

Economic & Creative Development

2020-21 Focus

For any community to flourish, its residents must have:

- Employment opportunities
- A government that can generate revenue to provide services

Economic development, if done effectively, works to retain and grow jobs and investment within a community, contributing to an overall positive quality of life.

In November 2019, the City of Barrie reorganized its operational divisions to bring together Business Development + Creative Development to create one department:

Economic & Creative Development (ECD)

What is Economic & Creative Development?



Businesses need

- Access to land, skilled labour, capital and utilities
- Networks and connections that increase competitiveness



Workers need

- Quality jobs
- Education and training
- Opportunities for advancement



Communities need

- Funding for basic services
- Quality of life amenities
- Economic diversification and resilience



Economic developers can help!

Source: IEDC – International Economic Development Council

Economic & Creative Development

What Is Our Purpose:



Unite and collaborate with the community to deliver a suite of supports, programs and services that ignite economic growth and promote economic diversification and resilience.

We also externally hold the Invest Barrie and Creative Barrie brands

investbarrie

| investbarrie.com

Collaborators - Connectors - Partners



ECD Core Services

1. Business Retention and Expansion (BR&E) Services

- Business visitation, and sector support and development

2. Business, Talent/Workforce and Investment Attraction

- Inbound and outbound marketing and data provision

3. Investment Servicing

- Collaborating with Building and Planning Services to provide project execution, BCRY and LSRA support

4. Marketing and Positioning

- Promotional assets, marketing programs and messaging to position the city for investment and talent attraction

5. Data Collection and Analysis

- Base business inventory collection, statistical data analysis, land inventory information

6. Culture Development

- Development of the arts and culture sector through grant programming, events, education and resource tools
- Public art program and implementation

7. Entrepreneur and Small Business Support

- Small Business Centre suite of services
- Entrepreneurial ecosystem growth through program development, events and strategic initiatives

Our Goals



**Position Barrie as a
premiere business
investment destination**



**Develop a robust
entrepreneurial and small
business ecosystem**



**Cultivate a dynamic
workforce and pipeline of
talent**



**Foster a vibrant
Downtown Economic
Corridor**



**Promote growth of a
diverse and sustainable
arts and cultural sector**



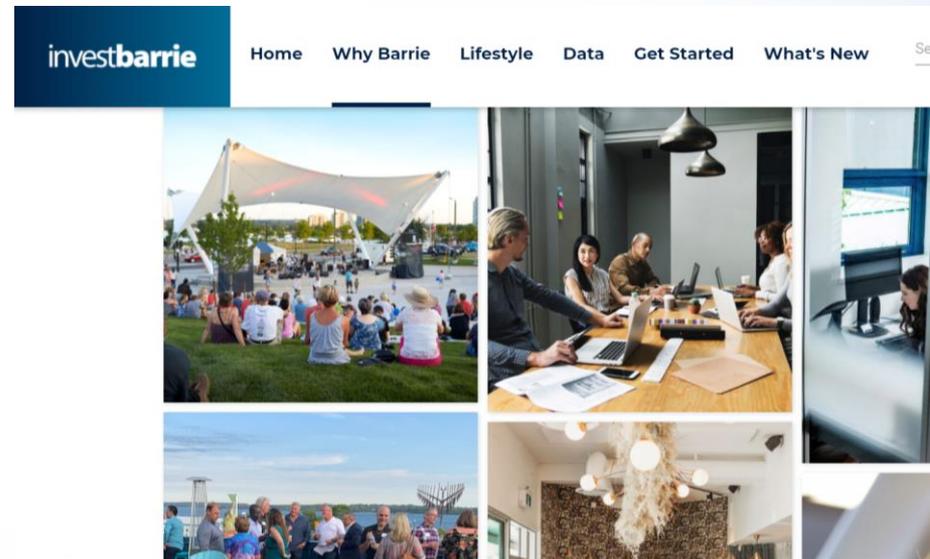
**Implement strategies to
strengthen development
of key sectors**

Objectives & Actions

Each goal has a series of **objectives and actions** to propel the Economic & Creative Development department forward in achieving its goals.

Key Focus Areas:

- Data
- Telling the 'Barrie Story'
- Strengthening 'Open for Business'
- Leveraging partnerships
- Sector development
- Building arts programming



What's Next?



This refresh and launch of a new focus for Economic & Creative Development and Invest Barrie will reinforce our foundation



We will be engaging and aligning with our partners so we can position ourselves for beyond 2021

Visit: investbarrie.ca

Follow our Social Channels

Twitter: [@investbarrie](https://twitter.com/investbarrie), [@creativebarrie](https://twitter.com/creativebarrie)

LinkedIn: [invest-barrie](https://www.linkedin.com/company/invest-barrie)