

## Q3 2025: Agency Update

### Strategic Initiatives

#### 1. Regional Immigration Strategy

The strategy was officially launched, and its delivery will start in Q4 under the stewardship of the Saint John Local Immigration Partnership.

#### 2. Event Strategic Framework

The agency will host sessions on funding and roles and responsibilities related to event hosting scheduled for early November with community and municipal stakeholders.

#### 3. 2029 Canada Games

A transition committee has been established to oversee knowledge transfer from the 2025 Canada Games and incorporation of the 2029 Canada Games Host Society. The Agency continues to support capital planning for key sport venues, such as the Canada Game Aquatic Centre.

### Strategic Communications

#### 1. Q3 Growth Stories

- [The Bubbly Cup Café: A Newcomer Story Brewing in the Heart of Saint John](#)
- [Celebrating Small Business Week in the Saint John Region](#)

### Tourism Promotion & Marketing

#### 1. Destination Campaigns

- Both our destination campaign and our Tourism New Brunswick Co-investment campaign came out of market in August - waiting on final campaign results.
- Backyard Bay-cation campaign featured reels on regional festivals, (July), a Water Street Patio Hop (August) and the Kingston Peninsula (September). Creators share their experience and then give away the same experience.
- Social media ad campaigns have been undertaken for various events including International Culture Fest, Fundy Sea Shanty Festival, Fete de l'Acadie, Saint John Pride, Buskers on the Boardwalk, Third Shift, Fundy Fringe, KV Music Fest, and Saint John Sea Glass Festival.
- Ongoing Asset Collection, including a 2-day video shoot in July, to capture assets for future destination and lifestyle campaigns.

#### 2. Meetings & Conventions Sales

- Attended:

- Summer Summit Canadian Society of Association Executives (CSAE) (Waterloo, Jul 9 -11)
- Canadian Meetings & Events Expo (Toronto, Aug 11-13)
- Familiarization Tour (HOSTED - Saint John-Moncton, Sep 4-7)
- Meeting Planners International 'The Event' ( Fredericton, Sep 7-9)
- Submitted bids for:
  - 2026 OEMAC - Occupational and Environmental Medicine Association of Canada Annual Scientific Conference 2026
  - 2029 Union of Safety and Justice Employees
  - 2027 Jehovah Witness Regional Convention

### **3. Sport & Major Events**

- Attended:
  - Event Atlantic Summit (Truro, Sep 16-20)

### **4. Travel Trade and Travel Media**

- Local Committee has been finalizing plans for the Atlantic Canada Showcase which will be held in Saint John in early October. The Agency won the bid to host this event in 2024 and Jen Silliphant our Director of Destination Marketing is one of the co-chairs for the Local Committee.
- Hosted a number of Travel Writers, including Ashlyn George, who did a motorcycle tour of the Kingston Peninsula and the Fundy Trail Provincial Park.

## **Population Growth & Workforce Development**

### **1. Population Growth**

- The National Talent Attraction Campaign launched. This year's focus is on the Ontario Market, which will be in -market during Q3 and Q4.
- Completed the revision of the Settle in Saint John service navigator and launched a campaign to promote the service.
- Welcoming initiatives for post-secondary education students are underway. The activities include a pop-up Welcome Centre at each campus, sponsorship for UNB SRC Orientation week, and sponsorship for the NBCC International student bus tour.
- Population growth staff attended the "Atlantic Region Association of Immigrant Serving Agencies -At Home in the Atlantic" conference.
- We sponsored the International Culture Fest both in Saint John and Quispamsis

### **2. Workforce Development**

- A Welcoming Expo was held on September 17 where we hosted a Job Fair for new residents and connected 170+ new residents to 22 employers and 31 Community Services.

- Continued to support the ecosystem with sponsorships of the YMCA Newcomer Employment Champions Summer Engagement Event, Chartered Professionals in Human Resources Breakfast Series, and Disrupt HR 2.0 Saint John.

### **3. Saint John Local Immigration Partnership**

- Supported Welcoming Week activities, including:
  - Welcoming Expo
  - CPHR Breakfast
  - Food Shop Hop
  - International Culture Fest
- Planning underway for an Immigration Sector Summit which will be held in October.
- Our Region, Our Home Campaign Phase 2 is in development and will be launched at the end of Q1 2026.

## **Economic Intelligence, Investment Attraction & Real Estate Development**

### **1. Industrial Investment Attraction**

- Working with Opportunities NB (ONB), Invest in Canada, and Saint John Industrial Parks on more than 10 active industrial investment attraction opportunities.
- Formally launched a regional industrial initiative to assess target sectors for the region and to generate investment attraction leads.
- Launching a leadership working group to convene regional energy partners to help grow the sector.
- Completed research to explore potential opportunities regarding shifting trading patterns and Nation Building investments.
- Undertaking detailed asset mapping and preparing “deep dive” regional asset information booklets.
- Conducted multiple site visits with industrial partners to support the retention and expansion of local business, as well as to support businesses dealing with complications related to global trade shifts.
- Preparations for the launch of a regional industrial land inventory and pipeline analysis project.
- Prepared for and attended DefSec Atlantic in collaboration with ONB and the Saint John Airport, for the purposes of exploring the enticement of defense sector manufacturers and service businesses to the region.

### **2. Real Estate Development**

- Continue to work with religious institutions on land availability to support development.
- Working with the Province of New Brunswick on exploring a pilot project to leverage provincially owned and underutilized land for development.

- Supporting a number of new developers in conceptualizing and planning development opportunities.
- Supporting multiple municipalities on strategic real estate initiatives including golf courses, institutional building repurposing, development business cases, and more.
- Development Project Portfolio Pipeline:
  - Engaged with more than 50 developers on 85+ projects
  - Estimated Construction Value: \$2.1B
  - Estimated Tax Base: \$1.7B
  - Residential Units: 7,950
  - Exploring the viability of more than 50 sites through the site activation program.

## Entrepreneurship and Business Growth

### 1. Impact Loan

- Assisted 7 businesses through the application process.
- Approved one loan totaling \$50,000 to support startup and expansion.

### 2. Entrepreneurship

- Provided navigation and support to 55 entrepreneurs.
- Participated in the Welcoming Expo where we discussed entrepreneurship and the available resources to the newcomer community.
- Sponsored the Connected for Impact: Innovation and Research in NB event organized by Bloom Funding.
- Sponsored and attended The Chamber & The Hampton Area Chamber of Commerce golf tournaments promoting the business supports available to the Region.
- Hosted and sponsored multiple Entrepreneurship events for the 2SLGBTQIA+ community in partnership with ChromaNB.

### 3. Health Care Recruitment & Retention

- Attended the 2025 Dalhousie University Family Medicine Resident Weekend trade show to promote the Saint John Region to 150 Family Medical Residents. Great feedback from attendees on the attraction of the Saint John Region.
- Hosted the 1<sup>st</sup> and some 2<sup>nd</sup> year Dalhousie Medical New Brunswick students (60 total participants) for an orientation to the Saint John Region Day which included a presentation, yoga/breathwork event, Saint John Region themed artistic collage event, and finishing at the Area506 Container Village for an afternoon of fun. Also provided "Welcome to the Region" bags with information about life in the Region.
- Welcomed four physicians to the region in partnership with Horizon Health Network as potential new healthcare professionals. This partnership aims to create a streamlined community onboarding experience.

## Data and Technology

### **1. Port Workforce Partnership**

- We have renewed our funding agreement with WorkingNB for new partnership initiatives through to March 2027.
- Initiatives will include continued improvements to labour dispatch and labour forecasting.
- The Agency will continue to administer regular information sharing and project planning meetings with partnership members, with one occurring in Q3.
- Members of the Port Workforce Partnership include representatives from Envision Saint John, DP World Saint John, Port Saint John, the Port of Saint John Employers Association, ILA Local 273 and WorkingNB.

### **2. Economic Dashboard**

- Development of the new regional economic dashboard is complete and now under review.
- The launch remains on target in early Q4.
- The new dashboard will include over 100 tables, graphs and KPIs, and analysis by Lana Asaff, Senior Economist at the Atlantic Economic Council.
- Data is updated at various intervals according to the data source (monthly, quarterly and annual) and the regional economic snapshot analysis will be published quarterly.

### **3. Customer Relationship Management**

- Deployment of the new Customer Relationship Management system is complete.
- The system is used for managing various core functions and services, such as:
  - Tracking event leads and bids,
  - Consultation requests from new entrepreneurs,
  - Impact loan applications,
  - Industrial attraction files,
  - Real estate development files,
  - Travel media articles,
  - Workforce support requests,
  - Data requests,
  - Marketing requests,
  - Stakeholder management,
  - and other internal functions.
- The system is highly customizable, which will enable future development for new functions.