



ST. LAWRENCE CORRIDOR MID-YEAR REPORT 2022

STRATEGIC OBJECTIVES

1

PROGRAM POSITIONING

Focusd on the attraction of new employers and increasing job opportunities for residents while assisting existing business expansion.

–
Recognized as best place for business investment, innovation & commercial growth.

–
Performance-based collaboration accelerating regional economic prosperity: “We win as a region.”

2

ENHANCE COMPETITIVE ADVANTAGE



ATTRACT

Sales & marketing efforts to attract new business.



PROMOTE & MAXIMIZE GROWTH

Grow Eastern Ontario’s GDP & workforce.



SCALE-UPS

Support high growth firms’ growth strategies.



HOUSING

Residential real estate development

3

OPERATIONAL EXCELLENCE

PARTNERSHIP & DEVELOPMENT

Align municipal ecdev goals & priorities

–
Develop common value proposition

–
Effective reporting on corporate outcomes

–
Communication through community engagement

–
Enhance regional business intelligence

–
Constant collaboration with the regional business community

–
Monitor ecdev growth strategy and adapt actions as required

KEY PERFORMANCE METRICS



**INCREASE
NEW JOBS
BY**

269

ATTRACTION



**INCREASE
REGIONAL
GDP**

5.2%

PROMOTE & MAXIMIZE GROWTH



**INCREASE
SCALE-UPS**

+4

MANUFACTURERS

SCALE-UPS



**INCREASE
HOUSING
DEVELOPMENT**

REPORTING
JANUARY 2023

REPORT ANNUALLY



**OVERALL
ECONOMIC
IMPACT**

**\$133
MM**

**364
JOBS**

INVESTED

GENERATED

TWITTER



3042
followers

LINKEDIN



2421
followers

WEBSITE



Jan-Jul
2022

400+ visitors
per month

122% growth
over 2021

93% are
new visitors

OUR VALUE PROPOSITION



QUALITY OF LIFE

The St. Lawrence Corridor provides a higher quality of life with a lower cost of living in comparison to other regions in Ontario and across the country.



LOCATION ADVANTAGES

Purchase & lease of industrial land and capital assets are 25% less than the GTA and 30% less than New York State.



TRANSPORTATION & PROXIMITY

Close proximity and access to major domestic and international markets with access to international airports and waterways.



LABOUR & WORKFORCE

Educated, accessible workforce.
Home to some of the top performing high schools in the province, 3 colleges & 4 universities.