



City of
Peterborough

To: Members of the General Committee

From: Rhonda Keenan, President and CEO, Peterborough and the Kawarthas Economic Development

Meeting Date: August 8, 2023

Subject: PKED 2023 Q2 Strategic Plan Activities Report, Report PKED23-004

Purpose

A report to inform Council of Peterborough & the Kawarthas Economic Development's (PKED) 2023 Q2 activities in accordance with the Memorandum of Understanding reporting requirements.

Recommendation

That Council approve the recommendation outlined in Report PKED23-004, dated August 8, 2023 of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That Report PKED23-004 and accompanying presentation, providing the Peterborough & the Kawarthas Economic Development 2023 Q2 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 August 8, 2023, General Committee meeting to provide a presentation and respond to questions regarding PKED activities.

Submitted by,

Burton Lee
Board Chair
Peterborough & the Kawarthas
Economic Development

Rhonda Keenan
President & CEO
Peterborough & the Kawarthas
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Attachments:

Appendix A – 2023 Q2 Activities Report
Report Link: <https://investptbo.ca/q2-2023-progress-report/>



ECONOMIC DEVELOPMENT

Appendix A

Subject: PKED 2023 Q2 Strategic Plan Activity Report

Overview

The second quarter saw a constant flow of exciting activities at PKED. Meetings with developers, new small businesses launching, the 2023 Business Count Survey underway and the kick-off to another active tourism season all work to bring a spirit of optimism and energy to the PKED offices.

Outside of traditional economic development work, PKED was pleased to support the ongoing work of Sustainable Peterborough that has begun to activate their new Strategic Plan, focusing on localizing indicator data based on UN Sustainable Development Goals: SDG 1 No Poverty; SDG 11 Sustainable Cities and Communities as well as SDG8 – Decent Work and Economic Growth.

The second quarter also saw the transfer of family physician recruitment and retention responsibilities to PKED. We were pleased to see the momentum develop and synergies align between tourism, traditional economic development, hosting familiarization tours and physician recruitment and retentions. This quarter saw us collectively work together and host our first prospective family physician and her family.

In each of these scenarios above, I am reminded of the support that we give and receive across this region from individuals as well as partner organizations. This is a community of collaboration and cooperation. Whether volunteering to measure progress within the UN Sustainable Goals framework, or supporting new business start-ups and entrepreneurs, or the community coming together to help “sell” Peterborough & the Kawarthas as a destination of choice for a new physician or business, there has been a full community effort to support these initiatives and it is what sets us apart from other regions.

There is great interest in Peterborough & the Kawarthas, and we are fortunate to witness this community spirit first-hand.

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 during Q2, 2023:

- Annual General Meeting & [Future Ready Report Card](#)
- Restaurants Canada Show – participated in the Ontario East booth
- SIAL Show – participated in the Ontario East booth
- Airport Summit
- EV & Charging Expo
- Ontario East Quarterly Meeting
- KMA Networking Meeting
- EDO One-On-One with Selwyn
- Started the annual business count survey
- Peterborough Musicfest
- PRHC Physician Recruitment Team
- Trent University – Community & External Relations (Student Welcome)
- Peterborough & the Kawarthas Chamber of Commerce Summer Social
- Peterborough Day at Queen’s Park
- BDC – client referral opportunities and Small Business Week content collaboration
- Canadian Canoe Museum – site tour, marketing opportunities discussion
- Green Economy Peterborough – Leadership in Sustainability Awards
- Kawartha Family Business Group- small business presentation
- OBIAA Conference
- SBC Ontario Conference
- Peterborough & the Kawarthas Chamber of Commerce Business Summit
- Adam Scott CVI Careers Day: Economic Development and Summer Co. Presentation
- Funding Forum Event in conjunction with the Innovation Cluster- Peterborough Kawartha
- Greater Peterborough Business Group- small business presentation

Future Ready Objective 1: PROMOTING THE DESTINATION

The Marketing and Communication Team works 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.

Below is an overview of key campaigns and promotional materials produced in Q2 2023:

Marketing Campaigns & Paid Advertising

Promoting Peterborough & the Kawarthas for Investment Attraction and Visitation

Actively promoted the Summer Company Program to encourage youth to participate and launch their summer business.

Peterborough & the Kawarthas Tourism continues to invest in the Culinary Tourism Alliance's

Great Taste of Ontario program, and developed a [dedicated landing page](#) for ongoing development of digital passports to encourage visitors to enjoy food & drink experiences in the region.

Throughout Q2, ongoing work was put into the completion of a new suite of Investment Attraction materials to support the Investment attraction efforts to recruit companies to Cleantech Commons at Trent University.

New & updated pre-planned trips added to thekawarthas.ca

- [Ashburnham Afoot: Exploring this Unique Peterborough Neighbourhood](#)
- [A weekend to savour: Culinary delights of Peterborough & the Kawarthas](#)
- [Chip Truck Trail](#)
- [Peterborough Musicfest: The perfect overnight getaway](#)
- [Preamble Peterborough: Downtown Walking Tour](#)
- [What to do in Spring & Fall in Peterborough & the Kawarthas: Find a Reason to Make Every Season Count](#)

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 quarter of the year:

PKED hosted four travel writers in the second quarter which included:

1. Chris Mitchell – www.travelingmitch.com/
 - **Dates:** May 10-12
 - **Focus:** Cycling the Peterborough & the Kawarthas Classics Road Cycling Routes
 - **Featuring:**
 - Wild Rock Outfitters (Peterborough)
 - Holiday Inn (Peterborough)
 - Silver Bean Café (Peterborough)

- Rolling Grape (Otonabee-South Monaghan)
 - Pastry Peddler (Cavan-Monaghan)
 - Village Inn (Selwyn)
 - Canoe & Paddle Pub (Selwyn)
 - Nutty Bean Café (Selwyn)
 - HarbourTown (Douro-Dummer)
 - **Media Results:** Pending; Anticipated Publication Date June/July TBC
2. Carolyn Heller – Travel Guidebook author www.cbheller.com/
- **Dates:** May 10-12
 - **Focus:** Signature Attractions in Peterborough & the Kawarthas
 - **Featuring:**
 - Canoe Museum (Peterborough)
 - Petroglyphs Provincial Park (North Kawartha)
 - Publican House (Peterborough)
 - **Media Results:** Pending; Anticipated Publication Date TBC (Publication Confidential)
3. Lindsay Davies - www.ivebeenbit.ca/ / www.eatlocalontario.ca/
- **Dates:** May 28 & 29
 - **Focus:** Culinary & Local Chefs
 - **Featuring:**
 - Chef Tyler Scott - Rare Escape (Peterborough County)
 - Chef Lisa Dixon – Blackhoney Café & Bakery (Peterborough)
 - Chef Brad Watt – Publican House (Peterborough)
 - Lang Pioneer Village Museum (Otonabee-South Monaghan)
 - Elmhirst’s Resort (Otonabee-South Monaghan)
 - Indigenously Infused (Curve Lake First Nation)
 - Kawartha Country Wines (Trent Lakes)
 - **Media Results:** <https://ivebeenbit.ca/best-peterborough-experiences/> (Update); <https://eatlocalontario.ca/unmissable-peterborough-eats/> (new)
4. Ashley Rae - *International Writer and Female Angler* – SheLovesToFish.com
- **Dates:** June 27-29
 - **Focus:** Kayak fishing on Lower Buckhorn Lake; Highlighting Peterborough & the Kawarthas proud industry connections to fishing advocacy and manufacturing
 - **Featuring:**
 - Lower Buckhorn/Westwind Inn (Trent Lakes)
 - Lucky Strike Baitworks (Cavan-Monaghan)
 - OFAH Hunting & Fishing Heritage Centre (Peterborough)

Spark Program Earned Media: Toronto Star: [Wanderlight Alpaca Experience plans mystery agri-tourism addition to guided walks with alpacas](#) (also in Peterborough Examiner)

Feast on the Farm Earned Media: Peterborough Examiner – [Promoting locally prepared food in the Heart of Nature in Peterborough & the Kawarthas](#)

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 speak 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 during Q2 2023:

- [Eye on the Environment](#) – Spring 2023 – Feature on Indigenously Infused
- [Tourism is Big Business for Peterborough & the Kawarthas \(Ptbo Today\)](#)
- [Promoting locally prepared food in the heart of nature in Peterborough & the Kawarthas \(Peterborough Examiner\)](#)
- [Peterborough & the Kawarthas Tourism Snapshot \(YourTV\)](#)
- [Narcity.com – 7 Cottage Airbnbs in Ontario with Massive Hot Tubs & Breathtaking Lake Views](#)
- [Kawartha Now – Starter Company Plus](#)
- [Ptbo Today – Starter Company Plus](#)
- [PtboCanada.com – Feast on the Farm](#)
- [Peterborough Examiner – Feast on the Farm](#)
- [The Toronto Star – Avoiding over tourism at Petroglyphs Provincial Park](#) Also in Peterborough Examiner, Yahoo.com, The Hamilton Spectator
- [Peterborough Examiner - Cycling](#)

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

The Business Development and Tourism Teams are responsible for working directly with businesses to identify investment attraction potential, as well as opportunities for growth and expansion. PKED also assesses 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 also works collaboratively with Regional Tourism Organization 8 (RTO8).

Attract:

PKED responded to 14 inquiries/leads during Q2.

Of the 14 inquiries, 7 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. 5 of the inquiries were lost as a suitable site was not available to offer.

The types of inquiries have been varied with PKED making pitches to several vertical farming companies, a bio-material company for the plastics industry, healthy soil engineering company, as well as an engineering firm that specializes in the manufacturing of equipment for the water treatment industry.

PKED staff participated in two trade shows with Ontario East for the food industry: SIAL and the Restaurants Show, in addition to attending an EV conference and summit and the Circular Economy Summit.

Retain:

In addition to generating and responding to leads, PKED staff meet with existing businesses and identify if they are having any operating challenges in the community. Businesses that have either identified a significant challenge or significant opportunity are met with individually for additional support.

- Completed 31 in-person corporate visits
- 7 new tourism businesses or experiences have been added to thekawarthas.ca visitor website.

In June 2023 PKED cohosted, with the Culinary Tourism Alliance, “Feast on the Farm – A Taste of Peterborough & the Kawarthas”. This was a significant cross-operation, two-day event featuring local culinary businesses. Day one brought more than 120 visitors to the region to sample locally produced goods, while the second day focused on education and business development that was attended by more than 45 business in the hospitality sector. Day two

featured hands-on workshops, presentations and round table discussions for industry professionals to learn about using Ontario ingredients in their menus and implementing sustainable practices.

Grow:**Meetings, Conferences and Sporting Events**

Attracting meetings, conferences and sporting events is a strong activity to invite new visitors to the region and extending the tourism season. 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.

Through our combined community activity PKED was able to support several group events in the second quarter of 2023 including:

- The OFSAA Men's Lacrosse Championships (occurring early June) - Hosted by KPR & PNVCCD School boards
- 2023 Annual Conference & AGM of the Ontario Professional Foresters Association
- The Ontario Colleges Retirees Association conference
- The Eastern Ontario Wardens Caucus regional meeting
- Assisted a local business – who is one of our Authentic Adventures – in their efforts to host a small conference for FEEL practitioners (Facilitated Equine Experiential Learning)
- Supported the recruitment and/or operations of the OHL Annual General Meetings

Attracting Future Meetings, Conferences & Sports Events

Peterborough & the Kawartha Tourism staff undertook several activities to support the attraction of Groups and events in the second quarter.

- Attended the Sport Tourism Canada – Sport Event Congress, - a national event that provides an opportunity to pitch Peterborough & the Kawarthas as host destination for national, provincial, and regional sport events. Met with 11 national sport organizations that present strong prospects for hosting opportunities in 2024-2026
- Launched a new project to have our region represented on the international sport research/event hosting portal through our partnership with Adrenalin/Ignite media
 - <https://sporteventresearch.ca/destination/ontario-peterborough-kawartha-lakes>
- Submitted a bid / expression of interest to host the Canadian Society of Physician Recruiters national conference 2025 (or 2026)
- Have initiated conversations, in partnership with the Peterborough DBIA, to host the 2025 Annual OBIAA Provincial Conference
- Renewed our subscription CVENT subscription to receive RFPs for regional events based on our venue's registration and capabilities

We have also taken the active step of reestablishing the Peterborough Sport Tourism Committee (that led to successful bids such as the Ontario 55+ Games) with participation from PKED, The City of Peterborough, Trent University and Fleming College and support from the school boards and outreach to all local leagues. This is a crucial step in collaboratively re-establishing the community as a desirable location for sports 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, ensuring that the visitor experience meets and exceeds expectations while in the destination, and promote local business visitation.

Student travel counsellors were onboarded in May to the Peterborough & the Kawarthas Tourism team to work with visitors through in-person and digital visitor services. The downtown Visitor Centre is the primary method for interacting with visitors and is open seven days a week from the downtown location (May 22 – September 4). PKED also has an occupancy license with Parks Canada – Trent Severn Waterway for a pop-up kiosk at the Peterborough Lift Lock which will function as a second regional visitor information center.

Visitor services has also developed a partnership with the Peterborough & the Kawarthas Chamber of Commerce to leverage additional summer staff to support tourism activities more broadly through the region, including support for the Lakefield office and the Buckhorn District Tourism office.

Student travel counsellors will be utilized to distribute visitor information at signature attractions and community events throughout the City and the County of Peterborough, including RibFest, the Lakefield Jazz Festival, and Musicfest

The Visitor Centre served the following number of inquiries across all channels:

April: 199

May: 416

June: 551

Q2: 1166

Q2 YEAR OVER YEAR PERCENT CHANGE

YEAR	TOTAL VISITORS SERVED	% CHANGE
2017	1481	N/A
2018	2046	38%
2019	1919	-6%
2020	195	-90%
2021	286	47%
2022	639	123%
2023	1166	79%

Top requested visitor information:

1. Peterborough Lift Lock
2. Attractions
3. Parks & Trails / Cycling / Hiking
4. Trent Severn Waterway
5. Festivals & Events
6. Arts, Culture & Heritage
7. Tours & Sightseeing / Cruises
8. Lang Pioneer Village
9. Culinary
10. Family Fun

Info about The Canadian Canoe Museum is a regularly requested item year-round, but we are proactively explaining that the museum is under construction and the old CCM is closed.

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.

Sustainability & the Circular Economy: PKED continues to support Green Economy Peterborough, and its efforts to build the local network of businesses focused 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. These programs help educate and bring necessary skills to businesses to help implement change.

Labourforce Advisory Committee

PKED Staff actively participate on the Labourforce Advisory Committee. Changing labour market trends are monitored as well as key connections are made between education, industry and job seeker support agencies.

The Top 10 Occupations with growth projections.

Ranking	Occupation	#Jobs in 2023	# Jobs forecast for 2028	Job Growth
1	Plastics processing machine operators	802	977	175
2	Nurse aides, orderlies, and patient service associates	1229	1347	118
3	Customer and Information Services	894	1005	111
4	Accounting and related clerks	881	989	108
5	Nursing coordinators and supervisors	370	475	105
6	Public works maintenance equipment operators and related workers	445	533	88
7	Sales and account representatives (wholesale trade)	1090	1176	86

8	College and other vocational instructors	570	655	85
9	Social and community service workers	728	809	81
10	Food and beverage servers	675	755	80

Data Source: Workforce Development Board Labour Market Gateway

April Job Report

Postings: 2311

New this month: 1298

#Companies: 895

May Job Report

Postings: 2568

New This month: 1542

Companies: 923

June Job Report

Postings: 2502

New This Month: 1417

Companies: 905

Although the number of job postings dropped 2% from May until June, 79% of the jobs posted were full-time jobs and 86% were permanent job postings.

Top In Demand skills were:

- Communication
- Support
- Management
- Customer service
- Sales
- Organization
- Interpersonal

Data source: WDB

OBJECTIVE 4: Support all phases of entrepreneurship

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

Inquiries received: **BAC received 90 inquiries in Q2 via email, phone, and walk-in**

Consultations: **BAC performed 41 consultations in Q2**

Businesses started with support from the BAC: **8 in Q2**

Workshops Hosted: **BAC hosted 14 workshops in total for Q2**

BAC public presentations

- On April 3rd, the BAC capped off their support for Trent University's 3/4th year New Ventures course. In conjunction with Community Futures Peterborough, they delivered Business Pitch training and acted as “Pitch Judges” for the courses’ culminating project.
- The BAC delivered a workshop to the Kawartha Family Business Group on April 24th on “Defining your Customer Personas.” This presentation was requested following the BAC’s workshop delivery at the Women’s Business Network in January 2023. A similar presentation was also shared with the Greater Peterborough Business Group on June 15th.
- The BAC continues its ongoing relationship with EPC and local employment centres to deliver information on self-employment as a career path. The BAC Manager took part in a panel discussion at EPC on April 12th as part of EPC’s “Culinary Collaborative” program.
- From May 9-11, the SBC Ontario Association conference was held in Vaughan, ON. Staff attended as the SBEC for PKED. Collectively, over 120 attendees from small business centres across the province attended the first conference to take place. BAC Staff led a workshop for the conference as a ThinkTank Session on how to effectively market your SBEC based on the strength of the BAC.
- Business Fundamentals workshops continued throughout Q2, comprising of workshops on the Lean Canvas Business Model, Business Planning and Market Research

BAC program Highlights

- On April 5th the BAC partnered with the Innovation Cluster to deliver a “Business Basics” and Summer Company introduction workshop for the “Leap Zone Entrepreneurship Project @ KPRDSB Club”. The BAC also delivered the 4th and final workshop of the series on April 26th covering Marketing and support in hosting a program wrap-up event in the Venture North Building.
- Starter Company Plus applications closed on April 30th—the BAC received 47 applications for 12 spots: the highest number of applications received for the program to date (program started in 2017).

- Starter Company Plus programming kicked-off on May 15th with a full-day workshop. The program ran for five weeks, culminating at the end of June with a business plan and pitch competition to secure a \$5000 micro-grant.
- Summer Company school visits in partnership with Junior Achievement took place at Holy Cross Catholic Secondary School and Thomas A. Stewart Secondary School on May 23rd, 25th, 31st, and June 1st.
- Summer Company Kick-Off Training Session took place on Thursday, June 8th. This flagship entrepreneurial training program gives youth an opportunity to test the waters of entrepreneurship as they run their own business over the summer months.
- The Funding Forum event, with the Innovation Cluster, was well-received with over 75 attendees. The BAC moderated a five-person panel representing different lending institutions and covered common financing questions. Access to financing and how to secure it for a small business has been a commonly asked question for Q1 and Q2 through the BAC.

2023 Business Count Survey

The 2023 Business Count Survey was launched in Q2 and has already surpassed 2022 survey responses. The survey collection will conclude in mid-August with data analysis completed in September. A full report will be made available when completed.

Businesses are contacted via email, in-person and on the phone. Information collected helps to inform of local business opportunities and challenges, as well as employment and real estate data to help inform employment density and job growth targets as set out in Official Plans.

Top requested info by local businesses

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

- Looking for skilled employees, where to find applicants, issues hiring
- Looking for assistance for marketing and elevating awareness for their company
 - Tourism businesses are asking help with marketing, website content and promotion/featuring their activities
- Help finding a new facility since they are expanding / help finding a facility or land because they are looking at moving their business to the area
- Support in developing a business plan to secure financing
- Small businesses are requesting information on creating e-commerce platforms and websites
- Access to financing; increased interest in non-repayable contributions, grants
- Tourism businesses looking for funding/grants for sustainability improvements
- Tourism businesses looking for funding/grants for accessibility enhancements

Barriers to Business

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

- Little to no supply of lands or buildings
- Lack of Housing
- Limited or challenging transportation options for workers
- Workforce does not have the skills businesses are looking for

Opportunities for Sustainable Economic Growth

- Electric Vehicle, for research and development, manufacturing but it is also a tourism trend
- Technology in Housing construction
- Food processing
- Vertical Farming
- International Visitation

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

RKeenan

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