

Taking care of tourism is important for Peterborough

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

Tourism is a pillar of the Peterborough economy. Over 1,000 businesses are directly involved in this sector, employing over 13,000 people in the Peterborough and Haliburton, Kawartha Lakes, Brock ridings, according to the Tourism Industry Association of Canada. At the recent Annual General Meeting for Peterborough and the Kawartha Tourism, Director of Tourism and Communications Fiona Dawson offered the following details:

- 3.45 million visitors annually, representing 57% of all visits to Region 8 in the province
- Those visitors spent \$358 million in the local economy
- Most visitors are spending their time here on outdoor activities, checking out parks and historic sites

The spotlight will continue to shine on tourism as the province of Ontario is working toward developing a new strategic framework for this sector. The past few years have been challenging after the federal budget for tourism promotion was cut by 20% in 2013.

Knowing that the Ontario tourism industry is a "critical economic driver", the Ontario Chamber of Commerce (OCC) has made a



submission to the provincial government with some initial feedback in five areas:

- 1. Where possible, steps should be taken to reduce the cumulative burden experienced by tourism operators** As tourism crosses many ministries of government effort must be made to create a regulatory environment that is conducive to business growth.
- 2. Improved coordination in Ontario's tourism ecosystem is needed, especially to maximize the impact of scarce marketing resources** Strategic marketing is needed to minimize duplicative or contradictory efforts because marketing is an essential component of tourist attraction and growth.
- 3. Greater cooperation between the provincial and federal governments should be a priority** How can Ontario leverage the efforts of the federal government to grow the tourism market in this province?
- 4. Invest in trade-enabling infrastructure to facilitate greater travel within Ontario and internationally** Such investments in road, air and rail will make tourism destinations more accessible for tourists.
- 5. Outcomes of the strategic framework should be clearly defined and monitored** Develop clearly defined and

quantifiable targets to reach within a specific time frame to help determine the success of the new framework.

Over the next few months the OCC will be writing a more "substantive work on the steps needed to be taken to grow and support tourism in the province." The Peterborough Chamber of Commerce will be part of the OCC's working group on the report to be released in the fall.

We also attended the province's consultation session on the proposed framework in April.

If you are in the tourism sector and would like to provide feedback, reach us at: sandra@peterboroughchamber.ca

Chamber attends Peterborough Day at Queen's Park

President and CEO Stuart Harrison and Policy Analyst Sandra Dueck attended the event, which was started by MPP Jeff Leal in 2003, on Thursday, May 19, 2016.

The day included sitting in on Question Period and being acknowledged by Minister Leal for being in the audience, as well as chatting with senior staff, MPPs and Ministers, including Transportation Minister Steven Del Duca.

Stu also spoke eastern Ontario economic development with Carol Kim, Senior Advisor on Strategic Initiatives to Minister of Agriculture, Food and Rural Affairs, Jeff Leal.

It's not just agriculture, it's the business of agriculture. For example, local distiller Persian Empire buys 100s of thousands of litres of milk locally for their yogurt drink, which they distribute broadly.



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ONE MEMBER AT A TIME.**

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Event Calendar



**TUESDAY,
June 7th, 2016**

Showcasing Local Spirits, Beer and Wine Producers

Persian Empire **SHORELINES**
636 Queensway Court
4:00pm – 6:00pm

Details: Join Persian Empire, Peterborough Chamber, and community partners as we showcase the local spirits, beer and wine producers in our community.
Cost: Free, courtesy of Shorelines Slots at Kawartha Downs



**TUESDAY
June 14th, 2016**

Mark your calendar for the next Breakfast Club

Carousel Restaurant
116 Lansdowne Street East
Coffee's on at 7:00am
Speakers from 7:30 – 8:30am
Cost: Pay for your breakfast



**WEDNESDAY
June 15th, 2016**

Holistic Birthday Celebration
Chamber Boardroom
175 George Street North
7:00pm – 9:00pm
Cost: Free



Special Day!
**WEDNESDAY
June 22nd, 2016**
(Chamber & WBN members only)

Managing a Healthy Work-Life Balance

Chamber Boardroom
175 George Street North
12:00pm – 1:00pm

Speaker: Kerri Davies, Canadian Mental Health Association Haliburton, Kawartha, Pine Ridge
Details: This workshop will help business owners manage their mental health and well-being in order to have a better work/life balance as we enter the summer months, and help them prioritize their health in the context of their professional aspirations.
Cost: Free (bring your own lunch)
Sponsor: Bell
Note: Pre-registration is required

www.peterboroughchamber.ca

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

GOLF TOURNAMENT
STRENGTHENING BUSINESS

TransCanada
CPP CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS

Registration open
peterboroughchamber.ca

4th Annual Seniors Showcase
A one stop shop for education, services, and information

Wednesday, June 15, 2016
9:30am - 4:30pm
Peterborough Sport & Wellness Centre
Peterborough, ON

- Free Parking
- Free Admission
- Free Refreshments
- Free Workshops

Presented by **Living Well**

For more information visit: peterboroughchamber.ca

Member Milestones: #TeamPtbo

Local nurse named RPN of the Year

Mary Wakeford, a nurse at Peterborough Regional Health Centre (PRHC), has won the Ontario Council of Hospital Unions/CUPE Registered Practical Nurse (RPN) of the Year Award. Congratulations!!

New location for Peterborough EATS

The group that provides training programs designed to give people the practical skills required to get a job in the restaurant and retail industry, Peterborough EATS has opened a new location in the food court of Peterborough Square.

The restaurant has a wonderful variety of house-made desserts, lunch and breakfast options at very

competitive prices. Your order will always be made fresh and in house. More information at: peterboroughheats.com

Local link to Rio 2016 Olympics

Congratulations to The Osborne Group's Joe Van Koeverden! His son, Adam, has just qualified for the Rio Olympics. The Canadian Canoe Museum currently has a display about Adam's Olympic journey to date. More at: canoemuseum.ca

Have a milestone to share, interested in the Grand Opening Kit or booking the Ceremonial Scissors?

Contact Karen: 705.748.9771 or karen@peterboroughchamber.ca

Office Space for rent in the Chamber Business Centre.

Come join our work family in an historic downtown building.

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peterboroughchamber.ca

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Peterborough Chamber @ptbochamber · May 13
As a sponsor we're excited to be there! [#loveLocalPTBO](https://twitter.com/loveLocalPTBO)

JA PLM @JA_PLM
And did we mention the great #food that will be there for your sampling pleasure? @BECateringPTBO @ElmhirstResort

Briagh & Bretton Retweeted
Tim Rollwagen @trollwag · May 12
So great meeting up with @TheLandPTBO yesterday. Chatted all things @Ptbo_Canada & @Ptboexplores at @NuttshellChef. [#LoveLocalPTBO](https://twitter.com/loveLocalPTBO)

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A phone company that I've never had to call!

When I first asked Nexicom to provide phone and Internet systems for my home and business, I knew that I would get great, friendly service. After all, they've been a part of our community for more than 100 years and they're always trying to expand their services and find ways to help their customers.

But in the more than 16 years that Nexicom has been my Internet and phone provider I've never had to make one call about a service problem. Not one.

And I didn't expect that. Thank you, Nexicom.

Janet McLeod
Owner, East City Flower Shop



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