



The City of Saint John

February 26, 2019

Francis Power
Chair, DevelopSJ
One Market Square, Suite 301
P.O. Box 1971
Saint John, N.B. E2L4L1

Dear Mr. Power,

The City of Saint John is excited about its future. We have an innovative and pioneering spirit and we are focussed on leading change. We know the challenges, but we are optimistic we can overcome them and we believe that DevelopSJ plays a key role in shaping a brighter future for our City.

This letter is intended to share expectations related to DevelopSJ's role in supporting the City's economic development service delivery. The City's expectations are broad in nature to permit flexibility in execution but, in the end, you can appreciate that we hope to see an excellent return on our investment. We look forward to collaborating and working in partnership with the agency in achieving the following goals:

- To accelerate tax base growth for the City of Saint John with the City's 2019 investment of \$821,002 into DevelopSJ.
- To improve and strengthen the working relationship with the City, in particular at the staff level, by building trust and supporting alignment in achieving growth outcomes. This is critical to ensure continued cooperation and maximize growth outcomes for the citizens of Saint John.
- To foster a greater level of transparency and improved communication to build confidence with Council and clearly demonstrate the return on investment. Enhanced reporting and accountability measures will help the City better understand how its investments in your organization have generated progress on growth outcomes. This will be achieved through a schedule of regular reporting to members of Common Council:
 - Q2 present annual work plan and targets to Common Council;
 - Q3 present mid-year progress report to Growth Committee of Common Council;
 - Q1 (2020) present year-end report to Common Council.



SAINT JOHN

P.O. Box 1971
Saint John, NB
Canada E2L 4L1

C.P. 1971
Saint John, N.-B.
Canada E2L 4L1

www.saintjohn.ca

In 2019, the City will also be pursuing efforts to enhance the economic landscape for Saint John. This will involve a work plan alignment exercise and efforts to optimize the governance model for growth. Details will soon be provided by the City Manager. We welcome your participation in these discussions as they move forward.

We look forward to working with your organization to achieve Council's growth outcomes and move Saint John towards a more prosperous future.

Yours Truly,

Mayor Don Darling