



MONTHLY PROGRESS DASHBOARD: JULY 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.



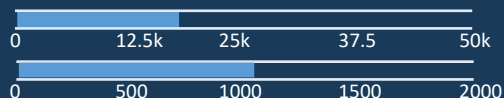
YEAR TWO TARGET & PROGRESS

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

YTD PROGRESS: **88** of 150 international students and spouses are employment ready



YTD PROGRESS: **14,453** of 50k in impressions and **1,190** of 2,000 engagements



YTD PROGRESS: **12** of 25 companies engaged in workforce solutions that demonstrate an openness to hiring international students and newcomers



WINS & ACHIEVEMENTS THIS MONTH

- Led a webinar for international students entitled "Saint John International Student Path to Employment" with the Local Immigration Partnership and community partners. 147 international students registered for the session and learned about government job seeking resources, an employer's perspective on hiring, and insights from former international students.



STATUS ● ● ●

Yellow: some headway has been made.

3 ENTREPRENEUR DEVELOPMENT

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



YEAR TWO TARGET & PROGRESS

YTD PROGRESS: **10** of 35 start-ups launched



YTD PROGRESS: **16** of 70 jobs created



WINS & ACHIEVEMENTS THIS MONTH

- Financing provided to new businesses from EDGSJ: \$50,000
- Leveraged funds provided to new businesses: \$350,000

We approved two new Impact loans in June. One of those companies used our loan to leverage \$325,000. Almost our entire loan portfolio took advantage of our offer of no interest and no payments for June, July and August. Many of them continue to struggle with our COVID-19 reality while others have found new revenue sources through a digital presence. A ten-week Huddle marketing campaign commenced to support our Entrepreneurial Programming fall line-up, this will be supported on various social media platforms.



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.

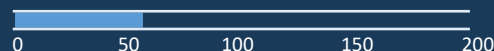


YEAR TWO TARGET & PROGRESS

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



YTD PROGRESS: **51** of 200 sales presentations to newcomer entrepreneurs



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



WINS & ACHIEVEMENTS THIS MONTH

- We continue to make progress and move forward with the Innovation District which remains a key area of focus.
- We are working closely with ONB on several investment attraction files.
- Immigration and newcomer entrepreneur sessions remain on hold.



STATUS ● ● ●

Yellow: 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

- Re-focus on promoting the Greater Saint John Region through social media and a fresh new ad in Maritime Edit.
- Development of marketing strategy to support entrepreneur development programs and increase awareness of EDGSJ in the community.
- We published a combined total of 40 messages primarily focused on Entrepreneur Development programs posted on Twitter, Facebook, Instagram, and LinkedIn garnering over 33.9k impressions, and 390 engagements.



STATUS ● ● ●

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



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN