

BUSINESS RESOURCE HUB & ECONOMIC SNAPSHOT

January 2021



City Initiatives and Updates

Updated Application Process for Starting or Renovating a Business

Various permits are required for the construction, addition, renovation and repair of commercial buildings. Permits, once issued, allow for the necessary follow-up inspection to ensure that work is undertaken according to the proper Building Code or Standard for safety reasons. An inspection must be conducted prior to use or occupancy of the space. This ensures that any construction done to the space meets the building code and provides first responders with relevant information in case of an emergency and ensures that the use is permitted according to the zoning.

Anyone who wishes to operate a business in St. John's must first complete and submit either a [Planning/Development Application](#) or a [Construct or Demolish Application](#). New construction projects and home-based businesses should complete the Planning/Development Application and the corresponding [Development Checklist](#). For a new business located in an existing commercial building a completed application form for a [Permit to Construct or Demolish](#) is required. Economic Development staff is here to help provide guidance on how to navigate municipal processes. Just send us an email at business@stjohns.ca or give us a call 576.8107.

2020 Year in Review

Our City Our Future is the City of St. John's overarching strategy document, created to shape and direct decisions over the next ten years. In 2020 the City accomplish a number of strategic and operational priorities as identified in *Our City Our Future - [Strategic Plan 2019-2029](#)*. The four strategic directions include: an Effective City, A Connected City, a Sustainable City and a City That Moves. Make sure you take a moment to review our corporate

year in review posted on the City's website as a series of five stories at <http://stjohns.ca>

City of St. John's Major Construction Projects 2020

Some of the private major construction projects valued over \$2 million approved in St. John's include:

- Office renovations, 2-4 Hallett Cres.: \$2.3
- Fort Amherst Properties Health Hub, 40 Newtown Rd.: \$5.2
- Woodgate Plaza Renovations, 58 Kenmount Rd.: \$7.1
- Westbury Estates Retirement Living, 160 Southlands Blvd.: \$10.5
- Warehouse facility, 650 Fowler's Rd.: \$10.6
- Office building, 331 Water St.: \$12.0
- Canadian Hyundai dealership, 515 Kenmount Rd.: \$16.6
- Chancellor Park addition, 270 Portugal Cove Rd.: \$30.0

Opportunities

Request for Proposals: Innovation Centre to raise collective capacity and support attraction of investment and talent

techNL and a group of industry organizations are taking the first steps towards the creation of an Innovation Centre in Newfoundland and Labrador to raise collective capacity and support attraction of investment and talent in the province. Funding has been earmarked from the Atlantic Canada Opportunities Agency and the provincial Department of Industry, Energy and Technology to support two Request for Proposals (RFPs), to be issued by techNL in the coming weeks. The first RFP will help finalize the key activities, programs, and a governance model for the Innovation Centre operations. The second RFP will seek proposals for the physical space where the Innovation Centre will be located.

Support employment in your business and provide a work placement

Due to the COVID-19 pandemic, co-op students are experiencing difficulty securing the work placements they need to complete their programs. The Provincial Government recently announced a \$3 million investment for Co-op students to secure work placements. This one time subsidy will cover up to 75% of a co-op student's hourly wage up to maximum of \$8,000 per student work term. Employers seeking more information are encouraged to contact co-op placement offices at Memorial University, College of the North Atlantic and respective private training institutions. Consider supporting employment in your business and provide a work placement for a student.

Virtual Event Listings

NEIA: Newleef 2020 features a wealth of quality and curated content to help you better understand clean growth opportunities in Newfoundland and Labrador. Once you register, you can access the pre-recorded presentations.



Jan 15 Futurpreneur Canada Information Session

Jan 18 BDC What's next? Managing your business's finances in 2021

Jan 18 CBDC Business Start-Up Course

Jan 20 COFFEE with Canadian Women in Ocean Industries Leadership

Jan 20 BizArtsNL The Journey to Recovery: How cashflow and the cloud can get you there

Jan 25 Ocean Supercluster Resilience Call for Proposals

Jan 27 Entrepreneurial Insights: Women & Wellness

Jan 28 Passport For Growth: Trade Commissioner Service

Feb 5 Futurpreneur Rock My Business Plan: Workshop 2

Latest Economic Indicators



City of St. John's Building Permits

As of December 31, 2020:

Commercial permits were down -32% from \$200,795,789.69 in 2019 to \$137,169,004.05 in 2020

Industrial permits were valued at \$1,812,266.07 for 2019 and \$3,000 for 2020

Government/Institutional permits were down from \$4,724,650.00 in 2019 to \$804,490.10 in 2020*

Residential permits were up 6% to \$51,613,048.87 for 2020 over \$48,878,935.73 for 2019

Repair permits were up 66%, from \$2,375,933.50 in 2019 to \$3,446,479.63 in 2020

Total value of all permits was **down -25%** to \$193,036,022.65 for 2020 over \$258,587,574.99 for 2019

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



Labour Force Characteristics

...as of December 2020

Labour Force 122,900 (down -1.2%)
 Unemployment Rate 8.7% (up 1.7 ppts)
 Employment 112,200 (down -2.9%)
 Participation Rate 65.3% (down -1.4 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 100.5 in November 2020 up 3.2%*

The **Consumer Price Index** for St. John's Metro was 141.0 in November 2020 up 1.3%*

Retail trade for Newfoundland and Labrador was \$787 million in October 2020 up 2.1%*

**same month in the previous year. Source: Statistics Canada.*



Business Approvals

- Skechers, Avalon Mall
- Paint shop, 81 Kenmount Rd.
- AltoMaxx Technologies, 40 Aberdeen Ave.
- Pharmacy, 35 White Rose Dr.
- Boxing/Kickboxing for women, 40 Hamlyn Rd.
- Law office, 290 Lemarchant Rd.
- The Postmaster's Inn, 20 Gower St.
- Old Dublin Bakery, 203 Merrymeeting Rd.

Home-based Businesses

seamstress, 5 Ayrshire Pl.

2020 Total 147

- Regular 111
- Home-based 36

