

Q2 2025: Agency Update

Strategic Initiatives

1. Envision Saint John Strategic Plan

- The Agency's new strategic plan was approved by the Board of Directors.

2. Regional Immigration Strategy

- "Pathways to Belonging: A Collaborative Vision for Newcomer Success in the Saint John Region" was approved by the Saint John Local Immigration Partnership Council and endorsed by the City of Saint John Growth Committee as the new community plan. A communications rollout is planned for Q3 2025.

3. Event Strategic Framework

- Launched the development of a Regional Events Strategic Framework in partnership with Grant MacDonald of GM Event Inc. The first engagement session convened over 40 stakeholders from the sport and major events ecosystem to identify current state and a vision for the region. Future sessions slated for Q3 will focus on roles and responsibilities, and funding.

4. Halifax Partnership Engagement

- The executive team connected with the Halifax Partnership to discuss knowledge-sharing opportunities and best practices. This included attending the Partnership's AGM and roll-out of the Halifax Index.

Strategic Communications

1. Q2 Growth Stories

- [From a Courthouse to a Playhouse: Saint John Theatre Company's New Stage for Arts & Culture](#)
- [Turning Empty Spaces into Creative Places - Glass Roots Studio](#)
- [OSCO Construction Group: Expanding from Strong Roots to New Ground](#)
- [From Storytelling to Tech: The Evolving Journey of First Nations Storytellers](#)
- [Medical Student Chooses to Build Career in the Saint John Region](#)

Tourism Promotion, Sales & Marketing

1. Destination Campaigns

- The 2025 destination campaign launched in April across Ontario, Quebec, and the Maritimes. Television ads can be seen nationally through the Public Service Announcement Ad Bank on networks like CNN, TLC, and AMC.
- The 2025 Tourism New Brunswick co-investment campaign targeting New England launched in May.
- The Agency hosted American influencer Jess Litras in June. Jess is based in Massachusetts and will be sharing content on her social channels.
- The Backyard Bay-cation campaign featured monthly reels and giveaways, showcasing experiences in the Saint John Region - including Fundy-St. Martins, and Uptown Saint John dining, City Market, and galleries.
- Social media campaigns supported events including Burger Week, Violet Festival, Ribfest, Roll Call, Come From Away Musical and more.

2. Tourism Activation - Imaginature

- Envision Saint John joined Tourism NB and other destination partners from around the province in Montreal for Imaginature, an 360-degree immersive video experience and consumer exhibition. The activation attracted 18,500+ visitors over two days. A VIP event engaged Quebec-based travel planners, meeting planners, industry partners and media.

3. Welcome Centres

- The AREA 506 Welcome Centre opened May 16 in partnership with Port Saint John.
- Welcome Ambassador training was delivered in-person and online to welcome centre staff and frontline staff from local operators. A French version of the full training and a version tailored for locals is coming in Q3.
- Delivered hands-on photography and video workshops for tourism operators with Mark Hemmings and Greg Hemmings.
- Released updated Visitor Guide and Historic Walking Tour Brochure for 2025-2026.

4. Meetings & Conventions Sales

- The sales team attended the Venue Series (Montreal), Make a Wish Golf Tournament (Halifax) and The Canadian Society of Professional Event Planners National Conference (Kingston) to build relationships with potential clients looking to host future business events.
- Five new bids submitted for future business.

- Confirmed Wins: Atlantic Mayors Congress 2025, Federal, Provincial and Territorial Meeting of the Deputy Ministers Justice & Public Safety 2025.

5. Sports & Major Events

- The official announcement of Saint John Region and Moncton as co-hosts for the 2029 Canada Summer Games took place in Fredericton on April 2.
- The sales team attended Men's World Curling Championship in Moosejaw to gain knowledge about future opportunities.
- Submitted bids for national and international events in 2026, 2027, and 2028.
- Confirmed Wins: Lacrosse Founders Cup 2026.

6. Travel Trade & Media

- The sales team attended Destination Canada's Rendez-vous Canada marketplace in Winnipeg with local operators to attract future group and independent travel to the region.
- The marketing team attended the Travel Media Association of Canada marketplace in Saskatoon with Tourism NB pitching the Saint John Region.

Population Growth & Workforce Development

1. Population Growth

- Planning and development for a new talent attraction campaign targeting Ontario, launching in Q3-Q4.
- Partnered with Information and Communications Technology Council's "Go Talent" platform to attract international ICT professionals.
- Co-hosted a webinar with Immigration, Refugees and Citizenship Canada for more than 60 employers to help navigate recent immigration policy changes.

2. Workforce Development

- Summer Jobs Job Fair: Connected 150+ youth with over 20 employers.
- Women's Career Expo: Linked 70+ women to over 30 employers.
- Partnered with Fusion Saint John to launch a Summer Student Initiative, organizing three engagement events.
- Hosted immigration program info session for Hampton Area Chamber of Commerce members.
- Continued sponsorship and engagement: YMCA's Newcomer Champions, We Believe, Skills Canada NB, and more.

3. Saint John Local Immigration Partnership (SJLIP)

- Attended national francophone immigration conference in Moncton.
- Supported World Refugee Day and Canadian Multiculturalism Day celebrations.
- Planning underway for Welcoming Week 2025.
- [Our Region, Our Home](#) campaign was relaunched with new ads at Cineplex and the AREA 506 Container Village.

Investment Attraction & Real Estate Development

1. Industrial Investment Attraction

- Continued investigation into industrial prospects for the region based on the value proposition, current assets and evolving global opportunities.
- Engaged in 10+ active attraction opportunities in collaboration with Opportunities NB and Invest in Canada.
- Supported rezoning of Spruce Lake Industrial Park Expansion.
- Presented to the City's Growth Committee on the importance of industrial growth.
- Formed an Energy Sector Working Group and began exploring opportunities tied to national trade and infrastructure shifts.
- Updated and refreshed all industrial marketing collateral.

2. Real Estate Development

- Engaged with the development planning on 85+ projects and with 50+ developers.
- Continued collaboration with Province and religious institutions to determine if there are surplus and underutilized lands that could be primed for development.
- Explored 50+ sites through the site activation program.

Entrepreneurship & Business Growth

1. Impact Loan

- Assisted 13 businesses through the application process.
- Approved 5 loans totaling \$205,000 to support startup and expansion.
- Expanded the Impact Loan Committee to nine community members, onboarding four new members in June.

2. Entrepreneurship

- Delivered Business Essentials workshops to 22 participants in partnership with ConnexionWorks.

- Provided navigation and support to 58 entrepreneurs.
- Delivered entrepreneurship programming to 120 high school students across two institutions.
- Presented available tools to WorkingNB and Post-secondary Education Training and Labour teams.
- Sponsored and advised the Small Business Marketing Summit, with 120 local attendees.

3. Health Care Recruitment & Retention

- Key program advisor and sponsor for the 2025 Current State of Health Care - Challenges and Opportunities Ahead held by The Chamber.
- Sponsored and attended the Saint John Regional Hospital Foundation Medical Innovators' Challenge.
- Welcomed two 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 & Technology

1. Dashboard 3.0

- Planning and design began for a new Regional Growth Dashboard, with launch anticipated in Q4. It will feature improved performance, better mobile functionality, and updated KPIs.

2. Customer Relationship Management (CRM)

- CRM onboarding continued. Tourism, entrepreneurship, and marketing are now live. Population Growth, Workforce, Real Estate, and Industrial Development teams will join in Q3. A unified system will streamline case management and service delivery.

3. Occupational Analysis

- Completed detailed analysis of employment clusters in the region, evaluating demand, education alignment, retirement risk, and wage competitiveness.

Administration

1. Human Resources

- Members of the team attended Advancing Economic Development Opportunities course to complete their Economic Development Certificate from UWaterloo and the Economic Development Association of Canada.

2. Truth & Reconciliation

- The team completed the JEDI Indigenous Reconciliation Awareness Module and participated in a Blanket Exercise to further understanding and commitment to reconciliation.