



SAINT JOHN

Growth Updates
Growth Committee

Tuesday, November 19 2024

Small City,
Big Heart.





GCSS: Org Chart 2024 – Updated Nov 6

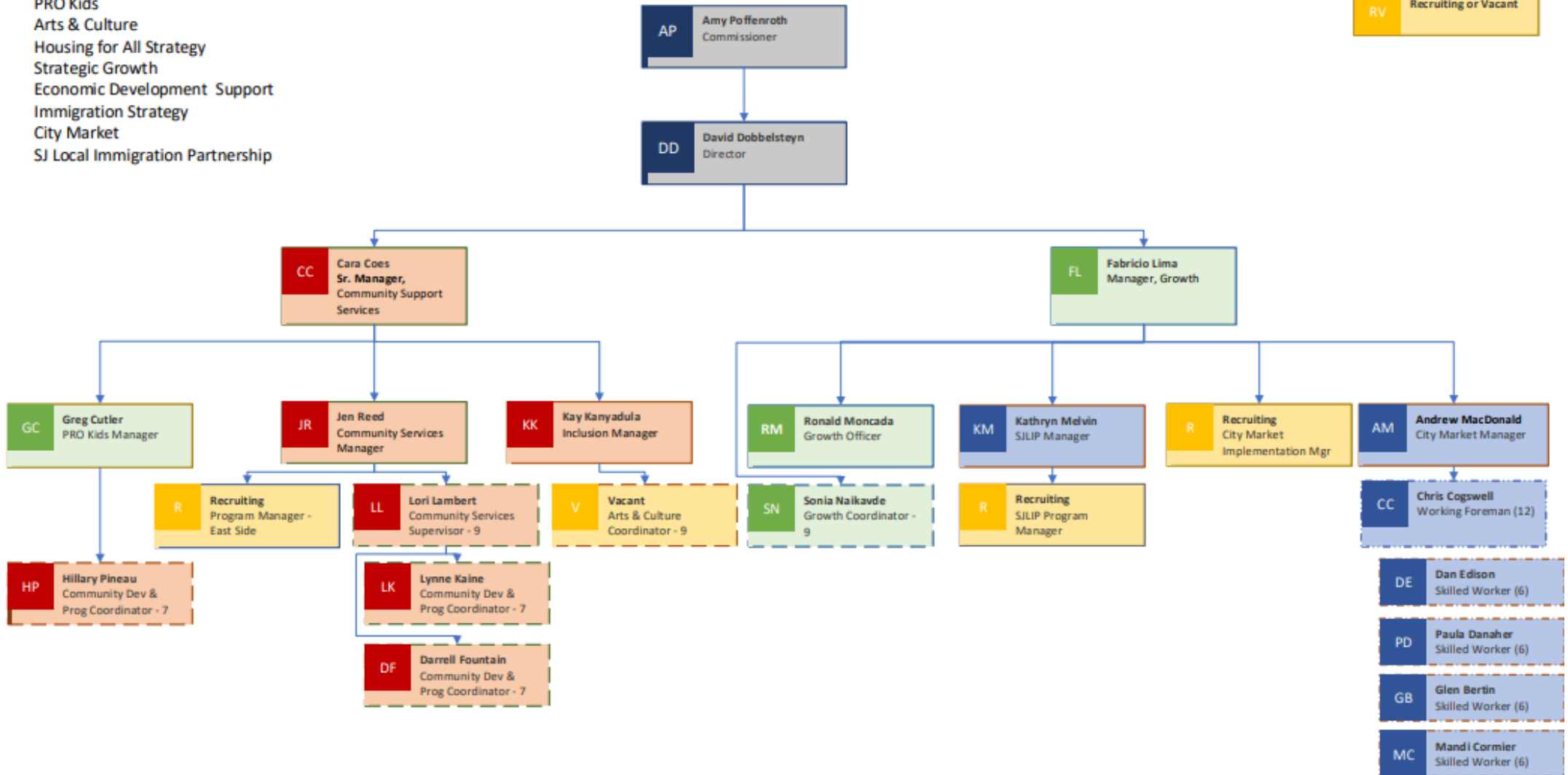
Responsible for:

- Recreation Programming
- Community Development
- Inclusion
- PRO Kids
- Arts & Culture
- Housing for All Strategy
- Strategic Growth
- Economic Development Support
- Immigration Strategy
- City Market
- SJ Local Immigration Partnership

Growth and Community Support Services

November 2024

NP	NEW TO Position
RV	Recruiting or Vacant





Succeed and Stay Immigration Strategy

**Saint John Immigration Strategy
(New Permanent Residents to SJ CMA)**

YEAR	Target	Actual	Performance	
2022	761	1505	98%	Above Target
2023	822	1790	118%	Above Target
2024	888	2500*	182%	Above Target
2025	1021			
2026	1171			
2027	1351			
2028	1688			
2029	2110			
2030	2638			
TOTALS	12450	3295	47%	To Overall Target

*forecast

- Strategic **Planning Sessions** on Regional Immigration Strategy hosted by Envision SJ.
- Emergency Services Strategy - Review of Strategy and RFP for **campaign development**.
- Inclusivity Campaign – People selected, videos in process. To be launched in **March 2025**.
- **94% of permanent residents** to the Region are settling in the City Limits
- Federal Government announced **Reductions** to Immigration Levels



Saint John Local Immigration Partnership

- **4.5 months** remaining in Contribution Agreement.
- **New staff** member starting soon.
- IRCC **approved** reallocation of funds for:
 - Anti-racism campaign
 - Newcomer powwow information session
 - Translation of governance documents



Upcoming Special Events

November 21

CPKC Holiday Train

December 5

Market Mingle

December 6

Uptown Sparkles

December 20

Mayor Breakfast

December 31

New year's Fireworks



City Market

- Vendor Changes: 2024 YTD
 - Charlotte St Bakery - Opened
 - Jo Samosa - Opened
 - Damascus - Opened
 - Slocum and Ferris – Closed
 - Java Moose – Fit-Up Started
 - Wild Carrot – Moving Stalls Soon
 - Chicken by Felix – Moving Stalls Soon



City Market Strategic Plan Updates

Action	Status
Source Class D estimates for capital improvements	Started, expected completion by Q4 2025
Implement Occupancy Strategy to commence movement of vendors and fill current and future vacancies	50% Completed, additional space fit-ups to be completed in 2025 and 2026
1.1 Implement revised Monday to Saturday hours, core hours, advertise change in hours.	Completed Core Hours are In Place: 10 am to 6 PM Monday to Friday 10 am to 5 PM on Saturdays Pilot - Extended Hours on Thursday to 9pm until the end of 2024
7.1 Establish a 10-year implementation body and framework to oversee Action Plan implementation.	Awaiting completion of Governance Review
7.2 Explore changes in governance structure that would better enable efficient operations and financial sustainability.	Started, expected completion in Q3 2025
7.3 Establish updated leasing procedures that could include: targeted new tenant outreach and merchandising; revised lease structure to incorporate percent-rent leases (POS system); singular pest control, core hours, vendors being vacant for prolonged periods, sheets over stalls, deep cleaning, incident reporting, advertising transparency, credit checks, establish guidelines and criteria for overhaul, definition of fixed vs not definition of non-fixed structures, month-to-month and temporary or flexible leases; no need to go to council; update TOAs	Started
3.7 Support “Complete Street” streetscaping plans on Charlotte Street for walking, cycling, and patios. Consider scramble intersection at Charlotte Street, King Square North, and South Market Street.	Completed
4.1 Prepare to celebrate the Market’s 150 th birthday in 2026, through events and capital funding opportunities.	Starting in Q1 2025
Pedestrianization of South Market Street - Central Peninsula Neighbourhood Plan	Lower Portion to be opened in December 2024