

The Corporation of the City of Kawartha Lakes

Committee of the Whole Report

Report Number ED2020-007

Meeting Date: February 4, 2020

Title: Kawartha Lakes Local Data Intelligence Tool

Description: Information on the Kawartha Lakes Local Data Intelligence Tool

Ward Number: All

Author and Title: Lindsey Schoenmakers, Economic Development Officer - Business

Recommendations:

That Report ED2020-007, Kawartha Lakes Local Data Intelligence Tool, be received; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

In 2017, the City of Kawartha Lakes adopted the Economic Development Strategy to support a stronger and more diversified economy. The strategy supports the expansion of existing companies, creating jobs, attracting new businesses as well as working with internal City resources. Along with the Economic Development Strategy, the Downtown Revitalization Committee encourages a robust downtown business community, and through their Downtown Revitalization Action Plan, a key action item was to create a toolkit that support existing businesses, and to attract new businesses.

Rationale:

In 2019, Economic Development acquired the services of Localintel, a Canadian technology firm, to provide the City with a local data intelligence tool. The tool assists new entrepreneurs and existing businesses with access to up-to-date local market knowledge; including features such as the business climate, workforce trends, industry trends, real estate listings, demographics, infrastructure and a full competition analysis.

Localintel is responsible for creating, hosting and maintaining the tool by combining accurate and reliable data. Along with the data supplied by Localintel, the Economic Development Division worked with various departments within the City as well as the Ministry of Natural Resources and Forestry to provide relevant and accurate local data. Throughout the span of the contract, regular quarterly updates to the content/data are also completed by Localintel, with any additions provided through the Economic Development Division.

The tool is embedded into the City's website and can be accessed through various buttons that have been integrated throughout the site. Access to the tool can be viewed at www.kawarthalakes.ca/business-climate.

Analytics:

	Third Quarter (2019)	Fourth Quarter (2019)
Visits (total number visited the tool)	2,999	3,568
Actions (total number of clicks, scrolls, engaged with tool)	5,569	7,554
Average visit duration (seconds)	00:1:14	00:1:17
Bounce rate (number of visitors that navigate away from the site after viewing one page)	75%	74%

Prior to the launch of the tool the site was visited 2,999 times, however, after the tool was launched during Small Business Week (October 21 to October 25,

2019) the number of visits increased to 3,568. The increase in engagements helps to strengthen the need to continue providing businesses with this level of detailed local information. Through this tool, Economic Development is able to provide businesses with extensive data that businesses may otherwise not have access to. By providing reliable and comprehensive data that is accessed quickly and easily helps businesses make smarter and better business decisions.

Economic Development will continue to promote The City of Kawartha Lakes, through the tool, as an attractive place for entrepreneurs, business leaders and site selectors to grow and thrive.

Other Alternatives Considered:

n/a

Financial/Operation Impacts:

The budget for the Kawartha Lakes local data intelligence tool is included in the Economic Development Division 2020 operating budget.

Relationship of Recommendations to the 2016-2019 Strategic Plan:

This project aligns with Goal 1 – A Vibrant and Growing Economy by increasing support services available to entrepreneurs and small-businesses in Kawartha Lakes, as well as international site selectors.

Consultations:

City Solicitor
Development Services Department
Engineering Department
Director, Public Works
Information Technology
Communications, Advertising and Marketing Division
Ministry of Natural Resources and Forestry

Attachments:

None

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Department Head: Chris Marshall