



PERFORMANCE METRICS 2024

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

\$85,873,580

(IA/BRE/SBEC/AI)

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

- 36** Expansions Facilitated (IA/BRE/SBEC)
- 434** New Jobs Facilitated (IA/BRE/SBEC)
- 25** Priority Files (IA)
- 38** Business Startups (SBEC)
- 1** Funding Applications and Joint Papers Developed (AI)

Business Support Sessions

72 Sessions (BRE/SBC/AI)

838 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 and growing concern for labour resources as new infrastructure projects come on-line and companies are met with increased labour costs.
- 2** Housing and labour - a two-fold challenge where demand for housing is outweighing the skilled labour capacity and 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 and geo-political uncertainty - rising interest rates deeply impacting small & medium-size businesses across all key sectors and lack of confidence to re-finance and make capital expenditure commitments is impeding growth and creating a barrier to forecasting special projects and expansions. Some industries are softening and there is an uneasy business climate due to uncertainty regarding the U.S. presidential election-volatility and threat of tariffs.
- 5** Small business - struggling with COVID-19 loan repayments with inflation impacting the ability to forecast/schedule repayment of pandemic recovery loans.

Regional Economic Indicators †



Note: The above figures reflect all of Windsor and Essex County Q4 2023 to Q1 2024.

Source: Statistics Canada, Labour Force Survey custom tabulation.