Evidence Based Decision Making
Welcome

Trevor Crowe
Community Development Coordinator
Prince Edward County
tcrowe@pecounty.on.ca
613.476.2148 ext. 2504
Community Development

- Economic Development
- Environment
- Culture
- Economy
- Social Development
Community Development Department

- One Window Development Approvals
- Museums of Prince Edward County
- Surplus Lands
- Real Estate
- Social Media
- Partnership / Special Projects
- Visitor Services
- Alternative Energy
- Grants & Contracts
- Destination Development
- Strategic Planning & Facilitation
- Traditional Economic Development
- Destination Development

TheCounty
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
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

**Council’s Corporate Strategic Priorities**

- Financial Sustainability
- Business-Friendly Environment
- Maintain Rural and Historic Character
- A Community with Stable Employment and Sustainable Community Healthcare

TheCounty

PRINCE EDWARD COUNTY • ONTARIO
Performance Measurement Framework

2017 Corporate Priorities (+ related CEDC Priority)

CEDC/CDD Initiatives

Initiative-based Performance Indicators

2017 Corporate Priorities (+ related CEDC Priority)

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

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

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

Initiative-based Performance Indicators

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:
  o # building permits issued
  o Value of permits issued
  o # of new home builds
  o # of new seasonal dwellings

- # 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

- 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

Broad Economic Indicators

TheCounty
PRINCE EDWARD COUNTY • ONTARIO
Initiative/Project Based Key Performance Indicators

- Community Dev’t 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, Planning, Implementation
- Development Framework: Study, Planning, Implementation
- New Visitor Services Roll Out: Study, Planning, Implementation
- Wayfinding Signage Development: Study, Planning, Implementation
- Accommodation Study: Study, Planning, Implementation

We Are Here

Small Business Centre

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

600% 200% 200%

Grants Secured in 2017

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

$1.9M Total Grants Secured by CDD Department

PEC Job Fair

- 434 Job Seekers
- 70+ County Employers
- 732 Jobs Available
- 6,290 Online Job Seekers

PEC Job Fair Attendance

- 2014: 350 Attendees
- 2015: 300 Attendees
- 2016: 400 Attendees
- 2017: 500 Attendees

PEC Job Fair Jobs

- 2014: 150 Jobs
- 2015: 100 Jobs
- 2016: 200 Jobs
- 2017: 300 Jobs

PEC Job Fair Employers

- 2014: 50 Employers
- 2015: 40 Employers
- 2016: 60 Employers
- 2017: 80 Employers

PEL Job Fair Attendees

- 2014: 350 Attendees
- 2015: 300 Attendees
- 2016: 400 Attendees
- 2017: 500 Attendees

PEL Job Fair Jobs

- 2014: 150 Jobs
- 2015: 100 Jobs
- 2016: 200 Jobs
- 2017: 300 Jobs

PEL Job Fair Employers

- 2014: 50 Employers
- 2015: 40 Employers
- 2016: 60 Employers
- 2017: 80 Employers

Winter Survival Workshops

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

BuildaNLife.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

Traffic by City

- Toronto: 25-34
- Prince Edward: 35-44
- Belleville: 45-54
- Kingston: 55-64
- Montreal: 65+
- Ottawa: 65+

Website Visits

- 2014: 500
- 2015: 1,000
- 2016: 2,000
- 2017: 4,000

Instagram Followers

- 2016-17: 6,200

Facebook Followers

- 2016-17: 5,200

YOUTUBE

- 2016-17: 43,000 Views

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
High Level Key Performance Indicators

1,800 New builds at various stages of development
1,090 Detached Homes
710 Attached Homes
1,800 Total Homes
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 instead instead.
2017
70+ Employers
732 Jobs Available
430 attended
PEC Job Fair

Expanding business growth

Extra push with high school

- 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-

-Professional Services & Healthcare Sectors-

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

2017 Report
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.”
The workforce in Prince Edward County is a major concern to many employers. There simply is not the necessary skilled labour, farm labourers, and seasonal workers to meet the demand of the expanding businesses. 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 a attraction of young families and a skilled workforce from outside The County."

