

Peterborough & the Kawarthas

2020

BUSINESS COUNT REPORT



Peterborough
&
THE KAWARTHAS

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In 2020, the Peterborough and the Kawartha Economic Development team conducted the region’s first annual Business Count. Originally taking place over 16 weeks with 4 dedicated students, the plan was for students to visit each and every business within the City and County. Due to the nature of the pandemic, the Business Count team made the adaptations necessary to continue with the project without physically visiting businesses, by communicating over the phone and electronically. The objective was simple. To record a comprehensive inventory of the businesses and their associated industry and employment figures throughout the City and County. The original initiative to collect data was reconfigured and the emphasis of connecting and communicating information to our regional businesses quickly became the main priority of the project.

I would like to express a special thank you to our businesses that took part in the survey and encourage the participation of many more business owners for the years to come. I’d also like to thank our partner municipal economic development officers throughout the County that assisted us in the process in finding the businesses we identified and promoting the project with your locale. A sincere thank you also goes out to our excellent City and County G.I.S. departments that provided valuable information that the project could not be finished without.

Although not a perfect data set, the information uncovered will prove to be a useful and landmark snapshot of the regional economy as we enter into 2021. We look forward to uncovering more businesses next year and connecting with the business community as we push our economy forward.



Suzanne McCrimmon
Director of Business Development

Peterborough & the Kawartha
Economic Development

Fun Facts

1

Pride of Place - We identified more than 50 businesses that incorporated "Kawartha" into their operating name

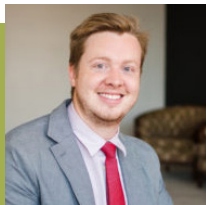
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More than **120 business owners** consented to receiving directed messaging from PKED.

Final Note

Please note all surveys were completed voluntarily and were conducted over the phone and online between June 15th and September 30th. The more survey data we collect the better PKED can serve it's regional business community. Peterborough and the Kawathas Economic Development practiced extreme care and diligence in obtaining and reporting this information.

For any questions related to the project please contact project manager,



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**We look forward
to speaking with
you next year!**

Glossary

Export:

Goods and services that are produced and shipped to other locations that can include regional, provincial, national or international locations.

Floor space in square feet:

The total floor space used by a business (covered area).

Import:

Goods and services that are received and shipped from other locations that can include regional, provincial, national, or international locations that are intended to be re-sold or inputted as a portion of a final or intermediate commodity.

Legal Status:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

N.A.I.C.S. Codes:

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States.

Ownership Form:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

For further clarification on terms and definitions related to the business count please visit our website: <https://peterboroughed.ca/real-results/business-count/>

Peterborough & the Kawarthas Results



For the businesses identified within the City and County
We counted **2,023 business** which included **460** retail
businesses, **287** accommodation & food businesses, **254**
service-based businesses amongst many more. (table below).

60 out of the 624 businesses
surveyed reported exporting
products as part of their
business operations

We gathered information on the commercial
space utilized by **425 businesses**.

*Please note we did not include square footage
for residential home-based businesses.

Business Composition Identified by Industry in Peterborough & the Kawarthas by NAICS Code

TOTALS ————— 2,023

Retail Trade (44-45)		460
Accommodation & food services (72)		287
Other Services (81)		254
Arts, entertainment & recreation (71)		134
Construction (23)		132
Professional, scientific & technical Services (54)		125
Manufacturing (31-33)		106
Health care & social assistance (62)		84
Agriculture, forestry, fishing & hunting (11)		68
Wholesale Trade (41-42)		64
Administrative & support, waste management & remediation services (56)		62
Real estate, rental & leasing (53)		58
Educational Services (61)		51
Transportation & warehousing (48-49)		47
Finance & insurance (52)		46
Information & cultural industries (51)		33
Mining, quarry oil & gas extraction (21)		4
Utilities (22)		3
Management of companies & enterprises (55)		2
Public Administration (91)		3

624 ————— 60

144	16
81	4
62	1
41	
43	
43	1
47	15
28	
31	14
10	5
13	
22	
11	
11	4
13	
20	
1	
1	
1	
1	

