

Conference Board of Canada Reports Positive Results for Stratford

Study Reveals Economic Development Corporation brings City ROI of 125%

Stratford, ON – July 17, 2018 – Today **investStratford**, the Economic Development Corporation for the **City of Stratford**, released the 2018 **Conference Board of Canada Report**, assessing the economic impact of the organization from 2015-2017. The results reflect the very positive impact investStratford’s business investment attraction successes have had on the region, the Province and Canada. To date, “completed projects have contributed \$147.0M to Canada’s GDP, of which \$127.3M were generated in Ontario, including \$69.9M in Stratford alone”. The Report also revealed that the economic impact of investStratford as an organization is a staggeringly solid ROI of 125% to the local government. The impressive result validates and quantifies the somewhat ethereal nature of measuring the economic impact of an investment corporation. The Report estimates that at time of delivery, there were a further \$57M of investment wins in the investStratford pipeline.

Investment in Stratford since 2015:	\$83.1M
Resulting Contribution to Canada’s GDP	\$71.3M (direct, indirect and induced impact)
Contribution to Ontario GDP:	\$61.3M
Contribution to City of Stratford GDP:	\$27M

Kevin Tuer, Board President of investStratford stated, “*investStratford is mandated to encourage investment in the City of Stratford and the report clearly shows that they have more than fulfilled their mandate to ‘advance the economic future of Stratford through excellence, creativity and collaboration’.* I along with my fellow board members, are committed to helping Stratford’s business community thrive and grow. New projects are constantly appearing on the horizon. The future is indeed bright.”

investStratford CEO, Joani Gerber stated “*I’m tremendously proud of the work the investStratford team has been doing to encourage investment in the City. The Conference Board report confirms that our efforts have resulted in very positive outcomes for the municipality and I know that our partnerships and many “in the funnel” initiatives and projects will pay further dividends into the future. I’m very excited for what is on the horizon.*”

Stratford Mayor Dan Mathieson stated, “*I’m very proud and not surprised by the positive findings. The report reinforces our belief that Stratford is not only on the right track but ahead of the game. Incorporating our Economic Development Department has allowed them to redefine and enhance their role and their efforts to improve our City’s infrastructure and economy.*”

The Conference Board of Canada report will be made available on the investStratford website.

For more information about investStratford contact:

Joani Gerber, CEO, investStratford

519-305.5055 x1001 or jgerber@investStratford.com

Elke Bidner, Special Projects and Communications

519-305.5055 x1003 or ebidner@investStratford.com

About investStratford

investStratford is the City of Stratford's Economic Enterprise Development Corporation and offers full advisory and support services for business expansion, relocation and new investment. It functions as an independent body governed by a board of directors, aligning its goals to those of the municipality. **investStratford** is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven Please visit www.investstratford.com

About Conference Board of Canada

The **Conference Board of Canada** is a Canadian not-for-profit think tank dedicated to researching and analyzing economic trends, as well as organizational performance and public policy issues. It is considered the foremost independent, not-for-profit research organization in Canada and delivers insights on economics, public policy and organizational performance.