Economic Development

Division Report · November 2026

DIVISION	REPORTING PERIOD	PREPARED BY	COMMITTEE MEETING
Economic Development	October – November 2026	Briana Cowie	November 20, 2026

EXECUTIVE SUMMARY

Economic Development focused this period on workforce connections, sector research and business engagement for the Regional Economic Development Strategy. There were 185–200 job openings in the region from October to early November, 22 employers attended the Immigration in Motion workshop, and staff worked with schools, the Charlotte County Multicultural Association and the St. Croix Vocational Centre to connect youth and job seekers with local employers. PHRS has now supported 32 companies this year under the SNBSC contract, including 5 new companies in October. The Farmers Feedback Forum on November 17 and meetings with eight more regional businesses advanced strategy consultations, and a Working Group reviewed a draft list of regional industry sectors on November 23. Facebook views reached 65.1K over the last 28 days (+80.8%), and a tentative 2027 work plan is outlined below.

1 Workforce Development

- There were 185–200 job openings in the region from October to early November.
- Immigration in Motion Workshop held in October; 22 employers attended.
- December 4: Immigration NB invited SNBSC to a national virtual job fair recruiting for construction, healthcare, and education. We will attend alongside relevant employers to help match jobs in these sectors.
- Met with the EECD District Career Connected Learning Coach at ASD-South to plan 2027 work plan programming that builds the youth-to-local-employer pipeline, as required by the PETL contract.
- Met with the Strategic Partnerships Lead for Digital Learning and System Excellence to co-develop in-person learning experiences for regional youth.
- Presented at the Charlotte County Multicultural Association youth employment event, helping match youth with local jobs.
- Met with the St. Croix Vocational Centre to review resumés with 6 clients (people with disabilities), connected them to other local organizations, and shared their resumés with local employers.

2 Investment Readiness

- Developing a list of potential regional industry sectors using employer feedback, the NB Economic Strategy, the Atlantic Economic Council's 2027 business outlook, and census data. The Working Group met on November 23 to review and provide input.

3 Business Support

- Through the SNBSC contract, PHRS has provided HR support to 32 companies so far this year, including 5 new companies in October. Common services include recruitment, immigration, employee relations, and compensation.
- The Farmers Feedback Forum took place on November 17 with 7 farms, the National Farmers Union – NB Chapter, and representatives from the Dept. of Agriculture. Facilitated through Food for All NB, it is part of the sector-specific consultation for the Regional Economic Development Strategy.
- We've partnered with Gold Crown Creative on in-depth highlights of 20 regional businesses; the first post featured Mayfield Gardens.

4 Project Support

Project management support includes helping to shape grant applications.

- Deer Island Community Centre
- Vic Street Community Centre
- World's Oldest Basketball Court
- *Ocean Park*
- Home Support Services Project
- Homecoming Festival

5 Other

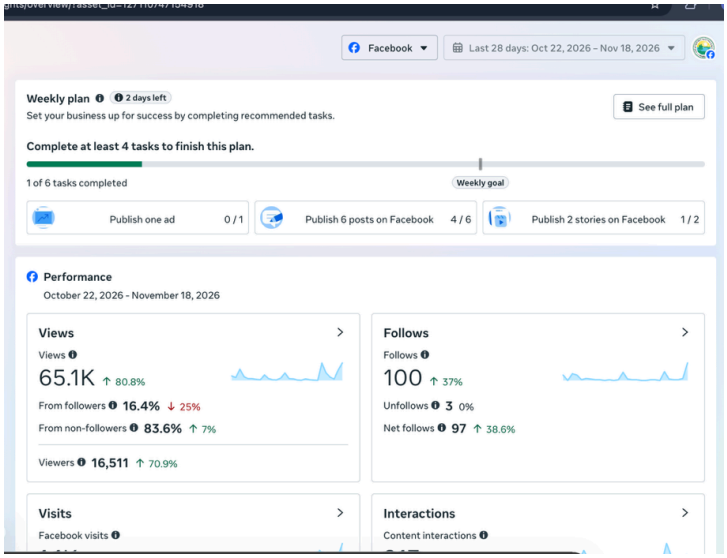
- Stakeholder engagement continued with the 50–100 businesses identified for the Regional Economic Development Strategy. This month's businesses included Atlantic Superstore, Atlantic Mariculture Ltd, Benson Lobster, Saint Andrews Brewing Company, Port of Bayside, Carver Industries, Coastal Transport, Huntsman and CHCO TV.
- Working with Kingsbrae Gardens, the St. Andrews Chamber of Commerce, and Sunbury Shores to introduce *the Shorefast Institute – Training for Place-Based Economics* to regional small businesses in 2027.

6 Tentative 2027 Work Plan

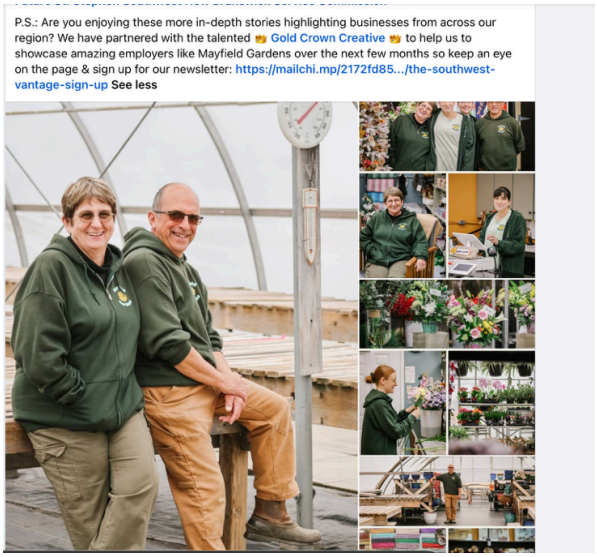
- Regional Dialogue Event (May)
- NBCC Boost Program Fair for Local Students (TBD)

- Employment Fairs (April & October)
- Youth Involvement in Economic Development (February – April): 4–6 workshop events in schools doing tabletop exercises for youth
- Launch of the Industrial Site Directory (April)
- Unattached Patient Registration Events (June & November)
- Day in the Life – Sponsorship for Prospective Medical Professionals (a trip to Dalhousie and Halifax for 4–6 students interested in the medical field)
- Medical Pop-Up Clinics (Alzheimer's & Dementia, Eye Doctors, Mole Mobile)
- 4 HR workshops with PHRS (2 online, 2 in person)
  - Back to the Basics HR Workshop – January, in person
  - Supporting Women in the Workplace (online, with the Menopause Foundation of Canada) – March
  - Neurodivergence in the Workplace – June, in person
  - Understanding Generational Differences in the Workplace – October, in person
- Shorefast Institute Training Program

7 Social Media Results



Facebook page performance, October 22 – November 18, 2026



Facebook business highlight featuring Mayfield Gardens, produced with Gold Crown Creative