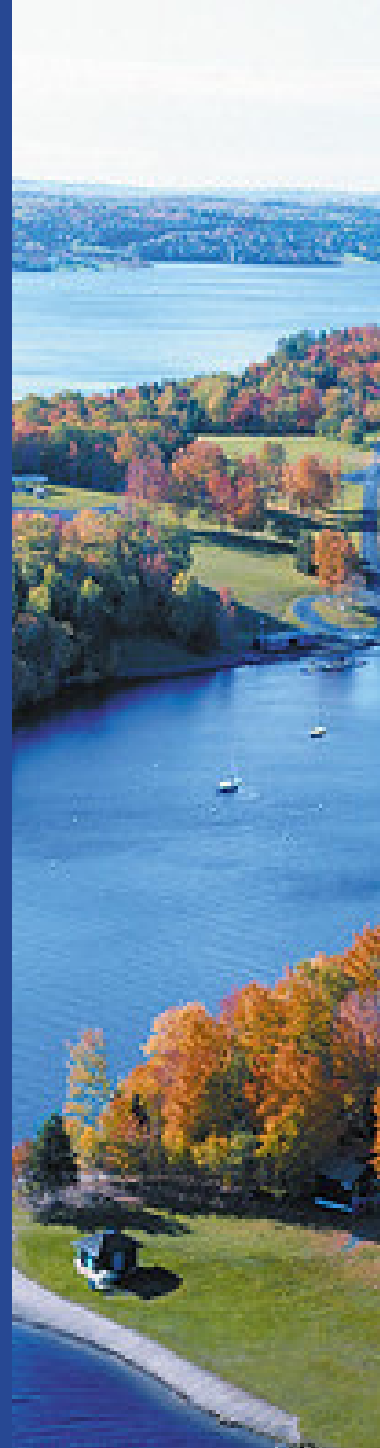
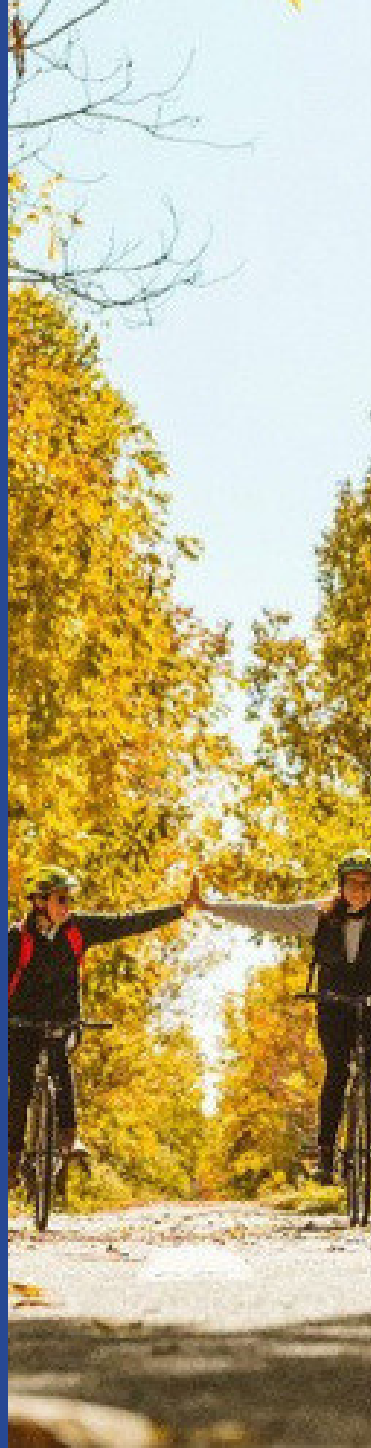
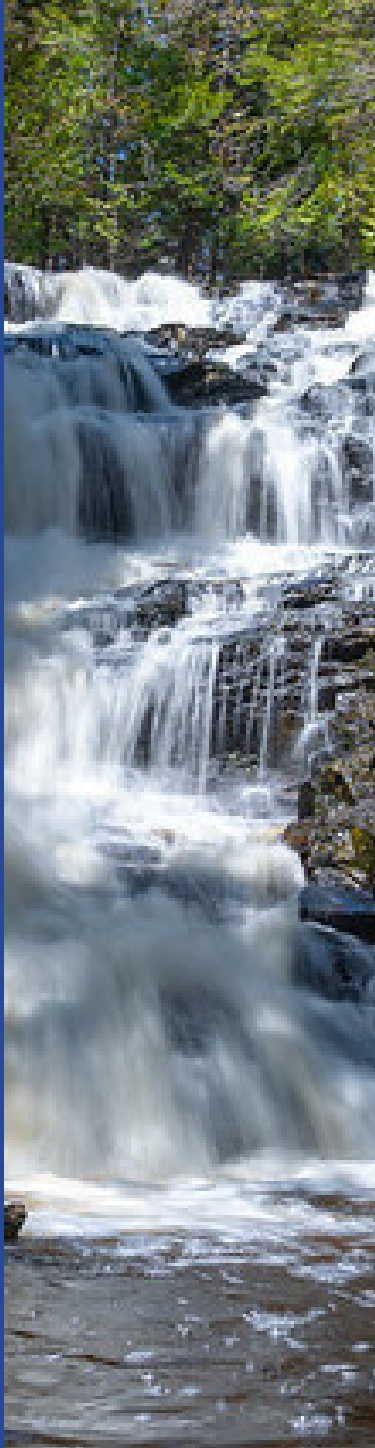




IGNITE

2023 Q1 REPORT



LOCALLY FOCUSED | REGIONALLY CONNECTED | GLOBALLY AWARE

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OUR MISSION

to lead integrated economic development growth through diverse initiatives that create an environment for our communities and businesses to be successful



Sarah Corey Hollohan CEO

EXECUTIVE REPORT

The first quarter of 2023 was filled with engaging meetings with stakeholders and new partners, collaborative meetings around what is to come in the remainder of this year and onto the next and a flurry of forward-looking projects and initiatives being considered.

Over the first few months, over 20 meetings with new entities and stakeholders were held as part of the onboarding phase of regionalization, as well as numerous meetings with both the Capital Region and Western Valley service commissions and their teams to review our anticipated phased approach into regional economic development.

As we wrap up phase two, we are encouraged by the conversations held and the enthusiasm brought to many of the economic development topics discussed and we really look forward to engaging with the communities, the entities and partners within our geographical regions in our next phase; Phase three community activation.

As you will see as you read through this first quarterly report, both business growth and workforce development teams have been consistent in delivery and remained focused on client centred program delivery.

PHASE 1
**INTRODUCTIONS
AND UPDATES**

PHASE 2
**MAPPING &
PLANNING**

PHASE 3
**COMMUNITY
ACTIVATION**

FORWARD THINKING

We look to secure workforce development funding early in the second quarter to continue to support workforce connections and talent recruitment, something that the entire business community is looking for assistance on.



BUSINESS GROWTH

Enterprise growth and retention, including job creation, in all sectors

Andrew Lockhart - Director

ACHEIVEMENTS / MILESTONES

SUPPORT

The business growth team worked with a diverse range of businesses, providing support to assist them with 2023's new challenges and opportunities. This was done through in-depth consultations, partner collaborations, programming and more. For example, the startup team met with 63 entrepreneurs, ranging from the Ideation to Startup Stage in their business.

FUNDING

This quarter, Ignite supported 11 companies by coaching, reviewing and approving them through the SEED Grant process, enabling them to unlock financial capital allowing them to grow. The grant continues to have a strong impact on our business community, and we look to continue this momentum with a new proposal moving into 2023/2024.

In addition, from the 11 companies supported, 5 were also approved for our Impact Loan to support the activities to start their business.

PROGRAMMING

Ignite launched and completed the Social Entrepreneurship Program Pilot with St. Thomas University (STU). Over four months, 11 students/entrepreneurs developed business plans and set up their own social enterprises. The cohort included a diverse group of 9 international students, one veteran, and one indigenous student, concluding in 8 internships available to work on their business during the summer.

In addition, Ignite hosted the Business Immigrant Essentials Program. This program was cohort-based with 18 newcomer participants over the course of 5 weeks. Throughout the sessions, the participants learned about the different attributes of Canadian Business and how to build a business.

PLANET HATCH

Planet Hatch welcomed 11 new members this quarter with projections to exceed that number in Q2. Total membership reached 46 member companies with 50% of those companies being newcomer led businesses. Planet Hatch also hosted several events including Tribe – Black Business event, Fredericton's - BOOST Fredericton event and a few networking events that ranged in program graduations and newcomer support.

START | GROW | THRIVE

FORWARD THINKING

Ignite continues its momentum with strong and relevant business support. Some upcoming examples include the Social Entrepreneurship Program graduation, a new set of entrepreneurs hosted on Ignite's podcast: Locked on Local, a new Farmers Market Ready Workshop and our second edition of the Managing Your Digital Footprint Program.

BUSINESS GROWTH

Team KPI's and IMPACT to date



Andrew Lockhart
Director



Ori Cordido
Specialist



Mikala Watson
Coordinator



Tara Leavitt
Coordinator

212

HOURS OF CONSULTATIONS
& COACHING HOURS

JOB CREATION
SUPPORT (FTE)

36

“

When Planet Hatch reached out about the grand fund, I was thrilled and very grateful to apply. It was a comprehensive and seamless process with a quick turnaround - a wonderful experience overall. The team at Planet Hatch is fantastic.

- Kara LeBlanc, MedReddie

”

SKILLS DEVELOPMENT
HOURS

549

2

PROGRAMS
LAUNCHED

“

Collaborating and partnering with Ignite was crucial for the success of St. Thomas University's pilot Social Entrepreneurship Program, and its cohort of 11 student entrepreneurs. Being able to plan workshops and a flexible schedule, have access to the business network in Fredericton, and receive ongoing support throughout each step of the program was exactly what we were looking for.

- Clara Santacruz, Experiential Learning Coordinator St. Thomas University.

NEW BUSINESS
STARTUPS

11

11

SEED GRANTS

IMPACT LOANS
APPROVED

5

05

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



Nausheen Ali - Director



WORKFORCE DEVELOPMENT & ATTRACTION

Creating pathways for labour force connections through skilled worker/newcomer attraction

CONNECT | INTEGRATE | RETAIN

ACHIEVEMENTS / MILESTONES

WORKFORCE STRATEGY

2023 started off with a renewed energy focusing on the workforce implementation plan which was set in motion late last year. The two working groups commissioned by the CREW (Central Region Employment and Workforce) Partnership completed work on their assigned projects, namely Employer engagement diagnostic survey and updated assets map for workforce support. Final reports for these projects are in the works and will be presented to the CREW along with recommendations during Q2. These recommendations will help devise an implementation plan for the second year of the strategy. The Connector program has gained widespread recognition among newcomers as a tool to help them grow their professional connections that provide mentorship and bring them a step closer to employment goals.

WORKFORCE ATTRACTION

Our engagement with the Prepare for Canada (PfC) platform continued and we delivered two live webinars and one live panel for potential immigrants from across the world. However, this was our last quarter working with PfC. We have now identified some more cost effective and efficient attraction platforms which would help increase our reach into a larger geographical area and more diverse communities. Monthly exploratory presentations about the region continued as well. We also participated in two partner driven job fairs, one by University of New Brunswick and other by St. Thomas University to help international students learn about the opportunities available in our region and enabling their decision to stay and work here.

INTEGRATION & RETENTION

Q1 was used to plan the Economic Empowerment Program for Immigrant Women from a pilot program to a permanent program. With an expanded curriculum and additional speakers, this is now a permanent program which gives selected high-potential immigrant women the opportunity to improve their skillset and connect with industry leaders.

Another significant achievement was the launch of "Ignite Your Network", a monthly networking event designed to support newcomer integration and retention. The March event was dedicated to women leaders in the community and was very well received. Furthermore, our series of capacity building webinars continued with a session on "Building Your Credit Scores in Canada" in conjunction with RBC to help newcomers learn basic financial planning and strategies for building their credit scores. The team also participated in various partner-driven events during Black History Month.

FREDERICTON LOCAL IMMIGRATION PARTNERSHIP

Following a strategic change in 2022, a newly formed Newcomer Partnership Council (NPC), the advisory council of the FLIP representing 11 community partners, convened for a strategic planning session to set the priorities for the coming year. The council unanimously agreed to focus on two priorities for the coming year, which include creation of welcoming communities, and promoting newcomer employment initiatives. The team is also closely involved with the Office of Community Inclusion at the City of Fredericton in their initiatives to support diversity and inclusion.

FORWARD THINKING

To keep the momentum going, the following are a few major deliverables among many planned during Q2 that the Workforce team will continue to focus on. This will include developing an implementation plan for the Workforce Strategy for the period of July 2023 – June 2024. There will be continued focus on workforce attraction through participation at the Newcomers Canada recruitment fair as well as continued delivery of programs and events including the Economic Empowerment Program, Ignite Your Network events, and two job fairs in Oromocto and Fredericton. The team will also focus on planning and implementing Immigration "Month" activities for June 2023. The Local Immigration Partnership will also be expanding in the Capital Region (funding request approved by IRCC).

06

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



WORKFORCE DEVELOPMENT & ATTRACTION

Team KPI's and IMPACT to date



Nausheen Ali
Director



Sarah Caissie
Coordinator



Aman Chawla
Coordinator



Doyin Somorin
Manager

START | GROW | THRIVE

189

HOURS OF CONSULTATIONS & COACHING HOURS

JOB CREATION SUPPORT (FTE)

44

“

through the Connector program at Ignite, Immigrants and new members of the community are making great decisions to stay and work in New Brunswick. Thank you and keep doing the great work.

-**Adebayo Ogunleye, Connector in Connector Program**

”

SKILLS DEVELOPMENT HOURS

354

“

We [Office of Community Inclusion] have several ongoing projects to benefit Fredericton's newcomer population directly, but by extension we are building the economic potential of the city. We share a philosophy of "what's strong, not what's wrong" and so are honing in on smaller achievable projects with large impacts, and we have been fairly successful in the early stages. I look forward to our continued cooperation.

- **Graham Nickerson.**

2

STARTUP VISA FILES APPROVED

”

6

ATTRACTION EVENTS

6,954 INDIVIDUALS REACHED

JOB FAIRS & MICRO HIRING EVENTS

2

07

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH





Paula Lehr - Manager

MARKETING & COMMUNICATIONS

Core Services

MARKETING & COMMUNICATIONS

In Q1 of 2023, the Marketing & Communications (MarComms) team put more emphasis on our community engagement and promoting our brand awareness to our larger region. This included several initiatives that asked for callouts on social media to promote businesses in our region. During Black History Month, we had a callout for community members to nominate Black-Owned businesses in the region and we highlighted them on our social media channels. We did a similar callout for Women-Owned businesses around International Women's Day and were met with an overwhelming number of nominations. The community nominated over 35 Women-Owned businesses across our region, from which we chose to shout out 10 of the nominated businesses on our social media during the week of International Women's Day.

In addition to engaging with our community through social media, the MarComms team also created assets to share with our regional partners to allow us to better communicate and tell our story. These assets included a one-pager with information on how to connect with our team through social media, newsletter, or directly with team members. It also included information on the types of promotional stories the MarComms team uses to promote businesses in the region, ranging from shout outs on social media to longer form articles. Some of the assets created were internal and some created for our partners, stakeholders and clients which will be tools for our new Business Development Officers to use when engaging with business owners. We also took time to search and follow regional entities and groups in order to share, repost and tag their stories to support our existing audience and attract new regional audiences.

The Ignite website was also a focus in Q1 - we worked with the team to reflect our new pillars and to identify ways to make the website a better user experience by reorganizing content so that users will be able to identify their needs and connect with the appropriate team through call-to-action buttons on the site. The site now better reflects the entire region with updated graphics (home page animated image) and the new "Our Region" page. Finally, an "Events" page was also added with an option for stakeholders and partners to submit their events.

In January, Ignite moved into our new office space and the MarComms team helped to create graphics and decals to brand our office space, creating a productive and inclusive environment while also highlighting our mission, vision, and goals and to keep regionalization top of mind.

FORWARD THINKING

In Q2 Immigration Month will be a large focus with the goal of identifying regional ethno-cultural organizations and strengthening our communication with them through social media. With the addition of new roles and staff to our Ignite team, the MarComms team will work to create assets and collateral to equip our client facing team members with that will showcase our offerings and the support services. We will also be raising our brand profile through leveraging our team as experts and showcasing who they are and the impact their role has within our eco-system, business owners & newcomers.

MARKETING & COMMUNICATIONS

Team KPI's and IMPACT to date



Julia Pazzano
Coordinator



Paula Lehr
Manager

	Engagement Rate	Impressions	Website Bounce Rate	Earned Media	Paid Media
	5.88%	36 K	61.4%	3	0
	11.95%	142 K	97.50%	3	0
	16%	39 K	67.7%	0	0

2 AWARDS & RECOGNITIONS

- ICF Smart21 Communities
- ICF Intelligent Community Certification

2 SPONSORSHIPS

- NBIF R3 Connecting for Climate Innovation Forum
- St. Thomas University Multicultural Fair

35+

NOMINATIONS FOR INTERNATIONAL WOMEN'S DAY SHOUT OUT



Your support for 2 sisters/women trying to grow a business is NB, is absolutely fantastic.

Cheryl Staples, Atlantic Laser Works - Keswick Ridge



Michelle Hull - Manager

HUMAN RESOURCES & ADMINISTRATION

Core Services

HUMAN RESOURCES & ADMINISTRATION

In Q1 2023, we focused on team development and engagement through a series of strategic planning sessions involving goal setting and workplans for each pillar, as well as planning for a team-wide communication session to take place early in Q2.

As we move forward with regionalization and to ensure that key performance indicators are met, we began the process of adding additional team members as per our hiring plan. Job descriptions were developed and posted for four new roles: Workforce Development Coordinator, Business Development Officer, Economic Analyst and Marketing & Communications Coordinator. Interest in these positions has been high and there is a strong list of candidates. We look forward to finalizing these hires and welcoming new team members in early Q2.

With our growing team, it is more important than ever to ensure our policies and procedures are reviewed regularly and reflect our vision, mission and culture. Early discussions have taken place in Q1 to secure funding for review and updates to our employee handbook, onboarding process and to undertake a compensation review for the organization.

FORWARD THINKING

We continue to interview and add to our team in the upcoming quarter to fulfill regionalization demands and backfill internal promotions of staff. Team development and communication assessments will be ongoing throughout the year to provide the team with the tools to communicate effectively utilizing our established Team Charter.

REGIONAL KEY PERFORMANCE INDICATORS

Scorecard to measure progress

REGIONAL | IMPACT | VALUE

Business Growth		Workforce Attraction			
Strategic Pillar	KPI	2023 Objective	Q1	YTD	
	Job Creation Support (FTE)	480	80	17%	
	Consultations/Coaching hrs	2,175	400	18%	
	Skills Development/ Capacity Building hrs	2,880	903	31%	
	Networking/Connection Building Events	12	2	17%	
	New SEED Grant	10	11	110%	
	New Businesses / Startups	40	11	28%	
	Investment Attraction Wins	3	0	0%	
	Job Fairs / Micro Hiring Events	10	2	20%	
	Attraction Events/People Reached	15/20K	6/6.9K	40%/35%	



LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



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@My-Ignite