



## SAINT JOHN

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### **Regional Oversight Committee supports Enterprise Saint John Plan & Direction**

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**Saint John N.B. – The Regional Oversight Committee (ROC)** says it's very confident about the direction the regional economic development agency, **Enterprise Saint John (ESJ)** is taking in 2017. The ROC is comprised of the five regional mayors and two private sector investors in ESJ and appoints its 11-member volunteer board of directors. Together, they establish ESJ targets for the year.

The Chair of the Regional Oversight Committee (ROC) and Mayor of Saint John, Don Darling, says the ROC supports **Enterprise Saint John** 2017 work plan, and recently approved its key performance indicators to measure the success of ESJ's plan.

"We are very pleased with the efforts of Enterprise Saint John's Board of Directors volunteer business leaders and their staff. Their hard work has resulted in a plan with clear measurable goals and focuses on our community's strengths to drive economic activity and job growth," stated ROC Chair, Mayor Don Darling.


The mayors of the five municipalities in the Greater Saint John region and representatives from the private sector are committed to regional cooperation on economic development. Collectively, the ROC is focused on results-oriented economic development that yields continual growth to achieve maximum potential as a region.

As **Canada's Most Connected Community**, Enterprise Saint John's strategy is a blueprint for job growth, created with the input of business leaders, academics and experts in regional development. The strategy focuses on expanding existing businesses, attracting new ones and supporting local start-ups by highlighting our technology, our people and strategic location.

Enterprise Saint John Board Chair Larry Hachey says ROC's support is critical for economic growth, "The strength of our economic development model is based on the cooperation and investment of our regional municipal and private sector partners. The leadership demonstrated by our regional mayors and councils, business leaders and community partners working together positions us well for success,"

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Mayor Darling indicated that the mayors are in the process, over the next several weeks, of updating their respective councils on the workplan and finalizing the municipalities' investment in ESJ for 2017.

		<b>KPIs for 2017</b>
<b>Potential Entrepreneurs:</b>	<b>750 students engaged</b>	
<b>Start-ups &amp; Existing Entrepreneurs</b>	<b>20 new start ups</b>	
	<b>40 new jobs</b>	
<b>Existing business:</b>	<b>500 new and retained jobs</b>	
<b>External Investors</b>	<b>250 new jobs</b>	

**ABOUT ROC** -The Regional Oversight Committee is comprised of the mayors of Grand Bay-Westfield, Saint John, Rothesay, Quispamsis and St. Martins together with 2 representatives of the private sector investors in Enterprise Saint John. Its mandate is to appoint 11 members of the ESJ Board of Directors and together with the Board establish annual key performance indicators.

**ABOUT Enterprise Saint John**- Enterprise Saint John is the regional economic development agency serving Grand Bay-Westfield, Saint John, Rothesay, Quispamsis and St. Martins. Our region's growth will come from being Canada's Most Connected Community where we leverage our technology, our people and strategic location to create new start-ups, help businesses grow and attract and retain businesses to the region.

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**Eleanor MacLean**  
***Communications Officer***  
**Enterprise Saint John**  
**(506) 658-6209**  
**emaclean@enterprisesj.com**  
[www.enterprisesj.com](http://www.enterprisesj.com)

**Jackie Isada**  
***Strategic Advisor to Mayor Darling***  
**Jacqueline.Isada@saintjohn.ca**  
**(506)649-7965**

