



REPORT CARD

SETTING THE STAGE

SARAH COREY HOLLOHAN CEO IGNITE



ECONOMIC DEVELOPMENT IN ACTION

“In 2023, our organization saw substantial growth on multiple fronts. Our team grew in size, our reach expanded, and our understanding of our clients' needs deepened. By working together, we developed creative programs and initiatives to encourage growth and adaptability, setting the stage for a bright future.”

WRAPPING UP 2023

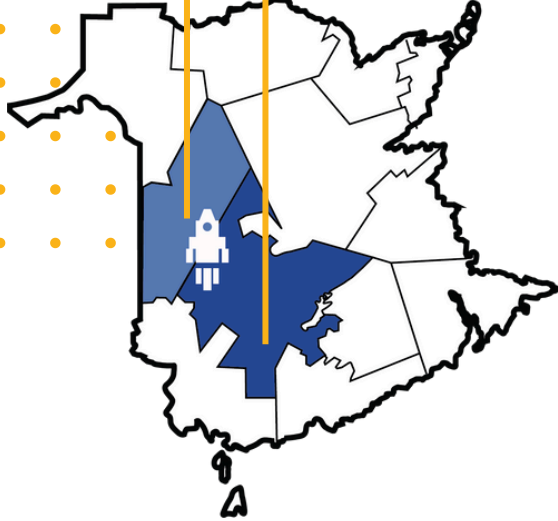
In 2023, Ignite focused on supporting urban and rural businesses, entrepreneurs, and job seekers across regions, achieving set objective and gathering feedback from various stakeholders. Looking ahead to 2024, we're leveraging our foundational knowledge and insights from post-secondary assets, private industry, and government to fuel innovation and create advantages of scale. In the Capital Region, the knowledge economy drives innovation, seen in the growth of ICT, cybersecurity, and AI, with a future focus on green technologies. Similarly, the Western NB's expertise in manufacturing, agriculture, and transportation is evolving with innovative processes and technology. Gathering feedback from business forums in both regions, we're tailoring our 2024 work plan to meet the evolving needs of our clients and the business community.

Amidst the numerous accomplishments of 2023, three areas stand out prominently: strategic advancements in growth, a revitalized focus on human resources, and an elevated level of engagement with stakeholders. These achievements serve as testament to our collective dedication and resilience. As we embark on the opportunities of 2024, I am motivated by the prospect of further growth, innovation, and collaboration. Together, let us continue to push boundaries and redefine success for Ignite, the communities we serve and the Regions we support.

CEO - Ignite

OUR REGIONS

INTEGRATED ECONOMIC DEVELOPMENT THROUGH DIVERSE INITIATIVES CREATING AN ENVIRONMENT FOR OUR COMMUNITIES AND BUSINESSES TO BE SUCCESSFUL



WESTERN NEW BRUNSWICK REGION

A vibrant region where family values, hard work, and community form the core; tradition blends harmoniously with a modern rural lifestyle, against a picturesque backdrop of opportunity, growth, and compassion.

CAPITAL REGION

A place where urban and rural lifestyles coexist harmoniously, offering a unique blend of opportunities and tranquility.

ECONOMIC SNAPSHOT

In 2023, Ignite revolutionized the approach to understanding regional economics with the introduction of our Economic Snapshot dashboard. This comprehensive resource serves as a resource for stakeholders invested in the economic well-being of our regions. By consolidating key economic indicators into a single platform, the dashboard offers insights into the region's economic landscape. From population trends to industry distribution, from employment rates to housing market dynamics, and from educational attainment to commute times, stakeholders gain a holistic understanding that forms the foundation of informed decision-making.

The essence of the Economic Snapshot lies in its ability to empower decision-makers with reliable and up-to-date data presented in an easily understandable format. With this tool at their fingertips, policymakers, business leaders, and ecosystem partners can navigate complex economic terrains with confidence. Armed with insights gleaned from the dashboard, stakeholders are equipped to craft robust economic policies, devise innovative business strategies, and seize investment opportunities that align with the region's economic trajectory.



We also worked on our entity profile pages in 2023.

These individual entity profiles include the assets and highlights of each and will serve as an Investment Attraction tool for prospective businesses looking to move to or start up in our regions.

As mentioned, both the dashboard and entity profiles serve as dynamic instruments for identifying trends and opportunities.

Through these tools, stakeholders and even potential newcomers can discern emerging economic patterns and capitalize on opportunities within the region. This proactive approach ensures that stakeholders remain ahead of the curve, adapting swiftly to changing market conditions and steering the region towards sustained economic prosperity.

WHAT WE DO

HOW OUR WORK HAS AN IMPACT

Ignite is... proud to lead integrated economic development growth through diverse initiatives that create an environment for our communities and businesses to be successful across the Capital and Western New Brunswick Regions.

We create a climate for growth through the support of job creation, entrepreneur development, workforce attraction and community support:

- Population Growth - Attraction, integration, and retention of newcomers and international students
- Investment Attraction, Stakeholder Collaboration & Partnerships
- Sector Growth, Expansion and Export Readiness

What does that mean? Below are just a few examples of the how our work translated into impact



2023 HIGHLIGHTS

WELCOME GUIDE

The welcome guide for newcomers in the Capital Region was launched. This wholistic guide covers the essential information new residents need to navigate community services.

BRONZE AWARD WINNER!

Our economic empowerment program for newcomer women was recognized by the International Economic Development Council (IEDC) on the international stage with a bronze award for community impact.

INAUGURAL NEWCOMER SUMMIT

The first ever newcomer summit for the capital region was held in August, attended by over 350 newcomers and 20 partner organizations.

OUR BDO'S IN ACTION

The Business Growth team worked with over 346 individual businesses in the areas of business development, workforce, marketing and more!

START UP & SUPPORT

Over 62 startups were created with help of a our new line of entrepreneurial support including Business Builder, Business Immigrant Essentials, Business Basics, and more!

BUSINESS FORUMS

Discussions included the importance of community building, meeting local needs, and fostering a healthy and thriving community through collaboration and development.

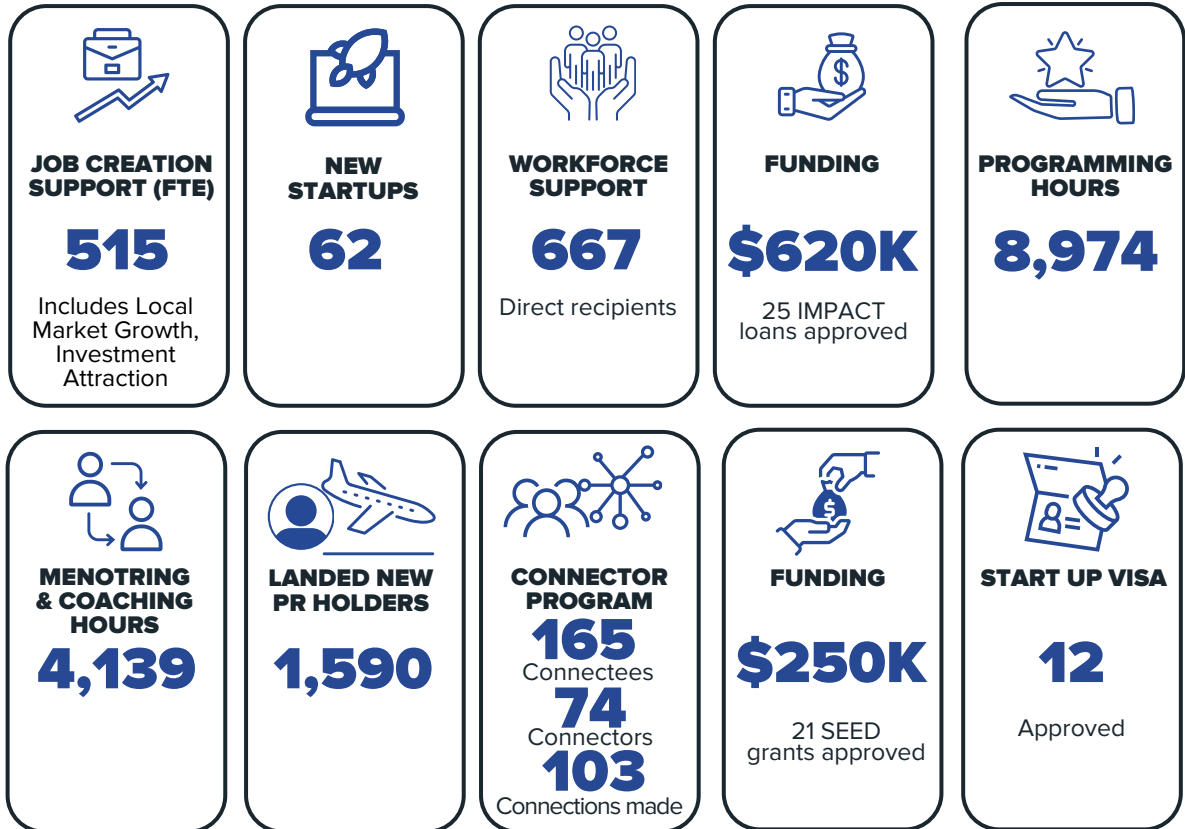
CONNECTOR PROGRAM

In a short period of 7 months, there was a record number of connectees and connectors enrolled, leading to meaningful connections helping newcomers integrate into the workforce.

OUR 2023 SCORE CARD

Each year, we prioritize and assign resources for strategic initiatives that support and drive multiple layers of economic development. The figures demonstrate significant positive effects on the local economy, including substantial income generation, boosted economic activity, increased tax revenues, and enhanced local consumer spending. This kind of local spending not only supports businesses and job opportunities but also fosters community resilience and growth. It's an essential aspect of economic development, contributing to overall community well-being.

FROM STRATEGY TO SUCCESS - IGNITE KPI'S



ECONOMIC IMPACT



SUCCESS INDICATORS



LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH

BUSINESS GROWTH

ENTERPRISE GROWTH AND RETENTION, INCLUDING JOB CREATION, IN ALL SECTORS

Business Growth programming and support aligned with business challenges such as workforce, supply chain and more. This was done by providing support around e-commerce, succession planning, business management, and more.

— “ —

The SEED grant helped us to commission a critical business of equipment that allowed us to scale our manufacturing capabilities approximately 5x.

Laura Richard, Salt Winds Coffee

— ” —

— “ —

I am pleased to collaborate with Adrian and the Ignite team. Our shared vision of growth, development, and retention is a great match, and the team’s dedication to fostering collaboration among key stakeholders demonstrates a strong commitment to enhancing the Western Valley region. Collaboration truly is the key to success, and I’m confident that everyone’s joint efforts will yield positive results.

Terri Langdon, Director, River Valley Strategy & Florencville Facilities
McCain Foods, Florencville-Bristol

— ” —

— “ —


I attended the workshop "Grow with your Business" and it was amazing! I highly recommend it to anyone!

Angela Whitlock, Crabbe Mountain Inn

— ” —



From 
STARTUP
to **SUCCESSION**



FUNDING
\$620K
25 impact loan approved
\$250K
21 SEED grants approved



JOB CREATION SUPPORT (FTE)
277



BUSINESSES SUPPORTED
346



MENTORING HOURS
2,010



NEW STARTUPS
62



EVENTS
72
Programs | Forums
Workshops & Events

WORKFORCE DEVELOPMENT

CREATING PATHWAYS FOR LABOUR FORCE CONNECTIONS THROUGH SKILLED WORKER/NEWCOMER ATTRACTION

2023 was a year of many wins. From the relaunch of the connector program to the end of year celebration of connectors, from winning international awards to launching the first ever newcomer summit, our impact reached newcomer audiences across the region. The launch of the new Welcome Guide for the region will ensure that all newcomers have access to necessary information to help them navigate services and integrate into their new community.



The (Integration Success) program has been more than a curriculum; it has been a transformative experience that has equipped me with valuable skills, insights, and a sense of accomplishment. The unwavering support and guidance from Ignite, alongside the collaborative spirit that defined the cohort, played a pivotal role in our success. Adaeze Emeka - Program participant



Ignite Western NB is an essential partner and through our robust and multi-faceted collaboration, we are ensuring that our programming reflects local economic development opportunities and aspirations. Together we are helping connect students to employers to inspire them to see a bright future in Western New Brunswick. We are working together to welcome, support, and retain students, whether they come from down the road or around the world. Even in its early days, this partnership has yielded meaningful results – we look forward to continuing to deepen the relationship and increase its impact.

Heather Allaby, Vice-President, Engagement and Experience (NBCC)



SETTLEMENT | INTEGRATION | RETENTION

I want to encourage everyone to consider becoming a connector in the Ignite program. It is a great way to discover talented individuals in your region, and the value of helping others, especially during the job-hunting process, cannot be ignored. It is one of the most important steps in everyone's professional journey. I want to express my gratitude to my connector and to Ignite for providing newcomers with this wonderful platform to engage with meaningful opportunities.

Mona Jazinaninejad, Connectee



CONNECTIONS
74
 Connectors
165
 Connectees
103
 Connections made

JOB CREATION SUPPORT (FTE)
238

EVENTS
23
 Programs, workshops, networking and job fairs

START UP VISA
12
 Approved files

MENTORING HOURS
2,129

NEWCOMERS SUPPORTED
1,521
 Through events, programs and networking

YEAR AHEAD

ECONOMIC DEVELOPMENT IN ACTION



OUR MISSION

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

By developing a clear strategy and path forward for the next 24-36 months on tactical impact, Ignite will identify a VISION for 2030.

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What will our regions be known for?

What is our “unfair advantage”?

REGIONAL ECONOMIC GROWTH MOVING FORWARD 2024-2030

By integrating our expertise with regional insights, we have pinpointed five clear growth prospects for Ignite within the next 12 to 18 months. These strategies will serve as the building blocks for VISION 2030.

VISION 2030, commencing in 2025, will be pivotal in fostering ecosystem collaboration and establishing ownership of roles, propelling our region(s) forward towards 2030.

1 BUSINESS RETENTION & EXPANSION

A key strategy involves an upgraded business retention and expansion approach centered on Data-Driven Growth that will enable for more Tailored Programming and Regional Support.

2 INVESTMENT ATTRACTION

In 2024, our focus includes economic profiles, industrial land strategies, comprehensive scorecards, and collaborative efforts to support regional growth and development.

3 WORKFORCE

Focusing on improving labour supply by enhancing capacity, increasing employer readiness to hire diverse, high-skilled talent, and improving access and connection between the two groups.

4 NEWCOMER ATTRACTION, INTEGRATION & RETENTION

Driving population growth through attraction, integration and retention of key newcomer groups such as skilled workers, entrepreneurs and international students.

5 COMMUNICATIONS

In 2024, we will bring clarity to our communication and position IGNITE as the leader in regional economic development. We will continue to ensure brand image and voice reflects our impact, our culture and our team.

OUR TEAM

COMMITTED | ADAPTABLE | CREATIVE INCLUSIVE | TRUSTWORTHY



Sarah Corey Hollohan



Nausheen Ali



Andrew Lockhart



Paula Lehr



Adrian Witt



Michelle Hull



Doyin Somorin



Andrea Escobar



Sarah Caissie



Juan Diego Rivas



Aman Chawla



Tara Leavitt



Amy Lawson



Julie Williams



Ori Cordido



Hannahbelle Weaver



Sofia Urrea Castillo



Mikala Watson



Deepty Sarder



Julia Pazzano



Rey Cascante



Ashleigh Corey



CAPITAL REGION RURAL DISTRICT

CARLETON NORTH

GRAND LAKE

OROMOCTO

CENTRAL YORK

WOODSTOCK

SOUTHERN VICTORIA

VILLAGE OF TRACY

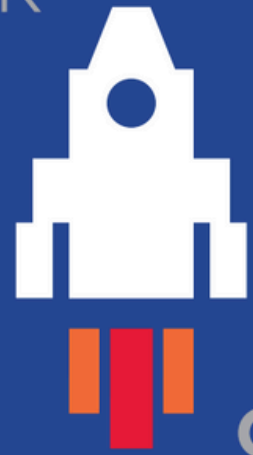
NACKAWIC-MILLVILLE

VILLAGE OF FREDERICTON JUNCTION

ARCADIA

WESTERN NEW BRUNSWICK RURAL DISTRICT

HARVEY



IGNITE

Leading Regional Economic Development Growth

CITY OF FREDERICTON

HANWELL

NASHWAAK

SUNBURY YORK SOUTH

NEW MARYLAND

HARTLAND

LAKELAND RIDGES

TOBIQUE VALLEY

