

Continued progress on 407 positive for Peterborough

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

Last Friday morning on a blustery but sunny December day, I hopped on the 115 and headed south for the formal announcement on the opening of the next phase of the 407 highway. Starting in January 2018 another 9.6 kilometres of highway will be available to motorists and will include tolling.

The 407 East journey is one that is very close to the hearts of us and our members at the Peterborough Chamber of Commerce. For it was at an Ontario Chamber of Commerce AGM in Thunder Bay in 2003 that then Board Chair Dan Stanford asked that a policy resolution calling for the 407 to be built to Oshawa be amended to have the 35/115 as the end of the 407. That advocacy was critical. Thank you to MPP Jeff Leal for recognizing the Chamber advocacy for this project. In fact, we have seen it come to fruition already with the current construction of the overpass and interchange on the 35/115 today. By the way, that another Peterborough idea – this time presented to the province by Mayor Bennett.

I first wrote an article on the 407 in July 2013; rereading that article today, it's amazing to see how much progress has been made. At the time there was great concern and doubt that the road would be completed by 2020. After all, the original completion date was 2013. Yet in the past two years I've attended two



(l to r) Clarington Mayor Adrian Foster, Durham MPP Granville Anderson, Peterborough MPP Jeff Leal, Minister of Transportation Steven Del Duca

opening ceremonies and look forward to the final one in a few years.

True, the highway is simply asphalt or concrete painted with yellow and white lines, exits branching off like the limbs of a tree, but for the business community of Peterborough the eastward extension of Highway 407 is so much more. Once completed by 2020, it will be a more direct link to the economy of the Greater Toronto Area (GTA); a new yellow brick road, so to speak. The economic opportunity a completed 407 represents should not be underestimated. Commerce flows

both ways – from the GTA in the form of tourists and companies wanting to do business or relocate, and into the GTA from the Peterborough region allowing our companies easier access to the vast market known as the Greater Golden Horseshoe.

The shiny newness of the highway has not worn off. The Ministry of Transportation is already reporting that approximately 40,000 vehicles a day are using the most recent extension and 412 connector highway. The 407 is a piece of the economic puzzle for Central East Ontario. For example, Cavan-Monaghan is anticipating the

change with the approval of new subdivisions and a new \$15 million community centre scheduled to open in the fall of 2019.

Peterborough industrial businesses and the newly named Cleantech Commons at Trent University will benefit from the access to the 407 highway for many years to come.

And with other transportation nodes available to Peterborough, such as the airport and potential for improved train service, Peterborough is a regional hub and the 407 will only further solidify that standing.

Learn more about the 407 project at on407.ca

CCC: The fight for interprovincial trade goes to court

What do Canadians want for Christmas this year? It looks like we all have good cheer on our minds: An Ipsos poll released a few days ago found that 89% of Canadians believe they should be able to buy any amount of alcohol they want in one province and transport it to another.

Restrictions on the movement of beer and wine across provincial boundaries are just one example of the barriers that impede trade within Canada, drive up business costs, and hurt Canadian consumers.

In many cases, the problem is unnecessary differences in provincial and territorial regulations, leading to complex, and costly compliance requirements for businesses operating across provincial boundaries. In other more egregious cases, like restrictions on the interprovincial movement of alcohol, it is nothing less than out-and-out protectionism.

There is no question that freer trade among provinces and territories would lower the cost of doing business in Canada, attract more

investment, and provide more choices at more competitive prices for consumers. However, governments have been slow to take meaningful action to remove these barriers. Restrictions on the sale and transportation of beer and wine have been off limits to any reform initiative. But, not all hope is lost. Like an awkward holiday dinner with the in-laws, beer and wine might save us still.

The Canadian Chamber is an intervener in the Supreme Court Case, R v Comeau. Gerald Comeau is the New Brunswick retiree who five years ago drove to Quebec to buy some alcohol. On his way home, crossing back into New Brunswick, he received a ticket from the RCMP for transporting alcohol across the border. He challenged the ticket in court and won. Now the case has gone all the way up to the Supreme Court.

Although the Comeau case is about alcohol, its implications are much



larger. With the Comeau case, the Supreme Court has the opportunity to take an historic step towards freer interprovincial trade. The case rests on the interpretation of s. 121 of the Canadian Constitution, which states, "All Articles of the Growth, Produce, or Manufacture of any one of the Provinces shall, from and after the Union, be admitted free into each of the other Provinces."

Lawyers for the Canadian Chamber presented their case on December 6 and 7, 2017.

Author: Aaron Van Tassel, Policy Associate, Canadian Chamber of Commerce

#LOVE LOCALPTBO
STRENGTHENING BUSINESS

Keep your town in business by keeping your business in town!

A campaign to promote the Peterborough business community.

Join us as we #lovelocalptbo

For more on the 2018 campaign contact Karen August: karen@peterboroughchamber.ca

GREATER Peterborough Chamber of Commerce

**BE SEEN
BE HEARD
BELONG**

JOIN US

GREATER Peterborough Chamber of Commerce
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Event Calendar

Mark down these dates for 2018!

Special Date!
TUESDAY, January 9th, 2018

PBX @ Community Care Peterborough
185 Hunter Street, Peterborough

4:00pm – 6:00pm

Details: Celebrate the start of 2018. PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs

Note: Space is limited; pre-registration required

WEDNESDAY January 17th, 2018
(Chamber & WBN Members only)

Creating your Digital Marketing Roadmap Part 2

Chamber Boardroom
175 George Street North
12:00pm - 1:00pm

Speaker: Toby McLeod, Strategy.ca

What you'll learn:

Website Roadmap: Learn how to turn your website into a business asset that makes you money, instead of costing you money and opportunities

5 costly website mistakes and how to avoid them.

The anatomy of a web page that generates leads & sales.

How to track and measure the success of your website.

Cost: Free (Bring your lunch)

Sponsor: Bell

Note: Pre-registration required



Full Events Calendar can be found at

peterboroughchamber.ca/events

Chambers of Commerce Group Insurance Plan

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

PTBO CHAMBER MEMBER

STRENGTHENING BUSINESS

All your Holiday shopping needs can be found in Peterborough

It's an important time of year to #lovelocalptbo. And you can participate in so many ways!

Lansdowne Place Mall has started its 23 Days of Holiday Giveaways. Participate by following them on

their social media channels. As well, extended holiday hours are now in effect. Check out lansdowneplace.com to learn more.

Downtown Holiday Shopping Passports program in full swing

The program encourages shopping the stores of downtown Peterborough. Shop, collect your stamps, fill up your passport and get it in the draw for great prizes.

Chamber members... refer a business who becomes a member and you'll receive a fully stamped passport.

We are building a strong Peterborough together. #TeamPtbo

More ways to get your Holiday Passport stamped!

Refer a business that becomes a member during the month of December, and you get a full passport stamped!

CONTACT PAUL TELEU FOR MORE INFORMATION
paul@peterboroughchamber.ca

Our members do it all... check out the Chamber business directory to connect with our 900 members: web.peterboroughchamber.ca/search

Chamber members, send your Member Milestones to reception@peterboroughchamber.ca or call 705-748-9771 x0.

#LOVE LOCALPTBO
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Chef Brian Henry liked **Tiny Greens** @tinygreens · Dec 7
We've also got a great unique gift ideas, seeds, done for you kits and so much more @downtownPtbo #lovelocalptbo

www.peterboroughchamber.ca

Looking for information on the local labour market?

The Workforce Development Board, a not-for-profit organization funded by the Government of Ontario, has undertaken a number of projects designed to boost economic development and assist employers and job seekers in Peterborough, Kawartha Lakes, Northumberland and Haliburton.

We also maintain a wealth of data on the labour market in those communities, so give us a call if you're looking to start, expand or relocate your business.

If you have a question on the local labour market, contact us at **705-749-3250** or helpdesk@wdb.ca

WDB | Local Employment Planning Council
Conseil de planification de l'emploi local



This project is funded in part by the Government of Canada and the Government of Ontario.