Floor Space Overview

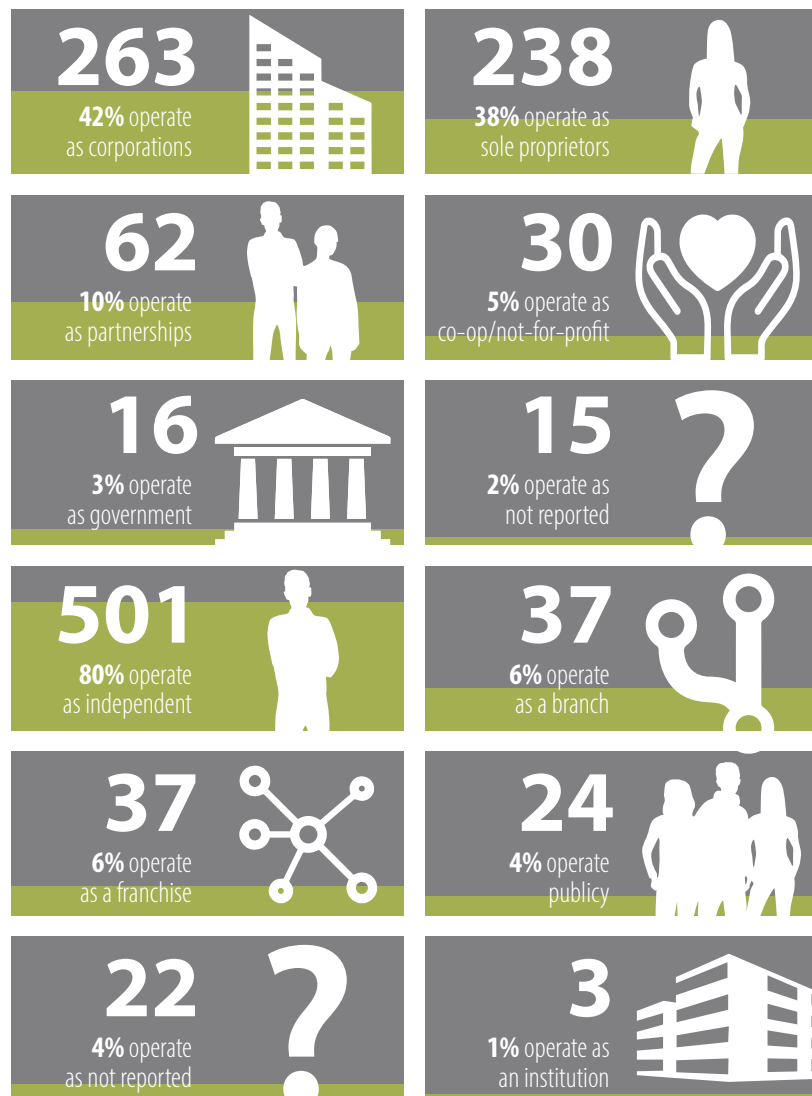
425 ————— 6,690,323

143	2,325,997
47	295,688
37	139,450
27	609,142
7	10,450
29	165,600
44	1,396,728
21	93,150
1	800
16	119,800
3	22,800
13	23,750
10	769,120
3	21,100
13	89,260
8	72,988
1	50,000
2	484,500

Of the total businesses we counted, we successfully **surveyed 624** businesses. **1 in 3 businesses** were responsive in providing answers to our survey over the phone and through e-mail.

We counted more than **14,500 jobs** and accounted for just under **7 million square feet** dedicated to business.

Of the **624 businesses** we completed surveys with:



At the end of our survey we asked businesses if they would like to be put in touch with an economic development officer, **36 businesses requested assistance.**

The most common requests were for

- 1 Navigating and accessing COVID-19 financing.
- 2 Workforce development and retention assistance.
- 3 Marketing and networking opportunities.

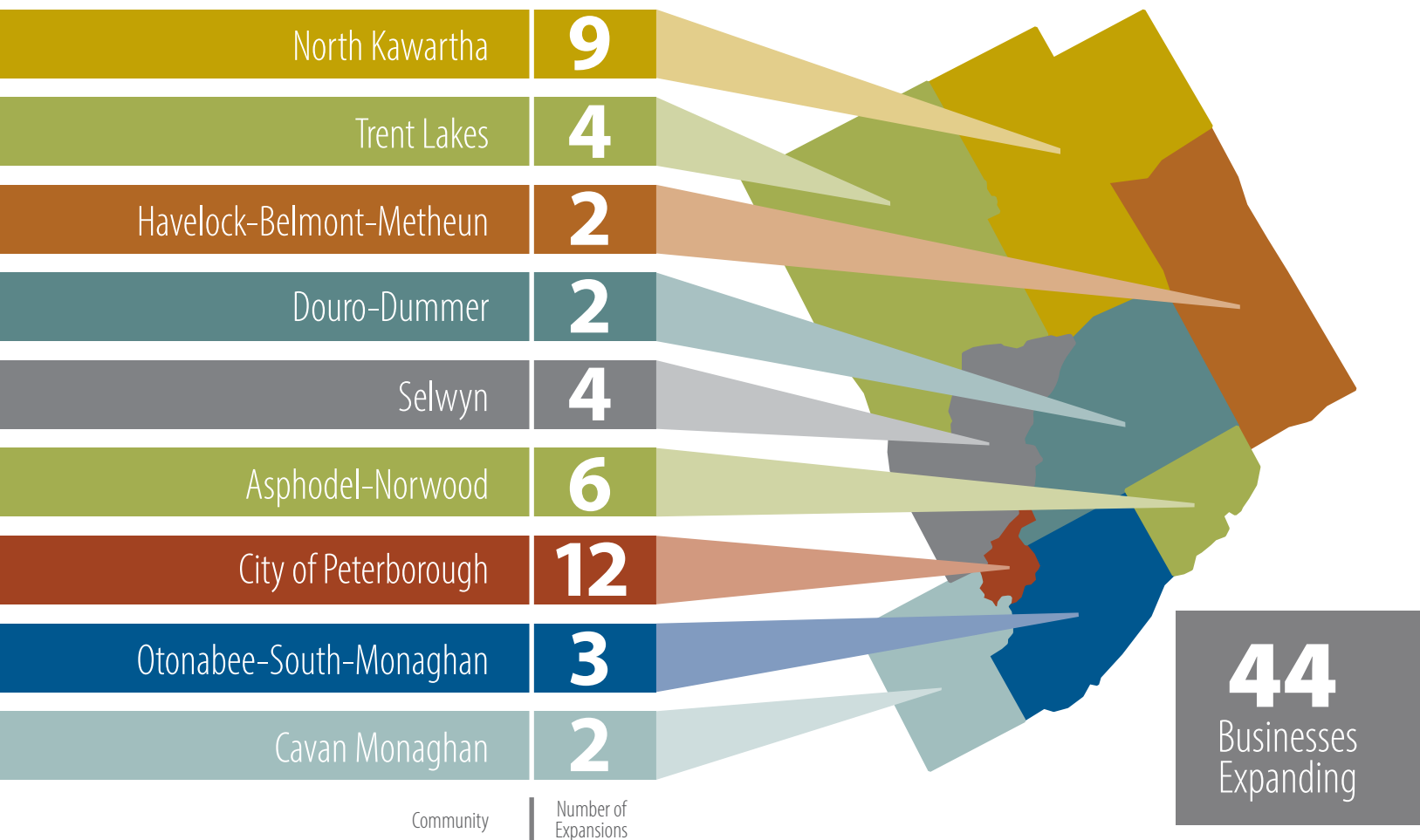
141 businesses out of the **624** we completed surveys with noted shortages when hiring. Here is a breakdown of what these shortages were:

Percent of Noted Shortages	Skill Shortage	Times Noted
25.34%	Tradespeople	35
17.81%	Customer service	25
13.70%	Scientific & technical services	19
8.90%	Culinary	13
6.85%	Auto mechanics	10
6.16%	General labour	9
4.79%	Trucking transportation	7
4.11%	Financial & accounting related skills	5
2.74%	Health professionals	4
2.05%	Cleaners	3
1.37%	Agricultural knowledge	2
1.37%	Engineering	2
1.37%	Estheticians	2
0.68%	Administrative work	1
0.68%	Construction	1
0.68%	Leadership	1
0.68%	Marketing	1
0.68%	Sales	1

Expansion Overview



We asked businesses if they planned on expanding their operations within the next 12 months. **44 businesses indicated they were.** The number of expansions indicated per community are listed below.



The industry composition of these **businesses planning to expand** are listed beside.

Expansions by Industry in Peterborough & the Kawarthas



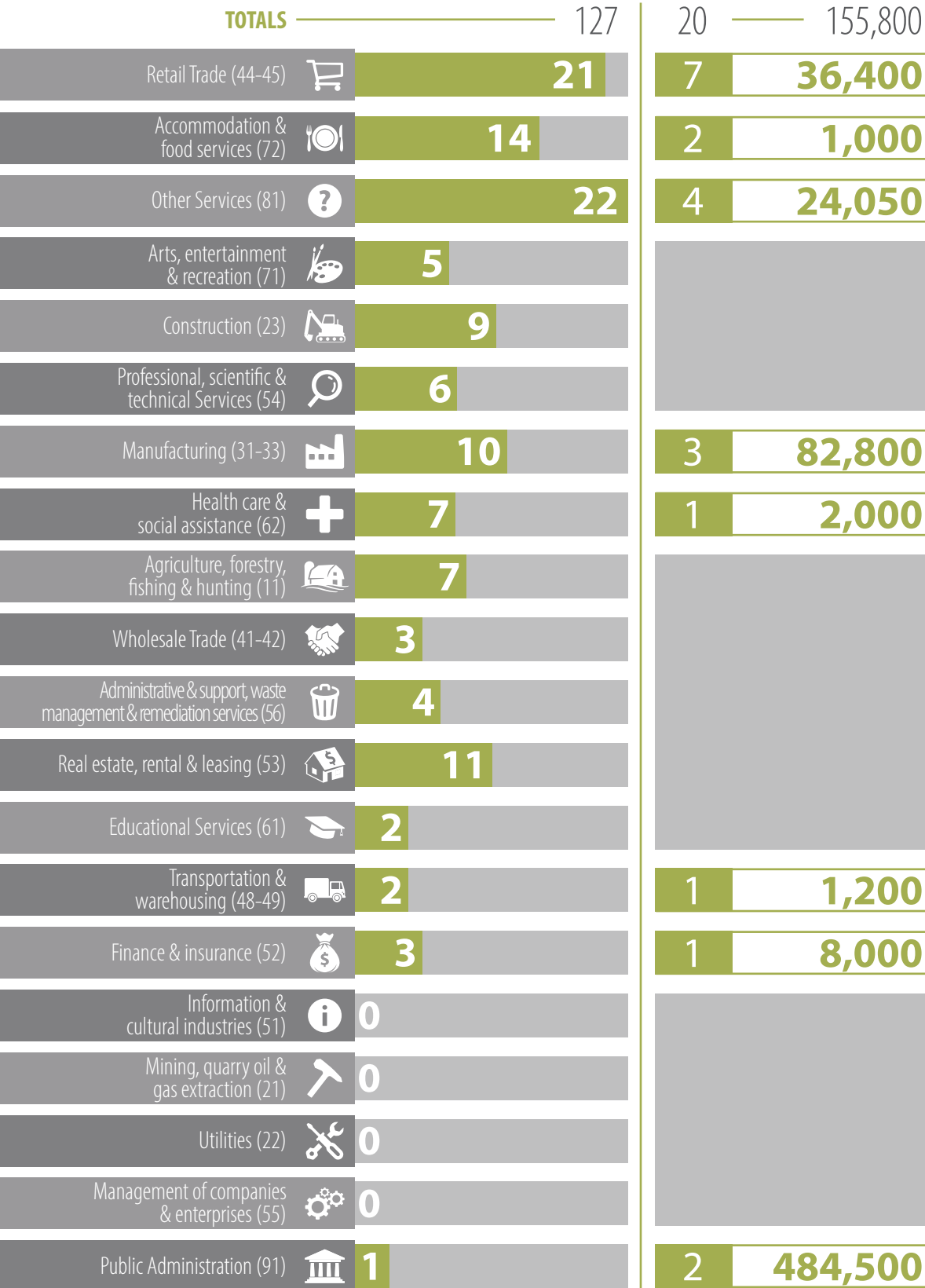
Asphodel Norwood Results

We counted **127 businesses** in Asphodel Norwood.

Of those 127 businesses, **44 completed** a survey with us.

20 businesses accounted for just under **156,000 square feet** in Asphodel Norwood.

The business composition is listed below.*



Industry (NAICS Code) — # of Businesses Identified

of Businesses Included — Square Footage



Noted skills shortage
9 businesses noted skills shortages when hiring including:

- Trucking transportation 3
- Health professionals 3
- Tradespeople 2
- Customer service 1

Of those **44 businesses** that completed a survey **3 asked** to speak with an economic development officer for assistance.

Most requested EDO services:

COVID-19 financing,
Networking opportunities,
General business

Looking to expand:
6 businesses are planning on expanding within the next 12 months.

Cavan Monaghan Results

We counted **135 businesses** in Cavan Monaghan.

Of those 135 businesses, **49 completed** a survey with us.

28 businesses accounted for just under **225,000 square feet** in Cavan Monaghan.

The business composition is listed below.*



TOTALS	135	28	224,200
Retail Trade (44-45)	28	7	24,600
Accommodation & food services (72)	5		
Other Services (81)	18	3	3,200
Arts, entertainment & recreation (71)	10	4	123,300
Construction (23)	5		
Professional, scientific & technical Services (54)	8	2	1,750
Manufacturing (31-33)	10	4	19,250
Health care & social assistance (62)	7		
Agriculture, forestry, fishing & hunting (11)	10		
Wholesale Trade (41-42)	6	3	37,000
Administrative & support, waste management & remediation services (56)	2		
Real estate, rental & leasing (53)	4	1	400
Educational Services (61)	3	1	1,920
Transportation & warehousing (48-49)	12		
Finance & insurance (52)	4	2	2,800
Information & cultural industries (51)	2	1	10,000
Mining, quarry oil & gas extraction (21)	1		
Utilities (22)	0		
Management of companies & enterprises (55)	0		
Public Administration (91)	0	2	484,500

Noted skills shortage
12 businesses noted skills shortages when hiring including:

Customer service	2
Scientific & technical services	2
General labour	2
Culinary	1
Auto mechanics	1
Tradespeople	1
Trucking transportation	1
Leadership	1
Marketing	1

Most requested EDO services:
COVID-19 related financing, Workforce retention, General business concerns

Looking to expand:
2 businesses are planning on expanding within the next 12 months.

