

# 2024 Year in Review

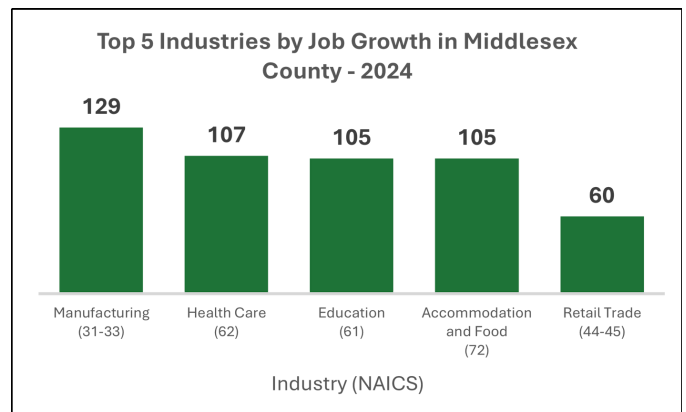
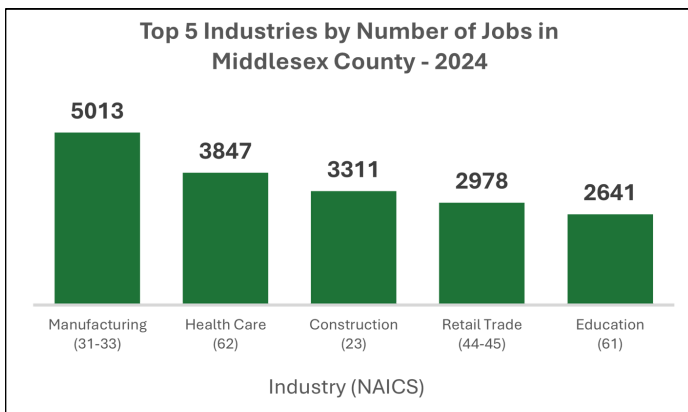
## Economic Development in Middlesex County

In 2024, Middlesex County experienced significant economic growth and community development. Grand openings of major employers such as Ontario Plants and Norbec, and expansion announcements from several large firms resulted in **more than 800 jobs being added county-wide**. Manufacturing, health care, accommodation and food service sectors led the job growth, while the **CIP Implementation Program delivered a remarkable 10.8x ROI** on County funding through local investments. Additionally, the **Tourism Initiative Fund delivered an impressive 8.3x ROI** on sponsorships towards major events and initiatives that attracted more than 30,000 visitors to the County. The following highlighted accomplishments reflect our continued commitment to driving innovation, investment, and prosperity across the County.

### Key Indicators

#### Jobs Created or Retained

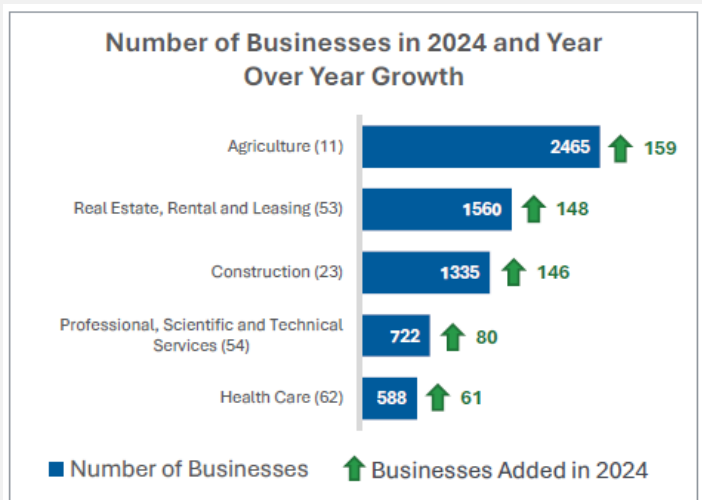
The number of jobs in Middlesex County grew from 32,525 in 2023 to 33,435 in 2024, with all industries either maintaining or growing in number of jobs over this time period. The charts show the top industries for number of jobs, as well as the top 5 industries for growth over 2024.



#### Businesses By Industry

The number of businesses in Middlesex County grew from 10,097 in 2023 to 10,991 in 2024, an increase of 8.9%. Of the 894 additional businesses added to Middlesex County, 790 are businesses with no employees, and the remaining 104 businesses are of varying employee sizes.

The top 5 industries by number of businesses in 2024 were also the top 5 industries in terms of business number growth.



## Foreign Direct Investors



228

38 one-on-one meetings were conducted with foreign direct investors (FDI) interested in doing business in Middlesex County in 2024, and 190 one-on-one meetings with FDIs interested in doing business across the region in key sectors of the local economy.

## Funding Secured or Allocated



\$117,000

Total grants or funding obtained by the Middlesex County Economic Development Team totalled \$117,000; more than 11% of the departments annual budget.

## \$735,624.18 Community Improvement Plan Funding Leveraged

23 CIP projects resulted in \$62,400.70 in reimbursements to local municipalities and \$735,624.18 invested into the community. This is a ROI of 10.8x, meaning, for every \$1 dollar the County reimbursed, \$10.8 dollars were invested by businesses on local development projects.

## Community Engagement

180 Marketing supports provided to operators such as promotional guides, social media campaigns, and other creative content

90 Tourism events promoted on Visit Middlesex platforms

3 FAM tours hosted – for local municipal staff, councilors, mayors, and businesses.

## Local Municipal Engagement

@ 2720

Tracked Communications with Local Staff/Elected Officials

172

Meetings



## 2024 Social Media Snapshot

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

### Visit Middlesex

Facebook



4.4K

Followers

Instagram



3.5K

Followers

### Invest in Middlesex

Facebook



1.3K

Followers

LinkedIn



822

Followers



10,592

Followers



21%

versus 2023



1,541

Post Shares



73.5%

versus 2023



6,186

Reactions



103%

versus 2023

## Tourism Initiative Sponsorships



**10 special events were supported** with a total investment of **\$15,000 from Tourism Initiative Sponsorships**, contributing to a total project value of \$139,430.75. This represents an **ROI of 8.3x**, meaning that for every \$1 invested, \$8.30 was generated in value for the community. Additionally, these events attracted more than 30,000 attendees, further amplifying their economic and community impact.

## Making It In Middlesex: Celebrating Local Business Growth

The Making It in Middlesex video series highlights local businesses each year that are contributing to our community's economic growth. By showcasing their stories, these videos boost visibility, helping businesses attract new customers and opportunities. As they grow, they contribute to job creation and overall economic vitality in Middlesex, strengthening our local economy.



Notera



The Spa Date



Willow and Water

## Sector Highlights

### Industrial Grand Openings



#### Ontario Plants Propagation

- \$75 million dollar investment, for a high tech world class facility
- 13 acres of greenhouse, with multiple phased expansions planned
- 45 jobs added



#### Norbec

- \$45 million dollar investment for manufacturing of insulated metal panels facility
- 70 employees
- 156,000 sq ft

### Commercial and SME Grand Openings



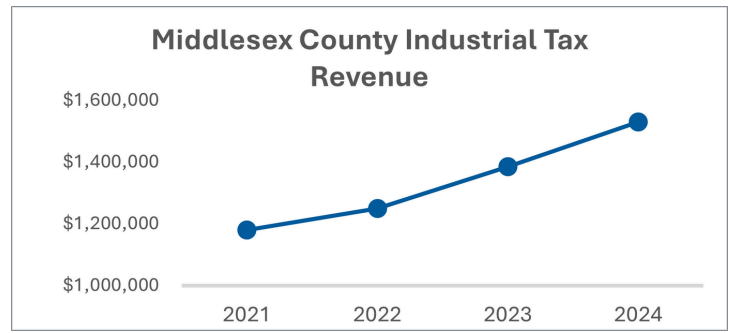
Notable investments are the addition of a No Frills in Thames Centre, the addition of a Tito's Pizza and multiple stores to The Shops on Sydenham in Strathroy-Caradoc and the development of The Glens Shopping Centre plaza in Lucan which is anchored by a Foodland, MacDonaldis, Pet Valu, Dollarama and more.

### Infrastructure and Development

Adaptation of the County Infrastructure Loan Fund to accommodate industrial servicing took place in 2024. The Economic Development team has been working closely with several local municipalities on plans to utilize this program, as well as to partner with upper level governments to prepare for future industrial investment.

# Industrial Tax Revenue

Industrial tax revenue continued to grow, from just under \$1.4 million in 2023 to just over 1.5 million in 2024.



## Awards and Recognition

Middlesex County continues to earn awards and International recognition through its development and implementation of impactful initiatives and innovative campaigns.

### Middlesex County Trails Guide



Winner of the Hermes Awards PLATINUM

### Making it in Middlesex Video Series



Winner of the Hermes Awards PLATINUM

### Middlesex County Culinary Guide



Winner of the Hermes Awards GOLD

## Print Publications and Advertising

Middlesex County produces engaging print publications and advertising campaigns that reach audiences across Canada and the U.S., showcasing the region's unique tourism offerings along with investment attraction. Some examples of our 2024 campaign results are highlighted below.

### Horizon Magazine



**100K**  
Print  
Distribution



**800K**  
Billboard View  
Yonge & Dundas  
Toronto



Foodism Magazine  
Escapism Advertorial  
Partnership with SWOTC



**200K**  
Issue Reach

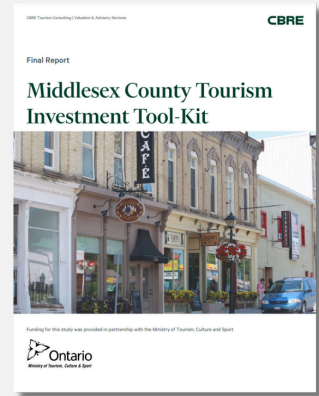


Invest in  
Middlesex was  
shown in  
multiple  
International  
publications

# Strategies

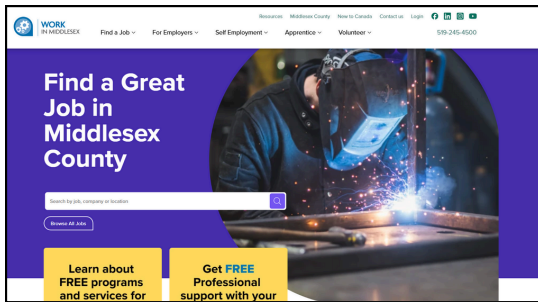
Middlesex County completed **Four Key Documents** in 2024:

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

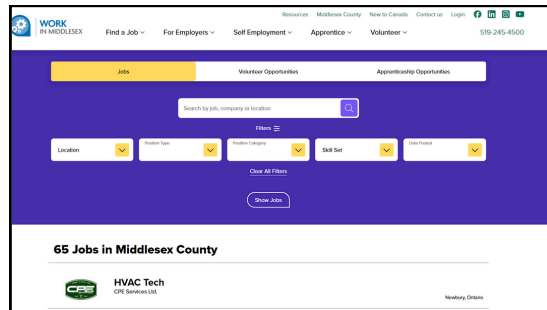


## Workforce Development

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](http://workinmiddlesex.ca)



[workinmiddlesex.ca/jobs](http://workinmiddlesex.ca/jobs)

## The Team



**Cara Finn**

Director of Economic Development

519-434-7321 ext. 2347  
cfinn@middlesex.ca



**Demetri Makrakos**

Economic Development Officer

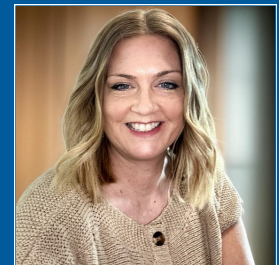
519-434-7321 ext. 2350  
dmakrakos@middlesex.ca



**Paul Napigkit**

Tourism Officer

519-434-7321 ext. 2353  
pnapigkit@middlesex.ca



**Kelly Hunt**

Economic Development & Tourism Coordinator

519-434-7321 ext. 2362  
kellyhunt@middlesex.ca