

ENVISION
Saint John
THE REGIONAL GROWTH AGENCY

THE
SAINT JOHN →
REGION

2024 YEAR-IN-REVIEW

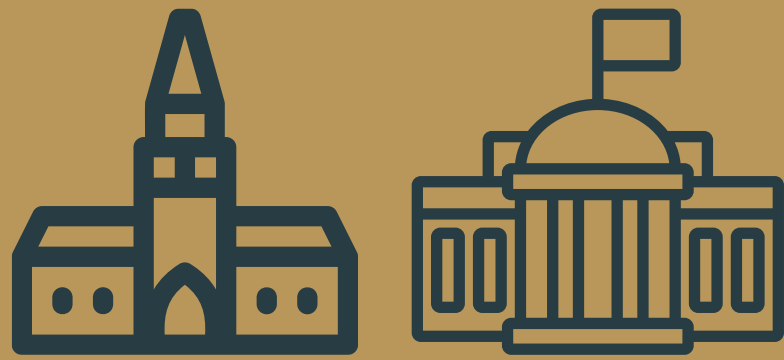
→ ALWAYS MOVING FORWARD

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.

CURRENT CLIMATE



Canada
U.S.A. Relations



Tariffs



Reduction in
Immigration Numbers



Consumer
Confidence

INTRO

2024: A Year of Engagement, Alignment, and Growth

Entering its fourth year of operations, the agency focused on:

- Deepening Engagement
- Aligning priorities through the development of regional plans:
 - Economic Development Strategy
 - Tourism Master Plan
 - Regional Immigration Strategy
- Driving Industrial Attraction

Through collaboration with partners, businesses, and communities, we made significant strides that set the stage for a collective effort to achieve long-term growth and prosperity.



FINANCIALS

Revenue: 2024 vs. 2023

	2024	2023
Government Funding		
Fundy Regional Service Commission (FRSC)	\$2,941,960	\$2,777,026
Province of New Brunswick	\$1,173,489	\$1,110,000
Government of Canada	\$114,528	\$9,327
FRSC Special Projects	\$87,407	\$25,821
	\$4,317,384	\$3,922,174
Destination Marketing Fee	\$1,375,000	\$1,275,741
Other	\$354,129	\$173,440
Projects	\$95,968	\$169,416
TOTAL:	\$6,142,481	\$5,540,771

FINANCIALS

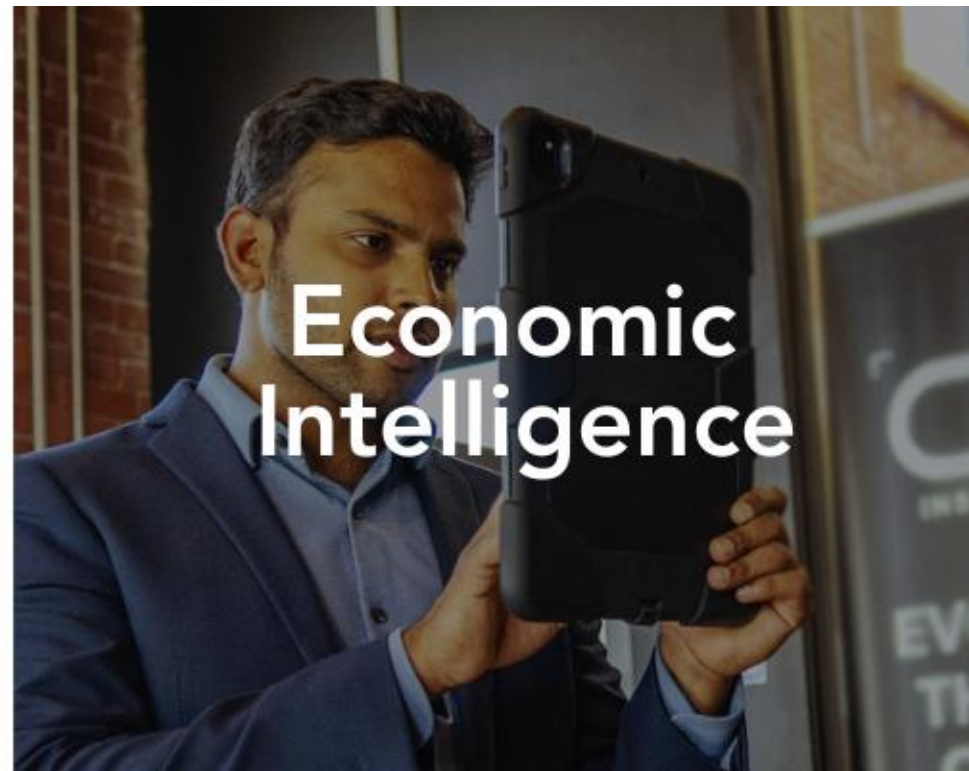
Expenses: 2024 vs. 2023

	2024	2023
Destination Marketing & Sales	\$2,078,074	\$1,953,009
Administration	\$2,003,638	\$1,360,872
Population Growth & Workforce Development	\$831,768	\$840,171
Economic Intelligence & Real Estate	\$606,470	\$293,893
Entrepreneurship & Business Development	\$289,439	\$114,991
Projects	\$95,968	\$169,416
TOTAL:	\$5,905,357	\$4,732,352

2024 Audited financials will be available online on May 23, 2024

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.



2024 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.

2024 PIPELINE

units in portfolio

7,100

↑ **800**
from 2023

In estimated assessed value

\$1.9B

↑ **\$200M**
from 2023

**REAL ESTATE
DEVELOPMENT**

- **Developers Networking Event**
- **Saint John has been recognized by the Atlantic Economic Council for now having the healthiest vacancy rate amongst cities in Atlantic Canada.**
- **Several significant residential projects of agency clients broke ground in 2024.**

Industrial Development

Envision Saint John is here to connect people, land, and opportunities to support the establishment and growth of businesses.



Delivered the first educational presentation on the importance of industrial growth for the future of the Saint John Region.

22

Major Industrial Leads explored in

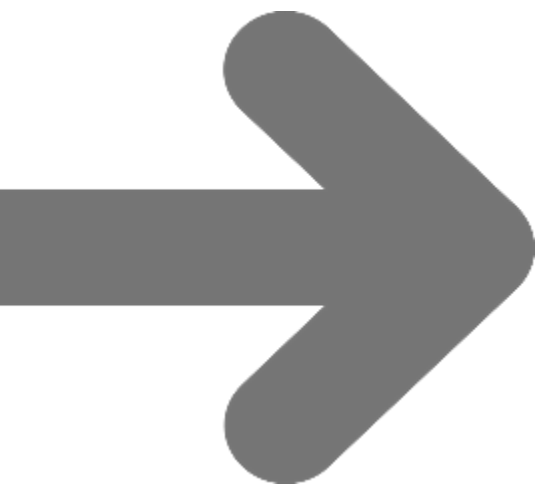
2024

INDUSTRIAL

A group of diverse people are sitting on the ground in a circle outdoors. In the center of the group is a globe. The image is overlaid with a semi-transparent brown filter. The text is white and centered.

Population Growth

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



POPULATION GROWTH

Talent Campaigns



Youth Talent

**9.9M
Impressions**

↓ 12.8% from 2023*

Targeting youth aged 16-25 in NB and Halifax (**new in 2024**).

Ontario

**14M
Impressions**

↓ 9% from 2023*

Relocation Campaign attracting talent in southern Ontario.

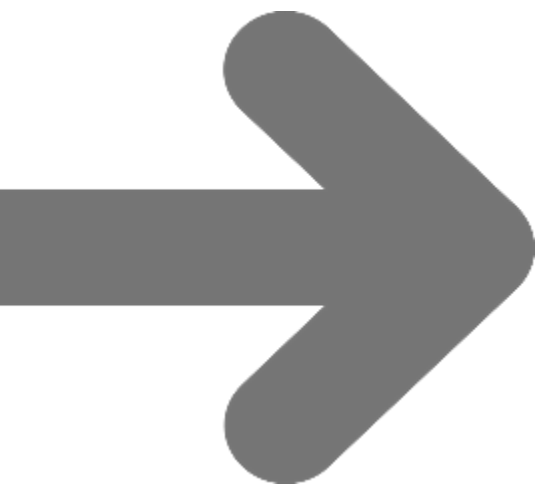
Local

**95.4M
Impressions**

↑ 55% from 2023*

Targeting residents aged 24-55 with a focus on pride of place and local opportunities.

*Year-over-year impressions fluctuate and reflect market-wide shifts in media pricing and distribution.



POPULATION GROWTH

New Residents



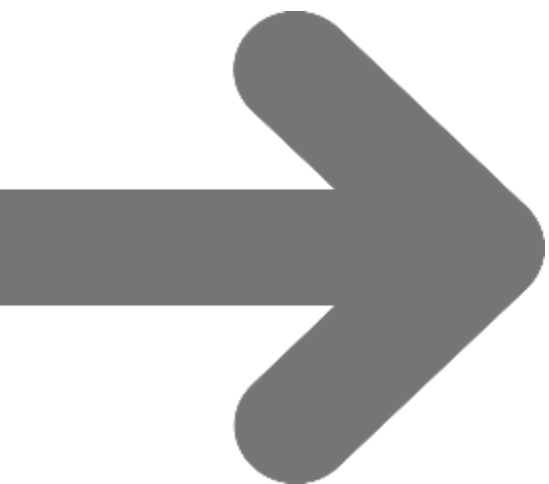
Our Settle in Saint John web portal provides information on customized services for newcomers to the region. It was developed in 2023 and promoted throughout 2024 via digital and out-of-home marketing tactics. **The portal was the top viewed page** on Envision Saint John's website for 2024.

SettleinSaintJohn.com
31,638 Unique Pageviews

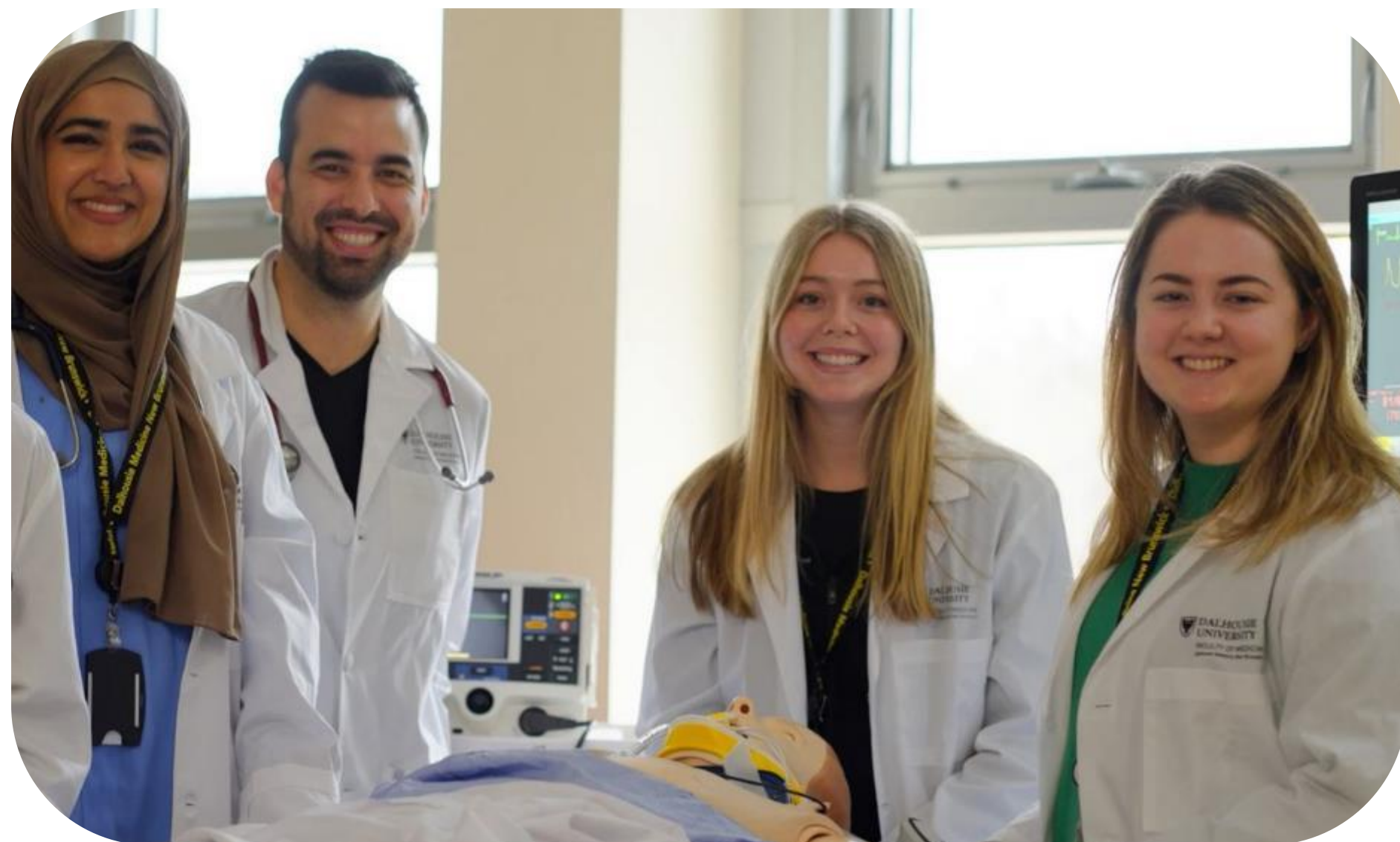


Workforce Development

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



WORKFORCE DEVELOPMENT



Convening the Workforce Ecosystem

Regional Immigration Strategy
Job Developers Network
Tech Sector Engagement
Port of Saint John Workforce Partnership



Recruitment Events

4 Career Fairs
900+ Jobseekers
70+ Employers



Physician Retention & Attraction

Engaged with 150 Residents & Students
Connected 6 International/Interprovincial Professionals
Launched Physician Recruitment Collateral & Scholarship

A blurred background image showing a group of people in a meeting. A man in a dark jacket is standing and gesturing, while others are seated around a table with laptops. The image has a warm, brownish-orange tint.

Entrepreneurship & Business Growth

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



ENTREPRENEURSHIP & BUSINESS GROW

BUSINESS NAVIGATION

Entrepreneurs Supported:

250

↑ 189%
from 2023



Training & Sponsorship:

150 Clients received professional development.

Supported 17 events that attracted
2,400 attendants.



Impact Loans

ENTREPRENEURSHIP & BUSINESS GROWTH

2024 ACCESS TO CAPITAL

51 Managed Loans in 2024

Impact Loan Applications:

46

↑ 38
from 2023

Approved Applications:

16 valued at
\$565,000

↑ \$425,000
from 2023

Job Retained:

17

↑ 13
from 2023

Jobs Created:

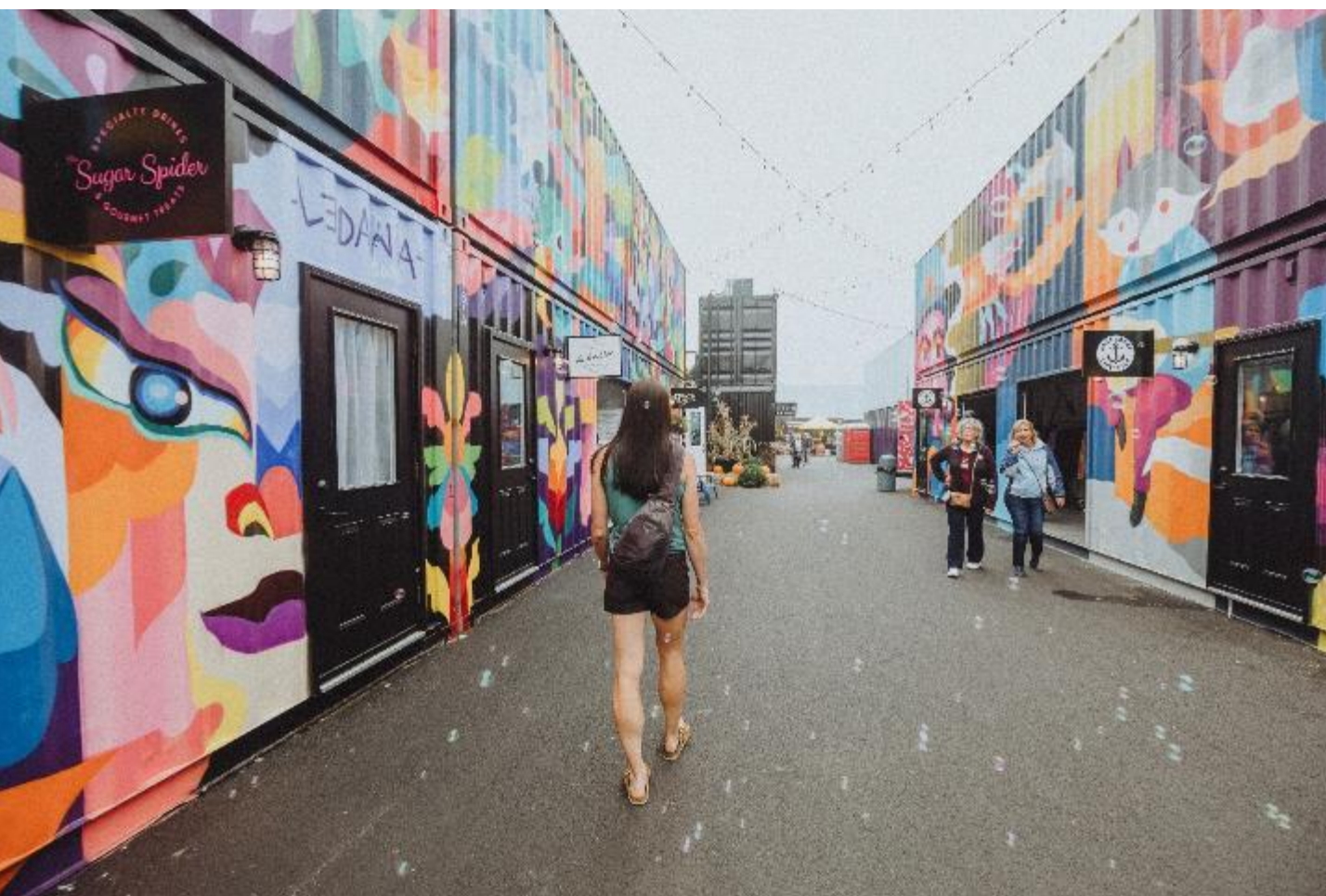
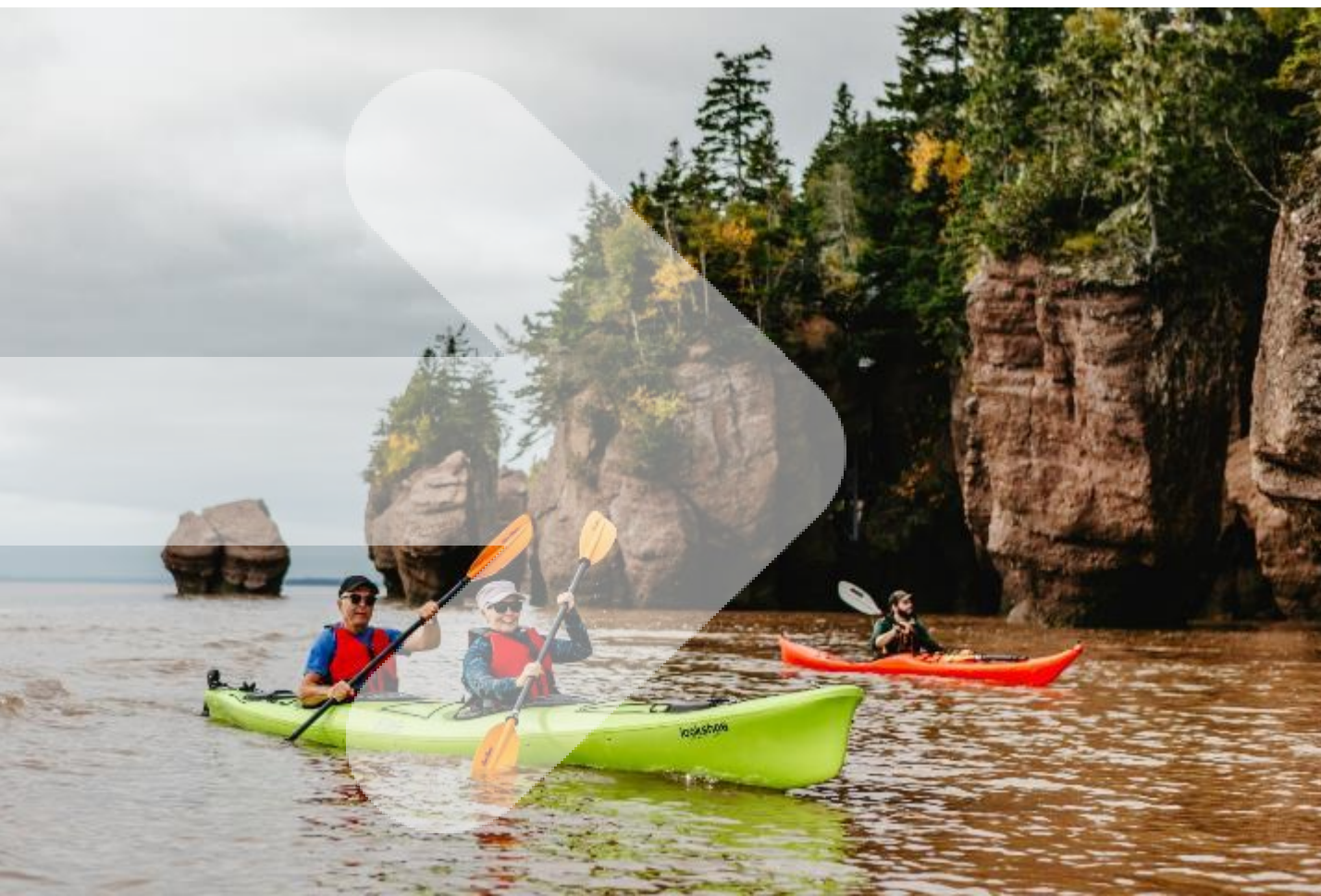
38

↑ 25
from 2023

A group of people are sitting at a wooden table in a restaurant or bar. They are all smiling and holding glasses of beer, suggesting a social gathering. The background is slightly blurred, focusing attention on the people in the foreground. The overall tone is warm and inviting.

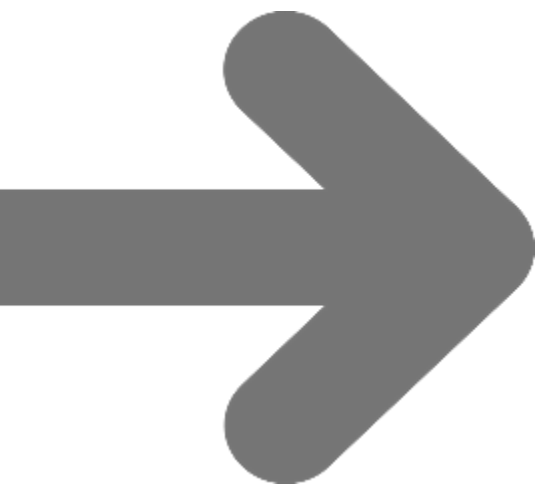
Regional Destination Marketing & Sales

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



Economic Developers Association of Canada Award
Bay-cation Campaign



Destination Campaign

44M
Impressions
↓ 15% from 2023*

In market throughout the Maritimes, Ontario, New England, as well as testing the Quebec market.

Event Ads

10.5M
Impressions

Digital advertising for events throughout the region.
ie: Winterfest, Moonlight Bazaar, Vicky Day

Sponsorships

24
Sponsored Events

AREA 506, KV Music Fest, Fundy Sea Shanty Festival, Saint John Seaglass Festival, Saint John Beerfest, Violet Festival, Buskers on the Boardwalk, Thirdshift, Shakespeare at Place Fort La Tour, etc.

*Year-over-year impressions fluctuate and reflect market-wide shifts in media pricing and distribution.



2024

Estimated EI for Meetings & Conventions Assisted:

\$3.4M

↑ \$700,000
from 2023

Assisted in Securing Events for Future Years

13

↓ 10
from 2023



SPORTS & MAJOR EVENTS

2024

Estimated EI for Sports & Major Events Assisted:

\$3.3M

↑ \$500,000
from 2023

Assisted in Securing Events for Future Years

3

Equal to 2023

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

- 55 people participated in 2024
- No Wrong Door service model

Travel Trade & Travel Media

- Selling the Saint John Region at national events.
- Hosting Familiarization Tours with qualified clients in partnership with Tourism New Brunswick.
- 17 travel media writers hosted.



The background is a warm-toned, semi-transparent image showing a hand holding a pen, poised to write on a document. The document contains various business-related graphics, including a pie chart, a line graph with multiple data series, and a bar chart. The overall aesthetic is professional and analytical.

Measurement

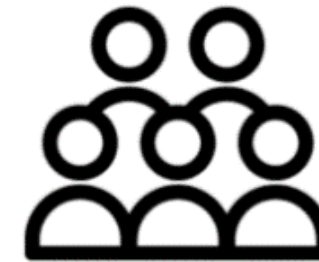
Envision Saint John tracks the results that matter most
– those that directly impact people and municipalities
in the region to clearly illustrate momentum.

10-YEAR REGIONAL OUTCOMES

Presently 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%

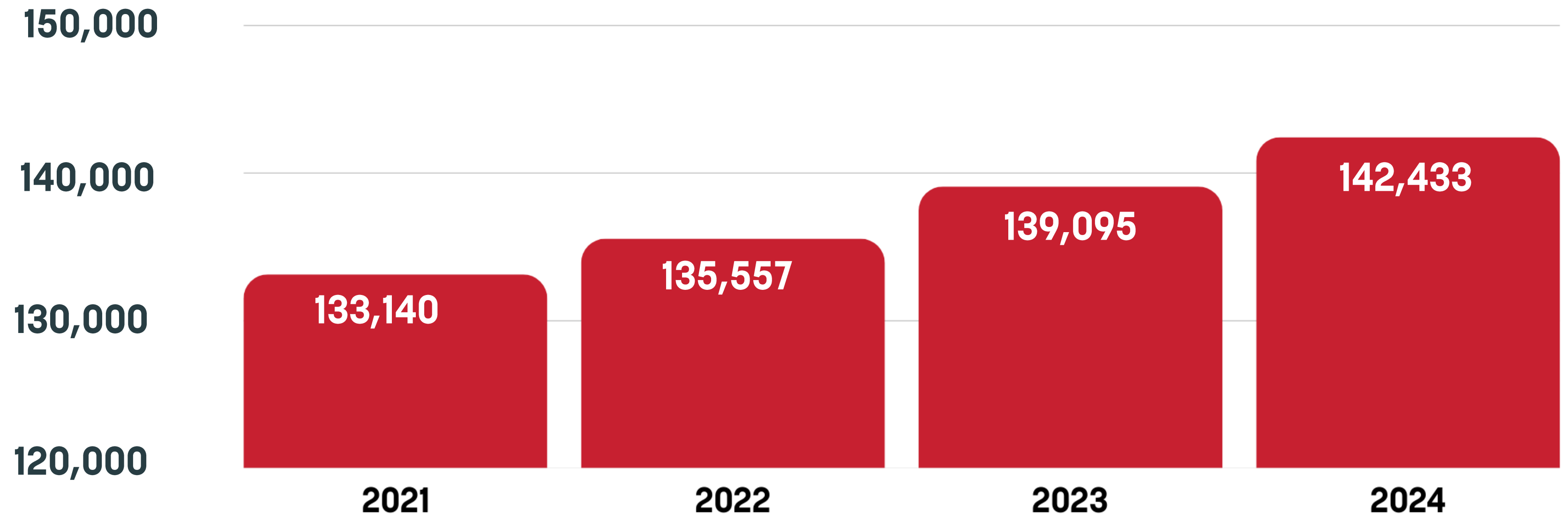


**STRONGER
PLACE BRAND**

REGIONAL OUTCOMES

Population Growth 2021-2024

● Population Saint John (CMA)



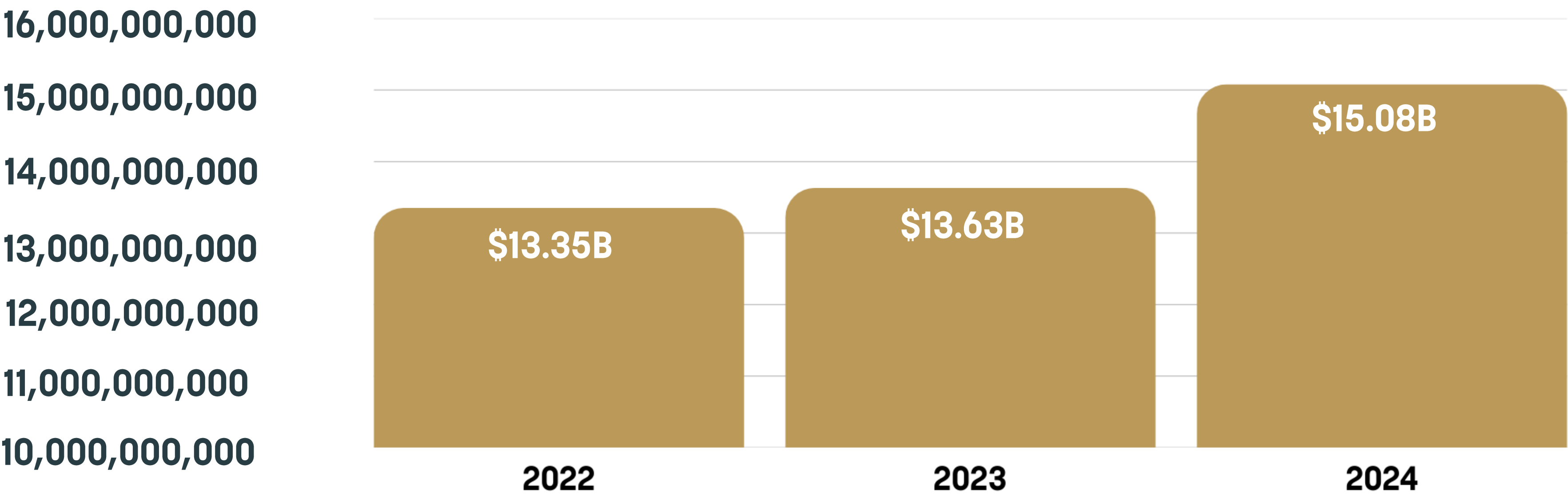
2021 – 2024 Progress: 9,293 New Residents

Source: Statistics Canada

REGIONAL OUTCOMES

Property Tax Base 2022-2024

● Tax Base



2022 – 2024 Progress: 12.96% Growth

Source: Government of New Brunswick

REGIONAL OUTCOMES

Place Brand



56%

of residents are likely to recommend the Saint John Region as a place to live.



35%

of residents are likely to recommend the region as a place to work.



77%

of visitors had a positive impression of the Saint John Region.

Source: 2024 State of the Region Survey Results

NEW REGIONAL KEY PERFORMANCE INDICATORS

2025 - 2030



JOB CREATION

Total number of new jobs and number of new jobs by target sector.

WEALTH GENERATION

Measuring year-over-year median household income growth



NEW RESIDENTS

Number of new residents year-over-year

NEWCOMERS RETAINED

Number of newcomers retained year-over-year



HOUSING STARTS

Number of new housing units created

EDUCATION ATTAINMENT

Tracking year-over-year educational attainment growth



INDUSTRIAL GROWTH

Tracking the value of industrial building permits year-over-year

VISIT NIGHTS

Number of overnight visits year-over-year



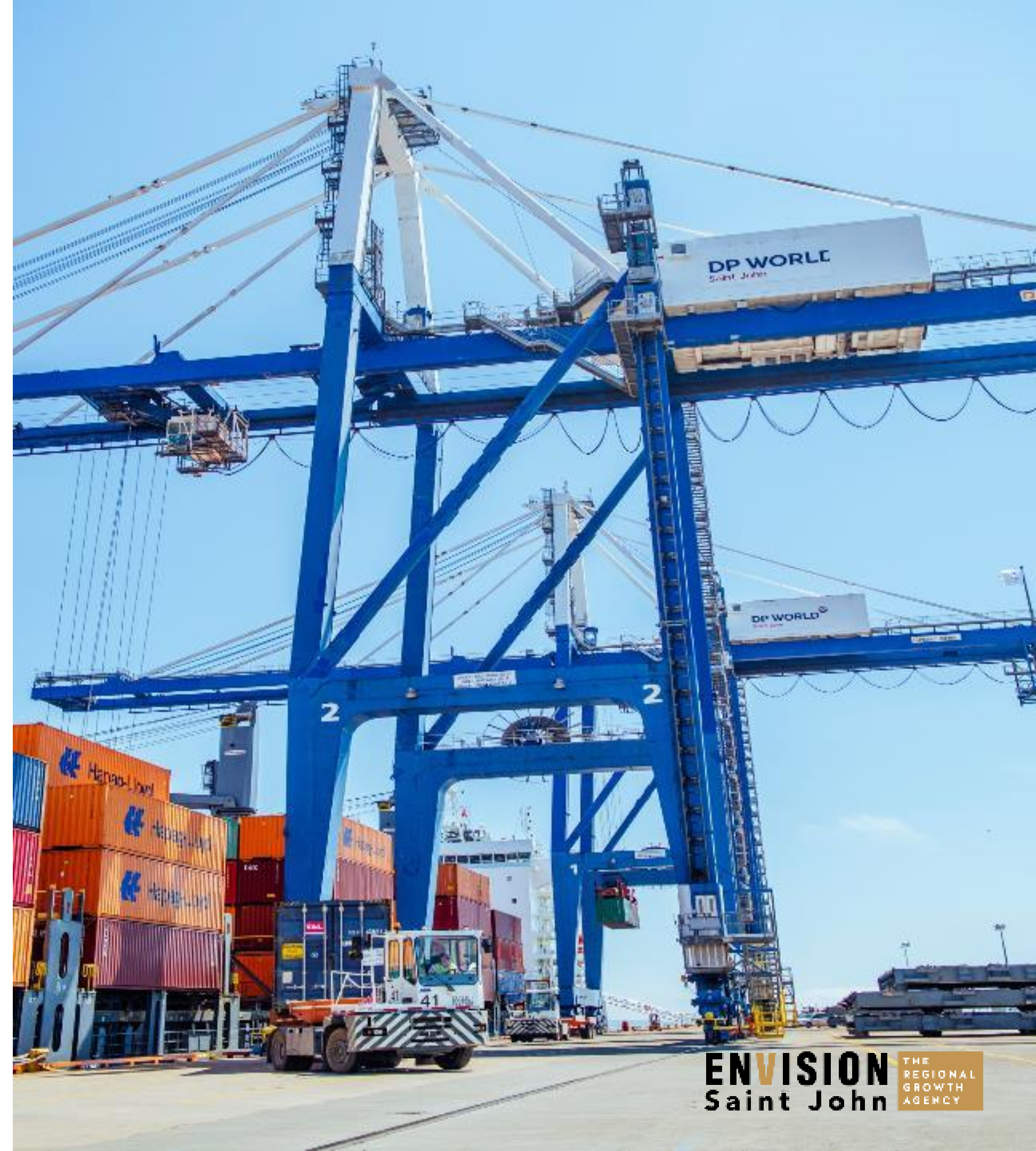
WHAT'S NEXT

Strategies:

- Agency Strategy Plan
 - ✓ Q2 - 2025
- Immigration Strategy
 - ✓ Q2 - 2025

Priority Areas:

- Saint John Local Immigration Partnership
- Business Retention & Expansion Program
- Trade Diversification
- Continued focus on advancing the Regional Economic Development Strategy and Tourism Master Plan.



ALWAYS MOVING FORWARD

ENVISIONSAINTJOHN.COM

THE
**SAINT
JOHN**
REGION

ENVISION
Saint John
THE REGIONAL GROWTH AGENCY

DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY