



2022 YEAR-IN-REVIEW

THE
SAINT JOHN
REGION

ENVISION
Saint John
THE REGIONAL GROWTH AGENCY

DISCOVER
SAINT JOHN
& THE TOWNS
& BY THE BAY

“ Envision Saint John is about cultivation not the acquisition of growth. It is about creating the conditions for growth and developing an ecosystem that is growth ready. Envision Saint John is not directly about job creation, but about ensuring the conditions for job creation are in place, in other words, to be growth ready. ”

-DON MILLS, PAST CHAIR, HALIFAX PARTNERSHIP

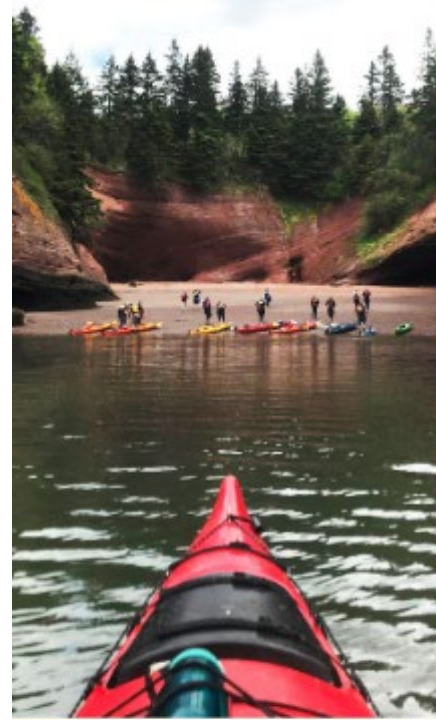


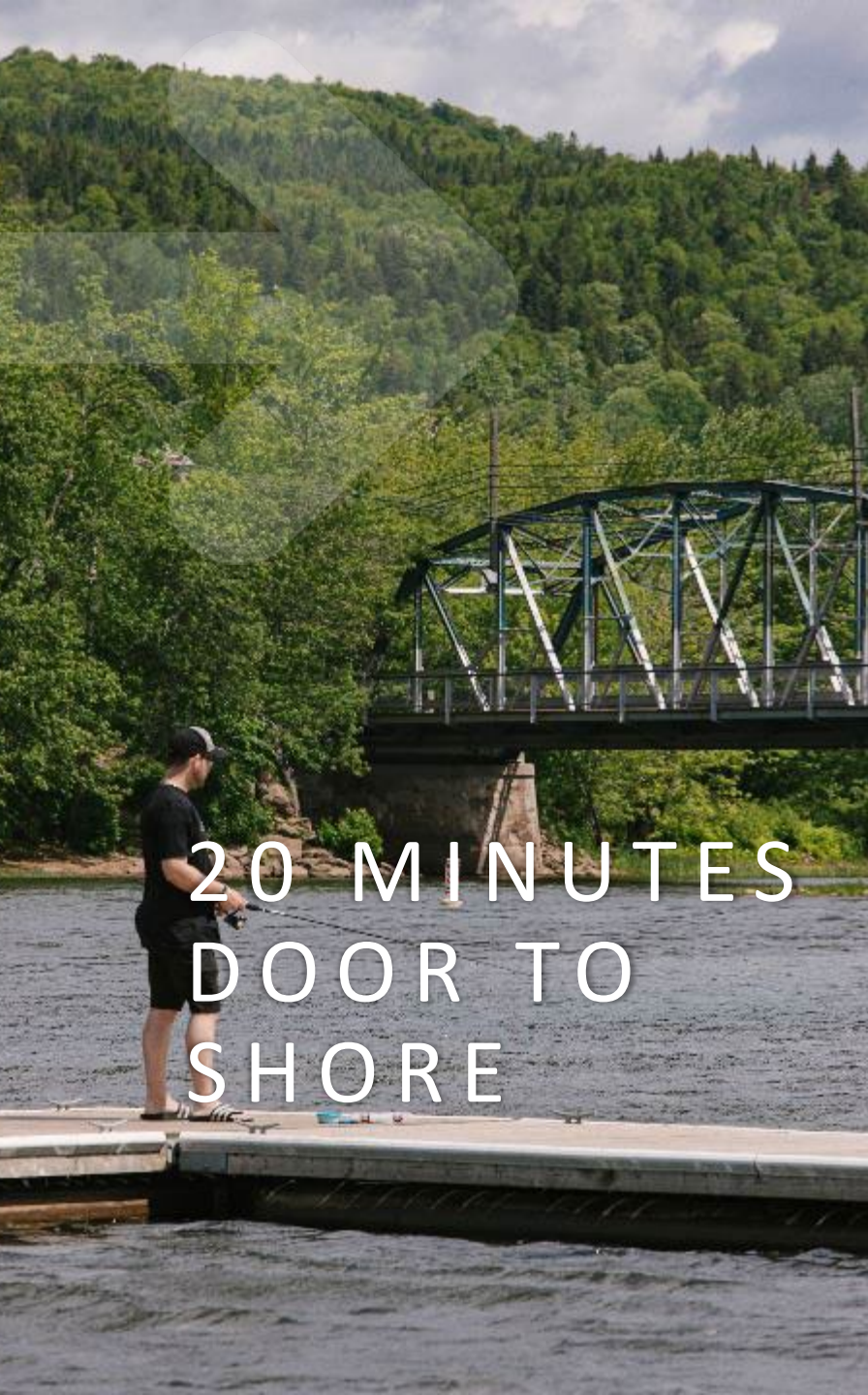
INTRO

In 2022, we saw unprecedented collaboration and growth.

Envision Saint John: The Regional Growth Agency was the lynchpin for transformational opportunities in the Saint John Region to support population growth, talent acquisition, innovation, a reimagining for commercial real estate as well as elevating our brand and position as a preferred destination for people, visitors, business, and investment.

Envision Saint John is galvanizing our public and private sector partners in a new way that is driving results.





20 MINUTES
DOOR TO
SHORE

ALWAYS MOVING FORWARD

A NEW BRAND FOR THE REGION

In 2022, Envision Saint John launched the region's inaugural Place Brand -- The Saint John Region -- Always Moving Forward. The Agency employed a very deliberate, data-driven approach to the development of the place brand. This included listening tours, market research, and the creation of a new brand persona and guidelines for external marketing and communications to sell the region to prospective residents, businesses, investors, and visitors.

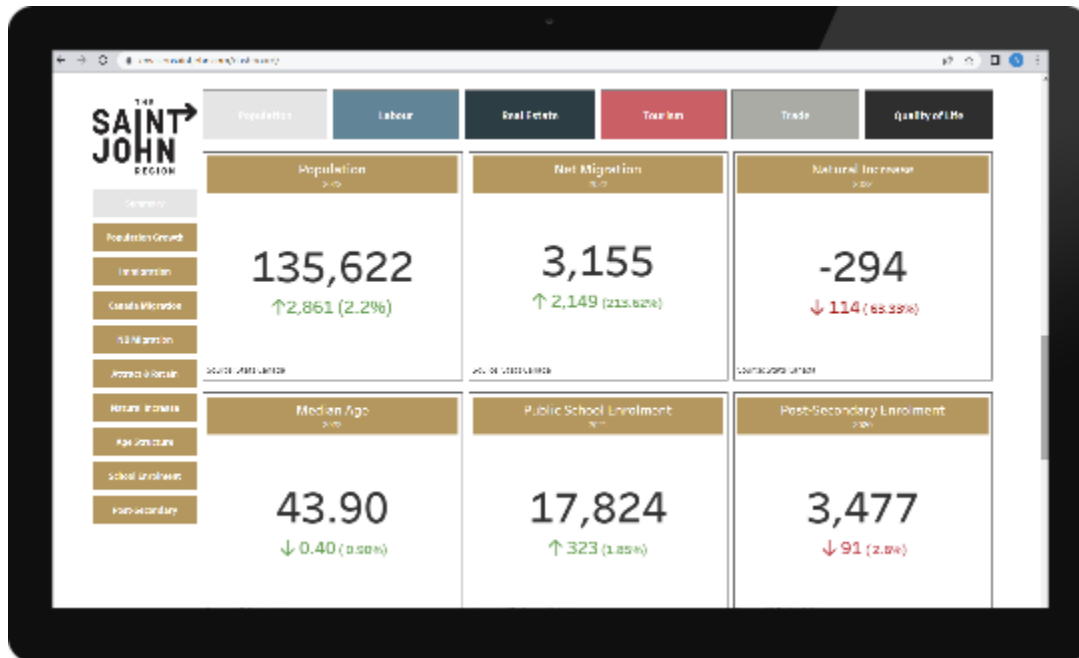
Envision Saint John conducted a road show with key stakeholders including our municipal investors and strategic partners prior to rolling out a multi-channel campaign in the region to build pride of place for residents and local businesses. It's vital to tap into the pride of place that exists among those that call this place home, ultimately building a strong network of ambassadors to help promote and "sell" the region.

The Agency's new website and suite of videos are already being leveraged to support talent recruitment for local businesses and post-secondary institutions.

“ With a major port city balanced by abundant nature, the Saint John Region has a proven track record of forward thinking and a strong determination for future growth. ”

– WWW.ENVISIONSAINTJOHN.COM

REGIONAL GROWTH DASHBOARD 2.0



“ Envision Saint John’s new Economic Dashboard is an excellent example of a resource that will help stakeholders in the region identify in real time where progress is being made and shine a light on areas that need more work. I applaud the Envision Saint John team for developing this tool. ”

- DAVID CAMPBELL
PRESIDENT OF JUPIA CONSULTANTS INC.

Envision Saint John’s Regional Growth Dashboard offers meaningful metrics that provide insight into the health and growth of the Saint John Region, including economic and social growth indicators. These metrics reflect the collaborative efforts of the region.

Envision Saint John launched an expanded Regional Growth Dashboard in December 2022 providing enhanced functionality. The data presented on Dashboard 2.0 provides business and community leaders, entrepreneurs and developers with comprehensive, region-level information that historically was extremely difficult to source. It fills a gap in the information ecosystem needed for improved strategic decision-making for critical projects and services.

Envision Saint John conducted a peer review and hosted a technical briefing with the media before its public launch. Dashboard 2.0 is updated as data is made available from various sources.



UNB'S INTEGRATED HEALTH INITIATIVE (IHI)

“ Envision Saint John facilitated the relationship building that was critical in getting the infrastructure funding approved. The recent \$27.2 million infrastructure announcement would not have been possible without the efforts and support of the Agency. ”

-DR. PETRA HAUF, VP SAINT JOHN AT UNB

The University of New Brunswick's (UNB) Integrated Health Initiative (IHI) has established a world-class centre of excellence in applied health innovation in New Brunswick. The missing piece in 2022 was the required funding for state-of-the-art, purpose-built infrastructure – the Health and Social Innovation Centre. The initiative will attract more than the students who come and study, it is also building capacity for the health, research, and technology workforce in the Saint John Region and beyond.

Envision Saint John worked alongside UNB, the Province of New Brunswick, and the Government of Canada to ensure this catalytic project, which will be instrumental in transforming health education and research for New Brunswick, got the green light. In December 2022, IHI secured \$27.2 million in infrastructure funding (\$12 million from the provincial government and \$15.2 million from the federal government.)



LYCÉE
INTERNATIONAL
FRANÇAIS DES
PROVINCES
ATLANTIQUES
(LIFPA)

“ Thank you Paulette [Paulette Hicks, CEO of Envision Saint John] for being at the head of this beautiful team that puts a lot of enthusiasm to accompany us in the realization of our ambitious project. ”

- SYLVAIN OLIVIER

CEO OF THE LYCÉE INTERNATIONAL FRANÇAIS DES
PROVINCES ATLANTIQUES (LIFPA)

Securing the first International Lycée School in Atlantic Canada is a point of pride for our province and was the result of a strong collaborative effort led by the team at Envision Saint John. The Agency made it crystal clear why Saint John was the best choice for this opportunity by offering strategic leadership, real estate expertise, marketing and communications support and hosting the selection committee, including a visit during the Memorial Cup, which helped showcase the vibrancy of the uptown core and the cultural assets we have to offer. Envision Saint John is now supporting the operational stand-up.

This unique opportunity - choosing Market Square as the home of its urban campus - aligns with the commercial real estate reimagine strategy that the Agency has employed for today's environment. LIFPA will be operational in September 2024 with 290 students and 10 staff increasing to 900 students and 96 faculty when it reaches full capacity. LIFPA is expected to create over 200 jobs and generate \$15,592,878 in GDP.




COURTHOUSE TO PLAYHOUSE

“ Working with Envision Saint John, we were able to articulate the true impact of the project from an economic, talent, cultural and tourism lens. They helped us demonstrate why it matters. ”

-STEPHEN TOBIAS, EXECUTIVE DIRECTOR
SAINTJOHN THEATRE COMPANY

The Saint John Theatre Company’s vision to redesign a centuries-old courthouse in uptown Saint John into a multi-purpose performance venue aligns with Envision Saint John’s mandate. The project will propel the beautification, preservation, and revitalization of our historic, uptown core – making our region more competitive on the world stage for individuals and businesses looking to relocate here.

The team at Envision Saint John offered expertise in strategy, analytics, marketing, and most importantly, navigator services for access to capital including providing an economic impact assessment to support the successful funding request to the City of Saint John.

A hockey player in a blue and white jersey is celebrating with the Memorial Cup trophy. The player is wearing a blue jersey with white sleeves and a black cap with "2022 MEMORIAL CUP CHAMPIONS" written on it. The trophy is large and silver, with a black base. The background is a blurred crowd of spectators.

2022 MEMORIAL CUP

“ We are united in our support to bring the 2022 Memorial Cup to the Saint John Region. Our mutual vision is to make an impact that matters in our communities and to deliver an event where no one is left behind. ”

- THE SAINT JOHN REGION MAYORS

Winning the bid to host Canada’s premier hockey event in Saint John required not only a passionate can-do attitude but also a government relations strategy, investment play, and a plan to leverage the event to elevate the region’s brand.

Envision Saint John was pleased to work with the bid committee to ensure hosting this signature event, coming out of the Covid-19 pandemic, was a priority for the province. The Agency recognized early that sport tourism would play a critical role in tourism recovery and Envision Saint John galvanized the regional mayors to send a joint letter of support to secure provincial funding identifying the Memorial Cup as a priority for the region. In addition, Envision Saint John committed a significant event sponsorship, assisted in the bid development, and amplified marketing efforts.

Let’s Go Sea Dogs!



AREA 506 FESTIVAL & WATERFRONT CONTAINER VILLAGE

“ Without Envision Saint John’s financial support Area 506 Festival would not exist and, because of its success, a second new festival event [Boxcar Country Music Festival] is under consideration for this coming summer. ”

- RAY GRACEWOOD
PRESIDENT, AREA 506

Envision Saint John is a founding investor in the Area 506 Festival – a signature tourism event for New Brunswick - and continues to invest and promote the festival as a key lever in its tourism strategy. Area 506 President Ray Gracewood estimates the value to the hotel industry alone of the festival exceeded \$4 million. The festival also posted the highest average weekend hotel occupancy in the summer of 2022.

Area 506’s brand extension – the development of the Waterfront Container Village - was a game-changer for visitors, cruise passengers, and residents. The Agency piloted a welcome centre in the village in 2022 and will be partnering with Port Saint John on an expanded presence in 2023.



AMPLIFYING PORT SAINT JOHN

“ The collective impact model at Envision Saint John means we are no longer working in silos. They are galvanizing the right players locally, provincially, and federally – we have seen this at the Port. We are working lockstep with Envision Saint John. ”

- CRAIG ESTABROOKS
CEO, PORT SAINT JOHN

\$247M in public and private sector investments in infrastructure, improved rail, and truck connections, and expanded container services have translated into increased capacity and new opportunities for Port Saint John. A key role for Envision Saint John has been to articulate and amplify this transformational opportunity for residents, businesses and investors. Global trade and investment opportunities will only be realized if people know about Port Saint John, its growth, and the competitive advantages it offers.

The Agency has leaned into, and celebrated, this opportunity as it built the region’s place brand featuring Port Saint John heavily in marketing assets including videos and the Envision Saint John website. The Agency is also actively supporting the attraction of future Cruise business through marketing and sales and the delivery of visitor information services.

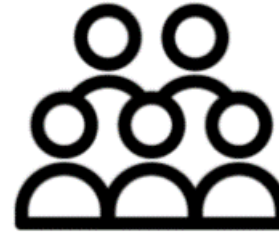
Envision Saint John and Port Saint John are integrated across all lines of business.

10-YEAR OUTCOMES & SCORECARD

Envision Saint John has established clear 10-Year Outcomes to grow the region's population, increase municipal tax base, and elevate the place brand.

To achieve these outcomes, Envision Saint John is focused on the attraction of **People, Visitors, Business** and **Investment**. In addition, the Agency is building connections among contributors and also leading strategic support initiatives required to establish and maintain lasting regional growth conditions.

Envision Saint John has developed a Scorecard to provide a clear overview of the Agency's objectives, key indicators, and executed initiatives to support this growth. This Scorecard represents a baseline for future Agency metrics.



INCREASE
REGION'S POPULATION BY
25,000

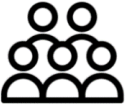


INCREASE
MUNICIPAL TAX BASE
30 - 35%



STRONGER
PLACE BRAND

ENVISION SAINT JOHN SCORECARD

2022	OBJECTIVES	INDICATORS			INITIATIVES	
			2021	2022 Targets*	2022	
 PEOPLE	Grow the working population through immigration, repatriation, and retention.	Population Growth	132,761	133,384	135,622	Saint John Region Strategic Workforce Partnership Job Developers Network Established Web Development Flex Program Launched (18-29 years) Port Saint John Modernization Workforce Partnership Place Brand Development & Launch Talent Strategy Immigration Strategy Recruitment Marketing Assets
		Labour Force Growth	68,200	69,700	71,200	
		Employment Growth	62,700	63,700	66,700	
		Participation Rate	61.4%	62.8%	62.5%	


HIGHLIGHTS:

2022 represented was an unprecedented year for the Saint John Region's growth:

- 2022 was the best year for population growth since Stats Can started tracking annual data. Net-migration tripled compared to previous year; exceeding 3000 net migrants.
- Labour Force Growth grew by 3000 supported by immigration and inter-provincial migration. Migration of workers increased over 500% to 2,434.
- Job Growth at boomed at 4000.
- Saint John Region Participation Rate – people working or actively looking for work -- growth exceeded all major Atlantic Canadian regions, as well as New Brunswick and the Canadian average.

*Targets Determined by Post-Secondary, Education, Training and Labour (GNB).

