



INVEST
**WINDSOR
ESSEX**

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WHO WE ARE - WHAT WE DO

Invest WindsorEssex is a not-for-profit organization supported by the Town of Amherstburg, Town of Essex, Town of Kingsville, Town of Lakeshore, Town of LaSalle, Municipality of Leamington, Pelee Island, Town of Tecumseh, and the City of Windsor.

It is responsible for advancing economic development to grow and sustain prosperity in the region. The main focus of the organization is to develop and execute strategies to retain, expand, attract and help new businesses start up in the Windsor-Essex region.

Invest WindsorEssex is led by a board of distinguished community leaders. A team of professional staff will assist you with all your location and investment decisions by working one-on-one with businesses, to facilitate the process of starting, growing or locating in Windsor-Essex.

BUSINESS DEVELOPMENT SERVICES

Investment Attraction

Assist national and international companies to locate in the Windsor-Essex region:

- Assist with investment analysis
- Provide intel such as workforce data, staffing considerations
- Assist with site selection
- Share in-depth knowledge of operating a business in Ontario & Canada
- Provide information & identify solutions to enhance business prospects
- Leverage our community & business relationships to provide investors with guidance & support before & after the decision to invest in the Windsor-Essex region

Landed Investment 2022-2024

CANADA

USA

WINDSOR-ESSEX

TOTAL INVESTMENT:

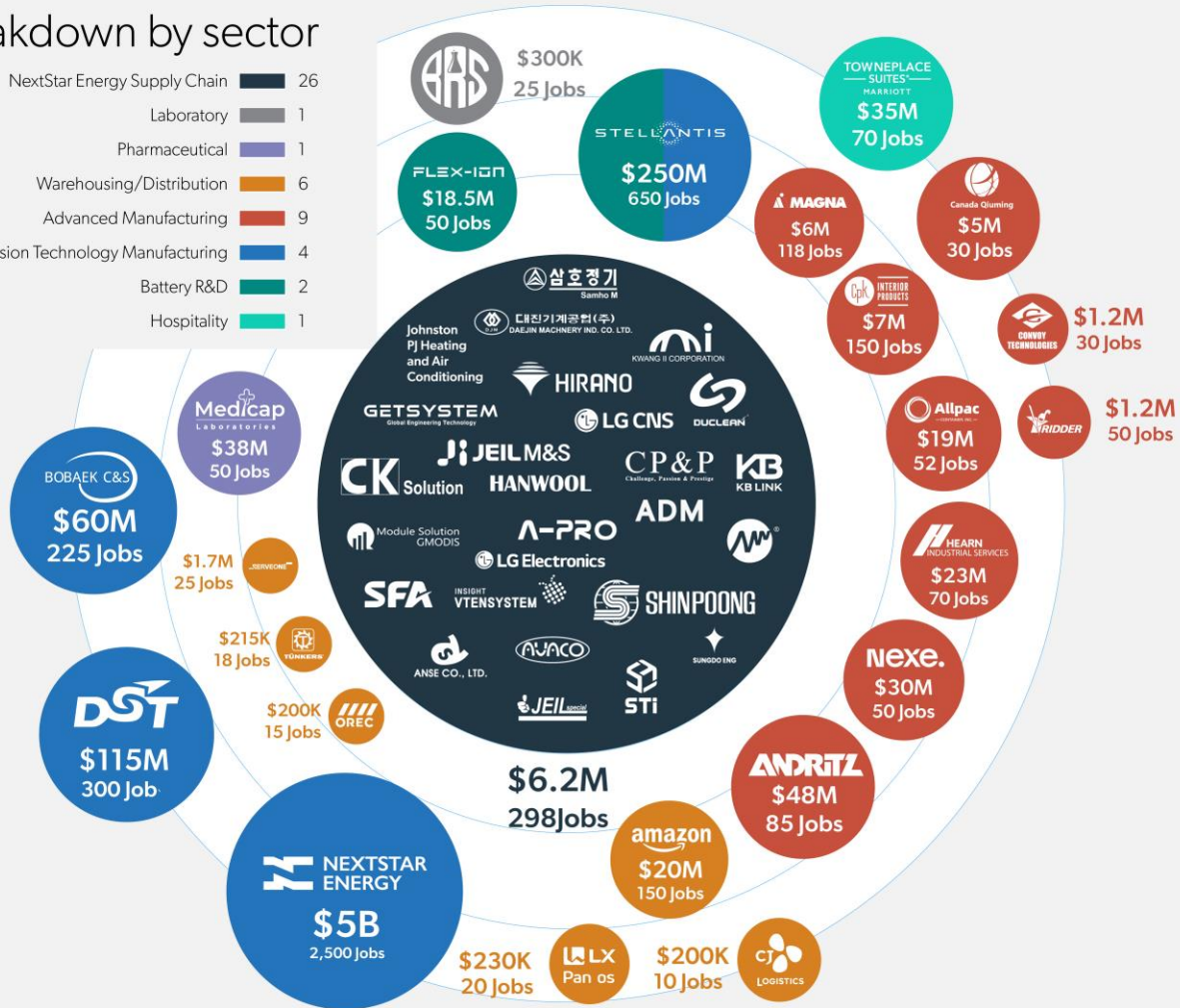
\$5,686,295,000 Cdn

TOTAL DIRECT JOBS:

5,078

Breakdown by sector

NextStar Energy Supply Chain	26
Laboratory	1
Pharmaceutical	1
Warehousing/Distribution	6
Advanced Manufacturing	9
Zero-Emission Technology Manufacturing	4
Battery R&D	2
Hospitality	1



BUSINESS DEVELOPMENT SERVICES

Small Business & Entrepreneurship Centre

The Small Business & Entrepreneurship Centre (SBEC) has provided thousands of entrepreneurs with the training and support necessary to start and grow successful businesses. SBEC is a one-stop source – providing guidance and professional advice from concept, through start-up and early growth stages of business.

SBEC operates as a division of Invest WindsorEssex in partnership with the Ontario Ministry of Economic Development, Job Creation and Trade. Belonging to a network of offices that serve Ontario's small business community, SBEC is your local source for small business support services. SBEC offers two locations in Windsor and a satellite office in Essex.

Support Services

- Complimentary small business information
- Advice & consultation
- Business plan support
- Access to professionals
- Research Assistance & programs
- Micro-Grants i.e. Starter Company PLUS, Summer Company
- Business development workshops & seminars
- Mentoring & networking opportunities
- Provides support & professional advice on starting, operating & expanding a business
- Guidance on registering a business & information on government requirements & programs

SMALL BUSINESS ENTREPRENEURSHIP CENTRE

Metrics - Town of Essex

2023

- Expansions Facilitated - 13
- New Jobs Facilitated - 52
- Business Startups – 10
- Consultations - 83

2024 - January to September

- Expansions Facilitated - 5
- New Jobs Facilitated - 26
- Business Startups – 12
- Consultations – 64

(See Schedule A)

SBEC continues to operate a satellite office in the Town of Essex to allow for in-person consultations.

Business Walks - SBEC facilitated a business walk in the Essex Centre BIA on Aug 2, 2023 along with representatives from Community Futures Essex County. They were able to connect with over 30 businesses to provide information relevant services and programs and survey business owners about the status of their operations.

SMALL BUSINESS ENTREPRENEURSHIP CENTRE

Business Walks & Grant Recipients - Town of Essex



BUSINESS RETENTION AND EXPANSION (BRE)

Meetings/Site Visits – Town of Essex

2023 -2024

- Upper Canada Growers (multiple visits)
- Hawksview Honey

Additional assists via email:

- Sanford and Son Supermarket
- State of Kind
- Integris Group

BRE staff connected with Upper Canada soon after they expanded to Essex from the Niagara Region. We connected them with Town staff and OMAFRA representatives covering this region to arrange an initial site visit. UCG has continued to expand in the Town of Essex, adding new greenhouse and warehouse space while continuing to develop their lab and propagation facilities. We have since visited several times as UCG has continued to expand and invest in the property. BRE also assisted UCG in hiring a person through the Global Talent Stream.

BUSINESS RETENTION AND EXPANSION

Noteworthy Projects – Town of Essex

Economic Development Week – Featured Upper Canada Growers in our Economic Development Week video in 2023 as well as Nelson Silveira from the Town of Essex.



Manufacturing Day – Atlas Tube took part in Manufacturing Day this year with Mayor Bondy.



BUSINESS DEVELOPMENT SERVICES

Talent Attraction

Jessica McCarthy, Talent Attraction Specialist, Invest WindsorEssex (IWE) has been collaborating with labour associations on some of the opportunities we are offering through Invest WindsorEssex as well as traveling to talent attraction events across Canada. (*See Schedule B*)



- IWE assisted the employees of Cottam Diecast (Tecumseh) after its recent closure *

BUSINESS DEVELOPMENT SERVICES

Automobility & Innovation

Simulation Activities – Invest WindsorEssex VR CAVE

Having **Canada's Largest Publicly Accessible VR CAVE** has created opportunities to support leading edge initiatives such as:

- **C/AV Technology Development:** Being designated as a Regional Technology Development Site (RTDS) as part of Ontario's Autonomous Vehicle Innovation Network (AVIN) allowed for the creation of the VR CAVE - a high-fidelity simulation environment for the testing of automotive technologies. Simulation testing is safer, cost-effective, and complimentary to on-road testing.
- **Digital Twinning:** Having such a strong Advanced Manufacturing sector in the region that is constantly evolving, there is the opportunity to show interested companies how to use simulation and Virtual Reality technologies to improves a process or product.
- Leveraging Provincial and Federal Funding - \$17 million in grants.



BUSINESS DEVELOPMENT SERVICES

New Staff Positions

Senior Economic Development Officer - Artificial Intelligence and Technology Adaptation

- Closing the Productivity Gap
- Guiding Companies Through AI Adoption
- Securing Additional Funding and Support
- Driving Regional Economic Growth and Innovation

Senior Economic Development Officer - Government Incentives

- Enhancing Competitiveness and Growth
- Attracting New Investments
- Retaining Existing Businesses
- Supporting Business Expansion



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