



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: November 8, 2021

Subject: Report PKED21-007
PKED 2021 Third Quarter Metrics

Purpose

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

Recommendation

That Council approve the recommendation outlined in Report PKED21-007 dated November 8, 2021 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED21-007 and supporting presentation, providing the Peterborough & Kawarthas Economic Development 2021 Third 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.

Submitted by,

Sandra Dueck
Board Chair
Peterborough & the Kawarthas
Economic Development

Rhonda Keenan
President & CEO
Peterborough & the Kawarthas
Economic Development

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Attachment : Q3 Quarter Report

Peterborough & THE KAWARTHAS

ECONOMIC DEVELOPMENT

Q3 Quarterly 2021 Update

Q2 QUARTERLY METRICS SUMMARY



14

Number of
Businesses
Started



297

Number of
Business Assistance
Interactions



1127

Number of
Visitors Served
(virtually)



9

Number
of Leads
Responded to



WDB

603

Number of Active
Local Job Postings
(as of September 30th, 2021)

source: wdb.ca

The events of the past two years have certainly impacted businesses and the community in tremendous ways. We applaud those businesses that continue to be resilient, committed to rebuilding and responding to the challenges that they face each week.

Equally, the PKED Board of Directors must look ahead and adapt and respond to changing economic conditions. The global economy and its impacts at the local level; workforce development and hiring challenges; a limited supply of available lands and buildings to promote, can all collectively impact the region's ability to grow the economy. In the third quarter, the PKED Board of Directors hosted its annual retreat where we discussed these critical issues and asked ourselves: "What can we do to achieve greater economic growth for this region?" The Board of Directors is comprised of business leaders and educators, and it is critical to have their direct input into these strategic discussions.

Strategic Planning provides direction and stability in an era of uncertainty. The Future Ready Economic Development Strategy has identified four key objectives to help navigate these times of uncertainty and help our businesses to grow. PKED's work will be directed at:

- Serving existing businesses
- Attracting new businesses to the region
- Supporting entrepreneurship and small businesses
- Preparing for the future by leveraging our mix of urban and rural communities
- Marketing and promoting the destination.



A Note from PKED's Board Chair

There is much work to be done, the team at PKED is working hard to meet with local businesses and hear each of their concerns. The PKED Board of Directors is helping to direct that work, in an effort to achieve greater economic growth for this region. The 2022 Business Plans are being developed in the third quarter, with presentations planned to our funders, the City and County of Peterborough throughout the fourth quarter of the year.

The team is ready to roll up their sleeves and continue this important work. It is also important for me to remind everyone to support our local business community in any way that they can manage.

Sandra Dueck, *PKED Board Chair*



UPDATES FROM THE PKED BOARD

The PKED Board of Directors held its annual Board Retreat on September 30, 2021, on the inaugural National Day for Truth and Reconciliation and committed to foster and support reconciliation through economic development in 2022 and beyond. Reconciliation actions will continue to be discussed and actioned by the board and staff.

- ✓ Third Quarter Presentations to City and County
 - Short-term Rental presentation to County Council
 - [Visitor Pledge](#) presentations to the Townships of:
 - Douro-Dummer
 - Havelock-Belmont-Methuen
 - Selwyn
 - North Kawartha
 - the Municipality of Trent Lakes
 - Hiawatha First Nation Band Council

- ✓ Third Quarter Public Presentations & Events
 - Start-up Visa presentation at Innovation Cluster Peterborough and the Kawarthas – Doing Business in Peterborough & the Kawarthas
 - Employment Planning & Counselling – Resources for Entrepreneurship
 - Trent Lakes Economic Development Committee - Regional Economic Development



From the Desk of CEO
Rhonda Keenan

September is always my favourite month. It gives us a second fresh start to the year, the fall colours are just beginning to show themselves, and we welcome back thousands of post-secondary students to the region. There is an unspoken energy that happens each September and I look forward to it every year.

Students play a varied, but incredibly vital role in this community; they are new visitors to this region, and they are the workforce and skilled talent of the future. They bring new experiences, new cultures, and new ideas. Most importantly, they also bring youthful and optimistic energy - they are ready to take on the world and make a difference.

Each year, the Peterborough area welcomes over 14,000 full-time students to the region to attend Trent University, Fleming College and Seneca College School of Aviation. It is significant that a sizable proportion of those students are from outside the Peterborough area, including international destinations. In 2020, Trent University completed an economic impact study

that showed total Trent student expenditures in the region to be about \$280 million which is the equivalent of 2,500 jobs.

Fleming College also identified expenditures of students who relocated to the region add approximately \$37.4 million in income to the economy. These students attend post-secondary to be able to enter or re-enter the workforce with their newly acquired skills.

Beyond skills and workforce, however, students benefit the community in any number of ways.

Students as visitors: Students select their school for the programming offered, but also for the quality of life that they will experience while undertaking their studies. They want a destination that offers nightlife, recreational activities, a variety of cuisine and entertainment. Trent University and Fleming College each welcomed 4,000 new first-year students to their Peterborough campuses this September. For many, this community may be drastically different

than their home community and they want to seek out new adventures and feel comfortable in this unfamiliar environment. They do this by living in our neighbourhoods, by visiting those “must see” sites, and by supporting local in their purchases. Trent University reports that 91% of their first-year students in 2021 were from outside of Peterborough, with enrolment numbers increasing by 37% from 2015 to 2020. That is a lot of new people testing out what it is like to live in Peterborough & the Kawarthas, it is our goal at Peterborough & the Kawarthas Economic Development to ensure that students are aware of the opportunities for them upon graduation and hope that many will turn this region into their permanent home.

Students as social advocates: So many students are committed to social causes: gender equality, climate change, poverty, social justice, to name just a few. Many students learn about their new community by volunteering and giving their time to causes and organizations that support their ideals. Students are important to the community through their countless volunteer hours, but also for their new enthusiasm and fresh ideas to help advance their cause. It is through this volunteer work that students build connections to the community, learn additional hands-on skills, and make a difference in the world.

Students as future workforce: Every business speaks about the importance of having the right workforce and talent for their ongoing success. Businesses are also finding it increasingly difficult to recruit for key positions.

With the median age of the current workforce getting older, it is anticipated that retirements will create even more job openings in this region. Students are an excellent way to help fill those necessary jobs, learn new skills, and support the economy. It is critical for businesses and organizations to build connections to our post-secondary institutions and create opportunities for our students in the future. Ensuring that all businesses are meeting with the Colleges and University, understanding their programs and which programs will create skills that can be used for business. Participating in co-ops, internships or even applied projects for non-critical work is an excellent way for businesses to work with students, see what they are capable of and build a relationship with those go-getters.

We are already seeing the creative and innovative programming that Fleming is developing to be responsive to business needs. There are several free skills training programs running this fall including programs in aircraft maintenance, construction, and healthcare. Fleming continues to look at future job demands and is building new programming to address local skill shortages. Trent University and the City of Peterborough are building Cleantech Commons, a future home for innovative clean technology driven companies that will be a destination for many graduating students to get their start in the workforce. Students will be a strong presence in our community and the future of Peterborough & the Kawarthas relies on being a safe, welcoming, education hub for these students.

Rhonda Keenan, PKED President & CEO



objective

Promote Peterborough & the Kawarthas as a destination of choice for visitors, business, entrepreneurs, investors and students

Promotion Mandate:

Advancing a compelling narrative showcasing our region's unique advantages, carefully differentiating our region from others; as well as creating awareness of our region to attract more visitors, investment and jobs through marketing to key audiences for business growth, investment and visitation as well as stakeholder communications and media relations.

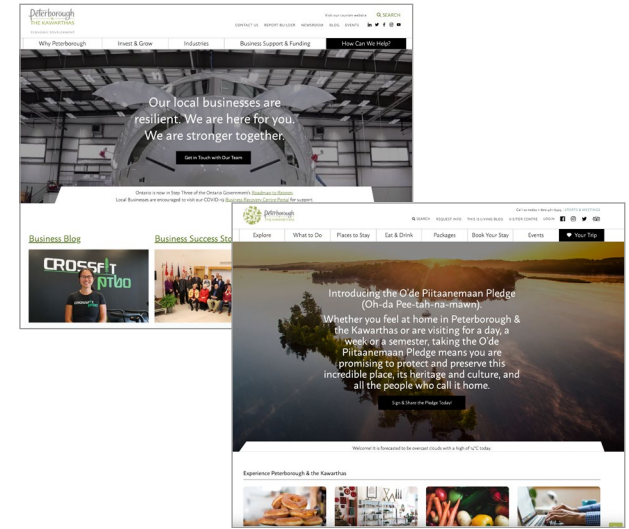
HIGHLIGHTS



In partnership with Bell Media, PKED participated in the Stay Local Summer contest on Pure Country 105.1 and Move 99.7 to give away two local prize packages valued at nearly \$7000 which featured a “Get Hooked on Peterborough & the Kawarthas” Fishing package including a full day guided fishing experience with Williams Outfitters, a week-long stay at Clearview Resort and a gift card from Lucky Strike Bait Works as well as an “Authentic Adventures in Peterborough & the Kawarthas” package including the Canadian Signature Experience and a week-long stay at Elmhirst’s Resort and a 16’ Paluski Canoe from Adventure Outfitters.



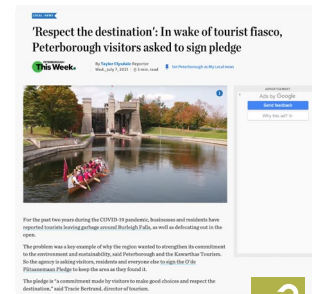
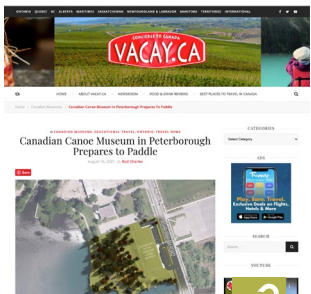
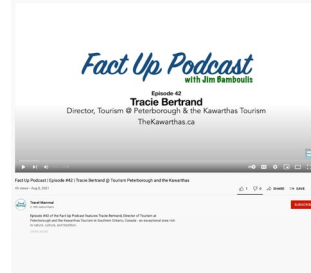
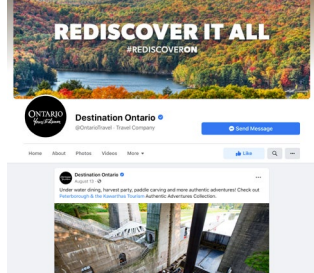
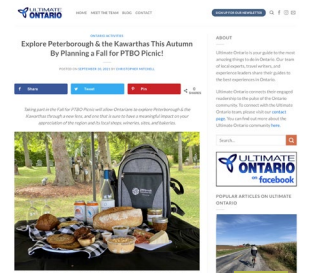
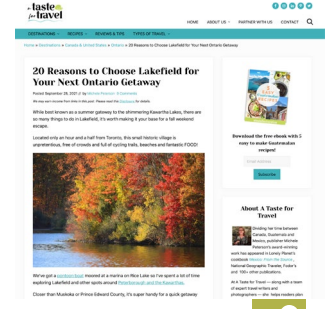
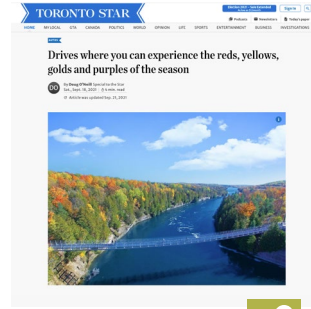
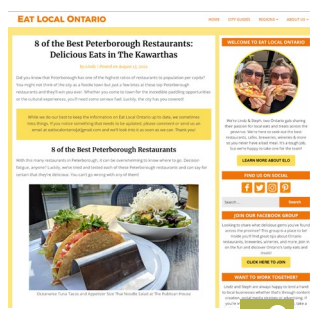
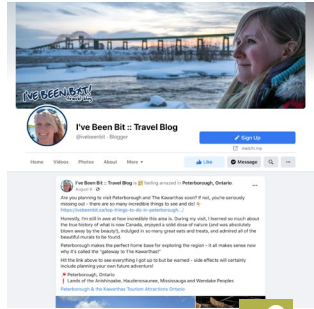
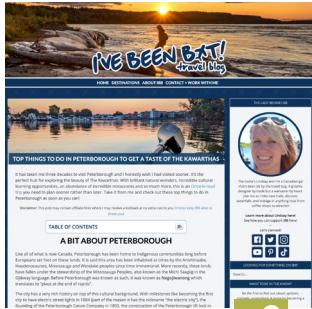
Peterborough & the Kawarthas launched a brand-new experience called the #FallForPtboPicnic which features a self-guided culinary tour itinerary, gift cards from 5 local businesses and a picnic backpack filled with everything needed for a fall picnic. The experience is available from Sept 9th - Oct 10th



The COVID-19 pandemic has been a trying time for many reasons, but it has also been the cause of much innovation and a massive shift towards a stronger digital era. Like many other organizations, PKED took the opportunity to do a complete review of digital assets, including a full audit of both peterboroughed.ca and thekawarthas.ca and is in the process of making significant improvements to both sites in an effort to further modernize them and to make it faster and easier for businesses, residents, investors, and visitors to find information.



EARNED MEDIA RESULTS





objective

Leverage the Region's Mix of Rural and Urban Assets and Businesses

Growth mandate:

Business retention and expansion is the foundation of core economic development activities. We continue to meet with the local existing business base, across all key sectors throughout the region with a focus on the collection and analysis of data and relationship building as well as the identification and response to challenges and opportunities.

Attraction mandate:

Attracting new investment and assessment efforts will be focussed across the region. Working in alignment with each municipality throughout the City and County of Peterborough, we will focus attraction efforts on the region's established key sectors: Agriculture, Aerospace, Clean Technology, Manufacturing and Tourism.

HIGHLIGHTS

Throughout the third quarter, Peterborough & the Kawarthas Economic Development's CEO met individually with City and County Councillors. Upholding the values of collaboration and partnership identified in PKED's strategic plan, these meetings were aimed at identifying key economic development priorities for each councillor and community that PKED serves. These discussions were incredibly helpful at identifying which projects and activities should be elevated in 2022.

Key priorities highlighted:

- Helping businesses recover from the impacts of COVID-19
- Workforce development and skills gaps
- Supporting small business
- Working with GE on future land development



LEADS: 9

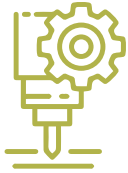


6 are new businesses looking to move into the Peterborough area



3 are existing businesses looking to expand their operations in the Peterborough area.

Of the 9 leads that were received:



1 new international manufacturing company was looking to acquire an existing CNC company (Lost)



1 new international manufacturing company (Lost)

1 local small-scale manufacturer expanding (In Progress)



1 local large multinational expansion seeking industrial land (In Progress)



1 new institution in health care (In Progress)



1 new restaurant looking to expand presence into the Peterborough area (In Progress)



1 new company from Nova Scotia looking to lease office space (In Progress)



1 new PVC manufacturing company seeking to purchase land to build (In Progress)



1 local small-scale manufacturer looking to expand presence in Peterborough area (In Progress)

Lead Sources & Status

1 from



1 from



7 Direct Inquiries

In progress- 7
Lost- 2
Leads within the region: 3
Leads outside of the region: 6

VISITOR SERVICES

1127 Number Visitors Served this Quarter



568 Walk ins



79 Website/Email



104 Social Media



195 Live Chat



181 Phone

Most requested information: Attractions, Parks & Trails, Food & Drink, Farmers' Markets and Farm Stores/Gates, Cycling, Gardens, Cruises, Fall Colours Driving Tours, Pet Friendly beaches/restaurant patios



Discover Peterborough Bingo

Peterborough & the Kawarthas Tourism partnered with Trent University and Peterborough DBIA in Discover Peterborough BINGO! Trent students have been getting a taste of all that Peterborough has to offer. There is so much to see and do in Peterborough & the Kawarthas and new students and graduates become some of our greatest local ambassadors. Partnerships like this one work to welcome first time students to the region, welcome back students and encourage students to explore their home away from home.



HIGHLIGHTS



Peterborough & the Kawarthas is a sought-after destination and welcomes approximately three million visitors each year. The visitor receipts contribute over \$300,000,000 to the region's local economies. Tourism trends are evolving and dare we say that this destination has become even more popular and sought after during the pandemic.

Research from Destination Ontario and RTO8 shows that domestic travel is on the rise and COVID restrictions have shifted consumer behaviour and purchase decisions. Rural destinations in Ontario, like Peterborough & the Kawarthas, with an abundance of lakes and wide-open spaces have seen a dramatic increase in demand from the visitor economy. Visitor decisions have also changed from price being the #1 contributing factor to safety being the #1 reason for a purchase decision. The research also indicates that many want to escape the urban centres (Toronto/Ottawa) for the tranquility of the rural environments, thus increasing demand for destinations like Peterborough & the Kawarthas, and that the most popular reason to travel right now is to visit friends and relatives thus making destinations with large seasonal residents exceedingly popular. This trend is expected to continue well past 2022.

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 31 businesses have received the SafeTravels Stamp, (up from 27 in Q2). The Safe Travels Stamp is a designation to identify for visitors that the business is committed to safe health and safety practices and cleaning protocols.



Business interactions

The PKED team continued to reach out to businesses. Examples of interactions were:

Companies looking for marketing assistance and programs; many were referred to Digital Main Street programming

Outreach to local producers to talk about Kawartha Choice Farm Fresh membership

Companies looking for assistance and best practices to hold a successful grand opening



Outreach to businesses in the hospitality industry to identify which businesses were open and for what hours and which businesses had vacancy to support visitor inquiries.



3 objective

**Building a job-ready,
highly skilled and
innovative workforce
for the future.**



On September 30, 2021, there were a total of 603 active listings posted.

Full-time Postings: 552

Positions include:



Senior Mechanical Designer



Assemblers



Dietician



Environmental Health and Safety Coordinator



Veterinary Technician



Host/Hostess



Financial Analyst



Community and Social Services Worker



Server



Logistics and Warehouse Supervisor



Data Entry Clerk



General Labourer



Bakery Clerk



Cashier



Workforce, hiring talent and skills mismatches continue to be a challenge for many businesses operating in this region, however it is important to note that these challenges are nationwide, if not global in scale. Businesses are reporting that the top three skills that are needed in this community are:



Customer Service



General Labourer



Skilled Trades

HIGHLIGHTS



PKED is working with community partners and does actively participate on the Labour Force Task Force being led by the Workforce Development Board. The purpose of this task force is twofold:

1. To identify opportunities to address workforce needs among employers, including skills development for unemployed and employed workers.
2. To engage key community representatives to help identify the local labour market information that is required to support local workforce development and community activities in response to the impacts of COVID-19.

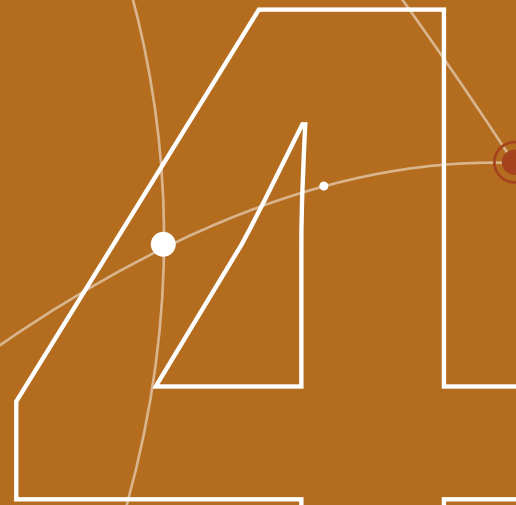
The Task Force is comprised of representatives from employment and training service providers, employer groups, educator groups, and various levels of government including the Ministry of Labour, Training and Skills Development.



Ongoing collaborations with Fleming College, Trent University and Ontario Tech University are underway with discussions pertaining to apprenticeship programs, experiential learning, applied projects and specialized programming to fill these ongoing job gaps.

PKED received funding through the Federal Canada Summer Jobs program, which allowed for the hiring of six students this summer. Four students were hired to work on the 2nd Annual Business Count Project and two were hired as Travel Counsellors for the Visitor Centre.





objective

Support All Phases of Entrepreneurship, While Also Supporting Existing Businesses

Mandate for Entrepreneurship

High performing economic growth will be driven by start ups and entrepreneurs. For business to realize its full potential, we must support businesses through the start up and early growth phases (years 2-5).

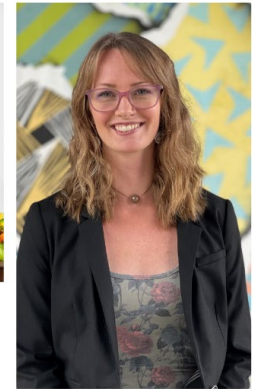


Business Advisory Centre Overview

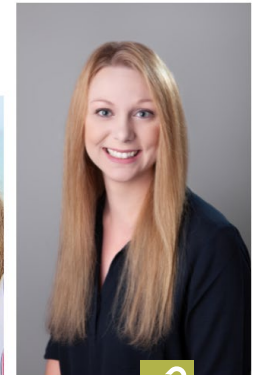
The Business Advisory Centre (BAC) is part of SBC Ontario, a provincial network representing 54 small business enterprise centres. With a collaborative mindset, advisors can draw from the collective experience of their colleagues across Ontario but still maintain services tailored for local companies.

The BAC administers Starter Company Plus (SCP), a competition-based business training program for entrepreneurs wishing to launch a company in this region. Aspiring entrepreneurs submit their business idea to a selection panel. Twelve applicants are selected for each intake, where they undergo training from industry leaders and develop their concepts. Participants submit their business plan and pitch for a chance to receive one of six \$5000 microgrants.

Applicants not selected for SCP receive a follow-up email and are encouraged to attend the New Venture workshop series. This online training specializes in developing early-stage concepts and preparing entrepreneurs for the next round of intakes. Small businesses already in operation will benefit from the content presented in weeks two through four and are advised to reach out for one-on-one consultations.



Peterborough
&
THE KAWARTHAS
BUSINESS ADVISORY CENTRE



The BAC has resources for entrepreneurs at any age and stage of business. Beyond the collection of workshops, clients can access an extensive amount of curated information online. The Small Business Toolkit and eLearning modules are handy reference guides that answer many frequently asked questions. For more extensive inquiries, entrepreneurs are encouraged to speak with an advisor.

HIGHLIGHTS

Summer Company 2021 Participants

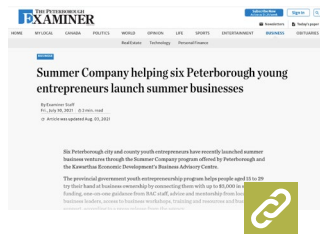
[Summer Company](#) accepted six unique businesses into the program this year. Each student attended seven virtual training sessions that covered a variety of topics which helped the students develop a business pitch, marketing plan, social media following and financials.



- Drew, the owner of Drew's Chicks, created take-home Chick Kits during the covid lockdown so people could experience chickens first-hand. Drew expanded his business throughout the summer and felt that the training and mentorship he received through the program helped him adapt and prepare for all the changes.
- Ainsley, the owner of Creatively Dunn, created all-natural, handcrafted wooden toys and indigenous-themed playsets for children. Ainsley felt having Indigenous sets was particularly important in a market with very few and managed to exceed her sales goals this summer.
- Owen, the owner of OG Lawncare, had to overcome some challenges due to Covid-19. However, after launching a door-to-door marketing campaign in his neighborhood, he still had an incredibly successful summer.
- Grace Holmquist created a line of reusable bags and spent the grant money on a new sewing machine. She intends to continue with her business in the future.
- Timothy created 3D Casting, a business that designs prototypes, manufacturing both plastic and aluminum parts. Having no previous business experience, Timothy enjoyed the training and feels confident knowing he now has the skills and knowledge required to be an entrepreneur.
- Lawson Hill, the owner of Trent Lakes Property Maintenance, had an extremely successful summer and is looking to hire someone next summer to help keep up with his client's demand

HIGHLIGHTS

This year PKED saw a great response from the community after sending out the Summer Company media release. Students were featured on [YourTV Cogeco](#), [PTBO Canada](#), [The Peterborough Examiner](#), The Lakefield Herald, The Millbrook Times, and Oldies 96.7 FM.



Congratulations to this year's inductees on behalf of the staff and board of Peterborough & the Kawartha Economic Development

Business Hall of Fame Inductees

Tony Ambler,
Swish Group of Companies
and Yorkshire Valley Farms

John Gillespie,
Flying Colours

Simone Dobson,
Euphoria Wellness Spa

Allan Hill,
Domino's Pizza.

Franz Roessl,
Franz's Butcher Shop

Amy Simpson,
MicroAge Peterborough-Whitby

Posthumous
Allan Gillis,
Milltronics

Joe Sabatino,
Villa Auto Wash

Started E-learning Courses

12 Workshops Provided

Writing a Business Plan: Why You Need One And How to Do It

New Venture: Starting Up Your Own Small Business

The New Venture Online Course will help you navigate through the process of starting up your own small business.

Thursday, May 27th at 1:00pm

Business Plan is a tool that can help set you up and ensure all of the pieces of your business fit together.

Thursday, August 19th at 1:00pm

Started/Completed

17/4 New Venture Started/Completed

7/2 Business Planning Started/Completed

3/1 Branding & Marketing Started/Completed

68 Inquiries for initial assistance from small business and startups through all channels

55 Virtual consultations with small business operators

BARRIERS TO BUSINESS



COVID-19 recovery Vaccine Passports

Workforce continues to be the number one challenge for businesses. Across each sector, businesses are reporting that they are unable to attract the workforce they need, and this is resulting in decreased business hours, longer wait times for customers and a lack of growth. Several companies have reported that they have significant work and contracts that they can be pursuing, however, the lack of workers is preventing them from responding to these additional opportunities.

Businesses in the food and beverage, and hospitality sectors are reporting difficulties in hiring and retaining servers, cooks, and housekeeping staff.

Businesses in the manufacturing sector are reporting a lack of manufacturing skilled trades, especially CNC operators.

Businesses in the construction industry are reporting a lack of general labourers.



Workforce



Available Land and Building Inventory



Broadband



Supporting downtowns and independent small businesses

Businesses across all sectors are also reporting that retaining competent staff is especially difficult as they are being actively recruited by competitors and larger companies.

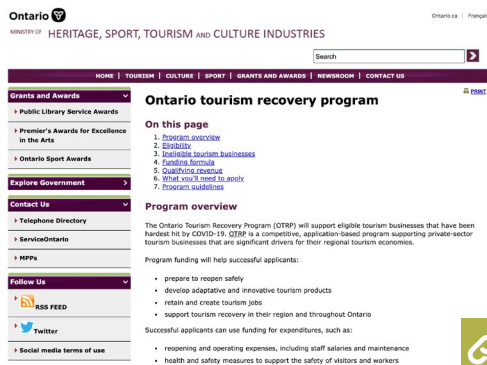
There is rising concern from small business about staffing levels required to manage the implementation of the vaccine passport. Frontline staff will need to be trained in validating passport information as well as conflict resolution, from customers that do not support the passport rules and become aggressive with staff reinforcing the Public Health rules. PKED is working with partners to determine if conflict resolution training can be rolled out to assist with this current issue.

PKED does seek out various funding opportunities for business to assist them with Covid-19 recovery, sustainable and innovation initiatives, such as the Ontario Skills Development Fund. When programs are announced, this information is shared through client interactions, e-newsletters, and social media.

TOURISM: CONFERENCES AND TOURNAMENTS ATTRACTED

Tourism Recovery Program

The Ontario Tourism Recovery Program (OTRP) will support eligible tourism businesses that have been hardest hit by COVID-19. Eligible businesses include Accommodations, Hunting & Fishing Camps, Campgrounds, Farm-based Tourist Attractions, Indoor & Outdoor Recreational Attractions and more. Peterborough & the Kawarthas Economic Development will help to connect eligible businesses to this funding.



While it is exciting that Event and Sport Tourism planners are planning to host tournaments and sporting events in Peterborough & the Kawarthas, it is not without its challenges. As Covid-19 restrictions evolve, it can be difficult to incorporate the coordination of hosting a sporting event or tournament while maintaining health protocols for guests and facilities.

The 2nd Annual Kawartha Open Pickleball Tournament took place at the Bonnerworth Courts from September 24th to 26th. There were approximately 251 participants in 2021, an increase from 2020. Approximately 50% stayed overnight in the region. The feedback from the event organizer was positive and the event was considered a success, with further plans for 2022.



Through our ongoing relationships with the sports community, PKED has pursued an opportunity to submit a letter of intent to bid on the 2024 Canadian National Track and Field Championships on behalf of the Peterborough & the Kawarthas region.

Peterborough & the Kawarthas will also host the Canadian Coasters – Classic Vehicle Tour in 2022, a two-night group event that undertakes a coast-to coast-vehicle tour in antique and classic cars (and trailers). The event will take place in the Township of Asphodel-Norwood and the City of Peterborough.

A Look Ahead:



Homeward Bound Graduation Ceremony – October 4



Ontario East Municipal Conference (virtual) October 20-21, 2021

OEMC Peterborough Regional Reception – October 20, 2021



KMA Tri Association Manufacturing Summit - October 2021



Fall Career Fair at Ontario Tech U (Manufacturing) - October 2021



TD Economic Outlook Event - Tuesday November 2, 2021



YPQ Aerospace Summit October 28, 2021



FemSTEAM Summit - October 13, 2021



TIAO Summit – October 26-28, 2021



TIAC Congress – November



KCCT Awards



Ptbo Chamber of Commerce Awards



The 7 step sales process workshop series – presented in partnership with FedDev – October 20 – November 24



Small Business Week - Oct 17 – 23

Small Business Month - October



Manufacturing Month - October

