

# WOOLWICH TOWNSHIP COUNCIL MEETING

Waterloo EDC Update  
October 17, 2023



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inventing the future



The TOWNSHIP of  
NORTH DUMFRIES





# WHO WE ARE

The first point of contact for companies looking to locate, relocate or expand in Waterloo Region.

- *Helping local firms grow and expand (mid to large size)*
- *Attracting international businesses to our community (scaling to large size)*
-  *VC funding, Startups, Retail*

# OUR SERVICES

- Promoting growth potential for firms in Waterloo Region
- Marketing sites and developing targeted cost analyses
- Connecting firms to key local and global ecosystems and networks
- Key talent search
- Support from pipeline, landing through to first year of operations
- Referral partner for Global Skills Program (IRCC)
- “Go to” Municipal, Provincial and Federal Government partner (EDOs, TCS)



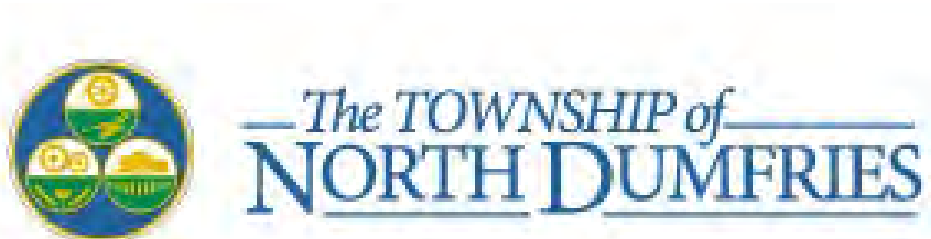
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# FUNDING PARTNERS



Region of Waterloo





# COLLABORATION BLUEPRINT



## GLOBAL

### OWN

- Investment Promotion
- Promotion of Waterloo Region
- Outbound Business Missions
- Inbound Business Missions
- Government Navigation (Fed/Prov)

### SUPPORT

- Tourism\*
- Talent Attraction\*
- Official (Non-Business) Missions
- Trade

### OTHER PARTNERS

- VCs, Startups, NGOs



## REGION

### OWN

- Investment Promotion
- Government Navigation (w EDOs)
- Business-Friendly Service/SPOC

### SUPPORT

- Sector/Cluster/Capability Development
- Data
- Retention/Aftercare w EDO Partners\*
- Events
- Infrastructure
- Talent Retention\*

### OTHER PARTNERS

- VCs, Startups, Gov't Missions



## COMMUNITY

### OWN

- Voice of Business Community with Chambers of Commerce and Boards of Trade

### SUPPORT

- Arts and Culture
- Education/Training

\* Impacted by COVID-19



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# 2016 - 2022\* (Startup to Scale-Up)

## INVESTMENT CLOSED DEALS ALL-TIME\*

**87 closed deals**

Investment value of  
**\$1,602,251,339**

**4705** new jobs created

**41 local** expansions  
**46 FDI**

### Breakdown of deals by sector (\$):

**36%** advanced manufacturing

**21%** automotive

**28%** ICT

**7%** business and financial services

**6%** food and agriculture

**2%** other

### Total Investment by Municipality (\$)



### Wins by Municipality (#)



\* As of December 23, 2022

# RETURN ON INVESTMENT AND IMPACT (2016 – 2022)

- Since inception: 87 closed deals, >\$1.6B in investment \$, >4700 new jobs created
  - For every \$1 of municipal funding, Waterloo EDC has delivered \$112 of business investment
  - For every \$1 of total funding, Waterloo EDC has delivered over \$72 of business investment
  - Waterloo EDC has helped to create a total of ~10,000 new jobs since 2016 in Canada, with over 4,600 new jobs in Waterloo Region
  - Waterloo EDC has been able to increase their total funding by 68% above municipal baseline funding



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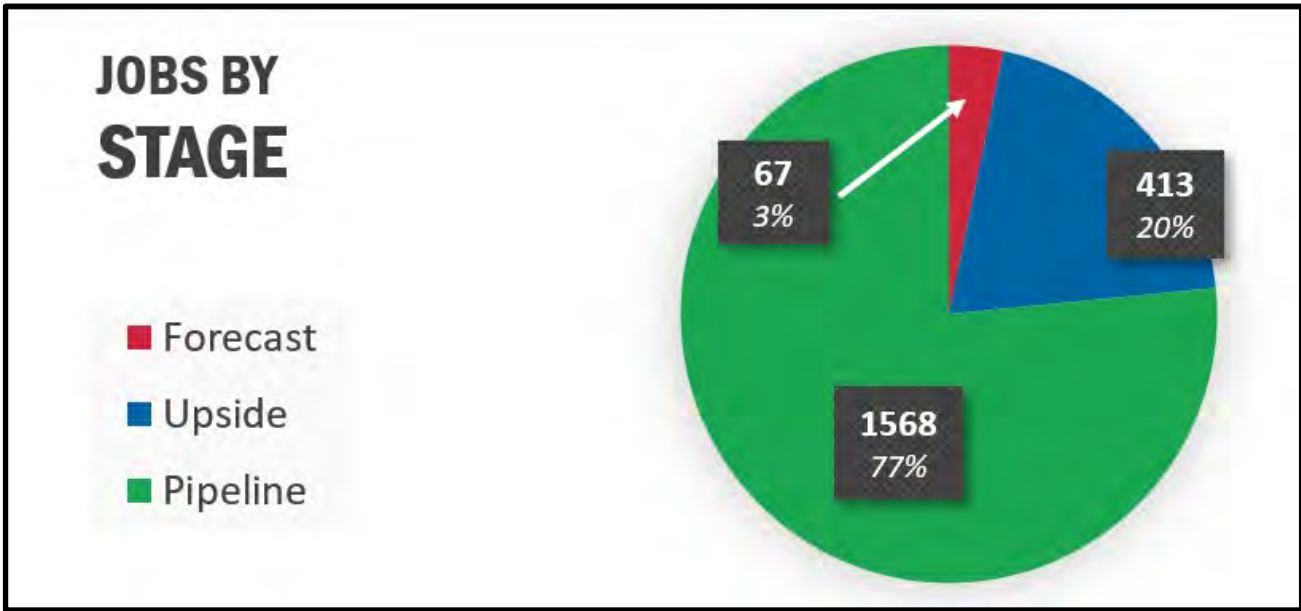
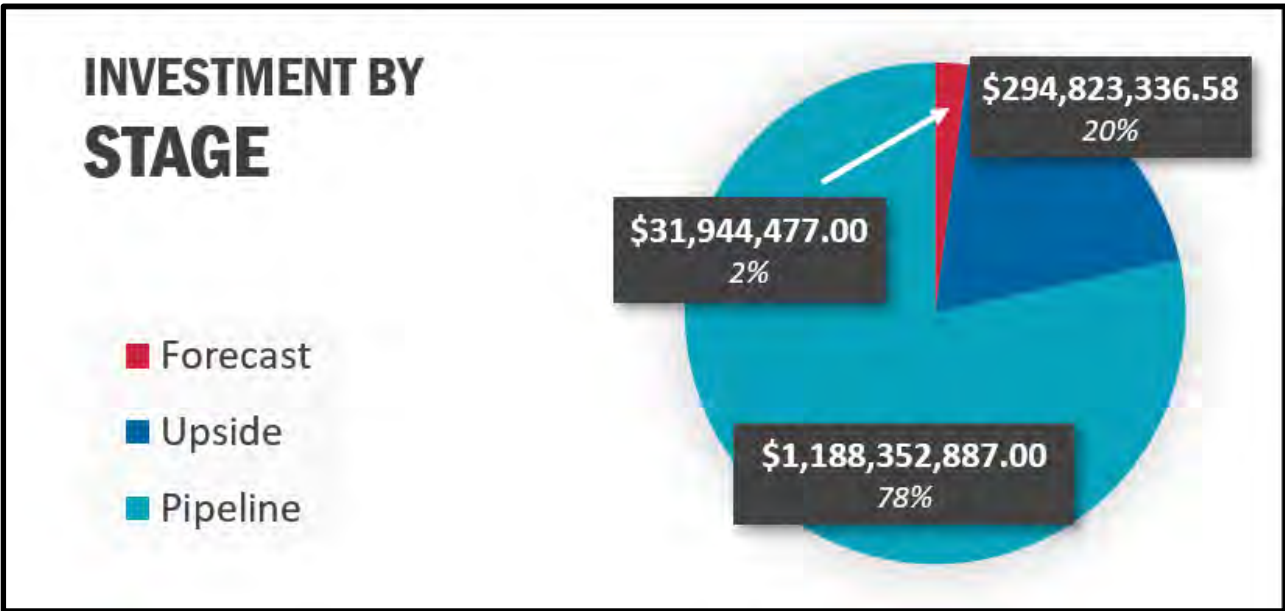
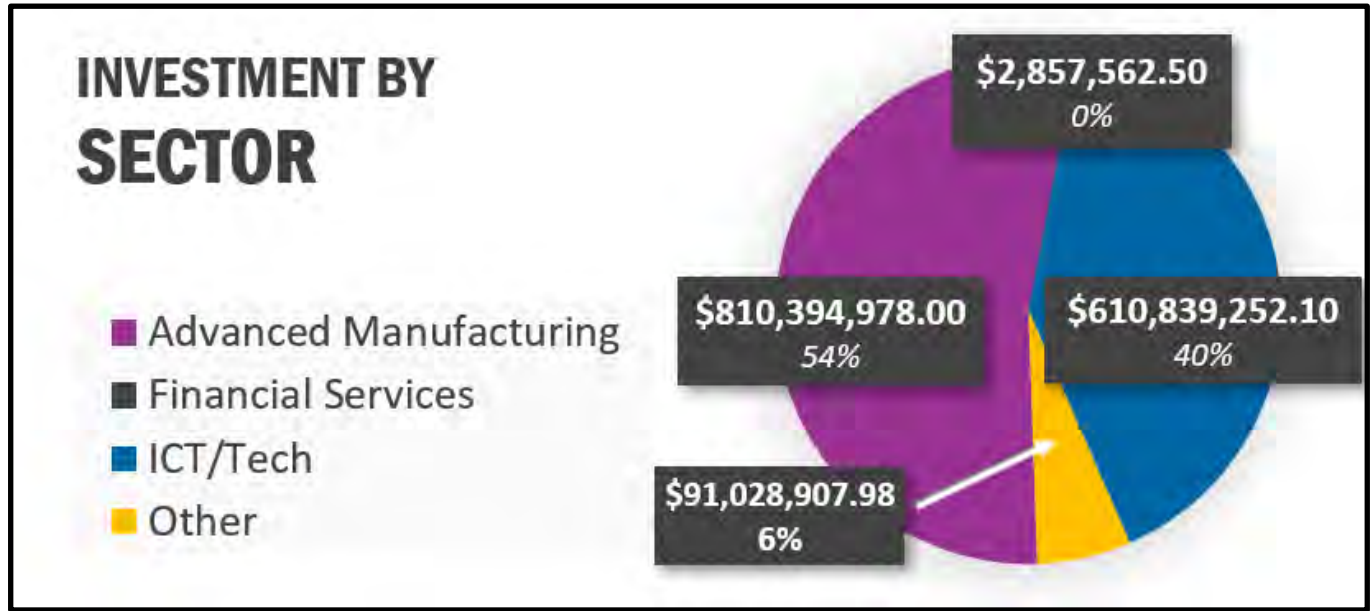
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# INVESTMENT DASHBOARD AS OF September 30, 2023

- ✓ 2023 Closed Deals: 9 deals valued at \$112,594,752
- ✓ Investment Dashboard: 93 deals valued at approximately \$1,515,120,701
- 2 deals in Forecast valued at \$31,944,477



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# WOOLWICH WINS



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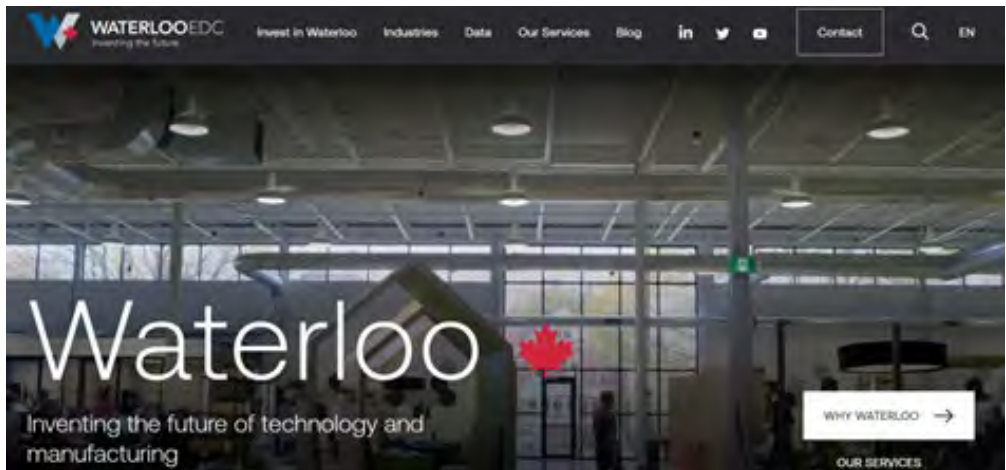




# INBOUND MARKETING INITIATIVES 2023 YTD\*

## WEBSITE\*\*

105,500+ users  
94% USA growth  
+80% organic



## BLOG

131,000+ page views  
+63% vs YA  
590 blog subscribers



## SOCIAL MEDIA

↑ LinkedIn: 7,900+ followers  
↔ X/Twitter: 7,150+ followers



## LEAD GENERATION

1,600+ contacts  
800+ core mkt contacts  
431 MQL's



\*As of September 30, 2023  
\*\* As of September 7, 2023



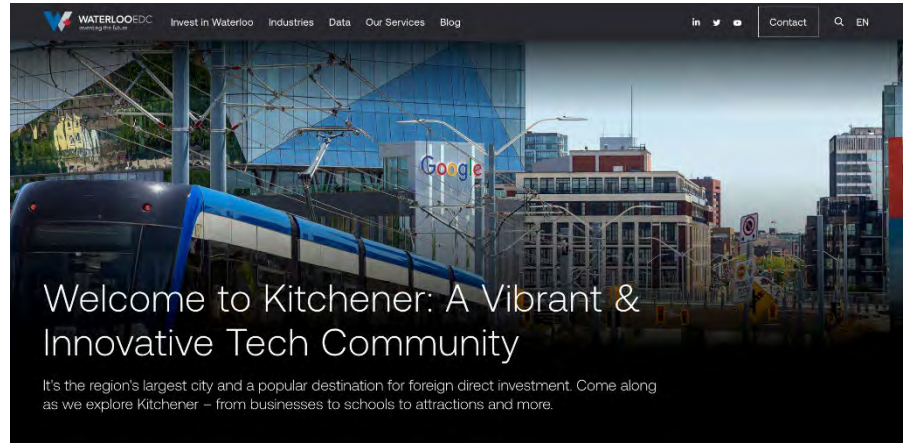
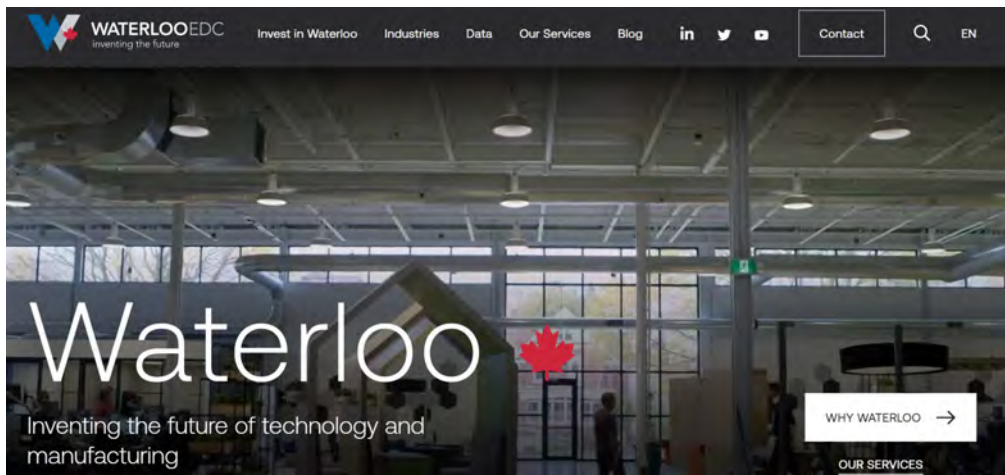
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# BEST-IN-CLASS INTERNATIONAL INVESTMENT MARKETING

Promote Waterloo Region's distinct community value proposition and reputation



*New website: 14 international awards*

*LANDED: New Podcast launched September 12th*

*Municipal Spotlight Blog series*



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# STRATEGIC PLAN

Everything we do at Waterloo EDC comes back to strengthening our core and building new investment capacity. Our goals are:

1. Build on our diversified economy – strive for excellence
2. Transform our future with a major manufacturing investment
3. Develop and promote our community's unique value proposition
4. Strengthen our emerging business clusters
5. Show leadership on social justice and equity



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Ontario



Canada

# REINVENTING THE FUTURE - RENEWAL OF STRATEGIC PLAN

## MAINTAIN

- Lead global investment attraction for Waterloo Region
- Lead foreign owned local business expansion
- Support municipal partners in business retention/expansion, including site selection
- Organize investor relations and Mayors Missions
- Continue accredited immigration referral partner services for FDI and local business (Global Skills)
- Lead RFIs/RFPs for Waterloo Region

## OPPORTUNITIES

- Urgent focus on “mega site” development
- Prioritize continued development of small- to mid-size industrial serviced land for local company expansion
- Increase FDI attraction resourcing (more markets)
- Attract full HQ relocations (not just R&D hubs)
- Streamlined team approach for top anchor companies
- Increase resources/leadership on Talent Attraction
- Engage in local corporate and social justice action



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# RESILIENCE - CHALLENGES AHEAD

## STAYING FOCUSED/INVESTMENT READY

- Talent attraction/retention
- Inventory of shovel-ready sites (all sizes)
- Global/Domestic recession?
- Supply chain regionalization/reshoring
- Support for local businesses (recovery)
- Ongoing trade issues – US, China, EU, UK, Russia, Israel
- Quality-of-life, inflation, cost-of-living challenges
- Social justice issues—listen/understand, engage/act
- Commercial space utilization



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# THANK YOU FOR YOUR ONGOING SUPPORT!



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# LET'S GET TO WORK!



[waterlootedc.ca](http://waterlootedc.ca)



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