

ECONOMIC UPDATE

JANUARY 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

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

The Consumer Price Index for St. John's Metro was 133.8 in November 2016 up 3.8%*

Retail trade for Newfoundland and Labrador was unchanged at \$754.7 million in October 2016*.

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

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

	Nov. 16	Chg.*
Labour Force	127,500	3.4%
Unemployment Rate	9.2%	2.9 pt
Employment Rate	63.5%	-1.0 pt
Participation Rate	69.9%	1.1 pt

* same month in the previous year.

BUSINESS BRIEFS

Buy Local tool - Guide to the Good

In response to a survey that shows people in St. John's metro would buy more locally if they knew what was available and how to access it, the non-profit thegreenrock.ca launched a social enterprise that makes choosing local easier. Guide to the Good – www.guidetothegood.ca - is a searchable hub that profiles local businesses, entrepreneurs, social enterprises and organizations so people can access the cool and amazing things and resources that are being grown, created, made, and sold by our local community. Alongside 'local', the Guide to the Good features choices that are green, community-building, fun and informative and bring benefits to individual lives, our communities and our planet. Guide to the Good is piloting in the Northeast Avalon.

YMCA Business Planning Program has moved to a new location!

The YMCA Business Planning Program has moved to a new location at 139 Water Street, Suite 8 in Staging Ground, a project by Common Ground Coworking. All client meetings will be held at the new offices but the Y-Spark program and training sessions will still be held at the Ches Penney YMCA located at 35 Ridge Rd. The new inquiries number is **709-631-3875** or you can email enterprise@ymcanl.com for further details on the Y's business planning program.

Head Start Program - Business Association of NL

The Business Association of Newfoundland and Labrador (BANL) Head Start program provides mentoring for post-secondary students and new businesses. BANL members are willing to give quality time to a student who plans to open a business after graduation. Whether over lunch or a cup of coffee, students can meet with a BANL member each month throughout their final academic year. Students and new businesses can learn from small business owners and industry leaders who share advice, experience, and stories about life in business. To apply to the Head Start program visit:
<http://www.businessassociationnl.ca/head-start-program/>

ST. JOHN'S

Business Approvals

Water bottling facility
10 Searose Ave.

R and S Screen Printers Ltd.
61 James Lane

Restaurant
310 Water Street

**New Home -
Based Businesses**

Office for a Matchmaking Service
37 Patrick Street

Total 2016 **131**

Regular 74

Home-based 57

City Building Permits (Year-to-date as of December 31, 2016)

Type	2015	2016	% Variance
Commercial	\$131,780,580	\$131,142,990	0
Industrial	\$0	\$9,500	0
Government/Institutional*	\$16,513,276	\$6,053,109	-63
Residential	\$84,681,617	\$93,743,809	11
Repairs	\$4,235,916	\$4,457,079	6
Total	\$237,211,389	\$235,423,687	-1

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

Upcoming Events

The Future of Evaluation in 2025: An interactive debate	Jan. 17	canadianevaluationsociety@gmail.com
Business Innovation Agenda Focus Group	Jan. 17	http://oceansadvance.net
Employee Retention Strategies	Jan. 18	www.mun.ca/gardinercentre
Board of Trade luncheon with Danny Williams	Jan. 19	www.bot.nf.ca
Income Tax for Freelance Artists	Jan. 30	https://businessandartsnl.com
Grant Writing for Individual Artists and Arts Groups	Jan. 30	https://businessandartsnl.com
2017 Business Development Summit	Feb. 9	www.bot.nf.ca

CITY INITIATIVES**Business and Development Activity for 2016**

In 2016, the City of St. John's approved 131 new businesses, 43.5% (or 57) of those were home-based compared to 145 new business approvals in 2015. In addition, the City recorded more than \$235 million in building permits, a slight decrease of 1% over 2015. The value of residential building permits increased 11% to almost \$94 million in 2016. Some of the private major construction projects approved in 2016 included:

Galway and Glencrest Development, Phase One	\$102 million
Alt Hotel, 123 Water St.	\$35 million
St. John's Harbour Upgrade project, Irving Oil	\$20 million



ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

FEBRUARY 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.5 in November 2016 down -0.3%*

The Consumer Price Index for St. John's Metro was 133.7 in December 2016 up 4.1%*

Retail trade for Newfoundland and Labrador was \$747.2 million in November 2016 down -1.9%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

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

	December 16	Chg.*
Labour Force	126,400	3.0%
Unemployment Rate	9.8%	3.6pt
Employment Rate	62.5%	0.9pt
Participation Rate	69.3%	1.1pt

* same month in the previous year.

BUSINESS BRIEFS

Immigrants will comprise growing share of St. John's population by 2036

A new Statistics Canada report says St. John's immigrant population could more than double in 20 years. The report describing immigration and diversity projections to 2036 lays out a few different scenarios for Canada and its regions, including a high immigration and low immigration forecast. In 2011, the proportion of the St. John's population made up of immigrants was 3.1%. That could increase to 5% within 20 years in the low immigration scenario or 7.5% in the high immigration scenario. St. John's metro would be home to the majority of the province's immigrants at the end of the projection period (between 75.4% and 76.2%). St. John's will become increasingly diverse, seeing more Asian and Northern European immigrants over the period. Despite an increase in all the diversity indicators by 2036, Newfoundland and Labrador

would remain the least diversified Canadian province from an ethnocultural standpoint. The projections are based on population models from the 2011 National Household Survey. The full report Immigration and Diversity: Population Projections for Canada and its Regions, 2011 to 2036 can be viewed at www.statcan.gc.ca

Average spending in NL, 2015

Newfoundland and Labrador households spent an average of \$57,112 on goods and services in 2015, on par with \$57,717 spent in 2014. Spending on shelter accounted for 23.2% of this total, up from 22.7% a year earlier. NL households spent the smallest proportion on shelter of the provinces. Transportation (23.3%) and food (14.5%) accounted for virtually the same shares of consumption as in 2014. Households in NL dedicated the largest share of household spending on goods and services to

transportation. Clothing and accessories accounted for 6.3% of consumption in 2015, a slight decrease from 6.3% spent in 2014.

St. John's leads on reducing regulatory burden in NL

A recent report by the Canadian Federation of Business (CFIB) compared municipal regulations in the 25 largest municipalities in Newfoundland and Labrador. The report examined access to information, customer service, and the overall regulatory framework. The highest scoring municipality on the municipal regulation index is St. John's, with a near perfect score of 95 out of 100. It is followed by Bonaville (85) and Corner Brook (82.5). Using a "mystery shopper" approach, CFIB sent a number of questions to email contacts presented on the municipal websites. View the complete report here: www.cfib-fcei.ca

ST. JOHN'S

Business Approvals

Water Bottling Facility
10 Searose Avenue

R and S Screen Printers
61 James Lane

Restaurant
310 Water Street

**New Home -
Based Businesses**

Event Planner
55 Long's Hill

Plumbing Contractor
7 Legacy Place

Total Year to Date **5**

Regular **3**

Home-based **2**

City Building Permits (Year-to-date as of February 6, 2017)

Type	2016	2017	% Variance
Commercial	\$2,929,228	\$5,599,247	91
Industrial	\$0	\$0	0
Government/Institutional*	\$0	\$0	0
Residential	\$2,617,461	\$2,732,685	4
Repairs	\$95,220	\$133,400	40
Total	\$5,641,905	\$8,465,332	50

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

Upcoming Events

Society of Petroleum Engineers Distinguished Lecturer Series featuring Frans van den Berg, Shell	Feb. 14	www.noia.ca
NL Oil and Gas Week	Feb. 20-25	www.nloilandgasweek.ca
Business to Business Bootcamp: Business Development	Feb. 23	www.nlowe.org
Handling Personal information - Fundraising and the Arts	Feb. 27	businessandartsnl.com
Leverage LinkedIn for Business	Mar. 1	www.nlowe.org
Local Immigration Partnership Forum Community Forum	Mar. 2	www.eventbrite.ca
Hiring Newcomers: Employer Information Session	Mar. 3	immigration@stjohns.ca
2017 Tim Hortons Brier	Mar. 4-12	www.curling.ca/2017brier
Entrepeer St. John's networking session	Mar. 8	http://futurpreneur.ca
2017 Event Atlantic Summit	Mar. 8	www.eventbrite.ca

CITY INITIATIVES**St. John's ChillFest: Winter Celebration Feb. 17-19**

St. John's ChillFest is a community-wide celebration of winter, with a variety of free activities taking place Feb 17-19. Events include a parade of lights, all-ages kitchen party, free cross country ski and snowshoe rentals, events at The Loop and a number of activities for young and young at heart. An all-ages kitchen party will take place at the Johnson GEO CENTRE, Saturday, Feb 18 from 2:30 to 4 p.m. and a fun prize will be handed out for the most creative and fun 'ugly stick' creation. ChillFest has something for everyone and all activities offered are free of charge. Check the City's Facebook page for event details and follow us on Twitter and Instagram, use #ChillFest and share your photos with us on social media.

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



ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

MARCH 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.5 in December 2016 down -0.3%*

The Consumer Price Index for St. John's Metro was 134.9 in January 2017 up 4.7%*

Retail trade for Newfoundland and Labrador was \$745.2 million in December 2016 up 1.8%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

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

	January 17	Chg.*
Labour Force	126,200	3.3%
Unemployment Rate	9.6%	3.1pt
Employment Rate	62.4%	-1.2pt
Participation Rate	69.0%	1.0pt

* same month in the previous year.

BUSINESS BRIEFS

St. John's population and dwellings increase in the 2016 Census

The population of the census metropolitan area (CMA) of St. John's increased by 4.6% to 205,955 in 2016 over the last census in 2011. This compares to the provincial average of 1.0% and the national average of 5.0%. The St. John's CMA is the 20th largest metropolitan area in Canada.

In 2016, there were 85,015 private dwellings occupied in the St. John's CMA, which represents a change of 7.7% from 2011.

Population for municipalities in the St. John's CMA

Municipality	2016 population	% change 2011-2016
St. John's	108,860	2.5
Conception Bay South	26,199	5.4
Mount Pearl	22,957	-5.5
Paradise	21,389	20.9
Portugal Cove-St. Philip's	8,147	10.6
Torbay	7,899	6.8
Logy Bay-Middle Cove-Outer Cove	2,221	5.9
Pouch Cove	2,069	10.9
Flatrock	1,683	15.5
Witless Bay	1,619	38.7
Bay Bulls	1,500	16.9
Petty Habor-Maddox Cove	960	3.9
Bauline	452	13.9

Statoil announces new exploration wells in Bay du Nord

Statoil has announced it's moving ahead with two new exploratory wells in the Flemish Pass Basin off Newfoundland. The drilling program will start in the middle of 2017. It will explore the area near their Bay du Nord find. The Flemish Pass presents challenges to oil companies because of the distance from shore and the depth of the water. The potential project is one of Statoil's projects listed for possible start-up after 2022. Statoil also has submitted an environmental application for further possible drilling after 2018.

ST. JOHN'S

Business Approvals

Alt Hotel 125 Water St.
 Seafood Sales 288 Main Rd.
 White's Mini-mart 38 Golf Ave.
 Griffin Financial 106 Water St.
 Donuts/Dragons Board Game Café
 16 Stavanger Dr.

Pizzeria 277 Bay Bulls Rd.

Law Office 31 Queen's Rd.

Retail store 199 Water St.

Sunglass Hut Avalon Mall

5 Sense Inc. Avalon Mall

New Home - Based Businesses

Hair salon 160 Brookfield Rd.

Mobile welding 37 Airport Rd.

Mobile car cleaning service
 1 Bonnie Dr.

Therapeutic Gardens Counselling
 Services
 217 Ladysmith Dr.

Industrial surveying
 4 Glenlonan St.

Family home childcare
 19 Wabush Pl.

Family home childcare
 44 Viscount St.

Off Site Environmental Consulting
 4 Young St.

Total Year to Date 18

Regular 10

Home-based 8

* February's business approvals was a duplicate of January's. The March issue includes February approvals.

City Building Permits (Year-to-date as of March 6, 2017)

Type	2016	2017	% Variance
Commercial	\$10,226,779	\$15,949,621	56
Industrial	\$0	\$0	0
Government/Institutional*	\$0	\$0	0
Residential	\$4,262,661	\$5,076,661	19
Repairs	\$195,520	\$178,800	-9
Total	\$14,684,960	\$21,205,082	44

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

Upcoming Events

Strategic Planning for Fundraising Success	Mar. 13	businessandartsnl.com
NL Environmental Industry Association AGM	Mar. 15	www.neia.org
Pitch 101 Competition	Mar. 17	www.eventbrite.ca
Sharing our Cultures	Mar. 19	www.sharingourcultures.com
Opportunities North 2017	Mar. 27	http://stjohnsbot.ca
Atlantic Business Outlook, Conference Board of Canada	Mar. 30	www.conferenceboard.ca
MUN buttoned	Mar. 30 - Apr. 1	www.mun.ca/harriscentre
Resilient Leadership Series Accountability	Apr. 4	http://stjohnsbot.ca
Savour Food and Wine Show	Apr. 4	http://ranl.ca
NLOWE's 2017 Annual Conference	Apr. 5-6	www.nlowe.org
BuildGreen Atlantic	Apr. 6	www.cagbc.org
34th Annual Home Show	Apr. 7-9	http://chbanl.ca
Spring International Food and Craft Fair	Apr. 8	www.arhyel.ca/IFCE

CITY INITIATIVES

Heritage Financial Incentives Program: Application Deadline May 1

The Heritage Financial Incentives Program aims to conserve heritage resources by assisting property owners to maintain buildings and homes located in the City's Heritage Areas or properties designated as Heritage Buildings. There are two types of grants available, a Heritage Maintenance Grant and a Heritage Conservation Grant. Further details, conditions and application forms are available online at www.stjohns.ca and applications are accepted between March 1 and May 1, 2017.

ST. JOHN'S

348 Water Street
 City of St. John's, P.O. Box 908
 St. John's, NL A1C 5M2
 (709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

APRIL 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 99.6 in January 2017 down -0.7%**

The Consumer Price Index for St. John's Metro was 134.7 in February 2017 up 4.2%*

Retail trade for Newfoundland and Labrador was \$769 million in January 2017 up 3.1%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.

LABOUR FORCE CHARACTERISTICS

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

	February 17	Chg.*
Labour Force	125,200	1.6%
Unemployment Rate	9.1%	1.6pt
Employment Rate	62.1%	-1.2pt
Participation Rate	68.4%	0.0pt

* same month in the previous year.

BUSINESS BRIEFS

Futurpreneur Canada funds 25 new businesses

Futurpreneur Canada is a non-profit that provides financing, mentoring and support tools to aspiring business owners aged 18-39. In Newfoundland & Labrador, Futurpreneur Canada funded 25 new youth-based businesses by providing start-up financing, mentoring and business resources in the 2016-2017 fiscal year. This year was record setting for the non-profit with a significant increase (56%) in the number of businesses supported locally. Futurpreneur's internationally recognized mentoring program hand matches young entrepreneurs with a business expert from a network of more than 3,000 volunteer mentors. Interested in starting a business or mentoring a young entrepreneur? Visit www.futurpreneur.ca or telephone Scott Andrews at 709.769.1205 or email sandrews@futurpreneur.ca

Economic outlook for 2017

Economic activity in the St. John's Census Metropolitan Area is expected to remain subdued in 2017. There is expected to be a significant decline in capital investment as the Hebron and Long Harbour projects move past their peak construction periods, although capital investment will remain high in a historical context. In addition, government deficit reduction measures are expected to curtail expenditures in the public sector. As a result, most economic indicators including GDP, employment, and retail sales are expected to remain weak in 2017.

Engagement, collaboration, and partnerships drive immigration action plan

The Government of Newfoundland and Labrador has released a five year immigration action plan that aims to double the number of people moving to the province. The plan also focuses on working with employers to support better planning and maximize the use of the province's Provincial Nominee Program (PNP). Partnering with post-secondary institutions and collaborating with employers to pilot international student placements and to explore opportunities for International Entrepreneur and International Graduate Entrepreneur categories under PNP are also referenced in the plan. Gaps within the job market need to be filled which is part of why immigration is an attractive option. For further details visit www.gov.nl.ca

ST. JOHN'S

Business Approvals

Best Western Plus
St. John's Airport

Sustainable Siding and Windows
20 Hallett Cres.

Hooligan's Custom Tattoos
116 Duckworth St.

Newfoundland Chocolate Café
Avalon Mall

The Inn by Mallard Cottage
1 & 5 Barrows Rd.

Nexen Energy
215 Water St.

Little Caesar's
30-70 White Rose Dr.

Skin City Tattoo
325 Duckworth St.

Fionn MacCool's
199 Kenmount Rd.

Hair Salon - 140 Stavanger Dr.

Hair salon - 254 Water St.

Hometeam Realty
Village Mall

**New Home -
Based Businesses**

346 Empire Ave.
Mobile therapeutic health services

Electrical contractor
28 Mackenzie

Dog treat production
19 Browne Cres.

Total Year to Date 33

Regular 22

Home-based 11

City Building Permits (Year-to-date as of April 3, 2017)

Type	2016	2017	% Variance
Commercial	\$28,684,329	\$62,841,175	119
Industrial	\$0	\$0	0
Government/Institutional*	\$2,120,000	\$6,000	-100
Residential	\$6,906,511	\$7,349,294	6
Repairs	\$394,720	\$473,926	20
Total	\$38,105,560	\$70,670,395	85

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

Upcoming Events

The Walrus Talks National Tour: We Desire a Better Country	Apr. 18	https://thewalrus.ca
Email Marketing: Boost Your Response Rate Webinar	Apr. 19	https://hnl.ca
Atlantic Region Aircraft Maintenance Conference	Apr. 26-28	www.atlanticame.ca
Atlantic Immigration Pilot Program Information Session	Apr. 28	stjohnsbot.ca
Sci-Fi on the Rock	Apr. 28-30	www.scifiontherock.com
International Assoc. of Administrative Professionals - Eastern Canada Conference	Apr. 28-29	www.iaap-hq.org
Physical & Health Education Canada Conference	May 4-6	www.phecanada.ca
Clean Technology Innovation Connector	May 8	www.neia.org

CITY INITIATIVES

City of St. John's Development Team

For people who have a business idea, development plan or construction project in mind, but may not be ready to formally apply, the City's Development Team can help. The Development Team with city staff from several departments can meet with you informally and confidentiality to discuss your idea. They can offer advice on zoning, the application process, fees, regulations, timelines, availability of municipal water and sewage services, and other requirements for the proposed development. The Development Team is also available to meet with applicants who wish to discuss the status of their current development application. For further information or to arrange a meeting with the Development Team email planning@stjohns.ca

ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

MAY 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 99.6 in February 2017 down -0.7%**

The Consumer Price Index for St. John's Metro was 135.1 in March 2017 up 4.2%*

Retail trade for Newfoundland and Labrador was \$770.5 million in February 2017 up 0.4%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.

LABOUR FORCE CHARACTERISTICS

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

	March 17	Chg.*
Labour Force	124,300	0.4%
Unemployment Rate	8.9%	1.6pt
Employment Rate	61.7%	-2.0pt
Participation Rate	67.8%	-0.9pt

* same month in the previous year.

BUSINESS BRIEFS

Atlantic Canada Immigration Pilot Project

The Atlantic Immigration Pilot Program (AIPP) will help address labour market challenges in the Atlantic Provinces by assisting employers in attracting and retaining skilled immigrants. Immigration, Refugees and Citizenship Canada is accepting permanent resident applications targeting international students, intermediate-skilled workers and high-skilled workers, in addition, to accepting applications from interested employers. To participate, employers must meet certain requirements, including a commitment to support the newcomer and their family as they integrate into their new life in Atlantic Canada. For further information on how to become a designate employer under the AIPP visit www.cic.gc.ca/english/immigrate/atlantic

\$200 million investment planned for St. John's International Airport

The St. John's International Airport Authority has announced a new, 10-year airport improvement and expansion plan that includes infrastructure investments to ensure the safety and operational integrity of the Airport, and to complete the expansion of its facilities to accommodate 2 million passengers annually. The total investment in the Airport's facilities will be \$200 million between 2017 and 2026. The primary source of revenue to pay for infrastructure improvements will be the Airport Improvement Fee which will increase from \$30 to \$35 effective July 1, 2017. Further information on the infrastructure plans and the Airport Master Plan can be found on the website at www.stjohnsairport.com

Know any entrepreneurs who started a business after reaching 50?

The inaugural WISE 50 over 50 Awards will recognize and celebrate 50 entrepreneurs over 50. Open to Canadian residents who started their business after turning 50, the award's submission deadline is June 30, 2017. According to Wise-Seniors in Business, the newest and fastest growing segment of entrepreneurship is led by people over the age of 50. Applications and more information may be found at www.wise-seniorsinbusiness.com

ST. JOHN'S

Business Approvals

Ethno Home
152 Water St.

The Bee's Knees
199 Water St.

Kathy Evans Bridal, Prom and Design
Studio
323 Hamilton Ave.

Sugar Mama's Bakery
60 Elizabeth Ave.

New Home -
Based Businesses

Admin office
66 Beauford Pl.

Admin office for Avalon IRepair Ltd.
54 Flower's Hill

Cleaning business
22 Kildare Pl.

Family home childcare
16 Gil Eannes Dr.

Electrical contractor
7 MacConnell Pl.

Plumbing contractor
12 Douglas St.

Electrical contractor
85 Della Dr.

Total Year to Date 44

Regular 26

Home-based 18

City Building Permits (Year-to-date as of April 25, 2017)

Type	2016	2017	% Variance
Commercial	\$31,658,321	\$23,124,677	-27
Industrial	\$0	\$0	0
Government/Institutional*	\$2,486,000	\$436,000	-82
Residential	\$12,368,127	\$11,656,611	-6
Repairs	\$782,682	\$599,342	-23
Total	\$47,295,130	\$35,816,630	-24

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

Upcoming Events

Innovation Week	May 8-12	www.innovationweek.ca
NATI Knowledge Summit	May 10	www.nati.net
Canadian Counselling and Psychotherapy Conference	May 16-18	www.ccpa-accp.ca
Let's Talk Exports	May 18	www.neia.org
Doing Business with the Government of Canada	May 24	www.nlowe.org
Hockey Canada Spring Congress	May 25-28	www.hockeycanada.ca
APEC's Major Projects Conference	June 5	www.apec-econ.ca
Dieticians of Canada Conference	June 7-10	www.dieticians.ca

CITY INITIATIVES

Planning an Event? Connect with the Special Events Advisory Committee

Did you know that if you or a community group or organization wish to host an event or festival, appropriate documents must be submitted to the City of St. John's. Events or festivals, include, but are not limited to: block parties, concerts, festivals, road races, parades, etc. The Special Event Permit process helps to ensure that all City departments, and external agencies, required to provide services are aware of and prepared for potential conditions arising from the event, i.e. traffic control. The Special Event Application is reviewed by the Special Event Advisory Committee (SEAC) and approvals are provided via a Letter of Permit. SEAC is comprised of representatives from various City departments as well as external government and volunteer agencies. For further information visit:

<http://www.stjohns.ca/living-st-johns/events-and-festivals/special-events-advisory-committee>

ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

JUNE 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 99.5 in March 2017 down -0.7%**

The Consumer Price Index for St. John's Metro was 135.2 in April 2017 up 3.5%*

Retail trade for Newfoundland and Labrador was \$769 million in March 2017 up 2.6%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.

LABOUR FORCE CHARACTERISTICS

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

	April 17	Chg.*
Labour Force	122,600	-1.9%
Unemployment Rate	8.3%	0.9pt
Employment Rate	61.3%	-2.8pt
Participation Rate	66.8%	-2.4pt

* same month in the previous year.

BUSINESS BRIEFS

West White Rose project moving forward

Husky Energy and partners recently approved the West White Rose project which will see the construction of a fixed wellhead platform that will be tied back to the SeaRose floating production, storage and offloading vessel. The total cost is expected to be \$5.2 billion over project life with first oil expected in 2022. Wellhead platform construction will begin in late 2017. It is anticipated that there will be more than 10 million person-hours of employment during the engineering and construction phases and 250 permanent platform jobs once operational. At the same time, Husky also announced a new oil discovery at Northwest White Rose.

2016 Census St. John's Census Metropolitan Area (CMA): age and dwelling type

The latest batch of 2016 census data released in May 2017 by Statistics Canada shows the portion of the working age population (15 to 64) in the St. John's CMA declined to 69.4% from 71.4% in the 2011 census. In comparison, the national percentage was 66.5% for the population aged 15 to 64. In 2016, the proportion of children under 15 years old was 15.8% in the St. John's CMA, exceeding the share of those aged 65 and older at 14.8%. In comparison, the national percentages were 16.6% for the population aged 0 to 14 and 16.9% for the population aged 65 and older.

There were 85,015 occupied private dwellings in the St. John's CMA. Single-detached houses

represented 54.6% of all occupied private dwellings in 2016. Apartments in buildings with 5 or more storeys made up 0.6% of all private occupied dwellings in St. John's. Average household size was 2.4 persons.

St. John's startup unveils \$2M in funding

HeyOrca, a growing St. John's company has received \$2 million in equity funding from private investors to expand into the U.S. market, grow its product and double the size of its team to 30. Co-founded by Memorial graduates Joe Teo and Sahand Seifi in 2015, HeyOrca has developed software that helps marketing agencies work with clients in planning and approving social media content. HeyOrca was also recently added to the Top 10 social tools to consider by app review site G2 Crowd. www.heyorca.com

ST. JOHN'S

Business Approvals

Cellicon
Avalon Mall

Quesada Burritos & Tacos
15 Hebron Way

Empower Fitness
15 Hebron Way

Granite Countertop sales
61 Main Rd.

Mr. Souvlaki
Avalon Mall

Mucho Burrito
Avalon Mall

Pannizza
Avalon Mall

Bad Bones Ramen
152 Water St.

New Home - Based Businesses

Architectural Colour Consultant
24 Logy Bay Rd.

Electrical contractor
35 Durdle Dr.

Occupational Health &
Safety Consulting
13 Myrick Place

Bookkeeping office
19 Warren Pl.

Electrical contractor
2 Chafe Ave.

Electrical contractor
37 Birmingham St.

Electrical contractor
297 Airport Heights Dr.

Total Year to Date 59

Regular 34
Home-based 25

City Building Permits (Year-to-date as of June 5, 2017)

Type	2016	2017	% Variance
Commercial	\$58,302,615	\$54,164,003	-7
Industrial	\$0	\$0	0
Government/Institutional*	\$5,942,084	\$436,000	-93
Residential	\$21,544,676	\$27,092,846	26
Repairs	\$1,501,806	\$1,222,506	-19
Total	\$87,291,181	\$82,915,355	-5

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

Upcoming Events

Economic Developers Assoc of NL AGM	June 15-16	jeff.lawlor@pcsp.ca
2017 Oral Health Convention	June 15-17	www.nlda.net
International Small Island Cultures Conference	June 15-19	www.mun.ca/harriscentre
International Symposium on the Ediacaran-Cambrian Transition	June 15-29	www.isect2017.org
Noia Oil & Gas Conference 2017	June 19-22	www.noia.ca
Canada Business NL Guest Advisor - Accounting & Legal	June 21	kim.fleming2@canada.ca
Nickel Film Festival	June 20-24	www.nickelfestival.com
Atlantic Canada Petroleum Show	June 21-22	https://atlanticcanadapetroleumshow.com
Unifor National Media Council Conference	June 21-25	www.unifor.org

CITY INITIATIVES

Demographic and Opinion Survey – Additional Data Products Available

The City of St. John's released the results of the demographic and opinion survey, which took place from February to July 2016. The survey was conducted to help inform policy, planning and the delivery of services. Questions asked during the survey covered a range of topics including: transportation; city services; demographics; how people receive information; quality of life; challenges facing municipalities; and the downtown. This citizen survey gathered information and perspectives from residents in a number of geographies: St. John's metro, the City of St. John's as a whole, and the City of St. John's as divided into five geographic areas. Infographics have been developed and are now available based on the data for five areas within the City, specifically, Downtown, Central, West, East, and Goulds/Shea Heights. The latest infographics can be found in the Publications section of www.stjohns.ca under the heading Business Reports. For further information, contact business@stjohns.ca

ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

JULY 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 99.5 in April 2017 down -0.7%**

The Consumer Price Index for St. John's Metro was 135.2 in May 2017 up 3.0%*

Retail trade for Newfoundland and Labrador was \$764 million in April 2017 up 1.5%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.

LABOUR FORCE CHARACTERISTICS

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

	May 17	Chg.*
Labour Force	120,600	-4.2%
Unemployment Rate	8.5%	1.7pt
Employment Rate	60.0%	-4.8pt
Participation Rate	65.6%	-4.0pt

* same month in the previous year.

BUSINESS BRIEFS

Wood Group wins contract for Husky White Rose project

Husky Energy has moved forward with its West White Rose project offshore Newfoundland by awarding a multi-million dollar engineering contract to the UK's Wood Group. The company has been awarded a contract including procurement services and to complete engineering design work for the topsides of White Rose, a concrete gravity-based structure wellhead platform planned for offshore Newfoundland. Ninety-five per cent of the detailed engineering of the accommodation module and facilities service block for the topsides of Husky Energy's West White Rose project will be completed in Newfoundland. First oil is expected in 2022 and the project is anticipated to achieve a gross peak production rate of approximately

75,000 barrels a day in 2025 as development wells are drilled and brought online.

NL leads Atlantic Canada with \$6.6B in capital spending this year

The Atlantic Provinces Economic Council (APEC) is forecasting \$6.6 billion in spending on major projects this year in Newfoundland and Labrador (NL), a reduction of 15% over last year, and a larger drop from the construction peak of 2013, when spending topped \$9 billion. Historically, investment is still high as APEC is forecasting \$13 billion in major project spending in Atlantic Canada this year, with exactly half of that taking place in NL. The oil and gas industry continues to drive investment in the province, along with a resurgent mining sector, and ongoing work on Muskrat Falls before it starts generating

electricity in three years. Major project spending in Newfoundland and Labrador is expected to top \$5 billion for the next three years, according to APEC.

