

ECONOMIC UPDATE

JANUARY 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.6 in October 2015 up 0.4%*

The Consumer Price Index for St. John's Metro was 128.9 in November 2015 up 1.0%*

Retail trade for Newfoundland and Labrador was \$758.5 million in October 2015 up 2.6%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	November 15	Chg.*
Labour Force	123,500	-0.6%
Unemployment Rate	6.2%	0.2pt
Employment Rate	64.6%	-1.3pt
Participation Rate	68.9%	-1.2pt

* same month in the previous year.

BUSINESS BRIEFS

Food and drink sales increase year over year in province

Sales in the food services and drinking places subsector rose 6.31% to \$76.56 million from October 2014 to October 2015 in Newfoundland and Labrador. Nationally, sales increased 4.0% to \$5.1 billion. According to Statistics Canada, restaurant sales were up in eight provinces in October and decreased in Alberta and Quebec. (Source: CANSIM table 355-0006).

St. John's ranks 4th on new GreenScore City Index

GreenScore Canada Limited, a Canadian non-profit foundation working towards economic and environmental harmony, has developed an eco-index that lets you know how eco-friendly your city is at a glance. The City of St. John's ranked fourth

out of 20 Canadian cities in the Small Cities category.

The primary objective of the GreenScore City Index is to measure the ecological impact cities exert on the biosphere. The index is adapted from the United Nations circle of sustainability initiative; however, the score results are measured from nature's perspective allowing it to accurately reflect city eco-footprints. The 2016 edition establishes baseline scores for each city. GreenScore will use the baseline numbers in future scores to measure the footprint pressure each city exerts on the biosphere.

<http://greenscore.ca/greenscore-city-index.html>

Woodford Sheppard Architecture recognized nationally

St. John's based Woodford Sheppard Architecture Ltd. is among the 13 design firms featured in "Twenty + Change", an exhibition, with an accompanying catalogue, that captures some of Canada's best up-and-coming architects, urban designers and landscape architects. Twenty + Change: Next Generation is a non-profit of the same name that highlights the best in design and architecture through a juried selection process, followed by a related exhibition and publication. Woodford Sheppard was selected based on a number of projects including designs for a new church in Sheshatshiu. Co-founders Chris Woodford and Taryn Sheppard opened their practice in 2013.

ST. JOHN'S

Business Approvals

Kelseys
302 Kenmount Road

St. John's Fish Exchange
351 Water St.

Little Peoples Workshop
4 Rumboldt Place

Dream Nails
11-17 Kenmount Road

Progressive Physiotherapy
355 Main Road

EVOO Restaurant
315 Water St.

Brooks Automotive
670 Blackmarch Road

Business Portals
1 Church Hill

Coastal Outdoors
585 Torbay Road

Mochanopoly Cafe
204 Water St.

New Home -
Based Businesses

Aesthetic Services
45A Eastaff St.

Claire Wilkshire Language
Services
71 Freshwater Road

Arborist Business
8 Charlottetown Pl.

Derek Penney Electrical Ltd.
15A Thompson Pl.

Family Home Child Care
53 Hillview Dr. East

Total Dec. 31, 2015 **145**

Regular 102

Home-based 43

City Building Permits (Year-to-date as of January 4, 2016)

Type	2014	2015	% Variance
Commercial	\$174,912,000	\$130,911,000	-25
Industrial	\$125,300	\$0	-100
Government/Institutional*	\$78,479,000	\$16,513,000	-79
Residential	\$141,540,000	\$85,524,000	-40
Repairs	\$5,160,000	\$4,236,000	-18
Total	\$400,216,300	\$237,184,000	-41

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Lunch & Learn Transitioning to ISO 9001:2015	Jan. 12	www.cme-mec.nl.ca
NL Organic Opportunities Conference	Jan. 13-14	jaimie@nlfa.ca
OceansAdvance AGM and Election of Officers	Jan. 12	www.soceansadvance.net
Fengshui for Small Business Workshop	Jan. 18	www.4d-floor-plans.com
The Changing Role of Expertise and the Whole New Policymaker	Jan. 20	www.mun.ca/harriscentre
Atlantic export opportunities in the EU webinar	Jan. 26	www.apec-econ.ca
Board of Trade Business Outlook Conference	Jan. 28	www.bot.nf.ca

CITY INITIATIVES

Deadline approaching for applications to city committees, experts panels & working groups

The City of St. John's is accepting applications for the repurposed advisory committees, expert panels and working groups until January 15. Application forms can be found in the Forms and Permits section of Living in St. John's at www.stjohns.ca. The Terms of Reference for all can be found on the City's website. If you require alternate formats, assistance with the application or have any other enquiries, please contact the Office of the City Clerk at cityclerk@stjohns.ca. These committees create opportunities for citizens and organizations to engage with city staff and Council.

Advisory Committees

- Accessibility and Inclusion Advisory Committee
- Arts and Culture Advisory Committee
- Downtown Advisory Committee
- Environmental Advisory Committee
- Municipal Advisory Committee on Youth
- Seniors Advisory Committee

Experts Panels

- Animal Control Experts Panel
- Built Heritage Experts Panel

Working Groups

- Affordable Housing Working Group
- Paratransit Working Group

ST. JOHN'S

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ECONOMIC INDICATORS

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The Consumer Price Index for St. John's Metro was 128.4 in December 2015 up 1.4%*

Retail trade for Newfoundland and Labrador was \$773.6 million in November 2015 up 2.2%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	December 15	Chg.*
Labour Force	122,300	-1.8%
Unemployment Rate	6.4%	0.7pt
Employment Rate	63.7%	-2.5pt
Participation Rate	68.1%	-2.1pt

* same month in the previous year.

BUSINESS BRIEFS

Hire a Student: Funding Available

Under the Canada Summer Jobs program, Service Canada and partner departments provide funding to help employers create summer job opportunities for students. The program is designed to focus on local priorities, while helping both students and their communities. Canada Summer Jobs provides funding to not-for-profit organizations, public-sector employers and small businesses with 50 or fewer employees create summer job opportunities for young people aged 15 to 30 years who are full-time students intending to return to their studies in the next school year. The application period for Canada Summer Jobs 2016 is from January 4, 2016 to February 26, 2016.

www.servicecanada.gc.ca

Business and Development Activity 2015

In 2015, the City of St. John's approved 145 new businesses, 43 of those were home-based. In 2014, 162 new businesses were approved. In addition, the City recorded more than \$237 million in building permits, a decrease of 41% over 2014. The value of commercial building permits decreased 25% to almost \$132 million in 2015 compared to the previous year. Some of the major construction projects approved in 2015 included:

Major Construction Projects 2015 > \$5M

Private Investment (\$ millions)

Cougar Helicopters, Jetstream Ave.	\$32.6
Sandman Hotel, 227 Kenmount Rd.	\$10.6
Virginia Park Plaza redev, 200-232 Newfoundland Dr.	\$13.9
Cameron Canada (Lindsay Construction), 10 Eastland Dr.	\$6.0
Cabox Office Building, 45 Hebron Way	\$5.5

City Investment (\$ millions)

City Depot, 25 Blackler Ave. \$7.5

2015 Housing Starts by Dwelling Type St. John's CMA

Community	Single	Semi-Detached	Row	Apts.	All
Bauline	3	0	0	0	3
Bay Bulls	7	0	0	0	7
C.B.S.	176	0	0	10	186
Flatrock	21	0	0	0	21
Logy Bay-Middle Cove-Outer Cove	19	0	0	0	19
Mount Pearl	50	0	0	0	50
Paradise	117	14	0	36	167
Petty Harbour-Maddox Cove	4	0	0	0	4
Portugal Cove-St. Philip's	50	0	0	2	52
Pouch Cove	9	0	0	0	9
St. John's	212	2	9	175	398
Torbay	39	0	0	8	47
Witless Bay	22	0	0	0	22
St. John's Metro	729	16	9	231	985

Notes: CMHC Starts and Completions Survey

ST. JOHN'S

Business Approvals

Night Club
371 Duckworth St.

Nails Time
38 Ropewalk Lane

Cora's
15 Hebron Way

RJ Pinoy Yum
38 Ropewalk Lane

Hair Salon
255 Major's Path

Dogs Devine Grooming
711 Blackmarsh Road

Subway
20 Ropewalk Lane

New Home -
Based Businesses

Office for Construction Co.
7 Keats Place

Electrical Contractor
114 Cumberland Crescent

Roofing Business
154 main Road

Total Year to Date 10

Regular 7

Home-based 3

City Building Permits (Year-to-date as of February 1, 2016)

Type	2015	2016	% Variance
Commercial	\$3,298,000	\$2,746,000	-17
Industrial	\$0	\$0	0
Government/Institutional*	\$0	\$0	0
Residential	\$1,387,000	\$2,102,000	52
Repairs	\$37,000	\$81,000	119
Total	\$4,722,000	\$4,929,000	4

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Effectively Selling in the Global Marketplace	Feb. 10	emiliano.introcaso@cme-mec.ca
Mining Innovation Symposium	Feb. 11	www.miningnl.com
Understanding Financial Statements	Feb. 15	http://enterprise.ymcanl.com
Lunch 'n Learn: Success(ion) 2020: New Perspectives for Boomer SME Owners	Feb. 16	www.bot.nf.ca
NL Oil and Gas Week	Feb. 22-27	www.noia.ca/industry-info/NL-Oil-Gas-Week
Noia Industry Achievement Awards 2016	Feb. 25	www.noia.ca
Employer of Distinction Awards	Feb. 26	www.nlec.nf.ca
Basics of Business Formation	Feb. 26	http://enterprise.ymcanl.com
Business Workshop Series for Artists: Intellectual Property Law	Feb. 29	www.businessandartsnl.com
Annual Volunteerism Luncheon	Mar. 1	communitysector.nf.ca/luncheon
Hospitality NL's Annual Conference & Trade Show	Mar. 1-3	http://hnl.ca

CITY INITIATIVES

St. John's ChillFest: A Winter Celebration for All Ages

St. John's ChillFest is a community-wide celebration of winter, with a variety of activities and events to take place Feb. 12-14. The newly renamed winter festival includes a parade of lights, an all-ages kitchen party, free cross country ski and snowshoe rentals, events at The Loop and a number activities for young and young at heart.

The complete listing of all of the FREE events can be viewed
www.stjohns.ca



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MARCH 2016

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The Consumer Price Index for St. John's Metro was 128.9 in January 2016 up 2.2%*

Retail trade for Newfoundland and Labrador was \$734.1 million in December 2015 down 0.1%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	January 16	Chg.*
Labour Force	121,700	-3.3%
Unemployment Rate	6.7%	1.0 pt
Employment Rate	63.2%	-3.6 pt
Participation Rate	67.7%	-3.2 pt

* same month in the previous year.

BUSINESS BRIEFS

Economic Review 2015: Changing Economic Conditions

The City of St. John's recently released *Economic Review 2015*. The report notes that the St. John's Census Metropolitan Area (CMA) recorded tepid economic performance in 2015. Household income recorded an increase of 2.9%, and the unemployment rate increased slightly to 6.5% in 2015, up 0.5 percentage points over 2014. Real gross domestic product (GDP) declined by 2.5%. Retail trade in 2015 was on par with 2014, and housing starts declined in 2015 by 19.9%. The Consumer Price Index, an indicator of changes in consumer prices, increased 0.4 percentage points in 2015. The full report can be found in the publications section at www.stjohns.ca

Survey of Household Spending 2014

Newfoundland and Labrador (NL) households spent an average of \$57,717 on goods and services in 2014, up from \$55,576 in 2013. The proportion of household spending dedicated to transportation* was highest in NL, at 23.9% while transportation costs made up the smallest share of household spending in British Columbia (18.9%). Spending on shelter in NL accounted for 22.7% of total spending, the smallest proportion among the provinces. Nationally, the proportion of household spending dedicated to shelter was 29.1%. On average, NL households spent \$8,489 on food in 2014, accounting for 14.7% of their total spending on goods and services. NL households spent an average of \$6,606 on food purchased from stores, and an average of \$1,883 on food purchased from restaurants. NL households spent an average of \$3,664 on clothing and accessories, or 6.3% of their total consumption.

* Includes spending on the purchase of vehicles, as well as their operating costs and public transportation (which covers spending on taxis, intercity buses, and air fares).

St. John's-area population grew by 1.0% to last July

The St. John's census metropolitan area (CMA) population grew by 1.0% (2,028 people) to 214,300 between July 1, 2015 and June 30, 2015, according to a new Statistics Canada population estimate. Nationally, the growth rate was 0.9% in 2014-2015. A population decrease was recorded in the non-CMA part of Newfoundland and Labrador (-1.1%). In the St. John's CMA, the proportion of children aged 0 to 14 (15.1%) remained higher than the proportion of people aged 65 and older (13.8%). The median age of the St. John's CMA population increased over the past decade, from 37.6 years to 39.1 years in 2015 (+1.5 years). www.statcan.gc.ca

ST. JOHN'S

Business Approvals

Piatto Pizza 60 Elizabeth Ave.

Sports Clinic 39 Churchill Ave.

Boston Pizza 367 Water St.

Pitter Patter Daycare

500 Columbus Drive

Bier Markt Restaurant

135 Harbour Drive

**New Home -
Based Businesses**

AJ Electric 4 Hipditch Hill

Plumbing Contractor

41 Notre Dame Dr.

Electrical Contractor

18 Gleneyre St.

SoBella Dog Grooming

26 Courtney St.

Home Preparation Service

113 Maunders Lane

Imaging by Guido Inc.

8 Point Leamington St.

Mobile Personal Trainer

47 Birmingham St.

Project Management

Consulting

23 Almond Cres.

Colette Nap Architect

57 Military Rd.

Premier Design and Building

6 Road Deluxe

Office to support vehicle sales

3 Carondale Dr.

Landscaping Business

42 O'Reilly St.

Total Year to Date 27

Regular 12

Home-based 15

City Building Permits (Year-to-date as of March 7, 2016)

Type	2015	2016	% Variance
Commercial	\$13,848,000	\$10,438,000	-25
Industrial	\$0	\$0	0
Government/Institutional*	\$7,500,000	\$20,000	-100
Residential	\$3,473,000	\$4,499,000	30
Repairs	\$672,000	\$207,000	-69
Total	\$25,493,000	\$15,164,000	-41

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Lunch 'n Learn: Dive into the World of Social Media	March 15	www.bot.nf.ca
Fisheries Protection Workshop for Environmental Professionals	March 16	www.neia.org
Futurpreneur Canada "Owners Wanted"	March 18	http://tinyurl.com/OWMarch2016
Home Show 2016	March 19-20	www.chbanl.ca
Government of NL, Forum for International Trade Training - Going Global One Day Workshop	March 21	709-729-5632
Newfoundland and Labrador Environmental Industry Association AGM	March 22	www.neia.ca
Intellectual Property for Entrepreneurs	March 31	www.ymcanl.com

CITY INITIATIVES**Demographic survey ongoing**

Municipalities in the St. John's Census Metropolitan Area (CMA) are collaborating to undertake a residential survey designed to gather information and perspectives from residents in the northeast Avalon. The information collected will inform policy, planning and the delivery of services now and into the future. The City of St. John's is leading the study with the Towns of Conception Bay South, Paradise, Portugal Cove - St. Philip's and Torbay participating. The survey provides the opportunity to engage with residents to find out about their use of municipal services. This can then inform municipalities who can use the information in further planning and programming. Data collected will:

- Be useful for business persons and those looking to start a business;
- Include such topics as transportation, municipal services, how residents receive information, quality of life, and the downtown;
- Provide a better demographic picture, today and into the future, to inform future studies or decisions.



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APRIL 2016

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The Consumer Price Index for St. John's Metro was 129.3 in February 2016 up 1.7%*

Retail trade for Newfoundland and Labrador was \$749.6 million in January 2016 up 2.6%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	February 16	Chg.*
Labour Force	122,600	-2.5%
Unemployment Rate	7.6%	1.7 pt
Employment Rate	62.9%	-3.6 pt
Participation Rate	68.1%	-2.6 pt

* same month in the previous year.

BUSINESS BRIEFS

CNA Business Management Work Exposure Program

Interested in hosting a second-year Business Management (Accounting or Human Resources) student for a six-week unpaid work exposure from May 2 to June 10? The College of the North Atlantic is looking for companies to participate in their Business Management work exposure program. The employer benefits from the latest theories, up-to-date technical skills and innovative ideas from the academic world, the students receive hands-on work experience in their chosen field of study, and the college gets practical input from the professional business community. If your company could offer a student a suitable work exposure placement please contact CNA through Dale.McGory@cna.nl.ca.

Provincial Student Summer Employment Program

Applications are being accepted from employers looking to hire students for summer employment. The Student Summer Employment Program (SSEP) provides funding to assist businesses and not-for-profit organizations in creating summer employment for students. There are two separate programs under SSEP; one is aimed at employing post-secondary students called SSEP – Post-secondary and the other is aimed at employing high school students called SSEP – High School. The deadline to apply to the SSEP is April 15, 2016. For more information on the summer student employment programs and to apply online, visit www.aes.gov.nl.ca/students/summer_jobs.html

Car Sales decreased by 1.3% in 2015

The number of new motor vehicles sold in Newfoundland and Labrador totaled 34,960 in 2015, representing a decrease of 1.3% over 2014. Nonetheless, car sales in the province have been strong over the last several years as both incomes and employment have increased. Year-over-year sales in number of vehicles sold were the third highest ever recorded.

ST. JOHN'S

Business Approvals

Breakaway Used Furniture
45 Blackmarsh Road

Chatter Café
112 Duckworth Street

Seto Kithen + Bar
281 Duckworth Street

Element Coffee Bar & Lounge
516 Topsail Road

Nauticor Legal
1 Church Hill

O'Flaherty Wells Law
1 Church Hill

New Home - Based Businesses

Home Office
79 Goodridge Street

HVAC Services
165 Waterford Bridge Road

Tailor
554A Newfoundland Drive

Bookkeeping Business
15 A Waterford Bridge Road

Psychiatrist Office
402 Empire Avenue

Total Year to Date 38

Regular 18

Home-based 20

City Building Permits (Year-to-date as of April 4, 2016)

Type	2015	2016	% Variance
Commercial	\$19,642,000	\$28,663,000	46
Industrial	\$0	\$0	0
Government/Institutional*	\$7,522,000	\$2,120,000	-72
Residential	\$6,791,000	\$7,178,000	6
Repairs	\$772,650	\$394,720	-49
Total	\$34,727,650	\$38,355,720	10

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Celebrating Women in Public Relations, Communications & Entrepreneurship	April 13	www.nlowe.org
SPEAKER SERIES: An Update on the Goose Bay Remediation Project	April 15	www.neia.org
Genesis Centre's Pitch & Pick	April 15	www.genesiscentre.org
Futurpreneur Canada "Owners Wanted"	April 15	http://tinyurl.com/OWApril2016
Community Connections Conference	April 15-17	www.bethesda.ca/cc
Start Smart: Intro to Start-Ups	April 18	www.enterprise.ymcanl.com
Accounting Guest Advisor Session - Canada Business	April 21	lauren.wiseman@canada.ca
NL Organization of Women Entrepreneurs conference	April 27-28	www.nlowe.org
Human Recourses for Start-Ups	April 28	www.enterprise.ymcanl.com
Opportunities North 2016	April 29	www.bot.nf.ca
Let's Talk Exports 2016	May 9	www.neia.org

CITY INITIATIVES

2017 Operating Budget Guidelines *Investing in Tomorrow*

The City is taking a comprehensive approach for building Budget 2017. The Operating Budget for 2017 will be "program/service level-oriented". The budget focuses on the delivery of prescribed services in terms of service levels and expenditure limits set by Council. Programs and service levels are defined within the parameters of what service is provided, to whom and why, sources of funding, staffing, and the ability to measure performance/outcomes. Targets have been identified reflecting Council's objectives with respect to mill rate reductions, expenditure and staffing controls, and enhanced capital expenditures. With 2017 being year two of the 2016-2018 Three Year Operating Budget, no expenditure increases from the original budget submission will be accepted. A communications plan to share information throughout the process will be ongoing. Read the full details here:

<http://www.stjohns.ca/media-release/2017-operating-budget-guidelines>



ST. JOHN'S

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MAY 2016

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* same month in the previous year.

BUSINESS BRIEFS

St. John's ranks 10th within the 17 featured cities in Canada - KPMG's Competitive Alternatives Study

KPMG's 2016 Competitive Alternatives study provides an independent comparison of international business locations in more than 100 cities in 10 countries around the world. It explores the most significant business cost factors and measures and provides insight on the impact of 26 key cost components, across 7 business to business service segments and 12 significant manufacturing sectors. The study informs readers about business costs which include things such as labour costs, transportation, utilities, taxes, or facilities (leasing costs) as they compare to other cities. Within the 17 featured cities in Canada, St. John's ranks 10th. This is an improvement over the 2014 ranking. St. John's ranks 12th among all 111 featured cities. While St. John's has experienced a slowdown in economic activity, a higher US dollar offers some cost

competitiveness and cost advantages. According to the study released in March 2016, St. John's now has the lowest effective corporate income tax rate among all 111 cities in this study. An important aspect of this report relates to St. John's prominent Research and Development (R&D) cluster in oceanographic research. St. John's scored highly in this category (ranks 13th out of the 111 cities internationally) for R&D services, and offers some of the lowest business costs among cities in Canada and the US in this area. Find the full report and details at: www.competitivealternatives.com/countries/ca.aspx

City of St. John's and Partners to Build Community Market

The proposed plan for a new community market at the former Metrobus location on Freshwater Road is moving forward. The City is contributing \$2 million through its capital

budget, close to \$1.17 million is coming from the Atlantic Canada Opportunities Agency (ACOA), and \$490,000 is from the Government of Newfoundland and Labrador's Department of Business, Tourism, Culture and Rural Development (BTCRD). The St. John's Farmers' Market Cooperative (SJFM) will operate the facility and have also contributed \$100,000 towards the project. The completion of a feasibility assessment and business plan determined that a market is viable and financially sustainable in the proposed facility. In addition to the market the community facility will be equipped with a kitchen and meeting area. The City's Economic Roadmap 2021 specifically identified the community market as an action item and points to its value in creating a desirable city for newcomers and young professionals. A request for proposals for the building's design will be issued with construction slated to begin in 2017 for a grand opening in 2018.

ST. JOHN'S

Business Approvals

Madison Mackenzie Home
300 Kenmount Road

Ednatec Ltd.
14 International Place

Pet Grooming
12 Merrymeeting Road

Cannabinoid Medical
8-10 Rowan Street

Battery Cafe
1-3 Duckworth Street

Wing'n It
32 George Street

Bricks and Minifigs
29 Stavanger Drive

Sumac Middle Eastern
Market and Eatery
320 Torbay Road

New Home -
Based Businesses

Hair Salon
17 Logy Bay Road

Web Design and Digital
Marketing
8 Stabb Court

Masonry and Tile
Contracting Office
42 Densmore's Lane

Food Preparation
32 Mullock Street

Total Year to Date 51

Regular 26

Home-based 25

City Building Permits (Year-to-date as of May 2, 2016)

Type	2015	2016	% Variance
Commercial	\$59,239,000	\$32,153,000	-46
Industrial	\$0	\$0	0
Government/Institutional*	\$7,612,000	\$2,486,000	-67
Residential	\$16,622,000	\$14,149,000	-15
Repairs	\$1,044,650	\$876,000	-16
Total	\$84,517,000	\$49,355,720	-41

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Demystifying Technology & Innovation "taking down the barriers"	May 10	www.cme-mec.ca/nl
NATI Knowledge Summit	May 11	www.nati.net
Integrating Intellectual Property into your International Business Strategy	May 13	www.neia.org
Tales from Entrepreneurs! On Tap at Bitters	May 13	www.genesiscentre.ca
Futurpreneur Canada Owners Wanted - St. John's	May 13	http://tinyurl.com/OWMay2016
2016 Process & Automation Trade Show	May 17	http://cpecn.com
Recreation NL AGM	May 26-28	www.recreationnl.com
Community Health Nurses of Canada conference	May 30 - Jun 1	www.chnc.ca
Canadian Evaluation Society national conference	Jun 5-8	c2016.evaluationcanada.ca
Major Projects Atlantic Canada	Jun 8	www.apec-econ.ca
Canadian Symposium on Remote Sensing <i>Exploring Synergies</i>	Jun 8-11	www.crss-sct.ca

CITY INITIATIVES

New Option Being Considered for Water Street Infrastructure Work

City staff have been exploring the possibility of how best and least disruptively to replace water and sewer lines along Water Street from Waldegrave Street to Job's Cove. Based on input from downtown stakeholders and continued research, the City will now investigate the feasibility of using trenchless technology. The exploratory work will include:

- Cleaning the existing combined sewer beginning in spring 2016
- Videoing the combined sewer and determining suitability for lining
- Confirming the capacity of the existing watermain

Once this exploratory work is complete, staff will report back to Council with a recommendation as to whether or not this is a viable option to pursue. If viable, the project will proceed as planned in 2017 using this approach.

ST. JOHN'S

ECONOMIC UPDATE

JUNE 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.8 in March 2016 up 0.3%*

The Consumer Price Index for St. John's Metro was 130.6 in April 2016 up 2.0%*

Retail trade for Newfoundland and Labrador was \$743.5 million in March 2016 up 3.4%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	April 16	Chg.*
Labour Force	124,800	-0.2%
Unemployment Rate	7.5%	0.9 pt
Employment Rate	64.0%	-1.7 pt
Participation Rate	69.1%	-1.1 pt

* same month in the previous year.

BUSINESS BRIEFS

NL Technology Sector Valued at \$1.6-Billion

According to the Newfoundland and Labrador Association of Technology Industries (nati) the technology sector generates \$1.6 billion in annual revenue in the province and is bigger in terms of annual revenue than either the fishery or tourism industries. The technology sector employs 4,000 people and includes the information technology, ocean technology, the green economy and servicing of the oil and gas industry. Nati is working to double the size of the sector utilizing the \$513,000 it received in funding recently from the Atlantic Canada Opportunities Agency (ACOA). The new funding will be provided in two separate injections, \$332,000 will be provided to help with the development and launch of a Commercialization Officer Internship and Directed Research Program; \$181,000, will go to the core operations of NATI, to help deliver

"innovation programming" in 2016, bringing industry companies together and developing export market opportunities.

\$6.5 Billion in Major Project Spending Planned for NL

Investment in major projects in Atlantic Canada is forecasted at \$12.8 billion this year, about half of that will be spent in Newfoundland and Labrador (NL). The Atlantic Provinces Economic Council (APEC) released its Major Projects inventory on June 6. The inventory, which includes all projects valued at \$25 million or more (\$10 million or more in PEI), estimates \$6.5 billion in major project investment in NL in 2016, down 14% from a year ago. Most of the decline this year is due to the winding down of the construction phase of the Hebron project and lower spending on other offshore projects. APEC is forecasting an overall decline in 2017, though there is potential for

improvement if certain projects move ahead. Federal stimulus spending and Vale's nickel mine in Labrador will support investment in 2017, and increasing offshore exploration and mining activity could bring investment back into positive territory.

City of St. John's supports Youth Ventures

Thinking about creating your own summer job but don't know where to start? Youth Ventures is a free program for students aged 12-29 in Newfoundland and Labrador. Program coordinators can help students come up with ideas, create business plans, help with market research, so that students can get their businesses up and running for the summer. St. John's City Council has waived City permit fees for summer businesses started by students enrolled in the program. For further details about the program visit: www.youthventuresnl.com

ST. JOHN'S

Business Approvals

Fort Amherst Pub
320 Water St.

Quesada Burritos & Tacos
1 Kiwanis St.

Jack Axes Inc.
152 Water St.

Lululemon
Avalon Mall

Pipers
22 O'Leary Ave.

Pizza Take-out
4 Rickett's Rd.

Barber shop
194 Duckworth St.

Iceland Volcano Bakery
447 Newfoundland Dr.

New Home -
Based Businesses

Family Home Child Care
63 Tree Top Dr.

Online Consulting
54 Petite Fort Dr.

Admin Office for Organic Farm
11 Dorset St.

Total Year to Date 62

Regular 34

Home-based 28

City Building Permits (Year-to-date as of June 6, 2016)

Type	2015	2016	% Variance
Commercial	\$76,387,000	\$58,594,000	-23
Industrial	\$0	\$0	0
Government/Institutional*	\$8,006,000	\$5,942,000	-26
Residential	\$30,614,000	\$21,593,000	-29
Repairs	\$1,629,000	\$1,592,000	-2
Total	\$116,636,000	\$87,721,000	-25

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Royal Canadian Legion 46th Dominion Convention	June 11-15	www.legion.ca
Financial Management Institute on Canada conference	June 12-14	www.fmi.ca
16th annual Nickel Independent Film Festival	June 14-18	www.nickelfestival.com
2016 Oil and Gas, Fueling the Future and Re-Energizing Change	June 20-23	www.noia.ca
Atlantic Canada Petroleum Show 2016	June 22-23	https://atlanticcanadapetroleumshow.com
Canadian Institute of Actuaries annual meeting	June 28-29	www.cia-ica.ca
Canadian Society of Ecology and Evolution	July 7-11	http://csee-scee.ca
National Family Law Program	July 11-14	http://flsc.ca

CITY INITIATIVES

St. John's State of the Economy updated for 2016

Do you like to know what's happening in the local economy?
Do you like to have up-to-date economic and demographic data?
The City of St. John's tracks various types of economic and demographic information and develops reports for the benefit of the business community and other users. The State of the Economy publication describes the trends and current conditions in a wide range of economic indicators for the St. John's metro region. This is where you can find multi-year data on economic indicators and labour market.

Topics also include housing, construction and development, commercial real estate, retail trade, income, and the most up-to-date data on demographics and population forecasts. For the most current version of State of the Economy visit the publications section of www.stjohns.ca under the heading City Hall > Publications > Economic Update Annual > State of the Economy.



ST. JOHN'S

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ECONOMIC UPDATE

JULY 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.3 in April 2016 up 0.3%*

The Consumer Price Index for St. John's Metro was 131.2 in May 2016 up 1.4%*

Retail trade for Newfoundland and Labrador was \$753.6 million in April 2016 up 2.8%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	May 16	Chg.*
Labour Force	125,800	0.6%
Unemployment Rate	6.8%	0.4 pt
Employment Rate	64.8%	-0.9 pt
Participation Rate	69.5%	-0.6 pt

* same month in the previous year.

BUSINESS BRIEFS

Solid Waste Management Innovation Fund now accepting proposals

The Multi-Materials Stewardship Board's (MMSB) Solid Waste Management Innovation Fund provides financial support to innovators who are advancing sustainable waste management by finding creative ways to turn trash into treasure in Newfoundland and Labrador. Provincially owned and/or operated businesses, industry associations and non-profit organizations can apply for a maximum \$15,000 non-repayable contribution for the development of new or improved technologies, products, services or processes that support the management of solid waste in Newfoundland and Labrador at any stage of the waste management hierarchy (reduce, reuse, recycle or recover). The deadline to submit is August 25, 2016 at 4:00 p.m. NDT. Visit www.mmsb.nl.ca for further details.

Newfoundland and Labrador exports set to rebound in 2017

Newfoundland and Labrador will see Canada's most dramatic turnaround in export performance from this year to next, according to Export Development Canada's (EDC) semi-annual Global Export Forecast. Challenges in the energy sector, particularly weak commodity prices, are the primary force driving the province's exports down 11 per cent in 2016. However, the province's exports are expected to rebound strongly with 18 per cent growth in 2017. The long-term outlook is promising, as the exploration and development efforts initiated a few years ago will soon come to fruition. In particular the Hebron oil field, one of the largest capital investments in the province, is on track to pump its first oil by the end of 2017. www.edc.ca

Immigration, business ownership and employment in Canada, 2001 to 2010

Immigrants who have been in Canada for more than 10 years have higher rates of private incorporated business ownership than individuals born in Canada. However, the types of businesses owned by immigrants tend to employ fewer paid workers than those owned by individuals born in Canada, according to a recent Statistics Canada study. Of all immigrant-owned private incorporated businesses, 45% were located in four industries: professional, scientific and technical services; retail trade; accommodation and food services; and transportation and warehousing. The rate of unincorporated self-employment was also higher among longer-term immigrants (22%) than among individuals born in Canada (16%).

www.statcan.gc.ca

ST. JOHN'S

Business Approvals

Airport Auto Tech
149 Airport Road

Mommy N Me
Village Mall

ASA Sushi
258 Water Street

New Home -
Based Businesses

Plumbing Contractor
188 Waterford Bridge Road

Bereavement Counselling and
Support Services
11 Caprea Place

Family Home Child Care
32 Palm Drive

Office for Ever Yoga
119 Ladysmith Drive

Total Year to Date 69

Regular 37

Home-based 32

City Building Permits (Year-to-date as of June 28, 2016)

Type	2015	2016	% Variance
Commercial	\$92,035,000	\$60,428,000	-34
Industrial	\$0	\$0	0
Government/Institutional*	\$8,625,000	\$5,993,000	-31
Residential	\$39,248,000	\$31,348,000	-20
Repairs	\$1,944,000	\$2,055,000	6
Total	\$116,636,000	\$87,721,000	-30

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Sound Symposium 2016	July 8 - 16	www.soundsymposium.com
Newfoundland Gaming Expo	July 22-24	www.facebook.com/events/354482938048860
Canada's College & University Digital Marketing Conference	July 25-26	http://psweb.ca
International Marine Conservation Congress	July 30-Aug. 3	http://conbio.org/mini-sites/imcc-2016
2016 George Street Festival	July 28 - Aug. 3	www.georgestreetlive.ca
PTSD Multidisciplinary Conference	July 31 - Aug. 2	www.ptsdconference.mun.ca
Startup NL Coffee Club	Aug. 2	www.meetup.com/StartUpNL
Newfoundland and Labrador Folk Festival	Aug. 5-7	http://nlfolk.com
Downtown St. John's Busker Festival	Aug. 5-7	www.downtownstjohns.com

CITY INITIATIVES

Expanded St. John's Convention Centre Opens

The City of St. John's, in partnership with the Government of Canada, the Government of Newfoundland and Labrador and St. John's Sports and Entertainment officially opened the newly constructed St. John's Convention Centre, valued at approximately \$70 million recently. The new centre features 10 meeting rooms, a state-of-the-art kitchen, a large ballroom and a junior ballroom with a combined capacity for up to 1,700 guests. Local art is extensive throughout the interior and exterior of the Convention Centre. The Water Street façade features a large two-dimensional image titled 'Aftermath (cracking up)' created by Newfoundland-based painter and book artist Tara Bryan. For more information about the new St. John's Convention Centre visit www.sjcc.ca.



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ECONOMIC UPDATE

AUGUST 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.9 in May 2016 up 0.5%*

The Consumer Price Index for St. John's Metro was 132.7 in June 2016 up 2.3%*

Retail trade for Newfoundland and Labrador was \$761.8 million in May 2016 up 3.2%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	June 16	Chg.*
Labour Force	127,100	2.2%
Unemployment Rate	6.8%	0.4 pt
Employment Rate	65.5%	0.3 pt
Participation Rate	70.1%	0.4 pt

* same month in the previous year.

BUSINESS BRIEFS

St. John's named as Canada's Sixth Most Business Friendly

Canada Business and PROFIT magazines recently released the results from a survey of some 60 municipalities with populations of 15,000 or more, awarding each city scores on factors such as the cost of office space, the speed of processing a building permit, the percentage of residents, in addition to independent demographic and market data. St. John's ranked sixth in the *Most Business Friendly* sub-list of the overall survey. On the overall survey, St. John's was ranked the 19th Best Place for Business in Canada for 2016. The purpose of the report is to help entrepreneurs and executives make decisions on where to start, expand, or relocate their enterprises. View the full report at:

www.profitguide.com/microsite/best-places/2016/

Supporting the Attraction and Retention of Immigrants

The first-ever Canada-Newfoundland and Labrador Immigration Agreement was signed in July. The agreement formalizes and builds on the existing collaborative relationship between Canada and Newfoundland and Labrador on immigration matters, including the Provincial Nominee Program - the provincially driven program that fast-tracks identified individuals with job offers to permanent residency. An immigration pilot project for Atlantic Canada was also announced allowing up to 2,000 additional immigrants and their families in to the Atlantic region each year for three years. Newfoundland and Labrador has been experiencing growth in immigration. In 2015, Newfoundland and Labrador welcomed over 1,100 new permanent residents, a new record.

WestJet to offer weekly direct flight from St. John's to Tampa in 2017

Beginning April 7, 2017 WestJet will offer a weekly direct flight from St. John's to Tampa, Florida. The airline will also expand its Toronto-Gander connection. Beginning Oct. 24 of this year, the flight will be offered four times per week.



ST. JOHN'S

Business Approvals

Marie's Mini Mart
337 Water Street

Dollarama
60 Elizabeth Avenue

Dairy Queen
22* 9d/5f EagfZVd 6dhw

Restaurant
11 Barrows Road

New Home -
Based Businesses

M and D Cleaning Services
2 Solway Crescent

Family Home Child Care
84 Rotary Drive

Business Consulting
14 Kenai Crescent

Travel Consulting
8 Dauntless Street

Electrical Contractor
19 Douglas Street

Virtual Assistant
66 Della Drive

Total Year to Date 78

Regular 41

Home-based 37

City Building Permits (Year-to-date as of July 25, 2016)

Type	2015	2016	% Variance
Commercial	\$99,440,000	\$74,723,000	-25
Industrial	\$0	\$0	0
Government/Institutional*	\$8,729,000	\$6,000,000	-31
Residential	\$48,063,000	\$39,787,000	-17
Repairs	\$2,446,000	\$2,536,000	4
Total	\$158,678,000	\$123,046,000	-22

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Webinar: How to Survive and Thrive in International Markets	Aug. 9	http://trade commissioner.gc.ca
Selected Areas in Cryptography Conference	Aug. 10-12	www.engr.mun.ca/~sac2016
Boost your Business with Facebook	Aug. 15	https://fbsaintjohns.eventfarm.com
Restorative Justice in Education workshop	Aug. 17-19	www.nlta.nl.ca
Canadian Fastpitch Championships	Aug. 28 - Sept. 4	www.softball.ca
Petrocultures 2016: the Offshore	Aug. 31 - Sept. 3	http://petrocultures2016.ca
St. John's Board of Trade 101	Sept. 9	www.bot.nf.ca

CITY INITIATIVES

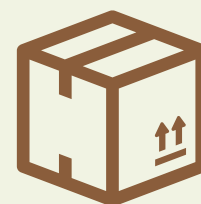
St. John's Economic Outlook 2016

Economic Outlook 2016 reports that economic growth in the St. John's Census Metropolitan Area (CMA) is expected to increase marginally this year, with real gross domestic product (GDP) expected to increase by 0.7%. Retail sales are expected to grow by 1.4% to reach \$4.0 billion this year. Housing starts throughout 2016 are expected to decline by 25% to 739 units. The unemployment rate is expected to increase to 6.9%, compared to 6.5% in 2015.

The population of the St. John's CMA is estimated to grow to 216,800 persons, an increase of 1.2% compared to 2015. The demographics of the region

have changed significantly over the past 30 years, and persons 55 years and over account for a larger percentage of the population. The report also discusses labour market activity among older workers, as they now account for larger shares of the labour force and employment.

View the full report in the Publications section under the heading City Hall at: www.stjohns.ca



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ECONOMIC UPDATE

SEPTEMBER 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.9 in June 2016 up 0.5%*

The Consumer Price Index for St. John's Metro was 133.8 in July 2016 up 3.3%*

Retail trade for Newfoundland and Labrador was \$767.4 million in June 2016 up 1.6%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	July 16	Chg.*
Labour Force	127,500	3.3%
Unemployment Rate	6.7%	0.4 pt
Employment Rate	65.6%	0.8 pt
Participation Rate	70.2%	1.1 pt

* same month in the previous year.

BUSINESS BRIEFS

Potential 25 billion barrels of oil in Orphan Basin

The offshore exploration of Newfoundland and Labrador (NL) continues. Nalcor is doing \$34 million in seismic work this year for resource estimates to attract oil companies. In August, the provincial government released a resource assessment that suggests there are potentially 25.5 billion barrels of oil in the West Orphan Basin, compared to the 12.5 billion barrels the Flemish Pass is believed to hold. The 2016 assessment adds growing knowledge about NL's offshore oil and gas potential, leading to more exploration work by global companies ensuring a thriving oil and gas industry for years to come. The provincial government hopes the study will attract even more investment than the Flemish Pass, which garnered \$1.2 billion in bids last year.

The bid round on the Orphan Basin closes Nov. 9, 2016.

www.releases.gov.nl.ca/releases/2016/exec/0824n04.aspx

St. John's office market overview

The overall vacancy rate increased 2.3% to 13.9% in the second quarter of 2016 compared to a year ago. The average asking rent (rental rates reflect gross asking rate per sq. ft./yr) increased 1% to \$35.14 as of the second quarter of 2016. Currently, 186,600 sq. ft. of office space is under construction in the St. John's metro area. Cushman & Wakefield Atlantic expect office vacancy rates to rise and tenants to be more aggressive in their negotiation of leases and/or renewals.
<http://cwatlantic.com>

\$3M funding from Silicon Valley firm for St. John's company Sequence Bio

Sequence Bio, a data-driven company that is leading a 100,000 person genome sequencing project, received a \$3-million commitment from U.S.-based Data Collective Venture Capital. Sequence Bio says they're the first in Atlantic Canada to receive an investment from Silicon Valley. Their aim is to use data collected from the people of Newfoundland and Labrador to improve how diseases are diagnosed and treated. The company wants to become a player in early-stage pharmaceutical development and must next prove concept for advanced approach to drug development. The local company has about a dozen employees and is hoping to double in size by the end of the year.
<https://sequencebio.com>

ST. JOHN'S

Business Approvals

NJ's Kitchen
15 Rowan Street

Elaine's Books
208 Duckworth Street

Ivivva
Avalon Mall

Sandman Hotel
227 Kenmount Road

The General
27 New Gower Street

Full Circle Acupuncture and
Wellness Inc.
12 Gleneyre Street

Egycana Fast Food Enterprises
21 Churchill Square

New Home -
Based Businesses

Electrical Contractor
7 Galaxy Crescent

Collective Architecture and
Design
4 Gander Crescent

Family home child care services
77 Almond Crescent

Family home child care services
13 Teakwood Drive

Family home child care services
32 Palm Drive

Total Year to Date 90

Regular 48

Home-based 42

City Building Permits (Year-to-date as of August 22, 2016)

Type	2015	2016	% Variance
Commercial	\$105,142,000	\$96,666,000	-8
Industrial	\$0	\$0	0
Government/Institutional*	\$9,779,000	\$6,000,000	-39
Residential	\$55,000,000	\$45,493,000	-17
Repairs	\$2,769,000	\$3,048,000	10
Total	\$172,690,000	\$151,207,000	-12

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

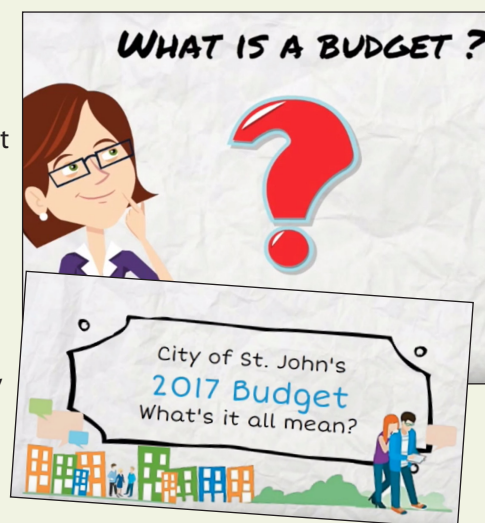
Luncheon - Atlantic Lottery Corporation CEO Brent Scrimshaw	Sept. 13	www.bot.nf.ca
NLOWE workshop: Mastering the Written Word with Frances Peck	Sept. 15	www.nlowe.org
Aquaculture Canada & Cold Harvest 2016	Sept. 18-21	www.aquacultureassociation.ca
Fire-Rescue Canada 2016	Sept. 25-28	www.caafc.ca
Association of Municipal Service Delivery	Sept. 26-28	http://conference.msdo.ca
Municipalities NL Convention and Trade Show	Oct. 6-8	www.municipalnl.ca
Attraction, Retention, and Integration of Immigrants in Smaller Communities conference	Oct. 7	www.eply.com/P2P2016stjohns

CITY INITIATIVES

City wants your input on Budget 2017

The City of St. John's launched its Budget 2017 engagement process in early July looking for public input. To help everyone understand the basics of a city budget, a new video was released on YouTube recently at <http://engagestjohns.ca/Budget-2017/videos/555>.

The video complements the engagement process. The online engagement forum at engagestjohns.ca will be open until late September. A series of ward-based engagement sessions are also being planned where Budget 2017 will be one of the topics discussed. Dates and locations will be published soon. A "What We Heard" document will be released later in the fall to close the loop on the budget engagement process. Residents are encouraged to sign up to actively participate in the discussion online and learn more.



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ECONOMIC UPDATE

OCTOBER 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.4 in July 2016 down 0.1%*

The Consumer Price Index for St. John's Metro was 133.5 in August 2016 up 2.9%*

Retail trade for Newfoundland and Labrador was \$720.1 million in July 2016 down 3.9%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	Aug. 16	Chg.*
Labour Force	127,100	3.2%
Unemployment Rate	6.7%	0.2 pt
Employment Rate	65.2%	0.6 pt
Participation Rate	70.0%	1.0 pt

* same month in the previous year.

BUSINESS BRIEFS

CMA Year-to-date housing starts

Housing starts in St. John's Census Metropolitan Area (CMA) for 2016 were trending at 744 units in August compared to 669 in July according to Canada Mortgage and Housing Corporation. The trend is a six month moving average of the monthly seasonally adjusted annual rates of housing starts. The trend measure in housing starts was higher in August in the St. John's CMA, driven by an increase in row and duplex construction within the multiple starts segment. In terms of actual housing starts, there have been 497 in the St. John's CMA from January to August 2016, compared to 630 for the same time frame in 2015. www.cmhc.ca

Provincial government launches investor relations website

The Department of Finance recently launched a website aimed at informing and establishing relationships with potential investors. The investor relations website can be found at www.InvestorRelations.gov.nl.ca. The website will share critical information and provide an online presence to potential investors in an effort to support the province's borrowing requirements. The website also provides the province's demographic, fiscal history, economic data, financial reports for the Provincial Government and Nalcor Energy and information on the province's credit ratings.

Eastlink coverage to expand into St. John's

Eastlink, the Halifax-based telecom, has submitted applications to build two new wireless towers in St. John's. Eastlink also plans to build a tower in nearby Paradise to serve communities throughout the Avalon Peninsula, which is home to more than half of the island's population. While it builds its own network on the island, residents of St. John's that sign up for wireless service with Eastlink will be able to roam on Bell Aliant's network free of charge when they're outside of the city.

ST. JOHN'S

Business Approvals

Meals from Scratch
36 Pearson Street

In the Pink Health Food Store
29 Rowan Street

K.S. Cuisine
140 Water Street

KMD Spa Services Inc.
202 Water Street

The Station NL
655 Topsail Road

New Home - Based Businesses

Music Studio
131 Moss Heather Drive

Midnight Tailors
37 Warren Place

Electrical Contractor
56 Terra Nova Road

SOK Associates
127B Queen's Road

Home Office
152 Merrymeeting Road

Electrical Contractor
72 Heffernan's Line

MMobile fitness business
16 Fogwill Place

Family home child care services
12 Berry Street

Total Year to Date 103

Regular 53

Home-based 50

City Building Permits (Year-to-date as of October 3, 2016)

Type	2015	2016	% Variance
Commercial	\$116,348,000	\$104,000,000	-11
Industrial	\$0	\$0	0
Government/Institutional*	\$15,000,000	\$6,000,000	-60
Residential	\$66,169,000	\$57,384,000	-13
Repairs	\$3,307,000	\$3,643,000	10
Total	\$200,824,000	\$171,027,000	-15

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Newleef	Oct. 12-13	www.newleef.ca
St. John's Women's International Film Festival	Oct. 19-23	www.womensfilmfestival.com
MBO Small Business Week Open House	Oct. 20	www.mvoc.ca
Ocean Technology Speaker Series Understanding I.P. and Patents	Oct. 20	www.oceansadvance.net
NL Association of REALTORS Conference	Oct. 23-25	http://www.nlar.ca
Arctic Technology Conference	Oct. 24-26	www.arctictechnologyconference.org
Rock Solid Technology	Oct. 26	http://rocksolidtech.ca
Maritime and Arctic Security and Safety Conference	Oct. 27-28	www.maritimearcticsecurity.ca
Mineral Resources Review 2016	Nov. 2-5	www.nr.gov.nl.ca/nr/mines/mineral.html
Noia Fall Seminar 2016 - Deepwater Technology	Nov. 9	www.noia.ca
Newfoundland Electrical and Computer Engineering Conference	Nov. 10	http://necec.engr.mun.ca

CITY INITIATIVES

Landlord survey on affordable housing opportunities now online



The City of St. John's is coordinating a survey of landlords in partnership with the Rental Team of the Affordable Housing Working Group. The City cannot tackle the issue of affordable housing alone; addressing this issue will require a collective effort from all levels of government as well as from private and community partners. A key strategy of the City's Affordable Housing Business Plan is to cultivate a base of landlords willing to rent to individuals seeking affordable housing, including those who may require supports. All landlords and property managers with rental property in St. John's are encouraged to visit engagestjohns.ca page to take the survey which addresses barriers, obstacles and opportunities of achieving a successful tenancy. For the purposes of the survey a 'landlord' is anyone who receives payments to have individuals reside at a property they own or manage. The short survey takes approximately 10 minutes to complete and participants can choose to be entered in a random draw for a \$500 home improvement gift card. The survey is open until October 17.

ST. JOHN'S

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(709) 576-8107
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ECONOMIC UPDATE

NOVEMBER 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.2 in August 2016 down 0.3%*

The Consumer Price Index for St. John's Metro was 134.1 in September 2016 up 3.8%*

Retail trade for Newfoundland and Labrador was \$738.5 million in August 2016 down 0.7%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	Sept. 16	Chg.*
Labour Force	127,300	3.2%
Unemployment Rate	7.0%	0.4 pt
Employment Rate	65.1%	0.7 pt
Participation Rate	69.9%	0.9 pt

* same month in the previous year.

BUSINESS BRIEFS

New BDC benchmarking tool

The Business Development Bank of Canada (BDC) recently launched a free and easy-to-use online benchmarking tool to support businesses looking to improve their productivity and expand operations. The tool is available at www.bdc.ca and was developed in collaboration with Statistics Canada. For the first time, entrepreneurs can compare themselves to industry peers in Canada and identify new areas to improve their productivity. The tool's launch follows a new BDC study that found just 6% of Canadian entrepreneurs comprehensively measure their productivity and benchmark against competitors—vital first steps to optimizing performance and improving competitiveness at national and international level.

Commercialization Consulting and Mentoring Program

LearnSphere's Commercialization Consulting and Mentoring Program provides access to financial resources for Atlantic Canada-based companies, universities, research institutions and other strategic partners to hire expertise to assist in the final steps toward the commercial launch of new and innovative products or technologies. The program supports activities that are limited in scope, time-sensitive and focused on providing funding support to hire consulting or mentoring services to improve commercialization success. Learn more at: www.learnsphere.ca

Transocean awarded drilling contract

A new 15-month drilling contract in the Newfoundland offshore has been issued by Suncor Energy to drilling contractor Transocean Ltd. The *Transocean Barents*, a harsh-environment ultra-deepwater rig, is expected to begin operations in the offshore in late 2017. According to Transocean, the contract has a day rate of \$260,000 (\$119 million estimated backlog added, excluding mobilization). Suncor's current growth capital expenditures offshore Canada include development drilling activities at Hibernia and White Rose.

ST. JOHN'S

Business Approvals

Soul Azteka Catering Co.
11 Freshwater Road

Kitchen Design Studio
21 Queen's Road

Pizza/sandwich restaurant
80 Kenmount Road

Auto repair garage
409 Kenmount Road

The Beauty Vault
110 Water Street

Health Cannabis
168 Water Street

Burritos Mexican Grill
462 Topsail Road

Dollarama
50 Ropewalk Lane

New Home -
Based Businesses

Office for Safety Apparel
4 Cherrybark Crescent

Alterations and Sewing
554 Newfoundland Drive

Graphic Art Services
125 Green Acre Drive

Total Year to Date 114

Regular 61

Home-based 53

City Building Permits (Year-to-date as of November 7, 2016)

Type	2015	2016	% Variance
Commercial	\$123,000,000	\$111,000,000	-10
Industrial	\$0	\$0	0
Government/Institutional*	\$15,000,000	\$6,043,000	-60
Residential	\$74,087,000	\$64,000,000	-14
Repairs	\$4,000,000	\$4,013,000	0
Total	\$216,087,000	\$185,056,000	-14

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

NLOWE Women's Economic Forum <i>Drivers of Growth</i>	Nov. 15	www.nlowe.org
Eco-Summit 2016	Nov. 17	www.goinggreenconsulting.com
Genesis Centre <i>Pitch and Pick Fall 2016</i>	Nov. 18	www.genesiscentre.ca
Grant Writing for Nonprofit Arts Organizations	Nov. 21	https://businessandartsnl.com
Professional Convention Management Association, Canadian Innovation Conference	Nov. 20-22	www.pcma.org
CME Workshop on Change Management	Nov. 23	www.cme-mec.ca/nl
Using Client Experience to Transform your Business/Organizational Performance	Nov. 25	canadianevaluationssocietynl@gmail.com
Meet the Buyers Reverse Trade Show	Nov. 30	www.bot.nf.ca
Board of Trade Business Excellence Awards	Dec. 7	www.bot.nf.ca

CITY INITIATIVES

Applications for 2017 City Grants now open

The City of St. John's grants and subsidies program will make available limited financial and other resources to not-for-profit groups, artists, and organizations seeking financial assistance whose application supports the City's strategic directions.

The deadline to submit applications is **Nov. 30, 2016 by 4 p.m.** Application forms can be found at www.stjohns.ca/forms-permits under the heading Grants. For more information visit <http://www.stjohns.ca/living-st-johns/your-city/city-grants>.

Funding is available in the following categories:

- Artists and Arts Organizations
- Special Events & Festivals
- Community Groups & Organizations
- Sporting Groups & Organizations
- Capital Grant
- Youth Travel: Sport or Non-Sport

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ECONOMIC UPDATE

DECEMBER 2016

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ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.5 in September 2016 down -0.1%*

The Consumer Price Index for St. John's Metro was 134.6 in October 2016 up 4.1%*

Retail trade for Newfoundland and Labrador was \$750.6 million in September 2016 up 0.6%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	Oct. 16	Chg.*
Labour Force	127,100	2.6%
Unemployment Rate	8.2%	1.6 pt
Employment Rate	64.1%	-0.5 pt
Participation Rate	69.8%	0.6 pt

* same month in the previous year.

BUSINESS BRIEFS

New program at the Genesis Centre

Team Genesis, in partnership with Toronto's innovation hub, MaRS Discovery District have announced a new entrepreneurship program called MOTR. As the largest innovation hub in Canada, MaRS currently supports more than one thousand start-ups in the province of Ontario. The MOTR program will bring its world class programming from renowned experts in entrepreneurship to Atlantic Canada. The program will span 14 weeks of in-person intensive work delivered by MaRS EIR's (Entrepreneur's In Residence). Participants will learn about idea validation, design thinking, and how to excel in the new knowledge economy. Unlike existing Atlantic Canadian programs; it will be open to start ups and entrepreneurs, as well as corporations, educators, students, and government agencies. This will enable a

collaborative approach to innovation in the region. Applications are open until December 31, 2016. To learn more visit www.genesiscentre.ca

NL poised to lead country in export growth next year

Export Development Canada (EDC) says Newfoundland and Labrador (NL) will lead the country in export growth in 2017. EDC's forecast predicts that the improvement in the outlook for metals and ores exports will be driven by stronger shipments than expected because of investments coming online after prolonged delays. The province's exports in mining output and higher oil prices are expected to completely offset the drop this year in exports. The result will be a 12% increase in NL's exports in 2017, which will be the best provincial export performance in Canada.

St. John's area rental market report

Demand for rental accommodations in the St. John's area declined in 2016, driven by economic weakness and an increase in the supply of newly completed apartments. According to the results of Canada Mortgage and Housing Corporation's Rental Market Survey conducted in October 2016, the vacancy rate increased to 7.9% compared to 4.7% in October 2015 in the St. John's area. The overall average rent in the St. John's area for a two-bedroom apartment was \$958 up 1.3% compared to October 2015. The number of private apartment units increased to 3,815 during the survey period up from 3,654 units in 2015.

ST. JOHN'S

Business Approvals

Edible Arrangements
1 Kiwanis St.

Moxie's
227 Kenmount Rd.

Pinoy Products NL
391-395 Empire Ave.

Dentist office
99 Lemarchant Rd.

Health Quest
300 Kenmount Rd.

Pizza take-out
Village Mall

Adley's Eatery
36 Pearson St.

Christmas Warehouse
58 Kenmount Rd.

Ruby Rose Beauty Bar
134 Water St.

Uniform Shop
320 Torbay Rd.

New Home -
Based Businesses

Office for a construction business
63 St. Francois St.

Consulting office
164 Canada Dr.

Management Consultant
61 Mark Nichols Pl.

Total Year to Date 127

Regular 71

Home-based 56

City Building Permits (Year-to-date as of December 5, 2016)

Type	2015	2016	% Variance
Commercial	\$127,469,166	\$122,467,058	-4
Industrial	\$0	\$0	0
Government/Institutional*	\$16,009,776	\$6,053,109	-62
Residential	\$79,007,254	\$73,636,505	-7
Repairs	\$4,080,831	\$4,457,079	9
Total	\$226,567,027	\$206,613,751	-9

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

Upcoming Events

Oceans Advance AGM	Dec. 12	http://oceansadvance.net
Atlantic Place Holiday Concert Series	Dec. 14	https://businessandartsnl.com
Startup NL: <i>Launch Some Killer Businesses</i>	Jan. 10	www.narrowsconsulting.com/biz-launch-program
Environmental Monitoring for Construction Projects	Jan. 11-13	www.neia.org
Becoming Leaders: An Introduction to Leadership Skills and Strategies Workshop - Women in Science, Engineering, Trades and Technology	Jan. 14	winsett@hollettandsons.ca

CITY INITIATIVES

Regional Demographics Survey – Results Now Available

The City of St. John's, in partnership with the Towns of Conception Bay South, Paradise, Portugal Cove–St. Philip's, and Torbay, released the results of the joint demographic survey, which took place between February and July 2016. The survey was conducted to help inform policy, planning and the delivery of services within the municipalities now and in the future. It gathered information and perspectives from residents in the entire

St. John's Census Metropolitan Area (CMA). Partnering municipalities will have their specific results as well. Questions asked during the survey covered a range of topics including transportation, city services, age, income, household composition, how people receive information, quality of life, challenges facing municipalities, and the downtown. For further information visit www.stjohns.ca or email business@stjohns.ca.

HAPPY Holidays

ST. JOHN'S