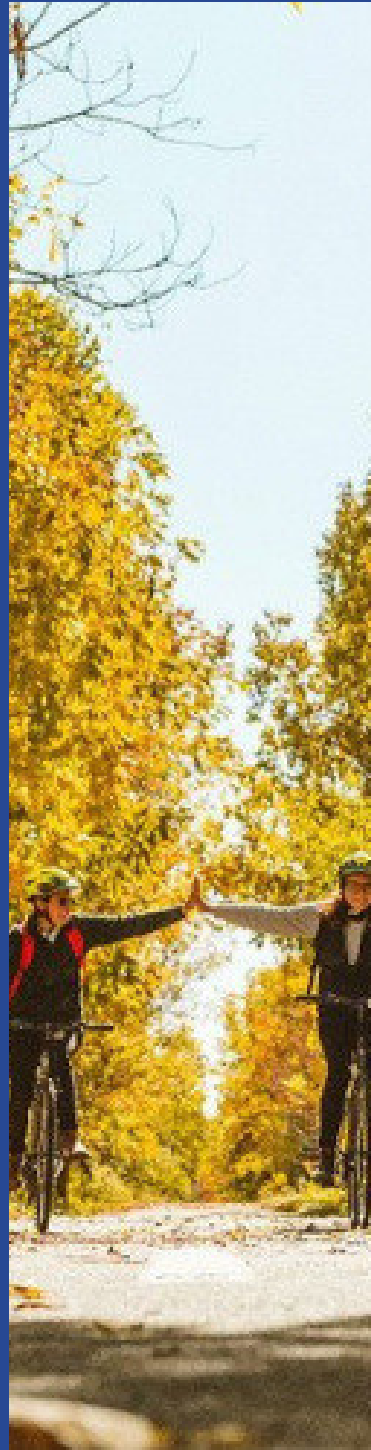




IGNITE

2023 Q3 REPORT



LOCALLY FOCUSED | REGIONALLY CONNECTED | GLOBALLY AWARE

TABLE OF CONTENTS

Executive Report	3
Business Growth	4
Workforce Attraction	6
Workforce / Business Growth Western Valley	8
Core Services	
Marketing & Communications	9
Economic Specialist	11
Human Resources & Administration	12
Key Performance Indicators (KPI's)	13

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

It is with great enthusiasm that I present to you the third-quarter results of Ignite, our regional economic development agency. As we delve into this comprehensive third quarter report, I invite you to embark on a journey of achievement, innovation, and transformation. These results signify not just the culmination of our tireless efforts but also a testament to the remarkable progress we have made in fostering economic growth and enhancing workforce development in our region. From driving enterprise growth and retention to championing workforce attraction and integration, this report encapsulates the essence of our mission: to ignite possibilities and shape a brighter future for our community.

Ignite fostered impressive enterprise growth and retention. In Q3, we supported almost 200 clients across various sectors, facilitating job creation and retention. Our tailored services, ranging from succession planning to research and development funding, helped clients secure awards from prestigious programs like the Canadian Digital Adoption Program. We also established strategic connections with ACOA and ONB, enabling qualification for SEED Grants and Impact Loans, totaling \$150,000. Dynamic programs like Business Immigrant Essentials and Business Builder Bootcamp exceeded expectations, launching 16 new businesses and engaging 17 talented participants, respectively. Furthermore, our "Grow with your Business" initiative aims to enhance managerial proficiency. Planet Hatch, operating at full capacity, welcomed 10 new members and hosted 12 diverse events bridging technology, education, and community engagement.

In Q3 2023, Ignite's workforce development and attraction initiatives delivered transformative results. Our Capital region's workforce strategy, in its second year, centers on talent funnel creation, promoting diverse talent hiring readiness, improving job seeker employability, and fostering integration and retention through networking. Q3 saw active pursuit of these goals, yielding positive outcomes. Workforce attraction included virtual career expos and webinars, achieving over a million impressions with a Capital region promotion article. The I'm Migrant campaign concluded with a well-received Newcomer Summit, engaging over 500 international students for community integration. The Integration Success Program, with 32 participants, ensures ongoing support. Our role in the newly expanded Capital Region Integration Network underlines our commitment to inclusivity, while plans for a new 3-year newcomer attraction, integration, and retention strategy aim to fortify the region's economic landscape.

FORWARD THINKING

Throughout 2023, Ignite remains dedicated to supporting our clients for a successful 2024. We're committed to ongoing initiatives such as the Digital Footprint Program, Business Builder Bootcamp, Grow with your Business, Small Business Week, and Global Entrepreneurship Week. Our focus continues to center on delivering workforce strategy goals and KPIs for the year, ensuring that our region's labor force remains a vital asset. Additionally, we're embarking on the development of a new 3-year strategy for newcomer attraction, integration, and retention, set to launch in the coming year. This forward-looking approach reaffirms our commitment to building a diverse, inclusive, and prosperous capital region.



Andrew Lockhart - Director

ACHIEVEMENTS / MILESTONES

SUPPORT

During Q3, Ignite's Business Growth team supported over 200 clients with a range of services that were tailored to meet the unique needs of our business community. Services provided included support with succession planning, buying an existing business, planning for operational efficiency, accessing funding, training and skills development, as well as strategic planning for business growth and expansion. The team's support led to clients that were:

- awarded funding from the Canadian Digital Adoption Program
- connected to services through, ACOA, ONB, and more
- qualified for the SEED Grant program and Impact Loan

FUNDING

Ignite approved 6 Impact Loans (\$150,000) from businesses that ranged from retail, bio-tech, health care and restaurants.

PROGRAMMING

- The Business Immigrant Essentials program cohort exceeded expectations, making a significant impact on the entrepreneurial landscape in our region. We supported participants ranging from Fredericton to Grand Lake, surpassing our initial goal by successfully launching 16 new businesses.
- Our most recent Business Builder Bootcamp worked with 17 talented participants, each bringing their unique business ideas to the table, representing various corners of New Brunswick.
- Our team launched Grow with Your Business which was hosted in Oromocto, with 7 participating companies from the region. The Grow with Your Business program aims to support business leaders in identifying opportunities to enhance their managerial proficiency and optimize business operations.

PLANET HATCH

Planet Hatch has been operating at full capacity and welcomed 10 new members in Q3. In addition, Planet Hatch successfully hosted 12 events over Q3. Those events brought 243 people through our doors and ranged in topic from Tech Talks, Ignite programming, graduations and educational events, such as Pathways to Immigration and Cultural Competency Training.

FORWARD THINKING

2023 will continue to see extensive support through Ignite's programming and support initiatives. Additional programming such as our Digital Footprint Program, Business Builder Bootcamp, Grow with your Business, alongside major initiatives such as Small Business Week programming and Global Entrepreneurship Week. This programming is designed with a focus on our clients to help them grow and expand setting them up for a successful 2024.

BUSINESS GROWTH

Team KPI's and IMPACT to date

CAPITAL REGION



Andrew Lockhart
Director



Ori Cordido
Specialist



Mikala Watson
Coordinator



Tara Leavitt
Coordinator



Hannahbelle Weaver
BDB



Danielle Connell
BDB



Sofia Urrea
BDB

JOBS SUPPORTED THROUGH BUSINESS GROWTH ACTIVITIES

80

401

HOURS OF CONSULTATIONS & COACHING HOURS

“What a great time, I definitely walked away a more confident business owner, I look forward to future workshops. Such an amazing opportunity with great tools to implement in my business.

Jessie's Grill Truck

PROGRAMMING HOURS

778

NEW BUSINESS STARTUPS

18

“100% Recommend! If you don't know where to start, this (Business Builder) program will help you develop your business idea and improve it.

Maria Hernandez

Definitely go for this program (Business Builder). It has really enhanced our confidence & knowledge.

Monica Chauman and Tarun Chauman

2

PROGRAMS LAUNCHED

“I attended the workshop "Grow with your Business" and it was amazing! I highly recommend it to anyone! They [have] 2 more coming up in Fredericton and Nackawic.

Angela Whitlock, Crabbe Mountain Inn

6 IMPACT LOANS APPROVED = \$150K OF FUNDING DISBURSED

05

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



WORKFORCE DEVELOPMENT & ATTRACTION

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

CAPITAL REGION



Nausheen Ali - Director

ACHIEVEMENTS / MILESTONES

WORKFORCE STRATEGY

The first implementation year of the Capital region workforce strategy concluded in June 2023 with some great results. Our team developed a second implementation plan for the year 2023-24 and presented to the CREW which was approved unanimously. This plan focuses on:

- Creating and scaling a talent funnel to improve access for companies
- Promoting employer readiness to hire diverse talent
- Promoting employment readiness among job seekers through capacity building
- Promoting integration and retention through networking and connection building activities.

During Q3, various activities focusing on the above objectives have already taken place with positive results.

WORKFORCE ATTRACTION

Workforce attraction activities continued during Q3 with participation at events including G-Tac virtual career expo, exploratory presentations and live webinars to worldwide audiences. We again leveraged the CIC platform by submitting an article promoting the Capital region on the most widely used immigration information channel, and our article reached over one million impressions.

INTEGRATION & RETENTION

The “I’m Migrant” campaign that kicked off in Q2 concluded with our inaugural Newcomer Summit which brought together a large number of newcomers in the region along with the multiple immigrant serving organizations. The summit was very well received by all audiences and will be an annual feature. This also set the stage for international student month during Q3. Over 500 students engaged with our programs and activities that helped them understand our community and integrate within their networks. The Integration Success Program for international students has kicked off with 32 participants.

FREDERICTON LOCAL IMMIGRATION PARTNERSHIP

This quarter was a very exciting time for the newly expanded LIP, now known as the Capital Region Integration Network (CRIN). We launched the new brand in August and began the recruitment process for the Immigrant Advisory Council (IAC). The Newcomer Partnership Council (NPC) continued to develop the Welcoming Communities Network by using a new toolkit from Pathways to Prosperity to measure various characteristics of a welcoming community, as well as began onboarding new regional members.

FORWARD THINKING

Our team will continue to focus on the deliverables defined in the workforce strategy and attaining our KPIs outlined for this year. We will also be focusing on starting the process of defining our new 3-year newcomer attraction, integration and retention strategy for the capital region. Our plan is to have the strategy ready to launch in the new year.

CONNECT | INTEGRATE | RETAIN

06

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



WORKFORCE DEVELOPMENT & ATTRACTION

Team KPI's and IMPACT to date

CAPITAL REGION



Nausheen Ali
Director



Ashaan Sami
Coordinator



Aman Chauha
Coordinator



Kratika Shinde
Coordinator



Doyin Somorin
Manager



Andrea Escobar
Coordinator



Sarah Caissie
Specialist



Juan Diego Rivas
Coordinator

CONNECT | INTEGRATE | RETAIN

Had the pleasure of sharing my experiences from my journey of being an international student to becoming a Policy Analyst with Government of New Brunswick. It was indeed a great event and thanks to the Ignite team for organizing this wonderful (Ignite Your Path) event for international students. You guys are rockstars!

Manju Gill

HRS OF ONE-ON-ONE COUNSELING

1,030

HOURS OF PROGRAMMING **863**

STARTUP VISA FILES APPROVED **2**

JOBS SUPPORTED THROUGH WORKFORCE ACTIVITIES **59**

I want to encourage everyone in my network 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.

Mona Jazinaninejad, Connectee

86 NEW CONNECTEES
27 NEW CONNECTORS

41 MATCHES MADE

ATTRACTION EVENTS **3**
20,037 INDIVIDUALS REACHED

Immigrants expressed gratitude for the (Newcomer) summit platform that allowed them to voice their needs and concerns. At the same time, community leaders recognized the value that harnessing the diverse skills and talents of newcomers brings to the city.

Sophia Etuhube (CBC)

I wanted to take a moment to acknowledge the sheer quality and value of the (Pathways to Permanent Residency) session and the accompanying presentation. They were both impeccably organized and provided much-needed insights. I sincerely appreciate your efforts in coordinating such enlightening events.

Nidhin

07

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



BUSINESS GROWTH & WORKFORCE DEVELOPMENT WESTERN VALLEY REGION



Adrian Witt - Director



*Julie Williams
Business Development Officer*

ACHIEVEMENTS / MILESTONES

Q3 was a pivotal quarter for the Western Valley. We completed construction and renovations of our new office space in Centreville, including new office furniture, signage, and staff working stations. This quarter we began the process of building a great team, including the hiring of the Director of Economic Growth and Workforce Development, a Business Development Officer and a Marketing and Communications Coordinator in the Western Valley, which will position Ignite to assist the business community throughout the Western Valley.

The Western Valley team supported many community events as we entered the market. This was initiated to bring brand awareness to the region and introduce both the public and business community to Ignite. In conjunction with the many programs and events we are looking forward to being a part of and leading, the Western Valley team has the privilege of contributing to various committees in the region:

- Co-Chair of Eclipse NB 2024
- Campus and Community Advisory Committee at NBCC Woodstock campus
- Western Valley Housing Forum/Committee Member
- River Valley Strategy Committee

In addition, our Director has built relationships with key stakeholders and enterprise businesses from McCain Foods, Covered Bridge Potato Chips and Old Dutch, as well as contacts in the key sectors of the region which include but are not limited to agriculture, transportation, tourism and a growing education sector. Strong relationships have been made with each entity and the key stakeholders within them from Mayors, Council and staff to ensure the education of why Ignite is in the Western Valley, how we can assist and what we are planning to execute to achieve our short and long term goals.

Relationships are continuing to be built and maintained with our key partners in the region, including OpportunitiesNB, Working NB, FutureNB and ACOA. With the addition of our Business Development Officer late in the quarter, we have positioned ourselves well for a strong Q4 as our BDO finishes her onboarding and training. Introductory meetings are in progress with businesses throughout the region from Plaster Rock to Canterbury.

We accomplished a lot in our inaugural quarter, we will continue to evaluate and learn the trends of the Western Valley, not only from the business community point of view, but of those of each community throughout the region as we continue to navigate and understand the changes that have come to each entity post reform.

CONNECT | INTEGRATE | RETAIN | START | GROW | THRIVE

FORWARD THINKING

- Ignite Your Community business and information forums organized for October, including 6 events throughout the region in each entity connecting with local businesses and key stakeholders.
- Growth of WVR team with addition of second Business Development Officer and Workforce Development Coordinator
- Increased marketing footprint, supporting more local events while taking the leading role of economic and workforce development throughout the region.



Paula Lehr - Director

MARKETING & COMMUNICATIONS

Core Services

ACHIEVEMENTS / MILESTONES

Q3 was an incredible quarter as the Marketing & Communications team expanded once again with the recent addition of Ashleigh Corey. In her role, Ashleigh will be the dedicated point of contact for the Western Valley region as well as assisting with Ignite corporate projects and tasks. Ashleigh is working closely with our team in the Western Valley region to enhance our presence and increase opportunities to introduce our brand. One of the main focuses in Q3 was preparing the external facing team for Community Activation whereby a playbook was created, and Phases 1 & 2 were executed.

This summer, the Workforce team hosted the first ever Newcomer Summit where marketing played an integral role in the branding, promotions and media engagement surrounding the event, complete with post event interviews and features via CBC as well as our own [inhouse article](#) which was seen across our channels. With the Business Growth team's Business Development Officers (BDO's) hitting the ground running in Q3, the MarComms team created several pieces of collateral to assist with outreach and promotions, including brochures, rack cards, personalized post cards and a [feature article](#) we promoted across our channels and website.

Based on feedback from our BDO's and the Workforce team, Ignite launched and relaunched several initiatives, workshops and programs this quarter, some of those include:

- Connector Program relaunch to actively recruit Connectors
- Business Builder launch
- Capital Region Integration Network (CRIN) rebranding and launch

In September Ignite celebrated International Student Month and hosted several events across the region. We have begun to engage with NBCC Woodstock and will look to further support with events and initiatives to assist International Students at that campus.

To strengthen awareness and communication between Ignite and the entities, a bi-weekly eblast was created containing a high-level overview of important upcoming events and activities with a call to action for our entities to take. The eblast also highlights the recent activities of our client facing team members and showcases the impact of our one-on-one counselling, programs and workshops.

FORWARD THINKING

The marketing team will continue to cross-promote events and activities with our regional entities and provide timely information via the bi-weekly e-blast messages to ensure awareness and engagement. Moving into Q4 our top priorities are launching our Economic Dashboard (see page 11 for more details) and seeing steps 3 & 4 of Community Activation to completion. Once our Business Forums are complete, MarCom's will work with the team to determine strategies for 2024. Now that CRIN has officially been rebranded, the team is working on the development of the new website. In Q4, MarCom's will also be working on the layout for our new Welcome Guide in place of our previous Newcomer Guide and we will also create one dedicated to the Western Valley region.

COMMUNICATION | CLARITY | CULTURE

MARKETING & COMMUNICATIONS

Team KPI's and IMPACT to date



Paula Lehr
Director



Julia Pazzano
Coordinator



Rey Cassante
Coordinator



Ashleigh Corey
Coordinator

COMMUNICATION | CLARITY | CULTURE

6 PAID PROMOTIONS/ ADVERTISING

- Boosted 2 Facebook posts
- Jemseg newsletter
- Fredericton Chamber e-blast
- Newcomer Summit – Huddle campaign
- River Valley Sun

1 AWARD IEDC* BRONZE AWARD

Economic Equity & Inclusion category for the Economic Empowerment Program and Integration Success Program

*International Economic Development Council

4 EARNED MEDIA

- Business Builder program featured in Entrevestor
- InnovateNB Awards Finalist Announcement - Entrevestor
- Newcomer Summit – CBC
- International Students 3 stories of resilience, optimism and change – CBC

6 SPONSORSHIPS

- Big Axe Beer Festival
- JEDI IT Plenary Summit
- Old Home Week (WVR)
- Nashwaak Music Festival
- Belly Laughs on the Bridge
- Harvest Music Festival

1 PAID MEDIA

CIC article update with our new handles and website information



2023

“ This team of professionals are amazing, they are truly goal oriented individuals that are laser focused on helping newcomers, entrepreneurs and all sector business owners. They truly listen to your story as a business owner and enjoy listening to the journey of your business to find ways to help you succeed and connect you with an array of helpful resources. I am really grateful to have connected with Ignite. ”

Angela Whitlock, co-owner of Crabbe Mountain Inn

ARTICLES



2023-07-20

Ignite hosts the first-ever 'Newcomer Summit'

Ignite is aiming at making the transition to your new home in the Capital Region as seamless and stress free as possible with our first annual Newcomer Summit. This exciting event will gather together newcomers, government agencies, and support organizations in one room to foster connections and present information.



MEET THE NEW BUSINESS DEVELOPMENT TEAM



2023-07-19

Reach new heights with Ignite's Business Development Officers

Ignite, the leading Economic Development agency for Capital and Western Valley Regions, is delighted to introduce a brand new team to support growing businesses within our region. The new team members include Sofia, Hannah, and Danielle.

[Read More](#)



2023-07-06

Startup Visa Profile: Sali Mehendale

Meet Sali Mehendale, CEO of Indican Digital Inc., the new powerhouse in the digital transformation industry that promises limitless possibilities for any business.

[Read More](#)

10

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH





Paula Lehr
Director



Nepty Sarder
Specialist

Since June 1st, 2023, the Economic Specialist role has been instrumental in supporting data-driven decision-making, fostering relationships with stakeholders, and participating in initiatives to promote economic development in both the Capital region and Western Valley Region of New Brunswick. These efforts align with our organization's commitment to the region's growth and prosperity. The following summarizes the key activities and achievements this quarter.

REGION FAMILIARIZATION

An effort was made to comprehensively understand the Capital region, which underwent changes due to Local Governance Reform (LGR). This included the compilation of a handbook containing contact information for legislative bodies within these entities, providing valuable assistance to our Business Development Officers.

DATA ANALYSIS AND REPORTING

Census data from 2016 and 2021 was collected and organized for further analysis. A two-page report was prepared to analyze the impact of the Bank of Canada's decision to raise its overnight rate to 5% on the local economy. A commentary piece was also authored, focusing on "Challenges and Opportunities: Exploring the State of Self-Employment in New Brunswick and the Call for Entrepreneurship."

DATABASE DEVELOPMENT

Information on international students from various universities and colleges residing in the Capital region and Western Valley was collected and compiled into a dedicated database. Key findings on international student demographics were presented at the Newcomer Summit 2023.

IMMIGRANT RETENTION

Information was gathered on the retention of immigrants in New Brunswick, resulting in the creation of a one-page report.

STAKEHOLDER ENGAGEMENT

Building meaningful relationships with key stakeholders, including universities, colleges, and various councils and organizations, was a priority. Presentations were made to entities such as the Oromocto Town Council, highlighting features of local business entities and an entity specific economic profile.

FORWARD THINKING

Active involvement in the creation of an Economic Dashboard for the Capital region, aimed at attracting investors, immigrants, international students and more. Collaboration with an external technical consultant is ongoing, with an expected completion date by the end of December. The dashboard will be regularly updated with fresh data. Responsibilities include the preparation of a year-end infographic to present to board members, showcasing our organization's activities and impact on the community.



Michelle Hull - Manager

HUMAN RESOURCES & ADMINISTRATION

Core Services

HUMAN RESOURCES & ADMINISTRATION

We welcomed four new team members in Q3 as per our hiring plans with regionalization, bringing our team to 25 full-time positions and 1 part-time position. Our newest roles include two in the Capital region: our newest Workforce Development Coordinator as well as our new Capital Region Integration Network Coordinator, an additional resource for the newly expanded CRIN. Our Western Valley region team has also grown to include a Business Development Officer along with a Marketing & Communications Coordinator who will be the dedicated point of contact for the Western Valley team as well as working on corporate marketing projects. In addition to our full-time staff, we also welcomed back two of our summer students who will be working closely with the Workforce team on a part-time basis this fall.

With our newly expanded team and rapid growth so far this year, we felt it was important that the continued development of our team culture was approached in a modernized way and that we ensured our policies and procedures are reflective of our vision, mission and culture. In Q3 we completed a third-party review of our policies and procedures including our onboarding process, policies and employee handbook. Revisions and updates are currently being finalized and implemented.

In September, our team had the opportunity to take part in a city-wide Amazing Race team building event with the Fredericton Chamber of Commerce and the Fredericton Convention Centre, hosted by Porter O'Brien.

There was also focus in Q3 on streamlining administrative processes to provide better internal controls and efficiency.

COMMUNICATION | CLARITY | CULTURE










FORWARD THINKING

Given a large portion of our team are new to the organization, team development continues to be a priority, and we are committed to conducting quarterly team development sessions. Our communication directory will be finalized to include our entire team and a session is scheduled in Q4 with our newest hires to ensure they are debriefed on the different communication styles. Our Team Charter will be reviewed in Q4 to ensure all current team members have a chance to provide input. We continue to review our employee value proposition and will ensure we are constantly assessing areas for development and growth, and that our benefits, professional development opportunities and work environment are reflecting the needs of our team.

REGIONAL KEY PERFORMANCE INDICATORS

Scorecard to measure progress

CAPITAL REGION

Strategic Pillar	KPI	2023 Objective	Q1	Q2	Q3	YTD
	Job Creation Support (FTE)	480	87	72	139	62%
	Consultations/Coaching hrs	2,175	475	1,068	1,486	139%
	Skills Development/Capacity Building hrs	2,880	903	4,035	1,641	228%
	Networking/Connection Building Events	12	2	3	5	83%
	New SEED Grant	10	11	0	0	110%
	New Businesses / Startups	40	11	18	18	118%
	Investment Attraction Wins	3	0	0	0	0%
	Job Fairs / Micro Hiring Events	10	2	2	3	70%
	Attraction Events/People Reached	15/20K	6/6.9K	6/7.5K	3/20K	100/172%

 WORKFORCE ATTRACTION

 BUSINESS GROWTH



LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH



@MyIgniteNB

@My-Ignite