



1 Germain Street
18th Floor
Saint John, NB E2L 4V1

phone: (506) 642-9424
toll free: (888) 240-9333
fax: (506) 642-9012

www.marinerinnovations.com

sales@marinerinnovations.com

April 12, 2018

Mayor Don Darling and Common Council
City of Saint John
PO Box 1971
Saint John, NB
E2L 4L1

CommonClerk2@saintjohn.ca

Mayor Darling and Members of Common Council,

It is my pleasure to support the City of Saint John's application for the Government of Canada's Smart Cities Challenge.

I have been impressed with the level of community engagement conducted to develop the Challenge Statement and the application. I am particularly heartened that the community chose Population Decline with a focus on Newcomer Attraction and Retention as the focus of the application.

As a company focused on innovation and technology, attracting and retaining talent is a critical success factor in our business. Having the city as a community focused on this issue of harnessing the power of innovation and technology is a perfect fit for us.

We all recognize how important this is for us who live or would like to live here. Saint John was the only city in the census metropolitan area in Canada to lose population in the 2016 census, and that is a very serious threat to our prosperity.

We believe that a successful application could mean positive change for our population and could well serve communities by being a replicable model across the country facing a similar situation.

Sincerely,

A handwritten signature in black ink that reads "Paul Eisner". The signature is fluid and cursive, with the first name "Paul" being larger and more prominent than the last name "Eisner".

Paul Eisner
President
Mariner Innovations