



Peterborough  
&  
THE KAWARTHAS

ECONOMIC DEVELOPMENT

## 2018 Fourth Quarter Presentation to City Council





# 2018 Achievements





We Supported

68

New Startups

We Hosted

273

Attendees at over  
**55** Workshops

Our Clients  
Secured

\$965K

in Funding and  
Financing to Grow





We Supported

107

Participants  
through Starter  
Company Plus

Including

53

Startup  
Businesses

Expansions of

37

Existing  
Businesses



An aerial photograph of a university campus. In the foreground, there's a large green field. A winding river flows through the middle ground, with several buildings and parking lots situated along its banks. The background is filled with rolling green hills under a clear sky. The text "INNOVATIVE MINDS" is superimposed in the center of the image.

# INNOVATIVE MINDS



# Peterborough & the Kawarthas in the News

We continue to Make Headlines with Earned Media:

- Luxury Canada; WestJet Magazine, Sun Media, ScoreGolf, Travel & Leisure, Escapism, Food Network, Culture Magazine and Kanu Magazine





Why Peterborough

Invest & Grow

Industries

Business Support

Real Results

How Can We Help?

This is where real business  
and real life come together.

Bring your business to Peterborough & the Kawarthas

Check this out!

Welcome to the new Peterborough & the Kawarthas Economic Development website. We are currently in beta and [appreciate any feedback](#).

Register Today for the [Business & Entrepreneurship Conference](#) taking place March 28th.



# why YPQ?



You've probably heard about  
the Peterborough Airport...

...but you might not know why.

Is it because it boasts the longest civil runway between Toronto and  
Ottawa, or the fact that it's one of the busiest small airports in Canada?

It could be due to the impressive list of international companies who  
have chosen Peterborough, the \$40M+ in infrastructure investments or  
the recent relocation of Seneca College's School of Aviation?

Whether it's access to talent, the collaborative supply chain or our  
strategic location... There's one thing we can say for sure.

An investment in Peterborough  
& the Kawarthas is a departure  
from the ordinary.

Peterborough  
&  
THE KAWARTHAS  
ECONOMIC DEVELOPMENT



Peterborough  
Airport

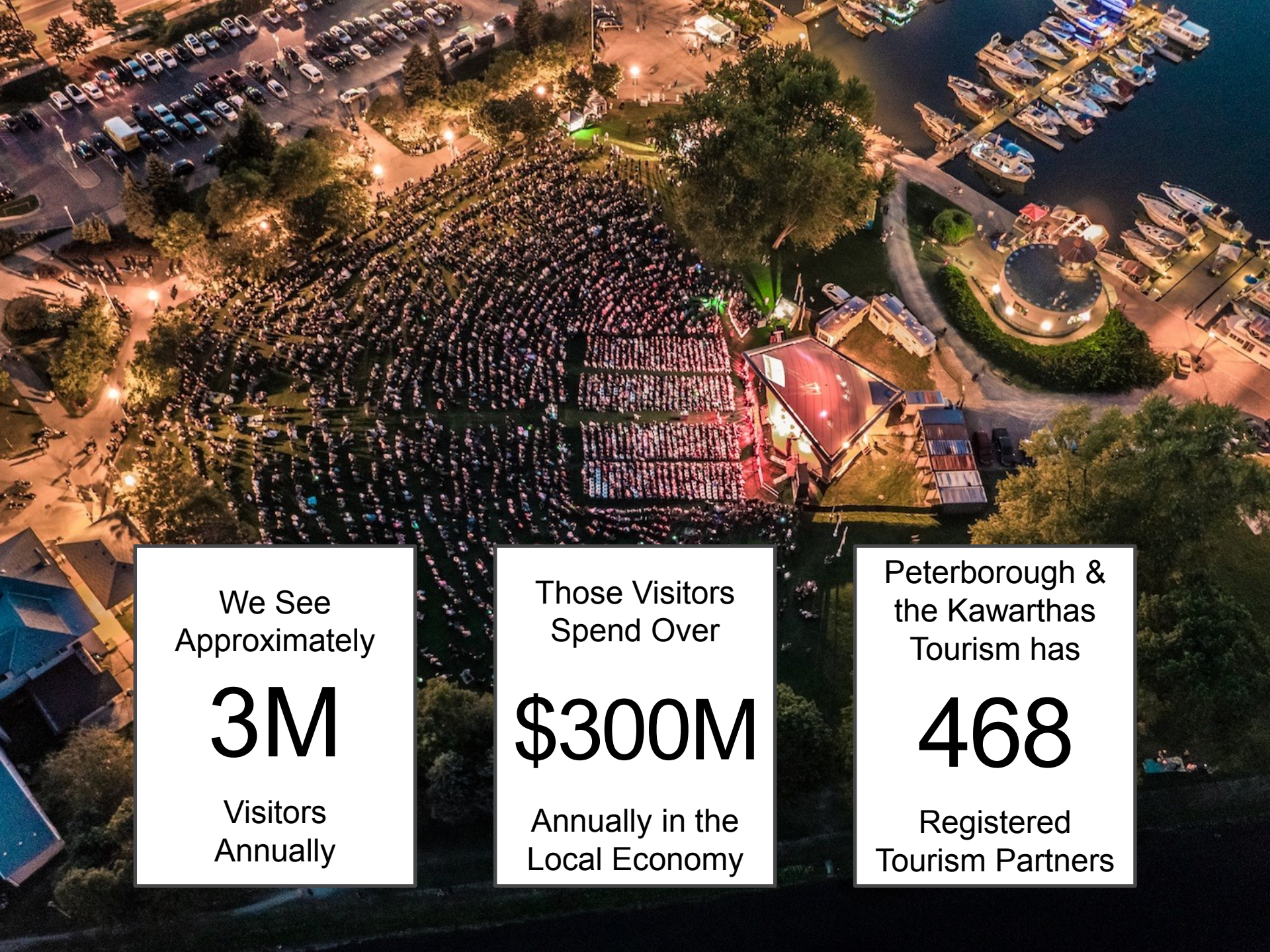




# Collaborating with Community Partners

- TD Economic Outlook Luncheon
- Peterborough & the Kawarthas Funding Forum
- Rural Business Summit



An aerial night photograph of a large outdoor concert venue. A stage with a red roof is illuminated with red and white lights. A large, dense crowd of people is seated in the grassy area in front of the stage. To the left of the stage is a large parking lot filled with cars. To the right of the stage is a marina with many boats docked. The scene is lit with warm yellow lights from the stage and surrounding area.

We See  
Approximately

**3M**

Visitors  
Annually

Those Visitors  
Spend Over

**\$300M**

Annually in the  
Local Economy

Peterborough &  
the Kawarthas  
Tourism has

**468**

Registered  
Tourism Partners



# VISITOR CENTRE



**5626** IN PERSON  
(including 1210 Mobile)



**759** PHONE  
CALLS

**288** EMAILS



**VISITOR  
INTERACTIONS**



TOTAL PKT DIGITAL INTERACTIONS

**570,525**

LIVE CHAT

**178**

TOTAL SOCIAL MEDIA FOLLOWERS

**23,345**



# ONLINE ENGAGEMENT





**HOP INTO  
BREWS  
BITES &  
BARNES**

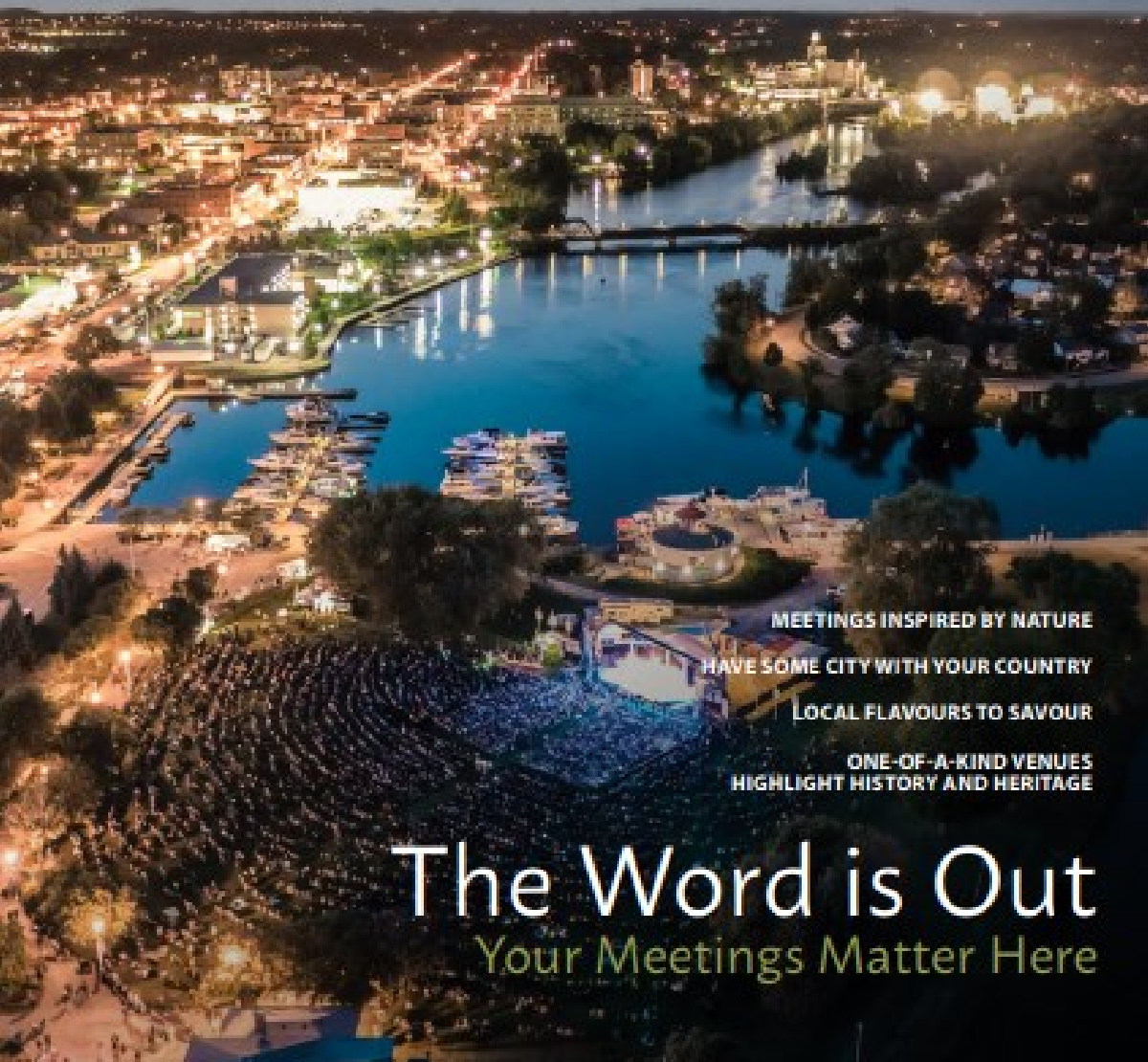
## Curating Unique Visitor Experiences

- Paddling Routes on Canada's Treasured Waterway
- Brews, Bites & Barns Brewery Discovery Routes
- Under Water Dining at Lock 21
- Pedal, Paddle, Pint





Peterborough  
&  
THE KAWARTHAS



MEETINGS INSPIRED BY NATURE  
HAVE SOME CITY WITH YOUR COUNTRY  
LOCAL FLAVOURS TO SAVOUR  
ONE-OF-A-KIND VENUES  
HIGHLIGHT HISTORY AND HERITAGE

The Word is Out  
Your Meetings Matter Here

Putting our  
Region on the  
Map as a  
Destination for  
Meetings,  
Conferences  
and Sporting  
Events

# Barriers and Challenges

**Economic Development is highly-competitive and we need to ensure that we are meeting the needs of business in order to attract investment.**

**Some challenges we faced in 2018 include:**

- Availability of investment lands and inventory of properties
- Funding for programming
- Broadband and Infrastructure
- Competitive economic landscape





# Key Outputs



105 COMPANIES



CONNECT WITH LOCAL  
COMPANIES



70 PROJECTS



IDENTIFY PROJECTS



26 ANNOUNCEMENTS



SUCCESSFUL PROJECT  
ANNOUNCEMENTS





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**Thank You**

[peterboroughed.ca/2018YIR](http://peterboroughed.ca/2018YIR)