



LONDON
ECONOMIC
DEVELOPMENT
CORPORATION



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CORPORATION

2023

ACTIVITY UPDATE



INVEST

We attract new investment and jobs into the city.

GROW

We foster scale-up activity and long-term growth of existing London businesses.

TALENT

We connect employers to talent and develop a skilled workforce to meet future needs.

ENGAGE

We champion positive economic dialogue locally, nationally and internationally.

WHAT WE DO

A photograph of a city skyline at sunset or dusk. The sky is a mix of purple, blue, and orange. Several tall buildings are visible, some with lights on. In the foreground, there are dark silhouettes of trees and a bridge railing.

AGRI-FOOD

7,000+ employed
90+ companies

MANUFACTURING

34,300+ employed
500+ companies

HEALTH

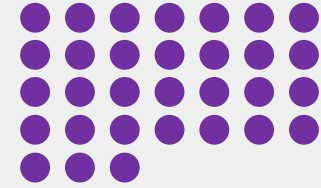
25,000+ employed
100+ companies

DIGITAL MEDIA & TECH

16,100+ employed
400+ companies

KEY SECTORS

YEAR TO DATE METRICS



YTD
**20
23**

EXPANSIONS &
ATTRACTIONS

JOBS ADDED

\$ 147 M 2,500

**20
22**
ANNUAL

\$ 218 M 1,400



SINCE INCEPTION

FACILITATED CREATION
OF NEW JOBS

27 K +

NEW
INVESTMENT

\$3 B +

ANNUAL
PROPERTY TAX

\$ 24 M +



ACCELERATE

YTD 2023	RETENTION FILES	JOBS RETAINED	ACTIVE EXPANSION FILES	COMPANIES WORKED WITH	REFERRALS MADE
	5	512	27	560	5,880
2022 ANNUAL	12	637	30	855	3,989



INVEST



YTD
**20
23**

INVEST
MISSIONS

14

ATTRACTION
FILES

38

FDI
PROPOSALS

185

SITE SELECTION /
VIRTUAL TOURS

136

**20
22**
ANNUAL

8

30

85

151





ANDRIANI SPA

Andriani SPA is a market leader in the production of gluten free pasta and flours in Europe. They have purchased 5 acres of city-owned industrial land in Innovation Park for the construction of a production facility to employ 50 people.



VOLKSWAGEN

Volkswagen Gigafactory in St. Thomas, Ontario is expected to employ up to 3,000 people and create thousands of spinoff jobs. Volkswagen is investing \$7 billion to build the plant.



NUTS FOR CHEESE

Nuts for Cheese has spent \$300K on a new production line for cream cheese, \$50K of that was from the CAP program.



WSIB ONTARIO

LEDC supported the WSIB head office attraction to bring hundreds of well-paying technology, innovation and knowledge economy jobs to the London region.

RECENT INVESTMENTS



FILM LONDON
ONE STOP. FOR REEL.

FILM LONDON

WEB SITE

USERS

8.9 mil

Jan 1 – Dec 31, 2023

PAGEVIEWS

33.9 mil

FILM PRODUCTION

\$ 1 mil

LEAD PARTNER

**Forest City Film Festival and the
Ontario Screen Creators Conference**



- Hosted 12 film, television & commercial projects
- Created 217 jobs, including Fanshawe & UWO grads
- Supported production of 3 local feature films
- Est. \$ 1 million in local revenue from film and TV production
- Created databases for talent/crew, locations & resources



COMPANIES WE'VE WORKED WITH






WORKFORCE DEVELOPMENT



YTD	EXTERNAL JOB FAIRS	EMPLOYER & JOB SEEKERS CONSULTATION	WORKFORCE PROJECTS	TALENT PRESENTATIONS
2023	9	3,860	21	19
2022	8	1,941	22	17
ANNUAL				

JOB PORTALS

	USERS	PAGE VIEWS	AVG. # OF COMPANIES	AVG. # OF JOB TITLES
 londonmfg.com	18,000+	199,000+	85	428
 londontechjobs.ca	22,000+	199,000+	86	368
 londonhealthjobs.ca	3,800+	21,000+	13	97





DON'T TELL TORONTO

Campaign targeted in the GTA to attract experienced and skilled talent to help fill London's growing industries of health, manufacturing & tech.



MAKE LONDON YOUR CHOICE

Campaign targeted in the U.S.A to attract skilled talent in several key states.



FOREST CITY LANDING PAD

Collaboration with Pillar Non Profit/Innovation Works to provide "soft landing" space to new companies and coworking spaces/hot desks to remote companies. 30+ companies have used the FC Landing Pad since July '23.



HAPPY HOUR LONDON, ON

Partnership with Tourism London and Downtown BIA to support businesses in bringing remote workers back to the core. 15+ restaurants participated in this initiative.



FIND A CAREER IN LONDON

Campaign targeted at GTA TTC commuters to attract talent in health, manufacturing and tech.

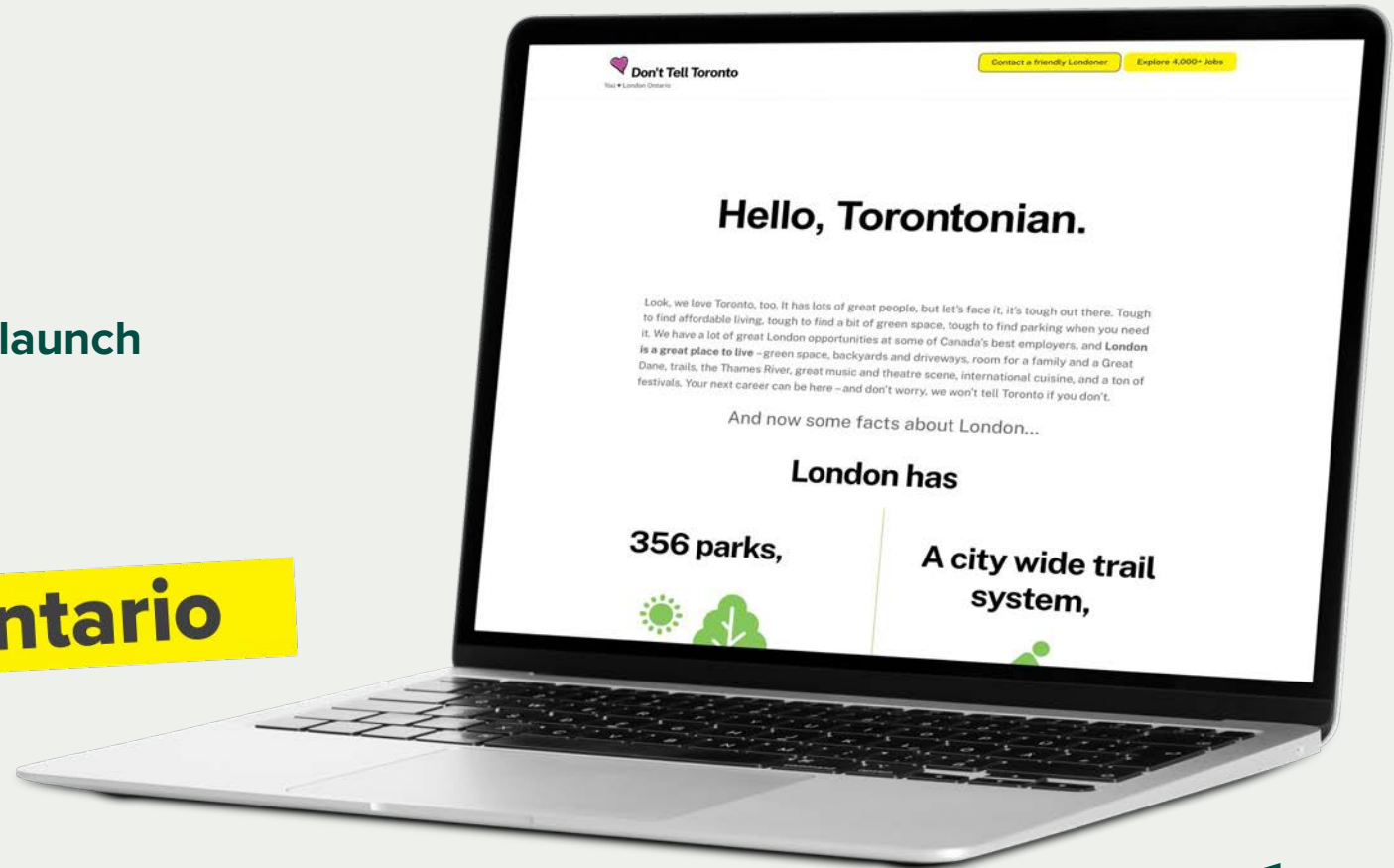
MARKETING CAMPAIGNS

DON'T TELL TORONTO CAMPAIGN

Launched in February, 2021 to attract experienced and skilled talent to help fill London's growing industry of health and technology.

Received 4,193 direct inquiries between launch and the end of 2023.

