

CITY OF ST. JOHN'S ECONOMIC SNAPSHOT

APRIL
2022

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St. John's metro-area companies make the cut

Five local companies have been recognized as some of [Canada's Top Small and Medium Employers](#) by Mediacorp Canada Inc., organizers of the annual Canada's Top 100 Employers project. Announced on April 5, 2022 in The Globe and Mail, this year's winners were compared to other organizations across the country for best workplaces and employee-friendly human resources policies, as well as their ability to adapt to these unprecedented times. 2022 award recipients include: [Bluedrop ISM](#), [CoLab Software](#), [Genoa Design International](#), [Noseworthy Chapman](#) and [Sequence Bio](#). The City of St. John's is proud of the national recognition afforded these exceptional companies.

City Initiatives and Updates

Applications now open for businesses to expand outdoors

The City of St. John's is accepting applications from business owners in the downtown and Churchill Square areas who wish to build a seasonal parklet (an outdoor eating area and/or lounge) on City-owned land. Business owners planning to construct a parklet are encouraged to start the application process as soon as possible. This year's operating season will run

from May 20th through October 31st. [Further details on the application process and applicable fees are available here.](#)

News Briefing

A call to all Newfoundland and Labrador employers

The Government of Newfoundland and Labrador (NL) has established a mobile office offering in-person support in Poland for Ukrainians seeking temporary safe-haven and permanent settlement in the province. The scope of services delivered by the Ukrainian Family Support Desk include connecting Ukrainians looking for jobs with NL employers. In support of this, the Government of NL is issuing a call to all employers in the province who have job opportunities to contact the support desk at UkrainianFamily@gov.nl.ca



CNA set to offer first applied degree this fall

Starting this September, the College of the North Atlantic's (CNA) School of Business and Information Technology will build on its existing two-year diploma in Computer Systems and Networking, to give students the option to obtain a specialized applied degree over an additional two years – a first for CNA and among comparable colleges across Canada. The new Bachelor of Applied IT: Systems and Network Cybersecurity degree is designed to meet industry needs, and provide new opportunities in technological education that will support economic growth in the province. [Read the full story.](#)

Transatlantic collaboration announced

The Fisheries and Marine Institute of Memorial University and the Department of Marine Technology at the Norwegian University of Science and Technology have signed a memorandum of understanding to work together in applying new marine technologies for remote operations and autonomous vehicles. Both organizations will share best practices and explore collaborative opportunities in applied research and development in ocean technologies; remote operations; educational exchanges for students and staff; and partnerships with industry. [Read the full story.](#)

Noia becomes Energy NL

On March 22nd, NOIA, the association representing Newfoundland and Labrador's oil and gas industry, officially became Energy NL. The change will enable

the association to expand its mandate beyond oil and gas and commit to the broader Newfoundland and Labrador energy sector. [More information is available here.](#)



At a Glance

"Bay du Nord creating a buzz in Newfoundland and Labrador. High hopes in province after offshore megaproject released from federal environmental process." [Read Glenn Whiffen's article in The Telegram.](#)

Cleantech startup [Seaformatics](#) inks sales deal with the United States Army Corps of Engineers. [Read the full story.](#)

Newfoundland-based [Genoa Design International](#) has partnered on training programs with Memorial University of Newfoundland and College of the North Atlantic for many years. "In fact, it's one of the reasons that Genoa was established in NL, because of the strength of these schools," says Gina Pecore, CEO of Genoa. [Read the full story.](#)

[PanGeo Subsea](#), a [Kraken Robotics](#) company, awarded \$5 million contract from [Couvillion Group](#) to complete decommissioning work in the U.S. Gulf of Mexico. [Read the full story.](#)

[AltoMaxx Technologies](#), a high-end provider of unmanned aircraft systems to the oil and gas utilities industries, is now the first drone company in the world able to certify other drone companies in international standards. [Read the full story.](#)

[Lynx Air](#) announces major expansion out of the Toronto region, including flights from Toronto Pearson (YYZ) to City of St. John's (YYT). [Read the full story.](#)

WestJet subsidiary [Swoop](#) announces non-stop flights from Hamilton (YHM) to City of St. John's (YYT). [Read the full story.](#)

[eDNAtec](#) and [OceanGate Expeditions](#) announce groundbreaking plans to gather environmental DNA (eDNA) water samples throughout all five missions of the 2022 Titanic Survey Expedition. [Read the full story.](#)

With offices in some of the hottest locations for tech companies worldwide, including London, Lisbon and Philadelphia, Newfoundland was the natural progression for [The Virtual Forge's](#) newest office. [Read the full story.](#)

Government of Canada Business Supports

Business Benefits Finder

Whether you're starting out or scaling up, the government of Canada's [Business Benefits Finder](#) can help you find a tailored list of programs and services for your business. From funding to advice, it's everything you need.