### Does your business currently have difficulty hiring?###

- **No**
  - PROV.
  - PEC
- **Yes**
  - PROV.
  - PEC

### Availability of qualified workers###

- **Good**
  - PROV.
  - PEC
- **Fair**
  - PROV.
  - PEC
- **Poor**
  - PROV.
  - PEC
- **No response**
  - PROV.
  - PEC
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?
Build a New Life

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

BuildaNewLife.ca
Build a New Life - ‘Sales Funnel’

2017

- 300,000 Impressions Through Social Media
- 130,000 Visits to buildanewlife.ca Since May 1st Launch
- 3,300 Subscribers
- 99 Total Business Inquires $68M in potential investment
## Business Startup or Relocation Inquiries
### Fall 2016 to present

<table>
<thead>
<tr>
<th>TOTAL DEALS</th>
<th>TOTAL DEAL VALUE</th>
<th>AVG DEAL VALUE</th>
<th>TOTAL EXPECTED VALUE</th>
<th>AVG EXPECTED VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>$21,991,500</td>
<td>$610,875</td>
<td>$4,705,000</td>
<td>$130,694</td>
</tr>
</tbody>
</table>

### Deals Pipeline List

<table>
<thead>
<tr>
<th>DEAL NAME</th>
<th>SALES REP</th>
<th>STAGE</th>
<th>SOURCE</th>
<th>VALUE</th>
<th>PROBABILITY</th>
<th>EXP VALUE</th>
<th>CREATED DT</th>
<th>CLOSED DT</th>
<th>DAYS IN STAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>County/Venue</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$6500.00</td>
<td>0%</td>
<td>$0.00</td>
<td>05/24/2017</td>
<td>05/24/2017</td>
<td>4</td>
</tr>
<tr>
<td>Martin for a Villa</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$250000.00</td>
<td>0%</td>
<td>$0.00</td>
<td>03/30/2017</td>
<td>04/29/2017</td>
<td>0</td>
</tr>
<tr>
<td>McFarland Solicitors</td>
<td>Team</td>
<td>Referred to/from Planning</td>
<td>Digital Campaign</td>
<td>$500000.00</td>
<td>50%</td>
<td>$250000.00</td>
<td>02/21/2017</td>
<td>05/31/2017</td>
<td>78</td>
</tr>
<tr>
<td>McFarland Solicitors</td>
<td>Team</td>
<td>Referred for Funding</td>
<td>Digital Campaign</td>
<td>$500000.00</td>
<td>0%</td>
<td>$0.00</td>
<td>03/20/2017</td>
<td>06/30/2017</td>
<td>78</td>
</tr>
<tr>
<td>New Car Dealership</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$50000.00</td>
<td>50%</td>
<td>$250000.00</td>
<td>02/24/2017</td>
<td>03/26/2017</td>
<td>0</td>
</tr>
<tr>
<td>New Car Dealership</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$500000.00</td>
<td>0%</td>
<td>$0.00</td>
<td>06/02/2017</td>
<td>06/02/2017</td>
<td>0</td>
</tr>
<tr>
<td>New Car Dealership</td>
<td>Team</td>
<td>Inquiry Stage</td>
<td>Digital Campaign</td>
<td>$500000.00</td>
<td>0%</td>
<td>$0.00</td>
<td>06/05/2017</td>
<td>06/05/2017</td>
<td>0</td>
</tr>
<tr>
<td>New Car Dealership</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$1000000.00</td>
<td>0%</td>
<td>$0.00</td>
<td>04/07/2017</td>
<td>04/07/2017</td>
<td>0</td>
</tr>
<tr>
<td>New Car Dealership</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$250000.00</td>
<td>50%</td>
<td>$125000.00</td>
<td>03/28/2017</td>
<td>04/27/2017</td>
<td>0</td>
</tr>
<tr>
<td>Bakery</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Referral</td>
<td>$1000000.00</td>
<td>85%</td>
<td>$850000.00</td>
<td>10/04/2016</td>
<td>04/30/2017</td>
<td>248</td>
</tr>
<tr>
<td>Booked Meeting</td>
<td>Team</td>
<td>Booked Meeting</td>
<td>Referral</td>
<td>$0.00</td>
<td>0%</td>
<td>$0.00</td>
<td>01/12/2017</td>
<td>06/30/2017</td>
<td>148</td>
</tr>
<tr>
<td>Referred to/from Planning</td>
<td>Team</td>
<td>Referred to/from Planning</td>
<td>Called-in</td>
<td>$0.00</td>
<td>75%</td>
<td>$0.00</td>
<td>01/19/2017</td>
<td>07/31/2017</td>
<td>141</td>
</tr>
<tr>
<td>Resolved Inquiry</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>No Leadsource Used</td>
<td>$250000.00</td>
<td>50%</td>
<td>$125000.00</td>
<td>11/09/2016</td>
<td>11/09/2016</td>
<td>212</td>
</tr>
<tr>
<td>Waiting for Feedback from Client</td>
<td>Team</td>
<td>Waiting for Feedback from Client</td>
<td>Referral</td>
<td>$0.00</td>
<td>0%</td>
<td>$0.00</td>
<td>01/23/2017</td>
<td>01/23/2017</td>
<td>3</td>
</tr>
<tr>
<td>CDD email</td>
<td>Team</td>
<td>Inquiry Stage</td>
<td>CDD email</td>
<td>$200000.00</td>
<td>50%</td>
<td>$100000.00</td>
<td>06/07/2017</td>
<td>06/07/2017</td>
<td>2</td>
</tr>
<tr>
<td>Networking Event</td>
<td>Team</td>
<td>Secured Property</td>
<td>Networking Event</td>
<td>$150000.00</td>
<td>100%</td>
<td>$150000.00</td>
<td>11/09/2016</td>
<td>03/31/2017</td>
<td>36</td>
</tr>
<tr>
<td>Partner Organization</td>
<td>Team</td>
<td>Inquiry Stage</td>
<td>Partner Organization</td>
<td>$250000.00</td>
<td>0%</td>
<td>$0.00</td>
<td>06/06/2017</td>
<td>06/06/2017</td>
<td>3</td>
</tr>
<tr>
<td>Subscribed from Blog on Build a New Life</td>
<td>Team</td>
<td>Booked Meeting</td>
<td>Subscribed from Blog on Build a New Life</td>
<td>$1000000.00</td>
<td>100%</td>
<td>$1000000.00</td>
<td>12/02/2016</td>
<td>04/30/2017</td>
<td>189</td>
</tr>
<tr>
<td>Architectural Photographer</td>
<td>Team</td>
<td>Waiting for Feedback from Client</td>
<td>Referral</td>
<td>$1000000.00</td>
<td>75%</td>
<td>$750000.00</td>
<td>09/16/2016</td>
<td>12/31/2016</td>
<td>266</td>
</tr>
<tr>
<td>Bakery</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Digital Campaign</td>
<td>$250000.00</td>
<td>50%</td>
<td>$125000.00</td>
<td>03/28/2017</td>
<td>04/27/2017</td>
<td>0</td>
</tr>
<tr>
<td>Bakery</td>
<td>Team</td>
<td>Resolved Inquiry</td>
<td>Referral</td>
<td>$1000000.00</td>
<td>85%</td>
<td>$850000.00</td>
<td>10/04/2016</td>
<td>04/30/2017</td>
<td>248</td>
</tr>
<tr>
<td>Booked Meeting</td>
<td>Team</td>
<td>Booked Meeting</td>
<td>Referral</td>
<td>$0.00</td>
<td>0%</td>
<td>$0.00</td>
<td>01/12/2017</td>
<td>06/30/2017</td>
<td>148</td>
</tr>
</tbody>
</table>
Business Startup or Relocation Inquires
Fall 2016 to present

- 99 Inquiries in 2017
- 6 new or relocated
- 20 acquired or expanding
- 5 opening soon
Business Startup or Relocation Inquires
Fall 2016 to present

- 99 Inquiries in 2017
- Only 40 Inquiries in 2018 to date
**Initiative/Project Based**

**Key Performance Indicators**

<table>
<thead>
<tr>
<th>Projects</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Dev'p Strategic Plan</td>
<td>Q1</td>
<td>Study</td>
<td>Study</td>
<td>Planning</td>
<td>Implementation</td>
<td>Implementation</td>
</tr>
<tr>
<td>New County Branding</td>
<td>Study</td>
<td>Planning</td>
<td>Implementation</td>
<td>Implementation</td>
<td>Implementation</td>
<td>Implementation</td>
</tr>
<tr>
<td>Investment Attraction Initiative</td>
<td>Study</td>
<td>Planning</td>
<td>Planning</td>
<td>Implementation</td>
<td>Implementation</td>
<td>Implementation</td>
</tr>
<tr>
<td>Downtown Revitalization</td>
<td>Study</td>
<td>Planning</td>
<td>Planning</td>
<td>Implementation</td>
<td>Implementation</td>
<td>Implementation</td>
</tr>
<tr>
<td>Picton Harbour Vision</td>
<td>Study</td>
<td>Planning</td>
<td>Planning</td>
<td>Implementation</td>
<td>Implementation</td>
<td>Implementation</td>
</tr>
<tr>
<td>Council's Corporate Strategic Plan</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
</tr>
<tr>
<td>Development Framework</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
</tr>
<tr>
<td>New Visitor Services Roll Out</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
</tr>
<tr>
<td>Wayfinding Signage Development</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
</tr>
<tr>
<td>Accommodation Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
<td>Study</td>
</tr>
</tbody>
</table>

**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

**Winter Survival Workshops**

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

**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**

*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
High Level Key Performance Indicators

- **Youth Population decrease in 10-20**
- **Middle Age Gap (20-50)**
- **Population Increase in seniors 55+**

**AVERAGE HOUSE PRICES - Toronto vs. PEC**

- **WORK VALUE - County Permit Activity**
- **County Population**
- **County New Home Builds**

**SALES - Detached homes sold by month**

**Inventory for Sale Snapshot at end of Each Month**

**% of Homes Selling For Listing Price or Over**

- **1,800 New builds at various stages of development**
- **1,090 Detached Homes**
- **710 Attached Homes**

**1,800 Total Homes**
visme.co
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