



City of
Peterborough

To: Members of the General Committee

From: Dana Empey, Board Chair
Rhonda Keenan, President & CEO
Peterborough & the Kawarthas Economic Development

Meeting Date: September 9, 2019

Subject: Report PKED19-003
PKED 2019 Second Quarter Metrics

Purpose

A report to inform Council of Peterborough & the Kawarthas Economic Development's 2019 Second Quarter Metrics.

Recommendation

That Council approve the recommendation outlined in Report PKED19-003 dated September 9, 2019 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED19-003 and supporting presentation, providing the Peterborough & the Kawarthas Economic Development 2019 Second Quarter Metrics be received.

Budget and Financial Implications

There are no budget or financial implications as a result of this report.

Background

The three-party Memorandum of Understanding agreement between the City, County and Peterborough & the Kawarthas Economic Development (PKED), endorsed by City Council December 7, 2015, requires PKED to provide quarterly updates to City and County Council, based on an approved set of performance measures for the upcoming year.

Submitted by,

Dana Empey
Board Chair
Peterborough & the Kawarthas
Economic Development

Rhonda Keenan
President & CEO
Peterborough & the Kawarthas
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Attachment:
Appendix A – 2019 Second Quarter Metrics

Appendix A



ECONOMIC DEVELOPMENT

2019 BUSINESS PLAN

This Annual Business Plan supports the final year of the **2015-2019 Strategic Plan: Realizing a High-Performing Economy: Igniting the Transformation.**

The 2019 Annual Business Plan supports the core economic development activities as outlined in the Memorandum of Understanding between PKED, the City of Peterborough and the County of Peterborough dated, December 12, 2012 and later amended December 7, 2015.

The General Mandate of PKED within the agreement is to facilitate an environment which will contribute to the creation of wealth, the growth of new employment and the development of an improving quality of life for area residents. PKED will promote, facilitate and develop a strong unified economic development presence for the Greater Peterborough Area (being the entire geographic region consisting of the County of Peterborough and the City of Peterborough). PKED will work cooperatively with local municipalities and other organizations to ensure that investment opportunities throughout the entire Region are effectively developed.

The core economic development 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.
2. **START** - High performing economic growth will be driven by start-ups and entrepreneurs. For business to realize its full potential, we must support businesses through the start and early growth phases.
3. **GROW** - Business retention and expansion are the foundation of core economic development activities. We will continue to meet with the local existing business base, across all key sectors throughout the region.
4. **ATTRACT** - Attracting new investment and assessment efforts will be focused across the region. Working in alignment with each municipality throughout the City and County, we will focus attraction efforts on the region's established key sectors: Agriculture, Aerospace, Cleantech, Manufacturing (Industry 4.0) and Tourism

1. PROMOTE

Peterborough & the Kawarthas has an extraordinary story to tell. We will advance a compelling narrative showcasing our region's unique advantages, carefully differentiating our region from others.

We need to create both awareness of the region and identify what opportunities exist to successfully 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.

PKED will use the following marketing techniques:

- The PKED website: peterboroughed.ca; highlights include promoting workshops for entrepreneurs; resources that can aid businesses and a toolkit for site selectors to learn this region's strengths for investment.
- The tourism website: thekawarthas.ca; visitors can create their own itinerary through a trip planner tool and have direct connections to tourism partners; advertising is leveraged, and new product is promoted through partners such as RTO8.
- Social media; LinkedIn, Twitter, Facebook and Instagram; Digital marketing techniques; traditional advertising and print publications.
- Building successful relationships in all key markets.

METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
Media results and analyticsⁱ	External Coverages -15	External Coverages -16		
# Stories for both PKED and Clients (Earned)	PKED - 21 Client - 1	12		
Social Media Analytics	PKT: Facebook: 207.2K Impressions; 11,637 Fans Twitter: 154.4K Impressions; Followers: 9,496 Instagram: 2688 Followers	PKT: Facebook: 160.9K Impressions; 11, 736 Fans Twitter: 11.5K Impressions; Followers: 9,575 Instagram: 2807 Followers PKED:		

	PKED: Facebook: 67.2K Impressions; 2070 Fans Twitter: 81.5K Impressions 5071 Followers LinkedIn: 4861 Impressions 534 Followers	Facebook: 70.2K Impressions; 2,123 Fans Twitter: 5,683 Impressions 5,148 Followers LinkedIn: 5860 Impressions 567 Followers Instagram: 5,547 Impressions 1,118 Followers		
Creation of Marketing Plans for each Target Sector	In Progress	In Progress		
Website Analytics	PKED Sessions: 7440 Contact Email Clicks:12 Leads: 44 PKT Sessions: 41,193	PKED Sessions: 6538 Contact Email Clicks: 93 Leads: 11 PKT Sessions: 57,504		

2. START

High performing economic growth will be driven by start-ups and entrepreneurs. For business to realize its full potential, support not only for the start up phase but through the early growth phase is required.

FOCUS #1: Supporting new start ups

FOCUS #2: Supporting growth Years 2-5

Peterborough & the Kawarthas is a recognized Start Up community. Entrepreneurship has been used as a youth retention strategy as well as a second career for individuals that have chosen to live in this community. The **Business Advisory Centre** uses one-on-one consultations, tools, resources, networking and workshops.

METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
# Workshops Offered – Track City and County locations (Includes: Win This Space, Bear's Lair)	15 Workshops	8 Workshops		
# Attendees attending Workshops	201 attendees	51 attendees		
# Hours consulting clients Includes: client visits, in office consultations, phone consultations, workshops before and after debriefs	130 hours	91 hours		
# Businesses or Pre-Businesses Assisted	111	87		
# Businesses Started	11	14		
# Jobs Created (Annually)				
Business Survival Rate (clients starting 2017+)				
Annual \$ Value of funding obtained by entrepreneurs and start ups				

3. GROW

Business retention and expansion is the foundation of core economic development activities. We will continue to meet with the local existing business base, across all key sectors throughout the region. We will continue to build and maintain good relationships with existing businesses and working alongside community partners and economic development committees.

Focus #1: Collection and analysis of data, relationship building.

Focus #2: Identification and response to challenges and opportunities.

It is recognized that this region's largest growth opportunity will come from existing companies. PKED will meet with businesses to offer customized support for individual businesses needing assistance; identify systemic challenges and opportunities for growth. PKED will also participate in various activities with local partner agencies such as Innovation Cluster, Chambers of Commerce, BIAs, RTO8, Tourist Associations and local Economic Development Committees whose goals are also to assist local businesses.

METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
# Business visits completed – Track City and County, as well as Sector	County - 83 City – 20	County- 3 City-13		
# Continuous Improvement & continuous learning workshops	Digital Marketing presented by Camptech: Feb. 13 th Business & Entrepreneurship Conference: Mar. 28 th Trent University to 4 th year business students	KMA Breakfast – Cannabis in the Workplace KMA – Eastern Ontario Educational Consortium for Manufactures -Skills Training for Steel and Aluminum Manufacturers at Fleming Rural Tourism Symposium		
# Attendees attending Workshops and Summits	Digital Marketing presented by Camptech: 28 attendees	KMA – 22 KMA – 20 RTS - 109		

	Business & Entrepreneurship Conference: 95 attendees			
# Local Ec Dev Committee meetings attended (Track each municipality)	<ul style="list-style-type: none"> Asphodel Norwood - 2 Selwyn - 1 HBM - 1 Trent Lakes - 1 	Asphodel Norwood - 1 Selwyn - 2 HBM - 2 Trent Lakes – 1 North Kawartha – 2		
# Businesses assisted	14	60 Unique Businesses 20 Repeat Businesses		
# Barriers to growth identified	7 Barriers Identified <ul style="list-style-type: none"> Zoning – 3 Permitting Timelines – 1 Event Planning Requirements – 1 Transportation / Parking - 2 	2 Barriers Identified <ul style="list-style-type: none"> Zoning and Parking requirement for event application. Large pieces of land for manufacturing requests. 		
# Referrals to other Business support agencies	14 Total <ul style="list-style-type: none"> Community Futures Peterborough- 13 FedDev - 1 	13 Total <ul style="list-style-type: none"> Community Futures Peterborough- 10 DBIA- 2 Innovation Cluster-1 		
# Referrals from other business support agencies	9 Total Community Futures	6 Total Community Futures Peterborough- 3 Chamber of Commerce- 2 DBIA-1		
# Jobs Created (Annually)				

4. ATTRACT

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

FOCUS #1: Advanced Manufacturing (Industry 4.0);

FOCUS #2: Aerospace;

FOCUS #3: Agriculture;

FOCUS #4: Clean Technology;

FOCUS #5: Tourism – including Meetings, Conferences, Sports Tourism and Visitors

To leverage our competitive advantage and encourage new investment and assessment in this region, PKED will attend trade shows, attend conferences, market and advertise as well as employ cold calling tactics to identify leads and attract new investment to this region. We will also interact with our provincial and federal intermediaries to highlight Peterborough & the Kawarthas' advantages and opportunities for investment recruitment abroad.

METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
# Leads per sector generated	1 Agriculture 5 Cleantech 1 Retail 2 Education	3 Agriculture 5 Retail		
# Prospects identified	1 Agriculture	3 Agriculture 3 Retail		
# Missions (inbound and outbound)	1 inbound with Province/ Eastern Europe	1 US Consul General Roundtable / Tour of Minute Maid		
# Businesses landed	1			
# New jobs created (Annually)				
# Opportunities Lost (inquiries generated and responded to, but unable to provide product, due to lack of inventory)	1 (product/land) 2 land	4 properties 1 land		
# New conferences and tournaments recruited	5	3 Events Recruited Trent Aging Conference (May) MadBastards Scooter Rally (June) Pickleball secured for 2020		
# Visitors Served (in person, mobile, on-line, phone)	569	1587		

ANNUAL REPORTS

In 2019, it is vital for PKED to report on regional economic indicators and information that tells us how the Peterborough & the Kawarthas economy is performing. Working with Statistics Canada, Workforce Development Board, Canadian Mortgage & Housing Corporation, Peterborough & Kawarthas Association of Realtors and PKED's own databases, this report will be designed to provide a snapshot of the local economy and will include the following key information on an annual basis:

- Annual Real Estate Sales
- Annual Housing Starts
- Average Market Rents
- Estimated Building Permit Values by type
- Commercial and Industrial Land inventory and vacancy
- Employment by Sector
- Wage Rates per Sector
- # Businesses Operating by Sector
- Barriers and Challenges to business growth

ⁱ Includes External Media Results only