



Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT



Future 2020 -
Ready: **2024**

Progress Report

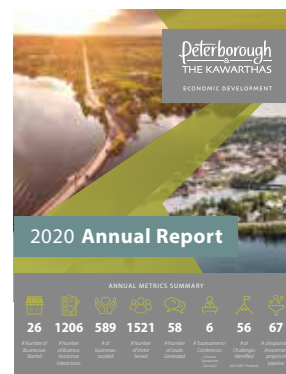
COVID-19 Impacts on Economic Development Planning

In 2020, the world was impacted by the global pandemic caused by COVID-19. Although the 2020-2024 Future Ready Economic Development Plan had contemplated the need for flexibility to respond and adapt to ever-changing global economic changes and pressures, it did not anticipate a global crisis of this magnitude.

Every economy around the world has been gravely impacted by COVID-19 and Peterborough & the Kawarthas is no exception. In response, an economic recovery plan was created for this region and can be found at investptbo.ca/recovery-plan

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

The Peterborough & the Kawarthas business community is resilient. The original Future Ready Plan referred to the need for sustainability, innovation and partnerships to grow the economy and those key pillars are even more relevant today, as we respond, adapt and pivot this plan to grow the Peterborough & the Kawarthas regional economy into the future.



Find Annual PKED Reports at investptbo.ca/reports

The Opportunity

The global economy is transforming at an extraordinary pace. Technology, automation and most recently, a global pandemic are disrupting everything from the way we work, to how we do business, how we live, what we buy, and even how we interact with one another.

Prior to the onset of COVID-19, the need to attract the highly skilled workforce of the future was industry's primary concern. Moving from recovery to post-COVID-19, industry must continue to adapt to new changes, while still trying to attract and develop the workforce of the future and meet the demands of the new economy. The health and safety of employees, customers and clients will have a new prominence in future business plans. Ongoing training to respond to health and safety protocols will be highlighted in addition to the need for technical skill training as companies and technology evolve.

At the same time, business and entrepreneurs must recognize that technology – coupled with a demographic shift toward a growing and aging population – is changing what goods and services people and businesses want, and the way they are delivered.

In response, Peterborough & the Kawartha Economic Development is embarking on a parallel period of significant change, so that together with our partners we can navigate the challenges of the future economy and leverage the opportunities it is presenting. We will bring together business, government, and education partners; residents and visitors; in order to fulfill a shared vision for a brighter economic future. It will be our mission over the next five years to draw on the richness of the natural, built and human assets of our remarkable region, as we shift our focus to sustainability and innovation, so that we can thrive together in an unpredictable world economy.

The Challenge

As a region, both the county and the city are growing in population with a projected 41 percent increase of residents in the City of Peterborough alone by 2041.

This growth in population will add to the richness of the region and it will grow the business community and stimulate economic activity.

As Peterborough & the Kawarthas region grows, it is critical that the region commits to be a welcoming and inclusive community that values the benefits of diversity by bringing together different perspectives, ideas and experiences.

But population growth also brings increased demand for space, infrastructure, residences and employment. Pointing this growth in directions that will most benefit the economic well-being of most residents and

businesses will be key. Working with our partners on a shared vision for our economic future focused on sustainability and innovation will ensure improved economic prosperity, social well-being and ecological integrity for the region.

Available land and buildings for both industry and residents have both short-term and long-term challenges. It is critical that the Future Ready Economic Development Plan support and align with the City of Peterborough and County of Peterborough Official Plans. The success of this plan will rely on a fully integrated approach between the regional economic development agency and the various infrastructure, public works and planning departments throughout the region. Pointing this growth in directions that will most benefit the economic well-being of most residents and businesses will be key.

Preparing for the Future

Innovation has been the backbone of the Peterborough economy dating back to Edison in the 1890s, with the Edison General Electric Company. Although, much has changed since that time, an industrious and innovative approach to business in Peterborough & the Kawarthas has not. Both Fleming College and Trent University are globally recognized for their excellence in research and innovation. Cleantech Commons at Trent University, the Centre for Advancement of Water and Wastewater Technologies and the Kawartha Trades & Technology Centre at Fleming College will be significant research and development drivers to create connections between academia and industry. Combining our research excellence with this region's historic reputation as being hard-working, collaborative, and having an innovative spirit, has helped to grow several cutting-edge, technology-driven businesses in this region. This industrious approach and attitude will only continue to grow and transform the economy into the future.

Aligning Economic Development with Sustainable Development

As we consulted and listened to the people of Peterborough & the Kawarthas in order to develop our strategy to build a brighter future, it was reinforced that there is a holistic appreciation of the region and its value. What we heard confirmed for us that the people of our region have a high regard for the natural environment that they recognize adds so much to the regional beauty and quality of life. And an equally high regard for Indigenous Peoples who add to the region's culture and heritage. At the same time, our region is valued for its promotion of clean technology, the strength in water-technologies, and the culture of entrepreneurship and social enterprise that are integrated into the regional fabric. Combined, these perceptions give us confidence that Peterborough & the Kawarthas Economic Development and our partners have an opportunity to set the region apart by building an economic development strategy underpinned by the values of sustainable development.

UN Sustainability Goals Firmly in View

In a sustainable economy, people live and do business in ways that are good for the economy, the environment and communities. Business activity reflects a commitment to sustainability and, in turn, that leadership in sustainability helps the economy to thrive now and into the future. All who live in the region share in the benefits of the economic growth, and the foundation is set to allow future generations to see their needs fulfilled as well.

COVID-19 has shone a spotlight on the pressing need to explore sustainable development practices around the globe. The United Nations (UN) continues to call for greater collaboration including a global and multilateral response that responds not only to the COVID-19 virus but puts the global economy back on a path to achieve the Sustainable Development Goals.

Sustainable development is about more than being green. The United Nations – a thought leader in sustainable development – identifies 17 principles for sustainable development in its transformative report 2030 Agenda for Sustainable Development. Jurisdictions across the globe agree with those principles, and indeed began implementation of that agenda in 2016. Peterborough & the Kawartha Economic Development will have those sustainability goals firmly in view as we implement our plan over the next five years, specifically the five outlined here:





objective

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

With its breathtaking natural setting and strong economic potential, Peterborough & the Kawarthas is an attractive region for multiple stakeholder groups.

Peterborough & the Kawarthas Economic Development intends to leverage this dual selling point of natural and built assets to attract the tourists, industry, innovators and high-skilled talent whose influence combines to create an irresistible place to live, work, invest, study and visit. We will grow prosperity, draw investment, create jobs and be equipped with a modern workforce that has the talent and transferable skills needed for the uncertain economy of the future.

By advancing a compelling narrative that showcases our region's unique advantage, and carefully differentiating our region from others to strategic audiences, we will increase awareness of the region more broadly and identify new opportunities to attract more visitors, investment and jobs.

Action 1.1

Create a Pride-of-Place and Place-Making Strategy to help define a crisp, clear value proposition for the region that will resonate with key audiences.

Not Started



- Initial background and research ongoing, project deferred due to COVID-19 pandemic

Action 1.2

Tell our story to the world, by delivering a multi-year, multi-media marketing strategy to targeted audiences to help us reach and engage audiences who will help us grow tourism, attract a talented worker pool and generate new business activity and investment.

Ongoing



- Shifted focus to “support local” recovery marketing plan
- Development of Trent-Severn Waterway guide content
- Development of AR powered Travel Planner
- Revamp of Small Business E-newsletter
- Revamp of Tourism Business Bulletin
- Adapted Visitor Services to Virtual

Action 1.3

Develop a Strategic Ambassador Program - including a list of supportive influencers, key messages and collateral marketing materials - to expand our storytelling reach to new and larger audiences.

In Progress



- Adjusted focus to showcase local businesses who were successfully pivoting due to the pandemic and to highlight business collaborations

2020

Action 1.4

Leverage our partnerships to greater effect by enhancing our External Communications Strategy with key stakeholders, providing them with the support they need so that they may help support our communications and marketing.

Ongoing



- Team Ptbo - initiation of information sharing and collaboration between PKED, Greater Peterborough Chamber of Commerce, Peterborough DBIA, Innovation Cluster Peterborough and the Kawarthas, Community Futures Peterborough
- Mayor & Warden's Economic Recovery Taskforce
- Ontario East - Investment attraction & marketing
- Tourism Industry Association of Ontario (TIAC) - Industry support for tourism recovery
- Tourism Industry Association of Canada (TIAC) - Elevating Canadian Experiences Program
- Culinary Tourism Alliance (CTA) - Great Taste of Ontario Road Trip
- WDB - partnership for increased visibility of interactive job hub
- Spring Business Summit with Chamber - Future Ready
- Support for Peterborough Chamber of Commerce Business Awards program
- Peterborough Airport - virtual Aerospace Summit
- Virtual Tri-Association Manufacturing Conference

Action 1.5

Develop a multi-year Earned Media Strategy in order to leverage the benefit of third-party endorsements delivered through positive stories about our region in media outlets across Canada and beyond.

In Progress



- Worked with previously hosted travel media to develop new content for future travel planning
- Provided support for and live coverage of Lt. Governor's visit to region to elevate importance of tourism SME's
- Supported Small business by highlighting positive stories about BAC support and pivot success. Coffee Talks, High Five Campaign, blogs etc.

Action 1.6

Develop a comprehensive Remote Worker attraction campaign that will help to attract remote workers to live in Peterborough and the Kawarthas.

Not Started



- Deferred discussions due to significant changes in remote work due to COVID-19 Pandemic
- Shifted focus toward improvements to rural broadband to support remote work via EORN and Ontario East

2020

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Not Started



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Action 1.2

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Ongoing



- Development of O'de Piitaanemaan Pledge
- Creation of business support campaign with PtboCanada
- Photography project with local photographer to support Culinary Tourism strategy
- Developed updated sector profiles and began work on business profile series for large, multi-national companies.
- Began redevelopment of Ec Dev website and LocalIntel data tools
- Enhanced Virtual & In-Person Visitor Services
- Created series of features on past clients of Starter Company Plus program who took passions and part time businesses into full time businesses.
- Business Blog revamp

Action 1.3

Develop a Strategic Ambassador Program - including a list of supportive influencers, key messages and collateral marketing materials - to expand our storytelling reach to new and larger audiences.

In Progress



- Supported development of Questionable Taste TV pilot for Bell Fibe
- Travel writer partnership for two blog series to support local restaurants: Dining around the World and Local Features series
- Identified local business mentors to participate in tourism training with Acceler8 program

2021

Action 1.4

Leverage our partnerships to greater effect by enhancing our External Communications Strategy with key stakeholders, providing them with the support they need so that they may help support our communications and marketing.

Ongoing



- City of Kawartha Lakes: Kawartha Choice Farm Fresh
- Post-Secondary SSM WDB, CKL for Skills Development Fund proposal
- Collaborated with variety of local businesses for development of Fall For Ptbo Picnic
- Ongoing support for Physician Recruitment efforts
- Tri Association Manufacturing Conference & Career Fair - KMA, NMA, QMA
- RTO 8 - launch of Trail Towns Program
- Ontario Tech U - Talent Recruitment & Industry Workforce connections
- Liased with ITAC and ITO on indigenous tourism education and development opportunities
- Ontario East Economic Development Commission, partnering for investment attraction efforts
- Junior Achievement -World of Choices, Skilled Trades and Business Hall of Fame activities
- CTA - supporting FeastON certifications
- Business Summit with Chamber - Forward Thinking
- Invest Canada - presentation to EDOs
- FedDev - partnership with Community Futures with FedDev funding to support tourism businesses impacted by Covid-19
- PKAR - business attraction presentation
- Support for Peterborough Chamber of Commerce Business Awards program
- Cleantech Commons and PKED working together to position Peterborough and Trent University for investment in the Cleantech Sector
- Fleming College Program Advisory Council for Tourism & Travel
- Green Economy Hub - providing tools and resources to local companies to benefit their bottom line through sustainability measures

Action 1.5

Develop a multi-year Earned Media Strategy in order to leverage the benefit of third-party endorsements delivered through positive stories about our region in media outlets across Canada and beyond.

In Progress



- Identified key travel bloggers/influencers to partner with during Fall shoulder season
- Hosted media for launch of Fall For Ptbo Picnic pilot
- Showcased small business owners through BAC highlighting positive stories about how helpful BAC and PKED has been to their success
- Worked with Mayor's office on community feature in Business View magazine

Action 1.6

Develop a comprehensive Remote Worker attraction campaign that will help to attract remote workers to live in Peterborough and the Kawarthas.

Not Started



- Recognizing that this shift is naturally occurring due to Covid-19. The long-term impacts and trends are unknown as many businesses are calling for a return to the office. More review and research will be required

2021

Action 1.1

Create a Pride-of-Place and Place-Making Strategy to help define a crisp, clear value proposition for the region that will resonate with key audiences.

In Progress



Action 1.2

Tell our story to the world, by delivering a multi-year, multi-media marketing strategy to targeted audiences to help us reach and engage audiences who will help us grow tourism, attract a talented worker pool and generate new business activity and investment.

Ongoing



Action 1.3

Develop a Strategic Ambassador Program - including a list of supportive influencers, key messages and collateral marketing materials - to expand our storytelling reach to new and larger audiences.

Ongoing



- Launched Investptbo.ca Brand Campaign, began transition of key marketing materials
- Launched new and improved InvestPtbo.ca
- Launched new and improved thekawarthas.ca

- Shifted to Destination Canada EQ audience profiles for tourism following new Destination Development Strategy & Action Plan
- Created new comprehensive social media strategy to reach targeted audiences
- Developed a new Programs & Services Guide for PKED, including a comprehensive overview of economic development partners that support the local business ecosystem
- Launched new PtboCanada Content Partnership for Tourism and Small Business
- Partnered with Edible Ontario Touring Guide to showcase local producers and restaurateurs
- Updated Ignite Magazine Destination Hub to attract meetings/conferences
- Spring shoulder season content development partnership with Ultimate Ontario, We Explore Canada and Travelling Mitch, including spring getaway contest
- Developed Fall Driving Tours publication
- Developed local employer profile series in support of Pathways to Prosperity program
- Launched #PtboHAULiday Gifting getaway campaign to drive fall shoulder season overnight visitation at City hotels & support spending in DBIA

- Reengaged travel writers for Spring content/contest
- Hosted family focused travel writer/influencer to develop family/fall content for tourism site/travel guide
- Worked with variety of travel writers to develop itineraries and blogs for tourism content
- Partnered with Canadian Canoe Museum on Meeting Planners International Membership Directory to promote new meeting/conference space
- Engaged Adrenalin Magazine on the development of a Sports Tourism Research Hub to attract sporting events
- Undertook development of comprehensive Guide to travelling the Trent-Severn Waterway (launch 2023)

2022

Action 1.4

Leverage our partnerships to greater effect by enhancing our External Communications Strategy with key stakeholders, providing them with the support they need so that they may help support our

Ongoing



- Supported Sustainable Peterborough Strategy launch
- Supported inclusion of various locally focused restaurants for inclusion in Edible Ontario touring Guide
- Participated in OMAFRA First Impressions Community Exchange (FICE) program
- PKED's President & CEO MCed Peterborough Matboard's 120th anniversary celebration event
- Supported announcement of new Physician Recruiter for region

Action 1.5

Develop a multi-year Earned Media Strategy in order to leverage the benefit of third-party endorsements delivered through positive stories about our region in media outlets across Canada and beyond.

Ongoing



- Secured feature on region in Business in Focus Magazine
- Hosted travel writer Laura Byrne Paquet to assist in regional feature in new Ottawa Road Trips book
- Supported travel writer in development of a fall shoulder season article in Toronto Star and Wheels.ca
- Secured blog on new Canoe Museum on Ultimate Ontario
- Secured two fall focused articles in Globe & Mail through Partnership with CTA
- Secured series of article features on BAC clients through local media
- Supported a number of local journalists in articles related to tourism, workforce, local business news

Action 1.6

Develop a comprehensive Remote Worker attraction campaign that will help to attract remote workers to live in Peterborough and the Kawarthas.

Not Started



- While remote working has naturally occurred as a result of the global pandemic, this has also identified a housing challenge that plays a critical role in attracting remote workers.

2022



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

Fostering synergy between the urban and rural economies is the competitive advantage of Peterborough & the Kawarthas. Our region is unique in that it has a perfect blend of rural and urban assets, providing all the amenities of an urban center and having direct access to the countryside and cottage country. Our diverse business sector provides a wide range of opportunities for growth, but it also requires Peterborough & the Kawarthas Economic Development to make strategic choices as it develops its business plan for supports and services that will benefit most people.

objective

2

Also, key to leveraging this competitive advantage, will be ensuring Peterborough & the Kawarthas is investment ready so that we can maximize our ability to attract businesses and investment and to ensure no expression of interest is wasted.

As the economy slowly recovers from COVID-19, demographic shifts in Canada will deliver a growing and aging population, a shrinking school-age population and an increasing reliance on immigration for population growth, we must also be prepared to attract residents, students and new Canadians, for whom the region has much to offer and who in return stimulate economic activity that benefits all.

Action 2.1

Actively participate on city and county working teams to provide an economic development lens and ensure economic development activities are in alignment with city and county strategic plans and initiatives.

