



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: September 7, 2021

Subject: Report PKED21-006
PKED 2021 Second Quarter Metrics

Purpose

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

Recommendation

That Council approve the recommendation outlined in Report PKED21-006 dated September 7, 2021 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED21-006 and supporting presentation, providing the Peterborough & Kawarthas Economic Development 2021 Second 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

- Gifts of Gratitude Campaign
- Presentation to Ontario Tech University students on launching their career in Peterborough
- Launch of the Peterborough & the Kawarthas Culinary Tourism Strategy
- Cycling Month – promoting the destination for cycling visitation
- Local Food Week was in June and we celebrated Kawartha Choice Farm Fresh and our local culinary offerings.
- Visitor campaign on how to travel and plan your vacation safely in the destination
- Showcased Business Blogs for our local business success stories
- Coverage in Readers Digest, Taste and Travel Magazine and Toronto Star
- Launched the Visitor Pledge O'de Piitaanemaan

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

GROW

There have been 311 interactions with local companies in the second quarter of 2021. Activities have been for business plan support, overcoming Covid-19 impacts, advising of the Tourism Resiliency Project funding available, product development opportunities and expansion plans for local companies.

ATTRACT

Peterborough & the Kawarthas worked with a total of 10 new Leads in Q2.

3 – from Ontario East

1 – from the Ministry Economic Development Job Creation and Trade

1 – from Invest Ontario

5 - Direct Inquiries to PKED

Of the 10 companies:

2 were expansions

2 were for manufacturing

1 was a co-packing opportunity

1 was for cold storage

1 was for food processing

2 were pilot opportunities to test products in the region

1 was for industrial land development

VISITORS

Peterborough & the Kawarthas Tourism served a total of 286 Visitors in Q2 2021. COVID-19 continues to impact the visitor economy.

Walk ins: 73

Website/Email: 66

Live Chat: 121

Phone: 26

Most requested information: Parks and Trails, Boating and Marinas, Camping and Trailer Parks, Attractions, Paddling routes, Resorts and Cottages, Food and Drink, Farm Gates and Farmers Markets.

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, for a total of \$450,000 in funding to these businesses. The program was oversubscribed, but we were able to assist over 50 companies.

Culinary Tourism – FallforPTBO Picnic

In Q2 2021, the tourism team launched a new Authentic Adventure for the Fall of 2021. Combining the long-standing interest in our Fall Drive tours, but in combination with our amazing culinary offerings, we launched the pilot #FallforPTBO Picnic Fall Tour.

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 27 businesses have received the SafeTravels Stamp, an increase from 11 in Q1 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.

2021 Business Count Survey

In May, PKED kicked off the second annual Business Count Survey. Survey data collected is designed to better understand and respond to business needs and growth pressures, and collects the type and sector of the business, the number of employees, the amount of space occupied, whether there are vacancies and if the business imports or exports. Participation rates are significantly higher than the first year, with a final report expected in early 2022.

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.

- There are a number of initiatives underway to support this challenge in our workforce.
- On May 6 a career fair was held with Kawarthas Manufacturing Association.
- Acceler8 Program is a training program geared to professional development for small businesses in the Tourism and Hospitality sectors.
- Talent Beyond Boundaries is a program recently introduced to the Peterborough Region that focuses on working with governments, refugee-serving organizations and business sector to create safe, legal pathways to employment for refugees and displaced people.

In the Q1 2021 report, skills shortages were identified. It was suggested that PKED look at wage rates to determine if local businesses were paying competitive wages. Overall, it was determined that this region does pay a competitive wage when comparing for key occupational categories. Thanks to the Workforce Development Board for completing this customized report for PKED.

On June 30, 2021, there were 638 positions

- 44 were labouring and elementary positions
- 251 were intermediate positions
- 189 were technical and skilled positions
- 61 were professional positions

OBJECTIVE 4: Support all phases of entrepreneurship

In Q2, PKED hosted the Future Proofing Interactive Workshop and the 2021 Business Summit in partnership with the Chamber of Commerce.

The BAC hosted four training sessions for the New Canadian Centre's Home-Based Business Incubator (HOBBI) program. Participants voted "introduction to Business in Canada" as the most helpful.

In Q2:

- 20 E-learning courses were started
- 73 inquiries for initial assistance for start ups
- 37 virtual consultations with small business operators

Looking ahead to Q3

- Tri-Association Manufacturing Summit – October 2021
- Ontario Tech University Fall Career Fair – October 2021
- TD Economic Outlook Event
- YPQ Aerospace Summit
- FemSteam Summit
- BDC – Small Business Week
- October is also Small Business Month and Manufacturing Month

Submitted by,

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