



Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT



2021 Business
Plan

Core Activities for Economic Development

PROMOTE – Promote this destination for business growth, investment and visitation

START – Support new business and start-ups through the early growth phases

GROW – Business retention and expansion activities for local existing businesses

ATTRACT – Attracting new investment and assessment throughout the region with a focus on established key sectors: Agriculture, Aerospace, Clean Technology, Industry 4.0, and Tourism

2021 Business Plan

- Ensures that the Mandate of the MOU is met
- **Considers the focus of the Future Ready Development Plan**
- **Recognizes the ongoing challenges and COVID-19**



objective

Promote
Peterborough &
the Kawarthas as a
Destination of Choice
for Visitors, Business,
Entrepreneurs,
Investors and
Students



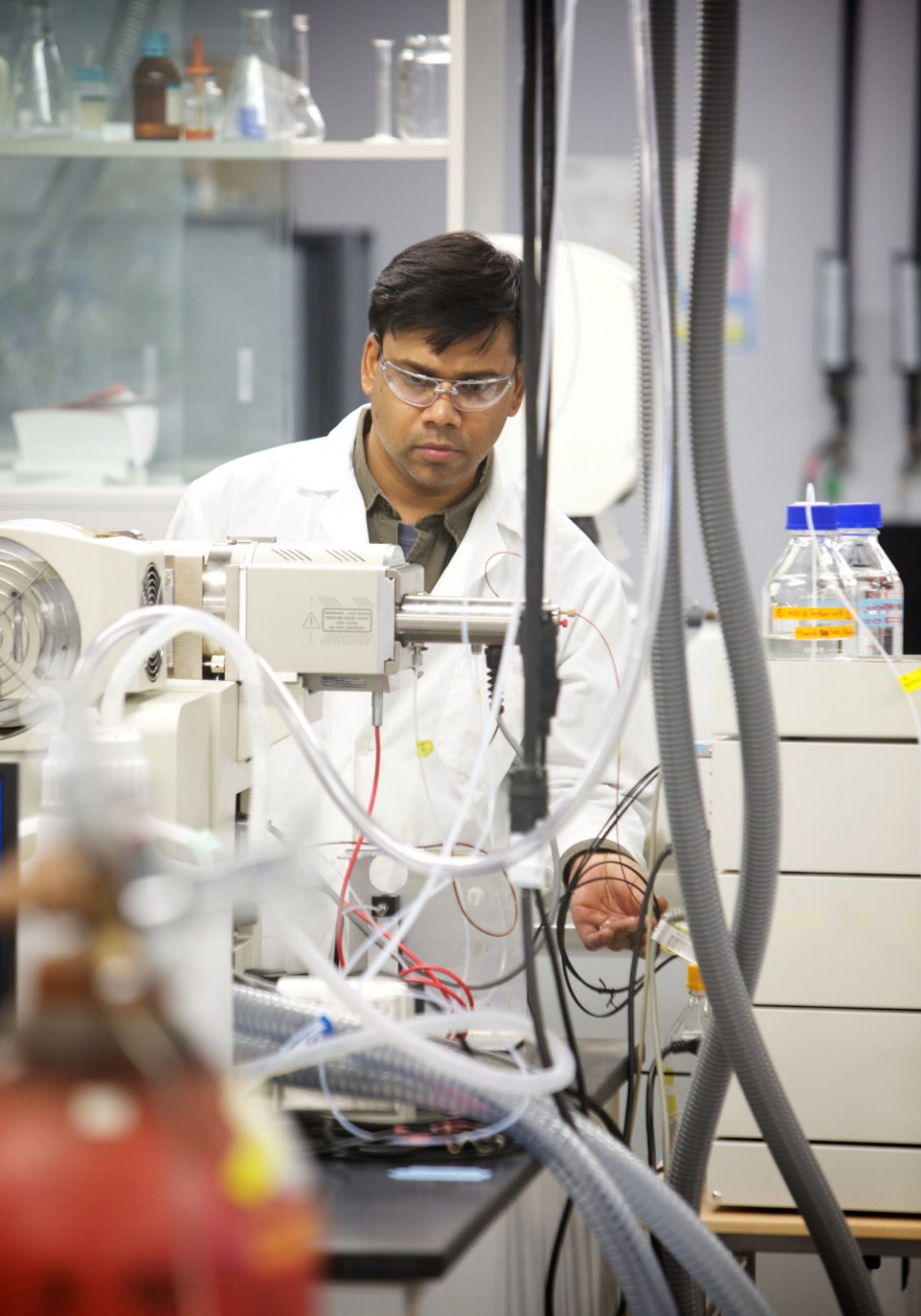
Promote

- Amplify good news and success stories
- Highlight “Why Peterborough” to key target markets
- Promote 2021 Business Count Survey
- Create publications and packages for visitors and business
- Promote annual events such as Spring Summit TD Economic Outlook event
- Promote resources for business such as funding and training



2 objective

**Leverage the
Region's Mix of
Rural and Urban
Assets and
Business**



Business Development

- 2021 Business Count Survey
- Participate with Ontario East Ec Dev for FDI
- Engage with Invest Ontario to share Peterborough advantages
- Respond and track inquiries
- Facilitate businesses to create new products in tourism
- Agriculture Aggregation/Distribution Hub
- Kawartha Choice Farm Fresh
- Culinary Tourism Strategy



3 objective

Build A
Job-Ready
Highly Skilled
and
Innovative
Workforce of
the future



Workforce

- Labour Force Task Force with WDB
- EOLC Workforce Development and Deployment working group
- OTEC – Training for Tourism Industry
- SAO Project for Aerospace
- Workforce for Manufacturers
- Host an Engineering Day for Manufacturers



4


objective

**Support All
Phases of
Entrepreneurship,
While Also
Supporting
Existing
Businesses**




START UPS

- Starter Company Plus Programming
- Summer Company
- Toolkit for Entrepreneurs
- Growth Wheel training
- E-Learning and Virtual Advisory Services



2021 will be another
challenging year for
business.





Tourism Resiliency Project



Visitor Pledge



Visitor Services Review and Tourism Strategy

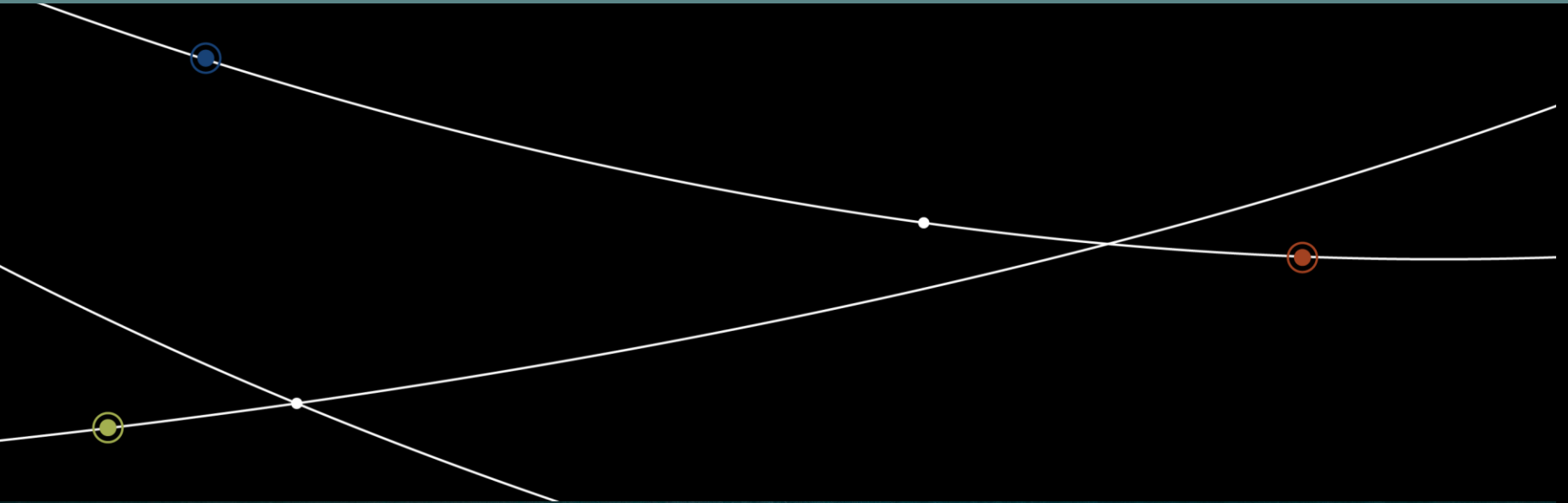




Inventory of Available Land and Buildings



2021 Business Plan



Collaboration – Sustainability -
Innovation



Questions

