



MONTHLY PROGRESS DASHBOARD: AUGUST 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 COMPLETE

We have achieved our target for the year.

YTD PROGRESS: 350 jobs filled.



WINS & ACHIEVEMENTS THIS MONTH

The New Brunswick Workforce Pilot Project will send 12 existing employees back to school this fall. Once training has been completed, they will be rehired in to higher level positions.

CONCERNS AND CHALLENGES THIS MONTH

UNBSJ's International MBA students are completing their internships and many are looking for employment and want to stay in Saint John. Employers are encouraged to consider hiring from this valuable talent pool.

2 BUSINESS INVESTMENT & INNOVATION

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

YEAR ONE TARGETS

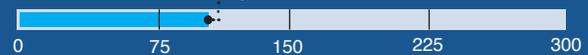
A: Business investment – 300 jobs created through investment attraction.

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

STATUS

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

YTD PROGRESS: 103 jobs filled.



WINS & ACHIEVEMENTS THIS MONTH

The pipeline of opportunities now has several new high probability projects.

Announcements from Saint John Energy on their smart grid and wind turbine projects, plus several new pending retailers are all positive indicators for growth.

The innovation district concept is receiving very positive feedback and momentum.

3 ENTREPRENEUR DEVELOPMENT

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

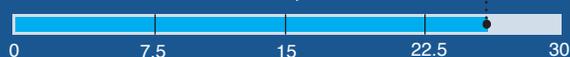
YEAR ONE TARGETS

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

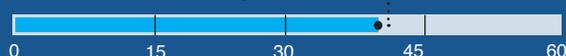
STATUS

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

YTD PROGRESS: 26 start-ups launched.



YTD PROGRESS: 40.5 jobs created.



WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$10,000.

Leveraged funds secured by new businesses: \$0.

One new Impact Loan was approved.

Fredericton's Planet Hatch launched their new Startup Accelerator this month. Their program is modelled after our Venture Validation Program, our collaboration on this and other economic development initiatives allows us to leverage successful models.

Preparations for Fall programming have been the focus of our team this month. In September the Idea Centre begins its fall course and our Paid Start Up launches its first cohort.

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

Work on our annual report that includes a report on the local economy is well under way. Our intention with this document is to help the community better understand the trends and influences that impact economic growth.

In August we posted 4 blog posts and a combined total of 74 messages across Twitter, Facebook, Instagram and LinkedIn garnering over 119.2k in impressions and 2,905 engagements.

CONCERNS AND CHALLENGES

One of our future ASK GSJ models is now living and working in Montreal so we have had to pull him from the campaign.



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN