



PERFORMANCE METRICS 2023

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

\$39,150,000 (IA/BRE)

\$192,500 (SBEC)

\$60,000 (AI)

Funding Disbursed

\$637,676 (AI)

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

10 Expansions Facilitated
(IA/BRE) 4 | (SBEC) 6

300 New Jobs Facilitated
(IA/BRE) 268 | (SBEC) 32

6 Priority Files

21 Business Startups

3 Funding Applications and Joint Papers Developed

Business Support Sessions

80 Sessions (BRE/SBC/AI)

683 Attendees (BRE/SBC/AI)

Top Economic Priorities

as reported by Windsor-Essex Businesses

- 1 Labour force challenges - continued shortfalls in labour/talent pools across all sectors; growing concern for labour resources as new infrastructure projects come on-line; Companies are met with increased labour costs including competitive wages/incentives in the United States.
- 2 Housing & labour - a two-fold challenge where demand for housing is outweighing the skilled labour capacity; in-turn, talent attraction is stymied by lack of available and accessible housing.
- 3 Rising energy costs (electricity and natural gas) - impacting the bottom line across all sectors (especially Agri-greenhouse and manufacturing) with very few programs/incentives to mitigate the impact.
- 4 Inflation - cost of inventory deeply impacting small and medium-size businesses by impeding growth and creating a barrier to forecasting special projects and expansions; increased cost of assorted materials (especially steel), impacting critical manufacturing production deadlines and financial well-being of companies (especially smaller companies who cannot maintain consistent supplies due to cost overhead); uncertainty over inflation trends has seen some softening of the industry.
- 5 Small business struggling with COVID-19 loan re-payments - inflation impacting their ability to forecast/schedule repayment of pandemic recovery loans.

Regional Economic Indicators†



Population
383,200



Labour Force
245,700



Employment
230,500



Unemployment
15,200



Unemployment Rate
6.2%



Participation Rate
64.1%



Employment Rate
60.2%



† Notes: The above figures reflect all of Windsor and Essex County, Q4 2022 to Q1 2023.

Source: Statistics Canada, Labour Force Survey custom tabulation.