

Economic Development Week in the Windsor-Essex Region

BACKGROUND

The WindsorEssex Economic Development Corporation (WE EDC) with regional partners including all the municipalities in the Windsor-Essex region, the WindsorEssex Small Business Centre (SBC), WEtech Alliance, Workforce WindsorEssex (WFWE), and the Ministry of Economic Development, Job Creation and Trade are launching **Economic Development Week** in the Windsor-Essex region during the week of **May 6 to May 11, 2019**.

This week-long initiative was created by the International Economic Development Council (IEDC) with a goal to increase awareness of local programs that create jobs, advance career development opportunities and increase the quality of life in a community.

Business Retention and Expansion

Business Retention & Expansion (BR&E) is community-based economic development focused on supporting existing business. The BR&E teams are tasked with helping to build a positive business environment for the success of local businesses, and ultimately the success of the community. This is accomplished by taking the pulse of business through outreach programs, surveys, providing guidance through training and development and facilitating solutions to solve challenges or issues. The WindsorEssex Economic Development BR&E team works closely with other economic development practitioners in the region to support business growth, retention and expansion to new markets, and matching companies with resources or supply chain opportunities.

The goals for #EconDevWeek includes engaging the region's business community – small, medium, large and across all sectors to **"take the survey"**. This survey identifies the needs of business, assist economic development professionals to develop strategies that will support businesses to stay, grow, and become more competitive. The survey also provides an inside view of the top positions' employers hired, the age group of those hired, the number of planned hires for the year and many other important metrics that is published by WFWE.

In 2018 over 130 companies took the survey; the goal this year is to increase the number of participants. Regional economic development partners will also encourage businesses to access tools, services, information, videos and more that is available through their social media platforms. This will provide businesses with important information about the support and services available through the region's economic development practitioners. Other activities include:

Monday, May 6 – Media are invited to the Kick-Off Day- At 11:00 a.m. WE EDC will visit **Dainty Foods** at the Rice Mill on Broadway St. where **CEO Richard dePalmas, of Les Aliments Dainty Foods Inc.** will officially launch Economic Development Week by "Taking the Survey."

Tuesday, May 7 -Using their own data, Workforce WindsorEssex will announce **new monthly job reports** that shares insight on how people search their job finding tools and what jobs are being posted online.

Wednesday, May 8 – SBC features "Cutting Through Food Business Regulations" seminar for those looking to start a business in the food industry.

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ECONOMIC DEVELOPMENT

Thursday, May 9 – WEtech-Alliance will be highlighting in their Thursday blog - 4 new pillars of programming created for scaling SME's in our region. These pillars focus on - Client perks, their 4/8/12 milestone strategy document, Full day development workshops and finally, their relationship with the newly revitalized WECAN Angel Investors Network.

Friday, May 10 – WE EDC “Blitz Day” A business visitation blitz throughout Windsor-Essex highlighting “Take the Survey.”