

COVID-19 UPDATE



BI-WEEKLY UPDATE: Monday, May 4th, 2020

Over the past 7 weeks, through remote work environments, a collaborative and concerted effort is being made by key economic development and business organizations, collectively known as #TeamPTBO to support all local businesses and to collect timely and accurate information about the impacts of COVID-19 on the local economy in order to inform meaningful recovery programming locally, provincially and nationally. These bi-weekly updates have been a way for this group to regularly communicate vital information to local leaders and stakeholders. With the approval of the PKED Economic Recovery Plan and the Mayor and Warden's Economic Recovery Task Force, this update is the group's last, as these communications will now be replaced by communications from the Economic Recovery Task Force.

Supporting Businesses

- The Peterborough DBIA launched 'The Boro' on Thursday, April 30. [The Boro is a digital marketplace](#) that helps you shop your local favourites wherever, whenever! The Boro makes it easier to find your local favourites because when you shop at a downtown business, everyone wins.
- The Greater Peterborough Chamber of Commerce launched their Gift Card Program on Friday, April 17. The Program enables businesses to sell gift cards online. To register your business or purchase a gift card: <https://bit.ly/GiftCardsPtbo>
- The Kawartha Chamber of Commerce and Tourism also launched a website to support businesses in Peterborough County looking to sell gift cards online. The website <http://kawarthachamber.ca/shop> was built in partnership by local agency acorn30 as a way for the community to support local business during these times.
- Community Futures Peterborough has offered loan payment deferrals for April and May for existing clients. In addition, CFP has micro loans available of up to \$20,000 to help offset expenses with 3 months no interest and no payments.
- The Greater Peterborough Chamber of Commerce also has a [COVID-19 Business Resource Portal](#) on their website.
- The need for Digital has never been greater. Through the [Digital Main Street program](#), Peterborough & the Kawarthas' businesses have [two options to connect](#) with Digital

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Service Squads (DSS) who can provide them with free solutions & support. The program is available through the Peterborough DBIA for business in the City of Peterborough, Cavan-Monaghan, Havelock-Belmont-Methuen, Otonabee-South Monaghan or Hiawatha First Nation. The program is available through the Kawartha Chamber of Commerce and Tourism for businesses located in the County of Peterborough in Trent Lakes, North Kawartha, Douro-Dummer, Selwyn, Asphodel-Norwood or Curve Lake First Nation.

- Peterborough & the Kawartha Economic Development (PKED) launched a **Business Collaboration Portal** <https://peterboroughed.ca/business-collaboration-portal/> - if you haven't seen it yet, please check it out!
- PKED launched a Business Recovery Centre Portal for the region which can be found at www.peterboroughed.ca/recovery
- PKED has added **Live Chat** to www.peterboroughed.ca. You'll see now that there is a set of green speech bubbles that pop up in the bottom right corner of the site. The online chat will be monitored during business hours and when it's turned off, visitors to the site can leave a message for prompt reply during the next business day. This chat feature already exists on the tourism site and is being used regularly by visitors looking to come back when travel restrictions and the emergency order are lifted.

Education and Information Sharing

- The Innovation Cluster has hosted 12 webinars since the COVID-19 pandemic hit Peterborough. The topics included funding/financing, human resources, taxes/cashflow, Intellectual Property, marketing for start-ups, cybersecurity, business continuity, stress management and more. Two upcoming webinars in May are [Business and Financial Planning with RBC](#) and [Digital Marketing and Selling During COVID-19](#).
- Online business webinars continue to be captured at <https://peterboroughed.ca/how-can-we-help/covid-19-webinars/>
- PKED has added a new user-generated blog platform to www.peterboroughed.ca to feature content from staff as well as selected members of the business community to provide timely and helpful information to the local business community.

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- PKED launched a new virtual series called **#CoffeeTalks with Peterborough & the Kawarthas Economic Development** - the first one took place on Wednesday, April 29th and the [next one is taking place on Wednesday May 6th](#).
- PKED has updated www.thekawarthas.ca to include options for take-out/delivery, online shopping, virtual experiences and farm gates/local food.

In the News

- [PTBOTODAY.CA and Community Futures Peterborough presents Community Builders Day](#)
- [Digital market, The Boro, launches for downtown Peterborough businesses](#) - MyKawartha
- [Rhonda Keenan's Interview with CBC's Ontario Morning about PKED's Economic Recovery Plan](#) – CBC (Starts at 2:20 mark)
- [City Councillors vote in a Economic Recovery Plan for local businesses](#) – Global News
- [COVID-19: PKED introduces economic recovery plan](#) – PTBOToday.ca
- [Peterborough & The Kawarthas COVID-19 economic recovery plan](#) – Global News
- [COVID-19 economic recovery plan drafted for Peterborough](#) – The Peterborough Examiner
- [Coronavirus: Peterborough task force aims to decontaminate, recycle N95 masks](#) – Global News
- [COVID-19: PKED lending a hand to businesses in need](#) – PTBOToday.ca
- [Federal government announces over \\$1 billion in additional COVID-19 support for businesses](#) – KawarthaNOW.com
- [Post-pandemic Peterborough job market unclear, though experts optimistic](#) – MyKawartha
- [Coronavirus: Trent-Severn Waterway opening delayed until 'at least May 31'](#) – Global News
- [New portal gets Peterborough firms working together on personal protective equipment](#) – The Peterborough Examiner
- [Chamber of Commerce launches gift card program](#) – PTBOToday.ca