



ADVANTAGE ST. JOHN'S

City of St. John's Economic Snapshot January 2022

Learn more at advantagestjohns.ca

City Initiatives and Updates

St. John's offers a Tremendous Advantage for Attracting Top-Tier Talent

A recent *National Post* article showcased a modern-day perspective of St. John's – a vibrant city focused on innovation and technology, and people finding a better quality of life. For companies, St. John's offers a tremendous advantage for attracting top tier talent that can play a role in creating successful businesses. It means an engaged workforce that enjoys a healthy work-life balance. Find out why St. John's is an ideal place to invest in, to live and to grow your business AdvantageStJohns.ca.



COVID-19 Update on City Services

As a result of Newfoundland and Labrador moving to Alert Level 4, please note the following changes to select city services:

Business Information Centre

The Business Information Centre is open for telephone or virtual consultations from Monday to Friday from 9 a.m. to 4:30 p.m. You can reach us at 709-576-8107 or through email at business@stjohns.ca. For information and additional resources, visit AdvantageStJohns.ca.

City Hall

The Building Counter will be closed for in-person planning and development applications and permits. All applications will be processed by email. Please send your application to permits@stjohns.ca. If you are unable to complete the application through email, please call 576-8565. The Access Centre (Call 311) will be open to the public from Monday to Friday 8 a.m. to 4 p.m.

For the current information on City of St. John's services and programs impacted by the pandemic, please visit stjohns.ca/covid-19. For all other inquiries Contact Access St. John's.

Newfoundland and Labrador launches renewable energy plan

The government of Newfoundland and Labrador has launched its renewable energy plan, titled '*Maximizing Our Renewable Future*'. The five-year plan has four specific focus areas: energy uses and markets; regulatory framework; partnerships, innovation and industry support; and training and jobs. Newfoundland and Labrador has an abundance of renewable energy resources which positions the province well to meet its net-zero commitments, fight climate change, and to grow clean energy jobs and economic development. Find out more at www.gov.nl.ca/iet/renewable-energy-plan/.

New Permanent Atlantic Immigration Program (AIP)

Following the success of the Atlantic Immigration Pilot Program, the federal government has made it a permanent program. Immigration, Refugees, Citizenship Canada will release details on the program and will resume accepting applications under the AIP on March 6, 2022.

AIP has been successful in supporting employers in Newfoundland and Labrador in fulfilling their workforce needs. It also contributed to immigrant retention, with nearly 85 per cent of principal applicants choosing to remain in Newfoundland and Labrador. To assist future applicants gain a better understanding of the new program, the Office of Immigration and Multiculturalism has arranged two online information sessions, on January 12 and 19, respectively. Register through www.eventbrite.ca.

Genesis Evolution Seeks Applicants

Thinking about a tech business idea? You may want to consider applying for this winter's Evolution program at Genesis innovation hub in St. John's. The eight-week intensive program is designed for tech start-ups which have less than \$1 million in annual revenue and have yet to develop a minimum viable product. With experiential learning at its core, Evolution helps entrepreneurs engage potential customers, while receiving mentorship from Genesis' advisor network. Applications for the winter 2022 cohort close January 21: genesiscentre.ca/evolution.

Government of Canada – Covid-19 Support Update



Federal Government Expands Access to Local-Lockdown Programs

The federal government has temporarily expanded lockdown support to February 12, 2022, for businesses facing a 50% capacity restriction to assist with wage and rent payments. More details on the expansion of these support measures are available at www.canada.ca.

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](#).

Virtual Event Listings



Book your spot!

Jan 12 [Municipal Climate Change Practitioners networking event](#)

Jan 18 [NLOWE Entrepreneurial Insights: Start the New Year Right!](#)

[Make Mental Health a Priority in 2022](#)

Jan 19 [Webinar for NL Prospective Applicants - New Atlantic Immigration Program](#)

Jan 26 [Evaluation and Performance Measurement Frameworks: Getting to the Next Level](#)

Feb 3 [Discover Your Strengths – Strength Based Leadership Workshop](#)

Latest Economic Indicators

City Building Permits

As of December 31, 2021

Commercial permits

were down -12% from \$137,152,004.05 in 2020 to \$120,769,155.40 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 \$804,490.10 in 2020 to \$34,894,428.00 in 2021*

Residential permits

were up 24% to \$63,672,770.08 for 2021 over \$51,508,048.87 for 2020

Repair permits

were up 39% from \$3,436,653.90 in 2020 over \$4,768,937.57 in 2021

Total value of all permits for 2021

was up 18% to \$228,269,791.05 for 2021 over \$192,904,196.92 for 2020

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

Business Approvals

Artist studio, 139 Water St.

RJ Pinoy Yum, 43 Cashin Ave.

Int. groceries and beauty supplies, 40 O'Leary Ave.

In Home Health Care, 653 Topsail Rd.

Persepolis Persian Restaurant, 585 Torbay Rd.

Morrison Hershfield, 140 Water St.

Newbornlander Baby Store, 3-7 Cashin Ave.

Atlantic Standard HVAC, 673 Topsail Rd.

Home-Based Businesses

Whalen Wellness (online), 529 Thorburn Rd.

Baked goods, 83 Wabush Pl.

Pick-up of retail items purchased online, 5 Boland St.

Business Approvals for 2021 Total 141

Regular 110

Home-based 31

Business Approvals for 2020 Total 147

Labour Force Characteristics

...as of December 2021

- **Labour Force** 120,700 (up 1.7%)
- **Unemployment Rate** 7.0% (down -1.3 ppts)
- **Employment** 112,100 (up 3.0%)
- **Participation Rate** 66.1% (up 0.7 ppts)

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 103.5 in November 2021 up 3.0%*

The **Consumer Price Index** for St. John's Metro was 145.6 in November 2021 up 3.3%*

Retail trade for Newfoundland and Labrador was \$863 million in October 2021 up 10.6%*

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

***seasonally adjusted.*

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