



# MONTHLY PROGRESS DASHBOARD: MAY 2020

## 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.



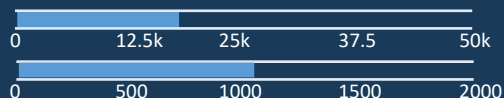
#### YEAR TWO TARGET & PROGRESS

Build talent pipeline with employers with a focus on international students, newcomers and their spouses.

YTD PROGRESS: **86** of 150 international students and spouses are employment ready



YTD PROGRESS: **14,453** of 50k in impressions and **1,190** of 2,000 engagements



YTD PROGRESS: **10** of 25 companies engaged in workforce solutions that demonstrate an openness to hiring international students and newcomers



#### WINS & ACHIEVEMENTS THIS MONTH

- Supported a Provincial virtual job fair with 60 employers and more than 1,500 job seekers.



#### STATUS ● ● ●

Yellow means go: some headway has been made.

### 3 ENTREPRENEUR DEVELOPMENT

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



#### YEAR TWO TARGET & PROGRESS

YTD PROGRESS: **8** of 35 start-ups launched



YTD PROGRESS: **16** of 70 jobs created



#### WINS & ACHIEVEMENTS THIS MONTH

- Financing provided to new businesses from EDGSJ: \$25,000
- Leveraged funds provided to new businesses: \$33,700

Interest in Impact Loans has resumed. We had four submissions and 2 approved loans in May. One is not taking funding until December and will be counted then. A second round of Impact Loan client outreach happened in May, we have offered 3 months no payments no interest to our portfolio starting in June 2020. Opportunities for future webinars on Covid-19 recovery issues are on our agenda as we learn more about our clients needs.



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### 2 BUSINESS INVESTMENT & INNOVATION

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



#### YEAR TWO TARGET & PROGRESS

YTD PROGRESS: **0** of 300 jobs created through Investment Attraction



YTD PROGRESS: **51** of 200 sales presentations to newcomer entrepreneurs



YTD PROGRESS: **0** of 5 companies committed to developing the Innovation District



#### WINS & ACHIEVEMENTS THIS MONTH

- Progress on the innovation district continues to move forward and remains as a key area of focus.
- Continued progress on several key investment attraction files.
- Immigration and newcomer entrepreneur sessions remain on hold.
- Continue to work with Saint John Energy on the Smart Energy project to develop new smart grid technologies to help inform our energy use and create a more efficient way to monitor it.



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### 4 MARKETING GREATER SAINT JOHN

Tell the Greater Saint John story to attract people, investment, and support the growth of our companies.



#### YEAR TWO TARGET & PROGRESS

- Develop and execute 3 marketing campaigns including phase 2 of ASK GSJ.
- Pitch and have published 8 stories per year.
- Deliver 12 monthly, 4 quarterly and 1 annual report.

#### WINS & ACHIEVEMENTS THIS MONTH

- To support our business community we continued to co-hosted a series of webinars to provide relevant and timely information to local business owners on Operations Planning, Optimizing your Banking Relationship, Pandemic Proofing your Business, and the Business Sector Snapshot that highlighted the survey results.
- Together the 4 webinars attracted over 250 attendees.
- We published a combined total of 63 messages sent across Twitter, Facebook, Instagram, and LinkedIn garnering over 86k impressions, and 2,603 engagements.



#### STATUS ● ● ●

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