

Peterborough & the Kawarthas

# 2021

## BUSINESS COUNT REPORT



*Peterborough*  
— & —  
THE KAWARTHAS

ECONOMIC DEVELOPMENT

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# Executive Summary and Acknowledgements

In 2021, the Peterborough & the Kawarthas Economic Development (PKED) team conducted the region’s second annual Business Count. Due to the nature of the pandemic, the Business Count team contacted businesses over the phone until restrictions were lifted and they were able to physically visit businesses in-person. The purpose of the project is to record a comprehensive inventory of businesses in the City and County of Peterborough and to identify their associated industry and employment figures. The original initiative to collect data was reconfigured and the emphasis of connecting and communicating information to regional businesses quickly became the main priority of the project.

PKED would like to express a special thank you to the businesses that took part in the survey and encourage the participation of many more business owners for the years to come. PKED would also like to thank our municipal economic development partners throughout the region who assisted us throughout the process. A sincere thank you also goes out to the G.I.S. departments at the City and County of Peterborough who provided valuable information to ensure the success of the project.

As a region, both the County and the City are growing in population with a projected 41 percent increase of residents in the City of Peterborough alone by 2041. We welcome growth and under the Places to Grow Act know how important it is to track and maintain data related to businesses and employment.

*New this year: An inventory of leasable vacancies in the City and County of Peterborough was started, and valuable information on the accessibility of funding for local businesses during COVID-19 was collected (details found later in this report).*



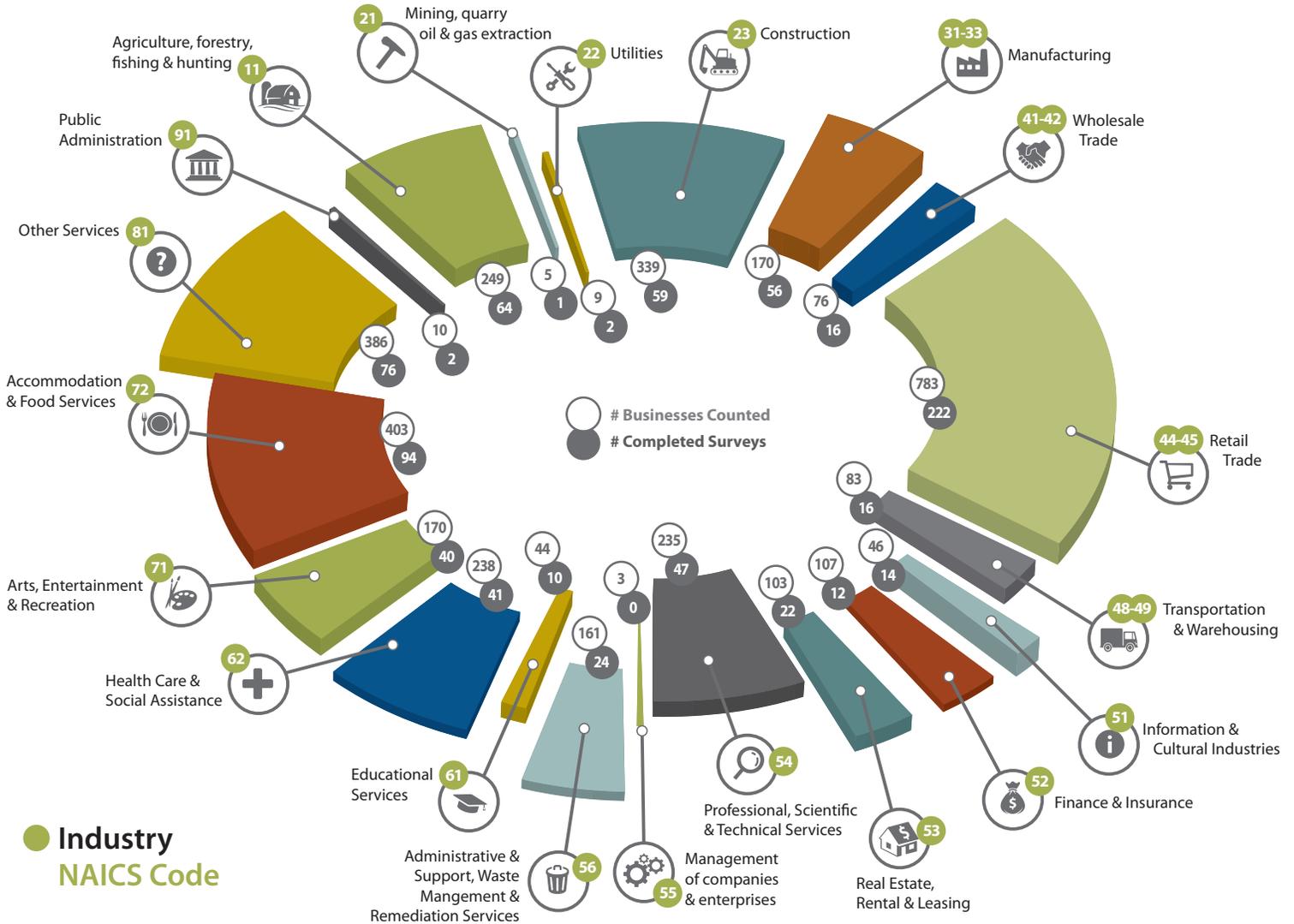
**Suzanne McCrimmon**  
**Director of Business Development**

Peterborough & the Kawarthas  
Economic Development

# Peterborough & the Kawartha Regional Results

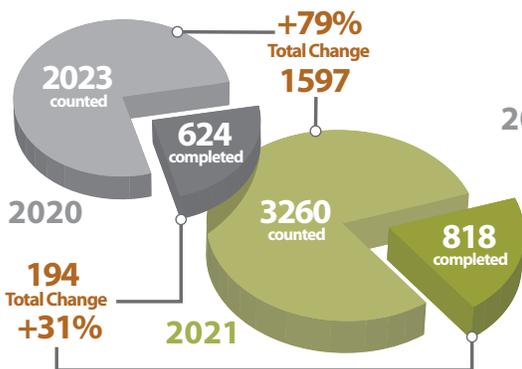
For the businesses identified within the City and County of Peterborough, we counted **3,620 business were counted**, which included 783 retail businesses, 403 accommodation & food businesses, 386 service-based businesses amongst many more (table below). 289 home-based businesses were also identified.

Of the total businesses counted, **818 businesses were successfully surveyed**. 1 in 3 businesses were responsive in providing answers to the survey over the phone, through e-mail and in person. More than 20,000 jobs were counted, and the survey accounted for just over 12 million square feet dedicated to business. Throughout the County, 23,301 acres of farmland was identified.

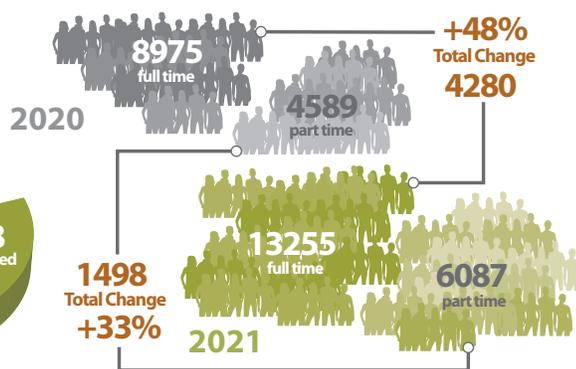


## Year-over-Year Comparisons

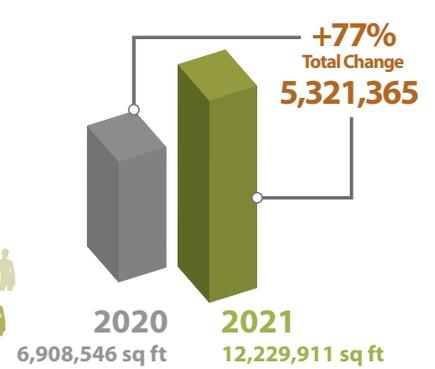
**Businesses Counted**



**Full Time / Part Time Employment**

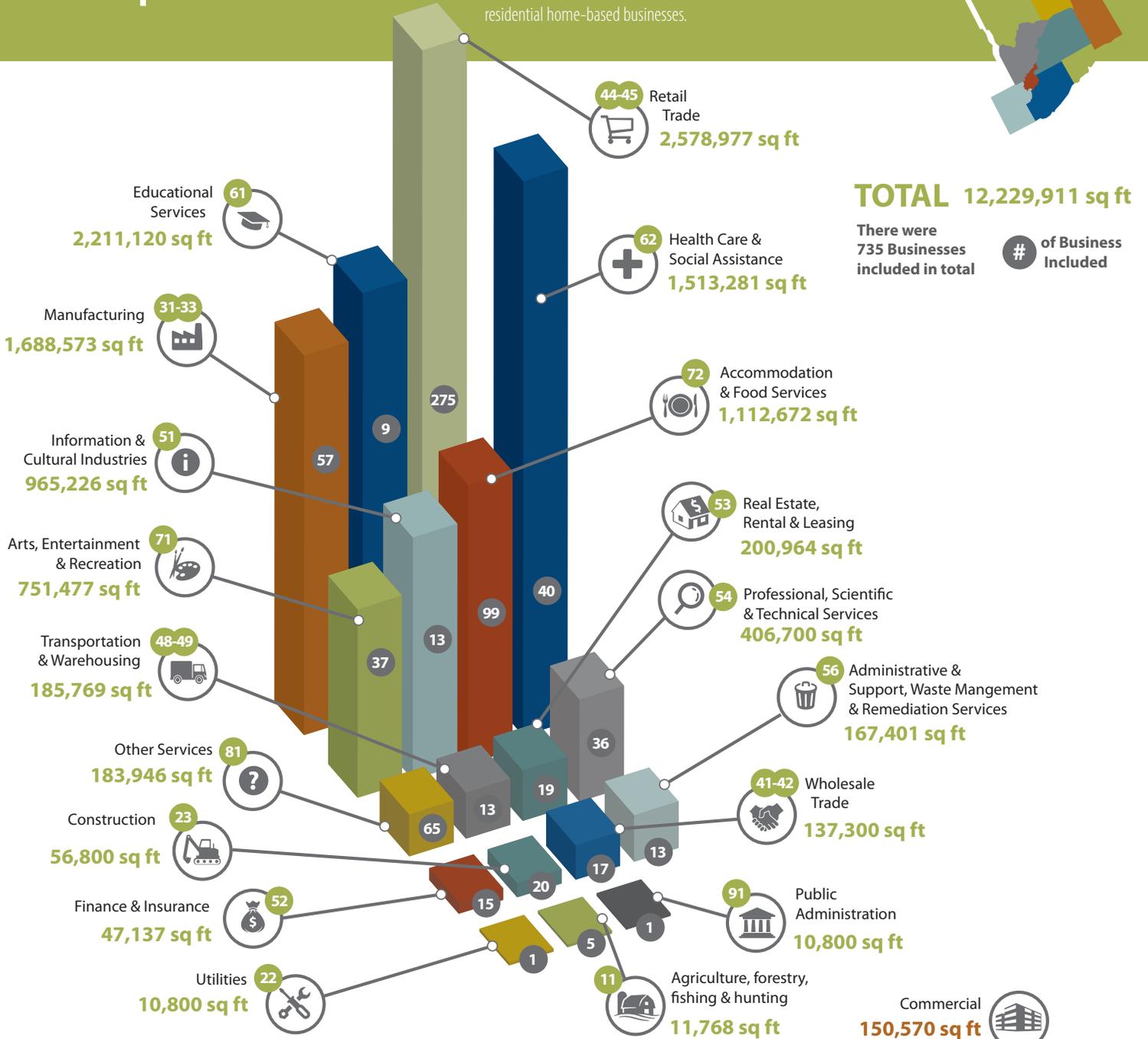
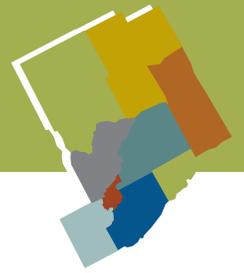


**Business Square Feet**



# Floor Space Overview

Information was gathered on the commercial space utilized by 735 businesses. \*Please note this does not include square footage for residential home-based businesses.



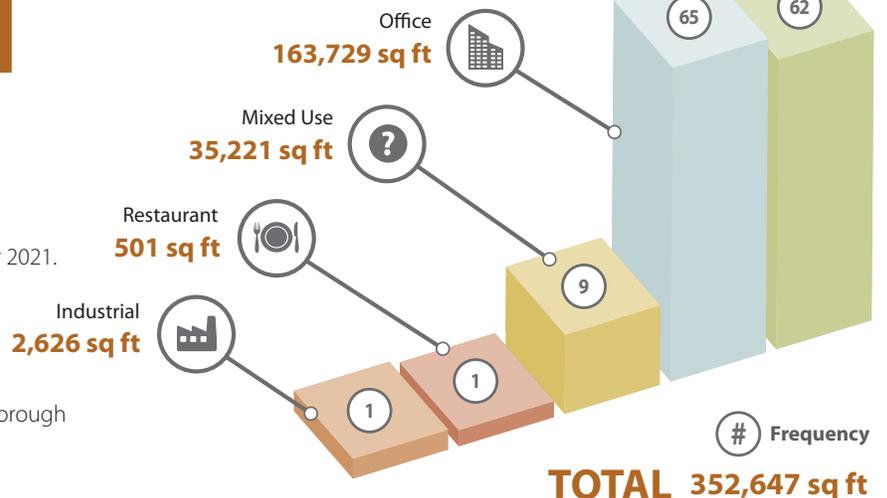
**TOTAL 12,229,911 sq ft**

There were **735 Businesses** included in total **# of Business Included**

# Vacancy Report

In 2021, the Business Count Surveyors used a combination of in-person and online data collection to report on unused business space. Vacant spaces were classified as commercial (including retail), office, industrial, restaurant, or mixed use. The data collection period was between May and September 2021. In total, there were **138 vacancies identified**. The graph on the right outlines the classification of vacant space, the frequency or times noted in the data collection period, the associated square footage as well as the classification.

137 of the 138 vacancies were identified in the City of Peterborough with 1 identified in the Township of Cavan Monaghan.

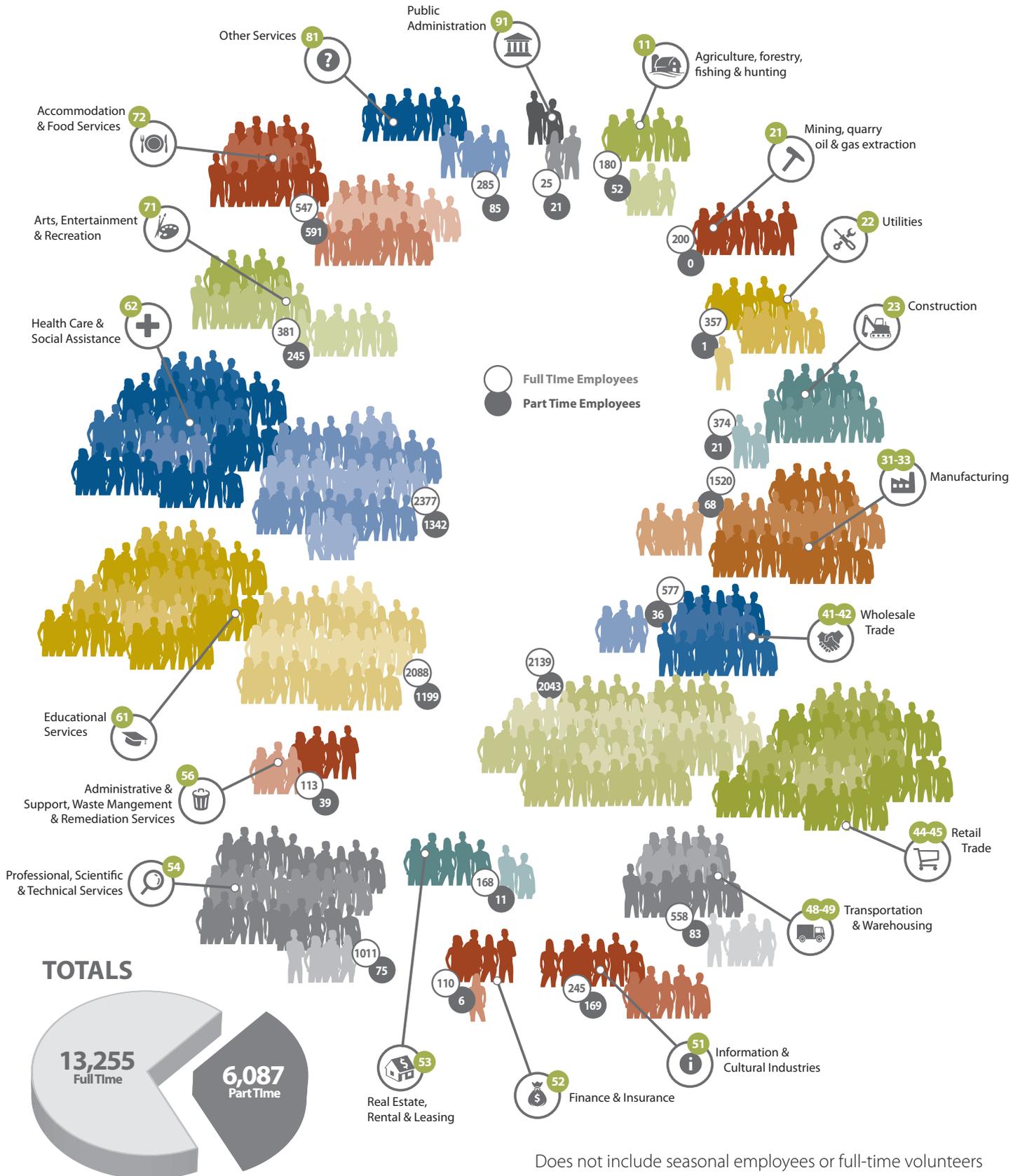


**TOTAL 352,647 sq ft**

# Employment

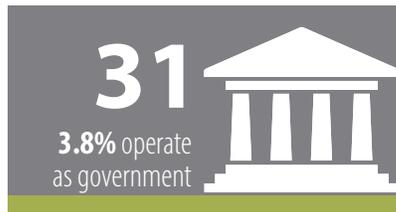


This is not our latest employment data on the Peterborough CMA as of August 2021, estimates a labour force of 67,500 people, 63,300 of which are currently employed. This business count goes beyond the CMA, examining the Census Division, counting 20,401 full time, part time and seasonal employees. Accounting for less than one-third of the total estimated workers. This is in line with our survey results, having surveyed just less than one-third of businesses identified.



Does not include seasonal employees or full-time volunteers

## Legal Status



## Ownership Form



Funding to assist businesses has been a crucial component of the Government's response during the recovery phase of the COVID-19 pandemic. Business owners were asked if they were able to access this financing and if not, why? In addition to the new questions added to the survey, owners were asked what percentage of their workforce reside in the City and County of Peterborough.

**In the last 12 months, did your company take advantage of any government funding?**

**340**  
Yes 49.7%

**337**  
No 49.3%

**If you answered no, is it because you were not interested or did not qualify?**

**110**  
did not qualify 33%

**216**  
were not interested 67%

**Since the beginning of the pandemic, have you or do you intend to move your business operations and staff to a remote location?**

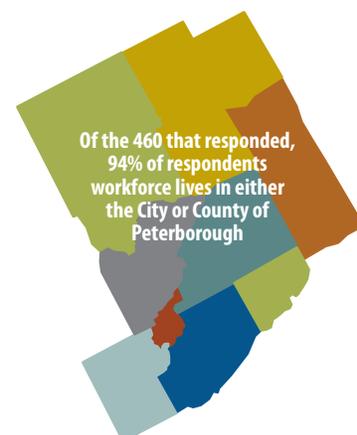


business owners said they and their staff will continue to permanently work from home post-pandemic.

This would represent approximately 139 employees working from home permanently, post-pandemic.

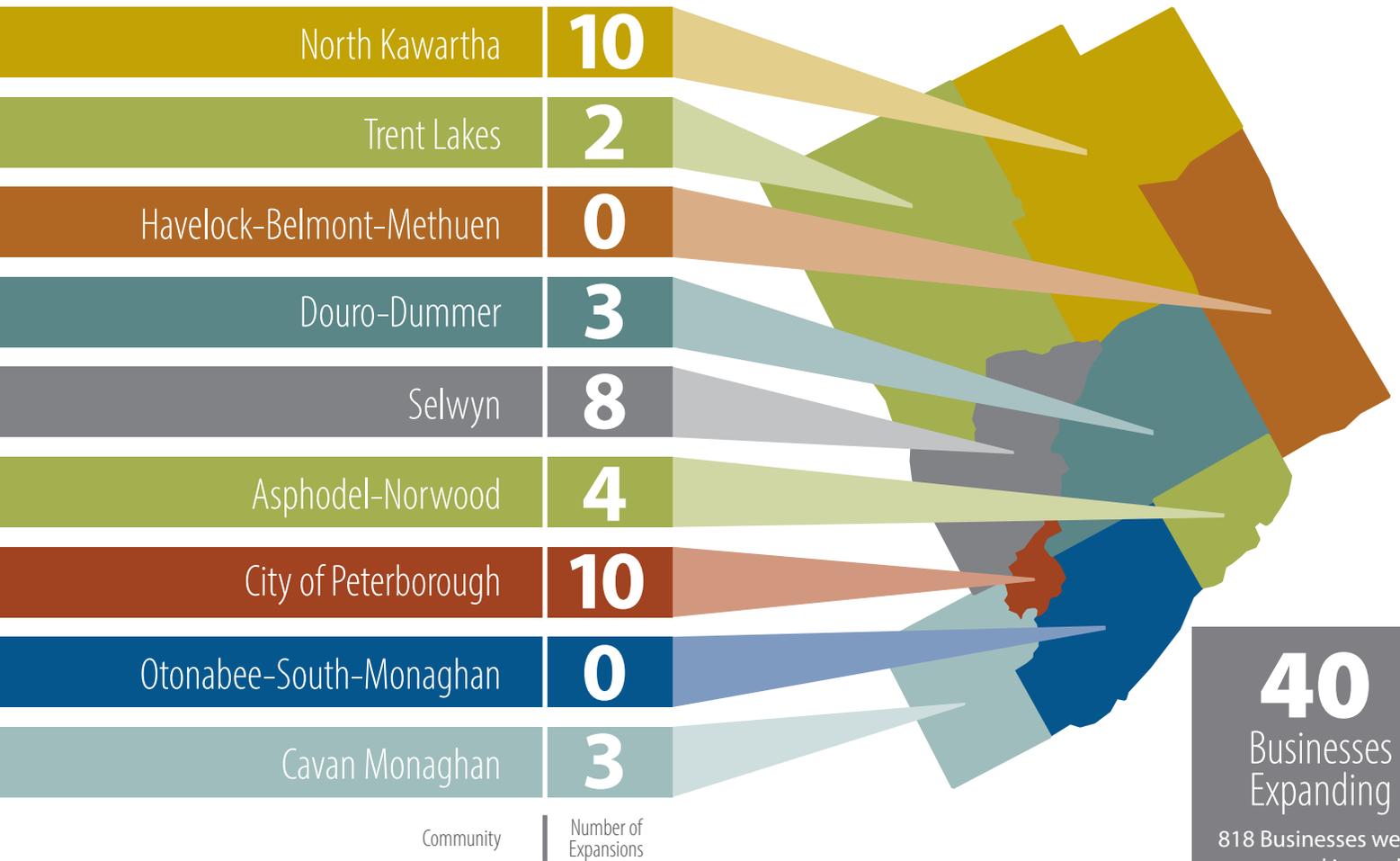


**Can you indicate what percent of your workforce lives in the City or County of Peterborough?**



# Expansion Overview

We asked businesses if they planned on expanding their operations within the next 12 months. **40 businesses indicated they were.** The number of expansions indicated per community are listed below.



## ● Industry NAICS Code

○ # Surveyed

1 <sup>11</sup> <sup>64</sup> Agriculture, forestry, fishing & hunting

1 <sup>23</sup> <sup>59</sup> Construction

6 <sup>31-33</sup> <sup>56</sup> Manufacturing

9 <sup>44-45</sup> <sup>222</sup> Retail Trade

1 <sup>52</sup> <sup>12</sup> Finance & Insurance

2 <sup>53</sup> <sup>22</sup> Real Estate, Rental & Leasing

4 <sup>54</sup> <sup>47</sup> Professional, Scientific & Technical Services

3 <sup>56</sup> <sup>24</sup> Administrative & Support, Waste Management & Remediation Services

1 <sup>61</sup> <sup>10</sup> Educational Services

4 <sup>62</sup> <sup>41</sup> Health Care & Social Assistance

1 <sup>71</sup> <sup>40</sup> Arts, Entertainment & Recreation

4 <sup>72</sup> <sup>94</sup> Accommodation & Food Services

2 <sup>81</sup> <sup>76</sup> Other Services

1 <sup>91</sup> <sup>2</sup> Public Administration

# Assistance Overview

At the end of the survey, businesses were asked if they would like to be put in touch with an economic development officer and **47 businesses** requested assistance. The most common requests were for:



**Navigating and accessing COVID-19 financing.**



**Workforce development and retention assistance.**



**Marketing and networking opportunities.**



**Finding seasonal talent.**



**How to build an online presence and utilize e-commerce.**

# Skills Shortage Overview

Of the **818 surveys** completed, **152 businesses** noted **253 skills shortages**. 19% of business owners noted shortages when hiring. A breakdown of these shortages is included below:

Skill Shortage	Times Noted
Administrative work	2
Cleaners	5
Construction	9
Customer service	49
Culinary	18
Digital Literacy	5
General labour	48
Education	9
Engineering	2
Estheticians	3
Financial & accounting related skills	5
Mechanical	24
Sales	4
Scientific & technical services	17
Tradespeople	44
Trucking & drivers	8
Other	1
<b>Total</b>	<b>253</b>

The most frequent skills shortages were customer service (49), followed by general labour (48), and tradespeople (44).

# Study Summary

## Municipality of Trent Lakes

There were **190 businesses** counted in Trent Lakes, **32** of which are home-based businesses. Of those **190 businesses, 63** completed a survey. Of the **63 businesses** that completed a survey **3** asked to speak with an economic development officer for assistance. **34 businesses** accounted for **538,640 square feet** of space in Trent Lakes.

### Most requested EDO services:

Business Development, COVID-19 financing, Networking.

## North Kawartha

There were **186 businesses** counted in North Kawartha. Of those **186 businesses, 74** completed a survey. Of the **74 businesses** that completed a survey **4** asked to speak with an economic development officer (EDO) for assistance. **49 businesses** accounted for **281,658 square feet** of space in North Kawartha.

### Most requested EDO services:

COVID-19 financing, Workforce retention, General business concerns

## Township of Havelock-Belmont-Methuen

There were **139 businesses** counted in Havelock-Belmont-Methuen, **25** of which are home-based businesses. Of those **139 businesses 51** completed a survey. Of the **51 businesses** that completed a survey **5** asked to speak with an economic development officer (EDO) for assistance. **38 businesses** accounted for **730,243 square feet** of space in Havelock-Belmont-Methuen.

### Most requested EDO services:

Workforce development, Networking, COVID-19 Financing.

## Township of Asphodel-Norwood

There were **146 businesses** counted in Asphodel-Norwood, **33** of which are home-based businesses. Of those **146 businesses, 55** completed a survey. Of the **55 businesses** that completed a survey **4** asked to speak with an economic development officer (EDO) for assistance. **30 businesses** accounted for **182,160 square feet** of space in Asphodel-Norwood.

### Most requested EDO services:

COVID-19 financing, Networking opportunities, General business.

## Selwyn

There were **335 businesses** counted in Selwyn, **41** of which are home-based businesses. Of those **335 businesses, 107** completed a survey. Of the **107 businesses** that completed a survey **13** asked to speak with an economic development officer for assistance. **84 businesses** accounted for **779,551 square feet** of space in Selwyn.

### Most requested EDO services:

COVID-19 financing, General business, Networking.

## Township of Cavan Monaghan

There were **229 businesses** counted in Cavan Monaghan, **23** of which are home-based businesses. Of those **229 businesses, 66** completed a survey. Of the **66 businesses** that completed a survey **2** asked to speak with an economic development officer (EDO) for assistance. **43 businesses** accounted for **429,790 square feet** of space in Cavan Monaghan.

### Most requested EDO services:

COVID-19 related financing, Workforce retention, General business concerns.

## City of Peterborough

There were **2,067 businesses** counted in the City of Peterborough, **32** of which are home-based businesses. Of those **2,067 businesses, 311** completed a survey. Of the **311 businesses** that completed a survey **10** asked to speak with an economic development officer for assistance. **412 businesses** accounted for **7,686,079 square feet** of space in the City of Peterborough.

### Most requested EDO services:

COVID-19 financing, Workforce retention, General business concerns

## Township of Otonabee-South-Monaghan

There were **192 businesses** counted in Otonabee-South-Monaghan, **19** of which are home-based businesses. Of those **192 businesses, 53** completed a survey. Of the **53 businesses** that completed a survey **2** asked to speak with an economic development officer (EDO) for assistance. **30 businesses** accounted for **771,365 square feet** of space in Otonabee-South-Monaghan.

### Most requested EDO services:

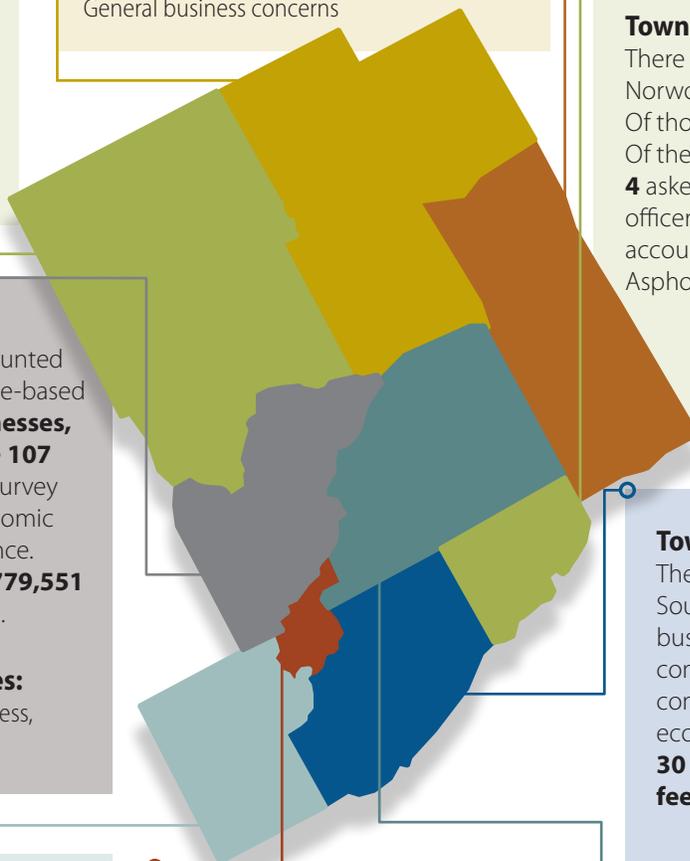
COVID-19 financing, Marketing, Networking.

## Township of Douro-Dummer

There were **134 businesses** counted in Douro-Dummer, **13** of which are home-based businesses. Of those **134 businesses, 39** completed a survey. Of the **39 businesses** that completed a survey **4** asked to speak with an economic development officer (EDO) for assistance. **17 businesses** accounted for **833,775 square feet** of space in Douro-Dummer.

### Most requested EDO services:

COVID-19 financing, Marketing, Networking.

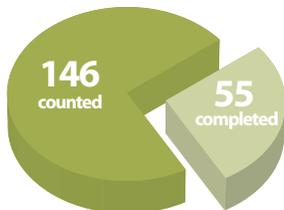


# Township of Asphodel-Norwood Results

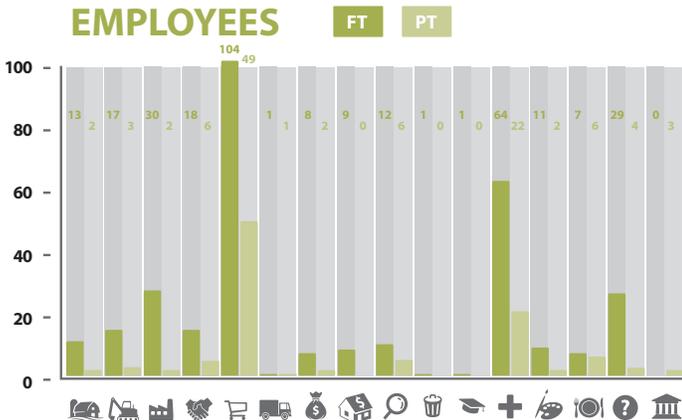
## Industry NAICS Code



## TOTALS

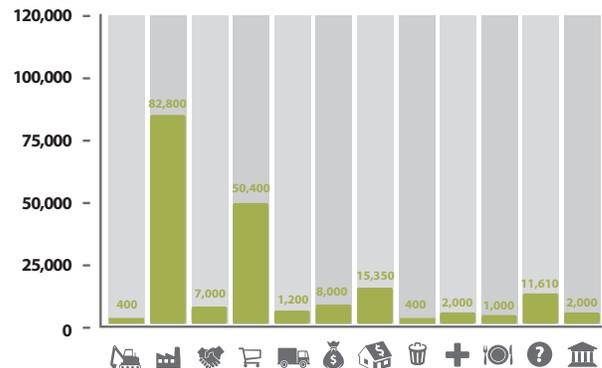


## EMPLOYEES



**TOTALS** 329 108

## SQUARE FOOTAGE ACCOUNTED



**TOTAL** 182,160 sq ft



Looking to expand:  
**4 businesses**

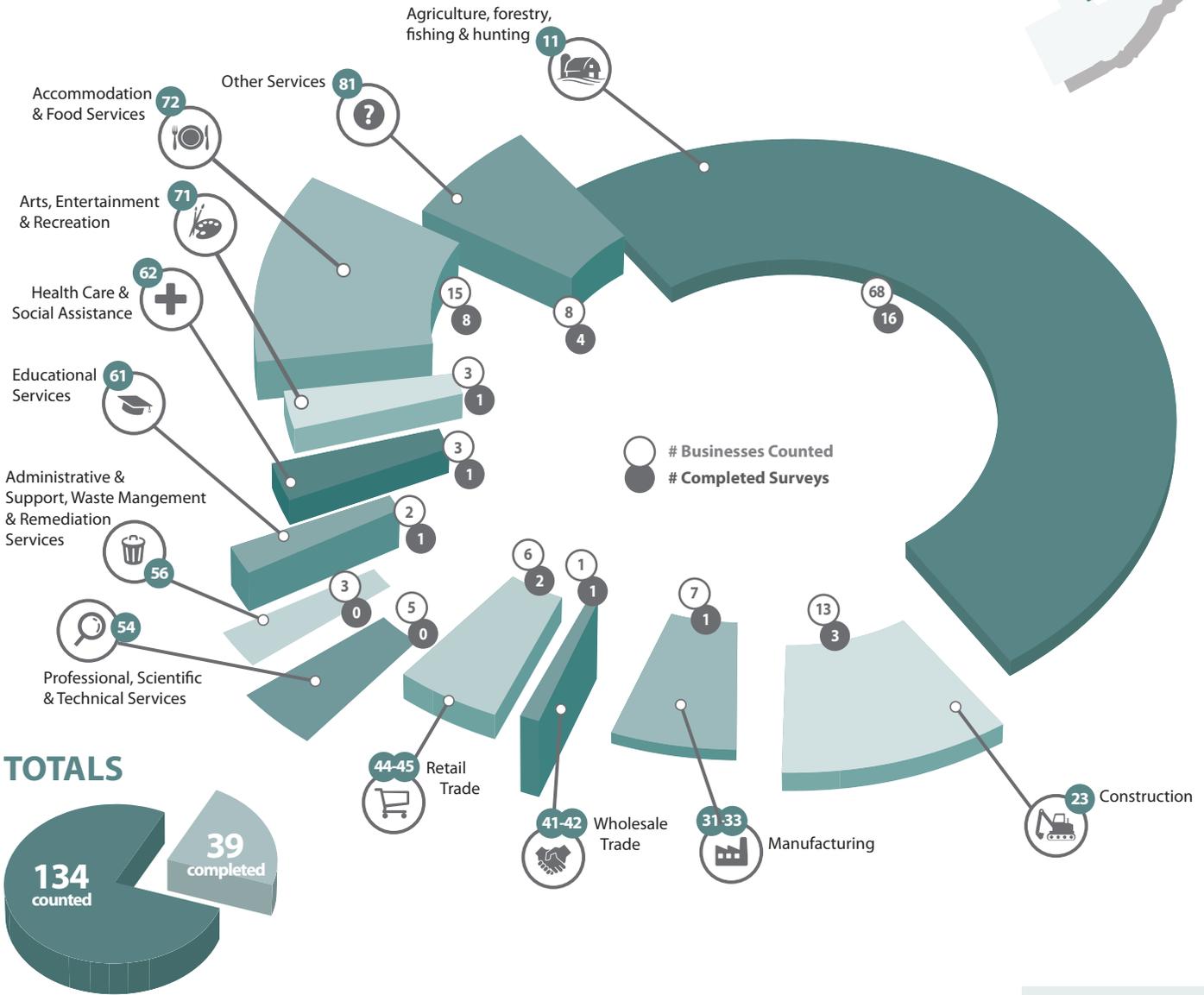
Manufacturing (1), Educational Services (1), Other Services (1), Public Administration (1)



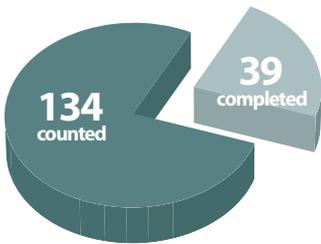
# Township of Douro-Dummer Results



## Industry NAICS Code

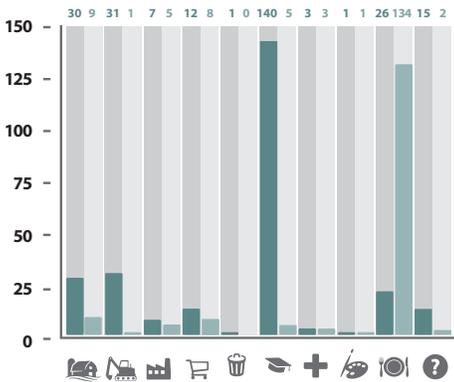


## TOTALS



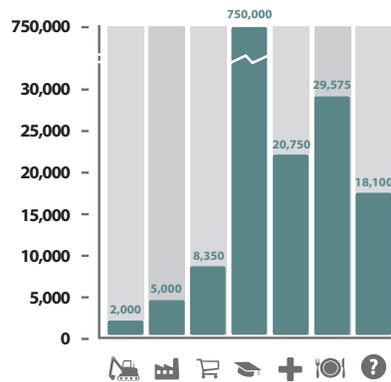
## EMPLOYEES

FT PT



**TOTALS 266 168**

## SQUARE FOOTAGE ACCOUNTED



**TOTAL 833,775 sq ft**

Noted skills shortage:  
**14 in total**

Top 3:

**3**

Auto Mechanic

**2**

Labour

**2**

Trades

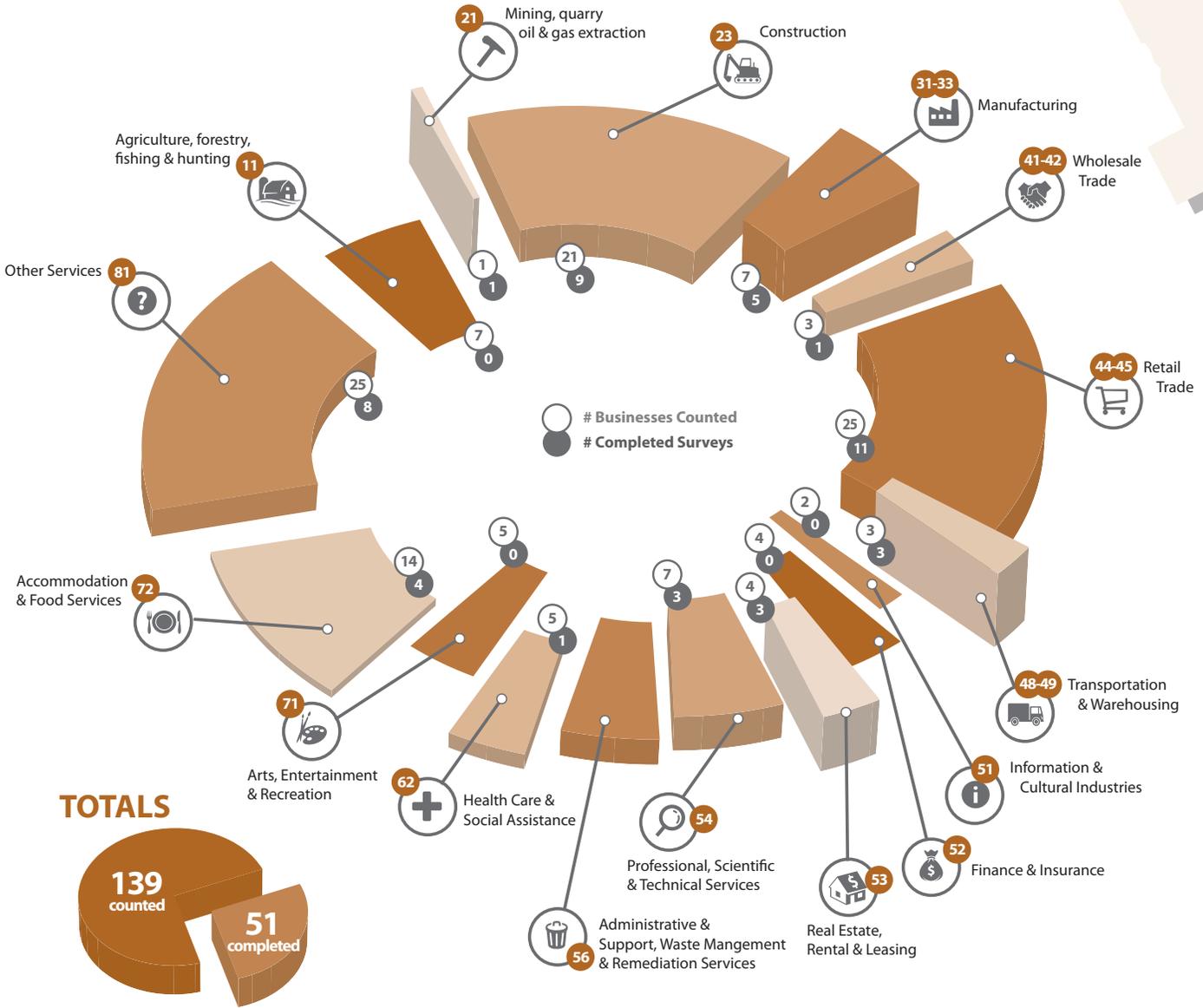


Looking to expand:  
**3 businesses**

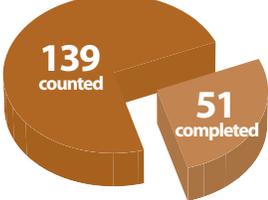
Agriculture, forestry, fishing & hunting (1), Retail Trade (1), Educational Services (1)

# Township of Havelock-Belmont-Methuen Results

## Industry NAICS Code

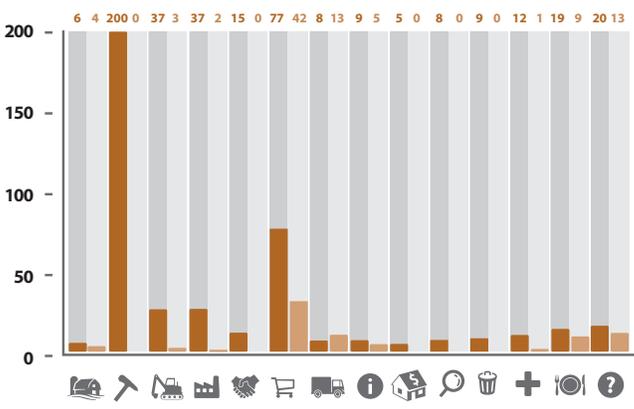


### TOTALS



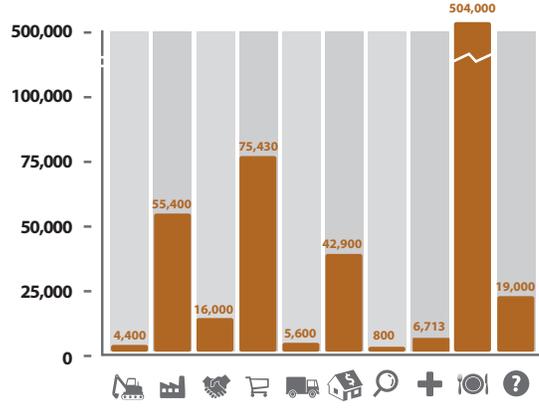
### EMPLOYEES

FT PT



**TOTALS** 462 92

### SQUARE FOOTAGE ACCOUNTED



**TOTAL** 730,243 sq ft

Noted skills shortage:

**19 in total**

Top 3:

**4**  
Labour

**5**  
Trades

**2**  
Customer Service

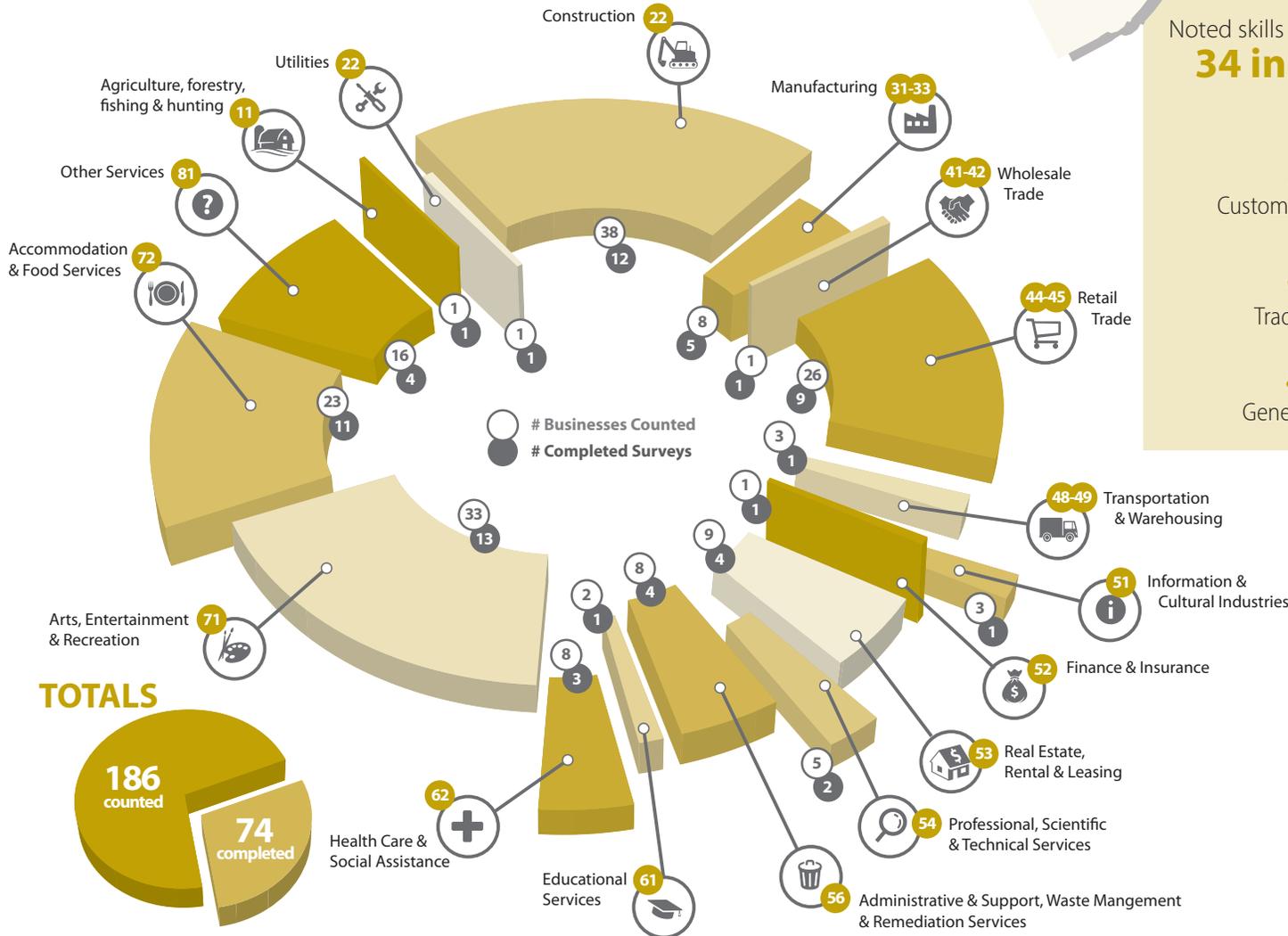


Looking to expand:  
**0 businesses**

0 businesses are planning on expanding within the next 12 months.

# North Kawartha Township Results

## Industry NAICS Code



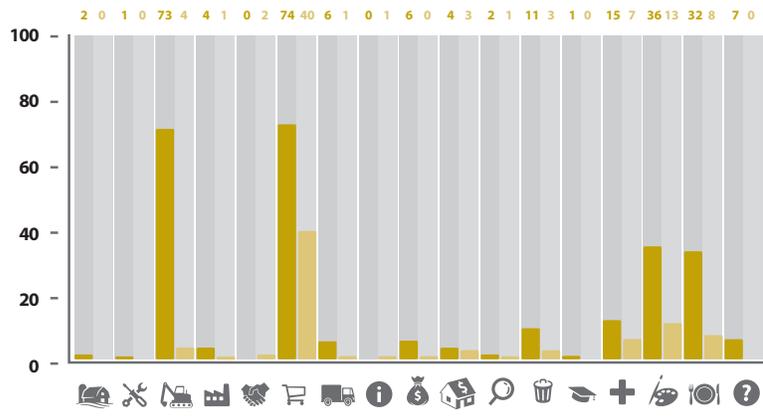
Noted skills shortage:  
**34 in total**

Top 3:

- Customer Service: 6
- Tradespeople: 4
- General labour: 4

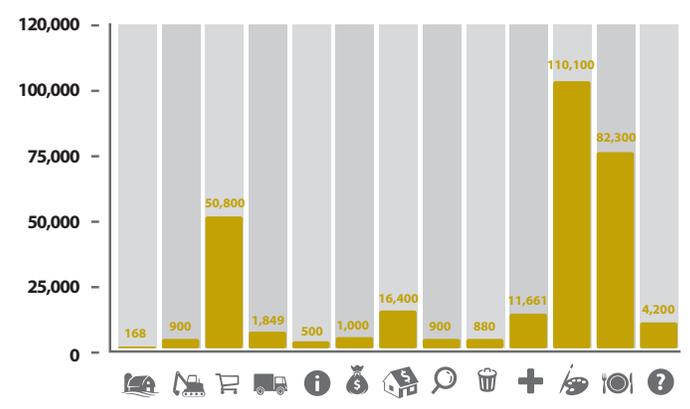
## EMPLOYEES

FT PT



**TOTALS** 274 84

## SQUARE FOOTAGE ACCOUNTED



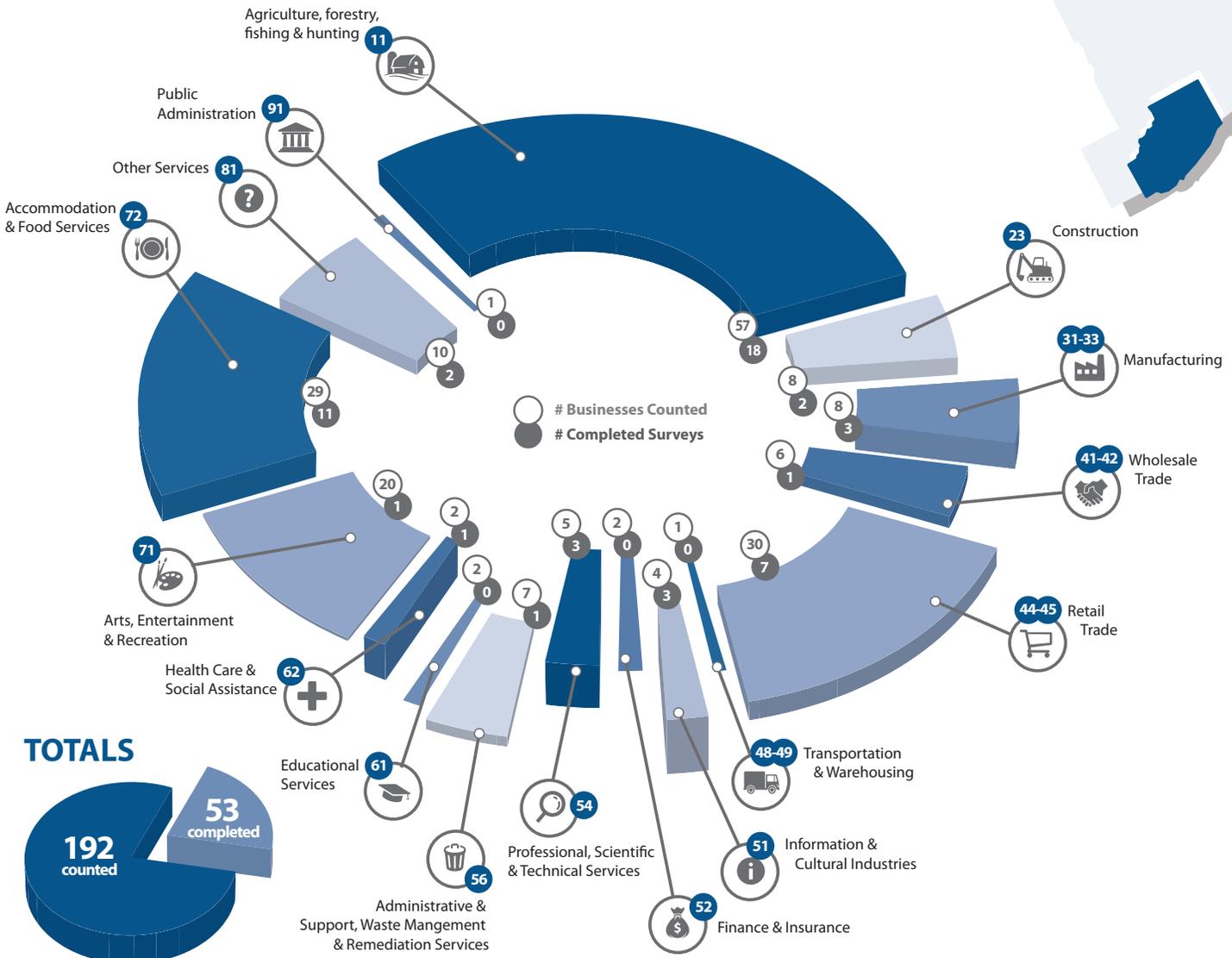
**TOTAL** 281,658 sq ft

Looking to expand:  
**10 businesses**

Construction (1), Retail Trade (3), Real estate, rental & leasing (1), Administrative & support, waste management & remediation services (1), Arts, entertainment & recreation (1), Accommodation & food services (3)

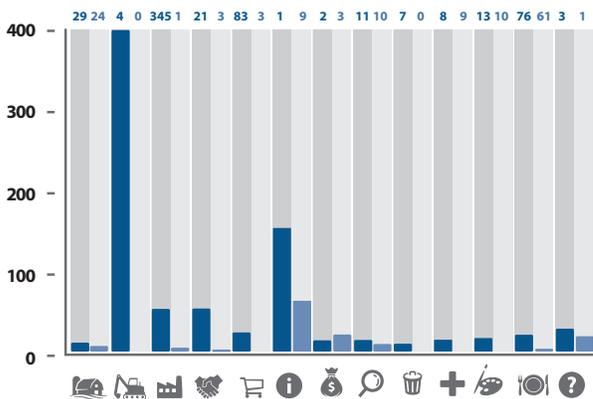
# Township of Otonabee-South-Monaghan Results

## Industry NAICS Code



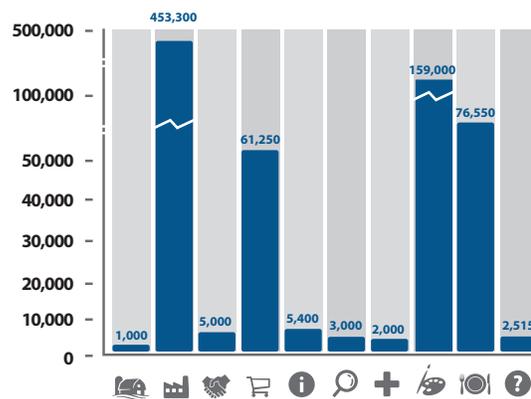
## EMPLOYEES

FT PT



**TOTALS** 603 134

## SQUARE FOOTAGE ACCOUNTED



**TOTAL** 770,015 sq ft

Noted skills shortage:  
**13 in total**

Top 3:

**2**  
Heavy Equipment Operator

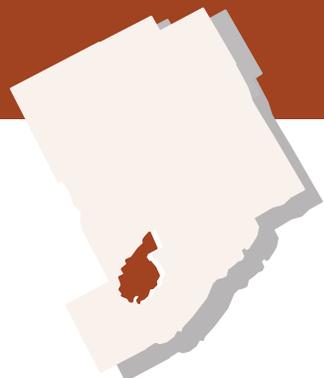
**2**  
Mechanics

**2**  
Labour

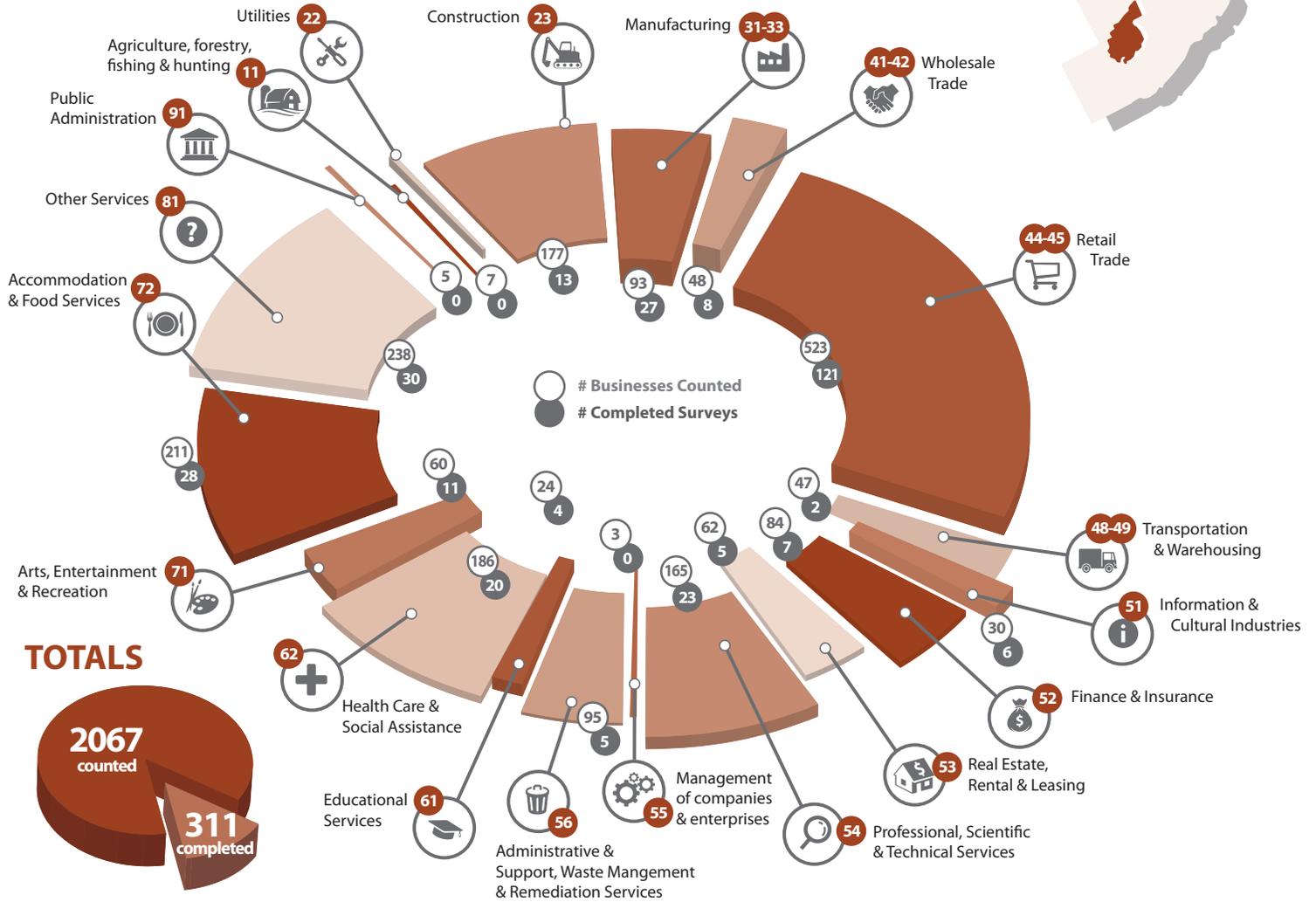
Looking to expand:  
**0 businesses**

0 businesses looking to expand in the next 12 months.

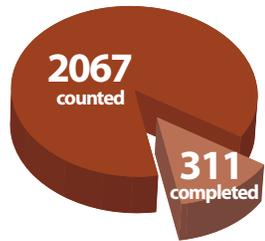
# City of Peterborough Results



## Industry NAICS Code



## TOTALS



Noted skills shortage:

**70 in total**

Top 3:



**21**

Customer Service



**10**

Labour

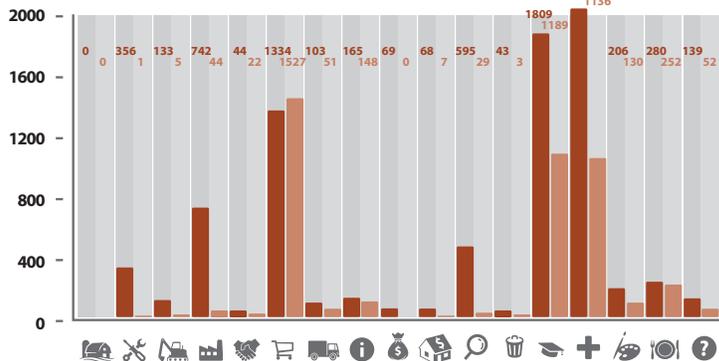


**5**

Education

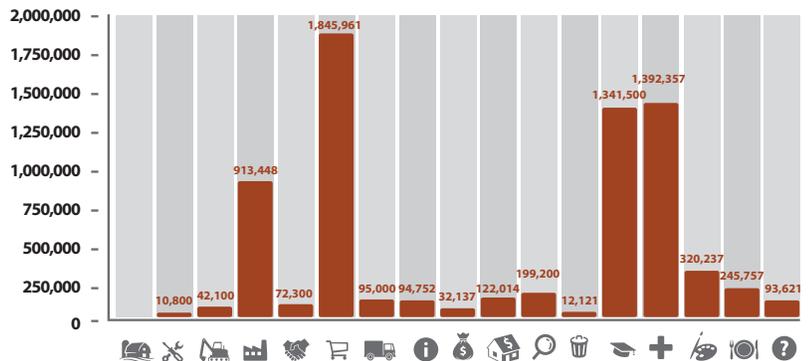
## EMPLOYEES

FT PT



**TOTALS** 8166 4596

## SQUARE FOOTAGE ACCOUNTED



**TOTAL** 7,686,079 sq ft



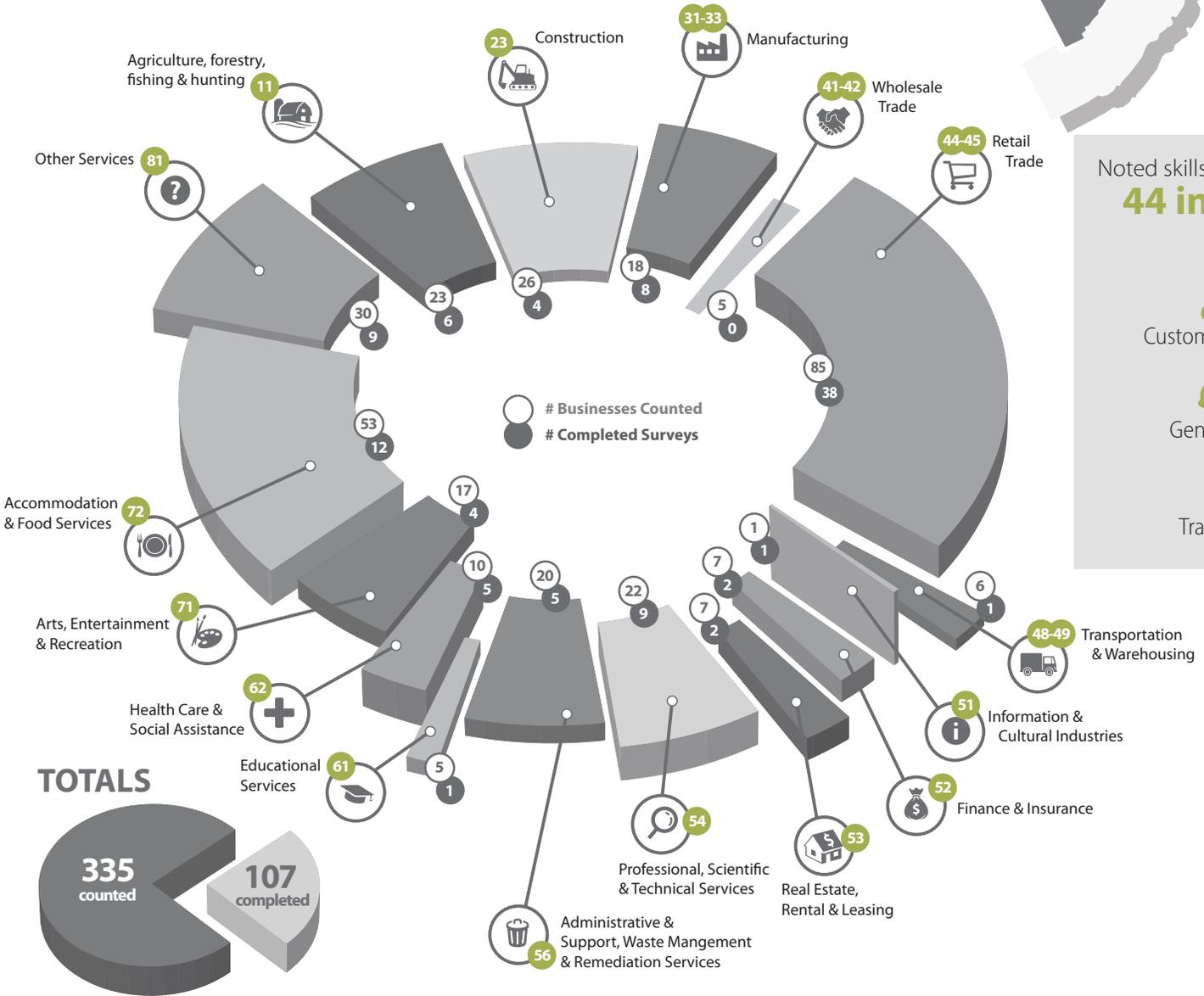
Looking to expand:  
**10 businesses**

Manufacturing (3), Retail Trade (1), Professional, scientific & technical Services (2), Administrative and support, waste management & remediation services (1), Health care & social assistance (3)

# Township of Selwyn Results



## Industry NAICS Code



Noted skills shortage:  
**44 in total**

Top 3:

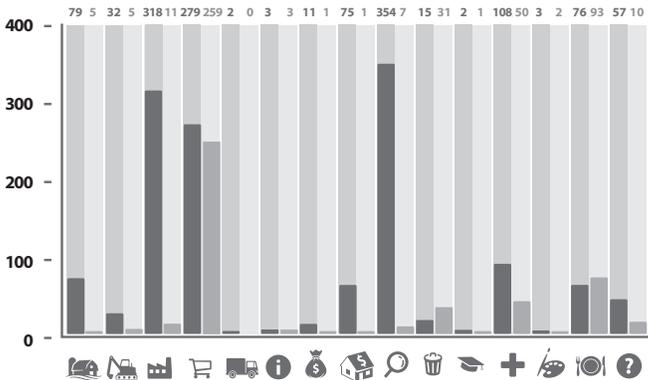
**10**  
Customer Service

**10**  
General labour

**3**  
Tradespeople

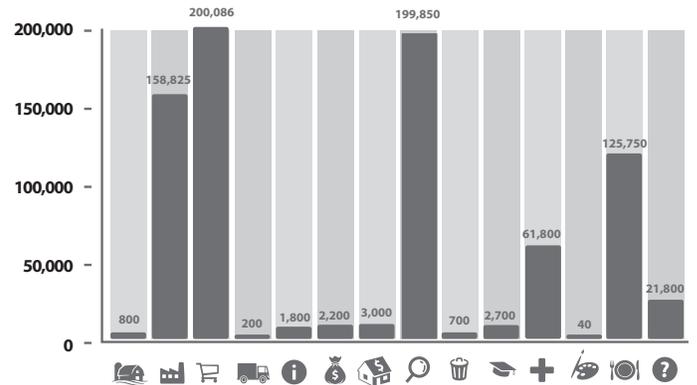
## EMPLOYEES

FT PT



**TOTALS** 1,414 479

## SQUARE FOOTAGE ACCOUNTED



**TOTAL** 779,551 sq ft



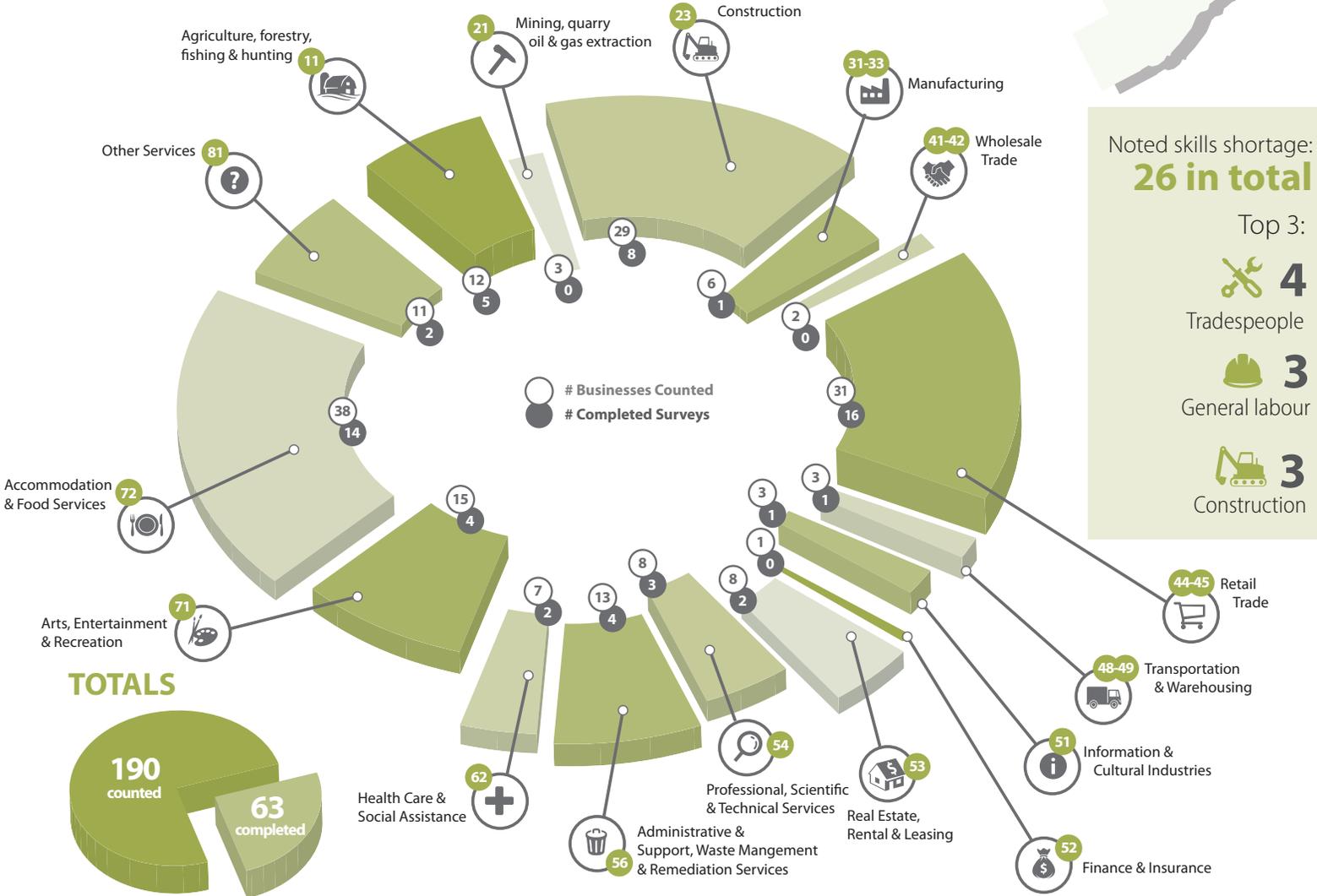
Looking to expand:  
**8 businesses**

Manufacturing (2), Retail Trade (2), Finance & insurance (1), Real estate, rental & leasing (1), Professional, scientific & technical Services (1), Administrative and support, waste management & remediation services (1)

# Municipality of Trent Lakes Results



## Industry NAICS Code

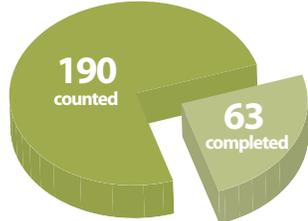


Noted skills shortage:  
**26 in total**

Top 3:

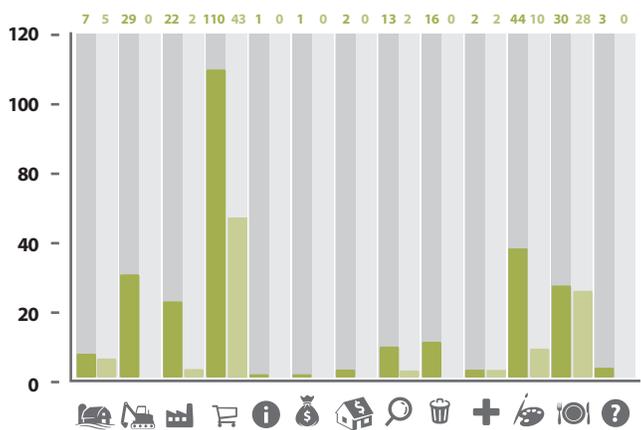
- 4** Tradespeople
- 3** General labour
- 3** Construction

### TOTALS



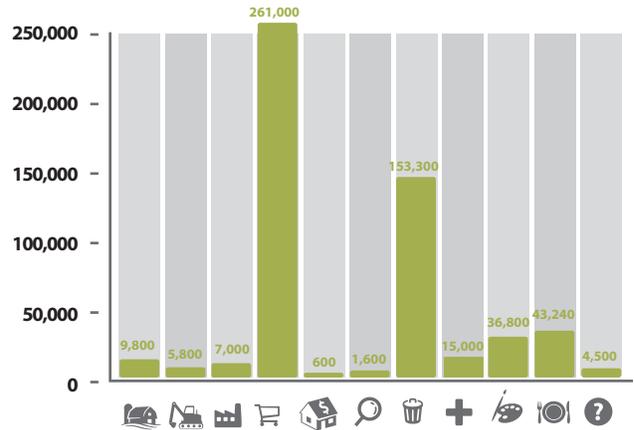
### EMPLOYEES

FT PT



TOTALS 280 92

### SQUARE FOOTAGE ACCOUNTED



TOTAL 538,640 sq ft



Looking to expand:  
**2 businesses**

Retail Trade (1), Accommodation & food services (1)

# Final Note

Final Note: Please note all surveys were completed voluntarily and were conducted over the phone, online and in person between May 3rd and September 3rd, 2021. The more survey data we collect the better PKED can serve its regional business community. PKED practiced extreme care and diligence in obtaining and reporting this information.

For any questions related to the project please contact project manager,



## Steven Tripp Business Retention & Expansion Officer

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Cell: 705-930-6281  
E-mail: [stripp@peterboroughed.ca](mailto:stripp@peterboroughed.ca)

# We look forward to speaking with you next year!

## Definition Sources

1. Export (<https://www5.statcan.gc.ca/cimt-cicm/page-page?lang=eng&mode=concepts>)
2. Import (<https://www5.statcan.gc.ca/cimt-cicm/page-page?lang=eng&mode=concepts>)
3. Legal Status (<https://www.canada.ca/en/revenue-agency/services/tax/businesses/small-businesses-self-employed-income/setting-your-business.html>)
4. NAICS Codes (<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553>)
5. Ownership Form (<https://www.canada.ca/en/revenue-agency/services/tax/businesses/small-businesses-self-employed-income.html>)

# Glossary

## Export:

Goods and services that are produced and shipped to other locations that can include regional, provincial, national or international locations.

## Floor space in square feet:

The total floor space used by a business (covered area).

## Import:

Goods and services that are received and shipped from other locations that can include regional, provincial, national, or international locations that are intended to be re-sold or inputted as a portion of a final or intermediate commodity.

## Legal Status:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

## N.A.I.C.S. Codes:

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States.

## Ownership Form:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

## Home-based business:

A business where the main operations are conducted out of a person's home. Commercial square footage is not calculated or reported on in the Business Count Survey.

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— & —  
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