Q3 REPORT – SUMMARY

In Q3, we closed two investment deals, with a value of $19.1 million, representing 66 jobs. In addition, we led a total of 14 inbound and five outbound missions, including meeting with potential investors in New York, Boston, California, Germany and the United Kingdom. Waterloo EDC has played a central role in securing more than $312 million in new investment within our regional borders thus far in 2018.

Throughout the summer, Waterloo EDC has produced substantial amounts of new and revised sales collateral, developing a content strategy and plan that will enable inbound marketing, and preparing for numerous outbound missions in September and October.

We also organized a roundtable event that opened a dialogue between Waterloo Region businesses and the new provincial government.

We are very pleased with the progress we have achieved in Q3 2018. The key highlights of our activity and performance are summarized below:

2 Closed Deals

Investment closed deals of

$19.1 million

Approximately

66 jobs created

Breakdown of
deals by sector:

100% advanced manufacturing and Industry 4.0

1 local expansion investment

1 foreign direct investment

56 potential deals in our pipeline (at the end of Q3 2018) with an estimated value of $1.21 billion

INVESTMENT BY STAGE

$7,500,000

$1,037,000,000

$165,500,000

2 opportunities in ‘forecast’ stage with an estimated value of $7.5 million

14 inbound and 5 outbound missions

Outbound Missions:

New York, Boston, California, Germany and the United Kingdom
OUR ORGANIZATION

VISION
To be locally rooted, internationally competitive and globally renowned.

MISSION
To build a world-leading legacy of sustainable economic development, prosperity and diversity for Waterloo Region.

VALUES
Collaborative, professional, integrity, accountable, results-focused.

2018 BUSINESS PLAN: STRATEGIC PILLARS

Foreign Direct Investment
To forge a clear track record of foreign direct investment attraction wins

Local Business Retention & Expansion
To forge a clear track record of local retention, investment expansion and scale-up wins

Investment Marketing & Awareness
To increase awareness and interest of Waterloo Region’s unique Economic Development value proposition in targeted geographies and sectors

Concierge Service & Advocacy
To build a best-in-class “go to” concierge and advocacy service to facilitate investment and retention
FOREIGN DIRECT INVESTMENT

In Q3, the Waterloo EDC team played an integral role in closing two investment attraction and retention opportunities. The deals were in advanced manufacturing and Industry 4.0 and brought $19.1 million of investment to Waterloo Region, along with approximately 66 new jobs. The team continues to build its sales pipeline with 55+ potential opportunities valued at more than $1 billion, including two deals with an estimated investment value of $7.5 million forecasted.

Waterloo EDC led five outbound missions this quarter, including investment attraction efforts in New York, Boston, California, Germany and the United Kingdom. In mid-July, a team member travelled to New York and Boston for meetings with 20 potential investors. In September, members of the Waterloo EDC team led missions to California – where they held 12 investment meetings – and Germany, where they held 10 investment meetings.

The high frequency of inbound missions continued throughout the summer months, with 14 visits from potential investors. The team hosted businesses of all sizes, including a large semi-conductor chip manufacturer, an auto parts company, and two multinational aerospace companies.

A key inbound mission this quarter entailed hosting a delegation from the German state of Baden-Württemberg, a manufacturing-heavy region that has a strong relationship with Ontario. In addition to meeting the delegation for a reception in Toronto, the Waterloo EDC team also gave delegates a tour of Catalyst137 and Miovision, and organized a business networking event at the Tannery.

Members of Waterloo EDC’s leadership attended a meeting of the Consider Canada City Alliance – a group of 13 of Canada’s largest municipal regions – in Winnipeg. This meeting connected Waterloo representatives with Global Affairs Canada and Invest Canada, and focused on developing a national approach to foreign direct investment strategy.

Waterloo EDC continued to deploy funding support for a number of foreign direct investment-focused initiatives from the 2018 Invest Canada - Community Initiative (ICCI) program, including contracted lead generation support ahead of our missions to Germany, California and the United Kingdom. Work on a European FDI Strategy continues, as well as the development of local cluster maps for AutoTech and security.

Representatives from the German State of Baden-Württemberg visited Waterloo to learn more about mobility and industrial Internet-of-Things technology.
LOCAL BUSINESS RETENTION AND EXPANSION

Waterloo EDC continued to put a significant focus on its mandate of maintaining and building strong partnerships with the local business community.

In late August, Waterloo EDC helped the new Ontario government plan a roundtable event for the local business community to express their interests and concerns. Participants represented a diverse collection of businesses, including Toyota, LEONI Elocab, Thalmic Labs, Vidyard, Escrypt, Erwin Hymer Group and Ontario Drive & Gear. The conversation touched on transportation issues, talent attraction, and business regulation.

Waterloo EDC also joined Huron Digital Pathology as they opened a new 9,700-square-foot R&D and manufacturing facility in St. Jacobs.

In Q3 we continued to work alongside the Greater KW Chamber of Commerce to promote continued business growth and excellence, including sponsoring the first edition of the 2018 Economic Development Speakers Series, which aims to address common pain points for scaling businesses.

The September event focused on talent and the response was very positive. The second event will occur in mid-November, and will focus more directly on the experiences of a scaling company – Thalmic Labs.

Planning for the 2018 AutoTech Symposium continued to progress throughout Q3, with Waterloo EDC playing a central role in attracting many of the speakers, including a keynote from Amazon Alexa Auto’s Chief Evangelist, Arianne Walker. This year’s event is led by WatCAR and the University of Waterloo, with Waterloo EDC playing a key support role throughout the entire planning process.

The team continues to work on a Corridor strategy that will help position the Toronto-Waterloo area as a destination for foreign direct investment. This work is being done in partnership with Toronto Global.
INVESTMENT MARKETING AND AWARENESS

Waterloo EDC continued to increase awareness of the organization, support local stakeholders, and champion the Region throughout Q3 with an evolving approach to marketing and awareness.

During this quarter, Waterloo EDC identified and contracted a consultant to help fine-tune our marketing automation integrations and maximize the return from our marketing automation tools.

A content developer contracted over the summer months created a customer journey map, content strategy, content roadmap and an initial content calendar to help guide our future content development. This work will be further supplemented through consultation with our consultant who, in addition to being contracted for marketing automation assistance, are helping develop and execute on an inbound marketing plan.

Waterloo EDC also continued to update and develop new marketing collateral, including a full suite of sector/cluster feature sheets, new success stories, and additional content highlighting Waterloo’s talent pool, business support organizations, and startup ecosystem.

Finally, Waterloo EDC’s website, which has now won numerous national and international awards for design and functionality, continues to be optimized and a live chat function was launched in Q3.

In Q3, we saw substantial growth in all key measures compared to the same period in 2017.

The incredible growth in social engagement, website use, web downloads, and digital contact information is directly tied to the launch of Waterloo EDC’s new website and an increased focus on social media marketing over the previous year. The investment in an improved web presence was aimed at increasing traffic and engagement, and these numbers demonstrate that project’s success.
