



ST. LAWRENCE CORRIDOR YEAR-END REPORT 2022



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.

STRATEGIC OBJECTIVES

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



HOUSING
Accelerate residential real estate development

PROGRAM POSITIONING

Focus 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."

OPERATIONAL EXCELLENCE

FOCUSED ON PARTNERSHIP, DEVELOPMENT & COLLABORATION

- Align municipal ecdev goals & priorities
- Develop common regional 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

292

ATTRACTION



INCREASE REGIONAL GDP

5.3%

PROMOTE & MAXIMIZE GROWTH



INCREASE SCALE-UPS

+4

MANUFACTURERS

SCALE-UPS



INCREASE HOUSING DEVELOPMENT

REPORTING FEBRUARY 2023

REPORT ANNUALLY



OVERALL ECONOMIC IMPACT

\$141 MM

INVESTED

389 JOBS

GENERATED

TWITTER



5250 impressions

LINKEDIN



5654 impressions

FACEBOOK



4116 impressions

WEBSITE

4220 website visits

66% growth over 2021

6449 page views

*Organic impressions between Jan - Dec 2022.