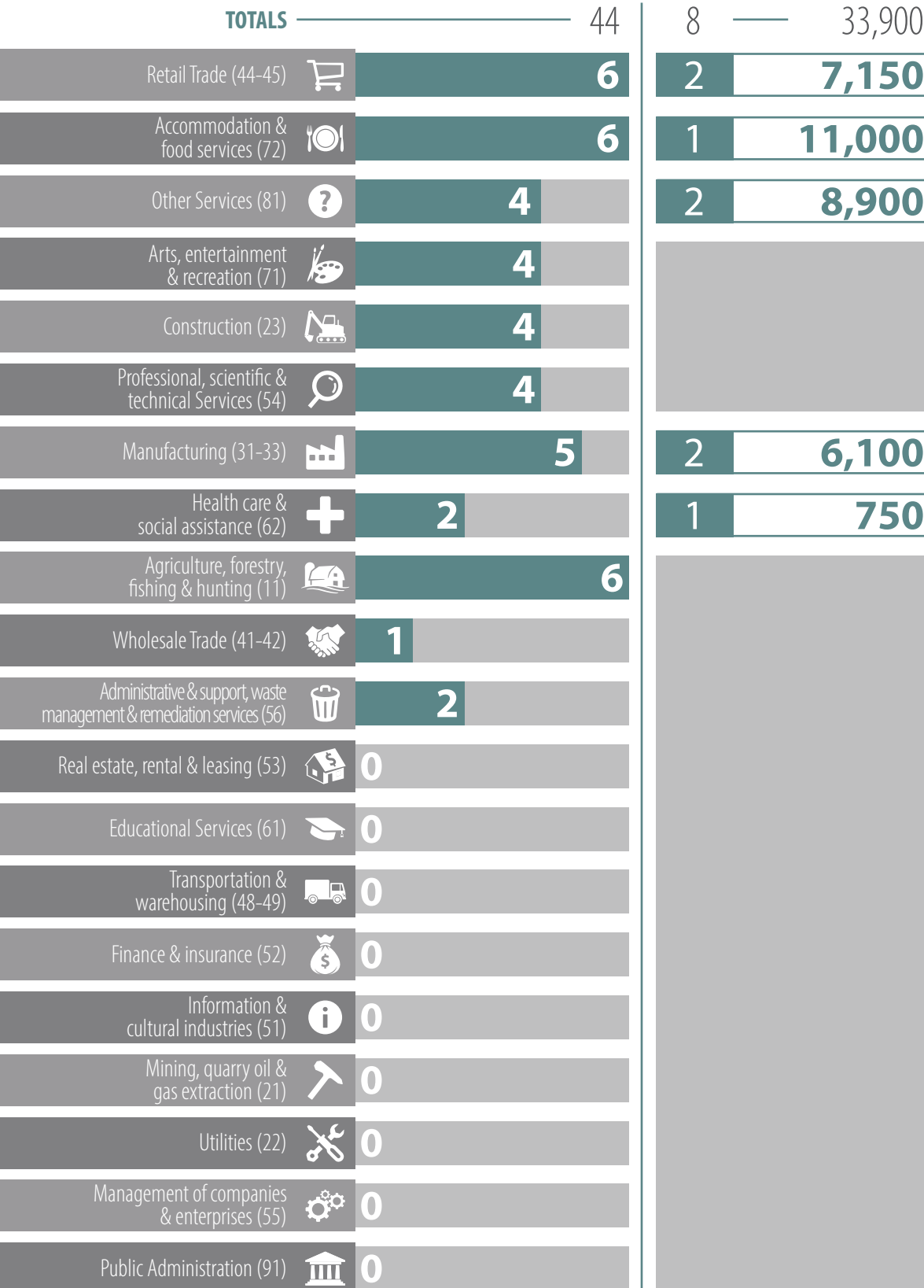
Douro-Dummer Results

We counted **44 businesses** in Douro-Dummer.

Of those 44 businesses, **21 completed** a survey with us.

8 businesses accounted for just under **34,000 square feet** in Douro-Dummer

The business composition is listed below.*



Noted skills shortage
3 businesses noted skills shortages when hiring including:

Tradespeople **2**
Auto mechanics **1**
Sales **1**

Most requested EDO services:
Networking, COVID-19 financing, General business concerns

Looking to expand:
2 businesses are planning on expanding within the next 12 months.

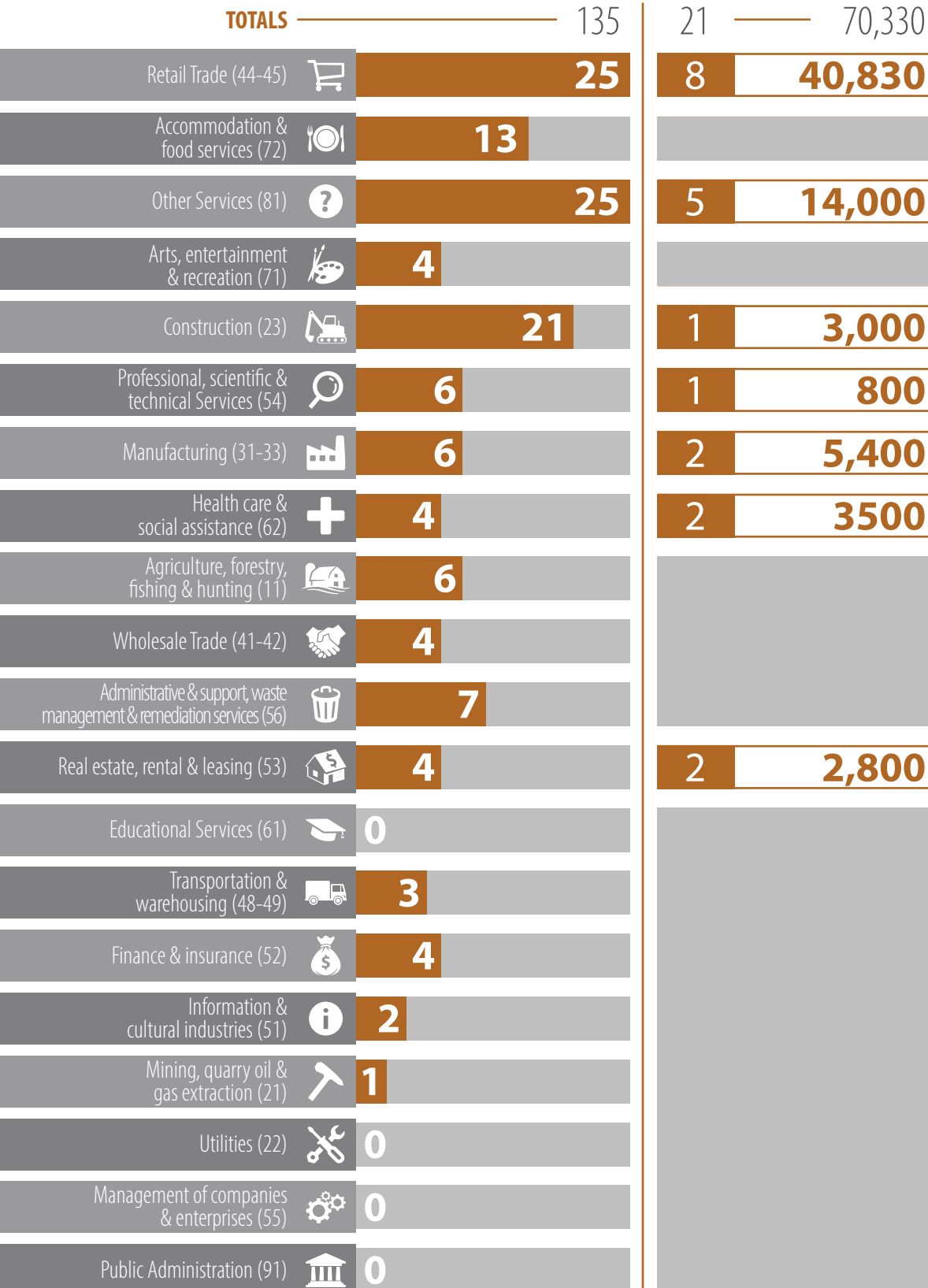
Havelock-Belmont-Metheun Results

We counted **135 businesses** in Havelock-Belmont-Metheun.

Of those 135 businesses, **50 completed** a survey with us.

21 businesses accounted for just under **71,000 square feet** in Havelock-Belmont-Metheun.

The business composition is listed below.*



Noted skills shortage
9 businesses noted skills shortages when hiring including:

- Tradespeople 2
- Customer service 2
- Scientific & technical services 1
- Health professionals 1
- Auto mechanics 1
- General labour 1
- Engineering 1

Most requested EDO services:
Workforce development,
Networking,
COVID-19 Financing.

Looking to expand:
2 businesses
are planning on expanding within the next 12 months.

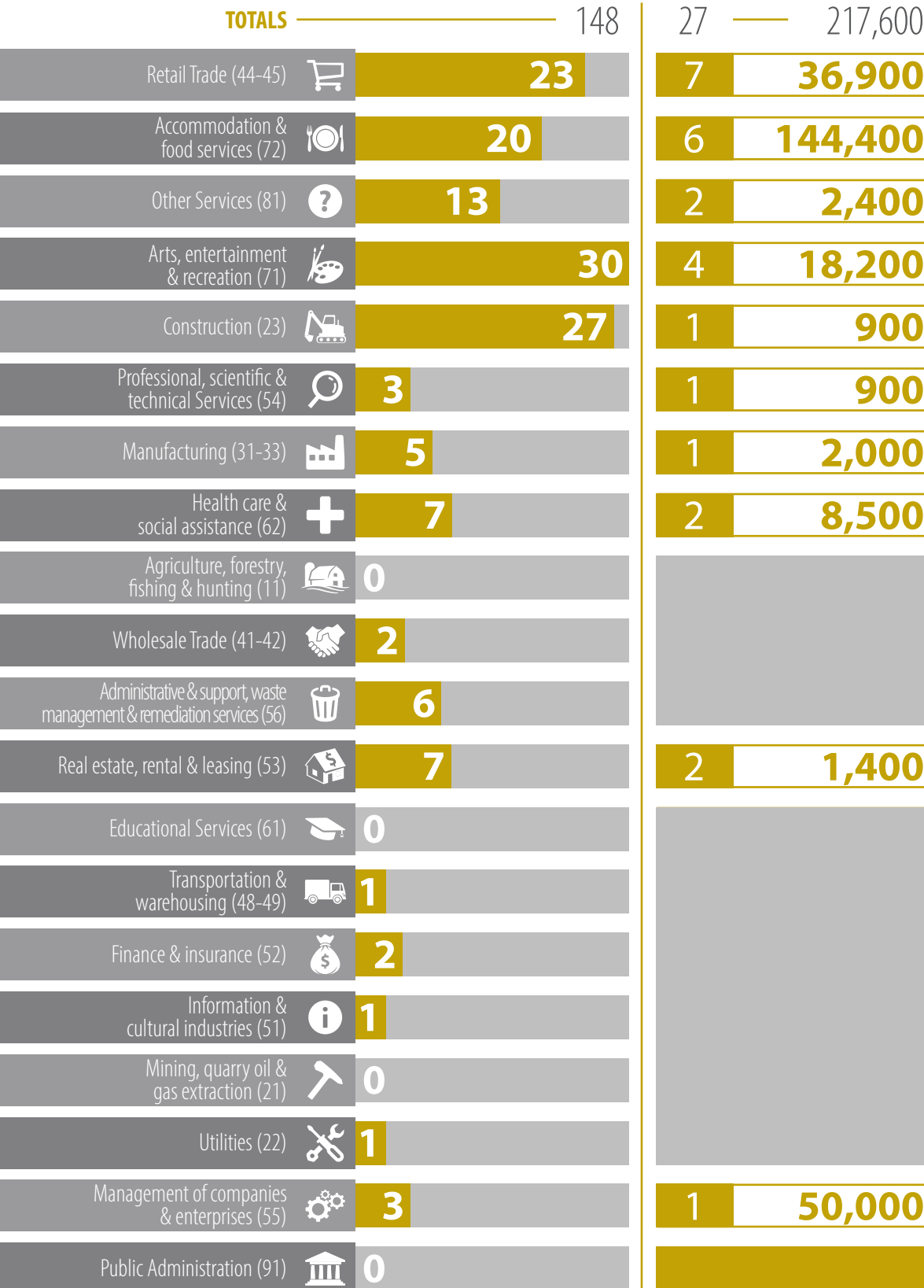
North Kawartha Results

We counted **148 businesses** in North Kawartha.

Of those 148 businesses, **61 completed** a survey with us.

27 businesses accounted for just under **218,000 square feet** in North Kawartha.

The business composition is listed below.*



Noted skills shortage
18 businesses noted skills shortages when hiring including:

Tradespeople **8**

Culinary **4**

General labour **4**

Trucking transportation **1**

Financial & accounting related skills **1**

Most requested EDO services:
COVID-19 financing,
Workforce retention,
General business concerns

Looking to expand:
9 businesses
are planning on expanding within the next 12 months.

Otonabee-South-Monaghan Results

We counted **132 businesses** in Otonabee-South-Monaghan.

The business composition is listed below.*

Of those 132 businesses, **40 completed** a survey with us.

14 businesses accounted for just under **636,000 square feet** in Otonabee-South-Monaghan.



TOTALS		132
Retail Trade (44-45)		22
Accommodation & food services (72)		28
Other Services (81)		6
Arts, entertainment & recreation (71)		19
Construction (23)		9
Professional, scientific & technical Services (54)		4
Manufacturing (31-33)		5
Health care & social assistance (62)		2
Agriculture, forestry, fishing & hunting (11)		20
Wholesale Trade (41-42)		6
Administrative & support, waste management & remediation services (56)		6
Real estate, rental & leasing (53)		0
Educational Services (61)		2
Transportation & warehousing (48-49)		0
Finance & insurance (52)		1
Information & cultural industries (51)		2
Mining, quarry oil & gas extraction (21)		0
Utilities (22)		0
Management of companies & enterprises (55)		0
Public Administration (91)		2

14	635,900
6	53,250
1	5,000
2	159,000
1	1,350
2	411,300
1	5,000
1	1,000

Noted skills shortage
8 businesses noted skills shortages when hiring including:

Tradespeople		3
Customer service		1
Scientific & technical services		1
Auto mechanics		1
Cleaners		1
Administrative work		1

Most requested EDO services:

COVID-19 financing,
Marketing, Networking.

Looking to expand:
3 businesses
are planning on expanding within the next 12 months.

City of Peterborough Results

We counted **907 businesses** in City of Peterborough.

Of those 907 businesses, **218 completed** a survey with us.

238 businesses accounted for just under **4,000,000 square feet** in City of Peterborough

The business composition is listed below.*



TOTALS	907	238	3,972,954
Retail Trade (44-45)	239	74	1,706,863
Accommodation & food services (72)	118	29	118,798
Other Services (81)	133	15	65,700
Arts, entertainment & recreation (71)	33	15	271,842
Construction (23)	24	3	4,400
Professional, scientific & technical Services (54)	71	20	153,850
Manufacturing (31-33)	50	24	765,253
Health care & social assistance (62)	43	13	70,100
Agriculture, forestry, fishing & hunting (11)	68		
Wholesale Trade (41-42)	38	12	77,800
Administrative & support, waste management & remediation services (56)	17	2	22,000
Real estate, rental & leasing (53)	21	6	15,800
Educational Services (61)	39	7	14,900
Transportation & warehousing (48-49)	23	2	19,900
Finance & insurance (52)	26	6	68,260
Information & cultural industries (51)	24	7	62,988
Mining, quarry oil & gas extraction (21)	0		
Utilities (22)	1		
Management of companies & enterprises (55)	2	1	50,000
Public Administration (91)	2	2	484,500

Noted skills shortage
50 businesses noted skills shortages when hiring including:

Customer service	16
Scientific & technical services	12
Tradespeople	9
Culinary	3
Financial & accounting related skills	3
Estheticians	2
Trucking transportation	1
Auto mechanics	1
Cleaners	1
Engineering	1
General labour	1

Most requested EDO services:
COVID-19 financing, Business Development, Networking.

Looking to expand:
12 businesses are planning on expanding within the next 12 months.

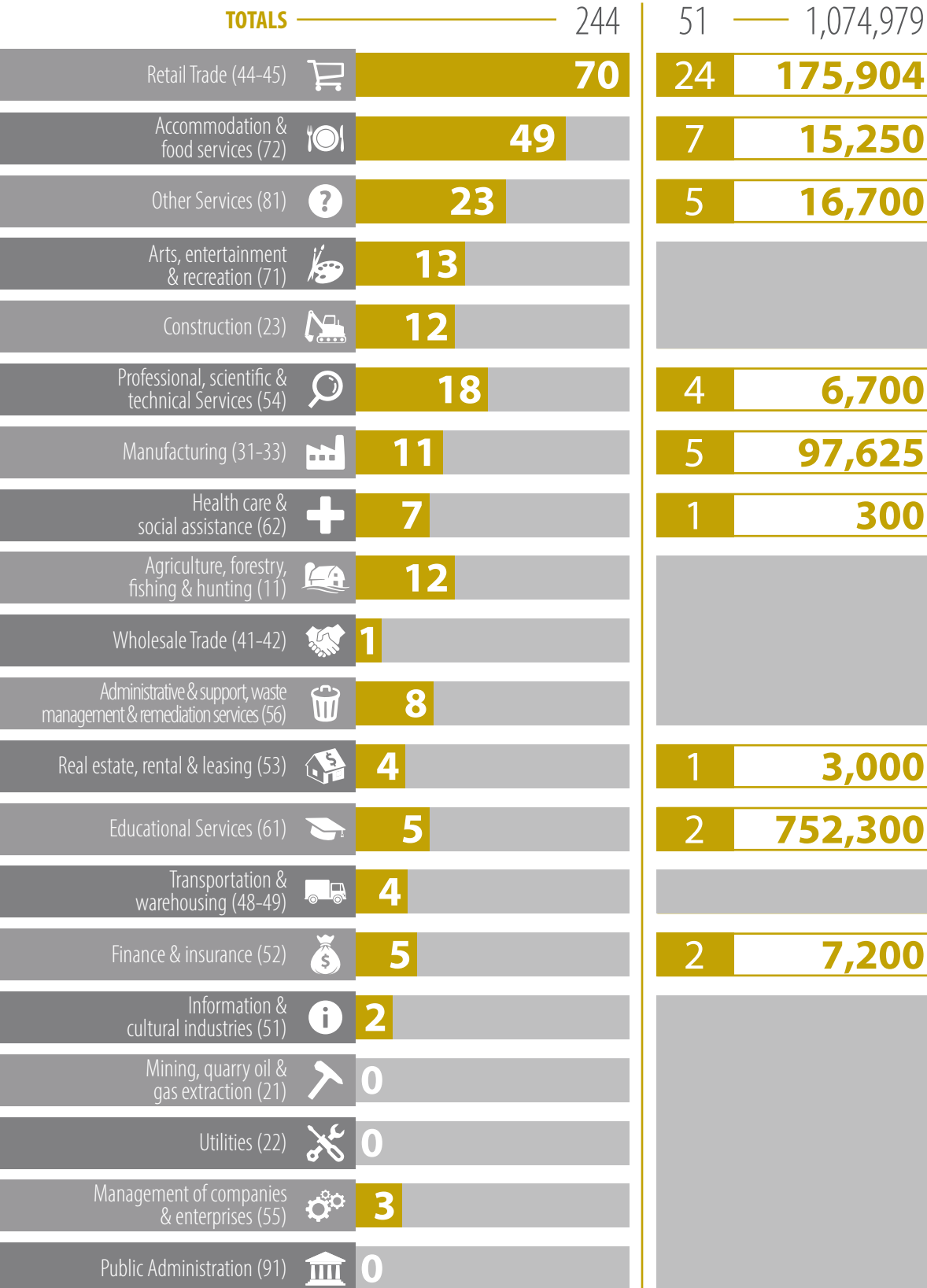
Selwyn Results

We counted **244 businesses** in Selwyn.

The business composition is listed below.*

Of those 244 businesses, **95 completed** a survey with us.

51 businesses accounted for just under **1,100,000 square feet** in Selwyn.



Noted skills shortage
21 businesses noted skills shortages when hiring including:

- Culinary 5
- Tradespeople 4
- Auto mechanics 4
- Scientific & technical services 3
- Customer service 2
- General labour 1
- Trucking transportation 1
- Financial & accounting related skills 1

Most requested EDO services:

COVID-19 financing,
General business,
Networking.

Looking to expand:
4 businesses
are planning on expanding within the next 12 months.

Trent Lakes Results

We counted **151 businesses** in Trent Lakes.

Of those 151 businesses, **46 completed** a survey with us.

18 businesses accounted for just under **305,000 square feet** in Trent Lakes.

The business composition is listed below.*



TOTALS	151
Retail Trade (44-45)	26
Accommodation & food services (72)	34
Other Services (81)	10
Arts, entertainment & recreation (71)	16
Construction (23)	21
Professional, scientific & technical Services (54)	5
Manufacturing (31-33)	4
Health care & social assistance (62)	5
Agriculture, forestry, fishing & hunting (11)	4
Wholesale Trade (41-42)	3
Administrative & support, waste management & remediation services (56)	10
Real estate, rental & leasing (53)	7
Educational Services (61)	0
Transportation & warehousing (48-49)	2
Finance & insurance (52)	1
Information & cultural industries (51)	0
Mining, quarry oil & gas extraction (21)	2
Utilities (22)	1
Management of companies & enterprises (55)	0
Public Administration (91)	0

18	304,640
8	244,100
1	240
1	4,500
2	36,800
1	800
1	1,600
1	7,000
1	8,000
1	800
1	800

Noted skills shortage
15 businesses noted skills shortages when hiring including:

Tradespeople 6

Customer service 2

Agricultural knowledge 2

Auto mechanics 1

Financial & accounting related skills 1

Cleaners 1

Scientific & technical services 1

Construction 1

Most requested EDO services:

COVID-19 financing,
Business Development,
Networking.

Looking to expand:
4 businesses
are planning on expanding within the next 12 months.

Peterborough
— & —
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