



# MONTHLY PROGRESS DASHBOARD: APRIL 2019

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 ONE TARGET

Work with 30 companies to fill 350 stagnant jobs (posted for at least 90 days and still unfilled).

### STATUS ● ● ●

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

YTD PROGRESS: 335 jobs filled.



### WINS & ACHIEVEMENTS THIS MONTH

Our talent database grew to 1,850 candidates. All candidates have indicated an interest in living and working in Greater Saint John. Local companies have access to this database and are using it as a recruitment tool.

### CONCERNS AND CHALLENGES THIS MONTH

Many companies aren't adequately resourced to effectively manage talent recruitment and retention.

## 2 BUSINESS INVESTMENT & INNOVATION

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

### YEAR ONE TARGETS

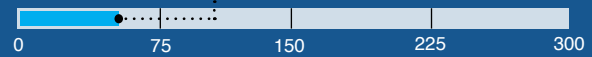
A: Business investment – 300 jobs created through investment attraction.

B: Innovation – develop concept, test feasibility and secure partner buy-in for an Innovation District.

### STATUS ● ● ●

Yellow means caution: some headway has been made.

YTD PROGRESS: 43 jobs filled.



### WINS & ACHIEVEMENTS THIS MONTH

Two site visits with potential businesses were conducted in April.

### CONCERNS AND CHALLENGES THIS MONTH

No additional job numbers to report. This is the second consecutive month with a yellow status.

## 3 ENTREPRENEUR DEVELOPMENT

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

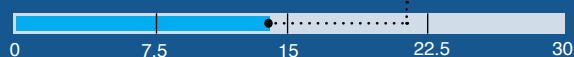
### YEAR ONE TARGETS

Support the launch of 30 start-ups and 60 new jobs.

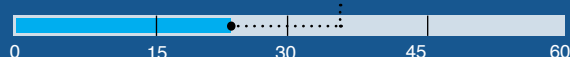
### STATUS ● ● ●

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

YTD PROGRESS: 14 start-ups launched.



YTD PROGRESS: 23 jobs created.



### WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses from EDGSJ: \$210,000. Leveraged funds provided to new businesses: \$567,000.

We have added two new programs to our roster: Business Immigrant Essentials and The Hive - Newcomer Business Incubator. Both programs help newcomers translate their business skills to the local economy.

On April 25th, The Idea Centre completed a successful Pitchfest with its largest group of participants to date.

Four new Impact Loans were approved.

Our annual Kickstart program commenced with eight participants.

## 4 MARKETING GREATER SAINT JOHN

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

### YEAR ONE TARGET

Collaborate with agencies/municipalities to create a shared marketing tool box, complete an economic development marketing plan for Greater Saint John and acquire resources to implement the campaign.

### STATUS ● ● ●

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

### YTD PROGRESS

Our joint study, together with Develop SJ, made good progress this month. The research phase was completed, and we are moving on to the marketing planning phase.

We have also embarked on a small-scale marketing effort to highlight individuals working in our five key sectors, and enjoying all the region has to offer.

### CONCERNS AND CHALLENGES THIS MONTH

Accessing resources to implement the larger campaign continues to be a question-mark for us.



**ECONOMIC DEVELOPMENT**

GREATER SAINT JOHN