



# MONTHLY PROGRESS DASHBOARD: MAY 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

Participated in the Toronto Job Fair to support employers in recruiting talent to our region. More than 100 candidates expressed interest in exploring the opportunity to live and work in Saint John.

#### CONCERNS AND CHALLENGES THIS MONTH

Resources to onboard newcomers are not well-known to employers. The Local Immigration Partnership is pulling together online resources to support employers in providing a welcoming environment for all newcomers.

### 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: 79 jobs filled.



#### WINS & ACHIEVEMENTS THIS MONTH

Discussions around the Innovation District are providing very positive feedback. Several participants have been identified and work is ongoing.

#### CONCERNS AND CHALLENGES THIS MONTH

Although we made progress on business investment-related job creation this past month, we are still below target. We are evaluating the situation to determine next steps.

### 3 ENTREPRENEUR DEVELOPMENT

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

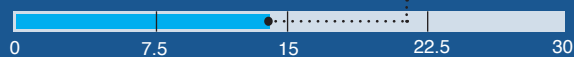
#### YEAR ONE TARGETS

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

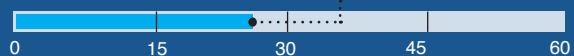
#### STATUS ● ● ●

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

YTD PROGRESS: 14 start-ups launched.



YTD PROGRESS: 25.5 jobs created.



#### WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses from EDGSJ: \$25,000. Leveraged funds provided to new businesses: \$35,500.

The Hive - Newcomer Business Incubator has its first two clients.

One new Impact Loan was approved.

Several of our board members have volunteered to mentor our Entrepreneurial Development Team's clients.

### 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

We will be meeting next month with the marketing partner on our joint study, together with Develop SJ.

Our ASK GSJ marketing campaign is well into its development phase. Our first ad will be published in early June.

#### CONCERNS AND CHALLENGES THIS MONTH

Accessing resources to implement the larger campaign continues to be a question-mark for us.

