



# 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

**\$57,000,000** (IA/BRE)  
**\$238,500** (SBEC)  
**\$175,000** (AI)

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

**25** Expansions Facilitated  
(IA/BRE) 3 | (SBEC) 22

**238** New Jobs Facilitated  
(IA/BRE) 125 | (SBEC) 113

**15** Priority Files

**39** Business Startups

**4** Funding Applications and Joint Papers Developed

## Business Support Sessions

**49 Sessions**  
**292 Attendees**

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

- 1 Canada-U.S. border closure: limited cross-border business travel and uncertainty of staged/planned re-opening of U.S. land border incl. vaccination policies that is heavily impacting multiple sectors.
- 2 Uncertainty of economic climate: impacting business investment and project planning.
- 3 Labour challenges: unintended consequences of COVID supports to employees leading to staffing, labour and talent shortages vs. unemployment challenges.
- 4 Uncertainty of longevity of government resources and support programs, accompanied by uncertainty of vaccination mandates and required resources for implementation of vaccine passports and compliance measures.
- 5 Small business sustainability.

## Regional Economic Indicators †



**Population**  
**368,700**



**Labour Force**  
**224,200**



**Employment**  
**201,400**



**Unemployment**  
**22,800**



**Unemployment Rate**  
**10.2%**



**Participation Rate**  
**60.8%**



**Employment Rate**  
**54.6%**



**Building Permits**  
**\$50,825,113**

Notes: Totals do not include September building permit values for Tecumseh.

Source: Statistics Canada, Labour Force Survey custom tabulation.

