



MONTHLY PROGRESS DASHBOARD: FEBRUARY 2020

By focus area

1 WORKFORCE DEVELOPMENT

Attract and retain talent to support the growth of our existing companies and attract new companies to our region.

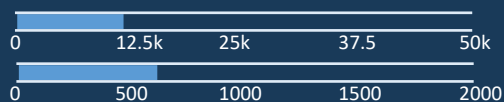
YEAR TWO TARGET & PROGRESS

Build talent pipeline with employers with a focus on international students, newcomers and their spouses.

YTD PROGRESS: **23** of 150 international students and spouses are employment ready



YTD PROGRESS: **10,993** of 50k in impressions and **598** of 2,000 engagements



YTD PROGRESS: **8** of 25 companies engaged in workforce solutions that demonstrate an openness to hiring international students and newcomers



WINS & ACHIEVEMENTS THIS MONTH

EDGSJ attended the NBCC Job Fair where more than 60 companies connected with students looking for work following graduation.

STATUS ● ● ●

Green means go: we are on-track for target achievement.

3 ENTREPRENEUR DEVELOPMENT

Build the Saint John entrepreneurial ecosystem with a focus on scalable start-ups.

YEAR TWO TARGET & PROGRESS

YTD PROGRESS: **6** of 35 start-ups launched



YTD PROGRESS: **15** of 70 jobs created



WINS & ACHIEVEMENTS THIS MONTH

- Financing provided to new businesses from EDGSJ: 1 loan for a total of \$25,000
- Leveraged funds provided to new businesses: \$37,500
- Our Business Immigrant Essentials program and our Venture Validation program both started new cohorts this month. Some programming has been located in the shared space at UNBSJ 40 Charlotte Street, MBA program location. Our clients are very much enjoying the opportunity to familiarize with this great facility.

STATUS ● ● ●

Green means go: we are on-track for target achievement.

2 BUSINESS INVESTMENT & INNOVATION

Promote the value proposition for investment, and support companies in being globally competitive.

YEAR TWO TARGET & PROGRESS

YTD PROGRESS: **0** of 300 jobs created through Investment Attraction



YTD PROGRESS: **46** of 200 sales presentations to newcomer entrepreneurs



YTD PROGRESS: **0** of 5 companies committed to developing the Innovation District



WINS & ACHIEVEMENTS THIS MONTH

- We are actively working on several investment attraction opportunities that have great potential.
- In February we hosted a contingent of Canada Trade representatives in the City to provide them information on opportunities in the region.

STATUS ● ● ●

Yellow means go: some headway has been made.

4 MARKETING GREATER SAINT JOHN

Tell the Greater Saint John story to attract people, investment, and support the growth of our companies.

YEAR TWO TARGET & PROGRESS

- Develop and execute 3 marketing campaigns including phase 2 of ASK GSJ.
- Pitch and have published 8 stories per year.
- Deliver 12 monthly, 4 quarterly and 1 annual report.

WINS & ACHIEVEMENTS THIS MONTH

- YSJ Campaign kicked off, the first ASK GSJ poster Jenna was installed over the luggage carousel at arrivals and the digital ads are on rotation in arrivals as well.
- 1 OpEd was pitched and published in the TJ
- In February we posted two blog posts, and a combined total of 7 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 13k in impressions and 92 engagements.

STATUS ● ● ●

Green means go: we are on-track for target achievement.

