



# MONTHLY PROGRESS DASHBOARD: JUNE 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: 347 jobs filled.



### WINS & ACHIEVEMENTS THIS MONTH

We partnered with ONB and PETL to host a virtual job fair on June 27th with 30 employers and over 300 job seekers.

### CONCERNS AND CHALLENGES THIS MONTH

Many employers are slow in responding to applicants and are therefore missing out on high-quality talent to fill vacant positions and build their talent pipeline for new opportunities.

## 2 BUSINESS INVESTMENT & INNOVATION

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

### YEAR ONE TARGETS

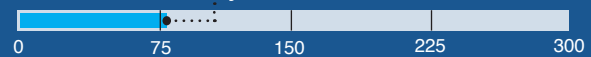
A: Business investment – 300 jobs created through investment attraction.

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.

### CONCERNS AND CHALLENGES THIS MONTH

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

## 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.

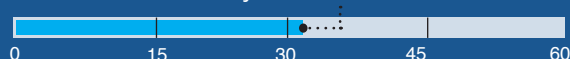
STATUS ● ● ●

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

YTD PROGRESS: 19 start-ups launched.



YTD PROGRESS: 31.5 jobs created.



### WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$50,000.

Leveraged funds provided to new businesses: \$83,000.

Two new Impact Loans were approved.

The Hive graduated a new group from its Business Immigrant Essentials program and launched its summer cohort.

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 Jenna was launched in Maritime Edit magazine, Huddle and our online channels in June.

Digital reach to date on EDGSJ platforms is over 98k with 745 link clicks.

### Our demographics were:

60% men / 40% women, aged 25-44 years  
Toronto, Vancouver, Calgary, Boston, Halifax

An additional five ASK GSJ ads are in development, and we are working to extend the timeline and reach of this campaign.



**ECONOMIC  
DEVELOPMENT**

GREATER SAINT JOHN