



City of
Peterborough

To: Members of the General Committee

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

Report Date: May 3, 2021

Subject: Report PKED21-005
PKED 2021 First Quarter Metrics

Purpose

A report to inform Council of Peterborough & the Kawarthas Economic Development's 2021 First Quarter Metrics.

Recommendation

That Council approve the recommendation outlined in Report PKED21-005 dated May 3, 2021 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED21-005 and supporting presentation, providing the Peterborough & Kawarthas Economic Development 2021 First Quarter Metrics be received for information.

Budget and Financial Implications

There are no financial impacts associated with this report. All activities are covered within the approved 2021 budget.

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. The MOU requires PKED to have an economic development strategy renewed every five years, the current strategy is entitled: [Future Ready 2020-2024](#).

The MOU requires an annual business plan and budget to be presented to Council, in addition to quarterly reports on activities.

Analysis

Objective 1: Promoting the Destination

Throughout the first quarter of 2021, PKED continued to reach out to its key markets through the Small Business Newsletter and Tourism Business Bulletin each month. In March a Visitor Newsletter was also issued. Key topics have been upcoming workshops and public health information and promoting the Tourism Resiliency Funding Program.

Social media campaigns have been:

- Promoting the 2020 Business Count survey results
- Promoting the Small Business Centres Ontario programming to promote free e-learning sessions in support of small business.
- Pushing the Workforce Development Board Worker Impact Survey to hear from people looking to re-enter the workforce
- Highlighting COVID-19 workplace guidelines from Peterborough Public Health (PPH)
- Promoting virtual future travel planning services offered through Peterborough & the Kawarthas Tourism (live chat, Dream Book)
- Creating Business Success Stories
- Promoting Summer Company Applications opening
- January was focused on planning for better days ahead and promoting the Agriculture workshops and Agriculture Inventory survey for the Kawartha Choice Farm Fresh project.
- February focused on International Food Blog Series, Ice Fishing and culture and heritage.
- March was National Engineering Month – a blog post was created entitled [The Unique Products that were Engineered in Peterborough](#) highlighting many products that were designed and engineered in Peterborough & the Kawarthas region.
- A series has been developed highlighting the graduating companies from the BAC Starter Company Plus program. In March, [Kawartha Spice Co](#) and [Ritual Apothecary](#) were featured.

OBJECTIVE 2: Leveraging the Mix of Urban and Rural Assets and Businesses (GROW and ATTRACT)

GROW

There have been 386 interactions with local companies in the first quarter of 2021. Activities have been for business plan support, advising of the Tourism Resiliency Project funding available, product development opportunities and following up from 2020 Business Count surveys for companies that wish to expand.

ATTRACT

Peterborough & the Kawarthas worked with a total of 11 new Leads in Q1.

In Progress: 6

Lost: 5

Since January 1, 2020, PKED continues to actively work with 98 companies. 55 are considered expansion projects, 34 are attraction efforts and 5 are considered start ups.

VISITORS

Peterborough & the Kawarthas Tourism served a total of 62 Visitors in Q1 2021. COVID-19 continues to impact visitor inquiries as travel from outside the area is strongly discouraged at this time.

Walk ins: 0

Website/Email: 29

Live Chat: 23

Phone: 10

Most requested information: Peterborough & the Kawarthas Relocation Guide, Sports and Recreation, Parks and Trails, Resorts and Cottages, Shopping and Food & Drink.

Tourism Resiliency Project

The COVID-19 global pandemic caused a significant decline for tourism dependent businesses in the City and the County of Peterborough. PKED, in partnership with Community Futures Peterborough administered non-repayable financial support ranging from \$2,500 – \$20,000 for eligible tourism dependent businesses in the City, County, Hiawatha and Curve Lake First Nations. The program was oversubscribed, but we were able to assist over 50 companies.

Culinary Tourism Strategy

In Q1 2021, PKED, with support from the Tourism Industry Association of Ontario (TIAO), the Tourism Industry Association of Canada (TIAC) and the Culinary Tourism Alliance (CTA) completed the development of a three-year culinary tourism strategy, as part of the national project, **Elevating Canadian Experiences**, with a focus on Winter and Shoulder-Season development.

FeastOn Certification

FeastOn Certification is a certification program that recognizes businesses committed to sourcing and celebrating Ontario grown food and drink. To date, Peterborough & the Kawarthas has 5 FeastON certified businesses.

Safe Travels Stamp

Consumer confidence will continue to be a challenge and significant work was undertaken to encourage tourism-based businesses to adopt worldwide industry protocols created through the World Travel and Tourism Council (WTTC) – the SafeTravel Stamp. To date 19 businesses have received the SafeTravels Stamp, an increase of 8, from the last report to Council. The SafeTravels Stamp is a designation to identify for visitors that the business is committed to safe health and safety practices and cleaning protocols.

OBJECTIVE 3: Building a job-ready, highly skilled and innovative workforce for the future.

PKED has reported on the concerns about local workforce. Currently, there is high unemployment, low participation and several hundred full time jobs available in the community. PKED has commissioned a workforce development report to dig deeper into this data and will report back to Council separately on this matter. While it is acknowledged that there are challenges associated with workforce development, it is important to note that a lot of work is happening behind the scenes, to build a long-term job ready work force of the future. Many of these programs are being built in collaboration with industry and academia as a partnership.

[Junior Achievement Northern and Eastern Ontario](#) is actively working with key industry leaders and local school boards to build connections and improve work readiness in students. Educating students (and more importantly, parents) on the career paths and earning potential to encourage more students to pursue a skilled trade career.

The [Workforce Development Board](#) has an active job board that identifies and tracks the number of jobs available in the community, full-time, part-time, seasonal and permanent in this region.

The [Muskoka-Kawarthas Service System Manager](#) at Fleming College is a new pilot program intended to remove barriers to employment and improve job retention.

[Fleming College](#) is actively supporting several local companies with specialized programs to provide soft skills and basic training programs for industry, such as aerospace, steel and aluminum manufacturers and has added a new plumbing apprenticeship program. More specialized programming is in the planning and development stage.

Trent University has [CareerSpace](#) to help Trent students connect with local employers and create meaningful experiential learning opportunities. PKED was fortunate to participate and offer experiential learning opportunities to two Trent Students to complete a research project on the impacts of losing financial institutions in rural communities. The students won the Provost Award for Academic Achievement in a community setting award for this project.

OBJECTIVE 4: Support all phases of entrepreneurship

Q1 saw the Winter Intake for Starter Company Plus with 12 Companies with 6 Grant winners announced on March 22, 2021.

Verminix – Pest Control Company

Daily Development

Full Bloom Health

Tragically Dipped Donuts

The K9 Clipper

Elemental Tree Care

Applications are now open for Summer Company.

Number of Workshops held:

Farms to Retail Business Bootcamp Series: 10

Farm Financials Series: 6

RTO8 TSW Trail Towns Summit

E-Learning (Branding & Marketing, Business Planning and New Venture): 47

Looking ahead to Q2

- Ptbo Chamber of Commerce Future Ready Business Summit
- Ontario By Bike Webinar
- Canadian Sports Tourism Alliance Sport Congress
- Manufacturing Career Fair
- International Economic Development Week
- Tourism Week

2021 Business Count Survey

In May, PKED will commence the second iteration of this project. PKED is hopeful that pandemic restrictions are lifted that allow the team to physically visit businesses rather than rely on electronic communication. This will allow for stronger data collection and a higher survey completion rate.

Submitted by,

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Peterborough & the Kawarthas
Economic Development

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