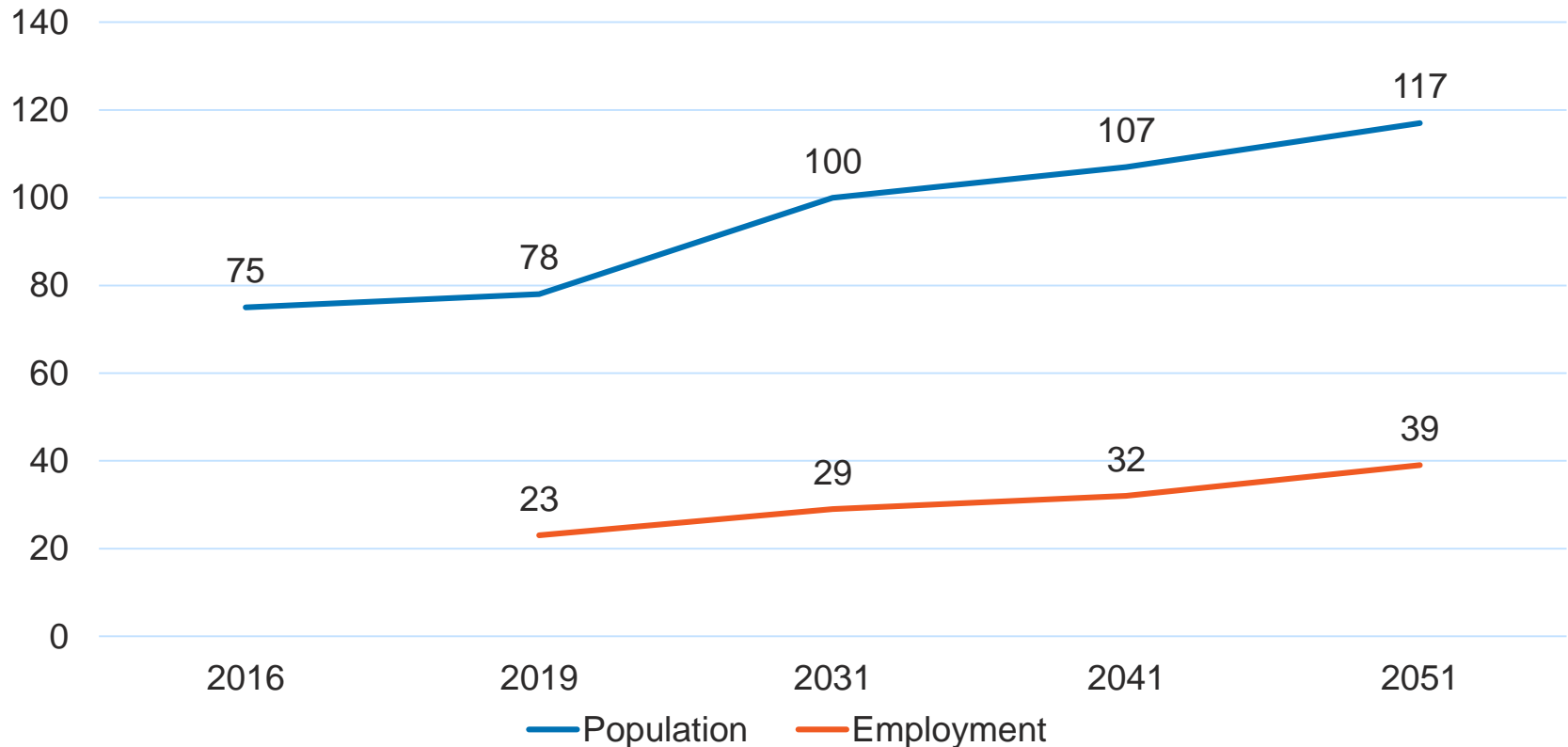


Kawartha Lakes Economy

Economic Recovery Task Force
August 11, 2020



Kawartha Lakes Forecast Population and Employment to 2051



Source: 2016 Census, EMSI 2019, Proposed Amendment 1 to Growth Plan for the Greater Golden Horseshoe, 2019

Our Local People

KL Commuters

44%

10,960

**2016 Census*

Commuting to KL

20%

3,390

**2016 Census*

KL Live and Work

56%

**2016 Census*

College/University

45% KL
59% Ontario

**2016 Census*

Apprenticeship

10% KL
6% Ontario

**2016 Census*

Median household income

\$67,187 KL

\$74,287 Ontario

**2016 Census*

Median Age

51.2 KL

41.3 Ontario

**2016 Census*

Local Business

Jobs in KL

22,649

**EMSI Canada (2019.3)*

Businesses
(employees)

2,131

**December 2019
Canadian Business Count*

Businesses
(no employees)

5,011

**December 2019
Canadian Business Count*

Residents in
labour force

36,160

** 2016 Census*

Jobs in KL

17% Healthcare and social assistance

15% Retail trade

9% Public administration

8% Accommodation and food service

**E MSI Canada (2019.3)*

Job strength in KL

Agriculture
Healthcare
Retail trade

**E MSI Canada (2019.3)
Location Quotient >1.25*

Businesses in KL (with employees)

21% Construction

14% Retail trade

9% Other services

8% Professional, scientific, tech services

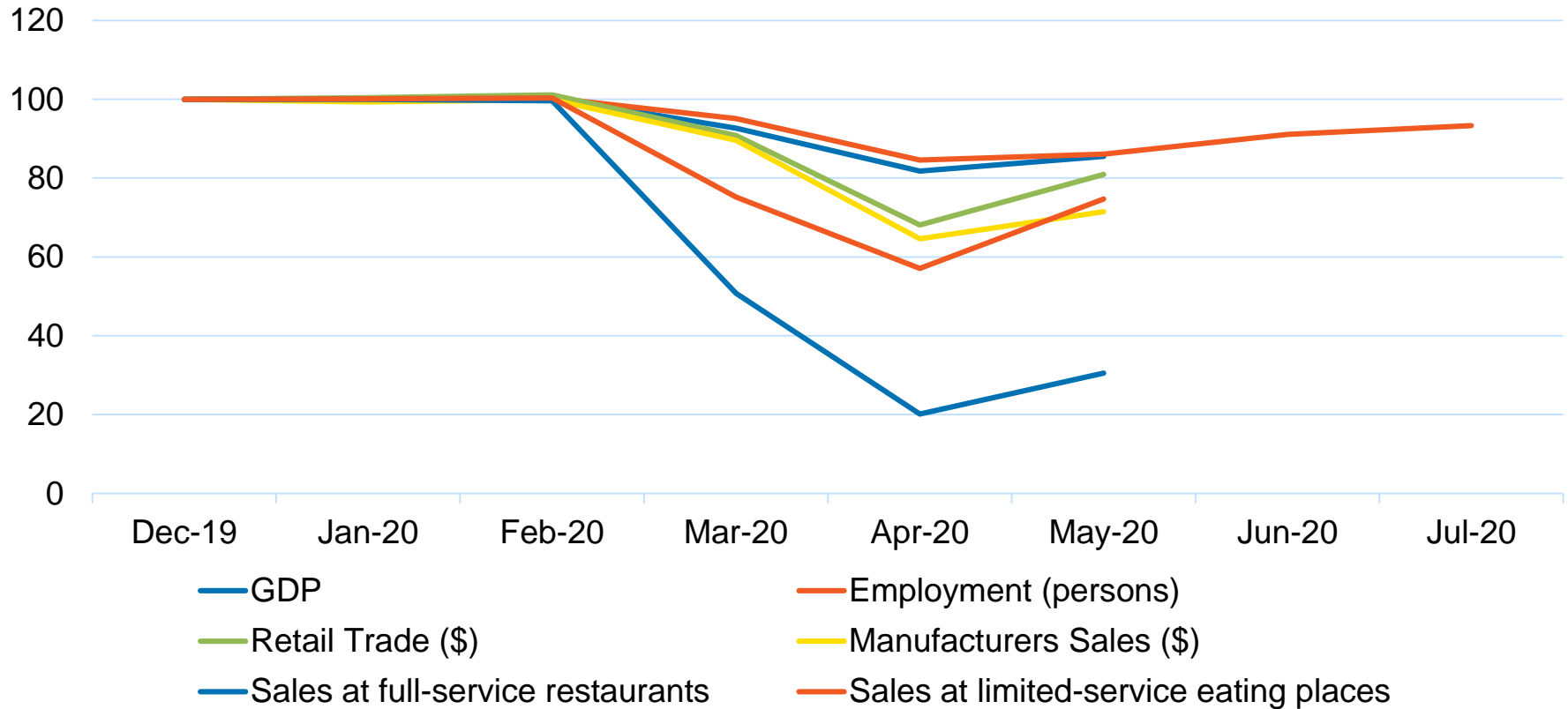
7% Healthcare and social assistance

7% Accommodation and food services

**December 2019 Canada Business Counts*

COVID Impact

Canadian Economic Dashboard Index (December 2019=100)



Source: Statistics Canada Canadian Economic Dashboard and COVID-19 August 10, 2020

Between February and April 2020, estimated that COVID-19 reduced the Eastern Ontario Gross Domestic Product (GDP) by about \$1.8 billion, and has reduced employment by the equivalent of 64,000 full-time jobs.

(Eastern Ontario Leadership Council, Limestone Analytics)

KL Businesses
not operating

21%

KL Business has
decreased

57%

KL Business has
increased

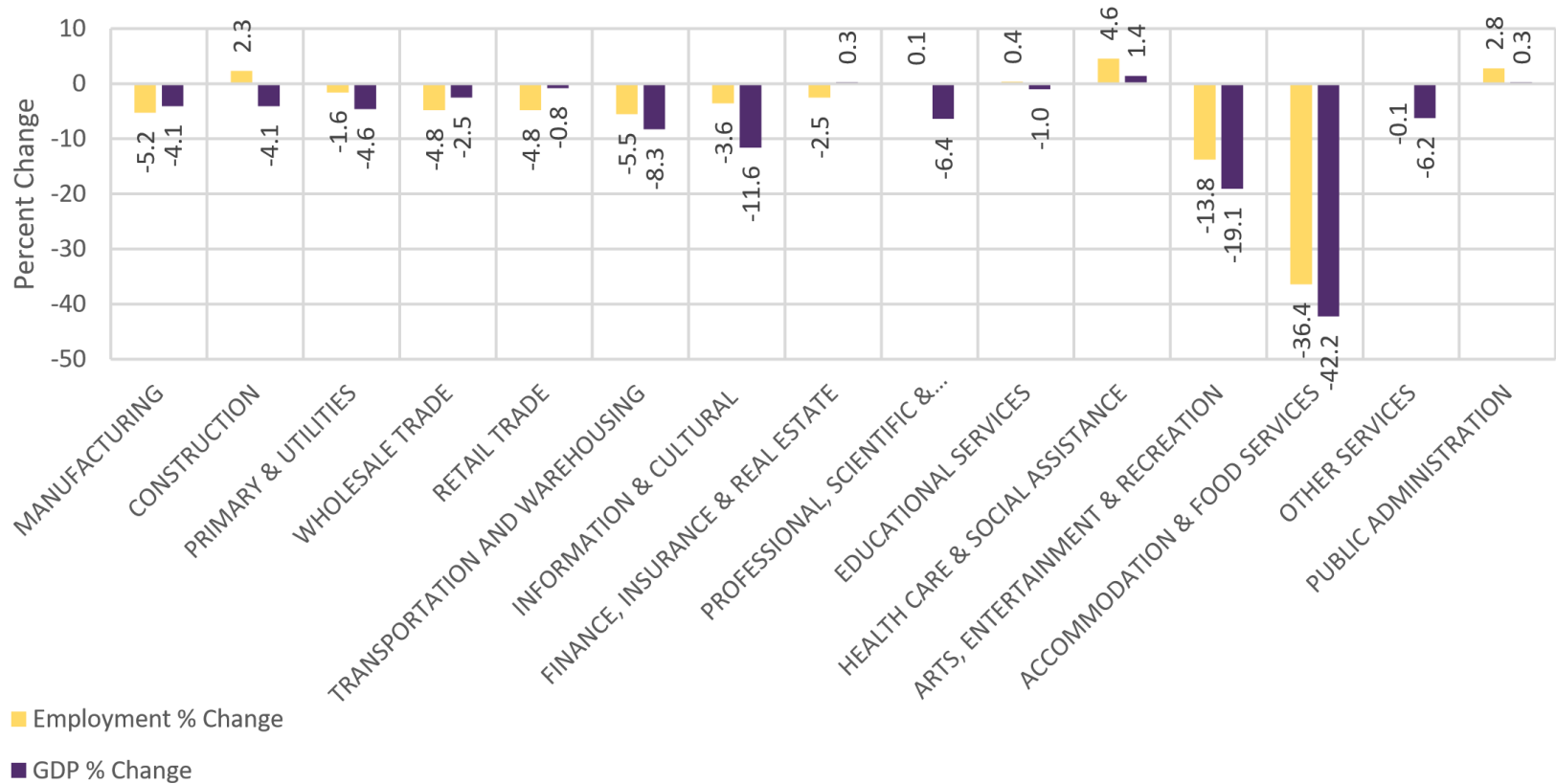
10%

KL No change in
business

12%

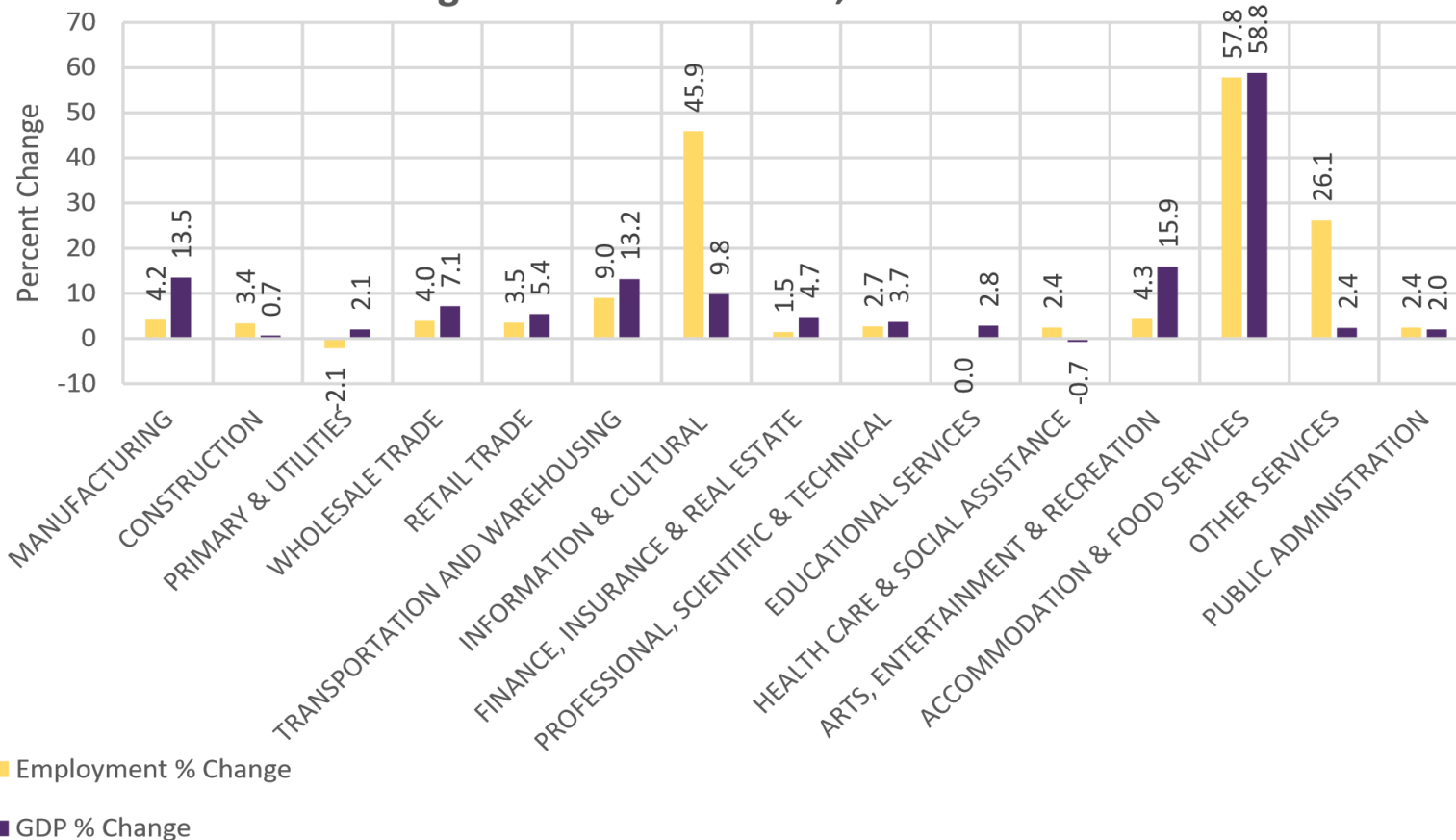
**Kawartha Lakes COVID-
19 Business Survey (May-
June ,2020)*

Figure 1: Largest Declines in Employment/GDP Percent Change in Kawartha Lakes, 2019 vs. 2020



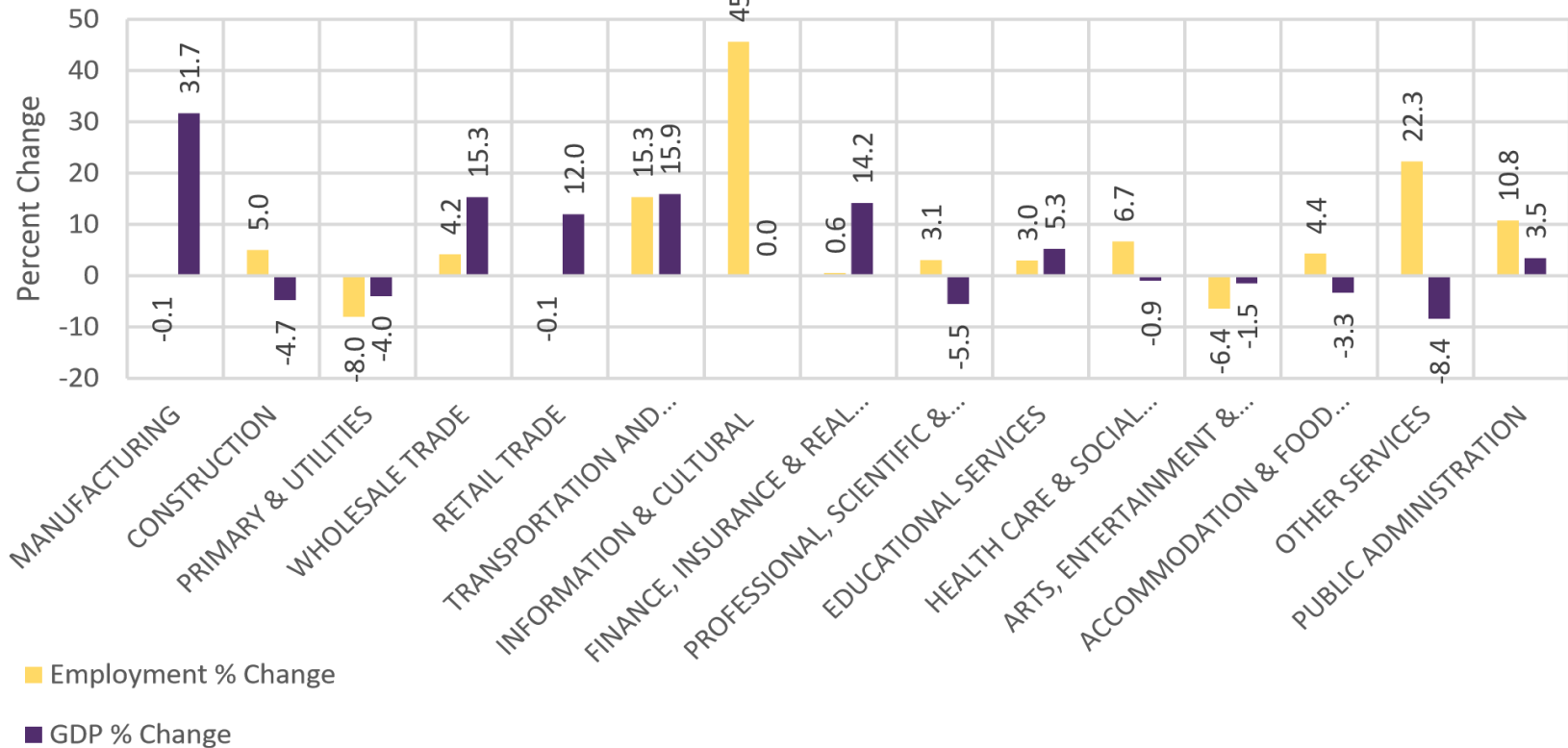
Source: The Conference Board of Canada. Unpublished custom research, 2020.

Figure 2: Quickest Recoveries in Employment/GDP, Percent Change in Kawartha Lakes, 2020 vs. 2021



Source: The Conference Board of Canada. Unpublished custom research, 2020.

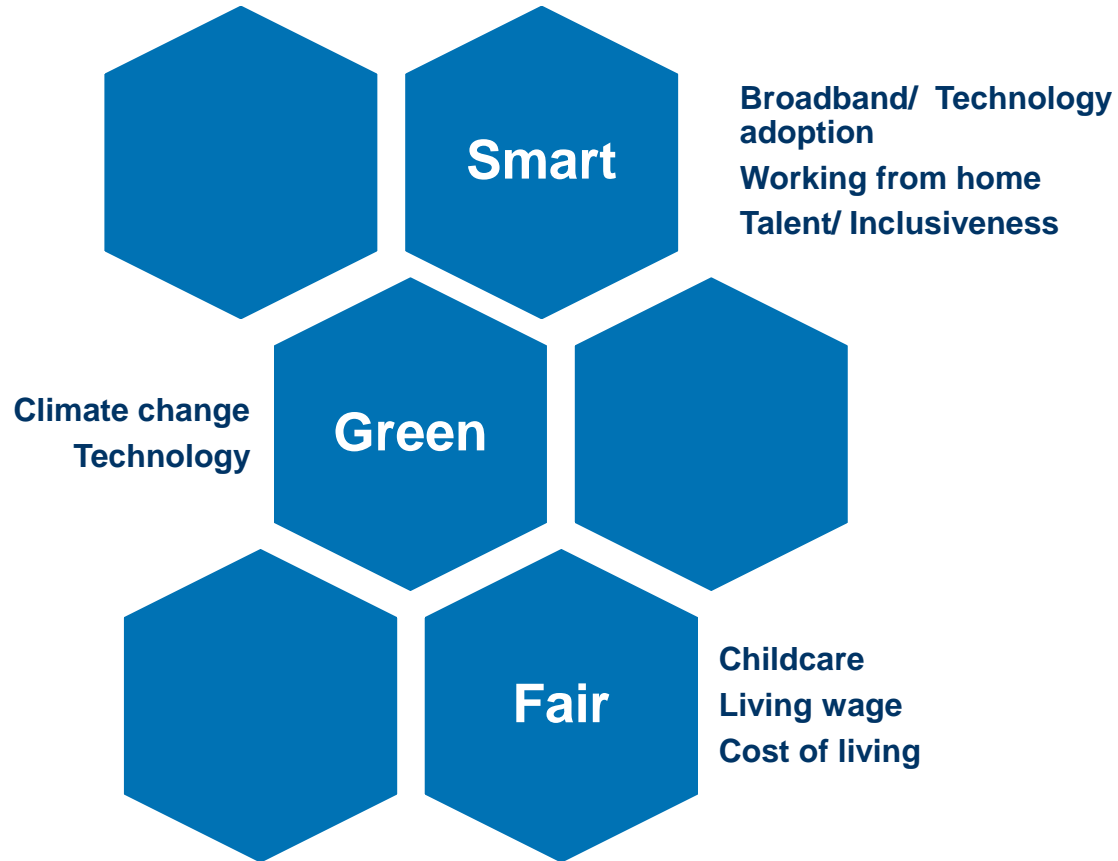
Figure 3: Five Year Outlook Employment/GDP Percent Change in Kawartha Lakes, 2019 vs. 2024



Source: The Conference Board of Canada. Unpublished custom research, 2020.

Local economic development is about creating the conditions to support business, job and income growth.

Rebuilding a transformational economy



Local Strategic Plans

Economic Development Strategic Goals



Goal 1: Adopt a City-wide focus



Goal 2: Grow specific business sectors



Goal 3: Encourage a positive business community culture

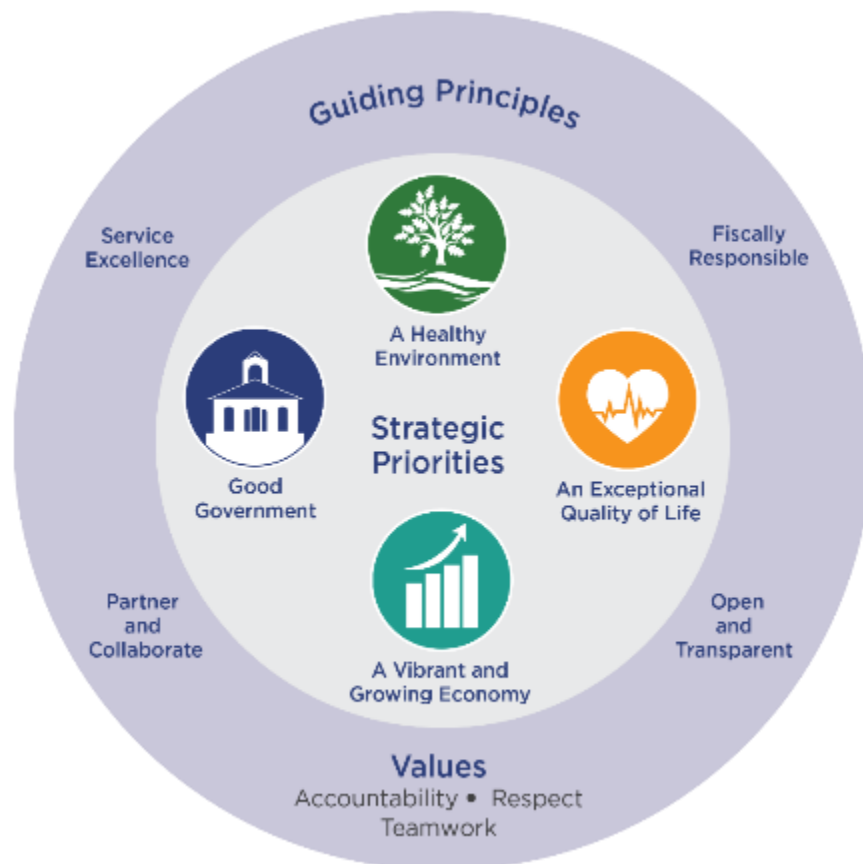


Goal 4: Align and inspire City resources



Goal 5: Attract and retain a new generation of great entrepreneurs and workforce

Kawartha Lakes Strategic Plan 2020



Rebuilding our economy...

