



LONDON  
ECONOMIC  
DEVELOPMENT  
CORPORATION





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DEVELOPMENT  
CORPORATION

**2024**

# 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**





## **AGRI-FOOD**

7,000+ employed  
90+ companies

## **MANUFACTURING**

34,300+ employed  
500+ companies

## **HEALTH**

25,000+ employed  
100+ companies

## **DIGITAL MEDIA & TECH**

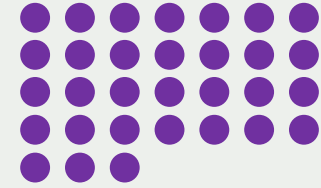
16,100+ employed  
400+ companies

# **KEY SECTORS**





# ANNUAL METRICS



ANNUAL  
**20  
24**

EXPANSIONS &  
ATTRACTIONS

**\$ 190 M**

JOBS ADDED

**1,100**

**20  
23**  
ANNUAL

**\$ 147 M**

**2,500**





# SINCE INCEPTION

FACILITATED CREATION  
OF NEW JOBS

**28 K +**

NEW  
INVESTMENT

**\$3.2 B+**

ANNUAL  
PROPERTY TAX

**\$ 27 M +**





# ACCELERATE

ANNUAL 2024	RETENTION FILES	JOBS RETAINED	ACTIVE EXPANSION FILES	COMPANIES WORKED WITH	REFERRALS MADE
2024	5	233	15	530	1,875
2023	5	512	27	560	5,880
ANNUAL					





# INVEST



ANNUAL	INVEST MISSIONS	ATTRACTION FILES	FDI PROPOSALS	SITE SELECTION / VIRTUAL TOURS
2024	17	15	93	144
2023	14	38	185	136
ANNUAL				



# COMPANIES WE'VE WORKED WITH







## Innofoods

Innofoods, a healthy snack food manufacturer, has chosen London for its first expansion outside B.C., building a facility at Innovation Park that will initially create up to 90 jobs, with plans to double its workforce in the next phase



## 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.



## CARFAX CANADA

CARFAX Canada's growth in London has been significant. What started as a small startup has evolved into a leader in the tech industry, employing over 500 people, also making it one of the largest tech employers in the region.



## 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






# WORKFORCE DEVELOPMENT



ANNUAL	EXTERNAL JOB FAIRS	EMPLOYER & JOB SEEKERS CONSULTATION	WORKFORCE PROJECTS	TALENT PRESENTATIONS
2024	7	3,720	10	26
2023	9	3,860	21	19
ANNUAL				



# JOB PORTALS

	USERS	PAGE VIEWS	AVG. # OF COMPANIES	AVG. # OF JOB TITLES
 londonmfg.com	50,650+	525,380+	93	499
 londontechjobs.ca	56,710+	549,010+	78	642
 londonhealthjobs.ca	23,360+	98,530+	27	463





## 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.



## TRANSATLANTIC EV TRIANGLE

An initiative to link the electric mobility ecosystems of Canada, Germany, and Spain, to facilitate the exchange of supply-chain related talent, direct investment, and R&D capabilities.

# MARKETING CAMPAIGNS







## LOVE LONDON CANADA

A gateway to discovering London's key spaces and places - from healthcare to business resources, entertainment and jobs.



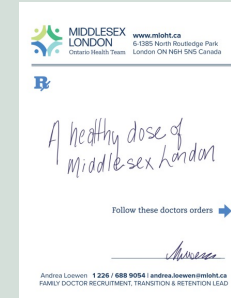
## FIND A CAREER IN LONDON

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



## JOBS EXIT #186

Billboards along the 401 targeting commuters within the London / Toronto corridor.



## FAMILY PHYSICIAN RECRUITMENT SUPPORT

Billboards along the 401 targeting commuters within the London / Toronto corridor.

more **MARKETING CAMPAIGNS**



# DON'T TELL TORONTO: THE NUMBERS

Total IMPRESSIONS 2024

14,513,021

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

ANNUAL

20  
24

DIRECT CONTACTS

4,841

VIDEO VIEWS

899,595

NEWSLETTER  
SUBSCRIBES

8,961

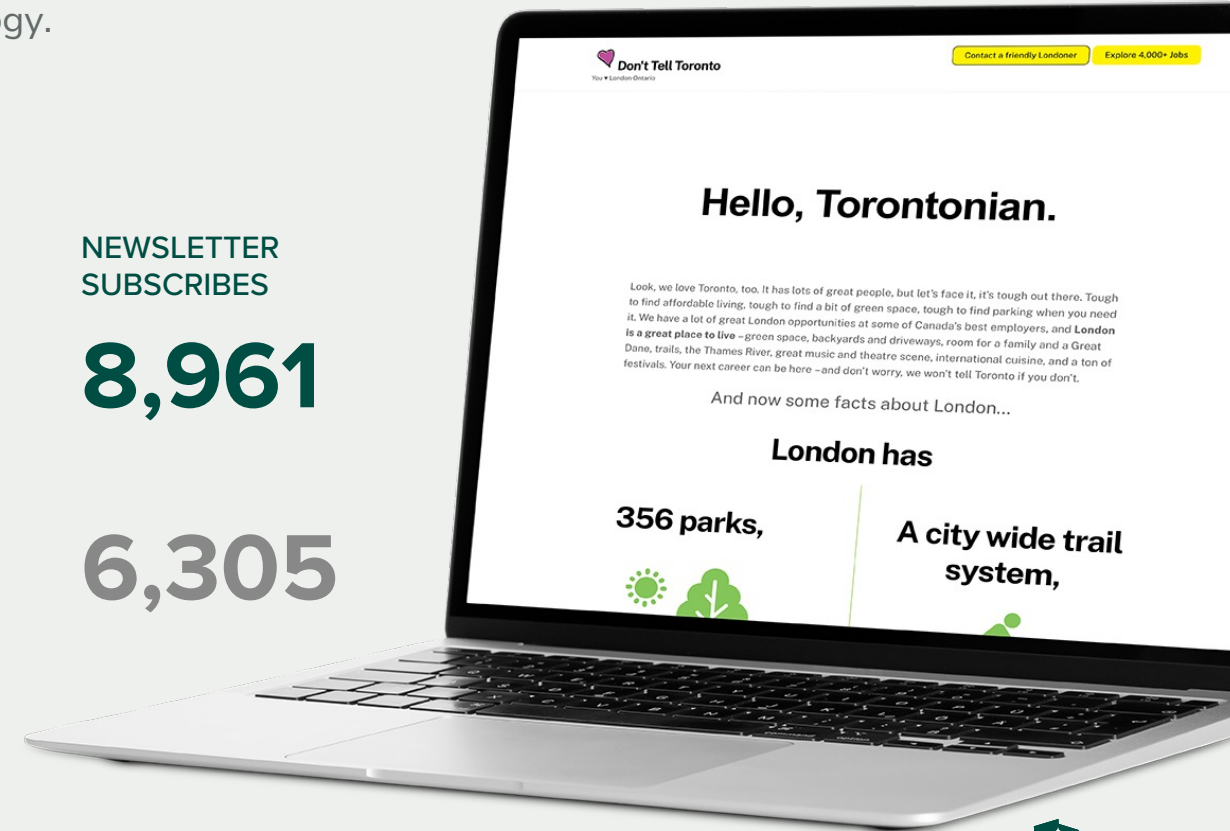
20  
23

ANNUAL

4,580

1,021,980

6,305





# CHOOSE LONDON: THE NUMBERS

Total IMPRESSIONS 2024

4,394,413

US Campaign for London Economic  
Development to attract talent.

ANNUAL

20  
24

DIRECT CONTACTS

5,213

NEWSLETTER SUBSCRIBES

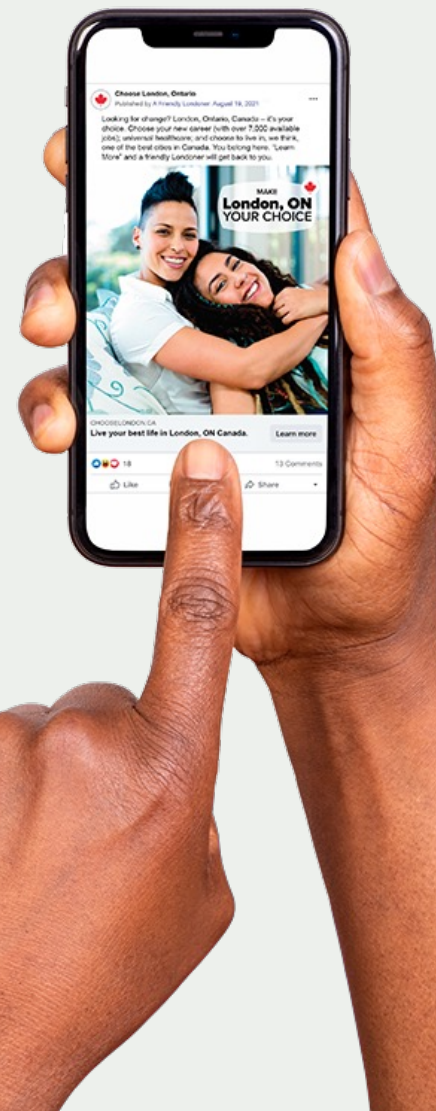
6,959

20  
23

ANNUAL

2,505

—





FILM LONDON  
ONE STOP. FOR REEL.

# FILM LONDON

In 2024, FL has attracted such high-profile projects as "Fubar" for Netflix starring Arnold Schwarzenegger and Carrie-Anne Moss, and "Motorheads" for Prime Studios starring Ryan Phillippe.

London has also hosted 3 feature film productions (so far) in 2024, one of which featured 80% local crew and talent.



We estimate that film productions in 2024 have accounted for over 1500 hotel room-nights.

Film London's online database boasts 1800 users, 173 locations, 165 performers, 143 crew members, and 88 resources.

Created 217 jobs, including Fanshawe & UWO grads











## MANUFACTURING MATTERS

In partnership with London Region Manufacturing Council. A half day conference for manufacturers and service providers. Delegates discuss industry status and trends with peer-to-peer networking, workshops and talks from industry leaders.



## TECH CENTRIC

A conference that covers everything from food processing to finance, healthcare to manufacturing, virtually every industry relies on technological advancements to streamline processes, enhance productivity, and unlock opportunities.



## LONDON AND AREA WORKS

A community initiative to help employers highlight their open positions through a portal, weekly video series, and bi-annual job fairs.



## WHERE TO FOCUS FORUM

The Founders "Where to Focus" Forums provide an "invitation only" opportunity for business leaders and founders to interact with area investors and senior professionals. Businesses need capital to grow and we sought to provide an environment where relationships could be established and ideas exchanged.



## LIFE SCIENCES LONDON

London's strengths in Life Sciences are based on a foundation of highly regarded Academic and Clinical Research at Western University's Schulich School of Medicine and Dentistry, Robarts Research Institute, and Lawson Health Research Institutes in partnership with London's teaching hospitals, St. Joseph's Health Care and London Health Sciences Centre.

# EVENTS



# ECONOMIC INDICATORS

Population as of  
July 1, 2024

**626,260**

Population growth between  
July 1, 2023 and July 1, 2024

**19,274**

POPULATION  
GROWTH

**3.1%**

RATE

*Source Statistics Canada Date modified: 2025-01-16*



# ECONOMIC INDICATORS

Source Statistics Canada  
Table 14-10-0384-01 Employment by industry, census  
metropolitan areas, annual, inactive (x 1,000)DOI:  
<https://doi.org/10.25318/1410038401-eng>

North American Industry Classification System (NAICS) 5	2020	2021	2022	2023	2024
PERSONS					
Total employed, all industries 6	257.9	281.8	295.4	306.8	311.8
Goods-producing sector 7	58.2	58.1	62.4	68.2	69.0
Agriculture 8	4.3	2.8	3.0	5.0	5.8
Forestry, fishing, mining, quarrying, oil and gas 9 10	x	x	x	x	x
Utilities	x	x	x	1.7	2.1
Construction	21.4	19.9	23.2	22.5	21.4
Manufacturing	31.4	33.9	34.5	38.7	39.4
Services-producing sector 11	199.7	223.7	233.0	238.6	242.8
Wholesale and retail trade	32.1	37.9	43.1	43.2	42.1
Transportation and warehousing	12.8	12.2	11.4	13.6	15.3
Finance, insurance, real estate, rental and leasing	19.9	21.1	21.9	23.7	22.9
Professional, scientific and technical services	20.6	19.8	23.1	23.6	25.3
Business, building and other support services 12	9.0	12.5	12.0	12.7	10.5
Educational services	23.3	26.8	28.2	24.4	29.0
Health care and social assistance	39.5	45.0	45.6	49.1	48.3
Information, culture and recreation	9.7	9.4	9.8	11.3	11.6
Accommodation and food services	15.2	17.9	17.2	17.6	18.4
Other services (except public administration)	8.0	10.0	9.5	9.0	11.0
Public administration	9.6	10.9	11.2	10.5	8.4



# ECONOMIC INDICATORS

	SINGLE FAMILY DETACHED	STANDARD CONDOMINIUMS	AGGREGATE
London	\$703,100	\$394,800	\$677,100

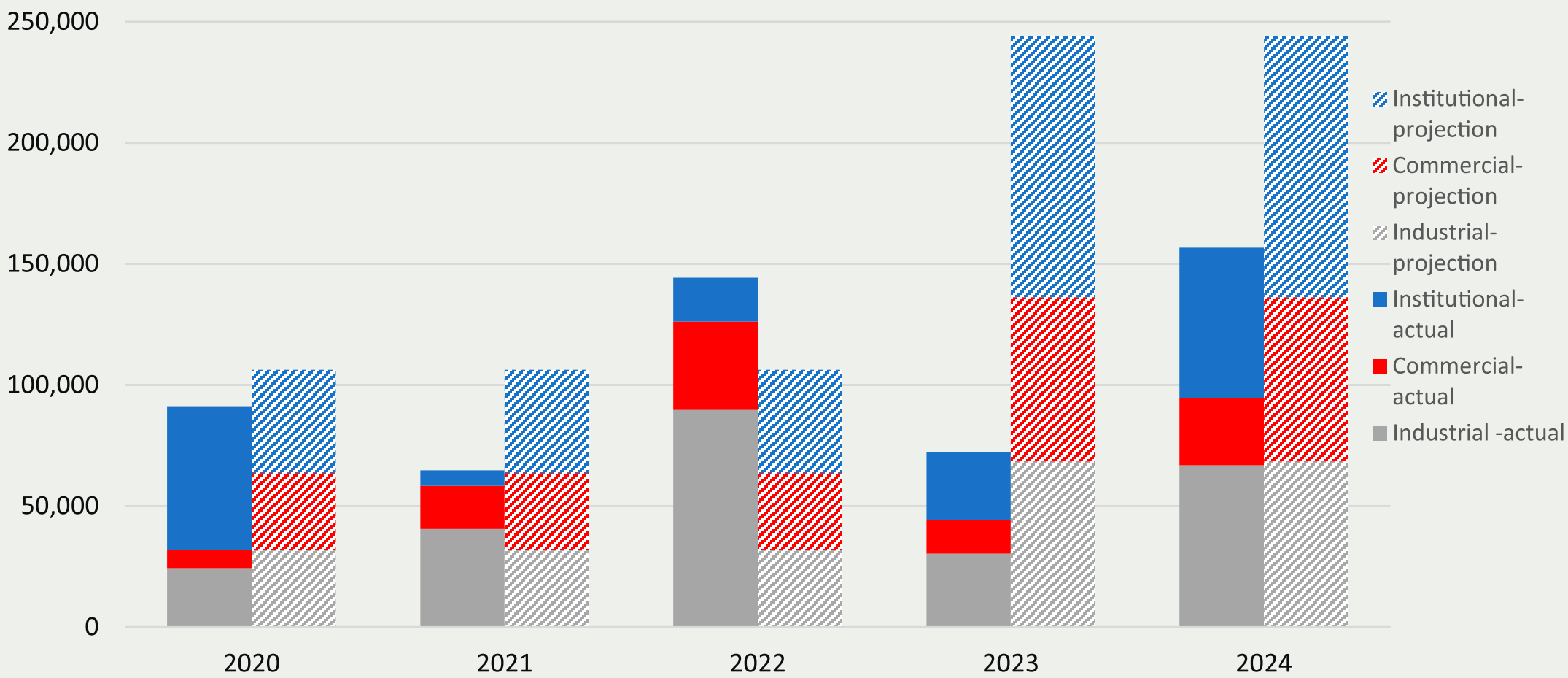
Royal LePage National House Price Composite in the Second Quarter of 2024





# ECONOMIC INDICATORS

## Non-Residential Permit Activity




# ECONOMIC INDICATORS

## Non-Residential Permit Activity

 **159,691** m<sup>2</sup> of GFA  
(Total)

 **44%**  
is industrial.

 **17%**  
is commercial.

 **39%**  
is institutional.



Industrial



Commercial  
(Retail & Office)



Institutional

GFA (m<sup>2</sup>) & Change (▲▼)

Compared to 2023

Compared to projections

**69,799**

▲ +130%

▲ +2%

**27,635**

▲ +99%

▼ -59%

**62,257**

▲ +123%

▼ -42%



New industrial  
buildings issued



New commercial  
buildings issued

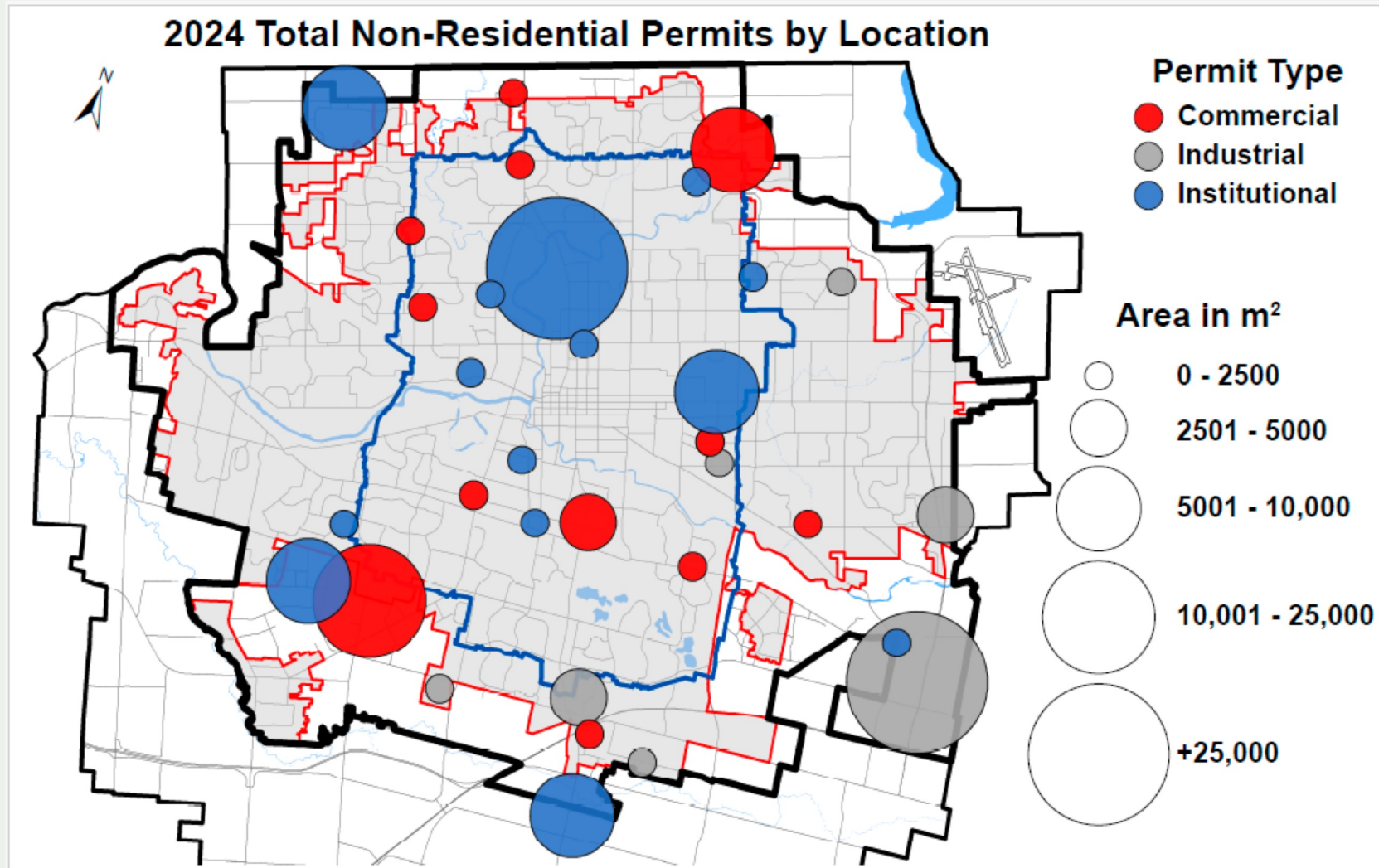


New institutional  
buildings issued



# ECONOMIC INDICATORS

## Non-Residential Permit Activity







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Thank you