

## Quarterly Metrics: Q1 2020

### The first quarter of 2020 started off with promise upon the launch of our Economic Development Strategy – Future Ready.

Unfortunately, this optimism was quickly overcome by uncertainty as the market responded to the COVID-19 global pandemic and its impacts. The health and wellbeing of residents continue to be the first priority, but many are worried about what the economy will look like as we move into a recovery phase. During a crisis, it is important to remember the core principles of economic development:

1. Taking good care of the companies and employers in our region.
2. Supporting entrepreneurs to create organic growth and investment in region.
3. Continuing work to grow our economic tax base by leveraging our key strengths.
4. Support impacted workers with upskilling, training for industry needs.
5. Continue to market our region, tell the stories behind the headlines and celebrate small successes.

Upon review, the Future Ready plan is doing exactly what it needs to be doing. Planning for the future by promoting the destination, leveraging our urban and rural strengths, helping to create a highly skilled workforce and supporting entrepreneurs and existing business.

The business community in Peterborough & the Kawarthas is resilient. Businesses have already started to adapt and adjust, and we will create an active recovery plan for the regional economy.

### Numbers for Q1



### Next Quarter Activities

Creation of a Collaborative Economic Recovery Plan, Business Count Survey, Tourism Destination Development Strategy, Agriculture Aggregation and Distribution Study, Agri-tourism development.