

**London
Economic
Development
Corporation**



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2025

Impact Report



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 dusk, with several tall buildings illuminated against a dark, cloudy sky. The foreground is dark, with some greenery and a bridge railing visible.

AGRI-FOOD

7,500+ employed
120+ companies

MANUFACTURING

38,000+ employed
500+ companies

HEALTH

25,000+ employed
100+ companies

DIGITAL MEDIA & TECH

16,100+ employed
400+ companies

KEY SECTORS

ANNUAL METRICS

ANNUAL
**20
25**

EXPANSIONS &
ATTRACTIVEIONS

\$ 137 M

JOB'S ADDED

1,060

**20
24**
ANNUAL

\$ 190 M

1,100

SINCE INCEPTION

FACILITATED CREATION
OF NEW JOBS

28 K +

NEW
INVESTMENT

\$3.6 B +

ANNUAL
PROPERTY TAX

\$ 28 M +

ACCELERATE

ANNUAL	RETENTION FILES	JOBS RETAINED	ACTIVE EXPANSION FILES	COMPANIES WORKED WITH
2025	4	382	24	380
2024	5	233	15	530

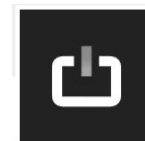
ANNUAL

INVEST

ANNUAL	INVEST MISSIONS	ATTRACTION FILES	FDI PROPOSALS	SITE SELECTION / VIRTUAL TOURS
2025	13	6	82	100
2024	17	15	93	144

ANNUAL

COMPANIES WE'VE WORKED WITH



PowerCo





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
2025	10	5,440	18	22
2024	7	3,720	10	26

JOB PORTALS

	USERS	PAGE VIEWS	AVG. # OF COMPANIES	AVG. # OF JOB TITLES
 londonmfgjobs.com	80,300+	666,900+	101	13,050+
 londontechjobs.com	95,300+	647,000+	91	14,150+
 londonhealthjobs.com	59,000+	186,700+	31	7,090+



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.



CHOOSE LONDON

Campaign to capitalize on and attract the disenfranchised talent in the U.S.A.



LOVE LONDON CANADA

This quirky series shines a light on the people, ideas, and moments that make this city quietly exceptional, reminding Londoners why they're proud to call it home, and showing everyone else that what they already know... came from London.



MyLondon APP

Helps newcomers, students, visitors, and residents navigate life in London by bringing jobs, services, and local opportunities into one place. Developed in partnership with Tourism London, Welcome Platform, Western University, and Fanshawe College, it's a first-of-its-kind platform.

MARKETING CAMPAIGNS



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.



DOCTOR RECRUITMENT

We believe everyone in our city deserves access to exceptional primary healthcare. That's why LEDC is proud to support efforts to recruit talented family physicians to London, Ontario.



HALF WAY BETWEEN

As a Londoner where — exactly'ish — are you're from? Our hope is this shirt will make that conversation easier. We are happy to partner with James Kingsley to promote this unexpected campaign.



LEDC REBRAND

The old branding wasn't wrong—it served us well for 27 years—but it wasn't right anymore. It didn't reflect an organization focused on growth and investment and it was difficult to apply consistently. The new mark is bold, memorable and, like LEDC, ready for what comes next.

more

MARKETING CAMPAIGNS

DON'T TELL TORONTO: THE NUMBERS

Total IMPRESSIONS 2025

11,248,627

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

ANNUAL

2025

DIRECT CONTACTS

3,071

NEWSLETTER
SUBSCRIBES

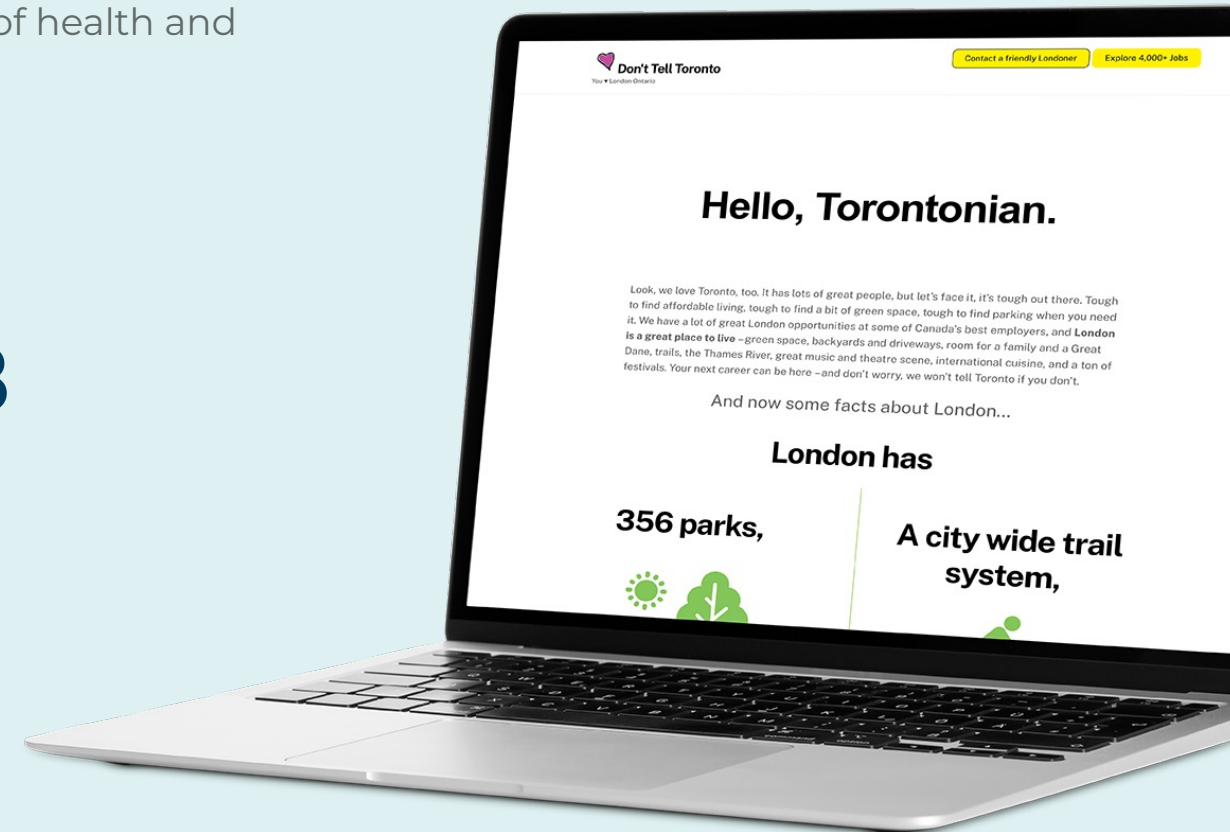
10,638

2024

ANNUAL

4,841

8,961



CHOOSE LONDON: THE NUMBERS

Total IMPRESSIONS 2025

4,527,116

US Campaign for London Economic Development to attract talent.

ANNUAL

**20
25**

DIRECT CONTACTS

11,386

NEWSLETTER
SUBSCRIBES

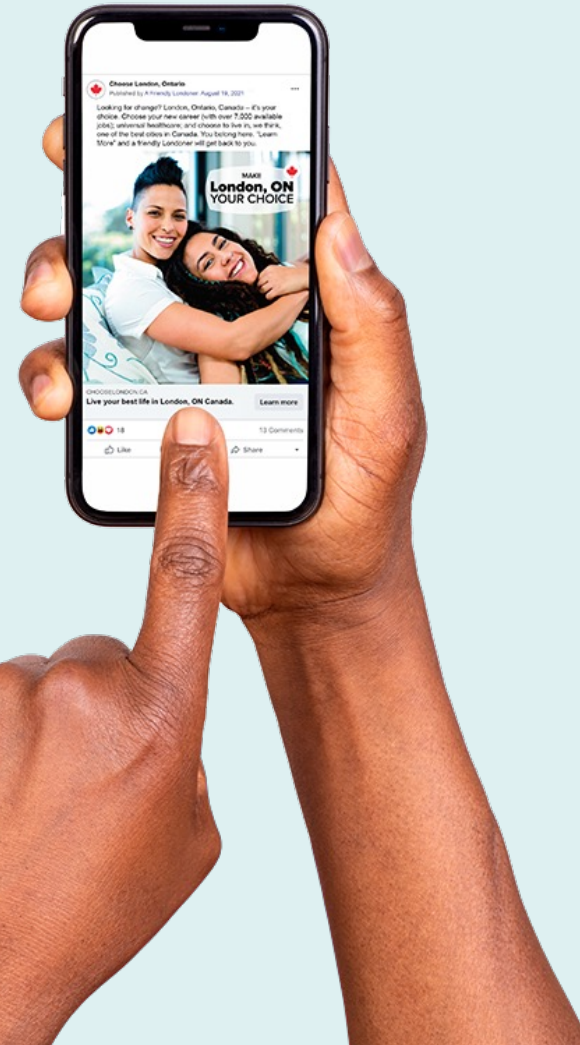
17,385

**20
24**

ANNUAL

5,213

6,959



LOVE LONDON CANADA

Total IMPRESSIONS 2025

4,986,980

Initiated in June, 2025.

Because London's impact is bigger than its reputation. This quirky, honest series shines a light on the people, ideas, and moments that make this city quietly exceptional, reminding Londoners why they're proud to call it home, and showing everyone else that what they already know... came from London.

ANNUAL

**20
25**

PLAYLIST VIEWS

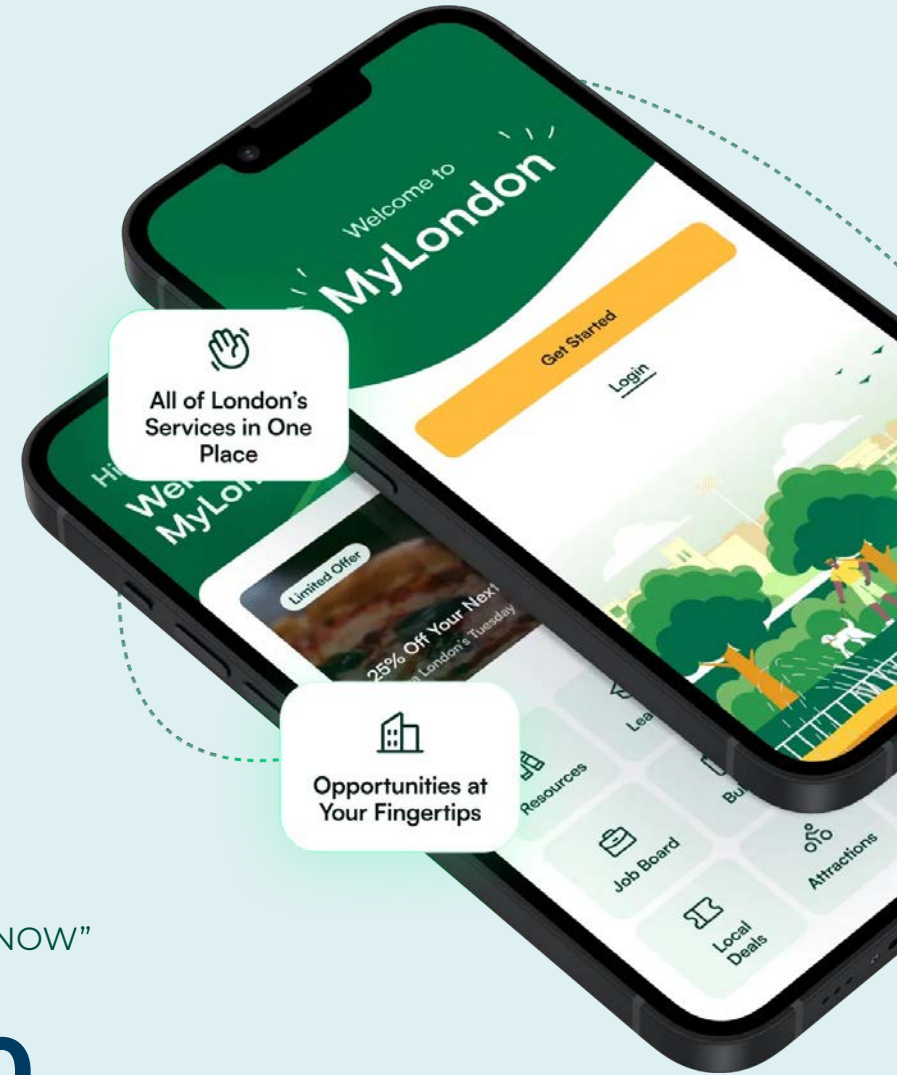
800,206



MyLondon APP

Initiated August, 2025

MyLondon app helps newcomers, students, visitors, and residents navigate life in London by bringing jobs, services, and local opportunities into one place. Developed in partnership with Tourism London, Welcome Platform, Western University, and Fanshawe College, it's a first-of-its-kind platform.



ANNUAL
**20
25**

DOWNLOADS
TOTAL

4,175

REGISTRATIONS

2,162

JOB LISTING VIEWS

1,411

JOBS RECOMMENDED

3,629

“APPLY NOW”
CLICKS

140

TEVT

Initiated August, 2025

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.

ANNUAL

20
25

SITE VISITS

1,853

AVG. TIME ON SITE

00:01:59





FILM LONDON
ONE STOP. FOR REEL.

FILM LONDON

In 2025, Film London supported 6 feature films shot entirely in London (a new record). These features generated over \$1.1 million in revenue towards the local economy.

Film London supported the production of various other web series, tv series, and short films, including a pilot season for a Bell Fibe series.

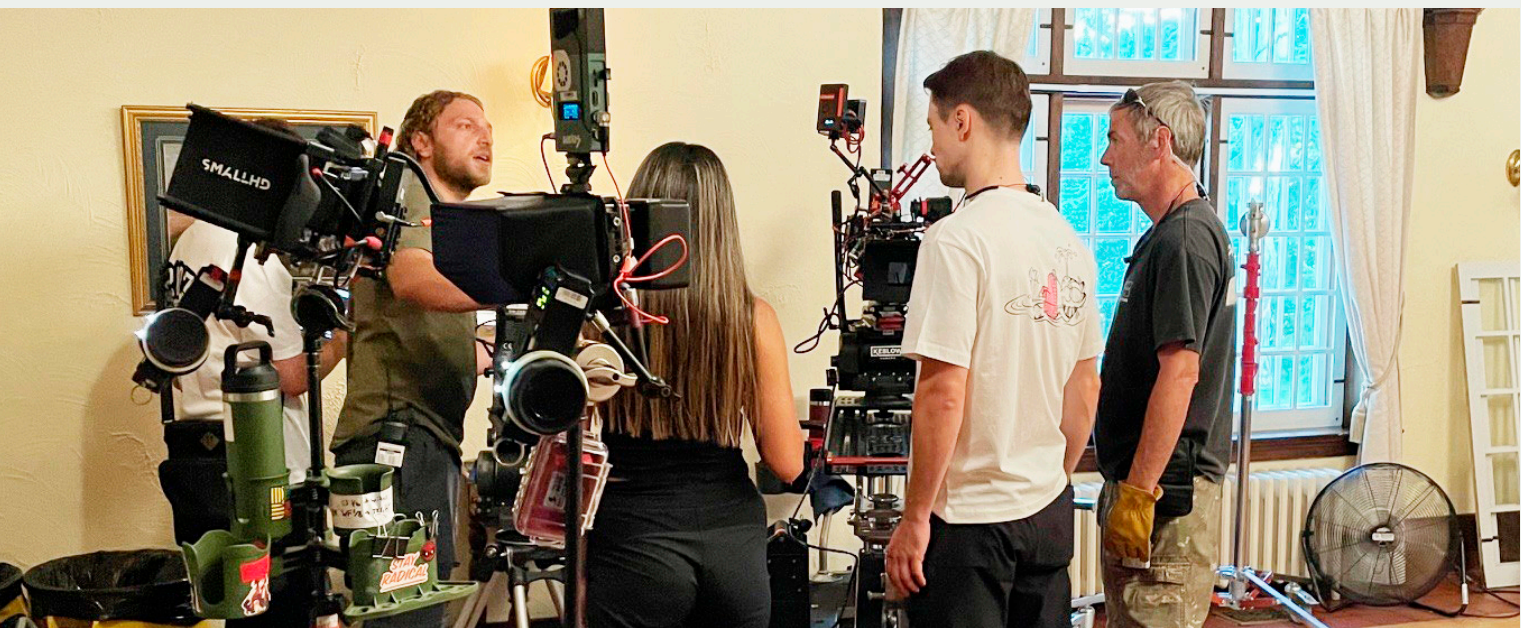


In partnership with Tourism London, 2026 will see the continuation of the London Film Incentive Program, designed to increase the number of productions filmed in London. London is the first city in Ontario to start an initiative like this.

Film productions accounted for \$200,000 in hotel stays.

Film London created a new online database, with more robust features for talent acquisition.

Created 240 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 AI AND CYBERSECURITY

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

WTF events are designed to bring founders, funders, and support organizations into the same room to cut through noise, share real insight, and focus on what actually moves businesses forward.



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



APP LAUNCH

MyLondon app helps newcomers, students, visitors, and residents navigate life in London by bringing jobs, services, and local opportunities into one place. Developed in partnership with Tourism London, Welcome Platform, Western University, and Fanshawe College, it's a first-of-its-kind platform.



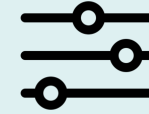
SOUTHWEST FOOD INNOVATION SUMMIT

In partnership with the Small Business Centre The Foodpreneur Advantage offers the Scale Up Program, designed specifically for Food & Beverage Manufacturers, Producers and Distribution businesses that demonstrate high growth potential.



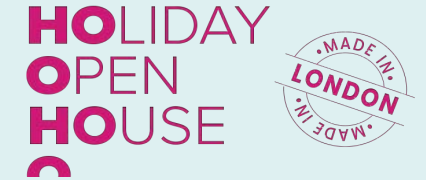
SCREENWRITERS SERIES

Direction and community for screenwriters. The Screenwriters club meets every 3 weeks to share work, read the work of others and offer feedback. Writers can present ideas, discuss barriers and share their grand vision to inspire each other.



LONDON CREATIVE MIXER

Web developers, gamers, designers, streamers, content creators, and digital innovators get together for connection, creativity, and community.



MADE IN LONDON

The kick-off event for the holiday season; featuring local flavour and innovation. LEDC & The Small Business Centre bring London's leading food and beverage producers together – from craft brewers to world-class manufacturers, – they all come together for connection, pride, and festive cheer.

EVENTS

ECONOMIC INDICATORS

Population as of
July 1, 2025

633,002

Population growth between
July 1, 2024 and July 1, 2025

6,127

POPULATION
GROWTH

1%

RATE

Source Statistics Canada

Frequency: Annual

Table: 17-10-0148-01

Release date: 2026-01-14

ECONOMIC INDICATORS

	SINGLE FAMILY DETACHED	STANDARD CONDOMINIUMS	AGGREGATE
London	\$705,000	\$377,500	\$662,100

Royal LePage National House Price Composite in the Fourth Quarter of 2025

BUILDING SERVICES REPORT

CITY OF LONDON

2023

Category	Permits	Value (\$)
Residential	2,177	706,036,959
Commercial	343	170,787,786
Industrial	72	135,205,948
Institutional	201	191,023,417
Other	798	10,639,968
Total	3,591	1,213,694,078

2024

Category	Permits	Value (\$)
Residential	2,430	1,204,181,977
Commercial	406	165,740,309
Industrial	81	365,066,456
Institutional	224	466,119,117
Other	727	10,650,343
Total	3,868	2,211,758,202

2025

Category	Permits	Value (\$)
Residential	2,236	1,836,119,215
Commercial	408	187,840,796
Industrial	65	181,619,408
Institutional	204	492,069,258
Other	792	15,373,892
Total	3,705	2,713,022,569

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Thank you