

Kawartha Lakes Local Data Intelligence Tool

Economic Development

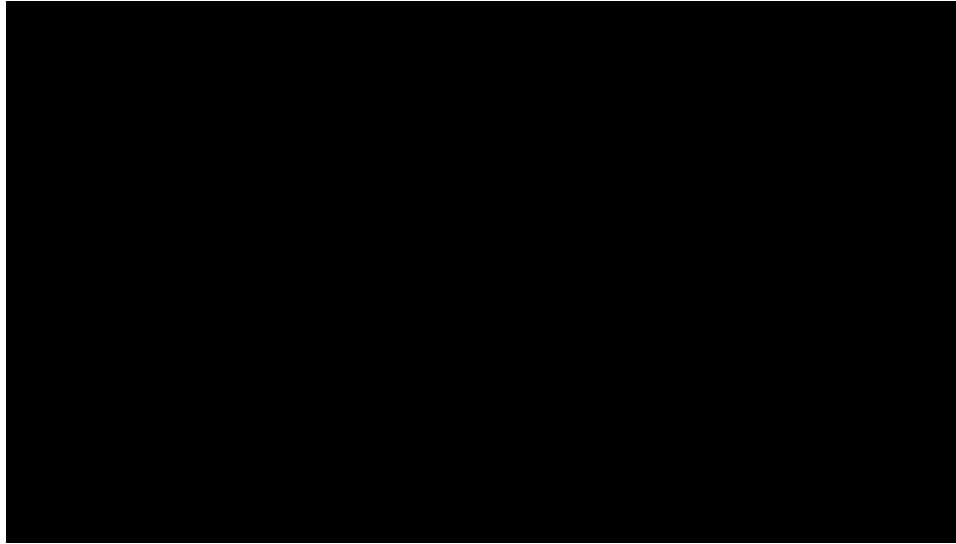
February 4, 2020



Overview

- Online interactive business and investment tool that will help drive job growth and investment in Kawartha Lakes
- Embedded into Kawartha Lakes website and features interactive dashboards, dynamic maps, how-to-guides and resource connections that showcase Kawartha Lakes
- Tool was developed by Canadian technology firm, Localintel

Localintel





Review the
BUSINESS CLIMATE

statistics, taxes, incentives, trends



Discover
INDUSTRY TRENDS

research, benchmarks, performance



Research your
CUSTOMERS

demographics, location, number



Analyze your
COMPETITION

location, size, employees



Identify
LAND USES

residential, commercial, industrial



Examine the
ENVIRONMENT

flooding, contours, sensitive areas



Evaluate the
WORKFORCE

occupation, education, location



Identify
COMMUNITY FACILITIES

education, health, emergency



Identify
TRANSPORTATION

traffic, transit, parking



Locate
UTILITIES

water, waste, drainage



Search available
PROPERTIES

sale, lease



Find
ADDITIONAL RESOURCES

further assistance, contact



Review the Business Climate

How it's done

The business climate is the general economic environment that local businesses operate in. Reviewing and understanding the local business climate provides valuable insights about the economy, costs, risks, and incentives that may impact the success of your business. This activity will guide you to better understand the business climate in Kawartha Lakes and help you answer the following fundamental questions.

- 1 WHAT is the business climate in Kawartha Lakes?
- 2 WHAT costs and assistance should I know about?
- 3 HOW do I use this information?

1

What is the business climate in Kawartha Lakes?

We have compiled the most important aspects of Kawartha Lakes's business climate as an interactive dashboard below. This dashboard provides valuable economic, resident, household, dwelling and development indicators that may influence the success of your business.

Economic
Indicators

Resident
Indicators

Household
Indicators

Dwelling
Indicators

Development
Indicators

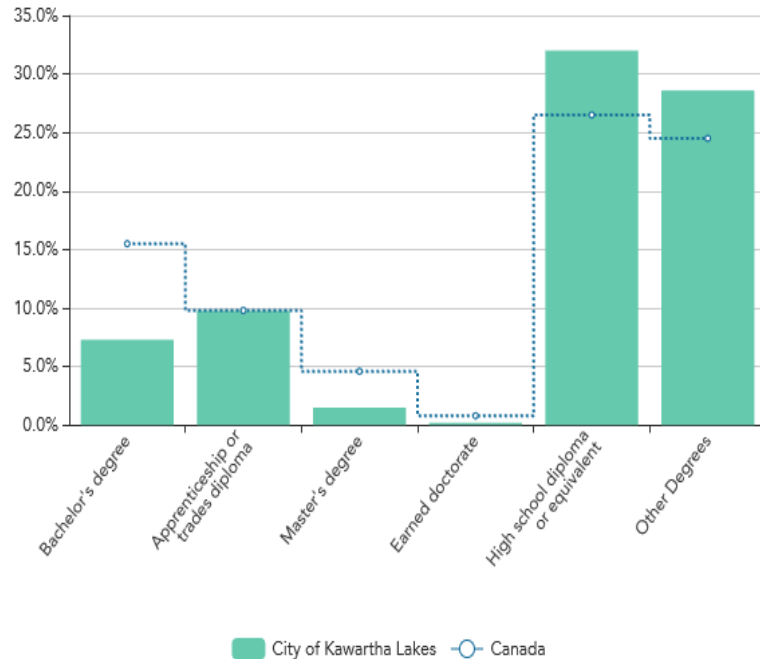
Total Labour Force

Total Businesses (At Least)

What are the key workforce indicators?

We have compiled the most important workforce indicators for Kawartha Lakes and displayed them as an interactive dashboard.

Education Attainment of Residents

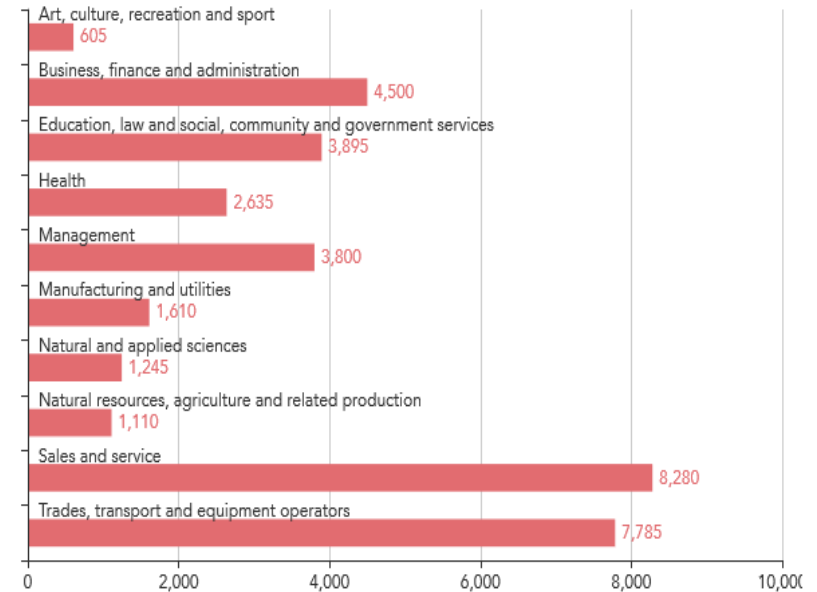


Source

Save Image Download Data

Occupation of Residents

City of Kawartha Lakes



Source

Save Image Download Data



KAWARTHA LAKES

Find Additional Resources

Using this site is a great start, but your journey should not end here. There's a lot of other resources that can help your business start, grow and prosper and we encourage you to draw on their expertise. Provided below are the details of some of these organizations, including us!

City of
Kawartha Lakes
Economic
Development



City of Kawartha Lakes Economic Development Office supports the vibrancy of the existing business community while positioning the community for future economic growth. Economic Development is available to assist you with all of your business needs.

Phone: (866) 397-6673

[Learn more](#)

Kawartha Lakes
Small Business
Entrepreneurship
Centre
(KLSBEC)



KLSBEC encourages and supports entrepreneurship. KLSBEC will help you make the right decisions during your business start-up and assist you as your business grows.

Phone: (705) 324-9411 ext. 1283

[Learn more](#)

kawarthalakes.ca

Outreach

- Online interactive tool was launched during Small Business Week (Oct. 2019)
- Integration of buttons through City website
- Continuous promotion through Economic Development social media channels
- Postcard has been created to assist with the promotion of the tool



**Our local knowledge.
Your business success.**



Use our local data intelligence platform and make smarter, faster, better business decisions.

kawarthalakes.ca/business-climate



**Starting a business.
Growing a business.
Investing in a business.**

This is Kawartha Lakes time. Jump in!

Use our interactive tool to:

- Discover industry trends
- Analyze competition
- Research available properties
- Evaluate the workforce



Easy going and hardworking, Kawartha Lakes won't just welcome your business, we will make it better.

Visit kawarthalakes.ca/business-climate

Analytics

	Third Quarter	Fourth Quarter
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%

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