



MONTHLY PROGRESS DASHBOARD: MARCH 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.



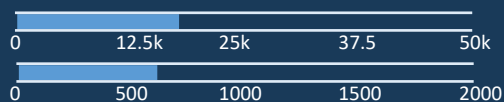
YEAR TWO TARGET & PROGRESS

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

YTD PROGRESS: **78** 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: **8** of 25 companies engaged in workforce solutions that demonstrate an openness to hiring international students and newcomers



WINS & ACHIEVEMENTS THIS MONTH

93 International UNB Saint John MBA students from 19 different countries are actively looking for work placements for the July to September time frame. EDGSJ is taking steps to support these highly skilled individuals in finding work placements that will help us retain them in our community following graduation.



STATUS ● ● ●

Yellow means go: 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: **6** of 35 start-ups launched



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



WINS & ACHIEVEMENTS THIS MONTH

- Financing provided to new businesses from EDGSJ: No loans
- Leveraged funds provided to new businesses: 0\$
- In mid-March we moved all of Entrepreneurial Development programming to online delivery. The Idea Centre (high school students) embraced this shift with a high level of engagement and productivity. Our team focused on reaching out to our client base to offer flexibility in Impact Loan payments and have a greater understanding of the challenges entrepreneurs in Greater Saint John were facing. These challenges became the basis of our efforts in our April Covid-19 response.



STATUS ● ● ●

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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

- The innovation district development will remain as a key area of focus.
- Investment attraction will be affected, all projects underway will be delayed. ONB is refocusing on recovery and there might be some changes in target sectors.
- Immigration and newcomer entrepreneur sessions are on hold.



STATUS ● ● ●

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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

- We continue to expand partnership with YSJ and our presence in the terminal with the addition of a double panel EDGSJ vision poster at arrivals and a vertical ASK GSJ ad by the café near the security gate.
- In March we posted three blog posts, including the EDGSJ Message to the Community at the beginning of the Covid-19 outbreak and a combined total of 89 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 70k in impressions and 2,642 engagements.



STATUS ● ● ●

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