



# PERFORMANCE METRICS 2022

## 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

**\$2,795,000,000** (IA/BRE)  
**\$1,737,334** (SBEC)  
**\$2,500,000** (AI)

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

**48** Expansions Facilitated  
(IA/BRE) 2 | (SBEC) 46

**1068** New Jobs Facilitated  
(IA/BRE) 950 | (SBEC) 118

**6** Priority Files

**18** Business Startups

**1** Funding Applications and Joint Papers Developed

## Business Support Sessions

**45 Sessions**  
**544 Attendees**

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

- 1 ArriveCAN app – a cross-section of industry associations requested an end to the ArriveCAN app; citing that it adds another layer of red tape for cross-border business travel and discourages tourism travel.
- 2 Supply chain disruption – reduced supply/availability of necessary materials; increased cost of materials (especially steel), impacting critical manufacturing and production deadlines.
- 3 Labour force challenges – continued shortfalls in labour/ talent pools across all sectors.
- 4 Inflation – cost of inventory, forecasting special projects and expansions, market outlook, deeply impacting SMEs.
- 5 Small business - inflation impacting their ability to forecast/ schedule repayment of pandemic recovery loans.

## Regional Economic Indicators †



**Population**  
**366,200**



**Labour Force**  
**216,000**



**Employment**  
**205,500**



**Unemployment**  
**10,500**



**Unemployment Rate**  
**4.9%**



**Participation Rate**  
**59%**



**Employment Rate**  
**56.1%**



† Notes: The above figures reflect all of Windsor and Essex County, Q1 2022 to Q2 2022.

Source: Statistics Canada, Labour Force Survey custom tabulation.