Federal wage subsidies are available to hire students

The Information and Communications Technology Council (ICTC) is offering a Work Integrated Learning (WIL) Digital wage subsidy program that helps employers by providing wage subsidies for hiring post-secondary students. Funded by the Government of Canada's Student Work Placement Program, subsidies of up to \$7,000 are expected to be available this summer for both full-time and part-time positions, co-op positions, and any other position that provides students the opportunity to practice skills relevant to the digital economy. [More information is available here.](#)

Changes to the Temporary Foreign Worker Program

The government of Canada has announced the Temporary Foreign Worker Program (TFWP) Workforce Solutions Road Map, which aims to improve the TFWP for both employers and foreign workers. The newly announced changes, some effective immediately and others by April 30, could significantly increase employer flexibility in meeting business needs by lengthening the duration of some work permits, improving worker access to permanent residency, and expanding the number of low-wage positions in certain industries. [Read the full announcement.](#)

Upcoming Courses and Events

Book your spot!

Apr 12 – Futurpreneur's [Rock My Cash Flow Workshop](#)

Apr 13-14 – Gardiner Centre's [Introduction to Cyber Defense](#)

Apr 19 – Office of Immigration and Multiculturalism NL's [Atlantic Immigration Program & Job Vacancy Assessment Information Session](#)

Apr 22 – The Harris Centre's [Organics Waste-to-Value Forum 2022](#)

Apr 26 – Energy NL's [Virtual AGM 2022](#)

Apr 26 to May 12 – NLOWE's [2022 Virtual Conference](#)

Apr 28 – Atlantic Provinces Economic Council's [Navigating Atlantic Canada's Changing Labour Market](#)

May 4 to Jun 23 – Gardiner Centre's [Advanced Administrative Professionals Program](#)

May 9-10 – St. John's Board of Trade's [Business Bootcamp 2022](#)

Questions About Starting a Business?

Our knowledgeable staff are here to help

At the City of St. John's **Business Information Centre**, our staff can help find the answers you need. Conveniently located at 348 Water Street, we are open Monday to Friday, 9 a.m. to 4:30 p.m. You can reach us at 709-576-8107 or business@stjohns.ca to book an appointment or to arrange a video call. Get in touch. We're here to help.



What is Advantage St. John's?

With the mandate to market the many advantages of living, working, studying and investing in our city, Advantage St. John's is expected to amplify economic growth and enhance people and investment attraction opportunities for St. John's. Targeting a predominantly national and international audience, Advantage St. John's will bring focus to the broad appeal and positive attributes of our beautiful and historic city. [More information is available here.](#)

Latest Economic Indicators

City building permits as of April 11, 2022

Commercial permits

Up 147% from \$7,964,615 in 2021 to \$19,709,188 in 2022

Industrial permits

Valued at \$4,000,000 for 2021 and \$29,000 for 2022

Government/institutional permits

Down from \$779,941 in 2021 to \$317,288 in 2022*

Residential permits

Up 100% to \$16,256,723 for 2022 over \$8,116,397 for 2021

Business approvals

Blackwell Supply Co., 48 Kenmount Road

Strum Engineering, 120 Torbay Road

Momentum Health, 19 Kingsbridge Road

Pop's Diner, 29 Rowan Street

Liv Better Dog Training, 40 O'Leary Avenue

Lavish Boutique, 60 Hamlyn Road

Mobile care company, 48 Kenmount Road

Interior designer, 203-205 New Gower Street

McKesson Specialty Pharmacy, 10

Repair permits

Down -85% from \$1,712,210 in 2021 to \$249,788 in 2022

Total value of all permits for 2022

Up 62% to \$36,561,987 for 2022 over \$22,573,164 for 2021

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



Austin Street

Thee Hollow Noggin, 357 Main Road

Home-based businesses

Food preparation, 7 Guy Street

Personal training business, 269

Brookfield Road

Total business approvals for 2022 = 34

(regular = 28 and home-based = 6)

Labour force characteristics as of March 2022

Labour force – 120,900 (up 6.2%)

Unemployment rate – 7.4% (down -2.1 pts)

Employment – 111,900 (up 8.6%)

Participation rate – 66.0% (up 3.3 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 104.7 in February 2022 (up 4.0%*)

The **Consumer Price Index** for St. John's Metro was 147.9 in February 2022 (up 4.7%*)

Retail trade for Newfoundland and Labrador was \$902 million in January 2022 (up 4.6%*)

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

City of St. John's
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