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**To:** Warden and Members of County Council

**From:** Dana Empey, Board Chair  
Rhonda Keenan, President & CEO  
Peterborough & the Kawarthas Economic Development

**Meeting Date:** February 19, 2020

**Subject:** PKED 2019 Fourth Quarter Metrics and 2020 Business Plan

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## **Purpose**

A report to inform Council representatives of Peterborough & the Kawarthas Economic Development's 2019 Fourth Quarter Metrics and 2020 Business Plan. A representative of Peterborough & the Kawarthas Economic Development will be in attendance at the February 19, 2020 County Council meeting.

## **Recommendation**

That Council approve the recommendation outlined in 2018 PKED Report of the Board Chair and President & CEO of Peterborough & the Kawarthas Economic Development, as follows:

That PKED 2019 Fourth Quarter Metrics and 2020 Business Plan providing the Peterborough & the Kawarthas Economic Development update be received.

## Budget and Financial Implications

There are no budget or financial implications as a result of this report.

## Background

The three-party Memorandum of Understanding agreement between the City, County and Peterborough & the Kawarthas Economic Development (PKED), endorsed by County Council in December 2015, requires PKED to provide quarterly updates to City and County Council, based on an approved set of performance measures for the upcoming year.

Submitted by,

Dana Empey  
Board Chair  
Peterborough & the Kawarthas  
Economic Development

Rhonda Keenan  
President & CEO  
Peterborough & the Kawarthas  
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ECONOMIC DEVELOPMENT

## 2019 BUSINESS PLAN

This Annual Business Plan supports the final year of the **2015-2019 Strategic Plan: Realizing a High-Performing Economy: Igniting the Transformation.**

The 2019 Annual Business Plan supports the core economic development activities as outlined in the Memorandum of Understanding between PKED, the City of Peterborough and the County of Peterborough dated, December 12, 2012 and later amended December 7, 2015.

The General Mandate of PKED within the agreement is to facilitate an environment which will contribute to the creation of wealth, the growth of new employment and the development of an improving quality of life for area residents. PKED will promote, facilitate and develop a strong unified economic development presence for the Greater Peterborough Area (being the entire geographic region consisting of the County of Peterborough and the City of Peterborough). PKED will work cooperatively with local municipalities and other organizations to ensure that investment opportunities throughout the entire Region are effectively developed.

The core economic development activities are focused on four key categories:

1. **PROMOTE** – 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.
2. **START** - 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 and early growth phases.
3. **GROW** - Business retention and expansion are the foundation of core economic development activities. We will continue to meet with the local existing business base, across all key sectors throughout the region.
4. **ATTRACT** - Attracting new investment and assessment efforts will be focused across the region. Working in alignment with each municipality throughout the City and County, we will focus attraction efforts on the region’s established key sectors: Agriculture, Aerospace, Cleantech, Manufacturing (Industry 4.0) and Tourism

# 1. PROMOTE

Peterborough & the Kawarthas has an extraordinary story to tell. We will advance a compelling narrative showcasing our region's unique advantages, carefully differentiating our region from others.

We need to create both awareness of the region and identify what opportunities exist to successfully attract more visitors, investment and jobs.

**Focus #1:** Marketing to key audiences for business growth, investment and visitation

**Focus #2:** Stakeholder communications and media relations.

PKED will use the following marketing techniques:

- The PKED website: [peterboroughed.ca](http://peterboroughed.ca); highlights include promoting workshops for entrepreneurs; resources that can aid businesses and a toolkit for site selectors to learn this region's strengths for investment.
- The tourism website: [thekawarthas.ca](http://thekawarthas.ca); visitors can create their own itinerary through a trip planner tool and have direct connections to tourism partners; advertising is leveraged, and new product is promoted through partners such as RTO8.
- Social media; LinkedIn, Twitter, Facebook and Instagram; Digital marketing techniques; traditional advertising and print publications.
- Building successful relationships in all key markets.

## METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
<b>Media results and analytics<sup>i</sup></b>	External Coverages - 15	External Coverages -16	External Coverages - 25	External Coverages – 11
<b># Stories for both PKED and Clients (Earned)</b>	22	12	15	28
<b>Social Media Analytics</b>	<b>PKT:</b> <b>Facebook:</b> 207.2K Impressions; 11,637 Fans <b>Twitter:</b> 154.4K Impressions; Followers: 9,496 <b>Instagram:</b> 4,828 Impress. 2688 Followers	<b>PKT:</b> <b>Facebook:</b> 160.9K Impressions; 11, 736 Fans <b>Twitter:</b> 11.5K Impressions; Followers: 9,575 <b>Instagram:</b> 21,661 Impressions 2807 Followers <b>PKED:</b>	<b>PKT:</b> <b>Facebook:</b> 428.1K Impressions; 11,959 Fans <b>Twitter:</b> 111.5K Impressions; Followers: 9,684 <b>Instagram:</b> 259.8K Impressions 3,249 Followers <b>PKED:</b>	<b>PKT:</b> <b>Facebook:</b> 171.9K Impressions; 12,170 Fans <b>Twitter:</b> 109.6K Impressions; Followers: 9,736 <b>Instagram:</b> 95.1K Impressions 3,596 Followers <b>PKED:</b>

	<b>PKED:</b> <b>Facebook:</b> 67.2K Impressions; 2,070 Fans <b>Twitter:</b> 81.5K Impressions 5071 Followers <b>LinkedIn:</b> 4861 Impressions 534 Followers	<b>Facebook:</b> 70.2K Impressions; 2,123 Fans <b>Twitter:</b> 5,683 Impressions 5,148 Followers <b>LinkedIn:</b> 5860 Impressions 567 Followers <b>Instagram:</b> 5,547 Impressions 1,118 Followers	<b>Facebook:</b> 60.4K Impressions; 2,195 Fans <b>Twitter:</b> 69.8K Impressions 5,234 Followers <b>LinkedIn:</b> 4082 Impressions 613 Followers <b>Instagram:</b> 10,362 Impressions 1,160 Followers	<b>Facebook:</b> 59.8K Impressions; 2,239 Fans <b>Twitter:</b> 87.4K Impressions 5,299 Followers <b>LinkedIn:</b> 26.3K Impressions 753 Followers <b>Instagram:</b> 12,207 Impressions 1,257 Followers
<b>Creation of Marketing Plans for each Target Sector</b>	In Progress	In Progress	In Progress	Complete
<b>Website Analytics</b>	<b>PKED</b> Sessions: 7440 Contact Email Clicks: 12 Leads: 44  <b>PKT</b> Sessions: 41,193	<b>PKED</b> Sessions: 6538 Contact Email Clicks: 93 Leads: 11  <b>PKT</b> Sessions: 57,504	<b>PKED</b> Sessions: 5755 Contact Email Clicks: 130 Leads: 14  <b>PKT</b> Sessions: 90,442	<b>PKED</b> Sessions: 5050 Contact Email Clicks: 66 Leads: 13  <b>PKT</b> Sessions: 41,628

Promoting this destination is a major initiative for PKED. We promote this region to visitors, students, businesses, investors and entrepreneurs. Highlights in 2019 include:

### **Peterborough & the Kawarthas Economic Development**

Website: <http://www.Peterboroughed.ca>

Facebook: Peterborough & the Kawarthas Economic Development

Twitter: @PtboEcDev

Instagram: @PtboEcDev

LinkedIn: Peterborough & the Kawarthas Economic Development

Business Toolkit (Microsite) - <https://peterborough.ecdev.org/>

### **Marketing Materials**

Development of Investment Attraction Interactive iPad Presentation template

Investment Attraction Template for RFP Responses

Development of Starter Company Plus video and infographic

Community Profile and Relocation Guide

## Peterborough & the Kawarthas Tourism

Website: [www.thekawarthas.ca](http://www.thekawarthas.ca)

Twitter: pktourism

Instagram: @TheKawarthas

### Tourism Publications

Travel Guide

Cycling Maps

Visitor Map

Discovery Brewery Routes

Meetings, Conferences and Group Travel Map, Destination Hub (online), Lure Guide

### Earned Media

Total of 67 Earned Media Coverages in 2019

Total of 77 Local Media Coverages in 2019

Hosted 14 travel media – highlights include hosting of industry veteran Jim Byers, a group of influencers from the Toronto Bloggers Collective, media coverage ranging from Vancouver, Toronto, Ottawa, Montreal, London, BC and in major publications such as the National Post, Food & Drink Magazine, West Jet Magazine, National Geographic, Ignite Magazine, Canadian Cycling Magazine (feature)

Hosted the Weather Network morning show

### Advertising Highlights

Major 4-page feature in Water Canada magazine on Cleantech Commons and cleantech in Peterborough & the Kawarthas

Fish TV episodes

Wings Magazine

Trip Advisor

### Social Media Statistics

#### **PKED**

LinkedIn

48.8% increase in net follower growth, 234.8% increase in total impressions, with 24.3K users reached in 2019, 617.1% increase in total engagements over 2018.

Twitter

5.6% increase in net follower growth (283 users added to total 5,299 followers), total organic impressions equaled 336.2K in 2019 with 6,840 engagements.

Facebook

9.22% increase in overall page fans (206 net page likes to total 2,239 fans), total organic impressions equaled 222.7K in 2019 with 17,687 engagements.

Instagram

20.98% increase in net follower growth (225 users added to total 1,257 followers), total organic impressions equaled 36,741, a 103.07% increase over 2018. Total engagements saw a 65.02% increase in 2019.

**PKT****Twitter**

3.4% increase in net follower growth (316 users to total 9,736 followers), total organic impressions equaled 500.5K in 2019 with 5,293 engagements.

**Facebook**

4.63% increase in overall page fans (580 net page likes to total 12,170 fans), total organic impressions equaled 968.1K (a 63.27% increase) in 2019 with 46,535 engagements (97.89% increase).

**Instagram**

39.11% increase in net follower growth (1,027 users added to total 3,596 followers), total organic impressions equaled 381,341, a 764.33% increase over 2018. Total engagements saw a 103.57% increase in 2019.

## 2. START

High performing economic growth will be driven by start-ups and entrepreneurs. For business to realize its full potential, support not only for the start up phase but through the early growth phase is required.

**FOCUS #1:** Supporting new start ups

**FOCUS #2:** Supporting growth Years 2-5

Peterborough & the Kawarthas is a recognized Start Up community. Entrepreneurship has been used as a youth retention strategy as well as a second career for individuals that have chosen to live in this community. The **Business Advisory Centre** uses one-on-one consultations, tools, resources, networking and workshops.

### METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
# Workshops Offered – (Includes: Win This Space, Bear's Lair)	<b>15</b> Workshops	<b>8</b> Workshops	<b>9</b> workshops	<b>5</b> Starter Company Plus workshops
# Attendees attending Workshops	<b>201</b> attendees	<b>51</b> attendees	<b>60</b> attendees	<b>77</b> attendees
# Hours consulting clients Includes: client visits, in office consultations, phone consultations, workshops before and after debriefs	<b>130</b> hours	<b>91</b> hours	<b>72</b> hours	<b>83</b> hours
# Businesses or Pre- Businesses Assisted	<b>111</b>	<b>87</b>	<b>76</b>	<b>104</b>
# Businesses Started	<b>11</b>	<b>14</b>	<b>8</b>	<b>11</b>
# Jobs Created (Annually)	Through the Business Advisory Centre, <b>53 jobs</b> were created in 2019			
Business Survival Rate (clients starting 2017+)	Clients starting in <b>2017: 71%</b> survival rate			
	Clients starting in <b>2018: 89%</b> survival rate			
Annual \$ Value of funding obtained by entrepreneurs and start ups	Business Advisory Centre clients: <b>\$1,257,000</b> (through FedDev, Community Futures Peterborough, Starter Company Plus grants) as a result of support received via the Business Advisory Centre			



## Business Advisory Centre Overview

2019 saw the growth and expansion of numerous small business clients supported through the Business Advisory Centre (BAC). Many have been working with the BAC for several years and have been alumni of BAC programs such as: Summer Company or Starter Company Plus. These expansions included: new retail space, leasehold improvements and modification, relocations, hiring as well as new product development. Highlights in 2019 for the BAC include:

- Emerald Beauty relocation from Charlotte Street to 139 George St. North to a new larger facility and 3 new staff on board.
- Statement House is a long-time client of the BAC and alumni of Win This Space and Starter Company Plus. Statement House is a retail store specializing in vintage clothing from the 1940s – 1960s. They started as a home-based business and participating in local Pop up shops and clothing fairs and opened a permanent location at 378 Water Street.
- Renew MediSpa continues to grow, adding 3 members to their growing team and being awarded the Peterborough Chamber of Commerce Micro-Business award at the Business Excellence Awards.
- Kawartha Complete Care expands with a complete branding, marketing and communications plan. They are hiring for PSWs and RNs in January 2020.
- Peterborough Disability Tax Services continues to grow and serve client needs in Peterborough & the Kawarthas – located in downtown Peterborough and growing, will need to hire in 2020.
- 5 of the Win This Space participants (a DBIA led program) who worked closely with the BAC in their business development needs throughout the program, opened storefronts in 2019, in Peterborough's downtown core.
- Wildflower Bakery continues to work with the BAC on their relocation to a downtown storefront in Havelock and expand their network of delivery locations and farmer's markets.
- Emily Mae's Cookies and Sweets moved into and completely renovated 1135 Lansdowne St. West. Here she offers sold out workshops and events as well as baking facilities. She has brought on two staff to assist.
- Farmhill Weddings in Keene, has broken ground on their facility with most of the 2020 season booked.

### 3. GROW

Business retention and expansion is the foundation of core economic development activities. We will continue to meet with the local existing business base, across all key sectors throughout the region. We will continue to build and maintain good relationships with existing businesses and working alongside community partners and economic development committees.

**Focus #1:** Collection and analysis of data, relationship building.

**Focus #2:** Identification and response to challenges and opportunities.

It is recognized that this region's largest growth opportunity will come from existing companies. PKED will meet with businesses to offer customized support for individual businesses needing assistance; identify systemic challenges and opportunities for growth. PKED will also participate in various activities with local partner agencies such as Innovation Cluster, Chambers of Commerce, BIAs, RTO8, Tourist Associations and local Economic Development Committees whose goals are also to assist local businesses.

#### METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
# Business visits completed – Track City and County, as well as Sector	<b>County - 83</b>	<b>County- 3</b>	<b>County –28</b>	<b>County-8</b>
# Continuous Improvement & continuous learning workshops	<b>City – 20</b>	<b>City-13</b>	<b>City - 12</b>	<b>City-13</b>
	<b>Digital Marketing presented by Camptech: Feb. 13<sup>th</sup></b>	<b>KMA Breakfast – Cannabis in the Workplace</b>	Workshop to Oxford College small business seminar	Peterborough Construction Agency
	<b>Business &amp; Entrepreneurship Conference: Mar. 28<sup>th</sup></b>	<b>KMA – Eastern Ontario Educational Consortium for Manufactures - Skills Training for Steel and Aluminum Manufacturers at Fleming</b>		Site Selector Activity
	<b>Trent University to 4<sup>th</sup> year business students</b>			Building PTBO: Future Workforce
		Rural Tourism Symposium		KMA Regional Meeting
				TD Economic Outlook
				CEDI Conference

# Attendees attending Workshops and Summits	<b>Digital Marketing presented by Camptech:</b> 28 attendees  <b>Business &amp; Entrepreneurship Conference:</b> 95 attendees	KMA – 22 KMA – 20 RTS - 109	Oxford - 9	Building PTBO: Future Workforce: 20  TD Economic Outlook: 130  KMA Regional Meeting: 150  CEDI Conference: 80
# Local Ec Dev Committee meetings attended (Track each municipality)	<ul style="list-style-type: none"> <li>Asphodel Norwood - 2</li> <li>Selwyn - 1</li> <li>HBM - 1</li> <li>Trent Lakes - 1</li> </ul>	Asphodel Norwood - 1 Selwyn - 2 HBM - 2 Trent Lakes – 1 North Kawartha – 2	Asphodel Norwood 1 Selwyn - 1 Trent Lakes – 2 North Kawartha – 1	Asphodel Norwood - 3 Selwyn – 3 Trent Lakes – 5 North Kawartha – 2
# Businesses assisted	14	60 Unique Businesses  20 Repeat Businesses	40 Unique Businesses  6 Repeat	14 Unique Businesses  11 Repeat
# Barriers to growth identified	<b>7 Barriers Identified</b> <ul style="list-style-type: none"> <li>Zoning – 3</li> <li>Permitting Timelines – 1</li> <li>Event Planning Requirements – 1</li> <li>Transportation / Parking - 2</li> </ul>	<b>2 Barriers Identified</b> <ul style="list-style-type: none"> <li>Zoning and Parking requirement for event application.</li> <li>Large pieces of land for manufacturing requests.</li> </ul>	<b>Barriers Identified</b> <ul style="list-style-type: none"> <li>Poor internet-</li> <li>New technologies in business don't fit in with current planning designation (hydroponics).</li> </ul>	<b>Barriers Identified</b> <ul style="list-style-type: none"> <li>Contract process for hosting conferences</li> <li>Internet reliability</li> <li>Zoning and non-permitted uses related to new and emerging sectors</li> </ul>
# Referrals to other Business support agencies	<b>14 Total</b> <ul style="list-style-type: none"> <li>Community Futures Peterborough- 13</li> </ul>	<b>13 Total</b> <ul style="list-style-type: none"> <li>Community Futures Peterborough-10</li> </ul>	<b>9 Total</b> <ul style="list-style-type: none"> <li>Community Futures Peterborough-5</li> </ul>	<b>14 Total</b> <ul style="list-style-type: none"> <li>Community Futures Peterborough-4</li> </ul>

	<ul style="list-style-type: none"> <li>FedDev - 1</li> </ul>	<ul style="list-style-type: none"> <li>DBIA- 2</li> <li>Innovation</li> <li>Cluster-1</li> </ul>	<ul style="list-style-type: none"> <li>DBIA- 2</li> <li>Innovation</li> <li>Cluster- 1</li> <li>FedDev - 1</li> </ul>	<ul style="list-style-type: none"> <li>BDC-5</li> <li>Innovation</li> <li>Cluster-3</li> <li>EDC-1</li> <li>Real Estate</li> <li>Agents-2</li> </ul>
# Referrals from other business support agencies	<b>9 Total</b> Community Futures	<b>6 Total</b> Community Futures Peterborough-3  Chamber of Commerce-2  DBIA-1	<b>Total</b> Community Futures Peterborough-4  Innovation Cluster- 3  Chamber of Commerce-1	<b>7 Total</b> <ul style="list-style-type: none"> <li>Greater Peterborough Chamber of Commerce-2</li> <li>Scotia Bank-3</li> <li>Global Affairs – 1</li> <li>Innovation Cluster- 1</li> </ul>

## Business Development Overview

Business Retention and Expansion work are core economic development activities. PKED meets regularly with existing businesses to better understand their opportunities, threats and challenges. Highlights of the 2019 Business Development Activities include:

- Arranged a Plant Visit with the Senior Business Advisor from the Ministry of Economic Development Job Creation & Trade & local Peterborough Manufacturing Facility to discuss funding opportunities as the company is poised for growth as it diversifies its portfolio.
- Assisted business in planning and financing options. Referred clients to BDC and Community Futures Peterborough with plans on expanding.
- Our PTBO: Building the Future Workforce event, brought several local businesses to meet with Waterloo University, Ontario Tech University, Trent University and Fleming College, to learn about experiential learning opportunities and cooperative placements for students across a variety of sectors: Manufacturing, Health, Finance, Technology, Construction/Development and Food Processing.
- Hosted the first Manufacturing Doors Open event with educators. This has been identified as a Best Practice throughout Eastern Ontario and is now being replicated in other jurisdictions.
- Referred companies to Eastern Ontario Regional Network (EORN) when discussing broadband barriers.
- Hosted Business and Entrepreneurship Conference
- Completed the Agri-tourism as a Growth Opportunity Study

- Hosted the third annual TD Economic Outlook Luncheon Event in collaboration with Baker Tilley and TD Financial Group. This event was intended to give a forecast to global, national and regional market conditions, so that businesses can adapt their own business models.
- Participated in the Community Economic Development Initiatives (CEDI) Program with Curve Lake First Nation, Hiawatha First Nation, Selwyn Township, OSM Township and the County of Peterborough.
- Hosted the 2<sup>nd</sup> Annual Rural Tourism Symposium in the Province and hosted one of Canada's national townhall series for small and medium-sized tourism businesses with Destination Canada.
- Coordinated an entrepreneurial booth at the Chamber Love Local Tradeshow.
- Attended the Tri-Association Manufacturing Conference and the Government to Business Information Fair.
- Completed Phase 2 of the Tourism Wayfinding Project.

## 4. ATTRACT

Attracting new investment and assessment efforts will be focused across the region. Working in alignment with each municipality throughout the City and County, we will focus attraction efforts on the region's established key sectors.

**FOCUS #1:** Advanced Manufacturing (Industry 4.0);

**FOCUS #2:** Aerospace;

**FOCUS #3:** Agriculture;

**FOCUS #4:** Clean Technology;

**FOCUS #5:** Tourism – including Meetings, Conferences, Sports Tourism and Visitors

To leverage our competitive advantage and encourage new investment and assessment in this region, PKED will attend trade shows, attend conferences, market and advertise as well as employ cold calling tactics to identify leads and attract new investment to this region. We will also interact with our provincial and federal intermediaries to highlight Peterborough & the Kawarthas' advantages and opportunities for investment recruitment abroad.

### METRICS / INDICATORS

Activity	Q1	Q2	Q3	Q4
# Leads per sector generated	1 Agriculture 5 Cleantech 1 Retail 2 Education	3 Agriculture 5 Retail	3Agriculture 2 Manuf'g 2 Retail	7 – Tourism (CMEE) 5 – Tourism (CSTA Forum)  1 Manuf'g 1 Commercial 4 Aerospace 1 Healthcare 1 Manuf'g 1 Commercial 1 Aerospace
# Prospects identified	1 Agriculture	3 Agriculture 3 Retail	1Agriculture 1 Aerospace	1 Eastern Ontario Roundtable Ottawa Trade Commissioners
# Missions (inbound and outbound)	1 inbound with Province/Eastern Europe	1 US Consul General Roundtable / Tour of Minute Maid	0	
# Businesses landed	1		1	
# New jobs created (Annually)	Net +923 jobs from Dec. 2018 - Dec. 2019. (reference below)			
# Opportunities Lost (inquiries generated and responded to, but unable to provide product, due to lack of inventory)	1 (product/land) 2 land	4 properties 1 land	1	5 zoning and lack of inventory

# New conferences and tournaments recruited	<b>5</b>	<b>3</b> Events Recruited Trent Aging Conference (May) MadBastards Scooter Rally (June) Pickleball secured for 2020	1 Royal Philatelic Society June 2020	4 - Ontario Snowmobile Oval Racers (OSOR) - Ice Oval Championships : Stoney Lake Cup Jan 2020  2020 Ontario Ball Hockey Association Tyke & Novice Provincial Championships  2020 National Youth Lawn Bowling Championships  2020 Escape Summit (Escape Maze business professionals conference)
# Visitors Served (in person, mobile, on-line, live chat, phone)	<b>569</b>	<b>1587</b>	<b>4882</b>	<b>7921 - 14% increase YOY</b>

## Investment Attraction Overview

Attracting new investment and assessment efforts will require a focus on the region's established and emerging sectors: Agriculture, Aerospace, Clean Technology, Industry 4.0 and Tourism. Highlights from 2019 include:

- Promoted older vacant sites for re-purposing to the Hospitality industry.
- Currently assisting a commercial photography studio here from the GTA with for a grand opening in Q1 2020.
- Hosted several Familiarization Tours to bring travel writers and event planners to become more familiar with the region.
- Hosted Site Selector from Chicago, to assess Investment Readiness of Peterborough Region and Cleantech Commons.
- Created new product offerings to support existing tourism businesses such as Pedal, Paddle and a Pint event.
- Attended and sponsored the Canadian Water Summit
- Attended the Cleantech Forum
- Hosted Underwater Dining events for Visitors at Lock 21
- Attended the Canadian Meetings and Events Expo
- Attended the Canadian Manufacturing Technology Show
- Attended multiple Ontario Aerospace Council events and AGM.
- Attended the Canadian Aerospace Summit
- Attended the Canadian Sports Tourism Alliance Events Forum
- Attended the Sports Convergence Conference.



## ANNUAL REPORTS

In 2019, it is vital for PKED to report on regional economic indicators and information that tells us how the Peterborough & the Kawarthas economy is performing. Working with Statistics Canada, Workforce Development Board, Canadian Mortgage & Housing Corporation, Peterborough & Kawarthas Association of Realtors and PKED's own databases, this report will be designed to provide a snapshot of the local economy with key economic indicators.

### Job Change from end Dec. 2018- end Dec.2019

NAICS	Description	2018 Jobs	2019 Jobs	2018 - 2019 Change	2018 - 2019 % Change
11	Agriculture, forestry, fishing and hunting	374	363	(11)	(3%)
21	Mining, quarrying, and oil and gas extraction	456	466	10	2%
22	Utilities	388	391	3	1%
23	Construction	2,667	2,717	50	2%
31-33	Manufacturing	5,454	5,553	99	2%
41	Wholesale trade	2,242	2,228	(14)	(1%)
44-45	Retail trade	8,537	8,598	61	1%
48-49	Transportation and warehousing	2,525	2,611	86	3%
51	Information and cultural industries	949	978	29	3%
52	Finance and insurance	1,282	1,275	(7)	(1%)
53	Real estate and rental and leasing	710	703	(7)	(1%)
54	Professional, scientific and technical services	1,962	1,997	35	2%
55	Management of companies and enterprises	<10	<10	Insf. Data	Insf. Data
56	Administrative and support, waste management and remediation services	3,305	3,416	111	3%
61	Educational services	5,607	5,701	94	2%
62	Health care and social assistance	9,751	9,983	232	2%
71	Arts, entertainment and recreation	1,198	1,229	31	3%
72	Accommodation and food services	5,132	5,277	145	3%
81	Other services (except public administration)	2,518	2,529	11	0%
91	Public administration	3,382	3,327	(55)	(2%)
X0	Unclassified	1,197	1,216	19	2%
		59,638	60,561	923	2%

Data courtesy of Workforce Development Board

## Annual Residential Real Estate Sales

	<b>Houses Sold 2019</b>	<b>Houses Sold 2018</b>	<b>% Change</b>
City of Peterborough	1227	1111	10.10%
County of Peterborough	985	975	1.02%

	<b>Avg Sale Price 2019</b>	<b>Avg Sale Price 2018</b>	<b>% Change</b>
City of Peterborough	\$428,522	\$399,201	7.30%
County of Peterborough	\$517,433	\$485,722	6.53%

Data courtesy of PKAR

## Annual Commercial Real Estate Sales

	<b>Type of Land Sales</b>	<b>Number of Listings Sold*</b>
City of Peterborough	Commercial Land	0
	Buildings and Land	8
	Commercial Land	2
County of Peterborough	Farm Land	21

Data courtesy of PKAR

\*Only sales that were transacted through MLS. Private sales are not included in the data.

## Annual Housing Starts

	<b>Single</b>	<b>Semi-detached</b>	<b>Row</b>	<b>Apartment</b>	<b>All</b>
Downtown	1	6	3	2	12
Peterborough	213	6	137	143	499
Remainder of				141	487
Peterborough CMA	212	0	134		

Data courtesy of CMHC

## Estimated Building Permit Data (City Only) – January to November 2019

<b>Type</b>	<b>Number of Permits</b>	<b>Value of Permits</b>
Industrial	53	\$7,043,000
Commercial	113	\$20,123,000
Residential	1,260	\$147,590,000

In the City of Peterborough there were 264 permits issued.

Type of Work	Frequency	Percentage (%)
New Construction	151	57
Old Construction (renovations, etc.)	113	43
<b>Total</b>	<b>264</b>	<b>100</b>

*Data courtesy of City of Peterborough Infrastructure and Planning Services*

## Wage Data Peterborough CMA

Employment by Sector	Average Corresponding Wages	# Business Operating by Sector
Healthcare (NAICS:9668)	\$46,136	494
Retail (NAICS: 8020)	\$27,735	507
Education (NAICS: 5516)	\$58,722	49
Manufacturing (NAICS:5405)	\$53,563	122
Accommodations and Food Service (NAICS: 4835)	\$17,295	268

*Data courtesy of Workforce Development Board*

## Commercial and Industrial Land Inventory

Commercial and Industrial Land inventory and vacancy to be completed at the conclusion of the 2020 Business County Survey. The 2020 Survey will include:

- #Jobs by employment type (full-time, part-time and seasonal jobs)
- # Businesses
- # Vacant locations
- Floor space occupied
- # business importing and exporting
- # businesses by employment size