



INVEST
**WINDSOR
ESSEX**

Essex County Council Presentation

February 15, 2023





We advance economic development and prosperity in the 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:



WE inform

By providing the most current and relevant information and data on site selection, market research and available government funding.



WE guide

By providing answers and advice on general business practices, expansion planning, multi-national branch planning, exporting, and training and educational resources



WE connect

By helping organizations cut through red tape and we connect them with key decision makers, potential partners and funders.



ESSEX COUNTY OVERALL IMPACT 2022

New Investment Facilitated

\$8,043,300,000 (IA/BRE) / \$1,937,285 (SBEC) / \$2,525,300 (AI)

110

Expansions Facilitated
14 (IA/BRE)/96(SBEC)

4,959

New Jobs Facilitated
4561 (IA/BRE)/398(SBEC)

130

Business Startups
130 (SBEC)

14

Funding Applications and
Joint Papers Developed 14 (AI)



Business Support Sessions

219 Sessions

2554 Attendees

1327 Business Consultations



CANADA'S FASTEST GROWING EV SUPPLY CHAIN

Recent investments in Windsor-Essex

- Future Home to **Canada's largest giga-factory: NextStar Energy Inc.** (2024)
 - \$5 billion-dollar joint venture between LG Energy Solution and Stellantis N.V.
 - 2,500 direct good paying jobs and several thousand indirect jobs
- In 2022, **Stellantis** announced **two new electrified vehicle platforms for the Windsor Assembly Plant** and a **100,000-square-foot electric battery lab** that will be added to the company's Automotive Research and Development Centre. The new battery lab will be central to Stellantis' R&D operations in North America and serve the company's worldwide needs for technology, process and product development.
- South Korea's **DongShin Motech Ltd.** announced investment of \$90 million on a new battery casing facility to supply the \$5-billion NextStar Energy battery factory.
- **Flex-Ion Battery and Innovation Centre** (a division of Flex-n-Gate) has opened in the region and will be the companies lead R&D facility for battery design, development and testing. The company will invest \$40 million into the facility and equipment to become a premier battery testing location.

WHAT THIS MEANS FOR WINDSOR-ESSEX

Initial Investment of \$5 billion and 2,500 jobs for NextStar Energy results in the following across Windsor-Essex:

Regional Investment

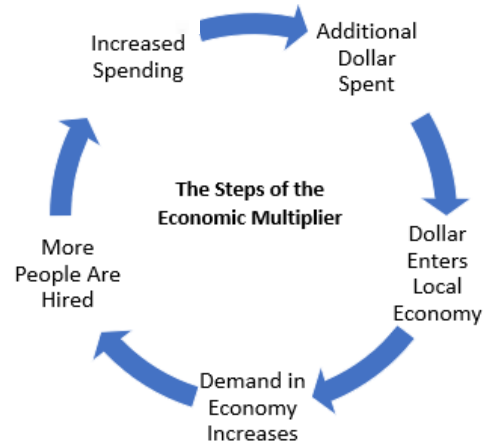
Direct Supply Chain: 3.06 billion
Indirect: 800 million
Induced: 1.5 billion

Regional Jobs

Direct Supply Chain: 2,530
Indirect: 918
Induced: 3,275

Regional Wages

Direct Supply Chain: 126 million
Indirect: 43.2 million
Included: 117 million



INVESTMENT PIPELINE – MAKE SURE YOUR COMMUNITY IS INVESTMENT READY

- Be fully serviced or readily serviceable (electricity, gas, waste, wastewater, telecommunications) and free of major development constraints
- Have completed assessment due diligence, including environmental site assessments and archaeological assessments
- Come with detailed site information, including ownership and title, property survey, zoning, road and rail access, utilities and servicing letters, topographical maps of the developable area, and a community profile
- Municipal CIP – tax incentives, development costs, etc...

IWE IS LEADING THE SHIFT FROM AUTOMOTIVE TO AUTOMOBILITY

- **Invest WindsorEssex's Automobility and Innovation (A&I) department** was created in 2017 as a response to the changing nature of the auto industry across the region from the Internal combustion engine to the electric vehicle.
- Since 2018 the A&I dept has secured **\$16M in provincial and federal funding** to support the transition of our local economy to automobility.



- The **A&I dept. is a 100% funded through Provincial and Federal contributions.**
- This dept. is a value add to the Windsor Essex region and does not leverage County and City core contributions.
- Staff, programming, and equipment are purchased through grant funding that the dept. has secured.

IWE IS LEADING THE SHIFT FROM AUTOMOTIVE TO AUTOMOBILITY

Automotive Capital to Automobility Capital



Home to the **Canadian Automobility Hub**: Canada's first EV ramp-up factory offering a suite of resources and services to enable and support entrepreneurs and businesses interested in advancing the market for electric, zero-emission, connected and automated vehicle technology.



Designated as 1 of 7 Ontario **Regional Technology Development Sites** specializing in advanced simulation, virtual reality and automotive cybersecurity. Funded by the Ontario Vehicle Innovation Network (OVIN).



Home to **Canada's largest publicly accessible virtual reality (VR) CAVE**: The Invest WindsorEssex (IWE) VR CAVE serves as a commercialization tool to support mobility companies with free simulation testing and virtual prototyping services.

IWE IS LEADING THE SHIFT FROM AUTOMOTIVE TO AUTOMOBILITY



- In 2022 the A&I team worked with **Habitat for Humanity and the Bridge Youth Centre in Leamington** to showcase the simulated design of a 3D printed home as part of a first of its kind in Canada housing project lead by Habitat for Humanity Windsor-Essex and in partnership with the University of Windsor.
- The IWE team used the VR CAVE to identify how the new design would ultimately look and allowed builders to perform an accessibility audit on the homes to ensure they are fully accessible prior to construction.



- The A&I dept. is the **eXtended Reality partner for the Automotive Parts Manufacturers Association' (APMA) Project Arrow**. The A&I team worked to create a high-fidelity model of the vehicle through the VR CAVE and assist in the simulation work as the model was being developed.
- Most recently the A&I team created an Augmented Reality application to showcase all the partners and companies (Including County of Essex suppliers – ie. Ettracive from Tecumseh) providing components, technologies, and support for the vehicle.

ESSEX COUNTY BUSINESS SUPPORT

- Small Business & Entrepreneurship Centre offers training, support, resources, grants and programs to small businesses across Essex County.
 - Starter Company Plus
 - Summer Company
 - Digital Main Street – promoted across Essex County – **main street walkabouts with municipal EDOs**
 - Foodpreneur Advantage
 - Re-invent this space – **Leamington**
 - Growing Creative Careers
 - Futurpreneur
 - Booster Loan – **County specific program**
 - Women Entrepreneurship Strategy - increasing the number of female entrepreneurs across Windsor-Essex - SBEC also partnered with **Mexican Consul in Leamington** to support Mexican women entrepreneurs
- Total amount of dispersed funding and company activity from the County (2022)
 - **\$700,000 program/grant funding, 30 expansions, 55 start ups, 153 jobs, 380 consultations, 60 grant recipients, 712 outreach, 600+ workshop participants**

ESSEX COUNTY BUSINESS SUPPORT

- SBEC's client **Cedar Valley (Oldcastle)** and BRE's client **Uni-Fab (Leamington)** received \$5.3 million through Jobs and Growth Fund creating 55 jobs and improving manufacturing capabilities in Windsor-Essex.
- BRE client **CapsCanada (Lakeshore)** announced \$5 million in funding for an expansion project that will create 50 jobs – total project investment of \$18.5 million.



ESSEX COUNTY BUSINESS SUPPORT

- SBEC has extended its service locations to further support businesses across Essex County.
- Since the start of 2022 BRE has supported **11 clients in Essex County** that have planned and announced expansions with a total value of over **\$90 million, generating 285 new jobs.**
- BRE continues to work with Hydro One, IESO, and Enbridge, in support of critical energy infrastructure projects, necessary to the retention and expansion of Essex County businesses, and the attraction of new investment.
- BRE continues to work with our community partners to support key projects that impact our Essex County (Regional) businesses - Windsor Essex Local Immigration Partnership (WE LIP), WFWE.
- BRE Business Support Activity – Essex County

	2022	2023 to date
Site Visits (in-person)*	17	3
Meetings (virtual and in-person)	46	10
Assists/Connections	72	5
Ombudsman Assists	30	7
Community Partner Assists/Meetings	68	15



**Are you starting
or expanding your
small business?**

[Schedule an in-person consultation](#)

WEBUSINESSCENTRE.COM

🕒 THURSDAYS
8:30 a.m. to 12 p.m.
📍 MUNICIPALITY OF LEAMINGTON
Town Hall, 111 Erie St. N.,
Leamington
ROOM 105

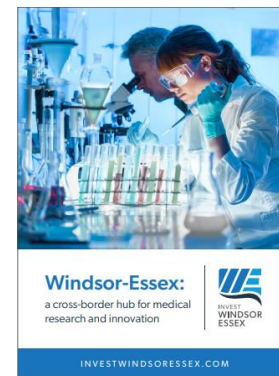
 **SMALL BUSINESS &
ENTREPRENEURSHIP
CENTRE**
A partnership of Small Business Development

 **INVEST
WINDSOR
ESSEX**

WINDSOR-ESSEX REGION PROMOTED ACROSS THE GLOBE

WEBSITE: 51,602 USERS; 119,845 PAGE VIEWS

SOCIAL: 24,000 FANS; 1.5 M IMPRESSIONS





INVESTWINDSORESSEX.COM