

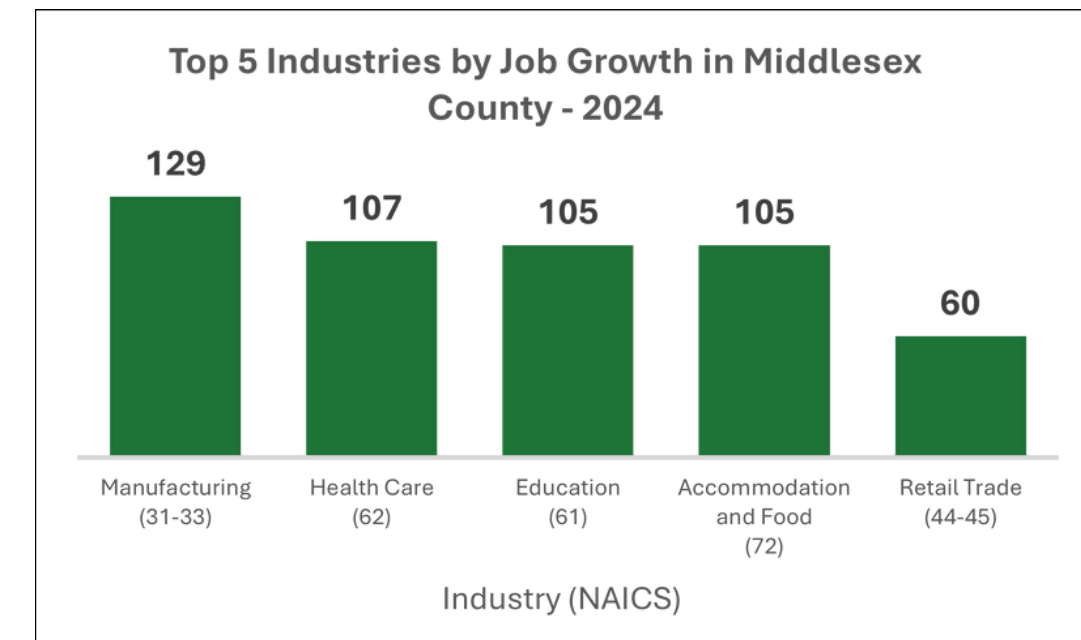
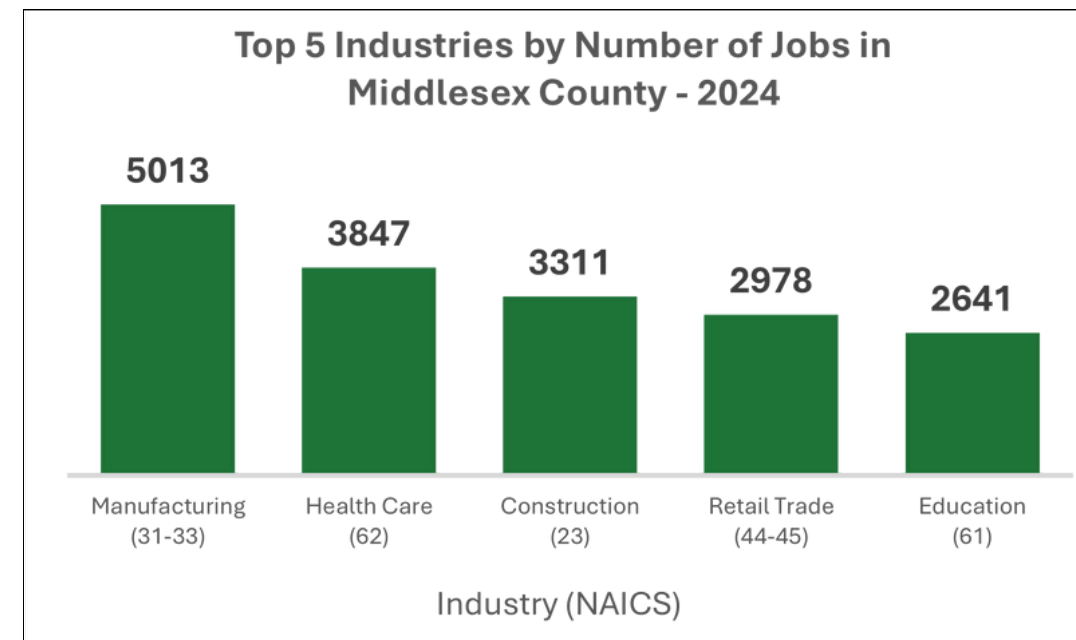
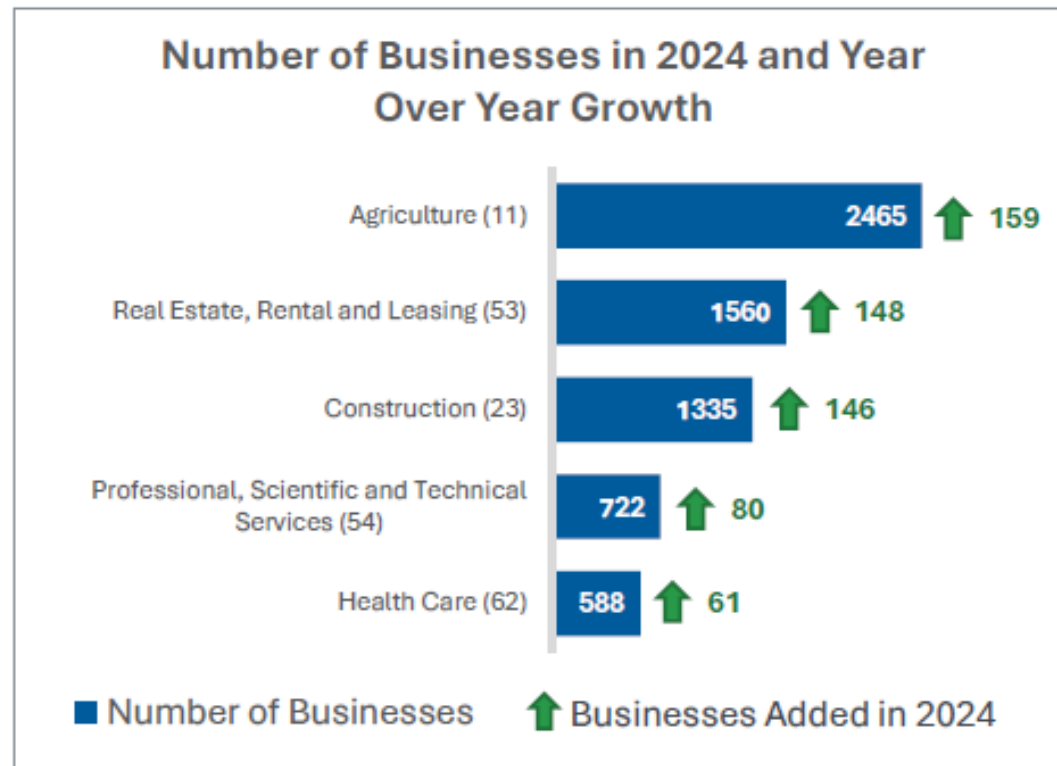
Middlesex County Economic Development and Tourism Year End Summary



Key Indicators

Jobs Created or Retained

The number of jobs in Middlesex County grew from 32,525 in 2023 to 33,435 in 2024, with all industries either maintaining or growing in number of jobs over this time period. The charts show the top industries for number of jobs, as well as the top 5 industries for growth over 2024.



\$117,000

Grants and Funding

The Economic Development Team secured \$117,000 in grants and funding, accounting for over 11% of the department's annual budget.

228

Foreign Direct Investors

In 2024, 38 one-on-one meetings were held with foreign direct investors (FDI) interested in Middlesex County, and 190 meetings with FDIs exploring regional business opportunities in key sectors.

Engagement

2024 Social Media Snapshot

Year-end metrics for all channels (Visit Middlesex, Invest in Middlesex, Work in Middlesex, From Our Hands to Your Table) on Facebook, Instagram, and LinkedIn reached a total of 904,716 impressions.

 **10,592**
Followers  **21%**
versus 2023

 **1,541**
Post Shares  **73.5%**
versus 2023

 **6,186**
Reactions  **103%**
versus 2023

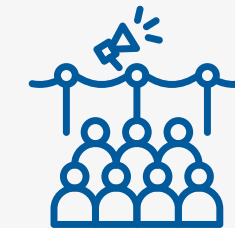
Community Improvement Plan Funding Leveraged



23 CIP projects led to \$62,400.70 in reimbursements to municipalities and \$735,624.18 invested in the community, yielding a 10.8x ROI—\$10.80 invested for every \$1 reimbursed by the County.

\$735,624.18

Tourism Initiative Sponsorships



10 events received \$15,000 in Tourism Initiative Sponsorships, generating \$139,430.75 in total value—an 8.3x ROI. These events attracted over 30,000 attendees, boosting economic and community impact.

30K



Community Engagement

- 180 Marketing Supports provided
- 90 Tourism Events Promoted
- 3 FAM Tours Hosted



Local Municipal Engagement

- 2720 Tracked Communications with Local Staff or Elected Officials
- 172 Meetings Held

Sector Highlights and Awards and Recognition

Industrial Grand Openings



Ontario Plants Propagation

- \$75 million dollar investment
- 13 acres of greenhouse, with phased expansions planned
- 45 jobs added



Norbec

- \$45 million dollar investment
- 70 employees
- 156,000 sq ft



Notable investments include a No Frills in Thames Centre, Tito's Pizza and new stores at The Shops on Sydenham in Strathroy-Caradoc, and The Glens Shopping Centre plaza in Lucan, anchored by Foodland, McDonald's, Pet Valu, Dollarama, and more.

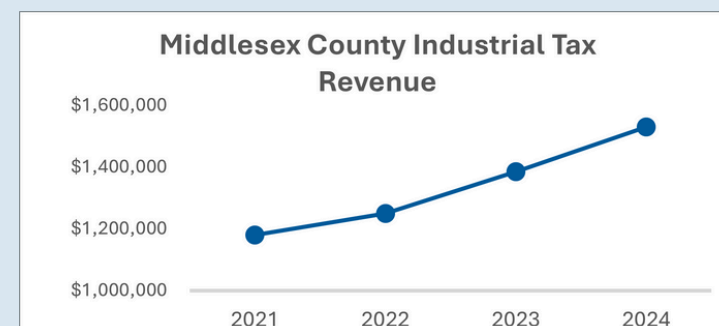


Making it in Middlesex Series, Print Publications and Advertising

The Making It in Middlesex video series highlights local businesses each year, showcasing their impact on economic growth and job creation. These videos increase visibility, helping businesses attract new customers and opportunities. Additionally, Middlesex County's print and advertising campaigns promote tourism and investment across Canada and the U.S., further strengthening the region's economy.

Infrastructure and Development

In 2024, the County Infrastructure Loan Fund was adapted for industrial servicing. The Economic Development team has been collaborating with local municipalities and upper-level governments to plan for future industrial investment.



Awards and Recognition



Middlesex County continues to earn awards and International recognition through its development and implementation of impactful initiatives and innovative campaigns. This year we won 3 Platinum and Gold Awards in the International Hermes Creative!

Strategies and Workforce Development

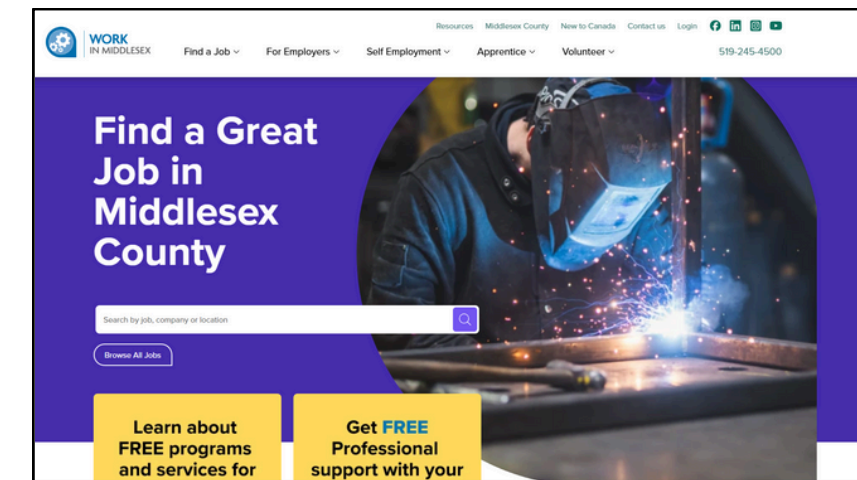
Middlesex County completed **Four Key Documents** in 2024:

- Foreign Direct Investment Strategy (Global Affairs Canada)
- Commercial Investment Strategy (Ministry of Rural Affairs)
- Tourism Investment Toolkit (Ministry of Culture, Tourism & Gaming)
- Middlesex County Economic Development Corporation Strategy - which recommends the creation of the organization in 2025

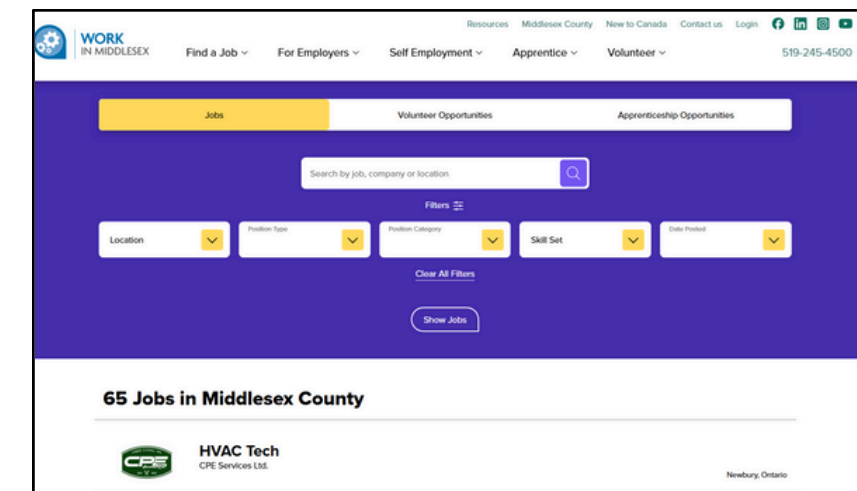


Workforce Development

Work in Middlesex website was revamped in 2024 and now hosts a job matching portal. This project was completed in partnership with The Ministry of Rural Affairs.



workinmiddlesex.ca



workinmiddlesex.ca/jobs