



**City of Kingston  
Report to Council  
Report Number 25-094**

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**To:** Mayor and Members of Council  
**From:** Lanie Hurdle, Chief Administrative Officer  
**Resource Staff:** None  
**Date of Meeting:** March 4, 2025  
**Subject:** Quarterly Report: Kingston Economic Development Corporation  
– Q4 2024

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**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 Q4 2024 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;*

March 4, 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.

March 4, 2025

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**Authorizing Signatures:**

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

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**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
Ian Semple, Acting Commissioner, Transportation & Infrastructure Services	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required

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**Options/Discussion:**

Exhibit A to this report provides an activity report from Kingston Economic Development Corporation on results for Q4 2024.

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 Q4 2024 Report

# KINGSTON

— *Economic Development* —

February 11, 2025

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

## **RE: Q4, 2024 Service Level Agreement Performance Measures**

Dear Ms. Lanie Hurdle:

Please accept this summary report outlining Kingston Economic Development Corporation's activities in Q4 (October – December) 2024.

Kingston Economic Development closed the 2024 year with an active fourth quarter marked by efforts to further European trade, participation at international trade shows, and strategic partnerships with community organizations to strengthen support for local businesses.

In Q4, Kingston Economic Development engaged in several international initiatives, including joining His Excellency Mr. Michel Miraillet, French Ambassador to Canada, and the Canadian Chapter of the France International Trade Advisors during their annual economic retreat in Kingston. The Corporation welcomed Belgium's Wallonia Export & Investment Agency, facilitating visits to local businesses and organizations. Additionally, Kingston Economic Development hosted the Europe for Eastern Ontario Seminar in collaboration with the Consulates General of Hungary, Austria, Czech Republic, and the Polish Investment & Trade Agency, providing local companies with insight into European trade and investment opportunities. Investment attraction efforts were further strengthened through participation in international trade shows, including MedTech, Bio-Europe, the Global Affairs European Roadshow, and the Private Label Manufacturers Association Trade Show.

Kingston Economic Development engaged in collaborative efforts to further support local businesses, including partnering with the Community Foundation for Kingston & Area to deliver the Not-for-Profit Academy series, a monthly workshop series aimed at addressing common challenges faced by not-for-profit organizations. The Corporation and Smith School of Business at Queen's University revived the Annual Business Forecast Lunch, where attendees had the opportunity to learn about local, national, and global economic forecasts from expert economists. The Corporation also supported the launch of the Kingston Business Journal in partnership with the Ottawa Business Journal, a new print media initiative to report on local business news and achievements.

Should you require any additional information, please do not hesitate to contact me. We will be presenting an overview of our 2024 activities and audited financial statements at our Annual General Meeting in April, 2025.

Looking ahead to 2025, Kingston Economic Development remains well-positioned to support our business community as we face a rapidly changing economic landscape.

Sincerely,



Donna Gillespie  
Chief Executive Officer

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

**KINGSTON**

— Economic Development —

# Q4 / 2024 Report

Kingston Economic Development Corporation



# Corporate updates

## 2025 Board of Directors

After an extensive public campaign to recruit 2 new Board of Directors members in November, the Corporation announced the appointment of Jeffrey Downey, Materials and Application Development Manager at DuPont; Eric Davies, retired commercial and residential land developer and home builder; and Kingston City Councillor Gregory Ridge in December. The Board thanked Yafan Huang for his 6 years of service; Wanda Costen, for her 3-year term; and Councillor Connie Glenn for her 2 years on the Kingston Economic Development Board of Directors. Along with the new appointments, the Board confirmed the 2025 Executive positions: Cathy Campbell-Wilson as Board Chair, Peng-Sang Cau as Vice Chair, Shan Jhamandas as Treasurer, Sanjay Jain as Secretary, and Anne Vivian-Scott as Past Chair. The Corporation looks forward to the valuable expertise and leadership these individuals will bring in shaping Kingston's continued economic growth.

## Kingston Business Journal

In October, the Ottawa Business Journal, with the support of Kingston Economic Development, launched the Kingston Business Journal. This new publication aims to inform, connect, and inspire the Kingston business community by sharing local business news and insights. During the launch event, 2 Kingston companies were recognized for the Eastern Ontario 2024 Fastest Growing Companies Awards: Blue Collar Marketing, with 619% revenue growth, and Cloud Metric, who secured second place with 239.6% revenue growth. The Kingston Business Journal will continue to recognize local business achievements and their contributions to the region.

## North America's Top 50 Economic Developer Award

Donna Gillespie received North America's Top 50 Economic Developer Award from Consultant Connect on November 21 at the ECONOMIX 2024 conference. This prestigious award recognized 50 economic developers across North America for their dedication, innovation, and effectiveness in fostering economic growth in their communities. Donna was one of 2 Canadians to receive this honour. Her achievement highlighted Kingston, the region, and Eastern Ontario on a national stage, showcasing the area's leadership in economic development.



▲ AI for economic development panel with Patrick Egbunonu, Claire Bouvier, Dr. Evan Steeg, and Norman Musengimana. (left to right)

## EDCO Regional meeting

On October 10, Kingston hosted the Economic Developers Council of Ontario (EDCO) Regional Event. The event featured panel discussions on key topics, including destination branding presented by Tourism Kingston's Allison Migneault, Chief Marketing Officer; diversity, equity, and inclusion (D.E.I.) in a fireside-style discussion led by Nour Mazloum, Executive Director of Peterborough Downtown BIA, and Yu Jier Kou, Kingston Immigration Partnership Program Coordinator; business succession planning with Judith Pineault, Business Advisor and Exit Planner; and AI for economic development with panelists Claire Bouvier, AI Educator, Patrick Egbunonu, President & Chief AI Officer at Informanos, and Dr. Evan Steeg, AI & Innovation Consultant and Executive. Kingston Economic Development staff members Daniel Solorio, Rob Tamblyn, and Norman Musengimana acted as moderators during the presentations. Attendees had valuable opportunities to network and gain insights into current trends in economic development.



## Community Involvement

The Corporation proudly held 100% staff participation in the annual KFL&A United Way fundraising campaign, raising \$3,820 and contributing to the charity's total of \$4,050,000 in donations. Kingston Economic Development values the lasting impact the organization has on more than 70,000 individuals through its community programs.

In October, the Kingston Economic Development team collected waste from the St. Lawrence Business Park as part of Sustainable Kingston's annual fall Pitch-In Day.

On October 31, members of the Kingston Economic Development team donated blood at Canadian Blood Services. In June 2024, Canadian Blood Services reported a shortage of blood donors, with approximately 4,500 donation appointments going unfulfilled each week. With the increased need for blood donors, Kingston Economic Development has pledged to organize quarterly blood drives to help meet the ongoing demand for life-saving donations.

## Fireside Chat with Brent Toderian

In November, Kingston Economic Development, in partnership with Tourism Kingston, Kingston Accommodation Partners, the City of Kingston, Downtown Kingston BIA, and the Greater Kingston Chamber of Commerce, was pleased to host the Fireside Chat with Brent Toderian of UrbanWORKS event. Attendees listened to insights from Brent Toderian, an internationally respected "urbanist," who shared strategies on placemaking—creating public spaces that enhance a city's appeal by fostering more welcoming and inviting environments.



▲ Cher Powers, OCI, and Donna Gillespie welcome attendees to the second networking event, Women in STEAM.

## Women in STEAM

Kingston Economic Development Corporation, in partnership with the Ontario Centre for Innovation (OCI), hosted the second Women in STEAM event in October. The event facilitated reciprocity, collaboration, and networking between women in science, technology, engineering, and mathematics (STEM) and the arts. Women in STEAM seeks to build lasting professional networks and encourage cross-disciplinary collaboration between fields often viewed as distinct, fostering innovation and strengthening industry connections.

## EDCO Queen's Park Day

In November, Abdul Razak Jendi represented Kingston Economic Development Corporation at EDCO's Queen's Park Day, engaging in productive discussions with elected officials on priorities in economic development. Conversations at the event ranged from supporting small businesses to strategies for large-scale manufacturing, all focused on driving economic resilience and ensuring long-term stability for the region. This engagement is significant for Kingston, as it reinforces strong provincial support and partnerships.

# Attraction and aftercare

## International Investment Opportunities

Kingston Economic Development had the privilege of joining His Excellency Mr. Michel Miraillet, French Ambassador to Canada, and the Canadian Chapter of the France International Trade Advisors (CCEF) in Kingston during their annual economic committee retreat. The delegation included business leaders from industries such as aerospace, textiles, mining, pharmaceuticals, water treatment, Information and Communication Technology (ICT), and banking. During the event, Kingston Economic Development presented an overview of the city and its leading sectors, including sustainable manufacturing and life sciences. The team also highlighted opportunities for French companies and newcomers, fostering dialogue on investment and collaboration within Kingston's growing business community.

In November, Kingston welcomed Belgium's Wallonia Export & Investment Agency to the City. Christophe Van Overstraeten, Trade and Investment Counsellor, visited several Kingston businesses and organizations to explore opportunities for international growth and trade. The visit highlighted Kingston's strong potential for global partnerships and advancing trade relations.

Kingston collaborated with the Consulates General of Hungary, Austria, the Czech Republic, and the Polish Investment & Trade Agency (PAIH) to host the Opportunities in Europe for Eastern Ontario Seminar at Queen's University in December. This seminar provided a unique platform for companies in Eastern Ontario to explore the advantages of trade and investment opportunities in the four dynamic European markets which hold key sectors such as mechanical engineering and automotive manufacturing.

Kingston Economic Development was invited to attend a reception in Ottawa hosted by the Embassy of the State of Qatar in celebration of the National Day of the State of Qatar. The Corporation has fostered a strong relationship with the Ambassador of Qatar, who has supported Kingston's business retention and expansion (BRE) and investment attraction initiatives. This collaboration has provided support to companies seeking funding and exploring opportunities to expand into the Middle East market through Qatar.

▼ Mr. Michel Miraillet, French Ambassador to Ottawa and the delegation of business leaders.



## Tradeshows

### *The Battery Show, Detroit, Mi*

In October, Shelley Hirstwood and Abdul Razak Jendi attended The Battery Show in Detroit, Michigan, to promote Kingston as an investment destination. While there, they supported local companies such as IPG Photonics, Cyclic Materials, DuPont, and Celanese. The Battery Show demonstrated continued North American interest in the sector and provided an opportunity for Kingston Economic Development to engage with industry leaders.

### *MedTech Conference, Toronto*

In October, Ben McIlquham and Shelley Hirstwood attended the MedTech Conference in Toronto. The conference showcased leaders and innovators in the medical technology sector and their medical breakthroughs that have the potential to transform healthcare. This was the first time the MedTech Conference was held in Canada, with a strong presence of Ontario based companies. A Kingston reception was hosted at the Smith School of Business Trades Office and included delegates and dignitaries who attended the conference. Kingston Economic Development's participation provided the Corporation with an opportunity to showcase Kingston as a leading location for medical technology companies.

### *Bio-Europe 2024, Stockholm, Sweden*

In November, Ben McIlquham attended Bio-Europe 2024 in Stockholm, Sweden. As Europe's largest international conference in the life sciences sector, it brought together key players, including pharmaceutical and biotechnology companies. Kingston Economic Development's presence promoted Kingston as a prime location for life sciences investment. Ben connected with partners such as the Mayo Clinic, Global Affairs Canada, and Invest in Canada, and met with companies to discuss how Kingston can support their growth plans. Following the conference, Ben toured the Karolinska Institutet, Sweden's largest academic medical research university, further exploring new advancements in health innovation.

### *Global Affairs Road Show, Spain and Italy*

At the end of October, Shelley Hirstwood represented Kingston Economic Development Corporation at the Global Affairs Road Show in Spain and Italy. This event highlighted Kingston as a leading investment destination alongside other major Canadian cities. Kingston Economic Development's participation was supported by CanExport, a federal initiative that assists small to medium-sized enterprises expand into global markets. The event offered a valuable platform to present Kingston's competitive advantages and assets to international investors and build key global partnerships.

### *Private Label Manufacturers Association Trade Show, Chicago, IL*

In November, Abdul Razak Jendi attended the Private Label Manufacturers Association Trade Show in Chicago, IL. While attending, he networked alongside Ontario's Ministry of Agriculture, Food and Rural Affairs (OMAFRA). This trade show supports community growth and professional development within the retail industry and provided Kingston Economic Development with a platform to promote investment opportunities and build relationships in the food and retail sectors.

# Business retention and expansion



▲ Left to right: Charles Zhang, Dr. Tracy Jenkin, Dr. Elspeth Murray, Dr. David Detomasi, Donna Gillespie, Ken Wong.

## Annual Business Forecast Lunch

Kingston Economic Development Corporation, in partnership with Queen's University Smith School of Business, hosted the 37th Annual Business Forecast Lunch on November 28. The event featured insights into global, national, and local economic forecasts from leading economists and Smith School of Business speakers including Dr. David Detomasi, Charles Zhang, Dr. Tracy Jenkin, and Justine Janssen. Attendees gained valuable perspectives to inform their strategic business planning and economic outlooks for the coming year.

## Best Places to Work Career Expo, Ottawa

In October, Rob Tamblyn attended the Best Places to Work Career Expo in Ottawa alongside the Ontario East Economic Development Commission to promote Kingston businesses with current job openings to recent graduates and mid-career professionals. Participants had the opportunity to explore new job prospects, network with industry leaders and mentors, and discover training programs designed to enhance their skills. The event provided a platform to connect job seekers with potential employers and support career development within the Kingston region.

## The Next Stages of Business Growth Workshop

Hosted by Rogers & Trainor and featuring BDC, Kingston Economic Development Corporation, and Frontenac Business Services, the event Welcome to Navigating: The Next Stages of Business Growth was held in November. Participants gained valuable insights and expert guidance on growing, financing, and leasing a business from local economic leaders. Rob Tamblyn represented Kingston Economic Development and spoke to business owners interested in exploring key aspects of business growth and development.

## Funding for Clean Tech Commercialization

GreenCentre Canada secured \$2 million in funding from the Federal Economic Development Agency for Southern Ontario to continue the Advance-ON program. This initiative supports small and medium-sized enterprises (SMEs) in southern Ontario by facilitating the development and commercialization of cleantech products. Kingston's growing cleantech industry plays a pivotal role in innovation and advancing commercialization efforts for startups, SMEs, and multinational companies. As Ontario's first city to declare a climate emergency, Kingston Economic Development Corporation remains dedicated to supporting cleantech companies with sustainable solutions for the future.



▲ Kingston Mayor Bryan Paterson and George Jacob with the Kingston Economic Development team.

## Recognizing Leadership

Kingston Economic Development bid farewell to George Jacob, DuPont Kingston Technology Site Leader and DuPont Canada Innovation Leader, while recognizing his contributions to Kingston's economy at a reception held in December. During the event, Mayor Bryan Paterson highlighted George's lasting impact on the region and presented him with a plaque of recognition for his 6 years of dedication to the community.

## Umicore Extends Pause on Construction

Umicore announced an extended pause in construction activities at their Loyalist Township facility, following their decision in July to pause non-critical spending. While this decision has impacted staffing, Umicore will maintain a core team on-site, reaffirming their commitment to the project and their investment in Canada. Kingston Economic Development values their strong relationship with Umicore and has extended ongoing support, including connecting Umicore with KEYS Employment Services to provide assistance to those impacted.

## OCI Critical Industrial Technologies

In December, Shelley Hirstwood and Abdul Razak Jendi met with senior leaders from the Ontario Centre of Innovation's (OCI) Critical Industrial Technologies team during their visit to Kingston. OCI is collaborating with Kingston Economic Development to explore opportunities for 2 technology demonstration sites in Kingston, with a focus on the construction sector as well as AI and computing projects. During their visit, OCI toured innovation sites, including 945 Princess Street, the RXNHub and Queen's Centre for Advanced Computing.



▲ Promotional materials for the first Not-for-Profit Academy workshop.

## New Not-for-Profit Academy

Kingston Economic Development, in partnership with The Community Foundation for Kingston & Area, launched a new workshop series for not-for-profit organizations looking to address common business challenges. The Not-for-Profit Academy workshops offer expert-led training and networking opportunities. The first 2 workshops in the series focused on marketing strategies, particularly audience mapping, key messaging, and strategic communications planning. This initiative will play a critical role in supporting Kingston's charitable sector, which has a significant impact on the local economy, contributes to employment, and provides essential services to the community.

## SBEC Regional Meeting

At the beginning of November, Rob Tamblin and Norman Musengimana attended the Eastern Ontario SBEC Regional Meeting in Northumberland County. The regional meeting provided attendees with updates to Small Business Enterprise Centres, including new programs and services, best practices, and future programming. During their visit, they toured the Ontario Agri-food Venture Centre, a local food production facility and workspace that helps food entrepreneurs and farmers bring Ontario made products to market. At the meeting, Norman delivered a presentation on leveraging AI technology for business development and taught participants how to create their own ChatGPT bot.

## AI Adoption Funding

Kingston Economic Development partnered with the 1000 Islands Community Development Corporation (TICDC) on their FedDev funding application for the Regional Artificial Intelligence Initiative. This initiative seeks to address the challenges faced by small and medium-sized businesses in adopting and applying AI technologies. Both TICDC and Kingston Economic Development recognize the need for comprehensive education to support businesses integrate AI tools into their operations. This initiative marks an important step in empowering local business owners to stay competitive and succeed in the digital economy.

# Start-ups and entrepreneurship

## RXNHub Innovation Summit

In October, Donna Gillespie, Abdul Razak Jendi, Simon Denford, and Norman Musengimana attended the RXNHub Innovation Summit, where Canadian stakeholders gathered to discuss strategies for scaling clean technologies. The summit highlighted key innovators, ecosystem members, and industry leaders collaborating on multi-stakeholder projects for a more sustainable future. Attendees had the opportunity to tour the newly renovated facility and learn about the latest advancements in sustainable chemistry and innovation. Following the Summit, a ribbon cutting ceremony was held to mark the official opening of Modern Niagara's \$70M retrofit of the facility at 945 Princess Street.

## FedDev Ecosystem Fund

Kingston Economic Development is partnering with the Dunin-Deshpande Innovation Centre at Queen's University (DDQIC) on their FedDev Ecosystem Fund application. The proposed initiative will support entrepreneurs across Southeastern Ontario in forming ventures and accessing incubation programming. Kingston Economic Development has committed to a supportive role by enhancing its current business advisory services and workshop offerings with a dedicated Founder Series, helping Kingston's startup ecosystem establish long-term roots in the region.

## Food Products to Market

The City of Kingston and the Township of South Frontenac hosted Scaling Up: Getting Your Food Products to Market, a bi-annual training event for food entrepreneurs held each spring and fall. The full-day session at Portsmouth Olympic Harbour educated food producers on how to start and scale their businesses, with tips on selling to larger retailers, marketing strategies, food regulations, and utilizing local commercial kitchens. Featuring speakers from Kingston Economic Development, Frontenac Business Services, and OMAFRA, the event provided valuable resources for food entrepreneurs. Norman Musengimana presented on the services and supports available through Kingston Economic Development to help food producers grow their businesses.

## PhD Community Initiative

Kingston Economic Development Corporation is participating in the Queen's University PhD Community Initiative, mentoring a multidisciplinary group of PhD students as they explore solutions to support senior entrepreneurs and generate strategies to assist mature adults interested in launching a business venture, start a side hustle, or rejoin the workforce after retirement. This initiative supports community organizations using interdisciplinary and analytical approaches. Kingston Economic Development Corporation has participated in the PhD Community Initiative since 2019, contributing to innovative solutions and community growth in areas such as student retention and newcomer entrepreneurship.

## SBEC Regional Meeting

At the beginning of November, Rob Tamblyn and Norman Musengimana attended the Eastern Ontario SBEC Regional Meeting in Northumberland County. The regional meeting provided attendees with updates to Small Business Enterprise Centres, including new programs and services, best practices, and future programming. During their visit, they toured the Ontario Agri-food Venture Centre, a local food production facility and workspace that helps food entrepreneurs and farmers bring Ontario made products to market. At the meeting, Norman delivered a presentation on leveraging AI technology for business development and taught participants how to create their own ChatGPT bot.

## Starter Company Plus

At the end of 2024, Kingston Economic Development announced the recipients of the fall 2024 Starter Company Plus grant, each participant was awarded up to \$5,000 in funding to support their business ventures. The recipients included Visually Speaking Inc., an online educational platform providing accessible resources for all learning styles; Drivisa, an MTO-approved driving instructor school designed to streamline the process of obtaining a driver's license; Giving Space, a provider of life enhancement services, including coaching, productivity, and organizing solutions; Acoshia, a stylish line of office tools that blend fashion with organization; CB Butterlicious, a cosmetics company specializing in high-quality, all-natural skincare products; Dessert of the Deyo, a bakery renowned for its tarts, cupcakes, and cookie kits; Credence Homehealth, a provider of in-home care services for seniors; Tourny, a tournament management software platform; Vulnscanner AI, an AI-powered cybersecurity platform for individuals, small businesses, and non-profits; and Brightminds, a play-based STEM learning approach designed to prepare children for the future. This cohort of entrepreneurs reflect the diverse industries and innovative ideas that strengthen the city's business community.

▼ Participants of Starter Company Plus Fall 2024.





# Marketing and communications

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

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

## investkingston.ca

### Top visiting countries



### Website analytics

Users	9,300	▲ 50% Y/Y
Sessions	13,300	▲ 33% Y/Y
Pageviews	28,200	▲ 19% Y/Y

### Top pages

Home	11,185
Events	1,177
Meet the team	922
Major employers	819
Starter Company Plus	597

### Pageviews







The Kingston Economic Development website, investkingston.ca, realized a 49.5 % increase in new visitors when compared with Q4 2023.







In this quarter the webpage Starter Company Plus climbed to the 5th spot in line with the intake of applications for this business program.

## 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	50,679	▲ 2%
Total Impressions	185,749	▲ 33%
Total Engagement	15,442	-

@InvestKingston						
Followers/Likes [Q3]	11,470	14,049	15,755	-	361	9,044
Followers/Likes [Q4]	11,481	14,276	15,800	-	361	8,745
% change over previous quarter	▼ 0.10%	▼ 1.59%	▼ 0.28%	-	0.0%	▲ 3.42%
Organic impressions	-	91,186	-	-	-	70,162
Organic reach	16,931	-	72,290	-	-	-
Paid impression	25,575	-	-	-	-	-
Actions (visit web, request directions, call)	-	-	-	358	-	-
Searches	-	-	-	2,214	-	-
Video views	-	-	-	-	58,371	-

Demographics (most popular)						
Age	55-64	-	35-44	-	-	-
Gender	Women	-	Women	-	-	-
Location	Kingston	-	Kingston	-	-	Kingston

# Media coverage

[GreenCentre Canada continues its Advance-ON program with Government of Canada support](#)

// Government of Canada, September 3

[Federal Government Invests in Kingston's GreenCentre Canada](#)

// Kingston Herald, September 3

[GreenCentre Canada continues Advance-ON program with federal government support](#)

// Canadian Manufacturing, September 4

[Launch of Kingston Business Journal](#)

// Ottawa Business Journal (Podcast),  
October 22

[Kingston's new Not-For-Profit Academy set to tackle common challenges](#)

// Kingston Daily, October 23

[2024 Frontenac Business Awards recognize local business operators in Frontenac County](#)

// Kingstonist, November 6

[Umicore extends halt on Kingston-area EV plant, lays off workers](#)

// The Whig, November 13

[Pause of Loyalist Umicore plant to continue as part of cost saving measures](#)

// Kingstonist, November 15

[Meet North America's Top 50 Economic Developers](#)

// Consultant Connect

# Media releases

[New Not-for-Profit Academy to Support Kingston Organizations](#)

[BEESEO to Celebrate Black Business Excellence in 2024](#)

# 2024 Measurements

<b>Attraction and aftercare</b>	<b>Q1 2024</b>	<b>Q2 2024</b>	<b>Q3 2024</b>	<b>Q4 2024</b>	<b>2024 Totals</b>	<b>Q4 2023</b>	<b>2023 Totals</b>
<b>Investment inquiries</b>	12	11	5	12	40	17	79
// Health innovation inquiries	1	0	0	1	2	4	13
// Sustainable manufacturing inquiries	6	10	5	7	28	8	27
<b>Leads generated</b>	38	65	21	90	214	17	168
// Health innovation	23	46	8	68	145	3	86
// Sustainable manufacturing	14	12	11	19	56	10	41
<b>Site visits</b>	3	4	14	7	28	-	-
<b>Familiarization tours</b>	2	1	7	2	12	-	-
<b>Business attraction active opportunities</b>	71	74	75	77	-	84	-
// Health innovation	22	22	29	29	-	56	-
// Sustainable manufacturing	46	47	45	45	-	22	-

<b>Business retention and expansion</b>	<b>Q1 2024</b>	<b>Q2 2024</b>	<b>Q3 2024</b>	<b>Q4 2024</b>	<b>2024 Totals</b>	<b>Q4 2023</b>	<b>2023 Totals</b>
<b>Inquiries</b>	175	110	157	30	472	53	322
// Health innovation inquiries	1	0	0	0	1	0	3
// Sustainable manufacturing inquiries	5	6	3	1	15	7	10
<b>Small businesses supported with grants</b>	37	38	36	71	182	17	113
<b>Value of grants to businesses</b>	\$87,046	\$78,777	\$75,579	\$156,693	\$398,095	\$41,775	\$264,234
<b>Company site visits</b>	11	6	18	16	53	-	-
<b>Active opportunities</b>	20	22	15	13	-	28	-
// Health innovation	12	13	6	6	-	15	-
// Sustainable manufacturing	8	9	9	7	-	12	-



<b>Start-ups and entrepreneurs</b>	<b>Q1 2024</b>	<b>Q2 2024</b>	<b>Q3 2024</b>	<b>Q4 2024</b>	<b>2024 Totals</b>	<b>Q4 2023</b>	<b>2023 Totals</b>
<b>Inquiries for support</b>	113	62	66	47	288	17	285
<b>Consultations provided</b>	293	215	282	102	892	125	738
// Health innovation	61	6	14	6	87	31	139
// Sustainable manufacturing	16	11	18	6	51	24	97
<b>Events and activities hosted</b>	36	25	19	32	112	40	196
<b>Persons attending programs and events</b>	125	638	628	993	2,384	636	2,094

# KINGSTON

— *Economic Development* —

## **Kingston Economic Development Corporation**

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Kingston, Ontario K7K 6Y3

613.544.2725

*[investkingston.ca](http://investkingston.ca)*

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# KINGSTON

— Economic Development —

## December 2024 YTD Financial Summary

For the Twelfth Month Ending  
Tuesday, December 31, 2024

	Actuals	Approved Budget	Amended Budget	100% Through Year % To Date
<b>Revenues:</b>				
City Funding	\$ 1,538,757	\$ 1,538,757	\$ 1,538,757	100.00%
Provincial Funding	\$ 411,155	\$ 427,685	\$ 361,582	113.71%
Federal Funding	\$ 347,937	\$ 1,359,802	\$ 827,165	42.06%
Investment & Bank Interest	\$ 30,464	\$ 40,000	\$ 40,000	76.16%
Other	\$ 100,746	\$ 160,000	\$ 108,089	93.21%
<b>Total Revenue</b>	<b>\$ 2,429,059</b>	<b>\$ 3,526,244</b>	<b>\$ 2,875,593</b>	<b>84.47%</b>
<b>Expenditures:</b>				
Salaries & Wages	\$ 1,174,225	\$ 1,251,044	\$ 1,241,044	94.62%
Overhead				
Administration	\$ 222,330	\$ 222,500	\$ 250,000	88.93%
Boards & Committees	\$ 4,281	\$ 7,500	\$ 7,500	57.08%
Human Resources	\$ 25,725	\$ 10,000	\$ 25,000	102.90%
Marketing Communications	\$ 63,783	\$ 65,000	\$ 80,000	79.73%
Projects				
Attraction & Aftercare	\$ 178,701	\$ 150,000	\$ 218,600	81.75%
Business Retention & Expansion	\$ 259,909	\$ 255,000	\$ 255,000	101.93%
Start Ups & Youth Business	\$ 154,269	\$ 150,000	\$ 150,000	102.85%
Funding Programs	\$ 406,451	\$ 1,415,200	\$ 648,449	62.68%
<b>Total Expenditures</b>	<b>\$ 2,489,674</b>	<b>\$ 3,526,244</b>	<b>\$ 2,875,593</b>	<b>86.58%</b>
<b>Annual Surplus/(Deficit)</b>	<b>-\$ 60,615</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>

\* Not reflective of final adjustments

\*\*As presented to the Finance & Audit Committee on February 4, 2025