

Town of Essex Economic Development 2026 Q3 UPDATE



In Q3 2026, the Town of Essex Economic Development Department delivered a range of initiatives and services that supported local business growth, expanded investment opportunities, strengthened tourism, and promoted the Town as a great place to live, work, and visit.

Business Retention and Expansion

Business retention and expansion initiatives in the Town of Essex focuses on supporting local businesses and helping them stay competitive. Through direct engagement, proactive support, and connections to resources, our team helps identify business needs, address challenges, and strengthen the local business community.



Maidstone Talbot Business Support

Distributed a business resource toolkit to **35 businesses within the Maidstone Talbot construction area** and supported the Essex Centre BIA and Communications Department with launching the “Worth the Drive” campaign, including the creation of the Essex Centre Community Passport Program.

Stay Informed:
essex.ca/MaidstoneTalbot
Facebook.com/TownofEssex
essex.ca

Project at a Glance:
Construction Commenced: **AUGUST 5, 2026**
Anticipated Completion: **NOVEMBER 2026**

Detour Routes and Access:
Maidstone Ave Detour (East to West)
Talbot St Detour (North to South)

Worth the Drive:
Businesses are only a few minutes away.

Help Keep Customers Informed: Businesses may wish to:

- Share the current detour routes and access information on communication channels.
- Add current access information to their website.
- Share information with suppliers and delivery providers.
- Continue promoting events, sales and business updates.
- Direct customers to the Town's project page for current information.

Business Resources

For more information on available business resources and supports, the Town encourages businesses to contact the following resources:

Community Futures Essex County (essexcountycanada.ca | 1-877-276-4677)

- Business advice, counselling, and referrals.
- Customized financing options with low interest rates and flexible repayment terms.

Digital Main Street (essexcountycanada.ca)

- Support with web presence, social media, search engine optimization and marketing, and Google Business Profile.
- Resources to strengthen digital presence and customer engagement.

Essex Centre Business Improvement Association (BIA) (essexcentrebia.com)

- Business marketing and promotion support.
- Opportunities to promote local events, initiatives and businesses.

Small Business and Entrepreneurship Centre (essexentrepreneurshipcentre.com | 1-779-232-4800)

- Tailored advisory and consultation services.
- Free business training, seminars, and workshops.
- Access to marketing, legal, and financial support.

Town of Essex Economic Development (essex.ca/economic-development | 1-779-276-7236)

- Business consultations to support growth and development.
- Guidance on available grants, funding, and incentive programs.

HAVE AN IDEA?
The Town of Essex is looking for innovative ideas and suggestions that could help strengthen business promotion, customer communication and awareness of local businesses during the Maidstone Talbot intersection project. If you have an idea, resource, or initiative that could help support local businesses, please contact essex@essex.ca.

Worth the DRIVE
ESSEX CENTRE COMMUNITY PASSPORT

Visit participating businesses to collect 5 stamps and enter!
Stamps must be from at least 3 businesses; max 2 stamps per business.

Stop 1
Business Name: []

Stop 2
Business Name: []

Stop 3
Business Name: []

Stop 4
Business Name: []

Stop 5
Business Name: []

Drop off your completed passport at Town Hall to enter weekly!

- Weekly Draws: 2 x \$50 BIA Bucks
- Grand Prize: 3 x \$500 BIA Bucks
- Social Star Bonus: Tag us with #WorthTheDrive

Name: _____
Phone/Email: _____
Date Submitted: _____

Read the full program rules at EssexBIA.com

Grant Funding

Our team actively pursues grant opportunities to secure funding for Town projects and initiatives that strengthen our community, support economic development, and improve quality of life.



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Building Development



YTD Total Construction Value

- Jan-Sept 2026: \$64,252,300.00
- Jan-Sept 2025: \$46,936,700.00



YTD Home Sales

- Ward 1 & 2: 154
- Ward 3 & 4: 86



YTD Home Permits Issued

- Ward 1: 34 • Ward 2: 7
- Ward 3: 18 • Ward 4: 5

Tourism

Our team continuously promotes Essex as a tourism destination by showcasing local attractions, events, experiences, and businesses, and building partnerships that increase visitor awareness and engagement.

New Tourism Brochure

Developed a new 2027 tourism brochure featuring local events and activities to showcase what Essex has to offer year-round.



Great Lakes Waterfront Trail Event

Town staff helped coordinate a stop in Essex Centre for the Great Lakes Waterfront Trail event, welcoming more than 40 cyclists to the community, showcasing Essex as a tourism destination, and encouraging visitors to explore local businesses and attractions.



5,036

TourismEssex Instagram followers, representing an **8.3% YTD increase** in 2026. Growth has been driven by the #WorthTheStop and Main Street Monday campaigns launched in Q2 2026, with support from the Economic Development Summer Intern.

Naming Rights and Sponsorship Program

Launched a targeted approach to securing corporate and community partners for naming rights and sponsorship opportunities.

Key activities recently completed:

- Developed professional renderings for the Harrow Tennis and Pickleball Courts and Essex Centre Sports Fields
- Launched a targeted outreach campaign for the Harrow Tennis and Pickleball Courts on September 29 until December 31, 2026
 - Distributed a MailChimp email to 76 Harrow businesses and organizations
 - Created promotional materials, including a bifold brochure, dedicated project webpage, media release, and social media campaign to promote naming rights opportunities
 - Identified specific opportunities and desired funding amounts
- Town Administration plans to launch a comparable targeted campaign for the Essex Centre Sports Fields later this year



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Heritage Gardens Amphitheatre

Supported the Town's efforts in securing \$827,000 from ENWIN and the Essex Centre BIA for the new Heritage Gardens Amphitheatre in Essex Centre.



Strategic Initiatives



Urban Design Guidelines

Launched the Urban Design Guidelines project to ensure that the overall approach to revitalization within Harrow and Essex Centre is cohesive, functional, and attractive. The project is anticipated to be completed in March 2027.



Industrial Community Improvement Plan

Developing financial modelling and analysis to support implementation of the Industrial Community Improvement Plan.



Developer Resources and Investment Promotion

Advancing the development of the business concierge program and the roadmap to ribbon cutting document to streamline and enhance the development approval process.



Naming Rights and Sponsorships

Administration continues to promote naming rights and sponsorship opportunities through engagement with local partners and businesses. Targeted campaigns and direct business outreach has been initiated and will continue to generate additional interest.



Economic Development Website Updates

Enhancing the Economic Development website to update information, improve access to resources, and better support businesses and investment attraction.



Grant Development and Administration

Administration continues to identify and pursue grant opportunities through local, provincial, and federal funding programs to maximize external funding for capital projects, initiatives, and programs.