



MONTHLY PROGRESS DASHBOARD: OCTOBER 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

EDGSJ attended the Toronto Newcomers Job Fair with the City of Saint John and local employers - and met more than 1,500 people interested in moving to the region. Many candidates uploaded their resumes to our talent database.

CONCERNS AND CHALLENGES THIS MONTH

Bilingual positions are increasingly difficult to fill. Employers should consider international recruitment options for full-time permanent positions. The CCNB Language Learning Centre can also provide customized French language training.

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: 103 jobs filled.



WINS & ACHIEVEMENTS THIS MONTH

Sales presentations were made to 15 newcomer entrepreneur candidates and an online seminar reached 424 participants. EDGSJ participated with the City of Saint John in an ex-pat recruitment event in Toronto.

Due diligence is being completed on location options for phase 2 of the Innovation District. Programming needs and potential participants are being identified.

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: 33 start-ups launched.



YTD PROGRESS: 56.5 jobs created.



WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$70,000.

Leveraged funds secured by new businesses: \$163,650.

Four new Impact Loans were approved.

A new cohort of Venture Validation clients began in October. A record number of applications and participants are engaged. Clients are establishing the validity of their business idea and learning to pitch ideas to stakeholders.

Business Immigrant Essentials also began a new cohort with a record number of participants. Subject matter experts are engaged to support the translation of business skills from other geographic areas to our markets.

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 launched our [WeASKED] campaign. [WeASKED] celebrates the stories of newcomers who have moved to the Greater Saint John Region for work. The first post featured Manuel Cerda, a Software Engineer with Introhive. The second was Amanda Butt, Vice President of Operations at Moosehead Breweries. We will continue to share [WeASKED] features bi-weekly.

Digital Tracking

In October we posted 5 blog posts, 1 news release, and a combined total of 68 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 79k in impressions and 4,800 engagements.

