



MONTHLY PROGRESS DASHBOARD: DECEMBER 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.

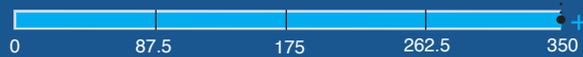
YEAR ONE TARGET

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: 350 jobs filled.



WINS & ACHIEVEMENTS THIS MONTH

EDGSJ organized a journey mapping exercise with 45 stakeholders to map the ecosystem in which international students, their spouses, and employers operate – to better align resources and recruitment pathways.

CONCERNS AND CHALLENGES THIS MONTH

There are many programs and services available to support newcomers looking for employment, but the ecosystem in which they operate is fractured and difficult to navigate. In 2020, EDGSJ will work to make it easier for international students and their spouses to access employment support services with the goal of increased retention.

3 ENTREPRENEUR DEVELOPMENT

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

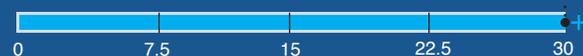
YEAR ONE TARGETS

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

STATUS ● ● ●

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

YTD PROGRESS: 39 start-ups launched.



YTD PROGRESS: 67 jobs created.



WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$0.

Leveraged funds provided to new businesses: \$0.

No new Impact Loans were approved this month.

In addition to supporting new start ups through programming and funding, we provided 3 Business Expansions loans in 2019

2019 has been a successful year of growth for Entrepreneur Development. We have added new programming, welcomed new staff, supported record numbers of Entrepreneurs, and provided valuable skills and resources to our clients.

2 BUSINESS INVESTMENT & INNOVATION

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

YEAR ONE TARGETS

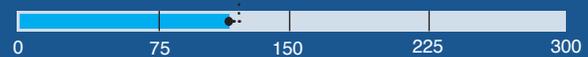
A: Business investment – 300 jobs created through investment attraction.

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

STATUS ● ● ●

Yellow means caution: we did not achieve our target this year, but we believe this is due to a delay, and not a failure.

YTD PROGRESS: business investment/investment attraction: 117 jobs filled (out of 300 job target)



Growth of existing companies previously attracted was strong in 2019. Delays to several projects scheduled for 2019 has filled the opportunity pipeline for 2020. Several site visits are scheduled for Q1.

The Innovation District project is advancing and the Taskforce is meeting regularly. Initial research is well underway and funding has been secured to fund the required research and business plan development.

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

2019 was an exciting year for marketing EDGSJ. We are preparing to launch our 6th instalment of ASK GSJ in the new year, and we continue to share positive stories of newcomer experiences in Saint John through [WeASKED] and the Newcomer Success stories videos. [WeASKED] is gaining momentum in attracting newcomers to share their stories and with partners who are willing to promote these stories on their channels.

Digital Tracking

In December we posted one blog post, and a combined total of 26 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 23k in impressions and 1,151 engagements.



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN