



# Economic Development Plan 2019-2021

November 13, 2018

# KPIs & Outcomes 2018- Q3

2018 Strategic Focus	Targets	Q3 Results
Potential Entrepreneurs	800	1,525
Start-Ups	25 Start-Ups	24 Start Ups
Existing Entrepreneurs	45 jobs	48 Jobs
Existing Business	550 jobs	Announced – 884 • Hired - TBA
External Investors	250 jobs	Announced - 450 • Hired - 260

# Need a New Plan



- Strong regional economic leadership
- Clear focus areas – based on current realities and opportunities
- Properly funded Economic Development
- Alignment of Economic Development efforts & collaboration amongst partners
- Changing Hearts & Minds - Marketing



# 3 Year Strategic

## Goals

Increase in Employment

Increase Labour Force

Increase in GDP

Increase in Consumer Confidence

A man and a woman are sitting at a wooden desk in a bright, modern office or home workspace. The woman, on the left, is wearing a black top and is smiling while looking at the laptop. The man, on the right, is wearing a light blue shirt and is pointing at the laptop screen with an orange pen. On the desk, there is a silver laptop, several rolled-up architectural plans, and some books. In the background, there is a white kitchen counter with various items on it, including a bowl of fruit and some decorative objects. A large window on the right side of the image provides natural light.

**Focus**

**Areas**

**Workforce Development  
Business Investment & Innovation  
Entrepreneur Development  
Marketing Greater Saint John Story**





**Year 3 goal:** Build an integrated community model that ensures GSJ companies can attract & retain talent

**Year 1 target:** Work with 30 companies to fill 80% of unfilled jobs –focus on stagnant jobs-posted 90 days+



# Business Investment & Innovation

**Year 3 Goal:** Total of 900 jobs created through investment attraction activity (300/yr)

**Year 1 target:** 300 jobs created through investment attraction



# Business Investment & Innovation

**Year 3 Goal:** Public, Private & non-profit invested in development of an Innovation District in Uptown Saint John

**Year 1 target:** Develop concept, feasibility & secure partner buy-in for an Innovation District





Entrepreneur

Development

**Year 3 Goal:** 90 new businesses resulting in 180 new jobs

**Year 1 target:** Launch 30 new businesses resulting in 60 new jobs



# Marketing

## Greater Saint John Story

**Year 3 Goal:** More people attracted to living & investing in the region- positive image of the community and its opportunities internally/externally

**Year 1 target:** Collaborate with agencies/municipalities to create a shared marketing tool box, complete economic development marketing plan for GSJ & acquire resources to implement the campaign



# Sector

# Opportunities

**Energy:** Nuclear, smart grid, renewables, natural gas

**Digital Health:** support development of e-health district at Tucker Park

**Cybersecurity:** collaborate with CyberNB, to identify industry opportunities

**Logistics:** Foreign trade zone, Port, Airport, regional logistics park



**Measuring**

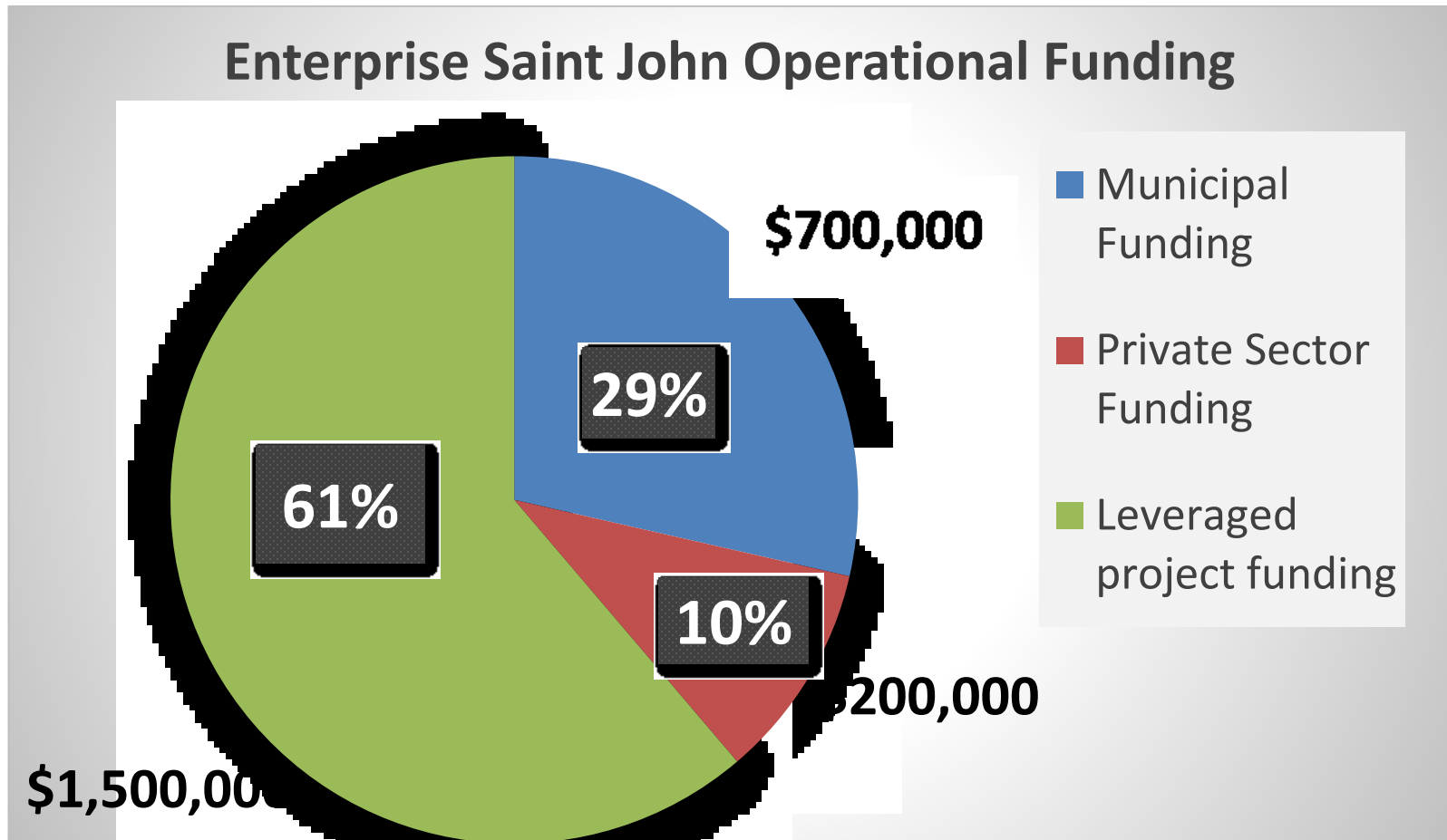
**Success**

**Activity-based metrics timeline:**  
**December:**  
**Workplan complete**

**January:**  
**3-year Economic Development**  
**Plan released to Public**



# Current Funding Model



# Additional Funding Ask

\$67,995 will go to:

- Increased budget for external promotion of GSJ story
- Workforce Development-additional recruitment missions
- Business Investment & Innovation-additional investment attraction meetings & trade missions

# Questions



Grand Bay-Westfield • Quispamsis • Rothesay • St. Martins • Saint John