Q4

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.

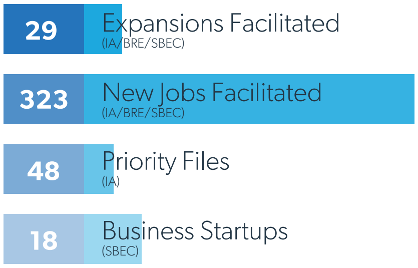
investwindsoressex.com

New Investment Facilitated

$204,403,590

(IA/BRE/SBEC/AI)

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



Business Support Sessions

48 Sessions (BRE/SBC/AI)

634 Attendees (BRE/SBC/AI)

Top Economic Priorities

as reported by Windsor-Essex Businesses

1. Potential US tariffs – Over 80% of local manufacturers export to the U.S. Many also import raw materials from the U.S. The impact of 25% tariffs on all imports from Canada announced by incoming President Donald Trump would have a devastating impact on local industry.
2. Labour force challenges - Many companies across multiple sectors continue to have unfilled positions. Filling those positions along with jobs available with employers new to the region will depend to a large extent on attracting new talent to Windsor-Essex.
3. Rising energy costs (electricity and natural gas) – Energy costs remain high and continue to impact companies across all sectors, particularly greenhouse operators and manufacturers.
4. Interest rates and input costs – Although the Bank of Canada has started reducing interest rates, the changes are .25% at a time and don't help companies who already have loans locked in at a higher rate.
5. 5. Supply chain issues - Many businesses are still facing supply chain issues, both in terms of raw materials and in terms of machinery and equipment they need to order.

Regional Economic Indicators †

Population	399,200	↑ 1.03%
Labour Force	258,700	↓ 1.89%
Employment	235,500	↓ 1.15%
Unemployment	23,200	↓ 9.48%
Full-time Employment	191,400	↓ 2.51%
Part-time Employment	44,200	↑ 4.75%
Not in Labour Force	140,500	↑ 6.41%
Unemployment Rate	9,000	↓ 7.78%
Participation Rate	64,800	↓ 2.93%
Employment Rate	59,000	↓ 2.2%

Note: The above figures reflect all of Windsor and Essex County Q3 2024 to Q4 2024.

Source: Statistics Canada, Labour Force Survey custom tabulation.