



MONTHLY PROGRESS DASHBOARD: JANUARY 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.

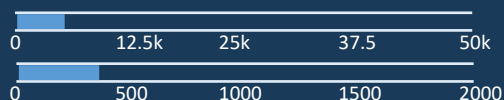
YEAR TWO TARGET & PROGRESS

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

YTD PROGRESS: **16** of 150 international students and spouses are employment ready



YTD PROGRESS: **4,468** of 50k in impressions and **387** of 2,000 engagements



YTD PROGRESS: **5** of 25 companies engaged in workforce solutions that demonstrate an openness to hiring international students and newcomers



WINS & ACHIEVEMENTS THIS MONTH

- Worked collaboratively with NBCC & UNBSJ to connect 140 international students to employment counselling resources in the City to support their ability to gain meaningful employment following graduation.

STATUS ● ● ●

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

3 ENTREPRENEUR DEVELOPMENT

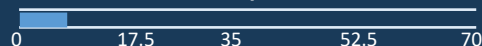
Build the Saint John entrepreneurial ecosystem with a focus on scalable start-ups.

YEAR TWO TARGET & PROGRESS

YTD PROGRESS: **4** of 35 start-ups launched



YTD PROGRESS: **3** of 70 jobs created



WINS & ACHIEVEMENTS THIS MONTH

- Financing provided to new businesses from EDGSJ: 2 loans for a total of \$30,000
- Leveraged funds provided to new businesses: \$15,500
- Over 400 members of the community attended the UNB MBA and EDGSJ Incubator relocation announcement.

STATUS ● ● ●

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

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: **28** of 200 sales presentations to newcomer entrepreneurs



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



WINS & ACHIEVEMENTS THIS MONTH

- Innovation taskforce continues to meet and plans are progressing well
- Assisted in hosting 5 regional investment opportunity visits

STATUS ● ● ●

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

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

- YSJ Campaign kicked off, the first ASK GSJ poster was installed over the luggage carousel at arrivals.
- 1 OpEd was pitched and published in the TJ
- In January we posted two blog posts, and a combined total of 74 messages were sent across Twitter, Facebook, Instagram and LinkedIn garnering over 61k in impressions and 3,566 engagements.

STATUS ● ● ●

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



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN