



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

\$8,729,200 (IA/BRE)
\$297,500 (SBEC)
\$15,000 (AI)

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

35 Expansions Facilitated
(IA/BRE) 5 | (SBEC) 30

220 New Jobs Facilitated
(IA/BRE) 106 | (SBEC) 114

9 Priority Files

18 Business Startups

3 Funding Applications and Joint Papers Developed

Business Support Sessions

53 Sessions
843 Attendees

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 Canada-U.S. border: uncertainty of border rules; alignment of strategies for navigating the border during and post pandemic in preparation for the next "disruption"; key sectors must be included in every equation.
- 2 Uncertainty of economic climate: Buy American Act; pandemic recovery; supply chain disruption impacting production and increased cost of materials for industry impacting business investment and project planning.
- 3 Labour challenges: unintended consequences of COVID supports to employees; premise of raising minimum wage augmenting ongoing labour/talent retention & attraction issue.
- 4 Longevity of government resources and support programs: uncertainty of ongoing vaccination mandates and compliance measures.
- 5 Small business supports, recovery, sustainability.

Regional Economic Indicators †



Population
366,000



Labour Force
227,900



Employment
214,900



Unemployment
3,000



Unemployment Rate
5.7%



Participation Rate
62.3%



Employment Rate
58.7%



† Notes: The above figures reflect all of Windsor and Essex County, Q3 2021 to Q4 2021.

Source: Statistics Canada, Labour Force Survey custom tabulation.

Building Permits
\$26,165,862

