



MONTHLY PROGRESS DASHBOARD: JULY 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

Working with partners to build a sustainable workforce development model to effectively address challenges facing employers in attracting and retaining talent.

CONCERNS AND CHALLENGES THIS MONTH

Hiring has slowed down over the summer months, making it more challenging for many candidates to gain employment.

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: 80 jobs filled.



WINS & ACHIEVEMENTS THIS MONTH

Planning for the Innovation District continues with positive support. Potential real estate options are being evaluated.

Collaboration with strategic partners continues to boost the pipeline supporting growth in job numbers.

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: 24 start-ups launched.



YTD PROGRESS: 37.5 jobs created.



WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$41,000.

Leveraged funds secured by new businesses: \$19,000.

Two new Impact Loans were approved.

The Hive's summer cohort is well underway.

Our Venture Validation program held its cohort graduation on July 2nd.

Recruiting for our fall Paid Start-up Program continues.

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 ASK GSJ marketing campaign featuring James was launched in July. Together our Jenna and James content has reached more than 112,000 people, and experienced more than 3,500 engagements.

We have entered the 3-year Economic Development Plan, the ASK GSJ campaign, and our rebrand into the Economic Developers Association of Canada Marketing Awards, to share our best practices projects with the economic development community in Canada.

Development of a Report to the Community is in progress.

CONCERNS AND CHALLENGES
One of our future ASK GSJ models is moving out of the region for work.

