



**ADVANTAGE
ST. JOHN'S**

Business Resource Hub + Economic Snapshot

The Economic Snapshot & Business Resource Hub is a monthly newsletter of the City of St. John's highlighting economic indicators, upcoming business events and recent business news/resources for the St. John's metro area.

Learn more at advantagestjohns.ca

City Initiatives and Updates

New Office Hours Pilot Program for Businesses

The City of St. John's celebrates Global Entrepreneurship Week November 8 - 14 by launching a new *Office Hours* pilot program to provide information to entrepreneurs and small businesses to connect them to entrepreneurial service and support agencies. The [St. John's Business Information Centre](#) currently offers information services to entrepreneurs who are seeking business startup or expansion information. This new pilot program will extend and enhance this service.

For the first sessions, we are pleased to collaborate with [Futurpreneur](#) and [RDEE NL - Bilingual Economic Development Network](#) to better assist entrepreneurs get the information they need as they prepare to launch, expand their business or hire new employees.

Futurpreneur Info Session Tuesday Nov 9, 1 to 4 p.m.

Aged 18 – 39 and thinking about starting a business? Take advantage of Futurpreneur's *Office Hours* session and learn about their programs in a tailored, one-on-one setting that is focused on you and your idea. Registration details [here](#).

Bilingual Economic Development Network (RDÉE TNL) Wednesday Nov 10, 1:30 to 3:30 p.m., 348 Water Street

Are you bilingual, considering immigrating to Newfoundland and Labrador, looking for a job, starting a business, recruiting qualified people, or willing to offer tourism services in French? RDÉE TNL can help. Click [here](#) for registration details to schedule an in-person appointment at the St. John's Business Information Centre, 348 Water Street.

News Briefs

Canada's Ocean City Powerhouse – November Events

Centuries of experience have advanced St. John's into Canada's ocean city powerhouse. Our strengths are often profiled through ocean related events that highlight local expertise, institutions, and businesses. This month, the Marine Institute will host Propelling the Blue Economy: Connecting Our Oceans, Our People, Our Future taking place virtually Nov 23-25. Gathering stakeholders to dialogue on all aspects of The Ocean Decade, the conference will provide a platform to discuss the most recent innovations, trends, and solutions to assist in the development of a common framework that will contribute to the development of a sustainable blue economy for Canada and the world.

Also in November, St. John's welcomes back the North Atlantic Fish & Workboat Show, one of Canada's largest commercial marine events November 19-20.

Eastern Health Establishes First MedTech Innovation Site in NL

Eastern Health has entered a partnership with BD-Canada that will see the newest healthcare technology brought to the health authority to find innovative solutions to positively impact quality of care. The partnership makes Eastern Health an innovation site for BD-Canada. This designation and partnership will ensure that Eastern Health is at the forefront of new technology while providing access to a live health-care environment for BD to test their products and services including medical devices, hardware, software and innovative procurement methods. Read more [here](#).

Considering a Career in Construction? Check out the Building NL podcast

If you or someone you know is considering a career in construction and would like to hear from the industry's finest, look no further than the Building Newfoundland & Labrador Podcast. The Newfoundland and Labrador Construction Association has launched a new Podcast series aimed at promoting careers in the commercial construction industry. In the Podcast industry professionals showcase the importance of mentorship as well as provide advice for anyone looking to interested in pursuing a career in construction. View the first episode at nlca.ca.

Government of Canada – Covid-19 Support Update



Business Benefits Finder

Answer questions to generate a tailored list of benefits for your business, whether you're starting out or scaling up use the Government of Canada's Business Benefits Finder.

New Targeted COVID-19 Benefit Programs

For businesses still facing significant challenges, the government of Canada has announced targeted Covid19 supports through two streams: the *Tourism and Hospitality Recovery Program* and the *Hardest Hit Business Recovery Program*. Applicants for these programs will use a new "two-key" eligibility system whereby they will need to demonstrate significant revenue losses over the course of 12 months of the pandemic, as well as revenue losses in the current month.

Businesses that face temporary new local lockdowns will be eligible for up to the maximum amount of the wage and rent subsidy programs, during the local lockdown, regardless of losses over the course of the pandemic. These programs will be available until May 7, 2022, with the proposed subsidy rates available through to March 13, 2022. From March 13, 2022, to May 7, 2022, the subsidy rates will decrease by half.

Virtual Event Listings



Book your spot!

Nov-Dec [Rock My Business Plan Workshop Series](#)

Nov 8 [Metro Business Opportunities Information Session](#)

Nov 12 [Business Plan Workshop](#)

Nov 15 [Boosting Your Business's Profitability Online](#)

Nov 17 [Navigating the Entrepreneurial Ecosystem for Black Entrepreneurs](#)

Nov 17 [noia Diversity & Inclusion Session](#)

Nov 18 [Community Collision with St. John's Entrepreneurial Community](#)

Nov 18 [CPA Financial Literacy Session 4: Your Numbers.....Your Story](#)

Nov 25 [St. John's Board of Trade 2021 Business Resilience Awards](#)

Nov 25 [Inclusion, Diversity, Equity and Anti-Racism Summit](#)

Jan-Apr, 2022 Gardiner Centre [Advanced Leadership Program - Online](#)

Latest Economic Indicators

City Building Permits

November 1, 2021

Commercial permits

were down -12% from \$131,469,398.38 in 2020 to \$115,080,550.04 in 2021

Industrial permits

were valued at \$3,000.00 for 2020 and \$4,164,500.00 for 2021

Government/Institutional permits

were up from \$136,500.00 in 2020 to \$33,020,007.00 in 2021*

Residential permits

were up 30% to \$51,766,844.56 for 2021 over \$39,895,016.33 for 2020

Business Approvals

Gahan House Harbourview, 125 Harbour Dr.

Craig's Cookies, 83 Duckworth St.

UKids, 48 Kenmount Rd.

Natural Boutique, 48 Kenmount Rd.

Calendar Club of Canada, 48 Kenmount Rd.

Hickory's Farms, 48 Kenmount Rd.

Madras Café, 183 Duckworth St.

Independent Armoured Transport, 4 Vanguard Crt.

Cash Money, 330 Torbay Rd.

Pet Zone, 50 O'Leary Ave.

Home-Based Businesses

Photography business, 68 Dooling's Line

Mainlander Electrical, 41 Bristol St.

Photography business, 238 Ladysmith Dr.

Repair permits

were up 32% from \$3,055,851.90 in 2020 to \$4,042,260.57 in 2021

Total value of all permits

was **up** 19% to \$208,074,162.17 for 2021 over \$174,559,766.61 for 2020

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

Engineering services company, 47 Veitch Cres.

Hair salon, 6 Caravelle Pl.

Business Approvals to date for 2021

Total 119

Regular 94

Home-based 25

Labour Force Characteristics

...as of October 2021

- **Labour Force** 118,000 (up 0.8%)
- **Unemployment Rate** 6.4% (down -2.1 pts)
- **Employment** 110,400 (up 3.1%)
- **Participation Rate** 64.8% (up 0.2 pts)

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

Economic Indicators

The **New Housing Price Index** for St. John's Metro was 102.3 in September 2021 up 4.4%*

The **Consumer Price Index** for St. John's Metro was 144.5 in September 2021 up 3.8%*

Retail trade for Newfoundland and Labrador was \$827 million in August 2021 up 4.7%*

** St. John's CMA, same month in the previous year. Source: Statistics Canada*

***seasonally adjusted,.*

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