Ongoing



- Mayor & Warden's Economic Recovery Task Force
- Official Plan Working Group (City)
- Economic Development Officer roundtable working group
- City of Peterborough First Nations Consultation Meetings (Development Activities)

Action 2.2

Identify and champion investments in infrastructure such as regional transportation, rural broadband to encourage investment and development

Ongoing



- Continued advocacy for increased Broadband investment
- Championed the development of rural transportation to support workforce (the Link)
- Developed Business Collaboration Portal for businesses to track supply chain opportunities

Action 2.3

Create an Investment Readiness Plan for the region that would include a catalogue of existing and potential industrial land and buildings as well as an always current assessment of the available talent pool based on analysis of educational programs that are in alignment with key sectors

In Progress



- Developed interactive venue search tool for attraction of meetings/conferences/group travel business
- Developed Business Recovery Portal to support local businesses through pandemic
- Promoted and utilized the Workforce Development Board Job Map
- Launched inaugural Business Count Survey

2020

Action 2.4

Embed a commitment into annual business plans to gather ongoing intelligence and data on economic activity by existing business in our region – including business retention, expansion, and visitation – in order to inform sector strategies, identify new growth opportunities and respond to challenges.

Ongoing



- Launched annual Business Count Program and shared opportunities and challenges with municipal councils and economic development committees
- Conducted COVID-19 Pandemic Surveys with local business community
- Undertook Aggregation & Distribution Feasibility Study for Agriculture sector

2020

Action 2.5

Develop customized strategies to increase growth in each targeted sector, including Industry 4.0, Aerospace, Agriculture, Cleantech and Tourism. An inventory of assets, a gap and economic impact analysis, supply chain development and a growth plan will be developed for each sector, while opportunities for new synergies and investments would be explored as well.

In Progress



- Shifted focus toward supporting key industries through pandemic - supply chain support, liaising with all levels of Government
- Liaised with local businesses on the obtaining Safe Travel Stamp to support consumer confidence
- Sponsored Water Canada Award and collaborated with local businesses for award submissions, resulting in a number of businesses, leaders winning awards
- Launch of new Culinary Tourism Strategy
- Invested in targeted advertising opportunities with MPI & Ignite Magazine to grow Meetings, Conferences & Incentive Travel
- Continued development of event attraction and hosting strategy (win: Ontario Snowmobile Oval Racers)

Action 2.1

Actively participate on city and county working teams to provide an economic development lens and ensure economic development activities are in alignment with city and county strategic plans and initiatives.

Ongoing



- 55 Plus Summer Games organizing committee
- Cleantech Commons Management Committee
- Transportation Working Group (City)
- Official Plan Working Group (City)
- Active Transportation Master Plan (City)
- Active Transportation Master Plan (County)
- Community Economic Development Initiatives with First Nations (CEDI)

Action 2.2

Identify and champion investments in infrastructure such as regional transportation, rural broadband to encourage investment and development

Ongoing



- Championing development of a Regional Employment Lands Strategy

Action 2.3

Create an Investment Readiness Plan for the region that would include a catalogue of existing and potential industrial land and buildings as well as an always current assessment of the available talent pool based on analysis of educational programs that are in alignment with key sectors

In Progress



- Participated in the City of Peterborough Official Plan working group which addressed how the city would grow and the importance of protecting employment lands within this plan. Provided data from the Business Count survey to planning teams to help complete preliminary analysis for the OP
- Added investment opportunities to Ontario East Economic Development, Invest Ontario databases
- Added vacancy tracking to annual Business Count Survey

2021

Action 2.4

Embed a commitment into annual business plans to gather ongoing intelligence and data on economic activity by existing business in our region – including business retention, expansion, and visitation – in order to inform sector strategies, identify new growth opportunities and respond to challenges.

Ongoing



- Development of detailed Sector Profile data for all key sectors
- Obtainment of updated Community Profile data
- Obtainment of accommodation occupancy and revenue data for tourism
- Investigation of Short Term Rental impact and opportunities for City/County
- 2021 Business Plan and work plans were developed to respond to opportunities and challenges identified in 2020
- PKED Board of Directors routinely have roundtables to highlight new and emerging opportunities and challenges for key sectors

2021

Action 2.5

Develop customized strategies to increase growth in each targeted sector, including Industry 4.0, Aerospace, Agriculture, Cleantech and Tourism. An inventory of assets, a gap and economic impact analysis, supply chain development and a growth plan will be developed for each sector, while opportunities for new synergies and investments would be explored as well.

In Progress



- Continued focus on supporting hard-hit industries through recovery from COVID-19 Pandemic
- Attended Sports Tourism Canada Congress and Event Exchange - Investment Attraction
- Development of Destination Development Strategy & Action Plan
- Facilitated collaboration for the development of Great Lakes Waterfront Trail route connection
- Continued development of event attraction and hosting strategy (win: Kawartha Open Pickleball)
- Collaborated with Cleantech Commons on feature in Invest Ontario - Cleantech Perspective Mag
- Developed and executed the Tourism Resiliency Fund program to support hard-hit businesses

Action 2.1

Actively participate on city and county working teams to provide an economic development lens and ensure economic development activities are in alignment with city and county strategic plans and initiatives.

Ongoing



- Peter Robinson 200th Anniversary Celebration committee
- Peterborough and the Kawarthas Chamber of Commerce Policy Committee
- Peterborough Downtown Business Improvement Area (Downtown Action Committee and Board participation)
- Hosting EDO Roundtable meetings to ensure opportunities and challenges throughout the region are identified
- Participated as an advisor to the RTO8 board, and partnered to leverage PKED funding with RTO8-managed provincial partner funding
- Participated in development of Community Wellbeing Plan
- Trent Lakes Tourism & Recovery Economic Development Strategy Sessions
- Physician Recruitment and Retention Committee
- Supported Sustainable Peterborough
- Sponsored and participated in farm showcase tour organized by Peterborough Agricultural Round Table
- Co-hosted 20th anniversary celebration of Kawartha Choice Farm Fresh
- Participated on Ontario East Marketing Committee
- Participating on Labourforce task force
- Participated in Economic Development Committee meetings in Trent Lakes, Selwyn and North Kawartha

Action 2.2

Identify and champion investments in infrastructure such as regional transportation, rural broadband to encourage investment and development

Ongoing



- Hosted presentation from Northumberland Manufacturers Association regarding a rural transportation pilot
- Supported announcement of investment in high speed internet in Eastern Ontario
- Actively presenting the need for regional employment land strategy
- Supported development of new Great Lakes cycling route connection
- Participating in Cleantech Commons Management Committee to attract potential candidates to the research and innovation park
- Participated in the Eastern Ontario Leadership Council, Workforce Committee to support the development of a pilot workforce development tool

2022

Action 2.3

Create an Investment Readiness Plan for the region that would include a catalogue of existing and potential industrial land and buildings as well as an always current assessment of the available talent pool based on analysis of educational programs that are in alignment with key sectors

In Progress



- Integration updates to Investptbo.ca to showcase available properties in the region
- Ongoing analysis of real estate data and this region's competitive advantage through MLS and Costar data sets
- Completed sector profiles in each sector identifying competitive advantages
- Encouraging EDO participation to identify lands in each community for investment
- Refreshed Investptbo.ca website to provide site selection data as well as connect to the WDB Job Map

2022

Action 2.4

Embed a commitment into annual business plans to gather ongoing intelligence and data on economic activity by existing business in our region – including business retention, expansion, and visitation – in order to inform sector strategies, identify new growth opportunities and respond to challenges.

Ongoing



- Conducted Visitor Health Score survey for Visitor Services
- Business Count Survey - contacted 995 businesses including farms
- Partnered with Workforce Development Board and their Local Labour Market Information to provide timely labour force data
- Purchasing AirDNA for short term rental
- Purchasing Real Estate data through CoStar
- Participated in ONFARM field day through Ontario Soil Network
- Hosted TD Economic Outlook
- Attended Farm Management Canada - Agricultural Excellence Conference
- Attended Tourism Industry Association of Ontario conference
- Attended OMAFRA Agri-Food Forum Conference
- Completed Train the Trainer Executive Agriculture Training Program
- Attended Globe & Mail Technology and the Future of Food Conference

Action 2.5

Develop customized strategies to increase growth in each targeted sector, including Industry 4.0, Aerospace, Agriculture, Cleantech and Tourism. An inventory of assets, a gap and economic impact analysis, supply chain development and a growth plan will be developed for each sector, while opportunities for new synergies and investments would be explored as well.

Ongoing



- Ongoing support for Green Economy Peterborough membership drive
- Ongoing local food sector support and promotion through the Kawartha Choice FarmFresh program
- Hosted series of rural workshops focused on new and growing agriculture businesses
- Development of Destination Development Plan for tourism
- Celebrated Circular Economy Month & Manufacturing Month with blog feature on local manufacturing success story
- Circular Economy participation through Circular Cities and Regions Initiative
- Tri-Association Conference at Fleming College
- Hosted Speed Dating for Ag producers and food buyers
- Developed blog focused on value of creating a local food system
- Participation in 5 counties region for On Farm Diversified uses
- Engaged Stiletto to update and refresh Cleantech Commons Strategic Plan
- Supported Greater Peterborough Health Services Foundation Annual Tebey Classic with donation of experience package for auction
- Supported Airstream Club International Summer Rendezvous event
- Continued support of 55+ Summer Games
- Participate in the development of the Airport Master Plan
- Lead generation through Ontario East and attended the Site Selectors Guild

2022

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

Successful industry is built on the ability to adapt, and respond to new consumer demands, new technologies and new techniques each plays a role in maintaining a business's competitive advantage in its industry class. The use of technological advancements in institutions and workplaces has received a hard push forward during the COVID-19 pandemic and this expected to continue for the foreseeable future.

Today's employees no longer expect to graduate into a job or career that will be maintained until retirement, and so a culture that is open to and encouraging of life-long learning is essential so that workers can keep up with the economy and advance in their careers if they wish.

It is anticipated that post-secondary institutions will experience significant enrolment challenges due to COVID-19 impacts. These anticipated changes to enrolment will also create significant impacts throughout the region in housing, transportation, recreation and industry. These impacts may result in fewer graduates meaning less available skilled-talent for local industry at a time when skill shortages are already prevalent. During active recovery, it will be critical to work with post-secondary institutions to ensure that students feel engaged, welcomed and integrated into the Peterborough & the Kawartha region.

objective

3



Action 3.1

Actively participate with Fleming College and Trent University working groups as appropriate, to develop plans and programming to engage students virtually and help build a sense of community during COVID-19. Determine if there are ways to integrate traditional visitor services and tourism programming to students during the pandemic and beyond.

Ongoing



- Sustainable Business student projects at Trent
- Participation on the Fleming Program Advisory Committee for Travel and Tourism program

Action 3.2

Expand meaningful partnerships, with a focus on those between post-secondary institutions and industry, to ensure the continuous flow of a job-ready talent pipeline tailor made to help graduates, employees and employers thrive.

Ongoing



- Worked with Trent CareerSpace Team to encourage soon to be graduates to consider careers in this region. Acted as mentor for their Learn to Network event
- Participation on Labourforce Recovery Task Force with WDB
- Presentation to Ontario Tech University Engineering students to consider a career in Peterborough & the Kawarthas

2020

Action 3.3

Leverage existing job market data available from Statistics Canada, our partners in post-secondary education and other sources to regularly track, monitor and report on employment trends for each of our region's key sectors, including employment demand and graduate job placement.

Ongoing



- Hosted Virtual TD Economic Outlook
- Elevating Canadian Experiences - Winter/Shoulder Season and Culinary Development - National training program
- WDB Job Map - encouraged the WDB to create a job map to visually show the diversity of jobs in this region. This data has been helpful to show trends and helped to develop programming in 2021, as well as drive greater community awareness of the jobs available
- Completed Annual Business Count Survey

Action 3.4

Work with post-secondary institutions and employers to create a strategy to make staying in Peterborough & the Kawarthas attractive to students and recent graduates, and to create tools to repatriate graduates back to the region.

In Progress



- Shifted focus due to COVID-19 Pandemic to elevate the challenges with the loss of in-person learning, worked with Trent/Fleming to identify economic impact of students
- Created working group through Mayor & Warden's Economic Recovery Taskforce to identify challenges
- Created "Study in Peterborough & the Kawarthas" landing page on peterboroughed.ca

Action 3.5

Be a recognized leader in sustainable innovation and education by leveraging our partnerships with Fleming College, Trent University, and dynamic local businesses to attract workers/students/companies in each key sector.

Ongoing



- Green Economy Hub - sponsorship

2020

Action 3.1

Actively participate with Fleming College and Trent University working groups as appropriate, to develop plans and programming to engage students virtually and help build a sense of community during COVID-19. Determine if there are ways to integrate traditional visitor services and tourism programming to students during the pandemic and beyond.

Ongoing



- Discover Peterborough BINGO partnership with Trent University and DBIA
- Working with Trent Careerspace for career mentoring
- Collaborated with Trent and Fleming and other partners to create Workforce Development Projects to address challenges in the local labour market

Action 3.2

Expand meaningful partnerships, with a focus on those between post-secondary institutions and industry, to ensure the continuous flow of a job-ready talent pipeline tailor made to help graduates, employees and employers thrive.

Ongoing



- EPC presentations for entrepreneurship
- Skills Development Fund application - collaborative led by PKED and includes Fleming, WDB, SSM, CKL to create a training program to encourage residents to enter or re-enter the workforce in manufacturing, construction and culinary sectors
- Participating on Labourforce Recovery Task Force
- Skills Development fund application - collaborative led by CKL and includes PKED and Trent U to connect Trent graduates directly with the business community to retain graduates and fill workforce gaps

2021

Action 3.3

Leverage existing job market data available from Statistics Canada, our partners in post-secondary education and other sources to regularly track, monitor and report on employment trends for each of our region's key sectors, including employment demand and graduate job placement.

Ongoing



- Developed an agriculture business inventory
- Reviewed WDB monthly Labour Market data to inform and develop work plans for 2022 including funding applications to address workforce and skills gaps
- Completed Annual Business Count Survey

Action 3.4

Work with post-secondary institutions and employers to create a strategy to make staying in Peterborough & the Kawarthas attractive to students and recent graduates, and to create tools to repatriate graduates back to the region.

In Progress



- Discover Peterborough BINGO partnership with Trent University and DBIA
- Participating in Trent Careerspace programming to connect students to employers
- Presented to Ontario Tech University students about launching their career in Peterborough & the Kawarthas
- Encouraged Post Secondary Education (PSE) Institutions to participate in Tri-Association Career Fair
- Actively participate in the FemSTEAM Peterborough initiative to encourage young females to consider a career in Science, Technology, Engineering, Arts and Math industries

Action 3.5

Be a recognized leader in sustainable innovation and education by leveraging our partnerships with Fleming College, Trent University, and dynamic local businesses to attract workers/students/companies in each key sector.

Ongoing



- Cleantech Commons - support for innovation portal
- Skills Advance Ontario - Altitude Program - participated on the advisory committee for specialized training program through Fleming College to support the aviation sector
- Providing input for development of workforce programs & services through OTEC for tourism business employers and employees
- Supported participation of 4 local businesses in the Nature's Table training program
- Participation in the Green Economy Hub
- Formed a collaborative to apply for funding to better connect PSE with local businesses in key sectors with workforce challenges

2021

Action 3.1

Actively participate with Fleming College and Trent University working groups as appropriate, to develop plans and programming to engage students virtually and help build a sense of community during COVID-19. Determine if there are ways to integrate traditional visitor services and tourism programming to students during the pandemic and beyond.

Ongoing



- P2P Workforce Development Project: Job matching, training, and upskilling for 4 industry sectors in partnership with Fleming College. 180 people trained and 50 businesses participating
- Trent Community Concierge Project - connecting Trent graduates to employers in the region. job preparation training, and experiential learning
- Program Advisory Council for Fleming for Tourism and Hospitality Program
- Participated in Discover Peterborough BINGO partnership with Trent University and DBIA

2022

Action 3.2

Expand meaningful partnerships, with a focus on those between post-secondary institutions and industry, to ensure the continuous flow of a job-ready talent pipeline tailor made to help graduates, employees and employers thrive.

Ongoing



- Ongoing participation in the Labourforce Advisory Committee
- OTEC Ontario Tourism Education Consortium - regional advisory committee
- Ongoing collaboration with Ontario Tech University and supported the Brilliant Catalyst Challenge (hackathon)
- Letters of support written for the Earthy District consortium (Trent, Fleming, Centennial, U of T (Scarborough, and Ontario Tech U)
- Presented to YMCA Employment Services about BAC programs and services
- Attended AURP conference with Cleantech Commons at MaRS Discover District

Action 3.3

Leverage existing job market data available from Statistics Canada, our partners in post-secondary education and other sources to regularly track, monitor and report on employment trends for each of our region's key sectors, including employment demand and graduate job placement.

Ongoing



- Regular reporting of the Job map and labour force information to city and county councils through WDB
- Development of Career Ladders in key industries to show employment growth potential, employer profile videos to highlight careers in key sectors developed and promoted
- Reviewed regularly at WDB and labourforce advisory committee meetings
- Completed Annual Business Count Survey
- Attended Ontario East Municipal Conference for industry trends and data opportunities

Action 3.4

Work with post-secondary institutions and employers to create a strategy to make staying in Peterborough & the Kawarthas attractive to students and recent graduates, and to create tools to repatriate graduates back to the region.

Ongoing



- Supported the Kawartha Manufacturers Association Manufacturing Doors Open event in CKL
- Tri-Association Conference - participation of the KPR and Catholic school boards in the conference tradeshow - connecting with businesses
- Participating in Trent Careerspace programming to connect students to employers
- Sponsoring research through the Trent Community Research Centre for experiential learning opportunities
- PKED Board committed to having Trent and Fleming representation to leverage more opportunities
- Participated in and supported several virtual career fairs including Careers in Manufacturing Virtual event with KMA and NMA
- Developed Tourism "Bucket List" publication for insertion in first year student welcome kits

Action 3.5

Be a recognized leader in sustainable innovation and education by leveraging our partnerships with Fleming College, Trent University, and dynamic local businesses to attract workers/students/companies in each key sector.

Ongoing



- Encouraged the Tri-Association Conference to host the conference in Peterborough and supported the tour of Fleming school of trades and CAMIIT, connecting Fleming with manufacturers
- Won Ontario Tourism award for Sustainable DMO for O'de Piitaanemaan Pledge

2022

objective

Support All Phases of Entrepreneurship, While Also Supporting Existing Businesses

Peterborough & the Kawarthas is already known as a start-up community and success has been achieved for new businesses which chose to start in our region. It is also equally important to support business during its growth phase. Activities such as hiring a new staff person, moving to a brick and mortar building and expanding sales to new markets are all risky ventures.

It is critical, therefore, that these entrepreneurs are provided with the support they need not just to start, but to launch and ultimately to thrive. Each type of entrepreneur will have their own set of challenges and opportunities during all stages of their business growth and development. The COVID-19 pandemic has also created additional challenges for the local entrepreneurial community. Additional support may be needed to assist

these independent operators through the impacts of COVID-19 as they may not be in a position to bounce back as quickly as other industries. Additional efforts may be needed to build resiliency into the local entrepreneurial community.

Research shows that when entrepreneurs are provided with a team of support at all levels of their development, they are more likely to thrive and stay in the community. Peterborough & the Kawarthas has a rich history of entrepreneurs operating successfully in the region, and now there should be a concerted effort to ensure segments of the population such as First Nations, new Canadians, women, youth and Second Career workers are engaged, supported and empowered through entrepreneurship support as well.



Action 4.1

Create an integrated strategy, including supports across all stages of development and growth, to annually attract and support new entrepreneurs through activities of our Business Advisory Centre including new ventures education sessions, business fundamentals workshops and one-on-one consultations.

Ongoing



- Pivoted all in-person training to virtual via online portal for entrepreneurial training
- Development of new e-learning platform
- Transitioned Starter Company Plus and Summer Company programming to address new realities of pandemic
- Developed new Small Business Toolkit
- Becoming a Trusted Advisor Training with Jeff Mowat
- COVID series of workshops - mental health, digital marketing, crisis communications
- Delivered two successful intakes of Starter Co. Plus Program: providing small business training, guidance and mentorship to 24 individuals and connecting 17 businesses with micro-grant funding

Action 4.2

Continue to leverage the provincial network of Small Business Enterprise Centres (SBEC) partners to broadly identify new programming needs to support entrepreneurs and ensure that they are equipped with tools and resources to help grow their businesses.

Ongoing



- Participated in the Creation of Small Business Centres (SBC) of Ontario Network

Action 4.3

Work with our partners to increase entrepreneurship opportunities among under-represented groups such as First Nations, new Canadians, women, visible minorities and youth, in order to create individual and regional prosperity by including all available participants in the economy.

Ongoing



- Shifted focus toward workforce challenges for all workers and employers due to COVID-19 through Mayor & Warden's Economic Recovery Taskforce
- Ran successful Summer Company program
- Digital Main Street
- Participation with FemSTEAM Peterborough

2020

Action 4.4

Increase the business survival rate among new start-ups over their first five years to continue to grow a varied economic base.

In Progress



Action 4.5

Increase entrepreneurship opportunities for second career workers who have been negatively affected by layoffs and closures in their workplace.

In Progress



- Coordinated delivery of Digital Marketing on Shoestring Budget workshop
- Coordinated series of mental health and wellness workshops for small business

- Shifted focus to support all workforce issues related to pandemic

2020

Action 4.1

Create an integrated strategy, including supports across all stages of development and growth, to annually attract and support new entrepreneurs through activities of our Business Advisory Centre including new ventures education sessions, business fundamentals workshops and one-on-one consultations.

Ongoing



- Updated/revised Small Business Toolkit
- Added virtual advisor position (created in Dec 2020)
- Offered series of agriculture workshops
- Offered Futureproofing retail workshop
- Offered 7 step sales process series
- Supported green business basics workshop
- Delivered three successful intakes of Starter Co. Plus Program: providing small business training, guidance and mentorship to 36 individuals connecting 21 business with micro-grant funding

Action 4.2

Continue to leverage the provincial network of Small Business Enterprise Centres (SBEC) partners to broadly identify new programming needs to support entrepreneurs and ensure that they are equipped with tools and resources to help grow their businesses.

Ongoing



- Through SBC - received funding for Virtual Advisor position
- Participated in monthly assessment meetings with Ministry of Economic Development, Job Creation and Trade (MEDJCT) on SBC programming - resulting in a 2 year contract to deliver provincial programming

Action 4.3

Work with our partners to increase entrepreneurship opportunities among under-represented groups such as First Nations, new Canadians, women, visible minorities and youth, in order to create individual and regional prosperity by including all available participants in the economy.

Ongoing



- Ran successful Summer Company program
- Helping to raise awareness of the services of Talent Beyond Boundaries as one more resource to assist our local businesses in their recruitment efforts
- Supported Home-based business incubator- NCC
- Start up visa presentations through Innovation Cluster
- Commitment to reconciliation activities by PKED Board of Directors
- Participation in FemSTEAM Peterborough
- Workshop series at New Canadian Centre (NCC) for starting a business

2021

Action 4.4

Increase the business survival rate among new start-ups over their first five years to continue to grow a varied economic base.

In Progress



- Successfully delivered the Tourism Resiliency Fund program to support business continuity for local business affected by COVID-19
- Ongoing Growth Wheel programming
- Moderated CFP Workshop Business Beyond Covid

Action 4.5

Increase entrepreneurship opportunities for second career workers who have been negatively affected by layoffs and closures in their workplace.

Not Started



- Strengthened partnerships with local Ontario Employment Agencies to extend BAC programming and resources to job seekers exploring self employment
- Presentations to Employment Agencies such as EPC and Agilec

2021

Action 4.1

Create an integrated strategy, including supports across all stages of development and growth, to annually attract and support new entrepreneurs through activities of our Business Advisory Centre including new ventures education sessions, business fundamentals workshops and one-on-one consultations.

Ongoing



- Lunchtime workshop series, covering Business Planning, Market Research, New Venture and Lean Canvas delivered on an ongoing weekly basis
- Digital marketing workshops for entrepreneurs: IG Reels by 705Creative, Google my Business, by the Digital Main Street Service Squad, CRA Small Business Tax workshops, Recruitment & Retention Strategies for Small Business by SHRP
- BAC Coordinator position created, finalized and onboarded in Q4 to support BAC activities and deliver front line resources and support
- Water St. Success Story and Shop Local video campaign launched during Small Business Week
- Spark Program - Tourism Innovation Lab to develop new products for tourism dependent businesses, funding provided to winners
- Video series promoting the Starter Company Plus programming
- Launched small business workshop series in partnership with various townships
- Partnered with Peterborough & the Kawarthas Chamber of Commerce to deliver 2022 Business Summit: Forward Thinking
- Delivered two successful intakes of Starter Co. Plus Program: providing small business training, guidance and mentorship to 24 individuals and connecting 15 businesses with micro-grants of \$5000

Action 4.2

Continue to leverage the provincial network of Small Business Enterprise Centres (SBEC) partners to broadly identify new programming needs to support entrepreneurs and ensure that they are equipped with tools and resources to help grow their businesses.

Ongoing



- 2 year program contract finalized with MEDJCT to deliver Small Business programming until March 31st, 2024
- Supported SBC Ontario in the delivery of the first of its kind virtual conference connecting SBECs and supporting program partners across Ontario. Training and professional development opportunities for SBECs to share, network and learn. Supported via BoD for SBC Ontario and Marketing Advisory Committee

2022

Action 4.3

Work with our partners to increase entrepreneurship opportunities among under-represented groups such as First Nations, new Canadians, women, visible minorities and youth, in order to create individual and regional prosperity by including all available participants in the economy.

Ongoing



Startup Visa presentations to support newcome entrepreneurs through the Innovation Cluster Peterborough-Kawarthas

Rural/county workshops, including Hiawatha First Nation- worked with township EDOs to bring workshops directly to the small businesses in their communities

Women's Rural Entrepreneurship Workshop: Building your Message and Brand in partnership with CF PTBO- a female only 2 day workshop to help rural female business owners connect with their audience and sell authentically

Youth entrepreneurship support and programming through Summer Co. (youth aged 15 and 21) and presentations to EPC Trades Connection program

Fostered partnerships with Trent University to deliver information on BAC programming and small business supports, including Business Plan creation and business pitch development

Hosted a workshop from Toronto Business Development Centre to talk about support for new Canadian Entrepreneurs

Staff and Board received Indigenous Awareness training program delivered by Cambium Indigenous Professional Services

Action 4.4

Increase the business survival rate among new start-ups over their first five years to continue to grow a varied economic base.

In Progress



- On going Growth Wheel programming embedded in workshops and Starter Co Plus programming- staff received GrowthWheel recertification in Spring 2022
- Continuous one-to-one consultations to support small business owners

Action 4.5

Increase entrepreneurship opportunities for second career workers who have been negatively affected by layoffs and closures in their workplace.

In Progress



- Continued to build on partnerships with local Ontario Employment Agencies to extend BAC programming and resources to job seekers exploring self-employment. Presentations to Agilec, EPC, YMCA in 2022

Partnering Up

We recognize that meaningful economic development that benefits all isn't possible unless we work co-operatively with our partners toward shared goals. Our five-year strategy was developed in consultation with our stakeholders and partners, and Peterborough & the Kawarthas Economic Development will continue to collaborate in this way with our partners in the business community, post-secondary, networks related to our key industries, and clusters across the public and private sectors to meet our shared economic objectives for the region.

Through this plan, we also aim to strengthen relationships with Indigenous Peoples. We respectfully acknowledge that Peterborough & the Kawarthas Economic Development, and our partners are located on the Treaty 20 Michi Saagiig territory and in the traditional territory of the Michi Saagiig and Chippewa Nations, collectively known as the Williams Treaties First Nations, and locally include Curve Lake and Hiawatha First Nations.

Hiawatha and Curve Lake First Nations enrich the fabric of our region. We also recognize that building strong cities depends on strong Indigenous communities.

Acknowledgments

The Board of Directors for Peterborough & the Kawarthas Economic Development would like to thank the steering committee, business leaders, focus group attendees and community partners for their valuable assistance in developing this bold and collaborative five-year strategy.

Together, we will
become Future Ready.

investptbo.ca/about-us/future-ready

Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT