



MONTHLY PROGRESS DASHBOARD: MARCH 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: 220 jobs filled.



WINS & ACHIEVEMENTS THIS MONTH

17 of 25 companies participating in the Provincial Information Communications Technology Council (ICTC) Virtual Job Fair, targeting newcomers with ICT skills, are from Saint John.

CONCERNS AND CHALLENGES THIS MONTH

Companies are struggling to understand immigration processes and manage the business risk of international recruitment.

2 BUSINESS INVESTMENT & INNOVATION

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

YEAR ONE TARGETS

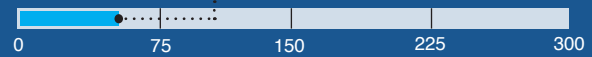
A: Business investment – 300 jobs created through investment attraction.

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

Ongoing discussions regarding the Innovation District have been very well received with positive feedback.

3 recent leads and requests for information have developed into site visits for April.

CONCERNS AND CHALLENGES THIS MONTH

Labour force development.
Preparing go-to-market concept.

3 ENTREPRENEUR DEVELOPMENT

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

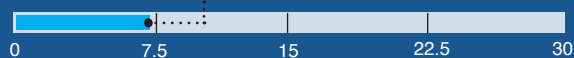
YEAR ONE TARGETS

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

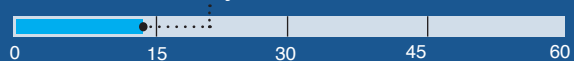
STATUS ● ● ●

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

YTD PROGRESS: 7 start-ups launched.



YTD PROGRESS: 13 jobs created.



WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses from EDGSJ: \$145,000.

Leveraged funds provided to new businesses: \$150,661.

8 companies will complete our Venture Validation Program on April 10, and 12 new aspiring entrepreneurs will begin the program on April 11.

Two Saint John companies supported by EDGSJ made the top 10 in the NBIF Breakthrough Challenge. Sensory Friendly Solutions also pitched as a finalist at the final event.

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 ● ● ●

Yellow means caution: some headway has been made.

YTD PROGRESS

We have commissioned a study, jointly with Develop SJ, to survey business and individuals under the age of 45 to determine whether they see themselves living, working, etc. in Saint John. The survey will help determine the correct marketing message to attract people to our region.

We also are continuing to work with the City of Saint John and other agencies, to create a shared marketing tool box.

CONCERNS AND CHALLENGES THIS MONTH

Accessing resources to implement the campaign.



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN