

2019 Growth Work Plan Growth Committee



It's all about GROWTH

WHO ENABLES GROWTH

- Everyone
- Common Council, Growth and Finance Committees
- City departments and agencies
- Provincial and federal counterparts
- Private and community sector partners



It's all about GROWTH

Core municipal team delivering on growth

- Economic Development Greater Saint John
- Develop Saint John
- Discover Saint John
- City Manger's Office
- Growth and Community Development Services



Key growth partners

- Uptown Saint John
- Port Saint John
- Saint John Airport
- Post Secondary Training and Labour (GNB)
- Population Growth Division (GNB)
- Atlantic Canada Opportunities Agency
- YMCA Newcomer Connections
- University of New Brunswick Saint John
- Local Immigration Partnership
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- Regional Chamber
- Opportunities New Brunswick (GNB)
- Labour Market Team (GNB)
- Saint John Newcomer Centre
- PRUDE
- Local Associations
- The Chamber
- Atlantic Human Services
- New Brunswick Community College



Economic Development Greater Saint John 2018 Year-End Report (March Growth Committee)

Develop Saint John 2018 Year-End Report (March Growth Committee)

Population Growth and Growth and Community Development Services 2018 Year-End Report (April Growth Committee)

Discover Saint John 2018 Year-End Report (May Growth Committee)



Financial Overview (excluding capital)

Investment	2018 Investment
Economic Development Agencies	\$2,329,497
Develop Saint John	
Discover Saint John	
Economic Development Greater Saint John	
Economic and Cultural Facilities	\$4,876,776
RF: Trade and Convention Centre	
RF: Harbour Station	
RF: Harbour Station	
RF: Imperial Theatre	
RF: Saint John Arts Centre	
Saint John City Market	
Market Square	
Growth and Community Development Services	\$5,230,653
	\$12,436,926

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Financial Overview (Other)

Investment	Category	Total
Neighbourhood Plan	Capital funding	\$500,000
Growth Fund (\$350,00/year)*	Operating reserve	\$814,580.24



Growth Reserve Update (as of Jan. 1st, 2019)

Total: \$814,580.24

Committed and Active

- Succeed and Stay \$116,974 (February 2019)
- Communicating Growth \$57,750 (Sept. 2018)
- Digital Rendering Neighborhood Plan \$25,000 (Sept. 2018)

Pending

- Vacant and Dangerous Building Program \$25,000
- Heritage Development Grant \$80,000



- Introduction of Develop Saint John
- Development of new Economic Development Greater Saint John 2019-2021 Strategic Plan
- Adoption and implementation of Population Growth Framework
- Wrapping-up Roadmap for Smart Growth
- Impressive achievement of growth targets
- Public roll-out of initial draft of new Neighborhood Plan for the Central Peninsula and new Heritage Bylaw



"	Status	☆ 2018 Projects – <u>Population</u>
City	Delivered	Finalize Population Growth Plan
City	Active	Launch Newcomer Guide
City	Delivered	Love your City Campaign
City	Delivered	Host welcome ceremonies for newcomers
City	Active	Dollars-and-cents case for living in City
City	Active	Conduct research on living in SJ
City	Active	Evaluate and recommend options for an arts & culture framework to link with neighbourhood revitalization
City/YMC A	Active	Newcomer success stories
SJMNRC	Delivered	Enhanced process/presentation for Exploratory Visits

Immigrant Entrepreneurs

- New Provincial Nominee Stream
 - Net Worth of at least \$600,000 CDN
 - Entrepreneurs need to invest at least \$250,000 in their business in NB
 - Create 2 new full time jobs
- 2018 Results
 - 25% Entrepreneurs selected Saint John = 56 Nominations
 - 57% Chinese, 25% Vietnam, 9% Iran, 9% other countries
 - This represents a potential of >112 new jobs and >14M in business investment













"	Status	☆ 2018 Projects – <u>Population</u>
PETL	Delivered	Promote Atlantic Immigration Pilot Program to employers
Uptown SJ	Delivered	Host apartment/condo tours of Uptown
SJMNRC	Delivered	Host new Multicultural Festival in SJ
EDGSJ	Active	International Business/ Employee Relocation
PETL	Delivered	Recruitment Mission
PETL	Active	Predictive model on local job needs
Chamber	Delivered	Student mixer program
YMCA	Active	Launch Youth Retention Task Force & Youth on-ramp program
PETL	Delivered	Hiring fair enhancements
SJLIP	Active	Profile most successful immigrants

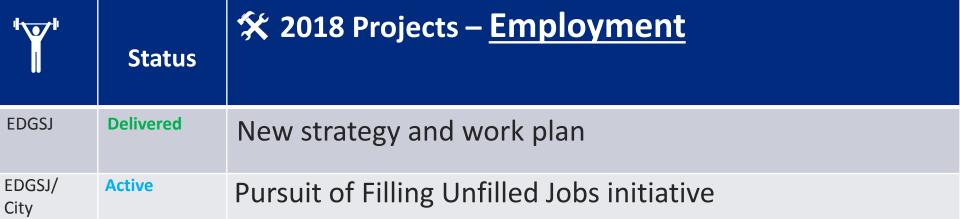
Population Growth Framework - Trends

ATTRACT	2018	2019 Target	Status
Landings of Permanent Residents	835	1075	On Target
Percentage of Economic Immigrants	82%	70%	Exceeding Target
Net Increase of New Residents	432	>400	Exceeding Target

ENHANCE	Status
SJ LIP – Release of Settlement Strategy	Delayed – Connected to new Succeed and Stay
by 2018	Program

RETAIN	2018	Baseline	Status
Reduction in interprovincial migration	-214	-795	Significant
compared to 2016 Census			









City

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Status

2018 Projects – Tax Base Growth

City	Active	Finalize Neighborhood Plan (Urban Design Policies, Zoning By-law, PlanSJ amendments, Uptown noise framework (phase 1), rewrite of the Heritage By-law to support enhanced investment and development in central peninsula)
C'1	5 dr	

City Delivered

Delivered

Active Deferred

Active

Active



Water Rate Analysis on Vacant Properties Vacant property and lot matching program

Industrial raw water to the eastside

Vacant Building Fee-for-Service Program **Development Signage Policy**

Support the development of the new South End School



& 2018 Projects - Tay Rasa Growth

Status	A 2016 Flojects — <u>lax base Glowth</u>

Deferred City

Launch of the Neighbourhood Improvement Program (Targeting strategic areas of urban blight)

Active Develop SJ/City

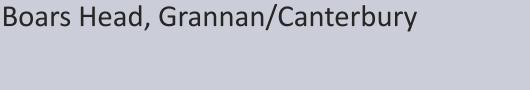
Support the redevelopment of Fundy Quay

Develop **Active** SJ/City

Pursue properties: Lantic Sugar, 90-102 Mecklenberg, 45

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	× 2018 Projects – Process Improvement
Status	

Deferred

Delivered

Delivered

Delivered

Active

Capital Investment Strategy for Neighbourhood Plan

Development and distribution of growth info graphics

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Strategic Marketing Enhancements (Value Proposition)

5-10 Year Economic Plan

Developer award program

Smart Cities Journey

City/ Agency

City/

Agency

ESJ/City

Develop

SJ/City/ Chamber

City

City



2018 Target	Lead	2018 Year-End Results
\$75 million tax base increase	DevelopSJ	\$29.6 million in tax base growth 55 active projects
PlanSJ Geographic Targets - 95% development in PDA - 85% development in Intensification areas	GCDS	90% in PDA 59% in intensification areas
Permit Turnaround Time - Tier 1 – 5 business days - Tier 2 – 10 business days - Tier 3 – 20 business days	GCDS	Tier 1 - 3.8 Tier 2 - 8.3 Tier 3 - 9.4
Vacant and Dangerous Buildings Program - 75 resolved cases	GCDS	83 total closed cases 50 repaired/reoccupied (33 demolitions)
Community Standards Program - 25 resolved cases	GCDS	75 total resolved cases
Development Incentive Program - \$150,000 of leveraged facade upgrades / 20 projects	GCDS	41 approved properties \$551,636 estimated leveraged investment
Heritage Development Grant - Pay out minimum of 95% of grant budget by Nov. 30	GCDS	29 approved properties \$381,012 estimated leveraged investment
25 new start-ups	EDGSJ	37 start-ups
845 new and retained jobs	EDGSJ	821 hired 896 announced jobs

2019 Growth Outlook

Summary of feedback from Growth Committee

- Continue focus on beautification of neighborhoods
- Celebrate our success in economic growth
- City continue to play enabling role for growth
- Our ability to grow must continue to have a link to our sustainability efforts and vice versa
- Review unnecessary obstacles to spurring growth
- Customer service excellence must be prioritized
- Maintain rigor on evaluating our progress in achieving economic growth



#	Project	Lead	Timeline
1	Outcomes associated with the sustainability working group	CM	TBD
2	Preparation and development associated with destination marketing fund	CM	Q4
3	Deliver recommendations on a new aligned economic development model for Saint John	CM	Q4
4	Begin the implementation of the Succeed and Stay Project and continuation of Population Growth Framework	GCDS	2021
5	Finalize Neighborhood Plan for the Central Peninsula	GCDS	Q4
6	Finalize new Heritage Bylaw	GCDS	Q4
7	Enhanced customer service: (1) customer centric OSDS; (2) barrier reduction; (3) process improvement	GCDS	Q4

#	Project	Lead	Timeline
8	Filling unfilled jobs	EDGSJ	Q4
9	Pursue three catalytic growth infrastructure projects	DevelopSJ/GCDS	Q4
10	Improve culture of customer service initiative(s)	CI	Q4
11	Introduce new City Hall	CI	Q4
12	Introduce new City website	IT	Q4
13	Develop and implement strategic communications framework	CM	Q4
14	Submit application to transfer local immigration partnership to the City of Saint John	GCDS	Q2



#	Project	Lead	Timeline
15	Finalization of Roadmap for Smart Growth projects	GCDS	Q4
16	Recommend renewal and updates to Development Incentive Program	GCDS	Q2
17	Recommend enhancements to the Heritage Development Grant funding and policies	GCDS	Q2
18	Digital rendering of Neighborhood Plan	GCDS	2020



What did not make the list of projects for 2019

- Full review of Municipal Plan
- Neighborhood Plan for other areas of the City
- 10-year economic plan
- Expansion of incentive programs to other geographic areas of the City



Organization	2019 Growth Targets
Economic Development Greater Saint John	 Increase in employment – from 62,500 to 64,062 Increase in labour force – from 66,600 to 68,265 Increase GDP 0.5% greater than provincial GDP Increase in Consumer Confidence – from 99.1% to 100.1%
Develop Saint John	 Support \$50 million in tax base growth
Discover Saint John	To be presented in May to Growth Committee
Community Development Services	 Permit Turnaround:Tier 1-5 days/Tier 2-10 days/Tier 3-20 days Vacant and Dangerous Buildings Program - 75 resolved cases Community Standards Program - 85 resolved cases Development Grant- \$150,000 of leveraged investment/20 projects Heritage Grant- \$240,000 of leveraged investment/20 projects Population Growth – Admission of 1,075 PRs / net population increase
City of Saint John	 Produce 20 growth improvements and 20 customer service enhancements within municipal departments

Growth Committee: What to expect?

- Continue to play role as stewards and ambassadors to growth
- Mid-year reporting from agencies and targets
- New expectation letters towards year-end
- Receive recommendations on new aligned economic development model
- Each meeting to begin with a "Growing in Saint John" presentation
- Ensure regular reporting and updating on growth activity with Common Council
- Link growth-related efforts to ongoing fiscal challenges

