

WindsorEssex

ECONOMIC DEVELOPMENT

HIGHLIGHTS OF 2020 FIRST-QUARTER ACTIVITIES

Q1

- ▶ This report highlights business development accomplishments by the WindsorEssex Economic Development Corporation (WE EDC) from January to March 2020 and provides an overview of regional economic development interactions that include, but are not limited to, outreach, consultation, trade shows, performance metrics, entrepreneurship, marketing, and international outreach by the Business Development team.

Through these and other activities, the team focuses on five key areas:

Investment Attraction

Small Business Centre

**Business Retention
& Expansion**

**Institute for Border
Logistics and Security**

**Marketing and
Communications**



Quarterly reports are provided to funders, stakeholders and the general public and are posted on the Corporation's website www.choosewindsoriessex.com



| From the President and CEO's Desk

To the business community and fellow citizens of Windsor and Essex County,

The COVID-19 pandemic has, and will continue to, impact many aspects of life for all citizens of our region, province, country and world. Furthermore, the significant economic impact of the pandemic has changed the way we all do business. As the lead economic development agency for Windsor-Essex County, the task of WE EDC has been to develop and execute strategies to retain, expand, attract and help new businesses start up in the Windsor-Essex region. However, in the face of a world-wide economic recession and drastic changes in the operations of all regional businesses, WE EDC has also changed, to best help our local economy.

As of Monday, March 16th, the WindsorEssex Economic Development Corporation has shifted from a strategic focus on retention, expansion, attraction and start-up of business to an immediate focus on business sustainability. Our team has responded quickly with three immediate actions. First, WE EDC has formalized the [Windsor Essex COVID-19 Economic Task Force](#). The task force is comprised of businesses and business associations who are tackling front line issues for each section of our economy. Second, WE EDC has established two websites ([WE EDC COVID-19 Business Resources](#) & [Small Business Centre Helping Your Business Navigate COVID-19](#)) built specifically to become a central hub of information for Federal, Provincial, and regional information. Finally, each team member at WE EDC has been assigned to either a specific industry economic response committee or as a general source of information to support regional business sustainability.

The first wave of economic shock has hit our region and our three levels of government have responded. Our team has, and will continue to, respond. There will be a continued lull of economic activity for the foreseeable future, but WE EDC, in conjunction with our ecosystem partners are also working to prepare for the eventual period of recovery and re-establishment of 'business as usual'. WE EDC will be a constant throughout these periods – working to support you throughout this extended health and economic crisis.

On behalf of our Board of Directors and our entire team at the WindsorEssex Economic Development Corporation, we encourage you to stay safe, and do not hesitate to contact us if we can be of assistance.

Sincerely,

C. Stephen MacKenzie
President and CEO,
WindsorEssex Economic Development Corporation



▲ The January 2020 WE EDC Board Meeting was hosted at the Essex Civic Centre. L-R: Tom Bain, Peter Roth, Stephen MacKenzie, Kyrsten Solcz, Chris Savard, Kevin Laforet, Tom O'Brien and Tal Czudner.

Trade Mission to Cybertech Global, Israel

In late January, members of WE EDC's Investment Attraction (IA) and Institute for Border Logistics and Security (IBLS) team joined the Canadian Association of Moldmakers (CAMP) in a week-long business development trade mission to Tel Aviv, Israel. Coordinated by Invest in Ontario, the group attended Cybertech Global Israel - one of the largest cybertech conferences in the world. Over the five days, the team travelled to three different cities in Israel and met with ten highly-qualified tech start-ups. The team also conducted five site visits and attended business-to-business meetings at the Canadian Embassy.

As a result of the trip, the IBLS and IA team are in late stage discussions with the Israeli Innovation Authority to create a binational matching program that connects Israeli tech start-ups with Windsor-Essex manufacturers. Additional meetings and trips are planned for 2020.



▲ The Invest Ontario Booth at Cybertech Global Israel 2020 - home base for WE EDC and CAMP.

WE EDC Attends Fruit Logistica – World's Largest Fruit and Agriculture Conference

WE EDC's Ryan Donally travelled to Berlin, Germany to attend Fruit Logistica 2020. The world-renown conference covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services at every link in the international supply chain. Much in the way CES is a signpost for the direction the consumer electronics industry is heading, Fruit Logistica acts in the same way for the global fruit and vegetable industry.

The conference yielded some very strong new leads, but more importantly, it allowed Investment Attraction to follow-up with ongoing, high-quality leads that were generated from the June trip to Greentech 2019 in the Netherlands, and November 2019's Ontario Greenhouse Conference. The Investment Attraction team is working closely with the aforementioned leads to expand to the Kingsville and Leamington region.



▲ Overhead view of one of the 27 conference halls at Fruit Logistica.

Investment Attraction Goes West!

To kick off 2020, the Investment Attraction team ventured to the West Coast of the United States. The first stop was Las Vegas, Nevada for CES 2020. The World's largest consumer electronics show yielded fifteen foreign direct investment leads and thirteen key contacts in the mobility and automobile industry.

CES is always considered a 'forward looking' conference and 2020 was no different. Key trends that the team noted and expect to see adopted by industry: the shift from Internet of Things (IoT) to Intelligence of Things (IoT 2.0); 5G connectivity will drive future innovation; and, sustainability will be a key feature in all business.

Following CES, Johnson and Donally moved north to San Francisco and Sacramento. In San Francisco, the team met with the Provincial Trade Commission for Ontario to discuss enhanced FDI strategies. San Francisco and the Bay Area is home to a large cluster of connected, autonomous, shared and electric vehicle start-ups. The duo then moved on to Sacramento, where they were met by WE EDC's President & CEO, Stephen MacKenzie, for a high priority site visit and meeting. In an effort to continue the push to diversify the Windsor-Essex economy, the Investment Attraction team has ongoing plans to continue to build relationships in the West Coast of the USA.



▲ WE EDC's Matt Johnson and Ryan Donally at the Consumer Electronic Show (CES) in Las Vegas, Nevada.

RISE Network Launches to Support Women Entrepreneurs and STEM Professionals

The WindsorEssex Small Business Centre and its partners WEtech Alliance, EPICentre, Build a Dream, Workforce WindsorEssex and the Windsor Essex Capital Angel Network have joined together to launch RISE – a network of organizations aimed at empowering women in entrepreneurship and women in STEM in the Windsor-Essex region. Nicole Anderson, Program Director, will lead RISE to create a suite of services available to women by amalgamating resources available in the region through a user-friendly interface. RISE held two launch events to coincide with International Women's Day. On March 5th at Water's Edge Event Centre, over 150 people attended *How Women are Using Tech to Change the World* that featured a panel discussion of accomplished women entrepreneurs and academics. *Negotiating with Confidence* took place March 6th at the Institute for Border Logistics and Security. Over 70 people attended and heard from Fotini Iconomopoulos, an expert in negotiation, communication and persuasion who helps business executives achieve their business goals, increase profitability and create a competitive advantage.

RISE is made possible through a \$19 million investment by the Government of Canada to support the Women Entrepreneurship Strategy Ecosystem Fund. The Windsor-Essex region received \$692,000 to support women entrepreneurs to start and grow businesses in emerging technology sectors such as agri-food, automation, automotive, and mobility.



▲ Fotini Iconomopoulos speaks to business owners and professionals about negotiation and communications techniques to help them achieve their business goals.

Win This Space Essex Competition Selects Winner



▲ Dan DesRosiers, owner of Emerson Supply Co., during a launch party for his Essex retail store.

A local entrepreneur's dreams of growing his home supply business is now a reality after winning a local business competition. Dan DesRosiers, owner of Emerson Supply Co., is the grant recipient for Win This Space Essex, hosted by the Essex BIA and supported by the WindsorEssex Small Business Centre (SBC). On February 29th, he opened his doors to a new retail location at 41 Talbot St. N in Essex. Emerson Supply Co. received \$12,000 in grant

funding from the Essex BIA to cover 12 months of rent as well as training, mentorship and a \$5,000 grant from the SBC. DesRosiers founded the business in 2018 as Emerson Custom Wood, and offered wood-based home goods made with locally sourced natural materials. In early 2019, the business was rebranded as Emerson Supply Co. and introduced a range of reusable alternatives to single use and plastic products for the home.

Area Businesses Participate in Digital Main Street Program



SBC continues to deliver the Digital Main Street program to storefront businesses throughout the Windsor-Essex region. The SBC Digital Service Squad saw engagement pick up in Q1 of 2020. After the December holidays, main street small business owners were ready to tackle their digital needs. The squad blitzed 115 new businesses in BIAs across the region, resulting in 121 one-on-one meetings to help business owners access the digital tools that could help their business. The team provided recommendations on tools that will create efficiencies in day-to-day processes, evaluate websites and online presence and assist in developing a social media strategy. One of the simplest ways the squad has been able to help businesses has been to claim their Google My Business listing and add a Google 360 picture of the interior and exterior of their business. In Q1, 19 businesses were awarded a Digital Transformation Grant of \$2,500 to help implement digital tools and plans to grow their business. This brings the total number of businesses who have been awarded the grant up to 31. The Digital Service Squad will continue to deliver these services - free of charge - to main street businesses in Windsor and Essex county until May 31.

◀ Digital Service Squad Members Devon and Lindsay meet with business owners from Downtown Windsor BIA including The Squirrel Cage, Youssef Hair Boutique and WhiskeyJack Boutique.

Entrepreneurs Get Digital Savvy with New Marketing Seminars



With so many entrepreneurs and small business owners looking to grow their marketing efforts, the Small Business Centre recently partnered with Postmedia Solutions to deliver a new workshop series. The first workshop, *Websites for Small Businesses*, engaged a group of business owners and entrepreneurs at SBC's Windsor office with the goal of optimizing their digital presence. Other topics, such as drilling into SEO best practices, will be delivered throughout 2020. Visit the Small Business Centre's [website](#) for a list of upcoming workshops.

▲ Marina Garbutt, founder of Explore Retail Group and Denise Ray, Visual Consultant presented how to use visual merchandising as a business strategy.

Eager Entrepreneurs Vie for Spots in Small Business Centre Training Programs



▲ Summer Company 2019 participants during a mentor session.



▲ Starter Company Plus entrepreneurs attend program training.

SBC's Summer Company and Starter Company Plus programs are gearing up for 2020. Both programs are currently accepting applications from entrepreneurs eager to start, scale or purchase a small business in Windsor-Essex. Both programs offer participants training, mentorship and a grant to support their businesses. Summer Company is geared to full-time students aged 15-29 who want to start a summertime business and is accepting applications **until May 17**. Over 100 entrepreneurs have attended Starter Company Plus information sessions this quarter in hopes of being selected for the program. Applications for qualified Starter Company Plus participants are **due June 15** for September intake of the program. This year, SBC expects to support 13 entrepreneurs through Summer Company and 25 through Starter Company Plus. Visit the SBC [website](#) for more information about these programs.

Visit by Durango Secretary of Economic Development



▲ Henry Gordon-Smith, Founder & Managing Director, Agritecture Consulting.

On February 25th, WE EDC welcomed Ramón Dávila Flores, Secretary of Economic Development for the state of Durango, Mexico to the office. Following a meeting with the Consulate of Mexico in Leamington, the Secretary and his staff met with members of WE EDC's Business Retention & Expansion, Investment Attraction and Small Business Centre teams. The discussion focused on opportunities for inbound and outbound trade, high growth sectors in both regions, and areas of potential cooperation.

Federal Funding Announcements



▲ Funding announcement at Laval Tool - L - R: Diane Malenfant, Business Resource Centre of Essex County; Nour Hachem Fawaz, Build A Dream; Kate Young MP Parliamentary Secretary FedDev Ontario; Hon. Mélanie Joly Minister of Economic Development and Official Languages; Lee McGrath, WE EDC; Irek Kusmierczyk MP Windsor-Tecumseh.

Minister of Economic Development and Official Languages, the Hon. Mélanie Joly, along with Parliamentary Secretary Kate Young, visited Windsor-Essex to make multiple announcements of projects funded by FedDev Ontario. The \$7 million funding announcement included Laval Tool & Mould Ltd., Precision Stamping Group and SPM Automation Canada Inc. Overall the projects are expected to generate more than \$25.6 million in total investment for the region, boost local supply chain spending, and create over 42 skilled jobs in Windsor-Essex. Additionally, Highbury Canco in Leamington received \$3.6M to support the creation 170 new jobs, 11 new products and the addition of two new production lines.



▲ Hon. Mélanie Joly makes funding announcement at Highbury Canco.

| CTMA Roundtable

The Canadian Tooling & Machining Association (CTMA) invited BR&E to participate in an *Industry Leaders Roundtable Luncheon* to discuss various issues of concern to the local manufacturing industry. Topics included: the impact of COVID-19; rail blockades; climate change/carbon tax; and USMCA on business operations. Approximately 20 participants provided input on the topics and shared their opinions on the future of the economy specific to their particular sector.

| Trade Mission to New Delhi, India



▲ The Windsor-Essex & Canadian delegation at the India Auto Expo, 2020. L - R: Dr. Bharat Maheshwari, University of Windsor; Chetan Chaudhari, Tata Motors; Jonathon Azzopardi and Anand Patil, Laval Tool; Kishor Mundargi, Consulate General of Canada and Diane Deslippe, CAMM.

The WindsorEssex Economic Development Corporation, Canadian Trade Commissioner Service, various provincial governments, the Canadian Association of Moldmakers (CAMM) and the Automotive Parts Manufacturer’s Association (APMA) organized a Canada Pavilion at Auto Expo 2020 – Components Show, February 6-8, in New Delhi, India. The trade mission included meetings with several leading OEMs and Tier 1 suppliers in India.

Digital Twinning



▲ An early look at a digital twin of a gun drill in the VR CAVE.

Thanks to funding from the Government of Canada and the Province of Ontario, WE EDC, with support from CAMM, Automate Canada, and St. Clair College, has launched a “digital twinning” program to encourage its adoption in manufacturing facilities in the Windsor-Essex region. Digital twins are virtual representations of a process, product or service derived from sensor information. The twins creates a bridge between the physical and digital worlds, making it possible to optimize operations, detect issues, test settings, simulate scenarios and predict performance. To-date, 17 local manufacturing companies have expressed interest in this program. The first cohort of six companies have

launched their needs and these projects are at various stages of implementation.

Select projects will be showcased at an upcoming Digital Twin Open House (date to be determined) where WE EDC will invite local companies to understand how this technology is being implemented within advanced manufacturing.

The digital twinning program supports local companies to further adopt Industry 4.0 practices, driving innovation and business growth. This program also helps to connect students with local companies by providing them hands-on experience to become workforce of the future.

Student Contest to Design the Vehicle of the Future



▲ Susan Anzolin speaks to high school students about the contest.



On February 18, 2020, WE EDC hosted 30 high school students from the Leamington District Secondary School enrolled in the Greater Essex County District School Board's "Specialist High Skills Major" (SHSM) Program (Transportation) and Tecumseh Vista Academy's eSTEAM program (Entrepreneurship in Science, Technology, Engineering, Arts and Mathematics) at the IBLs building. The day was coordinated as part of ongoing efforts to provide high school students live demonstrations at Canada's largest Virtual Reality CAVE.

WE EDC also took the opportunity to announce the launch of the "vehicle of the future" contest. The contest is open to all high school students in the Windsor-Essex region. The

winning image will serve prominently in WE EDC's marketing campaign that will be featured at the 2020 North American International Auto Show in Detroit, Michigan. Additionally, the selected student will receive a lucrative prize package, consisting of: \$500 in gift certificates to the Devonshire Mall; free pizza for one year; and tickets to attend the North American International Auto Show. Gift certificates of \$100 at Devonshire Mall will be awarded to two randomly selected students. The deadline for the contest is May 15, 2020. For more details, visit: <https://share.hsforms.com/1Li67WBCZRBByNTtsVVIXUSw32hhw>.

The Marketing and Communications department supported IBLs with media relations, marketing collateral and social media.

A Global Spotlight on Windsor's Mobility System



▲ Cover photo from the World Economic Forum's Report on the Detroit Region.

On the heels of its Annual Meeting in Davos, Switzerland, the World Economic Forum with its partners at Deloitte Consulting, released a report - [Activating a Seamless Integrated Mobility System \(SIMSystem\): Insights into Leading Global Practices](#). The report highlights ten cities (including the tri-city, bi-national region

of Ann Arbor, Detroit and Windsor) and provides recommendations for navigating the mobility challenges within communities around the world.

And, on March 16, 2020, the World Economic Forum issued a second report - [Digitizing and Transforming Mobility Systems: Lessons from the Detroit Region](#) - focused on the Windsor, Detroit and Ann Arbor region. This region was selected because of its unique cross-border characteristics: the diversity of challenges posed by Detroit's urban renewal; the growing needs of an important university town such as Ann Arbor; and, the presence of the largest point of entry for goods entering the United States from Canada.

The report caps a two-year study of the tri-city, bi-national region. Highlights of a few key points include:

- Mobility is a key determinant of health and economic prosperity.
- Do not rely on assumption in policy making.
- Do not forget your neighbors.
- Multi-stakeholder coalitions are incomplete without community organizations.

WE EDC in partnership with the City of Windsor were involved throughout the study to ensure that the mobility issues facing the Windsor-Essex region were understood and not forgotten. Together, these two reports provided a global spotlight on Windsor-Essex.

Corporate Marketing & Communications

The Marketing department focuses on creating strategies that support business development initiatives within the areas of Business Retention and Expansion, Business Attraction, and Entrepreneurship as well as, provides client support. Advertising strategies are aimed at enhancing business development and promoting the Windsor-Essex region.

Strategic programs and activities include the following:

Integrated marketing and advertising campaigns, event management, sponsorships, media and public relations, collateral materials, and communication through social media channels including video and corporate websites. Marketing maintains corporate brand standards and brand image across all media.

Website Analytics

Choosewindsorsex.com

Users - 8,816

Pageviews - 17,880

New Visitors - 88%

Returning Visitors - 12%

Top Site Visitors



Canada



USA



India



China



UK

Social Media Analytics

WE EDC



Facebook: @WindsorEssex



LinkedIn: /windsorsex



Twitter: @weecdev



IG: @weecdev

SBC:

Facebook: @SBCWindsorEssex

LinkedIn: /sbcwindsorsex

Twitter: @sbcwindsorsex

IG: @sbcwindsorsex

Total Fans - 9,461

Total Impressions - 365,022

Total Engagement - 6,804

Advertising

The Marketing and Communications department developed the following advertisements in the first quarter of 2020:



WE EDC supported the Canada – US Business Association (CUSBA) by sponsoring the Annual Cross – Border Economic Forecast & Lunch that included an ad in the program.



A two-page advertorial and an advertisement were placed in the January 2020 [Perspective – Ontario Magazine](#). This unique Ontario Ministry of Economic Development Job Creation and Trade publication was designed to raise worldwide awareness on investment opportunities available in Ontario and targeted to prospective FDI leads or companies looking for joint ventures. The magazine is distributed to 16 Ontario Trade offices globally, and will be made available at trade shows, conferences and trade missions the Provincial government attends. The ad was also placed in the 2019-2020 Tourism Windsor Essex Pelee Island Visitor Guide. This publication's goal is to attract visitors to the region. It is distributed at trade shows, visitor information centres, the Ontario Tourism Information Centres, and businesses across Windsor-Essex County.



A full-page ad was placed in the Spring 2020 Canadian Tooling and Machining Association View trade magazine targeted to major decision makers focused on the tooling and machining industry across Canada.

Advertising



RISE Network

The Marketing and Communications department partnered with the Small Business Centre to brand and launch RISE – a network of organizations with the mission to empower women in entrepreneurship and women in STEM in Windsor-Essex County. In addition to the [RISE website](#), the marketing team helped develop a comprehensive branding guide, logos, postcards, promotional flyers, partner emblems, and additional assets for future RISE events.



Resource Guides for Small Businesses

The Small Business Centre along with the Marketing and Communications department developed resource guides to support small businesses on various topics this quarter, including Basics of Starting a Small Business; Guide to Small Business Tax and Guide to Human Resources Law and Guide to Business Law. There are more planned in the coming months. [Download Guides](#).



Emerging Technologies in Automation Conference and Trade Show Website

The Marketing and Communications department has been working with the BR&E team to update the [conference website](#) by updating the design and content to increase traffic, and to attract sponsors, speakers, exhibitors and attendees. The conference video has also been updated.

WindsorEssex Economic Development Corporation Presents: Emerging Technologies in Automation Conference

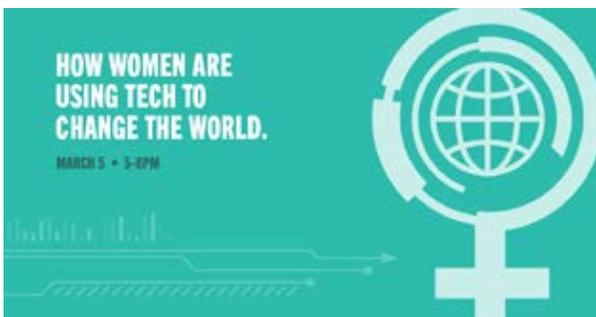


SOCIAL MEDIA CAMPAIGNS



Investment Attraction

Branding of the Windsor-Essex region for the first quarter of 2020 included highlighting the VR CAVE located at the Institute for Border Logistics and Security to attendees of the CyberTech Conference held in Israel and ads targeted to the agri-business sector attendees of the Fruit Logistica Tradeshow held in Germany.



Small Business Centre

A social media advertisement campaign was developed to invite the Windsor-Essex residents and business community to the March 5th *How Woman are using Tech to Change the World* event and launch of the *RISE Network* program.

Media Relations

The following media releases were prepared by the Marketing and Communications department to communicate corporate initiatives, they include:

[WindsorEssex Economic Development Corporation's 2020 "Vehicle Of The Future" Student Contest – Network to Support Women in STEM and Entrepreneurship Launched RISE Windsor-Essex](#)

Media interviews and articles include:

CBC - [Tech and Auto: Betting on Windsor at large Consumer Electronics Show in Vegas](#) (Ryan Donally)

FedDev Ontario - [Windsor-Essex Reinvents the Wheel with New Automobility Innovation Cluster](#) (Stephen MacKenzie)

MediaPlex - [High school students test skills designing vehicles of the future through WEEDC competition](#) (Susan Anzolin)

CKLW - [New RISE Network Looks to Empower Women Entrepreneurs](#) (Nicole Anderson)

BetaKit.com - [Lessons Learned Attending Eight Days Of Tech Events For International Women's Day](#) (Nicole Anderson)

CBC - [Open Canada-U.S. Border a 'huge relief,' says WEEDC President](#) (Stephen MacKenzie)

The Windsor Star - [Survey shows resiliency in auto supply chain despite pandemic](#)



▲ President and CEO, Stephen MacKenzie supported an International Women's Day social media campaign for West Inc. of Windsor.

What We Do

The WindsorEssex Economic Development Corporation advances economic development and prosperity in our region. We are the region's lead economic development agency and a dedicated catalyst for business growth and expansion. We attract new businesses to our region, help strengthen existing businesses and support entrepreneurship in three key ways:

INFORMING

We provide the most current and relevant information and data on site selection, market research and available government funding.

GUIDING

We provide answers and advice on general business practices, expansion planning, multi-national branch planning and exporting, as well as training and educational resources.

CONNECTING

We help organizations cut through red tape and we connect them directly with key decision makers, potential partners and funders.

New Investment Facilitated

\$22,086,838 (BA/BRE)
\$237,500 (SBC)

Total amount of new investment to the region, through both public and private investment streams.

59 Expansions Facilitated
(BA/BRE) 7 | (SBC) 52

687 New Jobs Facilitated
(BA/BRE) 385 | (SBC) 302

11 Priority Files

90 Business Startups

4 Funding Applications and Joint Papers Developed

Business Support Sessions

39 Sessions
507 Attendees



Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 Regulatory Environment – Cross-Ministry - all levels of government - Delays in Application Reviews, Permit Approvals (Government must move at speed of business)
- 2 Preparing for tomorrow's workforce, today
- 3 FCA 3rd Shift Elimination – Local impacts to supply chain, employment, product for the future
- 4 Infrastructure support to align with growth in municipalities
- 5 COVID-19 – Business Continuity, Supply Chain Management, Access to Government support programs, Cross-border business and essential travel, temporary Foreign Worker Program (especially for the agri-greenhouse sector)

Regional Economic Indicators†



Population 15+
353,200



Labour Force
206,900



Employment
186,000



Unemployment
20,900



Unemployment Rate
10.1%



Participation Rate
58.6%



Employment Rate
52.7%



Building Permits*

\$50,416,381

*Industrial, commercial and institutional permits only (Totals do not include Amherstburg values for 3 months & Lakeshore Values for March 2020)

