



## Why Retail Development is Important to a Community:

### Here are some of the benefits:

#### Increased Tax Base:

- Revenues to support, maintain and improve local services such as street, sidewalks, parks, libraries and other services

#### Entrepreneurship:

- Growth in small and mid-size businesses, more opportunities to buy local products and services, increased variety of retail and entertainment opportunities

#### Job Growth / Income Improvement:

- Youth retention, attraction of migrants and immigrants, engagement of disadvantaged groups in work places, improved social outcomes
- One of every 10 jobs in Canada is shopping centre related employment

#### Economic Diversification:

- Expand the economy and reduce vulnerability to a single industry; Greater self-sufficiency

#### Efficient Use of land:

- Property is used for its highest and best use, maximizing its value to a community and to the economy.

#### Vibrant, Creative and Diverse Community:

- A growing community attracts immigrants, tends to be tolerant and celebrates different lifestyles and cultures.
- A growing community can invest in art and culture as well as recreational facilities.

#### Quality of Life:

- More local economic activity generates more tax dollars which allow for community building investments.
- Greater economic activity raises the overall standard of living

#### Community Confidence:

- Growing communities get national and international recognition. Growth generates higher business activity and consumer confidence which generates more growth in a positive and reinforcing cycle
- Growing communities with vibrant retail activity reinforce community pride which encourages community participation.

#### Community Outreach Programs:

- One of the corporate values for many developers, regional and national retailers is to work with various social groups in building a better community
- Solid Corporate Partners committed to sponsoring events that benefit a community

*Article provided by John Johnston, East Point Shopping Centre*

## Update on Transit Service in Saint John

Saint John Transit's new service provides a direct bus leaving Lancaster Mall through Kings Square to McAllister Place via Retail Drive every 20 minutes all day long in both directions. The time from either mall, both of which are connection points for service on the east side and on the west side, to Kings Square varies between 20 and 25 minutes. In addition, there is a direct bus from the Hospital/UNB area through Kings Square to McAllister Place every 20 minutes all day long in both directions. Buses leaving McAllister Place on these two routes are spaced so that service between McAllister Place and Kings Square in both directions is every 10 minutes. The new schedules also provide service on many of the feeder routes until 10:00 pm, compared to the old norm of 6:00 pm. This later time should provide retail employers better opportunities for employee recruitment. The latter hours also provide shoppers who use the bus with the ability to shop until closing.

*Article provided by Frank McCarey, Saint John Transit*

## Good news stories...

We want your good news stories. In each issue of Currents, the Board of Trade newsletter, we want to talk about the good things that are happening in our local Retail and Hospitality Industry.

Do you have a good news story on retail or business in Saint John? Think about your own business. Is there something you would like to talk about? Have you expanded? Taken on a product line unique to our City? Received recognition or an award for your business?

Send your Good News Story to Erinor Jacob at [ejacob@sjboardoftrade.com](mailto:ejacob@sjboardoftrade.com).

## Why Successful Retailers and Retail Developers have Optimism

Entrepreneurs have to make their own luck. Successful retail development requires five things, vision, optimism, a passion for change, innovation and leadership.

Let's look at the importance of optimism. Retail development at its heart is about optimism....optimism about your project, your community and your organization. Positive attitude fuels success. I believe that it's fair to say –It is impossible to succeed at retail development and be a pessimist. Optimism is the currency that drives retail developments.

Retail development is about having a gut conviction that you can be a change agent. It's about a belief that prosperity is not just about the accident of location and proximity to other retailers; it's about people and organizations that believe that their effort and personal commitment can make a difference and set a new path. Every successful developer and retailer is an optimist.

Being an eternal optimist is not easy, but you know what it's not that hard either. Optimism is not about blind faith or a cheery attitude as some would have it. It's about seeing a path forward when others can't see past the darkness. It's about seeing obstacles as challenges to go around, not stop signs. Optimism is where retail developers get their energy and their drive; pessimism is their kryptonite. President Obama demonstrated this in becoming the current President of the United States by inspiring Americans with his 'Yes, we can' attitude in resolving today's issues and challenges as well as being optimistic about the future.

*Article provided by John Johnston, East Point Shopping Centre*

## Retail Forum looking for Members!

The Retail Forum is a committee of the Saint John Board of Trade dedicated to improving and promoting the Retail Sector in Saint John. Current members of the Retail Forum represent various businesses including Alternatives, Brunswick Square, Buckland Gallery, Centennial Pontiac, East Point Shopping, FCS Flooring & Concrete Solutions Specialists, McAllister Place, Plasticraft Signs and Graphics, Staples, Uptown Saint John and Walsh Luggage. Presently the Forum is working on improving the Retail sector's presence in the media and making Saint John a Retail destination.

If you are interested in participating on the Retail Forum please contact Erinor Jacob for more information at [ejacob@sjboardoftrade.com](mailto:ejacob@sjboardoftrade.com).

## Around the City...

Since September...

- The 1<sup>st</sup> Chop-Chop Food Festival was held Nov1—7<sup>th</sup> and reported to be a success by participating restaurants.
- Uptown Saint John in partnership with the Leisure Services Department of the City created a more festive Uptown Area by purchasing and installing Holiday Lights and Trees along King St.
- New stores opened include:
  - Yves Rocher-McAllister Place
  - Starbucks-Brunswick Sq
  - Rogers-Brunswick Sq
- Saint John Cruise Season experienced its best year yet with a record 186,500 passengers
- McAllister Place finished their \$13 million renovations and held a Grand Re-opening on November 13<sup>th</sup>.
- Refinery turnaround a \$220 million investment was completed on November 17<sup>th</sup>
- Uptown Saint John launched its new website: [www.uptownsj.com](http://www.uptownsj.com)
- Opera Bistro received the 2009 Outstanding Business Achievement Award for Emerging Enterprise!
- The Imperial Theatre surpassed its Capital Campaign Goal of \$2.5 million dollars by raising \$2.9 million.
- Chandler celebrated their 50<sup>th</sup> Anniversary
- Stylin' Mama, Baby and Tot is celebrating its 2<sup>nd</sup> Anniversary.

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## *freespots* in Saint John

The following Board of Trade members are also taking part in the *freespot* initiative whose goal is to provide public Wi-Fi service that covers the City of Saint John with free wireless internet:

- Business Resource Centre
- Church Street Stakehouse & Churchills Pub
- City Hall Council Chambers
- Grannan's Seafood Restaurant
- Java Moose
- Lily's Café
- Opera Bistro
- Pizza Hut
- Red Whale Coffee Company
- Saint John Ale House
- Saint John Free Public Library
- TriStar Mercedes-Benz
- Urban Deli
- Vito's Restaurant

To find more *freespots* locations or to become a *freespot* location visit <http://freespots.ca/>