



# **Investment Attraction Metrics**

2025 Annual Activity Report

Community Growth and Economic Development  
Committee

Maylene Broderick | April 7, 2026



# What We Do



# Collaboration with DEDP & Durham Region Ecosystem



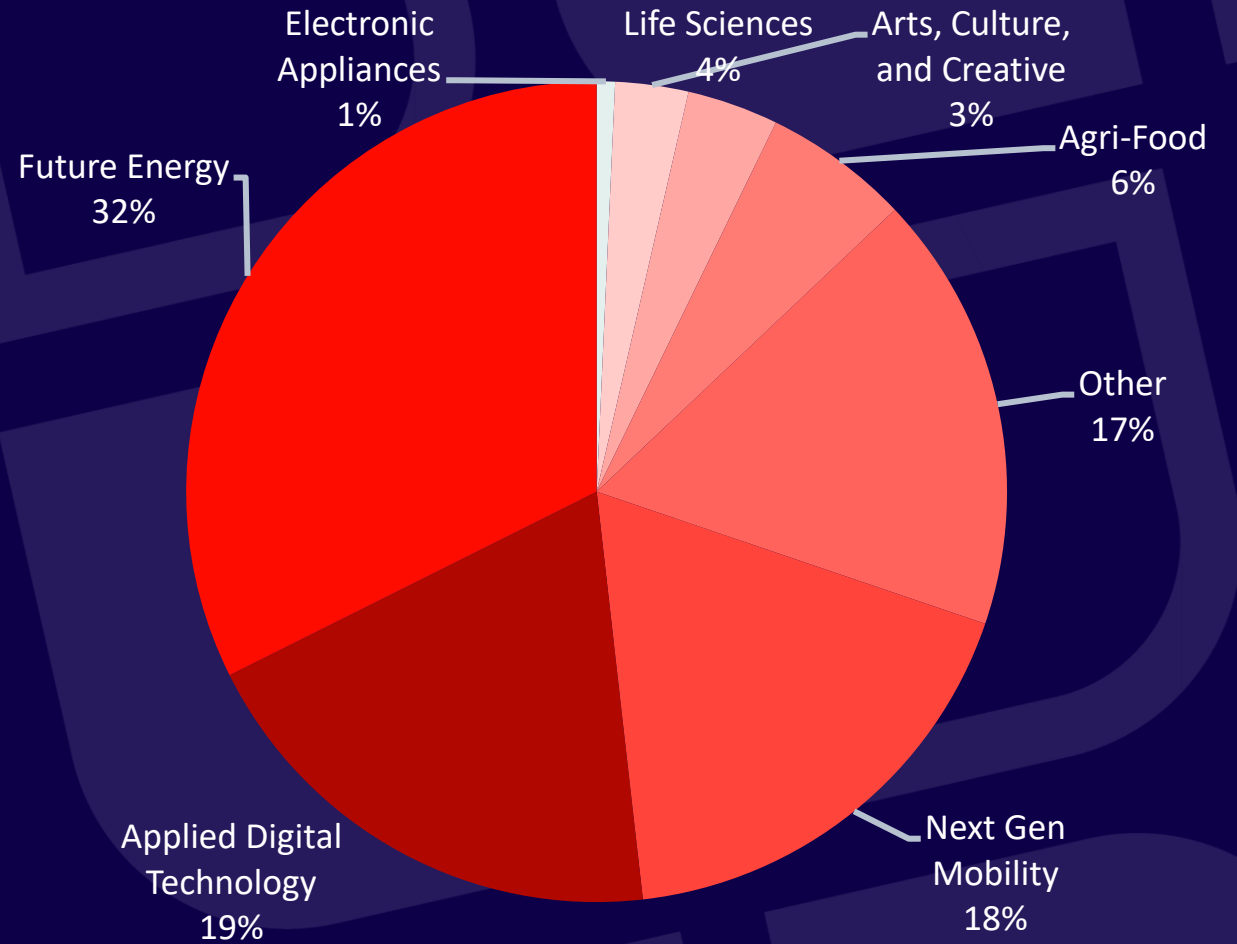
# Our Focus



# Investment Leads

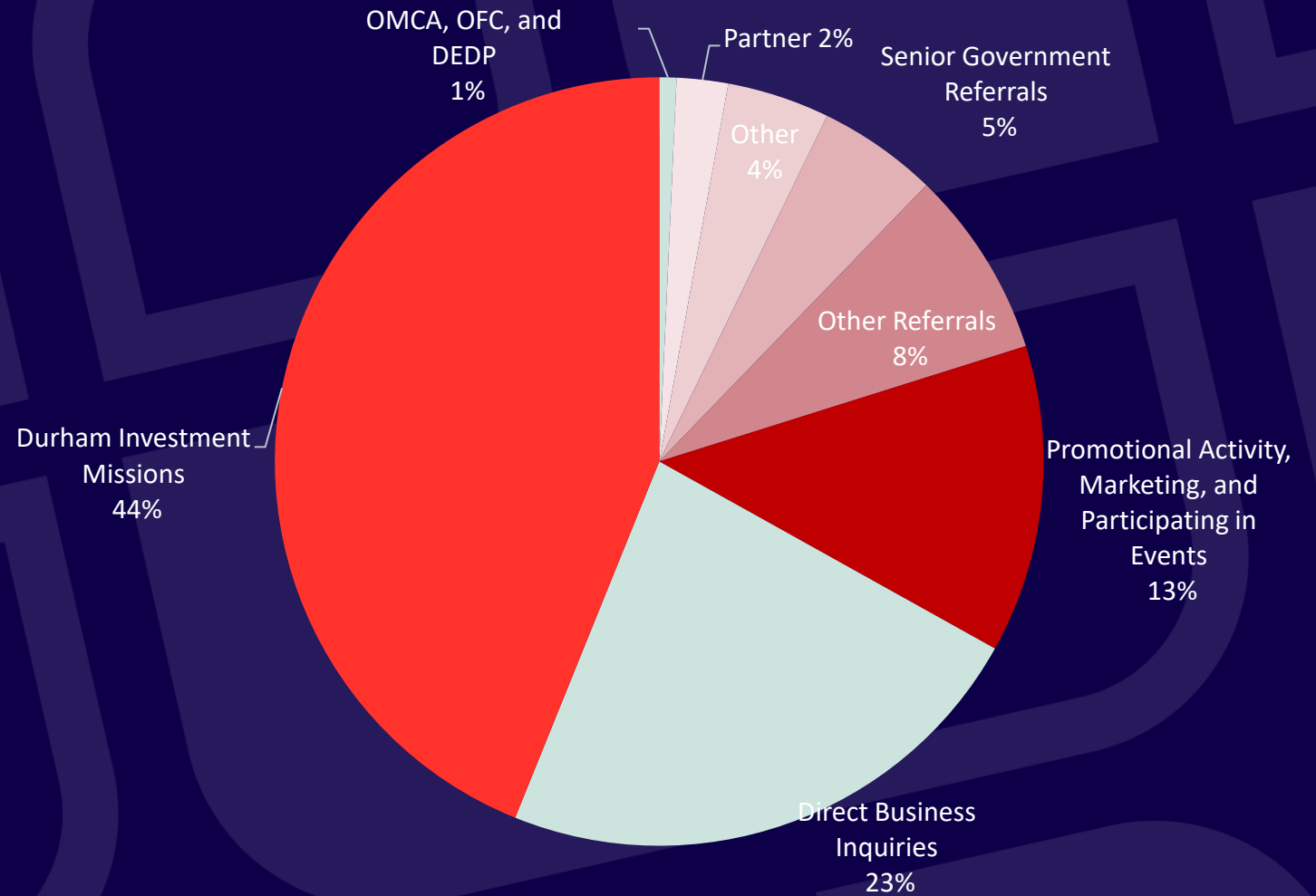
**139**

**83 percent of new leads are in Durham's priority clusters.**



# Lead Sources

**Invest Durham's lead generation and marketing and targeted initiatives, represent 65 percent of the total leads.**



# Metrics Summary

<b>Annual Metric</b>	<b>Target</b>	<b>Actual</b>
<b>Prospective Investment Leads</b>	125	139
<b>Personalized Pitch Proposals Sent</b>	35	34
<b>Site Selection Services Delivered</b>	25	33
<b>In-Person Inbound Delegations / Tours</b>	10	10
<b>Number of Investment Missions</b>	6	5
<b>Support or Participate in Other Events</b>	21	31
<b>Touchpoints with Prospective Investors</b>	1,000	1,301

# Investment Attraction Missions

5



# Supporting Events

31



# Investment Successes

*Clean Energy Capital of Canada*

2



# Investment Successes

## Ajax

- Triforest Manufacturing Inc.
- Shandex Warehouse
- Creekside Ajax Campus
- 1120 – 1200 Salem Road North

## Brock

- Underwood
- Alieh Farms
- Southpoint Equipment
- Liang

## Clarington

- Action Car & Truck
- D&R Custom Steel
- Marriot Hotel
- GEMTEC
- Hatch

## Oshawa

- GEODIS
- Ontario Power Generation
- Truu by Hilton
- Durham Creative Arts Centre
- Northwood Place

## Pickering

- Bayridges Industrial Centre
- 1635 Bayly Retail Plaza Expansion
- 1030 Salk Road – Pickering Corporate Park
- Porsche Experience
- Lee Valley Tools – new flagship store
- HiTech Bay

## Uxbridge

- Rob-Don Properties
- UCEL Expansion
- Zano-Con Environmental Inc.

## Scugog

- Windmill Farms
- Port Royal Mills

## Whitby

- Mazda Distribution Centre
- Toromont
- Soft Moc
- PPF
- North American Steeles



# **Conclusion & Key Takeaways**

**Strong  
Investment  
Results**

**Strategic  
Partnerships**

**Regional  
Collaboration**

**Challenges  
and Outlook**



**Questions**