



City of
Peterborough

To: Members of the General Committee

From: Terry McCullough, Board Chair
Rhonda Keenan, President & CEO
Peterborough & the Kawarthas Economic Development

Report Date: June 20, 2022

Subject: PKED Mid-Year Progress Report
Report PKED22-005

Purpose

An activities and progress report to Council in accordance with the MOU Agreement and PKED's 2022 Business Plan.

Recommendation

That Council receive the recommendation outlined in Report PKED22-005 dated June 20, 2022 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED22-005 and supporting presentation, providing the Peterborough Kawarthas Economic Development Mid-Year Progress Report be received for information.

Budget and Financial Implications

There are no financial impacts associated with this report.

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 progress reports to City and County Council, based on PKED's current economic development strategy entitled: [Future Ready 2020-2024](#).

PKED presents the [Future Ready Annual Report Card](#) at its Annual General Meeting held in April each year and progress is measured through four key objective so the Future Ready Plan.

PKED Strategic Plan Progress Report January to June 2022

HIGHLIGHTS (as of May 19, 2022)

- 20 Businesses started
- 241 Businesses supported
- 305 Visitors served
- 7 leads responded to
- 6970 active job postings identified through the Workforce Development Board

Objective 1: PROMOTING THE DESTINATION

Successfully transitioned from peterboroughed.ca to [InvestPTBO.ca](#) website

Refreshed [thekawarthas.ca](#) visitor facing website

With the summer season upon us, Peterborough & the Kawarthas Tourism (PKT) has completed the Visitor Services Plan for 2022. The plan includes destination training for new travel counsellors to familiarize themselves with key features and attractions. PKT will host a semi-permanent mobile booth to provide ongoing visitor services Thursday to Sunday, from June – August at the Peterborough Liftlock.

Additionally, PKT will offer a pilot program “**Tourism in Motion**” which will see travel counsellors locate in smaller towns and locks along the Trent-Severn Waterway with a wagon of information and PKT swag to interact with experiencing the destination firsthand. Along the way they will also stop at tourism related business to see any new product available, discuss safety protocols and share our services and publications.

Top Requested Visitor Information

- Music Festivals and Events
- Fishing
- Relocation
- Souvenirs (postcards, buttons, key chains)
- Parks and Trails
- Camping Winter Activities (snowmobiling, tubing)
- Skating on the canal
- Outdoor dining
- Boating (houseboats)
- Accessible attractions and camping

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

The 2022 Annual Business Count Survey kicked off on May 5, 2022. Four Business Count Surveyors were hired for the summer, with surveyors reaching out to businesses across the region. The survey will be gathering information on number of employees, square footage occupied or vacancies, as well as whether businesses import or export. This information will help identify employment targets for the City and County Official Plans as well as identify key opportunities and challenges that our local businesses are experiencing.

Seven leads were received during January to May 19, 2022 (report submission deadline), we were unable to respond to three of them due to a lack of land and buildings available.

Key Highlights

Karbon Brewing signed a research partnership with Trent University and is looking to expand and become a tenant in Cleantech Commons in the near future.

Red Light Holland has proposed to build a 65,000-sf facility for mushroom production to be built on 100 acres. The company has advised that the Cavan Monaghan Team has provided superior service and support to this company which reinforced that this was the right location for this company to invest.

Living Local Marketplace is also expanding. Living Local Marketplace was a Starter Company Plus client in 2020. Just seven months after opening its doors at the corner of Chemong Road and Milroy Drive, Living Local Marketplace is expanding both its square footage but also its product line across the province.

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

Pathways to Prosperity is a collaborative workforce development project aimed at filling the jobs that are highest in demand in the community by encouraging workers to enter or re-enter the workforce through focused training and job placements to begin a pathway to a successful career. PKED is taking a leadership role in this program and has partnered with Fleming College, City of Kawartha Lakes Economic Development, Workforce Development Board and the Muskoka-Kawarthas Employment Hub. PKED acknowledges that the Pathways to Prosperity Project received funding of \$2.7 million through the Ministry of Labour, Training and Skills Development to deliver this project.

Community Concierge Program at Trent is a new program designed to connect recent and emerging graduates with employers in City of Kawartha Lakes, City of Peterborough, and Peterborough County. The Program is led through City of Kawartha Lakes Economic Development and partners with Careerspace at Trent and PKED. The program includes training subsidies, upskilling opportunities, and assistance in transitioning to rural employment and is also funded through the Ministry of Labour, Training and Skills Development to deliver this project.

Junior Achievement Northern and Eastern Ontario recently announced that it is launching Vision 2027 to educate and inspire students to explore a career in the skilled

trades. Through Vision 2027, JA will work with industry leaders to deliver 250 JA Company Programs to more than 5,000 local students in the next five years.

Objective 4: Support all phases of entrepreneurship

- 62 Inquiries received
- 102 Consultations with small business start ups
- 25 workshops hosted

Top Requested Information

- Granting and funding opportunities
- How to implement digital marketing strategies
- How to grow their client base
- How to turn a side project that started during the pandemic into a registered business
- Support with bookkeeping and accounting
- Hiring challenges
- Expanding from home base to a brick-and-mortar retail space
- Skilled trades space

Barriers to Business Identified

Workforce - business continue to experience labour shortages and are having a difficult time filling job vacancies. The lack of available work force is beginning to impact business operations.

Available land and buildings. There continues to be a lack of available land and buildings to meet current demand and respond appropriately to inquiries received.

Housing. Businesses are reporting that employees are having a difficult time finding housing, which is impacting their ability to hire employees and have them relocate from outside this region.

Physician Recruitment Update

PKED began hosting the Physician Recruitment funding as of June 1, 2022 and is participating as a non-voting member of the Peterborough Physician Recruitment and Retention Committee (PPRRC). PKED has posted the RFP to secure a physician recruiter and the PPRRC is currently going through the selection process.

Looking Ahead

- Hosting the 55+ Summer Games in August
- Peterborough Airport Summit (Fall)
- Canadian Sports Tourism Events Congress in November
- TD Economic Outlook (Fall)
- Ontario Aerospace Council – Aerospace Unplugged in December
- Tourism Industry Association Summit in October

Submitted by,

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Link to online report: <http://investptbo.ca/2022-mid-year-report>