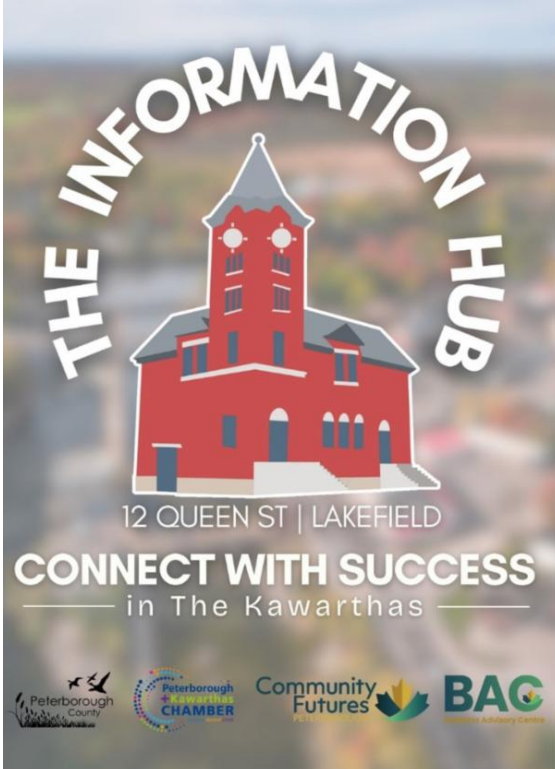


November 2024 Business eNewsletter

The Information Hub is Now Open!



Peterborough County

Tracie Bertrand
General Manager, Tourism and Communications

Rhonda Keenan
General Manager, Economic Development

Sarah Budd
Manager, Community Development

ecdev@ptbocounty.ca
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705-743-0380
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**Community Futures Peterborough
and the Business Advisory Centre**

Lindsey Irwin
Business Advisor

Braden Clark
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**Peterborough & Kawarthas
Chamber of Commerce**

Liam O'Connor
Member Engagement Coordinator

info@pkchamber.ca
705-652-6963
www.pkchamber.ca

Please call or email to book an appointment with us.

12 Queen Street in Lakefield, known as the Old Post Office will become a new hub for economic development and tourism services!

Peterborough County staff will occupy the main floor as well as two additional offices on the second floor and will sublet a shared space to **Community Futures Peterborough** and **Peterborough and the Kawarthas Chamber of Commerce** to operate economic development and tourism services. The Township will also make use of two offices on the second floor for staff.

A public washroom will be available for use during business hours (Monday-Friday from 8:30 AM - 4:30 PM).

Ennismore CIP - Public Realm Improvements

Tender Update!

At the October 22, 2024 regular Council meeting, Selwyn Township Council received the results for the Ennismore Community Improvement Plan (CIP) tender. The Township will be working with Drain Bros. Excavating Ltd. to complete the improvement project in Ennismore.



[Learn more!](#)

Welcome DJC Modern Apparel!

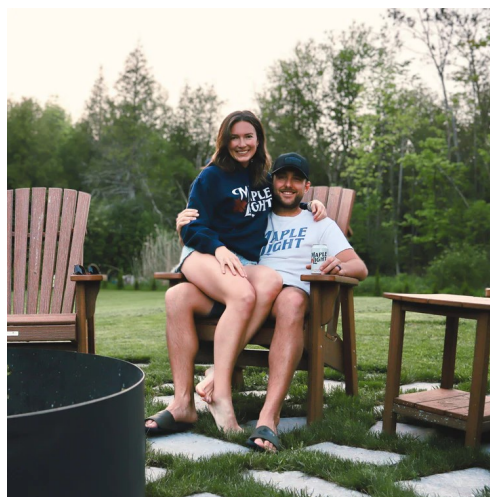


Welcome Nancy Wiskel, owner of **DJC Modern Apparel** to their new location at 1525 Chemong Road.

Stop by and let DJC Modern Apparel help you when you are on the hunt for your next weekend look, office showstopper, or something for a special event.

New Business Alert - Maple Light

Ainsley and Dario Gabbani from Ennismore have created and launched a refreshing maple cocktail. Canada's first hard maple seltzer. Maple light is available at Sullivan's General Store, Chemong Lodge, Young's Point General Store and Jesse's Tap and Grill to name a few.



[Learn more!](#)

Your Input is Needed!

Tourism Industry Association of Ontario (TIAO)

wants to hear from tourism businesses to develop a new, industry-driven and market-focused Tourism Strategy



TIAO is calling for all industry stakeholders to fill out their survey - whether you're an operator, supplier, sector organization, investor, or education institution.

Survey deadline is Friday, November 1st, 2024.

[Take the Survey!](#)

Tourism Talks – Join the Conversation



Tourism businesses in Selwyn, this is a chance to share the key trends, challenges, and opportunities you're seeing in the tourism industry!

Join Peterborough County and Peterborough and the Kawarthas Chamber of Commerce Tourism Talks open forum and make your voice heard.

The event is free and open to all businesses in Peterborough County. Pre-registration is encouraged. Let's work together to enhance tourism experiences!

[Pre-register Here!](#)

Welcome Gail Moorhouse to the Peterborough & the Kawarthas Chamber of Commerce

Gail Moorhouse is the Interim President & CEO of the Peterborough & the Kawarthas Chamber of Commerce. Gail is an expert in executive leadership, with a depth of experience managing through change.



Congratulations to Selwyn Businesses for being

finalists at the Business Excellence Awards!



Tourism finalists:

- Beachwood Resort

Retail finalists:

- Dan Joyce's Retailing Limited
- Paris Marine
- Shop The Lake Inc.

Customer First

- McLeod's EcoWater

Not-for-Profit

- Habitat for Humanity Peterborough & Kawartha Region
- Kawartha Gymnastics

Micro Business – Fewer than 5 employees

- The Chocolate Rabbit

Congratulations our Business Excellence Award Winners!



Retail: Paris Marine

Not-for-Profit: Habitat for Humanity Peterborough & Kawartha Region

Micro-Business - Fewer than 5 Employees:
The Chocolate Rabbit

Business Women of the Year: Heidi Popov of Kawartha Gymnastics

Boost Your Business with Google My Business

Harness the power of Google My Business (GMB) to enhance your online presence at no cost. With GMB, you can manage how your business appears on Google Search and Maps, share key details, post updates, and engage with customers. It's an easy way to attract more customers and build trust. You can encourage your loyal customers to write reviews and share photos. Get started today and make your business more visible!



[Learn more!](#)

Official Statement from PKED

As announced earlier this year, Peterborough & the Kawartha Economic Development will be ceasing operations on December 31st, 2024, as the City of Peterborough and Peterborough County assume full responsibility for economic development and tourism services in 2025.



For economic development, tourism and visitor services support at the **City of Peterborough** and **Peterborough County** in 2025 please use the following contacts:

Peterborough County

Contact Rhonda Keenan Contact Tracie Bertrand
1-800-710-9586 ext. 2600 1-800-710-9586 ext. 2502

City of Peterborough

Contact: 1-800-855-3755

Chamber Events

TBX



Tuesday, November 5th, 2024
4:00pm – 6:00pm
Alternatives Community Program
Services
270 Braidwood Avenue,
Peterborough

Join us for our marquee Networking event. This is your chance to connect with other business community members from across Peterborough and the Kawartha. Come for a short bit or stay the full

Chamber AM



Tuesday, November 12th, 2024
8:00 AM - 9:00 AM
Agilec - Peterborough
Brookdale Plaza, 863 Chemong
Road, Unit 20-A Peterborough

ChamberAM meetings are a great way to connect with #teamptrbo and get caffeinated for your busy workday

[Register Here!](#)

time!

This event will also include the Chambers fourth quarterly Member's Meeting, during which members will be asked to approve the **Slate of New Members**. See the agenda [HERE](#).

[Register Here!](#)

Coffee in the County



Thursday, November 14th , 2024 8:00 AM - 9:00 AM
Lakefield & District Lions Club
Marshland Center, Hague Blvd.
Lakefield

Welcome to Coffee in the County! It is an opportunity to host networking events across Peterborough County where we can gather, have a coffee, network, share about our businesses and ultimately explore our member businesses throughout the county!

[Register Here!](#)

Mayor's Breakfast



Thursday, November 21st, 2024
8:00 AM - 10:00 AM
Peterborough Golf & Country Club
1030 Armour Rd. Peterborough

A Mayors Breakfast that will bring together the city's top business, community, and political leaders. This event will feature a keynote address by Jeff Leal to the business community about upcoming initiatives and projects in our city, followed by a Q&A session.

[Register Here!](#)

Upcoming Learning Opportunities from Digital Main Street

- **Social Media for Your Business**
- **eCommerce 101: What, Why, and How**
- **Driving Digital Success**
- **The Importance of Paid Advertising in a Digital Space**
- **Optimizing for Search Engines - Understanding SEO Basics**



Township of Selwyn | 1310 Centre Line | Selwyn, ON K9J 6X5 CA

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