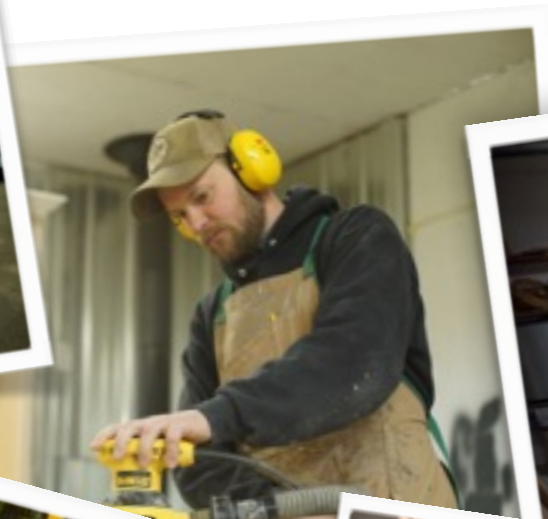
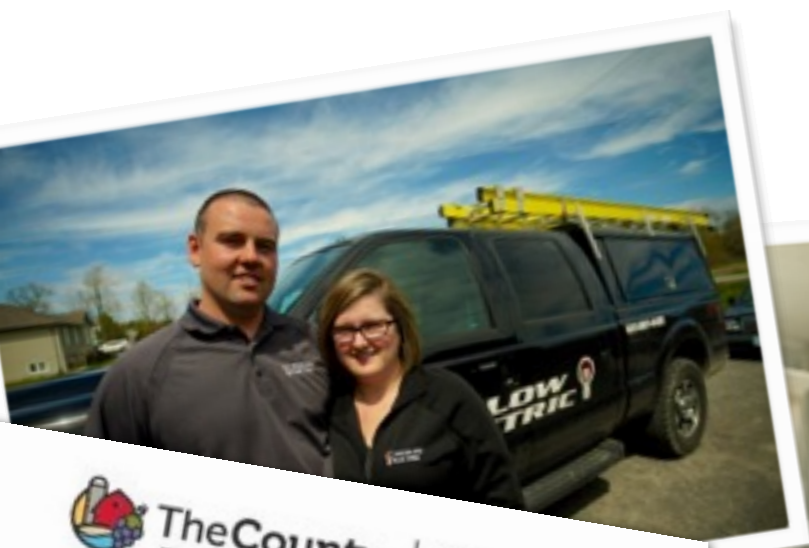




The County™

PRINCE EDWARD COUNTY + ONTARIO

Evidence Based Decision Making



Prince Edward
County
ONTARIO • CANADA

Celebrating 225 years



Picton | Bloomfield
Wellington | Consecon
2017-18 Welcome Guide



Welcome

Trevor Crowe

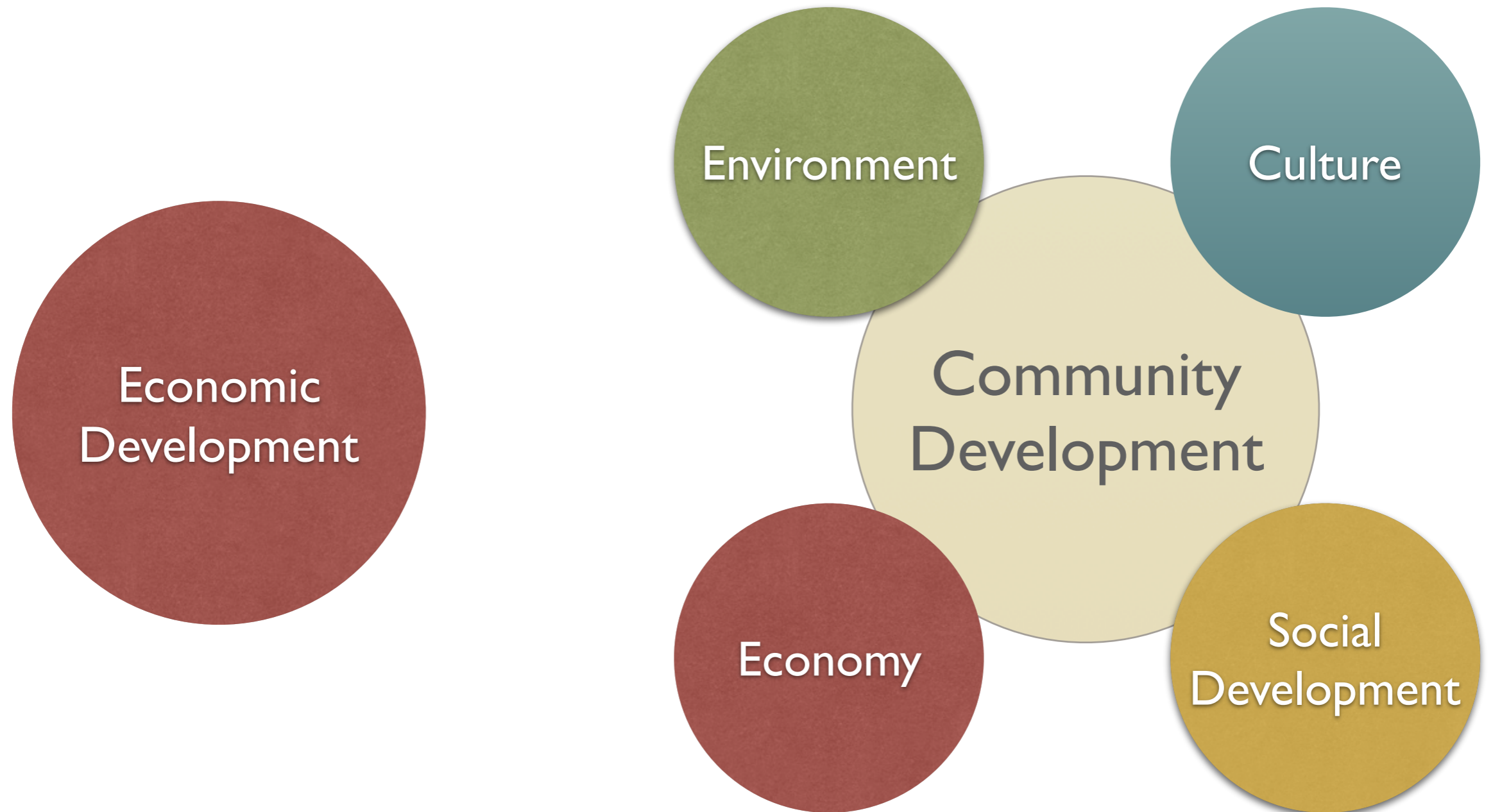
Community Development Coordinator

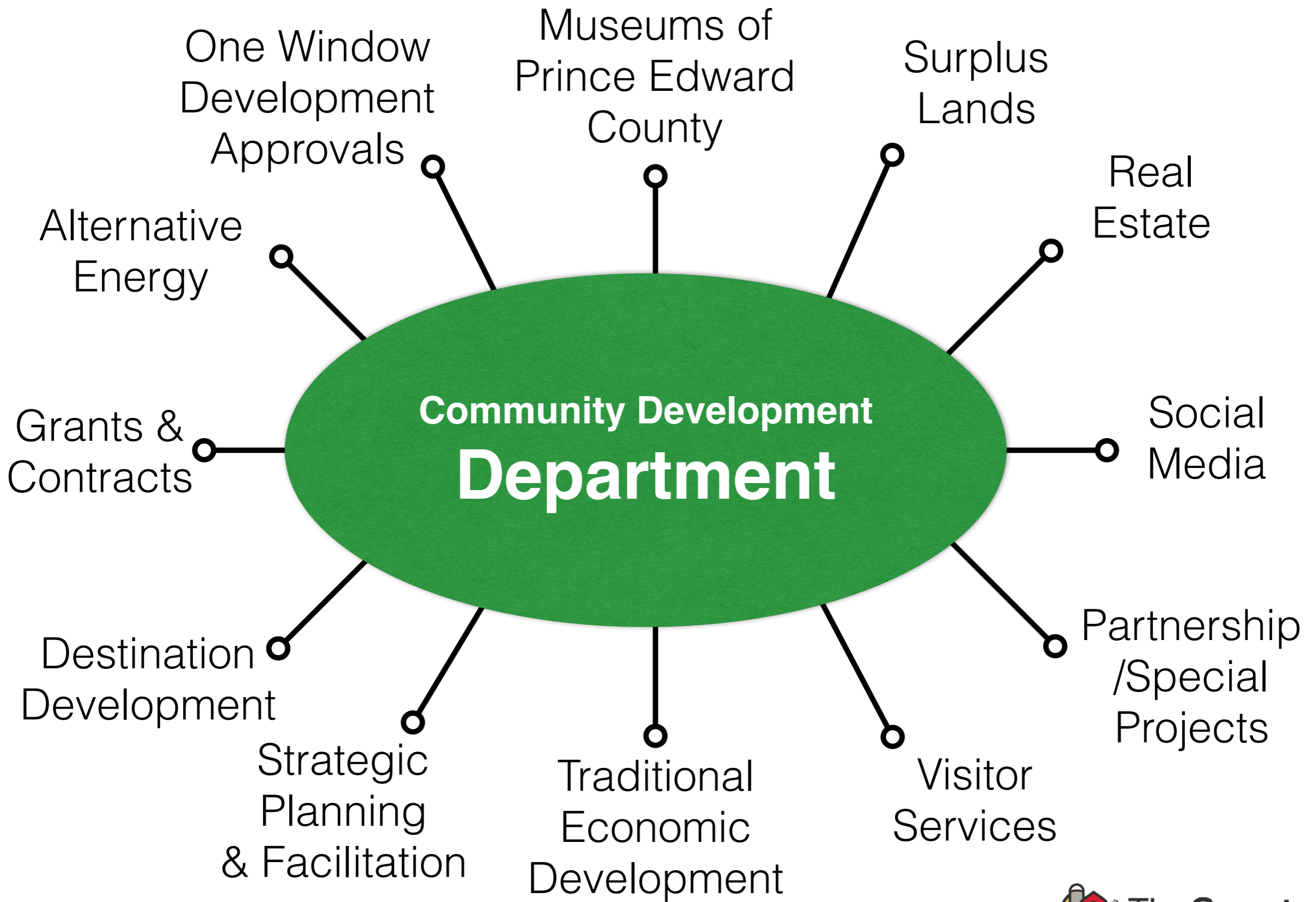
Prince Edward County

tcrowe@pecounty.on.ca

613.476.2148 ext. 2504

Community Development





Community Development

Community & Economic
Development
Commission

Governance

Community Development
Department

Management

Community & Economic Development Commission (CEDC)

What is it?

- Municipal Board - NOT a Committee
- Delegated spending & decision-making (autonomy)
- Councillors, citizen members, Chamber of Commerce
- Regular Reporting to Council

Community & Economic Development Commission (CEDC)

Why?

- Remove some of the politics
- Omit other distractions
- Tap into business/sector expertise
- Fast decision-making, at pace of business



Performance Measurement Framework

1. Develop a Logic Model
2. Alignment with Council's Corporate Strategic Plan
3. Establish activity-based Key Performance Indicators (KPIs)
4. Identify Broad Economic & Community Indicators
5. Set baseline and goals -then ensure mechanism for measuring/tracking.
6. Regular Reporting/Dashboard & making it public

Performance Measurement Framework

**Financial
Sustainability**

**Business-
Friendly
Environment**

**Maintain Rural
and Historic
Character**

**A Community
with Stable
Employment and**

**Sustainable
Community
Healthcare**

Council's Corporate Strategic Priorities

Performance Measurement Framework

2017 Corporate Priorities
(+ related CEDC Priority)

CEDC/CDD Initiatives

Initiative-based Performance Indicators

Broad Economic Indicators

Business-Friendly Environment #2. A Supportive Environment for Business & Investment

- Build a New Life Res/Invest Campaign
- Workforce Attraction Initiatives
- Visitor Services (New for 2017)
- Destination Marketing
- Lead Generation/CRM
- Ongoing BR+E Initiative

1. Google Analytics: website visits, demographics and campaign engagements
2. Growth in new business leads/inquiries into CDD
3. Growth in value in investment, inquiries
4. Reach of marketing campaigns, and engagement
5. Social Media growth
6. Small Business Centre Referrals and # of business starts support
7. Growth in event attendance
8. Earned Media \$\$ value from FAM Tours

- Fastest Growing Industries
- Self-employed vs. Employment Trend
- # of businesses in PEC over time
- BR+E feedback including:
 - # building permits issued
 - Value of permits issued
 - # of new home builds
 - # of new seasonal dwellings

Maintain Rural and Historic Character #3. A Vibrant & Beautiful Community

- Creation of incentives for heritage preservation and affordable housing
- Prepare a Heritage Master Plan
- Funding for annual heritage awards, cosponsored by CEDC and PEHAC
- Phase 1 of Wayfinding Signage
- Supporting Youth Retention
- BIA Welcome Guide

1. # of Heritage Permits
 2. \$ value in permits issued
 3. # and value of heritage incentives
 4. # of DR recommendations implemented
 5. Welcome Guide metrics
- * Museum stats (not CEDC)

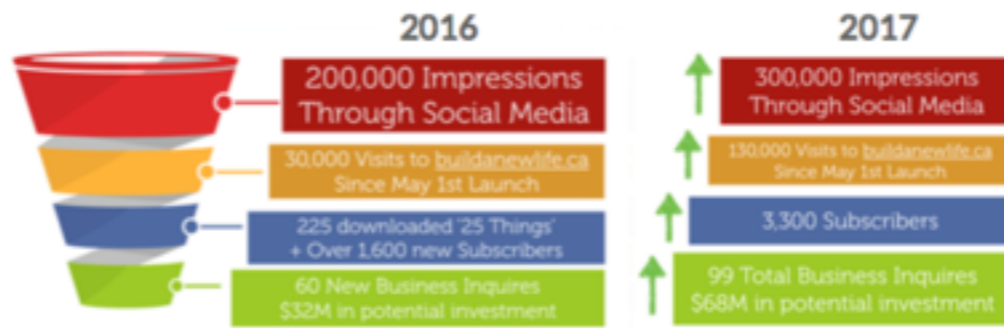
- Demographics/Age distribution
- Location of development and new assessment

A Community with Stable Employment and Affordable Housing #4. Partnerships that Advance our Economic Sustainability

- New incentives through CIP and through policy changes to come from development framework process in 2017
- Investigate proliferation of vacation rentals
- PELASS to steer funding for housing to needed projects
- Affordable Housing Initiatives
- Job Fair & Workshops
- Workforce Attraction Initiatives

1. # Development Framework implementations
2. # of developments facilitated
3. New affordable unit investment by PELASS & private sector
4. Implemented initiatives of the Affordable Housing Strategy
5. Job Fair data – seekers, employers, new hires

- Affordable housing data
- Real estate data
- Affordability needs and market assessment (PELASS)
- Vacation rentals as % of total dwellings
- Percentage of income spent on housing costs
- Neighboring community's similar affordable home value comparisons
- New Assessment/inflation
- Employment data



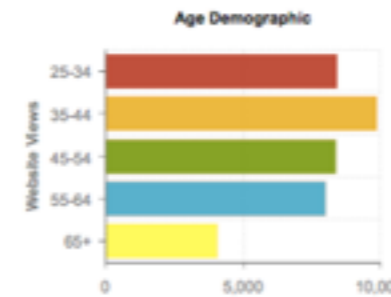
BuildaNewLife.ca Investment & Resident Attraction Impressions & Website Visits

"The 'Build a new life' website was guiding us all the way through our journey. The decision to finally move and start a business came in one of those nights reading all the inspiring stories. The realization that life could be fulfilling outside the city had become too strong to be ignored." -Paula, Caju Winds

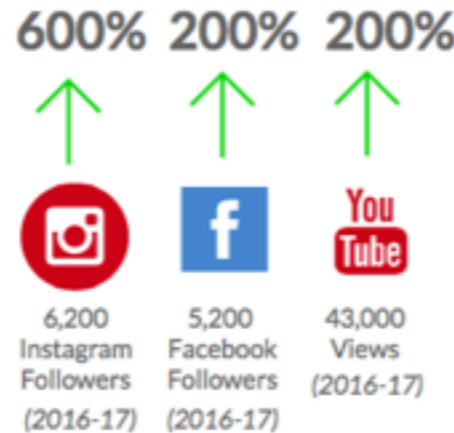


Initiative/Project Based Key Performance Indicators

Projects	2013				2014				2015				2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Community Dev't Strategic Plan	Study				Planning								Implementation											
New County Branding		Study			Planning				Implementation															
Investment Attraction Initiative									Study				Planning								Implementation			
Downtown Revitalization										Study			Planning								Implementation			
Picton Harbour Vision									Study				Planning								Implementation			
Council's Corporate Strategic Plan										Study											Implementation			
Development Framework											Study										Implementation			
New Visitor Services Roll Out											Study										Implementation			
Wayfinding Signage Development												Study									Implementation			
Accommodation Study													Study								Implementation			



We Are Here



Grants Secured in 2017

- \$738K Picton Water Treatment Plant Upgrades
- \$10k Celebrate Canada
- \$16k Tourism Ambassador Program
- \$23K Public Transit Fund
- \$25k Ameliasburgh Museum Public Washrooms
- \$133K Benson Park Rehabilitation
- \$15K Millennium Trail Wetlands Section
- \$995K Picton Heights Watermain

\$1.9M Total Grants Secured by CDD Department

Small Business Centre

Apr 2016- Apr 2017
 243 Consultations
 40 Business Starts Supported
 17 Business Expansions Supported

PEC Job Fair



"The Wordpress Workshops were amazing. I thought the two sessions format worked really well and the presenters were very knowledgeable. All around it was exactly what I needed for my business and I would recommend that workshop to anyone." -Heather

Winter Survival Workshops

Fall 2016-17 Series:
 272 Business Owners Attended
 11 Workshops Completed

2017 **PEC Job Fair**
 434 Job Seekers
 70+ County Employers
 732 Jobs Available
 6,290 Online Job Seekers



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PRINCE EDWARD COUNTY + ONTARIO

**High Level
Key Performance Indicators**

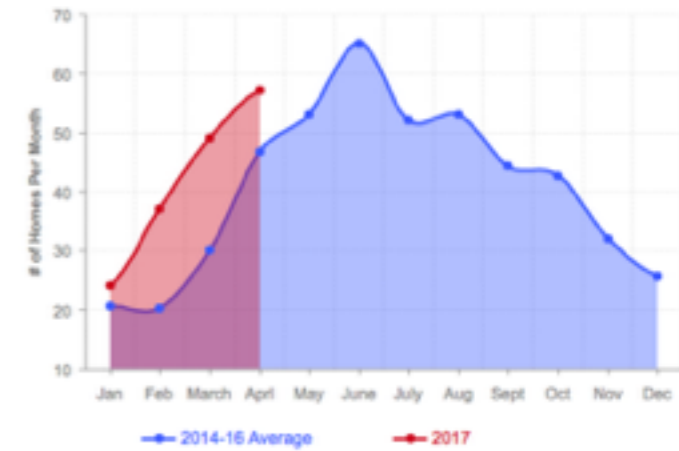
County Business Size Spread



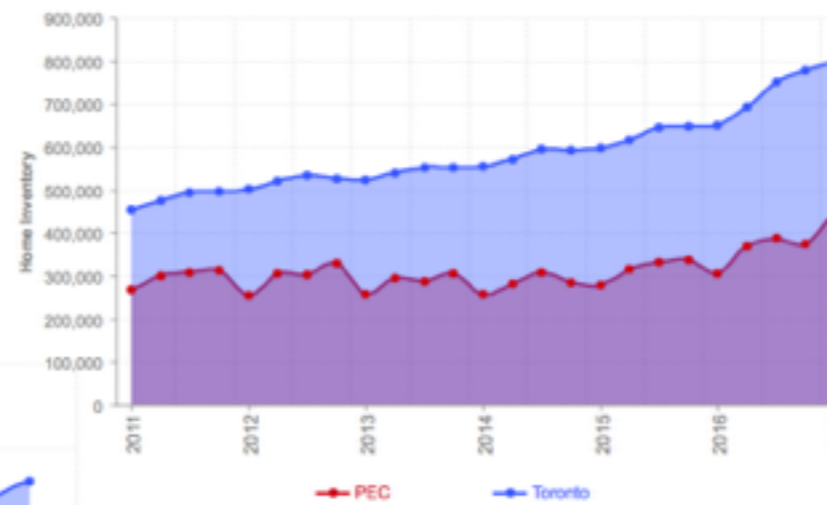
of County Jobs 2006-2016



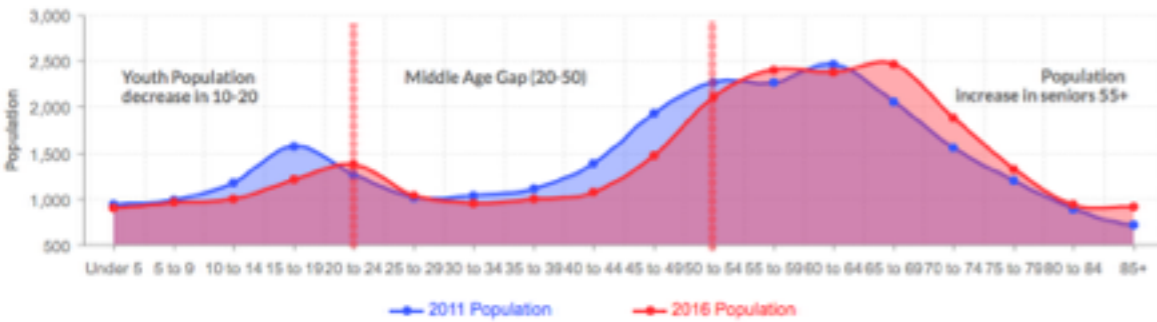
SALES - Detached homes sold by month



AVERAGE HOUSE PRICES - Toronto vs. PEC



Inventory for Sale Snapshot at end of Each Month Detached homes



WORK VALUE - County Permit Activity



% of Homes Selling For Listing Price or Over



County Population



County New Home Builds



1,800 New builds at various stages of development

1,090 Detached Homes
710 Attached Homes

1,800 Total Homes



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Prince Edward
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ONTARIO ✦ CANADA



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Career Edge

SKILLED TRADES WANTED!

Book an appointment at
Career Edge Picton today!

(613) 476-6456

It's all about...

Job Creation

We need to train the
LOCALS instead



Prince Edward County

JOB FAIR

www.buildanewlife.ca/jobfair

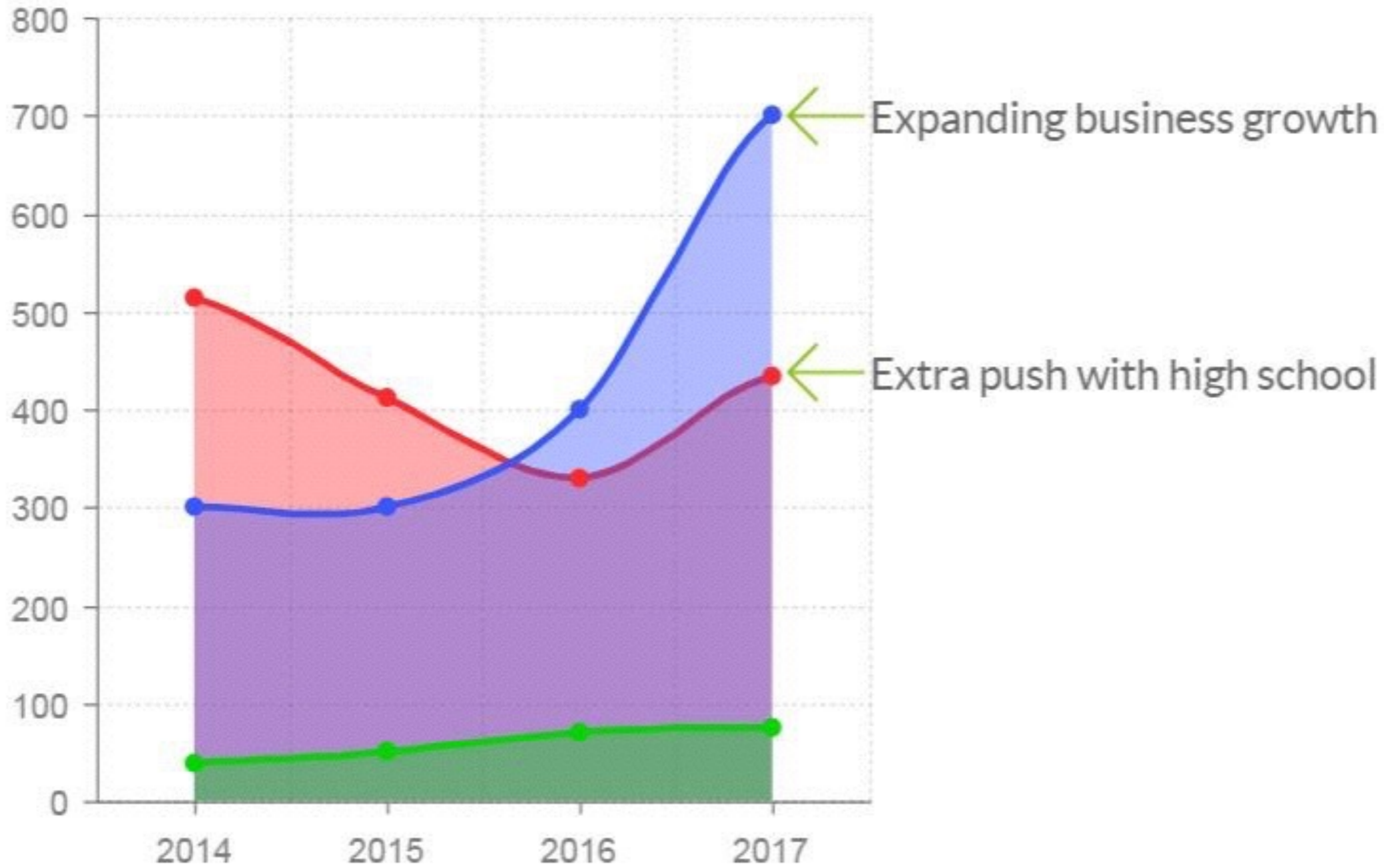
2017

70+ Employers

732 Jobs Available

430 attended

PEC Job Fair



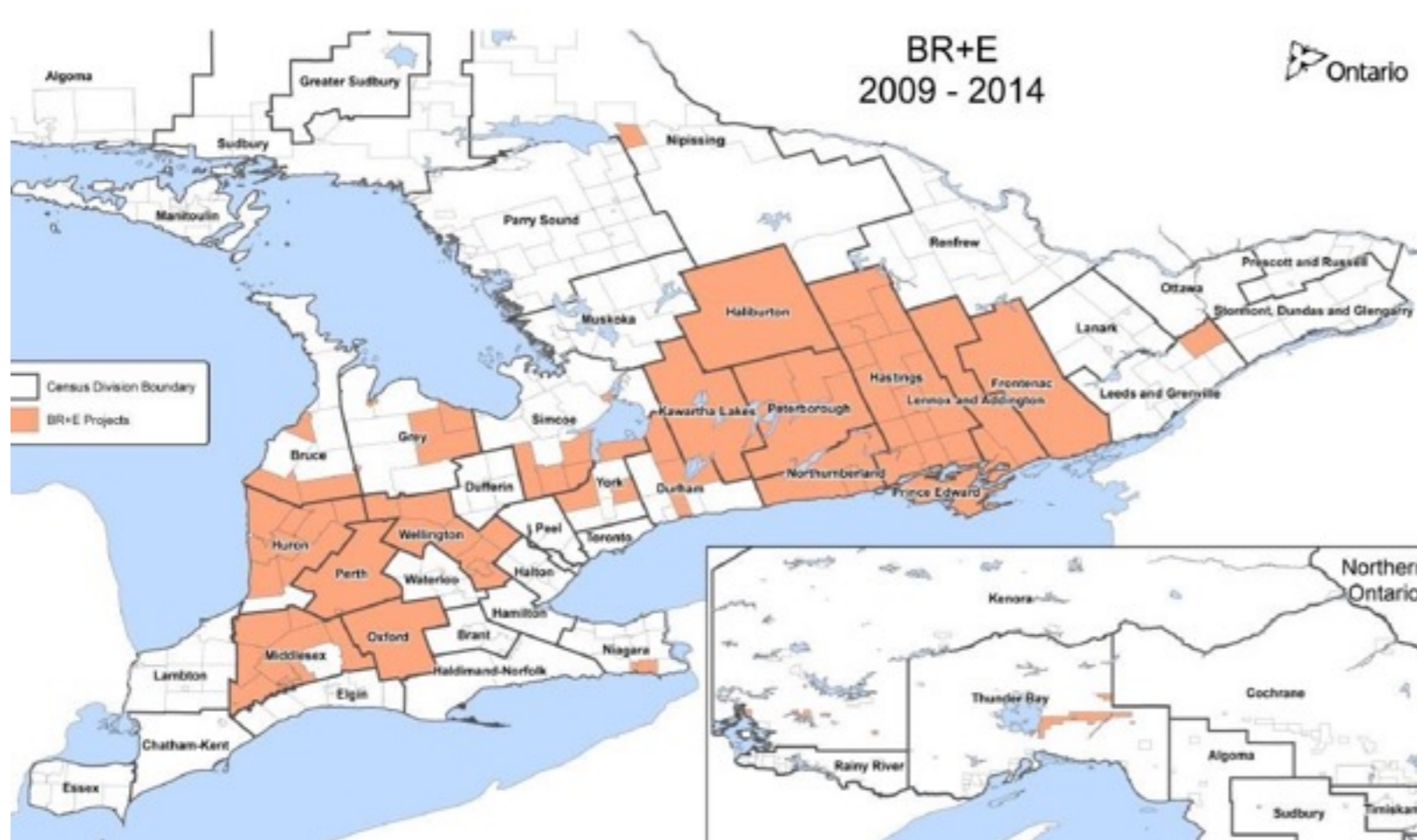
Attendees

Jobs

Employers

Sometimes the data says otherwise...

BR+E (Business Retention & Expansion) Study



- OMAFRA Standard Survey
- Compared Against 73 other communities in rural Ontario.
- Compared with 3,123 other retention surveys.
- No-Charge software called Executive Pulse.



Community Development Department
Business Retention & Expansion (BR+E) Initiative
Report

-2016 Manufacturing & Construction Sectors-



Community Development Department
Business Retention & Expansion (BR+E) Initiative
2017 Report

-Professional Services & Healthcare Sectors-



**Community Development Department
Business Retention & Expansion (BR+E) Initiative**

Report

Our Community's Top Advantages:

- Quality of Life
- Natural beauty
- Creative energy & entrepreneurial community
- Growing economy and influx of new residents
- Tourism draw & increased awareness
- Centrally located between Toronto, Ottawa and Montreal
- Established wine region.





Community Development Department
Business Retention & Expansion (BR+E) Initiative

Report

Identified Challenges:

- Lack of qualified workforce.
- Development Process.
- Restrictions on land use for agriculture.
- Affordable Housing for attracting workforce.
- Seasonality.
- Availability of commercial space.

Over 88% of employers have hiring challenges.

Comments on Workforce Challenges:

“We would grow if we could find quality candidates”

“We need to do skilled workforce attraction”

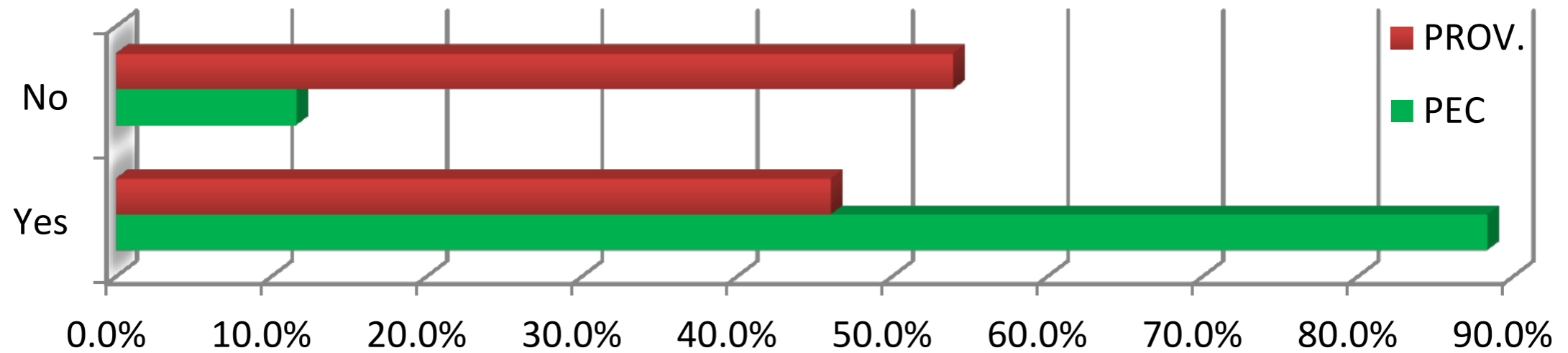
“The Community needs a strategy to get more skilled trades workers.”

“You need to continue to grow the workforce.”

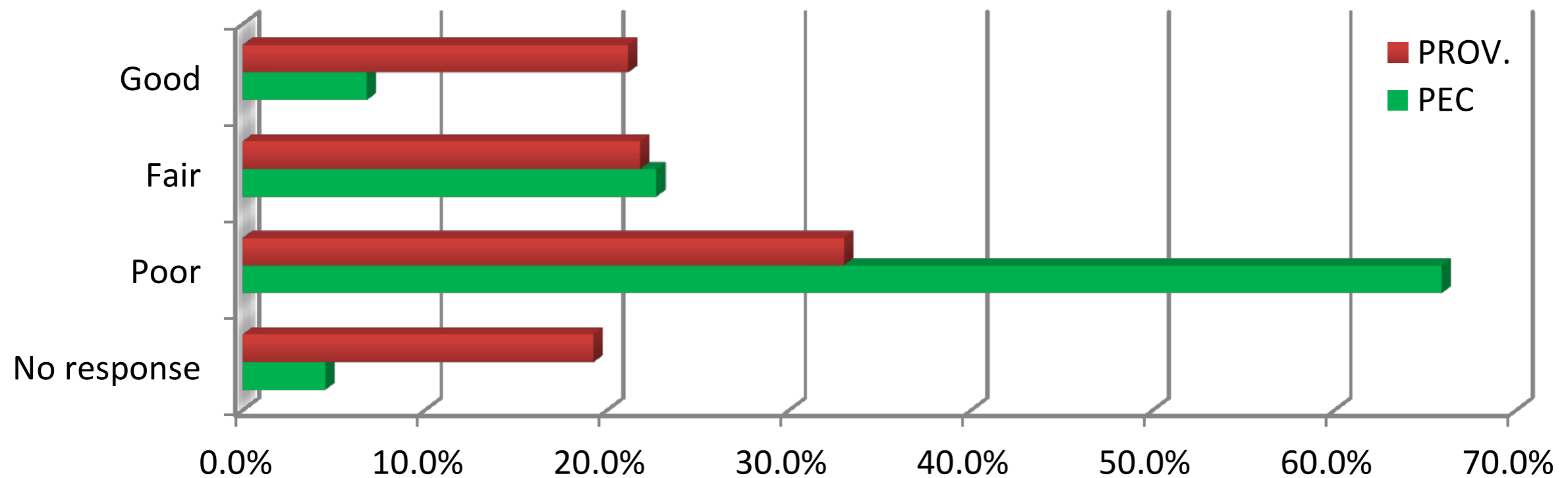
“Work on attraction of young families and a skilled workforce from outside The County.”



Does your business currently have difficulty hiring?



Availability of qualified workers



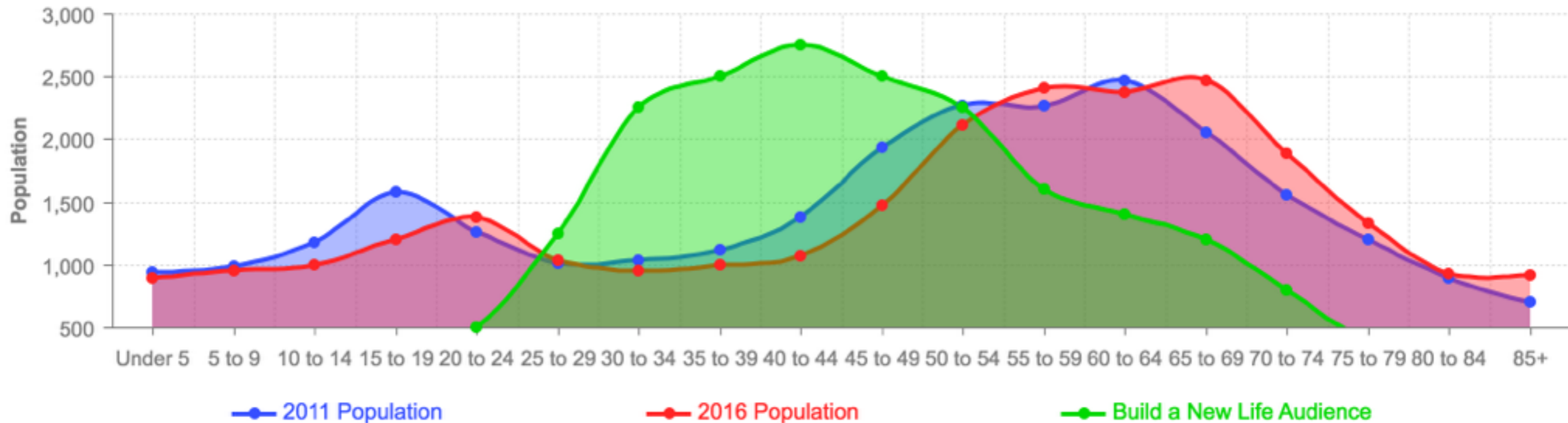
Survey Comments on Occupations Businesses have difficulty in Recruiting: (Occupations have not been consolidated)

- Framers & Skilled Carpenters.
- G Licence - AZ licence with experience
- People with soft skills - presentation of self
- CAD Designer
- farm labourers
- Craft brewers
- Welding
- Pastry Chef
- Farm labour
- Seasonal
- Customer service – bilingual,
- Delivery service
- farm labour
- Sommeliers, Kitchen
- Farm Labour
- Baking-Sous
- Chef level prep cooks
- Sales Associates
- Growing Manager; Assistant Growing Managers with knowledge of agronomy
- Farm labour, Farm labour (vineyard knowledge)
- Good General work ethic
- Sellers, Drivers, Field Workers
- Customer Service – bilingual
- Farm labourers
- Sub Trades
- Heating - gas and wood licencing
- All Trades
- General skilled laborer with carpentry experience
- Skilled Carpenters, HVAC
- Trades : Licenced Carpenter
- Workforce: Would grow if can find quality candidates.
- General Labourers
- Plumbers,
- Skilled Trades People
- skilled carpenters (framing to finish), HVAC - G2
- Trades, Landscape Designers
- Carpentry. Drafting
- Student labour
- Cleaning staff
- farm labourers
- Millwright & Machinist,
- Sales, Wine knowledge Staff,
- Farm labour
- Work in the shoulder season,
- Farm Labourers,
- Packing Room Manager
- Field Workers
- Store workers,
- Bar & Service Staff
- Line Cooks, Sommeliers
- Window & Door Installers.
- Engineers, Air Conditioning, lack of G2,
- More Sub contractors selection
- Skilled Trades. Concrete, electrical, plumbers, framers, drywallers, HVAC, HVAC, roofing
- Skilled Carpenters with finishing skills
- Licenced Gas Fitters
- Siding crews,
- Project Managers, Skilled Trades,
- Project Manager,
- Guest relations, Farm Labourers, Sous Chef,
- Part-time workers,
- Assistant Winemaker,
- Salespeople,
- Painters, senior carpenter.



Aging Demographic

How to attract a Younger Audience?



Entrepreneurs Building a New Life



A New Approach.

- Creative Economy in Rural Ontario
- Understanding a growing market potential.



Typical Problems.

- Municipal Site that is difficult to navigate
- Brochure at front desk and events
- Trade Shows that take a large amount of time and resources
- Social Media that hasn't been updated or monitored



Typical Problems.



- Is it all working?
- Do you know your return on investment? (ROI?)
- Can you report on it?



BuildaNewLife.ca


QuickTime Player File Edit View Window Help 9:04

buildanewlife.ca



NEW BUSINESS TAKES FLIGHT - AVRO F... FROM CORPORATE LIVING TO COUNTY... PROFILE: THE LOCAL STORE SKILLED WORKFORCE ATTRACTION INI...


Build a New Life.ca/category/recent-stories/ | SUCCESS STORIES



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Build a New Life

HOME ABOUT THE COUNTY ▾ COMMUNITY DEVELOPMENT DEPARTMENT SUPPORT SERVICES ▾ RECENT STORIES CONTACT US ▾



The County Invites you to Be Part of Our Story

Case Study - Caju Winds Spreads



"The 'Build a New Life' website was guiding us all the way through our journey. The decision to finally move and start a business came in one of those nights reading all the inspiring stories. The realization that life could be fulfilling outside the city had become too strong to be ignored."

- Paula, Caju Winds



Case Study - Megan & Chris



From Lake Couchiching to Lake Ontario



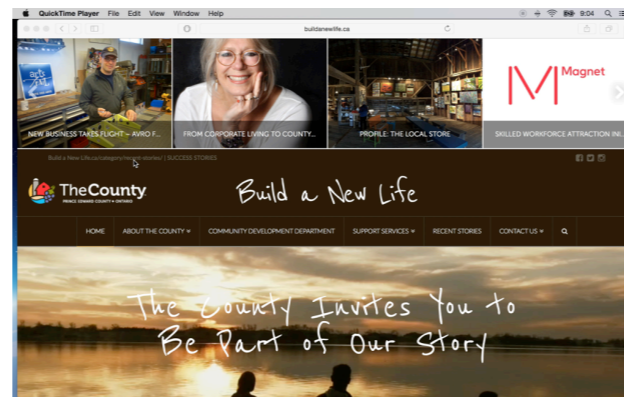
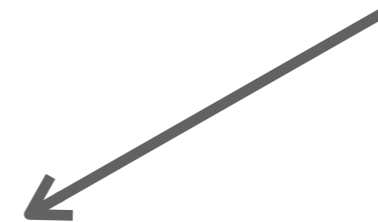
Chris Thompson and Megan Lumgair got lucky. They found a place to rent in Prince Edward County that's 15 minutes from Picton and two minutes to the lake. Long term rentals are scarce right now in The County, but it seems dreams really can come true – this time with the help of a friend and Kijiji.

Become the Authority



Google
AdWords

You Tube



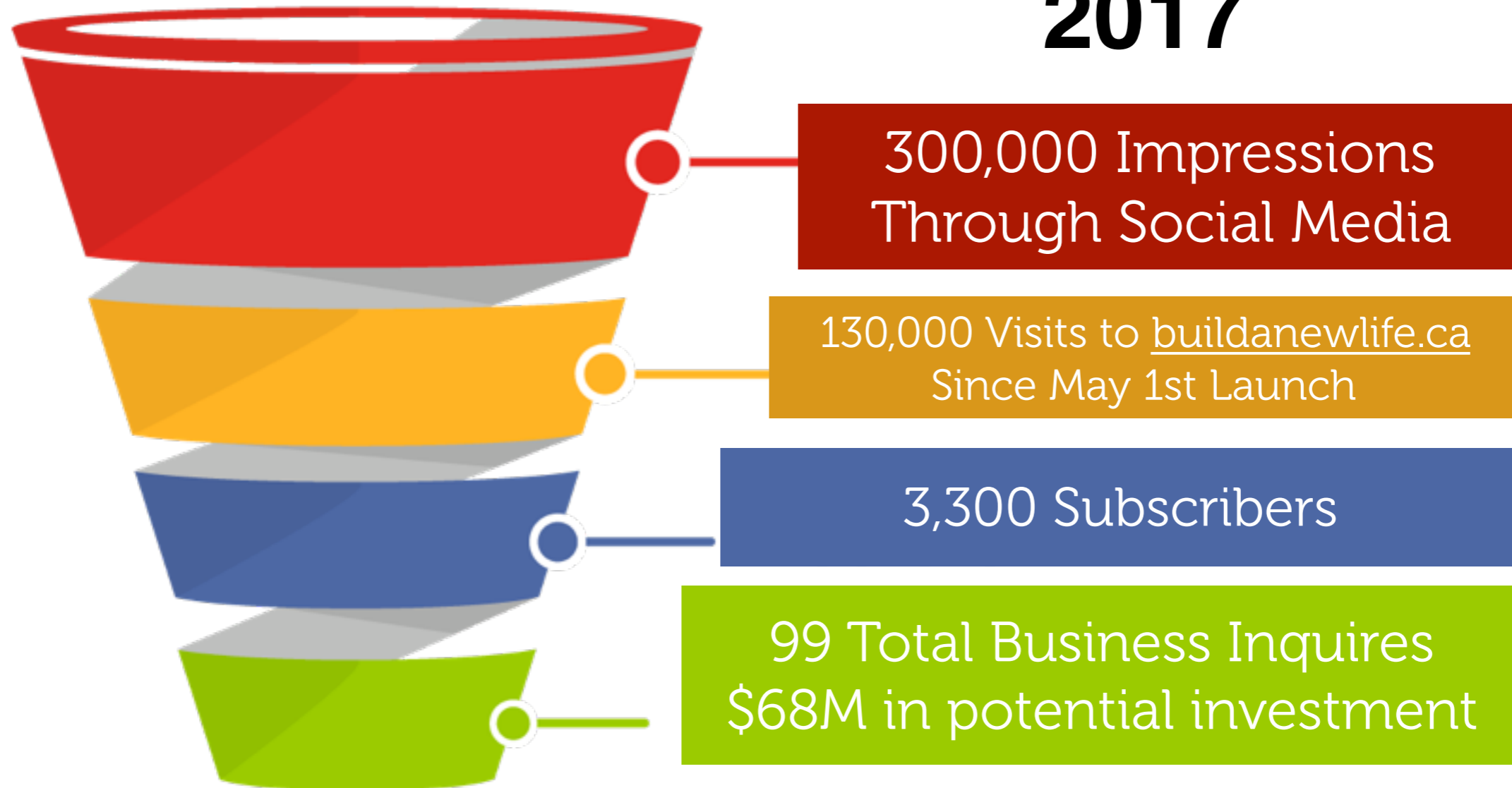
BuildaNewLife.ca



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Build a New Life - 'Sales Funnel'

2017



Business Startup or Relocation Inquires

Fall 2016 to present

TOTAL DEALS	TOTAL DEAL VALUE	AVG DEAL VALUE	TOTAL EXPECTED VALUE	AVG EXPECTED VALUE
36	\$21,991,500	\$610,875	\$4,705,000	\$130,694

Deals Pipeline List Page 1 of 2

DEAL NAME	SALES REP	STAGE	SOURCE	VALUE	PROBABILITY	EXP VALUE	CREATED DT	CLOSED DT	DAYS IN STAGE
County Theatre	Cross	Resolved Inquiry	Digital Campaign	\$6500.00	0%	\$0.00	05/24/2017	05/24/2017	4
North for a Turtle	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	0%	\$0.00	03/30/2017	04/29/2017	0
Woman's Studio	Cross	Referred to/from Planning	Digital Campaign	\$50000.00	50%	\$25000.00	02/21/2017	05/31/2017	78
New Car Detailing Business meeting here	Cross	Referred for Funding	Digital Campaign	\$50000.00	50%	\$25000.00	03/20/2017	06/30/2017	78
Real Estate/Investor Northern Lane Co	Cross	Resolved Inquiry	Digital Campaign	\$50000.00	50%	\$25000.00	02/24/2017	03/26/2017	0
Starting a MB	Cross	Resolved Inquiry	Digital Campaign	\$500000.00	0%	\$0.00	06/02/2017	06/02/2017	0
North Province	Wright	Inquiry Stage	Digital Campaign	\$500000.00	0%	\$0.00	06/05/2017	06/05/2017	0
Wine Cognition Dr. Wine Cognition (Chicago)	Cross	Resolved Inquiry	Digital Campaign	\$100000.00	0%	\$0.00	04/07/2017	05/07/2017	0
MB Startup	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bakery	Wright	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
MB Chicken open pit Carving Place	Cross	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148
Bed and Breakfast with outbuildings and parking	Wright	Referred to/from Planning	Called-in	\$0.00	75%	\$0.00	01/19/2017	07/31/2017	141
Cafe and restaurant	Wright	Resolved Inquiry	No Leadsources Used	\$250000.00	50%	\$125000.00	11/09/2016	11/09/2016	212
Cafe and wine bar in downtown Peterborough	Wright	Waiting for Feedback from Client	Referral	\$0.00	50%	\$0.00	01/23/2017	01/23/2017	130
Cafe Vandermaas Brewery	Wright	Inquiry Stage	CDD email	\$200000.00	50%	\$100000.00	06/07/2017	06/07/2017	2
Cooking School	Wright	Secured Property	Networking Event	\$150000.00	100%	\$150000.00	11/09/2016	03/31/2017	36
Care Business Spa and Wellness	Cross	Inquiry Stage	Partner Organization	\$250000.00	0%	\$0.00	06/06/2017	06/06/2017	3
County Productions	Cross	Booked Meeting	Subscribed from Blog on Build a New Life	\$100000.00	100%	\$100000.00	12/02/2016	04/30/2017	189
Architectural Photographer	Wright	Waiting for Feedback from Client	Referral	\$100000.00	75%	\$75000.00	09/16/2016	12/31/2016	266
MB Startup	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bakery	Wright	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
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Deals Pipeline List Page 1 of 2

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Country Hardware	Chris	Resolved Inquiry	Digital Campaign	\$65000.00	0%	\$0.00	05/24/2017	05/24/2017	4
North Star & Tackle	Chris	Resolved Inquiry	Digital Campaign	\$50000.00	0%	\$0.00	03/30/2017	04/29/2017	0
Business Builders	Chris	Referred from	Digital Campaign	\$250000.00	50%	\$250000.00	02/21/2017	05/31/2017	78
New Car Wash/Buying Business/Leasing Van	Chris	Referred for Funding	Digital Campaign	\$500000.00	50%	\$250000.00	03/20/2017	06/30/2017	78
Real Estate/Business Northern Area Co.	Chris	Resolved Inquiry	Digital Campaign	\$500000.00	50%	\$250000.00	02/24/2017	03/26/2017	0
Working in MB	Chris	Resolved Inquiry	Digital Campaign	\$500000.00	0%	\$0.00	06/02/2017	06/02/2017	0
Auto Services	Chris	Inquiry Stage	Digital Campaign	\$250000.00	0%	\$0.00	06/05/2017	06/05/2017	0
Auto Services	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	0%	\$0.00	04/07/2017	05/07/2017	0
MB Service	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Business	Normal	Resolved Inquiry	Referral	\$1000000.00	85%	\$850000.00	10/04/2016	04/30/2017	248
MB/Christian open air Learning Place	Chris	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148
Bed and Breakfast with outbuildings and parking	Normal	Referred from	Referral	\$250000.00	50%	\$125000.00	01/19/2017	07/31/2017	141
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Cafe and wine bar in downtown Prince	Normal	Waiting for Feedback from Client	Referral	\$0.00	50%	\$0.00	01/23/2017	01/23/2017	130
Cafe/restaurant/Brewery	Normal	Inquiry Stage	CDD email	\$200000.00	50%	\$100000.00	06/07/2017	06/07/2017	2
Working School	Normal	Sec Pro	Referral	\$150000.00	100%	\$150000.00	11/09/2016	03/31/2017	36
Cafe/Business Spa and Wellness	Chris	Inquiry Stage	Referral	\$0.00	0%	\$0.00	06/06/2017	06/06/2017	3
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MB/Christian open air Learning Place	Chris	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148

- **99 Inquiries in 2017**
- **6 new or relocated**
- **20 acquired or expanding**
- **5 opening soon**

Business Startup or Relocation Inquires

Fall 2016 to present

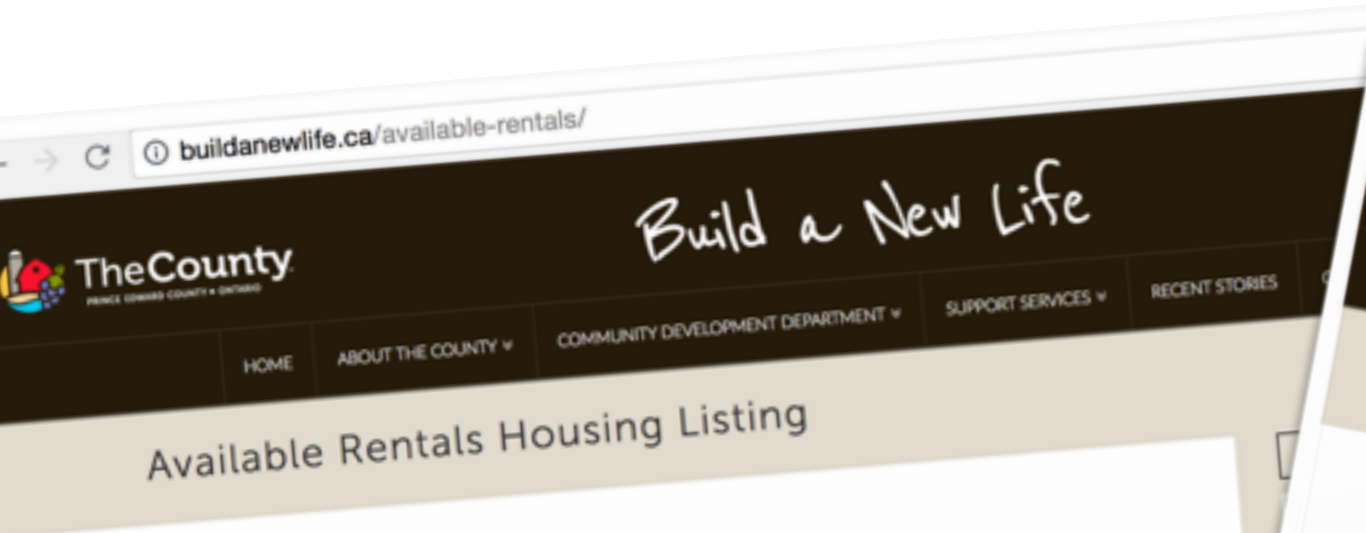
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Deals Pipeline List Page 1 of 2

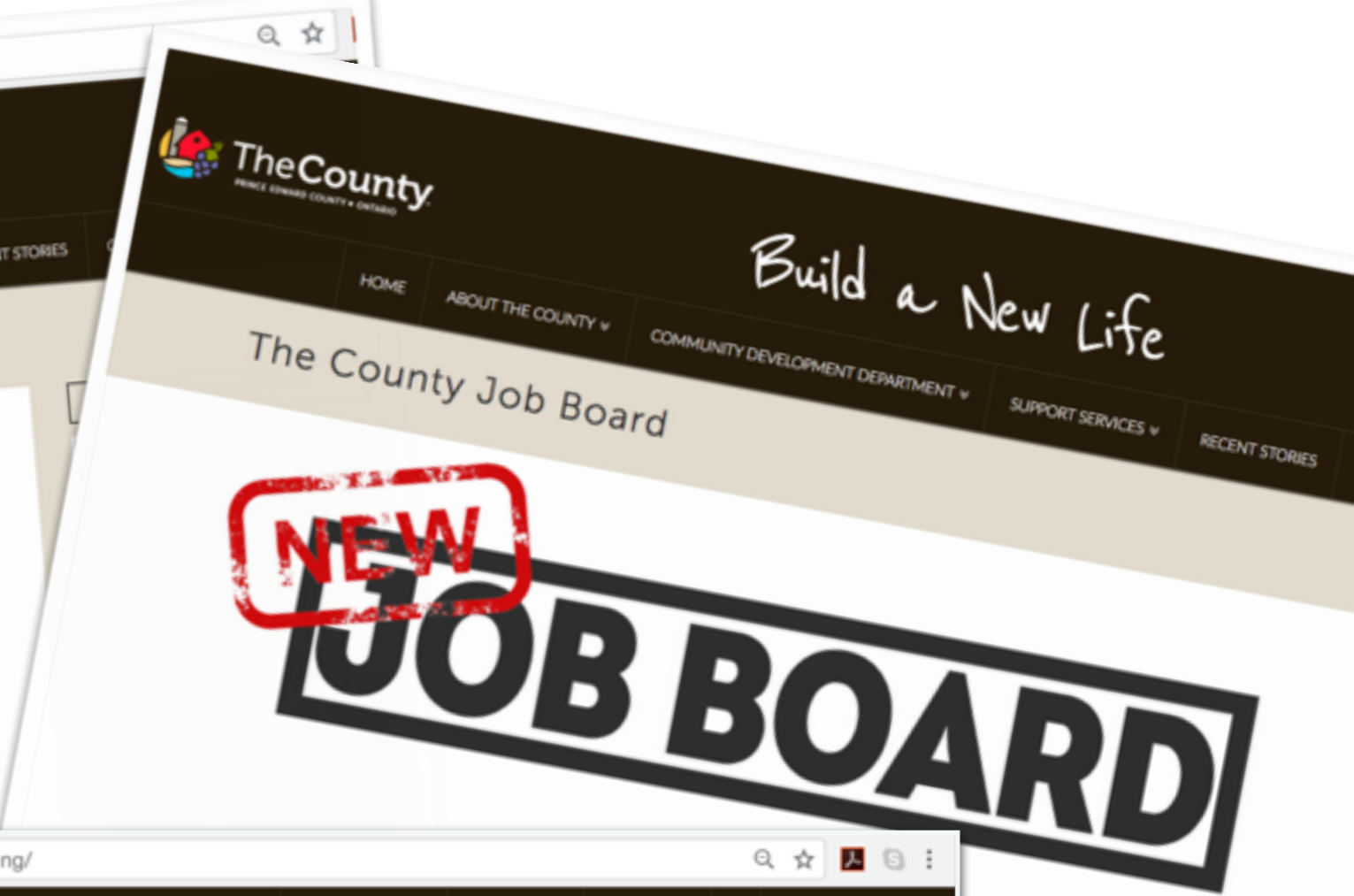
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Business Studio	Chris	Referred to/from Planning	Digital Campaign	\$50000.00	50%	\$25000.00	02/21/2017	05/31/2017	78
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Working in MB	Chris	Resolved Inquiry	Digital Campaign	\$500000.00	0%	\$0.00	06/02/2017	06/02/2017	0
Book Reviews	Chris	Inquiry Stage	Referral	\$0.00	0%	\$0.00	06/05/2017	06/05/2017	0
Book Reviews by Marie Curie	Chris	Resolved Inquiry	Referral	\$0.00	0%	\$0.00	04/07/2017	05/07/2017	0
MB Startup	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bellevue	Normal	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
MB Startup open air Learning Place	Chris	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148
Bed and Breakfast with outbuildings and	Normal	Referral	Referral	\$0.00	0%	\$0.00	07/31/2017	07/31/2017	141
Cafe and restaurant	Normal	Resolved Inquiry	No Leadsources Used	\$250000.00	50%	\$125000.00	11/09/2016	11/09/2016	212
Cafe and wine bar in downtown Prince	Normal	Waiting for Feedback from Client	Referral	\$0.00	50%	\$0.00	01/23/2017	01/23/2017	130
Cafe/restaurant/Bar	Normal	Inquiry Stage	CDD email	\$200000.00	50%	\$100000.00	06/07/2017	06/07/2017	2
Bookings School	Normal	Secured Property	Networking Event	\$150000.00	100%	\$150000.00	11/09/2016	03/31/2017	36
Cafe Business Spa and Wellness	Chris	Inquiry Stage	Partner Organization	\$250000.00	0%	\$0.00	06/06/2017	06/06/2017	3
Country Production	Chris	Booked Meeting	Subscribed from Blog on Build a New Life	\$100000.00	100%	\$100000.00	12/02/2016	04/30/2017	189
Architectural Photographer	Normal	Waiting for Feedback from Client	Referral	\$100000.00	75%	\$75000.00	09/16/2016	12/31/2016	266
MB Startup	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bellevue	Normal	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
MB Startup open air Learning Place	Chris	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148

- **99 Inquiries in 2017**

- **Only 40 Inquiries in 2018 to date**

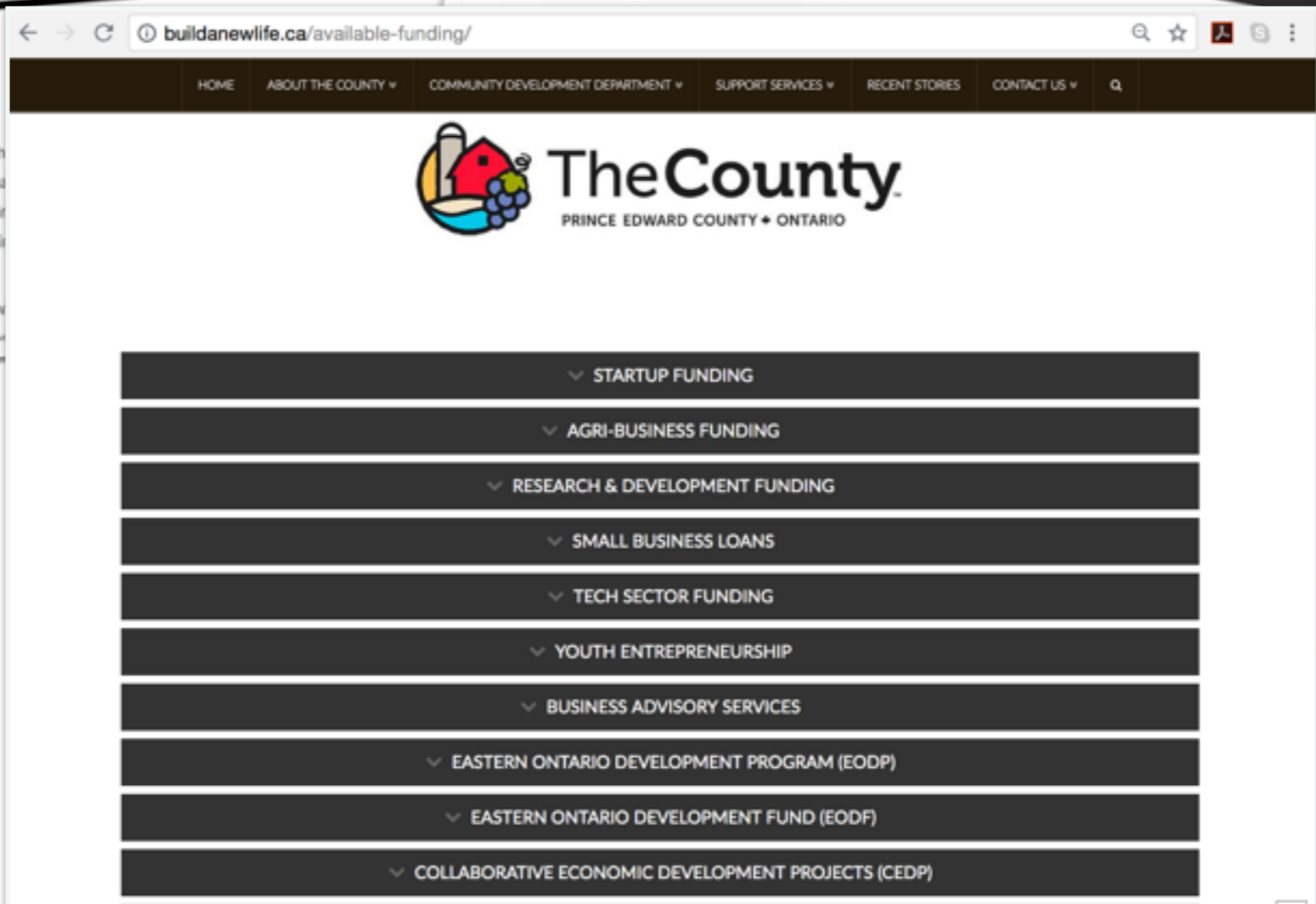


Available Rental Housing Listing



JOB BOARD

Central Resource for
This listings is intended as a central resource for th
includes 'newly landed' county residents, seasona
Edward County Available Rental Housing Listin
listings i
Feel free to click on any of the listings which w
filter out any unwanted results.





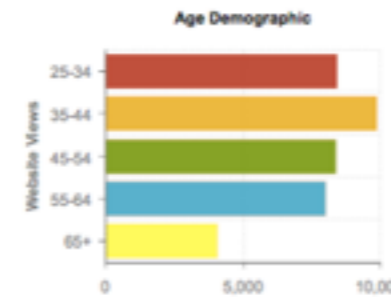
BuildaNewLife.ca Investment & Resident Attraction Impressions & Website Visits

"The 'Build a new life' website was guiding us all the way through our journey. The decision to finally move and start a business came in one of those nights reading all the inspiring stories. The realization that life could be fulfilling outside the city had become too strong to be ignored." -Paula, Caju Winds



Initiative/Project Based Key Performance Indicators

Projects	2013				2014				2015				2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Community Dev't Strategic Plan	Study				Planning								Implementation											
New County Branding		Study			Planning				Implementation															
Investment Attraction Initiative									Study				Planning								Implementation			
Downtown Revitalization										Study			Planning								Implementation			
Picton Harbour Vision									Study				Planning								Implementation			
Council's Corporate Strategic Plan										Study											Implementation			
Development Framework											Study										Implementation			
New Visitor Services Roll Out											Study										Implementation			
Wayfinding Signage Development												Study									Implementation			
Accommodation Study													Study								Implementation			



Small Business Centre Apr 2016- Apr 2017
 243 Consultations
 40 Business Starts Supported
 17 Business Expansions Supported

PEC Job Fair 2017
 434 Job Seekers
 70+ County Employers
 732 Jobs Available
 6,290 Online Job Seekers



600% Instagram Followers (2016-17)
200% Facebook Followers (2016-17)
200% YouTube Views (2016-17)

"The Wordpress Workshops were amazing. I thought the two sessions format worked really well and the presenters were very knowledgable. All around it was exactly what I needed for my business and I would recommend that workshop to anyone." -Heather

Grants Secured in 2017

- \$738K Picton Water Treatment Plant Upgrades
- \$10k Celebrate Canada
- \$16k Tourism Ambassador Program
- \$23K Public Transit Fund
- \$25k Ameliasburgh Museum Public Washrooms
- \$133K Benson Park Rehabilitation
- \$15K Millennium Trail Wetlands Section
- \$995K Picton Heights Watermain

\$1.9M Total Grants Secured by CDD Department

Winter Survival Workshops Fall 2016-17 Series:
 272 Business Owners Attended
 11 Workshops Completed



The County
PRINCE EDWARD COUNTY + ONTARIO

High Level Key Performance Indicators

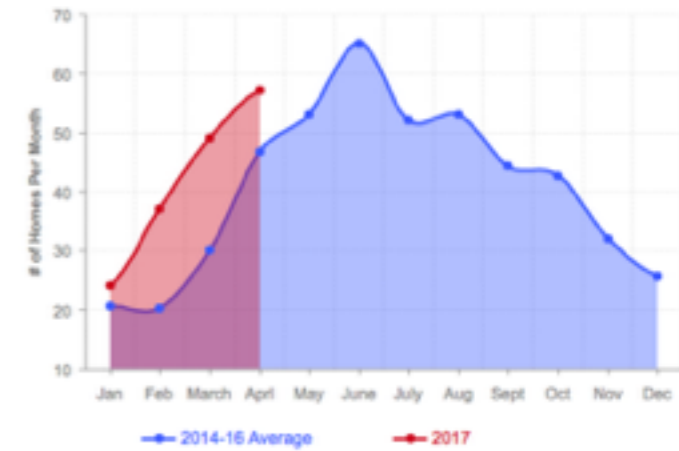
County Business Size Spread



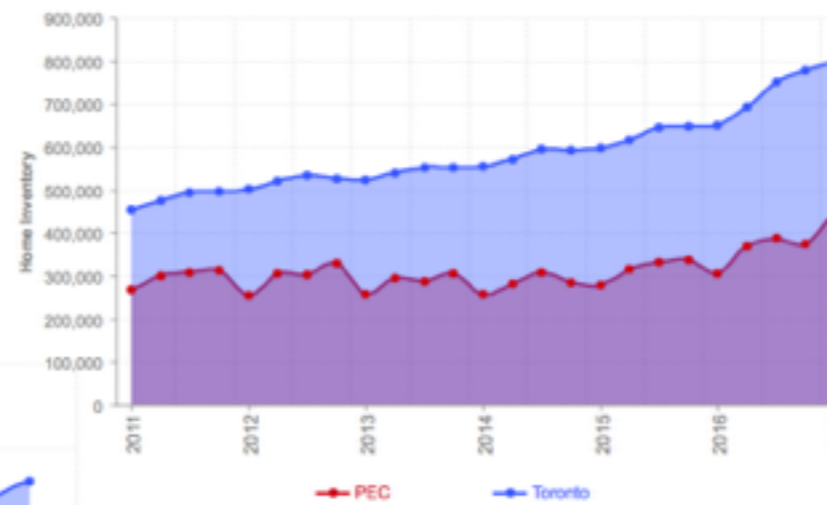
of County Jobs 2006-2016



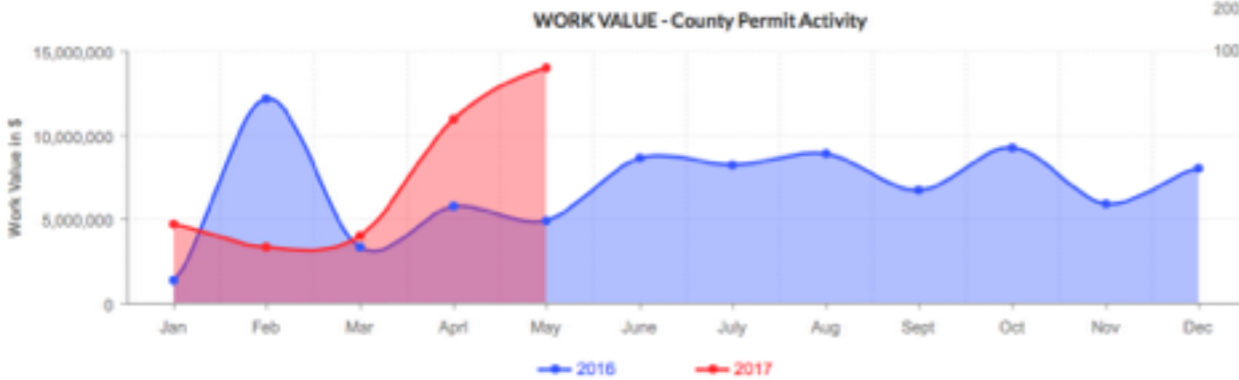
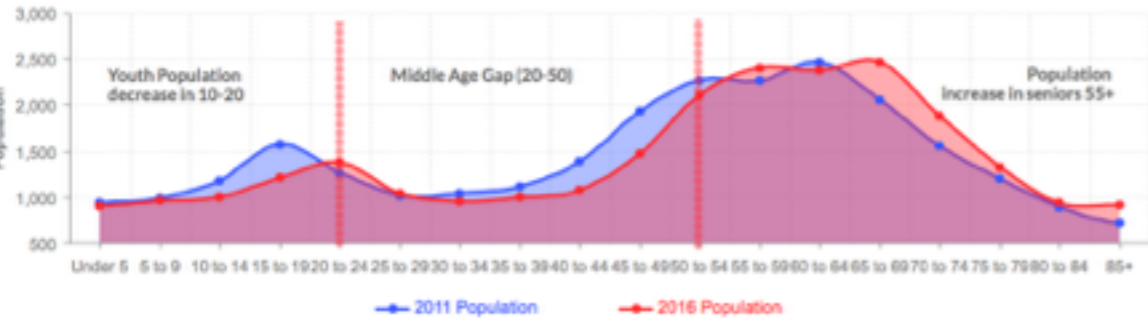
SALES - Detached homes sold by month



AVERAGE HOUSE PRICES - Toronto vs. PEC



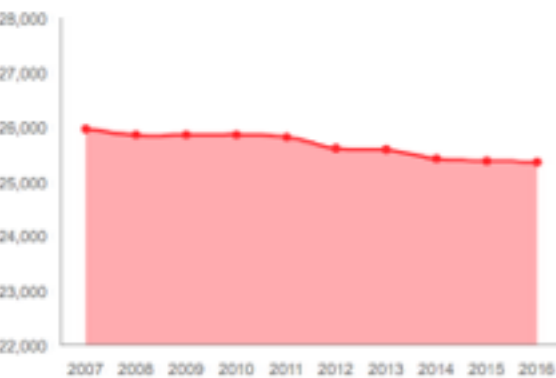
Inventory for Sale Snapshot at end of Each Month Detached homes



% of Homes Selling For Listing Price or Over



County Population



County New Home Builds



1,090 Detached Homes
710 Attached Homes
1,800 Total Homes



The County
PRINCE EDWARD COUNTY + ONTARIO

BASICS

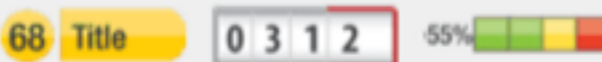
GRAPHICS

DATA

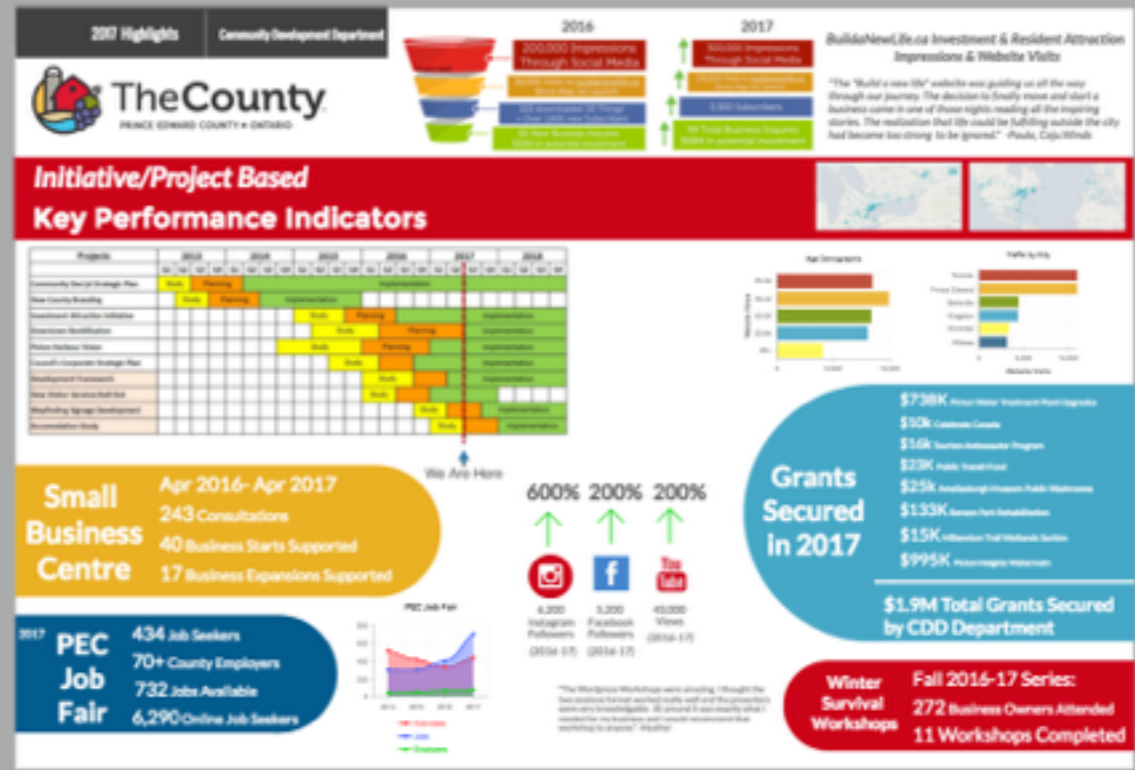
MEDIA

THEME COLORS

MY FILES



visme.co



TownFolio.co

Search by Community

GO

LOGIN

Home

English

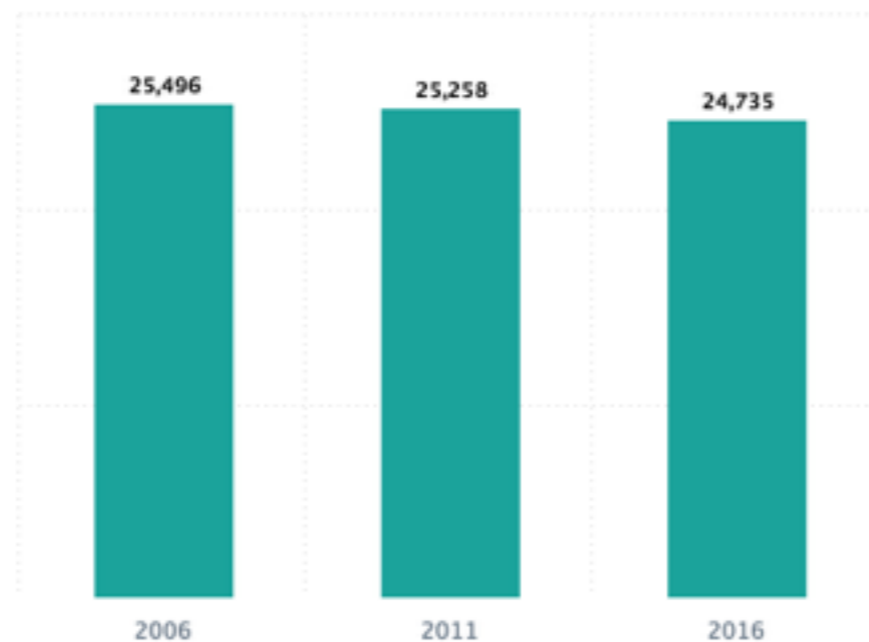
CLAIM PROFILE

- Overview
- Demographics**
- Labour Force
- Taxation
- Quality of Life
- Housing
- Transportation
- Education
- Utilities
- Opportunities

Population

Source: Statscan Census

Last Updated: February 2017



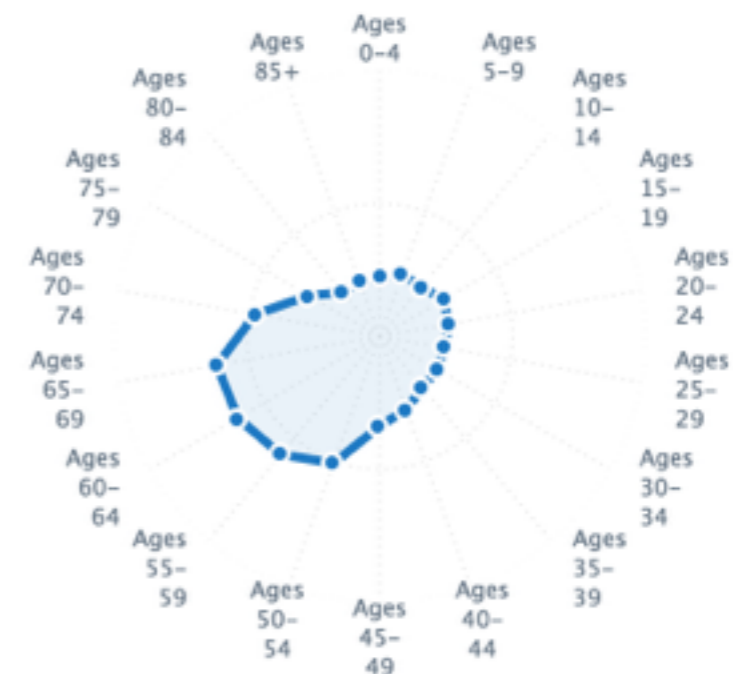
Description



Ages

Source: Statscan Census

Last Updated: May 2017



Description



Gender

Source: Statscan Census

Last Updated: May 2017



Marital Status

Source: Statscan Census

Last Updated: August 2017



KPI Tips

- Careful what you track.
- Attribution
- Adequate sample size. Difficult for small communities.
- Try to make a change, but don't promise it.
- Don't go crazy with over tracking and reporting
- Don't NOT do something because you can't track it.

Thank You

Questions?

Trevor Crowe

Community Development Coordinator

tcrowe@pecounty.on.ca

613.476.2148 ext. 2504