

## Theme: Economic Development & Employment



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### Where Are We Now?

For some time, the Greater Peterborough Area was positioned as a leader in traditional economic activities such as manufacturing. More recently however, the Greater Peterborough Area has been faced with higher-than-average unemployment rates – a likely reflection of the less than certain global markets of the past several years. In order to ensure meaningful employment for our residents, the region, under the guidance of the Greater Peterborough Area Economic Development Corporation, is in a marked transition, building upon its traditional, industrial economic base and shifting towards what has been coined the ‘creative economy’ – an economy predominantly based on knowledge and culture, in addition to resource extraction and manufacturing. The creative economy and sustainability help build economic resiliency to market fluctuations.

Promoting the great work that is being done to bring the Greater Peterborough Area closer to its *Vision* of sustainability is one of the key outcomes of the Sustainable Peterborough process. The commitment to sustainability can be marketed within and beyond the community, with the desired outcome of making this region more attractive to potential visitors and investors. Specifically, entrepreneurs, investors, and local employers continue to invest and or locate in the Greater Peterborough Area because of the importance of quality of life and sustainability to them and their bottom line.

## Where Do We Want to Be in 25 Years?

**Our Goal:** We will create and retain prosperity by providing investment and employment opportunities within sustainable local and global markets.

## How Are We Going to Get There?

By following our *Strategic Directions*:

- Encourage and promote our leadership in sustainability to attract people and investors to the region.
- Retain youth in our communities through education and employment opportunities.
- Transition to the creative economy by creating meaningful employment.
- Sustain our vibrant downtowns/village centres as hubs for services and products.
- Support local businesses to transition to sustainable models.

### Priority Action

- Through community asset mapping, promote the region's abundant natural assets, its sustainability initiatives and industries, and its economic potential.

*Note:* Greater details of the *Priority Actions* are outlined in Appendix A. Additional short- and long-term Actions are offered in the List of Potential Initiatives (Appendix B).

## Toolbox Resources

- **“Creative Economy Potential” Assessment Service** – Assess the potential for your community's economic development strategy to include pursuit of the creative economy.
- **E-Business Handbook** – Implement an E-Business strategy for your company by using digital technology to grow your business.
- **Aboriginal Business Development Toolkit** – Assist your First Nations community in business start-up and development.
- **Fostering Sustainable Business Practices** – Evaluate your business operations for efficiency, investigate industry standards and learn about new opportunities for facility upgrades, energy and waste management.

## Sustainability in Action

- Formed in 1998, the Greater Peterborough Area Economic Development Corporation is a non-profit corporation that focuses on manufacturing and small business, innovation, tourism, and agriculture and rural development. One of the core values identified by the GPAEDC in its Strategic Plan is sustainability, and it cites economic development opportunities in the area of energy efficiency as one such example of sustainability.
- One of the three focuses of the Community Opportunity and Innovation Network is community economic development. One current initiative, reBOOT, is a great example of sustainability. reBOOT refurbishes old computers and then donate or sell them to low income individuals and not-for-profit organizations in an effort to ensure that people can access economic opportunities and organizations can provide services to the community.

## THEME: ECONOMIC DEVELOPMENT & EMPLOYMENT

### Goal

We will create and retain prosperity by providing investment and employment opportunities within sustainable local and global markets.

### Strategic Direction Supported

Encourage and promote our leadership in sustainability to attract people and investors to the region.

### Priority Action

Through community asset mapping, promote the region's abundant natural assets, its sustainability initiatives and industries, and its economic potential.

### Description

Promoting the great work that is being done to bring the Greater Peterborough Area closer to its *Vision* of sustainability is one of the key outcomes of the Sustainable Peterborough process. This raises awareness within and beyond the community of what is being done locally in the name of sustainability, with the desired outcome of making this region more attractive to potential visitors and investors, as well as raising the possibility of being able to share best practices with other communities. Through sustainability asset mapping, people will be able to see spatially the many great things happening in this community, and to see it as a community worthy of visiting or investing in.

Results from this action will support *Strategic Directions* under the following additional *Themes*:

- Natural Assets
- Cultural Assets
- Healthy Communities
- Agriculture & Local Food

### Activities

- Establish a sustainability mapping working group
- Compile work from previous mapping initiatives (e.g., City cultural mapping, CM cultural mapping, municipal GIS work, KHC mapping, MNR mapping, Trent/Fleming research, Tourism promotion, etc.)
- Conduct an inventory of organizations and business producing sustainable products and services, and also carrying our sustainability practices
- In collaboration with the community, develop an up-to-date map of current and historic sustainability initiatives, using the Current Conditions report developed as part of the Sustainable Peterborough initiative as a basis
- Use the sustainability assets map as a means of promoting the Greater Peterborough Area
- Update and revise the sustainability assets map as required
- Promote cycling and waterway tourism

## Toolbox Resource:

- **“Creative Economy Potential” Assessment Service** – Assess the potential for your community’s economic development strategy to include pursuit of the creative economy
- **Establishing a Working Group** – an addendum to the Toolbox which provides information and terms of reference for the establishment of a working group

## Potential Lead and Coordination

- GPAEDC

## Potential Partners

- City of Peterborough
- County of Peterborough
- Community Opportunity and Innovation Network
- East Kawartha Chamber of Commerce
- Farms at Work
- First Nations
- Fleming College
- GE Hitachi
- Greater Peterborough Chamber of Commerce
- Havelock-Belmont-Methuen and District Chamber of Commerce
- Kawartha Heritage Conservancy
- Ministry of Natural Resources
- Millbrook Business Improvement Associations
- PepsiCo
- Peterborough Downtown Business Improvement Association
- Peterborough Green-Up
- Peterborough Social Planning Council
- Townships
- Trent University
- Workforce Development Board

## Measures of Success

- Completion of map(s)
- Number of initiatives mapped
- Quantity of maps accessed (print and digital) by potential visitors, investors, etc.