



2023 YEAR-IN-REVIEW

THE
SAINT JOHN
REGION

ENVISION
Saint John
THE REGIONAL GROWTH AGENCY

DISCOVER
SAINT JOHN
& THE TOWNS
& BY THE BAY

LAND ACKNOWLEDGEMENT

The Saint John Region is situated on the traditional territory of the Wolastoqiyik, Mi'Kmaq, and Peskotomuhkati Nations. This territory is covered by Peace and Friendship Treaties signed with the British Crown in the 1700s. The treaties recognized the significant and meaningful role of the Wolastoqiyik, Mi'Kmaq, and Peskotomuhkati in this province and the country with the intent to establish a relationship of trust and friendship.

Envision Saint John: The Regional Growth Agency pays respect to the elders, past and present, and descendants of this land, and is committed to moving forward in the spirit of truth, collaboration, and reconciliation.

INTRO

Beginning January 1, 2023, Envision Saint John:

The Regional Growth Agency officially became the entity to deliver Economic Development and Tourism Promotion Services on behalf of the Fundy Region Service Commission.

The communities served by Envision Saint John include the City of Saint John, Rothesay, Quispamsis, Hampton, Grand Bay-Westfield, Fundy-St Martins and the Fundy Rural District.

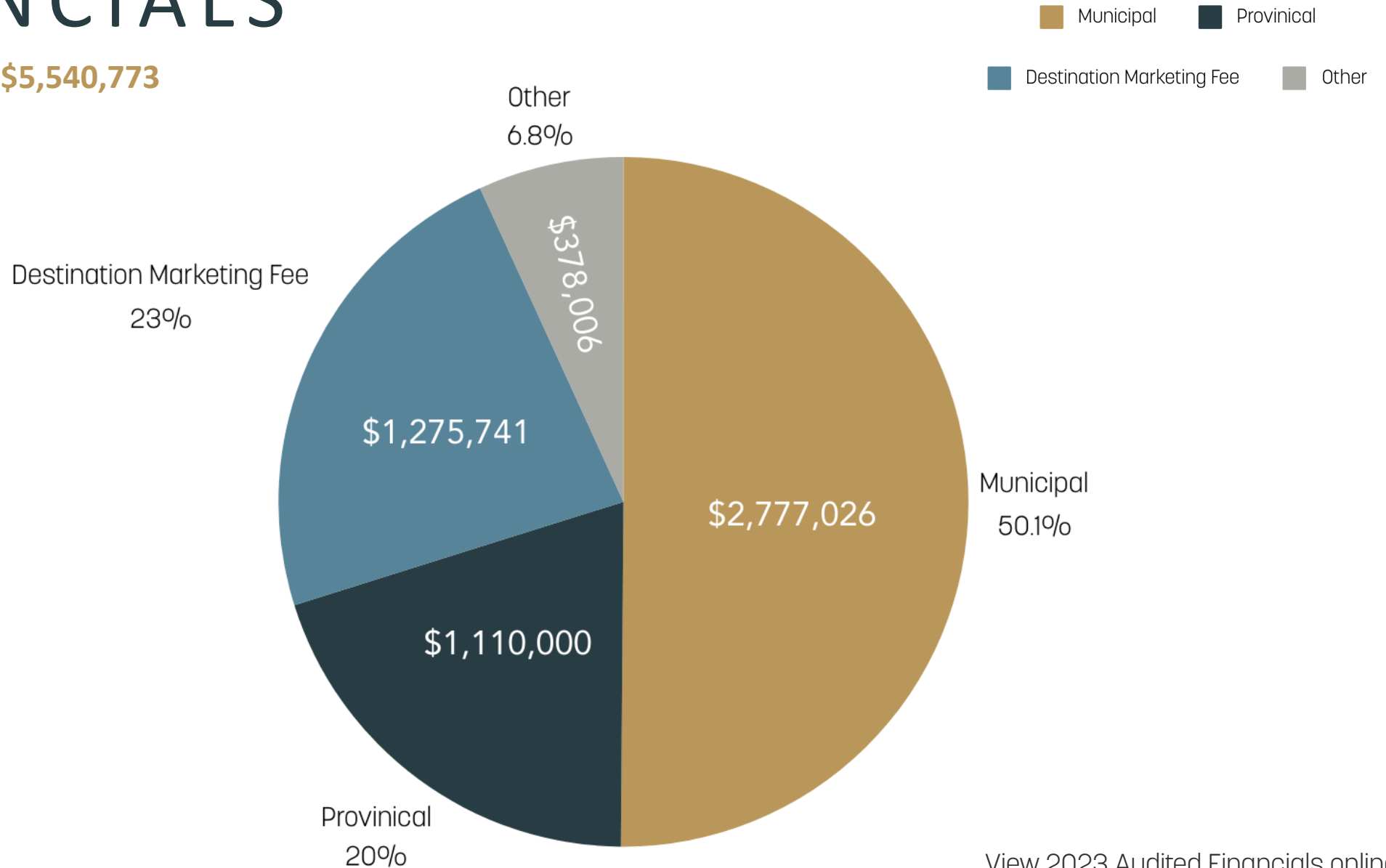
Entering its third year of operations, the Agency focused on:

- Better defining and expanding strategic services
- Building out the team
- Operational improvements
- Stakeholder engagement



FINANCIALS

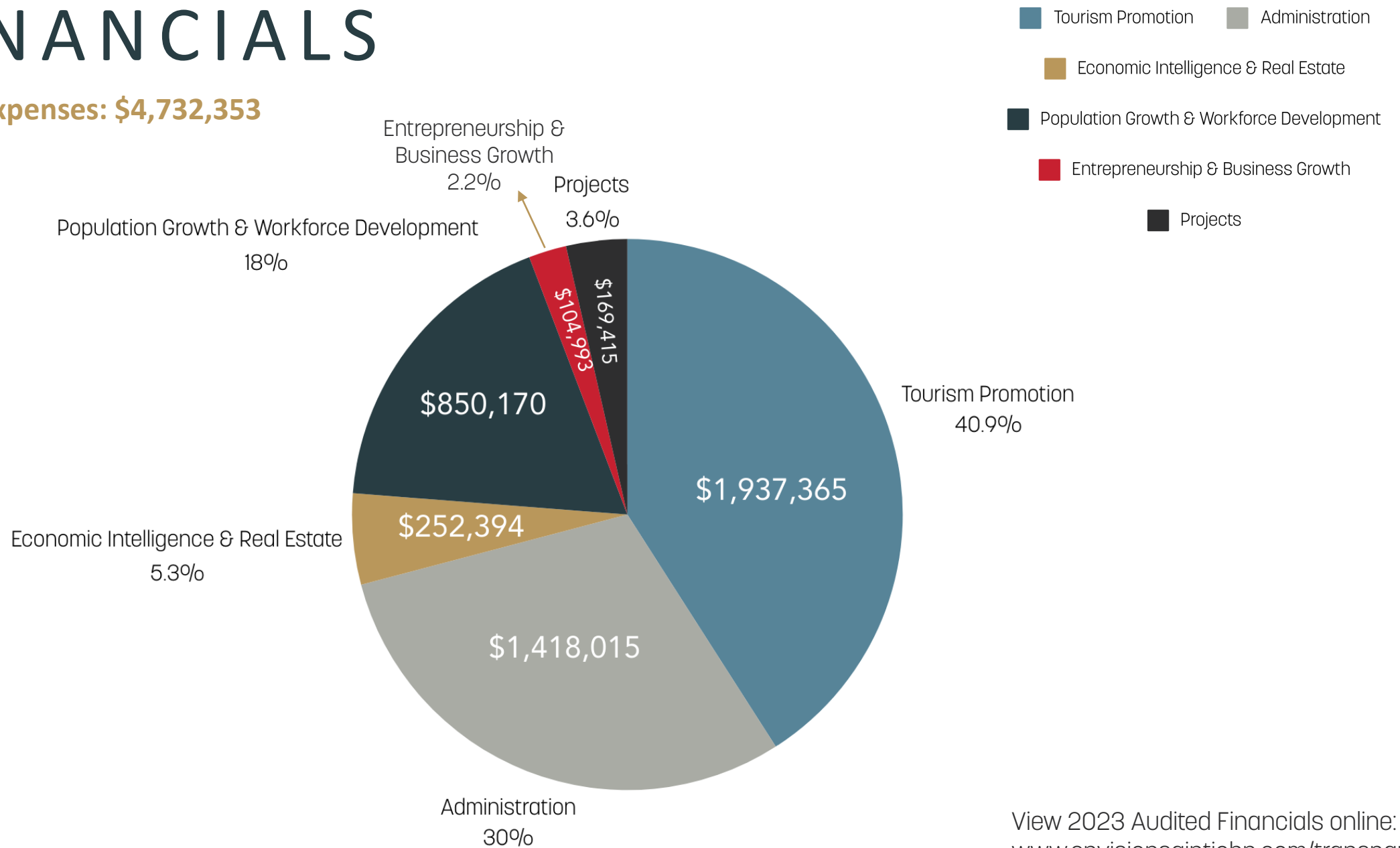
2023 Revenue: \$5,540,773



View 2023 Audited Financials online:
www.envisionsaintjohn.com/transparency

FINANCIALS

2023 Expenses: \$4,732,353



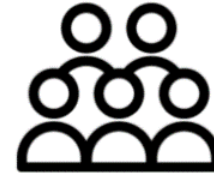
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REGIONAL 10-YEAR OUTCOMES

There are **three** 10-year outcomes defined for the **Saint John Region**.

To help the region achieve these outcomes, Envision Saint John is focused on the attraction of **People, Visitors, Business** and **Investment**.

Envision Saint John has developed an **Internal Measurement Approach** to articulate the KPIs (outputs and outcomes) driven by the Agency, supporting the macro-economics of the Saint John Region and the region's **10-year outcomes**.



