



2022 REPORT CARD



LOCALLY FOCUSED | REGIONALLY CONNECTED | GLOBALLY AWARE



SETTING THE STAGE

Sarah Corey Hollohan CEO Ignite

As we wrapped up 2022, we saw great increase in both attraction of new talent to the region as well as business retention within our communities.

We experienced progress and growth in 2022, attracting and working towards retaining almost 2,000 newcomers to the Greater Fredericton Region. This impact has created demand for our Integration programming, last year alone we had over 70+ apply for the Women's Economic Empowerment Program and over 60+ apply for our Integration Success Program for International Students. We will continue to provide support for our newcomer community by ensuring that they are reached through our programming and events.

We recognize that inflation has and continues to be concern for our businesses. And while businesses continue to see workforce and supply chain challenges, growth is happening. Companies are getting back to business; they are creating plans for expansion and are even more supportive of the start-up ecosystem. In 2022, the team at Ignite assisted founders in creating 49 new start-ups. This combined growth in the business community has resulted in over 500+ new full-time positions being realized.

With an eye on the greater region moving into 2023, knowing these challenges, we are confident that we will find solutions and ways to not only overcome, but thrive.

Plenty has changed over the past three years, as we watched our business community pivot and innovate, we too are making changes to adjust and adapt. Moving forward into 2023, the team at Ignite will engage our stakeholders and partners with a focus on projects that support change and allow us to serve clients from start up to succession.

Ignite continues to be committed to service excellence to every business owner or entrepreneur along their journey.

- S.

OUR TEAM

COMMITTED | ADAPTABLE | CREATIVE
INCLUSIVE | TRUSTWORTHY



Michelle Hull



Sarah Corey Hollohan



Wade Harrington



Nausheen Ali



Sarah Caissie



Doyin Somorin



Andrew Lockhart



Paula Lehr



Tara Leavitt



Mikala Watson



Ori Cordido



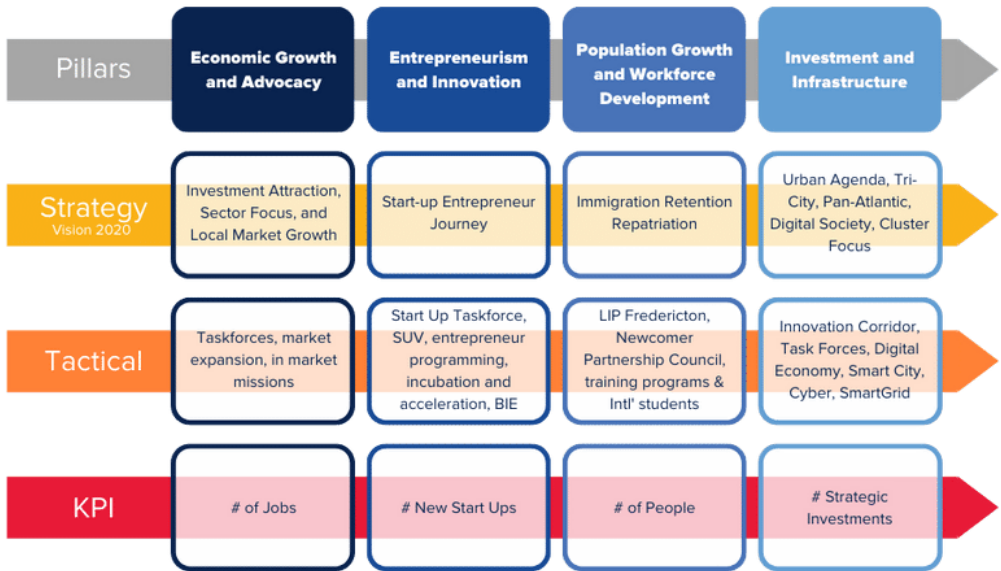
Shawn Douthwright



Julia Pazzano

OUR 4 PILLARS

Our pillars have been built upon our commitment and mission, which is to lead integrated economic development growth through diverse initiatives that create an environment for our communities & businesses to be successful



WHAT WE DO



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

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

- Population Growth - Immigration, Student Retention & Repatriation
- Investment Attraction, Stakeholder Collaboration & Partnerships
- Export Readiness, Sector Growth & Expansion



PLANET HATCH

Planet Hatch is... a place for startups to grow into well positioned internationally competitive companies

- Offers education, incubation and acceleration activities, events and initiatives
- Funding available to help execute or expand business ideation
- Mentorship & Coaching providing counselling to entrepreneurs
- Events & Facilities supporting co-working space, networking and events



OUR 2022 HIGHLIGHTS



POPULATION GROWTH

The Fredericton region saw its population increase significantly between July 2021 and June 2022, reaching over 3,700 according to Stats Canada. The region also welcomed a total of 1,990 permanent residents in 2022, exceeding the annual goal of 1,000

LOCAL MARKET GROWTH

Ignite's Local Market Growth team provided services to over 175 businesses and organizations in 2022. Services and programs that included subjects such as e-commerce, business efficiency, digital marketing, procurement and more

WORKFORCE DEVELOPMENT

The unemployment rate in Fredericton fell to 5.4% in 2022 - the lowest level since 2008 - lowest in Atlantic Canadian urban centres*

INVESTMENT ATTRACTION

Four global companies were attracted to the region in 2022. We continue to attract global leaders in cybersecurity, ICT and back office support centres; with lifestyle and access to talent being primary drivers

STARTUP ENTREPRENEURS

Since 2013, Planet Hatch has worked with and supported entrepreneurs, resulting in over 360+ new startups to launch in the province of New Brunswick and helping to create over 830 jobs

FREDERICTON LOCAL IMMIGRATION PARTNERSHIP (FLIP)

FLIP brought together 30 partners to advocate on initiatives including healthcare access, employment and community integration

IMMIGRATION MONTH

In June of 2022, Ignite hosted a month of activities and events to celebrate Immigration month to acknowledge the diversity and inclusivity that immigrants bring to our community and to showcase the immigrant support networks. We also supported and promoted other partner and stakeholder activities including the flag raising ceremony at Fredericton City Hall



*Source: Atlantic Provinces Economic Council

OUR 2022 INITIATIVES

LOCAL MARKET GROWTH TEAM

The Local Market team collaborated with over 25 different organizations to ensure the business community got the support it needed. This included workshops, business forums, programs, and more! Support topics ranged from digital presence, procurement, export, supply chain and more

NEWCOMER INITIATIVES

Continuation of the successful Economic Empowerment Program for immigrant women and Integration Success Program for international students. We launched our first-ever International Student Month to celebrate our new and returning international students and to help facilitate their integration

CYBER SECURITY

Cyber Security ecosystem steering committee has been created and is now fully independent. Partners organizations take part in regular meetings working towards the advancement of workforce capacity, private industry standards and more. This steering committee is now lead by the University of New Brunswick

DIGITAL FOOTPRINT

The Digital Footprint for Business Success program was a new, collaborative initiative offered by Ignite and Iron House Pro, designed to help businesses understand and manage their online presence. The program provided participants with the services, mentorship, and resources needed to turn their online presence into a platform for success

INNOVATION INITIATIVES

2022 saw the continuation of the Startup Program for entrepreneurs and Business Immigration Essentials Program for Newcomers arriving in Canada. We launched our first-ever Global Entrepreneurship Week in 2022 which included networking events and workshops. Planning for our new Social Entrepreneurship Program began in 2022 and is set to launch in 2023

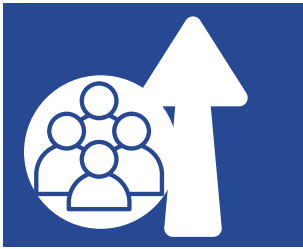
CONNECTOR PROGRAM

Ignite was proud to bring the Connector Program to our communities in 2022. The Connector Program is a national program, active in over 30 communities across Canada. Its purpose is to facilitate intentional connections between internationally educated professionals/recent graduates and match them with established leaders



OUR 2022 REPORT CARD

Each year, we prioritize and assign resources for strategic initiatives that support and drive multiple layers of economic development. We focus on core elements required across stakeholders that maximize investments, infrastructure, workforce development, immigration and fundamental economic development. Often we structure these focuses by creating specific task forces as we recognize that success depends on collective synergies and collaboration



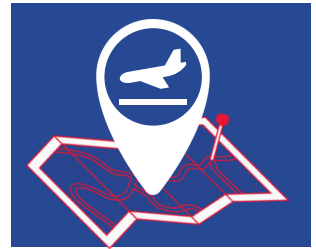
JOB CREATION SUPPORT (FTE)

523



NEW STARTUPS

49



LANDED NEWCOMERS

**FREDERICTON - PR Holders*

1,990

MENTORING & COACHING HOURS

9,358



NEW RDC SEED FUND GRANTS DISBURSED

\$299+K

NEW IMPACT LOANS

15

IMPACT PORTFOLIO

\$1.28M

START-UP VISA APPROVALS

9



START-UP VISA APPLICANTS

62

INVESTMENT ATTRACTION

4 WINS



2022 AWARDS & RECOGNITIONS



Intelligent Community Forum (ICF) ranked Fredericton in the Smart21 Communities of the year for the third consecutive year in 2022



Intelligent Community Forum (ICF) ranked Fredericton in the Top7 Intelligent Communities of the Year for the 3rd time



Planet Hatch was awarded the 2022 Certificate of Appreciation as a valued partner and in recognition of the support we provide



FutureNB Award given to Planet Hatch and Ignite for its work to support student development through experiential learning initiatives



ECONOMIC GROWTH & ADVOCACY

Economic Growth and Advocacy 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

1200+
HOURS OF
MENTORING

JOBS **170+**
CREATED

“ Working with Ignite is always a pleasure – their commitment, fueled by a passion to promote, assist, and encourage success of innovative New Brunswick companies is at the forefront of every discussion with their team
Lesley Hillier, Chief Global Strategy Officer, Thermtest ”

16
EVENTS
Accelerator Programs
Business Forums
Town Halls | Workshops

“ I'm fortunate to have a three-prong relationship with the team at Ignite through their client services and programming offerings, and as a partner providing our marketing and design services to their organization. From a client services and programming perspective, the business information sessions are very informative and relevant and helped me with my business
Karen Grant, President, Kiers Marketing ”

4
INVESTMENT
ATTRACTION
WINS*

*ICT, Cybersecurity, Back Office, +

LOCAL MARKET GROWTH

ECONOMIC GROWTH & ADVOCACY

25 PODCASTS TO DATE



After a successful first season, Ignite continued this momentum by rebranding our podcast, now called **Locked on Local!** This podcast facilitates conversations with the region's business community, interviewing entrepreneurs and business owners who talk about their entrepreneurial journeys, challenges they've faced along the way, and what's next for their businesses



Locked on Local Episode 6:
Jeff Mundee

For 15 years, Jeff Mundee has been a game programmer, often working independently on gamified software user interfaces in his spare time. For the uninitiated, a gamified software is simply a software that has been set up to play like a video game, but that performs an actual task.



Locked on Local Episode 5:
Duncan Clowater

Born and raised in Fredericton, Duncan Clowater spent close to 6 years travelling around the world and working in different places. Duncan grew up working in a family plumbing and heating business, until at age 48 he took a left turn to try something completely different...



Locked On Local Episode 4:
Stefanie Loukes

Stefanie Loukes is the founder of Rabbittown Beverage Co. On Ignite's "Locked on Local" she opens up about how she got her start in the beverage industry.

STRATEGIC PARTNERSHIPS

85 BUSINESSES SUPPORTED BY #SFL THIS PHASE



**SUPPORT
FRED
LOCAL**

CAMPAIGN PARTNER

Ignite continued to partner with the City of Fredericton Tourism, Fredericton Chamber of Commerce, Downtown Fredericton Inc., and Business Fredericton North to support the #SupportFredLocal campaign, encouraging residents to shop and spend local through both digital and physical marketing support

LOCAL MARKET GROWTH

POPULATION GROWTH & WORKFORCE DEVELOPMENT

IMMIGRATION & WORKFORCE

2022 was a year of big wins! The Central Region Employment and Workforce (CREW) Partnership launched the first Workforce Development Strategy for the Fredericton region, employer and job seeker toolkits and an action plan for year one was approved and initiated. Attraction efforts multiplied resulting from collaboration with partners like Global Talent Alliance and Canada Visa helping us reach over 20,000 direct and over 70,000 indirect impressions. Ignite also launched the Connector Program which is instrumental in helping newcomers and international students create a professional network, increasing their likelihood of finding meaningful employment

“The workforce toolkits recently launched in the Fredericton Region are an excellent resource for employers of all sizes and in all sectors. Because business owners are so busy, it was imperative to ensure that the toolkits are easy-to-use to maximize their impact and help address the current labour shortage
Krista Ross, CEO Fredericton Chamber of Commerce, CREW Member”

260+ JOBS
50+ EMPLOYERS
supported through job fairs and micro hiring events

“The career fair helped me a lot. The people I met here shared my resume inside the government and some companies, and so my applications see more response now. Things are looking better now and I have my first job interview next week
Julie Montois - Newcomer, Job fair participant and Connectee”

77 CONNECTORS
61 CONNECTEES
51 CONNECTIONS*
*Potentially enabling job placements



“Being a Connector means building relationships, and what you can do for others. Everyone has a skill and a talent, some just need that little push, the “I might know someone”, to get them on the path they are meant to be on. It’s about growing a network of people that have relationships in common, and being able to tap into a much broader set of experiences. It’s about being a resource and a friend, a guide to navigate the waters they may not have tested before. It’s about building professional connections and sharing ideas, to help build up the community I am a part of
Nuzhat Khan - Solutions Architect at Beauceron Security and a proud Connector”

IMMIGRATION



In 2022, we delivered the Integration Success Program for International Students and The Economic Empowerment program for women, both designed to empower immigrants, international students and to help newcomer retention and integration

INTEGRATION SUCCESS PROGRAM (ISP)

“... this program made me learn more about myself and what employers look into when considering anyone for leadership position. My greatest take away is that to provide efficient leadership you must always remain authentic to yourself, being a proactive listener and know your peers’ concerns to execute any project. I am humbled and content to have the opportunity of encountering a retrospection in every teaching”
Andrea Escobar

7 WEEKS
17 INTERNATIONAL STUDENTS
10 COUNTRIES

ECONOMIC EMPOWERMENT PROGRAM

“The Economic Empowerment Program is a must! I started the program with the idea of networking and getting more involved in the Fredericton Business Community, however, it was much more than that! I discovered lots of useful information and resources the Province of NB, through Ignite Fredericton is investing in helping newcomers to thrive in the community”
Yenni Elizabeth Ogando

8 WEEKS
23 NEWCOMER WOMEN
12 COUNTRIES

INTERNATIONAL STUDENT MONTH welcoming students to our communities

6 WORKSHOPS
40+ ATTENDED THE STUDENT MIXER
500+ INTERNATIONAL STUDENTS WELCOMED AT AIRPORT
collaboration with ONB & post secondary institutions

IMMIGRATION MONTH a celebration of growth

7 WORKSHOPS
8 STORIES ON SOCIALS
400 FAMILY FUN DAY ATTENDEES
150+ JOB FAIR ATTENDEES

RETENTION | INTEGRATION

FREDERICTON LOCAL IMMIGRATION PARTNERSHIP (FLIP)

Designed to provide regional leadership for immigrant settlement and integration. In 2023, we will launch an Immigrant Advisory Council to ensure that newcomer perspectives always inform the work of the FLIP, as well as strengthen engagement with local ethnocultural associations



ENTREPRENEURIALISM & INNOVATION

PLANET HATCH

Planet Hatch continues to provide an innovative collaborative space and services that are both inclusive and supportive. We ended the year with 44 member companies of which 50% were newcomer entrepreneurs. 32 events were hosted and comprised of both virtual and in-person delivery attracting over 1000 attendees

BUSINESS SUPPORT

24 SEED GRANTS APPROVED RESULTING IN \$250K IN FUNDING

15 IMPACT LOANS APPROVED RESULTING IN \$312K IN FUNDING

BUSINESS SERVICES



I had a fantastic experience. I am a better business person and entrepreneur since participating in this process and am grateful for the continued support I receive from Ignite. I hope to have the opportunity to give back going forward. Thank you, Carolyn Gibbons, Consciously Clean Refillery

49 NEW STARTUPS



When we moved to Fredericton as newcomer business owners, Planet Hatch was a great starting point. Positive and friendly workplace environment helps us concentrate on our business without being distracted by small day to day issues. There always has been someone here, who helped us with understanding new cultural points

Nilly Rahimi, Share DataSet



90 FTE JOBS CREATED

PROGRAMS



The Business Immigrant Essentials program provided an insight into what one should expect as a new business owner but how to maintain as well. It was a program that benefits individuals just thinking about starting a company to someone such as myself who is seeking even more knowledge. I now think about every aspect of ensuring my company will grow efficiently

Michael Soares, Clarkies Cuisine

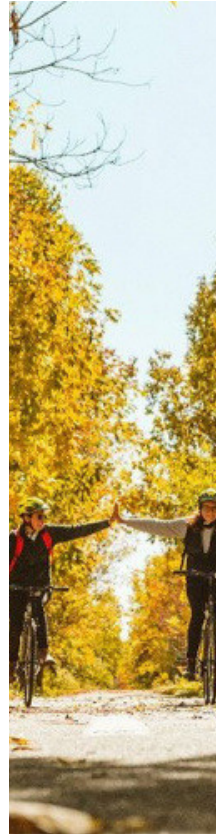


ENTREPRENEURIAL JOURNEY

2023

PRIMARY GOALS & OBJECTIVES

to facilitate the generation and circulation of wealth within the region through the support of job creation, entrepreneur development, workforce attraction and community support to help create a climate for growth



MISSION

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

myignite.ca



@MyIgniteNB

@My-Ignite