ENVISION SAINT JOHN SCORECARD

2022	OBJECTIVES	INDICATORS			INITIATIVES			
 <p>VISITORS</p>	Position Saint John & The Towns By The Bay as the destination of choice in the Maritimes for leisure travel, meetings & conventions, major events, and sport tourism.		2019*	2022	Awareness & Conversion Campaigns Travel Media & Social Media Influencer Engagement User-Generated Content Acquisition Attraction & Event Marketing Partnerships Strategic Sponsorships Sales Activities In-Market & Strategic External Markets			
		Annual Occupancy %	59.9%	56.30%		Annual Cruise Passengers	196,032	147,890
		Paid Media – Weeks in Market	49	46		Events Sponsored	10	16
		Travel Media/Influencers Hosted	N/A	24		Economic Impact of Conventions, Sport & Major Events Hosted In-Year	N/A	\$16.2M
		Economic Impact of Future Conventions, Sport & Major Events Secured In-Year	N/A	\$1M				


HIGHLIGHTS:

Regional Tourism has rebounded post-pandemic faster than anticipated:


- Annual Occupancy rate from April - December exceeded pre-pandemic levels.
- Hotel Revenues surpassed previous record by 5%.
- Cruise industry has rebounded. 2022 reflects one of the top three years since 2013

**Comparisons are to 2019 which is the last full year not impacted by COVID-19 pandemic travel restrictions.*

ENVISION SAINT JOHN SCORECARD

2022	OBJECTIVES	INDICATORS			INITIATIVES
			2021	2022	
 <p>BUSINESS</p>	Ensure companies can start up and scale up, obtain access to capital, and build relationships with established businesses.				Realignment of Services/Programming Strategic Partnerships Navigation Services to Unlock Capital and Strategic Business Supports Sales Marketing Assets InnovateNB Celebration
Entrepreneurs Served		71	125		
Impact Loans Approved		9	7		
Impact Loans Active		74	67		
Clients Hosted		N/A	45		
HIGHLIGHTS: <ul style="list-style-type: none"> • Increase inquiries to start up and set up business in the region; local and international entrepreneurs. • Interest in major investment attraction is accelerating in the region; new leads and inquiries. • Port Saint John modernization catalyzing opportunity. 					

ENVISION SAINT JOHN SCORECARD

2022	OBJECTIVES	INDICATORS			INITIATIVES
			2021	2022	
 <p>INVESTMENT</p>	Attract, validate and seize investment opportunities to get them over the line.				Regional Growth Dashboard 2.0 Economic Impact Analyses Strategy Development Navigation Services to Unlock Capital and Strategic Business Supports Sales Activities
		Lycée International Français des Provinces Atlantiques	N/A	\$15.5M GDP	
		University of New Brunswick’s – Integrated Health Initiative	N/A	\$44.5M GDP	
		Saint John Courthouse Revitalization	N/A	\$6.5M GDP	
HIGHLIGHTS: <ul style="list-style-type: none"> • Building Permit Values reached \$238 million, one of the highest years on record. • Housing Starts reached 608 in 2022, nearly 11% more than in 2021. • Record rate of development and market absorption. 					

WHAT'S NEXT

With strong collaboration and partnerships solidified, the Agency is looking ahead to some exciting new initiatives in 2023 including:

- Talent Campaigns Targeting Youth, Repatriation/Attracting New Residents & Retention
- Place Brand Workforce Recruitment Assets and Workforce Development Event for Employers
- Population and Workforce Forecasting
- Regional Real Estate Development Strategy and Plan
- Port Saint John Partnership 2.0 -- Workforce & Infrastructure Growth Readiness and Business Development
- Industrial Land Assembly and Infrastructure Strategy and Plan
- Integrated Health Initiative/Saint John Health & Technology (Tucker Park 2.0) Activations
- Doctor Recruitment and Retention Strategy and Plan
- Refreshed Welcome Centres
- Destination Marketing Campaigns & Sales Activations

As the Agency enters its third year of operations, it continues to refine its core service offerings – Marketing & Sales, Metrics & Measurement, Communications & Stakeholder Services and Investor Relations -- to meet the needs of partners and realize strategic opportunities throughout the region.

#AlwaysMovingForward





ALWAYS MOVING FORWARD

ENVISIONSAINTJOHN.COM

THE
**SAINT
JOHN**
REGION

ENVISION
Saint John
THE REGIONAL GROWTH AGENCY

DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY