



MONTHLY PROGRESS DASHBOARD: SEPTEMBER 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

Our talent database has been refreshed, and we now have 887 active clients interested in working and living in Saint John. The highest concentration of candidates are those with skills and experience in Information Technology at 220 candidates. Contact us to explore this talent.

CONCERNS AND CHALLENGES THIS MONTH

International students have arrived at NBCC and UNBSJ and many are looking for part-time work. Consider hiring an international student to help provide them with Canadian work experience and fill open positions.

2 BUSINESS INVESTMENT & INNOVATION

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

YEAR ONE TARGETS

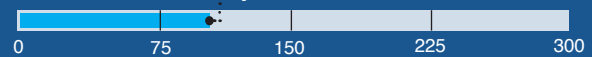
A: Business investment – 300 jobs created through investment attraction.

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

Three site visits with potential companies considering Saint John were conducted.

We are continuing to attract increased interest from PNP newcomer entrepreneurs.

Innovation District Taskforce has been established and initial meeting was held.

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: 29 start-ups launched.



YTD PROGRESS: 47.5 jobs created.



WINS & ACHIEVEMENTS THIS MONTH

Financing provided to new businesses: \$0.

Leveraged funds secured by new businesses: \$0.

No new Impact Loans were approved.

On September 16th we launched our first 6 month Paid Start Up program with 8 Participants. This group includes revenue generating and ideation stage businesses.

The Idea Centre has expanded its program by offering both a morning and afternoon “class”. We continue to support Anglophone South School District as our flagship program is duplicated in other areas of the province.

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

Dear GSJ was presented to the board on Sept 26 and released publicly on September 27. As part of the launch campaign a full-page ad in the TJ was published on Saturday Sept 28 and the report was promoted through our social channels. Dear GSJ caught media attention, resulting in articles in both the TJ and Huddle. Efforts to promote the report continue into October.

Digital Tracking

In September we posted 5 blog posts, and a combined total of 55 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 41k in impressions and 3,700 engagements.



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN