

## Q1 2024: Agency Update

### Strategic Initiatives

#### 1. Launch of Regional Economic Development Strategy & Tourism Master Plan

- Steering committees formed with strong regional and subject matter representation.
- In-person workshops with consultants (Resonance) were held in February 2024 - stakeholder interviews are ongoing.
- A sector specific roundtable discussion took place in late March to further develop insights on the state of the region.
- A visitor and community survey launched in mid-March to gather data from residents, business owners, and past/future visitors to the region.
- Final strategies and action plans are expected to be delivered in Q3 2024.

#### 2. Multi-modal Transportation & Distribution Park

- Deloitte has been engaged to help evaluate the opportunity, and develop the future Business Case, for a Multi-modal Transportation & Distribution Park in the Saint John Region.
- Funding for the study has been received from ACOA and RDC in addition to investments from Envision Saint John, Port Saint John, the City of Saint John and the Saint John Airport.
- The final business case will be delivered in Q3, 2024.

### Strategic Communications

#### 1. Stakeholder Updates

- Dates have been set for an in-person Tourism Industry Stakeholder update (April 25) and year-end agency update (May 30).

#### 2. Q1 Growth Stories

- [The Inspiring Rise of Hampton's Trio Creating a One-of-a-Kind Hub at the Porch](#)
- [A Starry Success: Pioneering Astro-Tourism in New Brunswick](#)
- [Creating Breakthroughs at Broken Pieces Rage Room](#)

## Administration

### 1. Staffing Updates

- Tourism Growth Coordinator and Project Manager roles posted, and interview process took place. Both positions slated to start in April.

### 2. 2025/2026 Budget & Workplans

- The agency's budget and workplan process for both 2025 and 2026 launched to ensure compliance with the FRSC's budget deadlines.

### 3. Agency KPIs

- An updated draft model for internal KPI measurements and reporting was developed and will be presented to the Board in May 2024.

### 4. Truth & Reconciliation

- Working with partners, a Land Acknowledgment for the Saint John Region was developed and will be used moving forward at Agency events and displayed on the Agency's websites.
- The VP of Marketing, Communications & Strategic Initiatives and the Marketing & Communications Coordinator joined the City of Saint John's Truth & Reconciliation Committee.
- A sponsorship agreement to support the first Powwow that is being held in the City of Saint John in the fall of 2024 was established. Envision Saint John staff are participating on the event steering committee.

### 5. Rainbow Registered

- The agency completed the assessment to be recognized as an accredited business deemed market ready for 2SLGBTQIA+ customers and was given the program's designation - [Rainbow Registered](#).

## Tourism Promotion & Marketing

### 1. Brand Guidelines

- New, ownable, brand guidelines for the destination have been finalized. These guidelines will help to guide any future destination campaigns.

### 2. Destination Campaign

- New campaign development, highlighting a "Bay-cation" in the Saint John Region. Campaign launch, April 2024.

### **3. Tourism New Brunswick (TNB) - Co-Advertising Investment**

- Partnership for a co-advertising opportunity was established with TNB to target US market, launching in spring/summer 2024.

### **4. TNB Funding Applications**

- Successfully applied for funding to support tourism-related marketing efforts.
  - This includes \$50,000 in marketing support and \$100,000 matching dollars for the co-advertising opportunity listed above.

### **5. TNB Activation - Naturescape: An Immersive Experience**

- A take-over of the Toronto Design Exchange was held following the Season 2 launch of Maestro Chef Wes. This partnership with TNB offered a three-story New Brunswick Activation - Envision Saint John staff showcased the Saint John Region as a perfect destination and amazing place to live.

### **6. Welcome Centres**

- Training preparation and hiring for the upcoming high season for the Welcome Centres underway.

### **7. Social Media Campaigns**

- A winter campaign promoting things to do both indoors and outdoors throughout the Saint John Region was in market from mid-January to March Break.

### **8. Meetings & Conventions Sales**

- Ottawa Meet Week took place in February 2024.
- The Agency engaged a third-party for lead sourcing and follow-up on new opportunities is ongoing.

### **9. Business Events Partnership**

- The second phase of a strategic plan and corresponding action plan for a provincial Business Events strategy, being led by Tourism New Brunswick, is underway with an external consultant - Floor 13.
- This is a partnership with Destination Moncton/Dieppe and Fredericton Tourism.

## Sport & Major Events

### 1. 2029 Canada Games

- A letter of intent to submit a joint bid with Moncton for the 2029 Canada Games was submitted on behalf of the region's municipalities.
- An external project manager was hired to lead the development of the technical bid, which is due in June 2024.

### 2. Sport Event Congress (SEC)

- Envision Saint John Sales Manager attended the SEC, which is Canada's premier marketplace for the sport tourism industry.

## Population Growth & Workforce Development

### 1. Population Growth

- Application submitted to the Federal Government (IRCC) to host the Saint John Local Immigration Partnership (SJLIP) for the 2025-2030 contract period. The transition of the SJLIP from the City of Saint John will provide a regional scope for the successful integration of newcomers to the region.
- Launch of the [New Resident Service Portal](#) via the Envision Saint John website. This tool compliments efforts to the Welcome Centres, providing a digital resource for navigating services in the region. A marketing campaign was also in-market, promoting the portal from January - March 2024.

### 2. Workforce Development

- Development of the 2024 Talent campaigns underway with a continued focus on youth retention and attraction, interprovincial attraction, and local resident retention.
- Launch of a Recruitment Events Taskforce intended to inform all agents in the ecosystem about recruitment efforts taking place in the region, while fostering collaboration.
- Launch of a monthly Employer Newsletter - providing a touchpoint with HR practitioners in the region to support their talent acquisition development.
- The agency hosted an intern from the Job Developers Network and supported a job fair for the tourism industry, as well as the development of a [website](#) that provides various supports for jobseekers.
- Continuous collaboration with Opportunities New Brunswick (ONB) on workforce development initiatives and investment attraction pitches.

## Economic Intelligence, Investment Attraction & Real Estate Development

### 1. Economic Intelligence

- Updated Visitor data on [Regional Growth Dashboard](#), including detailed information on where visitors are coming from.
- Completed a series of Economic Impact Contribution Studies for partner organizations and events, including the Town of Quispamsis and the University of New Brunswick.
- Draft of Residential Market Study completed. Following engagement with municipal partners, the study will be rolled out publicly.
- Developed a process to identify a partner to collaborate as an Economist of Record / Chief Economist for the agency.

### 2. Investment Attraction

- Worked with Invest in Canada and ONB on several major industrial investment attraction opportunities.
- Completed engineering and feasibility analysis for the use of provincial land in Lorneville for medium and heavy industrial development.

### 3. Real Estate Development

- Assisted more than 50 development clients on projects representing more than 5,000 units.
- Updated Regional Housing Market sales sheets.
- Executive Director of Real Estate & Economic Intelligence attended Modular Construction conference in Toronto.
- Executive Director of Real Estate & Economic Intelligence and Real Estate Manager attended the Atlantic Real Estate Forum in Halifax.
- Convened a platform of property owners and developers to discuss the future of Main Street.
- Collaboration with the Elias Group, Port Saint John, and the City of Saint John on optimizing the future development and use of the waterfront.
- Worked with municipal partners to leverage municipal properties for development.
- Worked with municipalities to identify privately owned properties to explore feasibility and help identify paths to development.

## Entrepreneurship & Business Growth

### 1. Impact Loan

- Expansion in funds via the Impact Loan program from \$25,000 to \$50,000 was implemented via ACOA funding, along with the removal of age restrictions for expansion loans.
- A [new video](#) highlighting Impact Loan recipients launched in March as well as a marketing campaign highlighting the program and entrepreneurial training supports in the region.

### 2. Entrepreneurship

- Partnered with UNB Saint John's Business Administration program to host a roundtable panel discussion on entrepreneurship targeting MBA students.
- Supported the [Empowering Women in Business Event](#) via logistics, planning, marketing, and sponsorship. Director of Entrepreneurship & Business Growth served as a guest speaker on navigating opportunities for women in business panel.
- Presented to more than 20 businesses in Hampton at the Hampton Chamber of Commerce - discussed the economic landscape of the region and provided business resource navigation support.
- Q1 saw an increase of 35 per cent year-over-year business navigation assistance provided by the Entrepreneurship & Business Growth team.

### 3. Health Care Recruitment & Retention

- Hosted three physicians in partnership with Horizon Health Network to showcase the Saint John Region.
- Development of a Physician Recruitment video - including a filming day at Dalhousie Medicine New Brunswick.