DontTellToronto.ca



February 2023

“Can not wait to move to London.”



October 2023

“I am interested in job opportunities... I am currently in Toronto but am eager to move if the right opportunity comes along”



October 2023

“XX has picked London as we don’t want to go the Toronto route. So now it’s about getting me set up so we can move down there.”



October 2023

“I’m interested moving into a different industry and London is looking good!”



DON'T TELL TORONTO / CHOOSE LONDON

THE NUMBERS

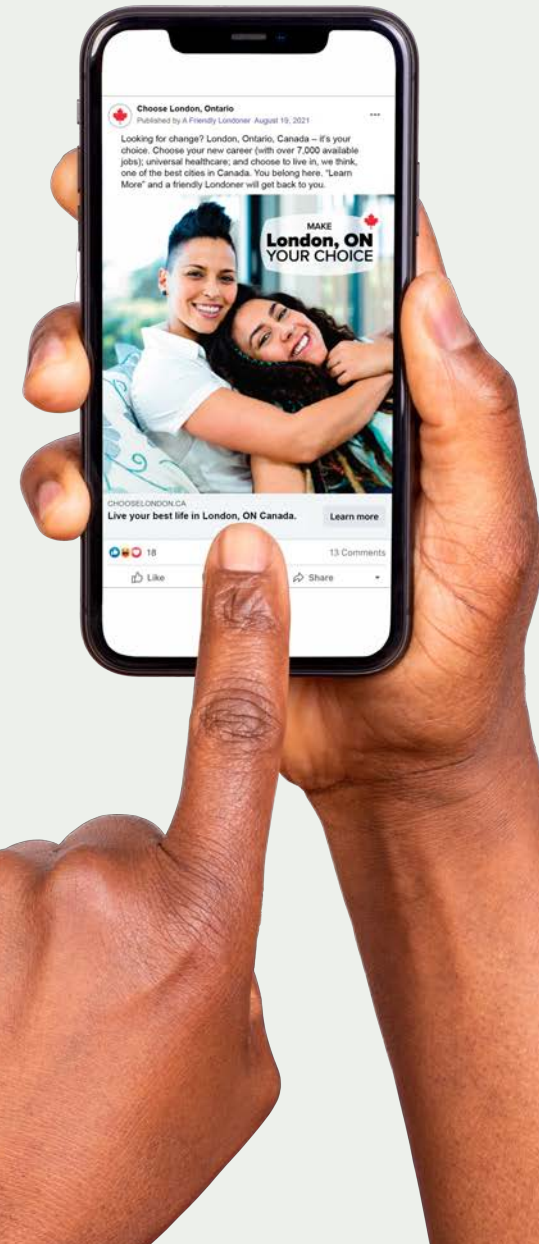
Don't Tell Toronto	IMPRESSIONS	LEADS	VIDEO VIEWS	NEWSLETTER SUBSCRIBERS
	15,244,864	4,193	1,021,980	5,721
Choose London	IMPRESSIONS	LEADS	VIDEO VIEWS	NEWSLETTER SUBSCRIBERS
	3,525,817	2,450	1,021,980	3,036



MAKE LONDON, ON YOUR CHOICE

US Campaign for London Economic Development to attract talent.

ChooseLondon.ca





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