Spruce Lake Data Centre Hub

KEY ECONOMIC IMPACT HIGHLIGHTS

Source: *Jupia Consultants Inc., Economic Impact Assessment, October 2026.*

A historic private-sector investment in New Brunswick

- The proposed **$5.8 billion (excluding computing hardware)** investment would be the largest private-sector capital investment in New Brunswick's history.
- The project includes $5.1 billion for the data centre and $700 million for associated energy infrastructure.
- The 390 MW facility would be located in the Spruce Lake Industrial Park in Saint John, with 190 MW of on-site natural-gas generation and 200 MW supplied by NB Power.
- Construction is expected to take approximately 18 months, followed by an operating life of at least 20 years.

Significant economic benefits during construction

- The construction phase is expected to generate **$1.36 billion in New Brunswick GDP**, including direct, indirect and induced impacts.
- The construction phase is expected to **support 2,960 direct person-years of employment** at the site (energy systems construction and data centre construction). This figure rises to **5,010 person-years of employment** after including indirect and induced effects. Most of the direct construction activity will involve unionized workers.
- The project will generate an estimated **$585 million in employment income** and **$442 million in induced household spending** in New Brunswick (on local goods and services such as groceries, transportation and recreation).
- Construction-related economic activity will generate approximately **$324 million in federal, provincial and municipal tax revenue from New Brunswick-based activity**.

Long-term economic benefits from operations

- Once operational, the facilities are expected to **directly employ 210 workers**, with another **163 jobs supported through supply-chain** and household-spending impacts in the Saint John area and across New Brunswick.
- Total annual employment impact is estimated at **373 full-time equivalent jobs in New Brunswick**, not including jobs supported by government spending of new tax revenues.
- The annual operations of the data centre and electricity generation facilities will generate **$73.7 million in provincial GDP**, **$41.6 million in employment income** and **$31.5 million in induced household spending**.
- Average annual compensation at the facilities and in the associated supply chain is estimated at approximately $115,000, or 88% above the average full-time worker in New Brunswick.
- The project will create business opportunities for local construction firms, skilled trades, engineering companies, professional-services providers and other suppliers.



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A major new source of municipal and provincial tax revenue

- The project is expected to generate **$54.7 million in annual provincial and municipal tax revenue**. The federal government will receive an estimated $10.7 million.
- The **City of Saint John** will receive an estimated **$25 million in property tax revenue** from the data centre and electricity generation facilities. The city and other local municipalities will see another $1.6 million in property taxes from indirect and induced effects (e.g. property taxes paid by workers). This equates to $26.6 million in municipal property taxes.
- The $25 million in direct municipal property taxes to the city is equivalent to nearly 16% of Saint John's total 2026 property taxes collected.
- The city's property taxes from the data centre will be equivalent to 93% of the city's share of its 2026 General Fund Capital Budget, or approximately 78% of the total city spending on police services.
- The development would **increase the city's non-residential and heavy industrial property tax base by an estimated 45%**.
- The provincial government would receive an estimated **$18 million annually in direct property taxes**, increasing to **$28.1 million when other tax impacts are included**.

Additional economic benefits from government spending

- The combined $54.7 million in annual provincial and municipal tax revenue would be an important source of new revenue to support public services, infrastructure and other government priorities.
- If directed towards public services, this could support **594 additional FTE jobs, $59.5 million in GDP and $35.6 million in employment income annually**.

Opportunities for local businesses and First Nations

- The data centre will create opportunities for New Brunswick businesses to participate in construction, maintenance, energy infrastructure, professional services and other supply chains.
- The project has the potential to benefit First Nations and Indigenous communities through employment, workforce development, supply chain participation and broader economic activity.
- Engagement with Indigenous communities will help identify opportunities for participation.



An opportunity to build on New Brunswick's history as a leader in information technology

- Data centres offer an opportunity to build on New Brunswick's existing strengths in energy, information technology, skilled labour and digital connectivity.
- This project could establish the foundation for a broader data-centre industry, attracting further investment and creating high-paying jobs and additional tax revenue.
- The longer-term opportunity extends beyond one project: positioning New Brunswick as a competitive location for large-scale digital infrastructure and AI-related investment.

Positive economic and community impacts

- The data centre will generate substantial tax revenue for the city and come with limited incremental municipal costs. **The $25 million in property tax revenue for the City of Saint John would be equivalent to the property taxes raised from an estimated 4,700 new households**. To put this into perspective, **4,700 new houses would mean an estimated 8,000+ new vehicles on local roads and over 11,000 residents** needing to be provided municipal services[1].

All economic impacts are estimates based on the proposed project and the report's modelling assumptions. Monetary impacts are expressed in 2026 dollars. Construction employment is measured in person-years, while operational employment is measured in annual full-time equivalent (FTE) jobs.

[1] *Based on the average residential cars/trucks per household in the province and the average population per household.*

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