



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: January 23, 2023

Subject: PKED July-December 2022 Strategic Plan Activities Report
Report PKED23-001

Purpose

A report to inform Council of Peterborough & the Kawarthas Economic Development's (PKED) activities July to December 2022 in accordance with the Memorandum of Understanding reporting requirements.

Recommendation

That Council approve the recommendation outlined in Report PKED23-001 dated January 23, 2023 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED23-001 and accompanying presentation, providing the Peterborough & Kawarthas Economic Development July-December 2022 Strategic Plan Activities Report be received for information.

Budget and Financial Implications

There are no budget or financial implications resulting from receiving this report and presentation for information.

Background

PKED's Regional Economic Development Strategy, entitled [Future Ready](#) has four key objectives to deliver regional economic development growth and support the City and County to reach employment growth targets in their respective Official Plans.

Quarterly, PKED provides an activity report and accompanying presentation to both City and County Council, in addition to Q&A from members of Council. These reports are also available on the [InvestPTBO](#) website. (Reports page)

Rhonda Keenan, PKED's President and CEO will attend the January 23, 2023, General Committee meeting to provide a presentation and respond to questions regarding PKED activities.

Submitted by,

Terry McCullough
Board Chair
Peterborough & the Kawarthas
Economic Development

Rhonda Keenan
President & CEO
Peterborough & the Kawarthas
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Appendix A: July to December 2022 Activities Report

[Presentation Link](#)



ECONOMIC DEVELOPMENT

Appendix A - PKED 2023-001

To: City of Peterborough Council
From: Rhonda Keenan, President & CEO
Date of Meeting: January 23, 2023
Subject: PKED July to December 2022 Strategic Plan Activity Report

Overview

Much like the first half of 2022, the past 6 months continued to present uncertainty for the regional economy with many of the same adversaries such as the pandemic, supply chain disruptions, and workforce challenges staying in play. Further, the fears of a recession coupled with increased lending rates and increased costs for materials and supplies, have really taken a toll on the business community.

While these challenges are the current reality, there are some indicators that there is room for optimism. The 2022 Business Count survey conducted by Peterborough & the Kawarthas Economic Development (PKED) indicated that 54 businesses across the region are still considering an expansion in the next 12 months. In addition, Peterborough & the Kawarthas continues to be a desirable region with 26 investment inquiries received by PKED and almost 1900 visitors served in the Visitor Centre since July.

Peterborough & the Kawarthas continues to be a destination of choice, but its competitive position is being challenged. There are still many difficulties and competing priorities that are impacting the regional economy, and more work is to be done in 2023. Businesses as local employers, need support in multiple ways, from finding local workers, to accessing flexible financing, to unlocking additional employment land to name a few priority issues. These issues are complex, and a collaborative approach will be needed to support businesses and improve our competitive edge as a destination.

Outreach and Key Collaboration/Partner Meetings attended

Throughout the year, PKED staff attend events, host workshops, sponsor partner events and make presentations on economic development matters throughout and beyond the region. Below is a listing of several events and activities undertaken by PKED in the second half of 2022:

- Sponsored the Innovation Cluster Power Breakfasts to promote the advantages and support available to entrepreneurs in this region.
- Participated in Cleantech Commons Management Committee meetings
- Participated in Peterborough Physician Recruitment and Retention Committee meetings

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- Participated in Trent Lakes Tourism and Recovery Economic Development Strategy Sessions
 - Participated in ONFARM Field Day with the Ontario Soil Network, to help understand strategies needed to improve soil structures for farms and interact with local producers
 - Participated in Ontario Tech University's Catalyst Challenge for entrepreneurs across the country focused on innovation to address Climate Change. PKED presented to entrepreneurs about doing business in Peterborough & the Kawarthas and acted as a judge for the participants.
 - Sponsored and participated in a Farm Showcase Tour organized by the Peterborough Agricultural Round Table.
 - Participated in a GE Property Tour
 - Attended the Association of University Research Parks (AURP) Conference at the MaRs Discovery District to better understand the competitive university research park landscape and find ways to improve tenant attraction efforts at Cleantech Commons at Trent University
 - Attended the Labour Force Recovery Advisory Meetings
 - Sponsored and attended the Chamber Business Excellence Awards
 - Hosted the TD Economic Outlook Breakfast to provide an economic forecast for businesses from TD's Chief Economist as well as an overview of the regional economy from PKED.
 - Attended the Green Economy Peterborough Networking event at Cambium
 - Attended the OMAFRA Agri-food Forum Conference
 - Attended the Farm Management Canada-Agricultural Excellence Conference
 - Completed the Farmer Coach – Train the Trainer Executive Agriculture Training Program in 2022
 - Presented on Why Peterborough to Innovation Cluster's StartUp Visa clients to help attract foreign owned, technology-based entrepreneurs to Peterborough & the Kawarthas
 - Supported Tourism-based businesses to elevate their tourism business by offering Gros Morne Institute for Sustainable Tourism (GMIST) Courses and workshops
 - The Sandbox Series
 - Tourism Cafes Tourism Connects
 - Attracted, attended, and sponsored the Tri-Association Conference of Manufacturers at Fleming College
 - Attended the Living Local Anniversary Appreciation Event (Tourism business and Business Advisory Centre (BAC) Client)
 - Hosted a Holiday Pop-Up Shop with Peterborough Museum & Archives and Indigenously Infused company in the Peterborough & the Kawarthas Tourism (PKT) Visitor Centre
 - Sponsored Discover PTBO Bingo with Trent University and the Downtown Business Improvement Area (DBIA)
 - Attended the Tourism Industry Association of Ontario Summit and PKT won Ontario Tourism Resiliency Award for Sustainable Destination Marketing Organization for the O'de Piitaanemaan Visitor Pledge

Investment in Training

PKED staff completed mandatory training for:

- Mental Distress – Recognition and Response Training through the Canadian Mental Health Association (CMHA)
- Indigenous Awareness Training through Cambium Indigenous Professional Services
- Cybersecurity Awareness Training through the City of Peterborough

Future Ready Objective 1: PROMOTING THE DESTINATION

The Marketing and Communication Team work tirelessly to promote the success stories and the positive aspects of living, working, studying, investing, and visiting the destination. In addition to managing PKED's websites and social media platforms, marketing and communication efforts focus on 3 key tactics: marketing campaigns, business profiling and sharing success stories, and gaining earned media coverage.

One of the most important and valuable marketing and communications tools used to achieve our objectives is social media. With the launch of two new websites in the first half of 2022, the marketing team spent a significant amount of time in the second half of the year developing a new social media strategy for PKED which will be launched in January of 2023.

PKED also worked with City and County GIS (Geographic Information Systems) teams and members of the local cycling community to update the Peterborough & the Kawartha Trails and Cycling Map, updated the Signature Paddling Routes materials, redeveloped fall driving routes, and created a new fall drives brochure.

Below is an overview of key campaigns and promotional materials produced in the second half of 2022:

Business profiles and success stories:

PKED profiles high performing and noteworthy companies in the region. We highlight these employers to the local community so that they are aware of the employment opportunities, but we also use these profiles to tell the story of how businesses are thriving in Peterborough & the Kawartha region. Examples of these are included below:

- Charlotte Products: <https://investptbo.ca/businesses/charlotte-products/>
- Kawartha Ethanol: <https://investptbo.ca/businesses/kawartha-ethanol/>
- Merit Precision: <https://investptbo.ca/businesses/merit-precision/>
- Manufacturing collaboration success story: <https://investptbo.ca/manufacturing-collaboration/>
- Water street businesses success story – video + blog: <https://investptbo.ca/water-street-business-success/>

Marketing Campaigns & Paid Advertising

Promoting Peterborough & the Kawartha for Investment Attraction and Visitation

- Workforce Development Campaign for Pathways to Prosperity Program – Radio (regional), Social Media Marketing, Digital Advertising, Outdoor Digital Signage, Transit Advertising, Booths at Key Events, Marketing Collateral, Employer Profile Videos Series

Example: P2P KawarthaNow Article

<https://kawarthanow.com/2022/08/14/pathways-to-prosperity-is-a-win-win-win-for-job-seekers-employers-and-the-economic-health-of-peterborough-and-kawartha-lakes/>

- October Small Business Month Campaign – Digital & Social Media Marketing, Blog, Video Development

Example: <https://www.ptbocanada.com/journal/ptbocanada-featured-post-pked-celebrate-small-business-week>

- Late Fall Shoulder Season Campaign

[Ptbo HAULiday Hotel Package](#): Radio (GTA based), Digital Advertising: Marilyn Denis, CTV, Elevator Screen Ads in 56 Condo buildings in Toronto, Social Media Marketing, Contest Partnerships with Attractions Ontario, Ultimate Ontario

Parenting to Go digital/social media partnership (shoulder season):

<https://www.parentingtogo.ca/things-to-do-in-peterborough-the-kawarthas/>

Earned Media

To ensure efficient use of PKED's limited marketing budget, one of the key tactics used by the marketing team is working with media outlets, journalists, editors, bloggers, and influencers to gain earned (unpaid) media coverage for the destination featuring local businesses, attractions, and events. Below includes a few examples of earned media coverage gained in the second half of the year:

Business in Focus Magazine – 6-page destination feature, including cover story mention

- Cover: https://mags.businessinfocusmagazine.com/e_mag/BIFNASep2022/#page=1
- Feature: https://mags.businessinfocusmagazine.com/e_mag/BIFNASep2022/#page=32

Economic development tech company Local Intel company presented to multiple economic development organizations using PKED as a best practice for showcasing data and information for investors

<https://www.loom.com/share/1bc491c330144eebb34d6e51e02c8b22>

- Toronto Star: <https://www.thestar.com/autos/2022/11/12/plan-a-late-autumn-getaway-to-peterborough.html>
- Globe & Mail: <https://www.theglobeandmail.com/life/adv/article-four-fantastic-fall-food-experiences-in-ontario/>
- Culinary Tourism Alliance newsletter: <https://mailchi.mp/culinarytourismalliance/do-something-delicious-nll67ar2vx?e=99d0922cfb>
- Global News Peterborough: <https://globalnews.ca/video/9177675/explore-and-discover-peterborough-area-hiking-trails-with-beautiful-fall-colours/>
- Global News Peterborough: <https://globalnews.ca/news/9070225/pedalboro-is-back-peterborough/>
- Toronto Star: <https://www.thestar.com/pe/news/council/2022/09/27/peterborough-city-council-backs-signing-on-to-first-nations-accord.html?rf>

Media Coverage

The reputation of a destination is a crucial factor when businesses, investors, residents, students, and visitors are making decisions. As the lead regional economic development agency for Peterborough & the Kawarthas, PKED tracks media coverage of this community, to monitor the tone, topics, trends, and insights that are being reported about this community, and to determine communications strategies to improve the results. It is

important for PKED to know how members of the community are speaking about this region as it is a factor when attracting new visitors and industry to the region. It is also equally important for PKED to ensure relevant news is shared with media to build reputation, and to contribute to media stories to provide data, facts, and reflections on various economic development topics. Below is a selection of clips to demonstrate the variety of media coverages tracked and contributed by PKED in the second half of 2022:

- High speed internet announcement:
<https://www.thepeterboroughexaminer.com/news/peterborough-region/2022/10/26/rural-high-speed-internet-projects-get-56m-in-funding.html>
- Circular economy initiative: <https://globalnews.ca/video/9036430/peterborough-one-of-10-canadian-communities-joining-circular-economy-initiative>
- Ontario 55+ Games: <https://globalnews.ca/video/9048176/peterborough-holds-the-ontario-55-summer-games/>
- Discover PTBO Bingo Launch:
<https://www.thepeterboroughexaminer.com/news/peterborough-region/2022/08/30/trent-university-students-to-play-downtown-peterborough-bingo-for-orientation.html>
- Sick days: <https://www.thepeterboroughexaminer.com/news/peterborough-region/2022/11/08/piggott-urges-peterborough-employers-to-provide-paid-sick-days.html>
- Tourism sector: <https://globalnews.ca/video/9354036/ontarios-tourism-sector-wont-fully-recover-from-pandemic-until-2025-report/>
- Holiday Shopping Passport/Hotel Campaign:
<https://www.thepeterboroughexaminer.com/news/peterborough-region/2022/11/14/peterborough-dbia-holiday-shopping-passports-are-back.html>

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

The Business Development Team is responsible for working directly with businesses to identify opportunities for growth and expansion, but also areas of vulnerability to ensure every effort is made to retain existing businesses. PKED is a member of the Ontario East Economic Development Commission and works collaboratively to generate leads for this region.

PKED responded to 25 inquiries/leads between July and December 2022. Of the 25 inquiries, 19 are still active inquiries with varying degrees of interest in the region. It is important to note that business decisions may take months and even years to materialize. Six of the inquiries were lost as a suitable site was not available to offer.

An overview of the types of inquiries received can be found below:

- Food Processing (multiple inquiries including inspection, small food processor, and large food and beverage processors)
- Distribution and Logistics (multiple)
- Industrial Building Expansion (existing company looking to expand)
- Manufacturing, technology (multiple)
- Retail Use
- On-Farm Diversified Use

- Greentech for Agriculture
- Sporting Championship Event to host

Supporting Local Growth and Expansion

Working with existing businesses is the core activity for economic development professionals. Annually, the PKED team conducts a business count survey to track employment, business, and vacancy data across the region. The data collected helps to ensure that we are working towards the employment targets as set out in the City and County Official Plans, but it also helps to understand the growth opportunities and barriers that local businesses are facing. In 2022, PKED surveyed 997 businesses, and responded to a further 132 requests for assistance.

PKED delivered key programs in 2022 to help local businesses grow and expand, notable programs include:

Kawartha Choice Speed Dating Event: Hosted at the Holiday Inn in Peterborough, this event brought together chefs, caterers, and restaurateurs to meet and develop business relationships with local farms and food producers. The event had 17 producers and 16 Buyers. Billy Alexander, world-renowned Chef and Director of Programs for the Culinary Tourism Alliance was the keynote speaker and kicked off the event to highlight the importance of building a local food system.

Spark Program - Tourism Innovation and Product Development: Recognizing that tourism operators are competing globally for visitors' attention and to ensure that this region has many new authentic and exciting experiences to attract visitors, PKED introduced the Spark program through the Tourism Innovation Lab. This program was offered to County and City of Peterborough early-stage businesses (2 intakes) based on a competitive region wide application and 'pitch' process. SPARK delivered an intensive training and mentorship program for local tourism operators to develop new tourism ideas and provided them with a pilot program grant to launch their experience.

The following businesses were selected:

- Camping Equipment Rentals – Polina Ratnichkina
- Rare Escape – Kassy Scott
- Bunkie Resort – Sarah Heydon
- Indigenously Infused – Robyn Ivory Pierson
- Red Mill Maple Syrup – Jeremy Poulin
- Buskers Festival – Luke Farley

Leadership and Innovation for the Future of Tourism (LIFT): is an innovative experiential travel program delivered through the Gros Morne Institute for Sustainable Tourism (GMIST). This program is targeted to high performing tourism operators that compete to join this program to create new experiential travel development.

Peterborough & the Kawarthas Tourism (PKT) staff supported two local tourism operators in applying and subsidized travel costs to participate. As a result, a shoulder-season immersive experience will be launched in March 2023 with the opportunity to become an ongoing offering for team building groups. Ongoing support from PKT will include promotion of the experience on thekawarthas.ca, with the future goal of developing it into an Authentic Adventure. As well 1 Tourism Operator (Spark Participant) attended the experiential

development training - Unlocked & Inspired Program (November-December)

Feedback from participant: “Thank you so much for the opportunity to participate in the LIFT program (which I am still participating in – via Zoom) I had the opportunity to meet such interesting people with all kinds of innovative ideas.”

Meetings, Conferences and Sporting Events

Attracting meetings, conferences and sporting events is a strong activity to invite new visitors to the region. Hosting significant sporting events and conferences supports tourism-dependent businesses outside of the typical tourism season and provides the destination with an opportunity to highlight all we have to offer. PKT works hard to attract multiple events throughout the year.

PKED followed our 3+ years of involvement in the bid and organizing committee for the 2020/21/22 55+ Summer Games by leading the accommodation committee and arranging local rooms/beds for 800+ participants, this resulted in more than 2000 room-nights, before, during, and after the 3-day Games period in both games hotels, Trent & Fleming, and all other regional accommodation (100% occupancy in all hotels, motels & nearby resorts on Day 1 of the games)

Sports Tourism: PKED/PKT is maintaining an active membership with Sport Tourism Canada, and attended their annual Sport Event Congress, which included a ‘speed-dating’ event between host cities and national and provincial sporting events-rights holders. PKT was able to meet directly with a diverse group of sports events decision makers to pitch Peterborough as a host city – events are typically 2-3 years out so will update as decisions are made.

Currently working with the local accommodation business community as well as sports and event venues (incl. Municipal, Trent U. Fleming) to launch a local Peterborough Hub (early 2023) on the international Sport Research Portal for event planners

<https://sporteventresearch.ca>

- Helped Trent U athletics with accommodation and local knowledge in hosting the provincial university field lacrosse championships – the Baggataway Cup
- Provided liaison support for local league events with accommodations providers and third-party event management and planning
- Aiding Trent U athletics with accommodation and local knowledge in hosting the OUA Men’s Curling Championship February 10-12

Attracting & Supporting Meetings, Conferences & Sports Events:

- MPI Canadian Membership Directory (partnership with Canadian Canoe Museum): https://www.mpicanada-digital.com/mtgr/2022_canadian_membership_directory/MobilePagedReplica.action?pm=2&folio=AD#pg1
 - Working in partnership with the Canadian Canoe Museum, which is set to open its doors to a new museum and stunning new event spaces, PKT secured a high-value double-page spread to promote the new space to prospective meeting and event planners in the 2023 Directory for Meeting Planners

International. The issue also included an outsert featuring some of the region's most unique and notable attractions.

- Ignite Magazine Inspiration Room Destination Hub:
<https://inspiration.ignitemag.ca/destinations/peterborough-the-kawarthas-hub/>
- Supported the organizers in hosting of the Ontario Association of Committees of Adjustment conference – 140+ participants, with local activities, knowledge, and product offerings
- Current opportunities in progress, ongoing support for existing events

Visitor Services

Not only does PKED work with tourism businesses, but there is a team dedicated to marketing the destination for visitation, as well as a team dedicated to delivering visitor services and ensuring that the visitor experience meets and exceeds expectations while in the destination.

Mobile Visitor Services from the Peterborough Lift Lock. Trained travel counsellors were stationed at the Peterborough Lift Lock, Thursday through Sunday, 9am to 5pm, from the first weekend of June until Labour Day. They had a pop-up branded tent and table along with many brochures to help visitors.

PKT also conducted Tourism in Motion where Travel Counsellors were sent out to explore smaller towns & locks along the Trent-Severn Waterway with a wagon of information and PKT swag to interact with those our experiencing the destination firsthand. Along the way, they will stop in tourism related businesses to see any new product available, safety protocols in place and to share our services and publications. Some locations included Riverview Park & Zoo, Peterborough Museum & Archives, Lakefield Jazz Festival, Buckhorn Lock 31, and Shamrock Festival in Ennismore.

PKT routinely measures the success of their Information Services programs with visitors using a **Visitor Health** Score to benchmark with other destination marketing organizations (DMOs). PKT received a 99.7% visitor health score, to ensure the customer was satisfied with the service received, how likely a customer was to recommend our service and how quickly they received a response. The target health score of DMOs is 80%.

The Visitor Centre served the following number of in-person customers:

July – 834
August – 586
September – 181
October – 93
November – 77
December - 148

Top requested visitor information:

- **July:** Peterborough Lift Lock, Attractions, Directions, Food & Drink, Canadian Canoe Museum
- **August:** Peterborough Lift Lock, Directions, Attractions, Warsaw Caves, Cruises
- **September:** Attractions, Warsaw Caves, Peterborough Lift Lock, Directions, Driving Tours

- **October:** Driving Tours, Attractions, Warsaw Caves, Directions, Food & Drink
- **November:** Warsaw Caves, Attractions, Food & Drink, Shopping, Culture & Heritage
- **December:** Musicfest Diner's Book, Festivals & Events, Shopping, Parks & Trails, Attractions, Directions

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

Access to a skilled and available workforce has been a well documented challenge, where employers cannot find workers and job seekers cannot find meaningful employment. This workforce divide is fundamentally not sustainable for businesses as well as the community at large. PKED is either participating, leading or supporting a number of workforce development initiatives underway.

Sustainability & the Circular Economy: PKED continues to support Green Economy Peterborough, and its efforts to build the local network of businesses focussed on green and sustainable business practices. In addition, PKED is participating in the Circular Cities and Regions Initiatives to learn best practices to bring greater circularity and sustainability to the regional economy.

Pathways to Prosperity (P2P)

In previous Business Count Surveys, access to workforce has been identified as a major barrier for businesses. In response, PKED created a workforce development program in partnership with Muskoka Kawartha Employment Services (MKES), Fleming College, Workforce Development Board and City of Kawartha Lakes Economic Development to deliver a Skills Development Funded Project: **Pathways to Prosperity (P2P)**.

The P2P program offers training through Fleming College, job placements, upskilling for workers and leadership training for employers. The program also highlights the various pathways that job seekers can take to move from entry level positions to more advanced careers with greater earning potential in the region.

The province and municipalities currently support and fund several agencies in the community to deliver employment services, education, economic development, and workforce development programs. By pulling components from each of the separate agencies and institutions, the program harnesses existing expertise and skills to work towards a common solution. This collaborative approach has proven highly sustainable and avoids duplicate efforts of existing agencies.

The outcome of the Pathways to Prosperity project is to develop a regional economy with more people working and businesses better positioned to operate at their full potential. To date the project has engaged 44 business and delivered training to 136 job seeker and employee participants.

Currently, the program aims to support 180 job seekers and employees with relevant training by March 31, 2023. Business Profiles are created to highlight what it is like to work at our key employers in the region. Below are two examples of the employer profiles for the P2P program.

- Charlotte: <https://youtu.be/NBGRHsreVv4>
- Publican: <https://youtu.be/xvEBwFMaZfw>

PKED will be submitting another proposed project which aims to continue to fill the workforce needs in the community; but will be designed in such a way that it can be adaptable, and repeatable by responding and filling an ongoing need in the local workforce through true partnerships.

Trent Community Concierge Program

It has been a long-established goal to retain students in the community after they graduate. To that end, PKED partnered with City of Kawartha Lakes economic development and Trent University to create a Community Concierge program that involves preparing graduating students for the workforce and connecting them with experiential learning opportunities in the community with a final goal of increasing student retention in the community. To date 50 businesses have signed on to create experiential learning opportunities with several cohorts completing the workforce preparation course.

Despite these efforts workforce shortages continue to be a challenge. The Workforce Development Board presents monthly [Job Demand](#) reports for the region. Below is a breakdown of the number of job postings, and the companies posting open positions each month:

July Job Report

Postings: 3069

New this month: 1,829

#Companies: 1,100

August Job Report

Postings: 3,664

New This month: 2,430

Companies: 1,167

September Job Report

Postings: 3,719

New This Month: 2,301

Companies: 1,182

October Job Report

Postings: 3,049

New this Months: 1,667

Companies: 1,079

November Job Report

Postings: 2,659

New This Month: 1,463

Companies: 953

The December Job Report was not available at the Report deadline for submission. It is also important to note that the vast majority of the jobs posted were permanent job postings.

Top In Demand skills were:

- Customer service
- Sales
- Organization

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- Interpersonal skills
 - Leadership
 - Attention to detail

OBJECTIVE 4: Support all phases of entrepreneurship

The Business Advisory Centre is one of 54 advisory centres across the province dedicated to supported start-ups and entrepreneurs. Through dedicated programming, workshops and consultations, the BAC is a highly active centre for PKED.

Inquiries received: **BAC received 137 inquiries in Q3/Q4**

Consultations: **BAC performed 127 consultations in Q3/Q4**

Workshops Hosted: **BAC hosted 14 workshops in total for Q3/Q4**

BAC public presentations

- Business Planning Introduction- presentation to Trent University Entrepreneurship class (October)
- StartUp VISA Presentation in support of the Innovation Cluster Peterborough-Kawartha
- Entrepreneurship Presentations to Employment Ontario Centres (EPC Peterborough, Agilec)

BAC program Highlights

- Youth entrepreneurship programming over July-August
- Fall Intake of Starter Company Plus (October-December)
- Starter Company Plus training workshops (October-November)
- Instagram Reels for Small Business- hosted by 705Creative (July)
- Small Business Workshop Series- Virtual (July-December, ongoing)
- Summer Company Bootcamp Training for Students in partnership with Business and Entrepreneurship Centre Northumberland (July)

Top requested info by local businesses

Businesses have reached out to the PKED team for the following support requests:

- Recruitment support: Hiring and workforce related information
- Funding: Accessing and improving the success rate for grants, financing, loans etc.
- Business planning support and resources
- Social media training and support
- Tax planning

Barriers to Business

Businesses have reported the following as barriers to business growth in the region. PKED works with industry partners, agencies as well as municipal staff to mitigate many of these barriers, however, a collaborative approach will be required to address these high-level challenges.

- Regional Employment Lands
- Housing
- Transportation
- Workforce

Relationship to the Five-Year Strategic Plan – Future Ready

VISION – To be the most sustainable and innovative community and economy in Ontario.

Objective 1: Promote Peterborough & the Kawarthas as a Destination of choice for visitors, business, entrepreneurs, investors, and students.

Objective 2: Leverage the Region's mix of rural and urban assets and business.

Objective 3: Build a Job-Ready, highly skilled, and innovative workforce of the future.

Objective 4: Support all phases of entrepreneurship, while also supporting existing business.

Relationship to the MOU (Memorandum of Understanding) Agreement with the City and County of Peterborough

This report highlights the key activities undertaken for each of the core economic development activities identified in the Memorandum of Understanding with the City and County of Peterborough:

- Promote
- Start
- Grow
- Attract



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President & CEO