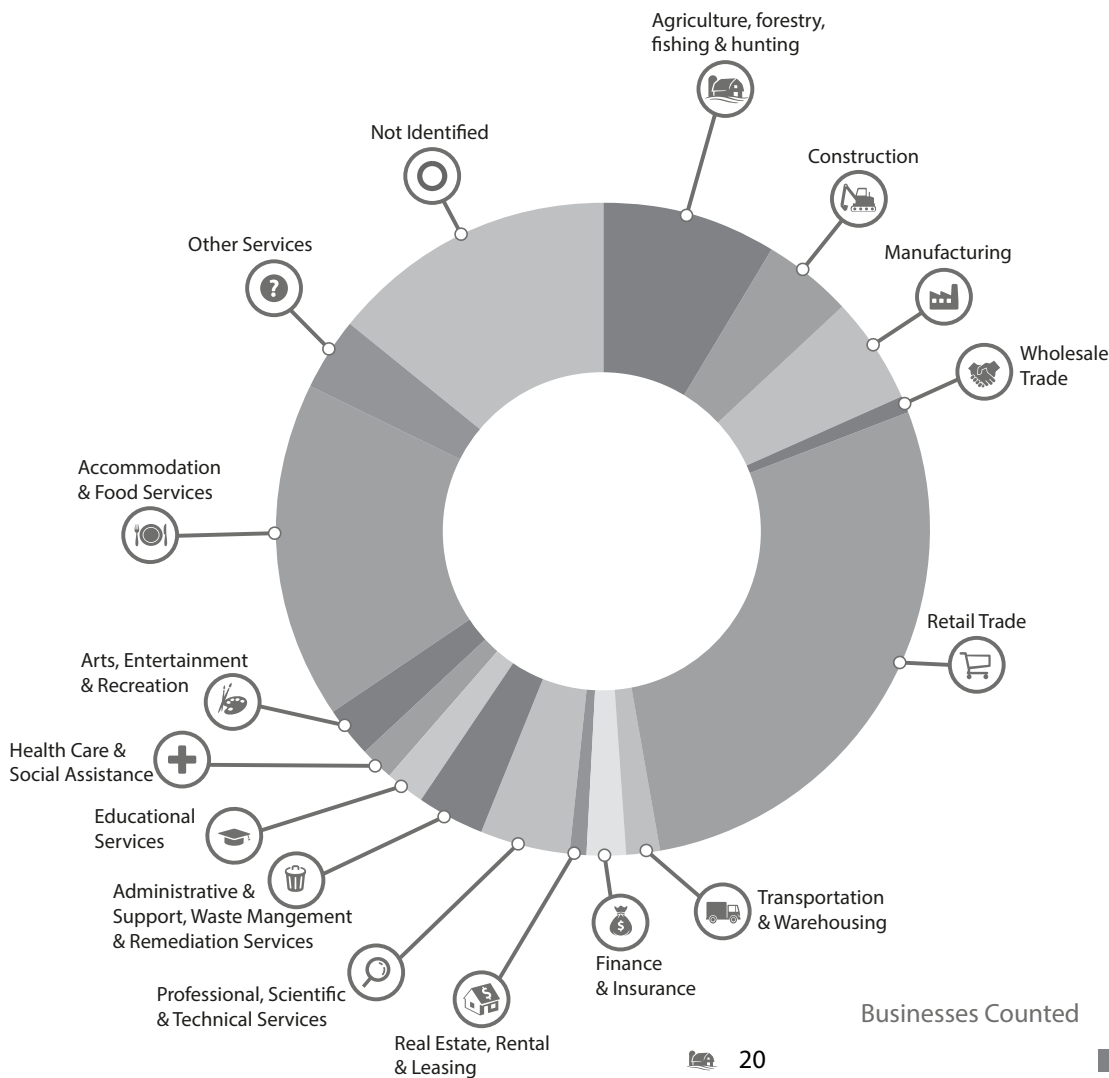
Culinary

SQUARE FOOTAGE ACCOUNTED

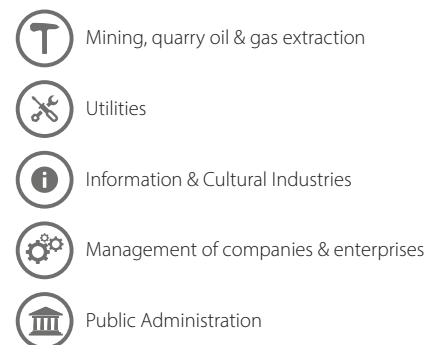


TOTAL 4,940,146 sq ft
1,422 acres

Township of Selwyn Results



No businesses were counted/surveyed in:



There were **354 businesses** counted in Selwyn, **114 of which completed the survey.**

Of the 359 businesses that completed the survey, **703 full-time (FT)** and **329 part-time (PT)** employees were accounted for. The businesses accounted for **363,725 square feet of space** in Selwyn.

In Selwyn, **3 businesses** asked to speak with an **economic development officer (EDO)** for assistance.

Businesses Counted	Completed Surveys
10	0
0	0
5	6
1	1
32	32
2	0
2	2
1	5
0	4
2	2
3	19
4	0
0	16



Looking to expand:
4 businesses

Agriculture, forestry, fishing, and hunting (1), Real estate and rental and leasing (1), Professional, scientific, and technical services (1), Administrative and support, waste management and remediation services (1)



EMPLOYEES

FT

PT



TOTALS

703

329

215

skills shortages noted
Most common include:

15

General Labour

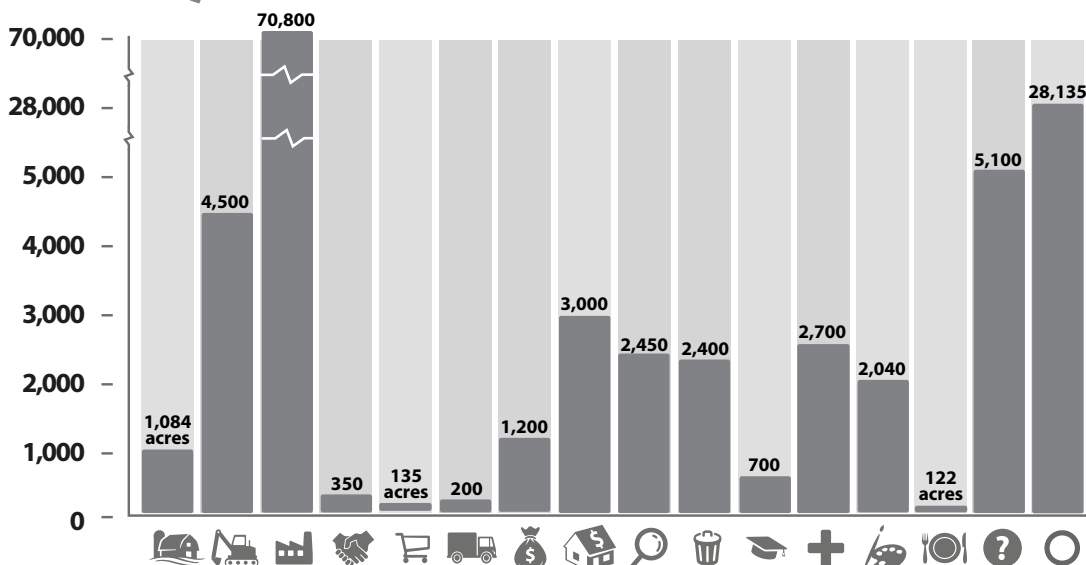
11

Customer Service
and Sales

10

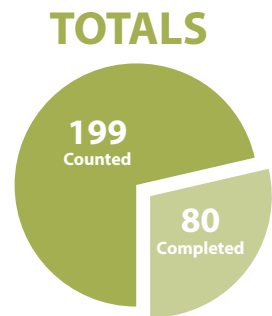
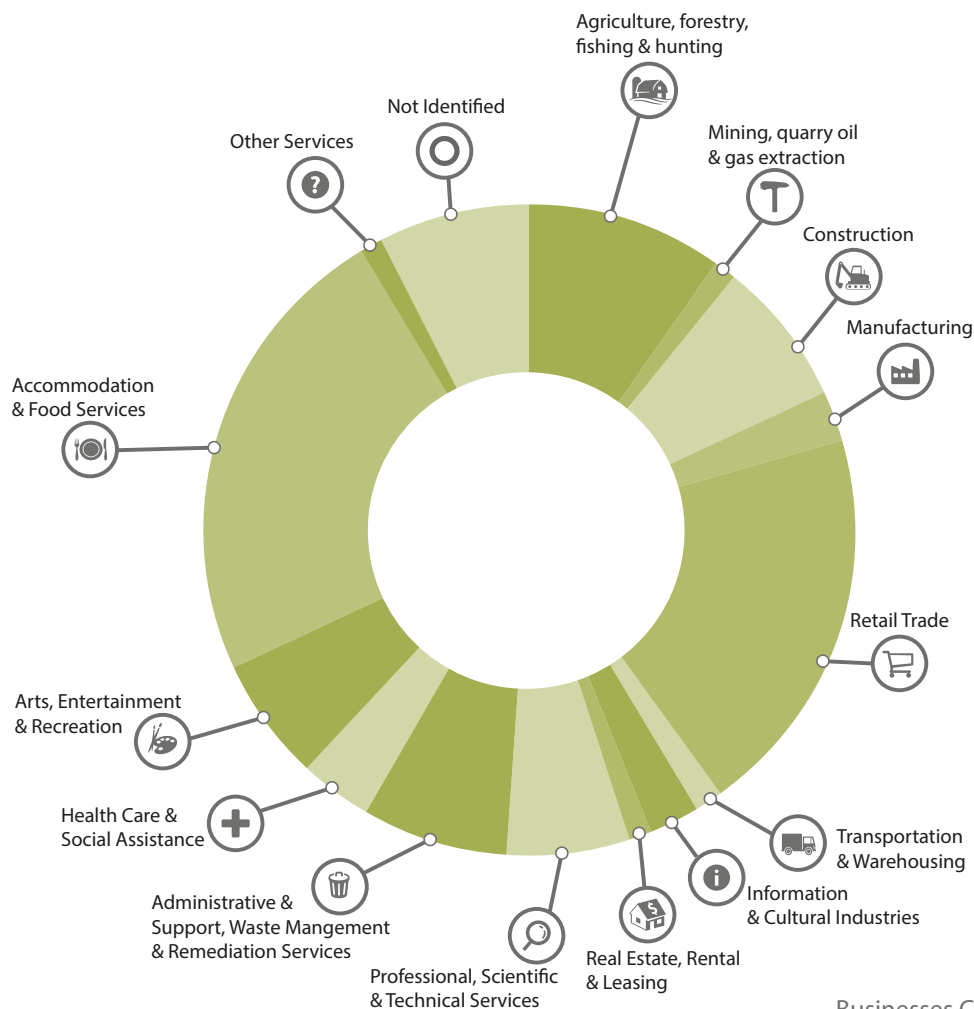
Skilled Trades

