

Q4 2025: Agency Update

Strategic Initiatives

1. Agency of Record (AOR)

- Issued a Request for Proposal to hire a strategic marketing agency to develop campaign creative and deliver targeted messages to strategic audiences aiming to attract visitors, new residents, businesses and investment. After the evaluation process, M5 was named the agency's new AOR beginning in 2026 for three years.

2. YSJ Working Group, Leakage Study & Marketing Communications Strategy

- Partnered with the Saint John Airport (YSJ) to hire InterVISTAS for a leakage study to better understand travel decisions in the region and any opportunities. In addition, the agency kickstarted a marketing communications strategy to support YSJ in its communications efforts with the local business community and public.

3. Regional Immigration Strategy

- The City of Saint John approved the Regional Immigration Strategy, replacing the Succeed and Stay Immigration Strategy and strengthening regional coordination on population growth priorities.

Growth Stories

1. Q4 Growth Story:

- [A Smarter Build: How Precast Innovation is Powering Progress on King Street.](#)

Destination Marketing & Sales

1. Destination Campaigns

a. Final Campaign Reports

- The 2025 Spring/Summer Destination Campaign (April - August), targeting the Maritimes, Ontario, and Montreal generated 30M impressions.
- Our partnership campaign with Explore NB (May - August), targeting New England, generated 36.5M impressions.
- Our Fall/Holiday Campaign (October - December), targeting the Maritimes, generated 6.6M impressions.

b. Backyard Bay-cation Campaign

- Featured reels on Moosehead Breweries (October), La Belle Cabane (November) and Cozy Uptown Spots (December). Creators share their experience and then give away the same experience.

c. Event-Based Ads

- Various event-based ads were in market throughout Q4, including Dia de los Muertos and the Menahqesk Powwow.

2. Destination Sales

a. Attended/Hosted

- SPO HO Xperience 2025
- Professional Convention Management Association - PCMA CIC
- Saint John Region Event Strategic Framework: Roles and Responsibilities for Event Hosting stakeholder session
- Hosted two site visits for potential sport events

b. Bid Wins:

- 2026 SSAC - Society for the Study of Architecture in Canada 51st Annual Conference
- 2026 CPHR- NB Chartered Professionals In Human Resources
- 2027 BKT World Men's Curling Championship

3. Travel Trade and Travel Media

a. Atlantic Canada Showcase

- Hosted in Saint John from October 4-6, brought over 200 Travel Trade delegates to Saint John, showcasing several venues and experiences.

b. Attended/Hosted

- Atlantic Canada Showcase - 49 buyer appointments
- Bienvenue Quebec - 40 buyer appointments
- National Tour Association - 28 buyer appointments
- Co-hosted two familiarization tours with ExploreNB with a total of 26 buyers.

c. Travel Writers

- Hosted a number of travel writers, including Jane Canapini, Editor of Grownup Travels, and Erica Zazos, writer at the Freelance Outdoor Woman (same question).

Population Growth and Workforce Development

1. Population Growth

- Continued the National Talent Attraction Campaign, with this year's focus on the Ontario market.

2. Workforce Development

- Through the Strategic Workforce Partnership, convened two advisory bodies to strengthen collaboration across the workforce ecosystem: the Job Developers Network (frontline staff) and the Advisory Board (senior leadership).
- Signed annual partnership agreements with Skills Canada NB, CPHR, and EECD – Centres of Excellence to support joint collaboration and shared priorities in 2026.
- In partnership with TechImpact, delivered the Intro to Tech program, supporting 100 jobseekers to increase employability through training, one-on-one support, and connections with employers and guest speakers.
- In collaboration with InnovateNB, hosted a Tech Sector Job Fair, connecting 140+ jobseekers with 10 employers to strengthen employer access to talent.
- Continued to support sector leadership and recognition initiatives through sponsorships of the CPHR Awards and the Distinction in Mentorship Awards.
- Launched the Post-secondary Talent Attraction Initiative to strengthen the region’s graduate talent pipeline. Phase 1 was completed, including research with 50+ partners and ecosystem stakeholders.

3. Saint John Local Immigration Partnership (SJLIP)

- Hosted the inaugural Saint John Immigration Sector Summit, convening 130+ participants and strengthening connection, coordination, and knowledge-sharing across Immigrant Service Organizations.
- SJLIP Staff attended the National LIP Summit in Halifax to strengthen alignment and knowledge exchange with LIPs across Canada.
 - SJLIP Staff presented the Regional Immigration Strategy and the Our Region, Our Home Campaign at the Pathways to Prosperity National Immigration Conference in Halifax, sharing Saint John Region’s approach with national partners.
- Hosted a year-end event recognizing SJLIP achievements and celebrating progress under the previous strategy.

Economic Intelligence, Investment Attraction & Real Estate Development

1. Industrial Investment Attraction

- Completed research projects on opportunities related to shifting trading patterns and global foreign direct investment trends.
- Launched industrial lead generation project with 20% of lead generation outreach completed.
- Awarded contract for engineering services to identify and assess a future land pipeline for industrial uses.
- Continued the development and management of industrial leads -- 45+ received in 2025.
- Developed a strategy to increase the number of investment leads within the services sector.

- Supported a familiarization tour for the first services lead under the new program.
- Completed a first draft of detailed asset mapping and “deep dive” regional asset mapping booklets.
- Supported partners in visioning and business case development for industrial growth.
- Coordination and business development work with Opportunities New Brunswick’s Foreign Direct Investment Sales Team.

2. Real Estate Development

- Worked with the Province of New Brunswick on exploring a pilot project to leverage provincially owned and underutilized land for development.
- Providing project planning support for a potential cultural project in the uptown.
- Supported multiple municipalities on strategic real estate initiatives including golf courses, institutional building repurposing, development business cases, development of housing strategies, and more.
- Supported several new developers in conceptualizing and planning development opportunities.
- Initial planning for 2026 Developers Engagement Forum.
- We are engaged with more than 50 developers on 85+ projects
 - Estimated Construction Value of \$2.1B
 - Estimated Tax Base: \$1.7B
 - Residential Units: 7,925

Entrepreneurship and Business Growth

1. Impact Loan

- Received and assisted entrepreneurs with 11 new loan applications.
- Coached and presented seven loan applications to the Impact Loan Committee for their consideration.
- Approved or Conditionally Approved five loans totaling \$215,000 to support startup and expansion.
- Distributed \$115,000 to approved Impact Loan recipients to support startup and expansion.

2. Entrepreneurship

- Provided navigation and support to 42 entrepreneurs.
- Organized the UNBSJ MBA Orientation Case Competition which had the Fall 2025 MBA students meet with local business owners to provide solutions to barriers that the entrepreneur is facing for growth in their business.
- Sponsored and attended the 2025 Hampton Area Chamber of Commerce Small Business Awards and presented the “Employee of the Year” award and the “Beacon of the Community” award.

- Sponsored and attended the 2025 Chamber Outstanding Business Awards and presented the Young Entrepreneur Award.
- Involved in the 2025 InnovateNB Awards from planning to execution to celebrate the innovative people and organizations in New Brunswick. Saint John was the host location for this incredible celebration.
- Hosted and sponsored multiple Entrepreneurship events for the 2SLGBTQIA+ community in partnership with ChromaNB.

3. Health Care Recruitment and Retention

- Sponsored and attended the 2025 Scholarship Gala for The New Brunswick Medical Education Foundation Inc. to present the two bursaries provided by Envision Saint John.
- Participated in the Provincial Summit on NB's Health & Long-Term Care Workforce which was focused on retention of the medical workforce within the Province of New Brunswick.
- Sponsored and attended the 2025 Breakthrough Breakfast: Research Excellence at Dalhousie Medicine New Brunswick that showcased some of the incredible breakthroughs in medical research and application occurring here in New Brunswick.
- Welcomed three 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. Regional Growth Dashboard Relaunch

- Rebuilt from the ground up to improve user experience and support for mobile devices.
- Includes 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 annually) and the regional economic snapshot analysis will be published quarterly.