



# MONTHLY PROGRESS DASHBOARD: NOVEMBER 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 helped organize the 4<sup>th</sup> annual Connect and Settle Hiring Fair with the City of Saint John, Saint John Local Immigration Partnership (SJLIP), Postsecondary Education Training and Labour (PETL) and Opportunities New Brunswick (ONB). More than 50 employers, representing 450 jobs registered and 400 job seekers attended the event held at the Marco Polo Cruise Terminal.

#### CONCERNS AND CHALLENGES THIS MONTH

Individuals on work permits are challenged to access free language training as many of the government-run programs are only available to people with permanent resident status.

### 2 BUSINESS INVESTMENT & INNOVATION

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

#### YEAR ONE TARGETS

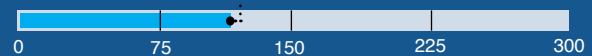
A: Business investment – 300 jobs created through investment attraction.

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

#### STATUS ● ● ●

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

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



Over 400 jobs have been filled in 2019 by companies expanding their presence in Saint John.

There are still several opportunities in the pipeline that are at varying stages of completion that should be announced in 2020.

### 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.

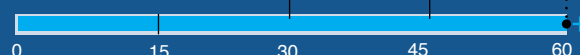
#### STATUS ● ● ●

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

YTD PROGRESS: 36 start-ups launched.



YTD PROGRESS: 66.5 jobs created.



#### WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$16,000.

Leveraged funds provided to new businesses: \$15,105.

One new Impact Loan was approved.

Eight Entrepreneurial Development programs are in full swing, and seeing record levels of participation. November has been a high delivery month for our team.

Our new Paid Start-Up program is in month two of six and it's participants are successfully developing their business models. Preliminary pitching rounds have shown significant developments particularly in validation. Financial modelling has begun and initiated small pivots and generated new revenue stream discussions.

### 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 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. The first two newcomer success stories videos in the series launched, this is a joint partnership with the City of Saint John, The Saint John Local Immigration Partnership and EDGSJ.

#### Digital Tracking

In November we posted five blog posts, and a combined total of 65 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 70k in impressions and 2,700 engagements.

