INVEST WINDSOR ESSEX

# PERFORMANCE METRICS 2025

## 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, multinational 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

**$4,411,781**

(IA/BRE/SBEC/AIC)

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

| | |
|---|---|
| 14 | Expansions Facilitated (IA/BRE/SBEC) |
| 78 | New Jobs Facilitated (IA/BRE/SBEC) |
| 69 | Priority Files (IA) |
| 17 | Business Startups (SBEC) |

## Business Support Sessions

**22 Sessions** (BRE/SBEC/AI)
**229 Attendees** (BRE/SBEC)

## Top Economic Priorities

**as reported by Windsor-Essex Businesses**

1. Tariff impacts – Steel, aluminum and automotive tariffs imposed by the U.S. government and Canadian retaliatory tariffs on a variety of goods have continued to impact the area's manufacturing and related sectors. Continued uncertainty is causing many U.S. companies to search for U.S. suppliers.
2. Bank financing – Many traditional lenders have tightened their loan criteria, making it more challenging for companies to borrow. Companies are also reluctant to take on additional debt given the current trade situation.
3. Labour force challenges – Despite the ongoing economic uncertainty, many companies across multiple sectors continue to have unfilled positions, particularly in the skilled trades. They are hesitant to lay off workers even if they are not busy, because it may be difficult to retain them.
4. Rising energy costs (electricity and natural gas) – Energy costs remain high and continue to impact companies across all sectors, particularly greenhouse operators and manufacturers.
5. Supply chain issues - Many businesses are still facing supply chain issues. They are also searching for suppliers outside of the US to avoid tariffs, which is challenging.

## Regional Economic Indicators †

| | | |
|---|---|---|
| Population | 409,200 | ↑ 0.1% |
| Labour Force | 266,100 | ↓ 1.1% |
| Employment | 241,400 | ↓ 3.0% |
| Unemployment | 24,800 | ↑ 16.9% |
| Full-time Employment | 195,600 | ↓ 3.5% |
| Part-time Employment | 45,800 | ↓ 0.8% |
| Not in Labour Force | 143,000 | ↑ 2.5% |
| Unemployment Rate | 7.8 | ↑ 41.0% |
| Participation Rate | 65.5 | ↓ 1.9% |
| Employment Rate | 60.4 | ↓ 5.4% |

Note: The above figures reflect all of Windsor and Essex County comparing Q1 2025 to Q2 2025.

Source: Statistics Canada, Labour Force Survey custom tabulation.