SQUARE FOOTAGE ACCOUNTED



TOTAL
363,725 sq ft
1,341 acres

Municipality of Trent Lakes Results



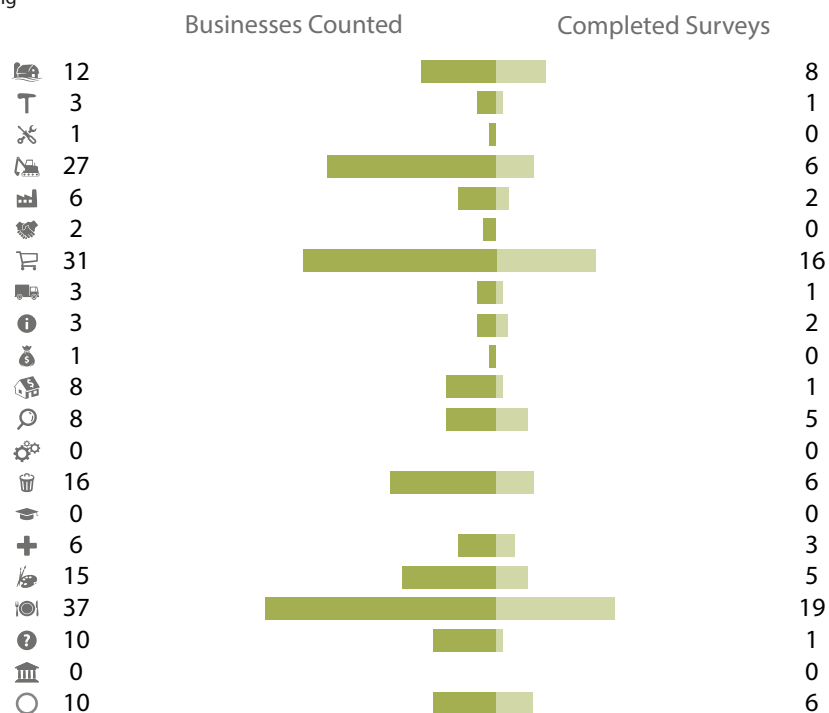
No businesses were counted/surveyed in:

- Wholesale Trade
- Educational Services
- Finance & Insurance
- Management of companies & enterprises
- Public Administration
- Utilities

There were **199 businesses** counted in Trent Lakes, **80 of which completed the survey.**

Of the 80 businesses that completed the survey, **247 full-time (FT)** and **83 part-time (PT)** employees were accounted for. The businesses accounted for **363,240 square feet of space** in Trent Lakes.

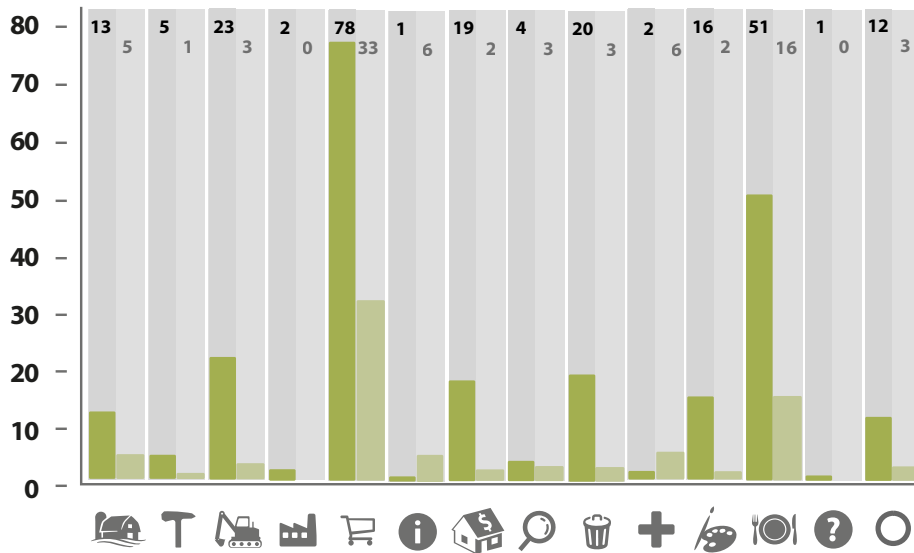
In Trent Lakes, **2** asked to speak with an **economic development officer (EDO) for assistance.**





Looking to expand:
3 businesses

Agriculture, forestry, fishing, and hunting (1), Retail trade (1),
Accommodation and food services (1)



EMPLOYEES **FT** **PT**
TOTALS **247** **83**

215

skills shortages noted
Most common include:

4

General Labour

4

Culinary

3

Automotive

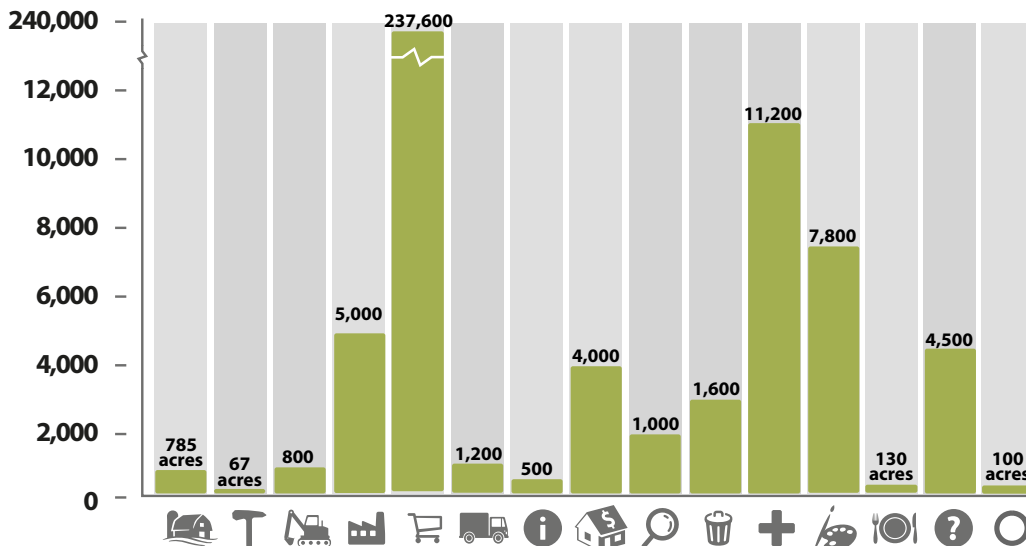
3

Cleaning

3

Customer Service
and Sales

SQUARE FOOTAGE ACCOUNTED



TOTAL
363,240 sq ft
1,082 acres

Final Note

Final Note: Please note that all surveys were completed voluntarily and were conducted over the phone, online, and in person between May 3rd and September 30th, 2022. The more survey data collected, the better PKED can serve the regional business community. PKED practiced great care and diligence in obtaining and reporting this information.

For any questions related to the project, or to participate in the next survey please visit

www.ptbobusinesscount.ca to learn more.

We look forward to speaking with you next year!

Definition Sources

1. Legal Status (<https://www.canada.ca/en/revenue-agency/services/tax/businesses/small-businesses-self-employed-income/setting-your-business.html>)
2. NAICS Codes (<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553>)
3. Ownership Form (<https://www.canada.ca/en/revenue-agency/services/tax/businesses/small-businesses-self-employed-income.html>)
4. Census Metropolitan Areas (<https://www150.statcan.gc.ca/n1/pub/92-195-x/2011001/geo/cma-rmr/def-eng.htm>)
5. Peterborough CMA (<https://www12.statcan.gc.ca/census-recensement/2021/geo/maps-cartes/static-statique/pdf/S0503/2021S0503529.pdf>)

For further clarification on terms and definitions related to the business count please visit our website:

www.ptbobusinesscount.ca

Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT

270 George St. N., Suite 102
Peterborough, ON K9J 3H1
Canada

tel: **705-743-0777**

Monday to Friday
8:30am – 4:30pm

investptbo.ca