

**Economic Development Week in Windsor-Essex Region – 2018**

**May 7 to May 11, 2018**

**BACKGROUND**

The WindsorEssex Economic Development Corporation with regional partners including all municipalities in the Windsor-Essex region, the WindsorEssex Small Business Centre (SBC), WEtech Alliance, Workforce WindsorEssex (WFWE), and the Ministry of Economic Development and Growth are launching Economic Development Week in the Windsor-Essex region during the week of May 7<sup>th</sup> to May 11<sup>th</sup>, 2018. This week-long initiative is part of the International Economic Development Week, #EconDevWeek #EDW2018, and was created by the International Economic Development Council (IEDC) with a goal to increase awareness of local programs that support job creation, advance career development opportunities and increase the quality of life.

**Business Retention and Expansion**

Business Retention & Expansion (BR&E) is community-based economic development focused on supporting existing business. The BR&E team is 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 acting to facilitate solutions for problems or issues. The WindsorEssex Economic Development BR&E team works closely with other economic development practitioners in the region to support business growth and retention, expansion to new markets, and matching companies with resources or supply chain opportunities.

The goals for #EconDevWeek include engaging the region's business community – small, medium, large and across all sectors to “take the survey” to help us gain a better understanding of the needs of business and how to respond to those needs to help businesses stay, grow, and become more competitive. In 2017, 200 companies took the survey; the goal this year is to increase the number of participants. All of the region's economic development partners will also encourage businesses to access tools, services, information, videos and more 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 to help businesses grow and succeed. Other activities include:

Monday – May 7

The **WindsorEssex Economic Development Corporation** will host a media conference to launch Economic Development Week in Windsor-Essex. The media conference will take place at - **Level One Robotics and Controls Inc.** 2525 Howard Ave. (at Doty Place) Suite 190 **Windsor, ON at 10AM**

Tuesday – May 8

**WEtech Alliance** - In a special Economic Development Week episode of their Tech in the City podcast, WEtech Alliance will talk about the free resources, tools and events designed to help our local tech community create, innovate and accelerate. WEtech will also be sharing local technology and innovation success stories on Twitter & Facebook throughout the day using #TechInTheCity. [wepodcast.ca/tech-in-the-city](http://wepodcast.ca/tech-in-the-city)  
[www.wetech-alliance.com](http://www.wetech-alliance.com)

Wednesday – May 9

**Workforce WindsorEssex** will host a media conference to launch the Community Labour Market Plan (CLMP) – a roadmap for workforce development followed by an event that will walk community organizations through the CLMP section by section by WFWE research staff. [www.workforcewindsorsex.com](http://www.workforcewindsorsex.com)

Thursday – May 10

The **WindsorEssex Small Business Centre** will host an evening of networking with regional entrepreneurs at the Sandwich Brewing Company from 5 to 8 pm. Entrepreneurs will share success stories, ideas and learn from experienced business owners in the community. They will learn how local resources like the Starter Company Plus program have helped many SBC clients start or grow their business.

[www.windsoresexsmallbusiness.com](http://www.windsoresexsmallbusiness.com)

Friday, May 11

The **WindsorEssex Economic Development Corporation BR&E team** will conduct a blitz by visiting businesses to promote the regional survey, explain the BR&E services and support available to them to help in the creation, retention and expansion of jobs. Additionally, they will review the Employer Matrix as a reminder of how government programs can support businesses. [www.choosewindsorsex.com](http://www.choosewindsorsex.com)

The survey ([www.surveymonkey.com/r/edw2018](http://www.surveymonkey.com/r/edw2018)) is available for businesses to take throughout the month of May 2018.