



# WindsorEssex

ECONOMIC DEVELOPMENT

## HIGHLIGHTS OF 2020 SECOND-QUARTER ACTIVITIES

- ▶ This report highlights business development accomplishments by the WindsorEssex Economic Development Corporation (WE EDC) from April to June 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](http://www.choosewindsoriessex.com)



## | From the President and CEO's Desk

One of the highlights that I look forward to during the second quarter of each year is our corporation's Annual General Meeting. It is the one event where we bring together our funders, our Board, our many partners and of course the industry and business community that we serve to promote and celebrate our successes for the previous year. In fact, it is the only event where we actually focus on the contributions of the corporation, our Board and our team members as we prefer to promote our region, our ecosystem partners and our companies the rest of the year.

Of course, this year's AGM plans were also impacted by the COVID-19 pandemic. The event was held virtually, and with a minimum of participants, so I would like to share some of the 2019 results with you.

Although it seems so very long ago, 2019 was a very exciting and productive year for WE EDC as we continue to implement programs designed to support our entrepreneurs, our businesses and to attract foreign direct investment (FDI), while diversifying and future proofing the regional economy. WE EDC supported \$102,441,500 in combined investment from start-ups, business expansions and new companies that set up operations in Windsor-Essex. This investment led to the creation of 1,038 new jobs as reported by the entrepreneurs and companies involved.

In addition, WE EDC was successful in attracting \$8.3 million in government grants to support economic development initiatives for the region, including \$5 million from the Federal Government via the Federal Economic Development Agency for Southern Ontario (FedDev) to support and further develop the automobility innovation cluster. Read the [2019 Annual Report](#).

We are now halfway through 2020, and much of our focus has been on assisting our industries, businesses and entrepreneurs navigate through the perils caused by the pandemic. Our organization has been a leader in the effort to rebound the local Windsor-Essex economy by organizing key stakeholders, facilitating discussions, and preparing scenario-based economic recovery plans through the work as the chair of the [COVID-19 Economic Task Force](#). However, I want to assure everyone that WE EDC continues to work with our regional ecosystem partners to implement the [Five-Year Strategic Plan](#) created to sustain and grow the Windsor-Essex economy.

As always, we encourage you to stay safe, and do not hesitate to contact us if we can be of assistance.

Sincerely,

A handwritten signature in black ink that reads "C. Stephen MacKenzie". The signature is stylized and fluid, with the first name being the most prominent part.

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

## Eltromex Corporation Selects Windsor-Essex for International Expansion

The Investment Attraction (IA) team worked with Eltromex Corporation, from Querétaro, Mexico, to finalize plans for an international expansion into Canada. With the lead coming from the Ontario Investment Office, Eltromex scheduled a province-wide exploration in Q4, 2019, followed by a more specific Windsor-Essex focus in 2020. Over two trips to the Windsor-Essex region, Eltromex delegates met with a series of partners to understand the nuances of working in Ontario, and Canada. Sessions included: cross-border advice (legal and accounting); access to capital; financial incentives, available real estate; and introductions to industry associations, the Mexican Consulate located in Leamington and academia. Additionally, the Business Retention and Expansion team set up a series of B2B meetings to highlight the potential partnerships and customers in the Windsor-Essex region. After the conclusion of the second trip, Eltromex executives notified the WE EDC team of their intent for foreign direct investment into Windsor-Essex.

Eltromex has stated it is looking to hire 6-10 local technical experts and staff in the first phase of growth.



*"We've decided to start operations in Windsor as part of our North American business development strategy. The great advantages the region and its communities have to offer, the local business environment and growth opportunities, and the help from WindsorEssex Economic Development Corporation have allowed us to feel confident that expanding to Windsor is the right thing for our business. The coming years will redefine the scope and organizational culture of Eltromex. It's always a good idea to find local reliable assistance when a foreign company is investing abroad."*

~ Oscar Camarillo, President and CEO, The Eltromex Corporation

## Investment Attraction Speaks at Marquee Events

As COVID-19 effectively restricted international travel, the IA team made a significant pivot in plans to host international companies and perspective FDI leads. Connecting with industry partners, the IA team was selected to speak at two high profile events aimed at supporting global start-ups and software/tech companies – Detroit Startup Week, and Collision From Home.

Held on June 23<sup>rd</sup>, Matt Johnson moderated a panel discussion entitled, "Demystifying Canada" during [Detroit Startup Week](#). Panelists provided concrete solutions and steps for start-ups to consider as they expand into a new market, specifically the Windsor-Essex region. Panelists included local experts and companies: Khizer Hayat from IFIVO Canada; Bekim Mark Merdita from Edison Financial; Yvonne Pilon from WEtech Alliance; J.P. Karam from Willis Law; and Matthew Johnson from WE EDC. The presentation was provided to an audience of over 600 attendees.

Held on June 26<sup>th</sup>, Investment Attraction spoke at the [Collision From Home Conference](#) in a private session to a curated list of companies and trade partners from around the world,



▲ Panelists from the Windsor-Essex region for 'Demystifying Canada'

the audience heard the advantages of the Windsor-Essex region. Selected by the provincial government, these participants had expressed interest in investing in new markets and specifically were looking for more information on how to invest in the Windsor-Essex region. The session highlighted a number of local business advantages as well as how companies could leverage Canada's largest VR CAVE managed by WE EDC's Institute for Border Logistics and Security department.

## WE EDC partners with Detroit Mobility Labs

The WindsorEssex Economic Development Corporation (WE EDC) has signed a partnership agreement with the [Detroit Mobility Lab](#) (DML). The first of its kind, this bi-national mobility partnership is aimed at supporting companies explore and grow on both the Canadian and US sides of the border – effectively creating the most powerful mobility node in North America. This partnership will provide one-on-one support to CEOs and founders working on foreign direct investment projects, providing access to business development workshops, and virtual/physical space to facilitate networking.

With a target working group of more than 50 companies, the partnership will assist mobility-focused start-ups and small and medium-sized enterprises within the Detroit/Windsor-Essex region. Through the unique working relationship between WE EDC & DML, members will receive resources, support and information on how to scale and grow on both sides of the river. Specifically, this agreement will allow DML members exclusive access to information on conducting business in Windsor-Essex, Ontario and provide an opportunity for Windsor-Essex mobility start-ups to leverage networks in Detroit, Michigan. With the global reach of both organizations coming together, it is expected that this unique cross-border partnership will have a broader international appeal as a global destination to start and grow in the emergent mobility sector. Read the [media release](#).

*“This partnership is about taking a proactive step to leverage our strategic location with Detroit, Michigan. We often talk about the Windsor-Essex region benefiting from our proximity to Detroit and this partnership is an actionable step leveraging our combined strengths and assets to build a global automobility brand.”*

~ Stephen MacKenzie, President and CEO, WE EDC

DETROIT MOBILITY LAB CONSORTIUM

panel session



JOIN US FOR A LIVE PANEL DISCUSSION ON WEDNESDAY, MAY 20

panelists

Learn more about how Detroit and Windsor-Essex together are one of the world's premier destinations for mobility entrepreneurs to start and build companies.



CHRIS THOMAS

Assembly Ventures  
Co-Founder & Partner



GRETA CUTULENCO

Acerta  
Co-Founder & CEO



ROBIN NORTH

Immense  
Co-Founder & CEO



JUSTIN ROBINSON

Detroit Regional Partnership  
SVP, Business Development



MATTHEW JOHNSON

Windsor-Essex Economic Development Corporation  
Director of Investment Attraction

moderator



CHRIS THOMAS

Assembly Ventures  
Co-Founder & Partner

special thanks to our partner



- ▲ On May 20<sup>th</sup>, Matt Johnson, Director of Investment Attraction, highlighted the advantages of doing business in Windsor-Essex in a bi-national panel discussion.

The COVID-19 pandemic has impacted and reshaped small businesses and entrepreneurs globally, and Windsor-Essex has not been immune to these effects. The Small Business Centre (SBC) quickly adapted its operations and supports to help local businesses respond to the challenges and opportunities created by the pandemic. As the economy moves towards reopening, the SBC team remains committed to providing its clients with individualized assessments, up-to-date information, funding and training to enable businesses to operate and remain sustainable during this uncertain time. Throughout Q2, the SBC has contributed actively as members of the WindsorEssex COVID-19 Economic Task Force, launched new programs and initiatives and grew relationships with its local economic development partners.

## Navigating COVID-19: Small Business Centre Launches Suite of Business Support Services

With the start of the COVID-19 pandemic, the SBC team revised its services to providing assessment and supports to its clients remotely. During this time, SBC continued to deliver its regular services while also introducing a suite of business supports tailored to new and established Windsor-Essex businesses. For the first seven weeks of the pandemic, SBC delivered a weekly newsletter to over 4,600 subscribers which provided information on government business supports, webinars, resources/tools, positive media stories, COVID-19 retail campaigns, and more. Information was also organized and continues to be updated daily on a micro-site, [windsor.essexsmallbusiness.com/covid19](http://windsor.essexsmallbusiness.com/covid19). There, business owners and entrepreneurs can access local, provincial and federal supports from government and private sector providers, information on regional economic impacts and plans and updates from the WindsorEssex COVID-19 Economic Task Force. The COVID-19 supports developed by SBC also include partnerships with legal, marketing and accounting experts who delivered *Ask the Expert* webinar sessions for businesses operating during the pandemic. SBC also engaged with nearly 300 clients operating businesses through two COVID-19 business impact and check-up surveys. The response from businesses helped inform the team on support gaps and allowed them to reach back to provide individualized consultations and referrals to businesses during COVID-19.

## Business Training Shifts to Online Learning Opportunities

Business owners looking for professional development and networking opportunities took advantage of the Small Business Centre's webinar series. The SBC team quickly pivoted its regular in-person workshops to hosting them online through Zoom. Several workshops were also made available on-demand through the SBC's newly launched YouTube channel. In addition to the startup information sessions, clients this quarter also participated in the following training sessions: *Start Selling Online with Shopify*; *How to Manage Your Team Remotely*; *Business Owners: Coping with Isolation, Navigating Through Turbulent Times*; *Maintaining Your Business and Mental Wellness During COVID-19*; *Marketing During COVID-19: Content and Messaging Strategy*; *Managing Social Media During COVID-19*; *Ask the Expert* (access to marketing, accounting and legal professionals); and *Back to Business* (industry-specific networking sessions).

## Digital Main Street Expands Digital Transformation Supports, Mentorship and Grants to Independent Businesses

The Small Business Centre's Digital Service Squad continues to support Windsor-Essex businesses through the [Digital Main Street program](#). The team reached out to 576 businesses this quarter to provide program information and conducted 447 virtual consultations. In June 2020, the Government of Ontario, in partnership with the federal government, [announced a \\$57 million investment for Digital Main Street](#) to provide a new suite of programs to help

small businesses reach more online customers. One new program is [shopHERE](#) powered by Google, which will help small businesses that did not previously have online stores to launch a Shopify e-commerce

website. Future-Proofing Main Street will help existing main street firms adapt to changes by providing specialized and in-depth digital transformation services and support. And, beginning July 1, 2020, businesses will again be able to apply for \$2,500 Digital Transformation Grants to improve the efficiency of their digital operations. Ten Windsor-Essex businesses were awarded a Digital Transformation Grant during Q2 of 2020, and 41 businesses have received the grant since the program launched locally in 2019. In the coming months, the Digital Service Squad will be instrumental for local small businesses looking for recommendations to improve their digital presence and guidance on how to access the enhanced Digital Main Street supports.



In April 2020, the Small Business Centre partnered with the University of Windsor's EPICentre and WEtech Alliance to launch [EPIC Nimble](#), a mentorship and grant program to support technology adoption for small businesses affected by COVID-19. Businesses will leverage technology to create new revenue streams or pivot to a new business model to achieve sustainability and stay competitive in the fast-changing marketplace. Over 50 local small businesses applied for seven awards of \$6,000 in grants and services. EPIC Nimble awards were given to GreenerBins Composting Co., The Grove Hotel, Efficient Operations Inc., Riverside Pie Café, Ergonow

Inc., Yoga with Lora and Windsor Creative. The program provides businesses with the following benefits: up to \$4,000 in grant funding on eligible services; tech development work; one-on-one mentorship through WEtech Alliance; access to the EPIC Legal Triage team on legal and intellectual property related questions; access to Small Business Centre programs and services and access to WEtech Alliance's client perks on eligible discounts and credits on various cloud platforms and software. Funding for EPIC Nimble is provided by FedDev Ontario.



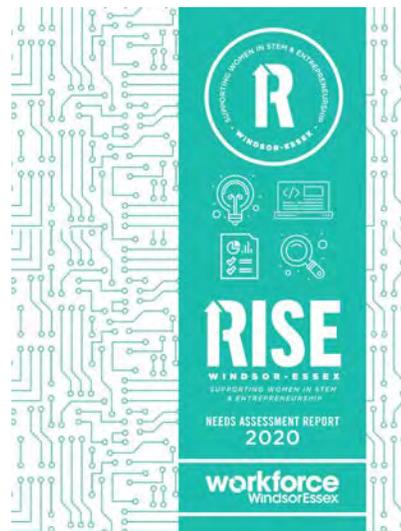
## Essex County Storefront Businesses Tap into New Digital Growth Grant

Main street businesses that have traditionally relied on foot traffic to generate sales and attract new customers have been negatively impacted by the COVID-19 pandemic. To assist storefront businesses locally, the Small Business Centre entered into a partnership with the Town of Essex and Essex Centre BIA to launch the [Digital Growth Grant](#) program in June 2020. The Digital Growth Grant program supports businesses in the towns of Essex, Harrow and Colchester. Throughout the summer, the fund will provide 20 businesses with up to \$1,000 each to assist with the implementation of activities and strategies directly related to creating or developing a stronger online presence. The grant can be used by businesses for the following activities: setting up an online store; creating tools to provide services online; subscription costs for online tools or services; staff training for digital technology; digital marketing and other digital growth needs. The Small Business Centre will provide support to promote the program, review applications, administer funding and facilitate client aftercare.



## RISE Windsor-Essex Releases 2020 Community Needs Assessment Report

[RISE Windsor-Essex](#), with the support of founding partner Workforce WindsorEssex, published the [RISE Windsor-Essex Needs Assessment Report 2020](#) in May 2020. Workforce WindsorEssex conducted community consultations with companies, educators, women employed in STEM professions, women entrepreneurs and provincial service providers to learn about supports currently available for female entrepreneurs and women working in STEM. The report also provides recommendations for supporting these women and entrepreneurs broadly through six best practices that are keys to successfully cultivating this environment in the community — mentorship, allies, employers, personal investment, financial investment and community support.



Launched in March 2020, RISE is a network of organizations that are empowering women in entrepreneurship and women in STEM in Windsor-Essex County. RISE is facilitated through the Government of Canada’s Women’s Entrepreneurship Strategy and supported locally by the WindsorEssex Economic Development Corporation’s Small Business Centre and partners WEtech Alliance, EPICentre, Build A Dream, WorkForce WindsorEssex and Windsor Essex Capital Angel Network.

## BRE COVID-19 Response: Working Groups, Company Stories, Survey

### *Product Development Working Groups*

Starting in the early days of the COVID-19 crisis, the Business Retention and Expansion (BR&E) team participated in, and in some cases coordinated, various working groups to support COVID-19 related product development. Face shield and hand sanitizer working groups were established by the BR&E team and were comprised of numerous Windsor-Essex companies producing or planning to produce these critically needed items for distribution primarily within the region. The intention of the groups was to assist companies looking for material supply, information on regulations and licensing, and end-user contacts. Successes of those two working groups included connecting companies with raw material and packaging sources, arranging for hospital evaluation of products, and identifying local companies to assist others with bulk purchasing and distribution.



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

In addition to working with the manufacturing industry, the BR&E team worked closely with the agriculture and agri-food sector through stakeholder outreach and the COVID-19 Task Force Committee. BR&E worked with industry associations, such as the Ontario Greenhouse Vegetable Growers (OGVG) and Food & Beverage Ontario, to monitor the challenges and impacts faced by stakeholders, and find opportunities. The team worked collaboratively to provide connections and direction to various government support programs and saw some Windsor-Essex companies who supply goods and services to the agriculture and agri-food sector shift their capabilities to assist companies producing PPE.

The BR&E team also participated in working groups focusing on respirator or ventilator solutions, medical gowns and masks, and supply management for in-demand PPE. The team provided assistance to these groups by bringing in additional companies to provide needed services and making connections to potential collaborative partners.

### *Helping Companies to Pivot*

It has never been more apparent that Windsor-Essex manufacturers are innovative, flexible, and capable of pivoting in times of crisis. During this pandemic, Windsor-Essex, the province of Ontario, and the entire country was in need of products to fight the spread of COVID-19 and our local manufacturers stepped up to plate. The BR&E support 442 Windsor-Essex manufacturers that have pivoted, providing them with required information and connections. Some have shifted production away from things like automotive parts, molds, automation equipment, and distilled beverages and towards medical devices and supplies, personal protective equipment (e.g. face shields, masks, gowns), and sanitizer. Others have developed highly-sophisticated manufacturing technologies for use in healthcare and other sensitive environments. As this pandemic continues, many companies are still actively seeking to contribute to local, provincial, national, and international efforts.

Windsor-Essex mold manufacturers like [Omega Tool](#) and [Aalbers Tool and Mold](#) were tapped by customers to produce molds not for automotive parts but for ventilators; distilleries like [Hiram Walker and Sons](#) and [Wolfhead Distillery](#) are now producing hand sanitizer; automation and machinery manufacturing companies like [Reko International](#) and [Valiant TMS](#) are producing face shields; and technology companies like [Vista Solutions](#) have developed new sensing solutions. Many companies, like [Essex Weld Solutions](#) and [Harbour Technologies](#), have established new divisions focused on PPE design and manufacturing, and intend to

## Windsor-Essex COVID-19 Manufacturing Capabilities Survey

In order to gain a deeper understanding of the local need and capacity for this shift in production, WE EDC surveyed Windsor-Essex companies that had expressed interest or were currently involved in COVID-19 related projects.

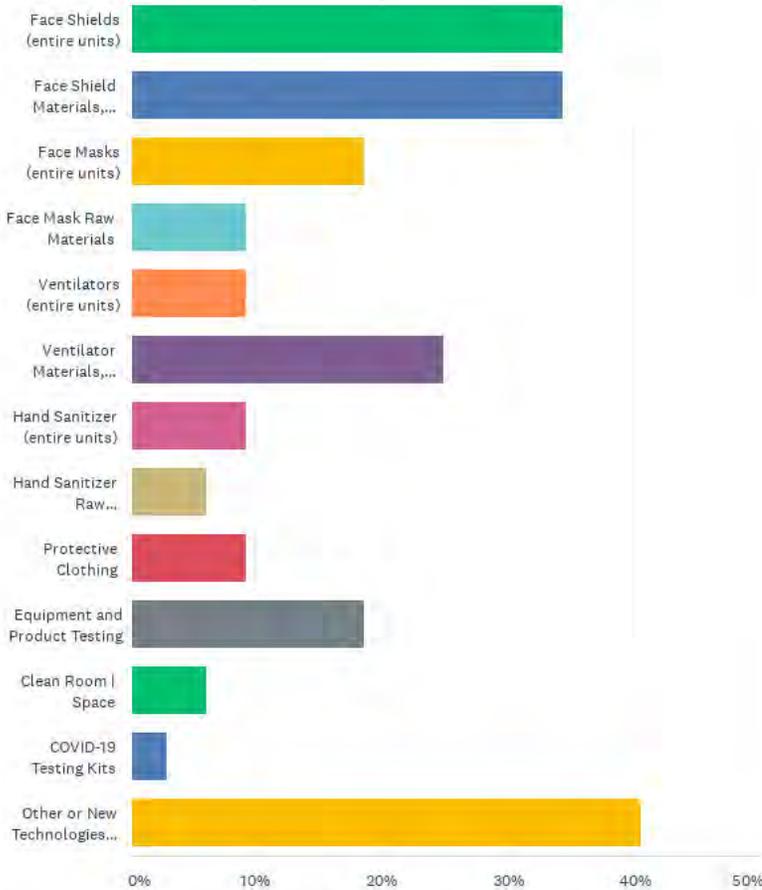
Of those surveyed, most companies were involved in the production of face shields, face masks, ventilators and new technologies that have emerged in response to the pandemic (see graph 1).

Over 60% indicated that they were directly supplying local needs (see graph 2) and, of those companies, 60% plan to continue the production of medical products, materials and/or provide related services post the COVID-19 pandemic (see graph 3).

This survey has helped to identify the potential for long-term diversification of the Windsor-Essex manufacturing sector as well as the ability of our region to localize the medical supply chain.

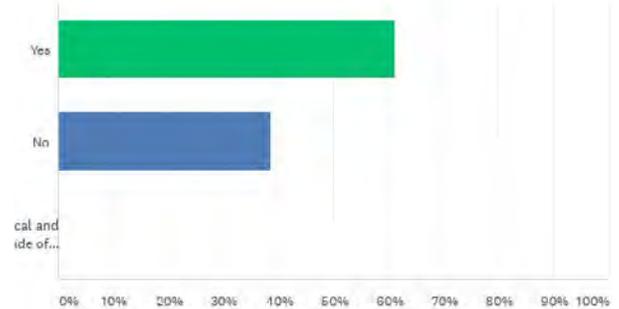
GRAPH 1

Please select the category that best describes what you are producing or the service you are providing (please select all that apply).



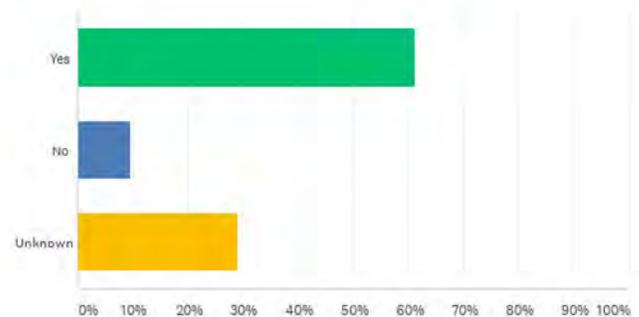
GRAPH 2

Are all or a portion of your products, materials and/or services supplying local needs (WindsorEssex)?

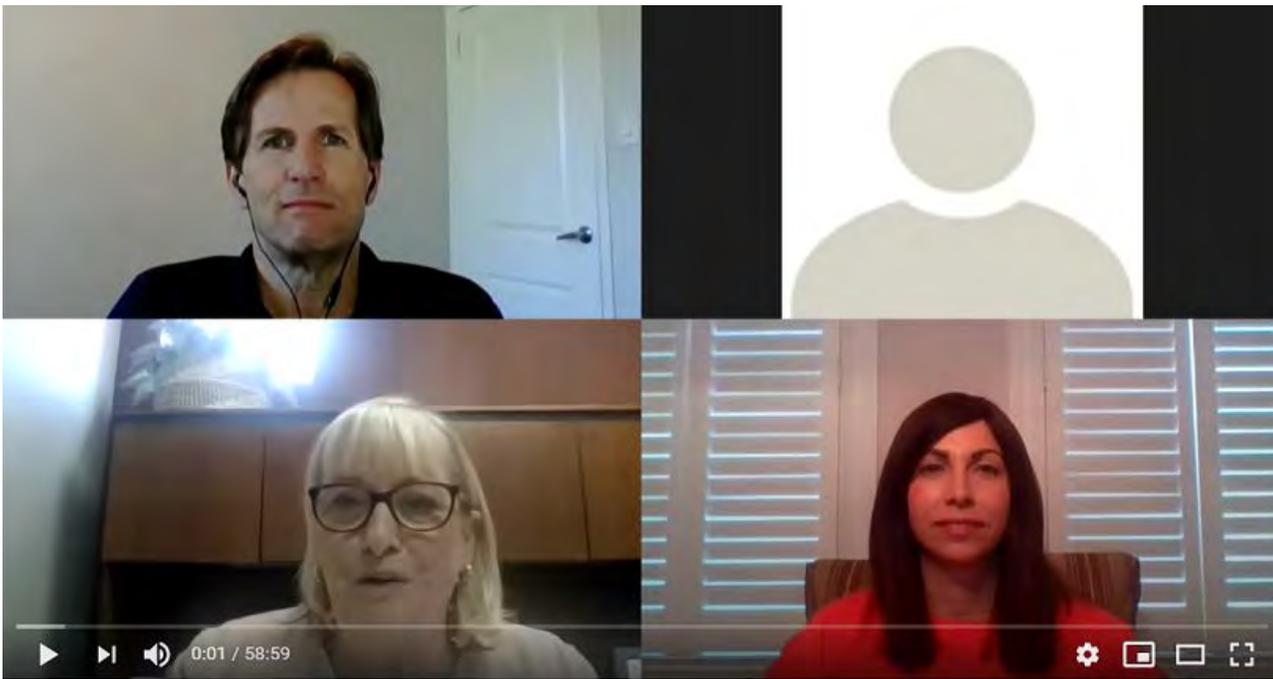


GRAPH 3

Does your company plan to continue the production of medical products, materials and/or provide related services post the COVID-19 pandemic?



## | Navigating Through Turbulent Times Webinar



On June 16, 2020 the Ontario Ministry of Economic Development, Job Creation and Trade partnered with the Small Business Centre and WE EDC's BR&E team to deliver a webinar for 26 local companies.

The COVID-19 pandemic has disrupted business across most sectors and companies are traversing unprecedented challenges. Businesses that have faced abrupt closures and the loss of revenue need to transform and in some cases restructure. The webinar provided insights to local business on how to shore up business finances, cut costs and leaning out operations in response to the pandemic.

Steven Karpenko led businesses through a presentation and a question and answer period. Steven has over fifteen years of experience working with small and medium-sized businesses on leaning their operations and managing through challenging financial times. Through his experience with economic development and commercial banking, Steven has gained extensive knowledge in supply chain viability, business analytics and enterprise scale-up. Steven is a Certified Management Consultant and International Trade Professional (CITP | FIBP).

## | Western Ontario Warden's Caucus

The BR&E team accepted an invitation from the [Western Ontario Warden's Caucus](#) to join an Economic Development Roundtable, composed of economic development practitioners throughout the WOWC region, focused on the COVID-19 pandemic. This bi-weekly meeting has provided a forum to share what is happening in our respective Western Ontario Counties, our issues and impacts, and exchange best practices and resources to tackle this unprecedented crisis, while supporting our businesses in key sector industries.

The Windsor-Essex region and WE EDC was recognized for its immediate pro-active approach of developing a Windsor-Essex COVID-19 Economic Task Force and launch of a Business Impact Survey. As other WOWC jurisdictions developed these approaches, all member groups' data was aggregated and shared with municipal leadership to be a resource for advocating to all levels of government for continued economic supports.

## Cisco WebEx Technologies Installed at IBLs Building

The Institute for Border Logistics and Security (IBLS) team has partnered with TELUS Business Solutions to identify and install state-of-the-art Cisco WebEx technologies at the IBLs building to allow for advanced video conferencing capabilities. This project was started long before COVID-19 began, however, the pandemic has highlighted the importance of being able to communicate effectively and remotely for business continuity. The equipment includes a multi-purpose WebEx Board with whiteboard capabilities, training room cameras and audio to host a variety of meeting types, and cameras to allow remote demonstrations and collaboration to take place in the Virtual Reality CAVE. Thanks to funding from FedDev Ontario, the investment in these collaborative technologies will allow virtual meetings to take place globally with partners and is especially important in the current environment and beyond. The technology will effectively make outreach more personalized and provide valuable face-to-face communication to take place beyond just for individuals. With virtual meetings emerging as the 'new norm', having the Cisco WebEx tools will allow WE EDC and community partners to stay connected.



▲ Cisco cameras Installed at VR CAVE to allow remote demonstrations.

## IBLS Participates in APMA Webinar on Mixed Reality in a COVID-19 Manufacturing World



The IBLs team was invited by the Automotive Parts Manufacturers Association (APMA) to participate in a special webinar to highlight the importance of digital twinning and the use of virtual simulation in manufacturing processes, especially during this pandemic.

The presentation was given by Ed Dawson, Mobility Analyst and newest member of the IBLs team – Akash Charuvila, who is the VR CAVE Operator and works full-time supporting the VR CAVE at the IBLs building in a joint role with partner Simutech Group. Akash will effectively bridge the gap between the specialty hardware and software deployed in the VR CAVE and the projects that will be created moving forward. The webinar emphasized the importance of using digital twinning as a safe and effective method in the product development cycle for manufacturers and how using simulation software can

save a great deal of cost and time in the process. The VR CAVE coupled with the ANSYS simulation software powering the hardware presents a fully immersive, high-fidelity visualization tool the supports collaborative decision making. This was a valuable opportunity to highlight the "Digital Twinning" program offered by IBLs, CAMM, Automate Canada and St. Clair College as well as to showcase Canada's largest publicly accessible VR CAVE and how the IBLs team can support companies to explore and utilize these cutting-edge technologies. [Watch the webinar.](#)

## COVID-19 and Logistics, Transportation and Cross-border Issues



▲ Mayor Drew Dilkens and US Consul General Stanford meet during COVID-19 on the US-Canada border.

In the Windsor-Essex region, the logistics, transportation & cross-border sector plays an important role and is made up of 2,600 businesses employing over 10,000 workers. While the sector is designated as being essential, it was not immune to the economic hardships being faced by the rest of the economy. Due to COVID-19 restrictions, many trucking companies were forced to drive empty tractor trailers or idle their trucks thus generating little or no revenue. The announcement by the large automotive companies to close their plants to halt

the spread of COVID-19, combined with travel bans, has had a dramatic impact to the sector as well.

Led by the IBLS team, the Logistics, Transportation & Cross-Border Committee (LTCB) for the WindsorEssex COVID-19 Economic Task Force has been meeting regularly to exchange information and identify ways to support the sector since March 2020. Members of the committee include representatives from Laser Transport, SK Cornerstone, Canadian Group of

Companies, Carrier Centers, Myers Towing, Windsor International Airport, Windsor Port Authority, Windsor Detroit Bridge Authority, Windsor Detroit Border Link, Windsor Transportation Club and WE EDC.

With the economy opening up, cautious optimism remains that the sector has started to rebound with more trucks on the road, supply chains operating at almost pre-pandemic levels and commercial air flights scheduled to fly in and out of the Windsor International Airport by the end of the summer.

The logistics, transportation and cross-border sector has been active supporting the region during these difficult times, with initiatives such as a social media campaign thanking truckers (#thankatrucker); partnering with the Windsor Transportation Club to raise almost \$19,000 for “Feed the Frontline” initiative to provide meals to frontline healthcare workers with support from several local restaurants; and volunteering to help US Consul General Stanford and his office to distribute gift cards to cross-border healthcare workers.

## 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, 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** - 7,503

**Pageviews** - 16,220

**New Visitors** - 88%

**Returning Visitors** - 12%

### Top Site Visitors



Canada



USA



India



France



China

### Social Media Analytics

#### WE EDC

Facebook: @WindsorEssex

LinkedIn: /windsorsex

Twitter: @weecdev

IG: @weecdev

#### SBC:

Facebook: @SBCWindsorEssex

LinkedIn: /sbcwindsorsex

Twitter: @sbcwindsorsex

IG: @sbcwindsorsex

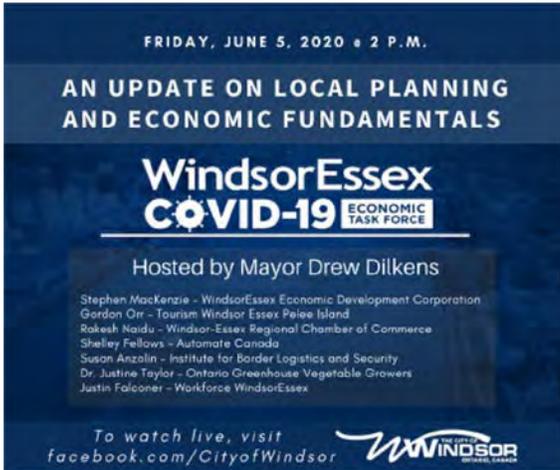
**Total Fans** - 14,578

**Total Impressions** - 305,000

**Total Engagement** - 8,907

## Advertising

The Marketing and Communications department developed a logo for the Windsor-Essex COVID-19 Economic Task Force. The branding is used on all communications from this task force.



During the second quarter, the COVID-19 Task Force participated in two Facebook Live events with City of Windsor's Mayor Drew Dilkens. The first was held on April 24<sup>th</sup> and was a [media briefing of the WindsorEssex COVID-19 Economic Task Force](#). The Mayor introduced the committee chairs and they were given an opportunity to provide updates on their sectors. On June 5, the event provided an update of the [WindsorEssex COVID-19 Economic Task Force & Launch of ShopYQG Initiative](#). Each committee chair had an opportunity to cover key issues and provided commentary on the future for their respective sector.

The Marketing and Communications department was responsible for the development of the [2019 WindsorEssex Economic Development Corporation's Annual Report](#). Due to these unprecedented times, WE EDC did not host their Annual General Breakfast Meeting that usually brings together 150 people representing stakeholders, funders, government officials and business leaders from the region. Instead, for the first time in WE EDC history, the AGM was held in a virtual environment with the board of directors and staff in attendance.



Advertising

Collision from Home – Web Summit Event Video

The Marketing and Communications department developed a short video to introduce the Windsor-Essex region to an audience of international tech executives attending the [Collision from Home conference](#). [WATCH VIDEO](#).



The WE EDC team supported a Tourism Windsor Essex Pelee Island’s social media campaign by sporting their #YQG pride with their #YQGStandsStrong t-shirt. The shirt was designed locally by BB Branded with \$5 from each shirt sold going to the WE COVID Cares Coalition operated by the United Way.



The Marketing & Communication department developed graphics and social media campaigns to promote the June 30<sup>th</sup> webinar “Supply Chain Disruption/Opportunity: COVID-19 and CUSMA” hosted by the Ontario Ministry of Economic Development, Job Creation and Trade and partners - WE EDC’s IBLs team and the Windsor Transportation Club. Graphics were also produced for the Detroit Startup Week session hosted by WE EDC’s IA team “Growing in Canada, Eh?”

## SOCIAL MEDIA CAMPAIGNS



### WE Can't Wait

The Marketing and Communications team developed a social media marketing campaign in support of a modern hospital for Windsor-Essex. The [WE Can't Wait campaign](#) will mobilize the strong majority in the Windsor-Essex Community that supports this project and ensure their voice is heard loud and clear.



### Economic Development Week 2020

Social media graphics were developed for the International Economic Development Council's Economic Development Week held on May 4-9, 2020. The goal of this ad campaign was to increase awareness for local programs that create jobs, advance career development opportunities and increase the quality of life in our region. This particular week was designed to highlight the importance of economic development and the good work that economic developers do every day.



### Techstars' Detroit

Social media graphics were developed to promote WE EDC's participation in [Techstars' Detroit Startup Week Virtual 2020](#) held from June 22 – 26. Along with partners, WEtech Alliance and WE EDC put together a virtual panel to discuss the Windsor Essex region as a place for business development and investment.



### Feed the Front Line

Social media graphics were developed to support the 'Feed the Front Line' campaign that raised over \$18,000 from partners and community donations to provide 1,500 meals to health care workers and support nine participating restaurants.

**FEED THE FRONT LINE INITIATIVE**



WindsorEssex EcDev @weecdev · Jun 10  
Windsor-Essex reinvents the wheel with new #Automobility Innovation cluster @FedDevOntario @OCEnnovation #WindsorEssex #WhereCanadaBegins #AVIN #mobility #VR  
[bit.ly/2Ra13ps](https://bit.ly/2Ra13ps)



### VR CAVE

The Marketing and Communications team continues to promote the VR CAVE – Canada's largest publically available VR CAVE located at IBLs.



### RRP

The Marketing and Communications department highlighted some of the work being done during the COVID-19 pandemic by WE EDC's BR&E team through a social media campaign. The BR&E team worked with the Trillium Manufacturing Network with respect to companies in our region who have started making products related to the COVID-19 crisis.

## Media Relations

### MEDIA RELEASES:

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

- [Engineering Simulation and Analysis Software Company – Simutech Group Chooses Windsor, ON](#)
- [Windsor-Essex County Manufacturers Pivot to Make Products the World Needs | Backgrounder](#)
- [Detroit Mobility Lab Partners with WE EDC to Support Mobility Companies Expanding to Windsor-Essex and Detroit](#)
- [WindsorEssex Economic Development Corporation's 2019 Annual Report Released](#)
- [Windsor Essex 'Can't Wait' For A New Hospital Says Economic Development Agency, Launches Digital Campaign](#)
- [ShopHERE Program to Grow E-commerce Presence for Windsor-Essex Small Businesses](#)

The Windsor Essex COVID-19 Economic Task Force released seven press releases pertaining to the economic health of the Windsor-Essex region in the second quarter, they include:

- [Windsor Essex COVID-19 Economic Task Force Releases Results of COVID-19 Business Impact Survey](#)
- [A Pulse of the Windsor-Essex Economy – Manufacturing](#)
- [A Pulse of the Windsor-Essex Economy - Logistics, Transportation & Cross-Border](#)
- [A Pulse of the Windsor-Essex Economy - Agriculture and Agri-foods](#)
- [A Pulse of the Windsor-Essex Economy - Hospitality and Tourism](#)
- [A Pulse of the Windsor-Essex Economy - Professional Services and Retail](#)
- [WindsorEssex COVID-19 Economic Task Force Planning Update and Launch of Shop YQG](#)

### MEDIA INTERVIEWS:

- [Survey shows resiliency in auto supply chain despite pandemic](#)
- [More Than 90% Of Local Businesses Negatively Impacted By Covid-19](#)
- [Windsor Essex COVID-19 Business Impact Survey Results](#)
- [CBC Radio Live interview with Stephen MacKenzie regarding the WindsorEssex COVID-19 Economic Task Force](#)
- [Some local manufacturing companies 'pivot' production to help out during COVID-19 pandemic](#)
- [Windsor healthcare workers heading stateside get gift cards](#)
- [Local manufacturing firms that entered medical sector plan to stay there after COVID-19](#)
- [New Windsor-Detroit partnership seeks to grow regional mobility investment](#)
- [Detroit Mobility Lab Partners with WindsorEssex to Support Mobility Expansion](#)
- [New International Company to Locate its Canadian Office in Windsor](#)
- [WE Can't Wait Campaign Launched in Support of Mega Hospital](#)
- [Mega hospital campaign aims to show province there's public support for project](#)
- [Windsor-Essex Economic Development Corporation wades into mega hospital debate, launches campaign](#)
- [New campaign launched to push forward mega-hospital application](#)
- [Windsor-Essex Economic Development Corporation wades into mega hospital debate, launches campaign](#)
- [Four scenarios point to possible paths ahead \(pg. 12\)](#)
- [WEEDC launches acute care hospital campaign 'WE Can't Wait'](#)
- [Making Medical is no bandage](#)
- [Development Corporation CEO Not Surprised To See Border Closure Extended](#)

## 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.

[choosewindsor.essex.com](http://choosewindsor.essex.com)

## New Investment Facilitated

**\$750,000** (BA/BRE)  
**\$41,500** (SBC)

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

**29** Expansions Facilitated  
(BA/BRE) 1 | (SBC) 28

**99** New Jobs Facilitated  
(BA/BRE) 12 | (SBC) 87

**16** Priority Files

**23** Business Startups

**5** Funding Applications and Joint Papers Developed

## Business Support Sessions

**34 Sessions**  
**337 Attendees**



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

COVID-19 Impacts to All Sectors

- 1 Access to government support programs and navigating all criteria
- 2 Health & Safety protocols
- 3 Employment Standards, available work force
- 4 Cross-border business travel – COVID protocols, "Essential Worker" designations
- 5 Uncertainty of economic climate - ability to adjust to new COVID reality

## Regional Economic Indicators†



**Population 15+**  
**357,000**



**Labour Force**  
**192,800**



**Employment**  
**163,300**



**Unemployment**  
**29,500**



**Unemployment Rate**  
**15.3%**



**Participation Rate**  
**54.0%**



**Employment Rate**  
**45.7%**



**Building Permits\***  
**\$42,954,947**

\*Industrial, commercial and institutional permits only (Totals do not include Amherstburg values for all three months and Tecumseh values for the month of June 2020)



† Note: Source: Statistics Canada, Labour Force Survey custom tabulation.