



**City of Kingston
Report to Council
Report Number 25-204**

To: Mayor and Members of Council
From: Lanie Hurdle, Chief Administrative Officer
Resource Staff: None
Date of Meeting: August 12, 2025
Subject: Quarterly Report: Kingston Economic Development Corporation
– Q2 2025

Council Strategic Plan Alignment:

Theme: Regulatory & compliance

Goal: See above

Executive Summary:

In accordance with the Service Level Agreement entered into between the City of Kingston and Kingston Economic Development Corporation ([Report Number 21-014](#)), the attached report (Exhibit A) provides detailed reporting on Q2 2025 for the Economic Development Organization (EDO). Section 2.0 “Transparency, Reporting and Accountability” of the Service Level Agreement indicates “The EDO will be accountable to the Council of the City of Kingston in the performance of the activities and services provided in accordance with the provisions of this Agreement and /or as determined in the approved annual operating budget.” Specific direction to EDO on reporting is included in Section 2.2 which reads in part:

“2.2 The EDO shall communicate with the City as follows:

- a) Annually, by way of the draft budget, annual work plan and the Integrated Economic Development Strategy as updated to reflect the priorities of City Council;*
- b) Annually, by way of the Annual Financial Report as required by Clause 4.6 of this Agreement;*

August 12, 2025

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c) Quarterly, by way of Activity Reports to demonstrate the progress of the EDO in achieving the Integrated Economic Development Strategy and the impact of the EDO's actions and programs on the key performance measures of economic development as set out in Appendix B of this Agreement. The Quarterly Reports shall form the basis of an Annual Year in Review Report to Council. All Activity Reports shall be publicly accessible;..."

The attached report is provided in fulfillment of the quarterly reporting requirement noted above.

Recommendation:

This report is for information only.

August 12, 2025

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

| | |
|--|--------------|
| Paige Agnew, Commissioner, Growth & Development Services | Not required |
| Jennifer Campbell, Commissioner, Community Services | Not required |
| Neil Carbone, Commissioner, Corporate & Emergency Services | Not required |
| David Fell, President & CEO, Utilities Kingston | Not required |
| Desirée Kennedy, Chief Financial Officer & City Treasurer | Not required |
| Ian Semple, Commissioner, Transportation & Infrastructure Services | Not required |

August 12, 2025

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Options/Discussion:

Exhibit A to this report provides an activity report from Kingston Economic Development Corporation on results for Q2 2025.

The Integrated Economic Development Strategy was approved by Council on December 15, 2020 ([Report Number 21-012](#)). The key performance measures as set out in Appendix B of the Service Level Agreement, and as outlined in EDO's quarterly reports, demonstrate the progress of the EDO in achieving implementation of the Integrated Strategy.

Existing Policy/By-Law

Council [Report Number 21-014](#) dated December 15, 2020

Notice Provisions

None

Financial Considerations

Section 4 of the Service Level Agreement relates to financial operations and provides clear parameters on funding to EDO to undertake its core activities.

Contacts:

Lanie Hurdle, Chief Administrative Officer 613-546-4291 extension 1231

Other City of Kingston Staff Consulted:

None

Exhibits Attached:

Exhibit A – Kingston EcDev Q2 2025 Report

KINGSTON

— Economic Development —

July 23, 2025

Lanie Hurdle, Chief Administrative Officer
City of Kingston
216 Ontario Street
Kingston, ON, K7L 2Z3

RE: Q2, 2025 Service Level Agreement Performance Measures

Dear Ms. Lanie Hurdle,

Please accept this summary report for activities undertaken by the Kingston Economic Development Corporation for Q2 (April – June) 2025.

Kingston Economic Development Corporation marked Q2 with extended efforts to address economic uncertainty surrounding U.S. tariff threats to local companies and manufacturers. We remained actively engaged with Kingston-based manufacturers, exploring strategies for business retention and growth. Mayor Bryan Paterson joined Kingston Economic Development and representatives from local manufacturing companies for a Manufacturers Roundtable, focused on business growth potential and opportunities to diversify in global markets. In addition, a Business Growth Roundtable was held in partnership with BDC, Rogers & Trainor, and Frontenac Business Services, on building resilience and planning for long-term sustainable growth in the face of tariff uncertainty. Our commitment to expanding into global markets was reflected in our participation at international trade shows and conferences, which strengthened Kingston's position as an attractive investment destination and global trade partner.

Kingston saw notable business growth this quarter, particularly among local cleantech company, Cyclic Materials, and manufacturing company, SnapCab. Cyclic Materials announced a \$35M investment to establish a 140,000 sq. ft. Centre of Excellence rare earth element (REE) recycling facility in Kingston. The new facility will allow for the expansion into full-scale commercial processing of permanent magnets used in the automotive, life science, and defence sector and is expected to create over 45 new jobs by 2026. Investment in REE represents a timely and nationally significant opportunity, positioning Kingston as a key contributor to strengthening Canada's domestic REE supply chain amid uncertain global trade dynamics. Meanwhile, SnapCab broke ground on an 18,000 sq. ft. expansion of its Kingston facility to increase manufacturing capacity in response to growing demand for its modular workspace privacy pods. The continued investment into local companies' expansion underscores Kingston's growing role as a leader in sustainable innovation and high-value manufacturing.

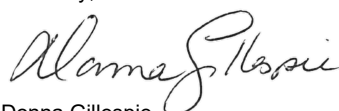
The Corporation launched application intake for the Helix Life Sciences Funding Program to support early-stage and scaling life sciences companies in Q2. Eligible businesses can receive matching grants of up to \$100,000 to support prototype development, regulatory consulting, intellectual property strategy, research development, and go-to-market planning. Recipients can access a network of more than 22 ecosystem partners for specialized equipment and expertise through the Validation Network, including state-of-the-art wet lab space being built by Providence Care Hospital. This program was made possible through a \$3.4M investment into life science startups from FedDev Ontario and Kingston Economic Development's efforts to scale the health innovation and life science sector locally.

Further support for Kingston's startup ecosystem remained strong in Q2, with active participation in key innovation conferences such as the National Angel Capital Organization's (NACO) Summit and Ontario Centre of Innovation's (OCI) DiscoveryX. Kingston Economic Development and our partners showcased the region's growing capacity to support startups, highlighting the strength of Kingston's innovation ecosystem. Locally, the monthly Kingston Startup Ecosystem sessions, launched this year, brought together founders, funders, and support organizations for panels on funding strategies and legal fundamentals for early-stage companies. The quarter concluded with the second Open Mic Pitch Competition, offering local entrepreneurs the chance to refine their pitching skills and gain direct feedback from seasoned ecosystem leaders.

The Corporation is honoured that Kingston was named one of the Top7 Intelligent Communities of 2025 by the Intelligent Communities Forum (ICF). The recognition reflects the collaborative efforts of the municipality, Utilities Kingston, community partners and businesses in advancing inclusive growth through adoption and implementation of innovative technologies and digital infrastructure. Kingston joins Assaí (Brazil), Bursa (Türkiye), Durham Region (Canada), Fairfield/Jefferson County (USA), Hilliard (USA), and Las Rozas de Madrid (Spain) in receiving this prestigious global honour.

If you have any questions or seek further clarification, please do not hesitate to contact me.

Sincerely,



Donna Gillespie
Chief Executive Officer

cc. Ms. Cathy Campbell-Wilson, Chair, Kingston Economic Development Board of Directors

KINGSTON

— Economic Development —



Quarterly Report

2025-Q2

**Kingston Economic
Development Corporation**

Corporate Updates



▲ Cathy Campbell-Wilson, Chair, Kingston Economic Development Board of Directors, welcome remarks at the Corporation's AGM.

Annual General Meeting & Newcomer Entrepreneur Awards

On April 28, Kingston Economic Development held their Annual General Meeting (AGM) and the Newcomer Entrepreneur Awards at the Delta Waterfront Hotel. During the meeting, the Board of Directors adopted the 2024 Audited Financial Statements provided by KPMG - who reported a clean audit with no misstatement. The Board of Directors also accepted the updated, Ontario Not-for-Profit Corporations Act (ONCA) compliant bylaws as prepared by Cunningham Swan. The meeting concluded with special guest, Dr. Claudia Krywiak, CEO of the Ontario Centre of Innovation (OCI), who spoke to Kingston's impressive innovative business ecosystem.

Following the AGM, Kingston Economic Development in partnership with Kingston Immigration Partnership, hosted the 2025 Newcomer Entrepreneur Awards. The ceremony recognized the achievements of four outstanding newcomer entrepreneurs in three categories: Community Builder of the Year, Startup of the Year, and Inspirational Entrepreneur of the Year. Congratulations to Patrick Egbunonu of Informanos Analytics and Artificial Intelligence Inc. (Community Builder of the Year); Anh Tran Ly, CEO and Co-founder, and Tu Nguyen, Co-founder and Chief Scientific Officer of CO2L Tech (Startup of the Year); and Phuong MacNeil, owner of Handy Fairies Cleaning Services (Inspirational Entrepreneur of the Year).



▲ Patrick Egbunonu, Community Builder of the Year; Anh Tran Ly and Tu Nguyen, Startup of the Year; and Phuong MacNeil Inspirational Entrepreneur of the Year.

Kingston named Top7 Intelligent Communities 2025

The Intelligent Communities Forum (ICF) announced Kingston's place as a Top7 Intelligent Community at the ICF 2025 Top7 Conference & Announcement in Las Roza de Madrid, Spain on June 18. The prestigious recognition is granted to ICF Smart21 Cities who exemplify the use of intelligent technology and digital infrastructure to foster an innovative economy where businesses, government, and institutional partners create high-quality employment and build inclusive communities. Kingston joins six other communities, Assaí, Paraná, Brazil; Bursa Metropolitan Municipality, Türkiye; Durham Region, Ontario, Canada; Fairfield/Jefferson County, Iowa, USA; Hilliard, Ohio, USA; and Las Rozas de Madrid, Spain. ICF's comprehensive evaluation analyzes hundreds of cities and regions globally and selects the Top7 Intelligent Communities based on ICF's Community Accelerator Strategy framework which evaluates communities on their connectivity, innovation, digital equality, sustainability, advocacy, and engagement.

Kingston #1 Small City in Canada for Startups

Kingston retains its position for the sixth consecutive year in the Global Startup Ecosystem Index 2025 by StartupBlink. In addition to securing the top spot nationally, Kingston ranked 7th in North America and 178th globally for its strong performance in the priority sectors of sustainable manufacturing and life sciences/health innovation. The city also ranked 8th worldwide in cleantech, placing it in the global top 10, 4th among small cities worldwide in energy and environment, and 6th in Canada for its health tech sector.

Board of Directors site visit

On June 23, the Kingston Economic Development Board of Directors toured Canada Royal Milk (CRM), Canada's only infant formula manufacturing facility. As one of Ontario's key agri-food manufacturers, CRM has the installed capacity to meet up to 50% of North America's infant formula demand. The visit highlighted the company's significant role as a local agri-food manufacturing company, with their team providing an in-depth overview of operations to the Board.

▼ Chenggang Han, General Manager, Canada Royal Milk with Board of Directors and staff.



Ontario leaders gathered in Ottawa

Donna Gillespie CEO, Kingston Economic Development, attended Economic Developers Council of Ontario's Ontario Big City Leaders Forum in Ottawa. The forum brought together municipal leaders, urban planners, policymakers, and economic developers from across Ontario to address Ontario's most pressing challenges in urban centres. The two day forum focused on strategic issues such as land use planning, trade relations, downtown revitalization, and innovation hubs.

City Nations Place Americas 2025

From May 21 to 22, Donna Gillespie, CEO, Shelley Hirstwood, Director of Business Development, and Daniel Solorio, Marketing and Communications Manager, joined Megan Knott, CEO of Tourism Kingston, Alison Migneault, Chief Marketing Officer of Tourism Kingston and Jennifer Campbell, Commissioner of Community Services City of Kingston, at City Nation Place Americas 2025, in Ottawa. During the Conference, Shelley, Megan, and Jennifer sat on a panel discussion, "How place-led collaboration can deliver on the development of a key economic sector: learning from Kingston's creative sector focus." The discussion focused on Kingston's coordinated approach to supporting the creative industries through aligned strategic plans, ongoing collaboration, and practical support. The conference brings together leaders in place branding, marketing, tourism, and economic development to share best practices and explore strategies that drive sustainable tourism, economic growth, and improved quality of life for communities.

▼ Megan Knott, Jennifer Campbell, and Shelley Hirstwood as panellists at City Nation Place Americas 2025.





▲ Abby Fitzhugh, Operations Coordinator and Simon Denford, Business Programs & Community Outreach Coordinator.

United Way Platinum Award

On April 29, Kingston Economic Development was recognized with a Platinum Award from the United Way KFL&A for achieving 100% staff participation in the 2024 United Way fundraising campaign at their annual Workplace Awards Luncheon. Raising \$3,820 in 2024, the Corporation remains a committed supporter of the United Way KFL&A.

Building Inclusive Business Networks

In celebration of Pride Month and Kingston's inclusive business community, Abby Fitzhugh and Simon Denford represented Kingston Economic Development at the revival of the LGBTQ+ Business Mixer at The Backyard Patio Bar & Grill. Hosted in partnership with Kingston Economic Development and the Greater Kingston Chamber of Commerce, the event marked another step in supporting Kingston's LGBTQ+ businesses. This is the second year Kingston Economic Development has had a forward-facing presence in Pride Month events, reflecting our ongoing commitment as a Rainbow Registered organization.

Staff Update: Investment Outreach Coordinator

The Corporation welcomed Gillian Stewart to the team as Investment Outreach Coordinator. In this role, Gillian will support investment managers in attracting domestic and foreign direct investment to Kingston by conducting targeted outreach to companies aligned with our priority sectors, sustainable manufacturing and life sciences/health innovation. She will also assist in coordinating meetings with prospective companies at national and international tradeshows.

Attraction & Aftercare



▲ The Canadian Delegation at the Global Affairs Canada Innovation & Investment Roadshow in Taipei and Singapore.

Global Affairs Canada Innovation & Investment Roadshow

Shelley Hirstwood, Director of Business Development joined the Canadian delegation in Taipei and Singapore at the Global Affairs Canada Innovation & Investment Roadshow in early May. The Roadshow brought together top economic development agencies, industry groups, and businesses to promote investment opportunities in Canada. Plenary sessions, networking receptions, and B2B meetings offered valuable opportunities to highlight the advantages of investing in Kingston. Discussions underscored strong interest in Canada's value proposition, including its innovation capacity, skilled talent, access to global markets through 15 trade agreements, and stable governance.

Automotive Roundtable

Abdul Razak Jendi, Investment Manager Sustainable Manufacturing attended the Auto Mayor's Roundtable in Guelph on May 9, an event joining government and industry leaders to discuss the impacts of U.S. tariffs on the automotive sector. The session brought together Premier Doug Ford, provincial ministers, federal and provincial representatives, mayors from 22 Ontario municipalities, and automotive industry stakeholders. Participants addressed shared challenges and emphasized the importance of collaboration across municipalities and the provincial government to support innovation and strengthen supply chains amid ongoing tariff uncertainty.



▲ Shelley Hirstwood, Andrea Sealy, Baline Tait, and Abdul Jendi on tour as part of the Mines to Mobility Conference.

Mines to Mobility Conference

At the end of May, Shelley Hirstwood, Director of Business Development and Abdul Razak Jendi, Investment Manager Sustainable Manufacturing, represented Kingston Economic Development at the fourth annual BEV In-Depth: Mines to Mobility Conference in Greater Sudbury. The event convened leaders from across the battery electric supply chain to explore the development of a sustainable, ethical, and integrated critical minerals industry. Kingston Economic Development and the Greater Sudbury Development Corporation formalized the Kingston–Sudbury Critical Minerals Alliance at last year’s conference, fostering collaboration between mines, clean-tech, and mineral processing companies. This year, Shelley Hirstwood moderated a panel on rare earth elements (REEs), addressing technologies, policies, and strategies for domestic magnet production.

The Battery Show, Europe Conference

At the beginning of June, Abdul Razak Jendi attended The Battery Show, promoting Kingston’s strengths in manufacturing, processing, and recycling within the clean technology cluster. As part of Team Canada and Team Ontario, the Corporation’s presence highlighted Kingston’s growing role in the EV battery supply chain and critical minerals processing. During the Conference, regional innovators like IPG Photonics and DuPont exhibited their advanced materials and welding technologies.

Agricultural Food Industry

Abdul Razak Jendi attended the Salon International de l’Alimentation (SIAL) Canada tradeshow in Toronto, where stakeholders from across the agri-food industry gathered to explore market dynamics, global food trends, and strategies to remain competitive. The event provided companies with opportunities to engage with national and international investors and support market expansion. Kingston has emerged as an attractive location for agri-food companies, attracting over \$500 million in food processing investment, including Frulact and Canada Royal Milk.



▲ Kevin Rousseau, Embassy of Canada in Paris, Marek Karwowski of Ontario MEDJCT, and Abdul Jendi at Paris Air Show.

Paris Air Show

Abdul Razak Jendi attended the 2025 International Paris Air Show to present the Kingston business case to companies interested in expanding into the Canadian market. Held in Le Bourget, France, the Paris Air Show is one of the most significant global trade events for the aerospace industry. The event includes government meetings, speaker sessions, and networking opportunities aimed at strengthening Canada's position in the international aerospace market.



▲ Ben McIlquham at the Invest Ontario booth at BIO 2025 Conference.