BDC Unveils \$280M Lending Program

The Business Development Bank (BDC) recently announced a \$280 million financing package to support small and mid-sized businesses in the Atlantic Provinces over the next two years. Targeted industries for the lending program include ICT, agri-food, ocean technology and tourism. In particular, the bank is looking to back companies pursuing growth opportunities, including acquisitions, change of ownership transactions as well as investment in export strategies. To find out more, visit www.bdc.ca.

ST. JOHN'S

Business Approvals

Savoury packing operation
180 Hamilton Ave.

Bellissimo's Bistro
123 Quidi Vidi Rd.

Turbo Tech Auto
219 Major's Path

Hilton Garden Inn
150 New Gower St.

Freedom 55 130 Kelsey Dr.

Studio Beauty 390 Topsail Rd.

The Inn by Mallard Cottage
1 Barrows Rd.

Amara Body Sugaring
193 Main Rd.

Straight Edge Barbers
38-42 Ropewalk Ln.

Fort Amherst Pub 29 Rowan St.

Michael Kidney Financial Planning
544 Water St.

Dollarama 650 Topsail Rd.

New Home - Based Businesses

Administrative services
144A Higgins Line

Imagine Consulting & Design
85 Castle Bridge Dr.

Electrical contractor
4 Ventura Pl.

Office for Surveyor
42 O'Regan Rd.

Total Year to Date 75

Regular 46

Home-based 29

City Building Permits (Year-to-date as of June 27, 2017)

Type	2016	2017	% Variance
Commercial	\$60,354,882	\$79,982,023	33
Industrial	\$0	\$0	0
Government/Institutional*	\$5,992,584	\$436,000	-93
Residential	\$30,296,509	\$33,845,979	12
Repairs	\$2,035,141	\$1,523,507	-25
Total	\$98,679,116	\$115,787,509	17

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

Upcoming Events

Pitch101 Training Workshop	July 11	www.nlowe.org
How to Buy an Existing Successful Business	July 19	www.DavidCBarnett.com
Canadian Ball Hockey Association Championships	July 20-23	http://cbha.com
World Dance Alliance Global Summit	July 23-28	www.wda-americas.net
Algorithms and Data Structures Symposium	July 31 - August 2	www.wads.org

CITY INITIATIVES

Economic impacts of Passenger, Crew and Cruise Line Spending

The results of an economic impact study carried out by Business Research and Economic Advisors (BREA) shows that in 2016 the cruise industry including direct and indirect benefit to the local economy was \$5.7 million. That includes an estimated \$1.4 million in passenger spending and \$1.2 million by the cruise lines themselves. The amounts are based on a spending formula developed by BREA, applied to the total number of cruise visitors to the City of St. John's in the year: 18,964 passengers and 7,449 crew members.

www.clia-nwc.com



ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

AUGUST 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 99.5 in May 2017 down -0.8%**

The Consumer Price Index for St. John's Metro was 134.8 in June 2017 up 3.0%*

Retail trade for Newfoundland and Labrador was unchanged at \$760.4 million in May 2017 up 1.5%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.

LABOUR FORCE CHARACTERISTICS

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

	June 17	Chg.*
Labour Force	119,500	-6.0%
Unemployment Rate	7.9%	1.1pt
Employment Rate	59.8%	-5.5pt
Participation Rate	64.9%	-5.2pt

* same month in the previous year.

BUSINESS BRIEFS

Invest Atlantic conference coming to St. John's

Atlantic Canada's largest networking event for startups, entrepreneurs and investors is coming to St. John's for the first time this fall. Invest Atlantic, in partnership with Memorial's Genesis Centre, will take place at the Sheraton Hotel Sept 19-20. Program sessions are designed to highlight the theme of Be Collaborative, Get Innovative, Go Global and provide attendees with valuable and innovative solutions for their business. According to a news release by the Jameson Group, which runs the event, there are three main goals: "to coach entrepreneurs in pitching and building their business, to connect angel investors with the startups in Atlantic Canada and to create collaboration amongst all attendees." For more information on the conference, visit www.investatlantic.ca.

Genesis launches Start-up Visa Program for entrepreneurs

Genesis, Memorial University's business incubator, has become the first designated organization in Newfoundland and Labrador under Canada's Start-up Visa Program, which offers permanent residency to foreign entrepreneurs who agree to bring their companies to Canada. Through this new offering, Genesis will accelerate growth within the provincial entrepreneurial ecosystem, as well as attract and retain world-class talent. A candidate for the Program must have a commitment from any one of a set of qualified Canadian investors –angel investors, venture-capital companies or startup incubators, and only once a potential applicant has an investment from one of these private

sources of funding will Immigration, Refugees and Citizenship Canada consider their Visa application. For more information or to apply visit www.genesiscentre.ca/suv

NEIA launches "CleanTechNL" initiative

The Newfoundland and Labrador Environmental Industry Association (NEIA) is launching a new initiative to create a greater awareness in Newfoundland and Labrador about the clean technology being developed in the province, and also the growth opportunities it affords businesses. NEIA is currently reaching out to businesses throughout the province to help build the directory. Businesses can self-identify their products and services as being clean technology, and sign up to appear in the directory for free, at www.CleanTechNL.ca.

ST. JOHN'S

Business Approvals

NGA Human Resources
24 Stavanger Dr.

NL's Teachers' Pension Plan
130 Kelsey Dr.

Old Town Pizza
336 Freshwater Rd.

Valhalla Tavern
Holdsworth Court

Proactive physiotherapy
117 Ropewalk Ln.

New Home -
Based Businesses

Office for engineering consultant
25 Peppertree Pl.

Holistic nutrition consultant
33 Ruthledge Cres.

Family home childcare
41 Oberon St

Admin office for cleaning business
27 Keegan Crt.

Total Year to Date ****84

Regular ~~445~~51
Home-based ~~443~~3

City Building Permits (Year-to-date as of August 2, 2017)

Type	2016	2017	% Variance
Commercial	\$75,908,411	\$91,717,430	21
Industrial	\$0	\$0	0
Government/Institutional*	\$5,997,584	\$436,000	-93
Residential	\$42,413,759	\$48,480,011	14
Repairs	\$2,828,836	\$2,011,227	-29
Total	\$127,148,590	\$142,644,668	12

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

Upcoming Events

Offshore Wind Energy Development – supply chain identification and capacity within NL	Aug. 15	www.neia.org
Atlantic Provinces Idea Exchange, International Council of Shopping Centers	Aug. 16-18	www.icsc.org
Corporate Governance Conference	Aug. 20-23	http://gpcanada.org
Canadian Society of Corporate Secretaries	Aug. 20-23	www.cscs.org
GEN YYT Board of Trade Mixer	Aug. 24	http://stjohnsbot.ca
Opportunity Knocks - Atlantic Immigration Pilot Program	Aug. 25	http://stjohnsbot.ca
Canadian Blood and Marrow Transplant Group meeting	Sept. 7-9	www.cbmtg.org

CITY INITIATIVES

Economic Outlook in St. John's CMA 2017

Economic conditions are expected to continue to soften in 2017 for the St. John's Census Metropolitan Area (CMA). The recent Economic Outlook document forecasts that real gross domestic product – the value of economic activity – will decrease by 3.4% in 2017. The unemployment rate is predicted to climb to 8.1% as a result of declining employment and labour force numbers. For the first time in a number of years, household income is expected to decline, contributing to a decline in retail sales as well. It is anticipated the region should continue to benefit from growth in international migration. The population of the St. John's CMA is expected to continue to grow in 2017 to 218,600 persons, an increase of 0.5% compared to 2016. Investment associated with major project development is expected to be lower than 2016 but will continue to generate substantial economic activity in the St. John's region. Read the full report in the Publications section of Living in St. John's at www.sjohns.ca



ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

ECONOMIC UPDATE

SEPTEMBER 2017

Visit us at
www.stjohns.ca/st-johns-e-updates
to receive this newsletter in your inbox.

www.facebook.com/CityofStJohns



www.twitter.com/CityofStJohns



ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 99.4 in June 2017 down -0.9%**

The Consumer Price Index for St. John's Metro was 135.2 in July 2017 up 1.0%*

Retail trade for Newfoundland and Labrador was \$762.8 million in June 2017 up 0.1%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.

LABOUR FORCE CHARACTERISTICS

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

	July 17	Chg.*
Labour Force	119,100	-6.5%
Unemployment Rate	8.4%	1.5pt
Employment Rate	59.2%	-6.1pt
Participation Rate	64.6%	-5.6pt

* same month in the previous year.

BUSINESS BRIEFS

Families, households and marital status City of St. John's: Key results from the 2016 Census

- In 2016, 16.0% of adults aged 15 and over living in private dwellings lived alone, 52.2% lived as a couple and 6.4% lived as a lone parent.
- 79.5% of persons living as a couple were married in 2016, while 20.5% were living common law.
- In 2016, the proportion of young adults aged 20 to 34 living with at least one parent was 25.3% compared to 27.4% in 2011.
- In 2016, there were 305 same-sex couples.
- In 2016, among couple census families 53.2% were families without children and 46.8% were families with children.

Paradigm Hyperloop Only North American finalist

Paradigm Hyperloop, a team that designed a high-speed, air-levitating ground transport vehicle, took second place for speed at the SpaceX Hyperloop Competition held recently. The team's pod reached a top speed of 101 kilometres per hour. Paradigm Hyperloop, which is comprised of 40 highly innovative post-secondary students from Memorial University, Northeastern University and the College of the North Atlantic, was one of 24 finalists to compete in Competition Weekend II, held at SpaceX headquarters in Hawthorne, California. Paradigm Hyperloop made it into the final three and became the only North American finalist to test their pod in the SpaceX Hyperloop Tube. The team made

history when it became the first team ever to use an air-bearing system.

Funding available to work with a new graduate

Mitacs, a national, not-for-profit organization that designs and delivers research and training programs in Canada, is offering a limited time funding opportunity to hire a recent graduate through their Career Connect program. Eligible hiring organizations that have a green project in the science, technology, engineering or math fields, can avail of a student intern for a six-month placement valued at \$20,000 to \$25,000, subsidized by Mitacs at 50%. Submissions are due by September 15th. Learn more at: www.mitacs.ca/en/career-connect?mc_cid=9d45dec1a1&mc_eid=803d846bc8

ST. JOHN'S

Business Approvals

The Honest Cure Inc.
216 Water St.

Tommy's Auto-Tech
71 O'Leary Ave.

Dats-A-Goodie
570 Water St.

New Home - Based Businesses

Family home childcare
41 Oberon St

Private music lessons
19 Taylor Pl.

Delivery of fresh vegetables
142 Canada Dr.

Bookkeeping office
12 Balmoral Pl.

Online T-Shirt Sales
9 Spencer St.

Office for Home Share
309 Bay Bulls Rd.

Electrical contractor
7 Birmingham St.

Plumbing Contractor
308 Blackmarsh Rd.

Admin office
132 Gower St.

Office for cleaning business
12 Calver Ave.

Electrical Contractor
17 Sunset St.

Total Year to Date 98

Regular 54
Home-based 44

City Building Permits (Year-to-date as of September 1, 2017)

Type	2016	2017	% Variance
Commercial	\$99,104,426	\$106,944,365	8
Industrial	\$0	\$5,000,000	100
Government/Institutional*	\$5,997,584	\$1,336,000	-78
Residential	\$49,440,016	\$54,817,748	11
Repairs	\$3,226,011	\$2,408,000	-25
Total	\$157,771,037	\$170,506,113	8

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

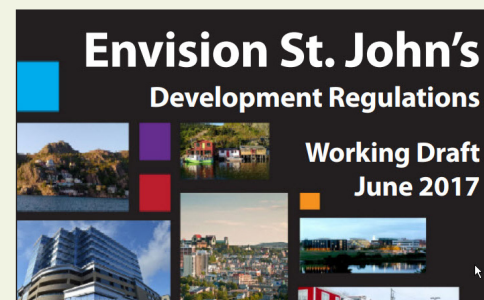
Upcoming Events

Canada Business Guest Advisor Program - Marketing	Sept. 12	kim.fleming2@canada.ca
Canada Business Guest Advisor Program - Insurance	Sept. 12	kim.fleming2@canada.ca
Invest Atlantic	Sept.19-20	www.investatlantic.ca
Incorporation, By-Laws and Fiduciary Responsibilities for the community sector	Sept. 21	http://communitysector.nl.ca
Mun Centre For Entrepreneurship Embark Conference	Sept. 23	https://mce.mun.ca
Career and Graduate School Fair	Sept. 27	www.mun.ca/cdel/Career_Fair/CGSF
Luncheon – Stephen Poloz, Governor Bank of Canada	Sept. 27	www.stjohnsbot.ca
Canadian Association of Property Inspectors conference	Sept. 28-30	www.cahpinational.org
Small And Adaptive Cities 2017	Sept. 29- Oct. 1	www.munacespace.com

CITY INITIATIVES

Draft Development Regulations to support Envision Municipal Plan

The draft municipal plan was adopted in principle by city council in August. City staff have been using the plan to write the accompanying development regulations. Revised development regulations that reflect the new Envision Municipal Plan must be approved to make them a reality in the City's planning work. While the work is not yet complete, we want to show you what has been accomplished - looking at land-use zones, lot sizes, off-street parking, buffers between different land uses, public open space, floodplains, building heights, protection of public views, built heritage, agricultural lands, development in higher areas that have heavy snowfall, and more. If you missed the information sessions held August 29 on the development regulations they can be viewed and commented on through the engagestjohns.ca page.



ST. JOHN'S

348 Water Street
City of St. John's, P.O. Box 908
St. John's, NL A1C 5M2
(709) 576-8107
business@stjohns.ca

Economic Update **October 2017**



The **New Housing Price Index** for St. John's Metro was 99.4 in July 2017 down -0.6%**

The **Consumer Price Index** for St. John's Metro was 135.1 in August 2017 up 1.2%*

Retail trade for Newfoundland and Labrador was \$750.6 million in July 2017 up 6.0%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.



... as of August 2017

Labour Force	118,900 (down 6.4%)
Unemployment Rate	8.4% (up 1.4%)
Employment Rate	59.1% (down 5.9%)
Participation Rate	64.4% (down 5.5%)

Percentage change reflects the same month in 2016

Business Briefs



Household income in City of St. John's: 2016 Census results

- In 2015, the median total income of households in St. John's was \$69,455, a change of 23.4% from \$56,305 in 2005.
- In 2015, 17,100 persons or 16.0% were in low income, while in 2005, 19.7% of the persons in St. John's lived in low income.
- The low-income rate for persons under 18 years of age was 21.2% compared to 15.2% for persons aged 18 to 64 and 13.6% for persons 65 and over in 2015.
- Persons living in lone-parent families had a higher rate of low income at 35.6%, while those living in couple families without children had a lower rate of 6.3%.

Ray agency named to STARTUP 50

St. John's based Ray ranked 44th in the 2017 STARTUP 50 ranking of Canada's Top New Growth Companies recently. A companion list to the longstanding and prestigious PROFIT 500 ranking of Canada's Fastest-Growing Companies, the STARTUP 50 ranks younger companies on two-year revenue growth. Ray Agency opened four years ago and has experienced tremendous growth over the past two years, doubling not only the size of their team but also their client roster. Ray and the rest of the STARTUP 50 winners are profiled in the October issue of Madman's magazine and online at CanadianBusiness.com.

First Angel Network

The First Angel Network Association (FAN), a not-for-profit organization, created by angel investors for angel investors, provides entrepreneurs and investors with a confidential, high-quality private equity investment experience in Atlantic Canada. FAN also delivers education and networking opportunities in the areas of investment readiness, angel investing and commercialization. Recently, St. John's based Gary Dinn, owner of M3 Sonar Consulting, has been named the director for FAN in Newfoundland and Labrador. Visit <http://firstangelnetwork.ca> for further details.



City Building Permits (year to date)

- **Commercial** permits are up 12% over last year: \$116,245,044 to date for 2017 over \$103,818,856 for 2016
- **Industrial** permits to date for 2016 were \$0; in 2017, we have \$5,000,000 to date, a 100% increase
- **Government/Institutional** permits are down 78% from \$5,997,584 in 2016 to \$1,337,200 in 2017. Note that this data does not include the full range of permit activity undertaken by the provincial government and its agencies.
- **Residential** permits are up this year, 11% over 2016: \$63,915,546 for 2017 over \$57,383,714 for 2016.
- **Repairs** are down 23%, from \$3,620,818 in 2016 to \$2,772,846 in 2017.



Business Approvals

Cajinka, 673 Topsail Rd.
Sunrise Records, Avalon Mall
Yoga studio, 586 Water St.
Lynn Panting's Dance Studio, 687 Water St.
By Sharpe Design Inc., 260A Portugal Cove Rd.
Cultures, Avalon Mall

Home-based Businesses

Personal training, 6 Shannon Pl.
HomeShare, 309 Bay Bulls Rd.
Office for vehicle sales, 14 Larkhall St.
Office for online sales, 44 Mooney Cres.
Electrical contractor, 11 Lions Rd.
Electrical contractor, 43 Orlando Pl.
Radide Roots, 8 Hunt Pl.
Butter Bakery, 5 Osbourne St.
Virtual safety company, 7A Glenview Ter.

Totals

Year to Date: 114

- Regular 61
- Home-based 53

City Initiatives



New Format for Economic Update

We're excited to announce some changes we're making to our Economic Update newsletter.

Effective as of the October issue we're moving to an electronic format that is mobile friendly. We hope this format allows you to get what you need from the newsletter as quickly as possible. The monthly Economic Update highlights the latest economic indicators, upcoming business events, and recent business news for St. John's. It's a quick up-to-date snapshot of the St. John's economy.

To subscribe to the Economic Update newsletter please email: business@stjohns.ca or click here: the newsletter is delivered by Constant Contact(c).

As we roll out this change, please let us know your thoughts on content and format. Your input will allow us to continue to evolve our communications tools to best serve our business community.

Upcoming Events

OCTOBER 11-12 [Newleaf Green Economy conference](#)
OCTOBER 17 [Starting a Business in St. John's Info Session](#)
OCTOBER 18-22 [St. John's International Women's Film Festival](#)
OCTOBER 19 [NLOWE Small business week open house](#)
OCTOBER 25-28 [Adapting Heritage...Engage, Innovate, Rejuvenate!](#)

OCTOBER 25 [Canada Business Guest Advisor Program – Marketing](#)
OCTOBER 25 [Canada Business Guest Advisor Program – Accounting](#)
OCTOBER 31- NOV 1 [Maritime & Arctic Security & Safety conference](#)
NOVEMBER 7 [APEC's Business Outlook Conference](#)



Waste Reduction... **In your Workplace**

Take a selfie of you reducing waste
Post it with **#wrwstjohns**
Enter to win a waste reduction prize pack!

Oct 16-23



Waste Reduction fair 10 am to 4 pm
Sat. Oct. 21 MUN Botanical Garden



Department of Community Services | Economic Development, Culture and Partnerships
(709) 576-8107 | business@stjohns.ca | www.stjohns.ca



Economic Update **November 2017**



The **New Housing Price Index** for St. John's Metro was 98.9 in August 2017 down -0.9%**

The **Consumer Price Index** for St. John's Metro was 136.1 in September 2017 up 1.5%*

Retail trade for Newfoundland and Labrador was \$761.5 million in August 2017 up 2.8%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.



... as of **September 2017**

Labour Force	117,600 (down 7.6%)
Unemployment Rate	8.9% (up 1.5 pts)
Employment Rate	58.0% (down 6.8 pts)
Participation Rate	63.7% (down 6.2 pts)

St. John's CMA, seasonally adjusted, three-month moving average. Percentage change reflects the same month previous year..

Business Briefs



Key highlights for the City of St. John's from latest 2016 census release

- In 2016, 6,540 — about 6.1% of the total population — reported being foreign-born individuals who immigrated to St. John's. In 2011, 4,505 (or 4.3%) of the St. John's population were immigrants.
- The United Kingdom, remains the top place of birth of immigrants to St. John's at 14%, followed by the United States at 9%. China ranked third at 8.3%.
- The largest source country of recent immigrants (2011 to 2016) to St. John's at 12.5% is Syria, followed by the Philippines at 9.3%. China ranked third at 8.2%.
- The census counted 3,250 Indigenous people in St. John's in 2016, accounting for 3% of the total population.
- 29,250 of the 47,640 households in St. John's owned their home in 2016, a rate of 61.4% on par with 2011's rate of 60.5%.

St. John's metro housing market outlook

A lack of employment and economic growth has not materially impacted home sales activity in the St. John's region, according to CMHC. Buyer activity in the under \$300,000 segment has been robust, with buyers recognizing the economic slowdown as a good time to enter the market, particularly first-time buyers. Single-detached housing demand will remain flat-to-declining over the forecast period (2017-2019) in the St. John's CMA. Semi-detached, row, basement apartments and small multi-unit rental projects targeted at seniors and

millennials are expected to drive market activity within this segment as well as more affordable housing projects. Residential prices will remain under pressure, driven by a lack of growth in population, income and employment, thus impacting overall housing demand. Read the complete housing market outlook at www.cmhc.ca

Downtown Visitor Information Centre open year-round

Looking for a place to stay in St. John's? Need pointers on what to see and do when you have out of town visitors? You'll find the answers at the City's downtown Visitor Information Centre (VIC). The centre, at 348 Water Street, remains open year round so you can make the most of your visit to St. John's. Hours of operation in the off-season are from 9 to 4:30 p.m. Monday to Friday. Please call 576-8106 or email tourism@stjohns.ca to contact the VIC.



City Building Permits (year to date)

As of November 6, 2017:

- **Commercial** permits are up 24% to \$136,929,021 for 2017 over \$103,818,856 for 2016
- **Industrial** permits are up 100%, from \$0 in 2016 to \$5,100,000 for 2017
- **Government/Institutional** permits are down 78% from \$6,042,584 in 2016 to \$1,337,200 in 2017.*
- **Residential** permits are up this year, 11% over 2016: \$63,915,546 for 2017 over \$57,383,714 for 2016.
- **Repairs** are down 23%, from \$4,002,598 in 2016 to \$3,065,698 in 2017

* Note that this data does not include the full range of permit activity undertaken by the provincial government and its agencies.



Business Approvals

Ethereal Boutique, 199 New Gower St.
UNICORNIO, 152 Water St.
Ricki's, Avalon Mall
Kayla's Colour Palette, 673 Topsail Rd.
Maddera Engineering, 45 Hebron Way
Registered massage therapy clinic, 74 O'leary Ave.
Cabot TKD martial arts, 396 Back Line
North Atlantic gas bar, 10 Tailwind Dr.
Clothing retail store, 687 Water St.

Home-based Businesses

Music lessons, 124 Circular Rd.
Preparation of baked goods, 4 Plover St.
Electrical contractor, 163 DoYLES Rd.
Accounting office, 9 Ventura Pl.
Family home childcare, 712A Main Rd.

Totals

Year to Date: 128

- Regular 70
- Home-based 58

City Initiatives



Community Grant applications available online

The deadline for applications to the City of St. John's grants and subsidies program is November 30, 2017. The program provides financial and other resources to non-profit groups, organizations and individuals whose application supports the City's strategic directions.

Funding is available in the following categories:

- Capital grants
- Artists and art organizations
- Community groups and organizations
- Special events and festivals
- Sporting groups and organizations

Each applicant is required to complete the Grant Application Form, available on the [City's website](http://www.stjohns.ca). For details visit the City's website or email citygrants@stjohns.ca.

Upcoming Events

November 15 [Grant Proposal Writing Workshop](#)
November 17 [Pitch & Pick, Genesis Centre](#)
November 21 [Drivers of Growth Economic Forum Update & Leadership](#)

Training

November 22 [Canada Business Guest Advisor - Intellectual Property](#)

November 22 [Canada Business Guest Advisor - Legal](#)

November 22 [Newfoundland Entrepreneurship Workshop Series, Futurpreneur](#)

November 22 [Health & Safety Summit, Mining Industry NL](#)

November 23 [Gen YYT Mixer, Board of Trade](#)

November 30 [Our Home of the Future, NL Association of Professional Planners](#)

December 6 [2017 business excellence awards](#)



Department of Community Services | Economic Development, Culture and Partnerships
(709) 576-8107 | business@stjohns.ca | www.stjohns.ca



Economic Update **December 2017**



The **New Housing Price Index** for St. John's Metro was 98.9 in September 2017 down -1.1%**

The **Consumer Price Index** for St. John's Metro was 135.7 in October 2017 up 0.8%*

Retail trade for Newfoundland and Labrador was \$779.2 million in September 2017 up 3.6%*

* same month in the previous year.

** With the release of the New Housing Price Index (NHPI) January 2017 data, the index base period, for which the NHPI equals 100, is December 2016.



... as of October 2017

Labour Force	118,400 (down 7.1%)
Unemployment Rate	8.5% (down 0.8 ppts)
Employment Rate	58.6% (down 4.8 ppts)
Participation Rate	64.1% (down 5.7 ppts)

St. John's CMA, seasonally adjusted, three-month moving average. Percentage change reflects the same month previous year..

Business Briefs



Offshore oil project Hebron produces first oil

On November 27 Exxon Mobil announced that first oil had been produced ahead of schedule from the \$14-billion Hebron project in the Jeanne D'Arc Basin about 350 kilometres southeast of St. John's. At its peak, it is designed to produce 150,000 barrels of oil per day. The project is expected to have a 30-year lifespan and will draw on a reservoir with 700-million barrels of oil. Hebron employed about 7,500 people at the peak of construction.

Education attainment and journey to work: 2016 Census results for the City of St. John's

- In 2016, 89.9% of people aged 25 to 64 in St. John's had a high school diploma or equivalency certificate, compared with 86.3% in Canada.
- In St. John's, 35.6% of people aged 25 to 64 had a bachelor's degree or higher in 2016, while 25.0% had a college, CEGEP or other non-university certificate or diploma as their highest level of education, and 3.5% had an apprenticeship certificate as their highest.
- In St. John's, 16.1% of women aged 25 to 64 with a bachelor's degree or higher studied STEM (science, technology, engineering and mathematics), compared with 36.5% of men. On the other hand, 83.9% of these women studied BHASE (non-STEM) fields of study such as business,

- humanities, health, arts, social sciences, education, etc., compared with 63.5% of men.
- Average commuting duration for the employed labour force in St. John's was 16.8 minutes; 5.2% of the employed workforce took public transit while 9.4% of the employed labour force used an active mode of transport like walking or cycling.
- 4.6% of the employed workforce in St. John's worked from home, compared to 3.4% in 2011.

St. John's area apartment rental market was relatively unchanged in 2017

According to the results of Canada Mortgage and Housing Corporation's Rental Market Survey conducted in October 2017, the vacancy rate in the St. John's metro area decreased slightly from 7.9% to 7.2% after eight years of increases. The easing of the rental market in recent years is attributed to lacklustre demand and because of economic weakness and an increase in newly built apartments since 2012. The overall average rent in the St. John's area for a two-bedroom apartment came in at \$941. The average national monthly rent for a two-bedroom rental apartment rose 2.8% to \$989. Read the full report here: www.cmhc-schl.gc.ca



City Building Permits (year to date)

As of December 4, 2017:

- **Commercial** permits are up 19% to \$145,586,487 for 2017 over \$122,436,558 for 2016
- **Industrial** permits are up 100%, from \$0 in 2016 to \$5,100,000 for 2017
- **Government/Institutional** permits are down 68% from \$6,053,109 in 2016 to \$1,952,594 in 2017.*
- **Residential** permits are up this year, 16% over 2016: \$84,294,875 for 2017 over \$72,546,705 for 2016.
- **Repairs** are down 28%, from \$4,457,079 in 2016 to \$3,217,798 in 2017

* Note that this data does not include the full range of permit activity undertaken by the provincial government and its agencies.



Business Approvals

E Bike Universe, 37 Stavanger Dr.
Sushi Maki, 655 Topsail Rd.
Natural Boutique, 25 Stavanger Dr.
Bow Shot, 152 Water St.
Yes B'Y'S, 7-9 Queen St.
H&R Block, 40-70 Hamlyn Rd.
Aylward Law, 400 Elizabeth Ave.
The Puffin Hut, 268 Water St.
Yellowbelly Brewery takeaway, 264 Water St.
Kuma Bento, Village Mall
Bark Avenue Groomer, 394 Kenmount Rd.
MD Financial Management, 80 Hebron Way

Home-based Businesses

Office for a project manager, 3 Eastmeadows Pl.
Carpenter, 43 Densmore's Ln.
Admin office for Go Baby Rentals, 128 Donovan's Rd.

Totals

Year to Date: 143

- Regular 82
- Home-based 61

City Initiatives



Planning Underway for Water Street Infrastructure Project in 2018

Following discussions with utility providers and an assessment of the use of trenchless technology to address the aging water and sewer infrastructure along Water Street, the City of St. John's is now prepared to move forward with plans for a rehabilitation program. Following the tendering process, Phase 1 should begin in April 2018 and covers the area between Queen Street to Bishop's Cove. Work will include installation of new manholes, catchbasins and leads, and storm sewers at the Water Street/Adelaide Street/Bishop's Cove intersection. Once the work is completed, the intersection will be reconfigured with accessible pedestrian signals. The City will share project information and updates using its website www.stjohns.ca and engagement site at engagestjohns.ca.

Upcoming Events

December 11 [Marketing & Communications Workshop: MOTR](#)
December 13 [Preparing to Compete and Win in a Low Carbon Economy workshop](#)
December 13 [Institute of Public Administration of Canada – NL chapter AGM](#)
December 13 [Extraordinary Women & Men Breakfast featuring entrepreneur Kathie Hicks](#)
December 14 [Webinar: Global Export Forecast 2017 with Peter Hall](#)
January 5 [St. John's Board of Trade 101 Session](#)



Department of Community Services | Economic Development, Culture and Partnerships
(709) 576-8107 | business@stjohns.ca | www.stjohns.ca

