

STRATEGIC VISION

ENVISION
Saint John

THE
REGIONAL
GROWTH
AGENCY

envisionsaintjohn.com

ENVISION SAINT JOHN: THE REGIONAL GROWTH AGENCY

is accelerating regional growth by connecting innovators, entrepreneurs, and builders to get stuff done now.

10-YEAR OUTCOMES

**MORE
PEOPLE**

growing the population by

25,000

**MORE
TAX REVENUE**

increasing municipal property tax by

30-35%

**STRONGER
PLACE BRAND**

our community is highly regarded and our people are proud ambassadors

GUIDING PRINCIPLES

IN SERVICE

Service to others
Create the conditions for success
Atmosphere of trusted space
Attract change rather than force it

WHOLE-SYSTEM VIEW

Looks at the larger picture – alignment
Identifies platforms and players
Diversity of participation

AGILE

Shared experimentation
Iterative learning and action
Monitors and catalyzes execution

GRATITUDE

Appreciation of all the good in the region
Recognition and celebration of reaching goals
Highlights other's contributions

AUTHENTICITY

Strength-based approach
Lean into natural assets
Growth mindset
Sense of belonging and community

STRATEGIC PRIORITIES

GROWTH READINESS

How well the region anticipates and prepares for growth including labour, real estate, healthcare, etc.

TALENT ACQUISITION & PIPELINE

A complex strategy to grow the working population including immigration, repatriation and retention.

ENTREPRENEURSHIP & BUSINESS GROWTH

Assisting with start up, scale up, access to capital and business connections.

Engaging entrepreneurs and leaders to design a high-potential innovation play for our region

CORE SERVICES

- METRICS & MEASUREMENT
- INVESTOR RELATIONS
- MARKETING & SALES
- COMMUNICATIONS & STAKEHOLDER RELATIONS

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