MaRS Impact Health Conference

Ben McIlquham, Investment Manager Life Sciences & Health Innovation, represented Kingston at the MaRS Impact Health Conference in Toronto. The Conference showcased Canadian healthcare and life sciences companies addressing global health challenges through digital health, medical devices, and biotech solutions. It brought together startups, entrepreneurs, investors, academics, clinicians, and policymakers to foster connections and innovation within the healthcare ecosystem.

2025 BIO International Convention

In June, Ben McIlquham joined Invest in Canada, Invest Ontario, and the Canadian Trade Commissioner Service's delegation at the 2025 BIO International Convention in Boston. The BIO International Convention showcases biotechnology on a global stage, featuring over 20,000 Biotech industry leaders. The Conference held a strong Kingston life science sector presence with representation from Queen's Partnerships and Innovation, mDETECT and SYNG Pharmaceuticals Inc.

International Engagement

The Consulate General of Hungary visited the Kingston Economic Development office on April 9. Abdul Razak Jendi, Donna Gillespie, and Ben McIlquham welcomed newly appointed Consul General, Mr. János Jákó, along with Mr. Dániel Németh, Economic & Trade Attaché, Mr. Máté Árpád Igaz, Deputy Head of Mission and Economic & Trade Attaché. The team spoke to Kingston's priority sectors and discussed geopolitical concerns. The Hungarian consulates office has participated in previous diplomatic delegation tours hosted by Kingston Economic Development.

On May 23, Kingston Economic Development welcomed Hon. Oluwaseun Fakuade, Commissioner for the Ministry of Innovation, Science and Digital Economy, Government of Ekiti State, Nigeria. The visit provided an opportunity to highlight Kingston's strengths as a growing economic hub and share the programs and services that support local business development and sector growth. Kingston Economic Development looks forward to continued dialogue and future opportunities for collaboration and investment between Kingston and Ekiti State.

The Corporation met with multiple representatives from Global Affairs Canada's Trade Commissioner Service (TCS) on April 7 and 8, during their visit to Queen's University. The Team met with Sameer S. Ahmed, Consul & Trade Commissioner, Chicago, Illinois; Patrima Rao, Deputy Director of the Ontario Regional Office of Global Affairs Canada; as well as representatives from Texas, New York, and Boston. During their visit a tour of Kingston Process Metallurgy (KPM) was arranged, and a presentation was given to highlight Kingston's strategic priority sectors and engage in discussion about investment opportunities in Kingston.



▲ The Consulate General of Hungary.



▲ Government of Ekiti State, Nigeria.



▲ Global Affairs Canada visit.

Business Retention & Expansion



▲ Glen Bostock, CEO, SnapCab, opening remarks at groundbreaking ceremony.

SnapCab Groundbreaking

On June 19, SnapCab held a groundbreaking ceremony for its 18,000 sq. ft. expansion, aimed at increasing manufacturing capacity to meet growing demand for its modular workspace privacy pods. Guests in attendance included Glenn Bostock, CEO of SnapCab; Sahiza Hossenbaccus, President and CFO of SnapCab; Deputy Mayor Vincent Cinanni; MPP Ted Hsu; Donna Gillespie, CEO, and Shelley Hirstwood, Director of Business Development, at Kingston Economic Development. Established in Kingston in 2011 with a team of five, SnapCab has since grown to over 45 employees and continues to expand with a Human Business strategy grounded in kindness, authenticity, and usefulness. This milestone reflects Kingston Economic Development's ongoing commitment to supporting local manufacturers in their growth and success.

Helix Funding Applications Open

On April 1, Kingston Economic Development officially launched the Life Sciences Project and Helix Funding Initiative, supported by \$3.4 million in FedDev Ontario funding. The program is expected to assist more than 100 early-stage and scaling life sciences businesses in commercializing their medical products, while creating or maintaining over 400 high-quality jobs in the region. Through matching funds of up to \$100,000, Helix supports critical activities such as prototype development, regulatory consulting, IP strategy, and go-to-market planning. Companies will also benefit from wet lab access at Providence Care Hospital and connections to more than 22 local ecosystem partners through the validation network. Applications for the programs first cohort of life science companies officially opened June 9.





▲ Proudly Made In Kingston highlights everyday impact of Kingston innovative companies.

Proudly Made in Kingston

As part of the Corporation's recognition of Canada Innovation Week, the Proudly Made in Kingston campaign was launched on May 20. The campaign features a video produced by Kingston Economic Development that highlights the capabilities and impact of Kingston-based manufacturers. Represented by over 100 companies employing more than 5,000 workers, Kingston's sustainable manufacturing sector plays a vital role in producing many of the products we rely on every day. The city is home to a diverse and innovative manufacturing sector supporting industries such as automotive, chemicals, plastics, primary metals, shipbuilding, food manufacturing, information and communications technology (ICT), and clean technology.

Boosting Trade Between Canada and China

On April 16, Donna Gillespie and Abdul Razak Jendi joined the Canada China Business Council in Toronto for a seminar on Boosting Trade Between Canada and China. The seminar focused on topics including cross-border trade efficiency, digital commerce platforms, supply chain solutions, strategic market entry through Hong Kong, and the importance of bilateral relationships in driving business growth. The session offered valuable insights into navigating market dynamics and identifying opportunities for Canadian companies looking to expand their reach in China and broader Asian markets.

Cyclic Materials Establishes Centre of Excellence

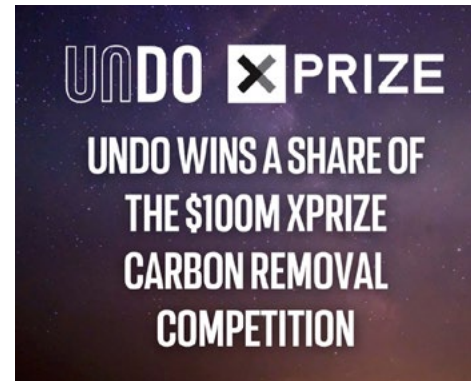
Cyclic Materials announced a \$25M USD investment to establish a Centre of Excellence for Rare Earth Recycling in Kingston, Ontario. This first-of-its-kind 140,000 sq. ft. facility will process up to 500 tonnes of magnet-rich feedstock annually to produce recycled mixed rare earth oxide, a key component in electric vehicles, wind turbines, and electronics. The facility will also include an R&D centre to advance recycling technologies and strengthen supply chain resilience. With less than 1% of rare earth elements currently recycled globally, Cyclic Materials is helping to build a truly circular and domestic supply chain. Set to open in early 2026, the centre will create over 45 jobs and further establish Kingston's leadership in clean technology.



▲ Cyclic Materials Media Release.

UNDO Carbon winner of XPrize Competition

UNDO Carbon was named one of four global winners of the XPRIZE Carbon Removal Competition, earning a \$5M prize for their Enhanced Rock Weathering (ERW) solution. In partnership with Canadian Wollastonite and operating from Kingston, the carbon removal project has spread 34,000 tonnes of wollastonite across 5,670 hectares of farmland in eastern Ontario, resulting in the permanent removal of 1,209 tonnes of net CO₂ from the atmosphere. Selected from over 1,300 teams across 88 countries, UNDO's ERW solution was recognized for its scientific credibility, environmental impact, and scalability.



mDetect wins Invest Ottawa Accelerate OTT

Kingston based mDETECT Inc., developer of an advance liquid biopsy blood test to detect and monitor multiple types of cancer, took first place at the Startup World Cup regional pitch competition during AccelerateOTT 2025, hosted by Invest Ottawa. This win secures mDETECT a place in the global finals in Silicon Valley with the chance to compete for \$1M USD. The competition highlighted standout innovation from across the region, including Kingston-based CEO Graeme Daly of STRATOTEGIC.



Kingston Mayor Meets with Local Manufacturers

Mayor Bryan Paterson attended Kingston Economic Development's monthly Manufacturers Roundtable. The Roundtable brings business leaders from Kingston's major manufacturing companies and discussions focused on business operations, growth potential, tariffs, and the opportunities and challenges of competing in today's dynamic global market. These direct conversations between municipal leadership and industry executives provide valuable insights to better support Kingston's manufacturing sector.

▼ City of Kingston Mayor Bryan Paterson meets leaders of Kingston's major manufacturing companies.





▲ Ian Murdoch, Joanne Loton, Mayor Bryan Paterson, Donna Gillespie, Karen Thorne-Stone, MPP Ted Hsu, and J. Joly.

Hyperlocal Screen Strategy Plan Release

CEO and Co-Founder of Branded to Film, J Joly, in partnership with Kingston Economic Development, Kingston Film & Media Office, Frontenac Business Services, and Upper Canada Equity Fund, hosted the Hyperlocal Screen Strategy Plan release event in support of the Hyperlocal Film Production Business Intelligence Plan (BIP) with special guest Karen Thorne-Stone, CEO of Ontario Creates. The event brought together local creative industry leaders and heard from Mayor Paterson, MPP Ted Hsu, Donna Gillespie, Karen Thorne, and Joanne Loton, speak to the success of the creative industries in Kingston. Kingston Economic Development's involvement in this initiative aligns with the updated Integrated Economic Development Strategic Plan, which identifies creative industries as a priority sector.

Business Growth Roundtable for Local Businesses

On May 14, Kingston Economic Development, BDC, Rogers & Trainor, and Frontenac Business Services hosted a Resilient Growth Roundtable for local businesses. Discussions focused on strategies for building resilience during uncertain times, exploring financing and funding options, navigating commercial leasing or purchasing, and planning for long-term sustainable growth. These roundtable sessions are held quarterly, with the next one scheduled for the fall.

40 Under 40 Nominations Applications Open

On June 23, Kingston Economic Development officially opened nominations for the third annual Kingston Young Professionals 40 Under 40 Awards. The awards celebrate individuals under the age of 40 who have made meaningful contributions to Kingston through professional accomplishments, community engagement, and leadership in their fields. Community members are encouraged to nominate individuals they believe are deserving of this recognition. This year's awards gala will be held at the Frontenac Club on September 17, 2025.

Start-Ups & Entrepreneurship



▲ Innovative Labs Poland, Kingston Economic Development, OCI, and Orange Neuroscience Kingston at Discovery X.

Kingston present at the DiscoveryX Conference

Norman Musengimana, Abdul Razak Jendi, and Ben McIlquham attended the DiscoveryX Conference, hosted by Ontario Centre of Innovation (OCI), from April 16 to 17. They were joined by community partners including the Dunin-Deshpande Queen's Innovation Centre (DDQIC), Queen's University Office of Innovation & Partnership (QUPI), RxN Hub, and LaunchLab. The annual conference brought together entrepreneurs, investors, researchers, government, and industry leaders to highlight the strength of Ontario's innovation ecosystem. Kingston Economic Development showcased the region's innovation capacity by co-hosting a Kingston Discovery Booth with industry partners and to connect attendees to Kingston's growing innovation ecosystem.

Shaping the Future of Innovation at NACO Summit

At the end of April, Donna Gillespie and Norman Musenigmana attended the 2025 National Angel Capital Organization (NACO) Summit in Ottawa. The event gathered over 500 investors, founders, executives, and policymakers for two days of networking, interactive sessions on early-stage investing, and discussions on scaling high-growth ventures. The summit featured panels and presentations focused on the future of innovation and investment in Canada.



▲ Simond Denford moderating the panel Funding Programs and Community Support for Founders

Kingston Startup Ecosystem Gains Momentum

The monthly Startup Ecosystem events continued in Q2 bringing together entrepreneurs, founders and ecosystem partners to network, learn, and accelerate Kingston's entrepreneur ecosystem. Organized and hosted by Kingston Economic Development the events take place the last Friday of every month, with the first two events of each quarter featuring a panel discussion and the last event holding an open mic pitch competition for early startups to receive feedback from seasoned ecosystem members. Month by month the events are becoming a staple of the startup ecosystem.

On April 25, the event's panel brought a discussion on Legal Mechanics for startups from start to exit, featuring Lisa Asbreuk, Partner, Cunningham Swan Law and Doug Wilton, President, PDS Investments & Former CEO and President, TECTA-PDS, with moderation by Norman Musengimana, Investment Manager for Startups & Entrepreneurship.

On May 30, the discussion focused on alternative funding sources for startups, featuring Shelley Hirstwood, Director of Business Development at Kingston Economic Development, Garrett Elliott, Portfolio Manager at Launch Labs, and Cher Powers and Business Development and Commercialization Manager at Ontario Centre of Innovation. The speakers shared insights on best positioning for funding success, navigating grant applications, and the importance of direct outreach to program managers. Funding programs discussed included Helix Funding, OCI grants, and the I.D.E.A. Fund.

On June 27, the Kingston Startup Ecosystem Open Mic Pitch Competition, focused on refining pitching skills for entrepreneurs. Local startups, CBAPro, Looking Glass Innovation, HopnGo, Nanoformatics Inc., Cyber Meets Lab, and LenSense Inc., pitched their ventures to a panel of adjudicators including Tomilola Adebisi (Queen's Business Law Clinic), Joanna Tinus (Dunin-Deshpande Queen's Innovation Centre), and Jim Banting (Queen's Innovation and Partnerships).



▲ 2025 Summer Company student entrepreneurs

Summer Company 2025 Underway

Twelve students and Mayor's Innovation Challenge winners, Lawtonica, officially kicked off their Summer Company bootcamp on May 20. This year's participants include Laurence Miller (CircuitSpark Crates), Rachel Neumann (Sequin), Jermyl Allen Acuzar (Alpha), Olivia Samis (TrendAll), Jialin Luo (Linko), Owen Maclennan (Protoform Designs), Kerelos Gayed (AeroMaps), Shivansh Rathod (AstroBnB), Braeden Medd (Braeden's Swim School), Xin Li (WelliTales), Sofia Nicolescu (Novelty Book Covers), and Afham Awsaf (Amongoose BS). Each student entrepreneur will receive \$3,000 in grant funding, along with one-on-one mentorship, training, and ongoing support throughout the program to develop and operate their own business.



▲ The 2025 Spring Starter Company Plus program participants.

Starter Company Plus Spring Cohort

Kingston Economic Development is proud to welcome the Spring 2025 cohort of the Starter Company Plus program. Ten local entrepreneurs were selected to receive up to \$5,000 in non-repayable grant funding, along with business mentorship and training to support the growth of their ventures. The participants include Rebecca Klapwyk (Frontenac Forest School), Alex Kriss (DesignScape Luxury Travel Consulting), Emily Green (Santa Mia), Mandy Fleming (WM Rentals), Margaret Millar (Back-Slide), Stephanie Little (Little Dot HR Inc.), Emily Smith (Smith & Smith Tree Services), Benjamin Oakley (Castle Museum Solutions), Jordan Shew (JRS Audio & Production), and Micayla Caird (Caird Lumber).

Ontario Small Business Centres Conference

Rob Tamblyn, Norman Musengimana, and Simon Denford joined representatives from the 54 Small Business Centres (SBC) of Ontario at the SBC Ontario Conference in Vaughan from May 6 to 8. The annual Conference offers a gathering space for all centres across Ontario to learn upcoming trends in small and medium enterprises and to connect with other SBC representatives.

Tap into Tech Kingston 2025

On May 15, the Kingston Economic Development team attended the RBCx Tap into Tech Kingston 2025 event. Hosted by RXN Hub in partnership with BDC, EDC, Fractal, Venbridge, and Welch LLP, the event brought together local tech founders, investors, and executives. The event provided a valuable opportunity to connect, exchange ideas, and celebrate Kingston's growing technology sector.

PhD Community Initiatives - Seniorpreneurs

As part of the Queen's University PhD Community Initiative, Kingston Economic Development mentored a multidisciplinary team of PhD students exploring how to support senior entrepreneurship. The team investigated strategies to help mature adults launch new business ventures, start side hustles, or return to the workforce after retirement. Their findings were presented at a showcase on May 7. This initiative supports community organizations through interdisciplinary research and analysis. Kingston Economic Development has participated in the PhD Community Initiative since 2019, contributing to solutions in areas such as student retention and newcomer entrepreneurship. The team presented their final report to Kingston Economic Development on May 15.

Marketing & Communications

The Marketing & Communications department supports investment managers and business development managers by creating sector-specific messaging and business collateral tailored to their target audiences. The integrated marketing communications plan leverages traditional and digital marketing channels to increase visibility, engage relevant sectors, and amplify Kingston's economic initiatives.

The Marketing & Communications department shares information targeting the Kingston's business community, showcasing events and new investments. It also boosts lead generation through paid campaigns and Search Engine Optimization (SEO) techniques to strengthen Kingston's position in economic development.

Recent Work

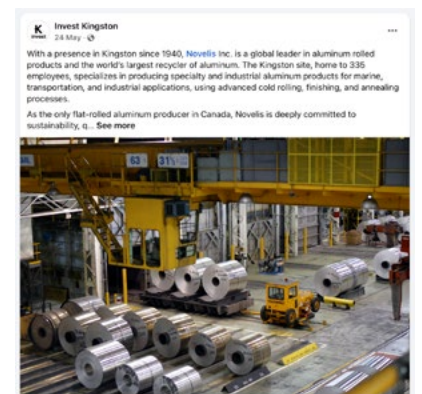
Kingston Company Spotlight, a social media campaign targeting Kingston residents and business leaders. The campaign raises awareness of outstanding local companies across our different portfolios, sustainable manufacturing, life sciences and health innovation, startups and entrepreneurs. At the end of Q2 the campaign has achieved 34,064 impressions, with a 7.54% engagement rate and a 3.97% click-through rate across all channels.

Proudly Made in Kingston, a digital marketing campaign that celebrates the innovations of Kingston's manufacturing companies by raising awareness of their impact on our day to day lives. The main asset of the campaign is a 99 second video that was shared across digital media channels including: LinkedIn, Facebook, Instagram, YouTube, the investkingston.ca website, and the Corporation's weekly newsletter. Since its launch date to the end of Q2 the video achieved 31,325 impressions, 29,488 plays, and 3,519 hours of accumulated reproduction time.

Helix Funding program, to support the success of the program, the Marketing & Communications department led the creation of a unique graphic identity, and an Integrated Marketing Strategy that included a mix of traditional and digital channels including: the creation of a unique webpage to review information and submit applications, a media release to announce the opening of the first intake, advertising on Ottawa Business Journal and Insights Magazine, LinkedIn, the Corporation's Weekly Digest and Life Sciences & Health Innovation newsletters, and pieces of business collateral.

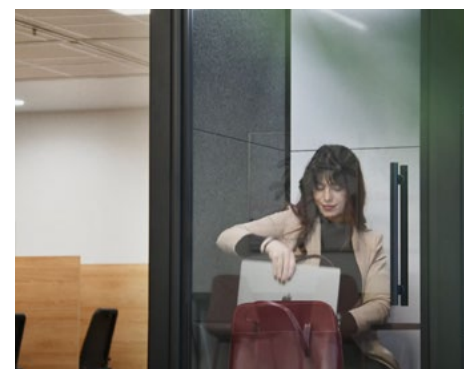


▲ Insights magazine Helix Funding Ad.



▲ Novelis on Kingston Company Spotlight.

▼ Screenshot of the Proudly Made in Kingston video, inside a SnapCab pod.



Industry Newsletters, these quarterly distributions promote our priority sectors, sustainable manufacturing and life sciences/health innovation, by highlighting recent news of Kingston companies, industry specific programs and funding opportunities as well as the participation of our investment managers on industry relevant trade shows. The winter and spring newsletters delivered a total of 1,752 e-mails, with a 39% open rate and a 7% click-through rate.

Business Workshops, during Q1 and Q2 the promotion of business workshops continued, with a strategy that combined organic and paid content on Meta’s Instagram. The paid campaign achieved a total of 461,238 impressions, the events web page registered 5,312 views and the workshops realized 1,066 registrations, a 9% increase when compared to Q3/Q4 2024.

Insurance

KINGSTON
— Economic Development —

Know your insurance

Learn the foundations of coverage and how to align policies with your business needs.

→ Register now! Virtual event

Expert Essentials

Security

KINGSTON
— Economic Development —

Keeping your business' data secure

Learn tools and strategies needed to reduce digital risks and safeguard your data.

→ Register now! Virtual event

Expert Essentials

investkingston.ca

Top Visiting Countries



Website Analytics

| | | |
|-----------|---------------|-----------------------|
| Users | 10,249 | ▲ 11.95% (Y/Y) |
| Sessions | 14,819 | ▲ 6.40% (Y/Y) |
| Pageviews | 24,086 | ▲ 9.89% (Y/Y) |

Top Pages

| | |
|-----------------|--------------|
| Home | 4,519 |
| Events | 1,463 |
| Major Employers | 1,069 |
| Helix Funding | 903 |
| Meet the Team | 887 |

The Kingston Economic Development website, investkingston.ca, realized a 9.89 % increase year over year.

Social media

Kingston Economic Development manages a mix of organic and paid social media campaigns on the digital platforms X, Facebook, Instagram, LinkedIn, and YouTube with the social media handle @investkingston. Each platform engages different stakeholder segments.

| @InvestKingston | | Change (Q/Q) |
|--------------------------|---------|--------------|
| Combined Users/Followers | 51,205 | ▲ 0.9% |
| Total Impressions | 197,097 | ▲ 6.81% |

| @InvestKingston | f | X | @ | G | ▶ | in |
|---|--------|---------|---------|-------|--------|---------|
| Followers/Likes [2025 Q2] | 11,430 | 13,710 | 15,787 | - | 364 | 9,914 |
| Followers/Likes [2025 Q1] | 11,433 | 14,049 | 15,755 | - | 361 | 9,406 |
| % Change Over Previous Quarter | ▼ 0.3% | ▼ 0.92% | ▲ 0.36% | - | ▲ 1.1% | ▲ 5.4% |
| Organic Impressions | - | 12,268 | - | - | - | 101,874 |
| Organic Reach | 41,515 | - | 37,908 | - | - | - |
| Paid Impression | 94,685 | - | - | - | - | - |
| Actions (visit web, request directions, call) | - | - | - | 424 | - | - |
| Searches | - | - | - | 2,253 | - | - |
| Video Views | - | - | - | - | 855 | - |

| Demographics (most popular) | f | X | @ | G | ▶ | in |
|-----------------------------|----------|---|----------|---|---|----------|
| Age | 55–64 | - | 35–44 | - | - | - |
| Gender | Women | - | Women | - | - | - |
| Location | Kingston | - | Kingston | - | - | Kingston |

Media Coverage

[Newcomers to Kingston recognized for entrepreneurship](#)

// The Kingston Whig Standard, May 1

[Newcomer Entrepreneur Awards celebrate Kingston community builders, start-ups, and inspirational entrepreneurs](#)

// Kingstonist, May 1

[13 Kingston-area student entrepreneurs selected for 2025 Summer Company program](#)

// Kingstonist, May 21

[Kingston Economic Development launches annual Summer Company program](#)

// The Kingston Whig Standard, May 27

[Kingston ranks top among small Canadian cities for startups](#)

// The Kingston Whig Standard, May 27

[Kingston Economic Development launches annual Summer Company program](#)

// Kingston This Week (Print Edition), June 5

[Cyclic Materials Announces USD \\$25M Investment to Establish Centre of Excellence for Rare Earth Recycling in Kingston, Ontario](#)

// National Post, June 11

[Cyclic Materials to open Kingston Centre of Excellence](#)

// Kingstonist, June 12

[SnapCab breaks ground on expansion](#)

// Global News, June 19

[Two Ontario regions make global 'Top 7 Intelligent Communities' list](#)

// Insauga Ontario Local News, June 20

[Nominations open for 2025 Kingston Young Professionals 40 Under 40 awards](#)

// Kingstonist, June 25

[Local entrepreneurs to receive grants, training through provincial program](#)

// The Kingston Whig Standard, June 26

Media Releases

[Inspiring Newcomers Recognized for their Contributions to Kingston](#)

// April 29

[Kingston #1 Small City in Canada for Startups for Sixth Consecutive Year](#)

// May 20

[13 Young Entrepreneurs Kickstart Their Summer Ventures in Kingston](#)

// May 21

[Kingston Economic Development Accepting Applications to Support Life Sciences Innovation](#)

// June 4

[SnapCab's 18,000 sq ft Expansion Groundbreaking Ceremony](#)

// June 16

[Kingston named one of the World's Top7 Intelligent Communities 2025](#)

// June 17

[Third Annual Kingston Young Professionals 40 Under 40 Awards Accepting Nominations](#)

// June 18

[10 innovative businesses receive \\$30,000 in startup funding](#)

// June 23

2025 Measurements

| Attraction & Aftercare | | 2025 Q1 | 2025 Q2 | 2025 YTD | 2024 Q2 | 2024 Totals |
|---|--|--------------------|--------------------|---------------------|--------------------|------------------------|
| Investment Inquiries | | 9 | 8 | 17 | 11 | 40 |
| // Health Innovation | | 0 | 4 | 4 | 0 | 2 |
| // Sustainable Manufacturing | | 7 | 1 | 8 | 10 | 28 |
| Leads Generated | | 75 | 104 | 179 | 65 | 214 |
| // Health Innovation | | 45 | 49 | 94 | 46 | 145 |
| // Sustainable Manufacturing | | 26 | 55 | 81 | 12 | 56 |
| Investment Site Tours | | 2 | 2 | 4 | 4 | 28 |
| Familiarization Tours | | 3 | 2 | 5 | 1 | 12 |
| Business Attraction Active Opportunities | | 79 | 86 | - | 74 | - |
| // Health Innovation | | 25 | 24 | - | 22 | - |
| // Sustainable Manufacturing | | 51 | 61 | - | 47 | - |

| Business Retention & Expansion | | 2025 Q1 | 2025 Q2 | 2025 YTD | 2024 Q2 | 2024 Totals |
|---|--|--------------------|--------------------|---------------------|--------------------|------------------------|
| Inquiries | | 34 | 25 | 59 | 110 | 472 |
| Consultations Provided | | 46 | 54 | 100 | 81 | 362 |
| // Health Innovation | | 6 | 13 | 19 | 0 | 23 |
| // Sustainable Manufacturing | | 22 | 14 | 36 | 7 | 39 |
| Small Businesses Supported with Grants | | 82 | 22 | 104 | 38 | 182 |
| Value of Grants to Businesses | | \$166,149 | \$48,000 | \$214,149 | \$78,777 | \$398,095 |
| Company Site Visits | | 24 | 12 | 36 | 6 | 53 |
| Active Opportunities | | 10 | 10 | - | 22 | - |
| // Health Innovation | | 5 | 5 | - | 13 | - |
| // Sustainable Manufacturing | | - | - | - | - | - |

| Start-Ups & Entrepreneurs | 2025 Q1 | 2025 Q2 | 2025 YTD | 2024 Q2 | 2024 Totals |
|--|----------------|----------------|-----------------|----------------|--------------------|
| Inquiries for Support | 121 | 65 | 186 | 62 | 288 |
| Consultations Provided | 150 | 112 | 262 | 135 | 539 |
| // Health Innovation | 19 | 10 | 29 | 6 | 64 |
| // Sustainable Manufacturing | 15 | 14 | 29 | 4 | 12 |
| Events & Activities Hosted | 35 | 29 | 64 | 25 | 112 |
| Persons Attending Programs & Events | 519 | 429 | 948 | 638 | 2,384 |

▼ 2025 Board of Directors, Kingston Economic Development Corporation.



2025 Budget

| Revenue | Actuals | Approved Budget | 50% Through Year % to Date |
|------------------------------------|---------------------|------------------------|-----------------------------------|
| Municipal | \$ 1,591,074 | \$ 1,591,075 | 100 % |
| Provincial | \$ 257,885 | \$ 297,650 | 87 % |
| Federal | \$ 92,879 | \$ 1,146,000 | 8 % |
| Private / Earned | \$ 20,527 | \$ 117,500 | 17 % |
| Corporate Reserves | \$ 3,002 | \$ 200,000 | 2 % |
| Total Revenue | \$ 1,965,368 | \$ 3,352,225 | 59 % |
| Expenditures | | | |
| Salaries & Wages | \$ 588,138 | \$ 1,271,225 | 46 % |
| Overhead | | | |
| Administration | \$ 143,940 | \$ 208,000 | 69 % |
| Boards and committees | \$ 3,164 | \$ 5,000 | 63 % |
| Human resources and PD | \$ 3,617 | \$ 10,000 | 36 % |
| Marketing communications | \$ 24,613 | \$ 75,000 | 33 % |
| Strategic Planning | \$ 22,600 | \$ 100,000 | 23 % |
| Projects | | | |
| Attraction and aftercare | \$ 67,488 | \$ 150,000 | 45 % |
| Business retention and expansion | \$ 74,470 | \$ 225,000 | 33 % |
| Start ups and entrepreneurs | \$ 55,601 | \$ 140,000 | 40 % |
| Life Sciences Initiative | \$ 29,962 | \$ 950,000 | 3 % |
| Grants for Businesses | \$ 254,917 | \$ 218,000 | 117 % |
| Amortization (\$12k year estimate) | \$ 5,000 | | |
| Total Expenditures | \$ 1,273,511 | \$ 3,352,225 | 38 % |
| Annual Surplus / Deficit | \$ 691,857 | \$ — | — |

KINGSTON

— *Economic Development* —

Kingston Economic Development Corporation

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investkingston.ca

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