

# BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX



# Q1

HIGHLIGHTS OF 2022

This report highlights business development accomplishments by Invest WindsorEssex from January to March 2022 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 & Entrepreneurship Centre**

**Business Retention & Expansion**

**Automobility & Innovation**

**Marketing and Communications**



Quarterly reports are provided to funders, stakeholders and the general public and are posted on the corporation's website, [investwindsoressex.com](https://investwindsoressex.com)

## From the president and CEO's desk



Welcome to our first quarterly report for 2022 and what a quarter it has been! On Wednesday, March 23, LG Energy Solution and Stellantis announced a joint venture to build a 4.5 million square foot electric vehicle battery manufacturing plant with an investment of over \$5 billion (CDN). The factory is expected to be fully operational in 2025 and employ approximately 3,000 employees. When you factor in supply chain and indirect jobs resulting from the project, the total number of employment opportunities could reach 14,000!

In addition to being the largest automotive investment in Canada's history, it will be the first large scale lithium-ion battery production plant in Canada. Invest WindsorEssex (IWE) worked with the Federal and Provincial governments as well as the City of Windsor to secure this record-breaking investment that will future proof the Windsor-Essex economy for generations to come. Our organization's primary role was to lead the site selection process, highlighting the assets and incentives the Windsor-Essex region has to offer. The IWE team, led by our Director Investment Attraction, Joe Goncalves, worked with partners and representatives from both companies for approximately one year.

Moving forward, IWE is now garnering interest from local companies that would like to offer their products and/or services to supply this project. If you represent a company interested in learning more about the potential opportunities that this large-scale development brings to Windsor-Essex, please fill out the [request form](#) on our website. Local companies in advanced manufacturing, agribusiness, ICT, health and pharmaceutical, professional services and back-office operations and transportation and logistics and warehousing are also encouraged to create a profile on our newly launched [Source WindsorEssex](#) database.

I would also like to take this opportunity to let everyone know that after a two-year absence, Invest WindsorEssex will be holding an in-person Annual General Meeting on May 26, 2022 at Caesars Windsor. The keynote speaker will be Flavio Volpe, President of the Automotive Parts Manufacturers' Association (APMA).

The IWE team is happy to report that 2022 is off to a tremendous start and we look forward to continuing to build on these successes. Do not hesitate to [contact one of our team members](#) if we can provide information or assistance for business start-up, expansion or relocation to Windsor-Essex.

A handwritten signature in black ink that reads "C. Stephen MacKenzie". The signature is stylized and fluid, with the first letters of the first and last names being prominent.

C. Stephen MacKenzie  
President and CEO,  
Invest WindsorEssex

INVESTMENT ATTRACTION

**LG Energy Solutions-Stellantis joint venture battery plant landed in Windsor-Essex**



Windsor-Essex secured Canada’s first large scale battery plant with an investment of over \$5 billion (the largest auto investment in Canada’s history) and is expected to create over 2,500 well-paying jobs. This investment will attract more battery supply chain companies to establish in Windsor-Essex, the Automobility Capital of Canada. The investment attraction team has been working with this high priority file since February 2021 when the lead was first introduced by Invest Canada. Working together with the City of Windsor, the federal and provincial governments and the County of Essex, the investment attraction team submitted a request for information including all relevant site selection data, incentives and resources available. Windsor-Essex competed with over 20 communities across North America and became the Canadian finalist to secure this investment.

▲ Joe Goncalves, Director of Investment Attraction, IWE; David Kim, Executive VP, Head of Advanced Automotive Battery, LG Energy Solutions; Stephen MacKenzie, President and CEO, IWE; Na Qu, Investment Attraction Specialist, IWE during the announcement for a new EV battery plant in Windsor-Essex.

This announcement is only the beginning as Invest WindsorEssex looks toward working with the supply chain partners, securing regional expansions and attracting further foreign direct investments.



**\$5 billion investment**



**2,500+ jobs**



**largest auto investment in Canada’s history**

**Medicap Laboratories invests \$38 million in its Windsor facility**



With support from the investment attraction team, Medicap Laboratories is investing \$38 million for its expansion in Windsor to increase its capacity to distribute new products into the market. The team connected the partners and helped facilitate the newly formed company. This investment will create 50 new jobs over the next three to five years and was supported by the Ontario government with a \$900,000 grant through the Southwestern Ontario Development Fund to increase the company’s operational capability by adding new machines and automations.

## INVESTMENT ATTRACTION

## British Columbia based Nexe Innovations to open facility in Windsor



Surrey, BC company Nexe Innovations is in the process of setting up in Windsor-Essex. The company holds various patents on its plant-based and decomposable coffee pods and is planning on tapping into the greenhouse and food and beverage industries as their operation advances. The reason for shifting its manufacturing operation from the west coast to Windsor-Essex is due to the region's expertise in the mold, tool and die sector, strong manufacturing industry, talent pipeline and business friendly environment. Nexe plans to invest \$30 million and create up to 50 direct jobs.

## Flex-Ion Battery Innovation Centre is established in Windsor



A \$18.5 million investment by Flex-N-Gate created the region's first battery research and development centre. The innovation centre will work alongside with researchers from St. Clair College and the University of Windsor to conduct electric vehicle battery-related research and pilot projects to help build a local battery supply chain ecosystem. The project has received great support from all levels of government. The Ontario government has invested \$1.5 million through the Southwestern Ontario Development Fund and the City of Windsor provided \$535,000 through its Community Improvement Plan.

## SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

### Summer Company program opens applications for 2022

The Small Business & Entrepreneurship Centre (SBEC) kicked off application intake for the next cohort of Summer Company students. Offered in partnership with the Province of Ontario, this program helps students start a summer business and gain valuable experience as entrepreneurs by providing training, mentorship, and grants of up to \$3,000 to eligible students. As with the 2021 program, another 13 students are expected to join Summer Company this year. **Applications are currently open until May 23, 2022.**



**Be your own boss  
this summer**

Get training, mentorship and  
\$3,000 to start a new business.

**SMALL BUSINESS & ENTREPRENEURSHIP CENTRE**  
A DIVISION OF INVEST WINDSOR ESSEX

**Ontario**

**Summer  
Company**

### Three Reinvent This Space Leamington finalists pitch their businesses



Reinvent This Space is a business recruitment initiative that encourages and inspires participants to explore their dreams of entrepreneurship and equips them with the tools and skills needed to open a business in uptown Leamington. SBEC has been actively working with Reinvent This Space competition participants to provide training, mentorship and assistance in developing successful business plans. Three finalists were invited to pitch their business to the committee on March 23. The finalists included Alissa Enns (The Plant Based Baker), Aaron Dvernychuk (Sweet Peak's Artisan Ice Cream) Cephra Hasfal (Charm's game café and lounge). The chosen finalist will receive a \$15,000 grant funded by the Municipality of Leamington to assist with rent for 12 months for a vacant storefront in uptown Leamington.

## SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

### Growing Creative Careers accepts 11 organizations in new program

## GROWING CREATIVE CAREERS



Growing Creative Careers, an intensive professional development program for artists, creatives, and cultural workers, provided training for 16 successful applicants from 11 organizations this quarter. Application intake closed in January 2022 for Cohort 2: Building Better Boards, which is aimed at supporting, growing, and sustaining healthy boards of directors in our local arts organizations. Growing Creative Careers offered successful

participants a training series that includes workshops, access to online resources and local experts and facilitated peer mentoring circles. The program launched in 2021 and will run until 2023. It is led by WorkInCulture in partnership with the Small Business & Entrepreneurship Centre and Arts Council Windsor & Region and is funded by the Ontario Trillium Foundation.

### Foodpreneur Advantage returns to support Southwestern Ontario food businesses

## foodpreneur ADVANTAGE

The Small Business & Entrepreneurship Centre, in partnership with Small Business Enterprise Centre's in London, St. Thomas, Chatham and Sarnia, launched the next series of the Foodpreneur Advantage program in January 2022. The program features a monthly series of introductory seminars and training opportunities to support entrepreneurs looking to get started in

the food and beverage manufacturing industry. The Foodpreneur Scale-Up Program is also launching in April 2022 that will comprise of 10 weeks of support for a select group of businesses that produce consumer packaged goods and have demonstrated high potential to scale operations. The program will connect entrepreneurs to industry experts and mentoring opportunities and provide them with an opportunity to receive a \$5,000 business grant. Foodpreneur Advantage is supported by Libro Credit Union and FedDev Ontario.


### Digital Service Squad provides ongoing marketing support for business owners

## DIGITAL MAIN ST.

SBEC continues to offer business supports through its Digital Service Squad, a program of Digital Main Street (DMS). SBEC's Digital Service Squad (DSS) provides one-on-one assistance to bricks-and-mortar small businesses to help them grow their digital presence and adopt innovative technologies. During Q1 the squad reached out to 290 businesses with information about DMS programs and provided 72 complimentary one-on-one consultations and digital assessments to businesses in Windsor-Essex. The **DSS is available to local businesses through April 2022.**

## SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

### Windsor-Essex entrepreneurs offered key options for funding their startups



**Access to Capital**  
Jan. 24 • 2-3p.m

Essential to most young companies is the ability to obtain funding to grow. Please join us for a workshop that will explore key options for funding your start-up.



The Small Business and Entrepreneurship Centre partnered with WECAN Investors (Windsor Essex Capital Angel Network), Community Futures Essex County and Libro Credit Union, to host an Access to Capital workshop on Jan. 24. This session was funded by the Government of Canada under the Women Entrepreneurship Strategy in Windsor-Essex. Participants were given an opportunity to discuss the benefits of raising capital from angel investors and learned about the deal terms and venture valuation. Recognizing that working with private investors is not for everyone, funding

options of applying for loans from financial institutions and government programs was also covered. This session marked the launch of SBEC's Booster Loan Program, a partnership with Community Futures Essex County to offer a \$5,000 loan to eligible clients of the Small Business & Entrepreneurship Centre.

### RISE celebrates International Women's Day



MARCH 08 | INTERNATIONAL WOMEN'S DAY

**RISE**  
WINDSOR-ESSEX  
SUPPORTING WOMEN IN ENTREPRENEURSHIP

March marked a month-long celebration of women. The SBEC team delivered three inspiring workshops and events to support women entrepreneurs in our community through the **RISE Windsor-Essex** initiative.

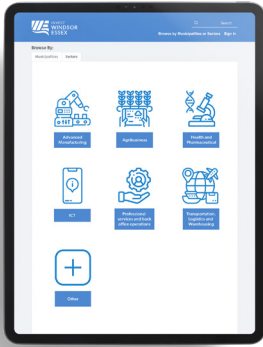
To kick off the International Women's Day celebrations SBEC welcomed Canadian Senator Kim Pate for a special presentation on March 7, *Breaking the Bias*, where she spoke to the community about substantive equality via economic class, racial and gender equality. Opening remarks were provided by Hilda MacDonald, Mayor of

Leamington. Keeping the momentum going on March 23 and March 24, SBEC partnered with Public Service and Procurement Canada to deliver two women-focused workshops. *Diversify Your Supply Chain* provided business owners with information on how they can leverage diversity and inclusion to land new business and contracts. *Innovation Information Forum* provided attendees with emerging opportunities from the Government of Canada's innovation strategy for small and medium businesses, entrepreneurs, and innovators.

International Women's Day was also marked by a two-page special supplement in the Windsor Star that highlighted the work of RISE Windsor-Essex to support female entrepreneurs as well as a showcase of 10 women-led business owners.

## BUSINESS RETENTION &amp; EXPANSION

## New Source WindsorEssex database allows Windsor-Essex companies to promote their capabilities



The newly launched **Source WindsorEssex** database highlights the capabilities of local companies operating in advanced manufacturing, automobility, agri-business, life sciences, transportation, logistics and warehousing and information and communication technology. Local companies are encouraged to create an account and upload and edit their company profile. This secure database is searchable by both sector and municipality. An upcoming new feature will allow companies to post announcements such as a new product release or award. The database will be promoted to purchasing professionals, trade commissioners abroad and companies looking for new suppliers.

## Windsor-Essex Career Apprenticeship Program supports hiring of new University of Windsor graduates

The Business Retention and Expansion team (BRE) is partnering with the University of Windsor and the Canadian Career Apprenticeship Initiative (CCAI) to develop the **Windsor-Essex Career Apprenticeship Program** (WECAP). This program offers Windsor-Essex employers across all sectors the opportunity to receive funding to support hiring new graduates from the University's Faculty of Arts, Humanities and Social Sciences. This initiative will offer eligible employers support in the amount of 30 per cent of the new employee's salary, up to a maximum contribution of \$16,000. CCAI is providing the funding for the program, which will be administered by the University of Windsor and Invest WindsorEssex. WECAP is offered as a pilot program this year and will fund up to 10 positions in the community.

## Forward Thinking Series: Business Valuation



The Forward Thinking series of workshops returned on Feb. 11, with the third topic of business valuation. Over 50 attendees from Windsor-Essex businesses of all sizes and across multiple sectors learned the importance of knowing what your company is worth and how this is critical to business decisions for future planning. The presentations included guidance and considerations for every business and included topics such as getting started (why do I need a valuation?), most common valuation approaches, how valuation is a schedule of process, case studies and intangible assets. The workshops informed businesses looking to grow

or sell to a partner, management, or third-party investor on getting a valuation, how it establishes a fair price and planning for an ultimate exit strategy. The final segment in this series, **Building Organizational Structure to Support Future Goals**, will be held on May 12, 2022.



## AUTOMOBILITY &amp; INNOVATION

## IWE VR CAVE supports Habitat for Humanity Windsor-Essex



▲ Bryan Holmes of Invest WindsorEssex's Automobility and Innovation Centre (AIC) gives Leamington Mayor Hilda MacDonald a tour of the virtual reality CAVE.

Through the Invest WindsorEssex (IWE) digital twinning program in partnership with St. Clair College, the IWE team, led by digital twin technician Bryan Holmes, used the CAD model to bring the home to life in the Invest WindsorEssex Virtual Reality CAVE. This process identified how the new design would ultimately look and allowed builders to perform an accessibility audit on the homes to ensure they are fully accessible prior to construction.

The digital twin is an impressive product that truly highlights what is possible when you utilize cutting edge technologies in both the design and building process to ensure efficiency and accuracy. IWE is proud to have worked with Habitat for Humanity Windsor-Essex and community partners to highlight how this cutting-edge building method can be used on future buildings locally and across the country.

The Automobility and Innovation Centre team showcased the simulated design of a 3D printed home as part of a first of its kind in Canada housing project lead by Habitat for Humanity Windsor-Essex and in partnership with the University of Windsor.

This project will result in a historic build in Leamington as the first 3D printed homes for residential use in this country. An emerging technology, 3D printing could be a game-changing solution to the current housing crisis through increasing efficiency of buildings, promoting housing density and reducing costs associated with construction.

The Automobility and Innovation Centre team showcased the

## Automobility and Innovation Centre hosts Consul General of the Republic of Poland in Toronto



▲ A delegation of participants meet with Magdalena Pszczółkowska, Consul General of the Republic of Poland in Toronto.

On Feb. 18, IWE hosted Magdalena Pszczółkowska, Consul General of the Republic of Poland in Toronto. The Polish Business Association of Windsor-Essex facilitated the meeting. The delegation in attendance was part of a group that had originally completed a trade mission to Poland in late 2019 before the global pandemic had restricted international travel and curbed follow up B2B meetings.

The participants discussed the draft memorandums of understandings that were signed as part of the original trade mission and the next steps to action the agreements to spur cross economic and research opportunities between our respective community and academic institutions.

Comprehensive Economic and Trade Agreement (CETA) has opened trade lines between Canada and Poland and remove 98 per cent of tariff lines on Canadian goods. The labour mobility provisions included in the CETA also provide local companies with access to a new talent pool. Well-educated Polish citizens in the fields of economics engineering, IT and science could all support Canadian firms with R&D and innovation.

Poland's major trade partners are, among others, Germany, China, France, the UK, Italy, Hungary, Ukraine and Spain – Canada has opportunity to lead in North America. The

## AUTOMOBILITY &amp; INNOVATION

## | Tech Mobility Day during Tech Week YQG



On Mar. 25, the AIC team participated in a fireside chat with partners from Michigan Central and Ford Mobility. During day five of Tech Week YQG, Tech Mobility Day focused on cross-border connections within the mobility space. The event featured Michigan Central, a mobility innovation district in Detroit, anchored by the iconic Michigan Central Station, that brings innovators together in a dynamic urban ecosystem of community, culture, and cutting-edge technology, to create mobility solutions.

Victoria Prouse, lead transportation planner for Michigan Central, discussed working towards building a sustainable, connected, and multimodal platform to support mobility testing and seamless movement.

Tom Schneckeburger, project manager for Data and Mobility Science at the University of Windsor, and Ed Dawson, senior manager of simulation at Invest WindsorEssex, participated by providing an overview of the automobility ecosystem in Windsor-Essex and facilitated questions from attendees.

This project is part of many bi-national initiatives being led by the Automobility and Innovation Centre team to grow a stronger cross-border connection with regional partners in Detroit and develop a seamless integrated mobility system between our two jurisdictions.

## | Win Hacks is back for 2022



Win Hacks, the region's flagship mobility focused hackathon, kicked off March 25-27. This three-day event brought together over 800 participants from around the world, with a strong representation from Ontario and students from the University of Windsor.

Invest WindsorEssex's Ed Dawson, senior manager of simulation, and Matt Johnson, director of mobility partnerships and innovation, served as judges on

the automobility-focused challenge. The challenge submissions focused on the optimization and deployment of electric charging infrastructure across the region. Students in this challenge were tasked with building a tool that will help determine the location of newly built chargers across Windsor-Essex. The best solution considered multiple factors such as existing hydro infrastructure, location of major employment zones, population density, road conditions and materials to maximize the effectiveness of this initiative.

The winning algorithm that strategically suggested the locations for new electric vehicle chargers in the Windsor-Essex region was shared with municipal and utility providers locally and will be used to inform potential future locations.

## Corporate Marketing & Communications

The marketing department focuses on creating strategies that support business development initiatives within the areas of business retention and expansion, investment attraction, automobility and innovation and entrepreneurship. 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

**investwindsoressex.com**

**Users** – 8,693  
**Page views** – 20,849  
**New Visitors** – 87%  
**Returning Visitors** – 13%

**webusinesscentre.com**

**Users** – 5,469  
**Page views** – 17,482  
**New Visitors** – 81.5%  
**Returning Visitors** – 18.5%

### Top Site Visitors



Canada



USA



India



China



United Kingdom



Invest WindsorEssex was the recipient of a 2022 AVA gold digital award for its newly launched website. The website promotes the Windsor-Essex region as a competitive location for both foreign and local investment and enables easier access to data and information relevant to site selectors and local businesses for the purpose of investment, expansion and talent attraction. This international competition recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communications.

### Social Media Analytics

**Invest WindsorEssex**

@investwindsoressex  
 @\_investwe

**SBEC**

@webusinesscentre  
 @wesmallbusiness

**Total Fans** – 21,219  
**Total Impressions** – 446,236  
**Total Engagement** – 15,597

MARKETING & COMMUNICATIONS

Advertising

International Women’s Day

International Women’s Day (IWD) took place on Mar. 8. The marketing and communications team with the Small Business & Entrepreneurship Centre promoted this global event to celebrate the economic, cultural, social and political achievements of women. To acknowledge this important day and raise awareness about women’s equality, the team published a content piece in the Windsor Star special section highlighting the work of RISE Windsor-Essex to support female entrepreneurs as well as showcasing the stories of 10 women business owners in the Windsor-Essex community.

The marketing and communications team developed assets and promoted RISE Windsor-Essex events that took place during the month of March in celebration of IWD. These events included Breaking the Bias with Senator Kim Pate, Diversifying Your Supply Chain and Innovation Information Forum: Women-led Business Edition.

Promoting the Automobility Capital of Canada

The marketing and communications team launched two paid social media campaigns to increase awareness of the Windsor-Essex automobility ecosystem and to grow the target audience:

1. Invest Windsor-Essex VR CAVE AVIN program – 30 per cent increase in lead generation.
2. Windsor-Essex automobility newsletter and distribution list – 50 per cent audience increase.

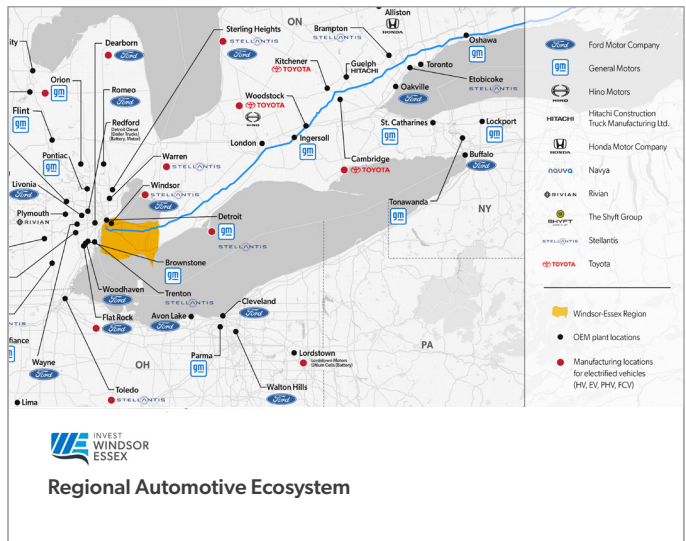
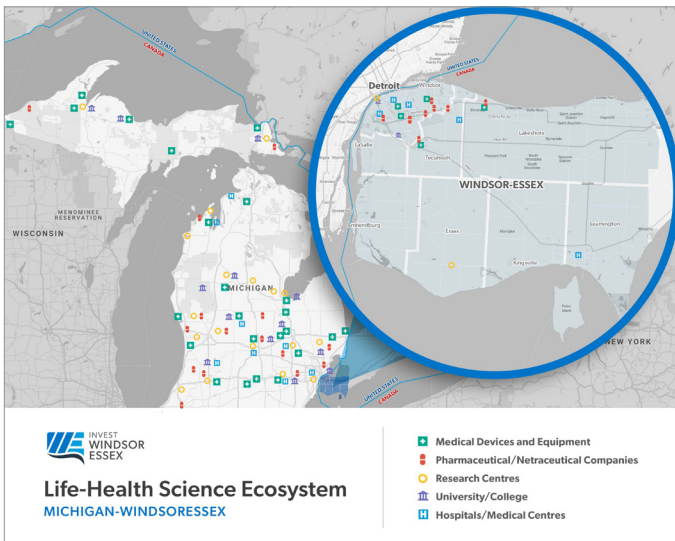
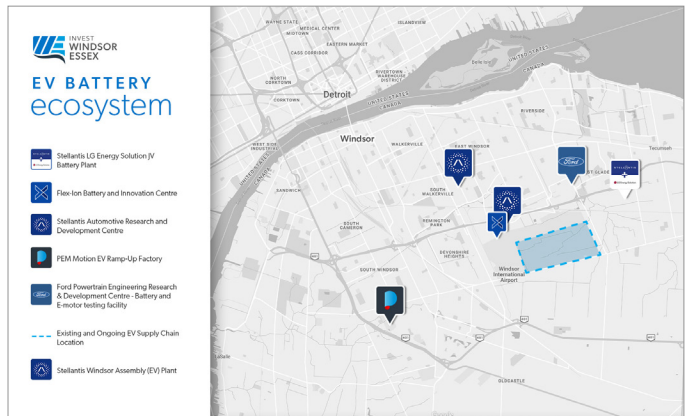
Source WindsorEssex

The marketing and communications team developed a media release for the launch of the new online key sector database as well as assets for both print and digital promotion. The campaign targeted local companies from key sectors to create an online profile including their capabilities and services for increased exposure to potential purchasers. This regional tool will continue to be promoted globally to ensure maximum exposure for all listed companies.

# MARKETING & COMMUNICATIONS

## Ecosystem Maps

To assist with investment attraction efforts, the marketing team developed several ecosystem maps to highlight the region's key sectors for the purpose of FDI promotion.



## Event marketing

The marketing and communications team developed assets and promoted and coordinated the following events: Forward Thinking Series: Business Valuation; Driving Mobility Innovation: The Business Case for Doing Business in Canada

**FORWARD THINKING**

A virtual series to guide the future success of your business.

**BUSINESS VALUATION**

Odette School of Business  
SMALL BUSINESS & ENTREPRENEURSHIP CENTRE  
INVEST WINDSOR ESSEX

**Driving Mobility Innovation:**  
The Business Case for Doing Business in Canada

THURSDAY, MARCH 3, 2022  
12 p.m. to 1 p.m. EST

DETROIT MOBILITY LAB  
INVEST WINDSOR ESSEX

MARKETING & COMMUNICATIONS

Event marketing

IWE partners with Habitat for Humanity Windsor-Essex to support housing project



Invest WindsorEssex hosted a media event to showcase the simulated design of a 3D printed home as part of a first of its kind in Canada housing project lead by Habitat for Humanity Windsor-Essex and in partnership with the University of Windsor. The home will be constructed in the municipality of Leamington.

◀ Ed Dawson, Akash Charuvila, Bryan Holmes and Matthew Johnson from the Automobility and Innovation Centre in the Windsor-Essex VR CAVE.

Largest private automotive investment in Canada’s history announced for Windsor-Essex



▲ IWE's investment attraction team pose with the Invest in Canada team and representatives from LG Energy Solutions.



The marketing team coordinated several events for the visiting investors from LG Energy Solutions and Stellantis as well as created a robust organic social media campaign before, during and post the announcement highlighting Invest WindsorEssex’s involvement in the project.

MARKETING & COMMUNICATIONS

Sponsorships

OVER 30 YEARS OF SERVICE

WOMEN'S ENTERPRISE SKILLS TRAINING OF WINDSOR INC.

Proudly Presents

International Women's Day

*Virtual Gala 2022*  
#BreakTheBias

For Women. For Success.

WET Inc. WOMEN'S ENTERPRISE SKILLS TRAINING OF WINDSOR INC. PROGRAM GUIDE  
WESTOFWINDSOR.COM 519-256-6621

Journey Towards Success Awards #BreakTheBias

Keynote Speaker Beverly Jacobs

OUR SPONSORS AND DONORS

Logos for sponsors: TD, University of Windsor, OHREA, BIZX, WINDSOR STAR, CHAMPION, WINDSOR STAR, GSC, CDA, etc.

▲ WEST of Windsor International Women's Day Gala sponsor



NEM 2022 Partner Profile:  
Invest WindsorEssex

▲ National Engineering Month advocate sponsor

PART OF WE.tech TECH WEEK YQG 2022

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TECH WOMEN  
TECH FOUNDER  
TECH HOMECOMING  
TECH MOBILITY  
TECH TALENT  
TECH AWARDS

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▲ Tech Week YQG partner

## MARKETING &amp; COMMUNICATIONS

## Media releases

New job-placement program to keep UWindsor grads in region

IWE partners with Habitat for Humanity Windsor-Essex to support housing project

IWE launches key industry database to highlight local capabilities and increase global market reach

Government of Canada invests over \$2.5 million to support Windsor businesses impacted by blockade

## Media coverage

January 2022 – March 31, 2022 economic development news

### Highlights:

Programs to reach your small business goals in 2022

This Month in Automobility: January

NEXE Innovations buys Windsor plant for bio-degradable coffee pod production

University of Windsor plans community hub after purchase of former Windsor Star home

Province injects \$1.5M into new Windsor EV battery innovation centre

Battery manufacturing prospects in Windsor grow with new \$20-million innovation centre

New incentive program aims to get UWindsor grads local jobs

Invest WindsorEssex Wins Gold in Marketing Awards

VR demo reveals a novel way to design homes for those in need

This Month in Automobility: February

Windsor-Essex network builds resilient women entrepreneurs

Source WindsorEssex database: explore, connect and collaborate

A battery plant would likely change economic trajectory of region

Windsor spends \$45 M to acquire Stellantis-LG battery plant

Windsor's post-secondary institutions preparing for industry needs for new battery plant

Demand for industrial land to increase after battery plant announcement

Meet the Small Business & Entrepreneurship Centre

This Month in Automobility: March

Strategy launched to help local firms capitalize on battery plant opportunities

Media: LG Energy Solutions and Stellantis battery plant announcement

Ontario Secures Largest Auto Investment in Province's History





# PERFORMANCE METRICS 2021

## What We Do

Invest WindsorEssex 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

**\$5,114,200,000** (IA/BRE)  
**\$40,000** (SBEC)  
**\$7,300** (AI)

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

**27** Expansions Facilitated  
(IA/BRE) 6 | (SBEC) 21

**3,681** New Jobs Facilitated  
(IA/BRE) 3502 | (SBEC) 179

**12** Priority Files

**75** Business Startups

**6** Funding Applications and Joint Papers Developed

## Business Support Sessions

**78 Sessions**  
**860 Attendees**

## Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 Canada-U.S. border closure – Limited cross-border business travel by land & air- uncertain rules, COVID testing requirements, mandatory quarantine orders, all heavily impacting the manufacturing sector
- 2 Navigating government resources, support programs, uncertainty of longevity of support programs; rotating Provincial COVID-19 colour-coded tiers, re-opening plans, public health measures, compliance clarity
- 3 Uncertainty of economic climate - impacting business investment and project planning
- 4 Labour challenges - unintended consequences of COVID supports to employees leading to staffing, labour and talent shortages (talent retention & attraction issue)
- 5 SME business sustainability

## Regional Economic Indicators †



**Population**  
**365,000**



**Labour Force**  
**220,300**



**Employment**  
**203,300**



**Unemployment**  
**17,000**



**Unemployment Rate**  
**7.7%**



**Participation Rate**  
**60.4%**



**Employment Rate**  
**55.7%**



† Notes: The above figures reflect all of Windsor and Essex County, Q4 2021 to Q1 2022.

Source: Statistics Canada, Labour Force Survey custom tabulation.

**Building Permits**  
**\$18,747,292**

