

Top 10 opportunities for growth in the Peterborough economy

• By: Sandra Dueck, Policy Analyst, Peterborough Chamber of Commerce

In identifying the Top 10 Barriers to Competitiveness, the Canadian Chamber of Commerce got us thinking about the opportunities for Peterborough.

The province is projecting the Ontario economy will grow by 2.2 percent in 2016, so what can Peterborough do to ensure that some of that growth happens here?

"If you view a challenge as an opportunity to be intentional in your focus," says Jason Becker, BDO Canada LLP and Chair of the Peterborough Chamber Board of Directors, "then the outcome may be even more rewarding than had you not faced the challenge."

Here are our

Top 10 Opportunities for Peterborough:

- #TeamPtbo.** Build and communicate the Peterborough brand. Maximize the impact of the engaged group of individuals in our business ecosystem.
- Airport.** Ready for takeoff. Developing the airport was an intentional decision by the City and County. 53,475 aircraft movements were facilitated at the Peterborough airport in 2015. We have existing serviced industrial lots, and 15 companies.

The City also purchased the East of Airport Roadland last year, which means there is the opportunity for more strategic development in this space.

- Trent Research and Innovation Park.** Set the stage for the future. The City and Trent University have partnered to build out the site adjacent to Trent with a focus on Clean Technology Sectors. Noble Tech Inc. has announced it will build a \$20 million plant and be the first tenant at the site.
- Manufacturing.** Honour our history, by succeeding in the present. In the early 1900s Peterborough was viewed as an industrial hub and leader. While the manufacturing sector has changed, there are 50-60 local businesses with ties to the Kawartha Manufacturers Association (KMA) and the Canadian Manufacturers' and Exporters (CME). These connections will help trigger opportunities into the future. Perhaps even recognition as an Advanced Manufacturing Consortium for Eastern Ontario as was announced for southwestern Ontario in the 2016 budget.
- Agriculture and Rural Economic Development.** Grow the future. Agriculture is a staple in the Peterborough economy generating over \$400 million in economic activity each year. The provincial government has committed to continued support in the 2016 budget through programs such as the Eastern Ontario Development Fund (EODF) and the Eastern Ontario Development Program (EODP). This is essential with the push on food security and



food safety.

- Nuclear.** Power into the future. With the recent reinstatement of the Darlington Nuclear refurbishment we need to revitalize the local Nuclear Cluster. In doing so, we will be able to capitalize on the opportunity to be a part of the supply chain and lobby for fair and balanced procurement for the project to ensure that there is local opportunity.
- Tourism.** Celebrate what Mother Nature gave us. Our natural and many of our built attractions are connected to our environment. The successful Travel Media conference in 2015 continues to bear fruit for this sector along with new projects such as the cycling partnership with Shimano Canada and various themed tours.
- Entrepreneurship.** Nurture the future. An intentional and concerted effort has gone into building and creating a sustainable ecosystem for startups and new businesses. In Canada, small business represents 98% of all firms

and created 77.7% of all jobs between 2002 and 2012. This is expected to continue. Our goal should be creating a framework to ensure these small companies can grow and be sustained successfully. In the budget the province promised help to scale up small and medium-sized business. The Peterborough Chamber is on an Ontario Chamber Taskforce examining the needs of business to do so with ease.

- Harmonious Councils.** We're all in this together. City of Peterborough and County of Peterborough councils need to continue to find new ways to work together to promote the area and create a climate where current and new businesses can flourish. Just as in the business ecosystem, they must promote the Peterborough brand.
- Our First Nations.** Partner for the future. With three First Nations communities in the Peterborough region, we must foster a relationship that creates positive ties between our communities.

Your Chamber weighs in on the provincial budget

The Peterborough Chamber of Commerce is commending the government for its continuing commitment to addressing business concerns when it comes to the fiscal health of Ontario. In the budget yesterday, the provincial government renewed its claim to eliminate the deficit by 2017-2018.

"We would like to see continued progress to create efficiencies, such as program reviews and discussion with the federal government to mitigate the gap in Ontario's share of federal funding," said Stuart Harrison,

President and CEO, Peterborough Chamber of Commerce. "This will help create the opportunity for fiscal balance beyond the 2017-2018 budget."

The dedication to infrastructure improvement is appreciated by the business community and the Peterborough Chamber will continue to encourage the provincial government to consider projects that have the ability to open and create new pathways to market for all regions.

More: peterboroughchamber.ca/news--events-blog



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Event Calendar



TUESDAY
March 8th, 2016

Bears' Lair 2015 Winner Where are they now?
Carousel Restaurant
116 Lansdowne Street East
Coffee's on at 7:00am
Speakers from 7:30 – 8:30am
Speaker: Darren Goldin, Entomo Farms
Cost: Pay for your breakfast



WEDNESDAY
March 16th, 2016
(Chamber & WBN members only)

Harness the Power of the Inbox
Chamber Boardroom
175 George Street North
12:00pm – 1:00pm

Speaker: Javed Khan, Expression Marketing
Cost: Free (bring your own lunch)
Sponsor: Bell
Note: Pre-registration is required



WEDNESDAY
March 16th, 2016

Chamber Boardroom
175 George Street North
7:00pm – 9:00pm

Details: The Holistic Group meets on the third Wednesday of the month to discuss issues affecting holistic practices and network with other holistic businesses in the community.



THURSDAY
March 17th, 2016

Meet Us @TheVenuePTBO
286 George Street North
5:30pm - 7:00pm*
Event: Join us for networking and a couple of special guests
Cost: Admission is free, courtesy of The Venue PTBO
Note: Pre-registration is preferred
www.peterboroughchamber.ca



WEDNESDAY
March 30th, 2016

127th Annual General Meeting
Holiday Inn Peterborough Waterfront
Event: Join us as we recap 2015 for your Chamber of Commerce and look ahead to 2016
Cost: \$20 members/\$30 non-members

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Member Milestones: #TeamPtbo

Denise Vallee has received the Co-Operators Outstanding Community Achievement Award

Congratulations to Denise Vallee on receiving the Co-operators Outstanding Achievement Award for her community involvement. This award honours Co-operators financial advisors who demonstrate outstanding support for the community in which they work, both through financial aid and volunteerism.

Congrats!

For more information, visit cooperators.ca/en/denise-vallee/Home

Smithworks Brewing Company has changed their name to Smithavens Brewing Company

Smithworks Brewing Company is now Smithavens Brewing Company! The company has experienced tremendous success across Ontario since opening in 2014. The decision to change their name is the result of this success and their expansion into the larger market. Their products and services will continue to remain the same.

Find out more on their new website smithavensbrewing.ca

Member Milestones: peterboroughchamber.ca/member-milestones.html

Office Space for rent in the Chamber Business Centre.

Come join our work family in an historic downtown building.

Learn more at peterboroughchamber.ca

Peterborough CFDC and 2 others Retweeted
Peterborough Chamber @ptbochamber - Feb 26
How did you grow your business from small & fledgling to solid & successful?
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