



# MONTHLY PROGRESS DASHBOARD: SEPTEMBER 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.



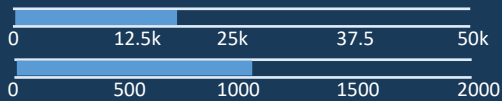
#### YEAR TWO TARGET & PROGRESS

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

YTD PROGRESS: **88** 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: **12** of 25 companies engaged in workforce solutions that demonstrate an openness to hiring international students and newcomers



#### WINS & ACHIEVEMENTS THIS MONTH

- AM Innovation Challenge launch - In partnership with MAMCE with funding from ACOA, the initiative is open to companies throughout Atlantic Canada. It will cover 75% of the cost to develop prototypes for innovative products, techniques, and designs using additive manufacturing technology.



#### STATUS ● ● ●

Yellow: 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: **14** of 35 start-ups launched



YTD PROGRESS: **32** of 70 jobs created



#### WINS & ACHIEVEMENTS THIS MONTH

- Three loan applications were approved totaling \$68,000.
- Leveraged funds provided to new businesses: \$71,900

Block One welcomed a new client Med Reddie, who has developed a platform designed to provide the medical community with real-time information on medical products, services and technologies. Venture Validation, The Idea Centre, The Paid Start Up and the Business Immigrant Essentials programs began new intake in September welcoming new clients.



#### STATUS ● ● ●

Yellow: some headway has been made.

### 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

- We continue to make progress and move forward with the Innovation District which remains a key area of focus.
- We are working closely with ONB on several investment attraction files.
- Immigration and newcomer entrepreneur sessions remain on hold.



#### STATUS ● ● ●

Yellow: some headway has been made.

### 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

- Official launch of Block One
  - ⇒ Hosted Maritime EDIT for a tour and interview
  - ⇒ Release of Block One video series
- We continue to promote entrepreneurial development programs with paid advertisements in Huddle.
- Print campaign in the TJ - ASK GSJ and More Reasons ads
- We published a combined total of 70 messages and 1 blog post primarily focused on the AM Innovation Challenge and entrepreneur development programs across all social media channels garnering over 147k in impressions, and 4,223 engagements.



#### STATUS ● ● ●

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



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN