



City of  
**Peterborough**

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**To:** Members of the General Committee

**From:** Sandra Dueck, Board Chair  
Rhonda Keenan, President & CEO  
Peterborough & the Kawarthas Economic Development

**Report Date:** September 8, 2020

**Subject:** Report PKED20-006  
PKED 2020 Second Quarter Metrics

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## **Purpose**

A report to inform Council of Peterborough & the Kawarthas Economic Development's 2020 Second Quarter Metrics.

## **Recommendation**

That Council approve the recommendation outlined in Report PKED20-006, dated September 8, 2020 of the Board Chair and the President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED20-006 providing the Peterborough & the Kawarthas Economic Development 2020 Second Quarter Metrics be received for information.

## **Budget and Financial Implications**

The quarterly metrics do not have financial implications for the City, however the economic uncertainty surrounding the COVID-19 global pandemic will have significant financial impacts on PKED, the City and the overall Peterborough business community.

## **Background**

The three-party Memorandum of Understanding agreement between the City, County and Peterborough & the Kawarthas Economic Development (PKED), endorsed by City Council in December 2019, requires PKED to provide quarterly updates to City and County Council.

## Analysis

The second quarter of 2020 has been impacted by the global pandemic COVID-19. PKED adjusted its 2020 annual business plan to respond to the anticipated impacts of COVID-19 and created a Recovery Plan that was approved by City and County Council.

The Recovery Plan was broken into three phases:

Phase 1: Immediate Recovery Plan

Phase 2: Mid-Term Recovery Plan

Phase 3: Long-Term Recovery Plan

It is important to note that COVID-19 is a fluid situation and causing businesses to continually anticipate and adapt their business to respond to these ongoing changes. Some businesses are able to respond, while others are having difficulties to respond to these challenges.

Businesses in Peterborough & the Kawarthas are having similar experiences to businesses in other jurisdictions, such as concern about consumer confidence, access to PPE, childcare, supply chain management and the recognition that we will not be going back to business as usual.

However, there are challenges that Peterborough & the Kawarthas are facing that is specific to this region. These challenges were present before COVID-19, however as businesses try to rebound from COVID, these challenges will continue to negatively impact businesses in this region.

- 1. Labour Force:** Currently, the Peterborough Census Metropolitan Area (CMA) has one of the lowest participation rates in the province. As of May 2020, only 49.5% of individuals 15+ years are participating in the labour force (62.2% in May 2019). The provincial participation rate for the same period was 60.8% (65.1% in 2019). Persons not in the labour force include people who are unable or unavailable to work. It also includes persons who are without work and had not actively looked for work in the past four weeks. While it may be easy to lay blame with COVID-19, this statistic was also true prior to COVID-19.
- 2. Job Vacancies:** There are many job vacancies within the Peterborough CMA. As of August 17, 2020, there were 840 active job postings in the City of Peterborough that are posted on the [Workforce Development Boards Job Map](#). This job map is updated daily and offers a diverse range of job openings that are actively posted as available in the region.
- 3. Services and Available Land and Buildings.** As the ongoing impacts of COVID-19 are realized and remote working continues to be an accepted working option, interest in relocating to this region will grow. Ongoing access to robust broadband will be a key component for remote working. The EORN project will be key in positioning this region competitively for remote workers. Peterborough & the Kawarthas also currently has limited options for housing for future remote employees as well as shovel-ready, serviced lands in comparison to our competitor communities.

The Mayor and Warden's Task Force has received updates from the Workforce Development Board on the issues of labour force and job vacancies identified above. The Workforce Development Board has a labour force task force and PKED sits on that committee to try and tackle these long-term challenges. PKED will continue to keep Council updated on this key work.

The available land and buildings issue has been a long-term challenge. Prior to COVID-19, Infrastructure and Planning Services has begun to work across city teams to look at long term growth and has invited PKED to participate in these working meetings. It is recommended that PKED continue to work with the City's Infrastructure and Planning division to look at growth scenarios and identify areas for economic development.

## **Business Count Survey Update**

Over the last 8 weeks, the business count team has reached out to 971 businesses, of which 333 completed the survey. The business count team had intended to complete this survey work in person, pre-COVID, but has adjusted and has been calling the businesses directly and encouraging businesses to fill out the survey online.

The Survey schedule is as follows:

North Kawartha:	June 15 – June 19
Trent Lakes:	June 22 – June 26
Havelock-Belmont-Methuen:	June 29 – July 10
Douro-Dummer:	July 13 – July 17
Asphodel Norwood:	July 20 – July 24
Otonabee South Monaghan:	July 27 – July 31
Cavan Monaghan:	August 3 – August 7
Selwyn:	August 10 August 14
City of Peterborough:	August 17 – September 4

## **Business Advisory Centre (BAC)**

The BAC saw 9 business starts in Q2. Given the challenges associated with COVID-19, it was expected that lower than usual business starts would be realized. In addition to the 9 business starts the BAC hosted three webinars with a total of 47 attendees.

- "Let's Revisit your Brand: Branding & Marketing your Small Business"
- "Instagram Bootcamp with Kat Tepylo"
- "Staying Healthy during COVID-19 with Dr. Ange Wellman"
- 3 #CoffeeTalks Morning Chats with local business owners

New Venture Online Learning Course and Startup Toolkit was created for 24/7 access for clients to access our resources. This is a digital development of our popular New Venture workshop delivered in person at Venture North.

## **Peterborough & the Kawarthas Tourism**

Number of Visitors Served - 195

April: 29

May: 57

June: 109

The majority of inquiries were assisted through the live chat feature. 21 visitor packages were also mailed out to prospective visitors.

Without question, COVID-19 has severely impacted the tourism and hospitality industry. Peterborough & the Kawarthas Tourism (PKT) is working with industry partners to help tourism operators through these difficult times.

PKT has received funding through the Tourism Industry Association of Ontario (TIAO) to assist with loss of municipal accommodation tax revenue in 2020. This funding is to be used to help market the destination for visitation. The marketing plan has been put in place and approved by TIAO, with weekly progress calls and updates. The first project launched under this program was the [Dream Book](#).

Additional work to help stimulate visitation will continue throughout the remaining summer season and will transition to fall and winter visitation campaigns.

Several tourism partners have raised serious challenges to operating as a result of COVID-19. Large venue spaces are unable to open due to health concerns. Retailers are competing with online shopping, while restaurants are operating with limited capacity and scaled back staff. Accommodations have been reporting almost three-fold increases in liability insurance premiums. Some restaurants have also been reporting these insurance challenges as well. These increases may result in some companies having to close permanently.

## Corporate Updates

The PKED Annual General Meeting took place virtually on April 30, 2020. The 2020 Board of Directors are:

Sandra Dueck – Board Chair

Lori Neil – Vice Chair

Bob Gauvreau – Board Member and Chair of Audit and Finance Committee

Karen Beamish – Board Member and Chair of Nominations and Strategic Initiatives Committee

Erin McLean – Board Member and Chair of Governance Committee

Dana Empey – Past Chair

Tracey Randall – Board Member

Terry McCullough – Board Member

Maureen Adamson – Board Member

Asaf Zohar – Board Member

John Desbiens – Board Member: Innovation Cluster Board Chair

Sandra Clancy – City CAO

Troy Speck – County CAO

Submitted by,

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