



MONTHLY PROGRESS DASHBOARD: APRIL 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.



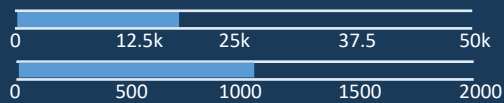
YEAR TWO TARGET & PROGRESS

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

YTD PROGRESS: **86** 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

- EDGSJ is working with UNBSJ on ways to promote the talent of the MBA student cohort and to secure work placements.



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: **7** of 35 start-ups launched



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



WINS & ACHIEVEMENTS THIS MONTH

- Financing provided to new businesses from EDGSJ: No loans
- Leveraged funds provided to new businesses: 0\$
- We canvassed our newcomer clients and connected them with resources and greater understanding of relief programs as needed. Our high school participants in the Idea Center continued a high level of engagement in online delivery. Our team has spent considerable time connecting with clients and understanding their needs at this time.



STATUS ● ● ●

Yellow means go: some headway has been made.

2 BUSINESS INVESTMENT & INNOVATION

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

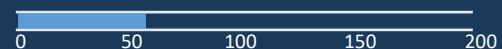


YEAR TWO TARGET & PROGRESS

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 has been affected, projects underway are 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

- To support our business community we co-hosted a series of webinars designed to interpret federal and provincial relief programs in a way that was easily relatable, a significant part of the discussion centered around the Q & A session. Panelists for April's webinars included Wayne Long, MP and Donna Mazerolle, CPA. The 3 webinars attracted over 275 attendees.
- We published a combined total of 75 messages sent across Twitter, Facebook, Instagram and LinkedIn garnering over 124k impressions, and 5,156 engagements.



STATUS ● ● ●

Yellow means go: some headway has been made.



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN