



Fredericton Business
AMBASSADOR
Program

Making Connections!

Founded: April 2003

Ambassadors Can Be...

- Business people, professionals & university faculty who receive clients from out-of-town or travel beyond Fredericton to meet with clients and attend conferences/events.
- Professional recruiters requiring relocation tools to attract new staff.
- University Students & Alumni
- Residents & Immigrants

Objectives

Short-Term:

- Create program awareness and maintain the brand.
- Educate about Fredericton's advantages.
- Elevate confidence & pride in the community.
- Enlist citizens' participation in selling and promoting the City.
- Provide the promotional tools.

Long-Term:

- Identify business leads.
- Grow the population.

Our Motto - SBQ

Fredericton is such a great place to live and work, and with your assistance, you may be able to help attract new business, residents, conferences, events and opportunities to the City, which could translate to more business for you! Just remember our motto:

A Smart City
offering *Best Value*, and
an enviable *Quality of Life!*

The Tools

- **Business Card CD** – The CD contains a great promotional video depicting Fredericton’s business environment and quality life, plus it contains a digital copy of the Community Profile.
- **Community Profile** - The Profile can be used to customize and tailor information based on your clients’ needs.
- **Website** –You can access the Videos, Profile and lots of other information online at:
www.fredericton.ca/economicdevelopment
- **Relocation Kit** - Designed to help attract new residents to the City – see “Relocating” section of website.

Interesting Facts

- Fredericton has one business for every **14** people in the Fredericton region (KPMG Comp. Alternatives Study 2002).
- Fredericton has Canada's **largest** per capita engineering cluster (Assoc. of Professional Engineers of NB)
- Fredericton has the 4th highest university-educated population in the entire country at 31% (Stats Canada).
- Fredericton is home to **70%** of New Brunswick's knowledge-based companies (provincial study).

Take our “Test your Knowledge Quiz”





Interesting Facts

- Fredericton is Canada's 1st, free wireless city with **Fred-eZone**, the municipally-owned Wi-Fi Network.
- Fredericton has **central** geographic proximity, and access to **100** million consumers within a **8-hour** drive or short flight.
- Fredericton's CA (census agglomeration area) has a population of **85,688** with a Greater Fredericton regional population of **124,172** (Stats Canada).

Interesting Facts

Nationally Recognized:

“One of the Top 7 Intelligent Communities in the World” (*Intelligent Community Forum* 2008 / 2009)

“Canada’s Best Places to Live” (*MoneySense* 2007/2008/2009)

“One of the North American Cities of the Future” (*Financial Times of London* 2007)

“Best City for Business” (*Canadian Business* 2002)

“One of the Top Five New Technology Boomtowns” & "One of the Best Cities for Export" (*Globe & Mail Report on Business* 2001 & 1997)



As the largest business park in the Maritime Provinces, the Runway is an 18 km commercial corridor stretching from the west-end to the east-end of the city encompassing four nodes:

- Industrial and Business Parks
- Uptown Commercial District
- Research and Knowledge-based District
- Fredericton Int'l Airport and Aerospace & Defence Park

There is a “perfect location” for every type of business!



Channeling Leads

- Leads for **business prospects** and **conferences/events** can be emailed through the *Ambassador* section of the website at:

www.fredericton.ca/economicdevelopment

- Bring your conferences home.

Ambassador Team

- Recruit Others – spread the word!
- Future Training / Business Outreach
- Recognition Event & Incentives
- Deputize / Pewter Lapel Pin - As an exclusive symbol of our Ambassador Team, we want our Ambassadors to wear their pins with pride, so others aspire to be Ambassadors!

Ambassador Team

- We invite you to join the team. Contact Laurie Guthrie Hayes 460-2942 to learn more, and officially become an Ambassador for Fredericton!
- We challenge you to take an active role in promoting your community, and contribute to the economic growth and prosperity of the city to not only create opportunities and jobs for your generation, but future generations!
- Thank you for your time!

