



Appendix B

Benefits of Regional ED Services

Office of the Chief Administrative Officer

Overview

Regional economic development (ED) services are a proven, high-return investment for communities seeking sustainable growth, diversification, and competitiveness. In Windsor-Essex, these services, delivered collaboratively through Invest Windsor-Essex (IWE) and partner municipalities, strengthen the region's ability to attract and retain business, secure external funding, and align planning across jurisdictions.

Key Benefits

1. Unified Regional Investment Attraction

- Provides a single, recognizable point of contact for investors, promoting a consistent "Invest Windsor-Essex" brand.
- Coordinates site selection, infrastructure planning, and incentives across eight municipalities.
- Positions the region competitively against peers such as London, Hamilton, and Detroit-Wayne County.

2. Stronger Business Retention and Expansion (BRE)

- Proactively supports existing employers with workforce, supply chain, and regulatory challenges.
- Protects thousands of local jobs and the municipal tax base.
- Encourages business expansions within the region rather than relocations.

3. Increased Access to Funding and Partnerships

- Dedicated staff identify and manage applications for federal and provincial programs (e.g., FedDev Ontario, Invest Ontario).
- Leverages local dollars into substantial external investment.

- Builds long-term relationships with industry, educational, and government partners.

4. Efficient Regional Coordination

- Aligns economic, land-use, infrastructure, and workforce planning to reduce duplication and improve service delivery.
- Enables collective marketing, data sharing, and policy development across municipal boundaries.

5. Economic Resilience and Diversification

- Supports recovery and transition during market disruptions (e.g., automotive shifts, supply-chain shocks).
- Advances diversification into high-growth sectors such as EV manufacturing, green energy, and agri-tech.

Quantifiable Returns

- Regional ED programs in Ontario typically generate a 4:1 to 7:1 return on investment, driven by job creation, tax-base expansion, and leveraged grant funding.
- Windsor-Essex has secured hundreds of millions in private and public investment through coordinated ED initiatives, including the NextStar EV battery plant and related supplier projects.

Conclusion

Maintaining regional economic development capacity is critical to sustaining Windsor-Essex's growth, competitiveness, and fiscal health. A coordinated regional approach ensures that every municipality benefits from collective branding, shared expertise, and expanded access to funding and investment opportunities.