INCREASE REGION'S
POPULATION BY

25,000



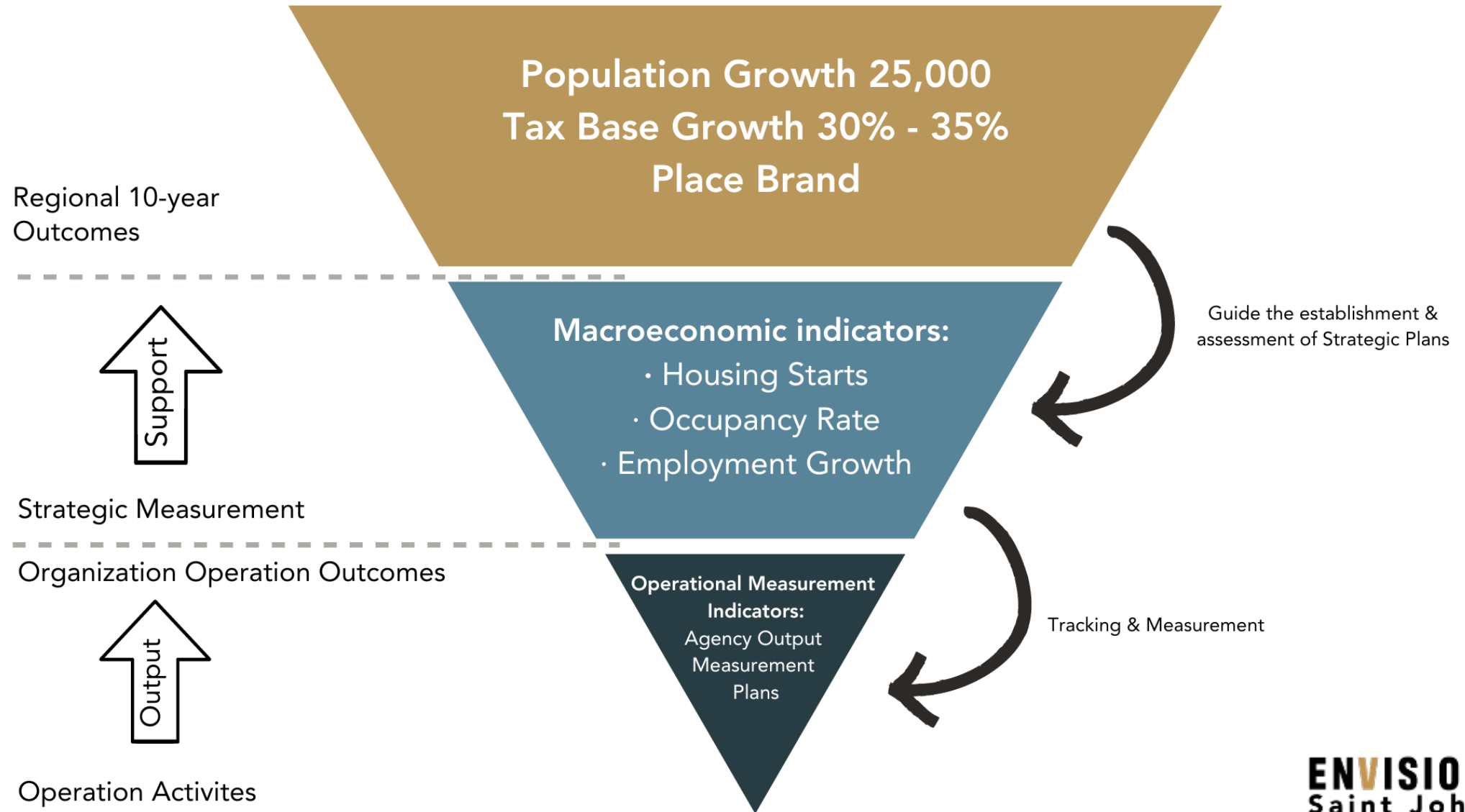
INCREASE MUNICIPAL TAX
BASE

30 - 35%



STRONGER
PLACE BRAND

INTERNAL MEASUREMENT FRAMEWORK



MEASUREMENT MODEL



Inputs

- Investment
- In-kind sponsorship
- Employees/Volunteers
- Supplies

Activities

- What did we do?
 - ✓ Activities
 - ✓ Projects
 - ✓ Programs & Initiatives

Outputs

- Direct results of working on activities
- A measure of how much we get done

Outcomes

- Direct impacts on macroeconomic indicators
- Direct impacts on industry metrics
- Direct contribution to the community

HOW WE HELP

Envision Saint John brings people and partners together to **accelerate growth**. We help to create successful strategies and a thriving ecosystem that attracts and **sustains investment** in the Region.



2023

Activities, Outputs & Outcomes

Real Estate Development

Envision Saint John is here to support the progress of commercial, industrial and residential development.

We provide helpful strategy and navigation.

REAL ESTATE DEVELOPMENT

- **Launched Strategic Real Estate Service**
 - ✓ Working with more than **30** Developers on **50+** projects
- **Launched Site Activation Program**
- **Development Economics Foundations Training to Municipal Councils & Media**
 - ✓ **13** sessions held across the region to **100+** participants
- **Modular Home Fabrication Event**
 - ✓ Brought together **60+** Developers and 5 Modular Fabrication companies in the region to connect on resources and solutions that will enhance future developments





REAL ESTATE DEVELOPMENT

“Envision Saint John’s contributions to our apartment project have been nothing short of exceptional. The responsiveness, ability to obtain answers, and clarity have been instrumental in getting our project off the ground and keeping it on track.”

- Paul Mangion & Michael Goldenberg, Developers



6,300 units
in portfolio

\$1.7 billion
in estimated assessed value



Economic Intelligence

Data resources from Envision Saint John help provide a clear understanding of regional and local markets to support informed decisions.

ECONOMIC INTELLIGENCE

- **Economic Impact Assessments**

In 2023, **10** economic impact assessments and community data requests were completed for major events, festivals, businesses looking to expand in the region, and startups analyzing investment opportunities.

- ✓ Fundy Sea Shanty Festival Economic Impact
- ✓ 2022 Memorial Cup Economic Impact
- ✓ UNB Saint John's Integrated Health Initiative

- **Strategic Reports**

We provide customized reports based on project goals to municipal partners, community organizations, and investors in the Saint John Region.

- ✓ Population Projections
- ✓ Residential Market Study
- ✓ Launched Agency Economic Development Strategy

- **Data Support for Community Initiatives**

From demographic overviews to small business customer target analysis – we provide the numbers to help organizations grow.

- ✓ YMCA Diversity and Inclusion Committee
- ✓ Housing Accelerator Fund

“Envision Saint John’s efforts in local business support have not only facilitated access to grants and professional development opportunities but have also provided the foundation to bolster our local economy, empowering businesses to thrive and expand. “

- John Enns-Wind, CAO, Town of Grand Bay – Westfield





**ECONOMIC
INTELLIGENCE**

“Over the past year, the Invest in Canada team has had the pleasure of collaborating with Envision Saint John on several investment attraction opportunities. The data insights, local connections, and custom analyses provided by the team have been invaluable in crafting a compelling pitch for Saint John internationally.”

- Laurel Broten, CEO of Invest in Canada

2,631 views
to Regional Growth Dashboard



1,316
individual visitors

envisionsaintjohn.com/dashboard

ENVISION THE
Saint John REGIONAL
GROWTH
AGENCY

A group of people, including men and women of various ages, are sitting on the ground in a dimly lit setting. Some are wearing hats, and they appear to be engaged in a group activity or discussion. The overall atmosphere is warm and communal.

Population Growth

We offer attraction strategies and retention tools to grow the region's population.

POPULATION GROWTH

- **Development of Strategic Frameworks**

- ✓ Talent Strategy & Immigration

- **Talent Attraction & Retention Campaigns**

By showcasing the opportunities available in our region and customizing the messaging to targeted audiences, we were able to leverage our regional Place Brand, that was developed in 2022, and enhance connection with local and national markets in 2023.

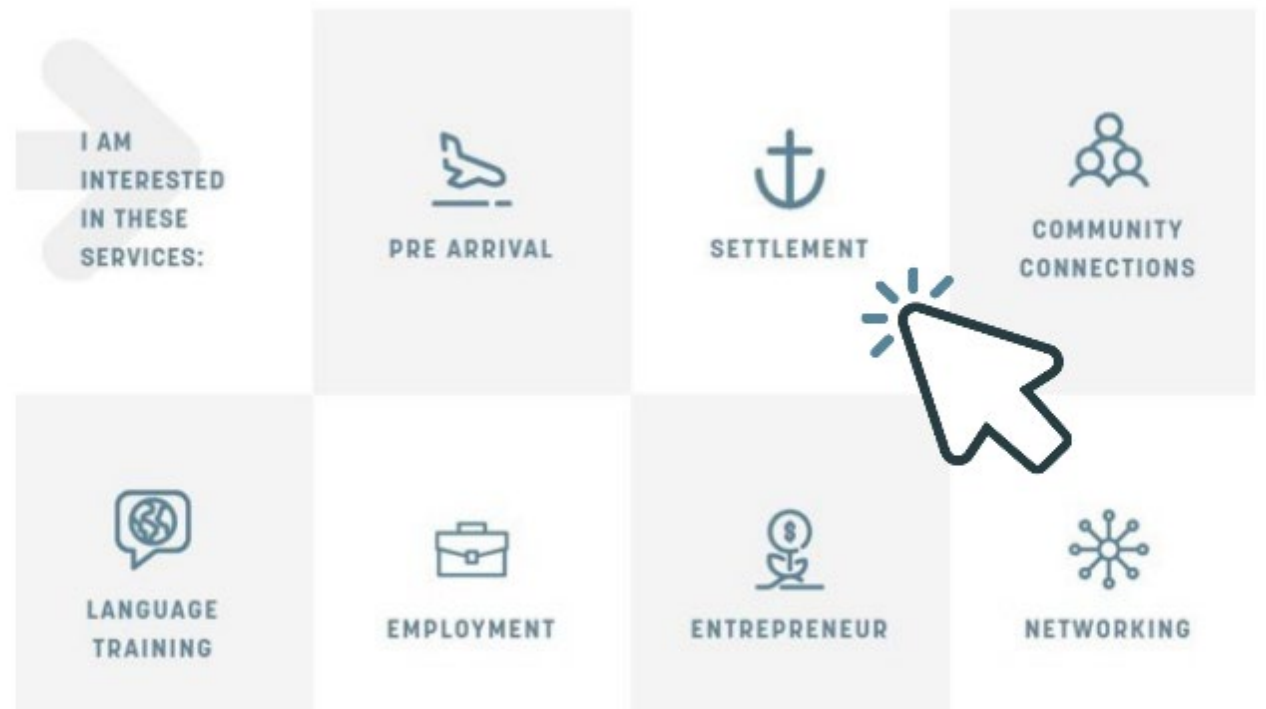
- ✓ Youth Campaign in local market targeting young residents 16-25
- ✓ Relocation Campaign in Ontario
- ✓ Local Retention Campaign targeting residents 26-55

- **Enhanced Collaboration & Coordination with Immigration Sector**

- ✓ Alignment between agencies & organizations supporting new residents

- **New Resident Service Navigation**

- ✓ Interactive tool providing a digital gateway – showcasing specific services available for new residents in the region





**POPULATION
GROWTH**

Youth Talent Retention Campaign:

11.3M

Impressions

Ontario Talent Attraction Campaign:

15.4M

Impressions

Local Talent Retention Campaign:

3.5M

Impressions

City Nation Place Awards 2023:

Highly Commended Recognition

Best Communications Strategy – Economic Development

Talent Attraction & Retention Campaign

ENVISION THE
Saint John REGIONAL
GROWTH
AGENCY



Workforce Development

Envision Saint John can help develop and retain your workforce, fueling the local economy as the Saint John Region grows.

WORKFORCE DEVELOPMENT

- **Powered By People**

Powered By People unveiled opportunity for employers, service providers, and jobseekers to collide in a single physical space. The connections created through professional development sessions, a service provider marketplace for employers, and a career fair for jobseekers executed the beginning of many initiatives that continue to develop today.

- **Employer Recruitment Assets**

We provide resources to attract and retain employees.

- ✓ Media Hub & Customized Recruitment Assets

- **Strategic Partnerships**

We work to offer opportunities to the next generation of talent – 2023 partnerships include:

- ✓ Skills Canada
- ✓ Fusion Saint John
- ✓ UNB Saint John
- ✓ NBCC

“ Working with Envision Saint John over the past year has been a wonderful experience for us. The organization played a significant role in enhancing our Secondary Provincial Competitions by inviting employers to attend the event providing students with the opportunity to have meaningful conversations with the employers.”

- Arnell McDonald, Skills Canada





WORKFORCE
DEVELOPMENT

“Powered By People provided great insights and tangible takeaways. I was able to learn about government support via breakout sessions and connect with talent via the university’s MBA program.”

- Jo-Ann Mowry, Homestar Inc.

150 Attendees

Powered By People



800

Jobseekers attended Career Fair

50

Organizations represented

A group of people in a meeting, with a man standing and pointing at a screen. The image is overlaid with a semi-transparent brown filter.

Entrepreneurship & Business Growth

We help entrepreneurs realize their full potential and support their business from startup to scale up.

ENTREPRENEURSHIP & BUSINESS GROWTH

- **Programs, Workshops & Business Essential Skills**

Through partnerships with ConnexionWorks, UNB Saint John's MBA program and the regional Chamber of Commerce offices, we are connecting entrepreneurs with the tools and resources they need to succeed.

- ✓ Provide one-on-one guidance through mentorship
- ✓ Support the development of a strong business plan

- **Access to Capital**

- ✓ Financial support via the Impact Loan program – providing low interest unsecured personal loans with flexible re-payment terms.

- **Physician Retention & Attraction**

- ✓ Sales activations, partnership with health cluster and marketing opportunities to attract and retain physicians
- ✓ Promotion and awareness about the Saint John Region to potential physician via familiarization tours, events, etc.





ENTREPRENEURSHIP & BUSINESS GROWTH

“If it wasn’t for Envision Saint John and the team, I would not be where I am today.”

- Deanna Dempsey, Owner of LebanOn the Go
2023 Impact Loan Recipient

Support provided to

133

Entrepreneurs

\$140,000

in Impact Loans Approved for

13

new businesses



Regional Destination Marketing & Sales

We position the region as the destination of choice in the Maritimes - marketing Saint John and the Towns by the Bay to attract visitors to the region.



REGIONAL DESTINATION MARKETING & SALES

- **Marketing Campaigns**
 - ✓ Awareness & Conversion
- **Social Media Campaigns**
 - ✓ Organic, Event Promotion, Partnerships
- **Visitor Collateral**
 - ✓ Maps, Visitor Guide, Walking Tours, etc.
- **Strategic Sponsorships**
 - ✓ Major Events, Sport Tourism, Bid Incentives
- **Sales**
 - ✓ Meeting & Conventions, Sport Tourism, Major Events, Travel Trade & Cruise, Travel Media
- **Visitor Services**
 - ✓ Welcome Centres, Partnerships, Welcome Ambassador Training & Certification



Destination Marketing Brand Campaign
(Ontario, Maritimes, Maine)

37.4M
Impressions

32 Events Promoted

12.8M
Impressions

23

Events & Festivals Sponsored



**DESTINATION
MARKETING**

Shawwna Dickie-Garnhum

Jillian MacKinnon



Sales Manager,
ENVISION Saint John

VP of Marketing
Communications &
Strategic Initiatives,
ENVISION Saint John

MEETINGS & CONVENTIONS



“PCMA hosted our 2023 Canadian Innovation Conference (CIC) in the stunning city of Saint John, New Brunswick. The team at Envision Saint John was phenomenal to work with. They were very active in the planning process and eager to highlight their spectacular destination. We were blown away by the level of hospitality. With a small town feel and big city passion, I would absolutely book another event here without a second thought and I look forward to the next opportunity to go back!”

-Natalie Marino, PMCA, CIC

Estimated Economic Impact

\$2.7M

Meetings & Conventions hosted in 2023

Assisted in securing

23

Meetings & Conventions for future years





SPORTS & MAJOR EVENTS

“Our partnership with Envision is critical when we bring national and international events to our community. The support provided at Para Hockey played a crucial role on our team.”

-Aaron Kennedy, Town of Quispamsis

Estimated Economic Impact
\$2.8M
from Events Assisted

Assisted in securing
3
Sport Events for future years

REGIONAL DESTINATION MARKETING & SALES

- **Welcome Centres**

- ✓ Saint John City Market (year-round) & AREA 506 Waterfront Container Village (seasonal)
- ✓ Partnership with Inside Out Nature Centre
- ✓ Pop-up Welcome Centre at community events – meeting new residents on the ground.

- **Welcome Ambassador Training**

- ✓ A new online training was launched in 2023 and targeted front-line staff throughout the region
- ✓ 'No Wrong Door' service model



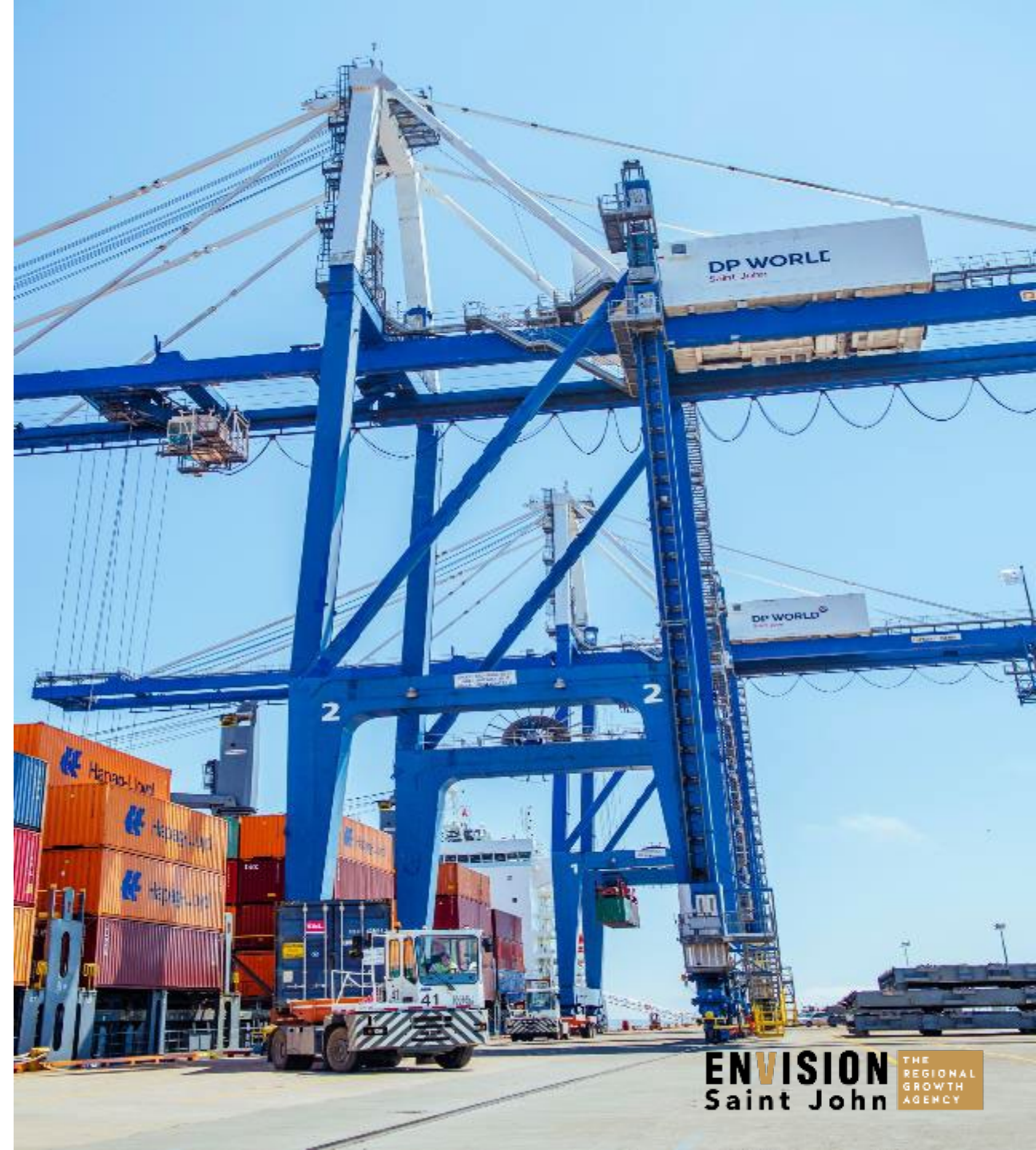
WHAT'S NEXT

Strategies:

- Economic Development Strategy & Action Plan
 - ✓ Q3 - 2024
- Regional Tourism Master Plan
 - ✓ Q3 - 2024
- Immigration Strategy
 - ✓ Q4 - 2024

Priority Areas:

- Multi-modal Transportation Study
 - ✓ Q3 - 2024
- Health & Technology District Saint John
- Port Workforce Partnership 2.0
- Canada Games 2029
 - ✓ Q4 - 2024
- Economist of Record



ALWAYS MOVING FORWARD

[ENVISIONSAINTJOHN.COM](https://www.ENVISIONSAINTJOHN.COM)

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