

Essex, Chatham-Kent, and Sarnia-Lambton – Fact Sheet

September 2009

Community Overview

Essex

- The County of Essex is comprised of:¹
 - Six towns:
 - Amherstburg (Population 21,748)
 - Essex (Population 20,032)
 - Kingsville (Population 20,908)
 - Lakeshore (Population 33,245)
 - LaSalle (Population 25,285)
 - Tecumseh (Population 24,223)
 - The Municipality of Leamington (Population 31,113)
 - The Township of Pelee (Population 256)
- Population 166,000²
- It is projected that Essex County will attain a population of 196,305 by the year 2016³
- Canada's southernmost county spanning 1720 square kilometers⁴

Chatham-Kent

- The Municipality of Chatham-Kent is a city-status single-tier municipal government
- Population 108,177 – Approximately 59,000 live in the former City of Chatham⁵
- Other population centres in the municipality include:⁶
 - Wallaceburg (11,114)
 - Bothwell (1,002)
 - Blenheim (4780)
 - Tilbury (4,599)
 - Ridgetown (3,358)
 - Dresden (2,572)
 - Thamesville (928)
- Over 55% of Chatham-Kent's population has some post-secondary education which exceeds the provincial average⁷
- Approximately 92% of the residents' first language is English⁸
- Is 2,494 square kilometers and 950,000 Canadians live within a 1 hour drive of the municipality⁹
- Chatham is home to the Thames Campus of St. Clair College of Applied Arts and Technology¹⁰

¹ "Ontario Municipal Home Pages," Association of Municipalities of Ontario <http://www.amo.on.ca/YLG/ylg/ontario.html#REGIONS> (Accessed Sept. 12, 2009).

² "County of Essex." County of Essex <http://www.countyofessex.on.ca/general/home.asp> (Accessed Sept. 12, 2009).

³ *City of Windsor/County of Essex: Regional Economic Development Strategy* (Windsor: City of Windsor, 2004). <http://weblink.countyofessex.on.ca/weblink7/ElectronicFile.aspx?docid=45842>

⁴ Ibid.

⁵ Ibid.

⁶ "Welcome to the Community of Chatham-Kent Portal," Community of Chatham-Kent, <http://www.chatham-kent.ca/default.htm> (Accessed Sept. 12, 2009).

⁷ *Chatham-Kent Community Profile* (Chatham: Municipality of Chatham-Kent, 2007). http://www.chatham-kent.ca/cityBundle_services/downloadsService/downloadfiles/bffe499e-962a-4fe1-91a9-699fa4f30976_ck%20community%20profile%2008%20CS3-HYPERLINKS.pdf

⁸ Ibid.

⁹ Ibid.



Sarnia-Lambton

- Population approximately 130,000¹¹
- Comprised of 11 municipalities:¹²
 - Brooke-Alvinston (2,661)
 - Dawn-Euphemia (2,190)
 - Enniskillen (3,122)
 - Lambton Shores (12,170)
 - Oil Springs (717)
 - Petrolia (5,222)
 - Plympton-Wyoming (7,506)
 - Point-Edward (2,019)
 - Sarnia (72,125)
 - St. Clair (16,527)
 - Warwick (3,945)
- Land area 3,000 square kilometers¹³
- The percentage of the population in Lambton County that is of retirement age (65+) is now 16.9%, (up from 16% in 2001) - this figure compares to a provincial average of 13.6%¹⁴
- The population includes 14,700 immigrants, who combine to make up 11.7% of the total population (Ontario's population includes an immigrant population of 28.3%)¹⁵
- Sarnia's employment rate, while continuing to climb, was nevertheless below the 2006 national average of 62.4%¹⁶

Economic Development and Industries

Essex

- Its main industries (Advanced Manufacturing, Agriculture, Tourism) are under economic strain and are being adversely impacted by:
 - Difficult border crossing, rising energy and commodity costs, increasing global competition, the shift in market focus and the development of a global supply chain¹⁷
- In 2009, a controversial 30 Million dollar wind turbine development project was approved in the county¹⁸
- Strategic objectives of the county include:¹⁹
 - Targeting high-value, high-margin manufacturing growth sector
 - Targeting agri-business opportunities and research
 - Expanding investor outreach (Europe and Asia)

Advanced Manufacturing

- Companies in this industry operate in the automotive, aerospace, machine, tool, die & mold (MTDM), and plastics industries²⁰

¹⁰ Community of Chatham-Kent Portal, <http://www.chatham-kent.ca/default.htm> (Accessed Sept. 12, 2009).

¹¹ "Sarnia Lambton Economic Partnership," Sarnia Lambton Economic Partnership, <http://www.sarnialambton.on.ca> (Accessed Sept. 12, 2009).

¹² Ibid.

¹³ *Sarnia-Lambton Demographic Overview* (Sarnia: Sarnia-Lambton Economic Partnership, 2006).

[http://www.sarnialambton.on.ca/documents/LAMBTON2006censusJUN1608\[1\].pdf](http://www.sarnialambton.on.ca/documents/LAMBTON2006censusJUN1608[1].pdf)

¹⁴ *Life in Sarnia-Lambton*, 3rd Edition (Sarnia: Sarnia-Lambton Workforce Training Board, 2008).

http://www.sltb.org/documents/profile_SLife_2008.pdf.

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ *City of Windsor/County of Essex: Regional Economic Development Strategy*.

¹⁸ Gary Rennie, "Essex Approves Wind Turbine Development," *The Windsor Star*, June 16, 2009.

<http://www.windsorstar.com/business/fp/Essex+approves+wind+turbine+development/1699219/story.html>.

¹⁹ *Strategic Plan Presentation: September 2008* (Windsor: Windsor-Essex Development Commission, 2008).

http://www.choosewindsorsex.com/downloads/WEDC_StrategyPlan.pps.

- Employs over 28% of the population in the County²¹
- There is a threat to the MTDM industries due to aggressive off-shoring by the automotive original equipment manufacturers and global competition from lower-cost economies²²
- Further contraction of the industry is predicted in the coming 3 to 5 years²³

Agriculture

- Focused on vegetable fruit crops and greenhouse vegetable production and grape/wine production²⁴
- Over 1,100 acres of greenhouse vegetable production represents over 83% of the provincial total²⁵
- Leamington has the highest concentration of greenhouse vegetable growers in North America, maintaining over 900 acres of greenhouses valued at about \$180 million²⁶
- Wine production in Essex County is a \$25 million business, employing over 300 people.²⁷
- Future opportunities to expand the local wine industry through the Ontario Wine Strategy (October 2001), which is a 20-year plan aimed at enhancing the competitiveness of Ontario wines and increasing their share of sales in the Ontario and various export markets²⁸

Tourism

- 402 kilometers of shoreline, much of it sandy beaches²⁹
- Convention business makes a significant economic contribution to the region³⁰
- Local foods are promoted - Essex CFDC helped organize "A Recipe for Success" tourism event to promote local foods³¹

Chatham-Kent

- Based on economic research and community consultation input, the following industry sectors will be pursued: Diversified High Value Agriculture, Advanced Automotive Parts Manufacturing, Business Process Outsourcing, Next-Generation Energy, Retail/Commercial, and Tourism³²
- Received funding for the development of additional wind farms (to a total of 229 turbines) and a solar project³³

Automotive Parts

- Companies operating in Chatham include:³⁴
 - International Truck & Engine Corporation (770 employees)
 - Meritor Suspension Systems (270 employees)

Agri-business³⁵

²⁰ "Advanced Manufacturing," Windsor Essex Development Commission, <http://www.choosewindsoressex.com/industries/manufacturing.cfm> (Accessed Sept. 12, 2009).

²¹ "County of Essex."

²² Sandy Munro, *Changing the Paradigm for the Machine, Tool, Die and Mould Industry in Windsor Essex* (Windsor: Windsor Essex Development Commission, 2008), http://www.choosewindsoressex.com/downloads/MTDM_Diversification_Study.pdf.

²³ Ibid.

²⁴ "County of Essex."

²⁵ Ibid.

²⁶ *City of Windsor/County of Essex: Regional Economic Development Strategy*.

²⁷ Ibid.

²⁸ Ibid.

²⁹ "County of Essex."

³⁰ *City of Windsor/County of Essex: Regional Economic Development Strategy*.

³¹ Essex CFDC Annual Report: 2007-2008 (Essex: Essex CFDC, 2008), <http://www.essexcfdc.on.ca/en/documents/AnnualReport2007-2008.pdf>.

³² *Chatham-Kent 2007 Review* (Chatham: Municipality of Chatham-Kent Economic Development Services, 2008), http://www.chatham-kent.ca/cityBundle_services/downloadsService/downloadfiles/1ba089aa-539b-41a6-80fe-957b5215ff13_CK%20YEAR%20IN%20REVIEW%202007.pdf.

³³ *Chatham-Kent 4 Business Newsletter*, Spring 2009 (Chatham: Municipality of Chatham-Kent Economic Development Services, 2009), http://www.chatham-kent.ca/cityBundle_services/downloadsService/downloadfiles/7fde7bdc-b09f-4e8d-9ec2-1ef846deffcb_CK%20for%20Biz%20SPRING%202009%208pg-FINAL.pdf.

³⁴ Welcome to the Community of Chatham-Kent Portal."

- Agri-business is strong in the region and is home to the following companies:
 - Pioneer Hi-Bred (Dupont Agriculture and Nutrition) (200 employees) providers of agricultural seeds (corn, soybeans, canola, alfalfa, wheat, sunflowers, sorghum), silage inoculates and information services.
 - Greenfield Ethanol (73 employees), providers of fuel, ethanol, industrial alcohol, distillers of grains, animal feed, and carbon dioxide.
- Local foods are promoted: the CFDC offers a Microfinance Program to 10 aspiring entrepreneurs wanting to sell prepared foods or produce at the Chatham-Kent's Farmers' Market.
- In October 2009, the Centre for Agricultural Renewable Energy and Sustainability (CARES) was established at the University of Guelph, Ridgetown Campus
 - The centre focuses on on-farm renewable energy technologies.

Other companies in the region³⁶

- These include:
 - Union Gas Limited (A Spectra Energy Company) and Pioneer Hi-Bred Limited (A DuPont Company) have their Canadian head offices in Chatham.
 - Has a contact centre industry including YA Canada, and TransCom International.

Sarnia-Lambton

- Seeds of the economy were sewn 150 years ago, when the discovery of crude oil in Lambton County triggered an oil rush³⁷
- Diverse economy provides Sarnia-Lambton with a stable employment base
- Industrial Sectors include: Agriculture, Cleantech, Automotive Parts, Business Process Outsourcing, Engineering, Construction & Metal Fabrication, Industrial BioProducts, Petrochemical and Refined Petroleum, and Tourism³⁸
- Strategic goals of Sarnia-Lambton include becoming:³⁹
 - A leading agricultural centre with a key role in the bioeconomy
 - A major commercialization and manufacturing centre and feedstock provider for the biopetro economy
 - An end-to-end supporter of the energy sector
 - A recognized Canadian centre for clean technology

Alternative Energy

- OptiSolar Farms is located in Sarnia is one of North America's largest solar power generation facilities⁴⁰
- Wind Power is generating electricity at Sky Generation Inc.'s new facility at Ravenswood⁴¹
- The Research Park (operated by the University of Western Ontario) Sarnia-Lambton Campus, established in 2004, focuses on alternative energies, advanced materials and environmental, process and biotechnologies⁴²
- Lambton College is located in Sarnia and offers an Alternative Energy Engineering Technology program, providing theory and application skills in current and emerging energy technologies⁴³
- Examples of local organizations embracing green technologies:⁴⁴

³⁵ "Welcome to the Community of Chatham-Kent Portal."

³⁶ Ibid.

³⁷ "Sarnia-Lambton Economic Partnership."

³⁸ Ibid.

³⁹ *Powering a Sustainable World: Sarnia-Lambton Economic Partnership Strategic Plan Summary* (Sarnia: Sarnia-Lambton Economic Partnership, 2009), <http://www.sarnialambton.on.ca/downloader.php?fid=73&type=File1>

⁴⁰ "Sarnia-Lambton Economic Partnership."

⁴¹ *Solar Solutions* (Sarnia: Sarnia-Lambton Economic Partnership, 2009), <http://www.sarnialambton.on.ca/downloader.php?fid=52&type=File1>.

⁴² *Solar Solutions*.

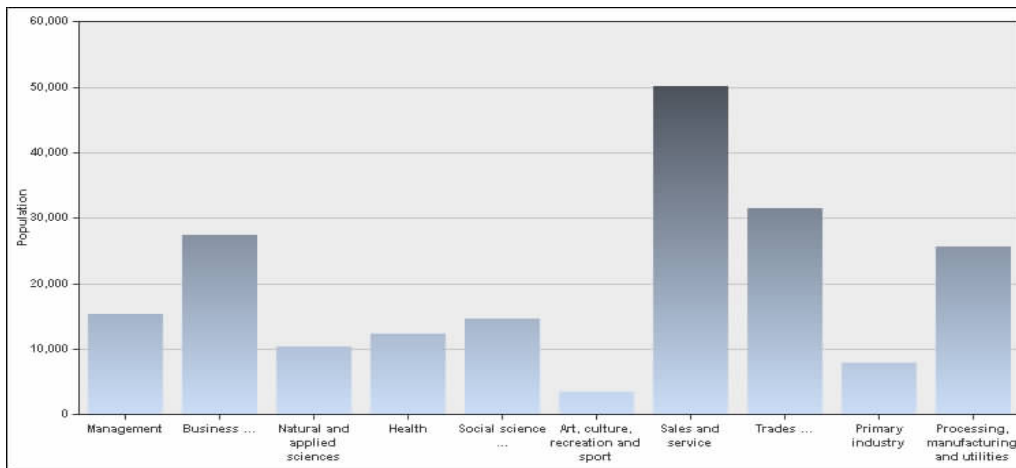
⁴³ "Sarnia-Lambton Economic Partnership."

⁴⁴ *Sarnia-Lambton Ontario: Canada's Bioindustrial Centre* (Sarnia: Sarnia-Lambton Economic Development Partnership, 2008), <http://www.sarnialambton.on.ca/downloader.php?fid=55&type=File1>.

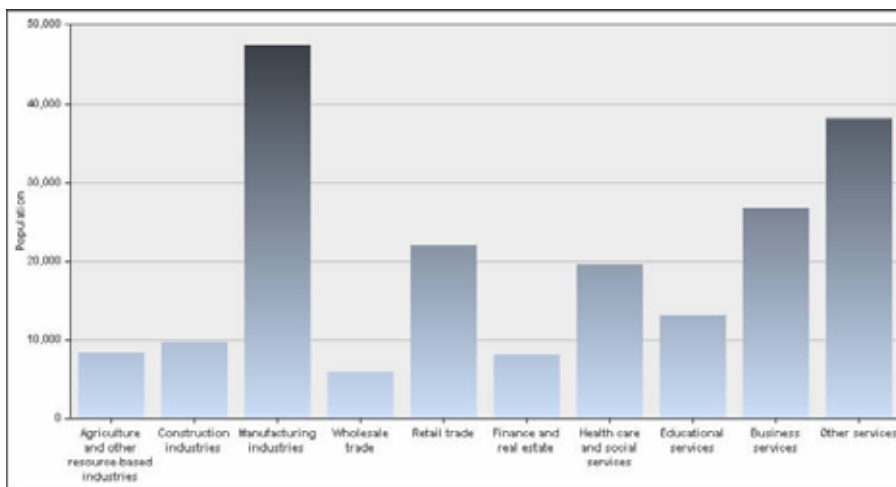
- Suncor Energy – built the largest ethanol facility in Canada
- Northern Ethanol is in the initial stages of building a \$210 million dollar ethanol plant in the City of Sarnia
- Bluewater Power, the largest electric utility in Sarnia-Lambton, is generating electricity from landfill gases

Essex County Demographics⁴⁵

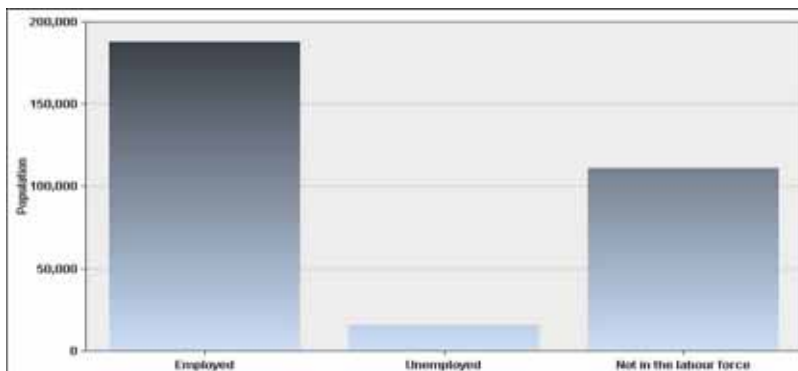
Essex Occupations – Experienced Labour Force 15 Years & Over



Essex Employment by Industry – Experience Labour Force 15 Years & Over



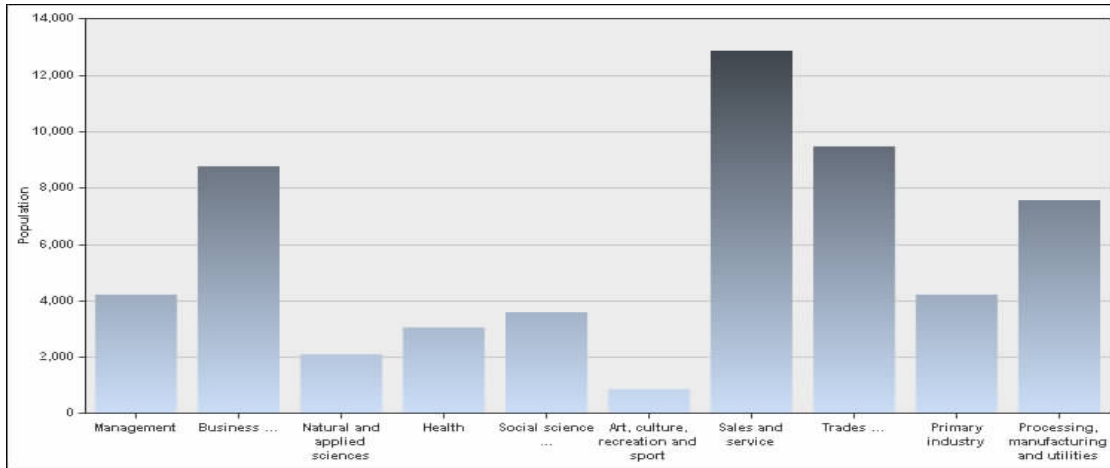
Essex Labour Force Activity – Population 15 Years & Over



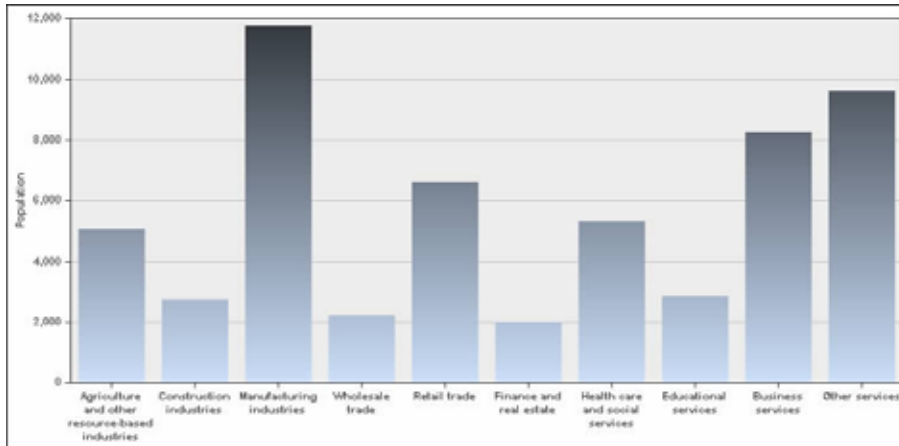
⁴⁵ Statistics Canada. 2007. *Essex County, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Statistics Canada. 2007

Chatham-Kent Demographics⁴⁶

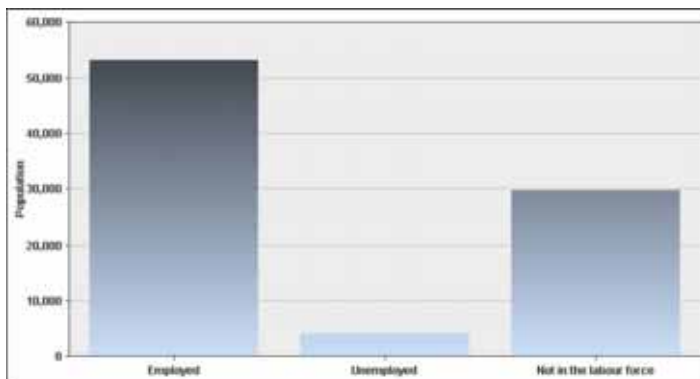
Chatham-Kent Occupations – Experienced Labour Force 15 Years & Over



Chatham-Kent Employment by Industry – Experience Labour Force 15 Years & Over



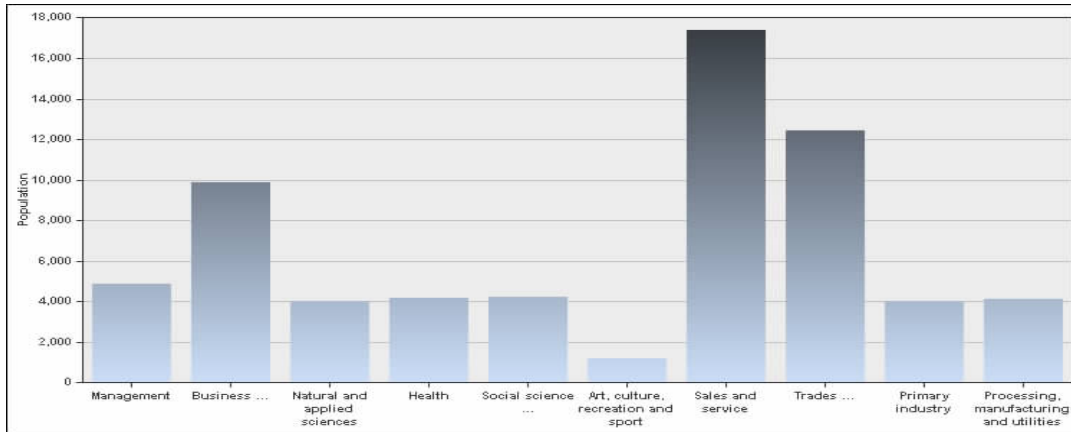
Chatham-Kent Labour Force Activity – Population 15 Years & Over



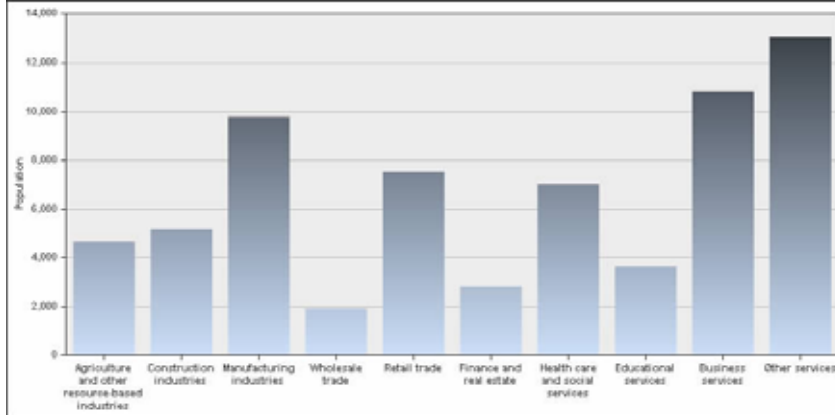
⁴⁶ Statistics Canada. 2007. *Chatham-Kent, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Statistics Canada. 2007

Sarnia-Lambton Demographics⁴⁷

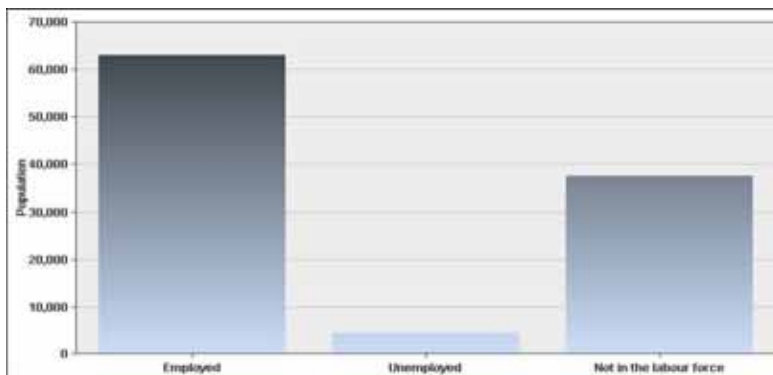
Sarnia-Lambton Occupations – Experienced Labour Force 15 Years & Over



Sarnia-Lambton Employment by Industry – Experience Labour Force 15 Years & Over



Sarnia-Lambton Labour Force Activity – Population 15 Years & Over



⁴⁷ Statistics Canada. 2007. *Sarnia-Lambton, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Statistics Canada. 2007